

**EXECUTIVE**

**THURSDAY, 22ND SEPTEMBER, 2022**

**SUPPLEMENTARY AGENDA**

**Agenda No    Item**

12. **Agenda Item 8: Shaping Guildford's Future (formerly Guildford Economic Regeneration Programme Master Plan Strategy) (Pages 1 - 512)**

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Executive Report

Ward(s) affected: Friary & St Nicholas and Holy Trinity

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Date: 22 September 2022

## **Shaping Guildford's Future (formerly Guildford Economic Regeneration Programme Master Plan Strategy)**

### **Executive Summary**

The Council agreed in July 2019 to bring forward a sustainable and ambitious town centre masterplan to show how a strong vision can achieve more than piecemeal and uncoordinated development.

Over the past three years, the Council has undertaken work to develop the masterplan, with the aim of breathing new life into the town by opening up the riverside, reducing congestion, improving alternative, sustainable and affordable transportation, as well as making the centre a more attractive place to live, work and visit.

The purpose of this report is to seek endorsement of Shaping Guildford's Future Stage 2 outputs and approve the progression of the programme to Stage 3, with associated capital budget and delegations to enable this.

### **Recommendations to Executive**

1. To endorse the Stage 2 Shaping Guildford's Future report and approve proceeding to Stage 3.
2. To approve the transfer of £3.070 million from the provisional to the approved capital programme to enable the Council to deliver Stage 3 of the programme.
3. To authorise the Joint Strategic Director of Place, in consultation with the Lead Councillor for Regeneration, to finalise Heads of Terms, Memorandums of Understanding, Terms of Reference, negotiate, sign and complete legal agreements relating to the Shaping Guildford's Future programme.
4. To authorise the Joint Strategic Director of Place, in Consultation with the Lead Councillor for Regeneration, to enter into contracts and legal agreements connected with the Shaping Guildford's Future project as may be necessary at reasonable costs within the approved budget.

Reason(s) for Recommendation:

This recommendation will support the delivery of the Council's Corporate Plan (2021-2025) priorities, by delivering a proactive strategy to address the economic and physical constraints facing the town.

**Is the report (or part of it) exempt from publication?**

No.

## **1.0 Purpose of Report**

- 1.1 The purpose of the report is to:
- Seek endorsement of the Stage 2 report of the Shaping Guildford's Future (SGF) Masterplan Strategy (Appendix 1).
  - Seek approval to proceed to Stage 3 with a £3.070 million budget, as per the existing provisional capital programme.

## **2.0 Strategic Priorities**

- 2.1 The recommendations in this report relate to the following priorities in the Council's Corporate Plan 2021-2025:
- Revive Guildford town centre to unlock its full potential.
  - Provide and facilitate housing that people can afford.
  - Create employment opportunities through regeneration.
  - Work with partners to make travel more sustainable and reduce congestion.
  - Make every effort to protect and enhance our biodiversity and natural environment.

## **3.0 Background**

- 3.1 In July 2019 the Council made the following resolution: "That the process for bringing forward, within the term of this Council, a sustainable Town Centre Master Plan Development Plan Document be commenced immediately, and the Director of Planning and Regeneration be authorised to engage external master-planning consultancy advice to assist in this process".
- 3.2 Following the approval of budget allocations by Full Council in February 2020, the Executive agreed to the setting up of a Master Plan Board and appointment of a specialist advisor to brief and scope the appointment of an external professional team to contribute to the delivery of a proactive strategy for the comprehensive regeneration of Guildford town centre. Endorsement was given to the Strategy and organisational plan.
- 3.3 The approved Strategy sets out a timetable for taking forward a deliverable Economic Regeneration Programme for Guildford incorporating three stages with Executive sign-off and approval at each gateway as shown in Table 1 below:

<b>Stage 1</b> (December 2020 - May 2021)	Preparation of detailed scope & briefs. Procurement of Consultant team. High Level Strategic Appraisal including constraint analysis.
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	Planning Strategy
<b>Stage 2</b> (June 2021 – July 2022)	Development of concept Master Plan Stakeholder consultation Data collection Preparation of Strategic Outline Case Preparation of Grant applications.
<b>Stage 3</b> (September 2022 – December 2023)	Grant Funding Award Application Collect Evidence Base for Planning Policy Progress Area Action Plan Progress agreements with Surrey County Council Progress E.A partnership Progress agreements with property and statutory stakeholders

**Table 1:** Gateway stages

- 3.4 Shaping Guildford’s Future covers the issues and opportunities for regeneration along the river corridor through the town centre, but it does not currently include Guildford’s historic core within the established town centre.
- 3.5 The Executive endorsed the Stage 1 Report at its meeting on 25 May 2021 and approved the budget of £1.1 million to fund Stage 2 fees and surveys.

#### **4.0 Stage 2 progress to date**

- 4.1 A holistic constraints informed Concept Masterplan has been developed by the project team. This is validated by infrastructure strategies, land ownerships and information such as current traffic data, climate crisis, flood targets, place making agenda, retail downturn and economic resilience.
- 4.2 The Council’s procurement team advised on the most appropriate routes to market for the re-procurement of the external professional team to ensure compliance and value for money. Table 2 below shows the appointed professional team:

<b>Discipline</b>	<b>Appointed Company</b>
Master Planner	Leonard Design Architects
Development Advisor	Jones Lang LaSalle (JLL)
Planning Consultant	Carter Jonas
Flood Consultant	Arup
Strategic Transport	Markides
Project Manager	Gleeds
Highways Engineer	Arup
Infrastructure Consultant	Aecom
Cost Consultant	Gardiner & Theobald
Legal Advisors	Trowers & Hamblins
Communications	Forty Shillings
Sustainability	Aecom

**Table 2:** External professional team

- 4.3 There has been extensive public and councillor engagement regarding the objectives for the regeneration initiative and the concept Masterplan as it has developed, taking in to account the various themes that emerged through this engagement. The Spatial Masterplan from Stage 1 has developed into a number of potential development zones supported by a range of infrastructure initiatives that address the issue of defence against flood and achieving a people orientated movement environment in the town centre.
- 4.4 The proposed delivery model for regeneration is based on the understanding that grant support, in addition to the anticipated capital receipts secured from development zones, will be required to fund the required infrastructure transformation. To enable the project to move to a stage of realisation, it is necessary for the Council to take the lead role with its public sector partners (e.g., Environment Agency and Surrey County Council) so the regeneration can progress to a position where the private developer / investor market can be engaged to fund and deliver the mix of uses desired.
- 4.5 Planning advice in support of the development of the Concept Masterplan has been provided and a draft Planning Strategy based on an Area Action Plan approach has been formulated subject to an analysis of a new evidence base. The evidence base will be procured in the Autumn, subject to Executive's approval to progress to Stage 3.
- 4.6 As part of the Stage 2 works transport data collection studies have been undertaken that have enabled initial modelling solutions to be developed for a range of modal shift interventions and traffic reduction measures which collectively will aim to reduce the impact of the car in the heart of the town centre. It is proposed that, when implemented, these measures will enable the downgrading of highway capacity requirements and allow pedestrian, cycle and bus to become the prominent movement mode in a cleaner, less polluted and safer environment. Recognising the importance of transportation to the Masterplan, engagement sessions have been held with Surrey County Council and National Highways. The strategic approach being proposed for sustainable transportation in Guildford is compatible and consistent with both organisations' plans for future transport. Advice on bridge capacity and options has been sought.
- 4.7 Key to enabling most of the riverside development zones is the progression of a solution that enables the defence of development against flood, and strategies for building safely in flood zones. During Stage 2 the project has agreed a potential alignment for flood defence and a set of strategies relating to hard and soft landscaping that have in-principle been agreed with the Environment Agency (EA). The EA has also undertaken studies in respect of the provision of compensation storage required to mitigate a flood defence system. This has established that potential sites of a suitable size to perform this function are available upstream from Guildford. A legal agreement incorporating the collaboration and funding of the next stage of study work has been developed and will be entered into with the Environment Agency imminently.
- 4.8 Identification of other infrastructure and related capacity issues has been undertaken, together with desktop assessment of land based environmental issues. The work developing the understanding of utilities infrastructure during

this stage includes engagement with UKPN. This has established that little capacity remains in the existing network for new development and that substantial grid reinforcement will be required to enable planned development in the town to come forward. UKPN operate on a first come first served basis hence over the coming years the timing of developments already with or seeking planning consent are likely to suffer a high cost in contribution to a new Primary Grid installation in the town. Potable water will similarly require upgrading to suit new developments due to shortage of current capacity.

4.9 The demographic and demand-led economic statistics established at Stage 1 have been updated to inform the range and extent of uses within the Concept Masterplan. This is included at Appendix 2.

#### 5.0 **Proposed scope of SGF Stage 3**

5.1 The work proposed under Stage 3 of Shaping Guildford's Future programme is as follows:

- Procure and progress evidence base studies to evaluate extent of, and support for, an Area Action Plan (AAP).
- Pending the outcomes of the above, progress the development and adoption of an AAP in consultation.
- Development of Masterplan to support an AAP, Landowner and Infrastructure Agreements.
- Development of flood defence solutions with Environment Agency (EA) to EA Outline Business Case stage.
- Further development of regional modelling and negotiation for in principle agreements with Highways England and Surrey County Council.
- Progress of agreements for purchase or relocation with principal landowning stakeholders.
- Preparation of a Sustainability Strategy for stakeholder consultation to support Masterplan and AAP.
- Preparation and development of cost plans, procurement strategy and phasing programme, economic and financial assessment to prepare Outline Business Case and to report on ongoing financial status.
- Development of an Outline Business Case (HMT5) as the basis for grant applications.
- Sourcing, application and securing of grant to bridge established programme shortfall to deliver critical infrastructure.
- Seek partners to deliver zones or projects.

A high-level programme is attached at Appendix 3, indicating the timeline for the delivery of the Stage 3 works outlined above.

5.2 The deliverables for Stage 3 of the Shaping Guildford's Future Programme are summarised in Table 3 below:

<b>Shaping Guildford's Future Stage 3 Deliverables</b>			
	<b>Deliverables</b>	<b>Governance Output</b>	<b>Target Milestone</b>
1	Completion of Strategic Outline Case (SoC)	For review and sign off by CMB/Informal Executive	Dec-22
2	Delivery of Evidence base studies for AAP	For review by Planning Policy team and decision to proceed with AAP	Mar-23
3	Completion of Highway Network Modelling by SCC	To inform Economic Model of OBC	May-23
4	Issue of Masterplan Study Report - Placemaking, Landscaping and related Design/Infrastructure Principles	For Agreement in Principle with SCC Place/Infrastructure teams and for evaluation into OBC	Apr-23
5	Issue of Strategic Transport update Report - Principles and Strategies as agreed with SCC	For evaluation in OBC	Jul-23
6	Issue of Masterplan Update (OBC freeze)	For evaluation in OBC	Jul-23
7	Completion of Outline Business Case (OBC)	For review and sign off by CMB/Informal Executive	Aug-23
8	Issue Report on potential sources for Grant support and make funding applications as applicable	Agreement with CMB on Grant Funding	Jul-23
9	Complete conditional in principal Land Agreements with Public Stakeholders. Courts Service, Police, National Trust	Establishment of site Deliverability for OBC	Jun-23
10	Complete conditional in principal Land Agreements with Legal and General, Odeon, Royal Mail and other land interest parties	Establishment of site Deliverability for OBC	Jun-23
11	Completion of AAP Reg 18 Documentation (by Planning Policy Team)	To enable Reg 18 Consultation	Sep-23
12	Completion of Environment Agency (EA) detail design and Outline Business Case for Flood Defences	To enable EA decision on Funding for Flood Defences	Dec-23

Table 3: SGF Deliverables



## 6.0 Consultations

- 6.1 As part of Stage 2 of the masterplan, an extensive engagement process has been conducted in line with a “Community and Engagement Strategy” prepared and implemented by the Council’s advisors, Forty Shillings. The programme of activity included the development of a specific website for Shaping Guildford’s Future ([www.shapingguildford.co.uk](http://www.shapingguildford.co.uk)) and associated video content to outline the ambition and objectives of the project, three webinars, two focus groups, collation of online and posted feedback forms and a telephone survey. An Executive Summary Report is attached as Appendix 4.
- 6.2 The project team have given presentations to the National Trust, Network Rail, National Highways and Surrey County Council to appraise them of the emerging proposals. In addition, a presentation to Surrey Council Council’s political leadership and Directors was made in September by Officers and members of the project team.
- 6.3 A series of infrastructure and delivery workshops have been delivered to Councillors by Officers and the professional team. In addition, updates on the progress of Stage 2 have been provided to Councillors at the quarterly Shaping Guildford’s Future Programme Board and the Major Projects Portfolio Board.
- 6.4 The Lead Councillor for Regeneration and Programme Board have been consulted throughout Stages 1 and 2 and support the recommendations detailed in this report and the proposed approach.

## 7.0 Financial Implications

- 7.1 Full Council, on 5 February 2020, approved a £500,000 budget for the 2020-21 financial year to undertake and procure a delivery-led Masterplan for the town centre, and in addition, £250,000 for expenditure in 2021/22 and 2022/23 financial years. This was for delivering Stage 1 and Stage 2.
- 7.2 At its meeting on 10 February 2021, Full Council approved a £1.249m bid for additional SGF funding for further Stage 2 works – now completed.
- 7.3 At its meeting on 9 February 2022, Full Council provisionally approved a bid of £3.070 million to progress Stage 3. This increases the budget of the three phases of the project to £5.069 million.
- 7.4 The spend on the project across the various Stages is summarised in Table 4:

	Approved/ Provisional budget (£)	Revised Spend Profile (£)	Actual /Forecast (£)	Variance (£)
Stage 1	500,000	420,000	568,000	148,000
Stage 2	1,499,000	1,579,000	1,791,000	212,000
Stage 3	3,070,000	3,070,000	3,070,000	
<b>TOTAL</b>	<b>5,069,000</b>	<b>5,069,000</b>	<b>2,359,000</b>	<b>360,000</b>
	<b>5,069,000</b>	<b>5,069,000</b>	<b>5,429,000</b>	<b>360,000</b>

Table 4: SGF financial breakdown

- 7.5 The overspend in 2020/21 and 2021/22 relates to staff time and project management costs that were unbudgeted. This cost has been funded from underspend in the Corporate Programmes budget for agency and general consultancy costs which is the General Fund revenue account.
- 7.6 The Council has secured £480,000 from Surrey County Council's Empty Homes Fund to cover GBC's contribution to the Flood Alleviation Scheme modelling work being commissioned and coordinated by the Environment Agency, and £80,000 to develop a sustainability strategy. This funding is available in 2022/23 and 2023/24, although has not yet been drawn down. It relates to works included within the £3.07m Stage 3 budget. This means that the net cost to the Council reduces by £480,000 to £2.590m.
- 7.7 In order to progress the project to Stage 3, it is now requested that the sum held within the provisional capital programme of £3.070 million, is transferred into the approved capital programme. The budget estimate for Stage 3 is attached at Appendix 5. Officers will seek to identify any further grant funding opportunities that arise either locally or nationally to support the delivery of the masterplan.

## **8.0 Legal Implications**

- 8.1 The Council's internal legal officers have been instructed in relation to the procurement of consultancy services to ensure compliance with the Council's legal duties including the Public Contracts Regulations 2015 and the Council's Procurement Procedure Rules, and to enter into associated contracts.
- 8.2 Legal review and advice will be required in relation to any Memorandums of Understanding between the Council and third parties, and Infrastructure and Funding Agreements to ensure the Council is appropriately protected. This will need to consider Subsidy Control (formerly State Aid).
- 8.3 Trowers and Hamlins have been appointed as an external legal advisor to the Council, providing specific advice on property and Title matters across the three Stages of the programme. This will include advice on resolution of certain land ownership constraints and Compulsory Purchase.
- 8.4 Specialist legal advice will be needed in relation to the impact of the masterplan on the Council's adopted Local Plan. This will either be provided by in-house solicitors or procured from external legal advisors, using existing Planning Policy budget.
- 8.5 At a later stage, separate 'handling arrangements' will need to be established to ensure the appropriate separation of roles between the Council as 'master developer' and the Council as the Local Planning Authority.

## **9.0 Human Resource Implications**

- 9.1 The Shaping Guildford's Future programme is currently being managed day-to-day by a development consultant. There is a need to recruit a Development Manager to support with the progression of Stage 3 activities, including evidence base gathering to support a potential AAP, and land and property matters. An allowance has been made within the proposed budget to cover the cost of the resources required to deliver the recommendations detailed within this report.
- 9.2 Should the Council progress with an Area Action Plan, the Planning policy team will resource this workstream through existing staffing.

## **10.0 Equality and Diversity Implications**

- 10.1 The Council has a statutory duty under section 149 of the Equality Act 2010 which provides that a public authority must, in exercise of its functions, have due regard to the need to (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Act (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it. The relevant protected characteristics and persons who do not share it. The relevant protected characteristics are: age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
- 10.2 This duty has been considered in the context of this report and it has been concluded that there are no equality and diversity implications arising directly from this report. However, Equalities Impact Assessments will be completed for specific future phases of the project as appropriate.

## **11.0 Climate Change/Sustainability Implications**

- 11.1 The Council formally declared a climate emergency in July 2019 and set a goal for the borough to reach net zero emissions by 2030. The environmental impact of the masterplan through factors such as air quality, energy use, flood/climate resilience and carbon emissions will be considered throughout the programme of work.
- 11.2 The Town Centre Air Quality Management Area (AQMA) was declared on 21 October 2021. The AQMA covers much of the Shaping Guildford's Future highways network and any impacts from redevelopment of changes to the highway network will be carefully assessed to ensure that it assists in the reduction of NO<sup>2</sup> in the AQMA.
- 11.3 The delivery of sustainable solutions is expected to be driven by development partners at a zone level. The scope of Stage 3 specifically includes the development of a sustainability strategy that can act as a framework to ensure that all projects play their part in delivery against a common set of sustainability objectives and desired outcomes for the Borough and for town centre regeneration.

## **12.0 Summary of Options**

- 12.1 OPTION 1: The Council could decide not to endorse the programme and cease work, thereby delaying the delivery of a strategy to support the economic regeneration of Guildford town centre which requires flooding remediation currently blighting major sites. However, it is likely that without such a strategy, sites will remain undeveloped or development will come forward in an uncoordinated manner and fail to address the substantial existing constraints, and deliver the overarching objectives and greater benefits achievable through a masterplan approach. If the project is abandoned, there would be £2.1m “sunk costs” to be written off.
- 12.2 OPTION 2: The Council could decide to commit the secured SCC grant funding to progress with the Environment Agency Flood Alleviation Scheme feasibility work only. However, without the progression of the wider masterplan work, sites will remain undeveloped and it would be challenging for the Council to apply for additional grant funding to complement EA funding to support the delivery of the FAS. The broader development potential associated with the flood alleviation work would also not be realised.
- 12.3 OPTION 3: The Council could decide to progress with the recommendations outlined in this report, endorsing Stage 2 of the masterplan and progressing with Stage 3. This will enable the delivery of the regeneration programme for Guildford’s town centre and help in achieving the objectives identified in the Council’s Corporate Plan 2021- 2025. It will support Council’s the intentions to develop the relevant planning policy to enable delivery of the masterplan, advance a flooding solution with the EA, develop a deliverable solution to overcome the existing transportation constraints and place the authority in a good position to be able to bid for grant funding when the opportunity to do so arises. Option 3 is the recommended course of action.

## **13.0 Conclusion**

- 13.1 This programme has major benefits for Guildford’s community, businesses and environment by developing a pro-active regeneration strategy to address the economic challenges and physical constraints facing the town, including the retail downturn and the impact of the Covid-19 pandemic.
- 13.2 It is therefore proposed that the Executive approve the recommendations outlined in this report to enable the Shaping Guildford’s Future programme to progress to Stage 3.

## **14.0 Background Papers**

- 14.1 [23 July 2019 Full Council Notice of Motion – CO29: Town Centre Master Planning](#)
- 14.2 [24 March 2020 Executive Committee Report: Town Centre Master Plan](#)
- 14.3 [21 July 2020 Executive Committee Report: Guildford Economic Regeneration Programme Master Plan Strategy](#)

14.4 25 May 2021 Executive Committee Report: Guildford Economic Regeneration Programme Master Plan Strategy

15.0 **Appendices**

Appendix 1 – SGF Masterplan Stage 2 Report

Appendix 2 – Competitive Position Report – Update report

Appendix 3 – Roadmap

Appendix 4 – Communication and engagement - Executive summary report

Appendix 5 – Stage 3 Budget

Appendix 6 – Stage 3 Deliverables – to follow

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BOROUGH

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# Guildford

Shaping Guildford's Future  
Guildford Masterplan - Stage 2 Report

# Introduction to Guildford





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- 5.0 Delivery Plan
- 5.1 Next Steps - Stage 3 Scope and Roadmap

**Document title:** Shaping Guildford's Future - Stage 2 Report  
**Client:** Guildford Borough Council  
**Revision:** H  
**Date:** 09/09/22

An aerial, monochromatic photograph of a city, likely Guilford, North Carolina, showing a complex highway interchange and surrounding urban development. The image is used as a background for the report's title page.

# 00 Executive Summary

# 0.1 Executive Summary

Guildford is a town with great history, recognised as a highly desirable location for business and a place where people aspire to live. It has a thriving education, culture and retailing offer and has for many years been Surrey's County Town.

However, the town is at a cross-roads. In many ways Guildford is a fantastic place to live, boasting all the key ingredients to be a hugely successful town. Complacency regarding opportunities and innovation in the town, and more broadly across the County, have permitted and produced decline and contraction. Spurred on by various opportunities, from national and local governmental agendas to post-Brexit, post-Covid rebuilding, neighbouring towns and cities in and beyond Surrey are carving out new and ambitious visions. Guildford can and must compete.

The most recent vitality index from Lambert Smith Hampton (Feb 22) which assesses "the best places to live and do business, and have the strongest growth prospects" indicates that Guildford, which historically ranked as high as 6, remains outside of the top 10 list of towns in the UK. Woking currently tops this assessment chart.

The challenges of infrastructure and housing costs have been building over time creating this situation. A plan for growth, to facilitate regeneration and to resist decline and loss of economy is essential. This plan will need to be substantive and be able to attract significant investment to deliver transformation that is effective.

If transformation does not occur then there should be expectation that the town will suffer further decline with the consequential impact on all of its community.

In order to establish its own path, to invest and build sustainably, Guildford needs to swiftly address the key constraints that have historically hindered development, whilst grasping the clear opportunities that now present themselves.

The strategy to enable the town to grow its population is embodied within the Local Plan. The regeneration of Guildford Town Centre, although an aspiration of the Council for many years, does not benefit from a unified strategy that will enable change to be delivered solely by the private sector market, and at best will lead to piecemeal development.

Significant study of the potential for regeneration of the town has been undertaken over time to determine a vision and options for change to benefit the economy and community. These, however, have not been implemented because the essential work has not been undertaken on deliverability of strategic infrastructure as a priority.

Additionally over the last few years the change in retailing, accelerated by Covid 19, together with recognition of the needs to address community threats such as the climate crisis, the environment, well-being and loss of biodiversity have all been identified as needing to be addressed as National objectives. The urgent need for Guildford to take action is therefore significantly increased.

Place-based growth is a key part of the special, unique ways in which a location like Guildford becomes, and remains, home for its community of residents, businesses and institutions. From areas of significant strength that illustrate Guildford's current crop of opportunities, to the very real constraints that represent its challenges, considerations of this report highlight the concepts for change, and strategies for collaboration required, to transform Guildford's Riverside within the Town centre in the short, medium and long term.

## Prior to Stage 2

In July 2019 the Council made the following resolution;

"That the process for bringing forward, within the term of this Council, a sustainable Town Centre Master Plan Development Plan Document be commenced immediately, and the Director of Planning and Regeneration be authorised to engage external master-planning consultancy advice to assist in this process".

Stage 1 of the masterplan process presented to the executive in May 2021 gave an assessment of the challenges and opportunities for regeneration of the riverside sites in the town centre. It tabled concepts and options for addressing the challenges of infrastructure, and provided spatial indication of what regeneration may be able to deliver in terms of the capacity for employment, housing, retail and leisure space.

## Key themes from Stage 1:

The report, also embodied into the Guildford Borough Council Corporate Plan 2021 – 25, is to be further developed in Stage 2 by:

- Engaging with a wide base of stakeholders to establish their views on the town's future and its needs,
- Creating a sustainable strategic transport solution to provide a healthier town centre,
- Creating a deliverable solution for the town's Flood defences. This has been an historic obstacle to enabling better and more intensified development to benefit from the location along the River Wey,
- Focusing on environmental improvements to accommodate holistic developments, providing enhanced public spaces and high quality place-making to benefit the wider community,
- Developing parameters for development zones to address the real challenges of land ownership, and to address the needs of the infrastructure and environmental challenges,
- Delivering strategies to address climate change,
- Promoting health and well-being of the community.

# 0.2

## Executive Summary - Stage 2

### Stage 2 Summary Update Building in robustness to the Masterplan.

In-depth studies have been commissioned, to provide a sound holistic assessment.

Further up-to-date knowledge for consideration on the key issues has been validated during Stage 2, including extensive studies to provide accurate information on:

- New current traffic data collection,
- Assessment of land title ownerships,
- Recalibration of the Environment Agency flood model for climate crisis forecasts,
- Land assembly and stakeholder partnership opportunities (eg. Constabulary, Court Services, Legal & General Investment Management).

The holistic Concept Masterplan presented in this report is also validated by infrastructure strategies and concepts relevant to this new current data.

There has also been extensive public and Councillor engagement regarding the objectives for the regeneration initiatives on the key aspects of the Masterplan, which takes in to account the various themes discussed throughout this process.

Finally there has been review of Council Local Plan objectives, National Plan Policy Framework aims and the constraints to achieving suitable planning approvals.

### Strategic Infrastructure

The Spatial Masterplan from Stage 1 has now developed into a number of potential development zones, supported by a range of strategic infrastructure initiatives to address the issue of defending against flood, and to achieve a people-orientated movement environment for the town centre.

### Flood

Key to the enabling of most of the riverside development zones will be adoption of a solution that enables the defence against flooding. During Stage 2 the project has moved significantly forward in collaboration with the Environment Agency, and there is now an 'in-principle' agreed preferred option and a set of strategies relating to hard and soft landscaping to create the defence structures.

The Environment Agency has also undertaken studies to calculate the provision of the compensation storage capacity required to mitigate volumes of water taken out of the flood plain in the town centre. They have established that potential sites are available downstream from Guildford, of a suitable size, to perform this function. A legal agreement incorporating the collaboration and funding of the next stage of study work has been developed and entered into with the Environment Agency.

### Traffic

The recent traffic data collection studies have enabled initial modelling solutions to be developed to support the planned range of modal shift and complimentary traffic reduction interventions, to collectively reduce the impact of the car on quality of the environment, to improve safety and to enable better pedestrian movement. These interventions, when implemented, will enable the down-grading of highway capacity requirements through the gyratory and allow pedestrian, cycle and buses to become the prominent movement mode.

Surrey County Council are currently the highway providers for the town, and extensive engagement sessions have been held with them, and National Highways, to promote this strategy for sustainable

transportation in Guildford. A strategy which is compatible and consistent with both organisation's plans for future transport.

### Utilities

Identification of related utilities capacity and existing infrastructure issues has been undertaken, together with desktop assessments of land-based environmental issues. The work developing the understanding of utilities infrastructure during this stage includes engagement with UKPN (UK Power Networks), and has established that little capacity remains in the existing network for new development. Substantial grid reinforcement will be required to enable the majority of the current planned development in the town to be delivered. UKPN operate 'on a first come first served' basis, hence over the coming years the timing of developments already with, or seeking planning consent, are likely to suffer a high cost to enable a new primary grid installation in the town. Potable water will similarly require upgrading to suit new developments due to shortage of current capacity. The lack of utility capacity revealed is a very serious issue for Guildford.

### Partnerships

To enable the Shaping Guildford's Future (SGF) programme to move to a stage of realisation it is necessary for Guildford Borough Council to take the lead role with its' public sector partners, including the Environment Agency (for flood defences), and Surrey County Council (for transportation and drainage), in order for the regeneration of the town to be progressed to a position where the private sector market can be engaged to fund and deliver the desired mix of uses in the development zones.

The proposed delivery model for regeneration is based on the realisation that grant support will be required to fund the required strategic infrastructure transformation. In addition to the receipts that would be fundable from the realisation of development zones on sites mostly owned by the council.

### Concept Masterplan

The demographic and demand-led economic statistics established at Stage 1 have been updated in Stage 2 to inform the range and extent of uses within the Concept Masterplan which, along with consideration of movement routes, greening, community space and placemaking principles, has enabled a Concept Masterplan to be developed into a series of public amenity areas and 4 development zones as summarised below.

### Public Areas:

#### Guildford's GreenWey

Running North to South on both sides of the River Wey from Millbrook to the A25, and connecting across the river with an additional bridge at Dapdune Wharf, the movement corridor will enable better integration into the Sustainable Movement Corridor and the potential for better walking and cycling access across the A3 to communities in the north-east. An additional study is required for providing walking and cycling to the North-West over the A3, A25 and trainlines for the communities of Westborough Ward.

### Greening

New greening includes a new linear park running along the river in the Bedford Wharf area with connections into the town at Walnut Tree Bridge and Onslow Street. There are also green zones in conjunction with developments at Millbrook, Woodbridge Meadows and as part of new flood defences at Millmead.

### Community Space

A major new public space spanning both sides of the river at Town Wharf creates a multi-purpose place that will integrate the river and the town and promotes a vibrant range of dining, commercial, leisure, residential, and cultural uses. A vibrant new square at Bedford Wharf links the east side of the River Wey to the new pedestrian bridge crossing to the station. Also transformation of much of what is now Guildford's gyratory into areas of pedestrianisation, public realm, placemaking and sustainable movement.

# 0.3 Executive Summary - Zonal Approach

The development of the masterplan has a delivery focus which has led to the creation of independent but coordinated and linked Development Zones. This approach allows for flexibility in the phasing, and the timetable of delivery to be agile to the challenges of undertaking change and enables early regeneration to occur as soon as progress is made on relevant elements of strategic infrastructure.

### Guildford's GreenWey

Waterfront land will be joined up for active movement and, together with major new landscape provision, will provide places for recreation, activity, play, greening and biodiversity and public spaces to support well-being and health.

### The zones are:

#### Millbrook / Millmead

The attractive waterside area to the South of Town Bridge will be enhanced to provide improved pedestrian and cycling routes into the town centre. Millbrook Car Park would be redeveloped to provide key flood defences, new green space along the water's edge as well as an increased number of public parking spaces and waterfront homes. Concrete would be converted to lush green space at Millmead car park, with flood defences to protect existing homes and businesses. Millmead House would be converted into new homes and gardens, more in keeping with the locale.

#### Town Wharf

Includes regeneration of the existing Legal & General managed scheme on Friary street, and, for the first time in Guildford's history, the creation of two brand new Town Squares on Town Wharf East and West, with the River Wey running through the middle. These squares link Friary Street, High Street and North Street to the waterfront. There will be additional links to new public realm at the Electric Theatre site. As well as mixed use development including experiential retail, leisure, culture, arts, commercial and residential, with events in the squares and on the waterfront.

#### Bedford Wharf

Includes relocation of both courts into a new multi level facility along with better site utilisation for a cinema. Agreement with Surrey Police enables densification of these sites to deliver a mix of new employment space, leisure, hotel, community uses and homes to create a vibrant mixed use district. This retains existing uses and public car parking plus providing significant new public space. The principles of this transformation have been tabled with One Estate partners and is progressing into potential agreements.

#### Woodbridge Meadows

The regeneration of this zone is founded on the principle of re-providing the existing employment space on the site, with the provision of residential above the employment uses, better utilisation of land and significant amenity value alongside the river. Woodbridge Meadows will create a mixed use urban village of scale with good access to the town centre. The village would be self sufficient for local community needs providing amenity and a focal point for the community.

In addition to the main development zones, the masterplan promote additional development at:

#### Station West

To capture better bus and drop-off facilities, and better pedestrian links to the west side of the station, enabled by a project to deliver residential and ground floor retail on land currently under the ownership of Network Rail.

### Town Planning

Planning advice in support of the development of the Concept Masterplan has been provided and a draft Planning Strategy based on an Area Action Plan approach has been formulated, subject to an analysis of a new evidence base.

The work in Stage 2 has created a plan that is deliverable, but is just the start of the journey to bring transformation to Guildford.

### The Consultant Team

This summary report is supported by technical reports provided by specialist consultants including:

Masterplanners	Leonard Design Architects
Sustainability	AECOM
Flooding Consultants	Arup
Strategic Transport	Markides
Highways	Arup
Development Consultancy	JLL
Infrastructure	AECOM
Planning	Carter Jonas
Public Engagement	Fortyshillings
Cost Consultancy	Gardiner and Theobald
Project Management	Gleeds

## 0.4 The Report

This report provides a summary of the work undertaken to create a sustainable masterplan for Guildford, which is deliverable and can be used as a basis for the regeneration of the town.

It builds upon the objectives set out by Guildford Borough Council and has been widely engaged upon with the public and councillors.

It is to identify the issues and opportunities of the town, and presents the prize of a holistic masterplan.

This report is supported by individual assessments from a team of specialist consultants which are in addendum to this document.



A plan view of Guildford town centre

# 0.5

## The Report's Methodology Structure and Themes

We need to deliver a town fit for the 21st Century to deliver homes, jobs, a sense of place, and to focus on wellbeing. Sustainability and climate change must be central in our thinking, as well as providing the capacity to meet the town's needs and a commitment to deliver. This report extends the assessment of the regeneration of riverside zones within the town centre as part of the 'Shaping Guildford's Future' programme, and proposes a concept masterplan as the framework for delivering sustainable, economic and social improvement at the heart of Guildford.

The methodology of the masterplan has been developed through stages, and is informed by the learnings from Stage 1. Further analysis and assessment has been carried out, which has formed the principles of the masterplan. These are holistic, masterplan-wide strategies. Fitting within these principles, the development zones represent areas that Guildford Borough Council control and therefore represent the most deliverable zones for the sustainable development of the town. The steps are set out below:

### Analysis and Assessment

The vision and aims were identified through an assessment of existing Guildford Borough Council policy documents, including the Corporate Objectives 2021-25 and the Local Plan, as well as extensive engagement with residents and key stakeholders.

Specific strategies have been developed by the team of expert consultants to create a truly deliverable plan, which include sustainability, flood protection, sustainable urban transport, futureproofing infrastructure, utilities and planning policy.

Existing opportunities and constraints have been mapped, including: Freehold ownerships, leaseholds, topography, utilities, Local Plan sites, Local Plan viewing corridors, listed buildings, conservation areas, flood zones, highways modelling, building heights, pedestrian and cycle routes, parking and third party development proposals.

### The Masterplan Principles

By combining the policy aims with results from the engagement process a set of clear aims for the masterplan have been developed. These aims, along with the constraints and opportunities of Guildford and the consultant strategy reports form the fundamental masterplan principles. These principles include sustainable movement, public spaces and places, the development zones and the environment.

### The Development Zones

This framework is applied across the masterplan area, and results in a number of deliverable development zones. These are on Guildford Borough Council controlled freehold land and represent a series of deliverable zones, primed for redevelopment.

These three steps have created an ambitious, holistic and deliverable masterplan for Guildford Town Centre.

### Report Structure

This report follows on from the Stage 1 report produced in July 2021. It adopts the structure as outlined below:

#### Chapter 1. What are we trying to achieve?

The overall aims of the masterplan align with Guildford Borough Council's corporate objectives and the needs of the residents. The vision is to create a new heart of historic Guildford along its waterfront, and provide new homes, jobs and community facilities to support the sustainable development of Guildford.

#### Chapter 2. Creating a Sustainable Guildford.

This chapter illustrates a summary of the consultant team's reports to provide a holistic, deliverable vision for Guildford and begins with a sustainability statement illustrating the importance of a sustainable approach and the 'baked-in' sustainable methodology undertaken throughout the masterplan. The issues and strategies to address flooding follow, which shows the urgent need to protect both existing homes and offices and enables future development sites. Strategic transportation is covered next, highlighting the issues and explaining the overall strategies proposed to ensure a sustainable future for Guildford and solving the traffic blight to the town. There is finally a brief note on futureproofing infrastructure and utilities and ensuring compliance with planning policy.

#### Chapter 3. The Masterplan Principles

The masterplan principles represent the overall strategies for the masterplan. These include sustainable movement, which examines the town

centre as a whole and plots the key movement routes, where these can be improved, where new routes are required, and where there are areas that need separate study which reside outside of the study area. Connecting these movement routes are a series of public spaces which have been developed to provide places and spaces for residents and visitors to enjoy. These principles also set out the potential uses that the proposed development zones will provide, which align with the aspirations in the corporate plan as well as the economic research carried out by JLL and the University of Surrey.

#### Chapter 4. The Development Zones.

This chapter defines the key development zones and zooms in to examine each zone in further detail. Each of the zones follow the masterplan principles outlined in chapter 3 to set out a clear vision of what each location could become, what it could provide for Guildford, and how it would be connected to the rest of the town. These zones are:

- Millbrook and Millmead
- Town Wharf
- Bedford Wharf
- Woodbridge Meadows

#### Chapter 5. A phased delivery plan.

The final chapter sets out how and when these sites will be developed along a holistic timeline which includes flood defences, transportation upgrades, futureproofing infrastructure and alignment with planning policy.

# 0.6 The Study Area

We have chosen an area with the most need and most opportunity. We have chosen an area to transform and connect our town to benefit the whole community.

**The Masterplan Boundary is shown in red and the retail core in blue.**

The study area shown incorporates Guildford Town Centre which defines an area with a variety of characteristics and a number of opportunities and constraints.

### The study area includes...

The Wey Navigation from Millbrook car park and Millmead House in the South, Town Bridge, Friary Bridge, Onslow Bridge and the new Walnut Tree Bridge to the civic centre of the courts and Odeon, and across to the train station. It also includes the water's edge from North of the Courts to Dapdune Wharf and all the way up to the southern boundary of the A25 in the North.

### The study area does not include...

The historic retail core (the blue line) and the land to the East of it from York Road car park to London Road. It also does not include the proposed North Street Redevelopment, the Debenhams site (St Mary's Wharf) the Plaza site, or the Station Solum scheme (Railway Station Redevelopment), although these schemes are coordinated into the masterplan. It also does not include properties along Walnut Tree Close.





An aerial photograph of a city, likely Guildford, is shown with a semi-transparent teal overlay. The image captures a dense urban landscape with numerous buildings, streets, and green spaces. A major road or highway is visible on the left side of the frame. The overall tone is professional and modern.

# 1.0 Delivering Change

## 1.1.1 The GBC Corporate Plan 2021-25

We are aiming to achieve something very special, something game changing, ambitious and important. These ambitions are driven by Guildford Borough Council, who's corporate plan states:

“A green, thriving town and villages where people have the homes they need, access to quality employment, with strong and safe communities that come together to support those needing help.”

Page 8, Guildford Borough Council Corporate Plan 2021 - 2025.  
Listening - Acting- Delivering

These aims are reflected by Surrey County Council's Community Vision for Surrey by 2030:

“We want our county's economy to be strong, vibrant and successful and Surrey to be a great place to live, work and learn. A place that capitalises on it's location and natural assets and where communities feel supported and people are able to support each other.”

Surrey County Council Community Vision for Surrey by 2030: [https://www.youtube.com/watch?v=vKV-jn5Tm0o&ab\\_channel=SurreyCountyCouncil](https://www.youtube.com/watch?v=vKV-jn5Tm0o&ab_channel=SurreyCountyCouncil)

# 1.1.2 The GBC Corporate Plan 2021-25 - Objectives

The objectives of the plan are clear: “A prosperous, green and caring Borough: home to heritage, education and world class technologies”.

**The masterplan responds to this clear and concise criteria through its aims and vision. It provides an ambitious, deliverable plan to both support the existing population of the town and provide new homes, jobs and community services.**

The Corporate Plan sets out Guildford Borough Council’s priorities for an improved, more sustainable future for the borough post-Covid 19. It ensures that Guildford is a place where businesses can thrive, residents can find homes they can afford, the natural environment is protected and heritage assets are cherished. The focus is on land previously used for industrial or commercial purposes to avoid further encroachment into the green belt.

The town centre will be reinvigorated with a focus on place-making, housing and the needs of local businesses, improving flood risk, traffic congestion and air pollution. Economic and social activity will be encouraged to support the high street.

The Borough is to become net zero by 2030. Everyone has a responsibility to act on climate change and Guildford Borough Council will lead by facilitating positive change to support the borough to reduce its carbon footprint. Sustainable transport, cycle ways and footpaths are vital to this incremental change. New buildings will be required to have lower carbon emissions, and biodiversity will be enhanced and encouraged.

(Opposite: Pages 11, 13 and 15, Guildford Borough Council Corporate Plan 2021 - 2025. Listening - Acting - Delivering)

Homes and Jobs	Community	Sustainability
For a sustainable future we need employment, for employment we need affordable homes.	Ultimately Guildford needs to be a nice place to live.	Climate change and well-being must be addressed.
<ul style="list-style-type: none"> <li>Regeneration</li> <li>Employment Opportunities</li> <li>New Homes</li> <li>Reviving The Town Centre</li> <li>Upgrading Infrastructure</li> <li>Attracting Investment</li> </ul>	<ul style="list-style-type: none"> <li>Support existing communities</li> <li>Support the unemployed</li> <li>Raise opportunities</li> <li>Facilitate partnerships</li> <li>Provide new amenities</li> <li>Provide new homes</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable travel</li> <li>Reduce vehicle dominance</li> <li>Modal shift</li> <li>Enhance biodiversity</li> <li>High quality new developments</li> <li>Futureproof sustainability</li> </ul>

# 1.2 Guildford's Vision

The masterplan objectives align with these corporate objectives by providing a deliverable plan supporting the sustainable development of the town, with the aspiration to deliver a new Heart to the town along its waterfront.

**This is a plan that delivers a mix of uses that support economic opportunities and enables the towns resilience through the retention and attraction of people. It does this by providing high quality environment and affordable living.**

The long term sustainability of any regeneration initiatives within Guildford will be critical to its success in building resilience into the town. Addressing key issues of the climate crisis such as flood and net zero carbon targets, biodiversity net gain, air quality, sustainable transport and improved health and well-being are essential if the town is to stand equal to its competitors and provide a quality affordable location for its economy and communities.

**The masterplan also delivers...**

A connected, accessible, inclusive town centre that is a beautiful place to live, work and visit.

A town that is protected from the growing issues that climate change poses, including flooding, pollution and utilities provision.

A truly sustainable town centre, where residents can walk and cycle to work, and essential amenities are on their doorstep.

A biodiverse environment which forms a green lung for the town, emanating from the Wey Navigation.

A town with a public square at its heart, and a series of smaller squares supporting a wide variety of uses.



Richmond Waterfront during the Summer is a great example of the space we are aiming to achieve.

# 1.3

## Asking the Public what they want from the Masterplan

A key element of Shaping Guildford's Future is engaging residents and stakeholders to find out their needs for the future of Guildford. By tailoring the plan to the council's objectives, resident's wants and desires, and key stakeholder's needs, this deliverable plan has robustness and support from the communities within Guildford who it aims to serve.

### A summary of the public engagement that has been conducted.

As well as the residents comments, questions and views, local stakeholders have also been engaged with. These include:

1. The Environment Agency on flooding issues
2. National Highways on transportation issues
3. Surrey County Council on highways, footpaths and cycleways
4. Guildford Borough Council on the full range of issues and opportunities for the masterplan
5. The Crown and Magistrates Courts,
6. National Rail,
7. Legal and General Investment Management
8. Surrey Police
9. The National Trust
10. The Academy of Contemporary Music
11. Experience Guildford
12. University of Surrey
13. Guildford Society
14. Guildford Vision Group

### In total we received...

4,000 total questions and comments. 14,000 website page views. 6,000 web sessions. More than 500 questionnaires completed. 480 comments from people visiting The Hive. 500 webinar registrations. 380 questions and comments. 100,000 impressions and 1,724 direct interactions on social media.

### How did we engage?

1. Opinion polling from a genuine representative sample of Guildford residents,
2. Online questionnaire on dedicated Shaping Guildford's Future website,
3. A series of four online debates covering themes relevant to Guildford's regeneration journey,
4. A community workshop for key stakeholders,
5. Campaign activity at The Hive (formerly Park Barn social centre),
6. By using @GuildfordBC social media channels,
7. Focus groups exploring housing and transport in the town centre,
8. Councillor workshops exploring infrastructure, the masterplan and delivery themes.

### How was it publicised?

1. Press and media coverage,
2. Posters and banners at 36 key sites across the town centre,
3. Distribution of printed feedback forms and flyers,
4. Extensive publicity through social media,
5. Town centre stalls.

# 1.4 What did the Residents Say?

This huge response from a wide cross section of Guildford’s population gives an insight into the issues that really matter to the residents of Guildford.

**From this extensive engagement a number of key points can be made:**

1. Guildford residents are generally supportive of the council’s vision for a revitalised town centre.
2. They want to see the riverside area opened up and made more of an attraction.
3. They support more homes and more pedestrian friendly areas, but only when framed as part of a broader vision for the whole town centre.
4. Residents are looking for leadership and a clear plan for the town centre.

Shown on the right are a number of key quotes and statistics from the vast amount of data provided by the public.

For further detail on the program of public engagement please refer to the Engagement Report, produced by Fortyshillings.

“  
94% would like to see the riverside opened up and made more of an attraction in the town centre.

“  
76% of people asked want fewer cars in the town centre.

“  
95% of people asked want to see the riverside opened up and made more of an attraction.

“  
94% of people asked said the riverside area of Guildford should be improved.

“  
85% of people were ‘very likely’ or ‘likely’ to support regenerating Guildford Town Centre.

“  
The strongest feeling in the focus group was...a sense of a town centre in decline and a strong desire for a cohesive plan to save it.

“  
Living in the town centre is popular and convenient, but that such things (new housing) only benefit new residents rather than existing ones.

“  
‘A nicer riverside’ was the most popular reason given to make people visit the town centre regularly.

“  
A strong criticism of ‘piecemeal’ development in the town centre, with the lack of a cohesive plan seen as being a strong contributory factor to the decline and neglect.

“  
76% “Would you like to see more housing in the town centre to reduce development pressure in the green belt?”

“  
I’ll do almost anything not to have to drive.

“  
Guildford needs to attract people and money or it will die.

“  
Things the public would most like to see improved...architecture and design, retail, active travel, public transport, congestion.

“  
It’s got a slight sadness to it at the moment.

“  
If only someone came up with a plan of where Guildford is going to be.

From Fortyshillings Summary Presentation to Councillors, July 2022

# 1.5 In Conclusion

Bringing together Guildford Borough Council’s objectives with what residents say is most important to them provides the masterplan with a set of key aims.

These 12 aims provide clear direction for the masterplan and they inform and direct the masterplan in all aspects of its delivery.

The next chapter highlights the major issues present in Guildford which must be overcome in order to provide a deliverable plan.

- |   |   |   |   |
|---|---|---|---|
| Revitalise and support the town centre economy.<br><br>01                                       | Make more of the riverside as an attraction.<br><br>02  | Protect the beautiful green spaces around Guildford by providing homes in the town centre on brownfield land.<br><br>03 | Have a clear plan for the sustainable future of the town centre.<br><br>04                      |
| For a sustainable future we need employment, for employment we need affordable homes.<br><br>05 | Ultimately Guildford needs to be a nice place to live, to support existing communities with the provision of new amenities.<br><br>06 | Climate change and well-being must be addressed.<br><br>07  | Traffic dominance must be reduced through the town centre.<br><br>08                            |
| Sustainability must be futureproofed into the town’s plan.<br><br>09                            | Futureproof infrastructure and attract investment.<br><br>10  | Kick start the incremental modal shift from vehicular travel to active travel means into the town centre.<br><br>11     | New parks, civic squares and places for visitors and residents of Guildford to enjoy.<br><br>12 |

An aerial, monochromatic photograph of a city, likely Guildford, Vermont. The image shows a dense urban area with a prominent multi-lane highway interchange on the left side. The city is characterized by a mix of residential and commercial buildings, interspersed with green spaces and trees. The overall tone is a muted, dark blue-grey.

# 2.0 Creating a Sustainable Guildford



## 2.0 Creating a Sustainable Guildford

On the 23rd July 2019 Guildford Borough Council unanimously passed a motion to declare a climate emergency. The masterplan will mitigate the impacts of climate change and set out a roadmap to a net zero economy as well as counteracting local biodiversity loss.

Guildford Borough Council are the principal party interested in Guildford and have taken a central role in identifying solutions for Guildford to produce a holistic approach.

The masterplan brings together a multidisciplinary team to ensure a sustainable proposal for the future of Guildford. This includes strategies for the prevention of flooding to both existing residences and workplaces, and to enable new development sites. It includes a transportation strategy to reduce car dependency, to free up Guildford's roads network and ensure a healthier town centre. As well as strategies for futureproofing the town's infrastructure and assessing the planning policy impacts.

This cannot be delivered by Guildford alone. There is a division of responsibility within government for the different aspects of the masterplan. National Highways deal with the principal roads and Surrey County Council deal with local highways, footpaths, cycleways and transportation services.

Ensuring a sustainable future for Guildford is so important because:

Guildford's long history of flooding and the considerable damage this causes,

The A3 is the worst road for air pollution outside of London,

Guildford is the 6th most congested large urban area in the UK, costing the economy £44 million (Inrix, 2016),

In the Local Plan there are 14,700 additional homes earmarked for the Borough.

61% of all trips to the town centre are by car. Only 2% of trips are by bicycle. (Census, 2011).

## 2.1 Sustainability Opportunities

The themes below have been identified as key for establishing sustainability objectives. The matrix below outlines summary of current best practice and emerging environmental policies and sets out a summary of how Shaping Guildford's Future programme can deliver to an exemplar standard.

Issues (Theme)	GBC / emerging policy	Masterplan provision	Exemplary approach examples
<b>Building energy efficiency and carbon emissions</b> (Climate Mitigation)	Adopted Policy requires buildings to exceed Part L 2013 by 20% (superseded by Part L 2021). Emerging policy is in line with Part L 2021.	Opportunity to specify standards in excess of Building Regulations for new development.	LETI / RIBA / UKGBC Net zero carbon, including operational and embodied carbon Passivhaus standards for GBC sites
<b>Renewable energy</b> (Climate Mitigation)	Adopted Policy promotes low carbon heat networks and renewable and low carbon energy technologies.	Opportunity to develop a broad strategy on energy supply and renewables.	Local Area Energy Planning (follow guidance by The Centre for Sustainable Energy). Renewable Energy Resource Assessment. Heat network zoning and power demand management.
<b>Minimising Overheating risk</b> (Climate Adaption and Resilience)	Emerging policy requires proposals to be designed with overheating and wildlife risk considerations.	Green infrastructure and tree planting to contribute to urban cooling. Opportunity to specify overheating assessment / standards in excess of Building Regulations for new development.	London Plan cooling hierarchy policy. CIBSE TM59 overheating risk modelling (now included as Part O of Building Regs) Good Homes Alliance checklist for early stages Passivhaus standard addresses comfort
<b>Operational Waste</b> (Resource Efficiency)	Adopted Policy promotes waste minimisation.	Opportunity to develop innovative waste strategy.	Underground Refuse Storage (URS)/ pneumatic waste collection BREEAM waste targets
<b>Circular Economy</b> (Resource Efficiency)	Requires energy and waste hierarchy to be followed, waste minimisation and re-using materials. Requires developments to follow sustainable design and construction practices. County Council level policy on waste generated through construction, demolition and excavation phases of development.	Reusing existing infrastructure rather than demolishing and rebuilding, and re-using any excavation waste on site. Opportunity to specify resource efficiency and waste minimisation standards.	London Plan Policy S17 'Reducing waste and supporting the Circular Economy'. Emerging Cornwall Council Climate Emergency SPD will include a One Planet Development Policy.
<b>Urban Greening</b> (Climate Mitigation, Climate Adaption, Biodiversity, Health)	Planting and landscaping schemes, and measures on building structures that support nature are encouraged.	Opportunity to develop a comprehensive urban greening strategy and targets.	Building with Nature Standards. GLA guidance on the Urban Greening Factor. Cornwall Council Green Points System. Essex County Council Green Infrastructure Strategy (Essex Green Permits).
<b>Biodiversity</b> (Climate Mitigation, Climate Adaption, Biodiversity, Health)	Emerging policy requires Biodiversity Net Gain of 20%.	Promoting biodiversity through introduction of connected green corridor and landscaping, particularly along river. Opportunity to specify higher biodiversity net gain. Consider what is achievable for the site.	Biodiversity net gain of 20% (Greater Cambridge adopted Biodiversity SPD) BNG of 25% in the emerging Salt Cross AAP. Re-wilding or creation of habitat banks or levy. Building with Nature Standards.
<b>Healthy Living and Active Transport</b> (Climate Mitigation Health)	Promote high quality design, safe streets, efficient access and inclusion. Emerging policy sets out an air quality avoidance and mitigation hierarchy.	Humanising the town centre, by reducing traffic and increasing active transport. Siting homes to reduce air quality impact on residents.	WELL Building Standard. NHS Healthy Towns Programme. Emerging Salt Cross AAP sets out 10 healthy place shaping key principals. The adopted Leeds Aire Valley Action Plan Policy AVL8 aims to improve public health.

## 2.1.1 The Key Issues - Flooding and Transportation

Two key elements to create a sustainable future for Guildford are flooding and transportation. Here we highlight the issues and set out a clear strategy to vastly improve the centre of town for current and future generations.

**Also covered in this section is a summary of the utilities and infrastructure provision (2.4) for the town, as well as planning policy (2.5).**

### Flooding

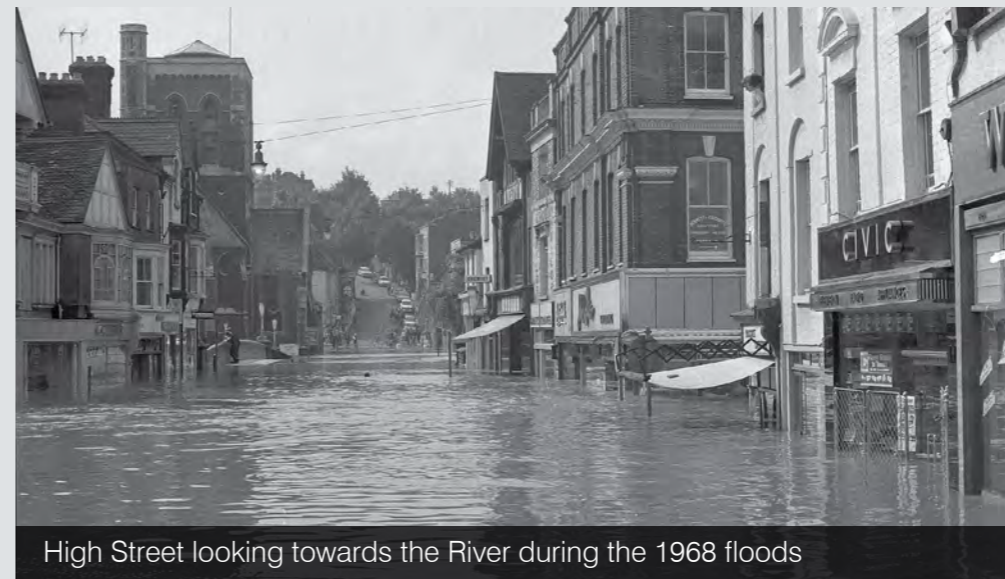
Guildford has a history of flooding. The worst flood in living memory was in 1968 where significant parts of the town were flooded. This affected people, houses, major roads, railway lines and businesses. Other serious floods occurred in the winter of 2013 to 2014, in 2000 and as recently as August 2018 when a heavy downpour overwhelmed the surface water drains. The Environment Agency expect a 74% increase in rainfall within the catchment impacting the River Wey.

Resolving flooding has been a significant consideration in developing Local Plan policy within the town centre and a deliverable solution is needed to both defend the existing town centre and to create key opportunities for regeneration.

### Transportation

Guildford, like so many other towns around the world, is at a crossroads. It wants (and has the potential) to grow and continue to be a successful place, but traffic congestion continues to thwart its efforts to do so. The gyratory, in particular, imposes itself on the character and environment of the town and it crucially separates the town centre from both the river and the railway station.

The town centre has problems caused by the convergence of several busy radial routes approaching the centre, and particularly on the central gyratory system. This has resulted in a focus on the greatest provision of highway capacity and traffic volumes right in the heart of the town centre, where they conflict the most with pedestrian and cycle movements. Congestion, traffic accidents and traffic pollution (both air and noise) contribute to the detrimental affect this has on the town centre environment. In 2019, Guildford was the 6th most congested town/city in the UK, which cost the economy £44 million (Inrix, 2019), and last mile, inner town average speeds are as low as 14 mph.



High Street looking towards the River during the 1968 floods



Bridge Street at 10am on a weekday, 2022

## 2.2 Guildford's Flooding Issue

The first of these major issues is flooding. The masterplan provides the opportunity to put a deliverable plan forwards for the comprehensive protection of the town to ensure its future.

**This plan has been developed with the Environment Agency and Surrey County Council as flood authority. It protects existing homes and businesses, and enables new development sites. Thus providing the opportunity to provide significant numbers of new homes and jobs in the town centre.**

Most of the potential development area alongside the river falls in Flood Zone 3, 'functional floodplain,' and current national and local policy would suggest development in this zone is difficult but achievable. However, a comprehensive flood alleviation scheme that provides a defensive line against flood and can address the issues of flood resilience and safety for occupiers, will provide an opportunity to protect

existing properties, enable development along the river to be undertaken, and to provide the defence of existing vulnerable properties to be achieved.

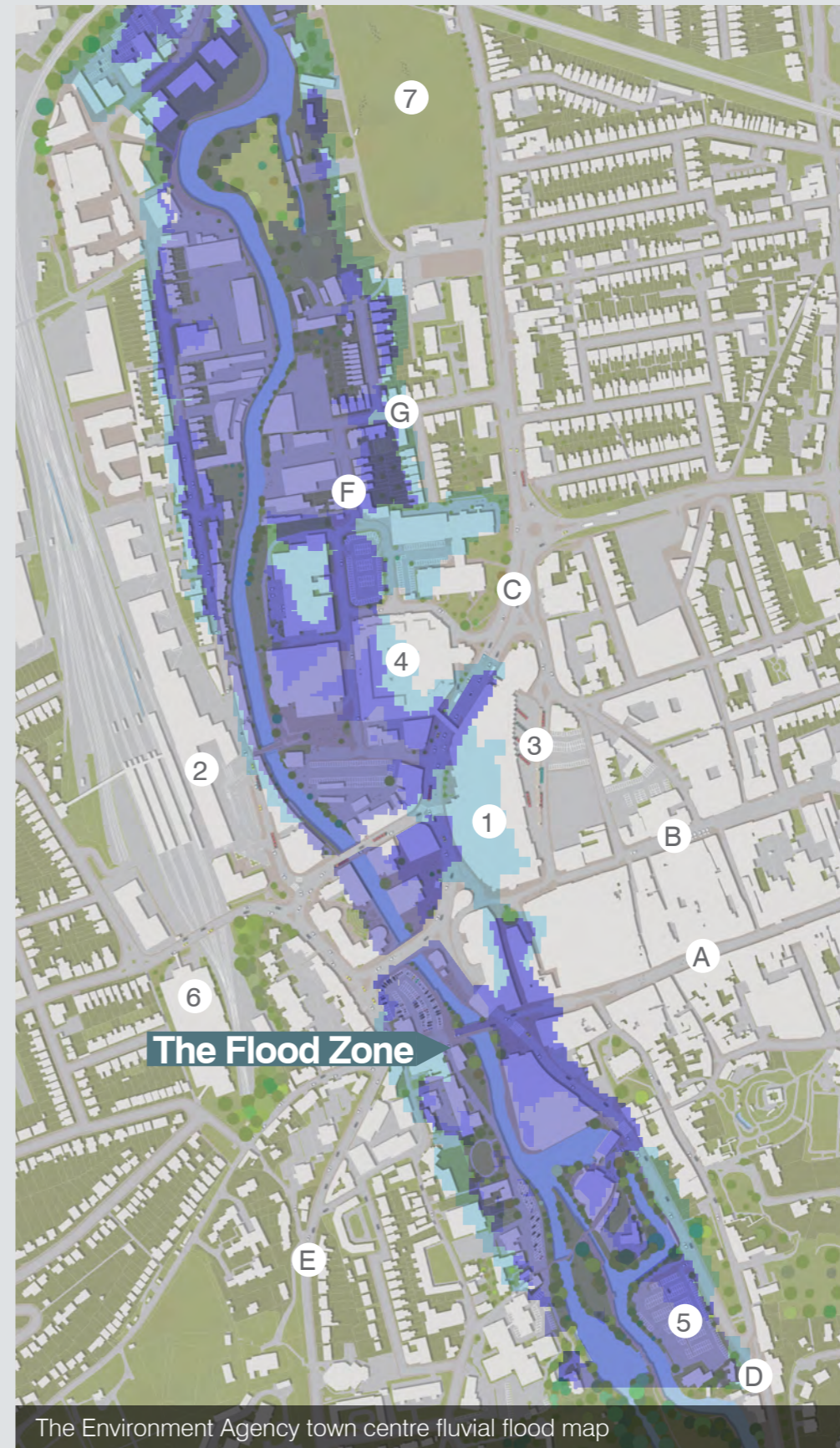
In collaboration with the Environment Agency, Guildford Borough Council, advised by Arup, have developed options for flood defences within the town centre with the aim that, when implemented, the town centre's flood zone will be altered to enable development to be permitted more easily.

Shown on the right is the current fluvial flood zone map covering Guildford Town Centre. This shows a large number of existing properties to be vulnerable to flood. As well as key strategic locations in the town centre that are currently precluded from redevelopment due to their risk of flood.

Climate change is causing irreparable damage to our climate. In real terms these effects will mean:

- The UK's average temperature has increased by 0.8 degrees since 1961-1990.
- By 2050 there could be a 65% chance of a summer as hot as 2018.
- The UK has seen a 16cm sea level rise since 1900.
- Summer temperatures could be up to 7.4°C hotter by 2050, while winters could be up to 4.4°C hotter in the same time period.
- By 2100, summer rainfall could decrease by up to 62%.
- There could be up to 59% more precipitation in winters by 2050.
- In 2020 there are 5.2 million homes and businesses at risk of flooding.
- There could be an up to 1.15m sea level rise by 2100.

(Data sourced from: EA, 2019 & Met office 2018, UKCP18 Headline Findings).



The Environment Agency town centre fluvial flood map

1. The Friary
  2. Train Station
  3. Bus Station
  4. Bedford Wharf multi-storey car park
  5. Millbrook car park
  6. Farnham Road car park
  7. Guildford cricket club
- A. High Street
  - B. North Street
  - C. Onslow Street
  - D. Shalford Road meeting Millbrook
  - E. Portsmouth Road
  - F. Mary Road
  - G. Leas Road

- Key**
- Flood Zone 3B
  - Flood Zone 3A
  - Flood Zone 2

## 2.2.1 Protecting the Town from Flood

Our aim has been to find a solution. This has been achieved in principle with the Environment Agency.

Two strategies work together to ensure protection of the town. The first is a defensive line to prevent the river from destroying homes and businesses throughout the town centre. The second is providing surface water drainage to prevent issues occurring during periods of extreme rainfall.

### Preferred Flood Defence Alignment (shown in red on the right)

The flood defensive line within the town centre will take multiple forms to ensure it can be integrated within the proposed spatial masterplan, delivering benefits not only in the form of built development, but enhanced biodiversity, sustainability and carbon sequestration.

By raising the level of development onto podium above the flood zone, solutions that enable safe escape for occupiers can be created thereby enabling development at scale above the designated flood zone. The principle of this alignment and the strategic solutions has, during Stage 2, been agreed with the Environment Agency.

### SuDS (Sustainable Drainage Systems)

Surface water drainage infrastructure provided within new developments will be designed to control the peak rate of discharge to reduce the pressure on the existing drainage infrastructure.

New development will incorporate SuDS features to reduce the risk of surface water flooding. The types of SuDS should be based upon the SuDS hierarchy, but will also need to consider the site conditions. Ground based SuDS shall be located outside of areas with a high risk of fluvial flooding.

These SuDS strategies include:

- Green/Living walls and roofs,
- Infiltration trenches & basins,
- Soakaways,
- Filter strips and swales,
- Wetlands,
- Ponds - balancing, detention/retention basins,
- Conveyance swales,
- Porus paving & gravelled areas,
- Crated attenuation tanks,
- Oversized pipes.

Preferred flood defence alignment



1. The Friary
2. Train Station
3. Bus Station
4. Bedford Wharf multi-storey car park
5. Millbrook car park
6. Farnham Road car park
7. Guildford cricket club

- A. High Street
- B. North Street
- C. Onslow Street
- D. Shalford Road meeting Millbrook
- E. Portsmouth Road
- F. Mary Road
- G. Leas Road

### Key

Flood defence line 

The proposed flood defence alignment

Upstream compensation areas

## 2.2.2 Flood Defence as Part of the Landscape

The flood defensive line shown on the previous page provides protection from flood, creates the opportunity for green waterfront landscape, and helps to reconnect the town with its waterfront.

**The concepts developed for flood defence within the town are based on utilisation of hard and soft landscape that can flood in the case of extreme flood conditions. When not flooded these landscape zones form important new amenity spaces in the town centre and enable the desired access to the river.**

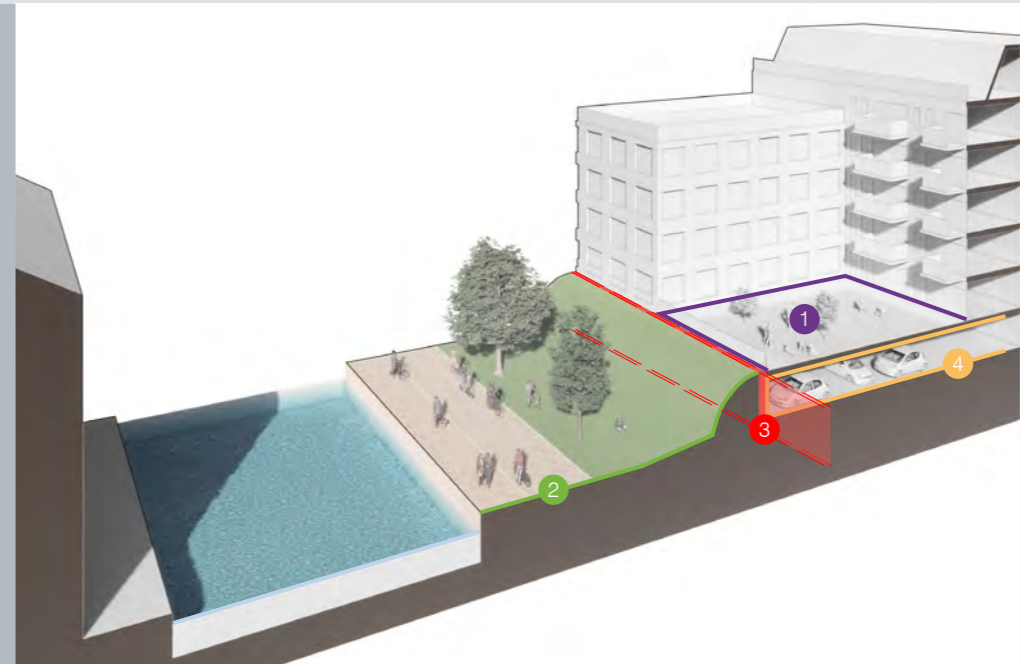
These floodable areas will take the form of linear green parks (with soft landscaping concealing the flood defences) to transition from the countryside to the edge of the town centre, and will take the form of hard landscaping, new public spaces and the new Town Square within the town centre (with terracing concealing the flood defences).

The defence solutions are proposed to be designed for a worst case 1 in 100 year plus climate change level of flood based off of the latest level of Environment Agency forecasts.

- 1 Development Podium
- 2 Floodable Landscaping
- 3 Flood Defence Wall Concealed Behind Landscaping
- 4 Car Park Under Podium

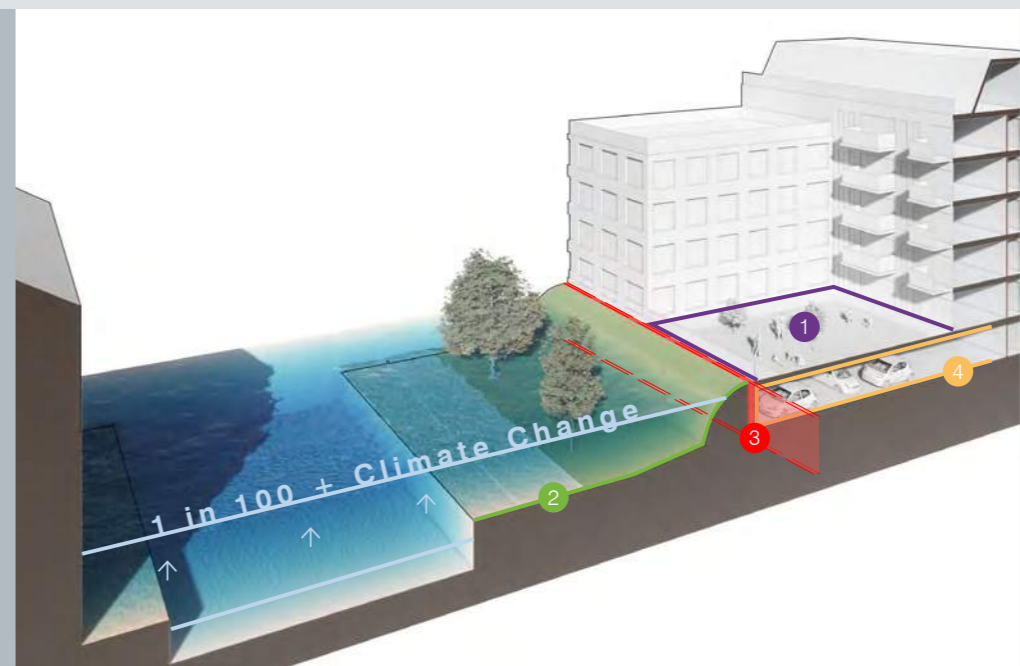
Bedford Wharf park showing the river in normal conditions.

The riverside is a green landscaped zone with abundant biodiversity and opportunities for communities to come together in the beautiful surroundings of the River Wey, providing North to South walking and cycling connections and a park on the East side of the river, providing a 'front garden' for the town of Guildford.



Bedford Wharf park showing the river in the worst case scenario when a 1 in 100 year flood occurs.

Existing homes, businesses and new development are all protected from flood in the green landscaped zone.



## 2.3 Guildford's Transportation Issue

Our strategy for the town is to adapt its existing infrastructure to encourage modal shift onto more sustainable means, and not to build major new infrastructure to increase road capacity.

The doctrine of 'the more roads you build the more traffic is created' has not only gained more acceptance but has also been repeatedly shown to be true. For Guildford a completely different approach, founded on the principle of sustainable movement, is proposed. There is some cynicism towards such an approach but many other places in the UK and particularly in northern Europe, have shown that, with patience, leadership and commitment, such an approach bears fruit.

The sustainable transport strategy for Guildford has been developed with Surrey County Council, prioritising the following:

- Climate change,
- Healthier citizens,
- Placemaking,
- Managing ('taming') the car.

### Why such an approach?

Climate change is no longer a distant threat but very much a present danger recognised by the government and by Guildford Borough Council who have formally declared a climate emergency and set a goal for the Borough to reach net zero emissions by 2030.

Evidence shows that transport has a key role to play in the health of citizens, including encouraging active travel, reducing stress (congestion and commute times), air and noise pollution and increasing the land available for nature and green spaces which affect well-being.

Conventional wisdom was that creating a strong economy came first and that a higher quality of life would follow. The reverse is now true: creating a better place and a higher quality of life is the first step to attracting new residents and jobs (and thereby growing the economy).

As for managing or taming the car, this does not mean ignoring the requirements for car movement, because many of us will still need a car for a number of journeys. It simply means not giving the car the number one priority and allowing it to subjugate all other considerations.

In order to strike the right balance between these different priorities it was important to establish evidence which would allow the correct measures for the town to be delivered, and to provide a baseline for very emotive subject that people have their own different views based on their own experiences.

Armed with this data, we have developed a comprehensive set of measures whose aim is to achieve as high a shift from the car to sustainable travel as possible, whilst at the same time "managing/taming" the remaining traffic in order to ensure safety and enhance the physical environment.

Car reduction strategies could, in time, each achieve a modal shift of anything between 10-40%. The list of measures recommended for congestion could deliver a 12-33% reduction in car use.

The effects of the proposed measures have been modelled and the ways to improve the core town

centre environment have been studied. The existing gyratory is a major barrier to this and has been studied with the dual objective of providing an upgraded physical environment together with meeting the goals of the 'Shaping Guildford's Future' masterplan (i.e. opening up the riverfront, more bus and cycleways, wider footpaths and more greenery) whilst maintaining traffic circulation.

An option that best achieves all the objectives has been selected and is referred to as 'Option Y' (shown on page 28).

It is advised that this suggested strategy will lead to a much higher-quality environment in the town which will, in turn, lead to higher levels of economic growth, less carbon emissions, greater road safety and fundamentally healthier citizens.

“

In 2020 Guildford was the 6th most congested urban area in the UK. (Source: Inrix)

“

Guildford Tops Surrey's Pedestrian Casualties Table. (Source: Inrix)

## 2.3.1 Freeing up the Transport Network to Support Growth

Guildford is constricted by its roads layout. The masterplan aims to adopt a sustainable transport strategy to support the growth of the town.

**By creating a better transport system, the town centre can be designed to be a beautiful place to live, work and visit.**

National and local policies support the strategic objectives of the masterplan. The options for the town are to either do nothing and let the problem get worse over time, or to do something to create a future Guildford that we can be proud of. The population of Guildford is to increase over time, with 14,700 new homes in the Local Plan alone and further developments in the pipeline, so the problem is only going to get worse.

The masterplan proposes a 3 part strategy to establish a suite of measures to address these challenges and create a future Guildford that we can be proud of:

- 1 **Primary Objective: To facilitate Town Centre Growth**
  - Retain and improve accessibility
  - Reduce dominance of traffic
- 2 **Wider, strategic objective 1: Reduce Carbon**
  - Reduce travel demand by car
  - Encourage sustainable travel choices
- 3 **Wider strategic objective 2: Improve Health**
  - Reduce particle emissions
  - Encourage active travel
  - Reduce the number of traffic accidents

**To achieve these transformational changes to the town, a toolkit has been developed, and includes:**

### Active Travel

- Reallocated road space for walking and cycling,
- High-quality cycle provision,
- Dealing with barriers to active travel.

### Buses

- Improved frequency and access to bus stops,
- Improved service reliability,
- Real Time Passenger Information.

### Park and Walk

- Improved walking routes from the key car parks to the town centre,
- Redevelopment or re-purposing of the remaining car parks,
- Improved VMS guidance system.

### Park and Ride (P&R)

- Increased P&R capacity,
- Improved access to Onslow P&R,
- Improved bus connections to the town centre,
- Revised pricing strategy to make P&R use more attractive.

### Traffic Diversion

- Potential closure of Millbrook to private vehicles,
- Reduced number of through town centre journeys,
- Encourages peak traffic spreading and modal shift.

### Workplace Parking Levy

- Scheme to include the whole urban area,
- Revenue stream to fund sustainable transport.

### Road User Charging

- Reduced traffic volumes and journey times,
- Potential funding stream,
- Possible cross-river charge.

**This methodology is supported by national and local policies:**



Net Zero Carbon 2050.

(The Climate Change Act, 2019)



Climate Emergency.  
Net Zero Carbon 2030.

(Guildford Council climate emergency declaration, 2019)



Avoid, Shift, Improve.

(Surrey LTP4 2022-2032)



## 2.3.2 The Highways issue in the town centre

The transportation network represents the biggest challenge for the town centre, and is only going to get worse. Action is long overdue to provide the foundation for a sustainable Guildford town centre.

**Encouraging modal shift to active travel means is a key aspect of the masterplan. This will encourage the development of a healthier and happier society, which clearly supports the aims of the masterplan and the economy of the town.**

**There are two parts to the strategy. The first is encouraging modal shift to active travel or public transport means as the primary mode of transport to the centre of town. The second is improving the environment of the town centre by reducing the dominance of the car.**



Through traffic\* is a mere 10% of all vehicles.

\*the traffic that has no business in the town and simply uses its roads to go elsewhere

(Data collection surveys, Markides Associates Transport Stage 2 Report, 2022)

### The active travel network within the town centre

The design of the active travel network in the town centre needs to:

- Provide safe and convenient provisions for east-west and north-south movements.
- Identify locations for secure cycle parking, including long-term covered facilities.
- Seek to enhance the pedestrian environment through the reduction of traffic dominance and the creation of pedestrian-priority streets and spaces.

These objectives are strongly interlinked with other elements of the Shaping Guildford's Future Plan, particularly the options for the re-designed gyratory and a review of vehicular access arrangements throughout the town centre.

### The Gyratory

The gyratory, in the centre of Guildford, is the only river crossing for many miles to the South so becomes a pinch point at the centre of Guildford.

It also cuts off the town centre from the riverside and train station. Reducing the detrimental impact of the roads system, and putting the health, well-being and safety of the pedestrian first is a key part of providing Guildford with a better town centre.



Onslow Street from the pedestrian crossing from Bridge Street to The Friary



Farnham Road meeting Bridge Street



Onslow Street in the centre of town

## 2.3.3 Gyratory Options

Alongside modal shift, it is imperative to find a solution to the outdated road layout in the centre of town which is a major polluter, is dangerous for pedestrians and cyclists, and cuts the riverside off from the centre of town.

**In order to bring to life the masterplan, open up the riverside to the town and deliver the transformative vision to people's travel and livelihoods, revolutionary changes to the town centre gyratory system are necessary.**

The design optioneering exercise for the future town centre road arrangement has focused on which option best meets the masterplan objectives, rather than purely being a traditional traffic capacity-led decision. The focus of this project after all, is delivering new homes, improving the health and well-being of Guildford's residents, and creating a better town centre environment for people to enjoy and spend time in.

Nevertheless, the capacity of the future town centre road network and the replacement of the existing gyratory needs to take into account the levels of traffic reduction required in order for the network to operate optimally, and without significant congestion preventing the town from operating effectively. This reduction will likely be achieved through a combination of significant measures to promote walking, cycling and bus use, as well as changes to existing car parks, and possible road charging mechanisms, as highlighted by the toolkit.

Six preliminary design options have been considered to replace the existing Guildford gyratory system. A number of options have been subsequently dropped, as they failed to achieve the core masterplan objective of connecting the town to the riverfront via a traffic free route. Two of the options are presented here.

Other solutions have been studied historically by others which were dependent on some form of new infrastructure to divert and enhance traffic movement in the town. We do not believe that this would be fundable or the answer for a sustainable future of Guildford

**Reviewing each of the options against the core criteria of the masterplan (illustrate in chapter 1), option Y meets more of the requirements than any other arrangement. It offers a traffic free section of the riverfront, the pedestrianisation of Bridge Street, requires no structural changes or land take, and can deliver improvements for both pedestrian and cyclist infrastructure.**

Further detail can be found in the Stage 2 Transport Report.



**'Y' Option**

A much better connection between the railway station and the town centre is created by widening the footpaths and pedestrianising Bridge Street, thereby removing traffic from what should be a key corridor between the town centre and the station.

**The 'Y' Option also provides:**

1. One-way looping traffic movement is converted to two-way traffic. All vehicle movements crossing the river are concentrated onto Friary Bridge, thereby simplifying all traffic movements.
2. Pedestrianising Town Wharf East, thus facilitating a new Town Square for Guildford and enabling High Street and North Street to connect to the river.
3. Eliminating the severance between the town centre and the river, particularly around the Millbrook area, and creating the opportunity for redevelopment.
4. Maintaining Town Bridge in its current form, an important and attractive walk/cycle connection and feature of the local townscape, and would be used by buses.
5. Helping encourage the use of park and walk into the town centre (particularly at Millbrook), and thus helping to reduce town centre traffic.
6. An enhanced bridge crossing near Shalford would potentially be required, and through traffic would use Portsmouth Road.



**Alternative 'Little C' Option**

1. Bridge Street is used by pedestrians and cyclists.
2. Surface pedestrian crossings and wider footways at all junctions.
3. No traffic on Millbrook between Onslow Street and High Street.
4. Allows for the town centre to be connected to the river.
5. A new road bridge replaces the existing Town Bridge.
6. A new realigned junction with High Street on Portsmouth Road.
7. Will require additional land take.

## 2.4 Futureproofing the Town's Infrastructure

The capacity of Guildford's utilities and infrastructure is another major challenge in supporting sustainable development in the town centre. Society and our community relies on infrastructure. Our capacity to meet our needs cannot be taken for granted. These are the major elements of our study.

**The proposed redevelopment of Guildford Town Centre creates an opportunity to provide new homes and employment whilst helping to address the impact of climate change through the reduction in greenhouse gases and management of surface water runoff. This approach will increase the demand on some public utilities and will require that space is safeguarded within the masterplan to accommodate the infrastructure requirements. In some cases, the infrastructure can be integrated with features such as soft landscaping, to reduce the spatial requirements, increase bio-diversity and improve the sustainability of the development.**

AECOM, on behalf of Guildford Borough Council, has undertaken a preliminary assessment of the utility demands for the proposed development zones based on the emerging masterplan and has engaged with Statutory Undertakers to understand the upgrades that are likely to be required to supply this increased demand and any spatial requirements for the new infrastructure.

A key focus of the Stage 2 Assessments has been the provision of electricity and potable water to the new development zones, as the Stage 1 assessment identified these services as having limited spare capacity.

An assessment of the surface water runoff has also been undertaken, to identify the attenuation capacity required for each of the proposed development sites, to limit runoff to the pre-development (greenfield) rates, the form of this attenuation based upon the SuDS hierarchy and the available space.

**Electricity.** UKPN has advised there is minimal spare electricity capacity in the Guildford Primary substation with approximately 5MVA available in the 33kV network. Extensive reinforcement of the electricity network is likely to be required to provide additional capacity, which may have a long lead-in time and may need to be forward funded by the developer/landowner of each individual site.

**Potable Water.** Shortage of potable water is a concern, Thames Water are unable to confirm whether their network has sufficient capacity to supply the proposed development without undertaking further modelling work. This modelling is expected to take approximately 6 months to complete. If reinforcement works are required, it is anticipated these will take 12 months to design and deliver.

**Foul Sewage.** It is anticipated that Thames Water will need to undertake modelling of their network to confirm the available sewage capacity. If necessary, foul sewage can be attenuated on-plot and discharged at a time and rate to align with the available network capacity.

**Surface Water Drainage.** A preliminary assessment has identified that significant areas of roof-based attenuation will be necessary in each development plot to limit the peak rate of discharge to the pre-development levels. This attenuation can be combined with vegetation to provide a green roof, which is at the top of the SuDS hierarchy. Attenuation will also need to be provided on podium decks and in some cases below ground outside of the fluvial flood extents, which will require coordination with the proposed development levels.

**Data and Telecommunications.** Assessments and discussions have identified that telecommunications operators will work with Guildford Borough Council and developers to ensure that Fibre to the Premises is provided to new developments, which will support data transmission speeds up to 1Gbps.

**Gas.** It is anticipated that heating for future developments will not be supplied by fossil fuel to reduce the carbon emissions, therefore no increase in the gas demand is anticipated.

## 2.5 Planning and Policy for Sustainable Development

Guildford Borough Council's preferred town planning strategy is to collect the evidence base and studies to inform the progression of an Action Area Plan (AAP) for the central area of Guildford. The AAP would be an adopted development plan document for use in decision-making on individual applications within the various development zones/parcels.

### **The Strategy**

A separate planning application(s) would be submitted for the flood defences in the centre of Guildford and the necessary changes to the upstream catchment area of the River Wey. These must be approved and completed before residential development can take place.

The second part of the strategy is that with the benefit of the completed flood defences in the centre of Guildford and changes to the upstream catchment area, the centre of Guildford would benefit from flood defences, thus allowing the Environment Agency to be in a position that it would not object to a planning application (s) for suitably designed proposal within one of the zones/parcels. Thus the objectives of the Masterplan could be realised.

### **Alignment with Local Plan Policies**

However starting with the AAP, it has to be consistent with the policies of the development plan, which in this case is the Guildford Local Plan: 2019 (GLP 2019). In respect of development in some of the zones/parcels, existing policies such as S3 allow for "a mix of uses and include residential development" (Policy S3).

The employment policies which affect Masterplan areas such as Woodbridge Meadows within which land is designated as a Strategic Employment Site do not support residential use (Policy E3). Outside of the designated employment sites, flexibility exists to allow residential to be included within mixed-use development which result in no loss of employment. This aligns with Policy S3.

Policy P4 explains that development in the developed flood zone 3b will only be approved where the proposed footprint is not greater than the existing. The undeveloped flood zone 3b will be safeguarded for flood management purposes except for essential infrastructure. The flood modelling completed by Arup and with the agreement of the Environment Agency demonstrates the extent of the protected flood zone within the centre of Guildford, and thus the zones/parcels within which residential uses could be permitted. This underpins the Masterplan.

An important consideration in the justification of this approach is GBC's intention that there should be no net loss in employment floorspace within the area of the AAP.

### **The Area Action Plan**

Subject to the collection of the evidence base documents it is proposed that the AAP will be drafted over a 15 month period, with the first stage of public consultation scheduled for the autumn of 2023.

The crucial point is that the Reg 18 version must set out the limited updates of Policies P4, E3 and S3 in order to allow for mixed-use development within the strategic employment areas, and specifically residential.

The spatial approach to the AAP is informed by the overarching themes of sustainability in national policy objectives and the Guildford Local Plan. It will also be informed by a range of evidence and emerging trends in the aftermath of the pandemic which has changed resident's day to day lives and travel movements.

In 2021 the Government published the National Design Guide. The Guide was introduced to illustrate what good design means in practice. The NPPF makes clear that creating high quality buildings and places is fundamental to what the planning and development process should achieve. The Guildford Town Centre AAP seeks to deliver long-standing, durable placemaking which identifies its end users and the challenges we are facing.

In addition, the '15-minute city' concept is an emerging principle with the aim of enabling residents to access all of their needs within a 15 minute walk

from their home. It is a way of reducing car use and encouraging active travel' both increasingly important as the pandemic has changed the way people use their neighbourhoods and town centre high streets. We believe that this concept should form one of the pillars of the AAP to enable every resident in Guildford town centre to live in an accessible and inclusive neighbourhood which will provide for their social and economic needs.

Since declaring a climate emergency, this concept within the AAP will also assist the Council to bring forward a range of measures addressing climate change, poor air quality and waste in line with the Local Plan policy objectives. Fundamentally, to address climate change the AAP needs to focus growth in locations that are easily accessible by public transport, walking and cycling.

An aerial photograph of Guildford, Surrey, showing a dense urban area with a mix of residential and commercial buildings, streets, and green spaces. The entire image is overlaid with a semi-transparent orange color. The text is positioned on the left side of the image.

# 3.0 The Masterplan Principles

The prize is improved health and well-being for the communities of Guildford which is delivered with new public realm, homes and business space, creating a better town.

By aligning the aims of the masterplan with Guildford Borough Council's corporate objectives, engaging with the residents of Guildford and bringing together the expert strategies on sustainability, flooding, strategic transport, infrastructure, utilities and planning, as well as economic analysis and a delivery programme, the masterplan is a holistic, deliverable plan for the town. This plan is underpinned by an overall set of principles.

This section sets out these principles, before focusing in on the development zones.

# 3.0 The Masterplan Principles

The masterplan principles are a set of strategies that underpin the masterplan and provide a holistic vision as to how Guildford can be sustainably developed for future generations. This is the cornerstone of the masterplan and ensures piecemeal development no longer divides the town. A coordinated set of developments can therefore be brought forward, providing maximum benefit for the town.

**We have established the aims of the masterplan from policy and by speaking to the residents and stakeholders of Guildford. The previous chapter illustrated the strategies for sustainability, flooding, transportation, utilities, infrastructure and planning policy to enable development. This section ties these strategies together into a deliverable plan to provide maximum benefit for the town.**

### Sustainable Movement

Looking beyond the 'red line' of the study area, it is vital to better connect the town centre to the surrounding communities of Guildford via active travel means to ensure a climate resilient, healthy and happy community.

Only 2% of people cycle to the town centre, while 61% use private cars (Markides modelling data, 2022). The movement strategy examines the town as a whole and creates paths and cycleways to help encourage the modal shift away from car dependency.

As illustrated in chapter 2, vehicles restrict the town centre, cause significant air pollution issues and are detrimental to the environment and atmosphere in the centre of town. The Joint Committee of Surrey County Council and Guildford Borough Council agreed that to meet legislative requirements it is necessary to declare an 'air quality management area' (AQMA) in the centre of Guildford, which includes Millbrook, Farnham Road, Portsmouth Road, Onslow Street, Park Street, North Street, Commercial Road, Guildford Park Road and Woodbridge Road. The holistic strategy provides solutions to these issues to allow for sustainable growth of the town.

### Public Spaces and Places

At key locations throughout the movement routes public spaces are located to provide amenities for visitors and residents. These include parks, gardens and civic squares of a variety of different scales, including a vibrant new Town Square on the waterfront at the heart of Guildford.

### Development Zones

A number of sites are then identified, connected by these movement routes and anchored by the public spaces and places. These sites provide homes, jobs, community spaces and services.

### Sustainability

The strategy has the sustainable future of Guildford at its heart. Climate mitigation, resilience, resource efficiency, biodiversity net gain and health and well-being are all baked-in to the design of the strategy.

On the right is a summary of the Corporate Objectives, and the 12 masterplan aims resulting from the residents engagement. These are the key building blocks for the masterplan principles.

Sustainable movement principles link a series of public spaces and places, which anchor a number of deliverable development zones, which provide residents of Guildford *“the homes they need, access to quality employment, with strong and safe communities that come together to support those needing help.”*

'Homes & Jobs, Community and Sustainability' from the Guildford Borough Council Corporate Plan 2021 - 2025. Listening - Acting - Delivering.

Revitalise and support the town centre economy. <b>01</b>	Make more of the riverside as an attraction. <b>02</b>	Protect the beautiful green spaces around Guildford by providing homes in the town centre on brownfield land. <b>03</b>	Have a clear plan for the sustainable future of the town centre. <b>04</b>
For a sustainable future we need employment, for employment we need affordable homes. <b>05</b>	Ultimately Guildford needs to be a nice place to live, to support existing communities with the provision of new amenities. <b>06</b>	Climate change and well-being must be addressed. <b>07</b>	Traffic dominance must be reduced through the town centre. <b>08</b>
Sustainability must be futureproofed into the town's plan. <b>09</b>	Futureproof infrastructure and attract investment. <b>10</b>	Kick start the incremental modal shift from vehicular travel to active travel means into the tow centre. <b>11</b>	New parks, civic squares and places for visitors and residents of Guildford to enjoy. <b>12</b>

Referencing the 12 Masterplan Aims (from page 17).

## 3.1.1 Sustainable Movement - The Vision

One of the most significant challenges to realising the Council's ambition is to address the current dominance of traffic between the historic centre and the River Wey. Since the closure of its wharves, the town has turned its back to the river and a four-lane gyratory was built straddling the river to accommodate increasing levels of traffic.

Blank walls, service yards and car parks dominate the street scene as buildings were designed to face away from these busy roads and from the noise and air pollution the traffic generates. This has created a barrier that prevents Guildford from developing its riverfront as a vibrant quarter and leisure destination.

Conditions for pedestrians and cyclists along these roads are very poor. This prevents people from making healthier and cheaper choices to walk or cycle for shorter journeys to or through the town centre thus further adding to the problems of road safety, congestion and pollution.

A major transformation of the gyratory and its approach roads is essential for Guildford to realise its full potential and to reposition itself as a vibrant, people-focused place to live, work and visit.

It is not a new idea; over the years several attempts have been made to tackle the town's traffic and safety issues. Some ideas involved the construction of new roads, tunnels and bridges to accommodate existing and expected growing levels of traffic. These have all proved undeliverable and are not supported in new policy which encourages the reuse of existing infrastructure.

### An Alternative Approach

An alternative approach is required. The strategy that lies at the heart of the 'Shaping Guildford's Future' Plan is primarily to provide an upgraded physical environment whilst simultaneously 'taming' the traffic.

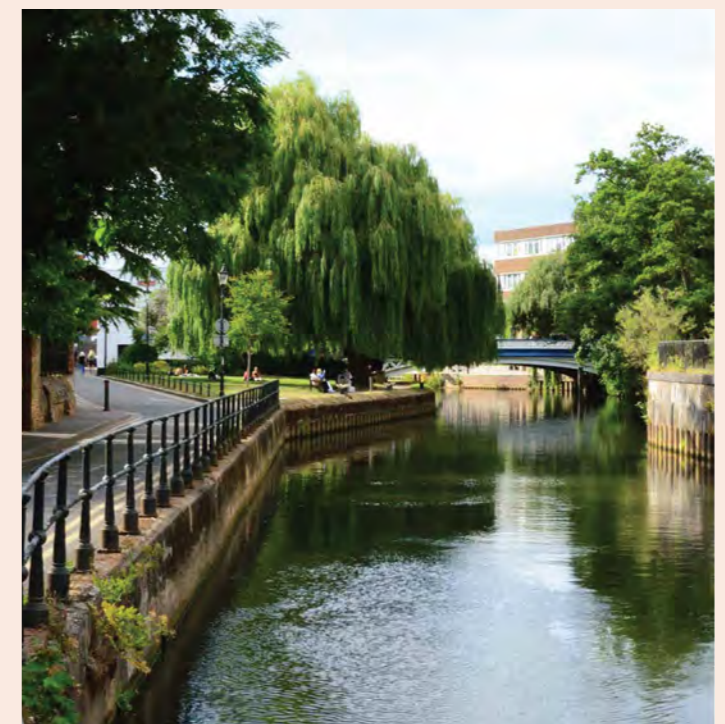
Such an approach would allow for dramatic changes to the road network, open opportunities to remove traffic lanes along some streets and fully exclude vehicles from others. Footways could be widened, bus priority measures would be implemented and new crossings, cycle paths and greenery introduced to create a safer, healthier and more attractive environment for cyclists and pedestrians. This would set the scene for new development to come forward that positively addresses and engages with the street, thus further enhancing the quality of the place.

This alternative approach is supported by national and local policies that seek to promote sustainable modes of travel as a means to reduce carbon emissions and other pollutants and promote a more healthy and active lifestyle. Critical to the success of this alternative approach is that the accessibility of the town centre as a place to live, work and visit is not compromised. Credible alternative means of travel that are convenient and affordable need to be available. This requires a thorough understanding of when and why people currently travel to and through the town centre so that appropriate alternatives can be put in place, and to ensure that sufficient space is set aside to accommodate those journeys where the use of the car is the only reasonable alternative.

Without adopting this new approach, it would become increasingly challenging for the town centre to handle the 14,700 plus new homes which are planned to be delivered through the Local Plan. Any further town centre redevelopment of the likes proposed in this study could not be achieved by following the old approach of catering for car dependency. This growth can only be realised through the adoption of a sustainable-led transport strategy, that puts improving the health and well-being of its citizens, reducing carbon emissions and promoting sustainable transport at its heart.



On town bridge, looking towards St Nicholas Parish Church, Markides Stage 2 Transport Report



Millmead looking towards Town Bridge, Markides Stage 2 Transport Report

## 3.1.2 Sustainable Movement - Walking and Cycling

To encourage more people to cycle and walk into the town centre, improved paths and cycleways are required to connect the town from all angles of the compass. By improving these routes we can encourage modal shift, with the aim of creating a healthier society for the future of the town.

There are 3 primary overall strategies defining the movement through the town centre.

01

The first is an uninterrupted North to South pathway for pedestrians and cyclists on both sides of the River Wey. From Shalford in the South to Ladymead and beyond to the North, the River Wey defines the Town of Guildford. It provides an opportunity to utilise the beautiful natural features of the riverside to better connect the residents of Guildford to the town centre. Indeed, its natural crossing point was the reason Guildford exists in this location.

The towpath on the western bank is upgraded to provide paths and cycleways, while on the eastern bank the convoluted route via streets and paths is simplified by creating a new path and cycleway on the water's edge, which passes underneath the railway viaduct north of Dapdune Wharf, to Ladymead and beyond to the communities of Stoke Ward.

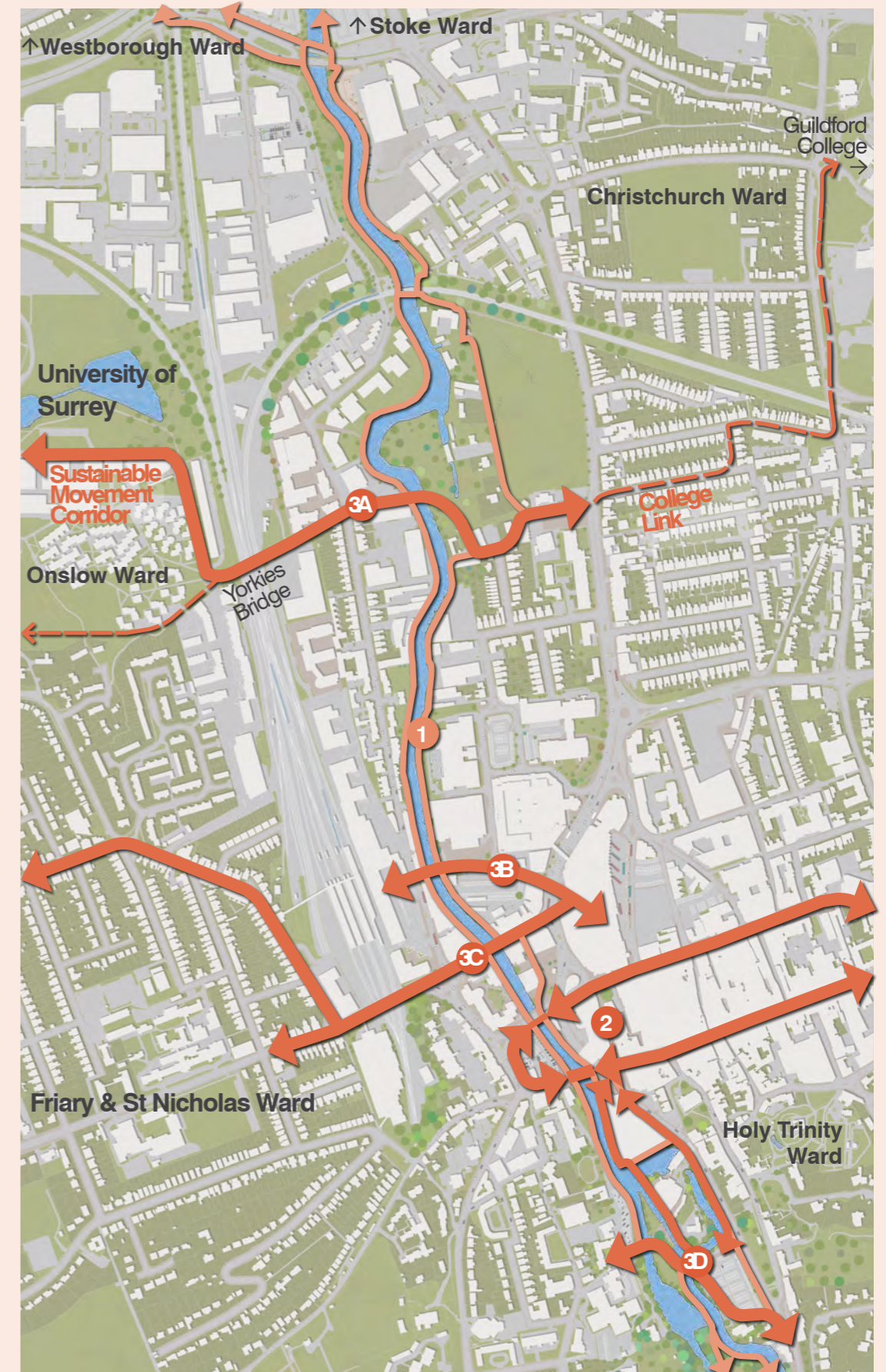
02

The second is connecting the historic core to the waterfront and, with the creation of a brand new Town Square on the waterfront, to support the vibrancy and future of the town centre. North Street and High Street are cut off from the waterfront by the four lanes of traffic along Onslow Street and Millbrook. By reconnecting North Street and High Street to the river, and to the new North to South towpath route, accessibility to, and the environment of, the retail core is vastly improved.

03

The third strategy connects from East to West across the geographical barriers of the train lines and River Wey.

- Extending the sustainable movement corridor from the university across the Yorkie's bridge and the train tracks, and over the river to connect with College Link with a new pedestrian and cycle bridge.
- Seamlessly linking the train station to the town centre via the new Walnut Tree Bridge.
- Connecting the train station and Farnham Road Car Park to North Street and the retail core via the pedestrianised Bridge Street and redesigned public realm along Farnham Road bridge.
- Encouraging park and walk from Millbrook car park into the town centre and across the river to Millmead, via a new pedestrian bridge and a pedestrian and bicycle friendly Millbrook.



An aerial plan view of Guildford with the strategy to improve walking and cycling



# 3.1.3 Sustainable Vehicle Movement

Guildford is currently one of the few opportunities to cross the river for many miles to the North and South.

**The geographical location of Guildford creates a pinch point in the centre of the town at the gyratory. A number of issues are therefore created:**

1. Traffic is captured and held in the town centre,
2. Dangerous conditions are created for pedestrians and cyclists due to the volume of traffic and the gyratory system,
3. The centre of town is a hotspot of pollution,
4. Consequently the pedestrian public realm is poor,
5. The train station is cut off from the town centre,
6. The most used car park is at Bedford Road, meaning traffic has to loop the gyratory to get to it, making unnecessary additional journeys over the river,
7. Farnham Road car park is not as well used as it should be to capture traffic from the west of the town,
8. The gyratory creates a dangerous place for fatal and serious accidents.

**In response, the masterplan strategy is to simplify the roads network by:**

1. Implementing 2 way, 2 lane roads to replace the existing gyratory using Friary Bridge as the only crossing point for the private vehicle,
2. Providing space for cycle lanes and much wider footpaths with green buffer zones to mitigate the negative impact of the traffic,
3. The 6 sets of traffic lights will be halved to allow traffic to flow through the town centre more freely,
4. Millbrook is bus and access only north of Millbrook car park, with buses able to cross Town Bridge.

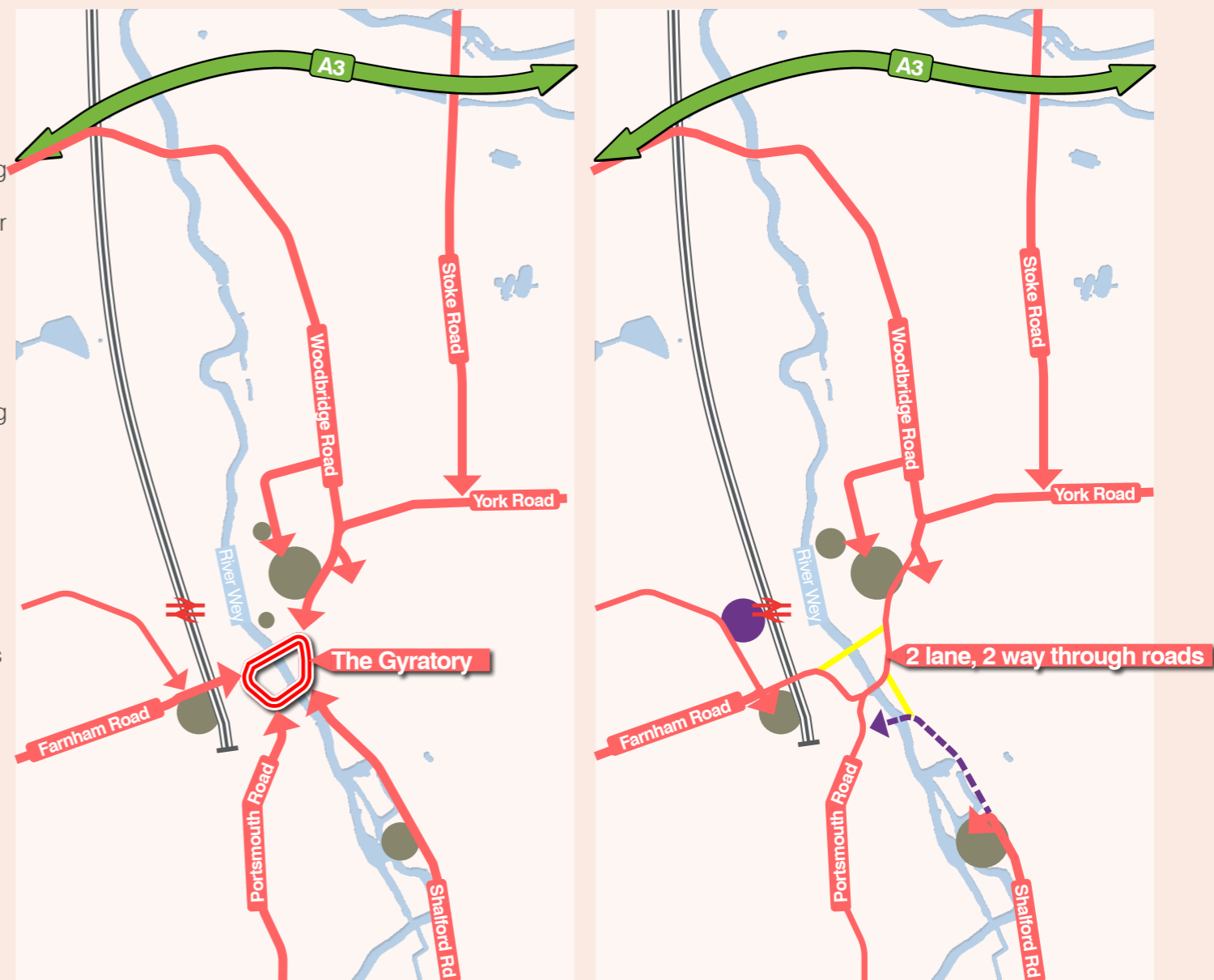
Traffic from Shalford on the East of the River Wey would cross at Broadford Bridge and drive north via Portsmouth Road.

This means fewer cars are stationary in the town centre and green buffer zones are created. Unravelling the gyratory in this way allows priority to be placed on creating a high quality, town centre public realm. Other strategies include:

5. Town centre car parks at Millbrook car park (from the South), Farnham Road car park (from the West) and Bedford Road Multi storey car park (from the North and East) will be designated as interceptor car parks to discourage traffic travelling through the centre of Guildford.

Encouraging the use of these car parks means less traffic needing to cross the river, declogging the roads, and providing a better pedestrian public realm. Additionally:

1. Bridge Street is pedestrianised with a 2 way cycle path, greatly improving the journey for pedestrians and cyclists from the train station and Farnham Road,
2. Town Bridge is retained for buses, bicycles and pedestrians.



The existing roads network

The proposed roads network

## 3.2 Public Spaces and Places

A network of new public spaces link the movement routes together, creating a beautiful environment in which to walk, cycle and dwell along Guildford's Waterfront.

**From the green spaces in the South at Millmead via Guildford's new Town Square next to the river with cascading terraces down to the water's edge, to the green linear park North of Bridge Street and to the green meadows at North of the railway viaduct, a varied network of considered spaces will provide a sense of place, beauty, biodiversity, function and amenity for the residents of Guildford.**

01

### Millmead riverside and the car parks

The natural, green public realm is supported with a new park, planting, biodiversity and paths for pedestrians and cyclists. These paths link the town centre to Millmead, Millbrook, St Mary's Wharf and the green spaces towards Shalford to the South. Beyond the Millbrook car park becomes bus and access only so the roadway can be significantly greened, cycle paths can extend to High Street and the footpaths widened.

02

### Straddling the river, Town Wharf East and West

become the new heart of the town at the river. Two new civic squares provide beautiful new civic spaces for residents to enjoy, and will be a focus for festivals, culture, art and events, as well as dining, socialising and shopping.

03

### From Bedford Road surface car park to Mary Road car park and the Courts

A new Bedford Wharf Square is located along the axis of the train station, Walnut Tree Bridge and The Friary. A green waterfront park runs along the riverside and cuts east to Woodbridge Road forming a series of green spaces through the site, providing amenity for the residents and visitors to enjoy within a 5 minute walk of North Street.

04

### Dapdune Wharf

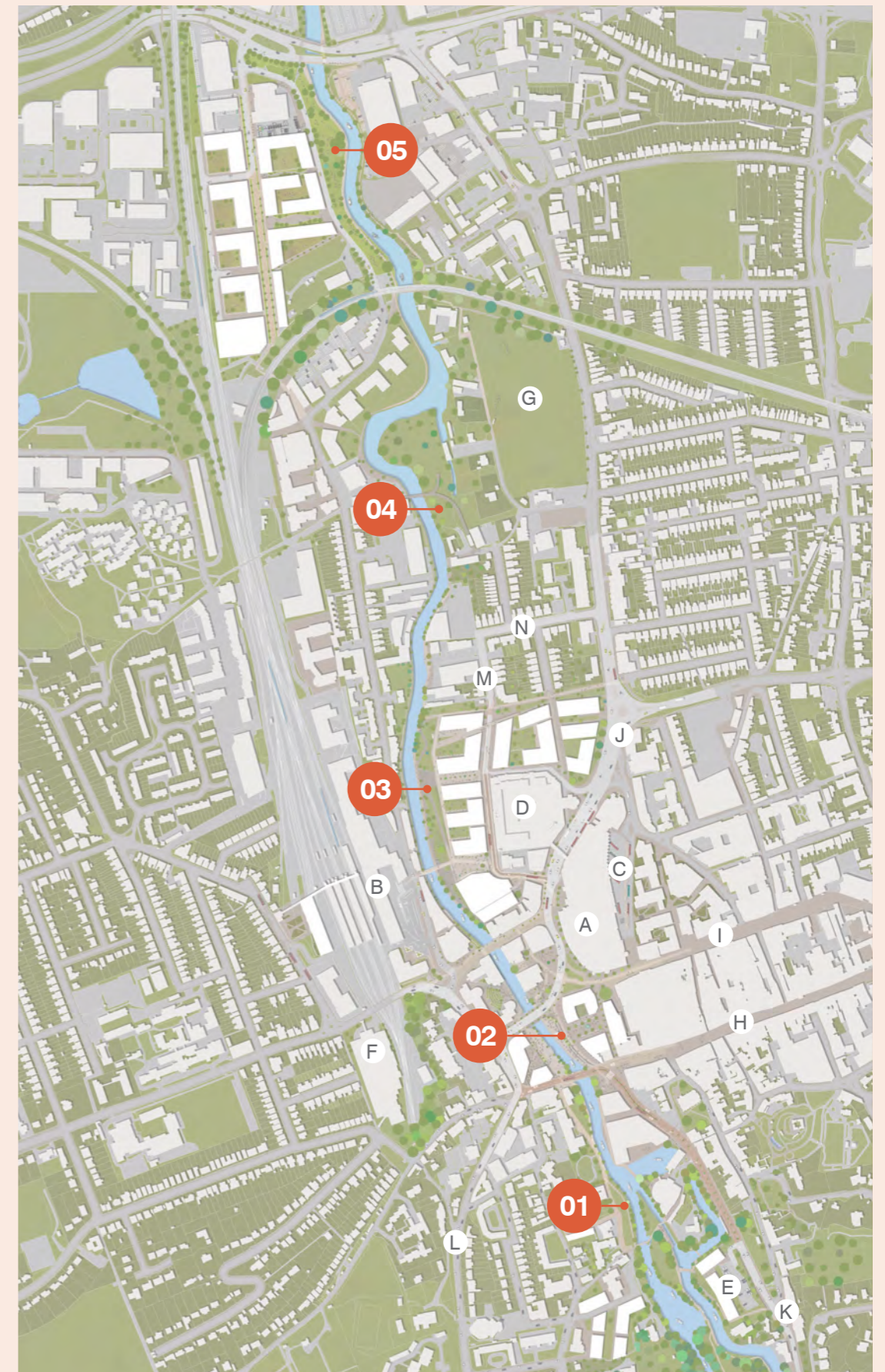
New and improved paths link pedestrian and cycle routes, and a new cycle and foot bridge connects the sustainable movement corridor across the River Wey to the university, and further north past the National Trust land to the railway viaduct crossing.

05

### Woodbridge Meadows river frontage

The light industrial site is transformed into an eco-employment and residential village with a reinvigorated waterfront park running between the railway viaduct and Woodbridge Road, up to the A25.

- A. The Friary
- B. Train Station
- C. Bus Station
- D. Bedford Wharf multi-storey car park
- E. Millbrook car park
- F. Farnham Road car park
- G. Guildford cricket club
- H. High Street
- I. North Street
- J. Onslow Street
- K. Shalford Road meeting Millbrook
- L. Portsmouth Road
- M. Mary Road
- N. Leas Road



The new and improved public spaces, parks, squares and paths along the River Wey

# 3.3 The Development Zones

Four development zones are connected by The GreenWey and anchored by new public spaces and places. These zones provide the space for placemaking, providing homes, jobs, community spaces and services for Guildford's residents and visitors.

**Each zone embraces the concept of the 15-minute-neighbourhood, where residents can access all of their daily needs within a 15 minute walk of their home in accessible and inclusive neighbourhoods.**

### The GreenWey

The four development zones are illustrated on the plan (right). These are zones which Guildford Borough Council own the majority freehold over and form the spine of future development in the town centre. Within these zones stakeholders and partners have been engaged on the developing masterplan to ensure its deliverability.

Creating zones allows sites to be developed independently in a coordinated, holistic manner to ensure the sustainable development of the town centre within an overall plan, avoiding the pitfalls of piecemeal development.

### The development zones are:

- 01 Millbrook car park, Millmead house and car park
- 02 Town Wharf East and West
- 03 Bedford Wharf
- 04 Woodbridge Meadows

### The development zones align to Guildford Borough Council's objectives and provide:

#### Community spaces & services

Places are created in which to congregate, play, relax, shop, eat and work. The principles of the 15-minute city concept are applied, enabling residents to access all of their needs within a 15 minute walk from their home.

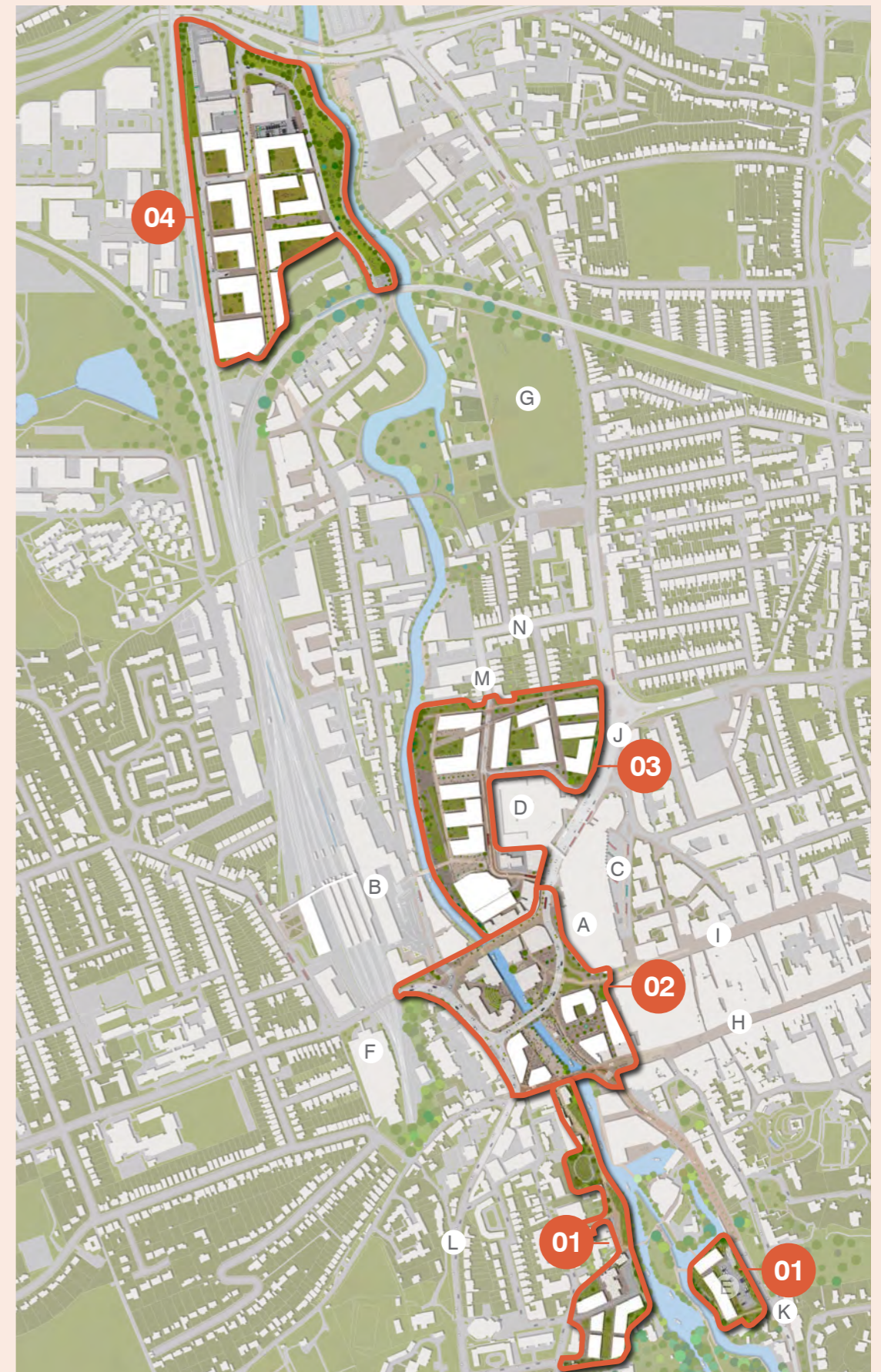
#### Jobs

In collaboration with JLL and the University of Surrey, economic development analysis has been carried out to establish the right mix of jobs required for Guildford's sustainable growth. These have been applied across the masterplan, providing space for sole traders and makers up to large multi-national companies.

#### Homes

A range of homes can be provided, the majority having a view of the waterfront, supporting the ambitions of the Council and the aspirations of the Local Plan.

- A. The Friary
- B. Train Station
- C. Bus Station
- D. Bedford Wharf multi-storey car park
- E. Millbrook car park
- F. Farnham Road car park
- G. Guildford cricket club
- H. High Street
- I. North Street
- J. Onslow Street
- K. Shalford Road meeting Millbrook
- L. Portsmouth Road
- M. Mary Road
- N. Leas Road



The development Zones



# 4.0 The Development Zones

We have introduced a four key development zones which have distinct characteristics, opportunities and constraints that can support the sustainable development of Guildford town centre.

These zones are connected by The GreenWey, placemaking and townscape principles as set out in the previous section. They also incorporate flooding, strategic transport, utilities, infrastructure and planning policy strategies which can be found in supporting consultant reports.

Here we run through each development zone in more detail.

# 4.0 A Comprehensive Vision

Four development zones occupy key strategic sites along Guildford's GreenWey. These sites represent an opportunity for Guildford to revitalise the town centre, futureproof the town's infrastructure, protect the town from the significant and ever increasing threat of flood, relieve the dominance of the car, and put in place a holistic plan for the future of the town.

**Guildford's GreenWey will link the four development zones along the River Wey Navigation, connecting the town from north to south and east to west.**

01

**Millbrook and Millmead represent two zones with a unique and beautiful natural setting. The aim here is to nurture the natural environment while providing amenity for the town.**

The zone runs South along the riverfront from Town Bridge, and includes Millmead car park, Millbrook car park and Millmead house.

02

**Town Wharf defines the heart of Guildford. It connects the retail core of North Street and High Street to the river.**

The area includes the gyratory, the three bridges (Onslow Bridge, Friary Bridge and Town Bridge), Friary Court and Portsmouth Road car park. It is bounded by Bridge Street in the North, includes the buildings along Friary Street on the East, up to St Mary's Wharf and Town Bridge to the South and up to Portsmouth Road in the West.

03

**Bedford Wharf represents a huge opportunity to create vital new amenities for Guildford town centre. It forms the connection between train station and retail core, and has a long stretch of underutilised waterfront.**

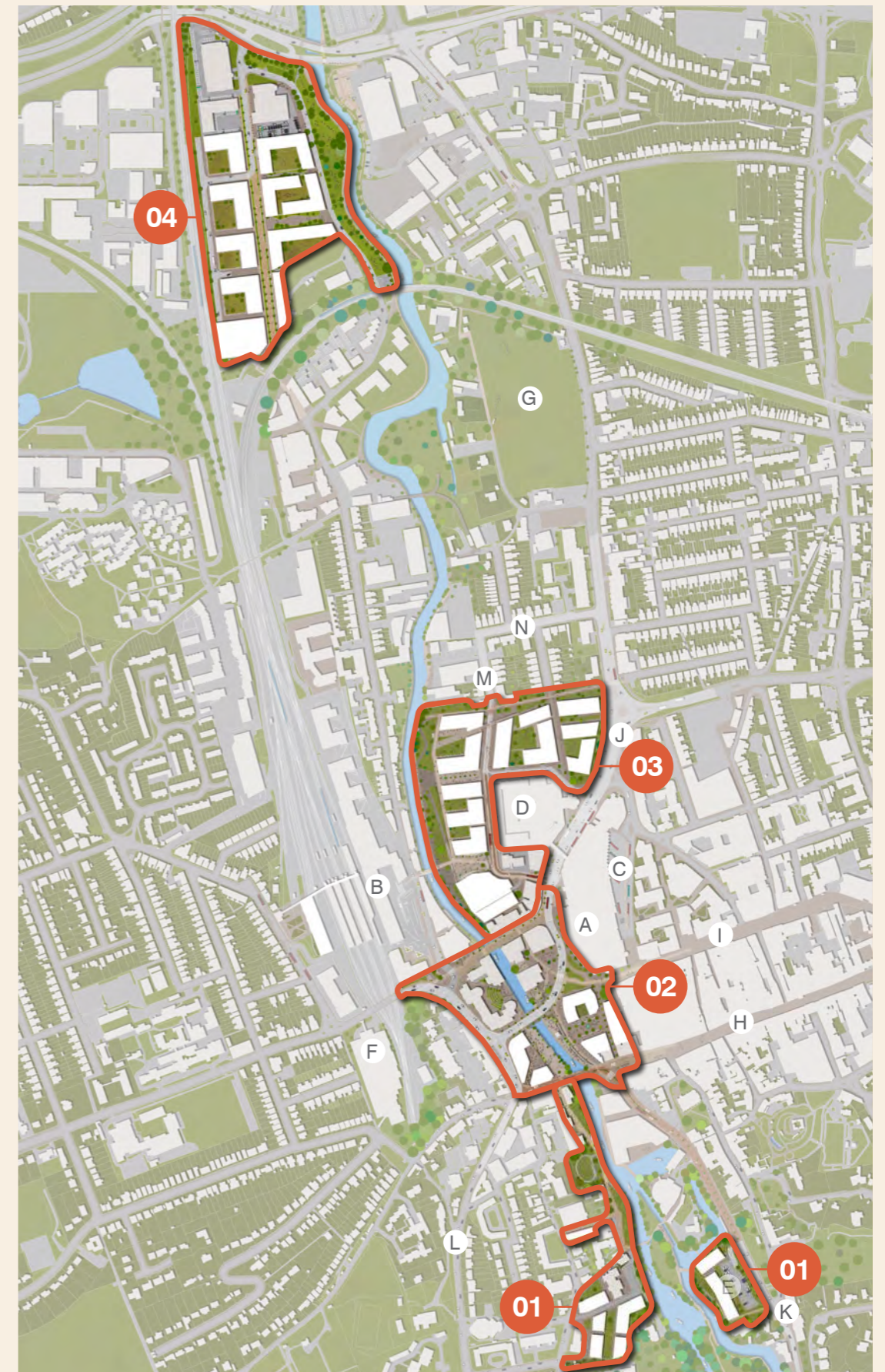
The area includes Bedford Road and Mary Road surface car parks, the Odeon, Courts and the Constabulary headquarters. It is bounded by the residential blocks on Mary and Margaret Roads to the North, Onslow Street and Bedford Road Multi-Storey car park to the East, the rear of the commercial units on Bridge Street to the South and the river to the West.

04

**Woodbridge Meadows is characterised by a series of light industrial warehouses, of various states of repair, with a variety of different tenancies and functions.**

The site is bounded by the A25 to the North, river to the East and railway viaduct to the South and West. There is also a Thames Water borehole site to the South.

- A. The Friary
- B. Train Station
- C. Bus Station
- D. Bedford Wharf multi-storey car park
- E. Millbrook car park
- F. Farnham Road car park
- G. Guildford cricket club
- H. High Street
- I. North Street
- J. Onslow Street
- K. Shalford Road meeting Millbrook
- L. Portsmouth Road
- M. Mary Road
- N. Leas Road



The Development Zones

# 4.1 Guildford's GreenWey

At the heart of the regeneration vision, Guildford's GreenWey will be a green linear oasis alongside the River Wey offering peace and tranquillity away from the hustle and bustle of the busy streets.

Connecting the four development zones, the River Wey is the heart of Guildford town centre. It has been valuable for trade and has supported a network of industries, whilst the gold sands of its banks gave the town its name. However, the river has been obscured and undervalued for many years, but will become the focus of Guildford's GreenWey linking a thriving,

dynamic series of public spaces connecting the town from North to South. It will be designed as a "living system" supporting biodiversity and will link existing communities to new green parks, civic squares, gardens, play spaces, pocket parks, picnic areas, recreational activities and provide protection from the ever increasing threat of flood.

Urban riverside 'Greenways' have been created as part of regeneration programmes in many towns and cities in the UK and overseas:



Rewilding towns and cities



Lea Valley, London, UK



Philosophers Walk, Kyoto, Japan



The Highline, New York, USA



A birds-eye view of the proposed Guildford GreenWey

## 4.2.1 Millmead and Millbrook - Existing

The existing environment is characterised by the river and beautiful green space. But there are opportunities to significantly improve the area for the benefit of the whole community.

Acting as the link between the retail core and the green spaces to the South, the development zone has the potential to pull greenery, biodiversity and nature all the way into Guildford's centre. Converting asphalt to lush greenery at the water's edge, while facilitating flood defences forms the cornerstone of the strategy on the Western bank.

### The development zone includes:

- 1 Millmead House
- 2 Millmead car park
- 3 Millbrook car park

### Aims for this area include:

- New pedestrian & cycle routes, connecting the town centre to the green spaces towards Shalford and beyond,
- Biodiversity and green space with a new town centre park,
- Waterfront public realm,
- Additional public parking at Millbrook,
- High quality waterfront homes.

### Opportunities

- Improve the pedestrian route along the river,
- Ensure the quality of the public realm is improved to enhance and support the existing context of the area,
- Improve connections with the existing residential streets for walking, cycling and driving,
- Improve the pedestrian connections from this area to the High Street and North Street,
- Improve the consistency of the quality of the public realm along the rivers edge,
- A suitable location, subject to flood risk

considerations, for new waterfront homes in an existing residential area,

- Consider the case for the relocation of existing civic functions at Millmead House,
- Consider the expansion of Millbrook car park with an additional deck to support the aims of creating a healthier environment in the town centre.

### Constraints

- Millbrook car park is in Flood Zone 3,
- Buildings lack a clear relationship with streets and spaces, with a variety of orientations which produces an inconsistent and ill-defined public realm,
- Listed buildings must be protected and their setting enhanced,
- The topography of the area presents some attractive views along the riverfront, especially looking South from Town Bridge,
- Protecting views to and from the riverside.

**Millmead plot area 1.05 hectares**

**Millbrook plot area 0.76 hectares**



The existing plan of Millmead and Millbrook, from Millmead house in the South to Town Bridge in the North

## 4.2.2

# Millmead and Millbrook - Proposed Movement & Public Space

As a part of Guildford's GreenWey, connections into High Street can be vastly improved on both sides of the river. North of the car park, Millbrook is bus and access only, allowing wide pavements and a cycleway all the way to the High Street, with buses crossing Town Bridge.

**Millmead car park becomes a green park, pulling the natural environment into the centre of Guildford. New and upgraded paths and cycleways connect into Town Wharf via a number of potential new bridges. Millbrook has an additional deck of parking with rooftop gardens to improve the view from Quarry Street. Millbrook becomes calmed, with a 'park and walk' strategy used to capture Northbound traffic via Shalford Road in Millbrook car park.**

Through traffic from the South is proposed to cross the River Wey at Broadford Bridge and drive North via Portsmouth Road. It therefore does not get stuck in the gyratory system which currently blights the centre of town. It also allows the dual carriageway to be removed north of Town Bridge connecting the historic core to the riverside.

### Specific strategies include:

#### For pedestrian movement:

- 1 A Shared pedestrian and bike path from Town Bridge to the river crossing.
- 1A A potential riverside walking and cycling connection all the way to Godalming.
- 1B Restoring pedestrian access across the Weir.
- 2 Options for a new pedestrian and cycle bridge to Millbrook from Millmead Lock.
- 3 A potential pedestrian bridge connection to St Mary's Wharf from the Yvonne Arnaud Theatre.

#### Pedestrianisation of existing roadways:

- 4 North of Millbrook car park, Millbrook is converted to bus and access only road leading to High Street.
- 5 Millmead is pedestrianised, while maintaining service access to The White House pub in the North.

### New and improved green spaces:

- 6 Millmead car park is converted to a new green park, with seating, biodiversity, moorings and landing spots for activities on the river. This edges the pedestrianised Millmead providing a cycle route into the town centre and an improved path along the waterfront. Flood defences are incorporated into the landscape.
- 7 A new path and cycleway runs along a landscaped bund concealing the flood defences at Millbrook, with all existing trees maintained.

### Public transport links:

- 8 Bus access is maintained to and from the town centre via Millbrook and over Town Bridge turning right onto Portsmouth Road and onto the bus station.

### Vehicle movement and roads:

- 9 A new road passes through the existing Millmead House site, providing access to the new development and the private residence to the South, and connecting with Dagley Lane to Shalford.
- 10 Shalford. A new link is created to Bury Fields, allowing Millmead to be pedestrianised to maximise the potential of its waterfront setting.

In collaboration with Guildford Borough Council, Millmead house is proposed to be converted to homes and gardens, of appropriate scale and proportions with the stunning locale.

Millbrook car park is an integral part of the transport network to capture town centre traffic. Therefore up to 40% additional spaces are provided and the pedestrian route to High Street is vastly improved. There is potential for another P&R towards Shalford.

- - - - - Approximate location of flood defence line
- Proposed Buildings
- Development Zone Boundary



The proposed plan of Millmead and Millbrook, from Millmead house in the South to Town Bridge in the North



## 4.2.3

# Millmead and Millbrook - Proposed Uses and Character

Paths and cycleways meander through new and revitalised parks between the High Street and the green spaces of Shalford to the South, with new homes and supporting infrastructure for the town.

**At Millbrook, the car park can provide up to approximately 40% more spaces to support visitors from the South of the town and up to 90 new homes, along with landscape and paths along the GreenWey. New bridges link Millbrook to Town Wharf via the Yvonne Arnaud theatre and St Mary's Wharf.**

There are quality green spaces within this area, leading South along Dagley Lane, a traffic-free green route from Guildford Rowing Club leading all the way to Shalford. Significant numbers of trees also exist along the river. The existing environment will be supported and enhanced by converting the riverside boundary of Millbrook car park will into a green park for pedestrian and cycle movement. The top of the car park will be heavily planted and replace the existing car park with a lush green space when viewed from Quarry Street.

**At Millmead there are new green parks along the waterfront, providing shared paths, cycleways, seating, play space and access to the River Wey. The new flood defences protect existing homes and are concealed in the landscaping of the parks. Up to 150 waterfront homes can also potentially be provided.**

There are buildings of real character in the area and its surroundings, including historic buildings along Bury Fields, Bellairs Playhouse, the old town mill, as well as more modern public structures such as Yvonne Arnaud theatre. The homes along Quarry Street overlook Millbrook car park and the new St Mary's Wharf residential development (pending planning)

will be a key component of the area. Proposed new buildings respect the local scale and character, and have been developed in line with the policy protected views, ensuring they fit in with the existing historic urban grain.

A set of buildings would replace the Millmead House offices (whilst retaining the listed building) and are broken up by green spaces to provide a more appropriate scale of development that reflects the character of the Southern edge of Millmead.

**Overleaf is a concept vision, informed by the studies as to what Bedford Wharf could look like.**

**To the right** is a view from within Millmead car park currently. Millmead house lies beyond the existing homes on the right hand side, while the car park dominates the foreground next to the river. The footbridge over to Millmead Lock lies to the left of the image.



The current view from Millmead car park looking South.



**The view from Millmead car park.**

The car park is transformed into a lush green space, befitting the natural environment of the river and lock. Paths meander through biodiverse green spaces, which conceal the flood defences. The existing roads are pedestrianised, providing cycleways into the town. Millmead House is transformed into a contextually appropriate series of homes and gardens. Over the bridge to Millmead Lock and beyond, the paths and cycleways lead to Millbrook car park, where new homes sit behind the existing mature trees. Here flood defences are also concealed into green landscaping.

## 4.3.1 Town Wharf - Existing

Characterised by the concrete collar of the gyratory, Town Wharf represents the key opportunity to create the new Heart of Guildford.

The train station is separated from the retail core of the town by the concrete collar of the gyratory. There is the opportunity to unshackle the road network to enable High Street and North Street to engage with the river, create new public spaces and to protect the centre of town from the devastating impact of flood.

### The development zone includes:

- 1 Friary Court
- 2 Friary Street East
- 3 Portsmouth Road Car Park

### Aims for this area include:

- A new town square on both sides of the river forming a new focal point and Heart for Guildford,
- Connecting North Street and High Street to the river,
- Facilitating a highways solution which creates a healthier town centre,
- A transformed pedestrian public realm,
- Bring arts and culture venues into the centre of town,
- Create vibrant waterfront cafés and restaurants,
- Revitalise the retail offer and support existing businesses,
- Provide high quality, town centre homes above.

### Opportunities

- Redevelopment of the North Street site & the bus station provides the potential for a pedestrianised North Street,
- Guildford High Street is of national historic importance, with 10 grade I and grade II\* Listed Buildings,
- There is scope for a comprehensive public realm

project to help lift the quality along North Street, Friary Street and connecting to the river,

- Enhance and look for ways to signpost the connections to the High Street, supporting the businesses along these connections,
- Transform the quality of the public realm at the waterfront,
- Improve the relationship of the high street with the river,
- Unshackle the gyratory to create a healthier town centre,
- Improve walking and cycling to and from the town centre.

### Constraints

- Onslow Street and the gyratory system form a barrier to the river and create a negative setting and poor quality public realm,
- The topography of High Street and North Street presents attractive views of the landscape beyond the town which should be protected,
- Listed buildings should be protected and their setting enhanced,
- Areas of the site are in flood zone 3,
- Friary Court and Millbrook are a major blockage to waterfront access from High Street and North Street,
- Friary Court is owned by a third party so a partnership arrangement would have to be pursued,
- Utilities running under the roads network restrict available area for development.

**Plot area: 2.36 hectares**



The existing plan of Town Wharf, from Town Bridge in the South to Bridge Street in the North

## 4.3.2 Town Wharf - Proposed Movement and Public Spaces

The town centre is transformed from a concrete collar restricting Guildford, to the exemplar historic, waterfront town centre it deserves. With seamless access to the GreenWey from North Street and High Street, the loop is complete, providing places and spaces for residents and visitors to rest, recuperate, activate and enjoy.

**The concrete collar of the gyratory is unshackled allowing the historic core to seamlessly engage with the waterfront. Flood defences, incorporated into terraced civic space protects the centre of town from the devastating impact of flood on both sides of the river.**

### Movement Pedestrian

- 1 The existing Millbrook dual carriageway is transformed into a pedestrianised waterfront square. This creates a loop with High Street and North Street on the waterfront, as well as connecting under Friary Bridge to the Electric Theatre and marketplace forecourt.
- 2 Portsmouth Road Car Park is transformed into a public square with an improved path and cycleway along the River, linking under Friary Bridge on the waterfront.
- 3 A new large crossing over Onslow Street connects the Electric Theatre forecourt to the pedestrianised North Street.

### Pedestrianisation

- 4 Bridge Street is pedestrianised with a cycle lane up to the Walnut Tree Close turning, connecting the train station into the town centre more seamlessly.
- 5 The Eastern end of North street is decluttered and pedestrianised and has gardens as a buffer next to Onslow Street as well as a large pedestrian crossing over to the Electric Theatre forecourt.
- 6 Millbrook is bus and access-only shared space North of the St Mary's Wharf access road.

### Public Space

- 7 A new, three sided Guildford Town Square is formed providing the central square that a town with the history of Guildford deserves. Terracing down to the waterfront provides places to sit, with green zones and conceals the flood defences protecting the centre of town. West facing waterfront dining and socialising space activates the square.
- 8 Portsmouth Road car park becomes a new town centre garden space, with green landscaping that conceals the flood defences, and terrace up to the Portsmouth Road development zone, housing new arts and cultural offers.
- 9 The Electric Theatre forecourt is transformed into an outdoor marketplace.

### Public Transport

- 10 Bus access only over Town Bridge.

### Vehicle

- 11 The town is liberated from traffic blight by forming a two way road across the river, segregated from the pedestrian public realm with new planting and trees.



The concept masterplan of Town Wharf

## 4.3.3 Town Wharf - Proposed Uses and Character

Forming the natural heart to Guildford, Town Wharf represents the new civic town square historic Guildford has always deserved.

**On Town Wharf East is Guildford's brand new Town Square, providing a focus for public functions, celebrations and gatherings, which terraces down to the waterfront where people can sit and watch the activities on the river. Active frontages provide up to 110,000 square foot of retail, dining and leisure opportunities facing West to the waterfront and on to the square, as well as a revitalised retail offer along Friary Street. Experiential retail also provides a new offer in the centre of Guildford. Above this active ground floor plane, the development envisages green rooftops and up to 280 new town centre homes.**

On Town Wharf West another square incorporating natural planting provides lush public gardens with places to dwell in the centre of town. Arts and culture venues face on to the square giving Guildford a place for local heritage and the arts, as well as a new view to the castle. Flood defences protecting the centre of town are incorporated into the public realm and terracing.

The road system is transformed and reduced to promote a healthy and connected town centre environment and provide direct, uninterrupted pedestrian links to the River Wey from High Street and North Street. A new cycle hub at Portsmouth Road connects into the national cycle network to encourage active travel into the town centre.

A new open market area is created on the Electric Theatre forecourt, connected to North Street via a large pedestrian crossing over the reduced width of

Onslow Street.

Town Wharf integrates public space, flood protection and sustainable transport benefits using the existing roadways and structures, futureproofs infrastructure, complies with existing planning policy, and is supported by economic development analysis, bringing together all the thinking from the project team.

The major stakeholders involved in the area have been engaged, namely Surrey County Council on the highways issues, as well as private stakeholders.

**Overleaf is a concept vision, informed by the studies as to what Town Wharf could look like.**

**To the right** is a birds-eye view of Town Wharf currently, taken from over Friary Street and looking West. Friary Court is in the foreground, with Portsmouth Road Car Park beyond the River Wey. St Nicolas Parish Church is to the left, and Friary Bridge to the right.





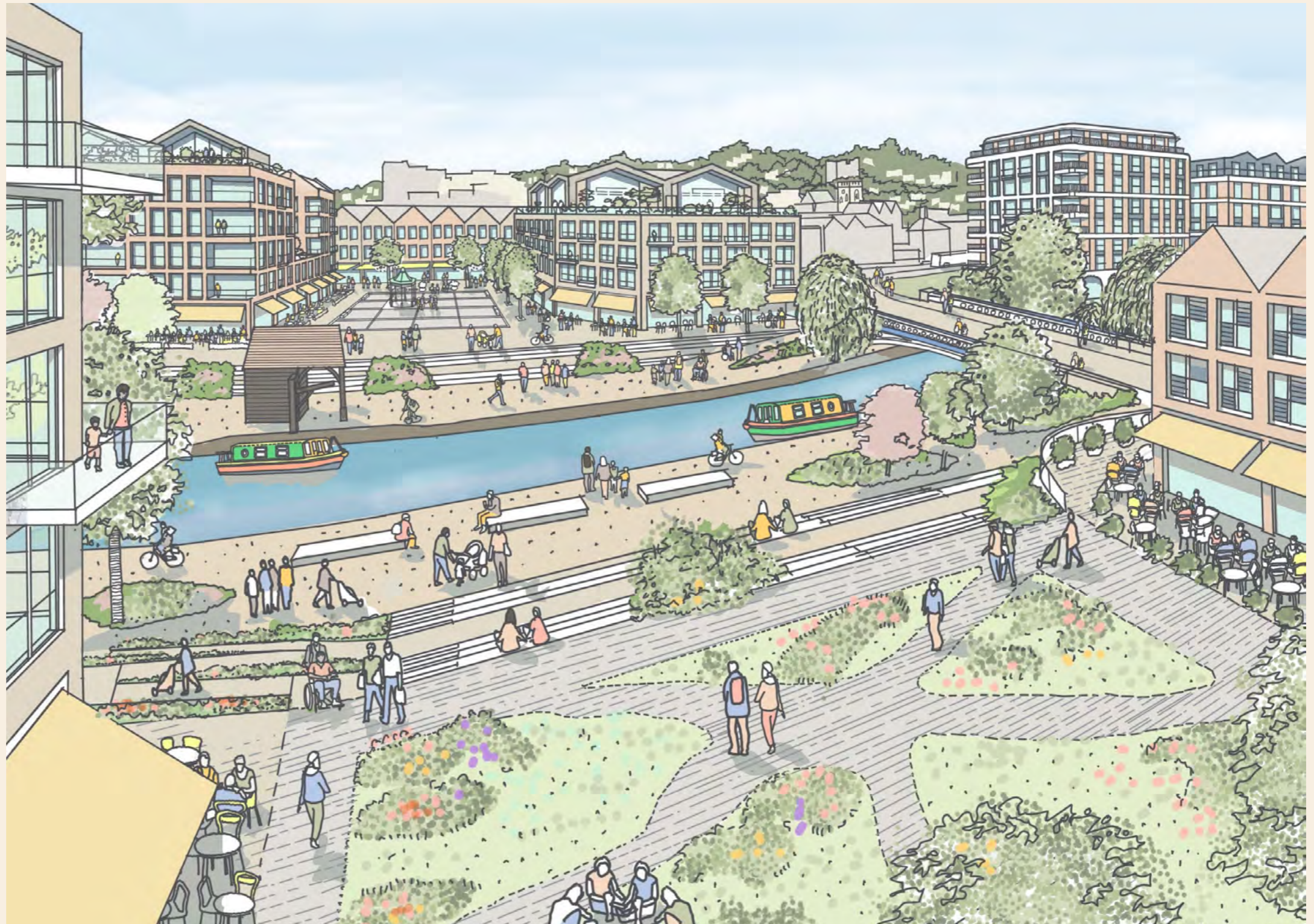
**The view from Friary Street looking west.** Here, you are looking down onto Guildford's new Town Square, which would become the town's focal point for events and gatherings. Behind you is Friary Street which links to High Street and North Street. The Square has a vibrant ground floor with places for performance, trees and seating. A terrace of steps, seating and landscape conceals flood defences and leads you down to the riverfront where the listed structure is retained. Homes overlook the square and river. Opposite is the transformation of the Portsmouth Road car park, and you can see St Nicolas Parish Church, new housing and public spaces.

## 4.3.4 Town Wharf - Proposed Uses and Character

### The view from above Town Wharf West.

Here, you are looking down onto the new landscaped square at Town Wharf West with the Town Bridge to your right. A terrace of stairs, seating and landscape, concealing the flood defences lead you down to the riverside walkway. On the ground floor are cultural, commercial and catering venues, with residential above looking towards the castle and town centre. Across the river is the new Town Square and bandstand, with a variety of ground floor uses and overlooked by homes. Behind Town Bridge is the proposed St Mary's Wharf residential development.

**Below** is the existing view of Town Wharf currently, taken from over Portsmouth Road and looking East. There is Portsmouth Road Car Park in the foreground, the River Wey running from left to right underneath Town Bridge. The Friary Court office block juts out over the 4-lane Millbrook highway, with their service yards concealed behind a high brick wall.



Town Wharf West looking towards Town Wharf East.

## 4.4.1 Bedford Wharf - Existing

A disjointed sense of place characterises the existing Bedford Wharf area. It has huge potential to both support the retail core and interact with the beautiful natural environment of the River Wey for the benefit of the entire town.

**These spaces accommodate paths and cycleways from Bridge Street leading to the north, as well as from the train station to the retail core across the new Walnut Tree Bridge.**

**The development zone includes:**

- 1 Bedford Road surface car park,
- 2 Odeon,
- 3 The Crown Court,
- 4 Mary Road car park,
- 5 The Magistrates Court,
- 6 Constabulary headquarters.

**Aims for this area include:**

- A new waterfront park, connecting to the improved towpath route from North to South,
- A redefined, accessible, waterfront public realm,
- Community facilities & services, including doctors, dentists and nursery,
- An arrival square from the train station via Walnut Tree Bridge,
- Significant new areas for biodiversity,
- A relocated cinema with a new waterfront hotel,
- A relocated, modern combined courts building,
- Office and innovation campus,
- High quality, town centre homes.

**Opportunities**

- Improve the pedestrian route over the river towards the train station from the town centre,
- Plan for the gradual redevelopment of the zone through a co-ordinated and incremental strategy to intensify the area with a mixed-use neighbourhood,
- Maximise active commercial uses including leisure and entertainment on ground floors along key

routes,

- Improve the pedestrian route along the river,
- Ensure the quality of the public realm is improved and co-ordinated with the wider masterplan, especially south to Town Wharf,
- Improve the routes to the north of the study area, connecting with the existing residential streetscape,
- To protect existing homes and businesses from flood.

**Constraints**

- A number of different uses and stakeholders currently reside on the site,
- There is a poor quality environment and lack of activity along Onslow Street at the back of the Friary Centre,
- Much of the site is in Flood Zone 3A or 3B,
- Buildings lack any clear relationship with streets or spaces, with inconsistent orientation and inactive frontages.

**Plot area: 4.726 Hectares**



The existing plan of Bedford Wharf, from Bridge Street in the South to Leas Road in the North



## 4.4.2

# Bedford Wharf - Proposed Movement, Parks and Squares

A key connector between the historic retail core, train station and communities to the North and West, Bedford Wharf creates a delightful arrival point into Guildford from the railway station, with the new GreenWey linear park in the heart of Guildford.

**Around the GreenWey a wide mix of uses support the town centre with new homes, jobs, community and service spaces, both for the existing population and the new neighbourhood communities. Bedford Wharf is a true example of a modern 15-minute-neighbourhood with great connections to its surrounding neighbours and the wider town.**

In collaboration with stakeholders on the site, existing uses of Bedford Wharf can be relocated and retained on site, allowing this hugely important location within Guildford town centre to fully realise its regeneration potential.

### Movement Pedestrian

- 1 New riverside footpaths and cycleways along the green park from Bridge Street to the North,
- 2 A new East to West boulevard park connects to the existing communities on the East of Woodbridge Road,
- 3 New link to the train station from the town centre using the newly built Walnut Tree Bridge, through a new public square to the pedestrian-priority, restricted access Bedford Road,
- 4 A raised boardwalk sits above the flood defences which are incorporated into the landscaped bund of the waterfront park,
- 4A A terrace of steps conceals the flood defences, leading down to the waterfront.
- 5 Future extension of the riverside walk will be encouraged as developers bring forward sites.

### Pedestrianisation

- 6 Bedford Road is pedestrian-priority, restricted access up to Laundry Road, providing an improved pedestrian link from the Train Station to town centre. This also links to the pedestrianised Bridge Street.

- 7 A pedestrian priority shared space provides restricted (out of hours) service access to the new developments and active pedestrian public realm.

### Public Space

- 8 The new Bedford Wharf square provides a grand arrival into Guildford from the railway station, with active frontages, terrace steps and seating down to the water's edge,
- 9 The GreenWey linear park is a major key feature and provides a new green lung for Guildford. A park that both provides places for locals to play, dwell, eat and pause, and also facilitates North to South movement from Bridge Street on to Dapdune Wharf, the University, to Ladymead and beyond,
- 10 An East to West boulevard provides a green finger reaching from the river to Woodbridge Road, providing improved access to the river.
- 11 A series of semi-private gardens also link the different spaces together and provide a variety of functions depending on the surrounding uses, from office lunch spaces, to a meeting place for parents picking up their children from nursery.

### Public Transport

- 12 Potential access for buses along Bedford Road if extra capacity is required for the town,
- 13 Potential for new bus stands along Onslow Street.

### Vehicle

- 14 The existing route via Leas Road to Mary Road is used to access and service the development sites, Bedford Road multi-storey car park, as well as the new public parking in undercrofts under the new developments. Vehicles exit out via Laundry Road, forming a loop with Onslow Street. A number of alternative vehicle access options have been developed for the site.

- - - - - Approximate location of flood defence line
- Proposed Buildings
- Development Zone Boundary



The concept masterplan of Bedford Wharf

## 4.4.3 Bedford Wharf - Proposed Uses and Character

Guildford's front garden, Bedford Wharf, is envisioned as a green and blue oasis with a waterfront linear park, leading to a sequence of delightful gardens, play spaces, pocket parks and a new civic square.

**Up to 3.15 acres of new waterfront parkland provides a proper setting to the existing mature trees. New native planting, play spaces, seating, a performance space and community gardens provide a front garden for the residents of Guildford at the water's edge.**

New paths and cycleways cut north to south through the parkland, with a boardwalk above the flood defences providing a dry route with access down to the park via a landscaped green bund.

A new square resides on the route from the train station via the new Walnut Tree Bridge to the town centre. Facing on to this square is an active ground floor with signature waterfront hotel, cinema, convenience store and restaurant.

A new community neighbourhood hub provides a large medical centre facility, as well as nursery and dentist surgery. An office district faces on to Woodbridge Road, providing up to 250,000 square feet of space for all scales of business. Start-ups can use the innovation hub, facing on to green public realm. While big business can take dedicated grade A office space in highly sustainable new buildings.

In partnership with the courts, the Crown and Magistrates' facilities are incorporated into a multi-level building. Likewise the cinema is over two levels, unlocking valuable waterfront real estate. Up to 1,000 new waterfront homes can be accommodated across the site, with associated supporting retail, services and food and beverage offers. The existing surface public parking is relocated

in ground floor undercrofts, protected by the new flood defences.

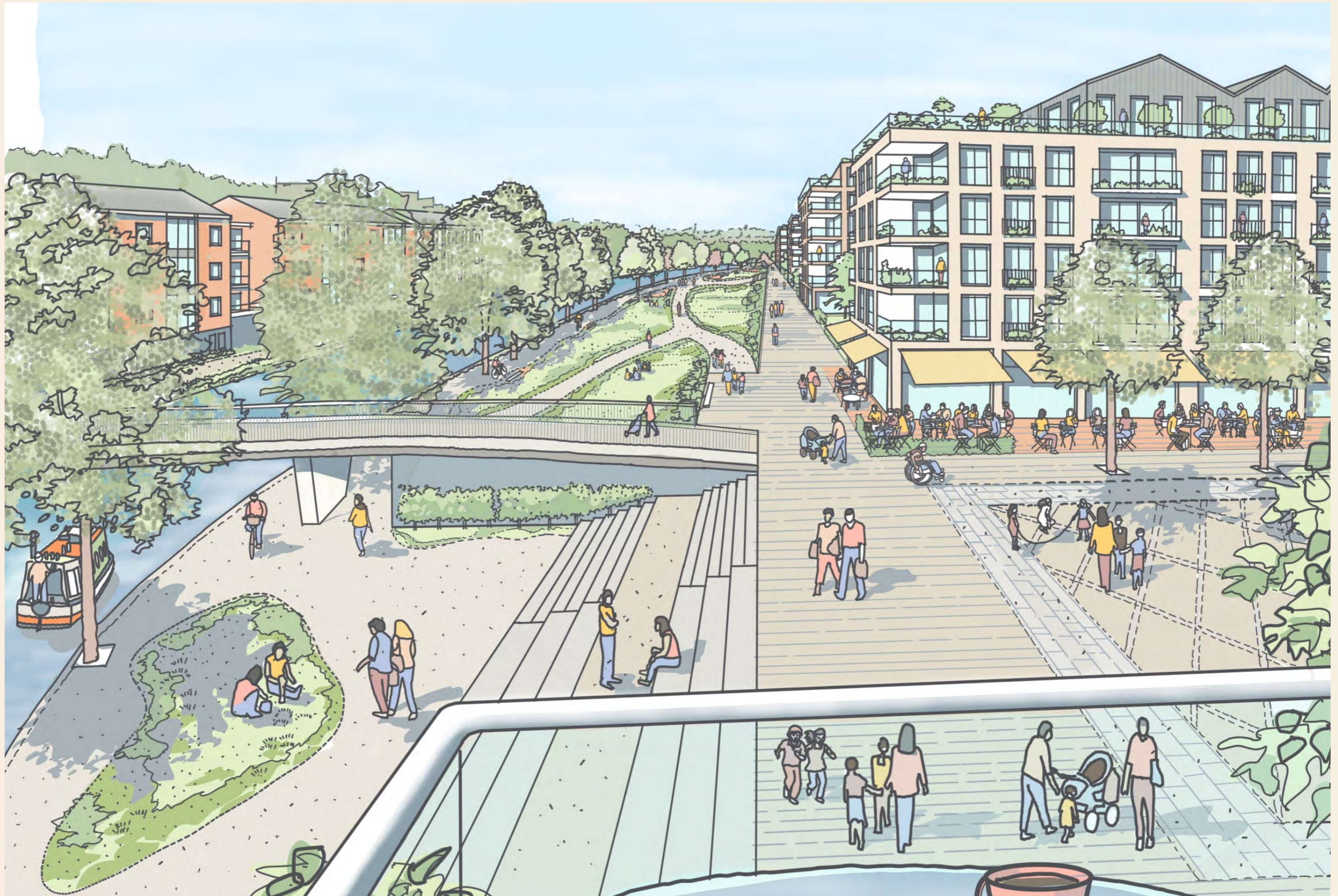
Bedford Wharf integrates public space, flood protection, sustainable transport benefits using the existing roadways, futureproofs infrastructure, complies with existing planning policy, and is supported by economic development analysis, bringing together all the thinking from the project team.

The major stakeholders involved in the area have been engaged, namely Surrey County Council, the Courts and the Constabulary.

**Overleaf is a concept vision, informed by the studies as to what Bedford Wharf could look like.**

**To the right is a view of Bedford Wharf currently.** Low scale, large footprint buildings sit next to surface car parks and turn their back on the riverside. Along the river's edge are mature trees and a patch of disused grass.





**The view from above Bedford Road surface car park looking north.**

You are looking down onto Bedford Wharf Square with the terrace of steps and seats leading down to the waterfront and the newly built Walnut Tree Bridge leading to the railway station. A boardwalk recedes into the distance and conceals the flood defences. The major new green park runs along the riverfront and is overlooked by new housing. The protected space behind the flood defence and under the housing is used for car parking.

## 4.5.1 Woodbridge Meadows - Existing

A grassy area provides pleasant paths along the waterfront, while most of the site has a mix of light industrial sheds, of various states of repair.

Over time, the site will be regenerated and will maintain the current amount of employment space. Existing employment uses on the site will be modernised to create flexible, environmentally friendly and futureproofed ground floor space. A pedestrianised public realm connects the buildings to the waterfront park, which connects into the town centre via improved paths and cycleways for both existing residents in the North and East of the borough and the new neighbourhood to enjoy.

Existing major tenants are retained and supported with new facilities and a range of scales of business can occupy the new, environmentally friendly campus.

### The development zone includes:

- 1 Woodbridge Meadows East, including the Royal Mail site,
- 2 Woodbridge Meadows West.

### Aims for this area include:

- Improved pedestrian and cycle routes,
- Biodiversity and functional green space,
- A pedestrian-friendly environment and shared spaces,
- Modern, efficient employment facilities to replace the existing low density and piecemeal warehouse units,
- Provide new community facilities and services,
- New homes above, within a 15 minute walk to the train station,

### Opportunities

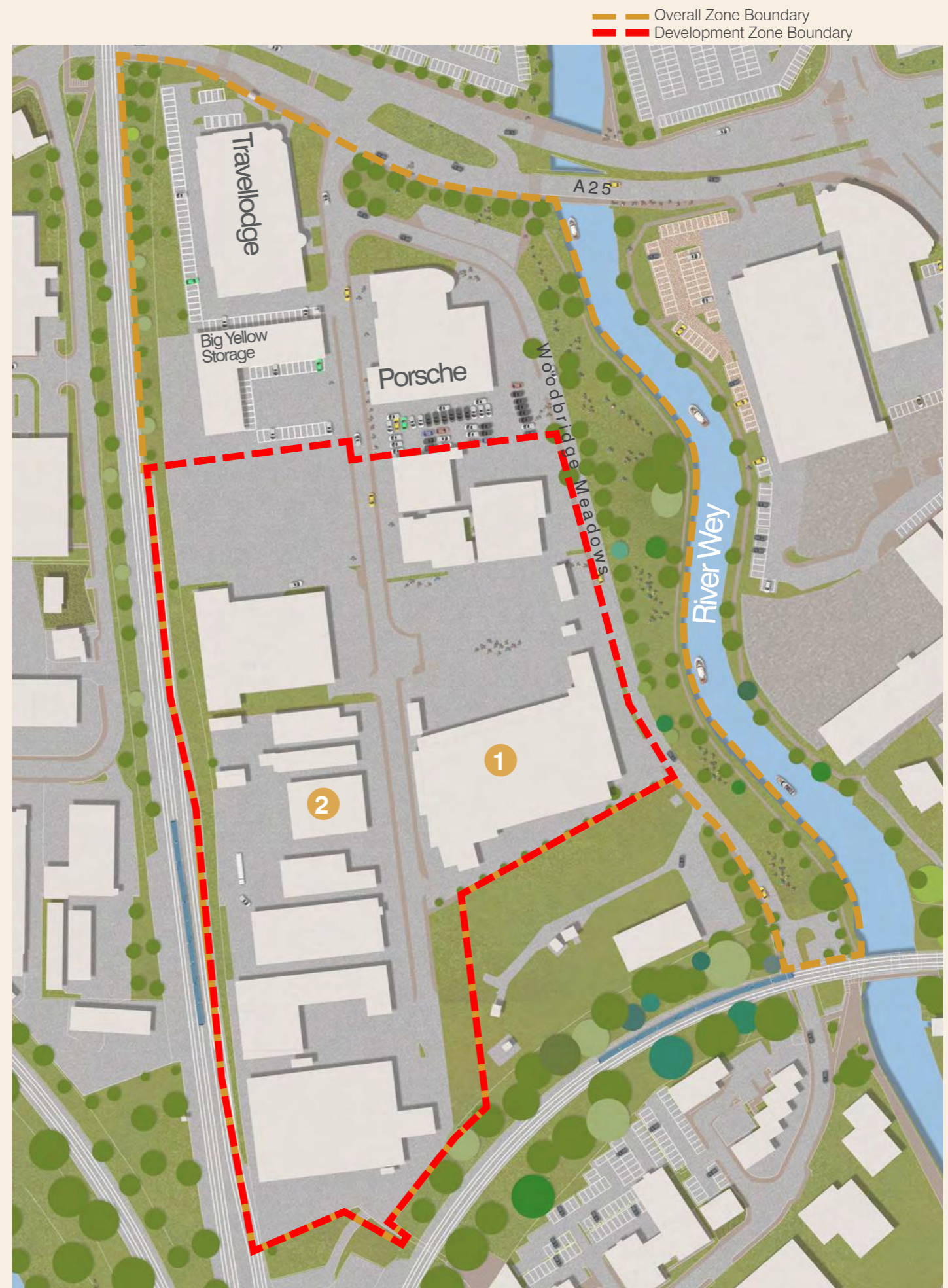
- Improve the landscape and amenity value at Woodbridge Meadows,

- Explore the potential for a new pedestrian connection south from Woodbridge Meadows through the railway viaduct,
- Plan for the gradual redevelopment of this area from piecemeal light industrial use to a mixed use employment village with residential development through a co-ordinated and incremental strategy,
- Consider the longer views to the cathedral at points within the site,
- Improve the pedestrian and cycle routes along the river banks to the north,
- The existing uses represent a low density, inefficient use of land within a 15 minute walk to train station,
- Guildford Borough Council owns the freehold of the entire site.

### Constraints

- A small portion of the South-East is in flood zone 3A and 3B,
- The zone is bounded on two sides by the railway embankment and viaduct, which lies above the general level of site,
- The A25 bounds the zone to the north, carrying heavy flows of traffic on wide carriageways detrimentally impacting the context for pedestrians,
- Access to the zone is relatively constrained due to the railway and river,
- The area is constrained by multiple leaseholds and tenants.

**Plot area: 6.31 Hectares**



The existing plan of Woodbridge Meadows, from the railway viaduct in the South to the A25 in the North

## 4.5.2 Woodbridge Meadows - Proposed Movement and Public Space

Linking communities from the North of the town into the paths and cycleways along The GreenWey, while providing play spaces and activities on the river.

**A separation of light industrial space from public realm allows for an urban village neighbourhood to be created, providing jobs, homes and community values in a super-eco environment.**

### Movement Pedestrian

- 1 An upgraded towpath provides cycleways from Ladymead all the way into to the town centre,
- 2 A new towpath is also provided on the Eastern side of the river via a new connection through the railway viaduct and into Dapdune Wharf to the South.

### Pedestrianisation

- 3 Woodbridge Meadows is pedestrian-priority with time-limited access only for essential services. It is transformed into an active space which leads South, and potentially links through the existing railway viaduct and on to Walnut Tree Close (3A). The space becomes a live / work active boulevard with new green spaces, places to sit, rest, work and meet,
- 3A A potential new pedestrian connection using the existing path through the railway viaduct.

### Green Space

- 4 The waterfront park is upgraded as part of the GreenWey to provide a variety of different functions such as play spaces and closer interaction with activities on river,
- 5 A new village centre supporting the neighbourhood with associated convenience retail,
- 6 Trees, planters and seating all transform the roadway into a beautiful place to walk, work and relax,

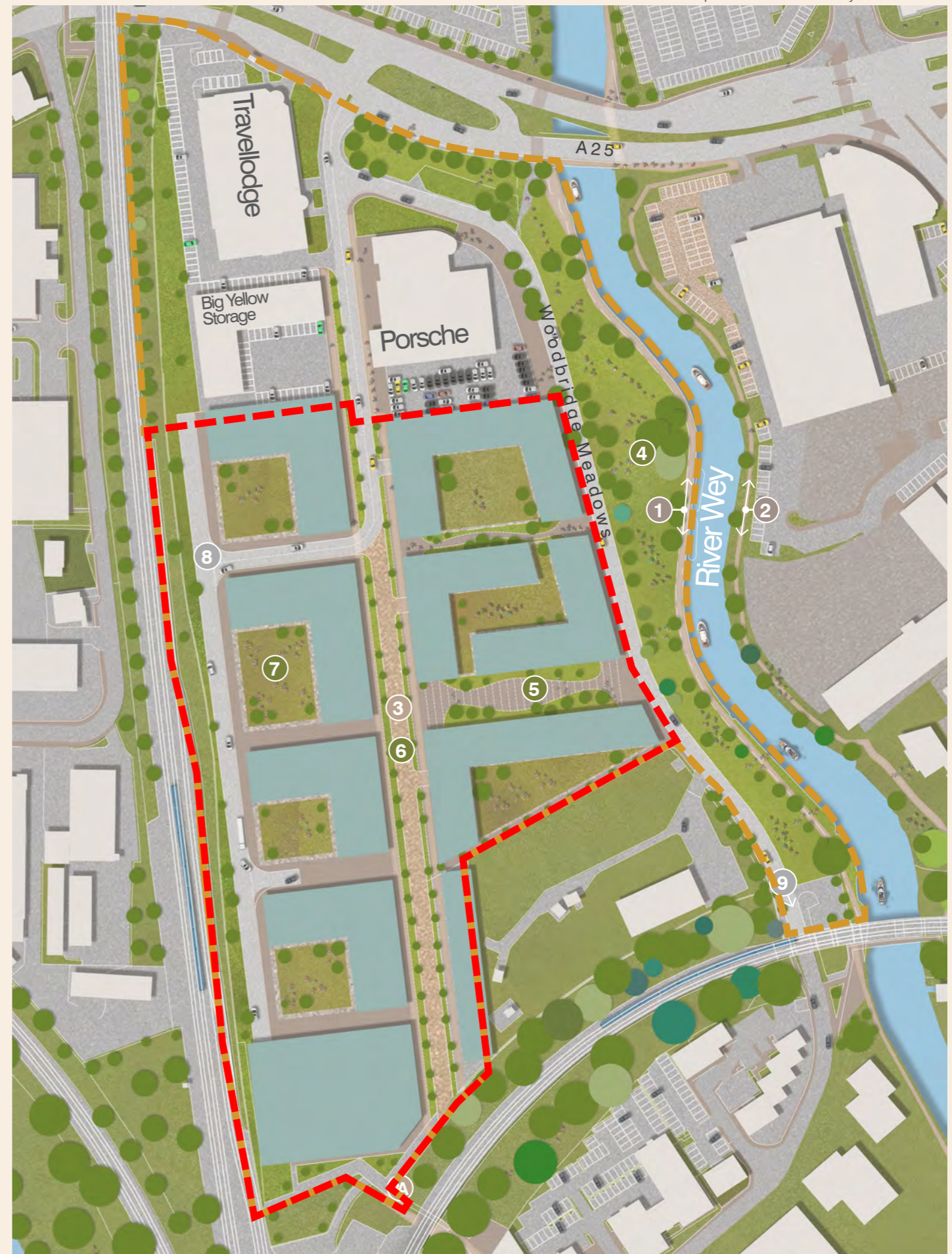
- 7 A series of lush podium gardens for residents.

### Vehicle

- 8 Heavy duty industrial access is shifted away from the central, pedestrianised boulevard to adjacent to the railway with turning, parking and service provision,
- 9 The existing road infrastructure is left in place, with a modal filter to prevent Northbound car journeys via Walnut Tree Close to prevent rat running.

There are no flood defences required in this area.

- - - - - Approximate location of flood defence line
- Proposed Buildings
- Overall Zone Boundary
- Development Zone Boundary



The concept masterplan of Woodbridge Meadows

## 4.5.3 Woodbridge Meadows - Uses and Character

A new eco-employment village providing homes, jobs, community and green spaces supporting Guildford, a 15 minute walk from the train station.

**Woodbridge Meadows represents the opportunity to create a new eco-employment village, re-providing up to 120,000 square feet of strategic employment space and up to 20,000 square feet of new workshop and incubator space for a variety of business types, all within a 15 minute walk along the GreenWay to the train station along upgraded riverside paths and cycleways.**

The park stretches along the length of the riverside, providing leisure activities and access to the activities on the water. Green fingers are pulled through the site providing green links between buildings to a pedestrian priority shared space on the existing roadway as well as improved walking and cycle paths on both sides of the river.

As well as employment space, a new community hub with a nursery, medical facilities and dentists faces on to the pedestrian shared space at the heart of the village.

Homes and jobs are key cornerstones of Guildford Borough Council's Corporate Plan, and Woodbridge Meadows represents a key opportunity to provide up to 900 new homes, along with supporting amenities, convenience retail and food and beverage offers. Buildings along the waterside park will respect the scale and significance of the riverside, and rise as they get towards the railway tracks.

Woodbridge Meadows integrates public space, sustainable transport benefits using the existing roadways, futureproofs infrastructure, complies with existing planning policy, and is supported by economic development analysis, bringing together all the thinking from the project team.

**Overleaf is a concept vision, informed by the studies as to what Bedford Wharf could look like.**

**To the right is a view of Woodbridge Meadows currently.** Taken from above the railway viaduct and looking north-west, the river runs through the centre, with the grassy areas adjacent to the Woodbridge Meadows road. Beyond these a series of low-rise, light industrial sheds straddle the no-through section of Woodbridge Meadows roadway.





**The view from the railway viaduct at Woodbridge Meadows, looking North.**

A concept vision, informed by the studies as to what Town Wharf could look like. Walking and cycling routes are on both sides of the river, the riverside park provides great local amenity, to be enjoyed by the workplaces and residents on-site as well as the surrounding communities.

# 4.6.1 Outcomes

“A green, thriving town and villages where people have the homes they need, access to quality employment, with strong and safe communities that come together to support those needing help.”

Guildford Borough Council Corporate Plan 2021 - 2025.

Up to 60,000ft<sup>2</sup> new workshop/incubator space.

Up to 2,600 new homes including 40% affordable homes.

60,000ft<sup>2</sup> 

2,600 



Up to 40,000ft<sup>2</sup> new F&B and retail space.

Up to 100,000ft<sup>2</sup> reprovided F&B and retail space.

40,000ft<sup>2</sup> 

100,000ft<sup>2</sup> 

Up to 250,000ft<sup>2</sup> office space in the new CBD.

Up to 120,000ft<sup>2</sup> reprovided strategic employment space.

250,000ft<sup>2</sup> 

120,000ft<sup>2</sup> 



## 4.6.2 Outcomes

“We want our county’s economy to be strong, vibrant and successful and Surrey to be a great place to live, work and learn. A place that capitalises on it’s location and natural assets and where communities feel supported and people are able to support each other.”

Surrey County Council Community Vision for Surrey by 2030

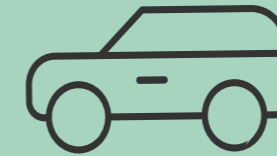


Up to 65,000ft<sup>2</sup> new amenity & community space, including medical centres, nurseries, dentists, doctors, education facilities etc.

65,000ft<sup>2</sup>



Reduction in air pollution in the centre of town, providing a healthier town centre. Guildford is currently the 6th most congested large urban area in the UK, costing the economy £44 million.



Protecting the town from the devastating effects of flood.



Create a healthier town centre for the Residents of Guildford, including opportunities for biodiversity and wilding and over 6.2 acres of new green and blue space.

6.2 acres



An aerial photograph of a city, likely Guilford, North Carolina, showing a complex highway interchange with multiple overpasses and ramps. The surrounding area is densely packed with residential and commercial buildings, interspersed with green spaces and trees. The overall color palette is a muted, sepia-toned brown.

# 5.0 Delivery Plan

# 5.0 Delivery Plan

## Introduction

Guildford Borough Council are developing a robust strategy that can deliver the transformational regeneration outcomes for the Shaping Guildford's Future (SGF) programme based on similar principles as adopted for Weyside Urban Village project. The SGF programme comprises Strategic Infrastructure and a series of Development Zones in which the Council has significant freehold interest.

The principal Stakeholders for the Strategic Infrastructure to support the masterplan vision are Surrey County Council, the Environment Agency, and National Trust. A number of the Development Zones also have key occupational/freehold stakeholders, and the Council has received positive responses to presentations and discussions.

## JLL Competitive Positioning

JLL undertook a Competitive Positioning study in 2021 which assessed the strengths, weaknesses, opportunities, and threats for the town which has now been updated. The updated analysis supports the identified potential uses and the objectives of the masterplan.

## Delivery Principles

The principal delivery strategy for the project is regeneration that enables value to be derived through intensification of land use from the Development Zones, with the uplift being utilised to partly offset the cost of a significant amount of strategic infrastructure costs, including:

- Flood defences,
- Transportation transformation,
- Placemaking and public realm,
- Health, well-being, and social value initiatives,
- Sustainability initiatives including biodiversity, net zero carbon, renewable energy, etc,
- Utilities and drainage network.

The expectation is that the quantum of strategic infrastructure improvement required will not be

fundable through the uplift in land values created by the Development Zones alone, and hence grant funding will be required to deliver transformational regeneration.

It is proposed that Guildford Borough Council undertake the role of Enabler for Strategic Infrastructure and Development Zones. This approach gives the Council control over the delivery of both Strategic Infrastructure and Development Zones such that the aspirations of the Council can be assured to be delivered in a controlled and timely manner.

In the enabling role the Council will procure the private sector to deliver the development zones either with adjacent/special landowners, or by selection of private sector delivery partners.

## Financial Model

Commercial analysis has been a core component of the masterplan from inception, including the uses for sites, spatial demand and needs of the town.

Modelling has been undertaken for each of the development zones to determine viability of proposals and their consequential deliverability.

Feasibility level evaluation of each of the uses in respect of value and construction cost have been undertaken as applicable, allowing for a suitable return to be made by the private developer partners. These appraisals include allowances for planning agreements (S106) and have been modelled for residential based on Local Plan policy compliance. Similarly, the cost of all Strategic Infrastructure has been assessed in respect of its construction cost.

Feasibility analysis demonstrates that all Development Zones are marginally viable. As land receipts will not be sufficient to cover the funding of the Strategic Infrastructure work, as anticipated, grant will be required to make the whole regeneration proposals deliverable.

A mix of funding sources may be from but not limited to:

- Planning Agreement (s106),
- Central Government Infrastructure Grant,
- Local Enterprise Funds,
- Surrey County Council transport funding,
- National Highways transport funding,
- One Estate funding,
- PWLB loans,
- Environment Agency.

The financial case assessment in the Strategic Outline Case (SoC) and Outline Business Case (OBC) will evaluate the concept masterplan including the range of expected financial implications and ranges of funding required and will be prepared in stage 3.

## Delivery Structure

Over the period of the project, Guildford Borough Council will allocate a suitably qualified and resourced team with the appropriate experience for delivery of the enabling role. It is envisaged that this team will be supported by ongoing engagement of professional advisors and will report into the Council management team.

# 5.1 Next Steps - Stage 3 Scope and Roadmap

**Approval was given to a 3 stage programme to define the project and secure grant funding in May 2020.**

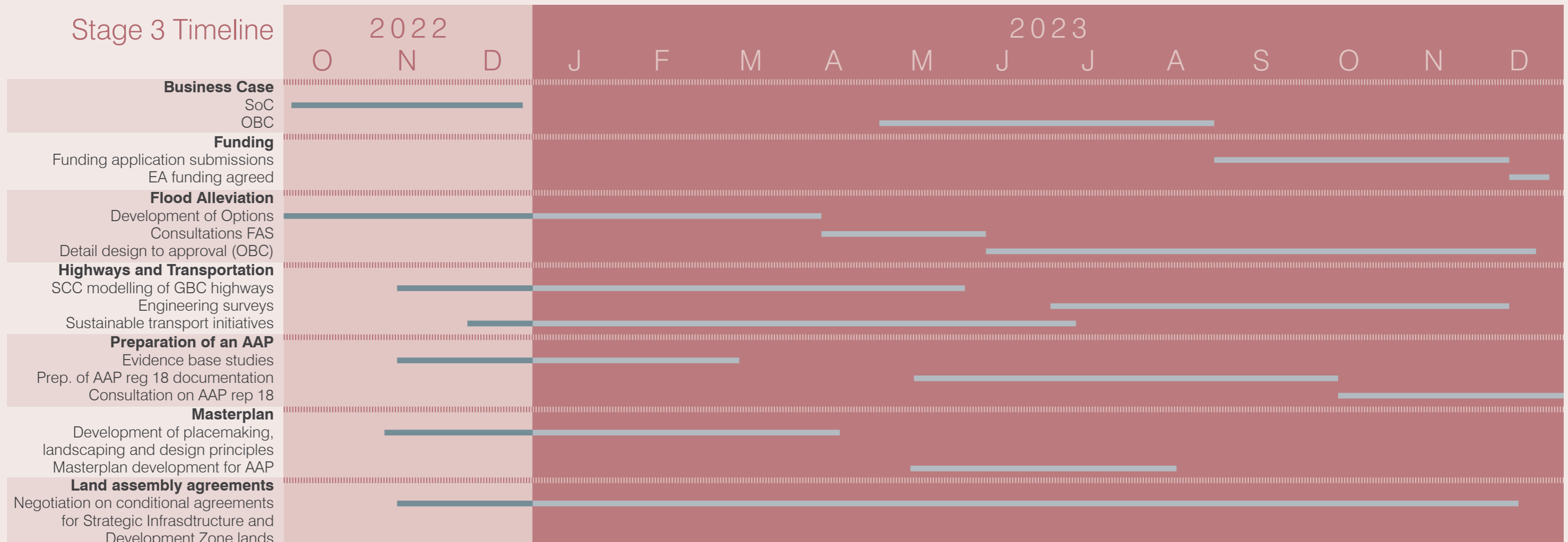
Approval to proceed with stage 3 is sought from the Executive on 22nd September 2022.

**Stage 3 October 2022 to December 2023:**

- Procure and progress evidence base studies to evaluate extent and support an Area Action Plan,

- Development of an Strategic Outline Case (SoC) and Outline Business Case as the basis for Grant Applications,
- Sourcing, application and securing of Grant funding to support the established Shaping Guildford's Future programme financial shortfall,
- Progress an Area Action Plan (AAP) through the Council's Planning Team,
- Further development of regional traffic modelling and negotiation for 'in-principle agreements' with Highways England and Surrey County Council,

- Development of flood defence solutions with Environment Agency to their Outline Business Case stage,
- Preparation of a Sustainability Strategy for stakeholder consultation to support Masterplan and AAP,
- Progress of agreements for purchase or relocation with principle landowning stakeholders,
- Development of Masterplan to support AAP, Landowner and Infrastructure Agreements.





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*Achieve  
Ambitions*



# *Competitive Position*

**Prepared for: Guildford Borough Council**

**September 2022**

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  - i. Town 'Gaps'
  - ii. Market Summary (Inc. RAG rating for Developer and End User demand)



# Introduction

JLL has been instructed by Guildford Borough Council (GBC) to provide an update to the strategic real estate advice to support the Shaping Guildford's Future (SGF) project formerly known as the Guildford Economic Regeneration Project (GERP).

This report provides a comprehensive update of the previous Competitive Positioning commission undertaken in Q4 2020.

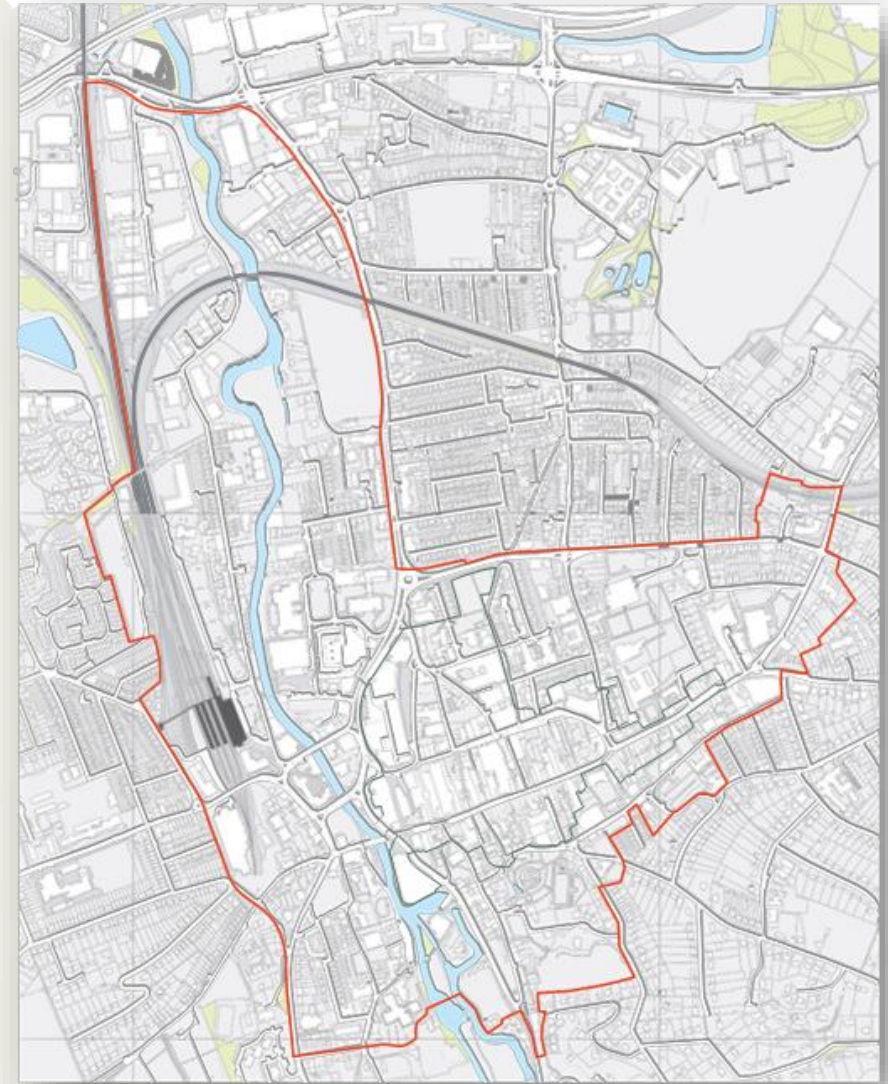
The instruction is being led by Katie Kopec; International Director based in JLL's Head Office in London. The project is being supported by colleagues from across JLL's regional office network including Bristol.

GBC own a number of key development areas across the town that provide opportunities to support the SGF project. The primary sites are:

- Bedford Wharf;
- Millbrook Car Park and Millmead Offices;
- Town Wharf;
- Woodbridge Meadows.

JLL has been instructed to provide site specific development advice and overarching strategic advice to GBC to inform key real estate decisions across the town, with a strong sustainability focus.

This document details our updated research and market findings that will inform our baseline assumptions for the town and help to inform our objectives throughout the period of our consultancy.



**Shaping Guildford's Future Project Study Area**

# Purpose



To undertake an arm's length assessment of Guildford across numerous real estate, demographic and infrastructure measures. To aid GBC in their future real estate decision-making, JLL will approach the assessment to be consistent with how a private sector developer would assess the town. In doing so JLL will identify areas of strength, weakness, opportunity and threat, as well as 'gaps' where GBC may be able to utilise their portfolio and development aspirations to help solve strategic socio-economic issues.

# Approach

- This report analyses Guildford’s ‘competitive position’ and has considered changes in the market since the initial report in 2020.
- The aim of the report is to identify areas of strength, weakness and opportunity for the Town and Borough. Our findings will help inform future placemaking and regeneration opportunities and our underlying assumptions in regard to market appetite.
- The report is intended to provide a baseline position and understanding between JLL, GBC and any associated parties. However, the conclusions of this report should not be regarded as finite. There are a number of emerging trends, market demands and project challenges that must be considered before any commercial decisions are made.
- We will consider these trends in greater detail on a site-by-site basis, to ensure that the maximum potential is achieved for each of the site-specific projects.
- Demographic data has been assessed using a 5km and 10km radius from the Town centre. This approach is in line with how property professionals assess catchment areas.
- In undertaking this piece of work, we will identify ‘gaps’ that could be filled or exploited by GBC’s freehold property portfolio or by changing the relevant planning policy covering third party ownerships.
- The desired outcome for each ‘gap’ needs to be driven by decision makers at GBC. Choosing the most desirable reaction will ultimately depend on site specific characteristics to deliver a balance of strategic, financial and market objectives. Equally, the weighting and significance of each ‘gap’ must be fully considered in any decision-making process.



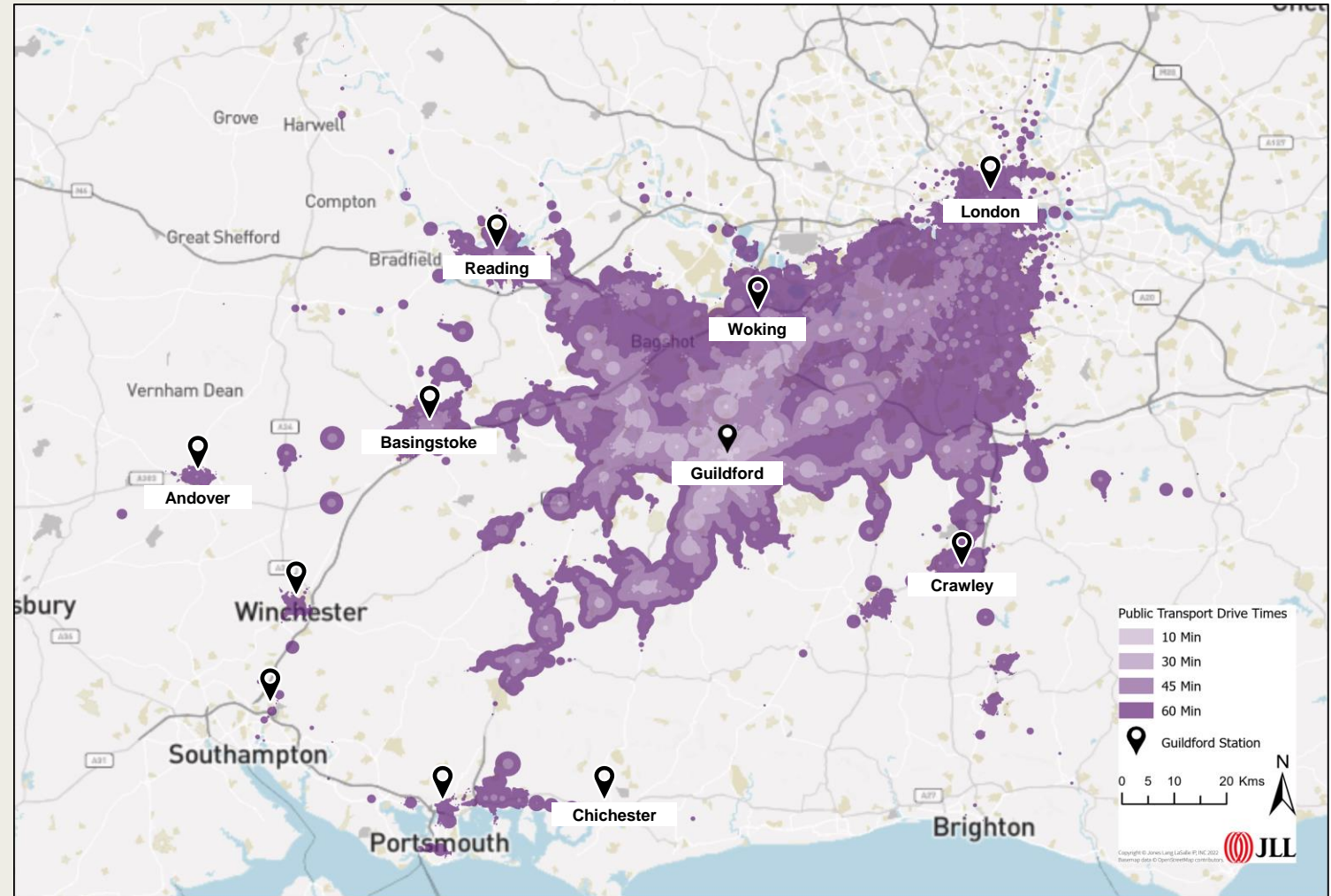
# *Demographics*

# Public Transport



## Key Destinations

- Andover
- Basingstoke
- Bracknell
- Camberley
- Chichester
- Crawley
- Farnborough
- Farnborough Airport
- Gatwick Airport
- Heathrow Airport
- London Waterloo
- Petersfield
- Portsmouth
- Reading
- Winchester
- Woking



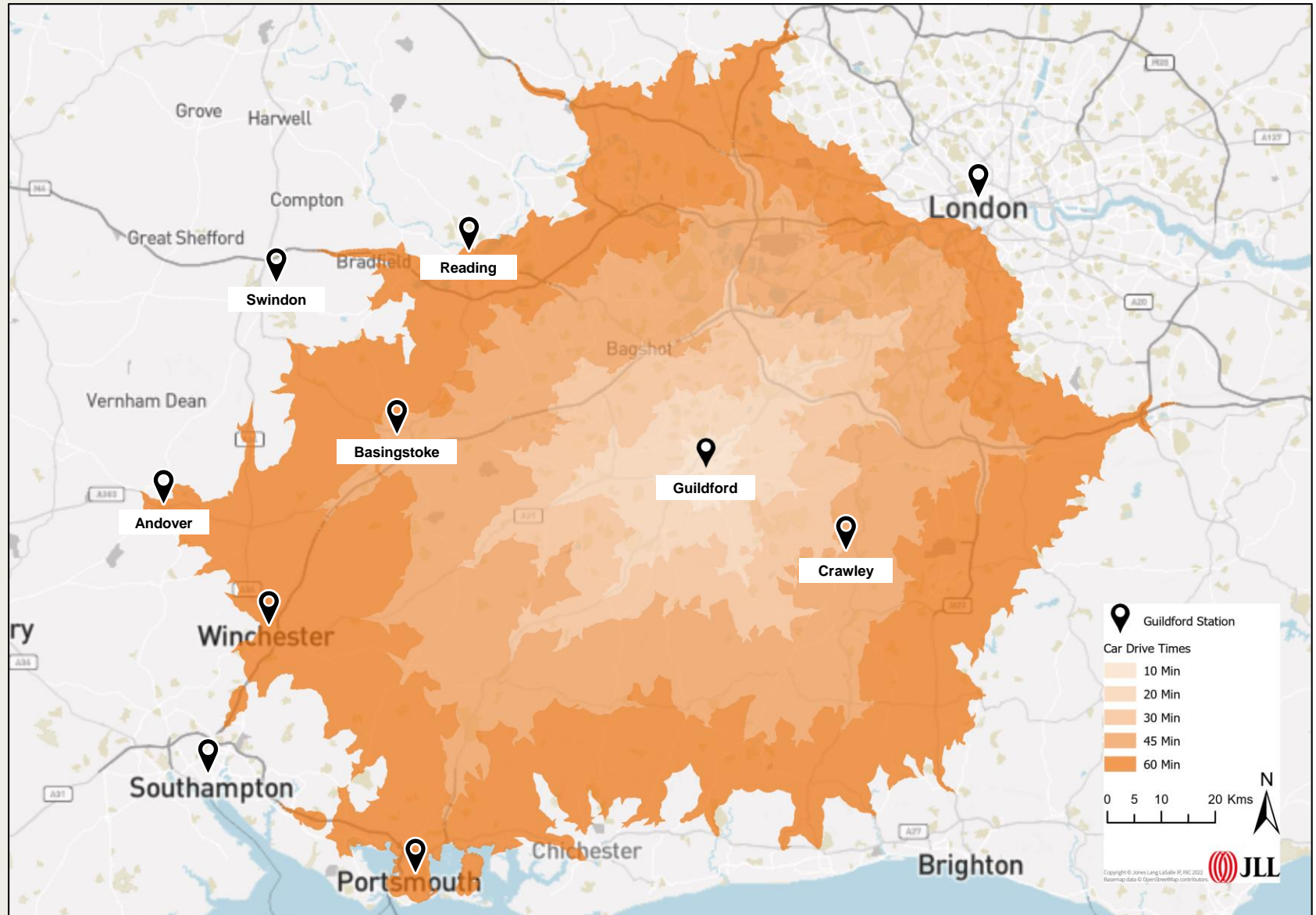
Since the original report was undertaken in 2020 the Elizabeth Line has been completed, linking Reading to Essex though Central London, which has improved public transport connectivity in that region.

# Drive Times



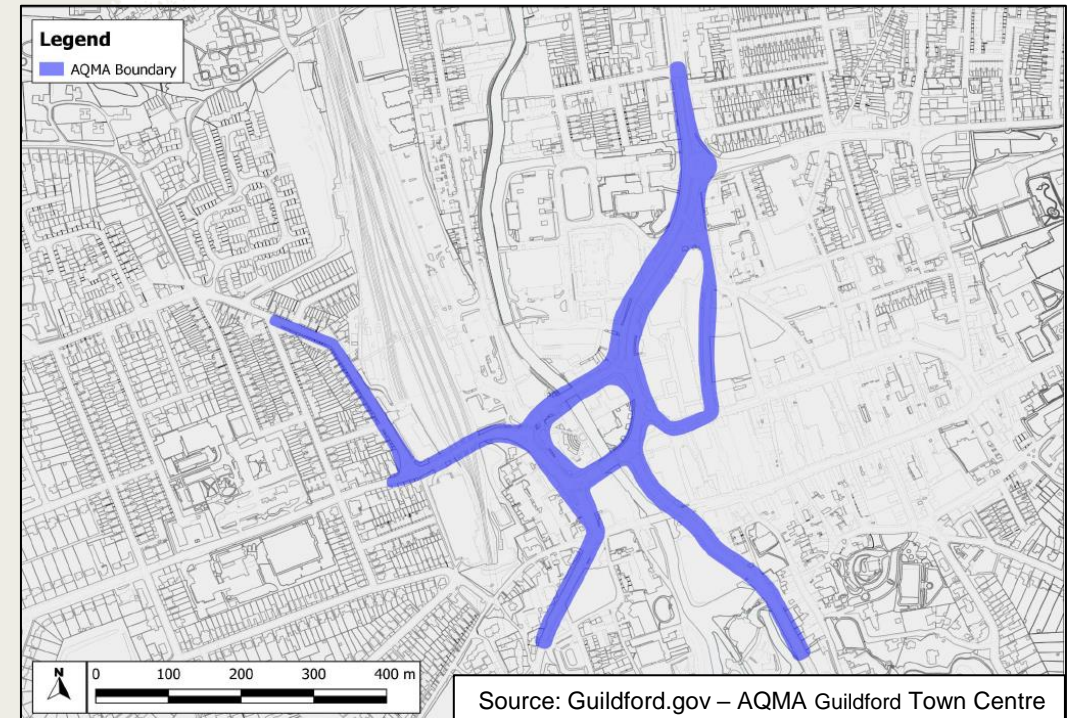
## Key Destinations

- Andover
- Basingstoke
- Bracknell
- Camberley
- Crawley
- Farnborough
- Farnborough Airport
- Gatwick Airport
- Heathrow Airport
- Petersfield
- Portsmouth
- Reading
- Slough
- Twickenham
- Winchester
- Woking



## Air Quality Management

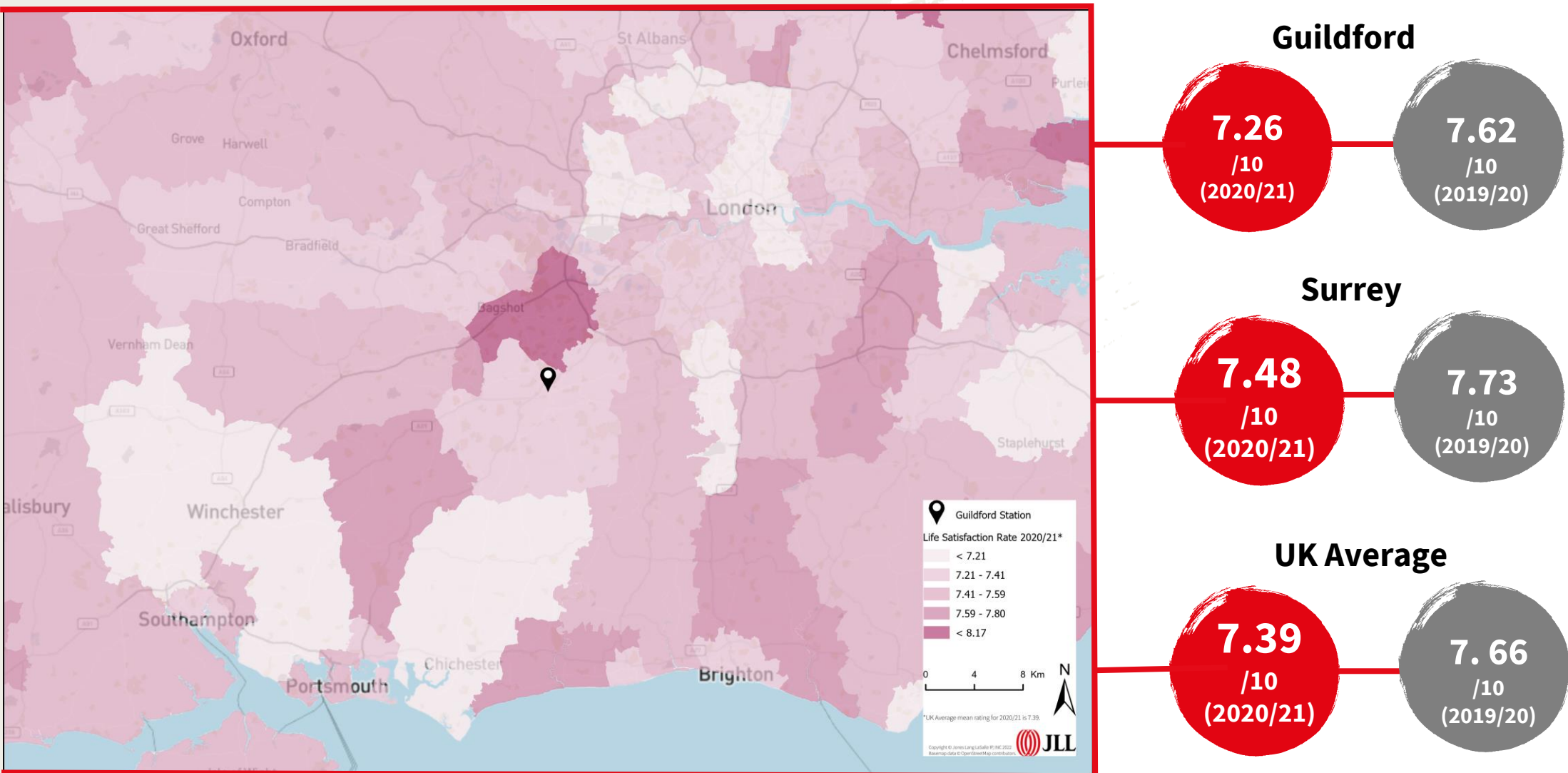
- ❖ The Air Quality Management Area for Guildford Town Centre was declared in October 2021. This was a action plan to improve air quality in Guildford Town centre.
- ❖ The following designated areas were included as part of the air quality management area:
  - A281, Milbrook Guildford
  - A31 Farnham Road
  - A3100 Portsmouth Road
  - Onslow Street, Guildford
  - Park Street, Guildford
  - North Street, Guildford
  - Commercial Road, Guildford
  - Guildford Park Road, Guildford
  - Woodbridge Road, Guildford



- ❖ The Air Quality Action Plan has included the following: traffic management, transport planning and promoting low emissions.
- ❖ The aim of the Air Quality Management is to reduce air pollution that is linked to adverse health impacts.

# Life Satisfaction

Societal and personal well-being in the UK looking beyond what we produce to areas such as **health, relationships, education** and **skills, what we do, where we live**, our **finances** and the **environment**. This data comes from a variety of sources and much of the analysis is new. (Definition and source: ons.gov.uk)





# Life Satisfaction

Rank	Location	Current	Compared to Guildford	Trend (Since 2019/20)	Peak	Average (2011 - 2021)
BASE	Surrey	7.48	Greater	-0.25 ↓	7.80 (2018/19)	7.68
	England	7.38	Greater	-0.28 ↓	7.71 (2018/19)	7.57
1	Woking	7.95	Greater	+0.15 ↑	8.10 (2016/17)	7.74
2	Winchester	7.79	Greater	+0.27 ↑	8.08 (2016/17 & 2018/19)	7.79
3	Basingstoke and Deane	7.52	Greater	-0.08 ↓	8.09 (2017/18)	7.74
4	Epsom and Ewell	7.35	Greater	-0.66 ↓	8.01 (2019/20)	7.72
5	<b>Guildford</b>	<b>7.26</b>	N/A	-0.36 ↓	<b>7.87</b> (2014/15)	<b>7.56</b>
6	Crawley	7.17	Lower	-0.66 ↓	7.88 (2018/19)	7.61

- ❖ Guildford's life satisfaction has decreased by 0.36 since 2019/20.
- ❖ Guildford Life Satisfaction is below average than both England and Surrey.
- ❖ Guildford has lower life satisfaction than surrounding areas such as Woking and Winchester only greater than Crawley

# Town Gap



## Increase life satisfaction

*Guildford's life satisfaction is below the England average (7.38) and has been decreasing since its peak in 2014/2015 (7.87). Guildford has been slipping behind competing towns and cities such as Woking and Epsom.*



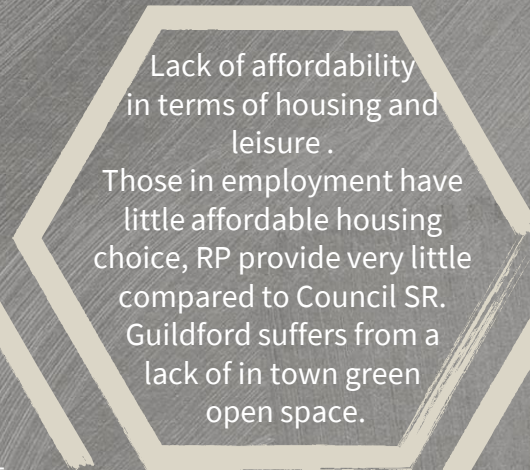
### *Strength*



### *Opportunity*



### *Weakness*



### *Threat*



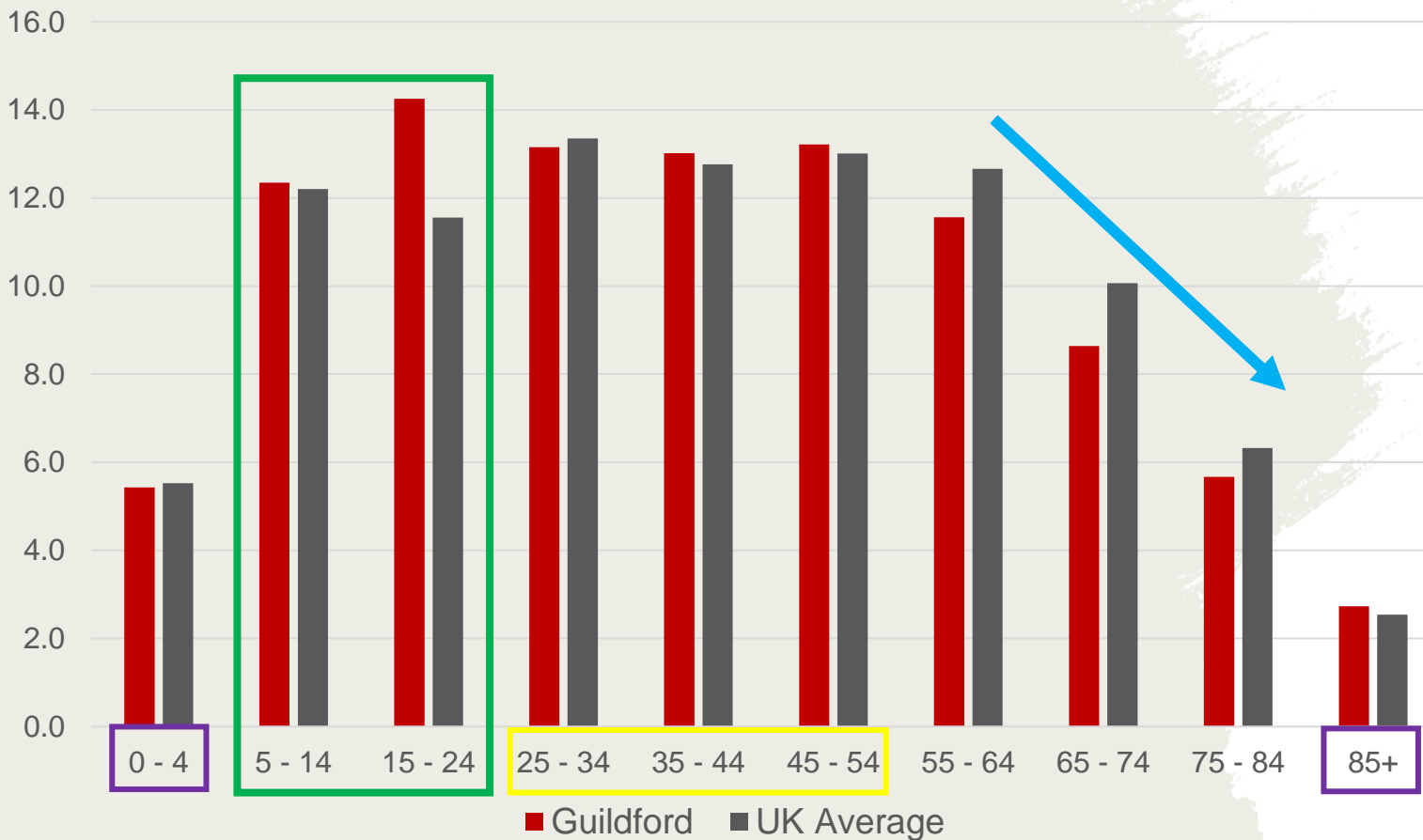
# Age Structure & Population



- We have analysed the following data sets based on a 5 km and/or 10 km radius using Guildford Train Station (GU1 4UT) as the centre point:
  - Age Structure;
  - Population projection;
  - Acorn profile; and
  - Income profile.
- This approach has been used as it reflects how the real estate development and investment market would assess a site/location.
- It should be noted that when looking at the 10km radius area there may be some locations, and subsequent data, that fall outside of the Guildford District boundary.

# Age & Population – 10km radius

Guildford Population Breakdown 2021

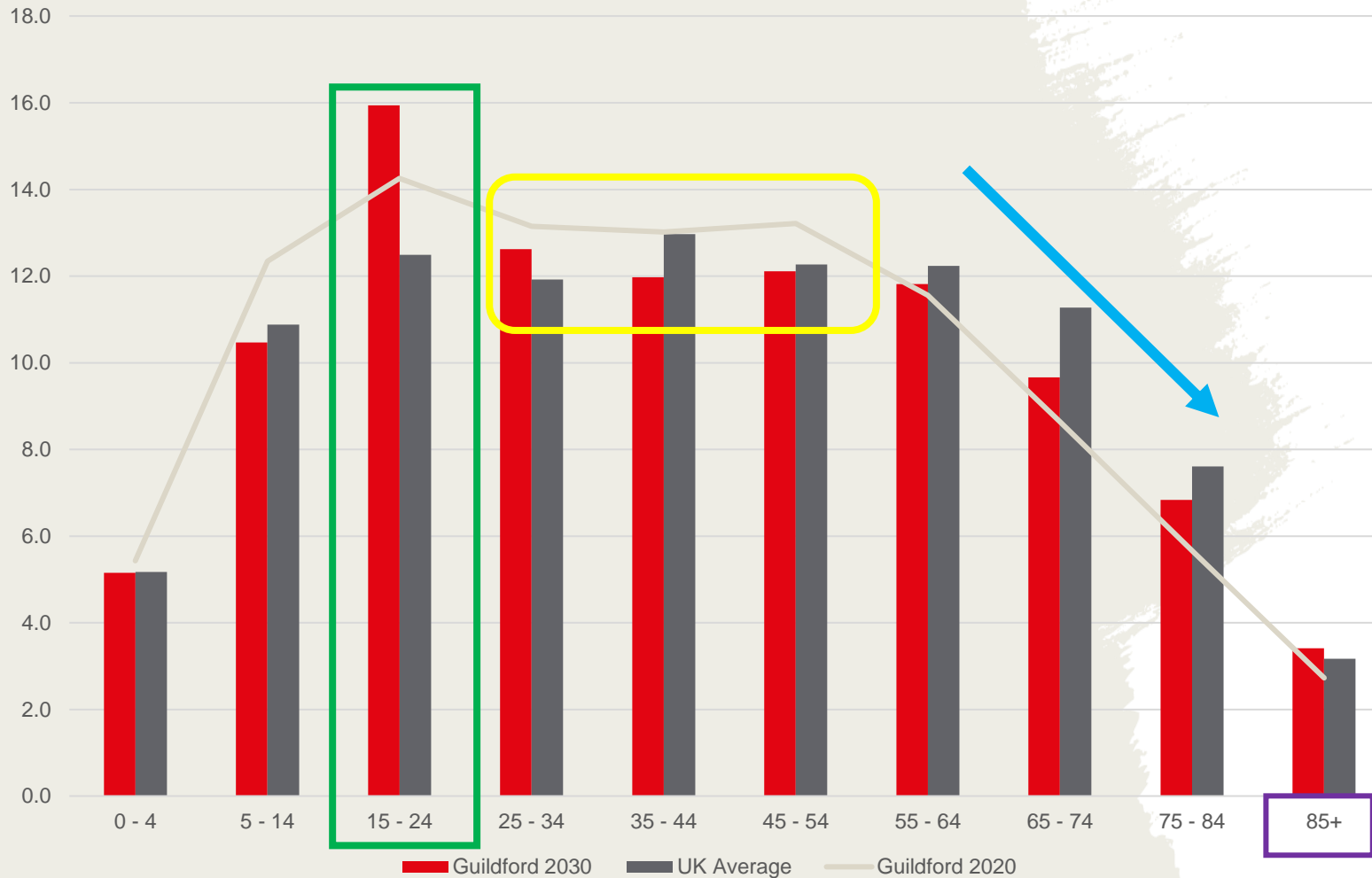


- ❖ **Above average** population between **5 -24 age bracket** against UK average; this could be related to the University of Surrey and peripheral affluence of commuter families.
- **Strong performance** from **working age** group – c. 50% of Guildford's population are of working age.
- **Lower than average** proportion of residents aged **55 – 84 years**; this could be due to a lack of suitable retirement living options – or the desirability of other locations.
- **Equal** amount of children aged 0-4 and elderly residents aged 85+; could be related to a good care facilities.

Data Source: © 2022 CACI Limited  
Graphs created by JLL

# Age & Population – 10km radius

Guildford Population Projection 2030



- ❖ **Continued growth in population between 15-24 age bracket** against UK average; this could be related to the University of Surrey.
- **Working age under threat** – proportion of working age people begins to drop compared to 2020 population. **35-44 bracket** falls below UK average.
- **Rising Elderly population** but still less than national average – particularly aged 65-84 years. Opportunities for further retirement living development.
- **Increased population of 85+ bracket** and marginally more than national average. Pull likely to be downsizing and care home residents

Data Source: © 2022 CACI Limited  
 Graphs created by JLL

# Town Gap



## Retain working age population

*Guildford's working age population is predicted to decrease significantly between now and 2030.*



### *Strength*

A strong working population is attractive to corporates and retains talent and spending within Guildford.

### *Opportunity*

To provide employment opportunities across all sectors, for working age group people.

### *Weakness*

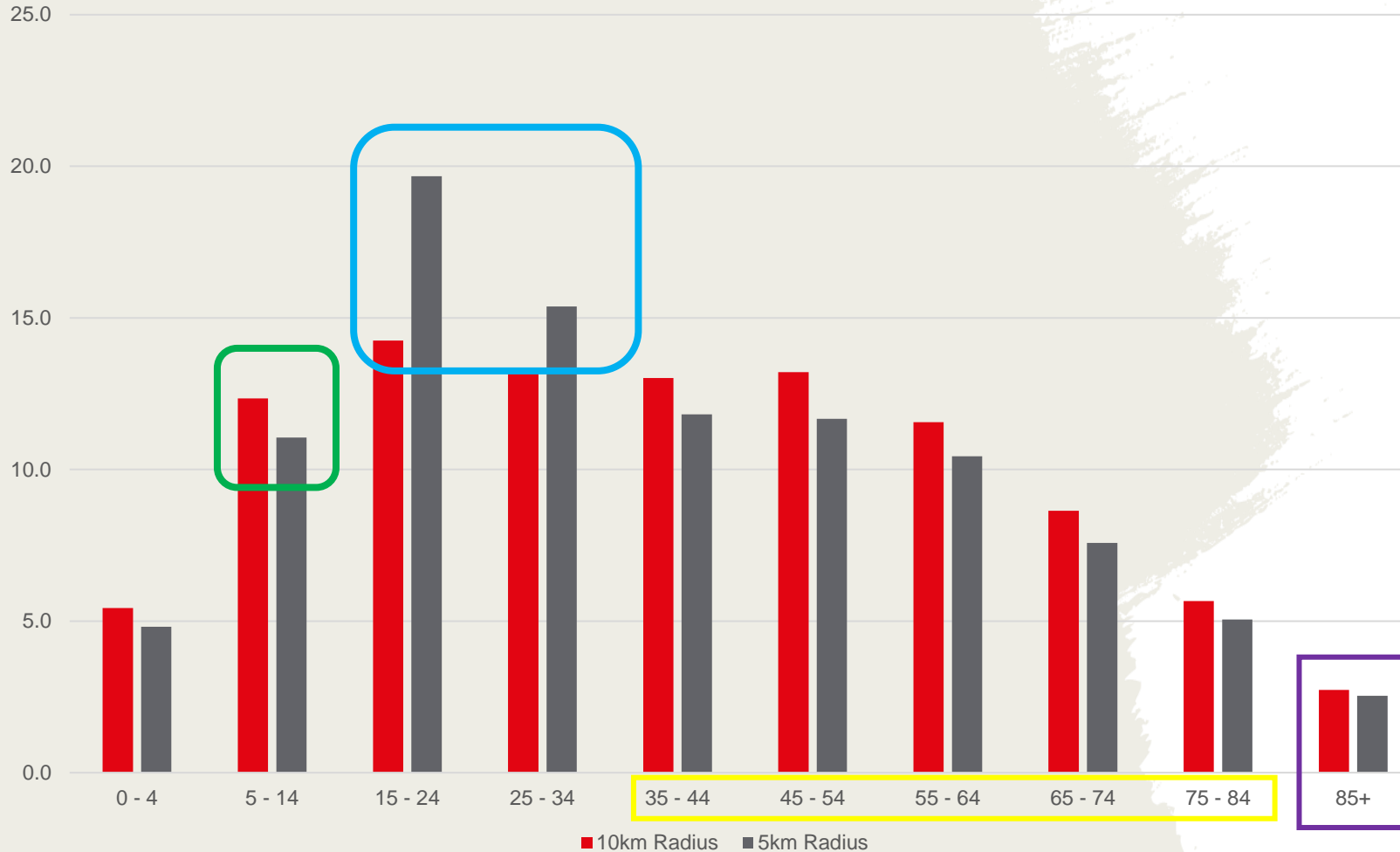
Guildford currently caters well to the affluent population but needs to diversify to appeal to a wider audience.

### *Threat*

These people could be drawn to work, live and study elsewhere if research an employment opportunities are not created in-borough.

# Age & Population – Population comparison

Guildford Population Breakdown



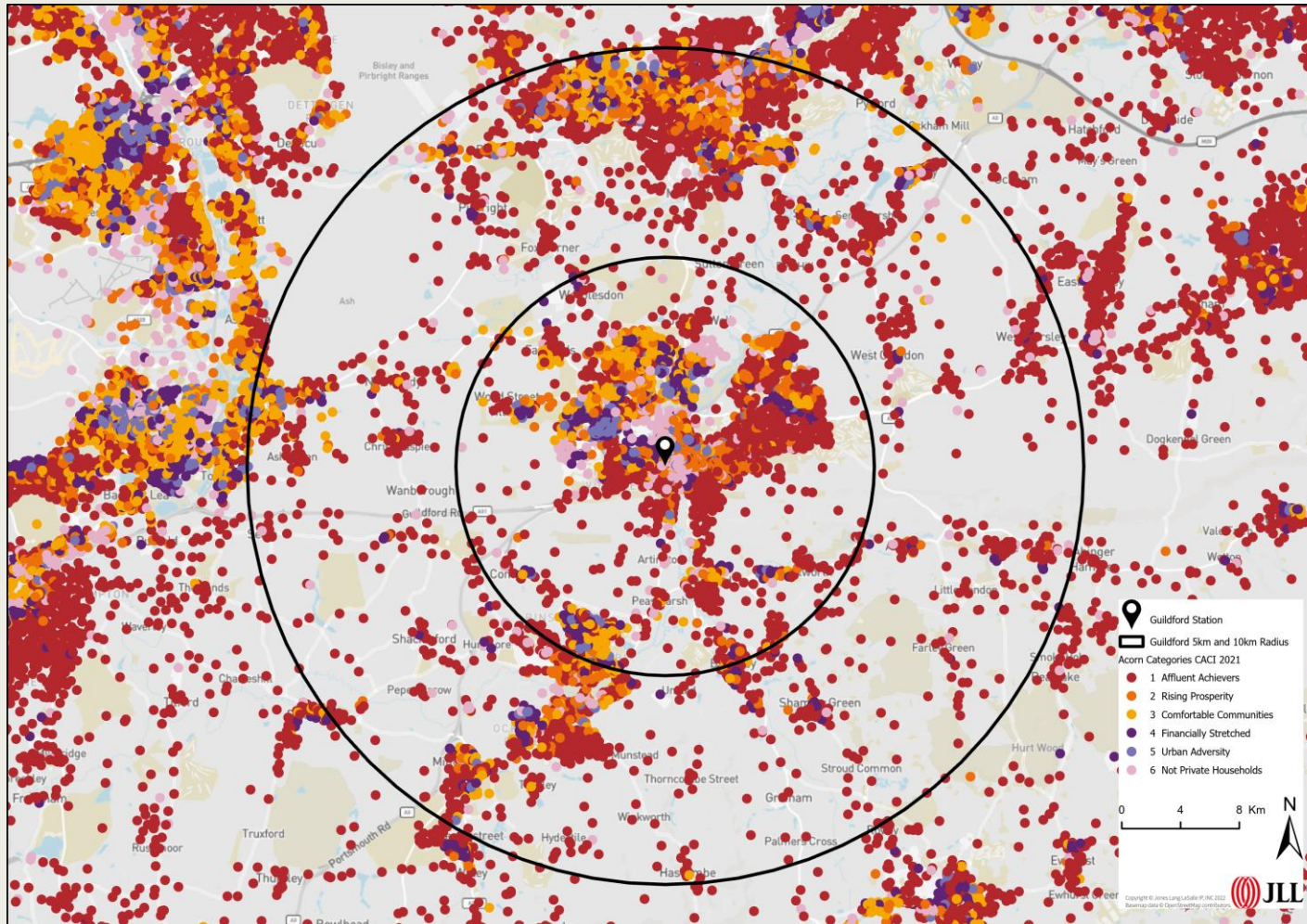
- ❖ **Higher proportion of 5-14 year olds** live within a 10km radius of the town centre. Most likely due to the supply of family housing in peripheral locations.
- **Higher proportion of 15-34 year olds** live within 5km of the town centre. Most likely related to the University of Surrey.
- Data indicates that the **majority of the mature population** is located in the peripheral locations rather than the town centre.
- **85+ population bracket** remains roughly the same for 5km and 10km Potentially related to the location of care facilities.

Data Source: © 2022 CACI Limited  
Graphs created by JLL

# Acorn Profile – 5 & 10km radius



GUILDFORD  
BOROUGH



## ● Affluent Achievers

These represent the most financially successful people in the UK. They live in wealthy, high status rural, semi-rural and suburban areas of the country.

## ● Rising Prosperity

Generally younger, well educated, mostly prosperous people living in major towns and cities.

## ● Comfortable Communities

Much of ‘middle-of-the-road’ Britain. All life stages are represented in this category. Generally, people own their homes.

## ● Financially Stretched

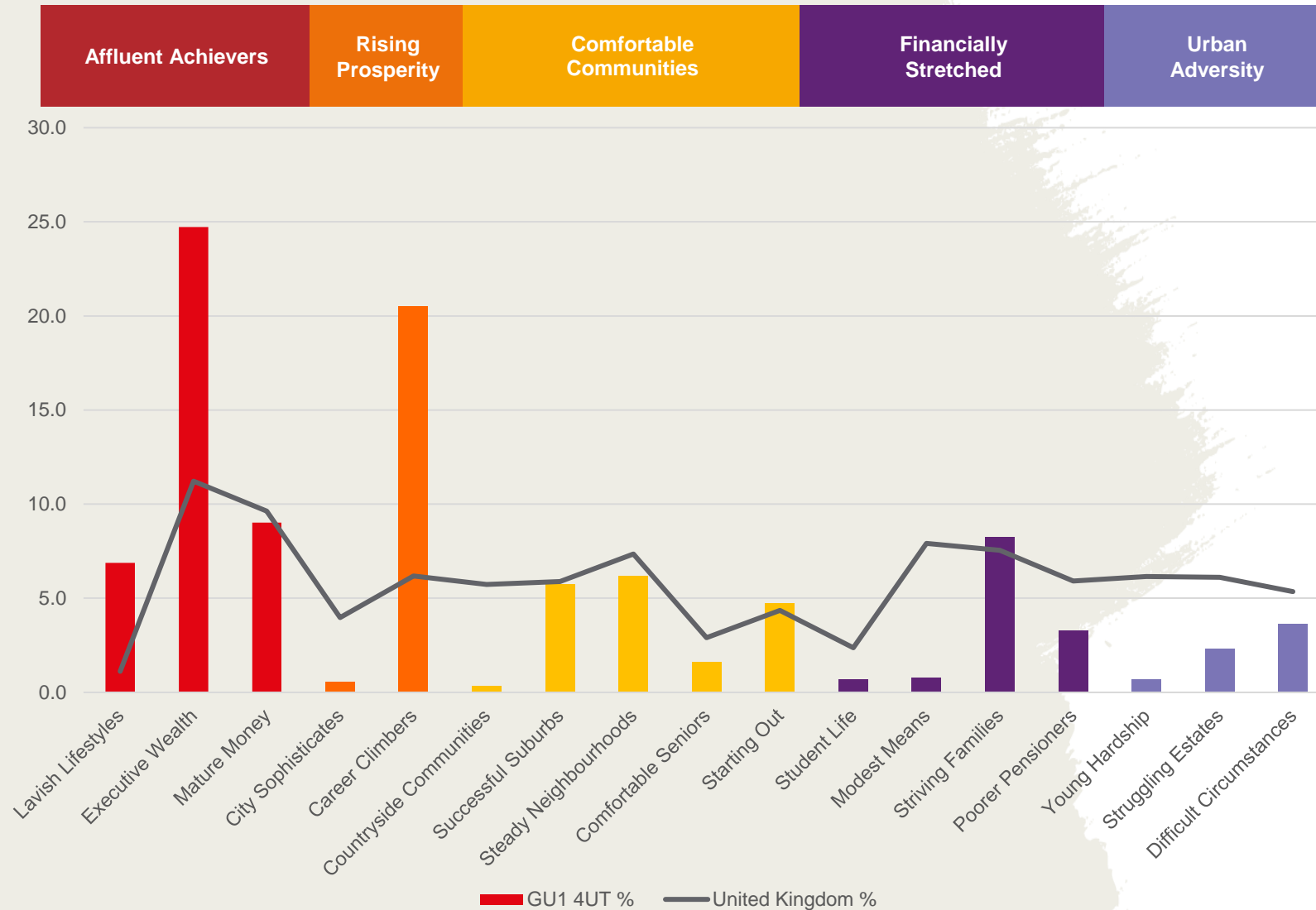
A mix of traditional areas of Britain. Housing is often terraced or semi-detached including council or housing association accommodation.

## ● Urban Adversity

The most deprived area of large and small towns and cities across the country. Household incomes are low.

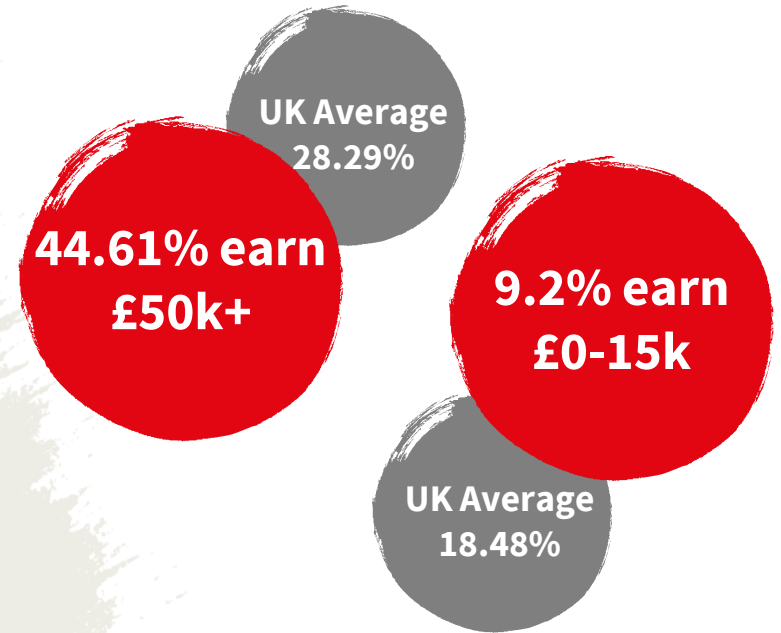
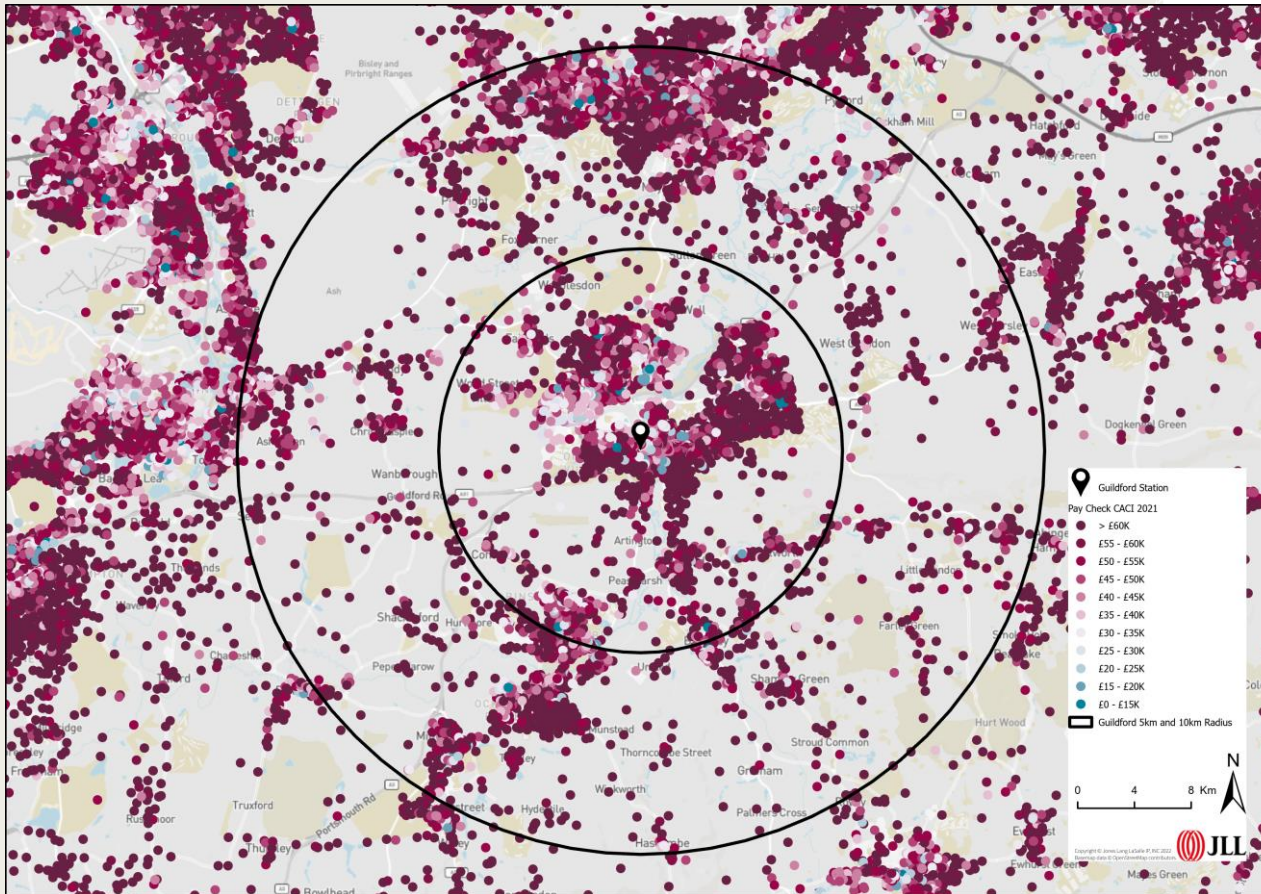


# Acorn Profile – 10km radius

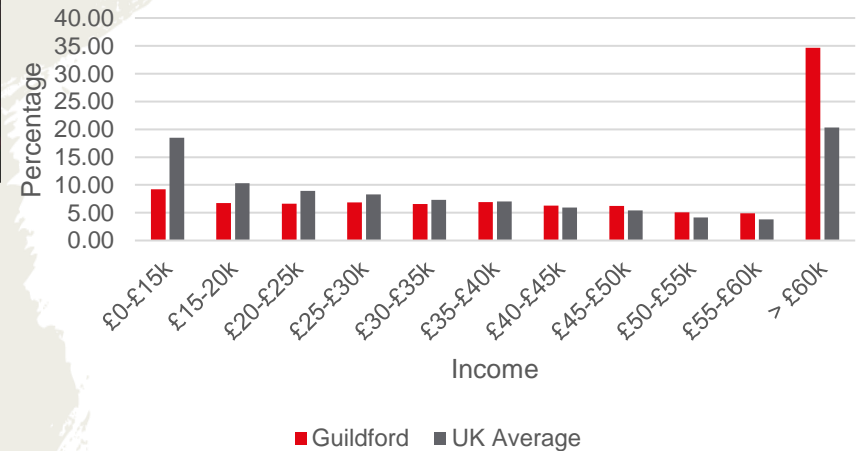


- Significantly above average proportion of ‘Lavish Lifestyles’, ‘Executive Wealth’ and ‘Career Climbers’.
- Minimal proportion of ‘City Sophisticates’, ‘Countryside Communities’, ‘Student Life’, ‘Modest Means’ and ‘Young Hardship’
- 62% of Guildford’s population (10km radius) are classified as Affluent Achievers or Rising Prosperity.
- Only 7% of Guildford’s population (10km radius) are classified as Urban Adversity.

# Income Profile – 10km radius



Income Profile



The UK Average for those that earn in excess of £50,000 pa has decreased by 1.7% since 2020. In comparison to this, the percentage of people in this income category in Guildford has also decreased by 2.39% during the same period.

The UK Average for those that earn between £0 - £15,000 has increased by 1.2% whereas the Guildford percentage has only increased by 0.5%.

Data Source: © 2022 CACI Limited  
 Graphs created by JLL

# Town Gap



## Peripheral Affluence

*Across almost all real estate sectors, Guildford continues to perform better on its periphery than it does in its centre.*



### *Strength*

Above average affluence in the Borough.

### *Opportunity*

Providing equal opportunity for all socio-economic groups.  
Deliver high quality development in central locations to encourage people to consider living more centrally.

### *Weakness*

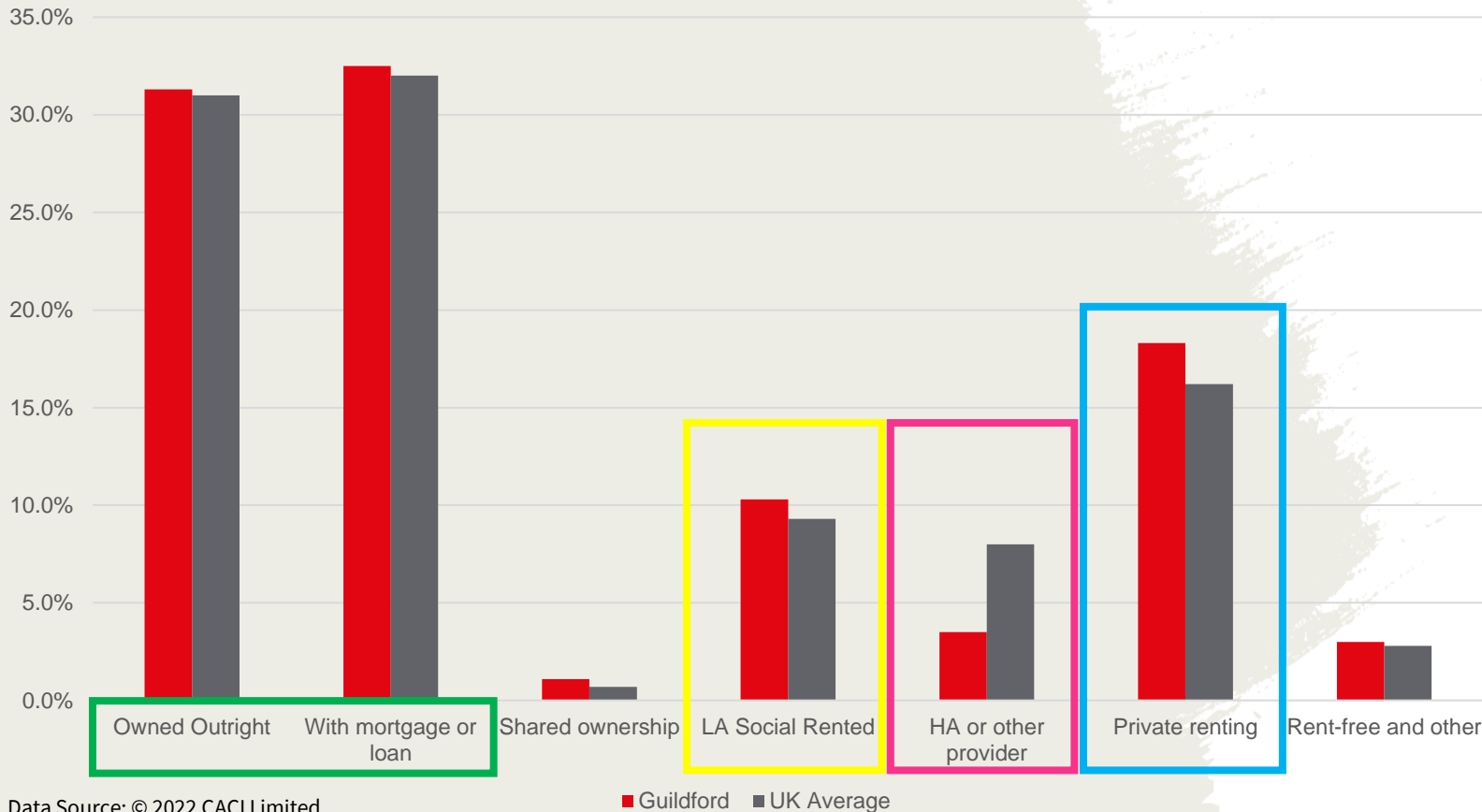
Leakage to other locations that are comparably accessible but have better town/city amenities, culture and experiences.

### *Threat*

More affordable towns / cities attracting residents and businesses.

# Home ownership – 10km radius

Guildford Home Ownership 2021



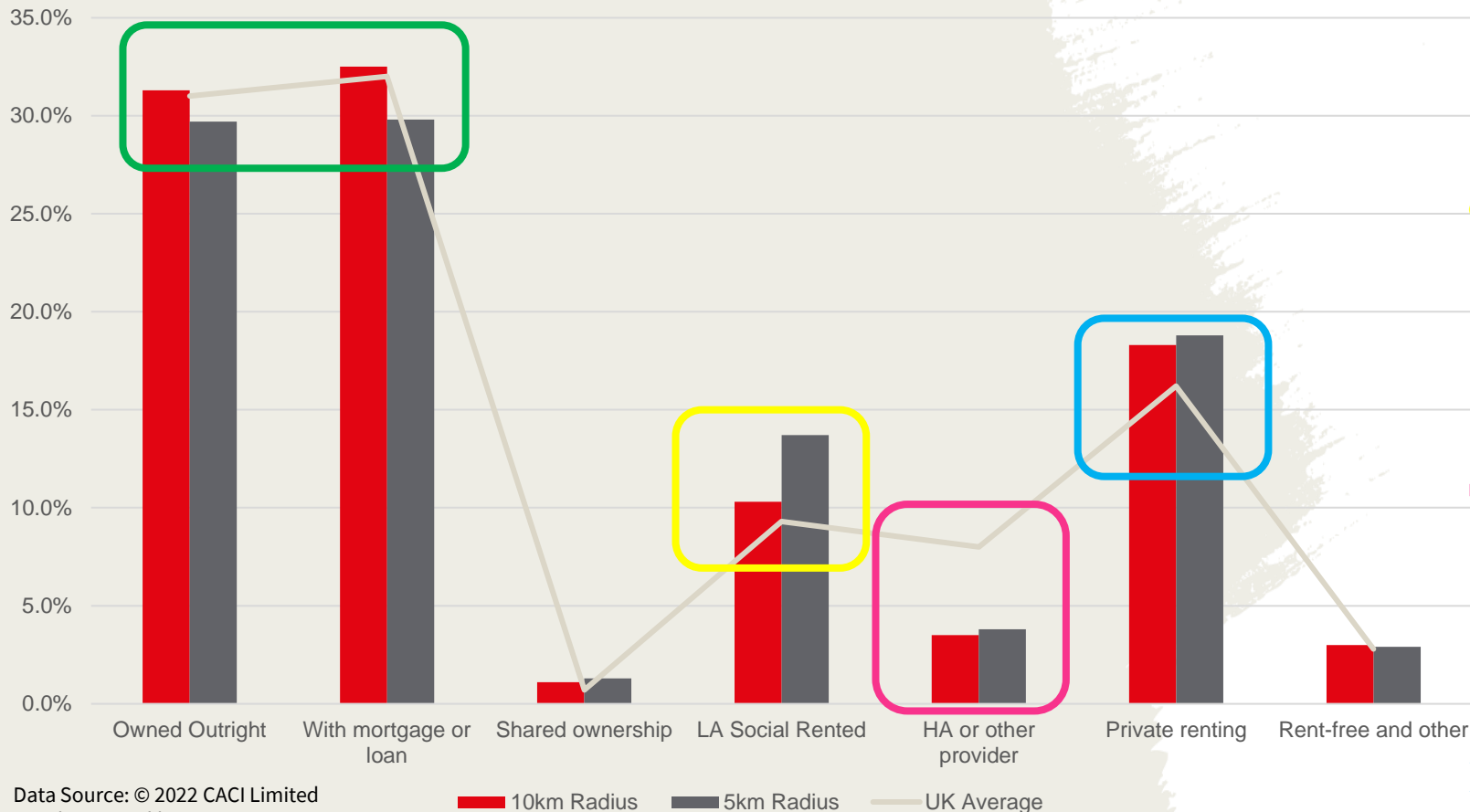
Data Source: © 2022 CACI Limited  
 Graphs created by JLL

- ❖ Home ownership has remained marginally above national average increasing by 1% since 2020.
- ❖ HA rented properties remain significantly below national average at 3.5%. The difference between the National Average and Guildford is 4.5%.
- ❖ The percentage of private renters has increased since 2020 and remains higher than national average.

- ❖ **Home ownership** (outright or mortgage/loan) is the **most dominant tenure** and accounts for 66% of population. Marginally above national average.
- **Higher proportion** of Local Authority Social Rented than UK Average. Probably linked to underlying affordability issues.
- **Huge disparity** between UK average and Housing Association rented properties within Guildford – half the amount. Possibly related to a lack of HA (RP) stock.
- **Above average** number of people in private rented accommodation in Guildford. Likely related to lack of affordability of home ownership for younger generations.

# Home ownership comparison

Home Ownership Comparison 2021



Data Source: © 2022 CACI Limited  
 Graphs created by JLL

- ❖ Like 2020 home ownerships within a 10km radius was greater than 5km. Also home ownership within a 5km radius remained under the National average.
- ❖ Social renting remains higher than national average and significantly higher within a 5km radius.

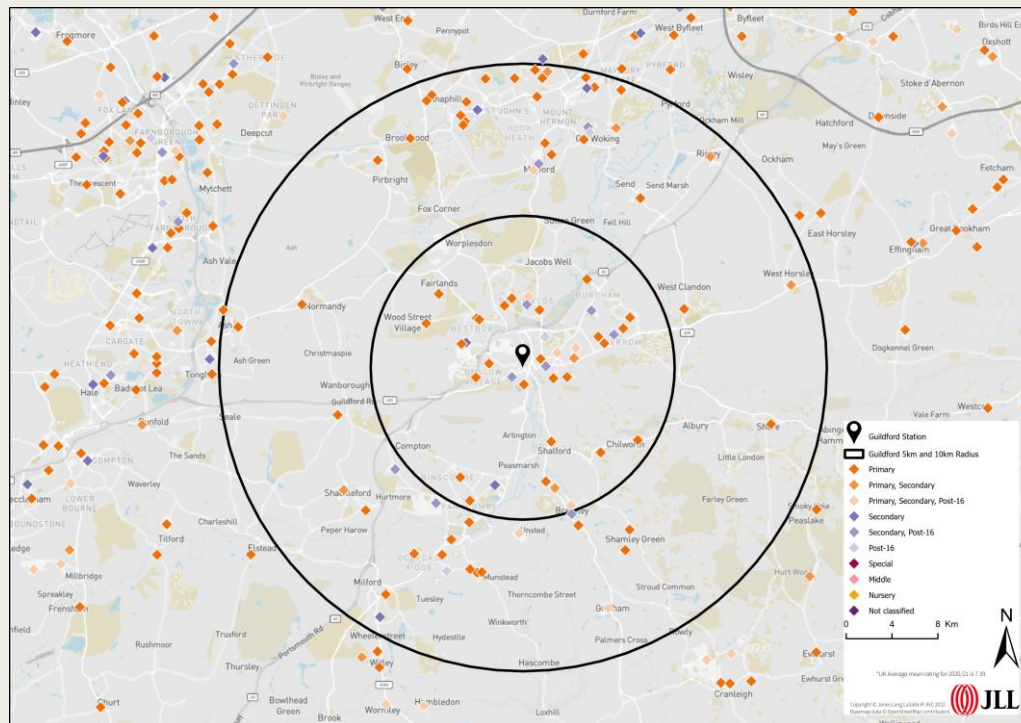
- ❖ **Higher proportion of home ownership** in the peripheral locations (10km radius). Also this tenure is **above UK average** for 10km radius.
- **Higher proportion** of Local Authority Social Rented within a 5km radius. However, this tenure is **significantly above UK national average** in central Guildford.
- **Huge disparity** between UK average and Housing Association rented properties within central and peripheral locations. Likely related to a lack of stock.
- **Above average** number of people in private rented accommodation in both central and peripheral locations. Likely related to affordability.



*Education*

# Schools

- The map below illustrates the location and type of schools within a 5km and 10km radius of Guildford. There are a total of 102 schools within a 10km radius.
- Of this 102, 17% are independent (fee paying) schools and 73% are state schools (State schools and Academy schools)
- There are 48 schools within Guildford, which accounts for 47% of the total amount within a 10km radius.
- Of the 71 Ofsted Ratings, 94% were rated as ‘Good’ or ‘Outstanding’ by Ofsted.



## Breakdown of School Type within 10km radius as of August 2022:

School Type	% of Total
Primary	67.65%
Primary, secondary	7.84%
Primary, secondary, post 16	6.86%
Secondary	5.88%
Secondary, post 16	10.78%
Post 16	2.94%

(Source: GOV.UK)

## Ofsted Ratings within 10km radius as of August 2022:

Ofsted Rating	% of available reports
Inadequate	1%
Requires Improvement	4%
Good	62%
Outstanding	32%

Calculations based on the 71 available Ofsted Ratings.  
(Source: GOV.UK)

# Universities

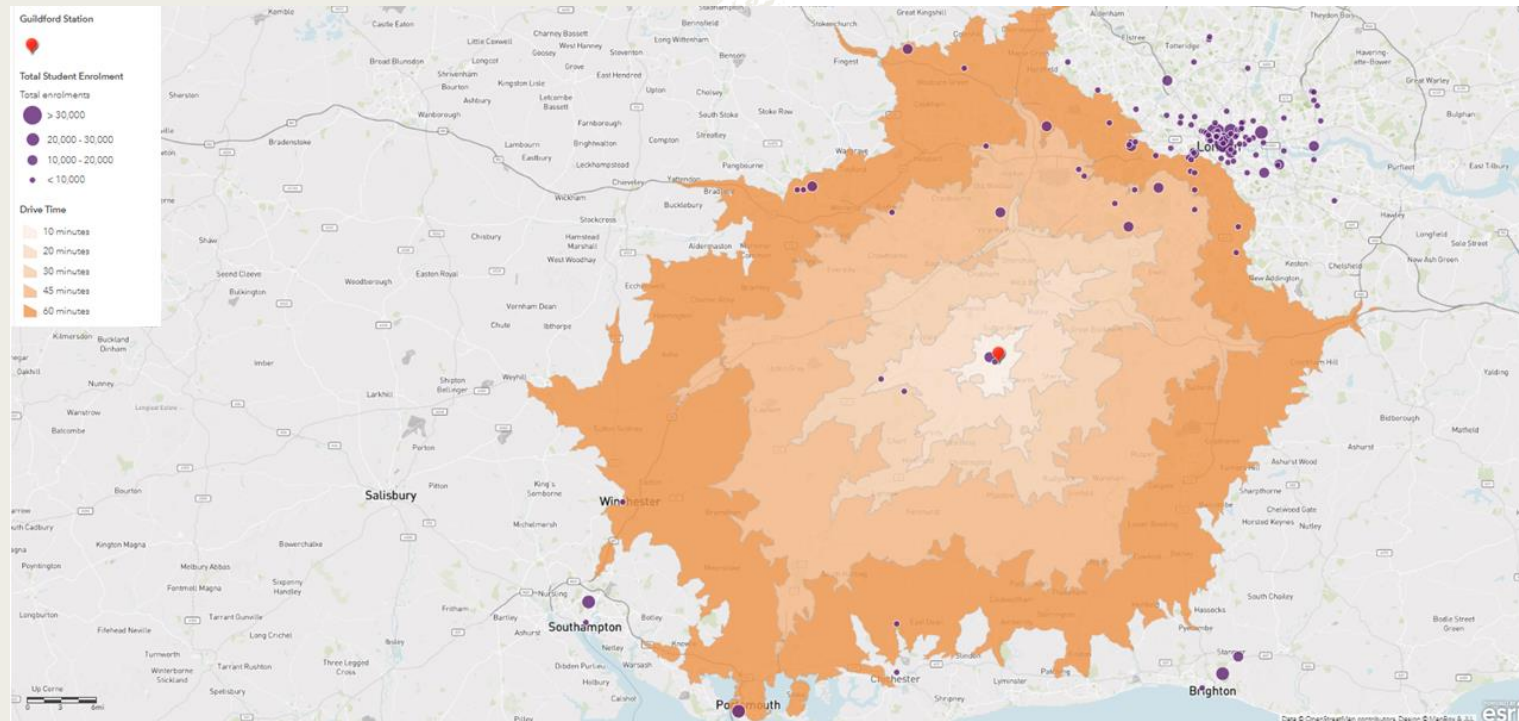
As illustrated by the map below, including the University of Surrey, Guildford School of Acting, University for the Creative Arts and The School of Law in Guildford itself, there are 36 higher education/universities within a 60-minute drive time of Guildford.

The majority of these 36 are located within or on the outskirts of London, such as :

- Royal Holloway
- Roehampton University
- St Mary's University
- Kingston University

There are also several establishments further afield, within a 60 minute drive time, such as:

- University of Winchester
- The University of Reading





# The University of Surrey



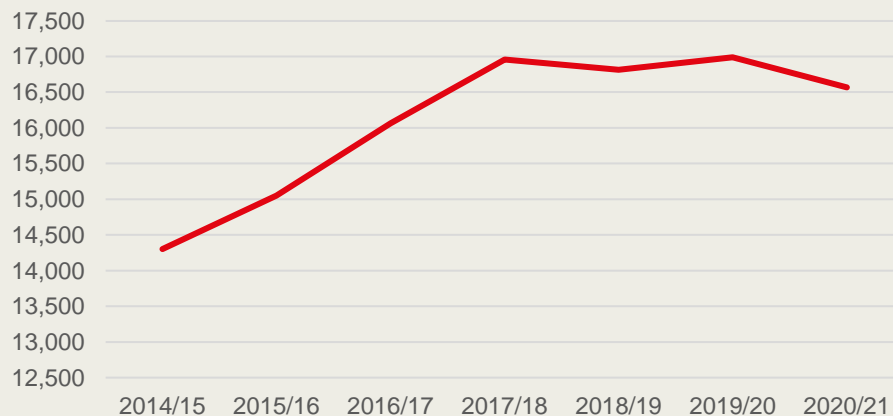
Ranked  
**18<sup>th</sup>**  
In the UK\*

**16,565**  
Students in  
2020/21

**93%**  
Full Time Study  
2020/21

- ❖ 54% of students are female and 46% male.
- ❖ 70% of students are from the UK, 13% from the EU and 17% non-EU.
- ❖ In 2022, 95% of Surrey undergraduates are in work or further education.
- ❖ The university provides a range of undergraduate, post graduate and postgraduate research degrees. The subjects with the highest enrolment include biological (e.g. biomedical science and microbiology), engineering, social studies, business and medical (e.g. nursing, midwifery and paramedic science). No medicine courses or teaching hospital.

Historic Growth of Full Time Students University of Surrey



Data Source: © 2022 HESA  
Graphs created by JLL

## University Enrolment within a 60min drive time of Guildford (2020/21):

Rank	Institution	Drive Time	Total 20/21
1	The University of Reading	60min	19,980
2	Kingston University	45min	18,500
3	Buckinghamshire New University	60min	17,970
4	Brunel University London	60min	17,745
5	The University of Surrey	10min	16,565
6	The University of West London	60min	15,165
7	BPP University	60min	14,715
8	Roehampton University	45min	12,430
9	Royal Holloway and Bedford New College	45min	12,295
10	University for the Creative Arts	20min	8,420

Data Source: © 2022 HESA



UNIVERSITY OF  
SURREY

## Corporate Presence

*Availability of talent and graduates is key to attract corporates. Guildford has one good higher education establishment, the University of Surrey (UoS). However, there is little opportunity to retain students once they have graduated.*



### *Strength*

Guildford has an established office market with a reasonable pool of talent. Located within reasonable distance of principal airports Gatwick and Heathrow.

### *Opportunity*

The medical, technology and gaming industry has a pool of talent (employees/graduates) to drive innovation. Research and post-grads.

### *Weakness*

Not a diverse curriculum e.g., no medical courses supporting life sciences sector. Lack of research and post-grad courses

### *Threat*

UoS is reliant on several specialist courses which might see research funding disappear as large occupiers relocate. Higher cost of living and shortage of PBSA might deter/ retain talent.



*Culture*

## Yvonne Arnaud Theatre

Established in 1965.

Offers a range of shows including ballet, children's events, music, comedy, pantomime and contemporary dance.

The Youth Theatre offers opportunities for young people all year round.



## The Electric Theatre

Not-for-profit venture by the Academy of Contemporary Music.

ACM integrates its student body into the life of the theatre, enabling it to produce live music events, creative workshops, comedy nights and dance performances.

## Guildford Heritage Buildings

Guildford Castle  
Guildford Museum  
Guildford House Gallery  
The Guildhall  
The Undercroft



## G Live Theatre

Conference and hospitality venue

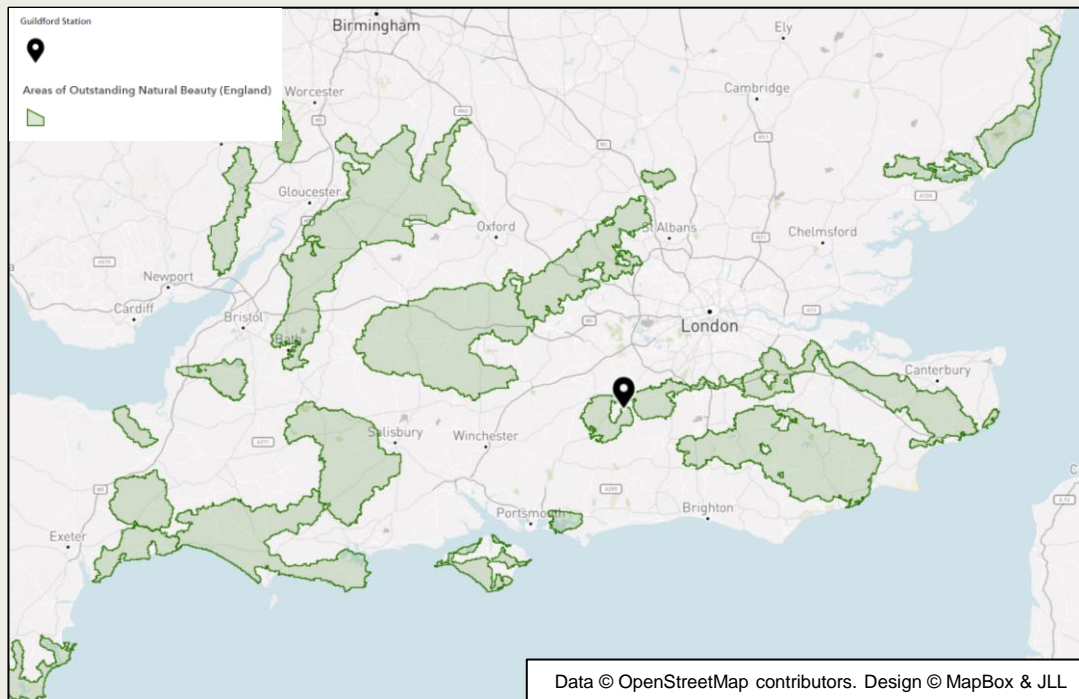
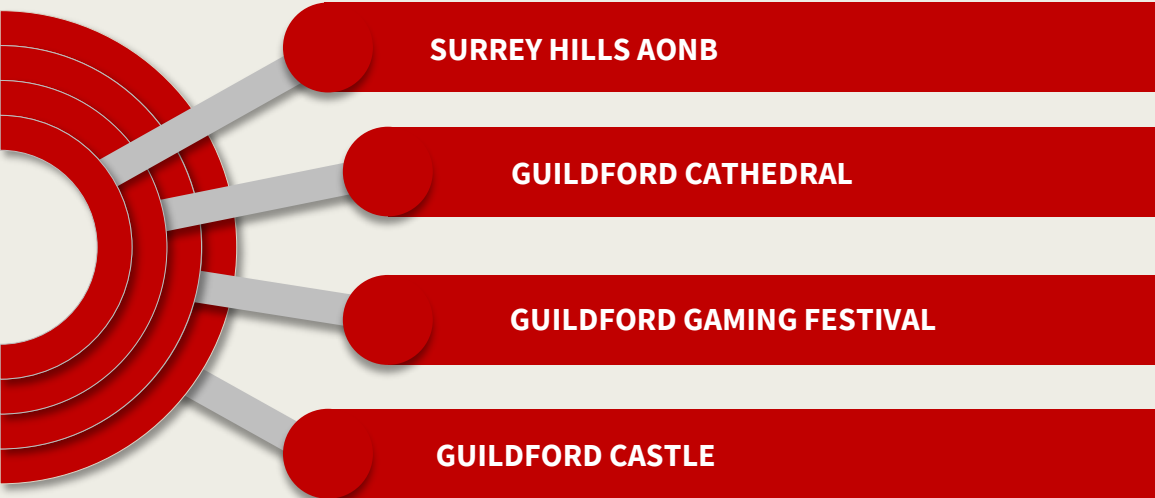
Offers a wide range of comedy shows, classical music, family shows and dance performances.

Main hall max. capacity 1,700 standing (1,000 seated).



*Tourism*

# Tourism



Location	Visits by Overseas Tourists (2019)	Visits by Overseas Tourists (Avg. 2011 - 2019)
Guildford	105,000	102,000
Reading	237,000	223,000
Basingstoke	80,000	56,000
Winchester	86,000	71,000

Source: International Passenger Survey Office for National Statistics



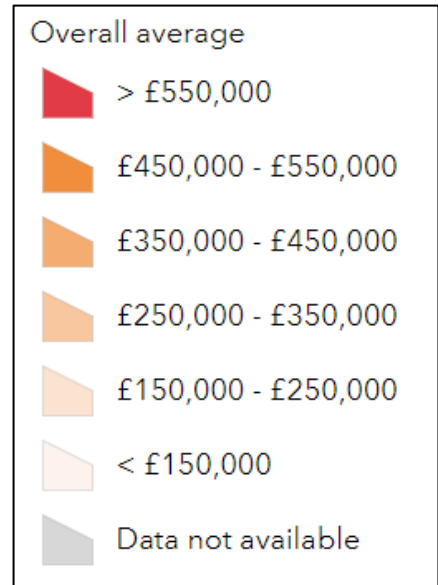
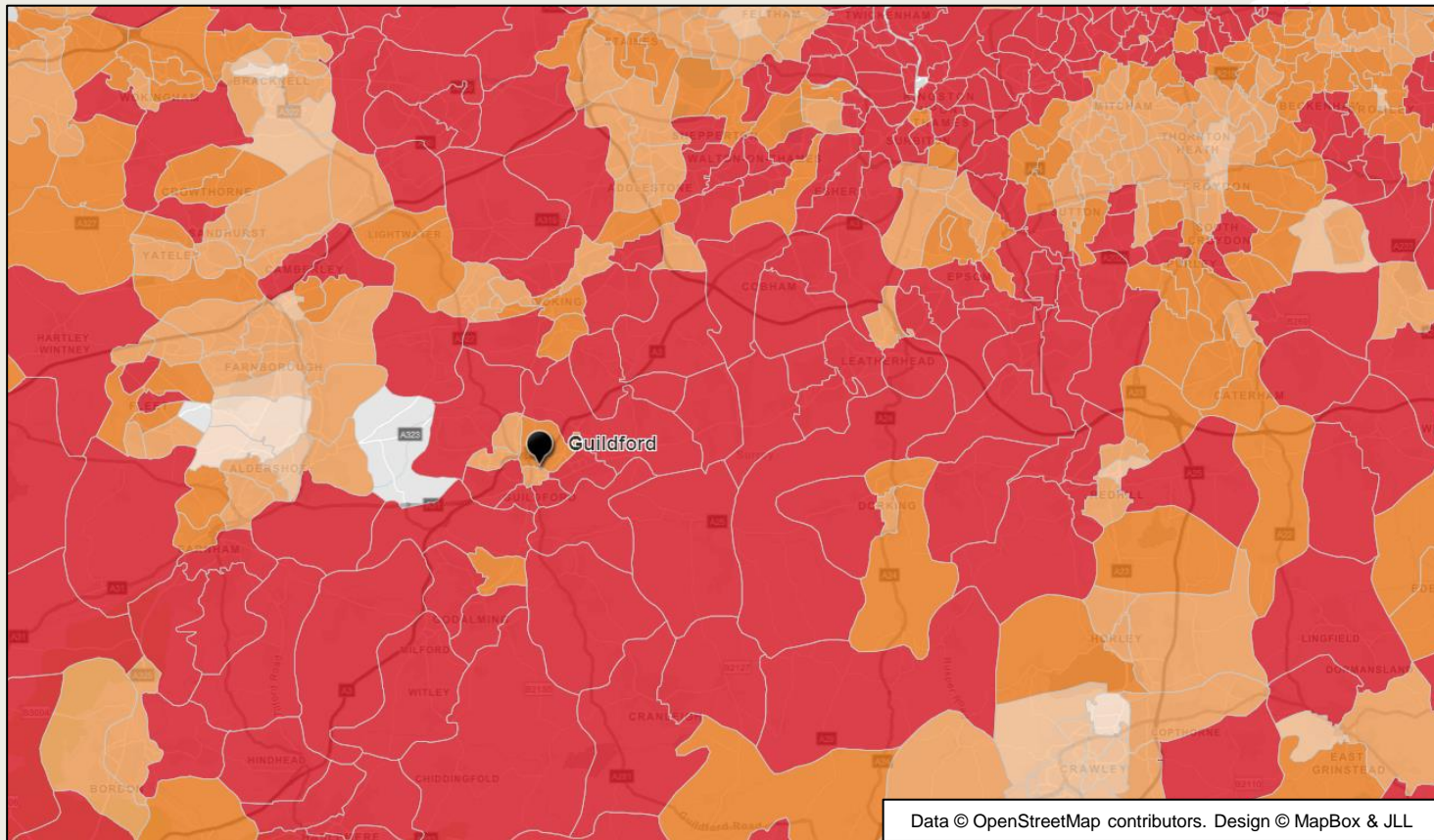
# *Market Demand*

# Living: Residential - Regional Context



Location	Guildford	Woking	Farnborough (Rushmoor)	Crawley	Basingstoke	Winchester
Average House Price (All property types - May 2022)	£510,594	£459,268	£335,166	£315,718	£349,257	£490,955
% uplift since December 2020	10.8%	8.38%	16.37%	12.29%	17.37%	17.63%

Source: Land Registry House Price Index, May 2022



Data © OpenStreetMap contributors. Design © MapBox & JLL

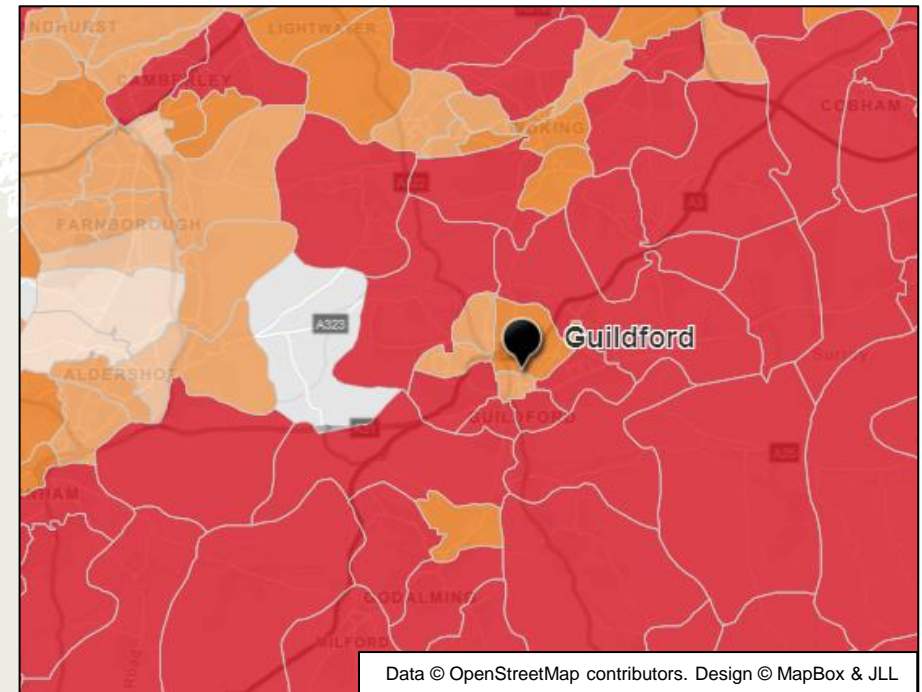


# Living: Residential - Local Context

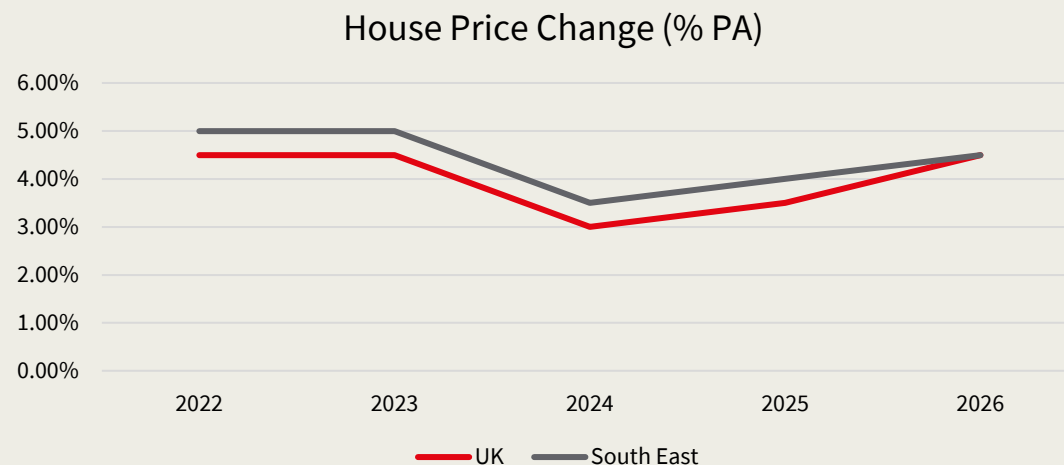
## Average House Price (May 2022):

Property Type	Guildford	South East	UK
Flat	£270,339	£224,868	£228,492
% uplift since 2020	(up 6.15%)	(up 10.18%)	(up 9.15%)
Terrace	£419,385	£328,214	£232,665
% uplift since 2020	(up 11.08%)	(up 15.34%)	(up 16.31%)
Semi-Detached	£510,703	£421,634	£273,591
% uplift since 2020	(up 12.53%)	(up 16.26%)	(up 16.65%)
Detached	£925,766	£691,655	£444,562
% uplift since 2020	(up 14.04%)	(up 17.36%)	(up 17.86%)

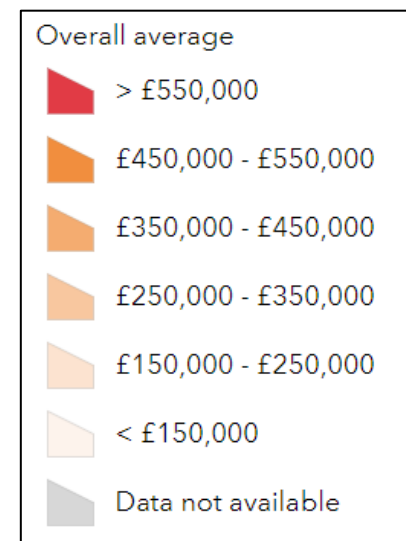
Source: Land Registry House Price Index, Q2 2022



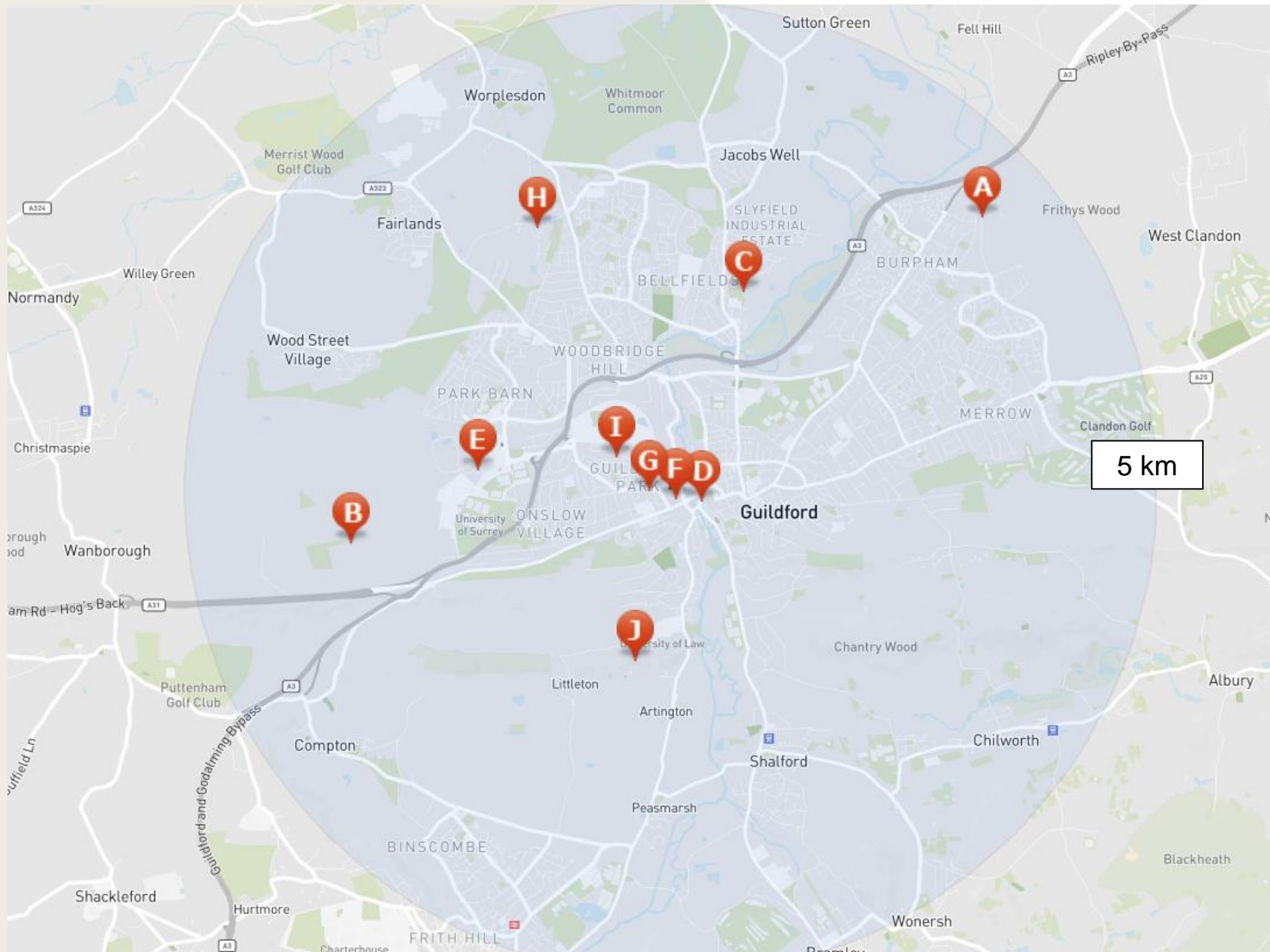
## House Price Change (%PA) 2022 – 2026:



The average house price in Guildford is **c. 30% more** than the South East average



# Living: Residential Pipeline 5km around Guildford (100 units plus)



# Living: Residential Pipeline 5km around Guildford (100 units plus)







Ref	Address	Units	Status	Developer/Provider	Comments
A	Gosden Hill Farm, Merrow Lane, Guildford, GU4 7LQ	1,800	Allocated		No planning to date
B	Blackwell Farm, Hogs Back, GU3 1DE	1,800	Allocated		Owned by the University of Surrey
C	Weyside Urban Village, Slyfield Green, GU1 1RE	1,550	Planning Consent Granted	Guildford Borough Council	20/P/02155 - Outline Planning permission granted in October 2021, construction expected to start 2023
D	North Street Friary Quarter, GU1 4YL	850	Allocated	St Edwards JV (Berkeley Group and M&G Real Estate)	PLAN/2020/0079 – Consultation for proposed scheme if they need EIA
E	Land between Gill Avenue & Rosalind Franklin Close, GU2 7YZ	450	Allocated		Already buildings on site. Allocation includes a contribution to student accommodation.
F	Guildford Railway Station, Station View, Guildford GU1 4UT	340	Under Construction	Grainger/Solum Regeneration	Allocated in Local plan. 14/P/02168 – Planning approved with appeal. Work started on Phase 1 January 2021. With an additional 98 units BTS
G	Guildford Park Car Park, GU2 7NF	160	Planning Consent Granted	Guildford Borough Council	Allocated in Local plan. 16/P/01290 - Looking to increase planning to 240 units.
H	Land north of Keens Lane and Tanglely Lane, GU3 3HS	148	Under Construction	Taylor Wimpey	Allocated in Local plan. 18/P/01014 – Montague Place – Taylor Wimpey the scheme is sold out
I	Land South and East of The Cathedral Church Of The Holy Spirit, Stag Hill, The Chase, Guildford, GU2 7UP	124	Planning Application Pending	Guildford Cathedral/Vivid Housing Ltd	Allocated in Local plan. 21/P/02333 – Demolition of Existing Cathedral Close Dwellings and erection of 124 residential units
J	Surrey Police Headquarters, Sandy Lane, GU3 1HG	116	Allocated		Allocated in Local plan.





Source: Guildford Borough Council Land Availability Assessment (2021) and Guildford Borough Council Local Plan Strategy and Sites (2015-2034)

# Living: Nearby Residential Developments On the Market (100 units plus) ( >5km)



Address	Units	Status	Developer/Provider	Comments
Ash Lodge Park, Ash Lodge Drive, Surrey, GU12 6NS 	400	Under Construction	Bewley Homes	10km from Guildford  12/P/01973 – Approved in 2020. Application for up to 400 dwellings.
Ockford Park, Godalming, Surrey, GU7 2LG 	260	Under Construction	CALA	6.7 km from Guildford  WA/2018/1239 – Planning for 262 dwellings including 78 affordable. 2-5 Bedroom Houses for sale.
Water's Edge, Mytchett Road, Nr Camberley, Surrey, GU16 6AF 	248	Under Construction	Nicholas King Homes and A2 Dominion	11.3 km from Guildford  19/0031 – 2-5 Bed Homes for sale.
Admiral Park, Tongham Surrey, GU10 1DE 	254	Under Construction	Taylor Wimpey / Bellway Homes	10.5 km from Guildford  16/P/00222 –Taylor Wimpey – 127 homes - 1 bedroom apartments and 2-5 bedrooms homes for sale. Bellway 127 Dwellings - 2,3 and 4 bedroom houses for sale.

# Living: Nearby Residential Developments On the Market (100 units plus) (>5km)

Address	Units	Status	Developer/Provider	Comments
 <p>Wildflower Meadow, Guildford Road, Ash, GU12 6BT</p>	154	Under Construction	Bellway Homes	<p>8.9 km from Guildford</p> <p>16/P/01679 – 2,3 and 4 bedroom homes for sale.</p>
 <p>Heatherwell Place, Aldershot, GU12 6NX</p>	145	Under Construction	FABRICA (A2Dominion)	9.5 km from Guildford
 <p>Midenhurst, Deepcut Surrey, GU16 6<sup>TH</sup></p>	127	Under Construction	Bovis Homes	<p>11.6 km from Guildford</p> <p>18/1027 - New Development on the former Princess Royal Barracks (totalling 1200 dwellings). 1 and 2 bedroom apartments, 2-5 bed homes for sale.</p>
 <p>Stanhope Gardens, Wellesley, Hope Grant's Road, Aldershot, Hampshire, GU11 4AN</p>	116	Under Construction	Taylor Wimpey	<p>12 km from Guildford</p> <p>12/00958/OUT – Part of larger development planning for 430 dwellings. 3 and 4 bedroom homes for sale.</p>

## Methodology:

We have undertaken our market research into residential values in accordance with adopted planning policy to model a policy compliant position. As per Policy H1 of the Guildford borough Local Plan: strategy and sites (adopted April 2019) current policy expectations for new residential developments are as per the below:

- **Affordable Homes:** There is a need for 40% one bedroom, 30% two bedroom and 25% three bedroom and 5% four bedroom affordable homes.
- **Market Homes:** There is a need for 10% one bedroom, 30% two bedroom, 40% three bedroom and 20% four bedroom market homes.

It should be noted that this is the most recent housing mix policy and Policy S3, specific to town centre regeneration, references meeting this need. However, residential development in the town centre may be able to negotiate a larger proportion of homes with less bedrooms, but this would conflict with planning policy aspirations.

## First Homes initiative

Since undertaking the original report the Government have introduced their First Homes initiative in effort to support first time buyers getting on the property ladder. Introduced in late 2021, 'first homes' should now account for 25% of all affordable housing units delivered by developers through planning obligations. The units must be provided at a minimum 30% discount of the open market value. These units will be secured via Section 106 agreements including the necessary restrictions on the use and sale of the property as well as a legal restriction on the title. A price cap of £250,000 will apply to the first sale, thereafter only the discount applies.

# Living: Residential Headline Values



**Flat 1 Bed Av**  
**£ psf**  
**£726-784**

**Flat 2 Bed Av**  
**£ psf**  
**£691-769**

**Av £psf**  
**£782**

**Alvaston, Clandon Road, GU1 2DR**

**Flat 1 Bed Av**  
**£ psf**  
**£568-648**

**Flat 2 Bed Av**  
**£ psf**  
**£449-652**

**Av £psf**  
**£592**

**Trinity Quarter, Wey Corner, GU1 4TT**

**Flat 1 Bed Av**  
**£ psf**  
**£564-630**

**Flat 2 Bed Av**  
**£ psf**  
**£501-642**

**Av £psf**  
**£617**

**Cricketers Wharf, Wharf Road, GU1 4ER**

**Av £psf**  
**£465\***

**Park View Close, GU2 8FS**

**Av £psf**  
**£595\***

**Swayne Place, GU1 2WQ**

# Living: Build-to-Rent & Co-living



## Guildford Market Overview

- ❖ There are currently **no operational BTR schemes in Guildford** however, we would expect a BTR scheme in the town centre to be met with good demand from renters and investors alike. Partly driven by the above average rental market and low RP provision. We are aware that there are consented schemes.
- ❖ London commuter towns and South East employee hubs, such Guildford and Reading have experienced strong investor demand for BTR schemes with a number of schemes under construction and in the pipeline. Whilst there are currently no operational schemes in Guildford there are institutional schemes letting in comparable SE locations such as **Woking, Maidenhead, Sutton** and **Croydon** which highlights the depth of demand for rental products in SE commuter hubs.
- ❖ As **Guildford would be considered a superior and affluent residential location** to these examples, this further provides the expectation that a BTR scheme will perform well in Guildford. We would expect end user demand from both London commuters as well as young professionals employed in local corporate offices in Guildford itself.
- ❖ There has been increasing interest in Guildford as a BTR location from investors, with Grainger committing (July 2020) to forward fund residential apartments as part of the Guildford Station regeneration, now being delivered by Network Rail and Kier (Solum Regeneration).

### What is Build to Rent?

Build to Rent (BTR) is a term used to describe residential property that has been specifically designed for the rental market, instead of for private resale. BTR schemes are typically owned by investment companies and the market is growing quickly. Schemes will often provide amenity for residents to achieve a rental tone at a premium to that of the wider market.

### What is Co-Living?

Co-Living is an emerging real-estate product that focusses on community and convenience where occupiers enjoy their own private furnished living space alongside well-designed, on-site communal spaces.



# Living: Build-to-Rent & Co-living



## BTR pipeline:

Address	Units	Developer/Provider	Planning Ref	Status
Kernel Court, Walnut Tree Close, Guildford, GU1 4UD	113 units as part of a mixed use scheme student and co-living.	Kernel Court Ltd	19/P/00267	Completed
Guildford Railway Station, Station View, Guildford GU1 4UT	98 units (part of wider mixed use scheme comprising a total of 438 residential units)	Grainger/Solum Regeneration	14/P/02168	Under Construction

## Demand

- ❖ We would expect a BTR scheme in Guildford to be located adjacent, or within close walking distance (<10 minute walk) to the main station, which in turn should ensure the scheme is located close to the local corporate offices in the centre. This location would also ensure that residents would have access to the strong retail and leisure amenity offered in the town centre.
- ❖ We would expect a mid-tier product to perform well in Guildford. Typically, mid-tier BTR schemes offer high quality rental apartments with balconies, where possible, and a good range of residents amenity. At a minimum, this amenity should be flexible by design and include an attractive, **hotel style lobby** with **concierge facilities**, **parcel post room** and **storage**, **coworking area**, **residents' lounge**, **gym**, **bicycle storage** and a form of **outdoor space or rooftop terrace**. A scheme delivering these features would also ensure it is superior to current apartment living in Guildford, justifying a rental premium.
- ❖ While there are no operational schemes in Guildford currently to demonstrate rental pricing, we would expect rental values for a premium rental product to be achieved within the range of **£30-£32 psf**. Given investor appetite, an appropriate forward funding net initial yield for a BTR scheme in Guildford would likely sit within **4.00% - 4.25%**.

# Living: Retirement



## Retirement Market Overview

- ❖ The principle aim of this property class is to provide alternative accommodation for those over 65 years of age, from private residential housing to care.
- ❖ It targets older people requiring specialist-housing and/or support who also wish to maintain their independence. Typically integrated retirement communities will provide a community (with on-going activities and support provided), not just housing.

## Guildford Market Overview

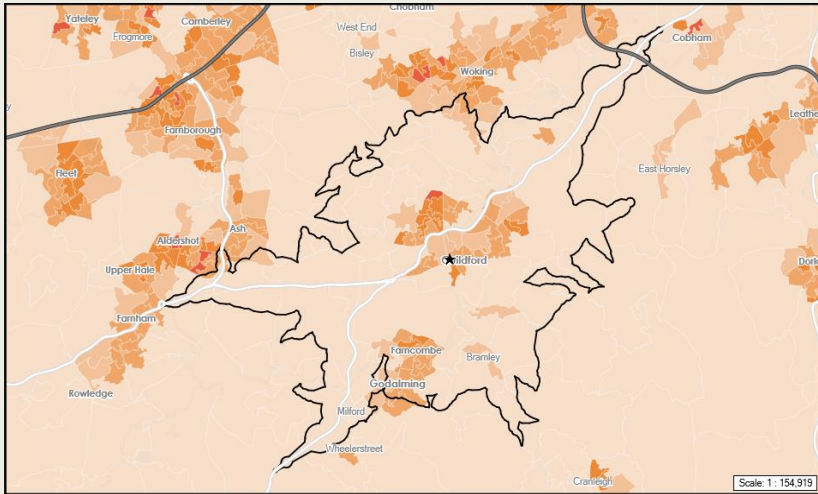
- ❖ Guildford is considered to be a somewhat desirable residential location for end users and developers.
- ❖ The strength of the retirement market in the South of England has given rise to diversification in the retirement sector. There are operators who now provide multifaceted and high quality services and the provision of incremental level of support and care.
- ❖ In this central location, we would expect a **higher density, mid to mid-higher end product**, targeting active urban retirees who would utilise the amenity of the town centre and the connections to central London.

## Demand

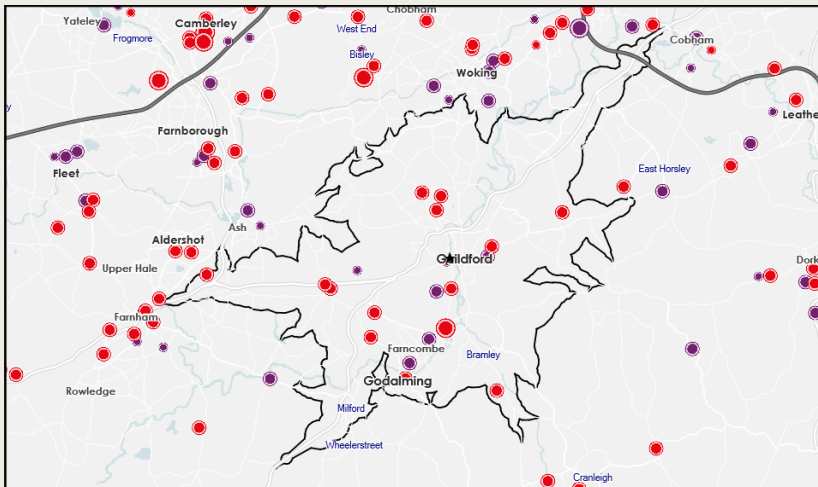
- ❖ There are a **high percentage of over 65s living in Guildford**, with 17% of the population aged over 65, with 75% of these of a medium to high affluence.

- ❖ There are currently 48 retirement schemes providing 1,424 units within a 15-minute drive time of the town centre. However, many of these schemes are Council operated properties, or provide social rents and therefore do not provide any level of comparability or potential competition. Of these schemes, there are **only two existing schemes built after 2015** with private ownership. Both of these are operated by McCarthy Stone and **we believe that they would provide limited competition to a proposed development in this location.**
- ❖ In addition to this we are only aware of one scheme in the pipeline at the former Mole Country Stores site in Godalming (GU7 1NS). The site was granted planning permission (Ref. WA/2020/2124) for 52 assisted living units in March 2022.
- ❖ There is a historic consent for 301 units (Ref. 17/P/00920) at Guildford Plaza, submitted by PegasusLife in 2017, however this has not been implemented. We understand that PegasusLife have since submitted a new application for a CoLiving scheme.
- ❖ We expect retirement property in Guildford to achieve a **premium of 0-30%** over equivalent residential unit values depending on the operator and service of care.
- ❖ We anticipate there will be **good demand from retirement developers and operators for sites in central Guildford.** In this location providers typically want opportunities that can deliver c. 100 – 250 units. There is a limited market for smaller schemes of c. 40-60 units.

# Living: Care



Source: CACI, Tom Tom, caredata.co.uk JLL



Source: CACI, Tom Tom, caredata.co.uk JLL

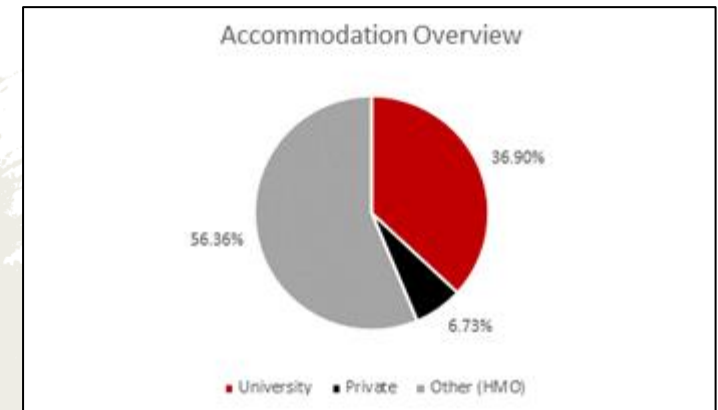
- ❖ Although the elderly population has grown modestly over the last 20 years, the most prominent demographic changes affecting the UK is beginning to occur as the ‘baby boomer’ generation mature into older age
- ❖ All data captured is within a **15-minute drive time of Guildford Train Station**
- ❖ The proportion of over 85s (the main target market for care homes) will increase from 2.7% in 2021, to 3.4% in 2031. This is marginally lower than the UK average, but is increasing by 26.1% from 2021 to 2031.
- ❖ There is currently an oversupply of overall beds of 18 beds, but a **shortfall of 373 beds for high quality, modern purpose-built homes**. By 2031, there will be a shortfall of 58 overall beds and a shortfall of 413 market standard beds.
- ❖ There are 20 care homes within a 15-minute drive time of Guildford Train Station, which provides **945 beds** in total. Of these, 26% are market standard beds, which were built after 2000, have more than 25 beds and are 90%+ en-suite.
- ❖ Only 11 homes have been built in Guildford since 2000 which provides considerable **opportunity to develop new care homes in the location to provide for the local elderly population**.
- ❖ **90% of care homes within the drivetime are privately owned**, leaving 5% owned by voluntary/charity organisations and 5% owned by the local authority.
- ❖ Care homes are best located close to public transport to provide good accessibility for staffing.

# Living: Student Accommodation



## Guildford Purpose Built Student Accommodation (PBSA) Market

- ❖ The University of Surrey provides a total of 6,039 beds for approximately 16,365 full time students. Therefore only 43.64% of full time students reside in PBSA. (Source: JLL Research)
- ❖ Where students are unable to obtain University accommodation they either live at home or rent from the private sector.
- ❖ The majority of student demand is met by either houses in multiple occupancy (HMOs) or students living at home.
- ❖ There is a significant gap between supply and demand which may increase further if the current upward trend in student numbers at the University of Surrey continues.
- ❖ While PBSA markets in the UK all have different supply/demand characteristics and are viewed differently by developers and investors they consider markets that have a total supply of less than 40% to be undersupplied.



Source: Higher Education Statistics Agency 20/21 Academic Year

## PBSA Future Trends

- ❖ We are of the opinion that the mid to long term trend is for greater proportions of the student population to favour PBSA over HMO accommodation, this will in turn increase the demand for PBSA.
- ❖ Some of the reasonings behind this are the safety, security and cleanliness that PBSA can offer, especially over dated HMO accommodation that is poorly managed.

# Living: Student Accommodation



## Student pipeline:

We understand c.1,400 privately operated student beds have been delivered to the Guildford PBSA market in the past three years and there are a further 635 student beds in the planning pipeline, see further details below.

Address	Units	Developer/Provider	Planning Ref	Status
Lantern House & Carriage House, Walnut Tree Close, Guildford, Surrey, GU1 4TX	290	Watkin Jones Plc	22/P/01094	Detailed Plans Submitted – Awaiting Decision
Jewsons Builders Merchant, Walnut Tree Close, Guildford, Surrey, GU1 4UB	345	First Regional Estates Limited	21/P/02559	Detailed Plans Submitted – Awaiting Decision
	<b>635</b>			

## Effect of COVID-19 on HE/PBSA sector

The latest UCAS application figures released in February 2022 show that the overall number of UK 18 year olds applying to university increased by 5% from 306,200 to 320,420. Overall UCAS applications for the 2022/23AY decreased by 1% Y-Y. There were 111,410 applications from international students which is a slight fall from 2021 (111,630). The number of applicants from India however has just short of doubled in two years to 8,660 and the number of Chinese applicants has increased by 12.1% year on year to 28,930.

The UK Higher Education and student housing markets have historically shown themselves to be resilient, even in times of significant economic and political instability. The global financial crisis in 2008, for example, had little effect on student number growth, both nationally and internationally, with total numbers growing 4% and 3% in the two subsequent years (Source: HESA). UCAS predicts that the UK will have one million applications by 2026, and the number of international students will grow by two-thirds.

## Future Trends

We are of the opinion that the mid to long term trend is for a greater proportion of the student population to favour PBSA over HMO accommodation, this will in turn increase the demand for PBSA. Some of the reasonings behind this are the safety, security and cleanliness that PBSA can offer, especially when compared to older HMO accommodation that is poorly managed.

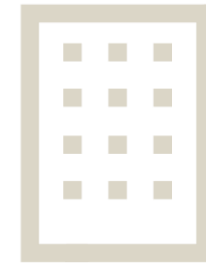
# Impacts on Living



- ❖ The UK has not built sufficient homes for generations and construction costs are presenting downside risk
- ❖ There are more homeowners and fewer mortgagees than ever before
- ❖ 74% of mortgages are now fixed
- ❖ Shifts in mortgage rates will primarily affect the ability of people to buy and move
- ❖ If mortgage rates remain elevated it will have a 'slow burn' effect on prices
- ❖ Build to Rent will continue to attract more people – but rental growth will be weaker



- ❖ Sanctions as a result of the war in Ukraine have led to rocketing energy prices.
- ❖ Russian blockades in the Black Sea Ports have led to rapid food process increasing and eventual shortages.
- ❖ Increased risk for Europe and the UK – the pound has lost 8-9% of its value in since January increasing the price of imports.
- ❖ Lockdowns as a result of covid have restricted supply chains which has pushed inflation up even further.
- ❖ Ukraine and Russia are some of the largest providers of some raw materials such as iron, palladium, potash and nickel.



- ❖ Job vacancies are at record levels but the rate of increase is slowing.
- ❖ High inflation has meant that real wage growth is now negative.
- ❖ The trade barriers created by Brexit are further adding to inflationary pressures.
- ❖ Tax increases have also impacted on domestic inflation and cost of living issues.

# Town Gap



## Urban Living

*Shifts in demographics and macro trends are making all forms of residential important to towns/cities who are looking to secure diversity at a scale.*



### *Strength*

Excellent commuter train services to London and the region and into Guildford.

### *Opportunity*

Delivery of more affordable tenures, BTR and private housing.  
Delivery of more retirement and care housing as very few elderly live in the town centre.

### *Weakness*

High cost and traffic congestion affects bus travel. Poor cycle facilities / network.

### *Threat*

The high cost of living and commuting could lead to residents moving elsewhere in the region.

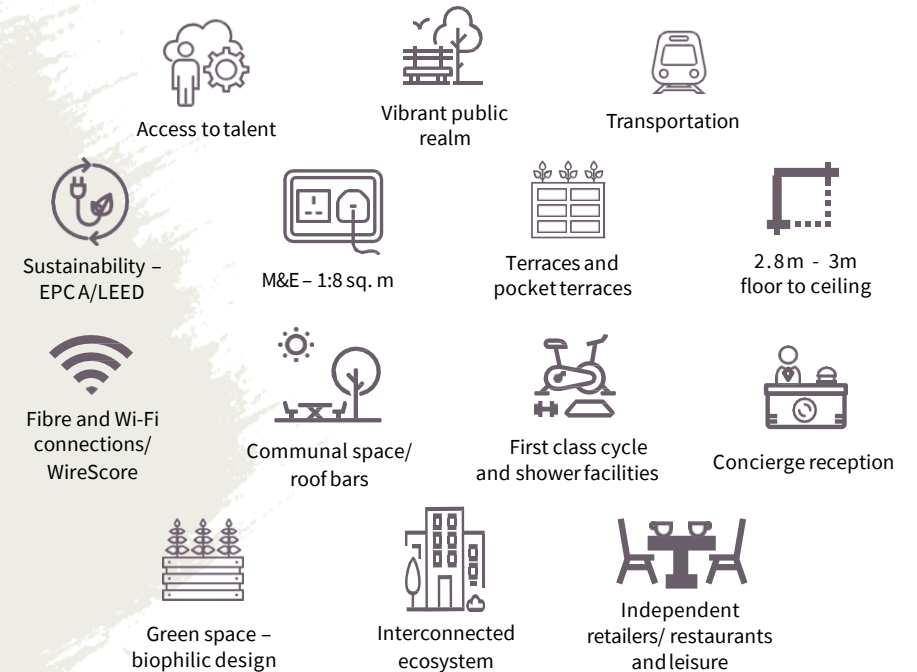
# Commercial: Offices



## Guildford Market Overview

- ❖ Guildford has historically been an attractive office location given it's connectivity and proximity to London. However, more recently it has lost several large international occupiers.
- ❖ Guildford has traditionally been an administrative for the wider region key occupiers include Guildford Borough Council, Jobcentre Plus and Highways England.
- ❖ Lower specification, secondary stock and tertiary offices are often lost to residential redevelopment. There is also a very limited office development pipeline which generates a shortage of good quality office stock.
- ❖ There is little demand for lower end quality offices. Occupiers flight to quality, particularly within the last 2-3 years to attract talent into the offices.

## What Do Occupiers Want?



## Headline Rents (Q1 2022)





# Commercial: Offices



## Market Trends – Micro and Macro

- ❖ At a macro level for occupiers, retaining a physical office footprint is essential to serving employee needs, and the quality of new office space will be crucial to attracting and retaining staff, whilst ensuring they feel safe. An already developed trend for Guildford.
- ❖ This will require an increased focus on health and wellbeing considerations in terms of office design and development. Furthermore, the advancement of new technologies will help to improve building performance, creating smarter buildings that offer an efficient and safe environment for employees.
- ❖ The evolution of office working post-COVID has shown new emerging demand from tech and life science led occupiers and has provided investors with further confidence to actively consider these locations.
- ❖ This particularly true for Guildford in relation to the gaming and technology sector. For example WarGaming, who's requirement tripled in a year. They initially took 12,000 sq. ft of space in 2019 and have since expanded during 2020 and now occupy 36,000 sq. ft.

## Demand

- ❖ If new offices were developed in Guildford, we would expect the greatest demand to be for them to be located in the town centre. Thus town centre located new offices would benefit from being well serviced by public transport as well as having access to the range of amenities that the town centre offers.
- ❖ Given there is an already established and ever increasing trend of occupiers flocking to quality within the South East market we would expect any new office development to be finished to a high specification to meet this demand.

# Commercial: Offices

## Recent changes to Employment Land

*Former industrial land at Woodbridge Meadow (right) which had a consent for the Arts College, then subsequently for a Lidl supermarket (below), has been recently sold. The proposed use is to be speculative office development, as terraces of small 2 storey self contained office 'Business Box' units.*



# Offices – Key Deals and outgoing occupiers



Department  
for Education

**Riverworks, Mary Road**  
Q4 2020 29,200 sq ft



**2 Guildford Business Park**  
Q1 2020 13,000 sq ft  
Q3 0219 12,200 sq ft  
10 year lease

**CLYDE&CO**

**2 Guildford Business Park**  
Q1 2022 20,200 sqft

*3 Largest Deal since 2020 Source: PROMIS office  
report July 2022*

# Guildford

 **BOC**  
A Linde company

**Forge, Church Street, Woking**  
Q4 2021 16,069 sqft (Moved from  
Guildford Q1 2022)

  
**IDBS**

**Floor 6-7, 68 Chertsey Road,  
Woking**  
Q4 2021 19,350 sq ft (Moved from  
Guildford Q1 2022) New Surrey  
Headquarters

**PHILIPS**

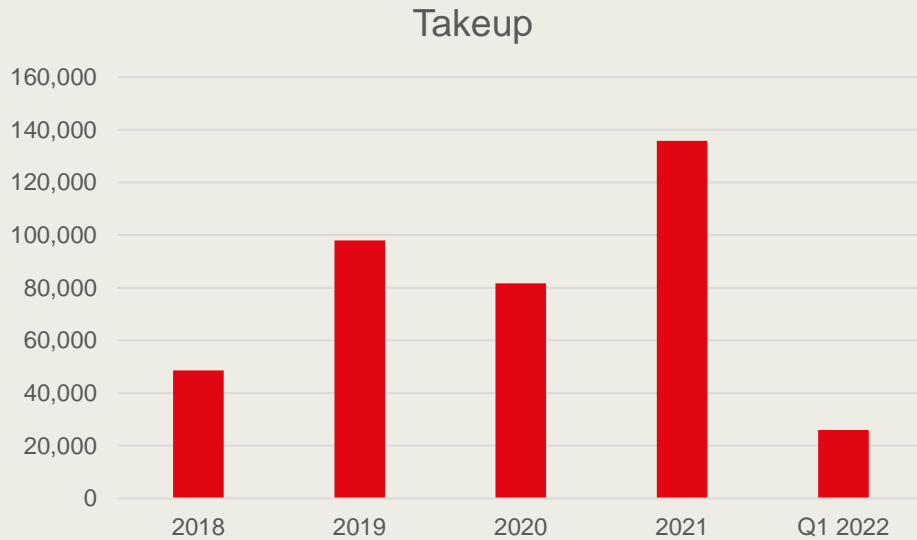
**Ascent 1, Farnborough Aerospace  
Centre**  
Q2 2020 c. 40,000 sq ft refurbished  
office HQ at £29 per sq ft

# Commercial: Office Availability

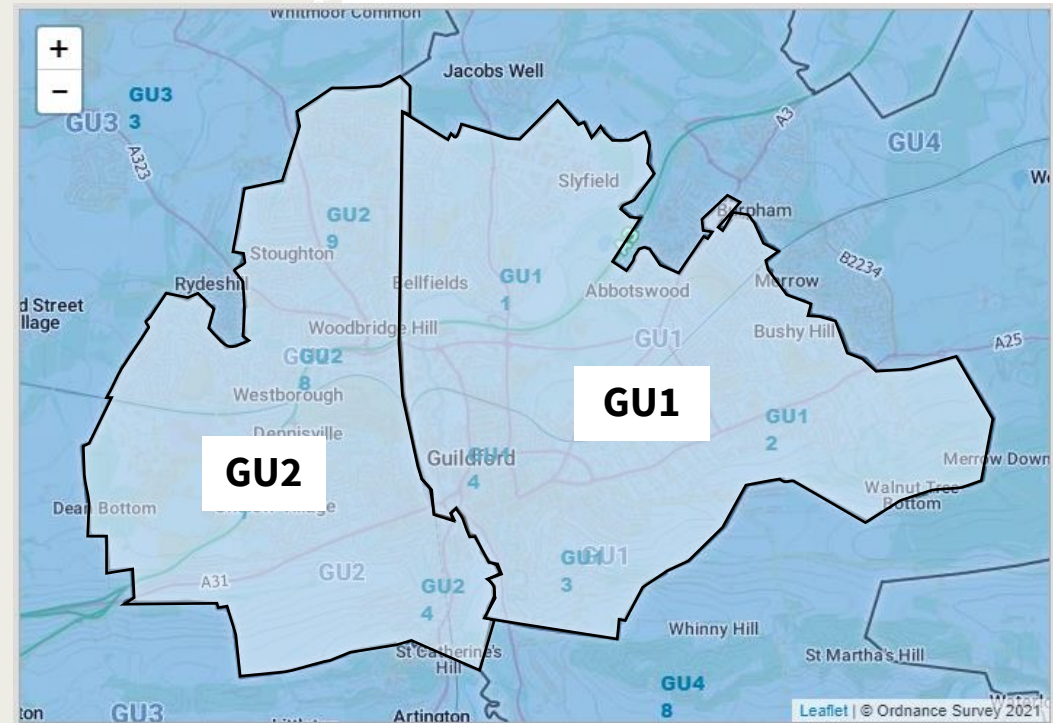


	Total sq ft	Grade A/Refurbished space > 5,000 sq ft	Grade A/Refurbished space > 30,000 sq ft
<b>Guildford</b>	278,246	232,314	144,154
<b>GU1</b>	109,853	72,694	35,528
<b>GU2</b>	159,620	159,620	108,626
<b>GU3</b>	8,773	0	0

Source: Agents Society Availability – Lettings August 2022



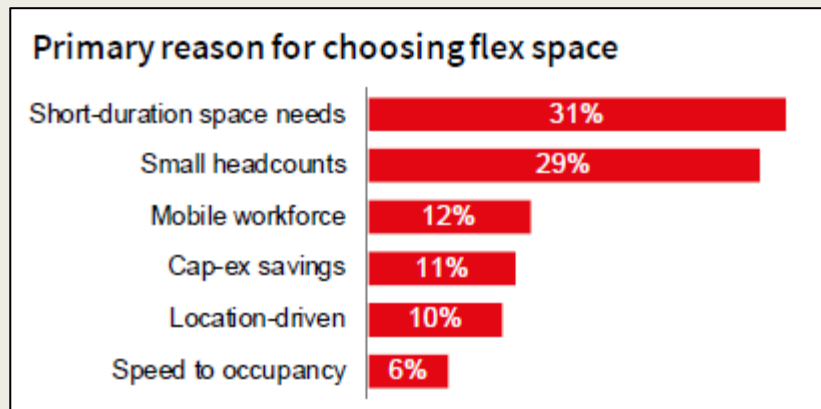
Source: JLL



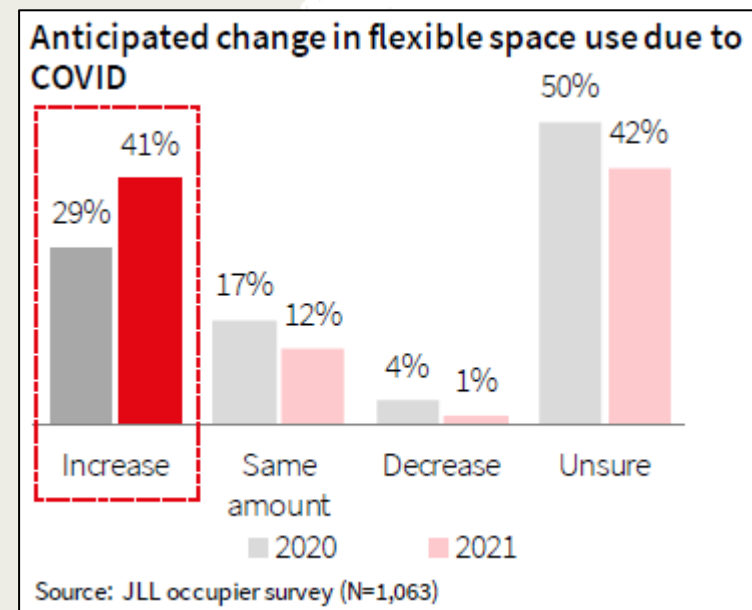
# Commercial: Flexible offices & co-working



- ❖ In tandem with the restricted supply of office space, occupiers have been looking to rationalise their real estate needs. They are looking to adapt to urbanisation and provide their employees with a collaborative atmosphere in which they can live, work and play.
- ❖ In addition to this, entrepreneurs and start-up businesses have been seeking flexibility in their real estate needs.
- ❖ The consequence has been a rise in the prevalence of co-working and flexible workspace operators.
- ❖ There are several existing facilities in Guildford, which are provided by Regus, RocketDesk, Spaces and Wilky Group. Prices range up to £400 pcm per person. Providers such as Regus will take FRI leases on market terms.
- ❖ It would be a very attractive town for a Co-working operator and likely operator demand. They are often willing to commit to considerable amounts of floorspace which can help de-risk office development.



Source: JLL Future of Flex – Oct 2021



Source: JLL occupier survey (N=1,063)

Source: JLL Future of Flex – Oct 2021

# Guildford's Computer Games Industry



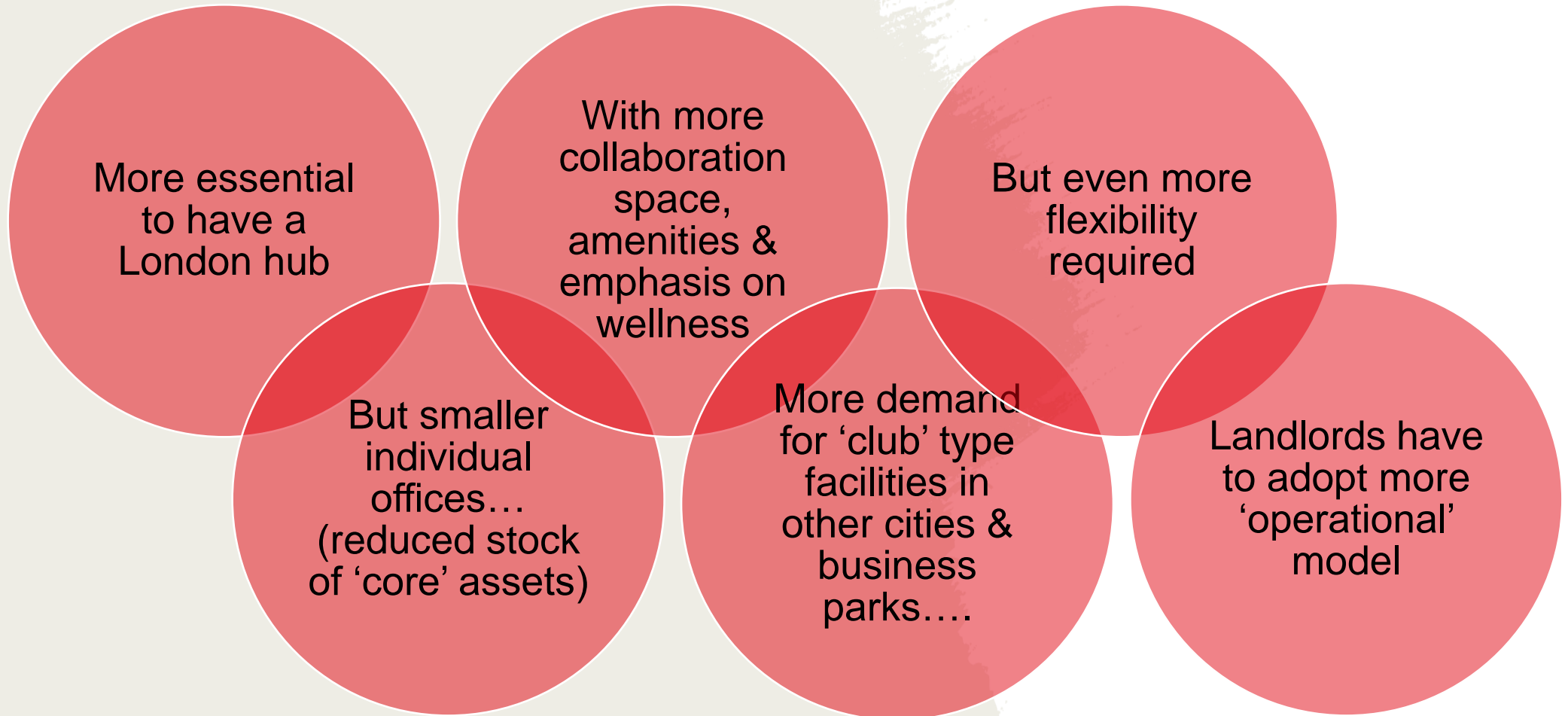
## Market Overview

- ❖ Outside of London, the parliamentary constituency of Guildford has the greatest number of games industry employees. It also has access to a clear customer, partner and supply base as part of the Enterprise M3 region.
- ❖ Surrey plays host to 87 gaming companies, the second highest in England after London.
- ❖ Once known as 'The Hollywood of Gaming' Guildford town centre is a primary destination for the gaming centre. This is primarily focused within walking distance of the station accounting for between 60-70% of all demand.
- ❖ Occupiers have been attracted to the area with the software giant EA sports and the University of Surreys being tech/science led .
- ❖ Guildford has a well-connected network of support such as creative co-working spaces as well as Guildford Games Festival.
- ❖ The key office take up in 2022 of Games Companies was in April by Supermassive Games who signed a 5 year lease for 17,382 sq ft of office space at 65 Woodbridge Road.
- ❖ 64 Games Companies
- ❖ 855+ full time employees.

## Occupiers include....



# Impact of Covid on Offices



Source: JLL Research – COVID-19 Impact on UK Real Estate (November 2020)

## Delivering Grade A Offices

*Grade A office rents are currently around £35.00 per sq. ft, which should make speculative office development viable. However a headline rent has been achieved at £37.50 psf on new relatively small letting. There is no speculative Grade A Office development in the town centre, other than the proposed 'Business Boxes' at Woodbridge Meadows.*



### *Strength*

Established office market with some international occupiers and good pool of talent.

Business / tech focused university courses.

### *Opportunity*

Delivery of top-quality office space which would attract world class occupiers.  
Provide sites in a cluster near the train station to create a CBD.

### *Weakness*

Guildford is suffering from a 'flight to quality' and its office market position is slipping to other regional locations where Grade A offices are available. Lack of town centre stock.

### *Threat*

Continued leakage of quality international businesses to competing locations may lead to a loss of skilled workforce. Loss of interdependent benefits to other markets e.g., hotels.



# Commercial: Life Sciences



Much of the UK life science activity is formed in clusters, often built around one or more leading centres of research such as a university or research institution. These clusters typically have a broad spectrum of corporate entities in occupation ranging from spin-out/start-ups and SME's right through to branches of multinational corporations. The Golden Triangle refers to the geographical area spanning London, Oxford and Cambridge which hosts key life science hubs and is strategically important to driving growth in the industry.

## Demand Drivers



**Guildford:** There is not an existing Life Sciences cluster in Guildford and we consider it unlikely that there is a realistic prospect of expanding life sciences. Guildford does not have a strong enough 'pull' compared to other locations such as the Golden Triangle. While Surrey Research Park, owned by the University, includes a small element of laboratories it is not substantial enough to be considered as a Life Sciences cluster. We understand that the Research Park is not running at full capacity, which further reinforces our opinion of demand for this type of space. (Source: JLL Life Sciences Team)

# Commercial: Retail



## Guildford Market Overview:

- ❖ The High Street is the principal shopping area in Guildford and is well represented by upper middle/mid-market fashion retailers. There are also 3 shopping centres that equate to c. 294,000 sq. ft of retail space (gross).
- ❖ Much like the rest of the UK, Guildford has seen an increase in vacancy rates. PROMIS data estimated that 17.8% of town centre units were vacant in Q4 2021.
- ❖ COVID-19 has undoubtedly had an impact on the retail market with many national retailers having fallen into administration or announcing permanent store closure or rationalisation programmes. This is particularly relevant to the former Debenhams which has been sold to Native Land. Plans for this site now known as St Mary's Wharf is for sustainable housing and retail/F&B on the ground floor.
- ❖ There has been a rapid increase in the over supply of space to let on the market which has resulted in letting tension disappearing and a downward cycle of rental values. PROMIS data estimates a -44.4% decline in Zone A prime rents since the end of 2017. This is greater than the PROMIS average rate of decline at -34.5%.
- ❖ The road to recovery is unclear and it is unlikely that peak rents will not be achieved again.



# Commercial: Retail and F&B

## Existing F&B Offering

- ❖ The Primary Shopping Area comprises the majority of the town centre F&B offering. It is generally clustered around the High Street and North Street. It includes the likes of Turtle Bay, JD Weatherspoon, Krispy Kreme, McDonalds, Bills, Pret a Manger and Starbucks, Wagamama.
- ❖ Friary Street, which appears to be F&B focused, boasts a range of chain restaurants including Tortilla, YO! Sushi, GBK, Franco Manca and Nando's.
- ❖ There are a number of independent F&B establishments but these appear to be mainly located on the outskirts of the Primary Shopping Area, such as Komo, The Cannon, Five & Lime, Hanki, The Royal Oak, Nuro and Blue Sardinia.
- ❖ Overall there appears to be a comprehensive F&B offering that includes a range of both chain operators and independents.

## Retail and F&B Opening 2021



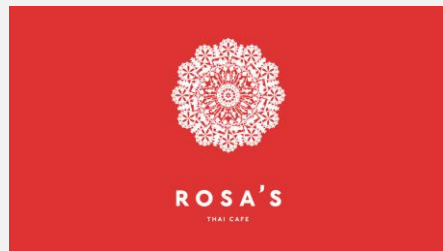
OXFAM

## Retail and F&B closures 2021



# Commercial: Retail and F&B

## Requirements for Retail and F&B - August 2022



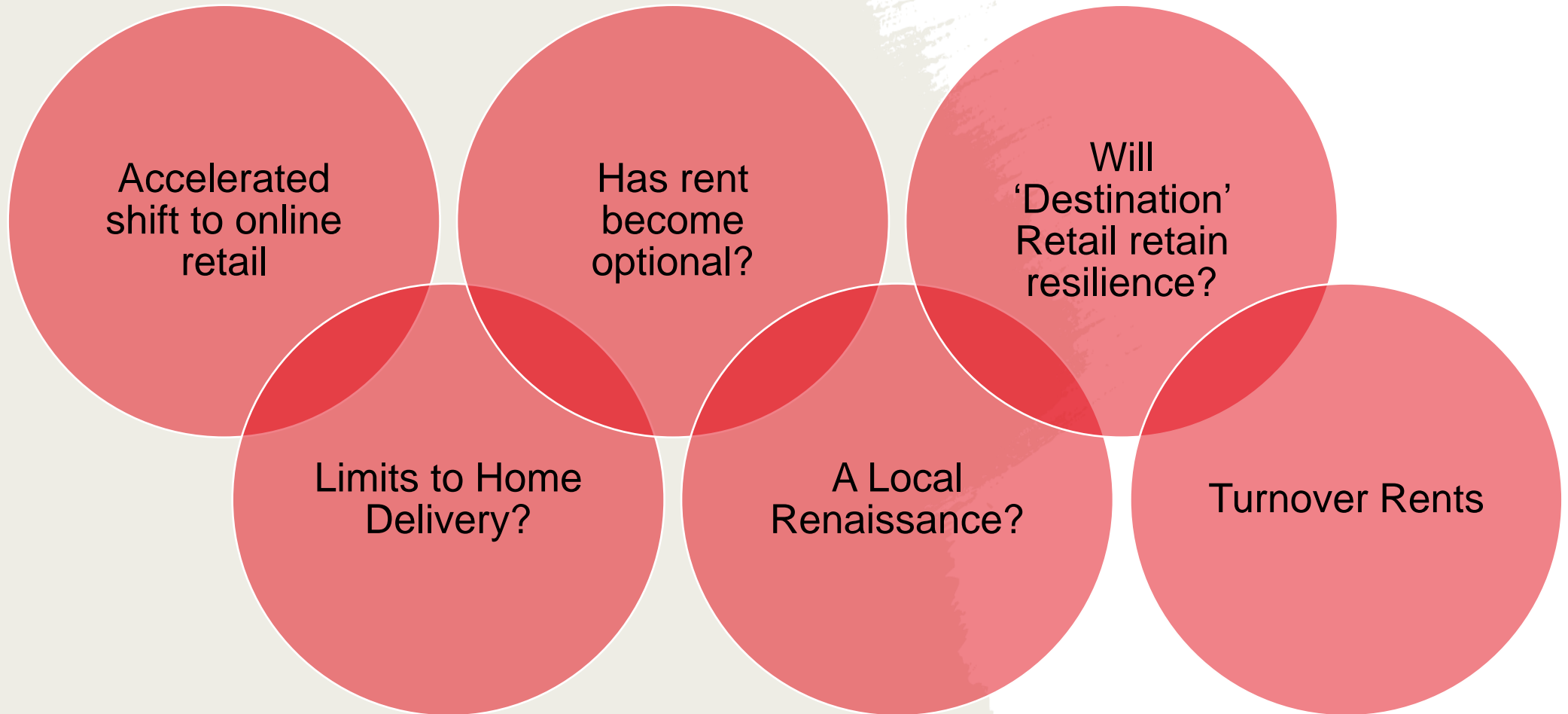
# Commercial: Retail and F&B

## Retail and F&B Trends

- ❖ New establishments focusing on independent and local businesses are increasing Nationally. More independently focused offering is altering the retail and F&B experience creating new, unique and exciting offerings for consumers.
- ❖ Some examples of independent establishments include:
  - Cargo Wapping Wharf, Bristol
  - Newport Market, Newport
- ❖ In the current market, restaurants are shrinking their size requirements, as more independents come into the sector. This has led to restaurants becoming much smaller (1,200 sq ft to 2,000 sq ft) compared to previous trends (3,500 sq ft to 5,000 sq ft).
- ❖ We have also seen the emergence of Food Market Halls, which was previously not a trend in the UK. It has seen the introduction of the Competitive Socialising uses in the leisure sector, with operators such as Bounce, Flight Pub, Swingers and Putt Shack. These operators are taking 15,000sq ft to 30,000 sq ft of space.
- ❖ Some examples of regional food markets include:
  - Altrincham Market, Altrincham
  - Box Park
  - Mackie Mayor, Manchester
  - Hatch, Manchester
  - Baltic Market, Liverpool
  - Stack, Newcastle
  - Lakeside, Essex



# Post COVID-19 Retail Impacts



Source: JLL Research – COVID-19 Impact on UK Real Estate (November 2020)

## Retail

*Guildford is characterised by its reputation for mid-high-end retailers, suited to older and affluent population. There is a lack of quality independent and local retailers, pop-ups which are attractive to younger population.*



### *Strength*

Strong traditional high street and affluent hinterland that supports reputation as a destination high street. However, ranking and attractiveness to other centres had slipped prior to COVID-19.

### *Opportunity*

Increase in the number of daytime occupiers from offices and residents living in the centre will help support existing retailers. Diversify the high street with more 'experience' led retail and leisure facilities.

### *Weakness*

Less provision of quality independent, pop-ups and local retailers which is attractive to the younger population and retail 'experience' is attractive to all generations.

### *Threat*

Changing retail habits and move to online retailing will continue to damage traditional retail irreversibly. Traffic congestion is a threat however, reducing convenient access by car will impact its attractiveness.

# Commercial: Leisure

## Guildford Spectrum Complex:

Guildford Spectrum, which is owned by Guildford Borough Council and managed by Freedom Leisure, occupies a 26 acre site and provides a comprehensive range of leisure facilities all under one roof. The facilities include but are not limited to:

- ❖ An Olympic sized ice skating rink which is used for recreational skating, ice hockey, ice discos and ice pantomimes.
- ❖ Gym and Sports Arena which includes basketball, netball, volleyball, badminton courts as well as two football pitches.
- ❖ Swimming facilities including a leisure pool, 25m swimming pool and a diving pool.
- ❖ Athletics Stadium which is home to multiple athletics clubs.
- ❖ 32 lane bowling alley.
- ❖ Indoor rock climbing walls
- ❖ F&B facilities including Strikes Diner, Costa and Burrito Loco
- ❖ Children's soft play and activities and classes such as gymnastics and dance classes.



GUILDFORD  
**SPECTRUM**  
LEISURE COMPLEX



There are a range of other leisure facilities in and around Guildford, including but not limited to:

- ❖ Odeon Cinema Guildford.
- ❖ Guildford Lido.
- ❖ Woodbridge Road Sports Ground.
- ❖ Surrey Sports park.
- ❖ Air Hop.
- ❖ Guildford Ski Slope.
- ❖ Unplug and Play (board games café).
- ❖ Madhatter's Soft Play.
- ❖ Multiple bowls clubs such as Castle Green Bowling Club and Wey Valley Indoor Bowls Club.
- ❖ Craggy Island Climbing Centre.

With the exception of the Odeon, the above facilities are predominantly located on the outskirts of Guildford Town Centre where there is more available land.

We are aware of the following leisure requirements in Guildford:

EVERYMAN  
CINEMA

David Lloyd  
CLUBS  
Pump Gyms



# Commercial: Hotels

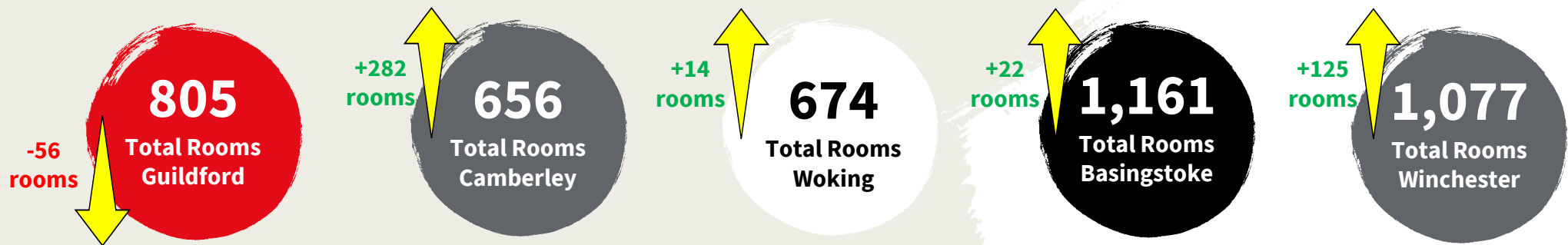


## Existing Supply

Hotel Name	Brand	Grade	Bedrooms	Code
Asperion Hotel	Independent	3 Star	15	GU2 7PF
Barnett Hill Hotel	Independent	4 Star	56	GU5 0RF
Guildford Harbour Hotel & Spa	Harbour Hotel	4 Star	183	GU1 3DA
Holiday Inn Guildford	Holiday Inn	3 Star	168	GU2 7XZ
Holroyd Arms	Independent	2 Star	6	GU2 8AF
Hurtwood Inn Hotel	Independent	3 Star	13	GU5 9RR
Jolly Farmer	Independent	2 Star	4	GU5 0HB
Premier Inn Guildford North A3	Premier Inn	Budget	114	GU1 1UP
The Angel Hotel	Independent	3 Star	22	GU1 3DP
The Mandolay Hotel	Independent	4 Star	72	GU1 2AE
Travelodge Guildford Hotel	Travelodge UK	Budget	152	GU1 1BD

Source: AMPM Guildford Supply 2022

- 732 (91%) of rooms are located within the 'Town Centre' GU1 & GU2
- There is no hotel development pipeline for Guildford.
- A new Hilton in Woking is opening Q4 2022 189 beds.



- Potential demand for a quality, 4\* equivalent, hotel for approximately 90 beds to be located in an attractive part of Guildford town centre. It is noted that many operators have experienced accelerated recovery from the pandemic, with many hotels reporting performance comparative to pre-pandemic levels
- We are aware of active Premier Inn and Travelodge Requirements in the South East of England that includes Guildford, however we believe operators are focusing on locations with a stronger tourism market.

## Potential delivery of a new hotel

*Few quality hotels. Potential that hotels will emerge as local 'hot desk' / 'collaborate' places for colleagues to meet outside of the traditional office as an alternative to commuting to the usual office.*



### *Strength*

Affluence and business, festivals.

### *Weakness*

Lack of current suitable locations.

### *Opportunity*

Research suggests that there is potential demand for a limited range of quality to budget hotels and hotels have experienced accelerated recovery from covid.

### *Threat*

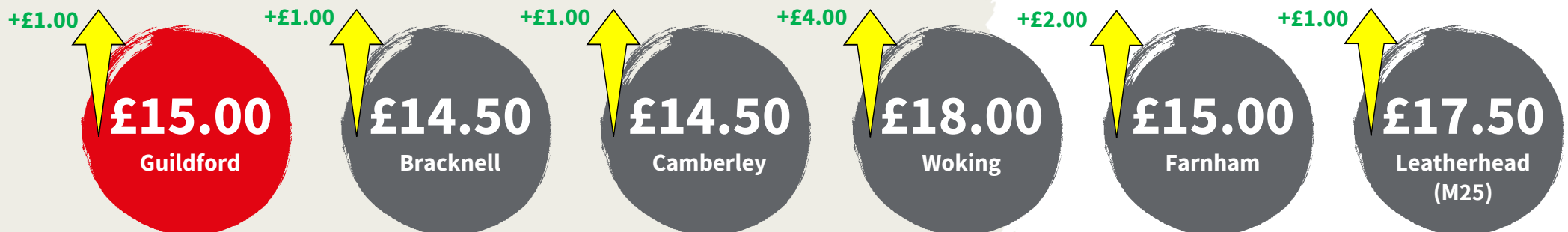
Towns/cities with greater tourist numbers are high priority for hotel operators.

## Guildford Market Overview

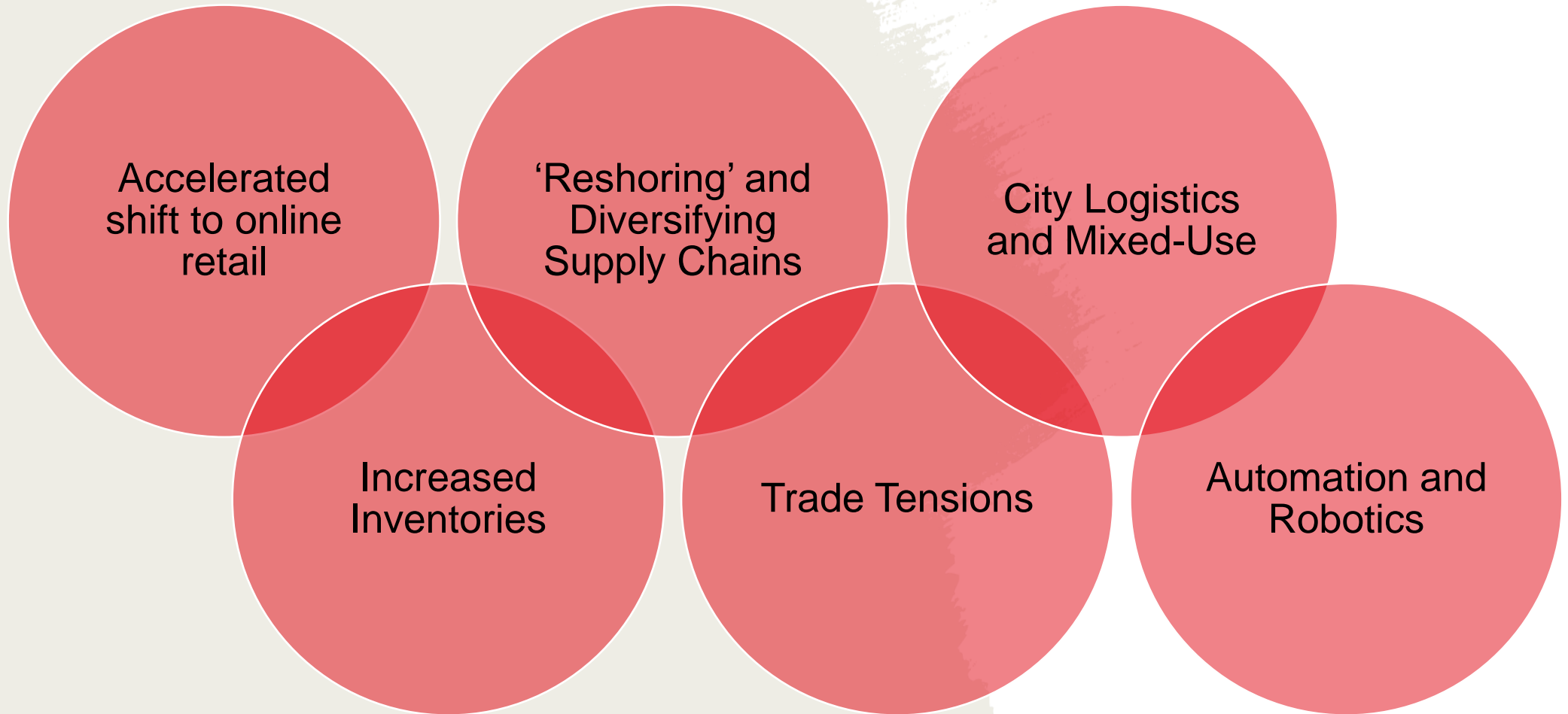
- ❖ Guildford is not traditionally a heavy industry location, which is mainly linked to the affluence of the area. Living in Guildford requires higher wages to support the cost of living and therefore is less able to support a lower cost workforce. As such Guildford is characterised by out commuting. With regards to the motor trade sector Guildford is considered as a regional centre for main dealers.
- ❖ Guildford has seen very little speculative industrial development which has led to a limited development pipeline. However, we consider there would be good demand if new stock was brought forward, particularly on a freehold basis.
- ❖ Traffic congestion and aging long leasehold stock holds back occupiers and reduces the attractiveness of Guildford as an industrial location. This will need to be addressed if Guildford is to become more a more attractive industrial location.
- ❖ Planning permission for both Jewson's builders merchant is proposed to be developed for student housing and the former industrial site recently sold by Lidl at Woodbridge Meadow is proposed for 'Business Box Units' i.e. small self-contained 2 storey office units, are both examples which will increase pressure on current supply.

## Demand

- ❖ If new industrial stock was brought forward we would expect it to be located at Slyfield or close to the A3 by the hospital. New stock should be focused toward the technology and Research and Development sectors.



# Post COVID-19 Industrial & Logistics Impacts



Source: JLL Research – COVID-19 Impact on UK Real Estate (November 2020)



*Achieve  
Ambitions*



# *Conclusions*



# Market Summary



- ❖ In addition to our findings on the previous slides, we provide below an indicative overview of the likely viability of each market sector. The ‘indicative viability’ column is provided as an indicator of whether development is viewed as viable **in isolation and without any abnormal construction costs**.
- ❖ As per our previous comments, the viability of each use, or lack thereof, will need to be decided through further works and consideration of **site specific** characteristics to deliver a balance of political, financial and strategic objectives. The tables below provide a high-level overview of the viable land uses across Guildford.
- ❖ In a placemaking context and on the correct site, the more viable land uses could be used to offset the provision of less viable land uses.

Sector	Developer Demand	End User Demand	Indicative Viability	Comment
<b>Residential - Private</b>	High	High	Green	Good residential demand, particularly for BTR within 10 mins walk of the station. In the short term the private sector to deliver high density housing on sites such as the Debenhams department store and North Street Development and continued PDR on town centre offices. The opportunity to provide a mixture of tenure and sizes to meet range of demand, particularly, young, family housing with private open space and retirement. The balance of providing family homes and private car parking spaces will be an issue.
<b>Residential - Affordable</b>	High	High	Green	Good demand from affordable housing providers. Value anticipated to be less than that of traditional residential developers but we are seeing RP’s becoming increasingly competitive; buoyed by Homes England grants and strong delivery targets.
<b>Retirement</b>	High	Medium	Green	Low demographics indicates good retirement demand for central locations. Less depth to the market than for traditional residential. Competition from more popular retirement destinations (e.g. Winchester, Alton, Chichester). Less car reliant.
<b>Students</b>	High	High	Green	Good demand for student housing due to the relatively low proportion of Purpose Built Student Accommodation (PBSA) and Council resistance to further private rented housing becoming HMOs. Could be car free development.
<b>Care</b>	High	High Medium	Green	Growing demand in line with aging population national trends. There is a shortfall of beds in Guildford and this is anticipated to grow in the next 10 years. We expect there to be good developer and end user demand in the short and medium term.
<b>Co-Living</b>	Low	Unproven	Red	This is an emerging market, with only one scheme providing a small offering of Co Living units. At present we do not believe it to be mature enough to benefit Guildford, however, this sector should continue to be monitored.
<b>PRS/Build-to-Rent</b>	Medium	Medium	Yellow	Growing regional demand for BTR/PRS products as proven in Bracknell and Reading. Guildford is an immature market but demand should be good due to its excellent rail links to London. Network Rail / Solum JV is a significant BTR development which should be completed and not compete with following development opportunities within the town centre that would favour BTR/PRS development. Less car dependant compared to private and affordable housing.

# Market Summary Continued



Sector	Developer Demand	End User Demand	Indicative Viability	Comment
<b>Traditional Offices</b>	Medium	Medium	Yellow	Guildford prime rents (£35 psf) are at a level that makes speculative office development viable in the correct location. A sustainable location to attract both blue chip companies and CSR minded will seek excellent public transport, in particular close access to the train station and town centre amenities. PDR to residential is absorbing some low quality stock. Following the pandemic many businesses are recalibrating how their offices will be used in the future. Initial trends suggest that the density of desks within an office will be replaced by more collaborative and quiet areas to improve the health and wellbeing of staff in the office. Car parking spaces to be replaced with changing rooms and cycle storage. Attracting and retaining talent will be local, regional and international factor. Lack of CBD and sites is hindering development.
<b>Co-working / Flexible Offices</b>	Medium	Medium	Yellow	End user demand is anticipated to grow as a result of COVID-19 and a move towards more flexible working patterns. The provision of quality flexible offices / co-working will help fill the gap between an organisation renting poor quality offices full time and a larger organisation wanting a local 'satellite' office without committing to renting a traditional office. Likely to be good demand from providers/developers such as Arena and Incuhive.
<b>Life sciences / Incubator</b>	Low	Low	Red	Very limited due to no demand at present. Guildford does not have a strong enough 'pull' compared to other locations such as the 'Golden Triangle' of Oxford / Cambridge / London.
<b>Retail</b>	Low	Low	Red	A market in transition. Significant pressures on the sector have been accelerated and exacerbated by the COVID-19 pandemic. Nationally we are experiencing the rationalisation of traditional high street retail offerings and the growth of independent retailers and/or experience led retail offerings. In the long term the relative affluence of Guildford and university presence will support some brands which require an on street presence. GBC will need to consider the impacts on the existing high street by a potential shift of influence towards the river.
<b>Food &amp; Beverage</b>	Low	Medium	Yellow	Contracting space requirements from operators with an emergence of independent interest in the sector. With a rebasing of rents, and landlords having to accept lower covenant strength in the face of significant over supply, will create more opportunities for start-up and entrepreneurs.
<b>Leisure</b>	Low	Medium	Yellow	Most of the leisure offering is quite dated, and with the exception of the Odeon Cinema, is located on the outskirts of the town. Opportunity for a boutique cinema and higher quality/refurbished multi-plex cinema, as an anchor to the town centre. Large cinemas are not viable without significant capital contribution, but valuable to attract custom to F&B operators nearby. Everyman Cinemas and David Lloyd have requirements for Guildford.
<b>Museums/ Culture</b>	Low	Low	Red	Difficult for museum and cultural offerings to present viable development opportunities. Opportunity to build upon existing historical and cultural interests. Potential to harness and expand 'Tech' festivals and gaming industry.
<b>Hotel</b>	Low	Medium	Yellow	Premier Inn and Travelodge have requirements for the South East however the budget market in Guildford appears to be saturated. There should be demand for a quality 4* equivalent hotel of approx. 90 beds. Many operators have experienced accelerated recovery from the pandemic, with some reporting performance comparative to pre-pandemic levels. Hotel demand will follow, not lead, other uses such as office development. Currently lack of suitable high quality sites.
<b>Industrial</b>	High	High	Green	Strong demand and low vacancy rates. Much of the existing stock within the Woodbridge Meadow area is held on long leases from GBC and suffers from low specification and lack of speculative buildings, which supports latent demand for new speculative development. An alternative location for replacement industrial uses will need to be identified.

# Town 'Gaps / issues'



	Town Gap	SWOT	Real Estate Reaction
1	<p><b>Life Satisfaction</b></p> <p>Guildford's life satisfaction is below the England average (7.38) and has been decreasing since its peak in 2014/2015. Guildford is also slipping behind competing towns and cities such as Woking and Epsom.</p>	Strength, Threat, Opportunity & Weakness	<p><b>Strength:</b> Affluence and employment opportunities/businesses.</p> <p><b>Threat:</b> Residents move to more affordable and attractive towns, which reduces the skilled labour supply (talent) and retention of spending in Guildford.</p> <p><b>Opportunity:</b> Increase availability and quality of affordable housing. Provide a wider variety of retail to suit all socio-economic backgrounds. Increase employment opportunities by attracting large occupiers. Increase and enhance in town open spaces.</p> <p><b>Weakness:</b> Lack of affordability in terms of housing options and leisure.</p>
2	<p><b>Retain working age population</b></p> <p>Guildford's working age population is predicted to decrease significantly between now and 2030.</p>	Strength, Threat, Opportunity & Weakness	<p><b>Strength:</b> Having a strong working population is attractive to corporates and retains talent and spending within Guildford.</p> <p><b>Threat:</b> The working age population seek more attractive alternative places to live, work and play if Guildford doesn't diversify.</p> <p><b>Opportunity:</b> Provide employment opportunities across all sectors for the working age demographic.</p> <p><b>Weakness:</b> Guildford currently caters for the affluent population but needs to diversify to appeal to a wider audience from a live, work and play perspective.</p>
3	<p><b>Peripheral Affluence</b></p> <p>Across almost all real estate sectors, Guildford performs better on its periphery than it does in its centre. Guildford has traditionally had a strong retail high street, but compliancy and change in retail trends has not yet attracted a strong and local based retail experience. This is leading to an underperformance in central locations.</p>	Strength, Threat, Opportunity & Weakness	<p><b>Strength:</b> Guildford has above average affluence in the Borough.</p> <p><b>Threat:</b> More affordable towns / cities attracting residents and businesses.</p> <p><b>Opportunity:</b> Providing equal opportunity for all socio economic groups. To deliver high-quality development in central locations and give people a compelling reason to consider living more centrally.</p> <p><b>Weakness:</b> Leakage to other locations that are comparably accessible but better town / city amenities, culture and experiences (e.g., Winchester to the south east, Reading to the north east). This draws people away from Guildford leading to numerous interdependent limitations in the town.</p>



# Town 'Gaps / issues'



	Town Gap	SWOT	Real Estate Reaction
4	<p><b>Corporate Presence</b></p> <p>Availability of talent and graduates is key to attract corporates. Guildford has one good sized high education establishment, the University of Surrey located on the edge of town centre, but there is little opportunity to retain students once graduated.</p>	<p>Strength, Threat, Opportunity &amp; Weakness</p>	<p><b>Strength:</b> Guildford has an established office market with a reasonable pool of talent and located within a convenient drive and train times of the principal southern airports of Heathrow and Gatwick.</p> <p><b>Threat:</b> Towns/cities with office space and talent are attracting major corporations and inward investment. A relatively modern university reliant on out performance on a smaller number of specialisms such as computing, programing and gaming. Research funding with the University may be lost when businesses such as Philips who has research ties, might be lost when business relocate away from the region. Higher cost of living and / or insufficient PBSA might drive away international students and retention of graduates.</p> <p><b>Opportunity:</b> Medical, tech and gaming industry has a pool of talent employees/graduates to drive innovation.</p> <p><b>Weakness:</b> Lack of Grade A office space in town centre is not attracting blue-chip companies. Not a diverse university curriculum, e.g., no medical (doctor/ pharmaceutical) courses supporting life sciences sector.</p>
5	<p><b>Urban Living</b></p> <p>In residential terms, shifts in demographics and macro trends are making all forms of residential important to towns/cities who are looking to secure diversity of affordability at scale.</p>	<p>Strength, Threat, Opportunity &amp; Weakness</p>	<p><b>Strength:</b> Excellent commuter train services to London and region.</p> <p><b>Threat:</b> Relatively high cost and acute lack of affordable housing could lead to residents finding more affordable alternatives.</p> <p><b>Opportunity:</b> More provision by Registered Providers and affordable tenures , BTR and private housing to cater for young working age population. Relatively few elderly live in the town centre, therefore opportunity for more retirement and care housing.</p> <p><b>Weakness:</b> High cost and traffic congestion affecting bus travel. Lack of cycling infrastructure.</p>

# Town 'Gaps / issues'



	Town Gap	SWOT	Real Estate Reaction
6	<p><b>Viability Gap: Grade A Office Space</b></p> <p>Grade A office rents are currently around £35 per sq ft, which should make speculative office development viable. However a headline rent has been achieved at £37.50 psf on new relatively small letting. There is no further speculative development in the town centre.</p>	Threat, Opportunity & Weakness	<p><b>Weakness:</b> Guildford is suffering from a 'flight to quality' and its office market position is slipping to other regional locations, where vacant modern stock is being refurbished to Grade A standard and/or new speculative offices are available. Lack of town centre supply benefitting from centre amenities, is holding back the market.</p> <p><b>Opportunity:</b> Top quality office space – the opportunity for the town to accommodate the physical building attributes to attract world class occupiers. Providing sites in a cluster, close to the train station and town centre, i.e., creating an identifiable CBD would improve the attractiveness to the market, for both investors and occupiers. The Council could take an active role in delivering sites for Grade A space and give the market confidence that rents in excess of £35 per sq ft are achievable. Having completed speculative office space would allow occupier requirements and should result in the best chance for deliverability. Daytime footfall of office workers provides economic spend on the high street during the business days. Likely increased demand for innovation or incubator space – to grow your own new businesses, potentially in collaboration with a partner(s).</p> <p><b>Threat:</b> Continued leakage from Guildford of quality international businesses to competing locations may also lead to loss of skilled workforce. Loss of interdependent benefits to other markets – corporate trade to hotels being a prime example.</p>
7	<p><b>Retail</b></p> <p>Characterised and reputation for mid-high-end retailers, suited to older and affluent population. There is less provision of quality independent and local retailers, pop-ups which is attractive to younger population, therefore there is likely to be demand for more start-up / local retailers including food &amp; beverage, but lower tenant covenant strength.</p>	Strength, Threat, Opportunity & Weakness	<p><b>Strength:</b> Strong traditional high street and affluent hinterland supports reputation as a destination high street. Distance to competing towns such as Camberley, Kingston etc. with quality shopping centres will continue to attract closer regional shoppers. However, ranking and attractiveness in comparison to other town centres has slipped even before COVID-19.</p> <p><b>Weakness:</b> There is less provision of quality independent, local retailers and pop-ups which is attractive to the younger population and retail 'experience' is attractive to all generations.</p> <p><b>Opportunity:</b> To bring more daytime occupiers from offices and community of residents living in the town centre will help support the existing retailers. Therefore, there is likely to be demand for more start-up / local retailers including food &amp; beverage, but lower tenant covenant strength. Start up companies likely to benefit from lower rents. The changing habits of consumers has meant there is now a need for towns/cities to provide experiences alongside the retail and develop a personality built around authentic independent retailers who add to the brand and enhance the experience. Opportunity to diversify high street with more 'experience' led retail and leisure facilities.</p> <p><b>Threat:</b> Changing retail habits and move to on-line retailing exacerbated by COVID-19 and more home working will continue to impact traditional retailing. Possible short-term rebasing of lower retail rents and permanent loss of quality tenant covenants. This is a nationwide issue. Continued congestion is a threat, however reducing convenient access to the town centre by car will also impact attractiveness and footfall.</p>

# Town ‘Gaps / issues’



	Town Gap	SWOT	Real Estate Reaction
8	<p><b>Viability Gap: Hotel</b></p> <p>Few quality hotels. Potential that hotels will emerge as local ‘hot desk’ / ‘collaborate’ places for colleagues to meet outside of the traditional office as an alternative to commuting to the usual office.</p>	Strength, Threat, Opportunity & Weakness	<p><b>Strength:</b> Attractive town and regional setting with low crime rate.</p> <p><b>Threat:</b> Towns/ cities with improving business and culture will be a focus for new hotel development.</p> <p><b>Opportunity:</b> The hotel market has bounced back quicker than originally anticipated with many seeing pre-COVID levels. Research suggests that there should be demand for a quality 4* equivalent hotel of approximately 90 beds. Hotel demand will follow, not lead, other uses such as office development.</p> <p><b>Weakness:</b> No current suitable available locations. The budget market is currently saturated. Due to Currently lack of suitable high-quality sites.</p>
9	<p><b>Sustainability</b></p> <p>Few quality open public spaces and green spaces. Dapdune Wharf the National Trust estate fronting the River Wey is a valuable asset providing green space but does not provide free unrestricted access to the public.</p> <p>Net Zero Carbon – The talent of tomorrow is the biggest advocate for environmental change, and you need to address this from a Town wide and buildings perspective.</p>	Strength, Threat, Opportunity & Weakness	<p><b>Strength:</b> The River Wey. Dapdune Wharf National Trust estate. Public canal paths.</p> <p><b>Threat:</b> Further development in the floodplain without mitigation.</p> <p><b>Opportunity:</b> To ensure climate resilience and accelerating the net zero carbon transition, enabling healthy people and environments and creating a fair, inclusive and resilient society. For new development and buildings to exceed minimum sustainability standards and set higher standards. Net Zero Carbon should be the backbone of decision criteria. Opportunity to insert higher quality urban open areas and green spaces within the town centre. Opportunity to encourage modal shift from car reliance and address traffic congestion and air pollution.</p> <p><b>Weakness:</b> Much of the potential development sites are within the floodplain and mitigation should not have unintended consequences inside or outside of the town centre. Mitigation costs may result in development being unviable without significant grant funding. Seeking higher sustainability standards is likely to reduce land value. Traffic and noise congestion from vehicles.</p>

# Town 'Gaps / issues'



	Town Gap	SWOT	Real Estate Reaction
10	<p><b>Multi-modal Transport</b></p> <p>As an historic town, Guildford is constrained by the existing road layout and limited bridge crossings over the river and rail line which result in considerable traffic congestion and relatively high level of collisions. Many commuters using Guildford Train Station park next to the station in the multi storey car park. With an affluent hinterland and public transport which is unlikely to satisfy rural dwellers, this will place continued car reliance into conflict with reducing commuting into the centre of Guildford.</p> <p>Declaration of climate emergency will increase pressure on private motor car dependence going forward.</p>	<p>Strength, Threat, Opportunity &amp; Weakness</p>	<p><b>Strength:</b> The A3 London – Portsmouth provides good road connections north - south and to the major airports of Heathrow and Gatwick, but no orbital or through route. There are some Park and Ride facilities but pricing and perception that buses are also caught in the congestion reduces use of public transport. The train station is centrally located and well used by in-commuting and out-commuting.</p> <p><b>Threat:</b> Changing habits and moving people away from car dependence will be difficult. This is a nationwide issue. Whilst Guildford Train Station remains a principal location to commute from, many of those commuters will demand to be able to park their car next to the station, thus eliminating this car usage will be difficult.</p> <p><b>Opportunity:</b> To bring forward and set an example in sustainable travel. Guildford needs to balance the needs of town centre accessibility by car and the direct income provided by town centre car parks, with reducing car dependence. Reducing congestion and travel times on public transport whilst increasing frequency should improve utilisation and attractiveness of the park and ride services, particularly of rural dwellers. Opportunity to increase the in-town office market, which can be less dependent on car usage, if public transport is improved. The potential bridge link between the University and the Guildford Business Park would enable employees to walk/cycle easily and safely to the town centre and bus station. New local train stations?</p> <p><b>Weakness:</b> Congestion is a well-known problem and deter developers and occupiers of all sectors. The Park and Ride services suffer from the congestion and anecdotally uptake is poor. The outside developer and end user markets typically favour opportunities with good provision for the car users, however Guildford will be challenged by providing car parking spaces for additional new residential development which could exacerbate the congestion. Sustainability is rising up the agenda for investors and developers. Locations that do not strive for excellence in sustainability could get left behind. Delivery of the new train station at the hospital is likely to be linked to funding from development of Blackwell Park to the west.</p>



*Achieve  
Ambitions*



*Thank you*

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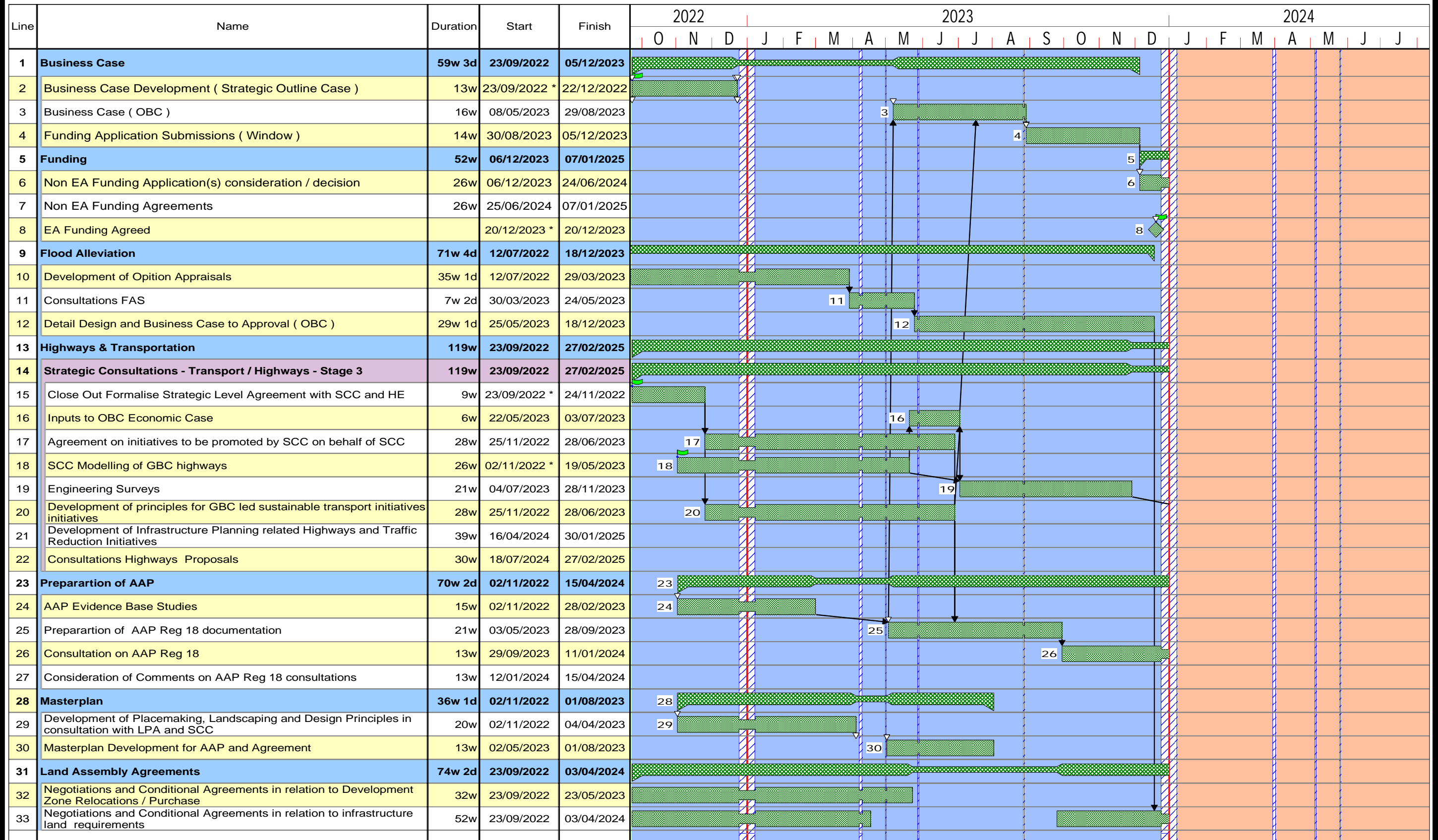
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# SGF Master Programme Sep 22v2

## STAGE 3 ROADMAP

06/09/2022

Gleeds



Milestone Appearances

◆ Start Milestone

Drawn by: Planner - Chart Properties

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Revision No. A

Notes:

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# SHAPING GUILDFORD'S FUTURE

## ENGAGEMENT REPORT



REPORT PREPARED BY FORTY SHILLINGS  
AUGUST 2022

# SHAPING GUILDFORD'S FUTURE

## ENGAGEMENT REPORT

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AUGUST 2022

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5. Webinar #1 What are the challenges and opportunities for the town over the next 20 years? 14 <sup>th</sup> December 2021	
6. Webinar #2 How can we ensure the plan for our town is sustainable? 18 <sup>th</sup> January 2022	
7. Webinar #3 How can we improve the town's transport, infrastructure, housing and local economy? 22 <sup>nd</sup> February 2022	

8. Webinar #4

What Guildford residents say? – feedback from  
our engagement.

15<sup>th</sup> March 2022

9. Stakeholder and community workshop

10. Media coverage

(Social & traditional media)

11. Focus Groups

## EXECUTIVE SUMMARY

This comprehensive report details all the feedback from the Shaping Guildford's Future engagement activity undertaken between December 2021 and March 2022.

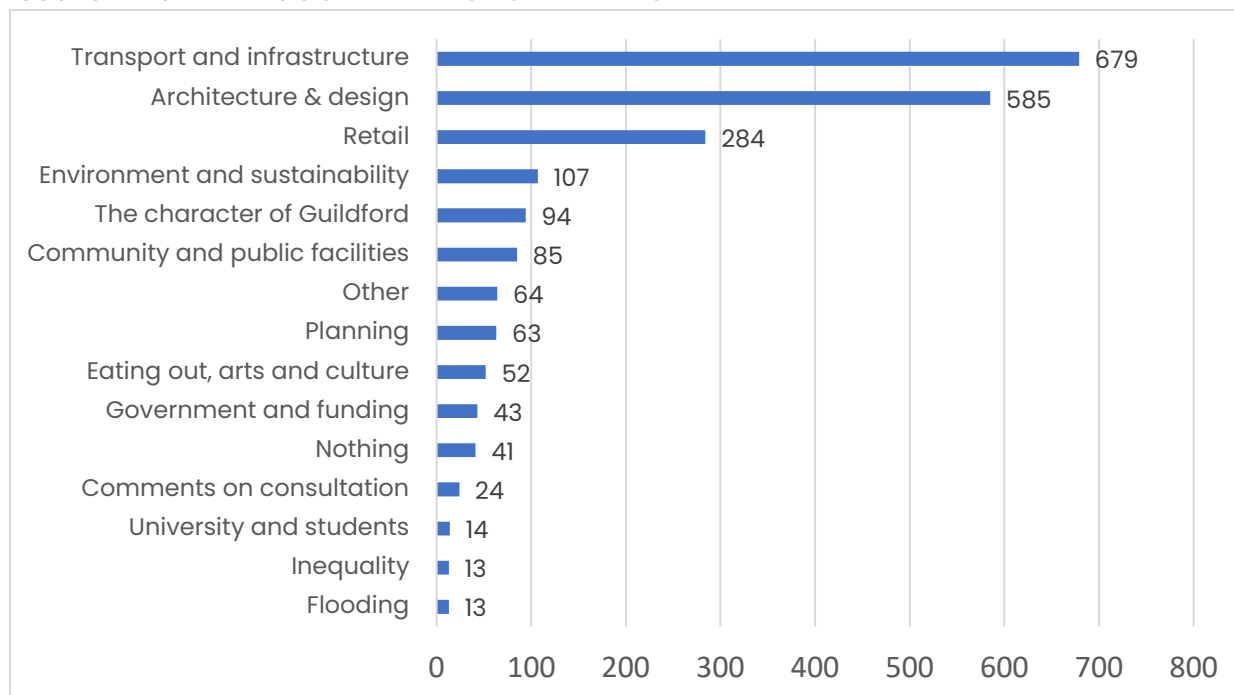
It explores issues that will shape Guildford Borough Council's town centre masterplan.

The report details the feedback that has been submitted through the engagement process that involved town centre stalls, webinars and a stakeholder and community workshop. This report covers:

- The feedback from an independently commissioned opinion poll of residents living in Guildford and follow-up focus groups.
- 512 completed questionnaires via the engagement website's online feedback form.
- Almost 4,000 questions and comments submitted to the engagement activities.
- 480 comments from people visiting The Hive (formerly Park Barn social centre) as part of a separate engagement campaign.
- 330 questions and comments submitted through the programme of webinars.
- Extensive engagement through social media with 100,000 impressions and 1,724 direct interactions.

We received 2,749 comments via the online response form, the webinar programme and through engagement on social media. All of these comments are detailed in this report. Most of the comments related to transport and infrastructure, architecture and design and retail.

### ISSUES RAISED THROUGH THE ENGAGEMENT ACTIVITY



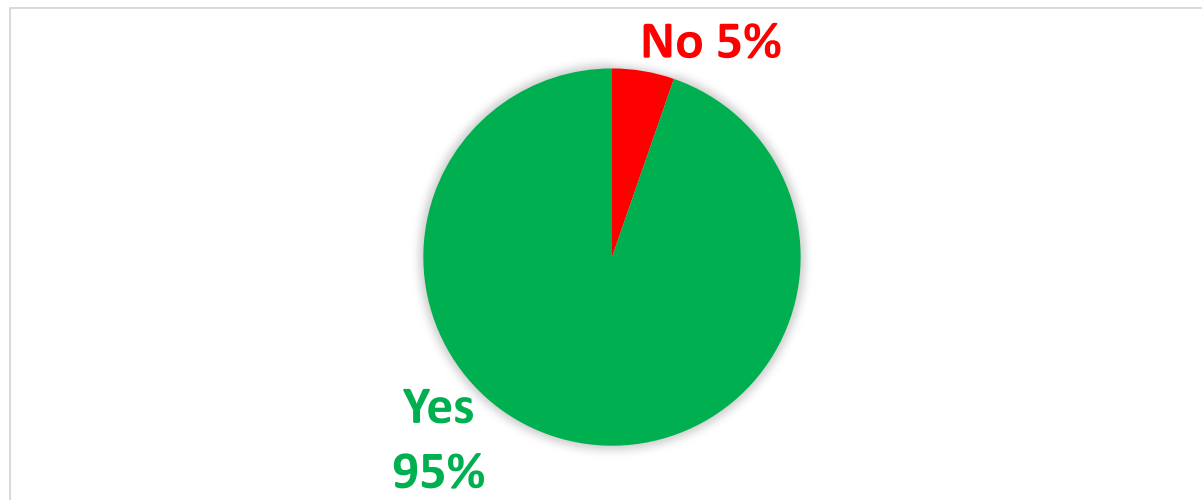
*Issues raised through the online response form, webinar programme and social media engagement.*

The responses have been wide-ranging and often contradictory. For example, our online feedback form found that **architecture and design** was the thing that people most liked about Guildford, most disliked about Guildford and what they most wanted improved. The opinion survey found that Guildford's **retail offer** was what they most liked about Guildford but also what they most disliked and what they most wanted improved.

But there are several conclusions that we can pull out of the data:

There is overwhelming support for enhancing and making more of Guildford's riverside. In our online response form, **94% of people agreed that Guildford's riverside area should be improved** and **95% wanted to see the riverside opened up and made more of an attraction in the town centre**. The opinion poll also found that 94% wanted to see the riverside opened up and made more of an attraction in the town centre.

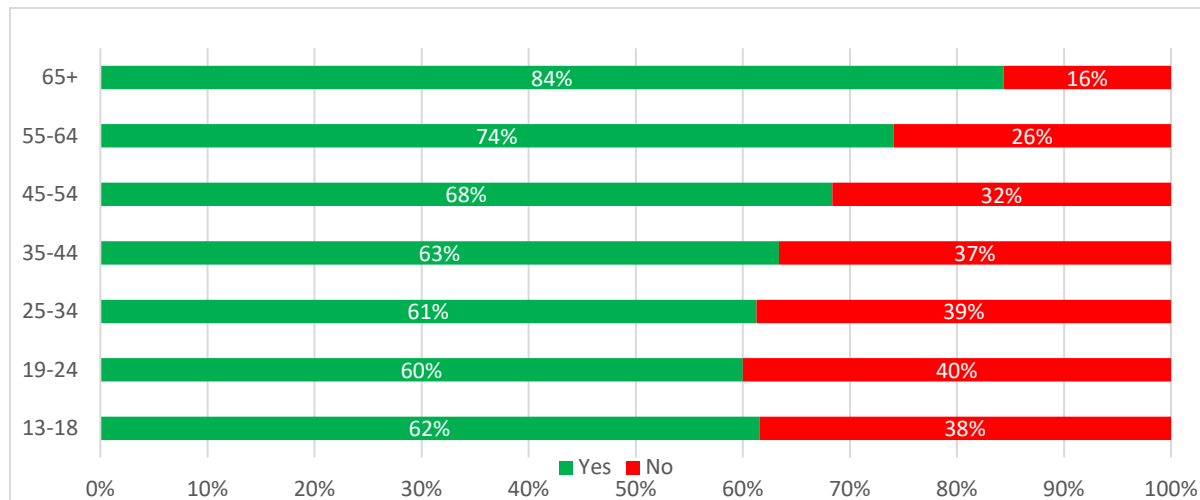
DO YOU WANT TO SEE THE RIVERSIDE OPENED UP AND MADE MORE OF AN ATTRACTION IN THE TOWN CENTRE?



*Response to the online feedback form on opening up the riverside.*

But on other issues, there was a more nuanced response. The opinion poll found that **61% of people would NOT like to see more housing built in the town centre** – only 39% do. However, our online response form found that **72% of people would like to see more housing in the town centre to reduce development pressure on the Green Belt**. Interestingly, this statement is supported in greater numbers by older people – 84% of over 65s support this statement. This therefore illustrates responses differ depending on how the question/argument is framed (and has significant implications for how Guildford Borough Council promotes its masterplan moving forward).

WOULD YOU LIKE TO SEE MORE HOUSING IN THE TOWN CENTRE TO REDUCE DEVELOPMENT PRESSURE ON THE GREEN BELT?



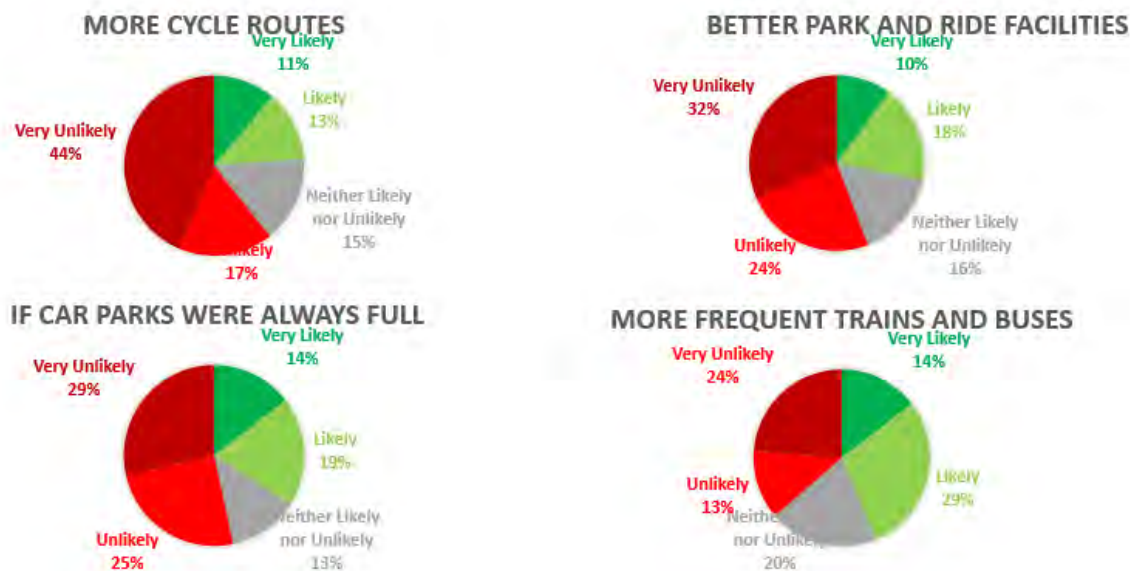
Response to the online feedback form on housing development in the town centre, shown by age breakdown.

There is a similar situation with traffic and transport. In our online feedback form, **76% said they would like to see fewer cars in the town centre.** However, our opinion poll showed that 54% of people who took part, claim they currently travel into Guildford by car or motor vehicle. Of those that travel by motor vehicle, there was a reluctance to embrace more sustainable forms of travel:

- Just 24% (against 61%) were likely to change travel patterns if there were more cycle routes
- 28% (against 56%) were likely to change travel patterns if there were better park and ride facilities
- 33% (against 54%) were likely to change travel patterns if car parks were always full
- 43% (against 37%) were likely to change travel patterns if there were more frequent trains and buses



OF THOSE THAT TRAVEL BY CAR OR MOTOR VEHICLE, WOULD YOU CHANGE IF....



Forefront Opinion Poll, March 2022.

This would imply that improving the frequency of trains and buses would have the most support in changing travel patterns and reducing the number of cars in the town centre.

These themes around housing and transport were explored further during two focus groups. The first group focused on housing and was held with those who had rejected housing in the town centre.

The main problem for this group was they saw housing as causing more problems than it solves. They viewed it through the lens of existing pressures on the town centre when it comes to traffic, associating more homes with more pressure. There was heavy criticism of 'piecemeal development' and a strong desire for new housing proposals to be part of a broader plan to regenerate the town centre offering a potential means of persuading these people. If new housing proposals can be firmly framed as part of a broader vision for the whole town centre, they are more likely to be received positively.

The second group focused on transport and was held with those who had said they wouldn't change driving habits. Again, this group was very focused on the sense that the town centre is in decline and they had little confidence that it could be restored to the thriving, appealing place they want it to be again

The traffic issues are seen as part of this story of decline – another proof point that the town centre is on the way down. When probed on modal shift, there was an openness to change and an acceptance that things can't continue as they have been. But, the bigger issue still dominates: "If they don't make the centre any better, they won't have to worry about the traffic!"

They were most open to park and ride schemes but cost and convenience (frequency of buses) were significant hesitations. Interestingly, there was broad support for pedestrianisation of the town centre, but again, provided it's part of a bigger plan for the whole town centre. They don't have the answers, but they're looking for leadership. They want to be consulted, but then they want direction and a decision.

As part of the engagement activity, we worked closely with *The Hive* to ascertain feedback from people who use the centre. The main comments were:

- The majority of respondents said it was easy to travel into the town centre.
- The best features mentioned the most were the Castle Grounds, Tunsgate and the High Street with the bus station and empty shops listed as the most common worst features.
- Most felt the town centre is safe and welcoming though there is "always room for improvement."
- The majority did not think that Guildford is affordable and many asked for free family events in the town centre, amongst other things.
- A nicer riverside was the most popular reason given to make people visit the town centre regularly.

On 8 March 2022, we held a stakeholder and community workshop to explore some of the emerging issues in more detail. Local stakeholders and those that had responded to the online feedback form were invited. Most of those that attended were most interested in talking about transport and infrastructure with differing opinions and attitudes towards cars in the town centre, the gyratory and cycling. It reinforces the challenges Guildford has in developing a sustainable transport strategy that enjoys overwhelming public support.



Photo of the stakeholder and community workshop, March 2022.

## SUMMARY

Guildford residents are generally supportive of the Council's vision for a revitalised town centre.

They want to see the riverside area opened up and made more of an attraction.

They support more homes and more pedestrian friendly areas but only when framed as part of a broader vision for the whole town centre.

Residents are looking for leadership and a clear plan for the town centre.

We would recommend that this report is circulated within Guildford Borough Council and amongst the professional design team that are developing the emerging masterplan for the town centre.

The feedback should inform the project moving forward and the associated communications strategy.

## BACKGROUND

Guildford is a highly desirable and successful town with a unique character. However, over time there has been a decline which needs to be addressed to re-establish its standing in Surrey and the wider region.

It's clear that Guildford needs a resilience and growth plan to make sure that the town continues to be competitive, attract inward investment and new business opportunities. The Council's ambition is to breathe new life into the town by opening up the riverside, reducing congestion, improving alternative, sustainable and affordable transportation as well as making the centre a more attractive place to live, work and visit.

In July 2020, the Council agreed to bring forward an ambitious town centre masterplan. From the outset, the Council was keen for there to be a genuine attempt to find out what people think about Guildford – the good and the bad – and what they want to see in the future as its plans move forward.

So, in December 2021, the Council launched Shaping Guildford's Future – a programme of engagement activities to find out the views of people living and working in Guildford including businesses, strategic partners and organisations.

This engagement included:

- A series of four webinars open to all.
- A stakeholder and community workshop.
- Three pop-up stalls in the town centre at the Farmer's Market, North Street Market and at the Friary.
- Engagement activity at The Hive (formerly Park Barn social centre).
- Opinion polling from a genuine representative sample of 391 residents with nine questions asked via telephone over a 6-week period.
- Follow-up focus groups to explore relevant themes.
- Posters and banners at 36 key sites across the town centre.
- Printed feedback forms and flyers distributed to council offices, Spectrum, G-Live, The Guildhall, museums and retail outlets.
- A specially commissioned video and several articles written for the media and regular posts across the Council's social media channels.



One of the engagement pop-up stalls in the High Street, Guildford.



One of the engagement pop-up stalls at the Friary

The report details the feedback that has been submitted through the engagement process. We have received a huge amount of interest and feedback from residents, including:

- 512 completed questionnaires via the engagement website's online feedback form.
- Almost 4,000 questions and comments submitted to the engagement activities.
- 480 comments from people visiting The Hive (formerly Park Barn social centre) as part of a separate engagement campaign.
- 330 questions and comments submitted through the programme of webinars.
- Extensive engagement through social media with 100,000 impressions and 1,724 direct interactions.

This is only the beginning of the journey and all the views submitted so far will help shape the project prior to detailed design and implementation.

# SHAPING GUILDFORD'S FUTURE

## ANNEX 1: ONLINE FEEDBACK (HEADLINE DATA)

REPORT PREPARED BY FORTY SHILLINGS  
AUGUST 2022



# BACKGROUND

- An online questionnaire was available for people to complete on the project website for just over 14 weeks (8<sup>th</sup> December 2021 to 18<sup>th</sup> March 2022).
- It asked what people liked and disliked about Guildford; How things could be improved with specific questions about travelling around town, the number of cars in the town centre, opening-up the riverside and housing.
- There was a total of 1,772 comments with the top three issues mentioned:
  1. Architecture and design
  2. Retail
  3. Congestion

**SHAPING GUILDFORD'S FUTURE**

## Have your say

**Guildford is a highly desirable and successful town with a unique character. However, over time there has been a decline which needs to be addressed.**

The look of our high street shops is changing and we need more housing which people can afford. Traffic congestion and gridlock around the gyratory has resulted in poor air quality. There remains a threat of flooding, which with poor architecture and public realm are all key issues to be discussed.

It's time to focus on these challenges and refresh the town's assets particularly the River Wey Canal. We agreed in July 2020 to bring forward an ambitious town centre masterplan. We want to show how by having a strong vision we can achieve so much more.

A key part of this is to find out the views of people living and working in Guildford. This questionnaire is just one of the ways for you to have your say.

We will continue to engage with you throughout the process by holding webinars and workshops. For other ways to get involved visit [www.shapingguildford.co.uk](http://www.shapingguildford.co.uk)

We look forward to your thoughts and comments to help shape Guildford's future.

### 1. About you

Name

Phone

E-mail

Postcode

What is your age?  
 13-18  19-24  25-34  35-44  45-54  55-64  65+  Prefer not to say

What is your gender?  
 Male  Female  Prefer not to say  Other

I am happy to share my contact details and a copy of my responses with organisations working with Guildford Borough Council on the masterplan development for analytical purposes.\*  
 Yes  No

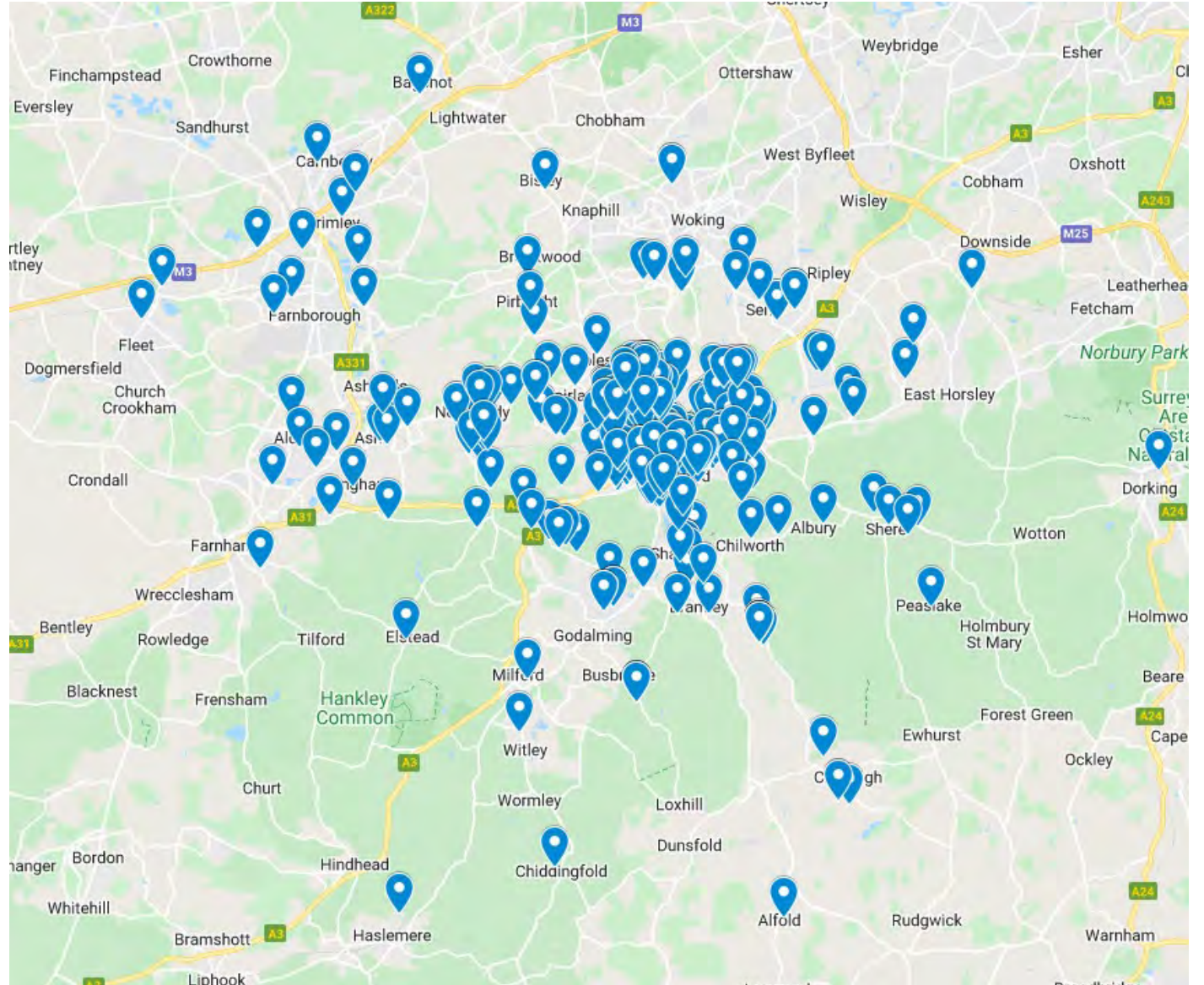
\* How will we use your data? By filling in this form you are agreeing that Guildford Borough Council and its professional consultant team can hold and process your personal data in relation to this have your say exercise. We will not sell data for commercial purposes. Please see our privacy policy (on [www.shapingguildford.co.uk](http://www.shapingguildford.co.uk)) for full details.

**Please turn over for further questions.**

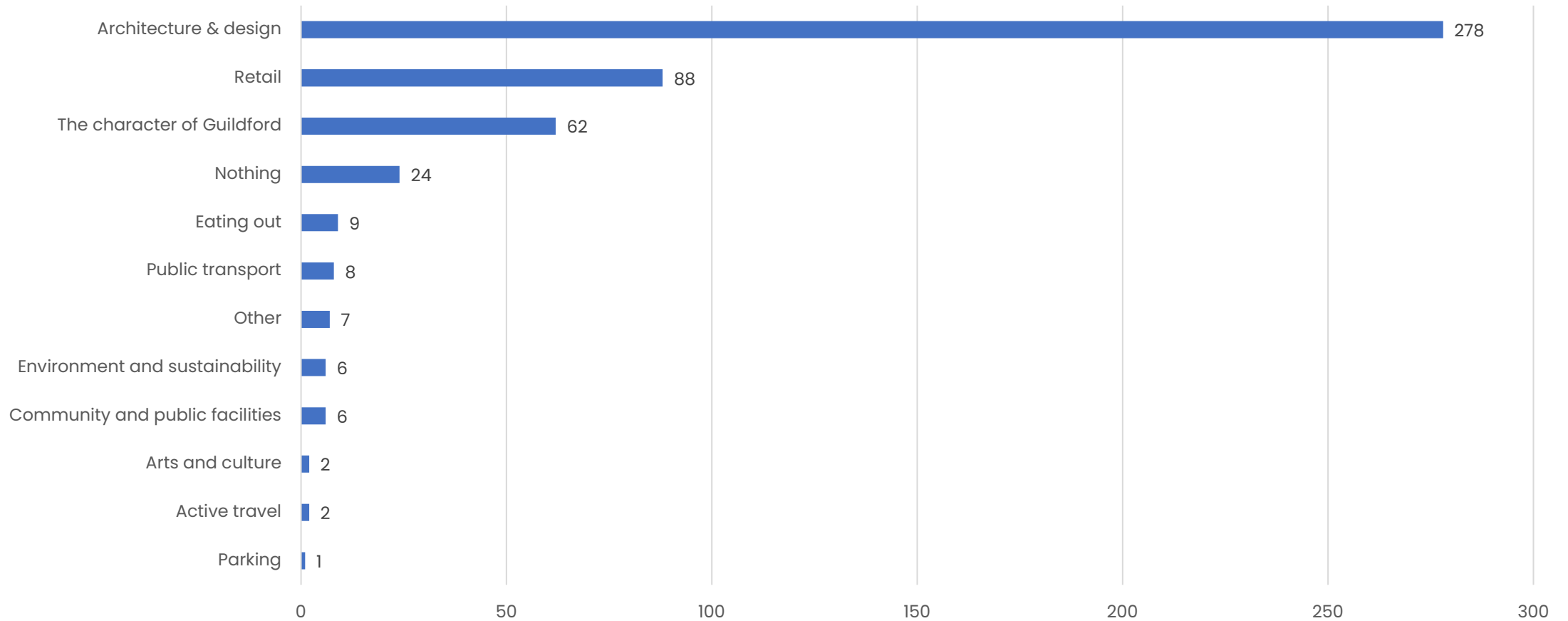
You can fill out this survey on our website: [www.shapingguildford.co.uk](http://www.shapingguildford.co.uk)

# LOCATION OF RESPONDENTS

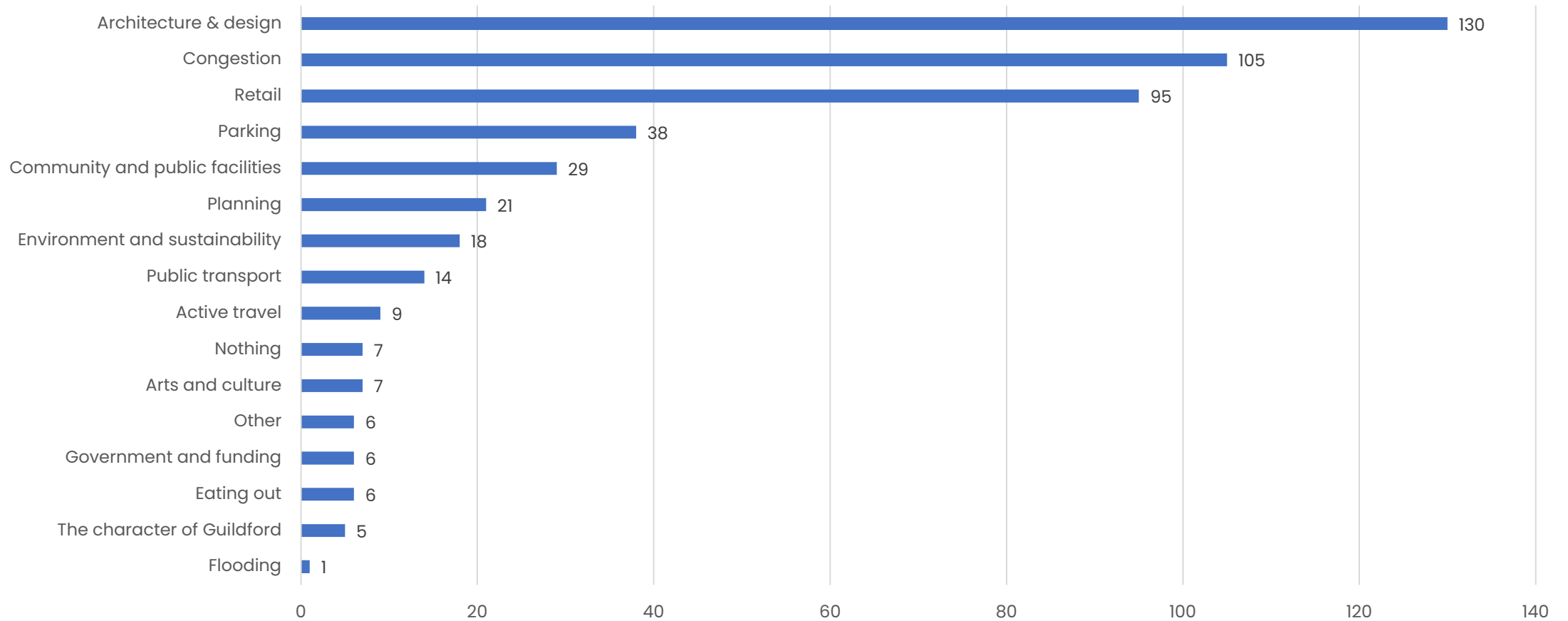
- 512 responses from across Guildford.
- An interactive map showing the locations of those that responded can be found [here](#).



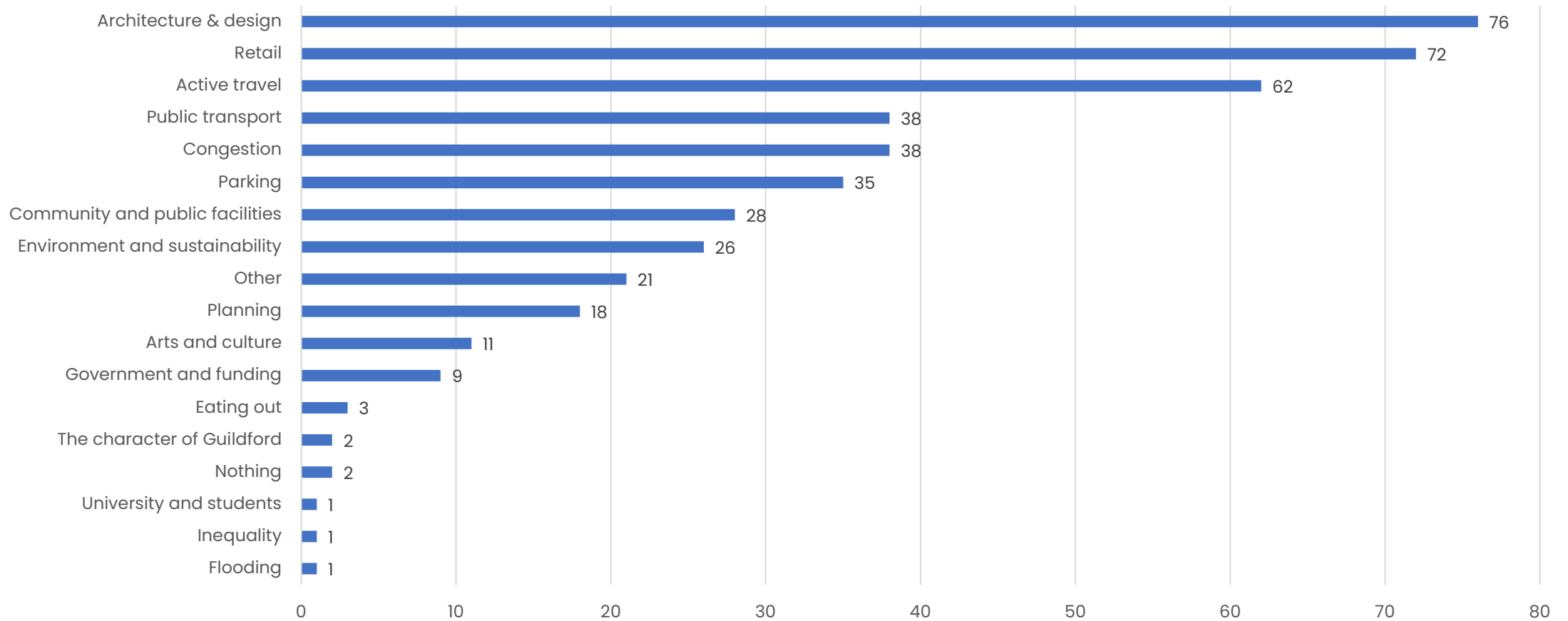
# WHAT PEOPLE LIKED



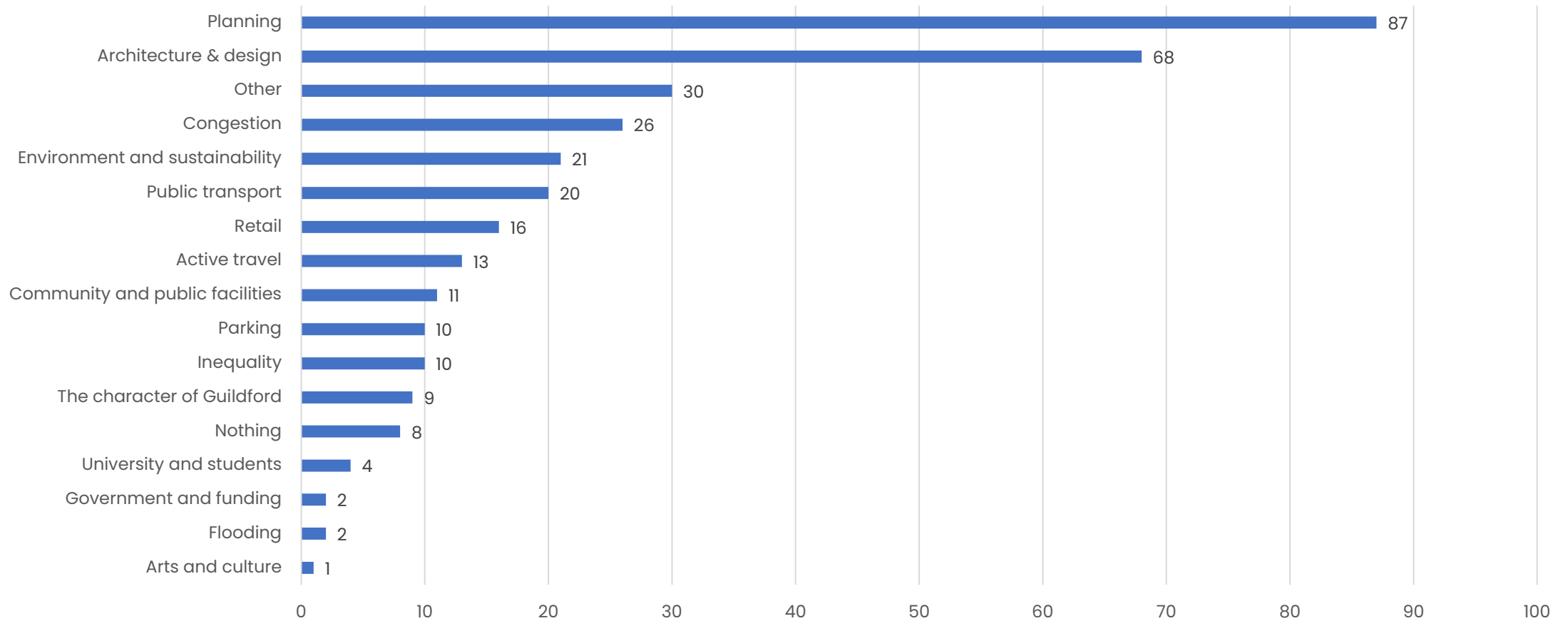
# WHAT PEOPLE DISLIKED



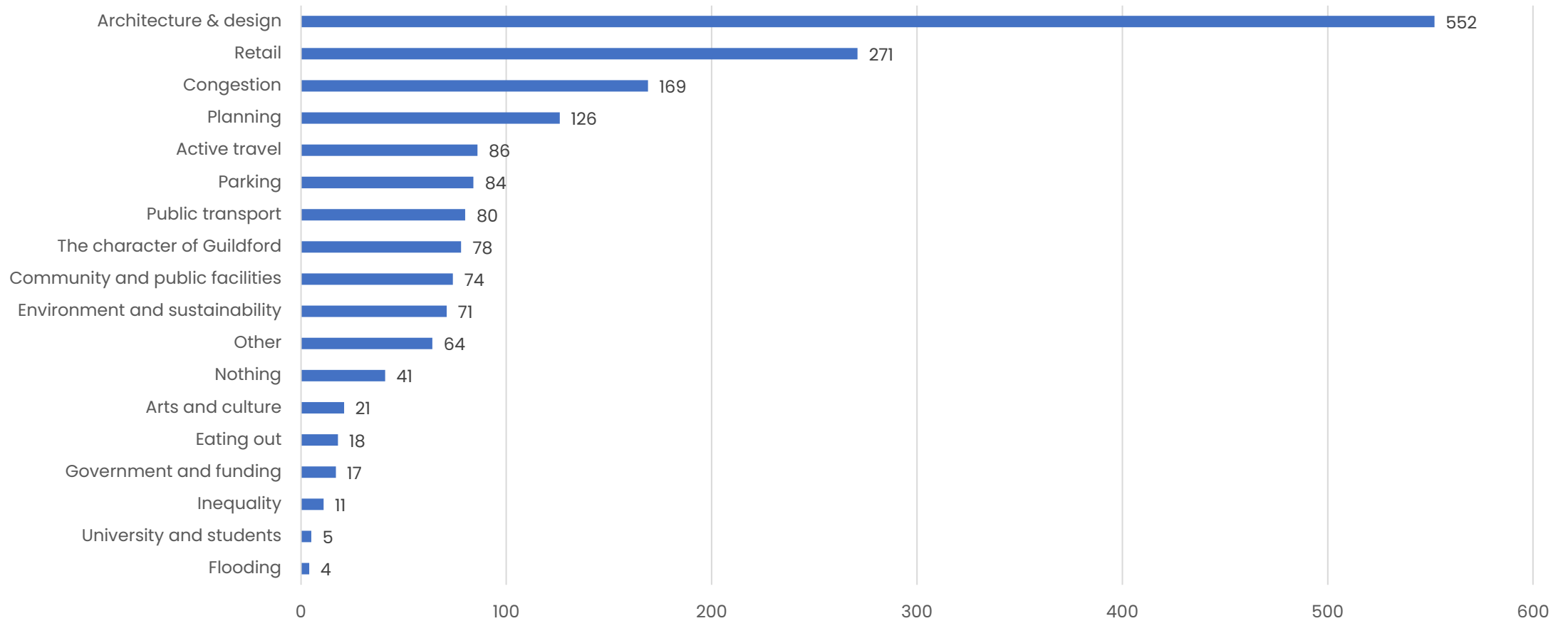
# WHAT PEOPLE WOULD LIKE IMPROVED



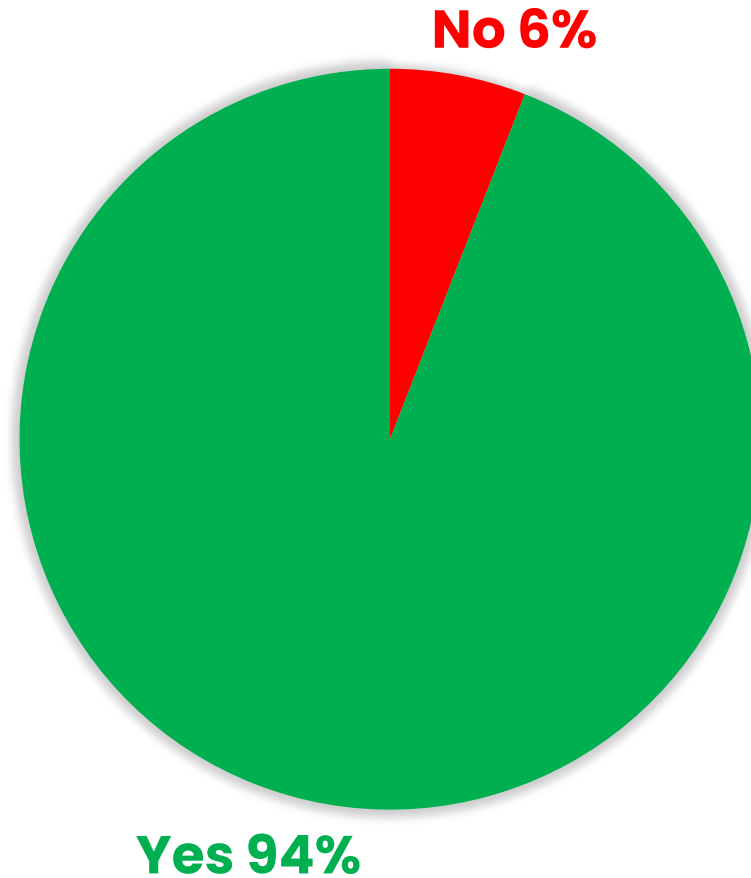
# OTHER COMMENTS



# ALL MENTIONS



# DO YOU THINK THE RIVERSIDE AREA OF GUILDFORD SHOULD BE IMPROVED?

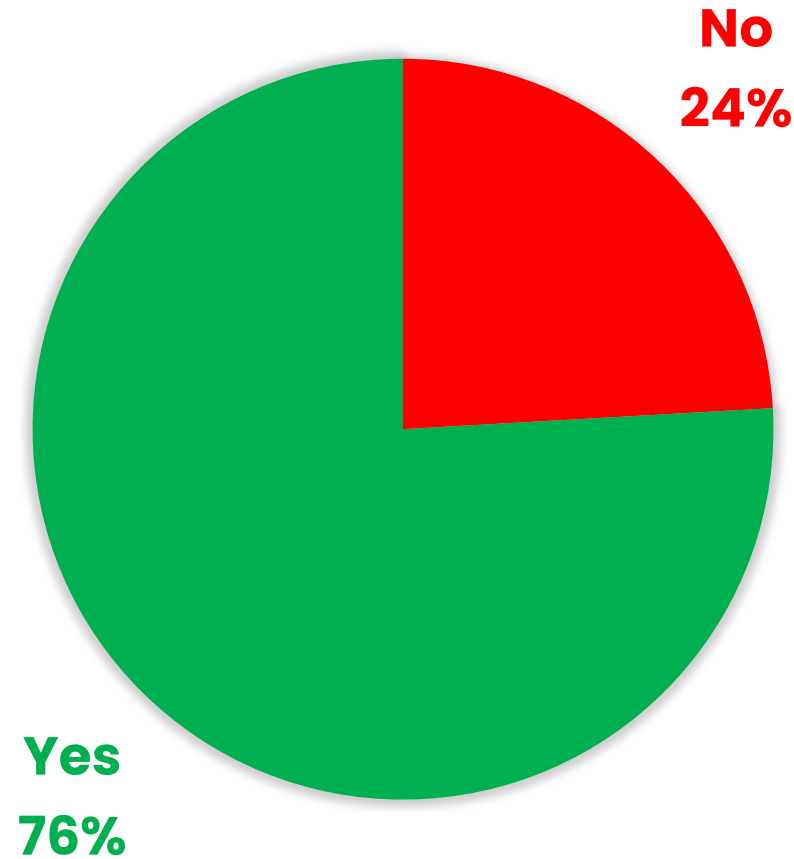




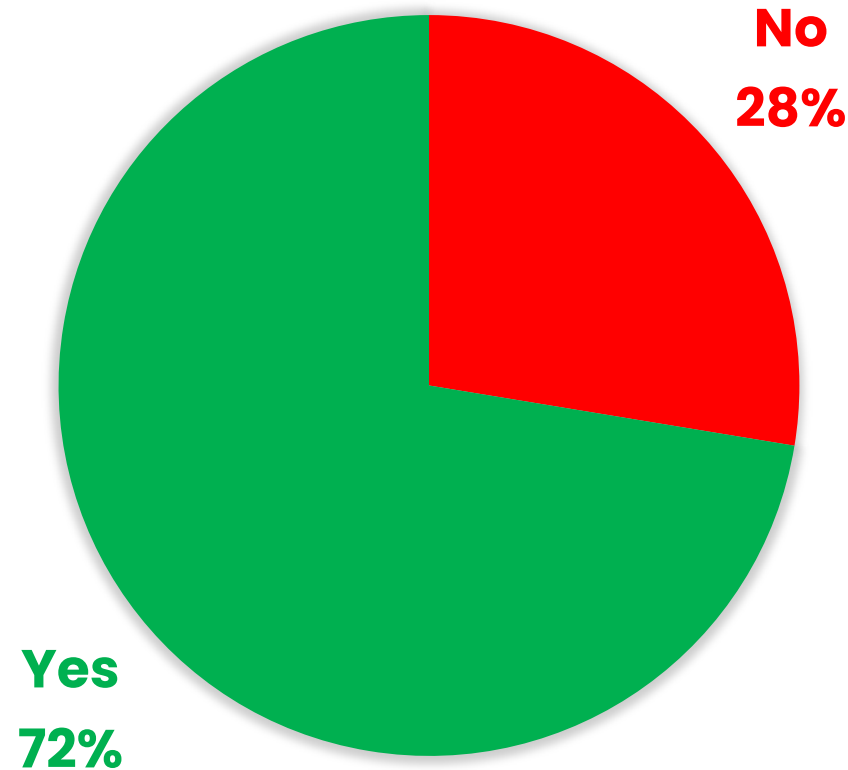
# DO YOU WANT TO SEE THE RIVERSIDE OPENED UP AND MADE MORE OF AN ATTRACTION IN THE TOWN CENTRE?



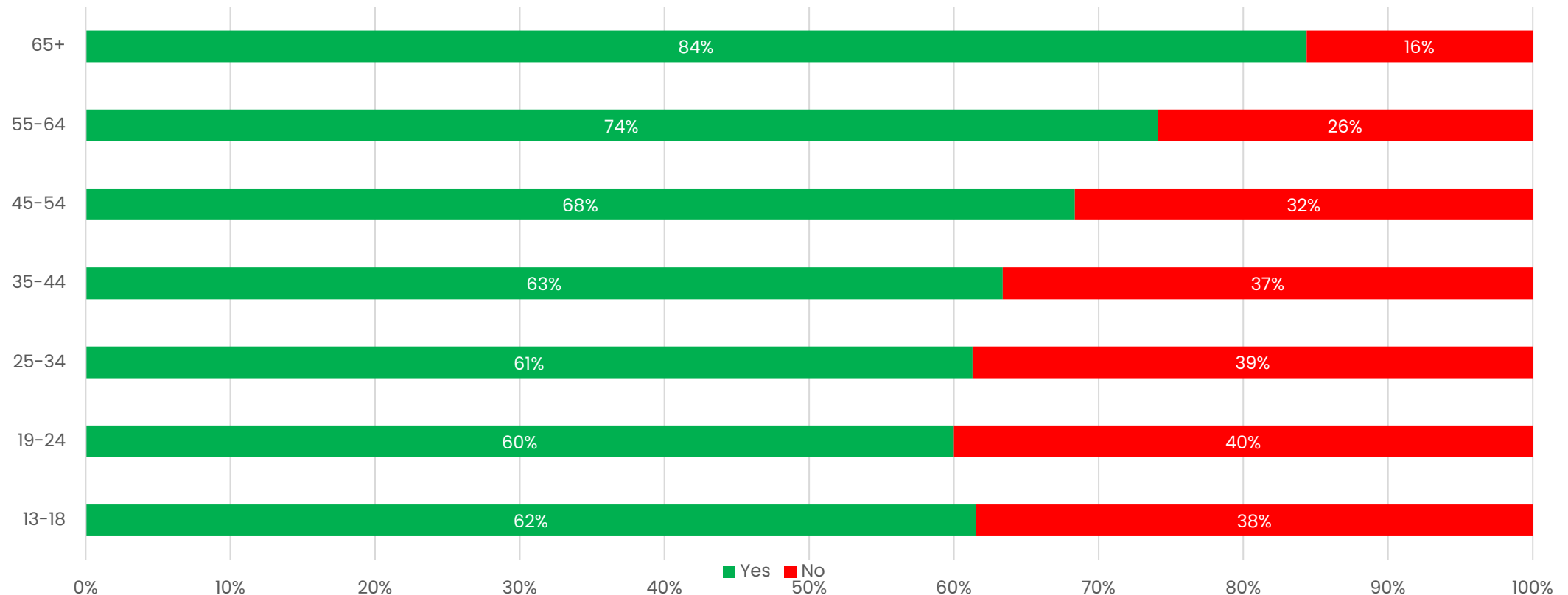
# WOULD YOU LIKE TO SEE FEWER CARS IN THE TOWN CENTRE?



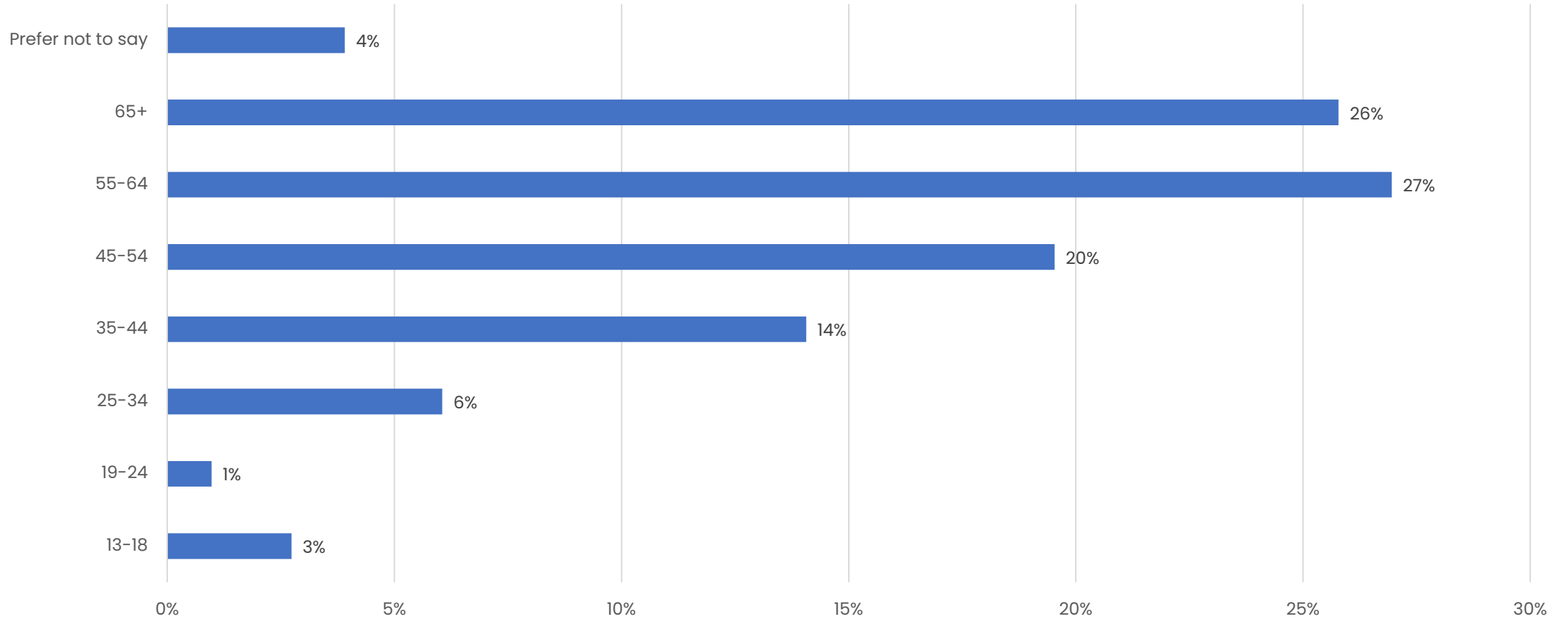
# WOULD YOU LIKE TO SEE MORE HOUSING IN THE TOWN CENTRE TO REDUCE DEVELOPMENT PRESSURE ON THE GREEN BELT?



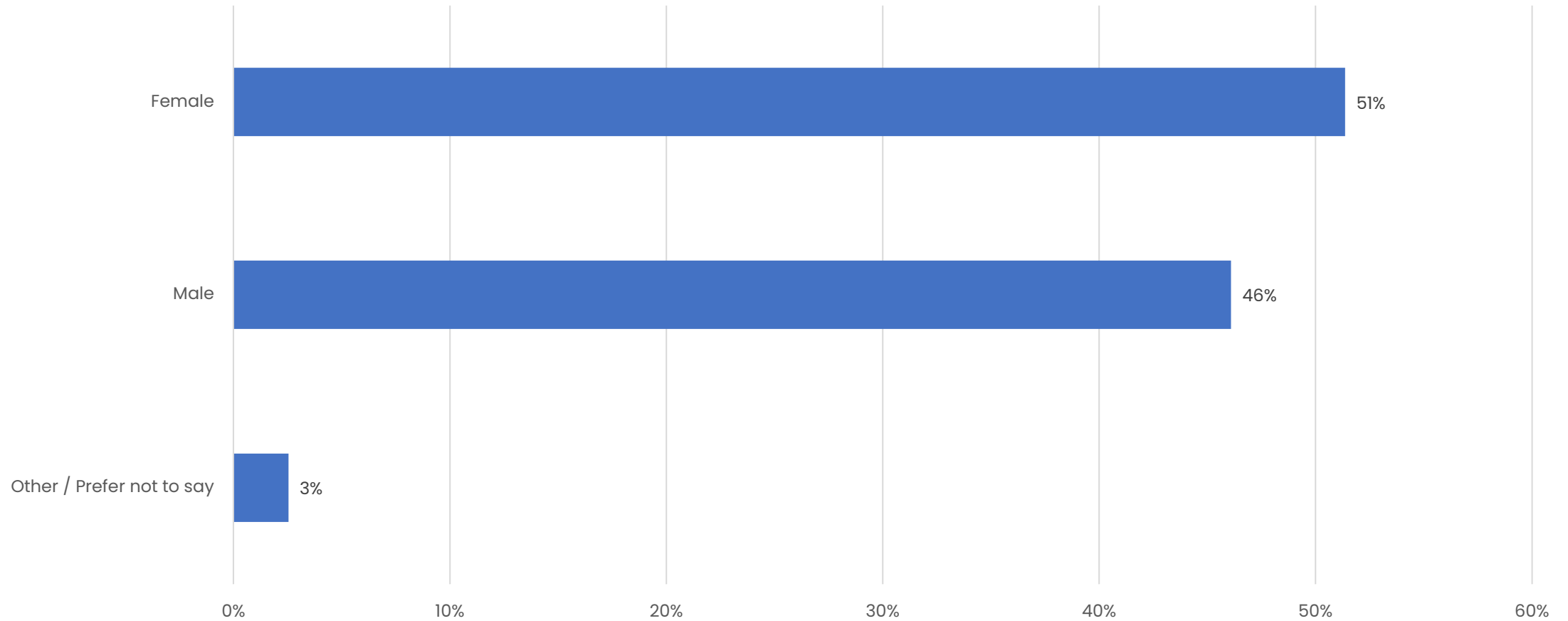
# WOULD YOU LIKE TO SEE MORE HOUSING IN THE TOWN CENTRE TO REDUCE DEVELOPMENT PRESSURE ON THE GREEN BELT?



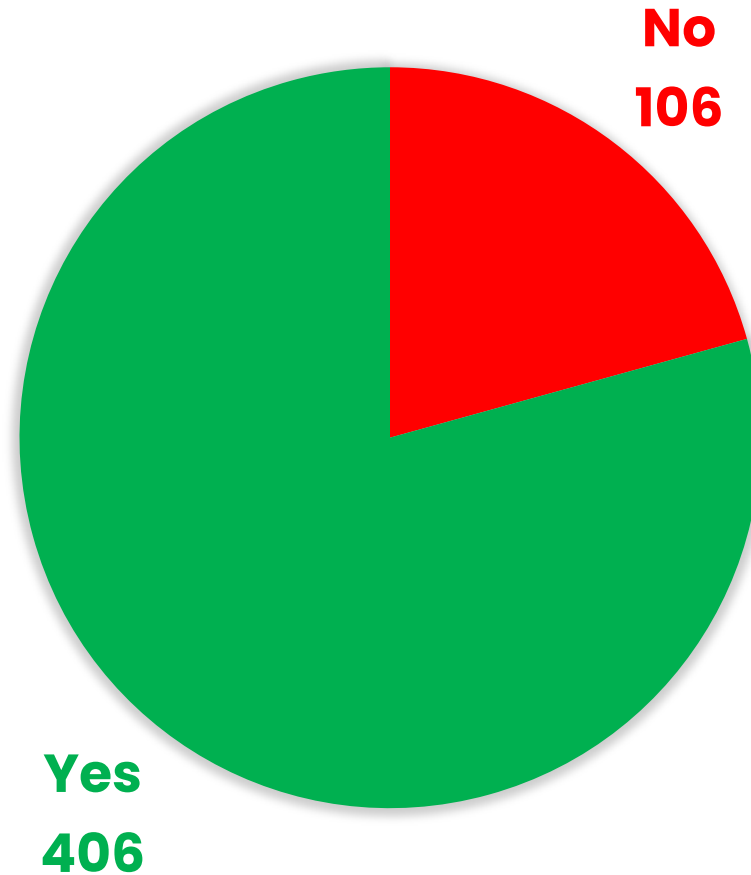
# AGE



# GENDER



# HAPPY TO BE CONTACTED AGAIN



# SHAPING GUILDFORD'S FUTURE

## ANNEX 2: ONLINE FEEDBACK (DETAILED RESPONSES)

REPORT PREPARED BY FORTY SHILLINGS  
AUGUST 2022



## BACKGROUND

An online questionnaire was available for people to complete on the project website for just over 14 weeks (8th December 2021 to 18th March 2022). It asked what people liked and disliked about Guildford; How things could be improved with specific questions about travelling around town, the number of cars in the town centre, opening-up the riverside and housing.

All the comments received and other more detailed submissions emailed to the project team are listed in this annex.

# WHAT DO YOU LIKE ABOUT GUILDFORD TOWN CENTRE?

## Architecture & design

- Main street is nice with good views
- Its historic setting
- The character of the historical buildings and streets, all the side streets with independent shops, the quirky pubs/theater venues for socialising
- Castle grounds
- The river, the high street, the old buildings, the university
- there are no tall buildings, it keeps the old charm and from the river you can appreciate the hills so characteristic from Guildford.
- The high street with its views across to the Mount and mix of ancient and modern buildings is great.
- The beautiful High Street with character. The Castle Grounds. The River Way. Tunsgate. The linking streets like Chapel Street and Market Street. Stoke Park
- High street, river, castle, views to green hills, better than average shopping and eating, access to rail, no very tall buildings
- "Cobbled High St .
- The old Architecture"
- Historic High Street with the Guildhall & the Castle Grounds
- The beautiful parts, with churches, old buildings and the (still) many retail opportunities.
- The castle grounds and lower High St and that this and the friary are close together
- The High St, the river, the castle area. The pubs & restaurants.
- I love the old high street and variety of shops, cafes and restaurants. I like the street/ farmers/ vegan markets which are put on on the high street. I feel safe in the town centre.
- I like it when it's closed to traffic, so it's safe to walk everywhere
- "High St Castle
- Riverside from Britannia pub to Weyside pub that is accessible"
- High St, Tunsgate, Castle grounds, Quarry St
- Mix of architecture. Meadows and country nearby. Ability to function as combination of a commuter town, access to countryside AND a place with some life of its own.
- Historic buildings, not an identikit High Street shopping experience.
- The mix of classic buildings in high street

- "The heritage. The fact that the High Street is largely unchanged. Little gems like Angel Gate and Chapel Street.
- The cobbled streets."
- Variety of "human scale" buildings of different ages, materials and styles in the historic centre, views across town to green spaces from High Street and elsewhere, traffic-free High Street, Market Street, Tunsgate. It has a readily identifiable character, partly due to topography, which is unlike any other town.
- The unique high street
- The cobbled high street with its magnificent views of the Surrey Hills was what made me fall in love with Guildford at first sight. Also the little lanes, the historic nature of the town coupled with the cultural offer: theatres etc. And the facilities for families, especially Stoke Park with its paddling pool & playground. The town centre has character, open space and at least some independent shops.
- The High Street and Tunsgate are stunning.
- High Street and adjoining "lanes" (but not North Street)
- Historic High Street - castle grounds, riverside could be so much better
- Cobbled high street, old buildings, the river, the water meadows. The redevelopment of the street with Yo Sushi on is quite good, ditto the Tunsgate centre. I like the small scale, human buildings and the nature.
- It is unique. Cobbled High Street, small retail units, some interesting architecture and the fact that it is not too large. Predominantly 2 streets - High St & North St with smaller inter-connecting limbs such as Market Street/Jeffries Passage/Swan Lane.
- The pedestrian High Street and lanes off it, as well as the castle area. The cultural offering. The close links to the AONB both along the river and out to the Chantry on one side and the Mount on the other
- cobbled high street, castle, that Guildford is a town
- The town and country aspect, the historic high street
- High Street. Tunsgate.
- The old style town, cobbled streets and the Surrey Hills.
- Location (river, hills) and views, historic quarter and buildings, pedestrianised high street, absence of tall buildings, diversity of building styles, North Street market, good cultural / entertainment facilities
- The town centre has heritage, it is quaint and distinctly Guildford. The cobbled Street, the narrow and winding side street adds to its charm. There are street lamps that are ornamented with flowers that are small but good features. It shows the town centre is well looked after. The shops are nice.
- "The High Street.

- The Wey."
- I like the cobbled high street, the open air Tunsgate area with outside seating. I like the River Wey, Stoke Park, Pewley and Merrow Downs.
- Historic nature of the high street, access to countryside, transport link
- Pedestrianisation
- Lovely High Street leading down to the river.
- The long view to hills, the wide relaxed pedestrian area, ideal for social distancing now, interesting shops, a great range of pleasant cafes but I suppose the best is a sense of history.
- The historic lay out and background
- The High Street sets in the street. Overall look and ambience.
- I love the historic buildings and view of The Mount as you walk down the cobbled High Street. I like the green open spaces such as Stoke Park and Pewley Downs. I like the accessibility to the town from our town centre home.
- "The pedestrian area, when it is a pedestrian area.
- The castle and gardens.
- Somewhat, the walking options along the river. Only somewhat, however."
- The classic things, like cobbles and old buildings
- Good, big opportunities to build up and not out in regards to housing. Increased density puts more people at the town centre meaning more footfall and hopefully less cars
- Picturesque pedestrianised High Street.
- Guildford High Street and the small streets around the castle.
- Cobbles and historic look of buildings
- The older character buildings. The High St and North St. markets
- Any pedestrianised parts
- High street is beautiful and well maintained.
- High Street, River, Castle Grounds, history and heritage
- Attractive high street and quaint side streets, castle
- The older part - the friary is the worst. Anything that sets us apart from much better and modern well set out centres such as blue water or even woking is the best part of Guildford and should be built on
- The history, side cobbled streets , gardens
- The original buildings and cobbles and views over the Mount from the high street.
- The cobbled streets and interesting little areas hidden away, with some fascinating buildings. A great range of cafes and restaurants. I love the river area near Millmead. It is great that the High Street is mostly pedestrianised. The views to the downs from the top of the High Street.

- Cobbled high street; pubs, restaurants, shops, markets, accessibility, train stations
- "- Pedestrianised zones
- Architecture and style of buildings
- Views of surrounding areas"
- The High Street setts, (most of) it's buildings and the views up The Mount are works class. Shops are generally high end.
- The High Street setts, (most of) it's buildings and the views up The Mount are works class. Shops are generally high end.
- Views to the surrounding hills
- The view down the historic High Street to the Town Bridge and beyond.
- It has a nice atmosphere and feels safe. The ancient buildings and views make it an outstanding town
- The glorious High Street and the mixture of old and new buildings.
- The historic centre - the High Street and Quarry Street, in particular. And the connection to the river.
- The historic centre, with timeless and historical buildings. Walkability, beauty. Cobbled streets. Markets. Distant views from the high street; seeing the cathedral from across the town.
- the streetscape in the High Street. Its history.
- Guildford Lower High street with its cobbled road, Angel Hotel and Tudor /Georgian building facades.
- The river. Mix of retail, residential, student, office and leisure.
- No cars in high street
- No cars in high street
- The old cobbled High Street. The old buildings that have not been torn down.
- Broadly retains old layout; the river; walks out to either side of the town; central accessible bus station; High St when pedestrianised; range of restaurants
- Pedestrianised high Street and tunsgate Road. Independent coffee shops. Markets. 'car free day' last year was great.
- The historic buildings, cobbled High Street
- Closeness to home. History/historic buildings. The Yvonne Arnaud Theatre. Reasonable range of shops.
- The High street and Tunsgate area
- The townscape and traditional architecture.
- The little shops, boutiques and cafés. I also quite like the Castle area.
- The oldness of it - the cobbles, the guildhall, the arch.
- History, architecture, proximity to green open spaces.
- The high street cobbles and the history of the high street generally

- Mixture of historical and more modern styles.
- Mixture of historical and more modern styles.
- Guildford high street cobbles and the old unique buildings
- Older buildings, castle, selection of eating places
- The original architecture and small side streets
- "High street and chapel street
- Waitrose area
- River"
- The historic elements that have been maintained
- Cobbled high street and historic features
- Car free cobbled high street that opens to allow restaurant car parking works really well. High quality retail offering focused on Separate shops rather than one or two giant shopping centres.
- Not much. There is a wide variety of shops and you can usually get what you need. I do like the cobbled street and it was very encouraging that it was fully restored. It is good that the main high street is pedestrianised. It is good to have the markets both the regular ones and the ones in the high street.
- The historic buildings and cobbles, the countryside in the background, the alley ways with different shops
- High Street and Castle and small side lanes.
- Historic buildings and pedestrian high street.
- Historical buildings and pedestrianised nature of the high street
- Cobbled high street
- The cobbled high street
- "The cobbled High Street.
- The older buildings like RGS, Abbots Hospital, The Posting House and livery stables,
- the Guildhall etc.
- The shops."
- "The riverside area is not celebrated or made use of. I would remove the car park by the George Abbot pub and make this a green space for recreation with cafes and small shops. Trees and shrubs would screen out much of the traffic and help to clear the air.
- I like Guildford when the high street is shut to traffic, that makes being in the town more pleasant. I like that there are no tall buildings overpowering the town centre, so that the range of architectures can be seen easily"
- Cobbled high street. Pedestrianised areas.
- Cobbles, history, places to shop and eat.
- The pedestrianised high street, the markets, and the buskers
- "Clean it up make access easy

- Nice walks
- Coffee stands along the river
- Few bars along there"
- Character of cobbled high street and castle area.
- Historical elements eg Castle. Proximity to the river (although massively under-utilised). Transport links.
- "The old, historic buildings & excellent mix of diverse shops.
- Proximity of The Castle grounds & bowling green, add a beautiful eco-feel."
- I like the river, the old cobbled stones, the history of the old buildings, the old clock
- The high street an castle areas
- High street, kept its charm with lovely old buildings
- The main street
- Love the area by where Gails is situated. The revamp of that whole area has been very successful.
- Cobbles
- Attractive high street, views if countryside.
- "Historical buildings
- Some high-end shops
- Good buzz"
- Low level building, nothing encroaching
- Pedestrian High Street and side streets are pleasant to walk around. Good restaurants and decent shops. Castle grounds great for relaxing (and hide and seek with children). Riverside and Mill mead play area another asset although cut off from main town centre.
- The high street closed to cars in selected hours
- Separation between cars and pedestrians. Mixture of character of old shops vs modern shops too. Convenient to come in to town from the villages and to park close to the shops.
- The clock, the cobbles,
- Pretty town centre with character. Easily accessible with lots of parking.
- Tunsgate pedestrian area and street cafes. Old high street maintaining character.
- Access to river and castle
- Preserved architecture
- The high street when there are no cars. The market. The castle and grounds.
- the (few) pedestrian areas and when the high street is closed to vehicles - the castle is also a great asset
- Pedestrianised high street with cobblestone road and historic features/buildings.

- The old architecture, good mix of shops, buzzy atmosphere, lots of restaurants (although see point below), the laneways
- Historic building and pedestrian access
- The country feel of it and the fact you can see a field from the top of the high street. No concreteurbanisation, it's the reason I moved here!
- The historic architecture and of course the high street
- The historic architecture and of course the high street
- The High Street with its old but well preserved buildings, the access to the the river, the pedestrianised areas, the weekly and monthly markets, the variety of cafés and restaurants
- It's very pretty and spacious, it's good to be able to shop, eat , go to theatre or cinema or have a walk and picnic by the river or the castle grounds, parking not too bad but there are not enough public toilets
- The high street, love the flowers in summer and the castle gardens.
- "High street and north street
- White House pub , bridge and walk along to council offices
- Castle gardens"
- "Historic
- Beautiful
- Did have a wide section of shops"
- I like the town centre when there are no vehicles on the high street, suggest they do the same with North Street, with the exception of buses maybe.
- Preservation of older buildings, good variety of shops (some local, some chains).
- There is a great walk along the river bank. The High street is very pretty too. Although not as diverse as it used to be.
- "Old buildings and pedestrianised high street.
- Reasonably and plentiful parking.
- Nice people."
- Historic buildings, potential for the riverside
- The pedestrianised high street, the range of shops and leisure and entertainment venues. the character of the older streets and buildings. The little side streets connecting north st and the high st. The train station is close to the centre of town (not always the case in some old towns).
- History and architecture preserved on some buildings
- Cobbles and partial pedestrianisation of the High St. Historic buildings and a variety of rooftops
- The historic high street, castle, side alleys and lanes, beautiful environment, parks, gardens... independent shops.
- Picturesque.



- Some areas are pretty and well looked after
- Picturesque, compact. Lovely high street and other pedestrianised areas.
- Non-chain shops. Architecture, relaxed feel
- Views of the cathedral
- Cobbled high street
- The cobbled high street
- The historic buildings
- The unique High Street, the castle and the outdoor Tunsgate area is greatly improved.
- The Castle grounds
- For a major city, it feels less structured and more friendly to smaller businesses than modern concrete towns like Bracknell or Basingstoke. It has great communications by road or rail, but does not have the noise and hassle of Richmond.
- Cobblestone high street, character buildings, choice of upmarket stores, cafes, pubs, restaurants
- The historic high street, the shopping and dining of the area, and the castle grounds.
- The architecture, the mix of shops especially independents and the choices of places to eat.
- The historic buildings
- High street, castle area, access to beautiful countryside, 2 train stations / fast links to london
- High Street is pedestrianised most of the time, making it pleasant for shoppers.
- The cobbled streets and old buildings
- It's history, architecture and character. It is a shopping destination with interesting and beautiful tourist attractions such as the castle.
- "The Hight Street, down from the George Abbott Statue
- The view of the hill in the distance"
- Historic areas
- The prettiness of the cobbled high street. The large selection of shops, restaurants etc.
- I like it's heritage buildings and it's history.
- It's history, architecture and character. It is a shopping destination with interesting and beautiful tourist attractions such as the castle.
- The history and visual appeal of the high street
- It's history, architecture and character. It is a shopping destination with interesting and beautiful tourist attractions such as the castle.

- It's history, architecture and character. It is a shopping destination with interesting and beautiful tourist attractions such as the castle.
- The History around the High Street/Castle areas
- Pedestrianised aspects, the little streets that run off the high street, the castle and grounds
- View from the High Street looking over the downs
- "The cobbled High Street and the views from from the top of the High Street across to the Downs.
- All the little side streets and alleyways that join North Street to the high Street.
- The Heritage buildings in the town centre.
- The North Street weekly market, the monthly farmers' market and the occasional bric a brac and specialist markets.
- The river walkways in front of the White house pub continuing along the Wey Navigation.
- The Yvonne Arnaud Theatre, Electric Theatre"
- The cobbled streets, the views of the countryside, the walks on the downs and by the river, the independent coffee shops, the North Street markets, the craft markets on the High Street, the historical buildings, the library and museum, the castle and grounds, the quality shops, the pedestrianised areas, the culture, a university town, the lido, now open for cold water swimming through the year.
- Its historic buildings.
- It has many unique historic features on the high street and nice links to the river.
- The cobbled high street
- All the things it offers - high street, river, castle, access between Nirth street and high street
- It has maintained its old fashioned look
- The heritage character and the historic scale of streets and buildings; cobbled high street and the gates; the variety of retail and business offers, especially lots of independent traders and the markets; culture and leisure options (theatres, bars, music venues, restuarants, etc); town centre events.
- Keeping traditional looks: the setts; the open views down across to the fields; the statues; the pedestrian only areas
- The cobbled High Street, feeling of safety and variety of shops and restaurants and the castle and its GREEN spaces. I also love the river, but it's harder to enjoy it.
- Cobbled High Street with view to Mount
- The High Street and its views.
- It's historic and should be left alone as it is

- High street, old buildings
- The historic features like the cobbles and old buildings in the High Street. Also, the view from the top of the High Street towards the river.
- I like the market town feel to Guildford town centre with the cobbled high street and town hall clock, and Tunsgate Arch.
- It's very attractive with its old buildings on the cobbled High Street and the Castle Keep and its gardens.
- "It's historic features and charm.
- Cobble streets.
- No high rise buildings.
- Shop and restaurant options"
- The beautiful cobbled street and the Guided clock. Some of the buildings which go way back. Angel gate, the passage ways. the new are of dining outside in the closed off street where Oka is now and Gails bakery. the fact that you can just walk a couple of steps to the gorgeous Castle grounds and have a sandwich sitting in the gardens. The amount of lovely restaurants and the buzz on the high street on market days
- Old worldly feel with cobblestones and original building facades is great
- The castle grounds
- Cobbles
- "The views from and of the High Street.
- Pedestrianization."
- The traffic free High Streer
- The High St and Tunsgate development: elegant, easy to walk
- Historic buildings and charm
- It's pretty and needs more local shops
- The high street and castle area are well preserved and retain their original.character. the view from the top of the Hugh Street onto the hill is amazing. People just enjoy the stroll even without shopping. The waitrose area regeneration is a real success.
- Attractive buildings in the High Street and lovely views from the top of it
- Variety of architecture/buildings on the High Street and cobbled road.
- Attractive buildings in the High Street and lovely views from the top of it
- Atmospheric historic cobbled streets and side streets.
- It's architecture and variety of shops. Love Debenhams building. If its to be developed please keep the building and redesign the inside.
- The old cobbled streets buildings and alleyways
- Old buildings
- The buildings, its history, cobbled streets, restaurant choices, pubs, castle area, riverside area

- The Wey and the beautiful High Street
- The historic high street and castle. The wide range of restaurants and pubs.
- The cobbled high street, historic buildings, interesting side streets with independent shops and cafes and views of the downs from the High Street. The new Tunsgate area. We love the market and other pop up stalls on the high street and under the arch (bread stall).
- The cobbled High Street. The river. Small shops in alleyways.
- Historic parts are easily accessible. Mix of retail, F&B, offices and residential in close proximity.
- the cobbled streets, the characterful buildings .
- High street (lower), friary street
- "The cobbled High Street and the views from from the top of the High Street across to the Downs.
- All the little side streets and alleyways that join North Street to the high Street.
- The Heritage buildings in the town centre.
- The North Street weekly market, the monthly farmers' market and the occasional bric a brac and specialist markets.
- The river walkways in front of the White house pub continuing along the Wey Navigation.
- The Yvonne Arnaud Theatre, Electric Theatre"
- "The High Street , the clock, the cobblestones
- The Castle Gardens"
- The cobbled High Street
- Historic buildings, river access by theatre and nice character.
- I love that there are pedestrian areas in the centre, views, historical buildings.
- Traffic-free High St at certain times of day
- Historic buildings, pedestrianised High Street. Plenty of places to eat and drink
- High St, pubs, beautiful buildings, new precinct outside Tunsgate, market, town houses in historic side streets. Shops that are still here. Space round Yvonne Arnaud/Britannia. Residential & business mixed in the centre.
- The cobbled street with the view of the downs and the fact it is a small town
- Some beautiful properties
- Attractive historical architecture, pedestrianisation of the cobbled High Street and Tunsgate, the fact that it is relatively low rise.
- "A picturesque setting & high street but dominated by either large chains or empty properties
- Improvement to the riverside could / should be secondary to the actual high street."
- I like the High Street but North Street, which could be as appealing, needs help. Lovely once you are down at the river but depressing to get there.

- River, castle, High Street
- I like that the high street has largely been pedestrianised
- "Cobbled High Street.
- Side alleys with range of small shops and cafes."
- Pedestrianised high st
- High st and castle grounds
- The high street and the castle grounds
- The ancient buildings and pedestrianisation for shopping. The Tunsgate area with outdoor seating and cafes etc. The Castle grounds and summer hanging baskets.
- Historic buildings inc castle..Shops. Cafes and restaurants. Green spaces eg castle grounds. Theatres. Pedestrianised High Street. Markets. Waitrose.
- The historic buildings seen in the upper storeys of buildings in the High Street
- Castle grounds; Shalford Park; Stoke Park. Little side streets off the High Street. Easy access to London.
- The lovely High Street with interesting old buildings. Little alleyways off the High Street and some independent shops. Nice cafes and restaurants
- Cute buildings and shopping
- Very little now. Like the cobbles, the clock and the river. Some nice small shops but not enough.
- The High Street and Millmead
- I love the cobbled high street, especially when the light hits between the buildings. It's incredibly aesthetic.
- Other than the old town area - the rest is just another higgledy-piggledy town.
- The cobbled High Street, Guildford Castle, Abbott's Hospital, pedestrianised area of , independent shops, Guildford House, the iconic town clock, mixture of old and characterful architecture, view from the top of the High Street to the Hogs Back. Friary shopping centre. The river.
- The river walks, cafe culture in town, independent shops, markets in high street. Pedestrianised high street. Size of town and Ease of walking around town. Historical aspects
- Pedestrian high street and alleys. Busy shops and restaurants. Easily accessible. Historical architecture and cobbles. Views into the hills. The riverside.
- Original features of High Street
- The cobbled High Street, Guildford Castle, Abbott's Hospital, pedestrianised area of , independent shops, Guildford House, the iconic town clock, mixture of old and characterful architecture, view from the top of the High Street to the Hogs Back. Friary shopping centre. The river.
- It is a beautiful setting.

- The views to countryside, the pedestrianised parts, the river and the high street
- It is different and unique. It does not have any high rise buildings.
- I like that the river and castle areas are not far from the high street and north street. Millmead lock is a good example of a peaceful, multi-purpose space close to busy centers. Pubs like the Britannia and the Whitehouse bring life to the river front, particularly when the weather is good.
- It's boutique small town feel. Everything is close together and it caters for all sorts of tastes
- I like the historical architecture of the high street mixed with the modern design of the Tunsgate Quarter. There are a lovely selection of shops however i do feel it could benefit from a few more fashion clothing stores. House Of Fraser really is failing to impress in the clothing department too.
- The pedestrianisation of High street is a pleasant experience - the one area where you don't have to battle the traffic.
- The pedestrian sections, the area around the castle. The changes you've made around Tunsgate are quite ok too.
- cobbled street, small side streets. Market
- "History of High St and the Castle.
- Good restaurants, great schools and shops.
- Pedestrianised areas are great.
- Riverside walks plus connections to the Countryside."
- The historic buildings, the nice range of shops, bars and restaurants. The pedestrianised nature of the high street.
- "It's attractive with the old buildings
- Pedestrianisation is good
- Good range of shops"
- Lots of historical buildings, compact, some decent shops, restaurants and bars.
- The historic and beautiful buildings. The boutique and non-generic high street areas. Vibrant events and performers.
- The historic buildongs
- Lower high st. Tunsgate and adjoining roads. These areas give town a lovely historic feel.
- The heritage centre, views and the access to greenery paicularly along the river.
- It's a pretty high street
- Nice High Street. Lovely Castle grounds. Improvements / pedestrianisation of Tunsgate show what can be achieved in creating a more vibrant atmosphere that is appreciated by visitors and the local businesses.

- There are a few nice spots where people can chill but in general, it's pretty boring. The only one thing I like that High street is closed for traffic.

### Community and public facilities

- Proximity to great countryside. Density of shops in a small walkable area
- I love that you can walk sometimes car free down the cobbled street. Always fun community events happening.
- It's historical past, cobbled road, public toilet facilities available.
- "People, pavement cafés, pedestrianised areas.
- Wonderful flowers on railings and in Castle Grounds."
- Lots of facilities
- Lots of places to eat, shop for supplies (food, clothes, electronics, etc), get things repaired (like clothes & electronics), and options for social gatherings. I also am a fan of the Zero Community Centre as it allows for eating, shopping & socializing, plus education, all in one place.

### Eating out, arts and culture

- The heritage old buildings, mix of restaurant's and shops, the current entertainment options in theatre, and the markets on the high street makes it welcoming and interesting
- "Its ancient and traditional nature, its history.
- Its restaurants and coffee shops in Tunsgate
- The Farmers Market
- Its college town vibe
- Small music venues, such as The Boileroom, that are known nationally and a venue of choice for long established/famous artists
- Access to a number of theatres and cinemas"
- Historic high street and lanes. Tunsgate street with outdoor eating and drinking. Tunsgate shopping centre. North street market.
- Some good pubs, restaurants and shops.
- Some good restaurants
- Castle grounds and outdoor spaces to socialise, independent cafes and restaurants.
- Plenty of choice in cafes and some good stores
- Outside eating. Good cafes and restaurants
- "The High Street and Heritage ""Quarter"".

- The street life in the High Street. The newish outdoor cafe culture and expansion of seating into the street (it can occasionally be obstructive though)."
- "The renovation of friary street and reworking it into a place full of interesting restaurants has been a real improvement in recent years. I like having different options for lunch or dinner around the centre of town. I also appreciate the amount of Pubs we have in the town centre, but I'm worried that they are struggling as the prices are going up a lot and the portion sizes are going down. I'm keen to make sure we don't lose our pubs and restaurants when funding town centre work.
- Cinema and GLive are both very important for entertainment - I feel like there's not a lot to do in Gford aside from these things. The escape room and board game cafe are really appreciated, but not something that I go to frequently."
- The cobbled centre, river and choice of restaurants

### Environment and sustainability

- "I have ticket yes to riverside are improvement, but that is subject to what your idea of improvement actually is?"
- Guildford Towns greatest asset is it's topography."
- Countryside hilly town
- Proximity to green spaces and the river
- It retains an element of nature
- "The character of the buildings, clean and safe (mostly). The number of green social
- Spaces. The castle grounds, river."
- The river

### Retail

- Some of the shops and cafes. The cobbled street gives atmosphere. The buskers.
- Great shops and restaurants. Easy to walk around once you are in town. Good train connections.
- The high street
- The high street and its shops and the town's pubs are charming.



- High street, side lanes, markets, coffee culture. Independent shops and outlets. The river and easy access to country walks
- There are shops and restaurants and pubs. Would be lovely if these were not just in the centre, but at least they're somewhere...
- high street and towards the castle is a nice shopping environment. plenty of parking
- The amount of shops restaurants and bars in close proximity to each other
- The heritage, range of shops and restaurants and easy access to the countryside
- The high street. Choice of shops and restaurants. Proximity to train station.
- The High Street, heritage, views across to the downs, still relatively good shopping
- The high street
- Guildford's main highstreet has a great energy and a variety of interesting shops and restaurants.
- Shopping
- The mixtures of shops and eating/drinking outlets
- Variety of shops and restaurants, both chains and independents
- The High Street , mix of independent shops and well known brands. Connection to the river and castle grounds
- Good variety of shops.
- High Street
- The stores, cafes, restaurants, but principal is that high street is closed to vehicles and gives priority to pedestrians
- Pedestrian High Street, mix of independent and large shops and restaurants, fairly small area so easy to walk around.
- The High Street
- Vibrant shopping centre, pedestrianised high street, easy access from the train station
- A really good size focussed on retail and hospitality. The cobbled high street, the historic building and the gardens and flowers
- High street
- The High Street
- Castle Street area is lovely and the variety of shops and restaurants is very good.
- Lots of choice for shops and food.
- "Market
- Individual high street stores - not shopping mall."
- High street
- The high street

- The range of shops, green space
- The town centre has good shopping, restaurants and bars. It has character and we must retain the market town charm.
- The variety of shops, House of Fraser is the backbone, the pedestrianisation, the market stalls
- High st
- Compact, lots of places to eat and drink.
- Range of shops and restaurants, mixture of historical architecture and modernity
- the variety of shops and restaurants
- quality shops
- Small old style shops
- I like the fact that you can go shopping and it's a lovely town centre
- Range of quality shops, independent shops and market stalls
- The High Street
- Guildford High Street
- The High Street is invaluable to the town centre, Guildford and the wider area. It is a unique asset that sets Guildford apart. All efforts should be made to encourage independent and high quality retailers to the High Street, with consideration of what they add to the attraction and value of the town rather than as a means of revenue for the council.
- High street
- The High Street though now it is becoming a desert with just a few chainstores
- A vibrant town centre with some good hospitality provisions.
- Variety of shops and cafes. restaurants and pedestrianised
- Picturesque, generally clean and tidy, variety of retailers and restaurants, decent veg market
- The shops and the fact that unlike Woking (which has been totally ruined by the tower blocks) the buildings are not that high ( station redevelopment excepted) and it should be kept this way to preserve its heritage. I also love the variety of the restaurants , big cinema , G live and the Yvonne Arnaud - NOT impressed with the decision to slash the GBC funding to the theatre - a very short sighted decision which will affect restaurants and other businesses.
- Full shops and restaurants
- High street is elegant with a good mix of retail businesses, food outlets, restaurants etc
- High street
- High street
- High street
- Pleasant high street

- Retains historical background, quaint , quality shops and easily accessible.
- Independent shops
- A number of good shops. I like the cobbled street as it makes it unique, together with the visual of the clock. Good view across to green fields.
- Range of shops and restaurants
- No traffic in High Street, mix of shops and restaurants
- High street
- History & culture & shopping. Would be nice to have tea rooms there preferably independent . How about Tourist Information being there with a GBC run tea room (it will make good money) themed about what you can see and do in and around Guildford. We don't want more Costas or Starbucks!
- The shops and restaurants
- The High Street is impressive, Tunsgate needs to be made more of. A shuttle should be provided to get people to the top of the town, instead of preferring flat Woking. The Waitrose is a great addition and John Lewis should be encouraged to come and build a store in the town, especially now Debenhams has failed and House of Fraser is failing. The riverside paths are getting better and more should be made of these - without all the best riverside accommodation being given to students, rather than residents.
- The range of shops, not all enclosed with lots of outside space & the castle area for picnics
- Main highstreet
- The high street, Historic buildings, diversity of interesting cafes, hair dressers, small boutique shops,
- Iceland who sell frozen food not even one in woking traffic wardens do check on supermarkets disabled bays
- Iceland who sell frozen food not even one in woking traffic wardens do check on supermarkets disabled bays
- Shops fairly accessible. Have lived here 50+ years and things have deteriorated.
- The wide array of independent shops; cobbled streets and general feel
- The historic high street, clock , castle and castle grounds. The shops and range of eating places
- The main high street is good but North street, the bus station area and Leapale road are awful.
- Mostly pedestrianised, good selection of shops.
- Mostly pedestrianised, good selection of shops.
- Town centre is ok maybe more affordable shops needed? Personally notice shops up the cobble street are empty, people cannot afford what's in the clothes shops.

- The high street
- High Street and the side streets
- The history of the High street and the shops it contains.
- "Its has a great looking, well maintained appearance with a variety of shops, a delightfully non-uniform appearance. There is a good mix of high street brands and independents and specialists and one could probably do nearly all non food shopping in this high street. Some old buildings but not so much that it is 'historic' (ie fossilised).
- It is pleasing to shop; one feels safe at all times of day and I like the added feel of the buskers, markets and 'bustle' of activity.
- It is unusual in having interesting views in many directions, including to the Cathedral. Compact and easy to walk between shops and amenities.
- I like that there is both an enclosed mall eg the Friary which seems to suit the teens and young adults, as well as the typical open air high street and occasional street market vendors.
- I like the occasional turnover of shops and that they have managed to maintain the appearance of most shopfronts during shutdowns as a result of the pandemic, whereas other high streets have looked decidedly shut and off-putting.
- There is a good selection of restaurants at all price points and food styles. I also appreciate, and regularly attend events at G Live, Electric Theatre, Yvonne Arnaud and Odeon – there is a lot of choice here. Also, Guildford is surprisingly good for music. There are excellent concerts and choice of music at Holy Trinity and URC, the music festival, Guildford Jazz, and even the Boilerroom.
- Although they are getting scarcer, one can park for free for a limited time just outside the centre and walk in. If you are prepared to pay or need to stay for 3hrs, there is also plenty of paid-for parking."
- Pedestrianised areas, the castle, some new independent shops opening and community spaces like Zero. Also market stalls are great when there. Nice views and some nice architecture.
- I quite enjoy High Street and North Street. Accessibility and number of shops is nice.
- Vibrancy, the town market (tho could be better and larger), pedestrianised High Street, Tunsgate, the mix of old and new

### The 'character' of Guildford

- Historic town and all its history , some of the restaurants. Independent retailers
- It's be vibe.
- The sense of history is brilliant and would be a huge shame to lose

- It is vibrant and has mixed shopping and entertainment
- The traditional feel
- I like the fact that Guildford is an old town with lots of character and everything that is done with improvements should maintain that character.
- The historic atmosphere
- It has a charm and character with interesting back streets and alleyways.
- Historic character, high street closed off to cars, the green spaces, independent shops
- Old High Street character.
- Angel Gate, Chapel Street, Quarry Street, the High Street - basically all the old streets that still have character and charm and the old buildings that go with them. It is not just that they are old but it is the mixture of materials that age and weather over time. The problem with many new buildings is their total lack of charm and their use of materials that need to be cleaned to look good - think Tunsgate.
- It's country and town feel
- History and culture plus good shops
- The history. The independent shops. The fact it is a pedestrian zone.
- Historic buildings, cobbles, range of shops, nice parks, thriving sense of community.
- History
- Pretty
- It has character
- The character of the town
- It's old charm and character, small boutique style shops, and nice restaurants
- Quaint
- It's attractive and buzzing
- Historic character. Individuality.
- Character, market, history, pedestrianised high Street variety of shops, river, arts - theatre, restaurants
- History
- The character
- The history
- "The character
- Markets
- Castle
- River
- Life"
- The historic look and feel and sense of authenticity.
- It has character.

- Guildford has character, history, unique location, North St marketplace, good restaurants, moderate bus service, wonderful potential for riverside development.
- Full of character...lovely location on a hill...by river....
- It's perfect as it is
- It's old "market town" character
- The traditional style and feel of the High Street
- It has aged well. There is a relaxed atmosphere and there is limited traffic, although there is an argument to limit cars, etc further on environmental grounds alone. There aren't too many empty shops and most things are within easy reach - it has a lot going for it.
- The character of the historic High Street and lanes.
- It's individuality and views
- It is lovely and historic.
- The character of the historic High Street and lanes.
- The fact it still has a village feel
- The character of the historic High Street and lanes.
- The character of the place
- The character
- Cobbled streets . A little bit of character is left.
- The heritage and atmosphere
- The history, the culture and our independents.
- The atmosphere and the cobbled High Street.
- The atmosphere of the place
- The history
- High Street is full of character.
- The old parts, high street and areas of character
- The historical value of the town centre
- "The restaurants and quality shops
- The buskers
- Places to sit and relax
- The star pub
- The historic buildings
- The way it comes to life
- The views beyonds"
- Historic nature
- The fact that it doesn't have the constant smell of cooked food, it has a market and a farmers market and a the cobbles give it a feeling of tradition.
- Still some green areas like the Castle Gardens
- "1) The historic parts with its narrow alleys and different architectural styles

- 2) The view of the Mount from the North Street, which is green, and also the view of the Cathedral on top of Stag Hill, surrounded by green"
- "Iconic High Street – setts and clock, views to green hills, to Cathedral
- Statues – Guildford Scholar, George Abbott, Alice (by the river)
- Older buildings still used, eg RGS, Holy Trinity, St Nicolas, Castle, Museum, including residential areas eg Buryfields, Stoke, Rosemary Alley
- Interesting buildings in proportion and in step with setting – eg Theatre
- Open spaces eg by the river (behind the theatre), Castle Grounds, Rack's Close, Stoke Park (not really town centre?).
- Bountiful hanging baskets etc"
- Views of the Downs from the High street, the interesting buildings – Corn Exchange, Guildford House, upper storeys of shops. The Market, the Library, interconnecting narrow streets
- View of Downs / Hogs Back from the High Street. Pedestrianisation of High St. Historic and picturesque buildings. Lanes. Market. Zero Carbon and Solar Sisters. Green spaces of Holy Trinity, St Mary's, N Street garden beside Library. Castle gardens, Millmead by river except difficult to access from High St side of river. Good public library and Institute library. Guildford Institute, though more could be made of this attribute for more people.
- "riverside (subject to improvement); castle (including view from it); Quarry Street old houses; cathedral;
- view of Hogs Back from High Street; Guildhall"

## Transport and infrastructure

### *Active travel*

- Cycling
- As a non-driver who walks to my p/t work mostly along the towpath, this is already a good experience but could be enhanced.

### *Public transport*

- Easy to get to. Good transportation network. High street and castle are lovely. Excellent range of restaurants and cafes.
- Compact central retail area, mostly pedestrian-friendly, with easy access to public transport (bus/rail) and some green space (Castle grounds, towpath).
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- Compact central retail area, mostly pedestrian-friendly, with easy access to public transport (bus/rail) and some green space (Castle grounds, towpath).
- centralised bus interchange station
- Access to and by public transport
- Excellent bus service. Good shopping centre.
- "The High Street.
- Castle grounds.
- Bus station in the heart of town."



# WHAT DO YOU DISLIKE ABOUT GUILDFORD TOWN CENTRE?

## Architecture & design

- "Lots of the buildings are eye-sores, especially on the one way system (Odeon, back of the Friary, the 60s building by the new McDonalds, the old Debenhams...), Lots of cars and air feels polluted, The river seems blocked off from the rest of the town and there's a lack of seating and space on sunny days, The restaurants are mainly chains - I'd like to see more London-style venues that are independent and interesting (i.e. not suburban/bog standard italian and indian restaurants), The bus station is horrible - I'm keen to use the bus more, but the bus station is so dark and dingy it really puts me off, North Street definitely seems like 'the dodgy end' and I'd never really go there unless on my way to The Friary, The bus network could be vastly improved to encourage short distance travel around town"
- 1)The access to the centre from the railway station.  
2)Access along the riverside, particularly from the Town Bridge along the east bank behind Debenhams and Yvonne Arnaud and on towards Millbrook car park.  
3) Despite recent improvements not enough done to encourage people to enter Tunsgate from the High Street."
- 1960 / 70's buildings with no character. Not enough outside areas for drinking / eating. Too many empty shops because of greedy landlords
- "1970's architecture - the building over the road at bottom of High St especially.
- The road system - main roundabout etc"
- 60's style north street
- A few streets further out of the historic centre, you do find a few more of the post-war thrown up buildings, which look outdated and out of keeping with the high street
- Access, the central one way system at the bottom of the high street is fast and unpleasant.
- All the new builds which do nothing to add to the architectural heritage which should be conserved and enhanced with sympathetic new builds
- Amount of vacant shops, Lack of independent stores and restaurants (priced out by excessive rents and rates), buildings look tired, the bus station area, the run down cinema and casino nightclub area, lack of accessible space around the river, the traffic, especially around the centre of town.

- Area between Leapale Road and bus station
- Area near the bus station little scruffy. Areas disjointed. Some poor spaces. Stop all traffic.
- Awful road system, terrible 'use' of the river, some horrendous buildings, lack of non-chain restaurants (Tunsgate is helping to redress).
- Billboards in the pavement, makes walking around quite difficult as my husband is severely sight impaired
- Boring block building, the cathedral is hideous. There seems to be a real confusion about identity for Guildford which shows.
- "Bus station and surrounding buildings
- No bridge at millbrook and picnic area desolate now. Waste of space"
- Bus station and surrounding wasteland
- "Bus station.
- North Street a waste land!
- The crossing at the bottom of High Street to Old Town Bridge."
- Bus stop area really lets it down. Needs more outdoor seating area for eating on the summer. Area outside the Odeon is a completely wasted space that has so much potential, especially with the new footbridge linking the railway station
- Busy roads with narrow pavements, the 1960s architecture, the difficulty of getting in and out of town on public transport (especially from the far end of Onslow Village), the lack of flow from one part of Guildford to another, one public space to another, the lack of outdoor space protected from rain.
- Cobbled stones, whilst rather quaint can be quite tricky to navigate with heels. Town centre overall is quite disjointed with no central focus. Large roundabout in the centre of town is not desirable. The river area is not exploited very well. Much is overtaken by the central roundabout.
- Concrete, ugly buildings, and the traffic and it is disjointed.
- Current layout discourages pedestrians and cyclists. Moving around is generally not very nice. Access to town centre for residents living in edge-of-centre or suburban areas is horrible.
- Debenhams. Get rid of it and create something beautiful that's in keeping with the rest of the High Street and North Street area. There is nothing wrong with this style of architecture if recaptured with modern services, insulation, etc.
- Desperately needs a high quality cinema, the gyratory is blocked and complicated to drive around, needs co working space instead of larger offices
- Empty shops, rubbish everywhere, Phoenix Court and the whole north street area look an absolute eyesore, parking prices and the bus station is horrendous.
- Friary centre, old, dated to small

- "Friary old fashioned
- Looks awful to the back of which was Burger King
- Needs brightening up"
- "Gyratory road layout, Lack of transport interface with rail and bus, Neglect from 1960 and 1970's buildings that are now very tired. The approach from Woodbridge road, Onslow Street, Millbroom is unrelenting brick wall. We need innovative modern building designs that are sustainable, and green .
- We should not accept tired pastiche as offered by St Mary's Wharf and some of the Walnut Tree Close developments. We need to preserve historic views of the surrounding countryside and should limit building heights to not more than six storeys"
- High rise ugly buildings not in keeping with the historic high street
- "I dislike the blocks of apartments alongside the river which I consider ugly architecture.
- I dislike smelling cannabis as I walk through the streets and alleys on the way to the shops.
- I dislike Bridge Street and the Casino building, this is an area I prefer to avoid.
- I dislike the traffic jams."
- I hate that it is all so disjointed - needs integrating. Hate that I can't get to the river easily. Hate the one way system and that Connectivity between the bus and train stations is so very, very poor.
- I'm disappointed by the new footbridge opposite the station. Why is there a large concrete lump (supporting the ramp way I imagine) blocking access to and the view of the river? This seems to go against everything that I thought we were trying to do. The space in front of the cinema does not now flow into the riverside. A much better design for the bridge would be to make it a lot longer so the ramp could continue straight out of the bridge.
- Impossible to get to and the bottom end is tatty and very unstylish
- Inappropriate shop fronts. Buildings along river bank
- It looks very scruffy now
- It's awkward to move around because it's difficult to get over the river or railway and the road system is a nightmare as a driver.
- Lots of empty premises that look depressing
- "Modern developments with no consideration for the past - north street a prime example.
- Patched and rough pavements.
- Expensive parking and generally not inviting to visit. The town is looking rough on the whole."

- Needs to be brought up to date...the riverside area should be converted just as Kingston was.....it will "level up" the whole town and make it the "go-to" town for shopping, culture and entertainment!
- No link to river
- North street
- North street and bus station areas
- North street and the friary
- North Street and the Leapale Road area unfortunately has a number of semi derelict buildings, parts of it have been cleared. This past plans for retail development are unlikely to be feasible, if they ever were! Some new ideas sensitive to rest of the Victorian houses and Stoke Fields area should be considered.
- North street area and beyond is scruffy. New high rise flats by station. Traffic jams. Too many identikit high street shops, not enough independents. Hideous 60s/70s architecture
- North street is a mess. The bus station is unwelcoming and outdated. The Friary centre is an eyesore from the outside. The gyratory cuts the town centre off from the river, the Electric Theatre, Yvonne Arnaud, etc
- North street is very ugly!
- North Street, Bus Station. Yuck.
- North street, lack of a proper market place, traffic, crossing over to the Electric theatre and station side, lack of integration between train and bus station
- North street, old Orleans area, no bars on high street or riverside, bus station and derelict area opposite
- North Street, The Friary Friary St. Poorly designed buildings bad mix of shops, too many fast food outlets and the eyesore which is the bus station.
- North Street.
- Poor access to the river. Too much traffic and especially through traffic. Undeveloped sites around North St. T
- "Replacement of old buildings for 'modern'
- Empty shops and lack of independent shops"
- River inaccessible. Station does not link to bus station. Station badly designed. Long walk to beginning of taxi queue for example. Lack of small businesses, too many chain businesses. Business rates too high.
- "Riverside area is poor, particularly considering the opportunity - how nice would a coffee of bite to eat be next to a clean and attractive riverside. Areas outside the main High Street / Tunsgate location are uninspiringly.
- Some brutal 60's buildings have sadly left a visible scar on the town."
- Some busy roads, affluent high street but few less pleasant side streets

- "Some of the badly designed more recent buildings, and their impact on the roof and street-scapes.
  - Over reliance on chain stores and hospitality"
  - Some of the brutalist and/or poor quality modern architecture (e.g. on North Street). Far too much traffic close to the city centre. This traffic mixing with pedestrians. Not enough outdoor seating areas for restaurants or cafes. Not enough use of the riverside. Not enough independent shops. Not enough young people.
  - That the river is blocked from view and being enjoyed.
  - The 1960 buildings and concrete blocks and the traffic system/solution is terrible.
  - The 1960s buildings, poor pavements, lighting, more green spaces needed
  - The 1960s buildings, the unloved street pavements
  - The area from the bus station to the awful telephone exchange plus North Street
  - The area where Bojangles used to be and the bus station area where it's looks desolate and unplanned
  - The bottom of the North Street has some ghastly looking buildings (where Jamie Oliver's restaurant use to be)
  - The brutal concrete structures and those yet to come (eg adjacent to the railway station
  - The building pictured below, the empty building next to the Odeon Cinema and the fact that the river doesn't feel like it's at the centre of the town.
  - "The buildings blocking off the river,
  - lack of pavement cafes in the High St.
- 
- ugly shop fronts and signs."
  - The bus station is in the wrong place: it should be near the station and clean. The Friary is an eyesore and should be rebuilt around the good shops that are in it. The development of the Debenhams site needs to be in keeping with the nice old buildings in that area, part accommodation/part shops. The gyratory is dreadful and through traffic needs to be able to get through without blocking the centre of the town for those who live in it.
  - The concrete buildings, tower blocks and traffic congestion
  - The concrete buildings. No use of the river, the busy one way roads, Town is very dirty and 'chavy' in some areas. Guildford is such a historical city with a beautiful river running through it, I don't know why the river isn't utilised and new buildings aren't made in the same style as the old buildings. All the concrete takes away the beauty, and the river is hidden away.

- "The difficulty in getting around - it is very disjointed. Modern buildings with no design included. Mixing of cyclists and pedestrians - e.g. on the High Str and along the river and over the town bridge.
- Lack of seating or nice places, especially for those with impaired mobility - small parks etc. Castle nice but really for the able-bodies."
- The empty dilapidated sites that become an eyesore. The ugly BT building (near Waitrose) The traffic congestion. The empty shops I think because the rents are too high.
- "The ever increasing height of new buildings.
- The mishmash of architecture in North Street and other areas, at odds with the historic character of the best bits of the town.
- The traffic congestion and resultant pollution and the dominance of roads which make pedestrian and cycling routes inconvenient, longer and unpleasant.
- The lack of contiguous cycling routes.
- Poor recreational access to riverside."
- The fact that it's somewhat disjointed!
- The friary bus station needs refurbishment
- The Friary too clinical
- The friary, the debbenhams building, that awful building that looms over the river... there are too many tall chunky buildings
- The giratory
- The gyratory system and that the riverside has been spoilt by it and also the ugly 60s buildings - Debenhams and the Yvonne Arnaud theatre. Walnut Tree Road is also ugly and doesn't provide proper access to the river.
- The gyratory system, the scruffy riverside.
- The hideous 60s buildings in north street
- The hills !!
- The lack of imaginative design scale and uses Guildford has become dull Lacking in personality and personality's . Where are the local businesses and business people . ????
- The large roads going through it, the one way system, the ugly buildings on North Street and around the one way system. The "flying" office over the beginning of the Shalford Road. The Friary is quite ugly. It is too scary to cycle round the town centre. I wish there were dedicated cycle lanes, separate from traffic. The car parks are all charmless. You should be able to walk along the river just south of the Yvonne Arnaud instead of it being fenced off away from the car park. I don't like the large scale buildings. The police station is horrible and the court not that nice.

- The look of the Friary, bus depot, and area around Bedford Road (cinema area)
- The mall and the bus station area
- The mish-mash of architectural styles and different coloured brickwork of the buildings down by the river and near the station.
- The monstrosities around North Street, they don't fit with the aesthetic of the High Street area which is beautiful.
- "The neglect of its golden artery, the river Wey. I wholly support the vision to return the river to its rightful place at the heart of the town, alongside its unique high street. I also support the vision to redevelop North Street and the current plan for apartments in the Debenhams site. And, yes, the one-way road system needs re-thinking.
- The redevelopment of the railway and bus stations will also have a positive impact."
- "The old New Orleans restaurant by the cinema is dreadful. What a waste of a useful space.
- The Bus Station!! We have had consultations about it and promises galore. It is just a horrible horrible place to wait for a bus."
- The old Post Office Building in Walnut Tree Close which is uniquely ugly. Also the gyratory system which has destroyed the town centre and separates the town from the river and indeed from the rest of the town on the west side.
- The one way system and traffic. Horrible 60s and 70s buildings e.g. North Street, along the riverside, the police station, court, the Friary Centre. All the car parks on key land in the centre.
- The one way system chokes the town, divides the centre from the river and is a huge eyesore. Please dismantle it if at all possible.
- The one way system makes it awkward to go from the station to the retail/recreational areas in the centre.
- The past piecemeal development that has resulted in an uncoordinated development and now leaves the town with a mixed and ill conceived architectural landscape. The massive delay since the 1980s and possibly before, to appropriately develop North Street and its environs. Leaving a semi derelict area around Woodbridge Road, The Quadrant and the Bedford Road quarter.
- The rest is just another higgledy-piggledy town.
- The river is almost completely cut off from pedestrians, there are some ugly 1960s era buildings that detract from the lovely buildings around. There's a ring of traffic around the town centre that makes it feel claustrophobic and the walk from the train station to the town centre is uncomfortable and fraught with traffic dangers.

- The riverside aspects of Guildford feel a bit inaccessible and there are not really any water front features other than the high street town bridge.
- The road layout and pavements, trying to drive "through the town" to get out of the town.
- "The TGIF building is hideous.. the alleyway underneath it deters pedestrians. This could be revamped as Chertsey street is very pretty. North
- The bus station is an eye sore... it could be made better with greenery...perhaps a green area with cafes above it would be appreciated. There is not enough space for terraces to have a coffee outdoors in summer. Something like Tunsgate would be amazing. The island with the car park is hideous. More greenery would help dilute this tarmaced area too... that small portion of the riverside could be enhanced a lot. It's a shame the cinema and cafe area doesn't seem to have picked up... the casino parade is an eyesore but PLEASE no high rise buildings. We don't want another Woking!"
- The traffic, the one way system, the high rates that have closed shops, the empty buildings, ugly buildings, the beggars on the streets, the empty shops, the indoor shopping areas, the Posh Pawn shop. No art house cinema. Ridiculous parking charges recently. Our daughter takes home £1,800. Her rent in Guildford £1,150 pcm, the rest is taken by council tax and bills. Young people will leave.
- The ugly circa 60s - 80s buildings (eg the one you have in the photo below), lack of walkway/ access to the river, ugly concrete along the river bank, particularly at the Debenams site, horrid gyratory road system!
- The ugly sixties buildings. The bus station. The Debenhams eyesore.
- Too many big blocks of flats being built, vacant retail and empty plots, vacant new Tunsgate, 70s buildings esp those bridging A281 & bus station, drunks in every open space.
- "Too many separate areas - High St - North St - Friary
- North St and Friary are not at all welcoming"
- "Traffic
- Empty shops
- The area between Woodbridge road and Leapale road is totally wasted"
- Ugly buildings in North Street. Empty shops. Lack of variety in shops.
- Ugly buildings on North Street.
- "Ugly modern architecture
- North St architecture has been destroyed
- Gyratory - horrendous congestion and it splits the town
- Lack of exploitation of the riverside
- Weir has been closed for 2 years with no plan to fix"



- "Ugly modern buildings like the carpark near the cinema. Anything that looks even vaguely 1960s or 1970s.
- Flat roofs. Tower blocks - like that disgusting block that obscures what SHOULD have been a beautiful view down the High Street to the hills."
- Upper high street buildings that have been neglected for decades,
- Very ugly buildings by the river, unpleasant subways from the station to the town, rather derelict shopping arcade (White Lion Walk) with so many empty shops.
- Walking from the onslow side (near bray Rd) through un imaginative and put lighting pedestrian walk ways into town
- Way to many new buildings
- What has been done to it since the 1960s - but this is not a reactionary position. Many strong advances could be made with more sensitivity and better sense of beauty and attractive design.

### Community and public facilities

- "There is no infrastructure for bicyclists or services for renting e-scooters, Riverbank has no lights which makes it very uncomfortable to walk in the evening, Extremely annoying traffic light at Friary (it takes ages to cross this street), Not enough footbridges or tunnels to cross railways, No legal graffiti walls where street artists can express themselves and leave the message to society. Mural paintings are signatures of places like Brighton, Bristol, Brixton or Camden Town and should attract energetic young creatives to start their own businesses and boost economy, I wish we could have more summer cafes, street food markets on the river side, Phoenix Court could be a nice spot for street food market with lots of food trucks or stalls, but there is nothing going on, No playgrounds for street workout.
- No viewpoints or terraces where people can enjoy the view on the town center, Guildford Museum needs some update, it could be a nice place for tourist to get more information or enjoy some contemporary exhibitions."
- "1) The town centre closes by 6 or 7 pm. People who work at te hospital/research park/ students are left with no access to the life of guildford. It is not fit for living.  
2) There are no cycle lanes from the town centre to other distinct site to guildford i. E. University, Hospital, Cathedral, Business Park.  
2.1) Not great connectivity / transport available to travel around guildfird  
3) like many other towns/small cities Guildford does not have its own central park or Garden for residents to sit, play, enjoy. The car park near the new

bridge /odean should become a new green area to revitalise and bring colour to the town centre

4) North Street looks dilapidated and not as looked after as the High street

5) I believe new affordable housing/flats should be built in the town centre and close by to ensure residents can use and ensure the small economy of the town remains active at all times of the year.

6) More greenery within the town centre, removing some car lanes and making them into new walkways with trees and plants (plan seen in London/Paris) would enhance the looks of the town centre into a green and welcoming environment as it currently looks grey/brown and dated.

7) Make better usage of the river I. E. Use as a transport or have shops/restaurants /walkways to ensure customers/visitors see the beauty of the canal as currently there are plenty of graffiti visible.

7.1) clean the canal/River as it is dirty and unwelcoming"

- Cars, very poor cycling provision (one way systems are difficult to navigate by bike). Not much outdoor public space in the town centre that's not commercial.
- Disgusting bus stage. Nowhere to sit in the warm. Doors missing everywhere so totally awful especially for the elderly. A disgrace and it lets the town down
- Disjointed layout and gathering of uses and services; dirty and shabby; insufficient public facilities like modern toilets, accessible rooms, baby change facilities; unfinished or neglected areas at core of the town; lack of high quality modern design; belief that it is a high quality well-led town with strong community resources; traffic
- Empty buildings sitting abandoned & unused. Instead of getting more shops, they could be used for recreation &/or residential purposes. There's a space that was just vacated in White Lion Walk, it would be great if that was set up as a waiting lounge for busses at the Friary (especially after the mall closes); complete with a board of departure times (like the Friary has), lots of seats, possibly snack/drink machines and even bathrooms.
- Lack of public toilets.
- Lack of toilets, the bus station could do with a facelift
- Large number of empty shops and lack of independent businesses (astronomical rates!) lack of clean community space. North street is tatty and unfriendly except when the market is on.
- Needs more playgrounds/open spaces for kids to play. Stoke park playground is great though there isn't a community space on the castle/Pewley, Charlottesville or town centre area. A place where parents/kids can meet, a focal point. A destination that isn't about shopping and is about outdoor play. It's really noticeable since moving from a city to Guildford where previously I

was in a place where every few streets there were places for families to play and the city invested huge amounts to make it greener safe spaces vs consumerism.

- "No large open plaza area.
- No good use made of the river frontage for shops, cafes etc."
- North Street, Bus Station area, wasteland opposite, empty shops, high car parking charges. Upper high street feels disassociated with lower. Lacklustre approach to community projects, promotion and community events. Other areas far better served. Guildford smacks of elitism rather than inclusivity.
- "Not enough I'd being made of the pretty river Guildford has. It beginning to look like an inner city uncared for and dirty
- Open up the areas and make it more attractive encouraging visitors and space of countryside for those who live here"
- Now a number of closed units/boarded up shops. The area in front of the Friary needs refreshing to include benches/seating area.
- Poor architecture, little public space, litter, area around Bedford Road and bus station empty and neglected... disastrous planning over the years has missed opportunities to improve the riverscape and has resulted in appalling offices to be built without any reference to their historical sites and any sympathetic design.
- River is disconnected and not maximised as a place to walk, eat, meet. Too congested with cars, cars on North street.
- Riverside needs to be more accessible to all, and flood defences improved. This would enable riverside sites to be redeveloped to provide new attractive places to live and work.
- Smokers puffing into your face, so-called homeless who throw away food given them and beg for money, broken paving stones, electric scooters up and down the pavements
- "Sunday has become a dreadful problem with the amount of travellers descending on Guildford Town Centre. They are becoming a huge problem. Sunday 6th March inside the Friary Centre i witnessed roughly thirty travellers grouping around two female travellers fighting and using mobile phones to film this. Shouting, running and fighting is all to be seen in Guildford on Sundays from the Gypsy community and it really is embarrassing for Guildford. I would be mortified to think of people coming to Guildford for a lovely day out to witness this atrocious behaviour and think that us Guildford residents find it acceptable. Terrible antisocial behaviour like this needs policing.
- I feel The Friary could be improved as it is quite dated with the old 90's shopping mall flooring, 80's music playlist and lack of modern design.

- Guildford is lacking upmarket adults wine/cocktail bars. We need a more sophisticated selection of evening destinations once dinner is done. The Ivy is great, The Long Bar at the Harbour is also promising however lacks atmosphere. I feel more central locations for some lovely bars on an evening would be lovely other than pubs.
- More seating and walkways along the river would be great."
- "Temporary car parks opposite leapdale multi story
- River side walk comes to an end on north side of river by electric theatre . This area could be improved .
- Bridge street is a bit of a mess . Needs wider pavements"
- That we don't have more things to do in the riverside like Richmond
- the cars, buses, noise , lack of places to sit and enjoy the views
- The friary is too small to add anything - everything and more there can be accessed online or elsewhere. The current cinema complex - that whole areas should be an amazing zone of activity for the whole family. Tunsgate was a nice development but it doesn't seem to have made the most of itself ?
- The gyratory is not only a traffic nightmare but an eyesore as well. The area near the cinema is also horrible and needs to be urgently addressed. The failure to repair the broken river bad near the theatre is also subtracting from the attraction and usability of the river bank.
- The lack of any facilities around the riverside
- "The lack of green space to sit and enjoy the riverside close to the town centre.
- There are very few shops on the high street that are child friendly, it seems more a town of middle aged people. The Friary is a little better, but the whole town centre could be improved by creating traffic free areas, green spaces, permanent, seasonal or temporary outdoor play features.
- Another problem is the lack of cycle parking and even safe cycle routes. Improving these and reducing the influence of the car in the town centre would help"
- The need to cross the A281 road to get to the river and the traffic this causes - a lowered section of road or a wide pedestrian bridge would connect the town to the river. Without addressing this disconnect in a bold and dynamic way, the town will always feel disconnected from the river. North street is always a second citizen and feels unloved. Lack of town centre squares, outdoor eating and entertainment experiences or riverside dining. More green spaces in the heart of Guildford, preferably around the river.
- There is a danger of lack of coherent planning and the shop fronts become bland. Few more seats would be helpful as it is quite a walk up the hill.
- Turns it's back on the river. Poor urban design around the cinema encourages antisocial behaviour, huge issue of littering for example. Very little amenity

space for teenagers to socialise. Almost no facilities for river users to stop and enjoy Guildford, most simply transit through.

### Eating out, arts and culture

- "Far too many eating and drinking places.
- Cracked and uneven pavements.
- Not enough seats"
- North street, especially the bus stop area. Need more outdoor eating and drinking spaces. Not enough benches to sit for a bit. Parking for short times is now inconvenient as many of the larger car parks only have minimum 3 hour parking. Should have option for 1 hour with those wishing to stay for 3 hours getting the discounted price.
- Poor choice of quality restaurants.
- There is no central space for cafes and outdoor eating
- All night clubs close down
- It lacks independent shops, the one-way system is horrible and it needs more creativity and investment in culture. It seems a shame with all the potential Guildford has to make it distinct and vibrant, that there seems no vision beyond building new housing and chain businesses.
- There is no visual arts space or community centre in town.
- Total lack of good restaurants, bars and music venues (apart from boilerroom) - if you want to attract young, dynamic, talented people, this needs to be sorted

### Environment and sustainability

- Upper high st. Great area for estate agents and building societies but restaurants, takeaways and bars don't work in this area.
- Bus station area, grubby and run down. Not enough use around the river area, rip off parking costs
- Bus station. Dirt and litter - particularly around old telephone building in Ward Street.
- General 'tidiness'. Limited riverside access.
- "Lack of use of river
- Agree this should be main destination focus"
- Litter everywhere including cigarette butts
- "Mess
- Poor pavements

- Poor roads
- Poor toilets
- Empty shops
- Drinks
- Beggars
- Noise from drinking people
- Traffic
- Lack of underground culture"
- Not at the expense of the down stream destruction already going on because the Wey Navigation is being run too fast thorough the Town (which caused the Tumble weir collapse) The destructive action of running the Navigation too fast has caused the loss of over 300 trees between Godalming and the Thames since 2012.
- Not enough green area with seating in central Guildford.
- Side streets and some areas on North Street are dirty eg Jeffries Passage, pigeon mess by library, hate the onroad parking on North Street. Not a pleasant street to be on. No greenery. Empty shops are sad to see
- Tatty in places
- The area between the wetherspoons and the Debenhams along the river is poorly kept.
- "The dirty and broken pavements
- The filthy bins
- The dirty shopfronts
- The general neglect of empty shops
- The areas where shops and homes have been pulled down and left derelict
- The disgusting bus station
- The gridlock suffered by commuters
- Sunday train/bus substitution"
- "The lack of easy access to the river and the riverside itself mostly neglected and not somewhere you would like to spend any significant amount of time. This only applies to the riverside in the town centre, once you venture a bit beyond the town centre, the riverside is beautiful.
- Additionally, if you live on the high street side of town, the walk to the station is very uninspiring."
- The rubbish, glass, and waste collection seems not working and that there are not punishment for people consciously making the town dirt and not helping the environment. We need more education to students
- Traffic and associated emmissions and noise pollution; vacant, derelict sites; poor pedestrian environment beyond the high street due to lack of care and maintenance; commercial A-boards and street advertising causing obstacles

and visual clutter (these need planning permission/advert consent so get a grip GBC!).

- Walking into town from there on slow side, it's very dirty. Lots of broken bottles and rubbish. This needs to be cleaned up more regularly. Or pressure put on the university to extend or share the burden of cleaning this up. It's dangerous for people with kids and pets. And also impacts the appearance of the town.
- Waste of river side opportunities, no use of river boat taxis, pollution from traffic, disconnect of bus transport and the train station.
- When the streets are not clean
- Would be nice to make the river more of a feature of the town
- Flooding down at Millmead area, any development of the old Debenhams site should include flood defences for both sides of the river at Millmead

### Governance and funding

- North Street should be pedestrianised. The shops that have closed down are sad. Should be more independent shops not just chains. Can't see where any investment has been made. Some of modern buildings are hideous
- Old buildings being converted into modern monstrosities. North Street are an embarrassment 20 years and no decisions on developing. reduce business rates to attract nice businesses rather than charity shops, estate agents and betting shops
- Rents mean that high street chains have a significant advantage over independents that are forced into harder to access parts of the town
- Ridiculous parking fees and seemingly greedy retail rents...at the moment the town centre is dying.
- The potholes my king
- Too many empty premises. Local authority are not doing enough to get private landlords to lower rents and rates.

### Planning

- A lot of space not used and the promised revamping of town centre taking unacceptably too long.
- "Empty shops, the fact that the council allows so many sites to lie dormant for so long
- e.g. North Street development (at least turn it into a car park temporarily), Bright Road Car Park that the Council decided to close half of the spaces 2

years(?) ago including the Robin Hood pub and have now just left run down and empty

- The fact that it doesn't use the riverside enough, even new developments at Debenhams etc. are not doing enough for this, there should be a small Marina/Launch point by the main town bridge to encourage use of the river., it does not make enough of the park/greenspace by Millmead where the weir has still not been replaced (unbelievable), this could be an excellent resource for the town and a real draw in the summer but the Council has allowed it to deteriorate by not repairing the weir and allowing it to become overgrown with the excuse of ('its good for the bees') (I am an environmentalist)."
- it's disjointed and crowded elitist and expensive. There is little work currently being done on sustainability and shops selling environmentally friendly products. I dislike that it is on a hill. The ideas on the video look great BUT THERE IS NO MENTION OF TRANSPORT LINKS IN AND OUT AND HOW YOU ARE GOING TO LINK THOSE IN TO THE FLOW OF THE TOWN IVE PUT THIS ALL IN CAPITALS BECAUSE THERE IS ABSOLUTELY NO POINT IN DEVELOPING GUILDFORD HOW YOU WANT TO WITHOUT ADDRESSING THIS! I live in a village outside and currently try to use public transport to get to work in Guildford - I work at the top end and there is no bus that can get me in on time so I have to use a lift and there is only one bus per hour home so this limits how flexible I can be at working overtime.
- "It's all focused on the High Street. You've been talking about North Street and the bus station area for years.
- The native land development will be too high and dominant, the theatre will be over shadowed.
- There have been so many consultations, but not concerted action."
- Lack of active transport options, 1960s buildings and road designs. Lack of decisiveness on development means that urban decay has become a real problem.
- Lack of inspired development
- Large developments arriving
- North street was upgraded and now already looks a mess. Tarmac put down by utilities instead of reinstating the pavement as it was. Who lets them do this
- "North street, and the areas west of it. I am a lifelong Guildford resident (68 yrs) and I don't know how many failed proposals I have seen for the improvement of North street. Reduce, if not removing, the parking.
- Bridge street - the pedestrian experience is awful (and near dangerous) with the very narrow footpath and traffic passing within inches of pedestrians. For visitors arriving by train this is hardly a welcoming experience when we should be encouraging people to use the train rather than cars."



- Nothing ever progresses- how long has the proposed expansion of the Friary been? Bus station is a disgrace. Has good ideas but not thought out properly eg The Village. Complete wasteland now.
- Planning applications for lots of big flats with no parking. Too much traffic already
- "Shops Aimed at the wealthy or pound shops -
- Takes forever for anything to be developed to actually happen -
- parking is never great or very expensive
- No real street art spaces for street artists to brighten the place up -unlike other large towns and cities -it's looked upon as dirty graffiti by the powers that be here in this town - commissioning the right local artists is the trick !
- More arts and culture -guilfest was excellent and brought massive revenue to the town.
- Then never allowed to happen again !
- The New £4m bridge is a bridge to nowhere -a right old dump"
- Some areas clearly sit for too long awaiting development such as the site previously used for a pop up near the bus station
- "The complete lack of quality planning and engagement of the arts and community within the Town centre.
- The complete failure to grasp the opportunities of The Welcome Back Fund by GBC is a shocking failure!
- Christmas installations that do not in any way represent quality or true community engagement, and cannot be seen to improve the Town's character or heritage. From what I can see they do not fulfil any role to increase economic value for creative industries based within the borough. Or indeed local business's as an attraction."
- The desolate space cleared for redevelopment that has remained unused for years. The poor state of the bus station.
- The disregard for all of the above which seems to creep into many of the Council's decisions. We are losing our identity through poor planning decisions and the lack of a clear and coherent town centre strategy - our Council seems to be inconsistent with many decisions going on behind closed doors with short term thinking at the helm - the condition of North Street, poor street repairs, too many 'modern' buildings and the parking charges are a prime example
- The Friary bus station - grim, dark, with inadequate and inaccurate information, dangerous routes for pedestrians to cross between stands. The one-way systems which route traffic further than necessary and encourage traffic to cut through roads that weren't built for constant traffic. Pedestrians being forced underground in favour of traffic between Park Street and the

Portsmouth Road car park and between the east bank of the river and the bottom of North Street and in other places, eg under York Road. The private indoor shopping spaces such as White Lion Walk and The Friary which can make their own rules about opening times, facilities, muzak. The lack of public toilets since Debenhams closed and the top floor of White Lion walk closed. Cyclists using the High Street when it's closed to traffic and also cycling against the legal traffic flow - endanger those less mobile, less able to see and hear. Cyclists on the pavements in the lower High Street - a product of the one-way system and of inadequate signage at the top of the High Street. Over-priced parking which makes even a short shopping trip by car expensive (sometimes you can't leave the car at home and lug things on the bus) and adds to the cost of an evening out (the buses stop running very early in the evening to some parts of town.)

- The gyratory system which cuts the town from the river and cuts the town in two. The fact that it is difficult to get to the other side of the river. The fact that it is difficult to enjoy being beside the river. Some of the new developments which will clearly dominate and overpower the town centre (Solum. St Mary's Wharf. North Street etc) are overpowering and too tall. The hard landscaping in Tunsgate which is a huge disappointment
- The Solum development. The ugly building which juts out over Millbrook (the 281 road) by the Town Bridge. The two incongruous 60's tower blocks which spoil the view out to the Surrey Hills.
- Tower blocks of flats gaining planning permission

## Retail

- Casino area is an eyesore"
- All the closed shops
- All the empty shops. You used to be able to get anything you needed in the centre. This is not the case anymore.
- Amount of disused derelict space in the town centre. Traffic and accessibility during peak times. Better cycling structure (safe parking for bikes)
- Boarded up shops, move to just high end boutiques
- Cloned shops.
- Closed shops
- Closed shops, the new overarching development of flats coming at debenhams is a real insult.
- Dysfunctional gyratory system; not enough independent shops - too many chains; inadequate and expensive market; "burger alley"; disgraceful decision

to allow cinema to expand – that area was crying out for another restaurant with large outside seating area; derelict "Village" site; disregard for the river; Tunsgate Quarter – only caters for the wealthy Guildfordians. It would appear GBC and its cronies would prefer the majority of Guildfordians to go elsewhere so that we do not ruin its dystopian vision for the town. The town centre lacks character. We need a proper bus station. Those who talk about spreading the buses around Guildford obviously do not use the buses. The railway station should have a bus stop. The circle bus that used to take people around to the top part of the town and the station should be reintroduced.

- "Empty shop units higher up, it's a shame"
- No parking at library"
- Empty shops
- Empty shops and undeveloped areas
- Empty shops not being put to use
- Empty shops, expensive parking, the one way system
- Empty shops, lack of a variety of shops especially clothing. Scruffy bus station
- Empty shops, unkept areas or underdevelopment for years.
- Empty shops. Lack of support for homelessness services.
- "Empty shops.
- Unable to walk easily south along the river"
- Empty stores that have been left abandoned
- Empty unused shops, buildings and areas (for example behind North Street)
- Hilly. No normal shops, not enough small private shops. Too many empty shops. No town square covered open walkways to window shop or sit outside at cafes and restaurants but covered if rains.
- I wish the quality of shopping was better. Retail space is old dark and dated. Shops come and go with many storefronts empty. I want to be able to park close to shopping so I can nip in and out without hassle.
- It has very little to offer now. Could be a wonderful mix of larger and interesting independent shops but the rents are too high to allow that. Many shops have closed and there is currently very little to tempt us into the town centre. So sad. There is a lot of money round Guildford but nowhere decent to spend it. The river is not accessible, the only cafe on the river was Debenhams and that was not great but at least offered a view of the water. For a wealthy county town it is grotty and sad.
- "It is a 'clone' town where most of the shops can be found in any other town. Godalming and Farnham by contrast have unique outlets
- The fear that the Council want to swamp the town centre with unsustainable infrastructure projects
- Abandoned bicycles around town"

- it needs more independent outlets, cut the rates and rents before it's too late.
- It's elitist only the rich can afford to shop there
- Lack of butchers and green-grocers; lack of bike parking
- Lack of independent businesses or useful shops. No interesting restaurants - chains have taken over and forced small businesses out.
- Lack of independent shops
- lack of independent shops (caused by the high business rates); lack of control on vehicles parked incorrectly (High Street, Quarry Street, North Street); cars driving in areas they are not supposed to (e.g. turning left at taxi stand near McDonalds; continuing straight on North Street (near M&S) rather than forcing people right.
- Lack of independent shops and restaurants. Ring road area
- "Lack of independent shops. Extortionate cost of parking. Rent too high for lots of independent shops. The wasteland area near the bus depot where the pop Up village was."
- Lack of individual shops not part of a chain,
- "Lack of shops. Overpriced car parking. No vision, even the "new plan" is complete rubbish. Council rates too high.
- Get a grip Guildford, Woking are making you look stupid"
- "Lack of shops.
- Empty buildings"
- Lack of small non-chain shops, poor public transport
- "Lack of smaller, independent shops.
- The large "malls" are soulless and remove pedestrian traffic (from the outdoors)
- Parking is expensive and the York Road payment machines are too few and incredibly slow
- We are slowly, but surely, losing the basic high street shops (H&M, New Look, Jones etc. etc.) in favour of more expensive brands."
- Limited shopping for basic items like quality bread, meat and fish. Spaces that have been empty/dilapidated for 20-30 years. Frankly, a relatively poor (but improving) selection of quality restaurant/coffee house venues. Too many shops that I have no need of (and which online shopping trends will make harder and harder to sustain). Poor, congested routes for transport other than A3 directions and no plans for improvement of them. For 20 years, a lack of vision and a lot of dithering in the planning of the centre (eg Friary upgrade; eg lack of recognition that closing centre to cars does not solve a traffic problem unless you provide alternative routes)
- "Loss of post office
- Empty shops

- No butchers or fish mongers
- Awful bus station
- 3-hour parking minimum"
- Lots of empty shops, in some areas more are empty than in use
- Lots of empty shops. Not much use made of the riverside area. Poor quality shopping malls. Expensive parking
- Modern unsightly shop fronts. Would be much nicer if the council could dictate a frontage and sign type that allow brands to be visible but more subtle.
- No great department store like John Lewis. No areas to sit by the river, nearer the town centre. Too much traffic. I hate the two tower blocks - they are so ugly.
- No shops, too many coffee shops, no variety, parking prices, busyness, feels dirty, all spaced out
- North street is dirty and ugly, empty shops
- North Street is not very welcoming, looks bland and tired. The peacocks centre is nice but too many shops empty and not enough choice of shops. Bus station is awful. Looks drab and frightening in the evening.
- North street is scruffy and dirty. Guildford has a reputation of being a good place to shop but I think it's lacking, only has small stores with limited stock
- Not a lot. Its been overrun by boutique & high end outlets. Don't start me on Friary st full of food chain shops, totally unnecessary & a hazard to walk down with tables & chairs strewn everywhere.
- Not enough individually owned shops of character. Not enough people living there. Friary and Debenhams =blots on town landscape. Traffic noise and sound pollution + gyratory blocking access to river and train station. Dangerous route from bus to train station. Horrible down at heel bus station, putting people off bus travel. Not nearly enough cycle parking, let alone cycle lanes. Difficulty of accessing centre from outlying areas, near enough to walk or cycle from, such as Merrow, because of poor, too infrequent and expensive bus service and cycle lanes just ending, full of potholes. Too much through traffic polluting roads into middle of Guildford for walkers. High St and wharfman Statues male and not aesthetically pleasing. Alice hidden away. Riverside apart from opposite Yvonne Arnaud feels neglected (and even there a not very pleasing view of Debenhams) or is inaccessible / hidden away.
- Punitive business rents that have caused exodus of retail names like H+M, Between The Lines, Fat Face and New Look - stores that survive in Farnham, Godalming or Woking, for example.
- Sad to see so many shops closed and low cost shops opening on the High Street. It detracts from the once beautiful and renowned High street where

people came from afar to shop in our beautiful town. Now, it's just like most of the towns in the UK...it looks run down

- Shops closed due to exorbitant rents
- "Shops closing.
- Large areas of wasted derelict spaces."
- "So run down
- Shopping centre is awful, no good shops apart from Zara. Needs doing up, modernising it's depressing. I travel to Brighton or Reading now just to go shopping"
- "Stores are too much of the same same, there is nothing standing out.
- I think Guildford gradually loses the element of "locality"
- The amount of closed shops and the sad state of things
- The disconnect with the River Wey. However, the planned development of Debenhams may allow the river to be a bigger feature for Guildford. It's a shame to see so many shops leaving the town centre.
- The empty shops, North Street, traffic congestion. Parts of the river being closed
- The empty shops, the end where Casino is and The Tesco's extra. North Street and how dirty it looks where the Post Office used to be. 40 years ago it was such a lovely town but now....
- The empty shops, the progression of chains. Guildford used to be renowned for its independent shops. It is now full of the same shops that can be accessed on line and in every high street. Parking is way too expensive, it prevents a shopping trip and I will only come into town for a specific purpose not just to shop.
- "The empty shops. It is distressing to see so many 'to let' signs.
- The lack of small traders - the town centre is becoming a mass of chain restaurants and retail outlets - so that it is losing its individuality and character.
- The lack of an independent cinema - a place for a greater variety of films and also with a bar etc The Odeon is an eyesore on what could be a charming part of the riverside.
- The lack of any amenities on the river - a boathouse, river trips (Dapdune Wharf is a long way out)
- The ugly buildings around the town centre - the old Debenhams site is an example and the current proposals for the modernisation for this site with high rise apartments as well as the train station development which is also set to be high rise. (Look how Woking town centre has been ruined - please don't let this happen to Guildford).

- The new parking restrictions are not encouraging local residents to come into town.
- The Friary Centre is also an eyesore.
- The empty wasteland by the bus station."
- The fact that it is too expensive for individual shops. Only the nationals seem to be able to afford it.
- The fact that most shops are chain shops. It would appear that individual shops are not encouraged - perhaps business rates too high.
- The huge loss of retail. Not fit for purpose bus station. Lack of joined up thinking. Lack of forward thinking for a younger generation. Some areas look very run down other areas have expensive retail shops. Dislike tunsgate quarter worse than before development
- The lack of independent and unique shops
- The lack of independent shops and the traffic!
- The lack of variety of high street shops. So many big names have left Guildford in the last 5 years that it's getting to the point where I need to go to Woking for more variety of options.
- The North Street is quite dodgy with empty shops, but I like the market. This part needs to be improved.
- The number of empty shops and the loss of some mid range stores e.g. Gap, French Connection, etc.
- The number of empty shops. Lack of parking for 1hr. Cost forcing out small retailers
- The number of empty shops. The one way system.
- The sheer amount of empty shop units, particularly lower High Street. Guildford used to be a premier shopping destination but now it is not. Kingston and Winchester are now superior and don't seem to have suffered like Guildford. The cinema area could be greatly improved and North Street has been promised a facelift for over a decade.
- The sheer number of vacant shopfronts in the town centre, lack of a clear, uninterrupted pedestrian link between the train station and the bus station, the gyratory traffic near the friary, few entertainment choices beyond retail shops present
- There a too many coffee shops and not enough variety of shops
- There are a lot of empty shops and this has dilatory affect on the environment
- There is an artists' shop opened and the gallery that sometimes has small exhibitions. But it would be nice to see some empty shops used for community and cultural ends. Empty
- There's a lot of chain stores, it's hard to cycle in the town centre

- "There's too many empty shops, and those that are there are large boring chain stores – as I understand it the rent is too high for any innovative independent stores.
- There are way too many estate agents on the Upper High Street as well. I basically only ever go up there if I'm going to GLive.
- As soon as you step away from the high street and north street, it can get a bit grimey and unclean, especially around the underpass/riverside."
- Think the area where the cinema is could vastly be improved, along with the whole riverside area. We need a John Lewis where Debehams was!
- Too many shoppers
- Too dominated by chain stores. Should be more independent businesses. Also what about having space for a covered market?
- Too many big brands, limited opportunities for independent retails (who not only bring diversity, but turn high streets into destinations as you general can't easily buy their goods online). The High Street should flow down to the river, without being split by a fast road.
- Too many chains, bus station horrible and parking and buses too expensive. No bike parking. Very few independent shops or restaurants. Empty shops.
- Too many charity shops
- "Too many coffee shops and barbers. Needs to have a greater range of shops. Parking charges are also steep compared to Woking. My daughters would rather get a bus to Woking, which is sad as they live here in Guildford.
- Have the farmers markets at the weekends so the working people of Guild can go along and enjoy them."
- too many empty shops
- Too many empty shops and new modern fascia
- Too many empty shops. Not enough independent shops. New parking fees are ridiculous. No longer "pop" in to Guildford. I now go to Godalming for shorter trips.
- Too many expensive shops that are of no interest to families.
- Too many expensive shops. Too many empty units that could be made available to the community.
- "Too spread out now with empty shops and filling with nail bars etc.
- Missing some shops that are useful like H&M. Matalan."
- Empty shops, the filthy casino and it's surrounding area, just what visitors coming to Guildford first see when they arrive



## The character of Guildford

- It's tired
- No character as planners and developers do not have a clue
- North Street is a mess and lost any character
- Teenagers gathering in the circular area between the friary centre and Nando's
- Not much really.
- Not much. There is a wide variety of shops and you can usually get what you need. I do like the cobbled street and it was very encouraging that it was fully restored. It is good that the main high street is pedestrianised. It is good to have the markets both the regular ones and the ones in the high street.
- Nothing at the moment and when first came here 35 years ago .I thought it was the bees knees ,it was so nice.
- Nothing I think it is a mess I do not enjoy shopping there at all.
- Nothing really.
- Nothing really. It's gone downhill in the last 10 years

## Transport and infrastructure

### *Parking*

- All the traffic, the roundabout over the river, and the 1960 style buildings. All such an eye sore and smell from fumes.
- Car Parking charges- exorbitant . Poor retailer selection, diminishing monthly. North Street is an uninspiring place, very downtrodden.
- Cost of parking your car.
- Difficult expensive parking, too many empty shops
- Difficult to park
- "Expensive car parking. One way system that is over run with bus lanes that add to the traffic congestion
- . Food outlet delivery drivers especially on motorbikes have no care of any other road or town user. Drive how they want park where they want including in Disabled bays."
- Expensive parking and lack of ev charging
- Expensive parking. Increasing number of empty shops
- Expensive parking. Pedestrian access to the river is limited by road layout. Traffic around the one way system is a problem.
- Expensive to park & too many empty shops although its good to see them reopening slowly..North Street is low rent and the architecture on the north side

is hideous. Dolphin House is one of the Town's eyesores and needs demolishing. The waste ground by the Friary & Leapale Rd needs flats with a few shops and eateries underneath & the rear of the telephone exchange is revolting ..

- High price of car parking and the hostile environment being created towards motorists
- Inadequate less expensive parking
- Lack of free parking
- Lack of parking and cost of parking
- No easy way to pop in and park quickly to go to specific shops: you have to plan to stay for a long time when there aren't really enough shops to make it worthwhile.
- "North had money spent on it and every time pavement is dug up tarmac is put down
- Instead of replacing the pavement slabs looks very tatty. Car parking is very expensive, puts off people going in to Guildford. The 3 hour car parking idea has not been thought through. Many people may not have disabled badges and not be able to walk from g live to bottom of north street"
- North street on the bus station side needs improving for transport access and nicer shops. Leapale car park needs improving. Very deep curbs that wreck wheels if not careful, small parking places, need one more floor undercover.
- North street seems neglected. Car parks are too expensive
- Not enough park space and not enough parking.
- Parking
- Parking can be crowded
- "Parking charges .
- A now lack of independent shops to due charges/ fee.
- Riverside adjacent to YMCA - under developed.
- North Street = Hard on the eye and on foot."
- Parking charges are far too high. Small businesses can be discouraged and priced out by high rents and rates
- Parking costs
- Parking is now even more difficult after the recent changes. The river is disconnected, as is old Debenham building. Upgrade around bus station needs to happen ASAP it is an eyesore
- Parking too expensive, too many expensive shops, too many bookmakers, too many high rise buildings being planned which will destroy the town's character.

- Parking/access needs improvement. A lot of people are intimidated by the traffic system and spread out, little car parks. I have limited mobility and would like to see improved access.
- Price of parking and small parking spots
- Terribly priced street parking (should be free to encourage visitors), road pot holes, lack of vision for riverside development, too many empty shops (some due to pandemic, but not all !). Grubby Bus station. Road network too busy (compounded by too many traffic lights hindering traffic flow).
- The area around the cathedral -is very ugly -parking is expensive and there's not enough of it
- The cost of the car parking, it makes me think very hard about 'do I really want to come into Guildford' it's killing the town, and shops seem to be closing.
- The High Street Hill and expensive parking
- "The Hills
- Cost of car parks"
- "The lack of good parking.
- The fact that the parking is too expensive. The amount of uncontrolled development but does not add to the character of the town.
- The lack of imagination by the council and its officers. Be a pain fact that the council does not listen to the opinions that it is given. The fact that the river has been totally lost and no real effort has ever been made to save it."
- The lack of parking, the number of empty shops and the extremely unsightly, litter-strewn "derelict" area between the Friary Centre and Leapale Road.
- The parking charges - essentially £3 to park for 3 hours almost everywhere. No more popping into Guildford to do a quick shop as it is too expensive. Parking charges due to go up again in April. I wonder what the shops think about the high charges - do they think it is putting off shoppers? I realise GBC needs to reduce its deficit but again I think this is very short-sighted especially given the number of empty shops we have already.
- Too many parking restrictions.
- Traffic and high cost of parking

#### *Public transport*

- Bus station and waste ground near it. Also empty Debenhams site
- Bus station, area behind North Street, the gyratory, lack of river frontage
- Buses using North Street and High Street.
- Everything especially the bus station
- North St, Bus Station, Woodbridge rd.
- The bus station

- "The bus station is diabolical and needs upgrading and integrating with the train station with national express connections .
- Car park charges are ridiculous .
- Train Station needs upgrading"
- The bus station needs improvement
- The bus station, it's miserable for bus users, and public transport should be encouraged not cars, the huge wall that is the Friary Centre as you come into town on the one way system.It makes Guildford seem unfriendly,Lack of public access to both sides of the river. Empty derelict land in the centre of town..It looks shabby and uncared for.
- The bus station. New Tunsgate
- The rail station is quite a distance away, and you cannot get off a train and on a bus straight away. From North Street and towards Waitrose looks a mess.
- Too many empty shops, expensive to park and fewer local buses so us pensioners afraid to try and come to town centre for fear of standing in the cold waiting for bus too long. Can't bring car in as it's too costly now. Bus okay if it's guaranteed to run but with only two an hour now on old 36 route it's a long old wait when one misses.
- "30 + empty shops
- Very few ""everyday"" shops
- Too many ""premium"" shops we never use or can afford.
- ""Professional"" beggers not being moved on
- North street needs improving
- Bus Station is shabby and depressing

#### *Active travel*

- Not cycle friendly - especially if wanting to get children on bikes and across town, Does not make enough of the river, Vacant retail units - need to be either subsidised or allowed to be repurposed to get people into town centre. Zombie units seed others, Heavy one way traffic system
- awkward pedestrian access from main railway stn (other side of which I live)
- Horrible to get there by bike. You feel like a second class citizen. There used to be many more independent shops down some of the side streets. It feels like the centre is turning into more and more of a chain store environment so less appealing to spend time there
- It is not bicycle friendly
- "Limited access to the river
- Poor cycle parking facilities
- No safe route to cycle/walk across town"

- "No cycling paths from the centre to merrow.
- To much cars,
- Disconnected city entre by a massive road with cars"
- "North Street is a mess and area between North Street and Woodbridge Road even worse.
- Can't cycle easily between Guildford Park Road and Woodbridge Road without going round gyratory.
- Need better cycle access to underpasses on gyratory to avoid using busy road istelf."
- One way system near station is horrid for pedestrians and cyclists. Noisy, polluting, unsafe and makes the whole area unpleasant. Bus station and area next to it (where the 'Village' was) feels like a bit of a wasteland. One way streets in town centre difficult for bikes to navigate.
- That the one way system isn't safe by bikes. That cars dominate. There aren't safe cycling routes to the town centre schools like Sandfield and RGS.
- That Stoke Rd is hard to use in a wheelchair or with a buggy. A town divided by extreme wealth and poverty.

### *Congestion*

- "1) The traffic, especially the gyratory system, creating pollution and noise  
2) the various subways which are unfriendly and quite frightening at night  
3) the disconnection between the train station and the bus station."
- "A coherent traffic policy. Too much traffic within the town centre.
- No sensible ""through traffic"" routes.
- Disconnected public transport facilities with the Bus Station such a long way from the main line rail station.
- No real use of the riverside to enhance the environment and create a vibrant area."
- A281 cuts the river from the town. Underuse of the river. Area around The casino, Pop world is a run down mess with to much traffic. North street and the bus station
- "Access/traffic:
  1. Lack of easy access by car because of lack of hassle-free, short-term parking, waiting or drop-off spaces (former provision replaced by obstructive, useless extra pavements) which discourages visits to shops, especially for older residents. Such spaces best rationed by time, not cost eg 30 mins free - residents' permits
  2. Ugly and taller buildings, espec arriving by rail, eg Casino, Solum, Friary, Phoenix Court, Debenhams, Bedford Road Car Park, riverbank development

along Walnut Tree Close, blocking riverside views and access, residential blocks by Portsmouth Road.

3. Congestion - only permanent solution is to have 4-way A3 junctions to north and south of town (so less traffic traverses town centre), assisted by really Smart traffic light system - eg so that a single low-latency pedestrian crossing cannot habitually block traffic flow across several junctions

(Re traffic/access - Lack of frequent small tram/bus shuttle system - Treeless, shadeless car parks)

4. Separation of UniS from the town reduces scope for cross-pollination and connection that leads to settling.

- Lack of community music/arts facilities:
- Lack of music tuition/group/practice/performance venues for school-age children - nearest Surrey Arts venue usually Woking - the former Holy Trinity School (Pewley Hill) site should be saved for this sort of community activity.
- Lack of woodland/trees.
- 
- Municipal Christmas lights of recent years - tedious, tired, generic (collaborate with other towns? swap? invite designs/competition/coordination?)"
- All traffic has to go through the town centre. Single points of failure for traffic getting in and out of Guildford
- Bus Lanes with no buses in the wrong locations on the road and confusing signs some for taxis some for HGV's resulting in more congestion for through Traffic which has no choice until the A3 - A25 link at Gosden Hill and the A3 Compton to Godalming routes are installed noting 20% increase in predicted journeys by National Highways and 47500 additional souls being brought into the area and SCC 3.11.2 no additional road space. Means the traffic attempting to go through Guildford Town Centre getting to the South will never go away - ergo no problem is solvable. Also the 12 extra bus's running continuously between 06:30 - 09:30 from Wey Side will need parking and moving space and no outlying bus services to the Main train station - separating it by 700 metres is not integrated and usable public transport. time mono rails similar to Walt Disney World were put into the mix to solve the problem - current proposals are 'pants'
- Cars dominate with roads and surface parking. Terrible links between the centre and almost all other parts of the town. It is not so much a 'centre' as a High Street. Even then the High Street itself is split up between bits with traffic at the top and bottom, and a semi-pedestrianised bit in the middle. Basically, the whole thing is chopped up rather than being seen and experienced as a whole.
- "Cars on North Street , is 2025 and still North Street is a car mess.

- Just ban them and give some space to people for a change"
- Cars! Pedestrianise as much as you can!
- Cars, lorries, vans.
- Centre gets Frid locked with traffic. Lack of continuous river path through town. Ugly concrete buildings around central roundabout. Question need for Twi shopping Malls when vacancies in town centre shops. I would like to see a butcher and fish shop in town not just market stalls a couple of days a week.
- "Congestion and air pollution. Before the pandemic, one could not traverse Guildford on a Friday because there was a high chance of total gridlock, and usually about every 2-3 weeks there would be a serious accident on the A3 causing traffic to divert through the centre, again causing total gridlock. The current backing up of traffic along the triangle of North St, Leapale Rd and Woodbridge Rd (that length in the town centre) is horrendous. It is a real shame you have to go through the centre in order to reach the other side. Is there a case for a ring road?
- There are still some shop units that have been unoccupied for years such as the Old Post Office on North St which is an eyesore. And the site of the former 'container village' off north Street is another eyesore.
- There is insufficient bike storage - during the summer I have tried to cycle into town but have regularly had difficulty finding an available bike rack. There is also a real lack of car free cycleways into the town from the west (Onslow Village, University, Park Barn, connecting to the train station) with good standard of surfaces.
- I find it intimidating and a real detriment to the positive feel of the town that there are so many apparently homeless beggars on the street and they are not moved on.
- My daughter is now of an age when the 'late night economy' is important to her. She says the club / nightlife scene in Guildford is very poor especially when there are so many students and young adults that would like to enjoy Guildford rather than going to other towns."
- Congestion of traffic, lack of access along the river,
- CONGESTION-I no longer visit because of this
- Dominance of car culture and lack of good pedestrian and cycle ways (although this is being addressed by the new river bridge between the train station and Bedford Road).
- Everything that isn't The High Street and The Wey. It's grubby, depressing, polluted, congested, ugly, down market
- Far too much traffic, poor choice of restaurants, the organisation of traffic around the gyratory and the train station is very poor

- Get rid of cars, concrete, grim North Onslow Park Friary Commercial Streets, Millbrook and A322, unseemly businesses like vapers and betting shops
- Got all the traffic going round such small roads. The road A3 on and of especially by the Cathedral are so dangerous. Roads on and off are life threatening.
- Gyrotory system cuts off the river. North street. Lanes under used. Traffic in small historic streets around the castle.
- "I dislike the one way system and how busy it is.
- The area around Wetherspoons and Casino is incredibly dull."
- "I live just off North Street and its traffic situation has got worse, big delivery transport, buses, car parking, the (in itself welcome) market on Fridays and Saturdays, Deliveroo people going too fast, etc
- But alfresco eating good and should be enabled to expand, wonderful Parks Dept, excellent road sweepers and bin emptiers. THat huge telephone exchange near Waitrose stimies previously expressed plans to widen the town centre."
- It's full of cars, making it extremely unpleasant to walk around.
- "More pedestrianisation.
- All of High Street should be pedestrianised and North Street closed to traffic. Too many cars and more space for people needed.
- I want to enjoy the town and not have cars everywhere"
- No connection to the river without busy crossing roads. Too much of the wrong sort of traffic and not enough of the right sort (bikes). Large areas of undeveloped land.
- "North street - looks very run down and is too busy with cars. Should be similar to the high street- mainly pedestrianised.
- The area by the river is not welcoming at night / eve."
- North street, bridge street and general traffic.
- "One way system and congestion
- Lack of independent retailers
- Empty shops"
- One way system, driving to or through town.
- "Poor use of the riverside. Poor entertainment area (Odeon etc).
- Traffic flow - there should be no traffic except for essential.
- Retail should be concentrated in High Street and side streets. Rates should be changed to allow units for activities and education and fitness.
- We should be planning for electric vehicles to deliver to the city (road trains to site by A3, possibly Ladymead, for unloading, then small electric shuttles to deliver to shops & restaurants). In a few years, most shops will be showrooms only.



- Roads should be repurposed to have just electric buses, others for bicycles, electric bicycles and scooters, others for pedestrians. Possibly some electric taxis."
- Roads, traffic, cars and roadworks.
- The busy roads and difficult routes from the station to the centre. The centre and Riverside could be more joined up. The gyratory. North street is such a contrast to the high street.
- The dominating presence of traffic. In the evening, High Street is spoiled by the long lines of parked cars.
- The empty shops, no green space to eat your lunch, the cars, the main road, most of all the one way system!
- The mess of North Street and congestion.
- The one way system and traffic congestion. Expensive parking.
- "The one way system
- The shopping centres"
- The road system is confusing and forces everyone through the centre of town.
- The snarl of traffic at the bus station (wrong place perhaps) and along Woodbridge Road. Not enough is made of the riverside - an opportunity with the demise of Debenhams perhaps?
- The stretch from the station to the Friary centre is poor to walk and the one way system area is poor to drive around. The loss of Debenhams subway also seemed to increase congestion.
- "The total dominance of the car. A dirty, polluting, deadly (remember the deaths on Bridge St?), totally dominating way of travel that should never be allowed in the town centre.
- The lack of east-west cycle routes. I used to live in Guildford (east) and worked at the University in the west. There was NO LEGAL ROUTE to cycle except the (very dangerous) ring road, or I get off and walk (making the whole thing pointless). Where are the cycle lanes there? Non-existent or randomly disappearing. Where \*are\* the cycle routes? This was the main reason I left Guildford. It just sucks for safe cycling, and I want my children to survive. There's no planning and no plan to improve transport in a sustainable way.
- The route alongside the river is, at best, average, and often terrible. South of the town it turns into a Somme-like mudbath. Sure, one can walk or cycle there during a drought, but other than that, it's just mud. It's owned by the National Trust, so the council claims it cannot do anything, and then the National Trust says it's not their problem. Of course, it's everyone's problem, but who cares?
- The junctions in the town centre are made for 20-tonne trucks, not local people. For example, the south end of Chertsey Street is difficult to cross safely, and I am fit. It's way too wide for local traffic, it's designed as a major highway,

and for anyone aged or disabled, it's impossible. Why? Nobody knows. Yet nobody seems to want to change it.

- The roads are filled with holes. Has anyone tried cycling along Epsom Road lately? The number of times I had to reshape my bicycle wheels ... another reason I moved elsewhere. Elsewhere the bicycle lanes are horrendous and often hideously dangerous (Boxgrove Road railway bridge, for example). It's shocking and, well, typical of Surrey.
- Probably the worst thing about Guildford town centre though is that it's designed for stockbrokers and bankers. We don't all make half a million a year, yet the shops are all galleries or furniture nonsense. £10k for a sofa? Get real. Put in an IKEA and I'd be happier.
- We don't all have millions in the bank and drive a Rolls Royce. Guildford is designed for those that do. Until that changes, and improves for ALL, it will not improve."
- The town desperately needs an alternative north-south route to replace the Millbrook - Onslow Street - Woodbridge Road (southern section).
- The traffic
- The traffic - particularly the use of small residential roads as 'rat runs' which this scheme will exacerbate unless these roads are permanently protected by making them no-through roads
- The traffic and gyratory system, poor access to the train station for pedestrians.
- The traffic and one way system. Far-reaching traffic noise. The high rise 60s residential tower that spoils views of the downs from parts of the high street. The fact that the river and station are disconnected from the town centre. Woeful lack of connected cycling lanes and cycle parking. The ugly buildings on north street around the bus station and other 60s/70s planning horrors.
- The traffic build up almost everyday. Lack of accessible car parking at peak times. The lack of aesthetically pleasing development from South side of High St along the lower part of North St to everything on way to main station. No access to affordable housing especially for young people and older people of modest means.
- The traffic congestion
- The traffic, Sydenham road car park, the gyratory, the walk from anywhere to the station
- The traffic. As a pedestrian or cyclist it is horrible.
- The traffic. The delay in repairing the river path
- The whole of Guildford has a traffic congestion problem - it takes ages to drive out of/ around city centre during rush hour. Need investment and advertisement of bus services. Area opposite the bus station and North Street

is neglected and a wasteland – this area has so much potential in the heart of town. A public park would be great with sitting and clear signage to bus station to encourage use from town centre. I would love a street food destination similar to Digbeth dining club in Birmingham to support local business and give the town a modern buzz it is missing. Any changes must compliment the historic style of the town though. The riverside has potential for a lovely natural area to walk around with restaurants/ cafes as a new evening destination in Guildford.

- Too many cars
- Too many cars – needs pedestrianised and dedicated cycle routes. Busy roads need calming and bus prioritisation and dual carriageways made single carriageways. Cars need to be directed onto A3 to bypass. More cafe culture. Reclaim the streets.
- Too many cars and lorries
- Too many cars, can't safely cycle, too many closed shops, not enough housing
- Too many cars, heavy lorries, diesel pollution, which ruin the town. Too many high end shops particularly Tunsgate area. The railway and bus stations aren't connected together.
- Too many cars, too much car parking that could be used for other things (for example the North Street and Upper High Street car parking spaces. Not enough cycle parking, particularly covered cycle parking. Narrow, bumpy pavements littered with 'Street furniture' make it very hard for pedestrians to get to town, particularly if elderly, disabled, with buggies, wheelchairs etc. Not enough facilities to maximise Guildford's natural beauty, for example few restaurants/bars with a view of the hills or river. Access to town from train station is terrible. Lack of river crossings. General lack of suitable cycle paths and footpaths.
- Too many cars.
- Too many motor vehicles, I like to see petrol and diesel vehicles excluded from the town centre, including the current one-way system.
- Too much traffic and badly managed one way system forcing heavy traffic into tight road space through the centre. Could 'flyover' or flyunder roads crossing railway be added to give more road/route options?
- Too much traffic and expensive shops
- "Too much traffic, insufficient cycle parking.
- The statue of 'the Scholar' – corny.
- NB all the statues/sculptures in central Guildford incl the one on the riverside are of men. There's only two of Alice on the female side. Guildford should have a modern artwork by a female artist or sculptor."

- Too much traffic, not enough parking, parking too expensive. A lot of the through traffic should not need to go into the town centre. Better bypass(es) needed
- Too much traffic, not enough street trees, too many generic chain shops, too many opportunities for mindless consumption!
- Too much traffic. Too much ugly 1960s architecture. Large spaces of derelict or underused land.
- "Too much traffic.
- Lack of bike parking.
- Convoluted paths around the station / busy pedestrian crossings to get into town."
- Traffic
- Traffic (and traffic fumes), around gyratory, North St etc
- Traffic , should not have any cars on High Street, empty shops, Traffic flow through Guildford in general. Plans for station not in keeping with the town Architecture.
- traffic and congestion; the tunnels and passageways which don't feel safe. Lack of cycle paths - no priority given to cyclists through the town centre.
- Traffic and continuous building on green belt land which was supposed to be protected from all this unnecessary building works.
- Traffic and the Debenhams building
- Traffic Congestion
- Traffic congestion and poor air quality on the edge of the historic centre which also impinge heavily on walking routes from transport hubs. Large sites awaiting redevelopment for decades which make those areas feel sadly reminiscent of bomb sites post WW2. A disappointing lack of attractive access to the River Wey throughout most of its path through Guildford.
- Traffic congestion on one way system, poor range of shops and restaurants due to high rates, empty units, waste land near bus station / North street
- Traffic congestion, the Gyratory, too much through traffic, traffic on the High St at night, cycling is dangerous as there is no connected cycle network. Too much on street parking blocking potential cycle lanes. Not enough pedestrianisation. Too many rat runs.
- Traffic dividing river and town and railway station. Too many empty shops. Begging in the High Street, are they really homeless or bussed in?
- Traffic flow / parking is being diminished / old new look building / the whole of the north st area where the council hasn't done anything and buildings knocked down to create no man's land
- traffic flow problems at the bottom of town
- Traffic in and out of town. Bus lanes in pointless places worsening the traffic.

- Traffic in centre, hideous 1970 structure over the road by the old wharf.
- Traffic is terrible and polluting. So many ugly buildings built last century like the telephone exchange. Not people friendly.
- Traffic on A281 when waiting for crossing to riverside. (by former Debenhams). The car park by the White House is tatty. The underpass and surrounding traffic islands polluted. The walk to the station is hazardous, noisy and polluted too. There is little attraction in the riverside area for relaxing and the Tow path is dark in places and not very attractive. The Bus station is outdated and dirty and not attractive to use.
- Traffic on North Street
- "Traffic on the one way system, high parking charges even on weekends and evenings, drab and boring 20th century architecture detracting from the remaining lovely historical buildings, and the dirty, smelly, bus station.
- Lack of clear pedestrian signage for tourists/visitors to our landmark buildings eg castle, museum etc."
- Traffic! I've just relocated to Guildford from Germany - and for such a small town, I was shocked and appalled by the amount of car traffic and the lack of pedestrian friendly roads and public transportation available to travel within Guildford.
- Traffic, especially giratory system. Lack of safe cycling routes around town. Poor public amenity areas by riverside. Town starting to look shabby as transfer away from retail. Some poor quality architecture in recent years. Slow progress on developing friary site.
- Traffic, lack of outdoor green space, north street, hard to cycle, hard to access river
- traffic, look and feel of many of the sixties blocks and the nightmare of bars and pubs on the gyratory system
- Traffic, poor connections for pedestrians and cyclists between various parts of the town - especially to/from rail station. Also too many derelict sites next to North Street and the bus station - which also needs revamping or moving
- Traffic. Ban it during trading hours, Monday-Sunday, make it pedestrian first.
- Trunk road, traffic and pollution (cars are king, with roads literally carved through areas to suit motorists to detriment of everyone else) but absence of public transport around centre, especially between station, bus station and key sites (bring back the shuttle bus!); lack of affordable housing; lack of green space; excessive retail space (significant proportion of which is empty); lack of community facilities (nursery, healthcare); lots of derelict space, much given over to car parks
- Trying to fight the car! Town residency should be increased to create the life for retail and hospitality. Having lived in town centre for over 12 years (now 1

mile out of town) I used my car less when I could walk to the station and to town BUT I could not have lived my life or done my job without it and the consistent lack of creating private parking to at least one per flat and more often 2 plus visitors is ridiculous! air quality cars will fix themselves - congestion is fixed via road capacity, town planning and more people able live in town - especially families ie. no more flats! I also think that there could be more continental style retail opening in the evenings - clothing etc... perhaps by planning a zone for this couples could mix a dinner and new pair of shoes / piece of art for the wall!

- Unless you live in the centre it's a nightmare to get into (buses are not the answer!) The council has systematically caused conflict between vehicles and pedestrians by stripping out underpasses and installing more traffic lights.
- Very congested, difficult to commute to. Mostly uninspiring impersonal international shops.
- "Volume of traffic, especially in North Street.
- Debenhams building should be demolished and replaced with recreational greenspace."
- volume of traffic, north street is often overcrowded, the centre generally feels quite polluted
- busy roads dividing up town. Lack of outdoor cafe/eating /event spaces particularly near the river.

## Other

- Amplified buskers playing so loud the area around them is not a pleasant place to be. At times they are so loud there is nowhere on the high street you can get away from it. They are constant and everywhere and ruin the enjoyment of the town centre
- somethings
- The amount of the above leaving
- The proximity to Woking
- The thought of loosing this valuable asset.
- The variety

## HOW COULD THINGS BE IMPROVED?

### Architecture & design

- Increased pedestrian areas within the town centre (i.e. closure of North street, closure of bridge street at gyratory), public squares for meeting and socialising, opening up use of the River Wey as a public walk, a bus station with a better layout (primary access route from the middle, not at one end as per current layout)
- Regenerate north street and have the wonderful market more accessible. Redevelop the hideous buildings and recreate how they were.
- "Ensure Guildford doesn't have so many tall buildings in the town centre. It's already too late for Bedford Rd and Onslow Street, with their hideous office blocks - which seem to be justifying the oversized proposals for St Mary's Wharf and the rail station. This trend towards height needs to stop in a town centre of the scale of Guildford.
- For the North St regeneration, why not sweep away \*all\* the buildings on the north side of the street? It looks like the project is keeping the ugliest buildings, from Burger King to Norfolk House.... Surely begin afresh for the entire space, no? And please... make it lastingly beautiful, with lighter materials, not depressing dark brown..."
- Revising the bus station and commercial rd.
- "There have so far been at least two masterplans. How many do you need? Just get on with it.
- Obviously the gyratory system needs to be removed or rethought and the town needs to be reconnected with the river. Stop overdevelopment like Solum, St Mary's Wharf. Looking at the wider picture, if Guildford is to survive, we need to stop extending the sprawl into the green belt that surrounds it."
- Make new buildings small in scale and stylishly designed. Embrace nature and pedestrianised areas. Knock down any ugly buildings that you are allowed to.
- "Remove/reconfigure the gyratory system making Bridge Street mainly for pedestrians cyclists and buses;
- Remove the surface car park next to George Abbott pub and convert it to open parkland or a marketplace
- Develop the various derelict sites with high quality, high density housing and flats (but not high rise to respect Guildford's historic setting)
- And in an ideal world - split the Friary Centre in two so Bridge Street continues into the town centre"



- The area round the bus station, it's not fit for purpose and Friary street looks tired and doesn't seem to know what it wants to be. The library needs to have a bright welcoming entrance.
- Towns like Oxford are more aesthetically pleasing, we have a university and a cathedral yet they are not very well known, or admired. Gothic architecture seems to be what most people enjoy. A more historical feeling, we have too much of the 60's and 70's dullness spread throughout the town. Let's get an identity and be consistent with it. There's too much confusion, it's unsettling and honestly dull.
- Don't let the Debenhams development have nine stories, stop the ghastly thing and make something attractive
- Wider pavements, lots more cycle lanes, park and ride, a tram, more buildings facing the river
- "More buildings with pleasing architecture and pitched rather than flat roofs.
- Lower building height.
- Clamping down on drug crime and anti social behaviour."
- Everything previously mentioned. Improve infrastructure in a way that is respectful of and emulates the heritage- not buildings that are modern looking. Encourage community interaction and involvement, support the arts and reduce parking charges. Seems as though the council intentionally rip people off to get highest return without considering the implications. Other areas far better served for shopping- this needs tackling.
- "Not pandering to NIMBYs.
- Use the village wasteland properly! Look at the undercover Woking market. Entertainment for families. Improve the bus station."
- I do not think you should demolish any of the high street. I think the design should be sympathetic and more in keeping with the original architecture with a modern touch. I would hate to see it ultra modern as this will age. I think it is imperative that the design is classical and Cambridge is a good example of this. I think traffic should be diverted. I agree the river becoming part of the town would be a positive. Outdoor areas, cafes etc would also be a good addition.
- Development of the various vacant sites should be allowed piecemeal creating an interesting environment rather than a single development of the whole area.
- Open up the river area and improve the area around the Odean Cinema. The area where the nightclubs are is a bit grim. Make the best use of the old Debenhams site with smart flats and quirky one off shops. North Street is very congested - make one way? Bring in John Lewis. Make use of the old pop up village which is just lying dormant - flats?

- Open up the river with shops and bars along to the Courts. Allow the High St to continue down to St Nicolas Church. Redevelop the Casino/Odeon site. Reconfigure the road system to pedestrianise Bridge St
- Create a central plaza or town square
- "1) Better more visible signage e.g. ""Visible London"" wayfinding system in Central London.  
2) Improve pedestrian crossing across Millbrook at bottom of High Street, and perhaps open up the ground floor of Debenhams to create a better open area to make more of the riverside.  
3) Improve access and appearance to The Friary and Town Centre from the station, including signage."
- "Implementing the 'North Street' development.
- Better use of the riverside, particularly the Portsmouth Road car park."
- "Support gentle intensification of buildings particularly in the Victorian neighborhoods. Intensification to add storeys subject to strict design codes would go a long way to supplying more housing. Strict design codes throughout the town - many of the existing planned developments fall short and will look run down and outdated in 30 years, just as many of the buildings e.g. North Street or the police station do to us now.
- Get traffic away from the centre and riverside. Put pedestrians ahead of traffic."
- "The bus station needs to be made more welcoming and attractive.
- The old Debenhams store needs to be demolished."
- Getting a move on with redeveloping all the derelict sites! With acceptable-sized buildings .. (ie not too tall) of good aesthetic design
- A more consistent approach to new buildings. What is Guildford's style? Pick one and stick to it!
- "Replace bridge
- Town square - focal point
- Open a safe cinema/do something about old Orleans closed restaurant - odeon and development is shockingly bad and feels unsafe at night"
- Redevelop cinema and car park areas with a mixed tenure site, giving homes close to the station, some retail (although should not detract too much), gym, healthcare, extra care and WFH hub. Should absolutely improve river access in this location. The scheme should include a riverside park that stretches the entire way from Debenhams to the bus depot.
- Improve access to Riverside. Revamp around the council office area and the weir.
- "Modernise it
- Put stuff for socialising in

- New shopping centre
- More green areas"
- The area by Debenhams and around that side of the river could be made far more attractive and welcoming.
- "Lower the A281 road at the bottom of the high street to allow a raised but non-stepped walkway from the high street to the riverside (steps/lift an option on the river side)
- Incorporate a riverside park, riverside square / entertainment area and alfresco dining.
- Develop North Street and diversify its use to allow it to feel a more integral part of the town centre.
- Keep the high street traditional in layout/design.
- Change the one way system to remove pedestrian crossings and so many traffic lights - this would reduce congestion and speed up journeys through the town. Park and ride and more public transport is great, but those living south of Guildford and accessing it via A281 still need to travel through town by car as the A3 is not a realistic option for those commuting to north Guildford / Woking / Clandon etc . currently the biggest delays and most dangerous sections are the one way traffic lights and pedestrian crossings."
- Knock down the concrete buildings which look over the river and turn these into lively pubs and restaurants facing onto the river. Change the one way road layout of the 6 lanes. Restore and highlight the historical parts of Guildford, eg the Guildford castle, the cobbled high streets, the old clock and the old high street shops.
- Raise Debenhams to the ground and start again with something attractive
- We need to take advantage of the river and make our riverside areas desirable and attractive for all residents. Be it families for a walk along the river, restaurants, bars, leisure etc. Kingston upon Thames does a good job (although not perfect) of celebrating the river, we have a nasty block concrete building in Debenhams and no way of pedestrians walking along to enjoy the river let alone others.
- Turn empty shops into residential homes
- Get rid of the pavement billboards otherwise it's a lovely place to be
- Prevent any more riverside development. Improve footpaths. No scooter hire
- Redevelop the area. New construction in keeping with the history. Perhaps a new hotel in the town?
- "Be careful of the St Mary's Wharf development, it's going to be too high and domineering.
- Look after the gems we already have - Yvonne Arnaud Theatre"

- The Bus Station would be a start. In fact that whole corner needs completely sorting out.
- Redevelop North Street
- We need to look further. Dunsfold, Wisley being built on in the future these roads cannot cope now let alone with thousands of homes. Need reservoirs for water to these places. Cut the rental on shops in the town and perhaps people could afford to start their business in them. Get tough on fly tipping .
- Improve bus station and unused land near by. Put housing and restaurants in old Debenhams site
- Provide better access to the river and improve footpath connections, revamp North Street and surrounding vacant land
- Less building in the surrounding areas and less traffic
- Improving the area by the river near the odeon .
- Get rid of ugly concrete buildings. Restore old houses and build new ones to look as attractive. Have an attractive riverside with more paths. Sort out the one way system and sort out the traffic. Cut parking charges. Lower council tax to help young people, introducing a low band -A. There are two Ivy restaurants in the centre. An Art House Cinema would be so much better. Lower business rates, but decide which shops and restaurants would improve the town. Continue to support the Yvonne Arnaud to allow for more quality theatre. Think Green in everything you do. Invite Green councillors to help. Let restaurants spill onto the pavements for outdoor eating. Don't allow begging; these girls are brought in by gangs. Have reasonable police presence at night for safety of young women.
- Improve and open up riverside, improve gyratory system
- Do away with any building that's modern, cubist, institutionally "council" and replace them with buildings that are sympathetic to the historic nature and traditional architecture of the town.
- Guildford is a historic town and every year old buildings are ripped down to put up new ones. When is enough . enough
- Redevelopment of the area outside the cinema (it could be used for craft markets or the like) and the area along the river by the former Debenhams building. The bus station is also in need of updating, as it currently feels like something from the 1970s - retro isn't always a good thing.
- I think more pedestrian cobbled streets with shops, bars and restaurants around the riverside locations and at the top of the high street around G-Live
- "Regenerate the riverside area
- Make sure any building work or ground works are required to make things in keeping with the area (ie: stop tarmac sections of paved/cobbled paths).
- Don't build high rise buildings."

- "Develop North street into a pedestrianised area close both access roads and have apartments restaurants and shops move bus stop to the station area.
- Knock down Debenhams and convert river front area into a boardwalk with restaurants, bars seating and relaxing area"
- "Re-design of gyratory system to improve traffic flow.
- Great access to riverside with leisure spaces.
- New bus station."
- Improve the area around the Odeon, and the area around the bus station. Good to have the bus station central and fairly close to the railway station, but it could be improved both visually and what is on offer. The development of Debenhams will help the riverside, but I feel more could be made of the river
- "Get rid of cars, concrete, grim North Onslow Park Friary Commercial Streets, Millbrook and A322, unseemly businesses - open up The Wey, plant trees, celebrate beautiful High Street
- But GET ON WITH IT Talking about it for YEARS"
- Area around The Friary Centre and North St are shabby. Trees down North St would help enormously.
- Repair the footbridge near Millmead to complete the walk on that side of the river.
- "Top of the High Street [non Cobbled] turn into residential
- Improve North Street and Friary area to be more in keeping with High St
- Develop along the river with restaurants and coffee shops"
- Sort out the gyratory system
- "A master plan that introduces a building height limit and spreads further, even by imitation, the historic character of Guildford.
- A joined-up network of cycle routes including making one-way streets two-way for bikes.
- Better bus station with subsidised buses (probably needs central government support)."
- Open up the river - it could be a huge attraction in the town. The bus station should be by the railway station.
- Rebuild or relocate the bus station to the train station. Have a better link by bus to town centre. Clean up areas near the riverside. Put in seating by the river and trees if possible. Make a safer route to the station with wider pavements. Put more plants and flowers around the Friary and end of High Street to negate the concrete pavement effect.
- Fix up North Street/Bus Station.
- Stop with architecture based on pastiche try new materials scales and design ! Use new design looking to the future not the past , past architecture little boxes in a line is not a good use of space or design let alone use .

- The pavement on the whole north street needs refurbishment. The footway along retail shops is too old.
- Make the river a feature of the town. Enhance the shop fronts of the old buildings. Improve traffic routing.
- "Having lived in Guildford all my life I have been saying the river should be celebrated rather than treated as a nuisance. I agree, there should be pleasant walks, gardens, Cafe/Bar/Restaurant. With Debenhams gone, the area currently a concrete eyesore could be converted to a Park/green area - if only temporarily - before the next office block gets built there.
- Cross-town traffic should be discouraged/
- The Bus station needs to be a far better experience. It is not a pleasant place to be, which discourages people to use buses."
- Better incorporation of the river into dining options. Repurposed use of Debenhams. Demolition of the more ugly 1950s to 1980s style blocks.
- Waterfront area focused on hospitality
- "Enforce strict standards for shop fronts.
- More greenery not bricks and concrete along the river.
- Remove all surface car parks."
- "Demolish the bus station
- -pull ya finger out"

### Community and public facilities

- Developing derelict spaces (opposite the bus station) into a better public space.
- More street sculptures. More trees along pavements such as North Street, so the town centre feels greener and has shade. More development of little squares with cafes, seating etc. More public seating.
- "Better access to river
- Tidy up north street
- Encourage more exciting retail
- High quality, Michelin, restaurant"
- "Better pedestrian access into town, to encourage more walking. Making it a family outing.
- More local artists (music and art) decorating the town.
- More activities for families in the town, beyond shopping and eating.
- Free within town transport, to help people get around more easily."
- Close the town centre car parks increase out of town parking. Repair footpath over weir so that river walks are easier accessed. Open up high street to river

and get rid of ugly Friary centre Relocating the mall shops into vacant areas In high street and Tunsgate.

- "Regular cleaning of streets and pedestrian walk ways
- More family oriented activities"
- "More green spaces, less shops.
- Tennis courts, basketball courts, playgrounds, walkable streets, open spaces for families to engage with each other outdoors & build community vs it being about indoor entertainment & shopping.
- Parklets outside with roofs for rain so people can eat outside more. A European feel vs everything being indoors.
- There is a takeaway culture in Guildford though why not be able to eat your cheap eats outside in a parklet area?
- More walkable places in town with no cars.
- The congestion is horrendous, there should be a carbon emissions on school travel in cars. SCC providing carbon emissions on selecting schools in the area as one of their filters. It doesn't make sense for children to be driven all over Guildford, schools to be awarded if they keep their carbon emissions down by having local kids attend their schools vs having families far away driving in.
- The more public transport, ebike schemes (to make it affordable for all) and more cycle lanes the better. Currently very dangerous to cycle around the one way system, especially around the train station and the chase leading up to onslow. Huge bottleneck of traffic everyday."
- There are many places that have just been abandoned – e.g. George Abbott car-park. Seats pushed into bushes, overgrown vegetation. A few planters to separate the cars and it could be a nice pace to sit. Hospitality kiosks to encourage people to sit. Nice picnic areas – where do you have picnic in Guildford as even those by the riverside has been left to rot. Almost as if, GBC doesn't want people to loiter. The area beside the Odeon is abysmal.
- Move the a3 out of guildford, move the market to the waste land by the friary, do something about the greedy landlords, arrange some space for people to sit and enjoy guildford
- A high quality cinema, decent bars and safe night venues, children play grounds
- Develop the riverside area as public space
- "- more continuity throughout
  - better children's facilities
  - improved park
  - nice outdoor seating areas"

- We certainly don't want electric bikes and e scooters in the town centre! More pedestrian areas and community activities please. Cheaper parking too, the new £3 minimum in short stay is crazy.
- The river bank by Debenhams should have more open access to the public, also during summer months more open air productions ie films and plays would be a great opportunity to bring older people into the town which will increase restaurant trade etc
- "Pedestrianising North Street.
- Opening up river frontage so people can enjoy it more.
- Create some large open plaza space to enjoy.
- Encouraging small businesses via rent controls / reduced business costs."
- Join up the thinking about how people actually need to get around - which you seem to be addressing below. Think about timings - when do the last buses run? When do people want to come into town to a concert or play or meal? How do you walk in comfort and safety across the town centre if you're a woman on your own out after dark? Are any toilets open if you get off a late train (local ones don't have toilets) and have a long walk to get home? And so on. And please, please do something about the bus station! Paint it white and yellow and orange to cheer it up. Put lighting inside the timetable display cases so that you can read the timetables. Make sure Surrey County Council updates the main display board to reflect which stand buses actually go from so that people don't miss their last bus home due to inaccurate information. Add audible info for those who have impaired vision. Add pedestrian crossing points at both ends of the bus station to give pedestrians protected crossing between the main stands and the island stands. Make sure the Friary toilets remain open all the hours that the buses run...
- Make good use of areas around the river. Not offices or flats. Bring back places to hire long boats & rowing boats. Attract tourists
- Allowing more outdoor seating in Tunsgate and other streets would make it more of a destination. People would meet for a coffee and then do some shopping.
- "Central office space and more housing so there's a commercial benefit outside of the weekends.
- Redevelop the bus station and cinema complex.
- Improve traffic flow past Debenhams by either reinstating an underpass or creating a pedestrian bridge or routing the road under the pedestrian access thus allowing the flow of traffic from the gyratory.
- Improve access to the train station.
- Build proper bike lanes



- Reduce parking fees (especially as bus services have reduced making driving the most realistic transport option for a family)"
- "The riverside area could be opened up. Kingston-upon-thames did similar work very well.
- The area should encompass lots of small eating-type places: bistros, cafes; small restaurants (not enormous chain restaurants) also the occasional small shop outlet or maybe places for craft stalls.
- The area around the Odeon should be approached in similar manner to above."
- Focus on common sense needs of residents, not expensive unjustified glamour projects. Sensible maintenance of what we already have that works well enough.
- Build community based hubs in the centre around all the areas of North St. Recognise the shift away from high st shops and reduce the number in centre.
- I think only the riverside area needs improving with planting and maybe a childrens fun area about what wildlife can be seen/found along the river?
- Making the Debenhams site into green space near the river to be enjoyed by all - no more flats and shops are needed some shops are empty on the highway street. Peoples shopping habits have changed they need more outdoor green space not shops
- More activities for families
- "- Rent for small independent businesses should be lower. No huge ugly shopping malls, instead - small stores with artsy stuff (like in Brighton, Bristol, Camden).
  - We need more activities and interesting places on the riverside. Dapdune Wharf is a great example but it's closed during the winter.
  - Skate park should be somewhere in the city center rather than in Stoke Park.
  - We need a proper Street Food market with different cuisines (maybe every Saturday or Sunday). The one on North street is extremely commercial and people just buy veggies, flowers over there.
  - Maybe a summer cafe at the Castle during the summer?
  - More street lights and lamps by the river
  - Legal graffiti walls"
- Turn the empty unused car park next to the bus station into a community park or garden with space for pop up events. Clearer directions from bus to train station, or better connection between the two. More frequent buses, safer cycling.

- proper easy and obvious pedestrian route from railway station to town centre; easier pedestrian transit across the railway station; more riverside cafés, restaurants, pubs with indoor & outdoor seating

### Eating out, arts and culture

- Make it easier for people to use empty shops. Think about having a cultural, arty type area maybe – perhaps the top of the High Street, where you could get indie shops etc. Let's have a fulltime art gallery please. And an indie cinema. It's amazing we don't have the latter in a town like this. Just widen the perspective of who might be living here. We're not all well off Tories who don't want things to change. Cycle lanes only work when motorists pay attention to them. E Scooters are great in theory, but some European cities have banned them now as there have been so many accidents.
- Stop spending money on consultations, invest in the arts, and heritage. How can you think about being a city when you can't sort out the museum and don't want to support the arts.
- "Communications with community artists and groups.
- Learning from Borough's that do this well"
- "I feel the community could do with a space that provides access to contemporary art, creative workshops and a hub for all members of the community to use. I feel Guildford is lacking a space where the community could come together, especially in the centre of the town. The Hive is a great space but difficult to access. We could create a hub of creative activity, similar to other larger towns / cities, to build on Guildford's heritage and cultural offerings.
- I work with members of the community (young people, LGBTQ groups and families) to develop cultural projects and many of these groups would love to have a space they could use on a regular basis and display their work.
- Guildford has such a creative history, it would be great to make this more of a destination, to highlight these areas. A contemporary arts space could really help provide this."
- Build a denser core with more to do!
- Develop the riverside. Improve the cinema and do something about the adjacent empty restaurant – massive list opportunity for outdoor dining. Have more family oriented activities riverside.
- "Get rid of ring road
- Open spaces inc performance areas for live music/performance arts by river side
- Cycle paths with good lighting for safety"

- Develop the museum to link it to the castle
- Use 'culture' (awful word) to revive the town in part, been done in America - and Hull ! Masses of venues of all type, lots doing (for the middle classes), lots of badly co-ordinated activity, a proper Arts plan could turbocharge what already exists, and if so desired you could have a Festival to outgun Brighton, but it must attract all levels of our society/community.
- "Riverside Restaurants, reduced charges of Car Parks.
- Rents / rates for independents reduced ."
- Open up the riverside with promenades, cafe, seats. Kingston has a lovely promenade. No muddy feet!!
- Stop giving licences to fast food outlets. We are too fat and there are too many

### Environment and sustainability

- A proper riverside park wildlife-friendly. Politics in place to make it impossible for tall modern buildings to happen (like they are trying to do with the old debbenhams site). More park and ride to avoid congestion in the center.
- "Fix the weir
- Take better care of the gardens and greenspace at Milmead to encourage people to walk rom the town along the river
- Redevelop Debenhams with riverside access, include a bridge from new Debenhams Development over to Yvonne Arnaud/ Milmead to avoid having to walk up to the road and round
- Better Riverside Access/ Launch Point/ Marina by the town bridge.
- The town centre should be as pedestrianised as possible"
- "Better use of the riverside, for bars and restaurants. Dedicated entertainment area with outdoor area for public displays/films/bingo/theatre/childrens' entertainment.
- Permanent covered market area for multiple use.
- Traffic flow - there should be no traffic except for essential.
- Retail should be concentrated in High Street and side streets. Rates should be changed to allow units for activities and education and fitness.
- We should be planning for electric vehicles to deliver to the city (road trains to site by A3, possibly Ladymead, for unloading, then small electric shuttles to deliver to shops & restaurants). In a few years, most shops will be showrooms only.
- Roads should be repurposed to have just electric buses, others for bicycles, electric bicycles and scooters, others for pedestrians. Possibly some electric taxis."

- More green space and links and walks to and from the river. Restricted heights to new buildings. A greater push to improve the ecology of the area and mitigate climate change.
- Open up the river.
- More cleaning in the streets, especially of glass. Connection to the riverside.
- More urban green space, including vertical gardens and a city farm. Also, enhancing the River Wey as the town's life-giving artery by upgrading cycle and pedestrian access throughout its length.
- Thoroughly clean the town. Require landlords to clean stained buildings and remedy poor maintenance like gutter overflows, weed growth, etc. Route all inessential road traffic away from centre in preference to public and non-motorised traffic. Improve open connection between station and town via pedestrian bridge & all modern development of nightclub corner. Stop overwhelming periphery with flats and student buildings.
- More open spaces and green belt land protected
- "Remove the car park by the George Abbot and make that into a green space with play features, wildlife areas and trees to screen the roads. Celebrate the history and value of the river by making the riverside path greener and more attractive and safer for multi-use right through the town and to the outskirts.
- Discourage throughflow traffic through the town by reducing space for cars and car parking. The large empty plot near the bus station could also be made into a green space.
- Create a living town centre by focusing on all developments/redevelopments providing at least 50% of the space as accommodation and at least 30% being honestly affordable."
- Clean up the river area and make this the focal point of the town. If you have ever been to San Antonio in Texas, they have created a flood zone surrounded by cafes, bars and restaurants - it's beautiful. Chicago have also based their redevelopment of the river on the San Antonio model. Kingston Upon Thames have a great river walk between Surbiton and Kingston that have been regenerated, creating a social area with improved restaurants.
- Cleaner streets, more green spaces.
- Connect the town to the river is great but we need a more clean town. Also more green spaces, gardens, pedestrians routes
- More green space and housing instead of empty shops and land
- Clean it up what about what was at the old telephone exchange walking up from the new Waitrose - disgusting
- Better management of street environment - cleaning, repairs, enhancement of materials used and removing clutter (A-boards, etc.). Remove traffic as much as possible and reallocate road space to cycle/pedestrian users. Better

quality, affordable and more frequent (electric/hybrid) bus service connections to suburbs and villages and adjoining towns. Direct bus connections to the train station.

- Pavements and paving stones to be looked after as they are dangerous for elderly people
- I applaud the principles of the proposed masterplan. My main concern is that we should avoid 'high rise'. I agree each site should be assessed on its merits, but now amount of 'good design' can ameliorate absolute height. I'd say as a general rule 10 stories is the max, preferably less. You can still achieve a more human scale density of residential with lower rise blocks and streetscape - witness Mayfair and Paris. Definitely need to sort the one way system and open cycle and pedestrian links to the river and station. There does not seem to be a coherent and guiding policy on energy use, energy production and retro-fit - where GBC and County can be more proactive, progressive and supportive.
- Rethink the roads and vehicle access. Open up the river. Make better use of Council-owned land.
- "Housing need could be met from more brown field sites close to and within the town to preserve the nature of its surrounding villages and countryside.
- The Council could revise the Guildford plan based on housing with up to date population figures.
- The Council could reverse the awful decision to take areas out of the green belt and restore the green belt at once.
- The Council could listen to their electorate more closely and carefully."
- Improved cleanliness - see comment about litter around Ward Street building. Better bus services to reduce car travel.
- Stop the council wasting tax payers money on ridiculous vanity projects like the pop up village opposite the Friary and the bridge over the river by the Odeon. Reinvest that money into something the Town needs like picking litter up.
- better connections to disparate areas, better flow, more greenery.
- Would be nice to have some living walls around some of the bare areas on buildings. They could have hardy, perennial plants that would bring refreshing colors & possible help clean the air.

## Flooding

- Flood defences at the bottom of the high street and along Millmead (both sides of the river) Business are always on tenterhooks when it rains in Guildford

## Governance and funding

- North street needs regenerating, needs a focal point
- Reduced business rates / council tax for live music venues (but not nasty nightclubs like the ones around the one way system), flexible workspaces, and independent shops. Higher rates for massive chain stores like h and m, tk maxx, topshop etc.
- By keeping a closer rein on inappropriate development. By tapping into the expertise of, for example, GSoc, the GRA, Guildford Vision etc. These are organisations which contain people who are expert in many fields and who care about the town. The council could make better use of their expertise and passion.
- Refocus away from cars and roads to public transport and (e-)bikes, scooters and pedestrians. Carrot and stick - reduce car parking, introduce clean air zone / congestion charge, introduce more Park and Ride eg at Shalford. Ensure buses stop where people want to get on/off eg bottom of high street, make bus station more attractive and transport hub, increase local trains and ensure bus linkage around town centre. Recognise global trends - fewer traditional retail outlets / more "showrooms" and urban delivery hubs, "dark" kitchens for food delivery services, increased housing (esp affordable), increased flexible office accommodation for ad-hoc use by "home workers" for meetings etc, embrace concept of 15min town by ensuring all services readily accessible, encourage more businesses to locate to town centre rather than business parks (and definitely retain existing town-centre employers like council, police and courts; also services like builders merchants and garages which are increasingly being "evicted" from town centre sites along Walnut Tree Close). Increase green space by river eg Portsmouth Rd car park area, and possibly introduce open air performance space. Ensure changes minimise carbon impact. Update planning process to remove ridiculous default of developers buying their way out of affordable housing targets using S106 bribes, and concept that S106 includes healthcare and education contributions for which in reality there is no mechanism to pass on to local schools and GPs but which instead contributes to even higher house prices. GBC could use its council taxpayers funds to invest more in town centre developments and hence dictate the nature of developments rather than investing capital in property the other side of the country where it brings no real benefit to local residents. Recognise a vision for the whole of Guildford, of which the town centre is just part and use this to inform incremental development and change in the town centre - big differences could be made with just small changes (why not invest in reopening the much missed

commuter and schoolchildren's path across the now missing Tumbling Bay weir?). Ensure appropriate management capability and capacity at GBC so that major project do not perennially slip from year to year!

- "Partner with private developers to bring forward investment.
- Open up the river side
- Diver the gyratory"
- Put some money into the really sad and horrible area of North Street. Sort out the eyesore of the fated village. Drop the rates on shops to give new start ups a chance.
- "Get ready of the current hung council
- Get rude of Tory government and properly find local government
- Encourage private shops"
- A hub in town where the public can get involved and ensure that the Council are being transparent. The fact that the majority of Council workers are still not in the office is bordering on criminal when the rest of us are back to working - this is making it incredibly difficult to engage with them on issues. It's very much the Council rule the people.
- Actually spend money more wisely instead of vanity projects

## Inequality

- You have not addressed the homelessness and I want to see Guildford tackling this now - in the plan there is no mention of this and there should be. In the video you mention Guildford is divided by the river it is also divided by wealth - you have to embrace the whole community and make the ones who do not earn the most feel welcome to - I bitterly regret having lived here as I'd hate to move away from all my family so you need to make it a more affordable place to live NOT FOR THE ALREADY WEALTHY BUT FOR THE ONES WHO ARE STRUGGLING TO MAKE ENDS MEET

## Planning

- "Reroute the gyratory
- GBC planning to stop demolishing historic buildings and allowing inappropriate architectural styles
- Approve change of use for vacant retail property"
- Needs a comprehensive master plan
- Better opportunity for local artisans, shops, independents. We cannot rely on nationals for the town to survive. Make use of mobility hubs, We should be a

SMART city with digital infrastructure 5G and 6G involving UniS. Establish Guildford as THE tourist centre for Surrey Hills AONB / National Park. Better traffic management - even including congestion charging

- Imaginative development, especially along the river ; linking buses to the train station; fewer chain stores and more artisan outlets.
- See previous answer and a more considered planning department.
- Better planning for the river front to include relaxation and recreation areas to increase beauty of area and focus on history, rather than just rather more high rise buildings blocking up the area
- Have a plan that is built around the character, quality and ambiance of Guildford and then test every proposal to see how well it supports and improves the centre on that basis. No one item will work in isolation; everything needs to be harmonised.
- "Reduce parking charges for say 1 hour parking rather than minimum £3
- Refuse the planning application for the redevelopment of the Debenhams site - it is too high and should not exceed the current buildings height. If and when planning permission is granted make sure the riverside element is open 24 hours and not at the whim of the developers and could be closed at night. Make it quite clear that the business units can NEVER be converted into flats. In the Woking New Central development permission was for restaurants and shops etc on the ground floor but apart from Tescos all the other units have been permission to convert into flats. If this happens and the riverside aspect is not open 24 hours a day a public amenity will be lost.
- The reduction of the theatres grant was based on a survey during the pandemic - I didn't even know it was happening and peoples focus was not so much on the arts and recreational facilities. If you are going to make decisions based on a survey make sure the residents know it is happening."
- More creative vision in community building.
- It is fine as it is except for the Denbenhams site.
- By building a tunnel to remove the A3 which cuts the town in half, literally.
- Redevelop unused areas, considering change in use - do we really need more shops? Or is it social areas, outdoor spaces (like the castle grounds), space for independent business, space for living
- Start the proposed works without further prevarication
- Political ambition to create a town fit for the future. The last two master plans were not even adopted as local plans documents. The proposed master plan has to be adopted as a local plans document to ensure developers have some certainty when bringing forward proposals which accord with the masterplan.



- "Open up a new pathway along the eastern side of the river all the way from town to Ladymead.
- Have cafes, and retail, flats, etc on the river bank (eg like Kingston).
- Put the A3 in a tunnel and build housing, create new green spaces, etc, over it.
- Divert traffic away from the town.
- Many more bike racks, preferably covered, in town."
- Lower rents. Improvement of Bus, Train station and North Street. More investment in town centre rather than looking at housing developments outside of Guildford.
- Better routes through & around Guildford for private cars. Currently, SCC seems hell bent on promoting public transport at the expense of private car owners. Highways are for all modes of transport not just buses/cycles. I have to use a car to get to work, there are no routes on public transport. Guildford is a prosperous town; there is high high private car ownership in and around the town. Please do something that reflects this and don't force feed us bikes, buses and scooters.
- The pedestrianisation of Tunsgate seems to have essentially created a new area. Further concentrated development (e.g. riverside) can hopefully create a great flow to stretch-out the nicer central area to give visitors, workers, and residents a better feel of Guildford as a pleasant river-based location, rather than people just thinking it has nice shops.

## Retail

- More independent shops ( lower rents). Riverside walks and cafes/ restaurants there. Traffic free centre.
- "Cheaper rents. Consolidate shops in the High Street. Opportunities for new businesses and services tha don't usually have High Street presence to have premises for 6 months at very low cost etc.
- More smaller bars with dance floors for adults like Komo.
- Much better lighting along York Road and lots of direct night buses from the train station to local areas too."
- Cut the rental/rates for businesses. Cheaper parking. Much better traffic flow.
- Review the prices on letting shops and businesses
- Affordable business rates to support independent local traders.
- Reduce rates to get more shops let or otherwise change to another use. Eg old Waterstones shouldn't be allowed to stand empty. More trees on North Street, more pleasant areas to sit outside. More bike parking. Make the park & ride

free and pay for it with increased parking cost in town centre but buses need to be quick & often

- I'd like to see shops occupied, and to be affordable both to businesses to rent, and shoppers to shop in. More activities, to make it a destination. Eg. Open air cinema, games to play (eg bowling, laser quest). Family friendly shops eg h&m. Mute events like Woking had. Eg temporary ice rink. Or in summer a man made beach. Think outside the box!
- Smaller shops - more individual. Things you can't get elsewhere and smaller essentials shops. Why pay parking for a new pair of knickers when you can buy at so many modern design places mall places with no parking? The town centre should be a place to go - free parking for a couple of hours so people are encouraged to shop for fresh food ? Essentials ? Have a coffee ? Things for kids to do ? Activeszone kidzania - don't need to be massive but those sort of ideas may bring people in to spend cash - I certainly would - I never stroll around Guildford - it's a pressured manic shop
- "Lower rates to encourage more independent retailers
- Add some character to Tunsgate - ground floor cafe?
- Sort out the derelict car park areas at bottom of North street.
- Improve look of bus station"
- Wider range of retail units (including more independent shops)
- On the North Street, I would create proper market place and sell empty shops - maybe give it to the community (discounted or free) so it's for a better use.
- Accessible to more independent shops (rent and rates?), make more of river.
- Encouraging retail back into Guildford.
- Decrease high street rents and encourage entrepreneurial small businesses to move in and provide character. Open up the waterfront to provide a place to gather, which is currently lacking.
- Better shopping malls and mix of residential and restaurants by the river/canal
- Keep as is but encourage more shops, good parking near shops and EV charging
- "Lower rents for independent retailers.
- More variety in types of goods sold.
- Too many large companies own the shops."
- "A bigger market with lots of different types of stalls, more regularly
- Sunny pedestrianised areas to socialise and better public transport (small buses to areas such as Charlotteville which would discourage drivers)"
- Keep the shops open. Maintain our old buildings. Plan with great care and with an eye to Guildford's beauty.
- fewer Offices, fewer coffer shops, fewer junk stores

- The area up at the top of the High street is so sad. All the shops are empty. Drop the business rates and get those shops filled up!
- Reduce parking fees, reduce retail rents, to encourage varied businesses to enrich the town. Set up a second hand hub in one of the empty properties - books, bric-a-brac, furniture. Sure, we have charity shops but that's not the same. Something more like Bourne Mill or Packhouse. We have the empty retail properties in the town centre...
- Instead of charging all the shops so much rent money and driving people out so the town is dismal and not enough shops you should put money into maybe making an indoor market behind Burger King doing flowers around the town maybe even planting some trees!!! Doing the Friary center up The bus station is a palling and should be knocked down and start again and the one-way system needs sorting big time and has done for years!!!
- More diverse shops and not so many mainstream brands. Independent shops offer a greater range. Recently went to Brighton for the day and their town centre was bustling with shoppers.
- "The river is ignored and could be a lovely area.
- Needs small non chain shops including coffee tea shops
- Low rise development
- Better public transport"
- Better pedestrian links between shops
- Offer incentives for stores to stay, have a permanent market site which would greatly improve food choices
- Build a better shopping centre
- All out effort to attract high quality independent retailers to the High Street and surrounding areas. Really look to make better use of the riverside.
- High quality, popular shops need to be attracted to town to regenerate e.g Apple, H&M, Daylesford, Other Stories, Arket. The High Street needs to fulfil its purpose and attract shoppers from afield. North Street needs a huge clean up and revamp. The Friary has been successful. Look to models like Bicester Village and Kingston and Winchester - mixing historic streets with modern amenities.
- Cheaper rates for shops to encourage the shops to be opened. less traffic round North Street and one way system
- Lower rates so that more companies can afford to be here
- "Condense the shopping area over time
- Attract ""everyday"" shops to Guildford
- Have 30 min free stay parking
- Restore 20 minute bus services, where they have slipped to 30 mins"
- encourage more retailers by reducing business rents and rates,

- Lower the charges for rents and rates so that more affordable shops could come back. Also lower the parking charges to encourage shoppers back to the town Center especially for people like myself who are not disabled but can't walk for so the car is really the only option.
- Support for independent shops? Buses are too expensive. Town is too small for electric bike scheme? e Scooters are illegal? Cycle routes sort of exist around the town centre itself? Pedestrian links from where?
- "Lowering commercial rates. Putting pressure on landlords to make rents accessible to small traders. Using empty sites as an opportunity for community development - providing space for entrepreneurs to try out their business ideas / retail or food/restaurants
- Giving priority to local small businesses."
- Empty shops used
- copy kingston riverside shops and bars
- "Let's use the river bank and generate some decent restaurants and rest areas.
- Reopen the old Orleans restaurant instead of enlarging the cinema"
- "Need to encourage stores to return
- It's soulless as it feels empty"
- Make special concessions for individual shop keepers who would like to take over the empty shops. Support small coffee shops and lunch-time places.
- Doing things that attract people back to Guildford. What made it so attractive in the past? How can we bring back those boutique shops and get rid of 1 pound stores? The lovely department stores - all we have now is House of Fraser. I love browsing there and landing up at the restaurant for a bite to eat.
- Reduced rates for owner-run small, independent stores
- Ban traffic completely from centre. Encourage some artisan shops. We have no butche no greengrocer no deli for example
- More independent shops. Cheaper parking. A Christmas market. A pop up village but one that actually works.
- Maybe lowering rent on shop premises so that smaller businesses could afford to rent them
- Reducing rates so more independent shops could move into town
- More individual shops
- Open up the empty shops for pop up opportunities at very LOW COST. Not everything is an opportunity to profiteer. Not everyone in and around Guildford earns megabucks.
- Covered marketplace. Better access between town, buses and rail station. It's ridiculous that there is no proper bus service at the rail station.
- Cheaper business rates. Variety of parking - I find the minimum spend ones extremely irritating.

- More seating areas & pop up shops to fill empty spaces
- The Debenhams redevelopment. Reducing the rates for shops before the high street is full of boarded up fronts.
- Bars, cafes, affordable shops
- By restoring Guildford's reputation as a place worth visiting – as a long-time resident I see long-term decline due to unsustainable business rents and the loss of both major retail brands and niche/specialist shops (e.g. art suppliers). And what sort of town considers closing public toilets??
- "Does the council have a clear vision for the future of the high street and it's central role?"
- Please visit Crystal Palace, Wimborne / Bridport in Dorset or Shrewsbury to see thriving high street communities.
- The common denominator in the above are large numbers of local business.
- Are rents / rates too expensive, speculate to accumulate"
- Some shop fronts look tatty and could do with a face lift. Perhaps offer rate discounts to fill up the vacant shops. Guildford has a really good vibe; perhaps build on this – utilise ACM student talent perhaps!
- Lower rents so that small businesses can afford to move in.
- A lot more shops that everyday people can afford.
- Lower rents for shops, especially smaller independents. Better cafe culture by the river. Improve concrete grey areas by the Friary. Convert wastelands into car parking. Better bus and train links to surrounding areas.
- Local produce shops. Weir reinstated. Get rid of Friary parking that causes congestion at end of day. In fact get rid of Friary and replace with residential accommodation
- "Reduce rates and attract new businesses.
- Sort out the derelict land near bus station – new shops, car parks, green space, just not abandoned land
- Get rid of one way system – it creates so much congestion"
- Policing the traveller situation on Sundays is extremely important as it has become a huge problem. More affordable rent for businesses to allow for a healthier high street/town centre.
- Reduce rents and increase innovative and creative enterprises to fill gaps
- Perhaps reduce the business rate and encourage fledgling businesses

### The character of Guildford

- Just the general feel of the town, it is a bit of a dump and could be any old town centre. It needs to be more unique in its look and feel.
- Ensure the Guildford keeps its character and appeal

- New homes /business building should be architecturally pleasing as Guildford has a known problem of 'copy and paste' / 'uninspiring' architecture.
  - Make sure business hours are extended to bring life to the town and city centre as worker/students from my experience travel to Reading, Woking or London for entertainment/ recreational activities as a lack/non availability in Guildford. This is a loss of business and will lead to a loss of people throughout the year in leaving Guildford and making the town poorer.
- I would recommend to have more investment from big business to hire and retain individual from the university.
- As Guildford has a large international student population have festivals within Guildford to show what Guildford heritage is whilst also representing the cultures of the students/ business are here."

## Transport and infrastructure

### *Parking*

- Improved and cheaper facilities for motorists
- Low rise housing cheaper parking to encourage shoppers. The high street is dying
- Reduce cost of parking to encourage greater footfall. Make easier for less able visitors with more dedicated parking and facilities
- Cheaper and better car parking facilities. Better sequencing of traffic lights and ending the hostile environment towards motorists
- Incentivising parking enforcement to ensure offenders are being dealt with quickly and adequately; installing CCTV with automatic fines for people driving through streets which are for destination only; lowering business rates to help local businesses to open stores; dedicated cycle paths
- Free Parking with "Park and stride" along a safe route (river).
- Cheaper parking, a return of more high street retailers and fewer empty units, better use of the riverside space
- Cheaper parking
- Fix the current high street before adding to the waterfront. People want to be able to drive into town and have ample parking close to shops and restaurants.
- More short-term parking areas, better clothes and homewares shops.
- Take a look at Marlow, free parking for a limited time in the high street, which means it has a thriving shopping community, no empty shops there

- "Reasonable parking fees – cleaned up pavements (not allowing contractors to do cheap patch up work!)"
- Regular markets, focus on the independent traders, recognising experience Guildford and listening to business instead of the councillors"
- Good quality multi storey car parks. Review road layout to create better riverside amenities.
- Stop what I've said is wrong & improve road infrastructure & parking. Don't even think about more cycle lanes & escorted there a bloody menace.
- Free park and ride. Or less expensive parking. Tidy up rough areas.
- Short stay cheap parking. I mean, if you are a local, and want to come in for 1/2 hour or 1 hour, which we used to do a lot, and no longer bother. Give cheap short term lets to new small business to try to invigorate town centre. Leaving shops empty for a long time is depressing and unnecessary with little imagination.
- Bring back sensible parking charges, reduce rates to encourage shops that people want to shop in. Stop developers ruining the town and have sensible planning and design to retain what's left of what was once a lovely town.
- Reduce parking costs. The roundabout by the station gets terribly congested and flow could be improved there. A park and ride coming in from the Hogs Back would help.
- "Try to encourage people to come into the centre of girlfriend by reducing the cost of parking and removing the ridiculous three hour parking period.
- People need to be able to pop in. Provide decent bus transport from park-and-ride. Avoid stupid money wasting schemes like Guildford becoming a city. Get the council staff back in their offices."
- "Less parking payments so that people can come much more times.
- Something needs to be done with Debenhams Mall, this is a lost opportunity."
- "Provide FREE parking with optional park & ride.
- Give businesses a break on their rates.
- Reward good employers for having the real living wage foundation certification."
- Out of town car parking & better bus services
- "Attractive letting options for businesses
- Cheaper transport options – cheaper parking, free park and ride – especially for short visits"
- Cut rising parking costs and restrictions to encourage people back in. Also increase buses back to former frequency but maybe look to add smaller vehicles to fleets at non peak times to lower costs.
- Reduce parking costs
- Better parking and more individual shops that are not chains

- Cheaper parking,
- Free parking like the sheds on ladymead
- "Reduce the cost of parking to encourage more people into the town.
- Persuade businesses into the town that provide services unable to be / not supplied online. Make all buses electric"
- "Cheaper parking. More plentiful parking.
- Redesign north street to look more like the high street."
- Sort the bus station. Develop the space next to the cinema. Review the parking - maybe keep the hourly rate and give shoppers who stay three hours or more a discounted rate. All the convenient car parks have become 'shopper' car parks and severely limit footfall. Alternatively provide better bus services
- Reduce car parking on High Street after ped hours, Bigger market, transport up the hill.( eg the old town bus)

### *Public transport*

- Integrated bus to train station from out side the centre - 700 metres from Bus to train is not helping remove traffic from Guildford Town Centre pedestrian links need cover ways cycle lanes are 'fair weather usage' only thus should be far lower on the listing as the majority will not or cannot 'do shopping' on bikes - Public transport is not conducive with the weekly shopping - E scooters are a danger to all, A transport hub as Guildford is needs joined up real world thinking not woke ideas which terminate at a shopping centres
- Think big and bold for the future but don't exclude the history, historic bring it into the centre along with promoting the computer gaming side of Guildford something we are a success at. DO NOT build lots of high rise buildings. Don't forget the villages. If residents could have a cheap rate bus trip from all the villages around Guildford like an oyster card system for residents people might use the bus and reduce traffic congestion of course frequency would need to be added along with suitable size. Mini bus full from a village is better than 20 cars.
- Would a light rail (eg tram) be viable? Other towns and cities (eg Nottingham) have implemented them to great success. Would be great to see more sustainable and affordable public transport in the town. I live in a c3 flood zone so am keen to see no further development on the riverside where there is already a high risk of flooding. Please consider introducing more green spaces and water sinks into the area through pocket parks and the like to improve drainage and the streetscene. Guildford always has beautiful parks and flowers so I'm sure the team are more than up for the challenge!
- Trams. Add trams onto the existing rail network, create new stations at Bellfields, Travelodge Guildford, Jewson for University, on the Guildford to



London line, Guildford School of Acting, and Hospital / Surrey Research Park on the Guildford to Reading line, Nightingale Road & Stoke Pub Railway Bridge, Boxgrove Railway Bridge, George Abbot School, business park off Mellow Lane on the Guildford London Road line, and Arrington Park & Ride on the Guildford to Godalming Line. All trams go into Guildford Station, then back out - backwards and forwards, taking buses and cars off the roads, giving people easy and quick access to the town centre, university, business parks, schools.

- Guildford serves a community of maybe 10 miles around, and you need to think about this community not just the town centre in isolation. You also need vision as to the future, which will obviously mean provision of electric car charging points (why is this missing from your checklist?); transfer of more of some retail online; greater need for quality restaurants/cafes etc; more housing in town. Above all else you need to make transportation routes better around Guildford if you are going to restrict them in Guildford.
- "The current provision for bus and to an extent cycle lanes merely moves the problems from one pinch point to another. Examples - Cycle lane from top end of Stoke Park up to Burpham weaves between pavement and cycle lane in the road, safety issues rejoining the road and also dropped pavement points can be a danger for cyclists.
- Bus lane extension along Woodbridge Road, under the railway bridge, buses still need to join the main traffic (conjunction could be slightly eased if the bus lane was made Busses and traffic turning late at the next junction.
- Bus lane around the end of the Friary is too tight a radius for most buses to use, so they still are dependant of the flow of regular traffic."
- "The centre needs to be defined and turned over to pedestrians, cyclists, public transport & other non motorised transport. It also needs to be opened up to the river. Key non motorised transport links need to be clearly defined to join all the parts of the town up without a car. We then need a 'Town Square' of some description and the river needs to be opened up as a main artery through the town.
- I have left 'more buses & public transport' unticked below as buses are underutilised and will remain so unless they can be better coordinated like in London. People will not use public transport unless it is clearly the superior option."
- Get rid of the gyratory by the Electric Theatre. Pedestrianise this area. Place the bus station where the Odeon movie theatre is situated, so visitors need only cross the river footbridge for onward public transport connections. Maybe a bridge over from the bottom of York Rd to connect traffic with the Farnham Rd for faster access to the A3?
- Upgrade train and bus station

- Change access for buses to busy areas.
- Make travelling into Guildford by public transport more affordable. Utilise the river front and use the river for leisure activities.
- Deconflict the various modes of transport rather than ban the car. The reality is personal vehicles are a part of life. Unless you live in the centre of Guildford the walk in 15 mins is a total pipe dream. Buses aren't the answer and neither are bikes. People need choice. There's also a need to deal with the A3 mess 3-lanes to 2-lanes etc.. Look to Tokyo for a masterplan that deconflicts pedestrians, bikes, metro and vehicles.
- Make much more of the river, public riverside spaces including riverside eateries. Celebrate the river, create an opportunity for river boat taxis for residents to get into town without using roads. Connect the train station with the bus network, and improve our air by significantly reducing road traffic in our town centre.
- "Get rid of the Gyratory. More park and ride . Smaller buses more regular.
- Link park and rides bus station and train station . Build a town square with collonades . Cycle lanes do not work as our roads are too narrow"
- Better transport links that reduce reliance on cars, some sort of congestion management system, better bike networks (I have a bike but am generally too scared to cycle from GU2 where I live into town because it's either along the busy, polluted main road, via the dark and overgrown river paths or through streets where too many cars are parked on the road to navigate around). I'd also like to see more independent shops and restaurants and better use of the riverside
- Better provision for older and/or disabled people with limited mobility. Improved park and ride.
- Cheaper and more frequent buses to avoid the big hike in parking fees and having to drive into town. A variety of independent shops who will only be able to survive if their rent is fair.
- Smarten up North Street and bus station. A little shuttle bus to get you from the bottom of the High Street to the top end of the High Street. Its a hard walk if you are elderly or infirm
- Better access to public transport and cheaper. Allow pop up businesses in closed shops. Lower cost parking
- Public transport ie bus station being sited on edge of one way system rather than choking the one way system.
- Link between train station and bus station. Bus services need complete re-structuring – follow Reading's example. Traffic problems would be greatly improved if bus routes were clear and reliable. The new no 6 route and no 1 is ridiculous!

- A much nicer and needed bus station and buses to go to the station
- Improve the riverside walkways and clean up this area. Less parking in the centre. Better public transport (it is insane that you need to spend 5 pounds to take a bus to one of the surrounding towns!)
- Segregation between cars and bicycles (make more roads one way and give half over to bikes and small public transports vehicles - why have half empty large busses, let's have some smaller full more regular busses).
- Cheaper public transport systems and access to Guildford, the pandemic has also made the town feel like a ghost town and I'm glad to see you're trying to change that by bringing life back into it. It needs to be a town not just for the affluent, but for everyone. Bringing in independent shops, but also allowing for parking spaces at the same time, as carrying shopping too far is too heavy. This would also encourage people to stop using Amazon as the only place to shop.
- Secure cycle racks, use the vacant land near the bus station to accommodate the those busses that cannot get in to present bus station and additional bus services will be needed as more people are obliged to travel by bus. A free station to town bottom and top of high st.
- I agree with much of what is being set out on this site - a lot of it comes down to buildings, spaces and transport. Having moved from East Guildford to the very West of Guildford some years ago I have had to become completely dependent on having a car - the bus service here is infrequent, doesn't start early enough to get me to the train station on time and doesn't finish late enough to get me home. There isn't a whole lot in the plan about the high-speed approach into Guildford along the A31 and how to solve the bottleneck issue over the railway bridge - I think this is important.
- "1. Make a tram way connecting bus and railway stations.
- 2. stop all heavy polluting traffic, cars, lorries through main town.
- 3. no traffic in North Street except buses or trams and pedestrian the area and consider the same in Onslow st."
- Sort out the gyratory system; provide better affordable public transport; stop wasting money on vanity projects - Village, Walnut Tree Bridge; start thinking about the many rather than always pandering to the elite few; properly open up the riverside; stop the continuous encroachment of student accommodation, both new builds and existing properties; demand that the university stamp down hard on the antisocial behaviour of some of its students; make a decision on the bus station instead of talking about it for years.
- To have more accessibility to people that have to use public transport

- Improve public transport. Don't combine cycle and pedestrian routes; that's dangerous and already a problem on the tow path.
- Could we use the River as a mode of transport with water buses? The one way system cuts up the town with intense traffic, so adjustments to that would help.
- "Public transport is a complete shambles. I used to live on Austen Road, and trying to travel from the Surrey Sports Park back home would take over an hour by bus in the evenings due to the poor service. I practically never take public transport anymore because it's so bad. I would potentially look at using quick rental bikes or scooters like in London with the Boris bikes – I don't really want to buy my own bike though.
- Pedestrian routes are often bad as well, requiring a round about route to get anywhere other than the high street and north street.
- Also, aside from shopping, restaurants and the cinema, there's not a lot to do in Guildford centre. Unless you want to hang around the Friary area, it can be pretty boring. What about an Arcade/Barcade? The Ping Pong place seemed like a nice idea, but is so half-arsed and the staff are terrible, I didn't feel welcome there at all. Similar to the pop up village, whenever things happen in Guildford, they seem to be half-baked and disappointing. Why can't we foster more weird and interesting things like areas in London like Shoreditch?"
- "1) Have a clear vision for a cleaner, greener, healthier, safer Guildford, so that residents think it is worth the inevitable disruption. And then ensure that all decisions taken align with this vision
- 2) Better dedicated cycleways to get across town, e.g. to the Spectrum Leisure Centre
- 3) better access to the A3, i.e. two directions at all junctions, which will mean for example that the people in Merrow, Burpham won't have to travel all the way along Ladymead to join the A3 to go south.
- 4) Better dedicated cycleways a) from town centre to Spectrum (avoiding the streets) b) between Stoughton and the town centre
- 5) buses improved to be more reliable and frequent; reintroduce the circular round the town centre (for those who find the hill difficult)
- 6) better provision of P&R. I would question the short-sightedness of removing the no100 to Spectrum.
- 7) secure storage for e-bikes which are so easily stolen
- 8) encourage more use of the Enterprise car club for those who no longer need to own a car but for whom occasional car journeys are essential, especially for women travelling alone at night.

- 9) Very ambitious new river/railway crossing from the car park at the Jewson footbridge to the bottom of York Road, to alleviate the amount of traffic on the Farnham Road bridge for those who trying to cross to another part of town.
  - 10) Find some efficient means of removing the chewing gum which is everywhere on our pavements, and adds to the unkempt and uncared for feel of our town.
  - 11) There are three long-term unused spaces which add to the uncared for feel: the Old Orleans Restaurant which has been closed for some time; the old CEGB site on Portsmouth Road (which was once going to be a Pegasus retirement home); the area used for the defunct pop-up Christmas market."
  - "Fewer cars
  - More pedestrian friendly streets
  - Cycle lanes\*
  - More buses and public transportation within the immediate area.
- 
- I'm a little too timid to ride my bike along main roads - so would be nice to have cycling infrastructure that is separate and keeps riders safe."
  - "Improve traffic bypass routes - make all A3 junctions 4-way, to north and south of town (so less traffic traverses town centre). Ideally also widen A3 passing Guildford - cost of tunnel suggestion for through traffic would be prohibitive, would not solve town centre flow/density, would reduce 'passing trade'.
  - Install really Smart traffic light system - e.g. so that a single low-latency pedestrian crossing cannot habitually block traffic flow across several junctions
  - Facilitate reporting to town traffic body - incentivise flow - charge utilities etc appropriate levels to minimise roadworks and disrupted flow
  - Encourage frequent small tram/bus shuttle system around town centre
  - Favour bicycle and electric vehicle use
  - Encourage e-shopping - by which I mean that goods viewed in town centre shops can be swiftly ordered electronically and delivered later (savings for the more patient to encourage more efficient delivery patterns and reduce need for cars in town centre)
  - Plant more trees, especially in car parks.
  - Add sitting/meeting areas with views, especially near bus stops.
  - Parking and public transport need to be hassle-free and as cheap and flexible as possible, if it is to facilitate rather than obstruct, town centre life.
  - Add rail stops to existing railway lines eg Mellow, Park Barn, to reduce town traffic and car use
  - Introduce tram/bus on old railway route to Cranleigh.

- Increase local taxes on new-build homes to encourage re-development of existing buildings.
- Encourage planners to think about views and skylines.
- Enhance Stag Hill with a wind turbine! Or the downs, east and west.
- Do not allow commercial/residential development on green belt land - infrastructure can't cope."
- "Cycle lanes that go into town from outside and don't just run out at the narrow bits.
- Cycle lanes that don't contain bumps and potholes so cyclists have to swerve out into the road to avoid them
- Better bus service, more regular, with smaller vehicles so that they are not a danger to cyclists eg on Epsom Rd nr old Sandford Arms junction"
- Bus service - eg more frequent, cheaper minibuses. Minibuses to take disable and elderly from perimeter car parking for them, and /or proper disabled parking provision more centrally. Proper cycle lanes, much more cycle parking. Less traffic on pedestrian access routes right out of town centre as well as in centre. 20 mph limit right out of town centre to cover walking and cycle routes from 'suburbs'. Definite prioritisation of pedestrians and cyclists. Community Garden, say on disused area around Leapale Road, with central location (as well as Rosamund, given its distance out) encouraging people and schoolchildren to use it especially if more and affordable housing in centre and providing green lung. Liaising with Surrey Wildlife Trust scientific research on eg Biodiversity Opportunity Areas. New Surrey Seed Bank seed swap day with 150 through door shows public interest in gardening. Play area for children in town centre. Pedestrianisation of larger area. Providing more aesthetically pleasing street sculpture and views. Ensuring height of buildings does not block views of surrounding AONB. Encouraging better, more open access to Guildford Institute, linking with Library, Quakers, North St garden and Holy Trinity, as cultural, meditative centres. Also providing definite signed walking route from this area down to St Mary's and Museum via Guildford House Market needs more space. Art exhibitions could be used to encourage visitors if eg Institute exhibitions more accessible and publicised. Other areas for art display? Improving access to and views from river; making walking along it possible. User friendly, up to date bus station encouraging use of buses, and linked easily to train station. Encouragement of positive evening and night life.

#### *Active travel*

- I am a keen cyclist, but most of the on road cycle lanes are a waste of road usage and do nothing to make cycling safer. Separated cycle routes are needed where possible. I never use buses, but appreciate that they are

necessary for many of the population. Having said that I again question the wisdom / effectiveness of the current bus lanes.

- Prioritise pedestrians and cyclists. Banish cars from the town centre area. Provide a network of safe cycle routes across the whole of Guildford which connect up.
- "Better pedestrian (and cycling) routes around the station
- Have one bridge on the current gyratory for 2 way traffic and make the other cycle / pedestrian (or bus, if it would speed up the bus)"
- Make the centre a pedestrian zone. No cars except supply, and even that off-peak only.
- Greater priority to pedestrians.
- "Best in class cycle lanes.
- Safe secure cycle storage to encourage inter town connectivity by ebike riders"
- Take the traffic out of the town centre, regenerate depressing North Street and the hideous bus station, open up the beautiful Wey, knock down 1960s and 70s concrete, plant trees, stop allowing undignified businesses like Vape and betting shops, get rid of bloody awful ginormous roundabout around the YMCA and Electric Theatre, pedestrianise - pedestrianise - pedestrianise. Put the river at the heart of Guildford not under concrete.
- "Resurface cycle lanes (and roads where there are none) so they are not filled with holes.
- More SECURE bicycle parking with CCTV.
- Improve the bicycle links (esp. east-west across the river). By improve, I mean actually make one.
- Hire planners with brain cells that learn from how the Dutch and Germans do things, i.e. properly.
- Improve road layout to prioritise cyclists and pedestrians.
- Improve renewable energy in the town centre - how many places have solar panels? ..."
- Open up the High Street area near the river, pedestrianise the areas around the River Wey, remove the horrid gyratory, have safer travel to the train station from the town centre, pedestrianise Bridge Street.
- Build a ring road around the town centre. I am a Guildford Street Angel and worry that there will be a serious accident on Bridge Street at night when the bars and clubs are busy with people walking or running across the road especially when they are under the influence. Some pop-up bollards which allow for wider pavements during busy times and would also slow the traffic into narrower lanes, would increase the safety of pedestrians.
- Much more provision for bikes and cycling

- "Guildford is a medium sized town and have some options other than driving would be nice.
- Please just start doing something, stop talking about it.
- Less cars, more cycle, more walking. Easier walking !"
- "- Better cycle lanes - especially if wanting to get children on bikes and across town. Huge number of cyclists in area - surely you can find a way to crowdsource ideas
  - Make more of the river - open up and provide lighting
  - Vacant retail units - need to be either subsidised or allowed to be repurposed to get people into town centre. Zombie units seed others
  - Look at options for refactoring one way traffic system"
- Better cycle infrastructure, especially around the one way system and Station area - safe for children and adults to cycle. Use some of the unused space (eg opposite bus station) to create a public square to sit outside without needing to buy anything.
- Encourage more walking and cycling, particularly using the riverside as an attractive focus point.
- Making areas safer for pedestrians and cyclists. Not town centre (quite) but the number of parents who drive their children to St Nicholas infants, Fitzsimmons nursery etc because of the speed of cars up the Portsmouth Road is significant. Electric vehicle infrastructure needs to improve but really we need to encourage people to travel under their own steam for such tiny journeys
- Most Guildfordians have bikes an e-scheme makes little sense with the hilly set up around a river valley. What would make sense is very secure storage and routes to town that do not mix with traffic at all... Shalford to Guildford is great but Burpham/Merrow to Guildford means Epsom or London Road. Using the river side to support cycle ways would make sense
- Cycle lanes - yes, but don't just paint a useless line down the side of the road and pretend it qualifies as a cycle lane. The same applies for lines on foot paths. We need proper dedicated cycle routes between town centre and the suburbs.
- Cycle flyovers and tunnels to connect the main routes in the town that coverage at the gyratory system. This is very dangerous to cycle around.
- Please sort the one way system out so it's safe for bikes.
- More bicycle infrastructure in the town centre (nowhere to park bikes apart from pre existing railings, no where to pump up tires etc). Open riverside area up,
- Pedestrianise the central roads. Develop the river side areas - make them a destination worth visiting.



- "Add flyover or flyunder road as an alternative road crossing the railway to divert some traffic away from one-way system.
- More use of small minibuses by both primary and secondary schools - so that you reduce individual car journeys/ volume of traffic at school rush hour!
- Pedestrianise the road between castle and High Street area, to encourage greener town centre.
- Add more cycle/cycle friendly lanes on roads esp around centre"
- Change the infrastructure to give priority to walkers and cyclists. Make the town centre less convenient for cars - more buses, better park and ride, less through routes through the town. More open public spaces where you don't have to buy anything to enjoy being in town.
- Reduce, remove cars
- "further pedestrianisation, conder whether there are any spaces slightly out of the centre which could be a 'park and walk'
- I'd caution against a scooter scheme - I've already had a few near misses with e-scooters on pavements - e-bikes are a better solution as most people have a good idea about how to ride them according to the highway code"
- The number of bike racks in the city center is far too low. There are several areas, including the top and bottom of High Street that would benefit from having racks installed. They would increase business and there is plenty of space to not impede the sidewalk.
- Pedestrian-friendly, banning vehicles during trading hours. The town centre might be to hilly for push bikes, like they have in Berlin/Amsterdam etc so introducing a free to use Ebike/Escooter scheme would be a good idea to move people about.
- Installation of more bike parking/racks around the High street and North street. This would allow for people to shop by bike and would also encourage more bike tourism as Guildford could become a stop along the Surrey Cycleways and the Surrey Hills routes.
- "Opening up the riversides to take more foot and bicycle traffic with more places to get on and off waterside.
- Widening the pavements and road at the bottom of Farnham road where it crosses the train lines, it is heavily used and when i walk into town with my baby in his pram i feel unsafe, there is not enough room, so possibly a new pedestrian and cycle bridge? Pleae, what ever you do, do not allow electric scooters, i have lived with them in washington DC and they were a danger to pedestrians, and they didnt replace car journeys, it was people who would otherwise walk who used them. For cycle lanes, I would perfer dual use pedestrian/cycle lanes where you travel on the left, with a centre line dividing

the lanes. This is how they do it in the US and it works! You always know which side you should be on."

- Towpath in and out of town centre made more accessible for pedestrians and cyclists
- "Divert the traffic from the town centre. More pedestrianised areas with outdoor seating areas for cafes and restaurants. Better access to the river and train station. Cycle lanes and secure cycle parking. More car parking on the edge of town.
- More affordable housing and affordable retail space to attract young people and entrepreneurs."
- Pedestrianised spaces and waterfront locations
- More pedestrian and cycle route access, green spaces within the high street and north street.
- Find a way round the town centre for traffic going north-south and vice versa; develop infrastructure that prioritises pedestrians and cyclists.
- Pedestrianise where possible. Develop the area around the river with cafes and independents. E scooters could encourage more people to use the shops
- "Greater access to cycleways. It is dangerous to cycle on the roads.
- A much better network of cycle lanes should be installed
- For 1 Sunday every month some roads in Guildford should be closed to cars and only used by cyclists
- the temporary weir blocks the path. Hopefully will reopen soon
- easier access to the Downs Link (make the cycle ride from Guildford to the seaside a feature)
- where can we safely store our bicycles. If the council really want to push the cycling initiative then secure cycle pods for residents should be placed around town in, say, Millmead carpark, Agraria Rd etc, i.e. for residences who don't have garages
- we will all be required to use electric cars soon. For those who've no choice other than to use on-road parking, there will be nowhere to charge the car"
- Pedestrianization
- "Make space for active travel (as ticked) particularly cycle lanes and cycle parking facilities in town. E-scooters tend to get abandoned on the pavement. E-bikes probably better looked after by users and more universal.
- Consider making some roads one way, for example Epsom Road inbound, London Road outbound, Walnut Tree Close inbound, Woodbridge Road outbound"
- Better pedestrian access. More integrated travel hub. Cheaper public transport so less reliance on cars.

- Appropriate redevelopment of Area to North of North Street. Much better cycle links – e.g. can't cycle up North Street but have to weave round via Waitrose and Martyr Road.
- Riverside shops restaurants bars integrated towards the high street in a pedestrianised way
- Pedestrianise
- "By somehow linking The Friary and having the lower part of North Street for pedestrians only.
- The bus station to be relocated."
- See previous. Need LTNs cycle sheds on streets, dedicated cycle lanes, 20 mph limit across town, modal filters to allow cycles and pedestrians but not cars.
- Definitely more and much safer cycle lanes into Guildford along London road from Burpham.
- Probably enough said above. There isn't enough space on the pavements for E scooters, things are bad enough with the cyclists on the pavements. Cycle lanes should be made in side streets unless the whole road system is to be widened and rebuilt – but are enough people going to cycle to make this worthwhile? Complete waste of money, making the cycle Lane by Stoke Park as almost no one uses it from my observation.
- More pedestrian access with walkways and maybe more pedestrianised areas around old Debenhams site
- Things like cafes near the river, well tended park-like areas so it's pleasant walking along the whole stretch of the Riverside and it feels like part of the centre. A defined cycle and pedestrian route between railway and centre... perhaps improvement to the current tunnels with signs. Better routes to cross the city centre by bike
- "20mph limit on all but main through routes
- More pedestrianisation in town centre
- Cycle routes that avoid gyratory (it is impossible to cycle North-South, or vice versa, through the town centre without using the dangerous gyratory, except possibly along the river towpath)"
- pedestrianise the centre, have good communications to park and ride centres,
- "Overall, Guildford is a really lovely place. It has the benefits of being a bustling town with good shops and restaurants and arts, and yet is on the doorstep of some of the country's best countryside.
- I live off of Epsom road and I find that I end up driving into town a lot, even though it is cycling distance or even walkable on a nice day and parking is a nightmare. The issue in my case is that it is very difficult to cycle from Epsom road to the station. You either have to go the wrong way down the high street or you get caught up in serious car traffic that is all trying to change lanes

around you. Coming back from the station is no better. I'd love safe, convenient cycle lanes through town and away from cars.

- Taking the bus isn't great either because it is £2.50 (compared to £1.50 in London) to go six stops and I still then need to walk ten minutes across the river to the station. In contrast, the premium car park at the station is £4 for the whole day on a Sunday. The public transport needs to be affordable, or the only people who will end up using it will be students and pensioners."
- "safer routes for cycling around town and more places to lock up bikes. More pedestrianised areas.
- rental e scooters are not the answer. The roads are too narrow and uneven for it to be safe and in other places where they have these schemes scooters abandoned regularly"
- Less cars. more foot paths +cycling paths. Less pollution.
- Design for pedestrians first
- "Guidance for cyclists is lacking.
- Can cyclists use the High Street when it is closed to motor vehicles? In my view, they should be able to use this during the day time, both upwards and downwards. At present this is a one way street.
- What are the rules for cyclists on Market Street, Friary Street, Chapel Street? The new bridge by the Odeon is open to cyclists but how are cyclists supposed to reach this bridge from the Town Centre?"
- Much more emphasis on cycling with proper segregated bike lanes and cycling priority
- Upgrade some of the existing cycle routes - the link to Shalford for example has a massive tree root in it and just needs fixing. North Street is nice on the market side but the other side of the street you just feel like you're walking down an A-road. The walk to/from the station into town is utterly grim. Even just slowing down the car speeds on the gyratory by making it 20mph (and enforcing that) would make walking/cycling safer and much more pleasant.
- "Make car travel through the town difficult to discourage driving through.
- Establish a safe cycle network and provide e bikes and scooters for people to use the cycle network.
- Pedestrianise the whole of North st, lower High St and Upper High St.
- Stop Rat running.
- Establish low traffic neighbourhoods LTNs.
- Safely connect the bottom of North St to the Station for pedestrians and cyclists."
- Redevelopment of North street and down by the river will make a real improvement. Need to really focus on sustainable transport - make cycling and walking much easier and more connected. Ensure small independent

retailers aren't priced out of the market when redevelopment happens.  
Somehow sort out the fact that the river is cut off.

### *Congestion*

- "Traffic measurements / by pass
- A3 Southbound entry at Burpham.
- Railway station
- Pedestrian access from station
- Riverside developments"
- re route most of the through traffic from the centre of Guildford.
- "Stop vehicles including heavy goods ones which has seen a marked increase in the last few years travelling through Guildford. A lot of traffic are just passing through to get to the A3 (M25), A31, A281 or A25.
- Consider congestion charges or a new ring road to move/deter the traffic out of Guildford as it will only get worse. An extra bridge won't suffice as that will become congested too."
- "Congestion zone charging for vehicles
- ensure all through traffic and those travelling from out of area to the town are forced to use trunk roads not residential side roads"
- All of the below. I have particular issues with access to the town from the station and crossing the A3, M25 river and railway at Ladymead, which splits Stoughton and Bellfield communities from the rest of the town.
- The traffic and lack of connection to the river are the biggest problems. Dormant spaces need revitalising.
- New bus station and traffic system by passing central island for through traffic
- Basically through traffic needs to be re-routed away from the town centre but as this is unlikely to be practicable some of the suggestions below might help. Whilst developers are able to hold on to empty sites in the expectation of capital gains, with the Council having no power to enforce action, we will continue to be faced with the urban blight which ensues. Councils should be able to reject inappropriate development, however, and not have local decisions over-ridden by national policy or expensive appeals funded by greedy developers.
- "Get on with the North Street regeneration and make the centre of Guildford traffic free. Reroute the A3 to the east linking Ripley junction with the Compton junction.
- The Debenhams site must be developed to be car free and less mass than proposed."

- "Improve the river frontage to create an area where people can relax in a pleasant traffic free zone.
- Major improvements to re-route traffic away from the town centre. At present the east-west & north-south crossings all meet within the town centre causing major traffic and environmental issues."
- Stop traffic in town centre, take away the town centre car parks
- Opening up the riverside and removing motor traffic (apart from public transport) from town centre. Social care for those begging.
- Demolish the gyratory, we don't need arterial traffic in the centre of town!
- By diverting the through traffic away from the town centre to allow the town to be connected with the riverside again - and also by avoiding over-scaled monolithic horrors like the proposals for St Mary's Warf.
- "Push cars out of town centre, North Street, Castle Street and others.
- Make the town centre for people not cars."
- Remove traffic from the town centre
- Traffic flow improvements - parking designed by people who use it - Debenhams old building improved or new buildings done as soon as possible it is a mess - open up the river bank and improved seating near it.
- Less traffic.
- Banning all petrol and diesel vehicles from entering Guildford centre including the one-way system. More electric public transport.
- Redesign the transport flow on the entire side to the west of north street. Better pedestrian access.
- Discourage vehicles
- Better cycle routes. Solve giratory system / pedestrian access from train station to friary is horrific . A3 cutting town in half - not sure if tunnel is feasible. More quality town housing ( Bedzed / Peter Barber style architecture would be amazing!). Take on board some of Guildford Vision proposals
- Redevelop North Street area and the Debenhams site. Create better traffic flows through the town including by passing the town on the A3.
- Traffic bypass, cycle lanes, better use of river
- "do not allow traffic on High St.
- Take traffic around Guildford not through it.
- Make more of its History to visitors."
- Get rid of through traffic. bring in a 20 mph limit for all traffic. Open up access to the river and encourage more activity in the evenings. Better cycle storage (especially for expensive electric bikes)
- Less traffic, more road systems to encourage pedestrians and bikes. More trees and greenery!

- Longer traffic-free time for High Street, safe (not TOO steep) 'cycle paths, strict measures over pavement parking and speeding.
- Make every effort to reduce traffic levels. Traffic-calming measures such as speed limits and planters on busier roads.
- Better developments and get the traffic out of the town.
- "Replace bus station.
- Look at ways to avoid gridlocked traffic through the town centre."
- Reroute main traffic flows. More pedestrian areas. Easy cycle access and places for secure cycle parking. More independent shops. Denser housing but not too high (not Woking!) with quality architecture and construction. Public transport to the edges of town, not down north street to the friary.
- More bridges/crossing points. Reducing traffic in the very center so that a driver doesn't have to go into Guildford to come out again.
- "Doing something with the traffic. I feel it needs to be quite radical - replacing cars with a cycle loan scheme (as in London's ""Boris bikes'), electrics for those that need them?"
- The vacant plots of land need developing so that the town looks like it is prospering."
- "Find a way of keeping traffic away from the town centre.
- Guildford's roads were not designed to cope with bicycles and, until the number of vehicles is considerably reduced, cycling should not be encouraged. Too many cyclists cannot be trusted to behave sensibly on pavements so cycle lanes should only be completely separate. The use of e-scooters is illegal and should be stopped not encouraged. Even apart from that, no matter what the scheme is, many users will ride on pavements and be a danger and a nuisance to pedestrians."
- Bypasses to take through traffic out of the town centre, better parking for residents and visitors or maybe more park-and-ride sites needed

## Other

- By getting things moving quicker.
- Housing for families in the town centre. Build affordable housing on sites in town, which would bring life into the town centre.
- Less developments, town centre way too busy already
- Could rents be lower?
- not too sure
- "Not forgetting the car
- It very important to our family"

- More town centre housing, making it a living town not just a shopping destination
- "Action. And fast, unless we wish to lose ground to other towns in the region.
- If we succeed in becoming a city I think it will help with the sensitive long-term development of Guildford and attract the right kind of investment and business."
- More housing in centre.
- By addressing the downsides nominated earlier in the survey.
- Infrastructure is adequate
- Can't see how roads can be improved, its great for walking around. No to electric scooters.
- All of the below statements
- "Re-use of office and retail space for residential but not just flats - bring families and long term residents to the centre, then they would not need to drive in from outer villages.
- Park & ride, bikes etc need to deal with the challenge of the goods people have (hopefully) purchased eg storage lockers in town, bikes with carriers.
- It's too steep for cycles to help much unless electric.
- Must work out who is actually coming into town post-pandemic, post-retail."
- "More affordable housing for younger working professionals and less empty properties.
- Park and ride back at spectrum
- Less bus lanes
- More bins
- Better street lighting
- Less cars"
- I wouldn't support any of these, I don't want to park and ride with an arm full of shopping, cycle lanes are a nuisance unless you are cycling for pleasure, and as a middle-aged woman I really am past an e-scooter or electric bike and as I am one of the most likely people to come into town how about giving my age group some thought in your plans. My hairdresser and dentist is in the town, and I do most of my shopping in the town and really don't want to come in on an electric scooter thank you.
- Restrict busking to non-amplified or enforce sound levels



## OTHER COMMENTS

### Architecture & design

- The industrial/commercial units along Walnut Tree Close could be converted / demolished and rebuilt as new housing. Additional links across the River Wey to the south and north to reduce traffic reliance on the town centre gyratory (similar to a ring road). No high-rise buildings next to the river (i.e. beyond 5 stories).
- "Housing development should be attractive and high quality and not high rise
- The area around Casino is ugly and has so much potential."
- The building that straddles the gyratory is revolting and the disgusting fumes pumped out from Five Guys is particularly disgusting if I cycle by..
- "Housing in the town centre depends on what and where. Oversized projects like the railway station will simply make Guildford resemble Woking. The way the issue is framed - "economic seepage" as the main worry - makes it sound like you want to become more like Woking, Reading or Basingstoke to compete with them. But this would be a disaster for a town like Guildford.
- Can the Friary be redeveloped at some point, too? Open up those dreary dark brown walls facing Onslow St, use the space as a creative hive for retail, start-ups, pop-up shops and offices, market areas, rentable spaces for anyone to hire, eateries, and evening use such as bars, performance spaces, etc. A mixed offering like this could liberate this huge but very tired space, and would drive retail stores back on to existing High St and North St locations. (Similarly Phoenix Court desperately needs refreshing... but it's the Friary that could become something genuinely amazing with a bit of vision)."
- Avoid high rise development. Maintain the cultural centre of the town and build on the heritage with sympathetic architecture.
- Housing in town centre would only be acceptable if it ISN'T of the tower block variety. Building up & up would spoil what is a lovely town centre.
- Housing in brown field sites and replacing poorly designed buildings.
- "Guildford appears to have down played its important buildings like the cathedral ugly! the museum, invisible. The university, hidden, but the student residences are scattered through family areas such as park barn, so much confusion and bad organisation. Too many developers allowed to convert homes into split student digs. Look to cities like Oxford for inspiration, especially as we are aiming for city status. We have no identity!
- I recently showed people around from Germany, I struggled to find inspiration, I immediately wanted to take them to other places other than this town. When I visited Germany they really put importance into the aesthetics of their towns

and cities even their housing was picturesque on the whole. Underground car parks were popular, then build on all the surface ones. Maybe we need some German engineering!"

- Any development must be low level .Don't need another Woking! And in keeping with the historic look of our beautiful town.
- More housing would likely equate to higher buildings with flats/apartments which would sit at odds. Any development should reflect the heritage of the town- this is its greatest asset. It should be maximised. Look at Dapdune Wharf and what now sits opposite it. Wonderful heritage buildings opposite unsightly high blocks of student apartments. There should be a heritage vision for any new buildings requiring that they represent the style of original/historical buildings in the town. Spread the culture and heritage rather than lose it. Maximise in it.
- Yes but only low level developments, not high rise
- Please don't turn Guildford into an overdeveloped town like Woking- a huge blot on the landscape.
- It is critical that we bring in more affordable housing into the town centre to take the pressure off our surrounding villages and the loss of Green belt. It would make the town livelier and smarter as it is very dated in some places. We do need to retain those buildings and areas that reflect our lovely heritage but they need better promotion.
- "We should absolutely not be building large blocks of flats and large single developments. Good streets of high density with mixed frontages and strong street lines should be the priority. For example, the development on the Debenhams site is a hulking behemoth which does no justice to the high street so near to it.
- As in my previous comment, allowing for gentle intensification of existing housing stock would go a long way. Make this subject to strict design codes, including for Mansard-style roofs and multiple storey additions."
- Housing in town centre needs to be no more flats! The Court on Bury Fields should be a template to new developments matching private communal garden space with townhouses that inspire community living
- Please don't build everything up to stupid heights, the station is going to be bad enough and yes I live right by it.
- "This is not a yes or no question....Yes, if it's low level, sensibly done and in keeping with the town centre.
- No if it's cheap architecture, tower blocks, housing estates: none are in keeping with the architectural style of most of Guildford."
- I do not want to see lots of high rise/modern developments, that will ruin Guildford's charm

- Keep development in keeping with the architecture of the high street don't turn it into a modern urban shopping centre , look at the thriving town centres Marlow , Bury St Edmunds , old towns which are accessible and pretty and have independent retail businesses. Please Guildford stylish accessible and somewhere people want to shop. I live in Woking , won't go near the place always shop/ do everything in Guildford , please don't ruin it!
- "DON'T RUIN GUILDFORD!!!!"
- It's a civilised, attractive town (albeit with some real blots north of the A3)."
- Guildford is a beautiful city but it is in much need of TLC! Thank you for noticing this and I look forward to a clean historical city :)
- Step free access important for elderly and for families with young children.
- Convert the ex-Debenhams building asap as it's a depressing eyesore, it's a good opportunity for apartments by the river.
- No high rise apartments
- I think the beautiful traditional architecture is what makes Guildford stand out, so I wouldn't want to see modern 'square and modular' style housing being built. I personally think that a lot of the new flats that have been built along the river are ugly and we'll look back on them in 40 years the same way we currently do with 60s architecture.
- In doing more housing do not exceed a certain height or we end up looking like New York and is not necessary. We could have more apartments and still be sympathetic to the environment and the enjoyment of the city, and make more use of the river and see it!
- "Please conserve the historic flavour of Guildford.
- Also the Tunsgate space could be made more like Italian piazzas with entertainment and temporary seating for concerts etc and cafes"
- On the whole guildford is a pleasant town, I have always felt that thd river and the river views are a great asset to the town that are sadly undervalued, by making the riverside s more social space it will generate great interest and encourage more visitors to the town, also more river boat trips would be good as the local scenery beautiful
- More housing should only be considered on brownfield sites and should not include high rise buildings - must be in keeping with the current townscape.
- "You don't define opening up the Riverside
- Planning has allowed ugly appartments to be built by the river in the new ""Quater"" areas
- Parking charges help to ""kill"" the town centre"
- We need assurances that additional housing will not impact existing residencies. I live if Bury Fields. There is significant concern in the community that the proposed development in Bury Street will swamp our street. We were

happy with 100 residencies for the elderly. We are not happy with 300 residencies each, probably, owning a car. The developer should be required to a) pay for EV Charge Point for the existing residents, b) there is absolutely no adverse effect on existing infrastructure

- Fewer cars is always good. Riverside opened up I am interpreting differently to previous question. If this is developing Debenhams (or behind where Woolworths was) into something more attractive then I could support. More housing, but not like Woking. High rise tower blocks would not improve Guildford
- More housing- but definitely NOT HIGH RISE as proposed for the St Mary's Wharf development.
- "Strongly agree with the focus on the riverfront. It is after all how Guildford started.
- Wide towpaths each side, more river crossing points, more trees in the urban spaces.
- Thank you for this opportunity to contribute to the process!"
- "New housing should be focussed on providing homes for local people and be affordable to them. Town centre housing should be car-free, or have car club and disabled provision only (unlike the St Mary's Wharf proposal, for instance).
- New development should be of the highest design quality and architecturally appropriate to the character and scale of the town. Most recent and proposed development is poorly designed and out of character/scale - e.g. riverside student developments, St Mary's Wharf, Guildford Station."
- As long of the housing is in keeping with existing buildings, they are not ugly and too high. Not modern buildings
- Please do not permit building like that in Woking, which is starting to look like Canary Wharf!
- While housing in the town centre is generally a positive thing (more people = more customers for local businesses), I have concerns over the amount of additional traffic it would cause, and the prospect of tall buildings encroaching on the historic charm of the town. We should not be building too high, and we should be reusing land that's been sat empty for years, for example the area between Woodbridge and Leapale roads, the Old Orleans building, etc.
- Regarding the housing. We want it to still have the charm of Guildford of old. I think the Surrey University has also added to bringing down some of the areas due to landlords letting their properties to students. Why cant we create parking and have shops above the parking? Similarly if you are going to do housing create apartments above shops like we have at the top of the high street opposite the Old civic theatre. Keep it quaint

- "Not high rise accommodation must be no taller than buildings near station - they are probably one storey too many.
- There are areas just outside of town especially on the way to Godalming where many two / three storey low rise apartment blocks could be built.
- Convert all stand-alone parking garages into accommodation with parking underneath so up to three storey apartments
- Do not grant business licences to any existing homes or planning permission to convert to a business and rather convert horrible little shops back into houses in the suburbs"
- Build houses on brown sites. Turn offices and space above shops into flats. Reuse buildings don't build any more abs definitely do not build tower blocks!!!! Keep Guildford unique and full of history.
- "Those cars , not delivery vehicles, are in the main assist young families, the elderly and disabled to access the town centre which given the gradient of the town can be challenging for all. Car park charges already deter many from driving into the town centre and look to shop elsewhere.
- Housing in the Town centre if equates to the eyesore that is Woking's skyscraper developments, definitely not. A historic town's unique character should be preserved. As for the proposed high storey apartments plan for the Debenhams site, totally overdevelopment and a blight on the character of the river amenity which would benefit from investment on footpath improvement."
- I don't want more housing anywhere other than in a small scale. New estates change and ruin areas especially as they often have tiny gardens which have no value for wildlife and people end up decking or putting fake grass down. The birth rate is down so why do we need new homes to be built?. If they are required in the town please NO tall flats or apts as it will ruin the landscape and look of our historical town. Any build should blend in sympathetically with the history of our beautiful town.
- I worked in Guildford for years and visit at least twice a month. The River is great, attracting wildlife and people enjoying it as it is. Don't develop for retail or anything else that would bring pollution and cars. Think debenhams would be lovely flats with balconies, to enjoy the river views.
- We should not build high rise flats as it is not in keeping with Guildford's history or Architecture.
- Yes to more housing and mixed use development, but as per previous comment NOT high rise. The question above about reducing pressure on the Green Belt by building more in the town centre (as per Woking??) feels like a threat from the Council - i.e. either build high in Guildford or build over the Green Belt. It's not, in fact, such a binary choice we face. I'd advocate well-designed, higher density (tighter-knit) but lower rise (5-9 storey?)

streetscapes (as you might find in European cities). PLEASE don't ruin views and vistas of the downs from the town centre, or of the town centre from the downs.

- As long as the historic and appearance of the town is protected and maintained. Guildford is meant to be something special, it's not at present.
- More housing only if it is not high-rise - say maximum of 6 stories. Definitely do not want a town centre like Woking!
- "Improve roads around the outside of the centre
- Compact shops into a smaller area, provide more housing and develop along the river
- Do not make cycle lanes in the centre - this is dangerous to pedestrians"
- Don't let developers build upwards and any housing to be sympathetic to the old parts of town. Take down the tower blocks on the other side of the river, they are horrible
- "But not more housing in buildings over five storeys.
- Introduce congestion charging to help finance other initiatives."
- On the last question about housing, I certainly want to reduce pressure on the green belt, but I think the housing in town needs to be unique to Guildford. People move here for the space and access to countryside, to get a dog and have a bit more lifestyle. I think things like high rise flats wouldn't work in Guildford. I also think building on historic sites (like the church yard) is a bad idea for the long term richness of the area. Finally, I think Guildford does a much better job than many areas on environmental stewardship, but I think they should require all building going forward to have low carbon heating. We need to be leaders... Surrey is a wealthy part of the country in comparison to many areas and I think we need to be leading by example where we can.
- We need more housing but not to the extent of Hi Rise buildings similar to Woking.
- More housing in town centre but at below 5 stories high. Conversion of car park by St Nicholas church to park area with cafes etc with connection with river
- Definitely think riverside bars restaurants could be opened it's a such a lovely river to sit by but lacks al fresco.
- Ensure new buildings are good quality, not cheap tat, which looks tired after a couple of years.
- Glad that you are doing this consultation. Guildford needs a lot of work as it currently has little to offer in the town centre. Maybe a permanent indoor fashion market for young people - just something a bit different. And please do something nice with the awful wastelands near the bus station. They look awful and could be used for parking or something useful.
- Family housing not more one-bed flats and tower blocks.

- Less high rise buildings keep Guildford charm
- All of above. Maintain the high street and encourage retail back into the high street maintaining the historic buildings. Get rid of the Friary and develop area into residential together with other vacant sites in town. Avoid high rise so that the historic areas don't get lost.
- Very opposed to the redevelopment of the Debenhams site into a tall building that will dominate the town centre.
- "In terms of housing, I would want to see a good mixture of house types. Although we definitely need more flat developments to house lots of first time buyers, we also need houses with a garden/space to extend. Everything in Guildford centre seems to be the 2-up-2-down with a tiny garden. It feels like the only option to get more space in Guildford is to move north of the A3, which makes walking into town difficult.
- My pessimism with regards to redeveloping the riverside is that it would probably just end up as a big wide open stone cobble area with nothing of interest. It's open, but useless - similar to a lot of the town centre spaces in Woking. I would much rather a development with green spaces and/or entertainment rather than a big concrete slab."
- use brown sites. Should be a work and living space. Not monstrous shopping centres
- I answered 'yes' on more town centre housing, but as long as it is done tastefully, as part of a wider development to also add more shops, restaurants and services.
- "Any cahnges must build on Guildford's strengths, views, greenery & heritage and not destroy it.
- Guildford does not have a town centre buthcher, baker or greengrocer which are an esential part of urban living."

### Community and public facilities

- I think there is already quite a lot of apartments near the town centre. Some more is OK, but town centre space should really be used to improve the town for the whole of the community by having more natural public spaces and interesting dinning areas. If apartments are built should be without/ very minimal parking to encourage those that don't need a car and will use public transport as centre already congested enough.
- We need some kind of town square for social gatherings as the future town centre moves away from pure retail and becomes more experiential. The current most obvious place for this would be the Portsmouth Road Car Park. It

seems to me that your draft plans will make this impossible as this space will become dominated by a new crossing instead of Town Bridge. The alternative 'Town Square' under your plans would appear to be pedestrianising the space between the Electric Theatre and the bottom of North Street. This might work, but would require a significant amount of re-development to become at all attractive. At the moment this is one of the most horrible parts of the centre of town. The Friary would have to be opened up to the square instead of being the blank wall to a road that it is currently, and if you plan to use Friary Bridge for public transport (as seems to be drawn on your vision) this will have to be managed carefully to avoid the 'Town Square' simply becoming another bus lane. A Town Square has to be somewhere for markets, events, cafes & bars, and general lingering, and not somewhere where you have to watch out to avoid getting run over by a bus.

- Many people are disillusioned at what has happened to Guildford over the years. If you go to other towns, they seem to have improved the environment - trees, seating, places to eat and drink, independent shops and markets while Guildford seems to have gone downhill with just a war on cars and little improvement on public transport for residents. Park & Ride is no use to people who live here. On the wider town area, green spaces seem to have very low priority and are often sad little places and this is mirrored in the town centre. Only Castle grounds get any real attention.
- North Street area should be a Centre for some public facilities. A modern gallery space would be one idea. Another would be an activity centre for science and mathematics, based on the Guildford's close ties with Alan Turing, Lewis Carroll, Ada Lovelace and the satellite and video gaming industries.
- Adding residential properties into the town centre introduces conflict between a vibrant commercial community and those wishing to live there. Areas of high-footfall are magnets for opportunistic crime and rarely have a strong sense of community, I don't know why you'd want to introduce that to the town centre.
- The siting of housing would need to be planned to mitigate noise from night time economy. The design should seek to design out opportunities for anti-social behaviour.
- One by-product of having more housing in the town centre should be to make it a safer place to be at night.
- Guildford is a beautiful town, but down by the river it feels unsafe and the beauty of it has been stifled, connecting the town better would be great, but you also must think of shop owners and the high business rates, they cannot sustain. Encourage more sustainable businesses to open up in town and most



of all create COMMUNITY Spaces where people can meet, engage and connect with each other, so that community can thrive once more.

- More activities and church events
- So many empty shops in the town. Some will need to be turned into housing. Also, make it easier to change buses from one bus company to another. It's so expensive and ticketing is so complicated. Stop closing public loos - people will just pee on the streets.
- "More town centre activities
- Boat hire
- Car free Guildford
- Markets
- Themed weekends
- Especially proper markets
  - Christmas Market
  - German Market
  - French Market
- Etc - get the whole town involved
- Perhaps a parade with floats"

### **Eating out, arts and culture**

- Listen to all ages not just the older generation. Provide entertainment for teens and families.
- Big screens showing events, table tennis etc on waste ground. Look at Woking!!

### **Environment and sustainability**

- More housing providing it is done sympathetically and sustainably (considering demands on local resources).
- No trade off. Do not build on green belt. Do not build ugly blocks of flats that no one wants
- "I do not particularly want to see more housing as it is unlikely to be designed to be in keeping with the environment - developers design to maximise the footprint and height of the site to maximise profit. This is destroying the character of the town. If the height can be controlled and the buildings not built to the edge of every plot with designs with flair and variety, this would be acceptable.
- More ideas are needed to help address the ecological and climate change emergency in the town centre."

- "There are still brown sites for housing.
- More flats required.
- Green belt does not need to be used."
- Food waste. As a result of the COP26 agreement, we are supposed to reduce methane emissions by 30% compared with 2020 levels. As I now live in a flat in Guildford, I know that I am contributing to these emissions by having my food waste (peelings mostly) going to landfill. I am assuming that the Council say that they cannot collect food waste from flats, whereas householders have this facility each week. I would strongly encourage the council to consider facilities for blocks of flats so that they can meet this proposed reduction in methane emissions, and create more compost for the council's parks etc.
- That last is a hugely leading question, no? This all seems to be leading towards support for the Debenhams building redevelopment, which has received significant objection. What would be helpful to hear about is what other sustainability plans there are for the city. Why do we not have a Net Zero target? What are we doing to make buildings resilient to the impacts of climate change? How are we creating sustainable jobs? What is being done to eliminate poverty and deliver justice through inclusion and equality? There are some ambitious plans set by other towns and cities (Nottingham Carbon Zero by 2028, Edinburgh by 2030, Glasgow's Green Deal. Can we follow Amsterdam and apply the doughnut model?
- "Housing development in centre should be mixed scale and substantially affordable. It should be designed to support commercial and community diversity of town centre. There should be no pretence that this really takes pressure off green belt as to do so would require large blocks of flats (e.g. Woking).
- Natural development of riverside is desirable."
- The river is very dirty downstream from Guildford, particularly after rainfall. This suggests a large amount of discharge into the river. Any development should reduce this rather than simply offer no worse run off.
- The third question is very difficult. Yes we should ease pressure on the surrounding green belt, but not follow the example of Woking and over develop with high rise tower blocks.
- I agree to see more housing but again these to not create more pollution. More housing would mean the council needs to do better in garbage collection, cleaning and environment recycling
- There should be no building on green belt, it is too valuable
- clean up Guildford
- Housing will not reduce traffic in the centre. It seems odd to have initiatives to open up the riverside but to look into building up housing in the area at the

same time. That surely reduces the natural surrounding beauty of the riverside?

- People have been cutting trees, often illegally even when birds are nesting in their backgardens. Birds have less and less places to go and we are losing habitat for so many creatures. Any tree is important unless diseased or representing a danger. It takes min 20 years for a tree to grow to a reasonable size. What do we do during those 20 years without trees? There should be a new law saying you can only cut any tree with special permission.
- The area between station and north street a bit of a mess doesn't give visitors a good impression
- Introducing a 20mph zone around Guildford to reduce emissions.
- "The Guildford plan is a travesty in the destruction of many villages and areas by its removal of swathes from the green belt. The increases in housing in villages such as East Horsley, West Horsley, Effingham, Ripley, Send, Ockham etc etc of 30, 40 and 50% are already destroying the very nature of the borough. The Green belt should be restored as swiftly as it was destroyed by the former members of the council.
- One of the worst examples of poor planning is the inclusion for housing of the former Wisley airfield and the 300+ acres of Three Farm Meadows in the Guildford plan with over 2000 houses would be catastrophic not only for the local area but for the whole borough. The site is itself an SNCI and located next to SSSI's of national importance and to build a new town would quite simply destroy the habitats of many rare species for ever. The loss of valuable farmland flies in the face of the latest government policy- the UK Agriculture Partnership (UKAP) which states : "Sustainable agriculture has a vital role to play in helping to solve many of the most pressing issues the world faces such as biodiversity decline, meeting net zero targets and growing the food needed to feed an increasing population." There are many other areas in the borough which are under similar threats which are simply unsustainable in so many ways. The pressure for development and profits must be resisted if the borough is not to become so busy and overcrowded that within a few more years no one will want to live here."
- Place litter bins along the towpath and plant more trees.
- I already mentioned living walls; but it would also be nice to have some green barriers along certain parts of the road that could both clean the air & help pedestrians feel safer.

## Flooding

- "Flood areas, particularly the flood meadows, could be used for residential, if built on stilts with walkways.
- Lightweight prefabricated construction could always be deconstructed and moved if required, in the future."
- Do something about the floods we see at regular intervals.

## Government and funding

- You have made no mention of links to the outlying towns and villages or how this is all going to be paid for??

## Inequality

- Whatever housing is provided should be built on brown fill sites or renovate existing houses, buildings. Ensure new housing goes to people who need a home not to people buying second homes or buying for renting or unknown buyers (overseas, foreigners) buying for investment.
- Guildford is unaffordable to purchase property unfortunately even though I wanted to stay there I couldn't buy. I went to uni there, worked there, wedding reception there but no longer visit mainly due to parking/one way system which puts me off. I choose Camberley now.
- Unfortunately, when properties are developed in the town centre they only focus on high-end earners and not low-income families. I guess the developers make more money that way.
- "Housing has to be genuinely affordable - not more penthouses for wealthy commuters, or overpriced student blocks."
- Local people need places to live that are achievable on an average salary."
- The town needs more affordable housing for young single professionals and young families. The cost of travel by bus into town is not affordable for young families a friend said that when her twins turned 14 to go into Guildford costs the best part of £20.
- We are over run with houses. They are unaffordable. We should not build on the green belt.
- Housing anywhere would be an idea. Fed up with hearing expensive villages objecting to social housing
- Sick of our towns being exploited by the wealthy at the expense of the less fortunate. NO to housing development ruining the ecology and making the roads and infrastructure even more busy. NO to penalising motorists. NO to extortionate parking charges. Your people are not just the very wealthy.
- I would like to see more affordable housing/housing associations rather than expensive buildings which better off people can afford. I feel Guildford is divided socially as well as physically
- have the new dwellings affordable and do not allow second home owners to buy. Arrange the new accommodation in groups or areas to promote a community feel.

## Planning

- So many past town planning mistakes to correct sadly but hopefully rather than talking we might get a start to improve traffic and amenity issues soon. GBC is great at asking but poor at doing sadly.
- "This questionnaire seems biased towards confirming a plan around turning Guildford back into a quaint riverside market town. If the council is serious about planning for future, and economic success vs competitor towns, it should consider whether this is really what is going to drive economic generation. Personally I don't think it is the most important thing - most towns have rivers in them.
- It is good that you have some demographic profiling questions in the questionnaire so that you can model out your response data to be representative of the population you aim to serve. Ideally you should also put some paid promotion behind this survey on social media such as Instagram to get a more representative sample - maybe even target people living in your competitor towns to get their thoughts."
- "I think the proposed replacement for the Debenhams site is pretty good.
- I hate the proposed redevelopment around the station.
- The replacement Walnut Tree bridge is a massive waste of money and a dreadfully unimaginative design for our beautiful river.
- Guildford clearly needs a bypass, but appreciate that this is outside the scope of GBC. It is crazy that there is no way to go from the A3 Southbound to the A281 without ploughing through the 1-way system.
- Somehow you have to join up the trains and the buses."
- Start with where the friary extension was supposed to go, it has been left for years without making any positive contribution to the town
- More housing means more infrastructure. So consideration of schools, Roads, hospitals etc.
- The proposed plan still keeps most of the gyratory which is a lost opportunity. The alternative proposal to entirely eliminate the gyratory and re-route from town bridge, Park St, behind the railway and through to the police station ending at York Rd would be much better.
- The housing in the town is at saturation point in terms of it being supported by other services such as schools and doctors etc
- "Some of these questions remind me of the consultation on the St Mary's Wharf ""would you like more access to the river?"" Obviously yes. But please don't use these answers to justify developers building nine storey high monolithic blocks. Please give the residents of Guildford some respect. We are not idiots. We need good intelligent councillors to come up with the goods and make some positive improvements to our town.

- If the latest Household Projections from the ONS forecast a need for only 95 dwellings per year over the next twenty years, why do you think we need to build 562 dwellings per year? and why do you think we need to release 1200 hectares of the green belt to build more housing? What do you take us for?"
- More houses in the town centre but not high rise flats - the blight of the Portsmouth Road 1960s blocks should have been a permanent lesson to the Council. Take a lesson from other places where good quality, environmentally-sound terraced housing (properly built to better than today's reduced size and regulatory standards) with cars separated from them, allows more green areas and improves quality of life. If it is left to commercial developers most will simply opt for cheapest method which generates most profit. Planners should be insisting on better.
- You need to make decisions quickly and not waste more and more money on consultations
- Please get on with it. You seem to have been talking about this for ever but nothing happens!
- "Housing should not mean masses of one room bed sits / studio flats or co living for transient workers. It should be housing for local families and have a good element of affordable and rental. There is justification for a town centre medical centre / NHS walk in or surgery. The proposed CCG closures and
- relocation to super surgeries north of the A3 is not taking into account the growth in town centre population"
- Don't build any new roads to achieve this. Don't ruin the town centre with the new housing.
- Not all town centre housing should be small apartments as there are some people who would like to live in larger units within the centre. All new residential town centre development as currently proposed is only likely to produce the "slums of tomorrow as eventually 1 & 2 bed units will not be considered suitable for living in as they are just too small.
- Will there be any section 106 / community levy as part of these developments?
- You've been talking about this for years. Can you get on with it please?
- "We have so much retail space in Guildford which is very spread out. Currently lots of empty retail space. I don't believe we need any more retail space built in Guildford for now.
- The proposed Debenhams development is unfortunately too high, it looks like an articulated lorry. The ground floor should not contain any more retail space other than restaurants, cafes and bars which open out onto the canal front. Happy for residential dwellings to be on the ground floor in order to reduce the overall height of this new development. I would also like to see a small bandstand by the Debenhams canal for buskers/GSA/ACM students to

perform. I feel large developments are in danger of dwarfing all the heritage buildings/areas we have.

- I would prefer to see more green grass expanse close to the canal, similar to Cambridge. This would also help with the risk of flooding. Perhaps we should be looking at cities e.g. Cambridge for our inspiration as there are many parallels to Guildford. The sentence I hear a lot when any development takes place in Guildford is "we don't want to become an extension of Woking". Having said that I understand the Woking planning dept has a restriction on height and scaling of new housing developments when building on a gradient. Something which I feel strongly Guildford is sadly lacking.
- The town traffic and getting across Guildford from Onslow/Stag Hill area to Merrow, Burpham, Portsmouth road really needs to be addressed as the most important issue. The gridlock at the rear entrance to the train station Farnham Road/Guildford Park Road is a big problem.
- A University can make or break a town/city. At the moment I feel the balance is tipping in the wrong direction. Many of the family houses in the GU2 and town area are being tenanted with students (some unregistered HMOs) creating difficult living environments for non-students. This also needs to be considered when developing town residences, HMO's need to be capped in the GU2 University area."
- I think you are asking leading questions in which the answer you propose is a block of flats.
- Residential development in the town centre must be preceded by infrastructure to support such development - health, education etc.
- Start actually doing something.
- "It's not as simple as saying "would you like to see fewer cars in town centre?"
- Of course, but until there is a viable way to get across Guildford without going through the centre, it will not happen! Many cars are not going to the centre, they are transiting.
- I'd rather the council sort out the derelict areas near bus station and reduce rates to attract independent retailers rather than waste money on "environmental" schemes we don't need."
- I went to school in Guildford in the 1990s and now live in Godalming. With the exception of the Tunsgate redevelopment and G Live I can think of nothing that has improved the centre in 25 odd years. Guildford has no independent cinema, and few high end restaurants and bars. The one-way system badly needs a rethink. It's fantastic that things are starting to happen but they can't hit the buffers as they have many times before.



- More housing in town centre would need to be affordable, and any new housing would need infrastructure (transport, schools, parks, doctors etc). Sustainability should be built in to new build (and retrofitted).
- Housing in the centre should be mixed – not largely student accommodation, or 1 bed apartments.
- Guildford town centre is the most appropriate place for new housing. There are many brownfield sites along the river which could be made into attractive housing developments.
- Only that we have been asked all these questions before. To be honest we seem to get one masterplan after another while, in the meantime, developments like those at St Mary's Warf and North Street basically are dictating how the town will actually evolve. I'm rapidly losing faith in the ability of our councillors to actually get anything done.
- "Just do something, it's endless discussion. There is no perfect option but make some changes and implement.
- You can always make further adjustments / changes in the future."
- All idealistic actions. Meanwhile the Town Centre appears to be 50% delayed redevelopment and closed units.
- Consider development of areas that just feel neglected eg near the cinema, opposite the bus station
- More flats and increased parking issues won't solve the housing provision in the borough. There are plenty of brownfield sites that can be developed without encroachment on green fields .. unless it's the university or national house builders who seem to have cart blanche to build. Small sites, vernacular design, appropriate materials and homes people want should be a priority.
- "Look at other places that are on a river location. Reading, Portsmouth .
- Make use of the river. Please do not build more flats, apartments either for the very rich or the University."
- I live in the town centre with my family. Do not just put all the extra housing here in the town. It will cause gridlock, overcrowding, overwhelming pressure on our GP surgeries and schools and more pollution. Parking is a total nightmare in Zone A. Limit car ownership to 2 cars per household. Don't give zone D holders zone A permits. Just stop shoppers parking in our roads but provide better cheaper bus services and car parks. Improve cycling and walking routes so they are safe and direct. Invest in electric vehicle points. Do much more to improve air quality. Allow local independent businesses to thrive.
- Focus on making the town vibrant – the opposite is currently happening, the council have a duty to reverse some of the ridiculous planning decisions of the

past – listen to the business people not councillors who are not at the coal face and often never have been

- "Create a smaller central shopping area and convert the rest to accommodation – Guildford has 2 long streets for shopping on a steep hill. Concentrating most of the shops to one part of the whole section would free up a lot more space for flats, houses and green space right next to the high street. This would make the whole area more alive, rather than a dead space when the shops shut.
- Later opening facilities such as night clubs could also be in the shopping district to reduce inconvenience to residents"
- More housing required in and outside town Center
- Fewer cars would be great, but there aren't feasible alternative non-rural routes to get across town when travelling intermediate distances (which don't justify driving to Compton to get on the A3). As such, only adding more public transport, cycle lanes etc will just make it even harder and longer to travel from Cranleigh and surrounding villages through Guildford and beyond. A balanced approach is needed – a fast no-stopping route through Guildford using the A281 and then use of the other road infrastructure for local journeys / visits to the town centre. A short road tunnel or lowered road section at the foot of the High Street would allow the high street to become more Connected to the river, without the need for a pedestrian crossing.
- "Survey local people who live within a mile of the town centre:
  - encourage schools to use minibuses to collate journeys (reducing volume of traffic).
  - develop awful carpark that remains derelict near university/railway
  - encourage more independent/ entrepreneurial businesses to open centrally by giving first few years 'rates-free'"
- I am concerned that proposed developments are getting higher and higher, meaning the connection with the countryside could be lost. There seem to be a lot of developments along the river already for students, so family accommodation would be good.
- Housing in the town centre should be affordable, sustainable (energy efficient, no gas boilers) and have integrated public services. Need to think about incentives to live in the town centre without private cars and parking (eg bike schemes, car sharing, an incentive not to get a resident parking permit).
- Enforcement of planning laws etc against gypsy site creation in the green belt
- Guildford definitely needs doing up now towns like walking or completely over taking an Guildford a Guildford is so beautiful with his car so grounds beautiful high Street history but shops are being driven out with such high rents which is not right it is ruining the town and it will go under if nothing is done more trees

more plow on the river side definitely a café where Debenham's wars is needed!!!

- By housing in the town centre, I mean improving and converting existing flats over shops, disused shopping units, but they must be quality conversions and not, as is so much the trend these days, cramming as many people into one space as possible.
- In terms of less building on green belt and more in town, i would like to see derelict town sites be used, and underground parking built in as part of the development. Please can the current network of footpaths/cycle lanes be renovated and widened? For example the trails either side of the A3 can be made much more appealing if the pavement was relaid, foliage cut back and fences erected between the road and the trails so it makes it safer to use the trails. If this trail had some more investment, it would be used my more people, it is a really good asset to make the most of. Also, a final thing, the A3 cuts Guildford in two. Can there be some way to create more road and pedestrian/cycle routes which connect each half of Guildford? For example, north of the Burpham junction it looks like an old road was cut in two, rejoining old routes like this could be a start. And anothe last point (sorry!) Can the A3 have more junctions on and off? Some of the junctions are exit or entry only.
- The centre of Guildford is its greatest asset and needs to be utilised better
- Walnut tree close is looking smarter following the construction of student housing. More could be made of the railway station site as per previous development plans
- "I grew in Maastricht which had a very similar problem. Horrendous traffic blocking access to the river. They have completely redesigned the town centre. Virtually all of it is now pedestrianised. Roads next to the river have been redirected into tunnels and car parks and above it now are lovely pedestrianised areas and cycle lanes. It is worth a look at how they have done this.
- I also used to live in Norwich where there is now a large community of young people who cannot afford to live in London. Affordable housing, office and retail space has attracted these young entrepreneurs which has given Norwich a vibrant and lively feel. There is a permanent market which is always busy and plenty of independent shops and cafes. Guildford feels a little stale in comparison."
- Yes to more bedsit and 1-bed small apartments on brownfield sites and former retail space (now empty).
- There are some good people in Guildford who have good ideas, the council just need to listen to them rather than listen to themselves. Yes, we know the money is tight but it needs to be seen to be spent in the right areas.

- "I would like to see the riverside side left as natural as possible. Building to improve will take that away.
- I would not like to see any further development work in or out of the town. It will just create more traffic and more excuses to build more again. Stop developing!!! It's only to make more money for developers and councils. Not necessary, just an excuse"
- Housing should be in small villafez towns like ahalford Ripley Merrow send Normandy ie where the land is.
- Zoning doesn't work. This needs to be more mixed and more affordable, with more pedestrianisation, free parking and a congestion charge for key roads through the main retail part of town.
- "Perhaps look at converting some of the unused offices into accommodation
- Consider how you run these surveys - I have seen this one on Next door otherwise would never have seen it.
- I should add that i moved to Guildford in 1962 when a child - it is a lovely place to live - please keep the town centre as lovely as possible . You only have to look at Woking to see how things can so quickly get out of control so please refuse the current application for the Debenhams site and make the developers reduce its size."
- Yes look at Kingston as a good example of how they developed their riverside
- Green policies, green spaces, attractive housing whether in the town centre or outside. Four hour parking rather than one or two on meters would stop traffic from circulating to other parking spaces. Make meters £1 an hour so money isn't wasted by not having change. Restaurants with gardens leading down to the river could replace Debenhams, or an Art House cinema with a gallery, garden and cafe. It's difficult with the traffic to get in and out of Guildford but it's very hard to think of a solution.
- nb: the amount of cars is ok in the centre now. There does need to be some access for cars/vans for deliveries and for disabled. You can't getrid of cars altogether.
- Plan for the long term future of the town and its people/visitors and not selling off valuable assets to raise funds for short term gain
- "There is a very large brownfield site near St Nicholas Church on which masses of housing could be built. It has been unused for years.
- It is near two large tower blocks and so tower blocks could be built on it"
- The Riverside development is much less important than getting the cebtral areas around bus station, old Debenhams store and to the west of North St revitalised instead of being wasted or temporary car parking
- Woking is setting an example of housing in the town centre. The residents will bring money into the town, walk to the station etc

- It would be better to develop housing in the centre rather than use green areas
- More housing is fine in centre as long as there is also the necessary infrastructure of doctors, schools, etc.
- Our river is an asset which is totally overlooked. Build cafes, restaurants, bars etc opposite The Billings / Bishops Wharf. Promote a water taxi that could deliver visitors into the heart of the town from a park and ride facility. Demolish the old Courts / New Look building and employ litter inspectors that could issue on the spot fines for dropped fast food wrappers / cigarette butts etc
- "Cars are a feature of a thriving urban life and the traffic corridor along the river/rail route seems inevitable given the geography of the Surrey Hills.
- Opening of the river has to be well done to avoid a litter-strewn wasteland populated by down and outs."
- "1. Quite frankly I'm angry that we don't already have a plan of this nature in place for our town and that our Council has not done a very good job of getting behind previous attempts to make a good plan and deliver it. Please just get on with it!
- 2. Alongside housing (which I agree is critical to deliver on) we need to see a plan of how our public services will be expanded to meet the needs of the increasing population in the town centre - in terms of GP services, social care, schools, trains and others. These are key reasons why some people will oppose this plan (you seem to be addressing issues around architecture and appearance which are I think the other key reasons).
- 3. As far as I can tell there is a suggestion that GBC will be putting some (much?) of its prime real estate into the mix for development. Will GBC be looking to retain some ownership of what is delivered (eg housing?) If not, how is GBC ensuring that we as residents get the right return on that? Once we give assets away they are gone...."
- "There are a huge number of changes that could be made but these should be part of a comprehensive plan which should start with a clear vision and articulation of the desired outcome(s).
- What are the critical success factors? Consider:
  - No empty properties
  - Profitable businesses that (eventually) make significant financial contribution to the local economy (jobs, council taxes etc.)
  - The essential high street businesses (butcher, baker, candlestick maker etc.)
  - Businesses that attract & make Guildford the shopping / entertainment / eating centre that it should be
- A vibrant riverside culture that is supported and supports business"

- I agree to develop housing in the town centre, but it has to come with infrastructure- parking (e-charging points), green areas, schools, areas for families and young people - it needs to not just be more flats but a desirable place to live
- With regard to housing - Guildford Park Car Park has still not been developed. The amount of money which appears to have been wasted on it so far, due to errors having been made, is a disgrace. The same can be said for the area which housed the Village. Why has nothing been done? Guildford needs houses, not one bedroom flats. If a developer gets planning consent by stating he will include 40% affordable housing then he should be forced to stick to that. It's a disgrace that GBC wants to close some public toilets. Councillors should not have voted themselves an increase in expense costs. Nobody has forced them to do the job - supposedly it is done for the good of the community. Closing public toilets is not good for the community.
- Let's progress and resolve to get things done not debate endlessness . Let the developers who build and no the market and provide the resource lead the charge and change with the surport and guildance of the council not the politic . North street is a disgrace having waited 22 years to be progressed . Mepc . Hemes . Land security's . And many others all gave up on Guildford unable to archive viable planning ?????
- Don't want to see overdevelopment of either the town centre or green belt. The question is loaded to ensure those commenting vote in the way that suits the council and developer's
- Guildford needs a political commitment to adopt the proposed master plan swiftly and make an adopted planning policy document.
- I'm not opposed to select green belt housing - we need affordable housing - but it needs to be well-planned, quality design and construction, full infrastructure for education, health, transport, green space etc. Blackwell Park is well situated.
- Traffic levels aren't the issue, its the poor road layouts and lack of planning that have caused the issues. People will continue to drive so better planning and road management is required alongside dedicated bike infrastructure
- "Like the number of failed plans for the improvement of North street, how many times have I heard 'joined-up transport scheme'? - Make it happen!
- Guildford is already too big for itself as it is, it needs to be improved to handle more people. Already many housing developments have taken place without the improvements in the town to handle the increased poulation. There is even more housing planned for the south East, so improvements need to be made now, not in 10/20 years time."

- More housing in town centre MUST allow for car parking (unless you make some specifically no car zones) and proper spaces for refuse collection and include affordable housing. And watch the height of buildings - I gather that the rather good plans for what was Debenhams has suddenly seen a proposal to add another storey. Avoid the horror that Woking is becoming.
- "Regarding housing, where are these people going to work? And where is the support infrastructure such as schools and GP surgeries? In my area of Onslow Village the local schools are over subscribed and there is an NHS consultation currently underway which looks like they want to close our local GP surgeries.
- This consultation really needs to be much much more holistic, considering not just the town centre but including the redevelopment of the train station and surrounding area, GP and school provision and the wider context of residents moving across the borough to access amenities.
- I think there is an opportunity for Guildford to become more distinctive and really embrace the race for a zero carbon lifestyle. I would support ALL new development to be to Passiv standards, with car pools and pooled bikes / e-bikes and scooters with more green landscaping and planted areas in the centre of town. A good example of how recent urban development has worked against residents is the Friary. When we moved to Guildford, the centre of the Friary was going to be the new 'town square'. Then it was covered in with an atrium. And in the last redevelopment it was closed in further and space converted to more shops, reducing public shared space. I feel we really must have more human scale and sustainable development in the town (and Borough) and Guildford could establish itself as an unlikely frontier town as the country moves to net zero. if we are going to have to do this by 2050, why not now?"
- More housing in the town centre usually means more residents with cars bringing greater traffic congestion. You need to attract more shopkeepers, and what are the objectives regarding tourism and bringing tourists into the town centre? Is this a positive aim or do you want to get rid of tourists?
- A height restriction for any new buildings should be imposed, as I would guess that most Guildford residents don't want to see concrete canyons in our town, which would spoil its historic feel, especially that view from the High Street.
- Would love to see more housing available in the town centre. Being a new resident to the area, I found it very challenging to find a flat to rent and am certainly paying far too much rent per month for the size - but there is so much competition in the market due to so few places being available.
- "Housing in the town would only be good if the traffic problem were reduced and therefore pollution too. You cannot ask people to move in here when the pollution levels are a threat to health.

- act upon the fantastic research done by Prof Prashant Kumar at Surrey university about planting the right kind of trees and vegetation to mitigate the effects of traffic, in the centre and around the town.
- Lots of education about the threats to health of climate change is going to be needed if people are going to start leaving their cars at home and using public transport"
- Housing needs to be affordable. Could be used as exemplar of passivhaus style to encourage people to be more sustainable in their own building refurbishment work. Eg Leeds terraces. In frastructure of surgeries schools, green and communal spaces needs providing before, to avoid further overstretching of resources and fitting it in with housing further out and providing easy, non-vehicular access plus garden areas to cultivate communally. Arts, music, sports, play and outdoor spaces need to be developed and supported for evening and weekend life.
- The last question is not this simple and a yes no answer to housing questions is inappropriate
- I think some people are too worried about the height of buildings; no one is suggesting anything that would block views across Guildford from Pewley Down, Stag Hill or the Hogs Back, which are the main vantage points for viewing the town; nor views of Hogs Back from High Street or upstream from Castle. I assume all these views will be preserved. But that doesn't preclude moderately high buildings as proposed in the Solum development at the station or on the sides of Stag Hill.

## Retail

- We need affordable rents for small business
- "Housing in the town centre would be a good thing for the town, a reduction in the number of retail units is absolutel essential, more people means more ameniites gyms etc to fill existing empty units.
- The new development of Debenhams includes too many new retail spaces/"
- Need more quality shops and decent restaurants to attract people to the city not housing
- The retail and hospitality offering should be concentrated in the lower High Street and North Street. Upper High Street should be converted to residential and office space including estate agent shop fronts.
- North street should be a market space everyday with priority given to local suppliers of food.
- But needs a balance with retail, cafe etc.



- We need more shops. The high street is dying because of the high business rates. Shops are closing down!
- "More independent shops
- No cycle lanes our roads too narrow
- Smaller buses. Bus station linked to rail station. New park and rides . Covered market.
- Underpass through centre pedestrianise high street to river."
- Guildford is a lovely town, but it lacks small independent shops and restaurants. We often go to Farnham to shop now as it has a lot of independents!
- The proposed development of Debenhams site would be a good start in to making more apartments available in Guildford. The town needs to bring in more young people living in the close vicinity of the centre, making the shops and restaurants more viable. It needs less offices, less department stores, more independents and an increased vibrancy within the restaurants and cafes.
- "Cambridge and Oxford are great - I visited Cambridge this summer for the first time in years and was amazed at the selection of shops and the perpetual market place with food and craft stalls - also the amount of time cars queued for car parks because of the pedestrianisation - it doesn't deter many! We parked a little way out of town and walked in, would have been more sensible to have used the park and ride which are essential. I live about a mile out of Guildford shopping area and mainly walk in - but am deterred from shopping more because the public transport options are clunky - let's have some maps at the bus stops and more information displays.
- Couldn't the castle grounds be used for a market?"
- There is too much emphasis on retail and too little investment in heritage.
- Bring back department stores. Don't allow the sort of take-overs that ruined Debenhams and is making House of Fraser less attractive.
- Keep it possible for smaller shops to start up
- Reduce the cost of rents/charges for commercial property in the town centre, so that the vast number of empty shops can be reduced.

### **The character of Guildford**

- "The river side should be a vibrant busy place.
- Street food markets, and unique shops."
- I love Guildford and the people . I know we have had a bad 2 years hopefully things will mature.

- Stop building in and around gu1/gu2 and close to station, ruining the feel of guildford
- Make the town centre a desirable place to live
- We have a beautiful town, but at the moment it is dying. Extra cycle lanes and park & ride schemes are insufficient to revive it.
- The historic town centre is NOT made for more housing. This would be disastrous. It needs to be a revamped and regenerated area of retail, dining, leisure and entertainment. The High Street in particular needs to come to life again. Housing in town centre would add more crowding (and cars and traffic) and not attract people from further afield as a historic and unique destination. It would greatly degrade the fabric of the town and ruin the historic aspect. We need to be encouraging people to return to the town as consumers and bring revenue and business to the area to uplift it. Housing would downgrade it. The castle grounds and Lewis Carroll connection could be highlighted further to attract tourism.
- Building development to be in keeping with the historic character of the town, Planners please note !
- But really but Guildford has character which needs to be retained and maximised
- "I think more housing in the town centre will also help improve the vibrancy of the town. It will enable greater footfall and make restaurants and cafes more viable.
- The Castle grounds are lovely, but tranquillity seems often drive by a lack of use. Can we use the council-owned building (and a better road crossing) to tempt more people from Tunsgate area and create a space that is another place for people to visit and talk about?"

## Transport and infrastructure

### *Active travel*

- Cycle lanes are not actually used enough and in developing them it actually puts more pressure on the cars.
- "My specific suggestions:
- Difficulty crossing A3, A25 river and railway at Ladymead. This is a significant barrier to active travel. A new step free, all-weather crossing needed for non-motorised users, replacing the existing complicated and non-accessible footbridge.

- The council should purchase and demolish the Casino nightclub and redevelop the Bedford Road surface car park as a riverside plaza and the main pedestrian route between station and the town.
- The main problem with the A3 through the town is the number of local journeys made on it. People get on at Dennis junction only to exit at cathedral - this is a clearly unsuitable use for a strategic road. The Ladymead interchange should be upgraded to allow all-direction access and egress with the A3. Access / egress with the A3 at the Dennis Interchange should be closed. The A25 should be extended to link Dennis roundabout with Cathedral interchange via the university perimeter road for local traffic accessing university, hospital, cathedral etc."
- "No high rise buildings..
- Cycle lanes priority over cars.
- Cycle lanes away from pedestrians
- 20mph where cycles, children and cars mix.
- Shared cycle and moped lanes.."
- "No more housing as it means more
- Congestion & cars.
- Yes to riverside access and more
- Green spaces for people. Clean up the river. More boating/kayak rental areas to make this a healthy place for people to exercise. Easy access to allow walking down the river from mill mead through town and onwards to Ripley. This section doesn't feel that safe, especially after dark."
- Millmead On-Street car park should go, pedestrians only. Access for delivery and residents houses only for cars.
- The pedestrian access to the town centre from the railway station needs to be improved.
- I love Guildford the way as it is - it needs improvement like the North Street and more, much much more cycle paths to encourage greener way of transport.
- Would like to see more car free and pedestrianised areas. Pedestrianise North Street.
- Housing in already present buildings including. People with no cars should be encouraged to buy/or rent
- Cycle access across town centre is very poor. It is almost impossible to cycle East to West or North to South without using gyratory). Almost none of the pedestrian crossings give pedestrians priority that is lights change straight away (exceptions outside Royal Grammar School and across North Street at Swan Lane). All the others take ages - which teaches people to ignore them.
- More markets, like food markets would really attract me and my family to the centre. Trying to cross the city centre from York road area to the railway station

by bike is also very challenging at the moment. Or even to just get into the centre with my young son on my bike (coming through the university and walnut close) always involves some pavement cycling. Bike-friendly routes would make all the difference

- We need safe cycling lanes in the whole Guildford. This will reduce car traffic and pollution because people can commute by bike.
- "Make a through connection for bicycles on no/low traffic routes.
- Have the Ped Xing at the bottom of the High Street default go for pedestrians ie cars have to wait"

### *Parking*

- Please take another look at the parking situation with regards to the minimum three hour charge
- "Don't shut out all car access to the town and make it too expensive to visit.
- Not everyone wants to cycle or walk miles.
- Ban electric scooters they are dangerous"
- Make Guildford a more interesting place to visit, more parking ( and park and ride) and people will come in. The new tunsgate shopping centre is soulless and empty most of the time other than to access the ivy. Everyone misses the old cafe and friendly atmosphere.
- "The money accrued from the exorbitant parking fees could be put to use.
- Why are the plans put forward by Mr Harper always rejected out of hand?"
- Providing there is the appropriate parking for the dwellings, preferably underground
- Don't build on Millbrook car park it's the only space to park at the bottom end of Guildford town centre
- More disabled parking
- At the last webinar, the consultant on Town Centre planning recommended that more parking should be provided at Park and Ride sites and less in the Town centre car parks (using Oxford as a model). Whilst this is an admirable objective, this would no doubt have an adverse effect on GBC parking revenues. How do the Town planners or the council leaders plan to replace lost car parking income with revenue from other sources?
- Parking rates are a major issue

### *Public Transport:*

- "Less cars in town is ok, as long as free or transport around town is made available.

- Need to factor in that it rains a lot, so how do you keep it desirable to come to town, even when it rains."
- I haven't answered the last question because it all depends on the sort of housing which is proposed for the town centre, though of course we must protect the Green Belt. I feel this is a leading question. Similarly, the question about cars can be looked at two ways and it all depends on how it's done. I've answered 'no' but if enough genuine public transport were available then I might change my answer.
- Re-open the old railway line to Cranleigh, possibly as a light railway or tram service where parts of the original route necessitate a diversion.
- I would support more town centre housing, but only once public transport and active travel solutions have been established.
- The information on this website seems lacking in detail with the video offering a slightly rose tinted view of modern living which jars with the reality that people face in the modern day. When it's a rainy day in Winter walking 40 mins / catching a bus / riding to the station to stand up on an overcrowded / late train to get to London having a nice river frontage is not useful I'm afraid. All for making Guildford nicer but the fundamentals need dealing with first.
- Please celebrate our gorgeous river by giving us river boat taxis, it will give Guildford a real unique atmosphere, and people will love it!
- You have to recognise that most locals live outside the boundary for cycling or scootering. In the villages like Normandy, you have to use a car. Yes, we have the station, great, but it is now £8.00 return for a 5 minute journey, and you are not going to use that when you just need to pop in for 1/2 hour. You have to encourage cheap short term parking for locals. There is also no way that it is reasonable to assume someone living 10/15 minutes drive from the centre will use park and ride, adding at least 1/2 hour to an hour to your journey, again for a short trip into town. You have and will continue to push Guildford residents to seek shopping centres elsewhere. Do you serve your local community who would gladly pop in weekly, or are you intent on only those who come to town for hours, but only come once or twice a year?
- "Guildford could benefit from a tram system, using already existing rail lines, creating new stations to ease road traffic into town. The system could run from:
  - 1: Worplesdon, new station at Bellfiends, new station near new Lidl/ Fo's MOT centre in ladymead , new station for University on existing footbridge over railway, then onto Guildford Station.
  - 2: New station Surrey Research Park, new station Royal Surrey Hospital/Tesco, new station University by footbridge bridge over railway then onto Guildford Station.

- 3. New station Mellow Lane business park, new station George Abbot School, new station at the bridge of Boxgrove Road, new station bridge cross lanes, London Road, New station bridge over Stoke Road, Uni station by footbridge, then onto Guildford Station.
- 4. Godalming, Farncombe, Artington Park & Ride new station, onto Guildford.
- Trams would run through the loop, route 1, then route 2, etc etc frequently, but all stopping at Guildford's main station, meaning people can hop on and change at Guildford, or stay on to get to their destination. This would significantly decrease traffic/emissions in the town, as students can get to most schools, colleges, and the University easily, as well as key centres of business for work, or just going to the hospital/tescos town centre. Buses could be re-routed to stations rather than all heading into the town centre, again cutting down traffic/congestion/emissions/requirement to travel around Guildford by car."
- While it would be nice to have less cars passing through Guildford we all want to be able to get to places and it's not always easy for people with children to take them on public transport.
- I live in The Chase; we have no buses on Sundays. Also not enough buses to support evening activities in the town centre
- You should build some out of town developments if on green belt so be it but ensure good transport links to centre and station
- "Mixed town scenario - business, retail, places to live.
- How about tram system"
- "Consideration should be given to reopening the railway line to Cranleigh, either as a conventional train service or a cheaper light railway/tram option (using driver's "line-of-sight").
- I would also like to see Guildford embrace Gigabit broadband - before the Council's re-structure and the Covid pandemic changed everything locally-based VX Fiber was inviting Guildford to follow their example of regeneration in Stoke-on-Trent. The Council's 2018 investment in Broadband for Surrey Hills (B4SH) was hampered in 2020/21 by an over-complicated wayleave agreement that focused on how to REMOVE fibre from the Council's land before any had yet been laid!!!"
- "Yes... why can't the park and ride bus from Artington stop at intermediate stops on its way to guildford bus station... ie. St Catherine's. The buses that stop at st Catherine's are infrequent. And it is really annoying to see the partly empty park and ride bus it past.
- And why do all buses have to go into the bus station... how about some creative circular routes ... say from south guildford to north guildford .

- Tram routes ... as in many European cities ...where everyone knows the stops because of the tram lines and perhaps negate the "stigma" that some people may have in catching a bus... I'm imagining this could be an issue in Guildford where everyone is so attached to their cars which a hop on tram line may eliminate??"
- If planting is increased ensure that it is maintained properly with a long term plan. Have CCTV to protect more areas if necessary. The bus services will become even more essential with elderly residents - not everyone will be driving into town and trying to park. Also the elderly may not want to continue to ride a bicycle later in life. They may also not be interested in e-bikes etc.
- "Not so much new build so that historic feel and character of town is lost. No buildings taller than current height. Proposed height of new railway station will overwhelm its surroundings.
- More accommodation for students so that they are not utilising accommodation which non-students could have. Also students should pay council tax."
- It is a shame the replacement buses to Merrow and Burpham do not connect or provide a through service as before
- "Need to consider all demographics - e.g. there's a tendency to ignore the needs/wants of older, not yet disabled, residents.
- A3 junctions are critical part of traffic solution to improve flow in town centre.
- Really Smart traffic light system should help too.
- Need to encourage e-bikes and cars as well as public transport and loyalty schemes.
- Bus station could be re-sited out of centre - need good links to rail, all directions
- Pedestrian areas appreciated - need not be 24/7 eg one place for a Friday market, another for a weekend or monthly market etc - open-air concerts in town 'square' etc
- Plan for SMR /community heating etc
- Encourage community action eg litter reduction/picking, plan care homes by nurseries and schools etc"

### *Congestion*

- The top two questions above have ready made answers. Probably everyone more or less would say that they would like to see fewer cars in the town - but that may not include their own car (and I have a car so I'm not anti car). We don't want to change our ways but we want things to improve. The councillors may have ideals that they find difficult to carry through without being brave enough to be unpopular with the electorate. Personally, I think that, as a town,

we need a multi party consensus of -eg - getting less traffic in the town - with firm measures that support this - eg very expensive parking (unless disabled), much firmer traffic wardens, that sort of thing, and probably other things I don't even know about, that traffic experts would. I realise it all sounds a bit Draconian, but if we residents are constantly asked if we want less traffic, say 'Yes, but please don't restrict my particular access to use my car' and nothing ever follows up, its wasted time, money and space really.

- "Unless and until integrated transport is understood as a concept reduction of personal transport is not a real world option. The Navigation opened up only if it reduces the speed of flow - noting perhaps the recreation function of the Side of the Navigation should be moved up and down stream where it already exists all be it being seriously destroyed down Stream of the Town - which has not been considered.
- The 'pressure on the green belt - this is a nonsense - we have 'lost the green belt' at Burpham and NOTHING can bring it back - the council have even excluded it from the Neighbourhood Plan thus meaning it will be further destroyed because the Neighbourhood Plan would have reduced the impact so this statement is meaningless"
- It is all well and good to focus on fewer cars and more cycles and cycle facilities - politically popular with a section of the community. However, for disabled people cars are a life-line and equally for some, cycling, whilst maybe a past skill, may not, through age or infirmity, be something that can now be embraced. Cycle lanes restrict road space and, in some instances can cause congestion and add to pollution - see the recent report on London's traffic congestion, as well as danger because of the limited width of the road for both cyclists and motorists.
- For once don't jump in without thinking. Just because I say yes I would like less cars in town doesn't mean I won't have a problem coming from a village to the town. Just because I say I would like the Riverside as more of an attraction doesn't mean I have same ideas as you. Residents thoughts go deeper than this. If you close the town to traffic. I can't access the A281 to my family without going via lots of villages making it more polluted and difficult for me. Think about what you do
- Cars have no place in a medieval town centre.
- Close North Street to traffic.
- I want to see less congestion for cars in the town centre, which is not the same as fewer cars. For those living to the South of the river, or down towards Shalford/Peasmarsh, or anywhere to the S and E of Guildford, any restrictions on traffic flow through the one way system will limit for example the ability to get kids to and from schools.



- "Please do not waste money on re-opening the town bridge to traffic and diverting the congestion to other parts of the town.
- We cannot afford for this to be yet another consultation about the town centre which results in unachievable plans being put forward, and thus nothing happening. The perfect must not be the enemy of the good."
- "I'd like to qualify the comment about cars. Some people have to come into town by car, those who live there and work out of town and not on a public transport route, the elderly who rely on their car, those who come to worship in a town centre church being just a few examples. However, Guildford can be gridlocked as there is no by pass/ ring road all the way round. A better road network would be a great improvement and then only essential traffic would be in the town centre, not traffic passing through.
- The riverside could be improved and opened up. There is far too much building near the river bank, eg in Walnut tree close, it would be far better if the river area was open and accessible and green, this would help in times of heavy rainfall when there is a tendency to flooding. The water needs somewhere to go and too much concrete makes the flooding problem worse. What about the stretch to the side of Wickes? It looks very overgrown. Please don't keep passing plans for building along the riverside. The original town centre master plan (Allies and Morrison) showed a large open riverside area. Some of this has already been built on.
- I would like to see more housing in the town centre but of the right kind. Guildford needs more family homes not more flats. Children need a garden, not a tiny balcony."
- "Guildford grid locks at the slightest hiccup. The roads round Guildford need sorting especially the A3
- The traffic puts people of going into town and visiting Guildford"
- "Stop the war against the motorist or as I like to call the the silent majority.
- How about reopening the now closed underpasses near the bottom of the High Street and Waitrose. Instant traffic relief, the person that had them closed..... Moron!"
- But more housing should be affordable but it will increase traffic!!!
- The traffic issue is a loaded question .. I am strongly opposed to the "drive TO Guildford not THROUGH Guildford" obsession, which ignores the need of residents to drive across town (and the necessary movement of traffic from the A3 to the A281 and the B3000 Portsmouth Road to Godalming)
- Alternative routes needed for traffic that has to currently pass through Guildford. Better and more reliable public transport to surrounding villages to improve Guildford housing options.
- Divert the traffic better from the centre

- I would like to see traffic flow better not necessarily less traffic. Better road structures as well as park and rides etc can deliver the best of both worlds in my view.
- "Burpham ,Boxgrove and Merrow should be included in the Guildford plan as so many residents living there are effected by traffic pollution.
- More pedestrians crossing especially by Stoke Park and the old AA roundabout.It's lethal trying to cross the roads there."
- Not necessarily reduction of cars in the town centre but heavy lorries and traffic that is just trying to get to the South side.
- bring in a 20 mph limit for town as many other places have done. Bring in a larger pedestrian zone. get rid of through traffic.
- It is a wonderful place to live and work, but is constantly threatened by vehicle users.
- We have to be able to access the town centre easily to remove the traffic
- "The traffic lights by the old Debenhams building contribute to gridlock in town centre. Was much better when we had the underpass for pedestrians to cross the road. We need to keep traffic flowing through and out of the town.
- Would a pedestrian bridge with ramps be a better option?"
- If you want to spend money yes improve the riverside, and spend it on housing but not on cycle lanes, it is the outer areas of the town that need traffic improvements not the centre.
- It's not as simple as just saying " would we like to see less cars in the town centre". Without creating viable through routes the problem will not be solved as there are few alternative ways to cross Guildford. These questions always seem to assume that cars are just going to the centre, but many are transiting and have no choice about their route, causing congestion in the one way system.
- "Its not a case of whether people would like to see fewer cars in Guildford town centre. At the moment the traffic is necessary as the only route to take is through the town centre
- I'd like to see an efficient, updated transport routes through town that provide for cars and commercial vehicles that are passing through or around Guildford.
- The one way system chokes traffic.
- When the A3 (by-pass!!!) has problems the whole of Guildford grinds to a halt.
- Please address these problems rather than promoting buses which people don't or can't use because they're too expensive or simply don't go where you need to get to!

- The A3 needs an overhaul. There needs to be improved/additional road infrastructure to support the 1000s of houses (& cars & commercial vehicles) that GBC is giving planning permission for."

### University and Students

- "Too many student halls in or near town centre instead if affordable ir social housing.
- The university has acres and acres of land which could be used for student rooms- near the hospital - instead of the town centre which then has student rowdiness etc"
- Stop building student accommodation in town (university should use their own land).
- The University is gradually taking over the town in various new student accommodation blocks
- Stop the University taking over Guildford! There might be more space for the housing that the town needs.

## Other

- please please please don't turn Guildford into Woking!
- I have said yes to more homes in the town centre but this should not be at the expense of green spaces in the town, or the riverside corridor. It would be great to see some of the vacant shops and offices converted into housing, especially along north street.
- "Ues to housing, if it's truly affordable, not a token.
- Cars aren't a problem in the centre, only the gyratory, and you have several plans for that already.
- Open up the river front, but in a coherentanner, not as an individual Councillor's folly."
- As per previous comments- car is king in town centre, both as a result of people travelling into centre by car (which can be addressed by better alternative transport), and from through traffic (more tricky to address, given geography as gap town and absence of alternative routes, but ultimately could use charging to deter - would benefit from movement studies to understand where through traffic is going, and take action to shift where appropriate eg significant proportion of N-S lorry traffic is from transport operators based at Dunsfold eg CFS and Pallex - they would more sensibly be located near to A3 / M25, why not offer them a site at the proposed Wisley development?). More town centre housing is needed not to reduce pressure of green belt but to allow people to live near where they work and near facilities - key issue at present if lack of suitable, affordable homes for everyone from first time buyers (and renters) to those wishing to downsize.
- Too much of the Riverside and Stoke Park priority is not given to housing for permament locals. We would love to have a view of the river/park. A range of priced properties being available.
- Housing needs to be affordable and not all studios and one bedroom properties. Families need somewhere to start too.
- "Affordable housing sensitive to the character of surrounding buildings and environment. .
- Help for the homeless"
- The opportunity is huge. Guildford is such a lovely town - please allow residents to add more than this survey
- "1)Conversion of large units, particularly Debenhams, into dwellings. Very close to public transport and facilities.
- 2) Importance of housing suitable and affordable for key workers."
- Don't think more office space is required, especially if working from home becomes more prevalent. Perhaps more affordable town centre residential housing instead.

- Affordable (real affordable) family housing. Lots of social housing for local families.
- Turn Debenham into flats for social housing
- Not sure about the scooters as the blind and deaf would have great problems
- Housing where ever it is should be 1st & foremost for locals born in the area within 4 miles of RSCH & affordable or council.
- More housing is needed, especially social housing.
- Definitely not e scooters too dangerous
- "I fully support councillor John Rigg in his efforts to transform our wonderful town. It has so much going for it, from the leading university to being the UK capital of gaming, and from the research park to G-Live and the Yvonne Arnaud.
- If I can help in any way, particularly with the marketing of Guildford I'd be happy to do so on a voluntary basis.
- In the past, the Guildford brand has always punched way above its weight. This has slipped in recent years, but we can recover the situation and ensure that Guildford is acknowledged as the jewel in the Surrey crown.
- My name is Simon Slater. Email: simonjlater@gmail.com
- I know John Rigg as we were colleagues some years ago."
- Affordable Housing, not just in name but actual purchase price!!
- Less nimbyism. More mixed affordable housing via housing associations for rent/buy.
- There is already plenty of office space and student accommodation in the town centre. Please include really affordable housing for the local young and their families
- Stop building in Ash
- Be wise !
- The Tories destroyed this country when Maggie Thatcher not only sold off all the council houses. Houses that were subsidised for the working man but she sold them all off at a ridiculous discount. And what happened to the money generated? I expect a few illegal Tory parties. Not to mention what the Tory council did with children in need in the 80's <http://www.lifeafterchildabuse.com>
- "The Debenhams development needs to be refused and then rethought so it includes affordable housing on that site.
- Disused shops should be turned into affordable housing, especially if the high rents continue to drive away retailers and send shoppers to Woking"
- What is the problem with people living in nice areas. Keep saying brownfield sites. Where are they

- There is a desperate need for more housing, particularly smaller and cheaper flats and houses, so I would like to see more housing both in the town centre and outside.
- Hopefully the development of the town will be done by the time I die 👍

## OTHER SUBMITTED COMMENTS

### Architecture & design

- Plan for Debenhams site re development looks far too high and not in keeping.

### Community and public facilities

- Toilet facilities need to be more and improved not closed. I have had cancer treatment and need toilet facilities available. Again this is part of accessibility strategy.

### Environment and sustainability

- Put simply, if we wish to speak of sustainability and creating loveable spaces, we must prioritise the construction of dense, beautiful, sustainable (read: adaptable and maintainable!) buildings that people love and cherish for many generations. This is achieved with vernacular architecture that is beautiful and establishes a sense of place, much as the historic high street does.
- What is being done, and what can we do to drive towards creating these beautiful buildings again? Allowing for street votes on intensification of housing (subject to design codes)? Creating requirements around design, vernacular and building materials for the town centre?
- Gentle density is one of the best ways in which we can improve the sustainability, walkability and beauty of the town, with all the benefits that come as a result.
- Centre of Guildford has a AQMA in place – like the A3 this needs resolving.
- We cannot develop on the basis that buildings can be torn down after 50–60 years thus any building should be designed to be flexible in use and allow for easy repurposing/upgrading e.g. St Mary's should have floors that can flex between Housing and Office Use.
- Agree more needs to be made of the land by river- it's a disgrace.

## Government and funding

- The planning department appears to think the current Town Centre Views SPD is sufficient and are very opposed to developing a heights SPD as used in Brighton and Oxford for example.
- Local Control is also critical to promote sustainability with the ability manage Bus Services, Rail and Road Traffic. There are too many actors at present there needs to be a simplified structure of management working to a clear set of principles.
- despite seeking to push forward with a high quality planning application it is currently impossible to it get any kind of real engagement from GBC via pre-app or more informally. The current position of refusing pre-apps for anything below 10 units surely cannot continue for much longer. I appreciate that they are under considerable pressure but of course the ability to get feedback is crucial, particularly with the cost and complexity of even basic applications these days.
- The GERP is to be commended and its outcome is dependant on the implementation of the long term plan - however is there cross party support to the plan to ensure that it will be seen through and applied across any potential future political change? (Oxford city centre has benefitted from reasonably stable political leadership and been able to see through its proposals for improving Park and Ride, Cycle Ways and pedestrianisation.)

## Inequality

- The whole town needs to be made more accessible- with a husband who has restricted mobility it is impossible. Suggestions: improved parking for blue badge holders (removal of Tunsgate parking when pedestrianised has made access far more difficult) some seating in the High street to allow rest if walking up it. Currently none from bottom to top!

## Planning

- The position with regards a river linear park needs to be bottomed out asap in my view. It has been talked about for years but no one really has any detail.. where the actual line of any bund will be or indeed who may have to pay for it



etc... With so many variables one cannot plan how different sites interact so you get piecemeal development.

- The gyratory system was referred to and the objective of breaking this up was mentioned but no details of any proposals were given – can the proposal for improving the gyratory system be explained?

## Transport and infrastructure

### *Active travel*

- I have a child at St Nicolas infant school & a toddler at Fitzsimmons Nursery & it's extremely difficult to manage both drop offs on foot coming from the direction of The Mount – there's no way out of the school grounds with the pushchair, other than doubling back on myself & having to walk back down The Mount & down Mount Pleasant & then crossing Portsmouth Road (with no proper pedestrian crossing). I live a 2 minute walk from the school & about an 8 minute walk from the nursery – it should be around a 20 minute round trip to drop them both, but if I take both my kids on foot it's a 30 minute round trip because there's no sensible through route connecting the school & the nursery when you have a pushchair.

And if I were to use the safest walking route (ie double back from the school down the Mount to cross at the pedestrian crossing on the Portsmouth Road (instead of going down Mount Pleasant) & then walk past the first entrance to the nursery (for which there is no pedestrian crossing) & cross at the lights further up Portsmouth road & use the second entrance for the nursery) it would be more like a 40 minute round trip. So in order to manage the morning drop offs safely & efficiently the best way to do it is drop my eldest at school, then walk back home with my youngest & drive her separately to nursery. I would love to walk her, but the route is neither safe nor efficient & I have to get back to start work asap, so I don't have time to waste on the walk.

I cannot understand why there isn't a safe route from the school to the nursery via the Portsmouth Road for those with pushchairs & young kids to use. It would be so much quicker, more like a 15 minute round trip to drop then both off.

I often see parents making the more dangerous crossing over the Portsmouth Road to Mount Pleasant with young kids & pushchairs & there really should be a proper crossing there, since people are going to use it come what may.

Also, Mount Pleasant is becoming an awful rat run – people don't understand that it's a narrow road with only space for one car along most of it, so you often get occasions in recent months where 10+ cars will come charging up the road all at once in a barrage & before you know it no cars can move on Mount Pleasant, The Mount or Wodeland Avenue (because Mount Pleasant only works if a maximum of 2 cars go up & down it at any one time & use the passing places to get by). I'm guessing Google maps sends a lot of people up it who won't realise it's mostly a single lane track for two way traffic. It's utterly mad that there's no signs on the road to make it clear & there really should be some, as it's an accident / road rage issue waiting to happen.

So that would be my feedback – that it's not just the centre of Guildford that would benefit from improvements for pedestrians & road signage.

### *Public Transport*

- I understand and agree with the various ideas ( of improving ;cycle ways; pedestrian walkways and the park and ride network )in order to achieve an integrated transport solution and thereby reducing the the publics dependance on using the car to come into the centre of Guildford . In order to make this improvement do we know the current figures for how many people come in to the town centre by bus . As the masterplanner of the Westgate in Oxford I am aware that the weekday and weekend figure of people arriving in the city centre of Oxford using the bus is around 50%. How does Guildford currently compare with this ?
- Is there a target figure which improvements to the current park and ride facilities would lead towards?
- Bus station development needs to be prioritised with smaller electric buses including a circular one which goes up the High Street – can be done with electric posts that disappear at bottom of High Street for access- seen on continent lots!

### *Congestion*

- A3 needs to be accessible southbound from Burpham or Spectrum. Everyone having to go through Ladymead causes huge congestion

### *Infrastructure*

- Traffic system is ridiculous- have to go round one way system increasing traffic in centre.

- Traffic lights need better synchronisation especially by bus station onto one way system

## Safeguard Coaches Proposal



25 February 2022

Dear Andrew and John

### **Guildford Friary Bus Station Redevelopment**

Thank you for sharing your thoughts and plans concerning bus facilities in Guildford as part of the proposed redevelopment of the North Street area with ourselves and Stagecoach on 17 January 2022.

Safeguard Coaches supports the principle of redeveloping the land adjacent to North Street with a residential-led mixed use scheme and is very encouraged that improved facilities for bus users form a central part of the proposed development.

Getting the capacity and design of the proposed bus interchange, and access to it, right will be crucial to the viability of the local bus network. As such I am sorry to advise that we cannot support the proposals presented on 17 January 2022 as they stand and have outlined our concerns under the following headings in this letter:

- the capacity of the proposed bus interchange;
- the design of the proposed bus interchange;
- bus access to the proposed bus interchange.

We are nevertheless committed to working with Guildford BC, your developer (St Edward), other bus operators and stakeholders to achieve an outcome that is excellent for Guildford and helps Guildford develop more sustainably through greater use of bus-based public transport and the use of other active travel modes.

### **Capacity of the proposed bus interchange**

The reduction in the number of departure stands from the current number is of great concern from a future-proofing perspective. Once the bus facility is built, the number of stands will be fixed for a generation or more. While operating efficiencies might achieve a greater number of departures per stand than is currently the case, the effects of different routes and/or bus operators sharing departure stands, scheduling constraints and the effects of congestion/unreliability must be built into capacity calculations. With the Guildford Local Plan proposing large developments at Wisley, Weyside Urban Village, Dunsfold and Blackwell Farm alongside various other developments of various sizes Guildford will need more bus services and mean more bus passengers coming into the Town than is currently the case (hopefully relatively short-term Covid effects excepted). In addition, modal shift for existing travel needs (as per Surrey's Local Transport Plan [LTP4] and the Government's National Bus Strategy) will require substantial increases in bus provision to make bus-based public transport sufficiently attractive and to cater for the expected demand.

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We understand that Surrey CC has commissioned ARUP to undertake a bus station capacity study; **it is vital that the results of this work are considered, shared and agreed with bus operators and factored into the planning of the bus interchange.**

#### **Design of the proposed bus interchange**

In terms of the actual design of the proposed facility we require the following:

- that a practical demonstration of turning circles, stand dimensions, level differences is undertaken using Wisley, Dunsfold or similar in the very near future. We should not rely on CAD for this as local experience (eg the design of the bus lane leading from the Bus Station into Onslow Street) has shown that reliance on computer swept path models doesn't always produce a practical outcome;
- fixed (as opposed to dynamic) stand allocation is used (and factored into all design/capacity decisions) in order to give customers confidence in finding their bus and because the passenger concourse is unlikely to be physically wide enough for customers to wait by a central screen before moving to the allocated stand (as happens, for example, on Waterloo railway station concourse) without causing significant conflicting passenger movements and concern on the part of the many less-able customers;
- customers continue to alight at a fixed drop off location in the bus interchange rather than at a departure bay as appears to be implied in the proposals. Having dropped customers off, a bus would proceed to the departure stand for its next service. This would avoid conflict between customers boarding and alighting (all buses serving Guildford are of single-door design), mean that customers are always dropped off at the same location (which instils customer confidence) and facilitate recovery time for buses/driver breaks/changeovers without occupying a departure stand (particularly important if the number of stands is reduced);
- the new departure bays must comply with accessibility regulations. The present design provides insufficient access for wheelchair users when a manual fold-out ramp is deployed;
- the look and feel, overall quality and perception of personal safety should be no different whether you are on the concourse of the bus interchange or in the adjacent Friary Shopping Centre. Further, the 'remote' bus station stands (your description) must have the same look/feel, ambiance and information as the concourse stands. That does not look like being the case judging by the current plans/images – indeed some of the plans/images indicate a solid brick wall adjacent to these stands which would make for a very unappealing environment for bus passengers;
- all aspects of the concourse must be considered including seating, passenger circulation, facilities, retail outlets, signage and information. With this project we have a fantastic opportunity to achieve a step-change in quality and feel compared with the current run-down facility and make the new interchange a real exemplar, a fantastic gateway to our attractive Town and a facility which supports growth of the bus network, hence helps to achieve modal shift and remains fit for purpose for a very long time. We must seize this opportunity.

#### **Bus access to the proposed bus interchange**

Pedestrianization of North Street west of Leapale Road and changing access and egress to the bus interchange to a north-in and north-out arrangement would extend bus service routings which will increase bus operating costs, potentially reduce service reliability, and deter existing and potential users from using the bus as their mode of travel to the Town Centre. This will be particularly true for bus services from the south and west of the Town which I understand would be required to loop around York Road

roundabout to reach the bus interchange, and also affect services from the east of the Town which would be required to perform a 'dog leg' via Leapale Road.

Increased operating costs, together with reduced bus use, would result in higher fares and/or reduced frequency of service (impacting disproportionately on the more marginalized in society who are more dependent on bus services to access jobs and other facilities) and/or increase the call on scarce public funds through a greater need for bus service support, all of which flies in the face of Guildford's/Surrey's desire to reduce dependence on the car and shift more journeys to environmentally-conscious and congestion-friendly public transport and other active modes.

We believe that at least the west end of North Street between the current gyratory and the present entrance to the Bus Station be designed as a shared space for pedestrians and buses so that direct access to the bus interchange is maintained for the well-used bus services approaching from the south and west of the Town. Ideally this would also be true of the section of North Street between Leapale Road and the present entrance to the Bus Station. Shared spaces are achievable, and I would encourage you to consider Chichester as a local example of where this concept works well. Shared spaces will not detract from your vision of a pedestrian-focused Town Centre – on the contrary it will help to make it work by making public transport more efficient and attractive, thereby promoting modal shift to the benefit of the whole central area, not just certain streets. Note that, under our proposal, the number of bus movements would be substantially less than the current situation as we would envisage only service buses from the south and west using this shared space, in contrast to the present situation where buses approaching from the north and many 'out of service' buses also use this section of road.

The routing of, and priority for, buses across the whole Town Centre including the current gyratory also need to be considered as part of the masterplan that John is promoting. Attempting to look at one part of the bus 'ecosystem' (eg the bus interchange itself) without reference to the whole bus 'ecosystem' will, at best, lead to a sub-optimal bus network with all the implications already referenced, or, at worst, a completely unworkable (hence failing) bus network which would lead to increased car dependency and further damage our town through ever-worsening air quality and traffic congestion.

**We believe that it is vital that the modelling of routing and journey times across the Town Centre are undertaken, shared and agreed with bus operators before proposals for the bus interchange and firmed up and certainly before any planning application is submitted.**

Naturally, also providing bus access to the bus interchange from the south would necessitate a redesign of the bus station which may also help to address some of the points made in connection with that facilities' capacity and design.

#### **Comments on Wider Town Centre Movement Issues**

The proposed bus interchange must not be looked at in isolation. We support the concept of a Guildford Town Centre masterplan and we also generally support the tenor of the chapter entitled '3. Strategic Transportation' which formed part of the pack for the GBC Executive meeting on 25 July 2021 (Agenda item 7, Appendix 2) save for the paragraph starting 'At the same time, changes in town centre parking can also encourage greater use of Park & Ride....' which is confusing/misleading.

We particularly support the concept of interceptor car parks and a policy that car parking provision should largely be located just outside the central core of the Town (eg Millbrook, Bedford Road<sup>1</sup>, Guildford Park Road etc), as opposed to right in the centre (eg on-street in North Street, Leapale Road multi-storey car

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<sup>1</sup> Bedford Road car park could be linked to the Town Centre by a new larger and iconic pedestrian bridge across Onslow Street. Millbrook car park could be double-decked.

park, Portsmouth Road surface car park<sup>2</sup>. Much more emphasis should be placed on directing motorists, including contract permit holders, to the Town's Park & Ride facilities, all of which have spare capacity.

Of particular importance to the success of the North Street project and the desire to make the Town Centre more people-orientated will be the removal of Leapale Road car park in favour of true interceptor car parks and Park & Ride provision. This would dramatically reduce vehicular movements in the Town Centre, reduce vehicle pollution/intrusion, make bus movements to/from the bus interchange (and indeed throughout the Town Centre) quicker and more reliable. It would also reduce the risk of car users 'rat-running' through the Town Centre on the pretext of accessing Leapale Road car park.

Provided that it fits with wider plans for the gyratory we propose that Bridge Street should be dedicated solely to buses, pedestrians and cycles (plus very limited vehicular access to premises) travelling in both directions following removal of the Gyratory system in order to speed up bus journeys (both in actual terms and viz-a-viz the car), allow better bus/rail interchange close to the main entrance of Guildford Railway Station and making Bridge Street a more pleasant and safer environment for pedestrians and cyclists. Whatever the plans for the current gyratory, **effective and meaningful priority for buses, and hence their customers, must be considered an absolute priority**. Bus priority is something that the Government are actively seeking to achieve through the Bus Service Improvement Plan (BSIP) process which forms a key part of the National Bus Strategy.

Vehicular deliveries to Town Centre premises must be strictly limited to those times which do not interfere with peak travel demand or retail activity.

#### Summary

The potential redevelopment of a significant part of North Street presents a fantastic opportunity to regenerate the Town Centre and harness the potential of buses to support sustainable economic growth in Guildford Town Centre and its environs through a new bus facility and much improved access to it.

Providing excellent facilities and priority to support buses - and bus passengers - has the potential to help address Guildford's chronic traffic congestion and poor air quality by offering a viable and attractive alternative to the car. In turn this would allow a greater degree of restraint on car use to be considered politically, socially and economically acceptable, thereby helping to achieve the modal shift which is so often talked about when considering how to release Guildford's Town Centre from the 'vice-like grip' of unfettered traffic volumes and congestion and make it a more attractive place to live, work, shop and relax.

Getting the capacity and design of, and access to, the proposed bus interchange will be crucial. **While we cannot support the proposals as presented on 17 January 2022, we are committed to working with all stakeholders to achieve an outcome that is excellent for Guildford and truly helps Guildford to develop more sustainably.**

I hope this response is helpful and look forward to your response and to further engagement over the next few months.

Yours sincerely

*A J Halliday*

Andrew Halliday  
Managing Director

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<sup>2</sup> Save for a small element of premium-priced short stay parking and provision for Blue Badge holders.

## Bedford Road Proposals



GUILDFORD  
BOROUGH

Contact Officer: Mike Smith  
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October 2019

### Licensed Vehicles in Bedford Road and Surrounding Areas of the Gyratory

#### Purpose of Report

The purpose of this report is to outline the current problems associated with private hire vehicle pickups in Bedford Road (and surrounding areas of the gyratory) and seek the views of key stakeholders to take forward to tackle the issue.

#### Background

The term 'Taxi' is used generically to define a vehicle carrying fare paying passengers, however there are two legislatively distinct categories of vehicle:

**Hackney Carriages:** Traditionally referred to as 'taxis' are the teal wrapped vehicles in Guildford. These vehicles can 'ply for hire' which means that they can be hired immediately by hailing in the street or taken from a taxi rank. Hackney Carriages can also be booked in advance.

**Private Hire Vehicles,** are vehicles which cannot be hired immediately, and must be booked in advance through a licensed operator such as Uber.

Historically, the majority of customers wishing to use a taxi home after a night out were escorted by venue door staff to the taxi rank on North Street, outside the Friary. This in itself led to issues of customers becoming involved in altercations over vehicles, culminating in the decision to employ taxi marshals on busy nights to manage queues.

The advent and subsequent increasing popularity of mobile 'app' based private hire (pre-booked taxi) has changed the night-time exit strategy from Guildford, with an increasing number of customers utilising the 'Uber' platform. The 2019 Purple Flag perception study into the Guildford night time economy showed that over 17% of respondents use Uber to travel home after a night out, compared to 11% by taxi.

Whilst taxi ranks are a common feature in many towns and cities and provide a location where licensed taxis can legally park to wait for a customer who wishes to use a taxi, no such provision is made for private hire vehicles.

The Licensing team has previously engaged with Uber representatives about providing a dedicated 'waiting area' and 'pick up points' for Uber vehicles operating in Guildford. However whilst some, limited directional information appears on the Uber app, ultimately control of where vehicles wait or pick up from still rest with individual drivers.



The conduct of Uber drivers has been subject of concern from a number of stakeholders, including Police, CCTV operators, licensing and venues. Uber are also unpopular with the local taxi trade.

The concerns include waiting/picking up/dropping off in unsuitable and sometime dangerous locations, obstructing the highway, not observing parking or highways restrictions, waiting outside venues giving the appearance of 'plying for immediate hire' and obstructing the view of the CCTV camera on Bedford Road.

Current Issues – Bedford Road

The images below show the view of the CCTV camera on Bedford Road (situated on Wellers Auction House, directed towards Onslow Street) and the obstruction from headlights of vehicles, the majority of which are Uber vehicles, waiting/picking up from Bedford Road.



The inappropriate parking and obstruction of the highway, in addition to issues of identification of any potential perpetrators of offences is clear to see.

Due to the migration of the night time exit strategy, the 'flash point' is perceived to have moved from the Friary Taxi rank to Bedford Road as more customers and vehicles head to this area to meet.

The table below shows the incidents of night time disorder on Bedford Road since 2016:

TYPE OF INCIDENT	2016	2017	2018	2019
ASSAULTS	22	15	8	10
ASB	5	4	4	3
D&D	2	7	1	1
OTHER	1	1	2	*
CRIMINAL DAMAGE	*	*	*	1
TOTAL	30	27	15	15

TIME RANGE	2016	2017	2018	2019
22:00-23:00	1	*	*	*
23:00-24:00	1	*	*	*
24:00-01:00	*	2	*	1
01:00-02:00	10	5	2	2
02:00-03:00	9	7	6	4
03:00-04:00	9	13	7	8
TOTAL	30	27	15	15

Whilst there has been an overall reduction of offences since 2016 and that crime remains low, this is not to suggest that there could not be improvements to reduce potential issues and conflict on Bedford Road as numbers of customers and vehicles utilise the area, the potential for incidents increases. The increase in number of vehicles in the area will also increase the amount of 'unrecorded' crime, such as short duration traffic and parking offences.




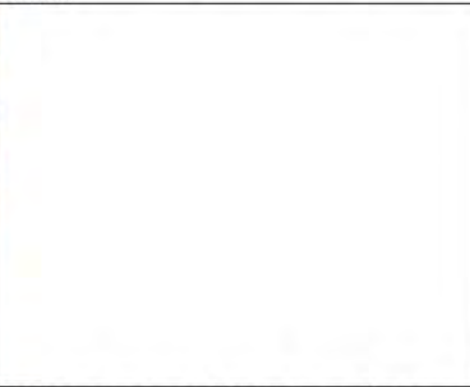
#### Current Issues – Gyrotory and Bridge Street Passage

The images below show vehicles, the majority of which will be Uber operated vehicles picking up/dropping off customers in illegal and dangerous locations and waiting in unsuitable/illegal locations.

Bridge Street a busy 3 lane A road with narrow pavements. The highways markings on either side are blipped double yellow lines where, in theory, no stopping/loading is allowed.

Bridge Street passage is a narrow service area where parking is only permitted by permit holders in marked bays. In theory, no parking is otherwise permitted. Uber vehicles regularly use this area as a drop off and waiting area, as it is less dangerous than Bridge Street itself. However, drivers have been seen dropping customers off at the entrance to Bridge Street passage on Onslow Street in the live carriage way to avoid entering the congestion on Bridge Street Passage, thus enabling them to drive off easily. In order to exit Bridge Street passage

(following the correct traffic direction) vehicles have to exit through a narrow passageway onto the 3 lane carriageway of Bridge Street. During the busy night time economy, there are often queues of customers for Popworld and Wetherspoons across the entrance, increasing the risk of collision.

	
<p>Vehicles dropping off passengers on Bridge Street</p>	<p>Vehicles waiting for bookings on Bridge Street</p>
	
<p>Vehicles dropping off (the wrong way) in Bridge Street Passage</p>	<p>Vehicles waiting in Bridge Street Passage</p>

The current issues on Bridge Street and Bridge Street passage may be contributed to by the current road markings and signage, which is not as visible as it perhaps could be.

However common sense of the highway code should dictate that these are not safe or suitable areas to pick up/drop off customers or wait for bookings. Before the popularity of Uber, Guildford licensed vehicles rarely acted in this manner and those that did could be dealt with at a local level.

	
<p>The faded blipped double yellow lines on Bridge Street</p>	<p>The 'no entry' sign at Bridge Street Passage</p>
	
<p>The current signage to the entrance to Bridge Street Passage</p>	<p>The current signage in Bridge Street Passage. NB note the small clearway signs on the bollards.</p>

**Proposals**

Due to the change in night time exit strategy caused by the increasing popularity of Uber, it is sensible to dedicate an area where private hire vehicles can wait for bookings and pick up/drop off customers safely and legally.

By providing a dedicated area for private hire vehicles, many issues of unsafe practices could be negated, and more pressure could be exerted on operators to ensure drivers utilise it, rather than the current scenario. This would also contribute to the safety of the night time exit strategy, and the overall Purple Flag priorities to maintain and improve safety.

Two sets of works are proposed:

1. Designate Bridge Street, Bridge Street Passage and Bedford Road as 'Clearways' thus preventing vehicles from stopping.
2. Designate Bedford Road Surface Car Park as a dedicated waiting and drop off/pick up area for private hire vehicles.

This would involve changing charging arrangements at the car park; so that public parking would cease at 18:00. The charging tariff is only £1 per visit between 18:00 and 22:00 hours, and it is not anticipated that this would result in a significant reduction in income, as there is believed to be capacity in Bedford Road Multi-storey. The Parking service have also indicated that the proposal would also involve some works to manage the entrance/exit to prevent public parking.

A dedicated waiting area could also be covered by improved CCTV, and potentially managed by Marshals such as at the Taxi Rank.

Any works would have to subject to a clear communications plan for all stakeholders.



Bedford Road Surface Car Park

Bedford Road

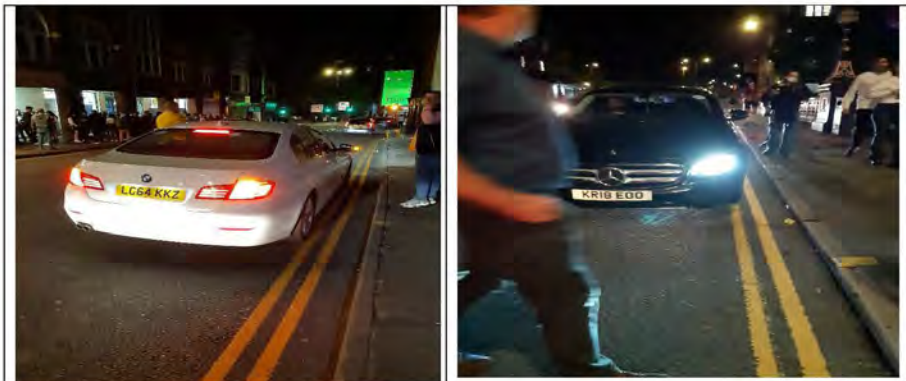
Next Steps and Budget

To be discussed.

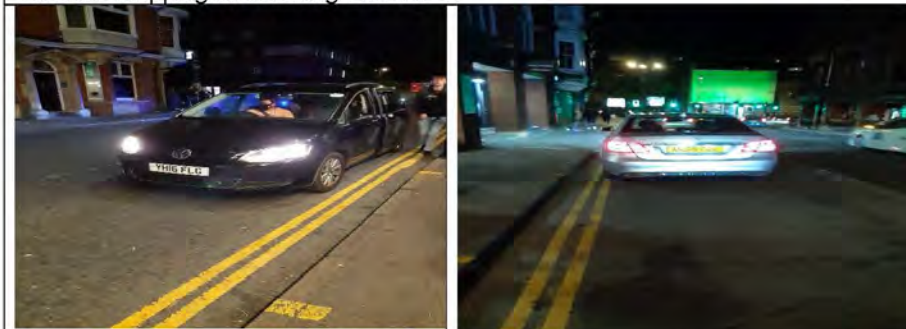
**PSPO Supporting Info**

Licensed vehicles on Bridge Street/Gyratory:

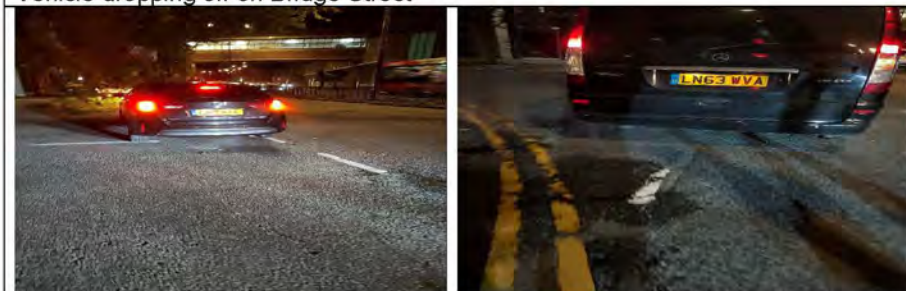
Further to my report on licensed vehicles picking up/dropping off/waiting in areas such as the gyratory, Bridge Street passage and Bedford road, I attach further supporting evidence taken on 24 September, within a short (approximately 20 minute) window.



Vehicles dropping off on Bridge Street



Vehicle dropping off on Bridge Street



Vehicles waiting in the entrance to Bedford Road

These photos were taken in a short duration of time (approx. 20 minute window) and were not the only vehicles acting in this manner in this time. This is a regular occurrence in Guildford on most Monday, Friday and Saturday evenings. The vehicles have no concept of road safety or respect for other road users. The actions of drivers are putting themselves, their passengers, other road users and pedestrians at inconvenience and danger.

As such I believe that the test for inclusion of this behaviour under the PSPO is met.

Licensed vehicles in other areas:

I am also in receipt of complaints from local residents about the impact of drivers of licensed vehicles. The complaint below is from a resident of Walnut Tree Close which was received on 5 January 2022. This is the second complaint in the last 12 months from this resident:

*"The issues with Uber Taxis waiting in Walnut Tree Close (station end) is a growing problem.*

*Concerning behaviour in this past week alone has included:*

- Taking up parking spaces so those holding paid permits are forced to park further away from their homes.*
- Drivers leaving their engines running, music playing and their bright headlights on.*
- I witnessed an Uber driver empty his bottle of "yellow" liquid on the pavement*
- Parking and turning in really dangerous places*
- Gathering and talking loudly during anti-social hours*
- Talking loudly on their in-car speaker phones*
- Leaving their rubbish*

*I have attached pictures & videos of Uber drivers doing some of the above.*

*There is a massive mostly empty car park on the other side of the tracks by the Uni entrance away from residential homes-why can't they wait there?*

*I notice the new parking restriction signs in WTC but I have yet to see any enforcement officers after 6pm.*

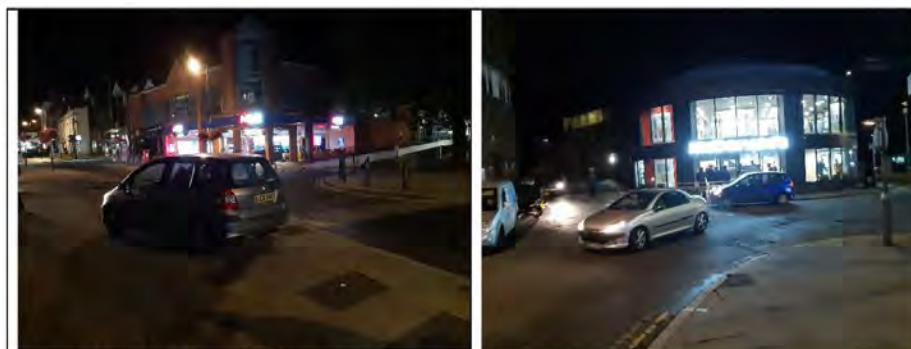
*So, in a nutshell, I can't often park near my home, and have to sometimes wait for taxis to turn in the road, and late at night my family are disturbed by bright lights shining in through the windows and hearing loud talking and witness foul smelling liquids and other rubbish being left right outside my home. This is no exaggeration!  
Thank you for your continued support."*

Photos from resident:



Delivery Drivers near to McDonalds:

The photos below highlight examples of delivery drivers parking inappropriately / dangerously near McDonalds and are another example of unsuitable behaviours which is having an impact on the locality.



Examples of delivery drivers parking



Examples of delivery drivers parking



The same issues occur on Chapel Street:



It is clear that the current parking restrictions are ineffective in dealing with the issues. Due to their persistent nature (the above scenes are typical of a busy evening in Guildford) and impact on those in the locality ( the behaviours are at best inconsiderate causing traffic congestion, and at worst dangerous to pedestrians and other road users) I consider these worthy of inclusion in the PSPO.

## 'Possible Solutions to Guildford's Traffic Issues'

### Ideas for better traffic flow, safer pedestrian and cycle routes in Guildford

[https://drive.google.com/file/d/17Opbo82bOEHsteLU7e0dm\\_N3bKDhpHf3/view](https://drive.google.com/file/d/17Opbo82bOEHsteLU7e0dm_N3bKDhpHf3/view)

Draft rev 5 (sketches added for A25/A320 junction & Dennis roundabout) rev 6 smaller font  
27 September 2020. Rev 7 added showing Leas Road and a new one-way link (9 August 2021).

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## 1. Introduction

This document describes my thoughts on how congestion in Guildford town centre could be reduced and how to create an improved road network for all including safer and expanded pedestrians and cycle routes. Redevelopment of North Street site offers the opportunity to redesign bus routes and to relocate the bus station. Widening of the A3 is of course a Highways England's scheme but aspects of this scheme would influence local traffic movements leading to and exiting the A3. No details are available of what the HE might propose and currently this scheme has again been shelved for the foreseeable future.

Changes to existing road network and building new infrastructure necessarily have to be in stages. Crucial to any improvement scheme is traffic management during its construction stages. There would be unavoidable delays and disruptions but the aim has to be to make these acceptable.

The approach should be to quickly deal with those that could be implemented in the short term and only requiring modest funding.

The second stage would be to carry out widening of footways and introducing cycle lanes wherever possible. North Street work would continue in parallel including changes that are necessary for dealing with bus routes and relocation of the bus station.

The third stage would be to carry out building new infrastructure. A new east-west route over the railway and the river would remove a lot of this traffic from the gyratory. North-south traffic could be lowered into an underground route between York Road roundabout and Quarry Street and would do away with most of this gyratory traffic and create a pedestrian and cycle friendly town centre.

The fourth and final stage would be to create bypasses to take through traffic out of the town centre. A possible route would be from Shalford (A281) to Parkway (A25) in a tunnel with spurs to Artington (A3100) and Broadford Road (A248). Alterations to A3 Stoke Road junction would be needed to cope with the traffic flow changes.

Other areas are: -

The A25 junction with A320 Stoke Road and  
The A3 Dennis Interchange

## 2. Short Term improvements.

The route between the town –centre and the railway station is primarily through Bridge Street. A smaller number use the existing Walnut Footbridge. The replacement of this footbridge by a wider bridge for pedestrian and cycle use is under way but until the exit from the railway station lines up with this bridge when Solum Regeneration finishes their work, Bridge Street will remain the preferred route.

North footway on Bridge Street is narrow and pedestrians find it inconvenient during peak hours because of the sheer volume of people that use it. It is a safety hazard when pedestrians are forced on to the pavement in order pass each other. The footway needs to be widened. If the road is reduced to two lanes, the space vacated could be used for a wider footway and a cycle lane. A redistribution of traffic would be needed to cater for this change.

The inner lane of the gyratory is underused on all three sides except on Bridge Street. Right turn off Farnham Road Bridge into Park Lane for cars only going in contraflow direction would reduce traffic on the right hand lane in Bridge Street. Wider traffic would continue to use the current route. This contraflow route would continue on to Portsmouth Road and go left on Friary Bridge and then right again on to Millbrook. The sketch No. 1 below shows this, -



Sketch No. 1

In order to improve southbound flow in Onslow Street, Debenhams pedestrian crossing should be made a two-stage crossing. It could be done by either introducing a chicane for the two northbound lanes and the island thus created or the offside lane could be closed and used as an island.. The adjacent pedestrian crossing in High Street should operate in tandem so that any left turning traffic into High Street does not hold up southbound flow.

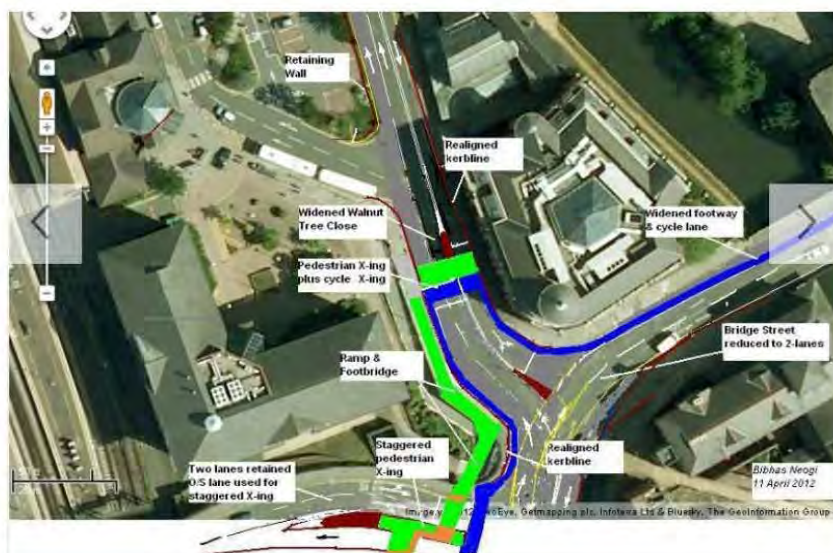
The overall effect would be to create a better flow around the gyratory. Sketch No. 2 shows the altered Debenhams pedestrian crossing, -



Sketch No. 2

### 3. Medium-term Improvements

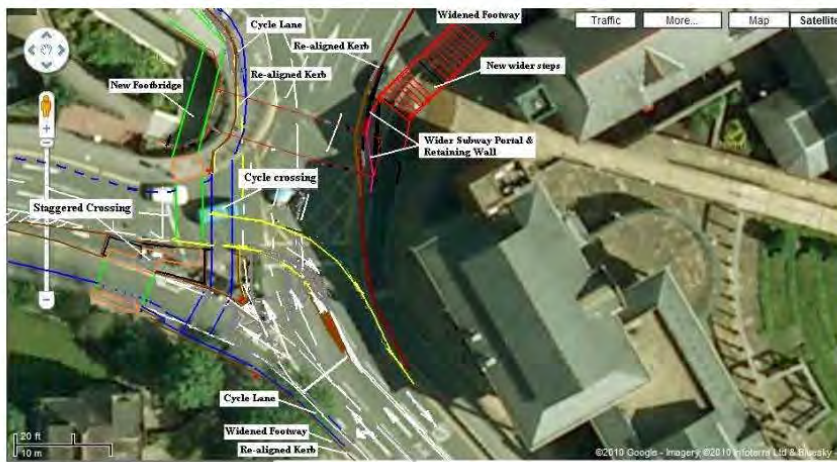
Traffic from closed lane on Bridge Street could be directed on to Walnut Tree Close (WTC) however its widening down to Station View junction would help. Northbound traffic beyond Station View would be made one-lane one-way over this narrow stretch of WTC. This could continue up to the turning around (prepared but not in use at the present time) near the Sorting Office. At a later date a new crossing of river Wey behind Crown Court could be built leaving WTC two-way north of that bridge. The sketch No. 3 shows the widening of WTC. Cycle routes would be continued to meet up with the Sustainable Movement Corridor coming out through Yorkies Footbridge.



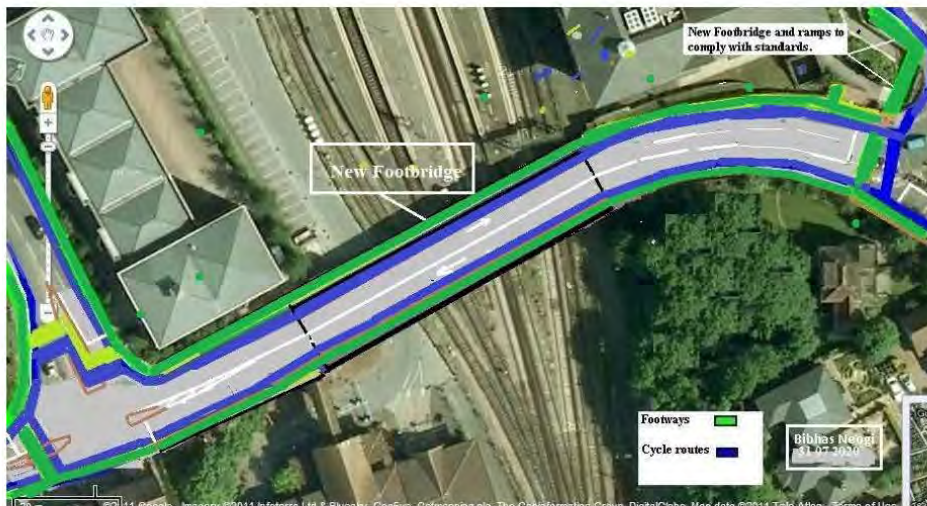
Sketch No. 3

The Bell-mouth of the junction would be altered to provide the widening with a cycle lane. The west footway would be taken up a ramp and a footbridge over the entrance to the subway below to the pedestrian crossing of Farnham Road. Cycle lanes on Farnham Road Bridge could be created by building a footbridge on the north side of it and by converting the existing north footway into a cycle lane. The westbound cycle lane could be provided by removing the central hatched area and by shifting the lane sideways. Supports for the new footbridge could be built on CFA piles constructed from a rig sitting on the bridge and tied to existing piers for lateral support.

Sketches No. 4 & 5 show these, -



Sketch No. 4



Layout of footways and Cycle routes on re-built Farnham Road Bridge after the new railway bridge comes into operation

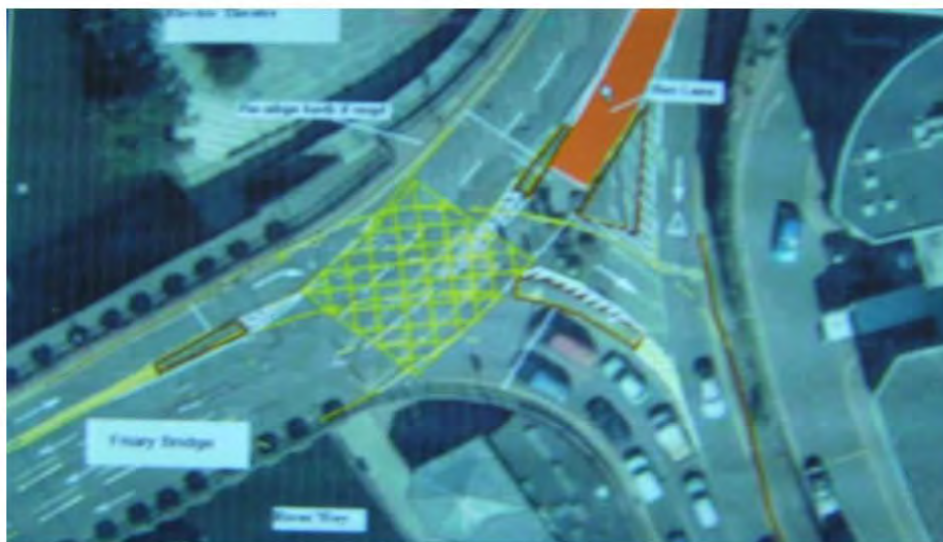
Sketch No. 5

Sketch No.6 shows the altered junction of Friary Bridge and Park Street. Three northbound lanes are reduced to two and a cycle lane is created. The southbound lane in contraflow is accommodated in the place of the current inner lane of the gyratory. Park Street west footway is widened and all lanes are widened to almost standard width. However, this is done at a later stage but for the short-term solution, the cycle lane and footway widening would not be carried out and three northbound lanes would be maintained. The southbound lane in contraflow is accommodated in the place of the current inner lane of the gyratory.



Sketch No. 6

And the sketch No. 7 below shows the altered layout of Millbrook junction with Friary Bridge. Traffic lights are introduced for the contraflow lane together with a Give Way sign for the southbound lane on Onslow Street, -

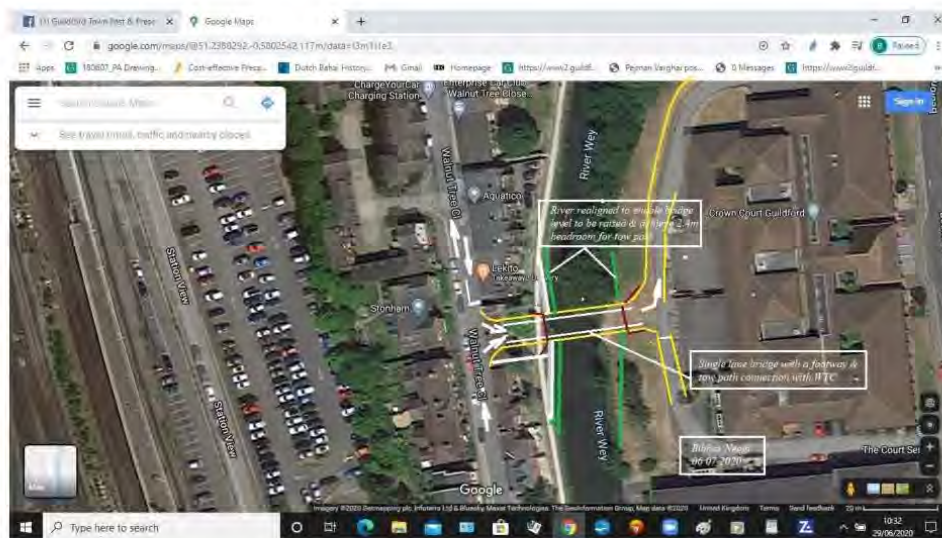


Sketch No. 7

**4. Building the New River Bridge and the east-west route.**



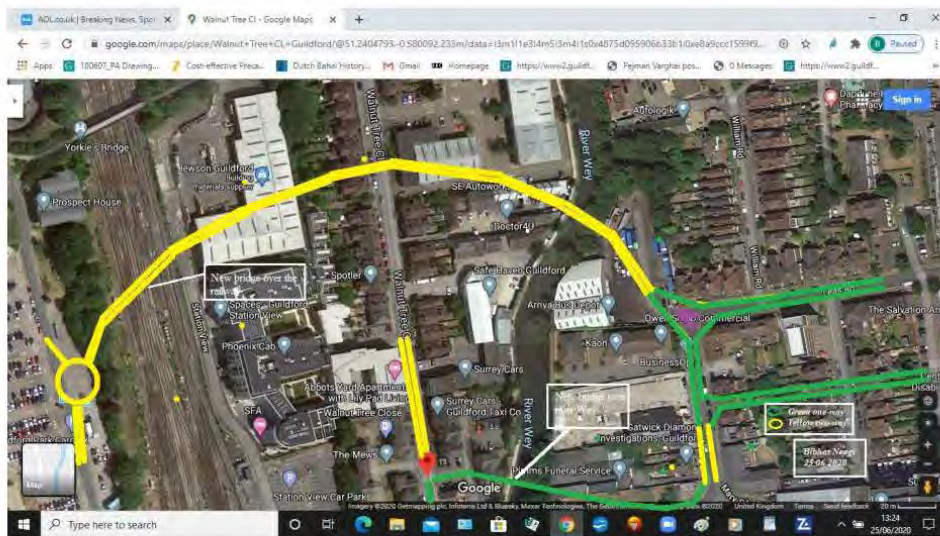
The location of the New River Bridge behind Crown Court requires some work to shift the flow eastwards by sheet piling and gaining enough bank land so that the towpath could be relocated under the bridge with headroom of at least 2,4m. This is needed to allow the road to rise up from WTC to create this headroom for the towpath. Some buildings would have to be demolished to make way for this route. The Sketch No.8 shows this, -



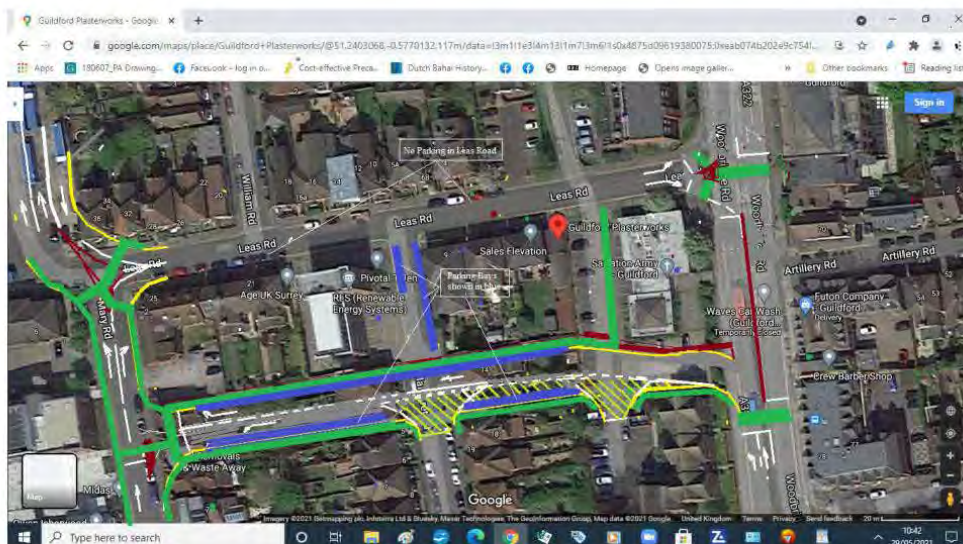
Sketch No. 8

The new east –west route would have been ideally placed to cross from Guildford Park Road to Woodbridge Road through the railway station site but Solum has now planning approval to build apartments and so this route is no longer available. A route further north beyond the new buildings on Station View adjacent to the railway station site is a possibility. This route would go through Jewson's Yard and cross WTC and the river and meet up with Leas Road through Arriva bus depot.

A two-lane one-way loop from Woodbridge road to Mary Road and Leas Road (all shown in green) would be made two-lane one-way route that would enable to accommodate traffic from the two-way east-west route (shown in yellow) and traffic coming through via WTC. This is shown in Sketch No, 9,-



Sketch No. 9



Sketch No 9A - Leas Road made one-way and a new link between Woodbridge Road and Mary Road.

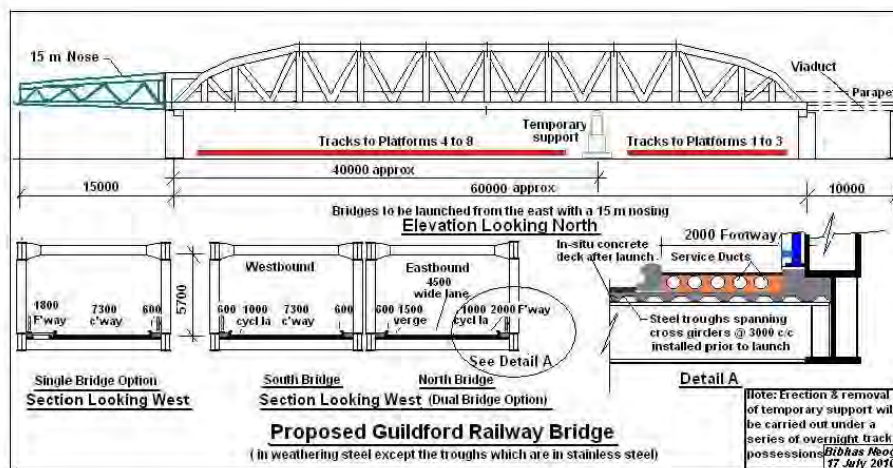
An alternative location of the New River Bridge is shown in the sketch No 9. Final location will depend upon what the council can procure with negotiation with the owners of the affected properties.

A roundabout is shown at the junction of this route with access to the housing on the car park site and the University of Surrey. This could be a T-junction if not enough room is available for a roundabout. The route from Madrid Road junction would be one-way in by the Church and there would be a junction with a two-way link to Guildford Park Road beside the railway station. The junction with Guildford Park Road would be a traffic light controlled junction. This arrangement

would take most of the east-west traffic out of Farnham Road Bridge, the gyratory and Onslow Street.

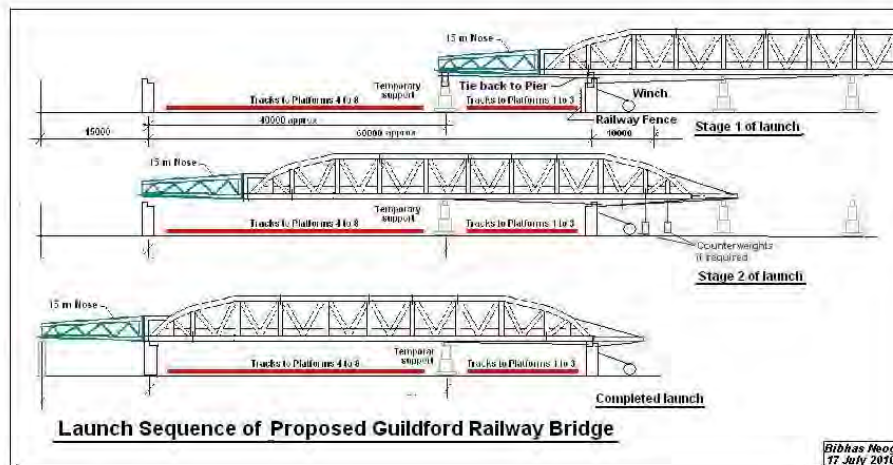
Construction of the bridge over the railway offers some challenge. A crossing without any support within the tracks is probably the only form that would be acceptable to Network Rail as there is not enough clear and safe space in between the tracks to carry out construction next to live rails.

So in all probability, the bridge has to be launched. A modified Warren Truss type bridge could be launched with a temporary support in the middle. The following sketches show a Warren Truss Girders and a possible launch sequence. In order to keep the weight to a minimum, the deck concrete would be cast after the completion of the launch. The steel structure could be made from weathering steel that requires no painting except for the steel trough sections between cross-girders that could be stainless steel. Whether one or two bridges side by side are required, would depend on the volume of traffic. This is shown in Sketch No. 10 and the launch sequence is shown in Sketch No. 11.



Sketch No. 10

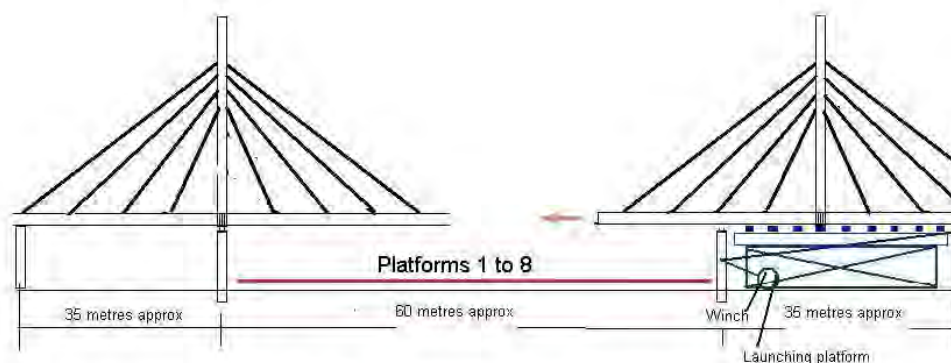
Launch sequence is shown in the Sketch No. 11.



Sketch No. 11

An alternative to the above that does not require a temporary support in the middle of the tracks is a cable-stayed bridge but built in two halves and launched from both sides. This is shown in the Sketch No. 12. Normally such a bridge would be constructed progressively as a balanced cantilever about each pier but construction over the live tracks is not possible. Therefore each half would be required to be constructed and launched to meet up in the middle. It is unlikely that in-line room would be available for the construction and therefore they would need to be constructed parallel to the tracks and rotated and transported using steerable multi-axle transporters. They will then be launched from temporary trestle platforms. Once a pier is over its bottom half, jacks will lift it up and the bearings will be positioned (not fixed yet) and the two halves bolted together in the middle. The piers will then be lowered and fixed into their final positions. The side spans would be concreted before the launch so as to maintain stability and ease of construction. The remainder would be concreted and the deck completed without any interference to the movement of trains.

It would probably be a pioneering method of construction.



Cable-stayed option for railway bridge in Guildford

Bridge built in two halves and launched from both ends. The 1st stage launch uses steerable multi-axle supporting transporters. 2nd stage launch uses a platform for support whilst the assembly is winched against the pier to oversail the tracks.

Sketch No. 12

## 5. Bus station relocation and redesigned bus routes

Current bus station is located within the North Street redevelopment site. There is a Planning Application for this site that proposes a mixture of retail outlets and housing. Whether the bus station would be replaced in-situ or by on street bus bays or relocated to another site is not yet known. There had been studies conducted by Surrey County Council and various sites had been explored but the preferred site was Bedford Road car park site. However, there were issues with access to and exit from this site. Bus operators raised the issue of access and difficulties with congestion that badly affect their efficient running and frequency especially during peak periods.

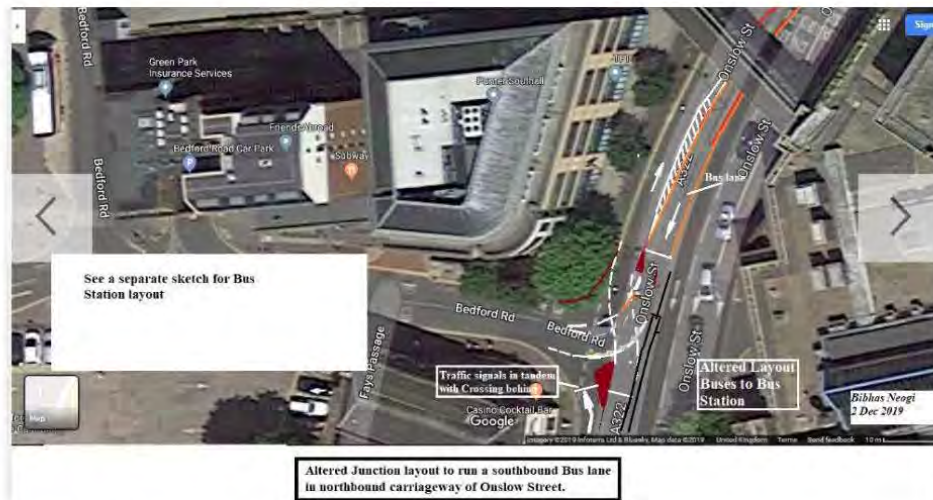
Whatever decision the councils make, I believe the bus station has to be vacated to secure a safe construction site. It seems logical to move it to Bedford Road site on a temporary basis. If it proves to be viable and if it works well, it might even be made permanent.

[[There is concern about flooding in this area of Bedford Road. I believe Environment Agency is looking into ways of dealing with this. Barriers along the river and upstream flood alleviation schemes are being explored by the EA. It may be possible to create reservoirs in the flood plains and control the flow using renewable energy for pumping etc. The reservoirs could be turned into leisure areas for boating with restaurants and gardens on the islands inside them. Please have a look at Eco Park in Kolkata.

[https://en.wikipedia.org/wiki/New\\_Town\\_Eco\\_Park](https://en.wikipedia.org/wiki/New_Town_Eco_Park)  
<https://tinyurl.com/Kolkata-Eco-Park>

Maybe there are businesses out there that would explore the possibilities]]

In order to improve access to this site and not adversely affect the gyratory, some alterations to the existing layout in Onslow Street would be required. Southbound bus lane in Onslow Street would be moved to the offside lane from York Road roundabout end and taken across to occupy the offside northbound lane by removing the median barrier just south of the footbridge location. A set of traffic lights would be introduced at the junction with Bedford Road that works in tandem with the pedestrian crossing lights. This alteration is shown in the sketch No. 13.



**Sketch No. 13**

The Layout of bus bays as shown in the Sketch No. 14 would accommodate fifteen bays and four layover bays. A mini hub proposed to be located behind Dominion House that would have about six bays. Passenger waiting area and public facilities and Cafes may also be provided. Some buses – maybe alternates ones would connect with this mini-hub before proceeding to the bus station.

This would be convenient for those coming from the north and east and those who want to go to the bus station for connections. Two bays maybe assigned to the Park & Ride buses.



**Sketch No. 14**

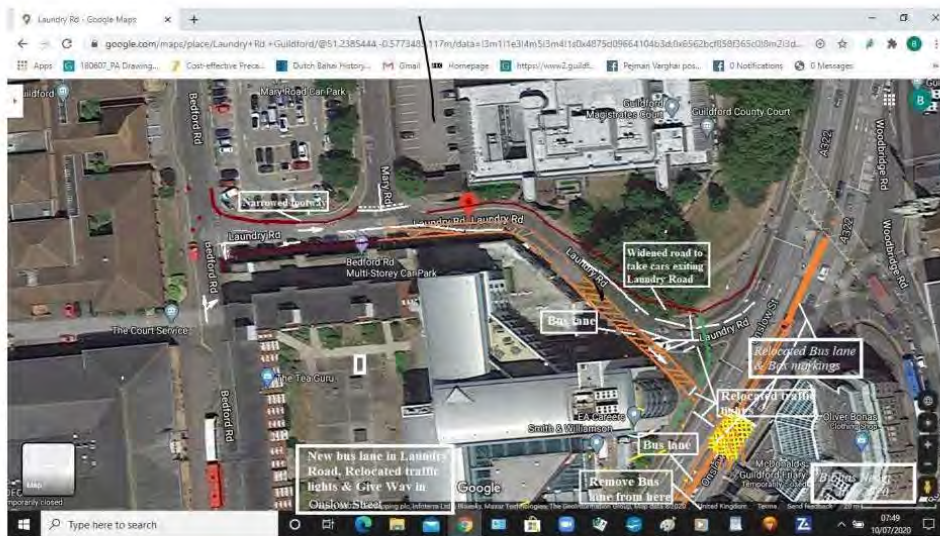
The mini-hub is shown in Sketch No.15.



**Sketch No. 15**

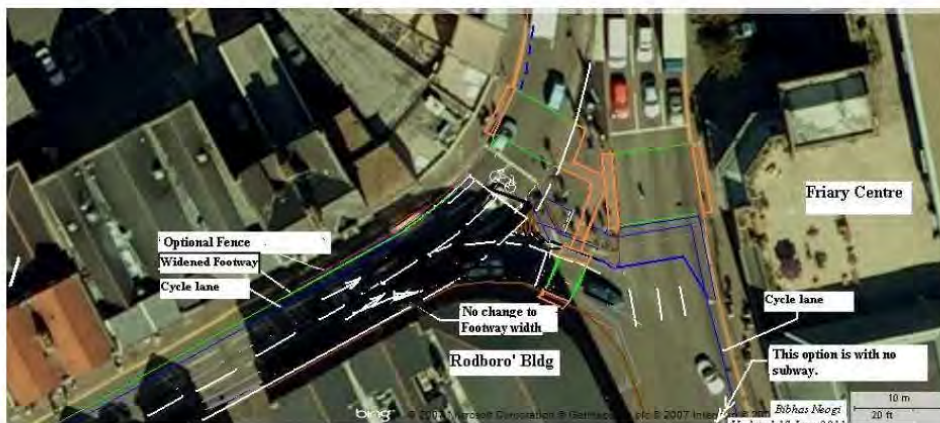
Buses from the south and the west would come through Bridge Street as before and then they would turn left into Onslow Street and left again into Bedford Road.

The exit routes of buses would be via Bedford Road, Mary Road and then Leas Road or from Bedford Road to Laundry Road albeit widened to three lanes from Mary Road junction to Onslow Street. This is shown in Sketch No. 16.



Sketch No. 16

The current bus lane would be moved from the nearside to offside lane and the lane taken through to the northbound carriageway as has been shown in Sketch No. 13. The altered pedestrian crossing when Bridge Street is reduced to two lanes, north footway widened and a cycle lane added, would include a cycle crossing adjacent to the pedestrian crossing. The traffic lights would be automatic rather than pedestrian controlled, as both lanes in Bridge Street would operate at the same time. This is shown in Sketch No. 17.



OPTION with no subway - Layout of Traffic lanes, Cycle lane & Widened Footway in Bridge Street.  
Right turning into Oatlow Street to be maintained

Sketch No. 17



Buses going eastwards through North Street would use pedestrianised lower half of this road as shown in Sketch No. 18. Cycle lanes are shown in blue.



Sketch No. 18

#### 6. Medium to longer term improvements

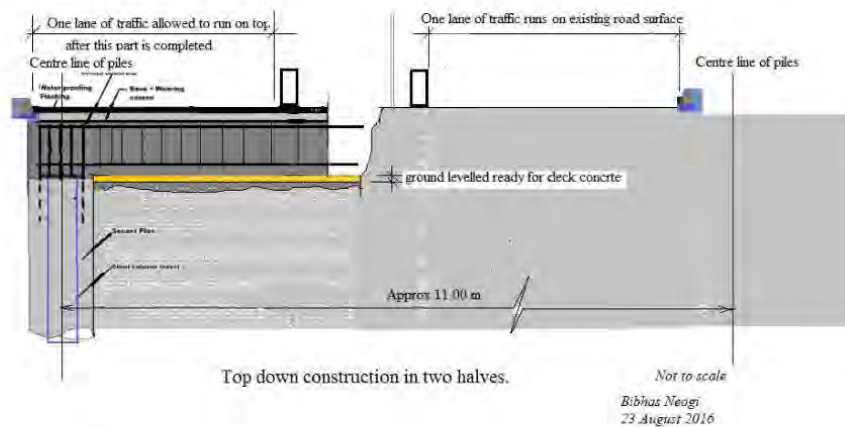
The stretch of the A281 between Quarry Street junction and York Road roundabout could be lowered into an underground route like a tunnel but not constructed as a tunnel. Traffic management is an integral part of the design process since a reasonable traffic flow has to be maintained during construction. Delay and some disruptions are inevitable but these will have to be kept to an acceptable level.

A cut and cover system is not suitable for most of the length since traffic has to be maintained at least in one direction with the other direction put in a diversion. Therefore a top-down construction in two halves seems to be the answer. In a top-down construction method, a row of interlocking piles are constructed one on each side that form the route. Initially only one half would be done with traffic maintained on the other half.

On the stretch of the A281 between Quarry Street and High Street, the northbound lane would be maintained and the southbound traffic would be diverted. There would be a rolling traffic management over the length of the work site. Southbound traffic would be diverted via Quarry Street during daytime and put back on during the overnight period and the work area would be managed by shuttle traffic. This way disturbance to households in Quarry Street would be avoided during night-time.

Over the length where the traffic lane is closed, piles are constructed. The road is dug up to a depth required by the road deck of the 'tunnel' and the width of the dig depends on the safety of the adjacent running traffic lane. The ground is prepared and the deck cast.

Sketch No.19 shows the cross section of the road and the half the 'tunnel' under construction.



**Sketch no, 19**

Top-down construction has advantages over cut & cover method where it is not possible to dig up big areas without disturbing surrounding properties or roads. The video <https://www.youtube.com/embed/e1WsifGUM2Q> about the construction of Kolkata Metro is interesting to watch. Towards the very end it shows how the underground station is created using Top-down construction method.

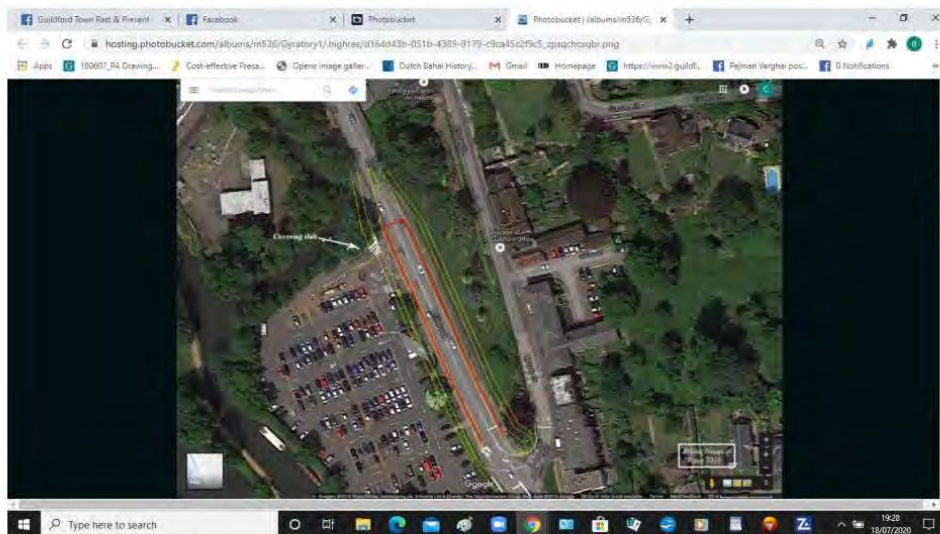
Town Bridge would be reopened for local traffic and also used for diversion when the section between High Street and North Street is constructed. This section would most likely to be constructed using cut and cover method as the ground level would be lowered to create the riverside public space. Diversion for southbound traffic could be through widened Friary Street on to High Street and then Quarry Street during the daytime as before.

For the stretch between York Road roundabout and Bridge Street, two-way traffic of one lane in each direction could be maintained during the construction. East-west traffic would have been removed from the gyratory by this time and the New River Bridge between WTC and Mary Road would also take some of the traffic away from this section.

Surface road would be reinstated once the construction is complete.

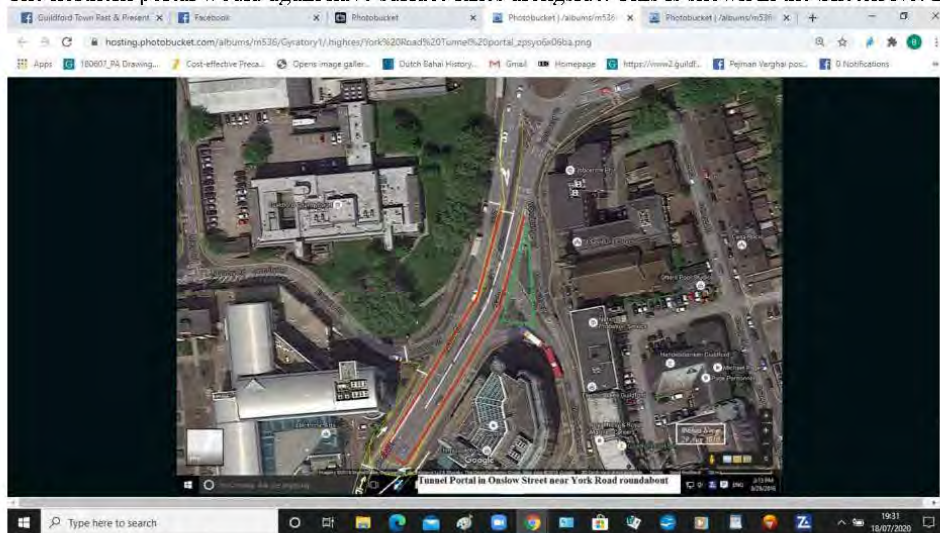
The sketch No. 20 shows the southern portal of the 'tunnel'. Surface road on the east would be placed on the verge and on the west the road would be on a strip of land taken from the car park. Access to the car park and exit from it would be relocated as appropriate and any necessary adjustments to the direction of routes inside as a result would be made.

The road would rise up above the highest expected flood level before entering the ramp. The walls of the ramp and the 'tunnel' portal would act as a flood barrier.



**Sketch No. 20 Southern ramp**

The northern portal would again have surface lanes alongside. This is shown in the Sketch No. 21



**Sketch No. 21 Northern ramp**

The northern ramp would of course cut across the exit bus lane from Laundry Road, so would no longer be available and for a short period, the buses would have to turn left on to the surface route of Onslow Street and turn around at the roundabout. Once the underground route comes into operation, exit from the bus station could also be from Bedford Road since volume of traffic on the surface routes would primarily consist of buses, taxis and cycles and so a redesigned traffic light controlled junction with Onslow Street would be possible.

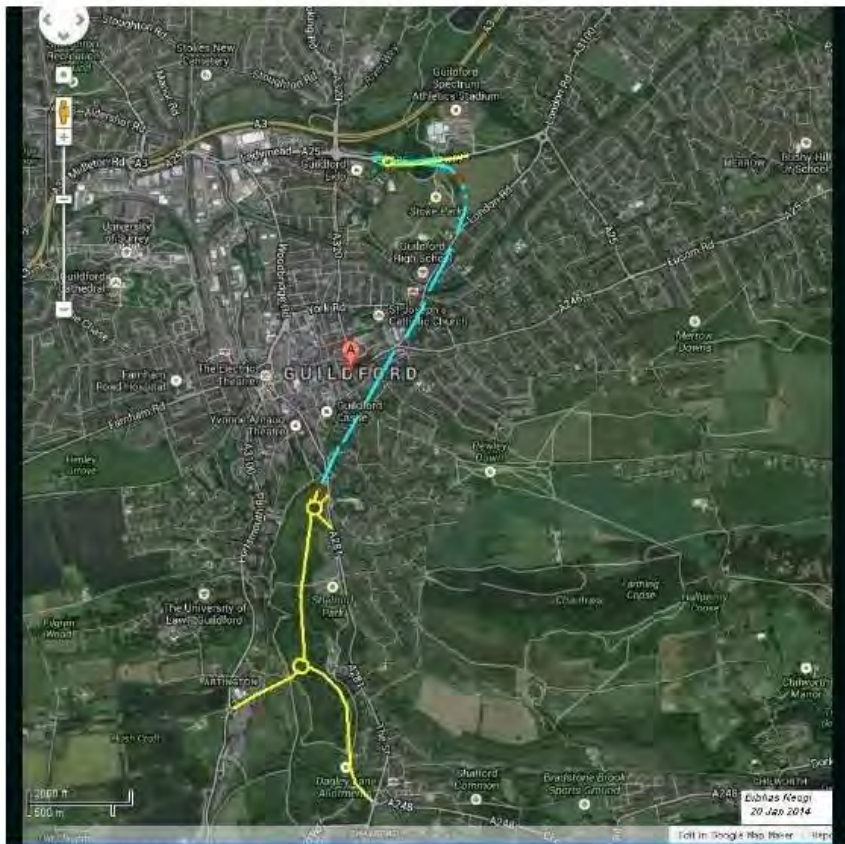
Added on 12 June 2021 – The cost of putting the A281 in a tunnel like route may prove to be too expensive for the councils, so an alternative would be to divert the southbound route on Onslow Street over the new east-west route (made two lanes westbound ) and take it through Guildford Park Road, Farnham Road Bridge, Park Street and then over the re-opened Town Bridge. Southbound Onslow Street traffic would access North Street only as there would be no route beyond Friary Bridge towards Millbrook. Northbound route would remain as it is on Onslow Street.

### **7. Longer term solution**

Guildford is a Gap Town so all roads go through it. The gyratory is where east-west and north-south traffic mix. A new east-west route as described takes away most of this traffic from the gyratory and the underground route takes away the north-south traffic from the town centre. However, a bypass could take some of the through traffic away from the A281 and the A3100. A possible solution would be a tunnel from Shalford Park area to the Parkway near the Lido together with spurs to the A3100 Artington and another spur to Broadford Road (the A248) near Shalford roundabout south of the Railway Bridge.

The spurs would be formed on embankment built with spoils from the tunnel. This would reduce the work of transporting spoils by lorries on road network and save costs at the same time.

The Sketch No, 22 shows a possible route for the tunnel.



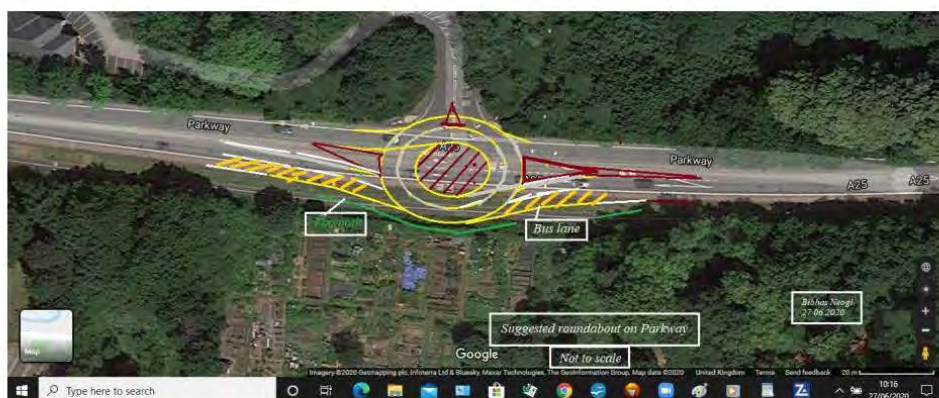
Sketch 22. A281 to A25 Tunnel

A roundabout on the A25 and a Flyover to take the westbound A25 lanes is shown in the Sketch No. 23. This roundabout could also be used for improving traffic flow at the Stoke Road junction.



Sketch No. 23 A25 Parkway Roundabout, Tunnel and Flyover

The roundabout would be another one located slightly east of that shown in this sketch to take advantage of the entry and exit routes to the Hotel. This is shown in the Sketch No. 24. The roundabout shown in Sketch No. 23 would cater for traffic on the eastbound A25 turning around and heading either north for Woking or south towards the town centre.



Sketch No. 24 Roundabout on the A25

## 8. Improving traffic flow at the Stoke Road junction with the A25

Now that the A3 widening is going to be shelved for the third time, funding for infrastructure from the central government would be scarce for a long time.

The councils should therefore aim to improve the network wherever possible using low cost solutions

My suggestions for improving Stoke Road /A25 junction are as follows, -

Create a roundabout on Parkway, the A25, near the access to the hotel opposite the Lido. Stop straight on and right turn out of Stoke Road on to Parkway and use Recreation Road to cater for the stopped-up movements by creating a roundabout at its junction with Woodbridge Road.

Stop traffic turning right from the A3 off-slip to the A320 – instead this traffic would turn left and left again on the A25 and turn around at the new roundabout. Stop turning right into Stoke Road from the eastbound A25. Traffic would use the new roundabout on the A25 instead to turn around. All the above would reduce the number of phases at this junction and allow more time on the remaining ones. The lane alterations are shown in sketch No. 25.

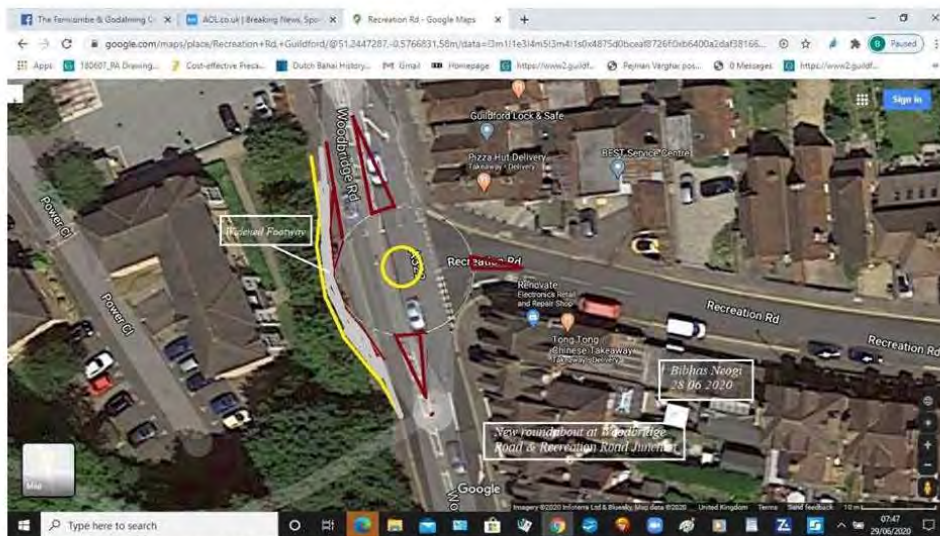


Altered Junction of the A25 & the A320 for better flow of traffic

Sketch No. 25

To cater for the stopped-up exit from Stoke Road on to the A25, Recreation Road could be made one-way to Woodbridge Road and a roundabout created at its junction. At the same time Stocton Road could be opened up for one-way access towards Stoke Road.

The proposed roundabout on Woodbridge Road does not require a lot of work. Please see the Sketch No. 26 below.



Sketch No. 26 Roundabout at Woodbridge Road & Recreation Road junction

### 9. Alterations to road layout of the A322 Worplesdon Road

At Dennis Interchange, traffic from the slip road going towards Ladymead cuts across traffic going straight on to the Business Park area or joining the southbound A3. Alterations to road layout could be explored to reduce congestion and enhance safety. This would involve stopping the direct movement from the slip road on to the roundabout. Instead this traffic would turn left on to Worplesdon Road and turn around to join the southbound traffic on the A322. This is shown in Sketch No. 27. Turning around radius needs to be checked to ascertain if this is feasible and also whether the relocated pedestrian crossings to suit the altered traffic lanes would work.



Sketch No. 27

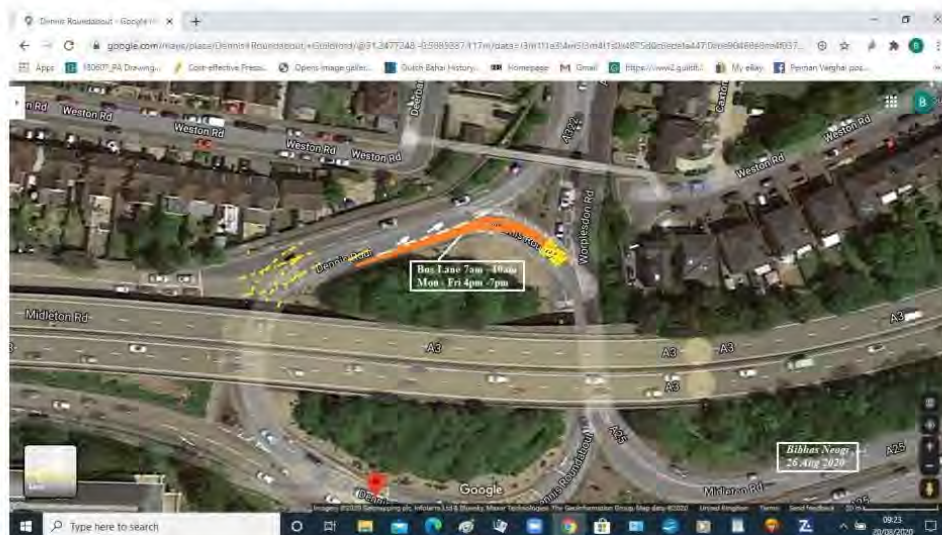


Business Park is a later addition after the junction was designed and at that time exit from Ash Grove was directly on to the A3. Access from Ash Grove now is via a roundabout on the link to Business Park & another roundabout to the industrial area.

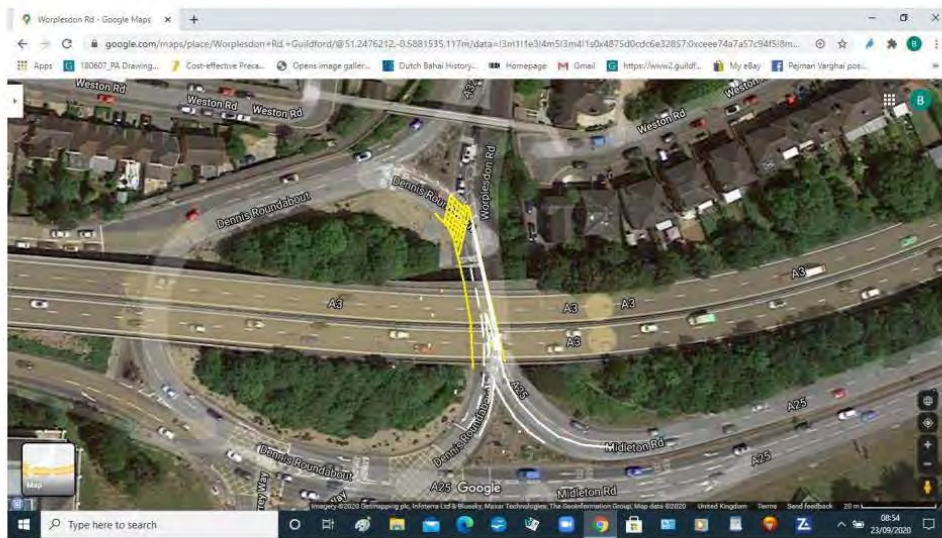
If this alteration is done, the layout of the junction would be almost similar to a conventional dumb-bell junction ie with a road between two roundabouts passing under the main road and slip roads connecting the roundabouts.

The proposed alterations would help to improve access to these areas.

[It may be possible to create a buses only access directly (as it is now for all traffic) on to the A25 eastbound offside lane by marking the junction area as a yellow box junction between the A322 offside lane and beyond with the existing give-way arrangement retained.] Some buses coming through Aldershot Road and Worplesdon Road could access this area and return to the roundabout and use the short bus lane only before rejoining the existing route. The buses only access may be for peak periods so that outside these hours, movements would continue as they are now for traffic leading to the A25 eastbound offside lane. Providing better bus access to the Business Park area would also reduce demand for huge car parks. These areas could be reduced considerably to provide housing instead. Developers might be interested in exploring the possibilities. This is shown in Sketch No. 28 – [ rev 3 25 Aug 2020]. Lane markings could be altered to provide more stacking length for the lane heading for the Business Park. This is shown in Sketch 29.



Sketch No. 28



Sketch No, 29

Sketch No, 30 shows a possible alteration of the lane exiting Dennis roundabout and proceeding on to Surrey Way. The left turning lane off the A25 on to Surrey Way would have a Give Way introduced to allow this movement safely. The current layout of this movement is often blocked by traffic waiting to go onto the A3 on-slip. It would then also be possible for the traffic on this lane to turn around at the roundabout in the Business Park and rejoin Dennis roundabout controlled by the existing traffic signals.



Alterations to lane exiting the roundabout onto Surrey Way.

Sketch No.30

If Stoke Road Interchange is altered to provide an off-slip road, the need for access to Ladymead, Parkway and the town centre would be diversified and help further to improve traffic movement at Dennis roundabout. However, we do not know whether Highways England was considering such an improvement for Stoke Road Interchange. Also a new on-slip at the Stoke Road Interchange would help reduce the queue on the on-slip at Dennis roundabout.



## Thoughts on A3 Widening

### Thoughts on possible A3 widening through Guildford (8 August 2021)

It seems there is an opinion amongst some that the A3 widening is not possible. Well, Highways Agency and before that South East Office of the Dept. for Transport were developing ideas for the widening of the A3 through Guildford. The fact that it got to the list of schemes three times and that it was to be funded tells me that such a scheme is feasible.

We do not know what Highways England was planning but these are the steps that would enable a smooth construction as well as maintaining two lanes of traffic throughout, -

#### 1. Treatment of the A31 on-slip and the widening of the A3

There are two bridges over the A3 here and it is not possible to widen the A3 under them. The normal approach would be to replace the bridges with new ones alongside and demolish the old ones and widen the A3 through here. However, for new bridges the cost of the works could be high as well as a lot of disruption to traffic during demolition, removal and construction.

A possible solution would be to retain these bridges but alter the lanes under them. By making three lanes southbound and one lane northbound together with two lanes coming through after the junction with the A31 on-slip, rejoining the A3 south of the Farnham Road Bridge, the objective of three lane widening would be achieved. That means the nearside lane of the A3 would be diverted to go under Hogs back in a short tunnel and the A31 on-slip would be lowered to meet up at a signalised junction.

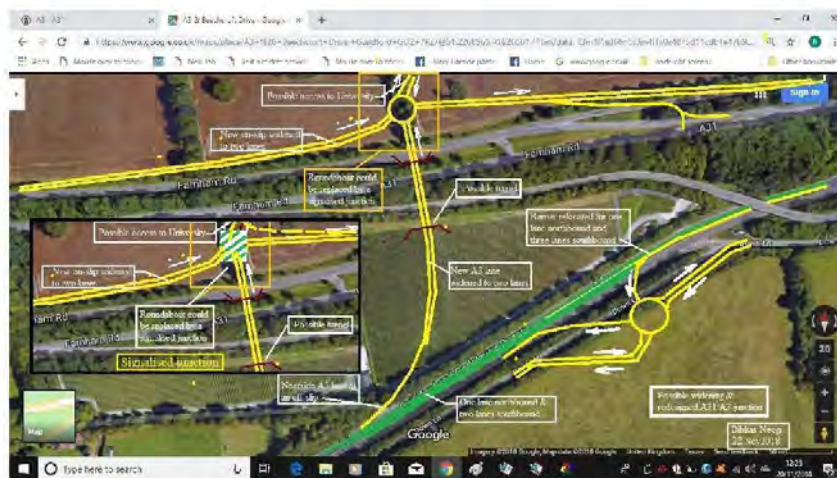
Both these would be widened to two lanes. From the junction the two lanes would proceed to join up with the existing on-slip that would be re-opened as two lanes (currently hatched off for safety). Only one lane at this stage could rejoin, as widening behind Beechcroft Drive houses is needed for both lanes to rejoin.

An off-slip to the A31 westbound could also be created. The spoil from the short tunnel and the soil from cuttings used to create these links could be used for the embankment to carry the off-slip. This would relieve the B3000 of this heavy traffic. Traffic from the A31 to the A3 could continue to use the B3000.

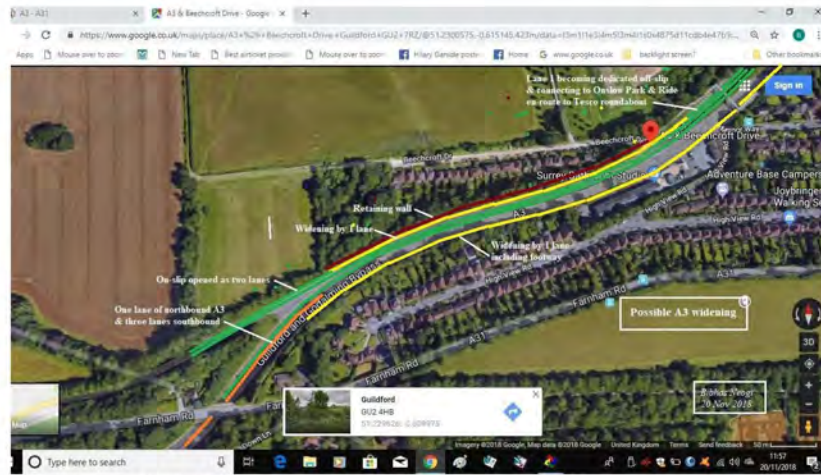
Such an arrangement would probably save around £10m since the two bridges could remain and the construction of these new links would cause the least disruption, as most of the work would be off-line.



This is an earlier version of the idea.



This is a later idea with widening to two lanes and a signalised junction (Off-slip to the A31 not shown). A link to Blackwell Farm would also be possible. Beechcroft Drive should connect with this link or the link the University is proposing to connect with the A31 Farnham Road since its junction with the A3 needs to be closed off to allow widening.



Retaining wall behind Beechcroft Drive houses and widening to three lanes .



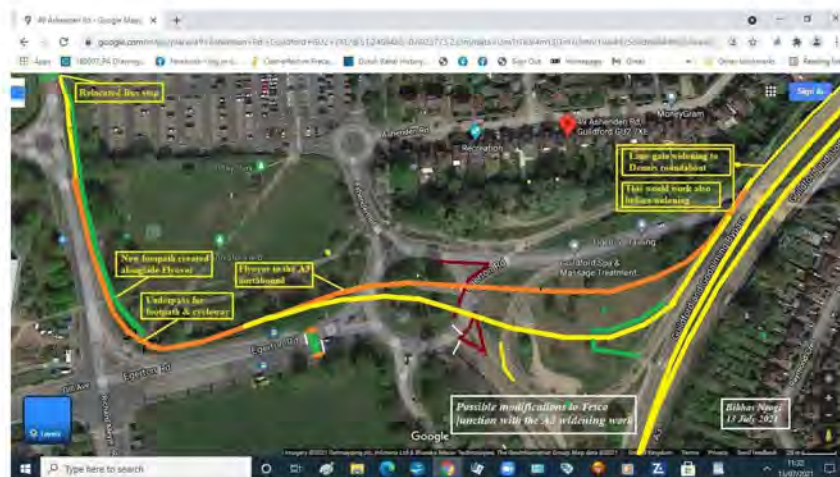
Link road connecting Onslow Park & Ride to Tesco roundabout.

## 2. The stretch between Cathedral roundabout and the off-slip to Farnham.

A link between Beechcroft Drive junction to the A3 off-slip connecting Onslow Park & Drive en-route would be built on the 10 metre strip protected alongside the A3 in the Planning Approval of University Sports Park etc. A temporary link back to the A3 past the Hotel would also be required to facilitate traffic management during widening.

The nearside lane of the A3 would be diverted on to this link and the offside lane would carry a southbound lane in contraflow. This would vacate the nearside southbound lane and allow work of widening to take place. This would mostly incorporate existing footway land and where not wide enough for a lane, the running lane would be put back on the nearside and land from the central median would be taken to achieve the necessary width of three lanes.

Once this is done, one northbound lane would be put in contraflow and the nearside northbound lane would be shifted sideways to make room for widening work to take place.



## 3. The stretch between Cathedral roundabout and Dennis roundabout

The northbound stretch and replacing Deerbarn Bridge would require a diversion of nearside lane of traffic via a temporary link to Southway and then to Aldershot Road. This would allow closing the A3 nearside lane and widening work could then



proceed. Acquisition of a property or two and some grounds may be required to carry out the widening.

Egerton Road Bridge has wide central median but the deck in the median is not strong enough to carry traffic loading. This has to be strengthened so that widening of the bridge to six lanes could be achieved. A temporary bridge may be required to enable this work to take place.



A link road from Dennis roundabout to Cathedral roundabout to facilitate rebuilding Deerbarn Bridge and widening of the A3.

The southbound stretch and replacing Deerbarn Bridge would require building a new route to Cathedral roundabout on the south side as described above. The route would be made at least two-lane wide to temporarily carry the two southbound A3 lanes whilst Deerbarn Bridge is demolished and replaced as a widened six lane bridge (in two halves). After completion, this route would carry one lane of local traffic (from Dennis roundabout to Cathedral roundabout) and possibly a cycle route if such a route were so designed.

#### 4. Other associated improvements

Tesco roundabout could be redesigned with a flyover for the A3 on-slip avoiding the roundabout. This would improve the Egerton Road East to west traffic. The junction of Egerton Road and Gill Avenue should be improved by widening both Egerton Road North and Gill Avenue.

At Stoke road, five signal phases could be reduced to three to achieve improved flows. This would require building of two roundabouts and re-routing of traffic from Stoke Road to Woodbridge Road through Recreation Road made one-way on to a roundabout on Woodbridge Road and opening up Stocton Road for the reverse traffic. No exit from Stocton Road would be maintained. For a short length access to Recreation Road from Woodbridge Road would be maintained for the business in the corner and garages opposite. Such an arrangement would help reduce pollution in Stoke Road as well as improving traffic flows.

#### 5. A3 Stoke Interchange

Ideally this should be made all directional. Stopping right turn from the off-slip to the A320 by building a roundabout as mentioned in Item 3 above. Alteration to pedestrian route would also be required.



A roundabout near Lido to facilitate turning around for traffic from the off-slip to Woking and no right turn into Stoke Road for the A25 traffic.



Modified Stoke Road Interchange and pedestrian routes



Altered Junction of the A25 & the A320 for better flow of traffic

# SHAPING GUILDFORD'S FUTURE

## ANNEX 3: OPINION RESEARCH

REPORT PREPARED BY FOREFRONT  
AUGUST 2022



**FOREFRONT MARKET RESEARCH**

# Understanding and shaping resident's views of Guildford



**GUILDFORD**  
B O R O U G H





# Shaping Guildford's future...

## Methodology

The fieldwork was conducted via telephone over a 6 week period

We obtained full survey results from 391 local residents

188 of the surveyed residents have agreed to take part in focus groups

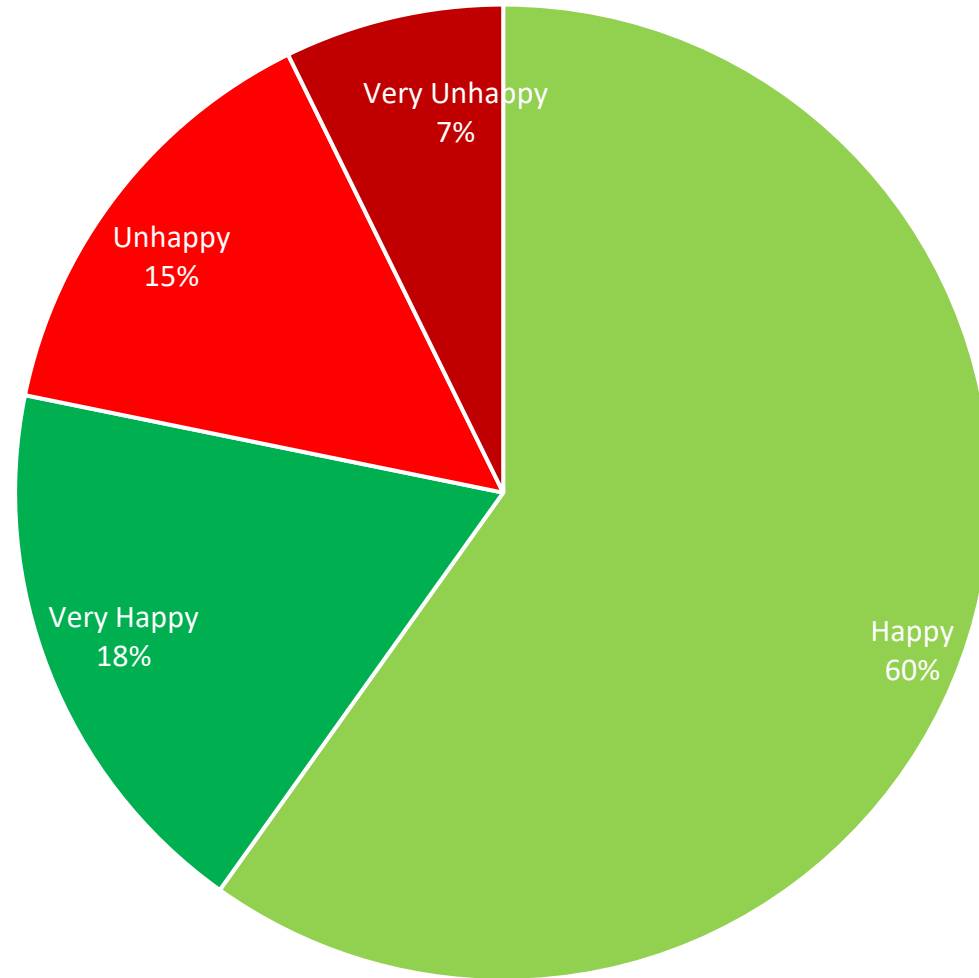
Headline reporting data follows based on unweighted results

This report does not include the results to the open ended questions



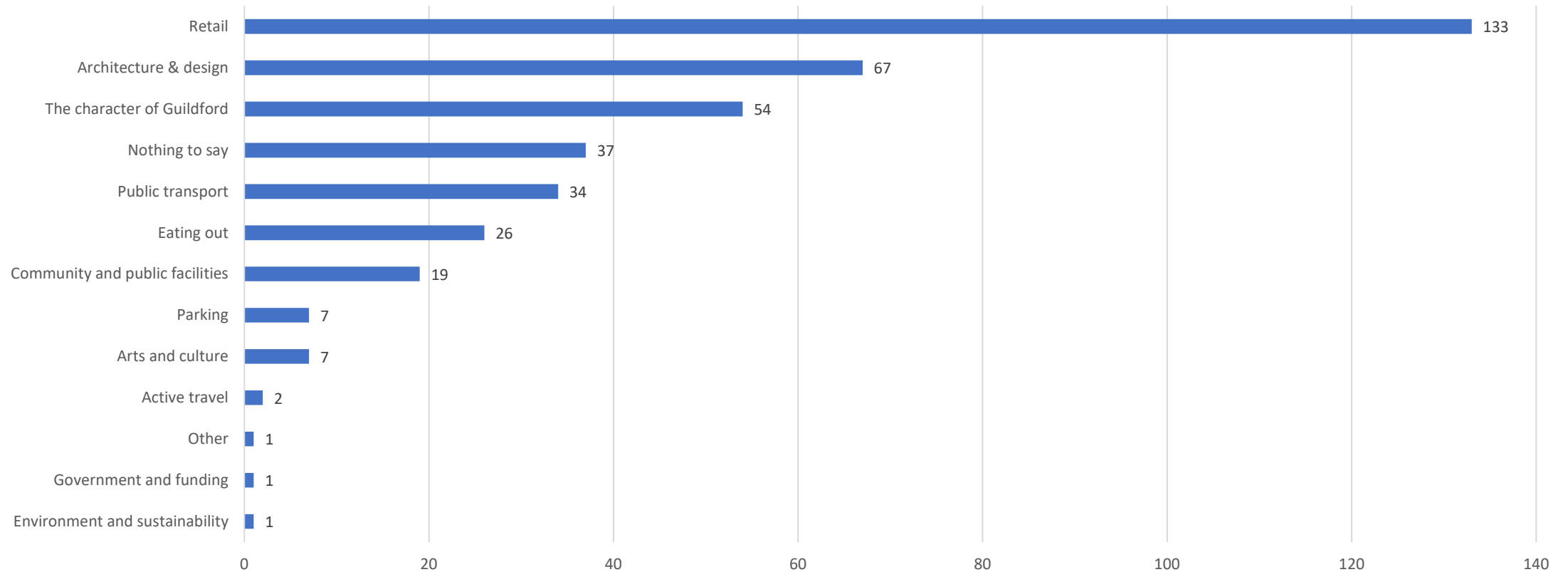
# How do you feel overall about Guildford Town Centre?

■ Happy ■ Very Happy ■ Unhappy ■ Very Unhappy





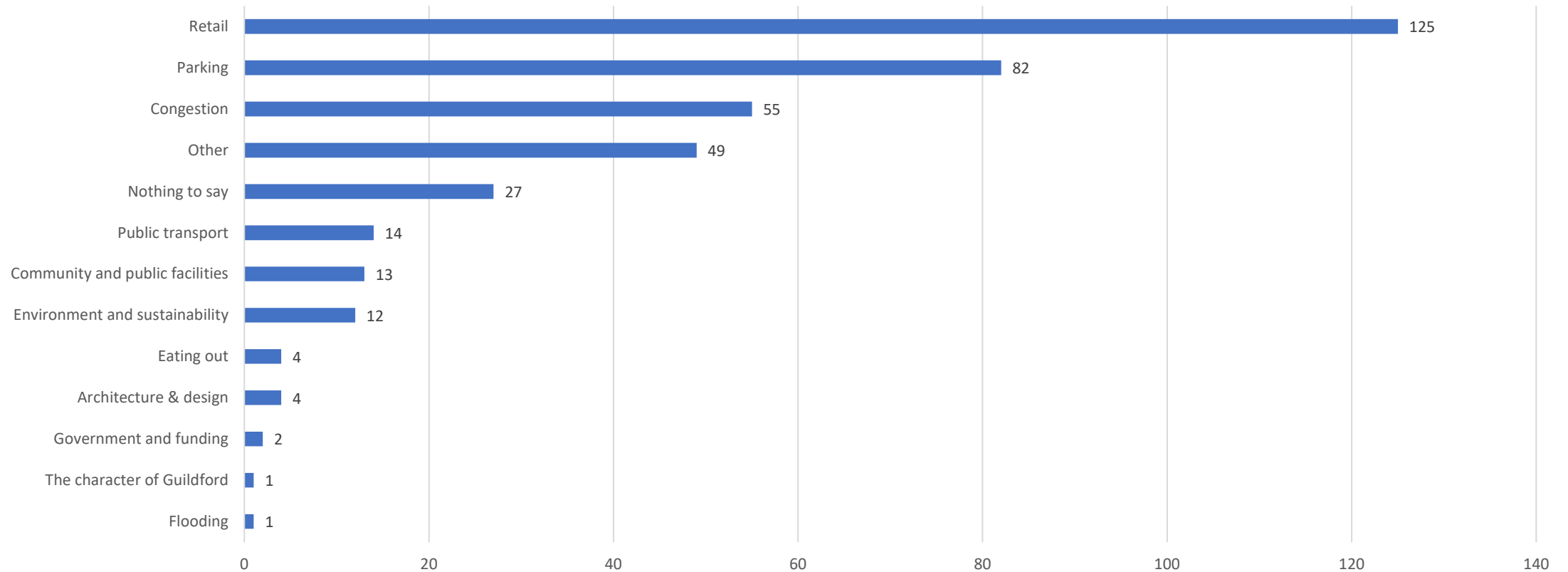
# What are the best things about Guildford Town Centre?





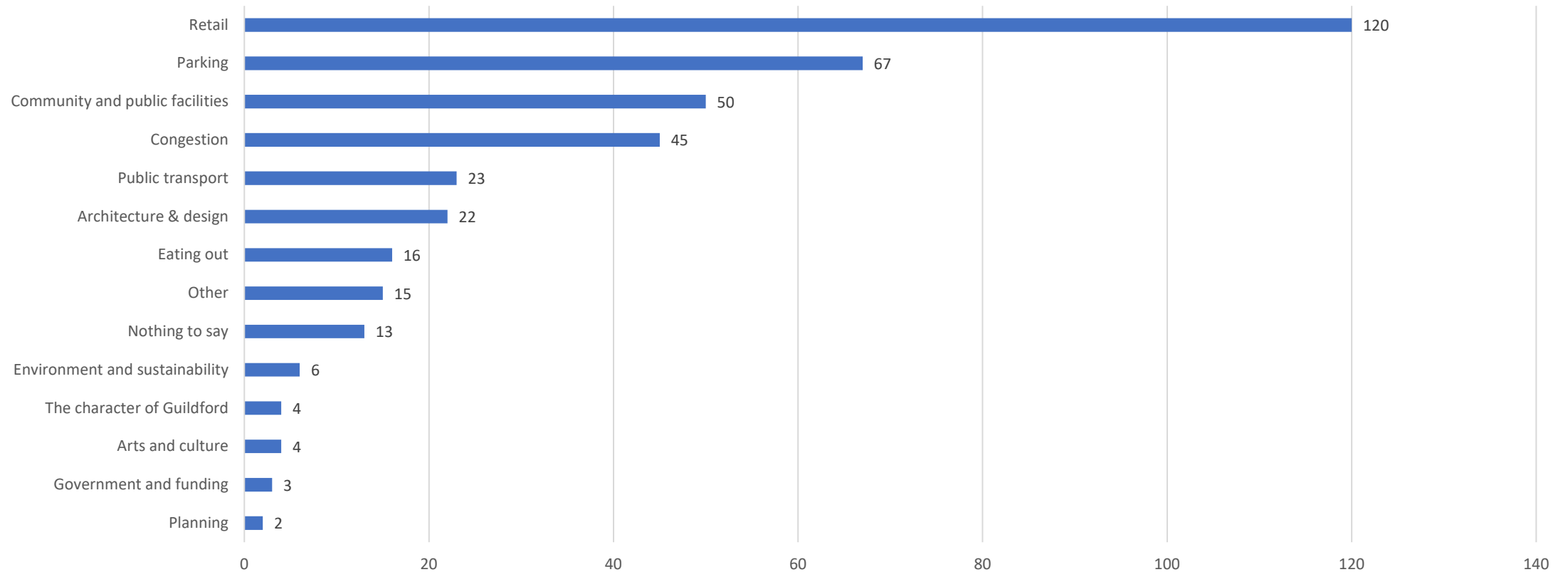


# What are the worst things about Guildford Town Centre?



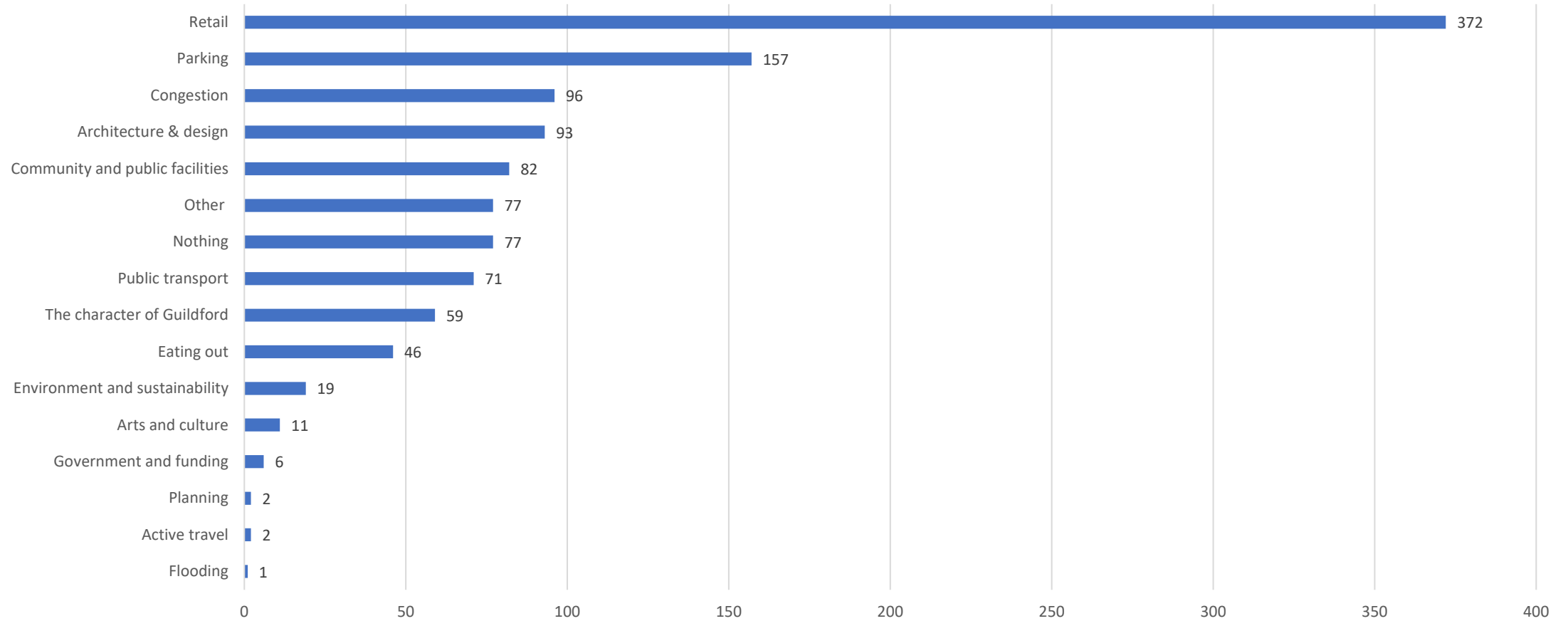


# What would you most like to see improved?





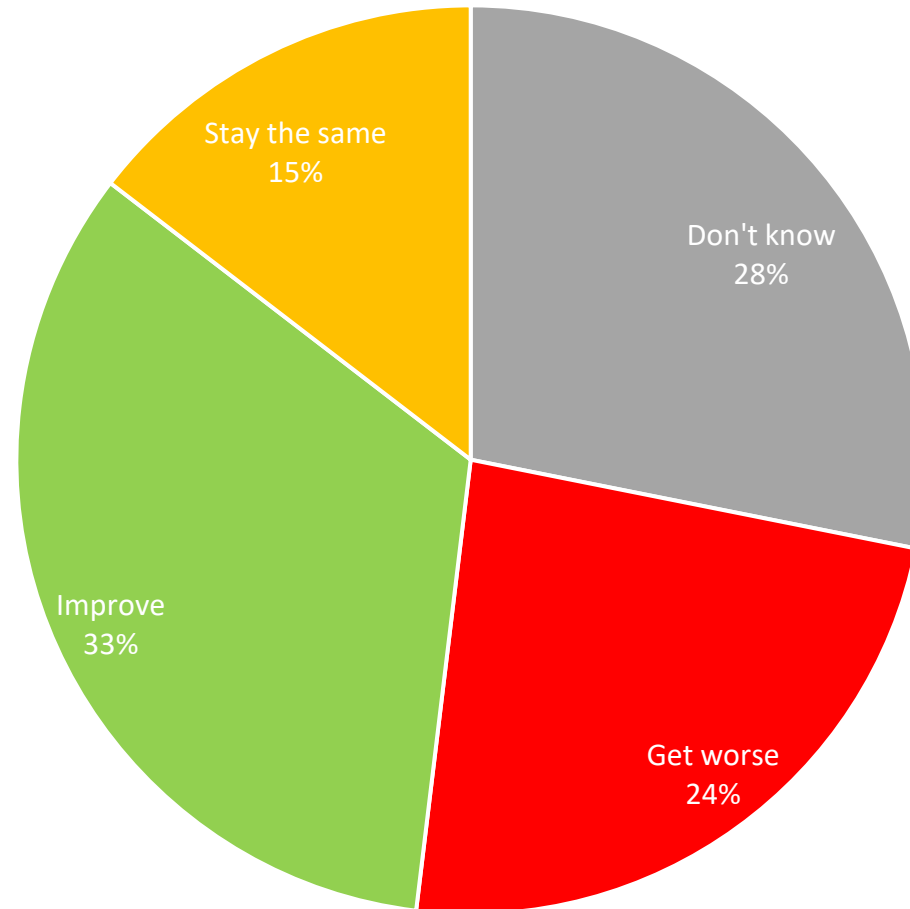
# All mentions





# Thinking about how Guildford Town Centre might change over the next few years, do you feel it will:

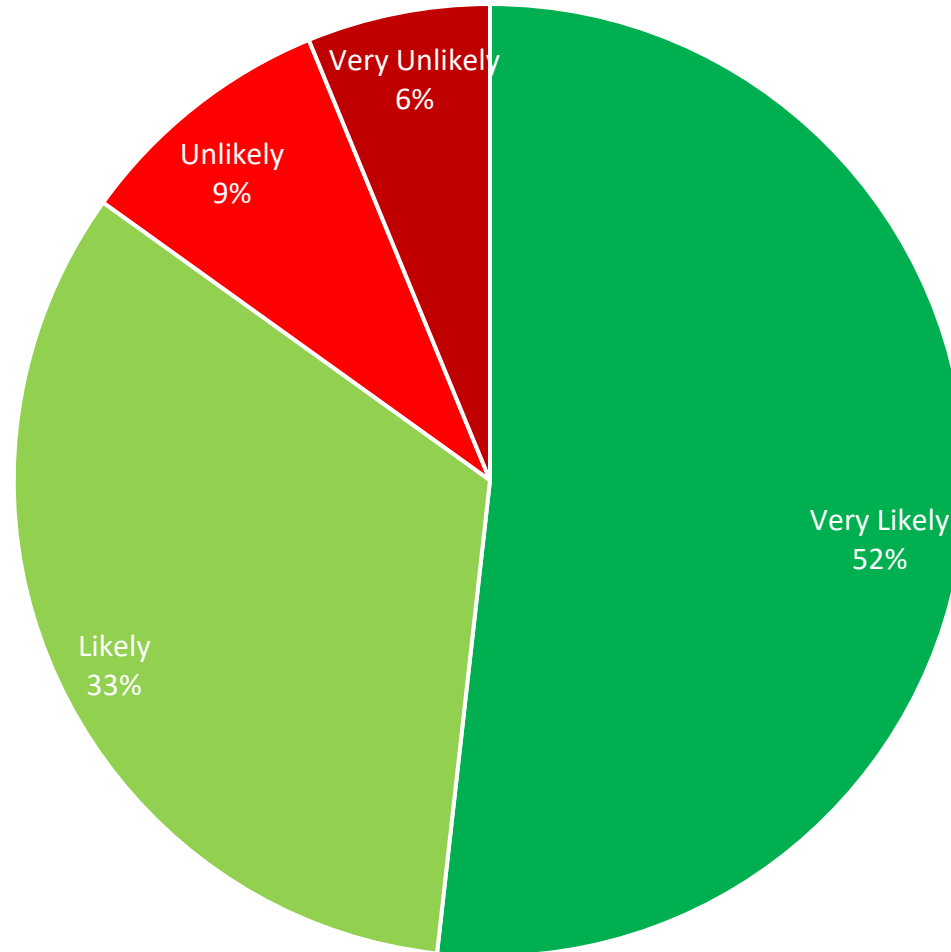
■ Don't know ■ Get worse ■ Improve ■ Stay the same





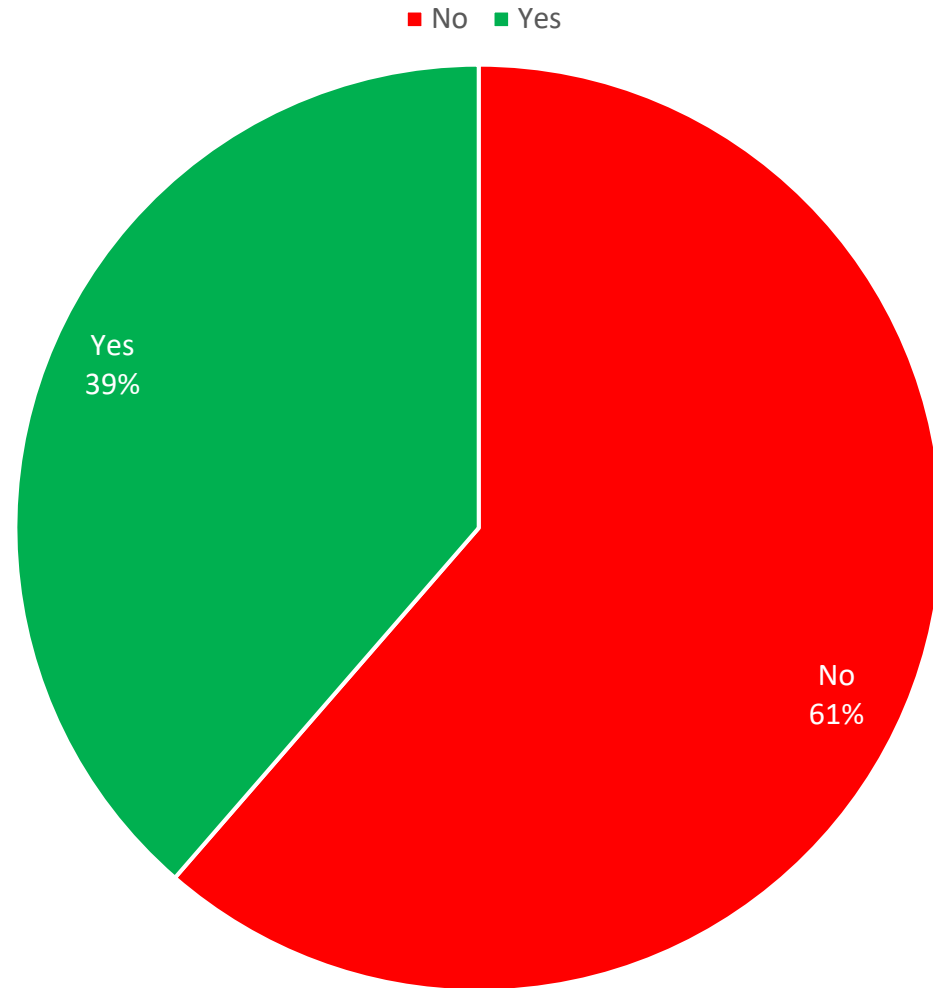
# How likely are you to support regenerating Guildford Town Centre?

■ Very Likely ■ Likely ■ Unlikely ■ Very Unlikely



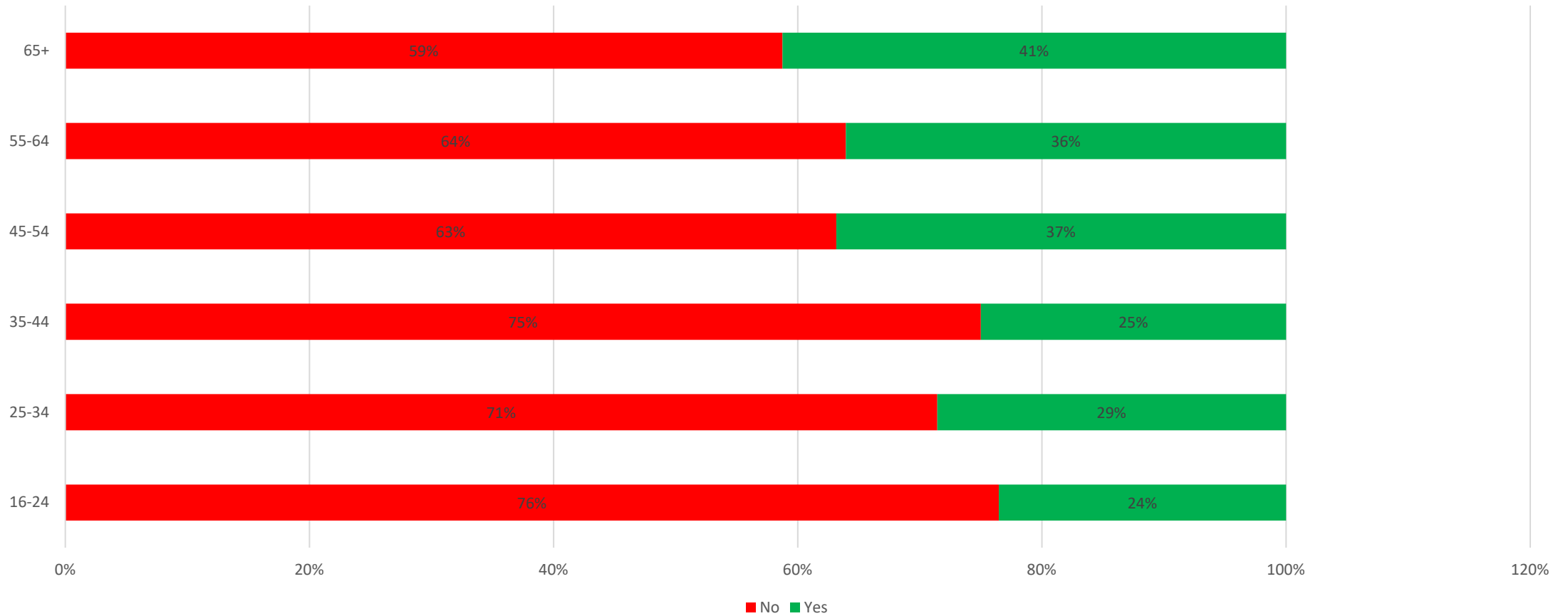


# Would you like to see more housing built in the Town Centre?



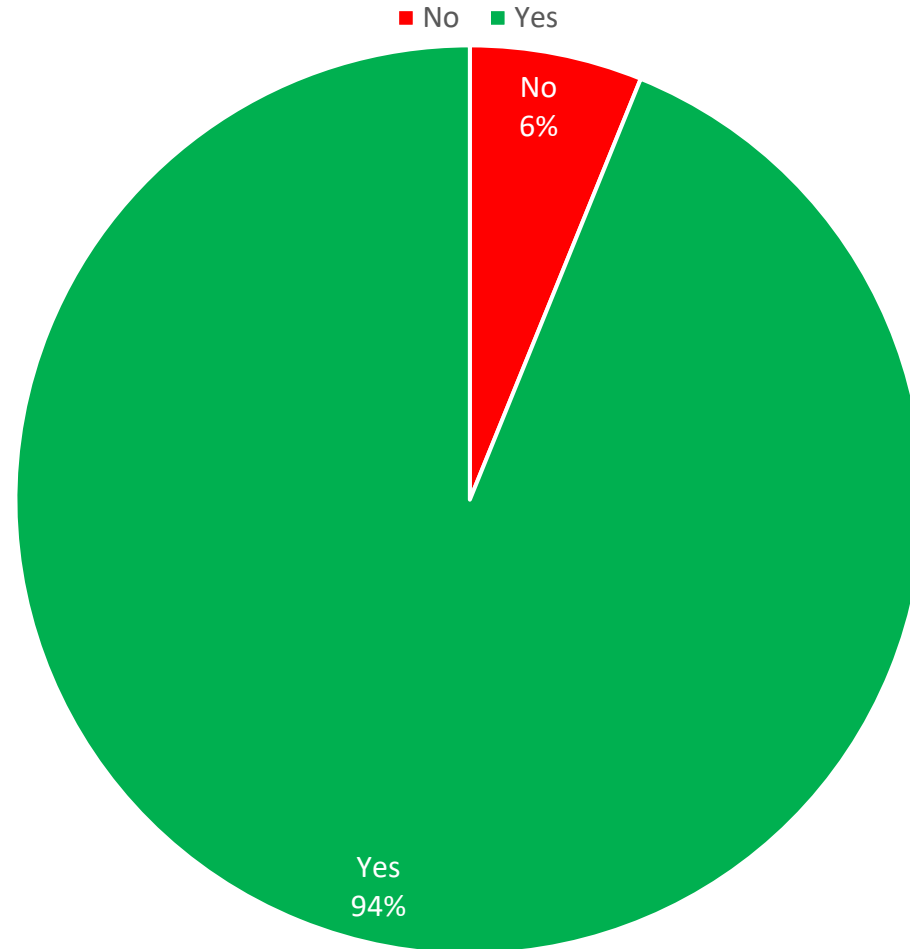


# Would you like to see more housing built in the Town Centre? – Age breakdown





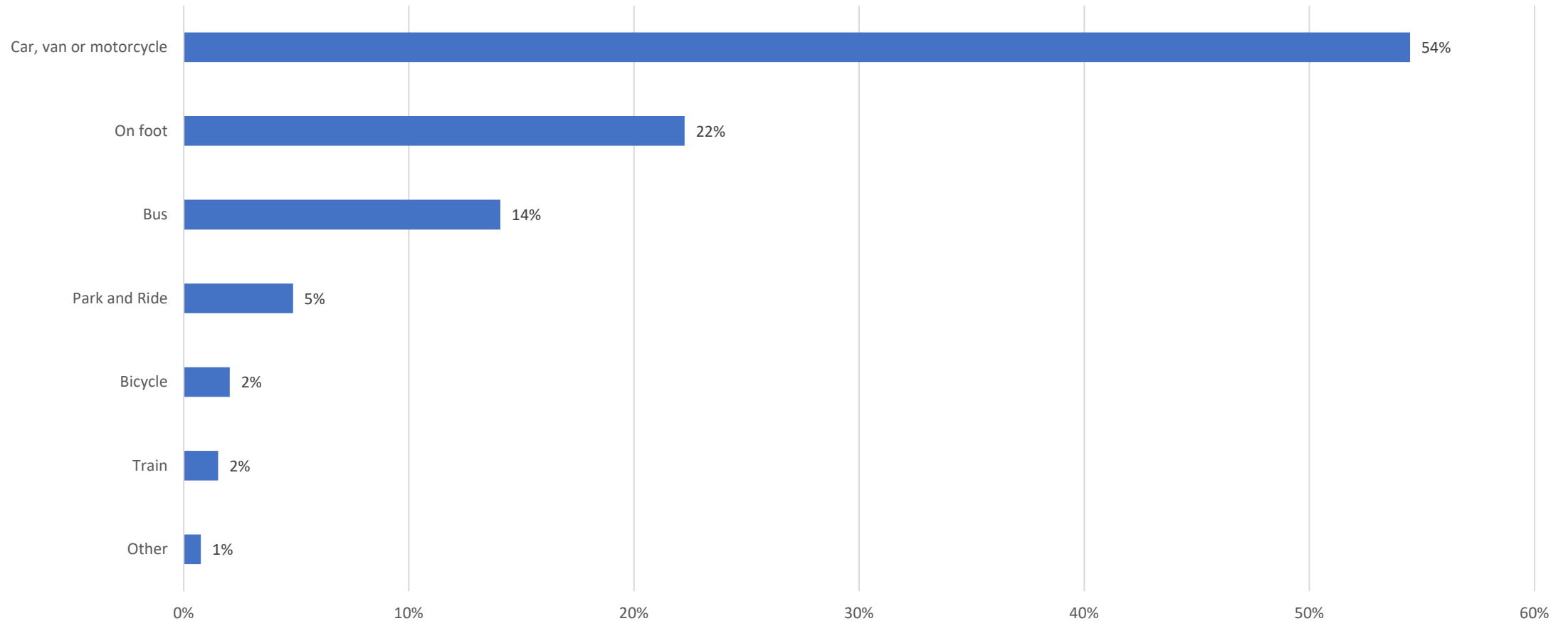
Would you like to see the riverside opened up and made more of an attraction in the Town Centre?







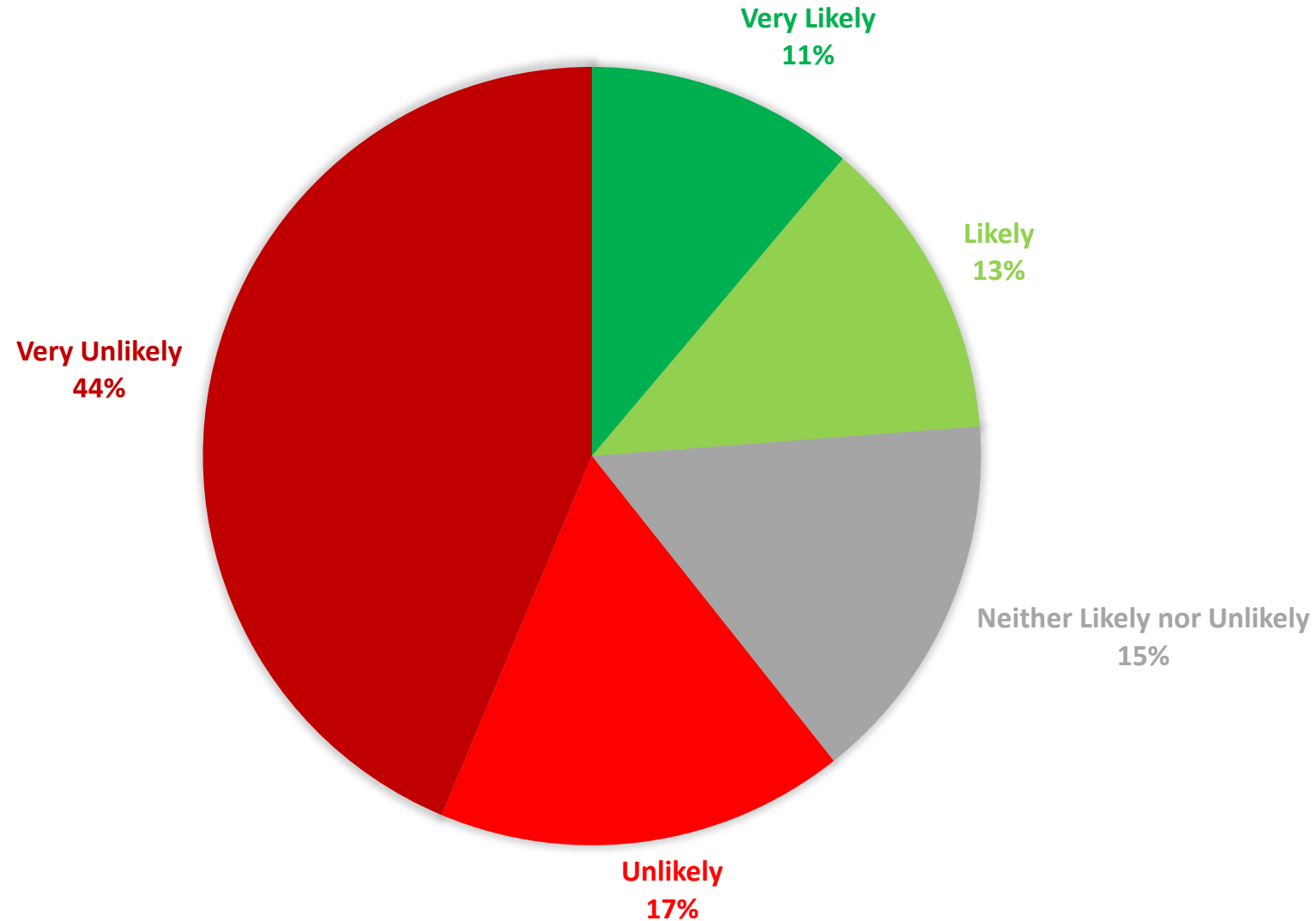
# How do you usually travel into Guildford Town Centre?





Of those that travel by personal vehicle. Would you change if...

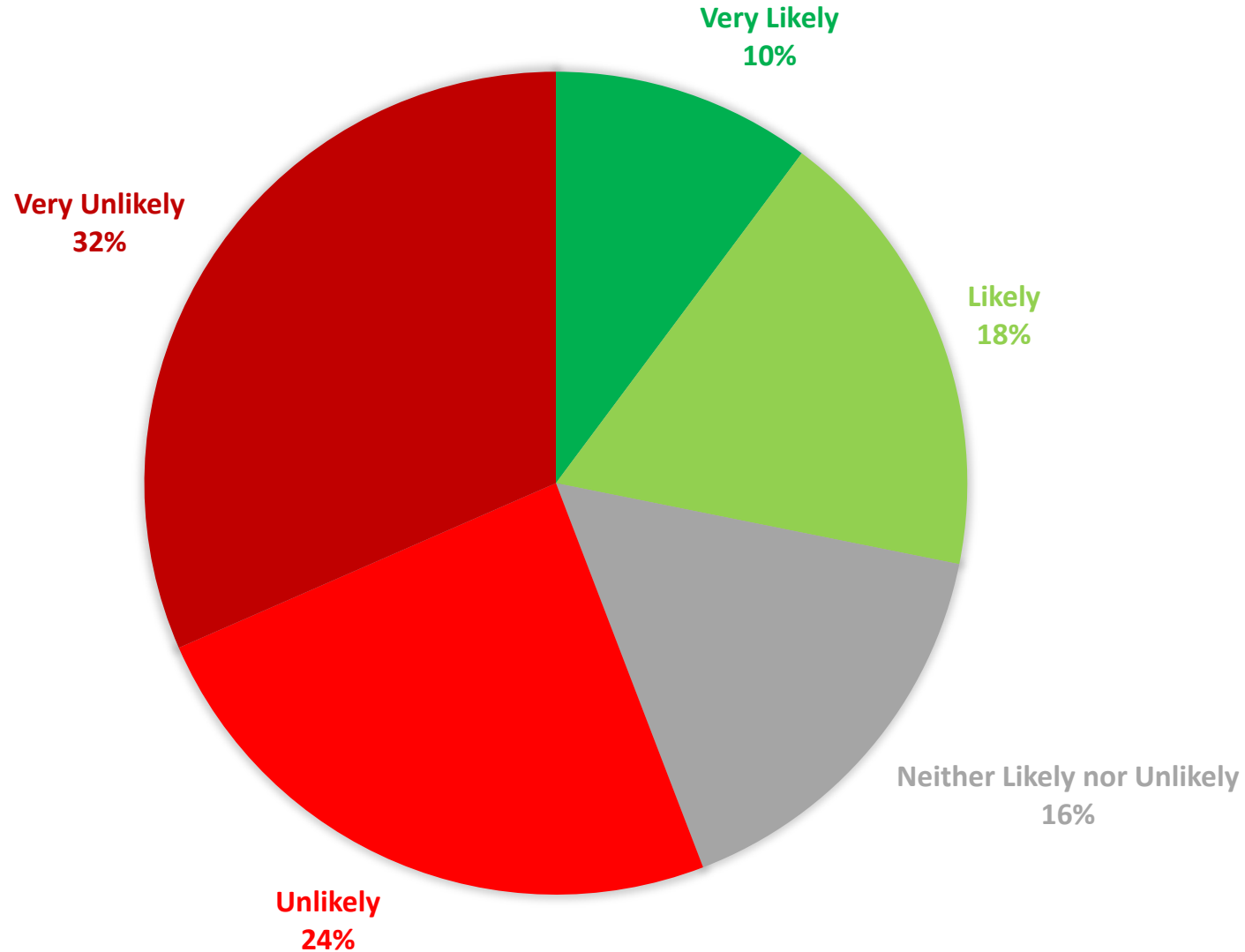
### MORE CYCLE ROUTES





Of those that travel by personal vehicle. Would you change if...

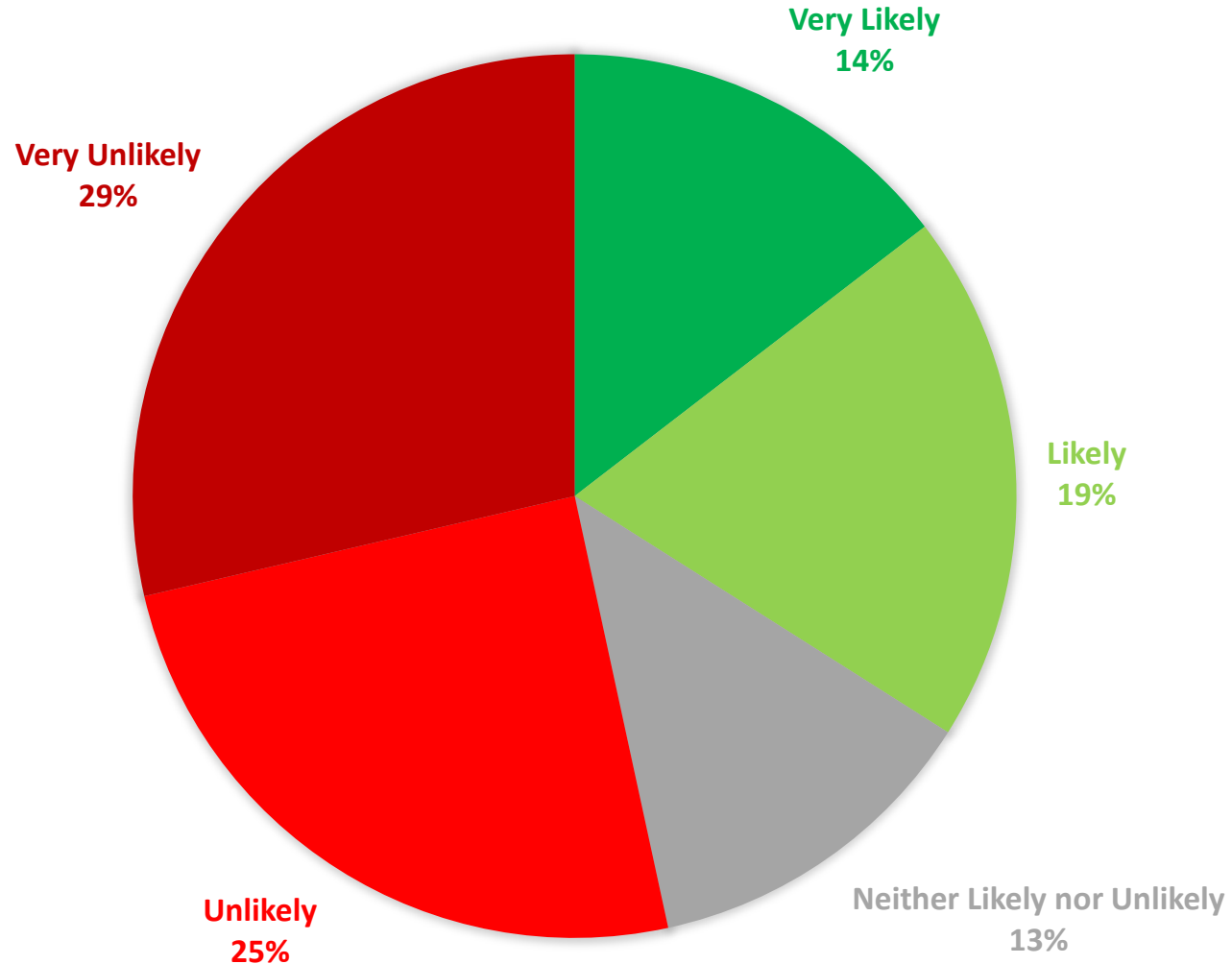
### BETTER PARK AND RIDE FACILITIES





Of those that travel by personal vehicle. Would you change if...

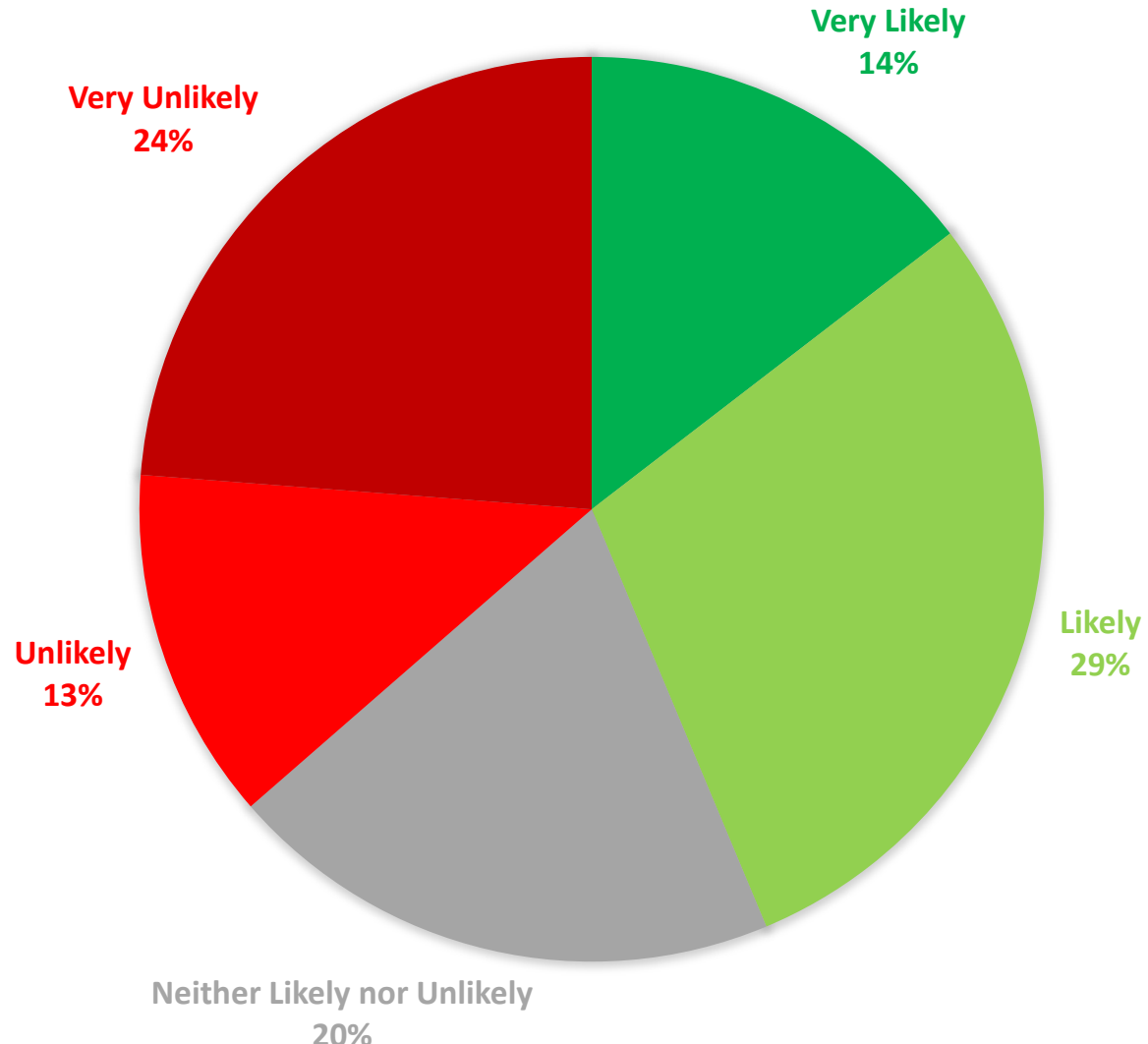
**IF CAR PARKS WERE ALWAYS FULL**





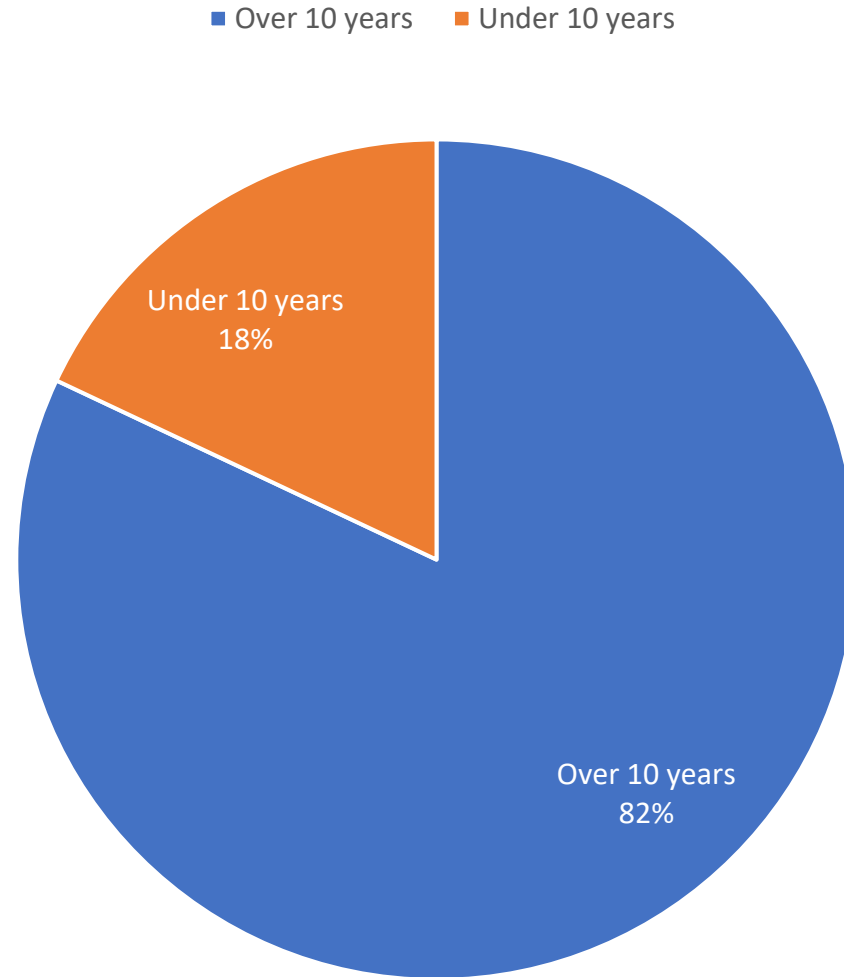
Of those that travel by personal vehicle. Would you change if...

### MORE FREQUENT TRAINS AND BUSES



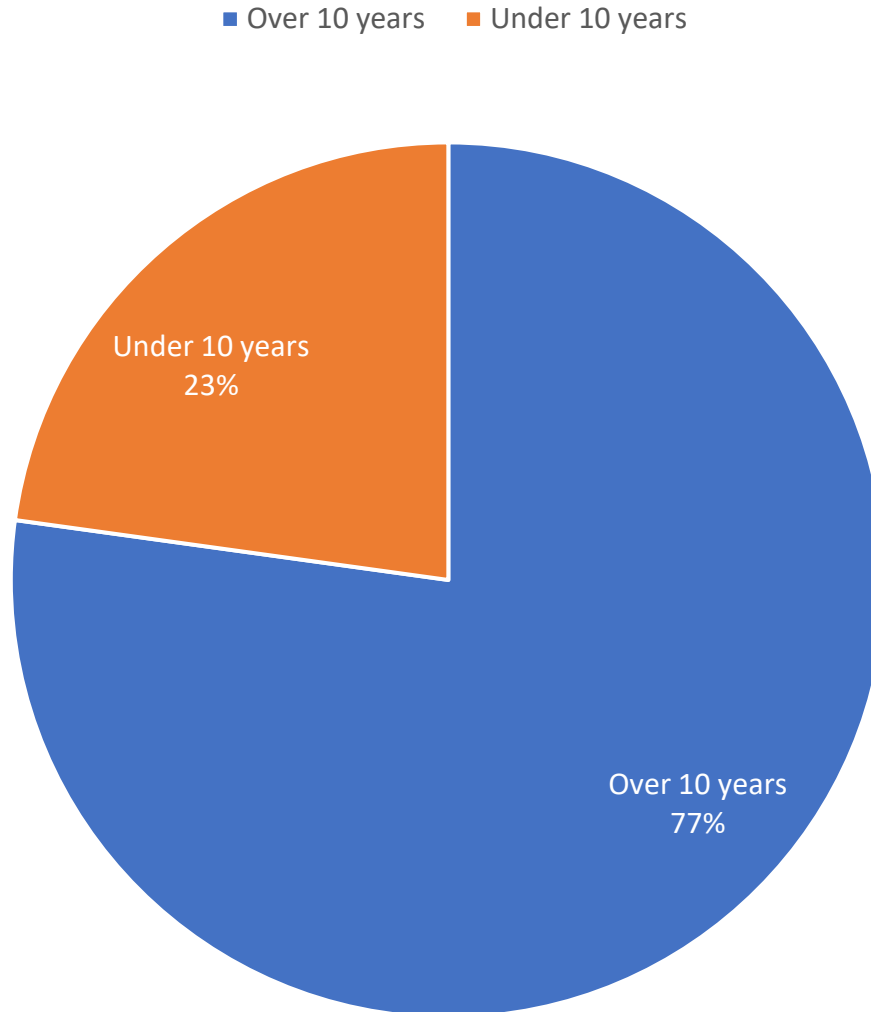


# How long have you lived in this part of Guildford for?



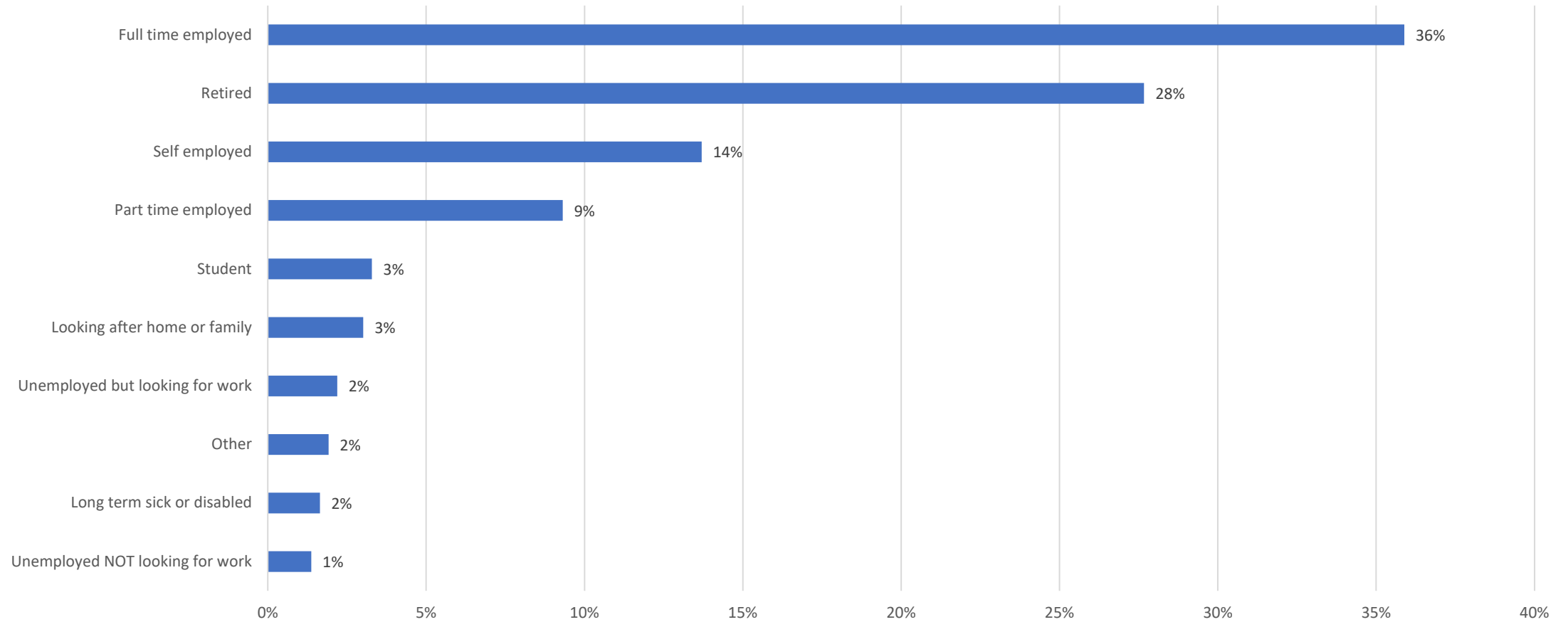


# How much longer do you see yourself living in this part of Guildford for?





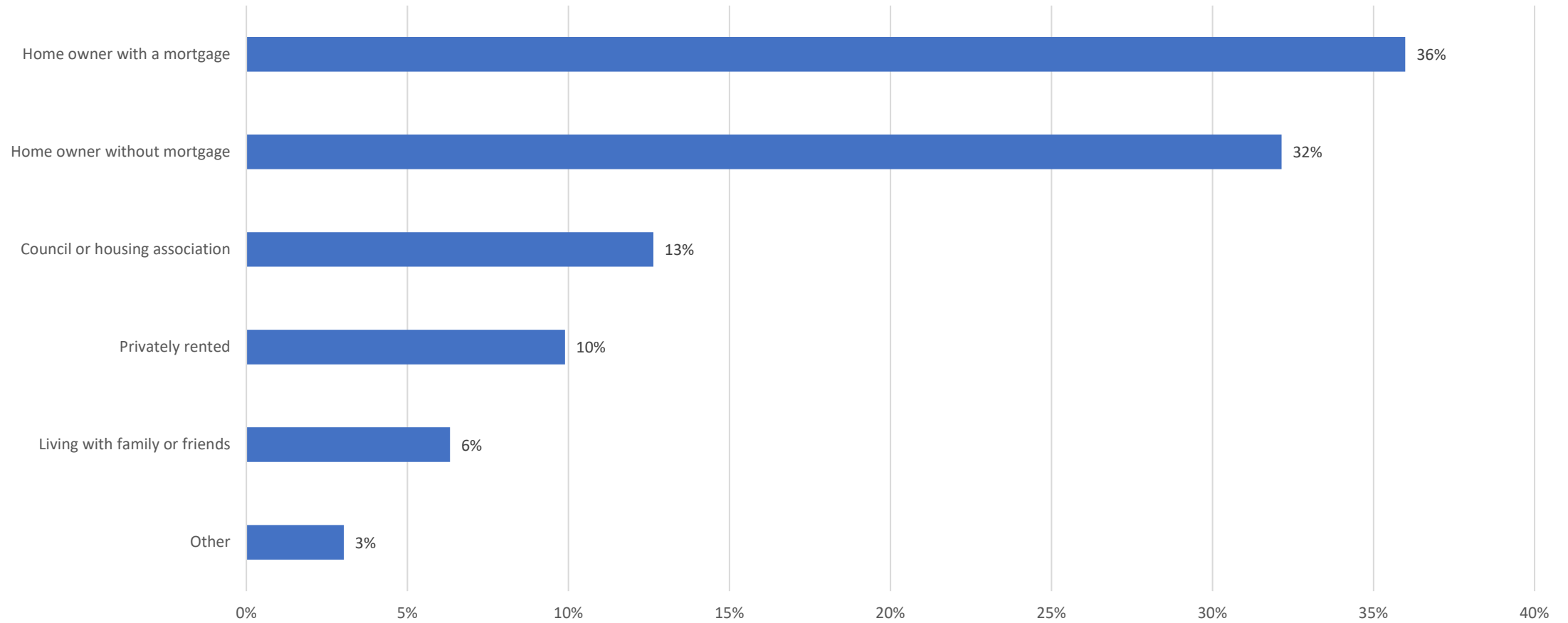
# Employment status





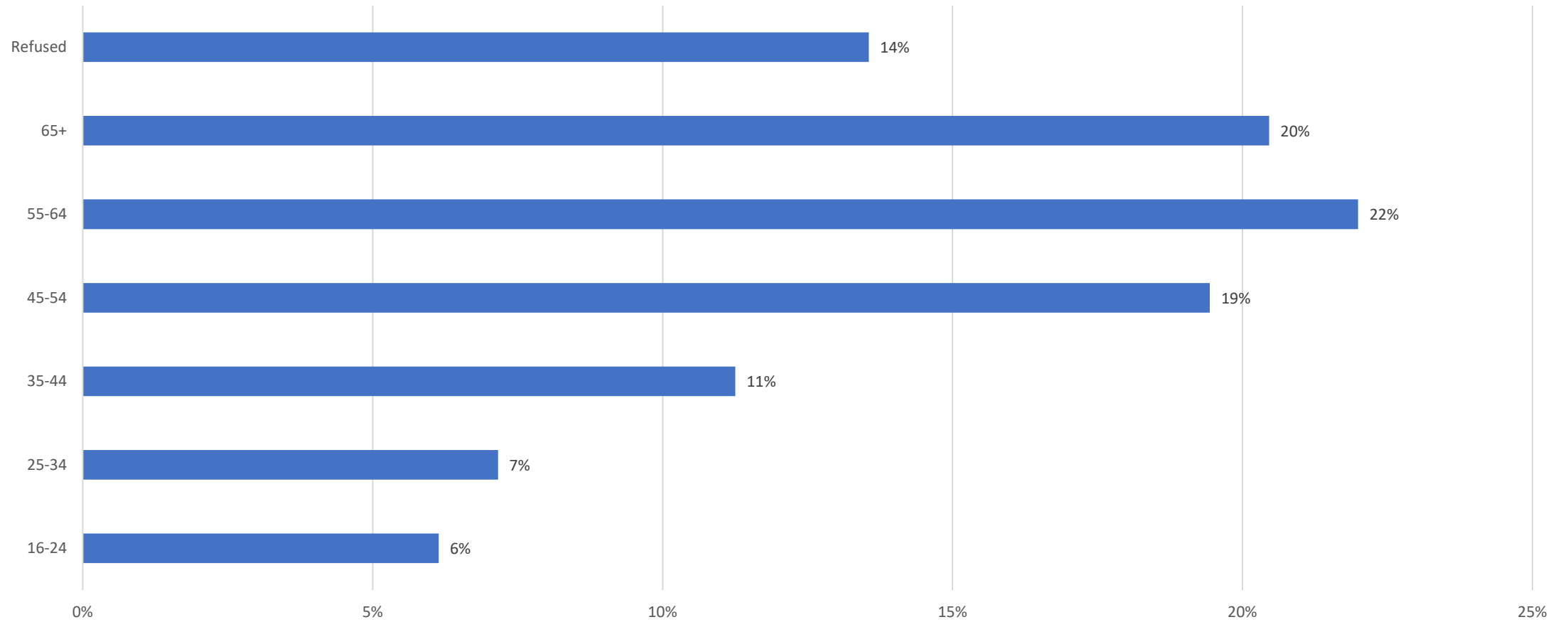


# Housing Tenure



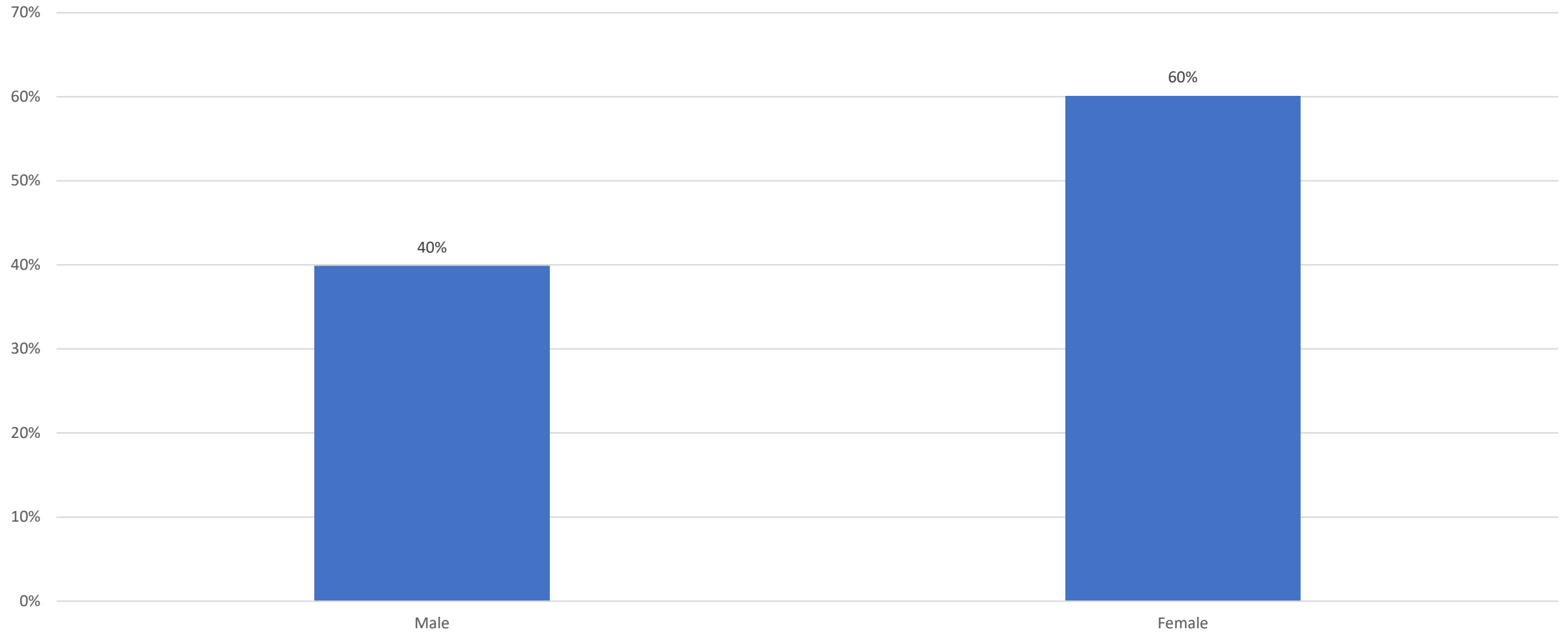


# Age





# Gender



# SHAPING GUILDFORD'S FUTURE

## ANNEX 4: FEEDBACK FROM *THE HIVE* SOCIAL CENTRE

REPORT PREPARED BY FORTY SHILLINGS  
AUGUST 2022

## BACKGROUND

From the outset, the Project team was keen to hear the views of as many people as possible who live, work and visit Guildford.

By working with the Community Wellbeing team, it was decided to launch a specific engagement campaign at The Hive to target people who use the centre.

To maximise involvement, a new visual (see below) was produced based on the questions from the online questionnaire with a particular focus on accessibility.

Shaping Guildford with The Community Wellbeing Team

The council wants to make the town centre an amazing place for everyone!

A town that is easy to get to and a great place to visit, shop, relax, live and work.

This is only the beginning of the journey and we want you to help shape your town!

Community Wellbeing

SHAPING GUILDFORD'S FUTURE

1. Do you find it easy to travel into Guildford town centre and if not, what challenges do you face?
2. What are the best and worst features of the town centre?
3. Do you feel the town centre is safe and welcoming for people living with physical or mental health conditions?
4. What would you like to see improved to support wellbeing?
5. Is Guildford affordable for you?
6. What would make you visit Guildford town centre regularly?

1		4	
2		5	
3		6	
Additional comments...			

Detailed comments were received to the following questions:

- Do you find it easy to travel into Guildford town centre and if not, what challenges do you face?
- What are the best and worst features of the town centre?
- Do you feel the town centre is safe and welcoming for people living with physical or mental health conditions?
- What would you like to see improved to support wellbeing?
- Is Guildford affordable for you?
- What would make you visit Guildford town centre regularly?

The headline findings were:

- The majority of respondents said it was easy to travel into the town centre.
- The best features mentioned the most were the Castle Grounds, Tunsgate and the High Street with the bus station and empty shops listed as the most common worst features.
- Most felt the town centre is safe and welcoming though there is "always room for improvement."
- The majority did not think that Guildford is affordable and many asked for free family events in the town centre, amongst other things.
- A nicer riverside was the most popular reason given to make people visit the town centre regularly.

### Do you find it easy to travel into Guildford town centre and if not, what challenges do you face?

- All ok - unless the one way system has a problem - then everything grinds to a halt. I walk when I can, and use public transport when children are at school
- Better now than it was, especially bus service
- Bus services all over the place, never sure what bus to get
- Bus services are good.
- Buses - not always able to get on with a pushchair
- Buses are great, apart from the wait in the dirty, old bus station.
- Buses refuse to allow pushchairs on sometimes.
- Drive - G-live parking is good
- Easy either walk, bus or car
- I find it ok to get to town on the bus (Safeguard)
- I find it quite easy to travel to Guildford
- I live in Wood Street, the bus service is non-existent.
- It is easy to get to the town centre
- It's easy but not keen on parking, worried about rise in parking charges and it going up
- Live right near the middle
- More parking 'App' car parks
- No Response
- No there is an awful bus service from Wood Street, practically non-existent.
- No, parking is hard to find - especially with kids
- No, traffic
- Not an issue.
- Not many street lights
- Parking prices are ridiculous!
- Speed limits are too high
- The bus service in my area (Park Barn) is great, and reasonably priced (£2.80 adult return)
- There are good bus services, but with Covid not many people are happy to go on the bus!
- There are options to get into Guildford (Park and Ride, Bus, Car Parks (expensive) There is not good options to walk, cycle in/ no secure parking for bikes.
- There's congestion in the town centre
- There's lots of issues parking in town especially with parking permits (too many cars with permits, many permits at one house makes it so hard to park)
- Too many people, walk around freely.
- Too much traffic and traffic management is bad

- Train - yes, Car - parking is mostly alright
- Travelling to centre particularly easy
- Walk into town is very dangerous
- We walk in
- Yeah easy, Park and ride helps
- Yes
- Yes - but parking prices are too high, so I visit less often
- Yes - I bus, bike or get lifts to town
- Yes - walking distance
- Yes, I find it easy getting to the town but would be less hassle without hills
- Yes although the train and parking are expensive
- Yes but the hills and steepness of it are a challenge
- Yes it is great but traffic is massive
- Yes, all ok unless Bridge Street has an issue - then it's gridlocked
- Yes, although parking is expensive
- Yes, as I drive.
- Yes, Bridge Street isn't safe for pedestrians. Walk to train station - path too narrow.
- Yes, bus, park & ride good but expensive parking
- Yes, busses are good value
- Yes, easy
- Yes, get the bus many times from Lime Grove
- Yes, I can walk in, it takes 15-20 minutes
- Yes, I do not find it too challenging apart from there being too many people
- Yes, I drive but have a big car, so hard to find spaces.
- Yes, I drive, so easy. However parking is expensive.
- Yes, it is easy to travel into Guildford from Burpham on the bus.
- Yes, Safeguard bus service is excellent!
- Yes, using the A3 which is fast and easy to connect to
- Yes.
- Yes. Guildford car parks are too expensive!
- Yes. However, the footpath from town centre to train station is too narrow, and dangerous.

### **What are the best and worst features of the town centre?**

- 5 Guys is the best restaurant
- Always a historic place but full of run down buildings and empty shops
- Barclays Bank, Sainsburys
- Best - Cafés and shops. Worst - Lots of empty shops and parts of town are soulless



- Best – Castle Grounds. Worst – Bus Station
- Best – Castle Grounds. Worst – Empty Shops, there's now no park and ride service from the Spectrum to the Town Centre
- Best – Castle Grounds. Worst – No community leisure centre in town
- Best – Castle Grounds. Worst – the bus station, area opposite (behind the old Burger King), shop closures, suggested public toilet closures!
- Best – Cobbled High Street. Worst – No community services in town centre
- Best – different food options. Worst Too many empty shops
- Best – Flowers. Worst – No flowers
- Best – Good community feel. Worst – Bad for pushchairs and wheelchairs
- Best – Good restaurants and pubs. Worst – None
- Best – High street when it is pedestrianised. Worst – Traffic on North Street
- Best – High street, worst – Hills
- Best – Highstreet. Worst – Parking and traffic, no infrastructure for cyclists
- Best – Historic, beautiful town with good shops. Worst – Nothing
- Best – More independent shops. Worst – None, love Guildford
- Best – Old high street look. Worst – too many fashion and Jewellery shops
- Best – Open Drea. Worst – Not for everyone
- Best – People and shops , Worst can get too crowded
- Best – Pubs and restaurants. Worst – Empty Retail units. Expensive brands, independent shops
- Best – Shopping, Stores, Food. Worst – Lighting, dark at night, inadequate street lighting
- Best – Shops, tunsgate and castle grounds and nature. Worst – Empty area in gap near the bus station
- Best – The river. Worst – The town neglects the river and does not take pride in the nature
- Best – Tunsgate. Worst – Shops are empty and North Street looks bad
- Best – Tunsgate. Worst – Shops are empty in North Street
- Best – Tunsgate. Worst – Tired and unkempt
- Best- Good feel and nice buildings. Worst – None
- Best- McDonalds and other entertainment
- Best: Castel. Worst: Bus station
- Best: Friary Worst: Bins, need more cleaning
- Best: Friary Worst: lots of people
- Best: having a wonderful library. Worst: lack of public toilets.
- Best: lots of coffee shops. Worst: the space opposite the bus station, looks terrible – and the bus station
- Best: lots of coffee shops. Worst: the ugly, dirty bus station and derelict space opposite it.
- Best: pretty, well maintaied. Worst: expensive

- Best: Shops and the 'clock' Worst: litter
- Best: the beautiful castle. Worst: the UGLY casino
- Best: the Guildford Clock Worst: roads are unclean
- Best: the historic high street and views. Worst: the bus station and old 'Village' space as apposite, now looking terrible.
- Best: the library. Worst - the bus station!
- Best: the river and Castle grounds. Worst: The Bus Station
- Best-Community is welcoming and not too much rubbish Worst- Closed, Run down and empty shops
- Best-Great places to eat and drink, castle ground and cobbled high street worst- North street, high volume of polluting traffic in Guildford
- Best-Shops Worst-Expensive Shops
- Castle Grounds are always stunning (more like this...out of town please!). Worst The BUS STATION, an utter disgrace!
- Flower Displays
- Good choice of restaurants. Lack of department stores
- Good selection of places to eat - expensive clothes shops
- I am worried about the plans to close some public conveniences, please spare those oppotise the library!
- I like McDonalds alot
- It has got a lot of shops but drunk people scare me
- Lack of amenities for children & Teens.
- Loads of food/restaurants not enough shops - New Look, Wilkos - more income price related!
- lots of nice places to eat - homeless people
- Love the Castle grounds, worst area - opposite the bus station, and the bus station itself.
- Love the views from the top of the castle. The bus station really has been better days.
- Not enough stuff for children, no soft plays, or child friendly places
- Our lovely cobbled high street. Worst - few places to sit and enjoy the high street views!
- Parking - lack of and awkward areas. Also one way system is awful
- Parking is overpriced, as are many of the shops!. Don't need so many coffee shops.
- People sometimes argue and there are too many cars
- Post office in wrong place
- Shopping in Guildford is easy
- The river is a lovely space/area - just need to look after the walkways and green spaces a littel better.
- The River. Worst - the bus station and land opposite (old Burger King side)

- Too expensive
- Too many restaurants. Best – the river areas
- Too many takeaways, not enough retail
- Worst dirty/litter Best: Restaurant Choices
- Worst: Casino. Best: Castle and grounds
- worst: Parking costs

### **Do you feel the town centre is safe and welcoming for people living with physical or mental health conditions?**

- Access ramps for wheelchairs, pavement is dangerous
- Bad for everyone with social anxiety
- Can always be improved.
- Can always be improved. Go out in a wheelchair, then ask this question.
- Can't be helped because of hill
- Daytime visits only, I don't venture in at night.
- Definitely, except for the hill and uneven surfaces
- During day
- Friary has visible security presence that is not really seen elsewhere. More signage for people with MH or PH
- Having them myself, I do not feel like they do a huge amount for people with these needs.
- Hill is inaccessible for older people
- I don't know
- I suppose so
- I think it is safe if you behave well and those that are disabled are thought about a lot
- I think sometimes individuals can be judgemental and the steep highstreets are not easily accessible for people with physical disabilities. But a majority of workers in shops are adaptable to disabilities.
- In and outdoor places to sit and relax.
- In the day time, yes. Night / evening can be hard to see down some alleys
- It's ok, but can always be improved. Pedestrian safety is often a lesser priority – lots of trip hazards.
- It's for us
- It's got good healthy places but drunk teenagers
- It's very difficult for people with conditions to get into town to enjoy the nice parts due to bad roads/traffic etc
- More disabled access would be good as well as safe places for wellbeing/facilities

- Night time is very unsafe and threatening
- No
- No
- No -it can be very busy and overcrowded
- No it is busy, noisy and there are a lot of threatening/intimidating people.
- No it is way too loud and busy with cars and lights- can trigger mental health conditions
- No.
- No. I don't think there are many areas were people feel overly safe.
- No. I don't think there are many areas were people feel overly safe.
- Not all of it.
- Not all the time as I suffer with mental ill health and can be left feeling anxious
- not really, lack of facilities when out
- Not really, policing very poor
- Not sure
- Not sure.
- Ok - but could always be better. Quiet, relaxing spaces, where you are hurried to leave. Calming music too.
- Ok, but could be better. Shops, coffee houses and other retailers could offer places for poeple to sit, listen to calming music etc., or make this a feature in places like Tunsgate Quarters which is always empty!
- Quiet places.
- Safe in daytime, but the feelig of being safe changes at night.
- Sometimes it is ok, depending on people.
- Sorry, not sure.
- Sundays are busy with lots of young people in large groups. Need greater spaces for people to go/sit/feel calm and abe to stay for as long as they need.
- The main high street is not suitable for people with physical disabilities
- The services are not in place or funded properly
- The town centre is safe for people with mental conditions
- The town is on a hill. Parking is a nightmare
- There could be more access for wheelchairs ie. Shuttle Buses up and down hill - hop on and hop off
- There could be more social space for people to meet.
- Too many people and on a Sunday - to omany young people, in large groups.
- Unable to comment, as I do not have any wellbeing issues.
- Welcoming, but there are a lot of weird people (drugs)
- yeah I think people enjoy town
- yes
- yes
- Yes

- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes and no due to pollution from cars, but loads of space and places to go
- Yes and No. I think there is always room for improvement
- Yes but the hill - can't do anything.
- Yes I feel safe, but only visit in the daytime. More 'Safe Places' need to be encouraged.
- Yes I think its safe
- Yes, very friendly and welcoming

### What would you like to see improved to support wellbeing?

- Affordable shops, i.e cheaper items
- All ok as far as I am concerned.
- Better, easy to use footpaths for those in wheelchairs.
- Cafes designed to support wellbeing
- Coffee Shops
- Community Spaces
- Do not pay for parking for the first hour? Free parking for electric cars to encourage eco driving/ greenery in the town centre
- Free family events
- Free family events
- Free things to do - in the town centre, or down by the river
- Greater community activities, like those put on for children on Car Free Day
- Greater 'safe places' for people to access when it all gets a bit too much.
- Green our urban areas
- Help the homeless
- Interesting independent shops/ lower rents to encourage more creativity and good businesses.
- Less Drunk people
- Less Drunk people

- Less gum, not smoking in front of people order for people to walk (not so much on the road)
- Less Litter
- Making things possible for young art students
- Maybe a club somewhere for people with anxiety and worries
- more activities, less postponements
- More amenities for children - outside games etc.,
- More attractable places to sit by the river and enjoy this space more. Things (free) for children to do - outdoor games etc., - like on Car Free Day.
- More awareness of impact of litter- pick it up
- More community activities
- More food centres like McDonalds, KFC closer to The Friary
- More for families to do, free or budget prices
- More Gyms
- More indoor venues to 'meet and greet', socialise etc., Greater amounts of outdoor seating by the river. Water is so good for improved wellbeing.
- More parks facilities to improve wellbeing
- More people I know going
- More people to talk to about mental ill health
- More places for people to relax and feel ok to - not moved on.
- More policing to make everyone feel safer/actually safer!
- More 'quiet' spaces
- More R and R Spaces
- More riverside spaces to sit.
- More seating by the river
- More seating by the river
- more space welcome for disabled people to drop in to a shop (More nature/greenery etc)
- More support for homeless individuals/ More relevant advertising for wellbeing
- Music events, free, and accessible to all budgets.
- N/A
- N/a
- n/A
- N/a
- Nicer Riverside area
- Nicer Riverside. Less Traffic in the town centre.
- No answer
- No practical idea
- No Response
- No Response
- No smoking zones

- No vehicles at night with outdoor seating and tables and chairs for restaurants- More areas like tunsgate (A European café culture)
- None
- Not sure
- Nothing
- Nothing
- Play spaces for children.
- pop up events in town & public chill spaces
- Quiet areas/zones - for people to escape the hustle and noise
- Same as question 3
- Shops empty on north street and unaffordable/ awful town centre for young people
- Smaller Shops with less rent/ business rates
- Social spaces, music, calm atmospheres - not pressured to buy, sit and go quickly!
- Sort out weir/ canal and riverside walks
- Spaces were you can sit and enjoy a cuppa without being moved on - lots of coffee shops, but they don't like you to sit for long periods.
- The bus service could be improved
- The bus service could be improved
- Two Halfs- One half near bus station is neglected wasteland on woodbridge road
- Unsure
- Zebra crossing by White Lion Walk

### Is Guildford affordable for you?

- A little bit expensive for living here
- Being in care and on a Bursary from College it is not the most affordable for good quality items
- Depends on who it is for- the south east is very expensive
- Far too many high end shops.
- Free water stations would be good.
- Guildford is overpriced!
- I avoid the really expensive shops. There is usually an alternative if you shop around.
- I think its ok, its not so expensive?
- If going daily - then no. Every now and then, yes.
- If you want to be here you have to be prepared to pay
- In some ways, but have to shop around for bargains.

- It is affordable for me
- It is far too expensive. Have to shop around to be able to manage.
- Its brilliant yeah
- Its very expensive to park for a short amount of time- Short parking could be easier and cheaper for disabled people
- More affordable shopping. Guildford is too high end!
- No
- No
- No - its far too expensive. Have to wander round to get bargains. Love the market on North Street.
- No ! Never has been, never will
- No but it isn't aimed at people like me
- No not really
- No really - too many high end shops
- No, preference of online discount
- No, shops and parking is very expensive
- No, too expensive! Being a private tenant is a struggle
- No.
- No.
- Not cheap to exist here
- Not for most people
- Not for most people
- Not for parking- electric cars free?
- Not it is not.
- Not really
- Not sure
- Not too expensive
- Not to live in
- on the most part yes, apart from clothing & homeware shops
- Parking is a nightmare premium price
- Parking should be cheaper
- property / rent is very expensive
- Rent is high for young people
- Some places are overpriced
- Some shops are affordable/ more space welcome for disabled people to drop in to a shop
- Some things are, some are not
- Sometimes
- There are far too many high end shops now! Wilko's, H & M and clothing shops for children (other than Primark) would be good. Bring back Debenhams!!!
- Too expensive



- Too expensive to park
- Too many expensive shops, parking is far too costly. Stops me visiting more often.
- Tunsgate Quarters, what a joke...so high end!
- Unaffordable and looks awful for a lot of young people
- Very expensive if on a lower income
- Very expensive in Guildford for low income families
- Very expensive in Guildford for low income families
- Yeah
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes but too many small expensive shops
- Yes- compared to London
- Yes for me it is affordable
- Yes it is
- Yes it is affordable as there's loads of cheap sales in shops etc
- Yes, activity wise
- Yes, but I feel more affordable shops, venues and places such as cinemas and affordable places for young people to access.
- Yes, Sometimes
- Yes, the shops I go to are affordable for me

### **What would make you visit Guildford town centre regularly?**

- A better variety of shops - for all purses/wallets!
- A big department store
- All of what has been listed in qu. 1 - 5. And cheaper parking!
- Basketball Court, Football & BMX
- Bring back H & M, Wilkos would be great, as well as good old John Lewis!
- Brocantaë/craft market
- Business rates are too expensive for local shops
- Cheaper parking, including off street!
- Cheaper parking, including off street!
- Cheaper parking. Don't close public toilets.

- Cheaper parking. More free child focussed activities. Don't close public toilets.
- Cheaper public transport, and more affordable shops and eateries
- Cheaper shops!
- Cheaper shops More for family to do
- Easier to get in
- Escape Rooms
- Farmer's market
- Free parking
- Free parking and more diverse shops
- Friendly people and clean/tidy streets, More clarity on how to access buses
- Gaming area to play a variety of games
- Good affordable, reliable public transport
- Good places to eat and have coffee
- I already visit Guildford regularly.
- I come everyday, very happy with guildford
- I do not go into Guildford much.
- I live here
- I visit regularly to play bowls and do shopping
- If I had more time I would go in
- Less hills to cycle up. Getting a drivers licence. More sales
- Less vacant shops - Woking is the up and coming town, so likely to shop there in future, as I do now on occasion.
- Live events in town centre
- Lively, people, clean centre
- M&S, £1 shop, Primark, Card Shop
- Market
- Meet up with friends
- Meeting new people
- More activities and fun things for visitors
- More affordable shops.
- More children's shops and things to do.
- More choices of shops - at varying prices - Wilko's, H & M.
- More clean
- More community based stores
- more events to attend
- More for family to do.
- More free things for children to go - large street games maybe, on the Rotunda in in Tunsgate (o's and x's, chalks etc.,)
- More green space, less traffic.
- More interesting shops, better and friendlier

- More live events: music, arts other – down by the river too, not just the Castle grounds
- More retail shops – John Lewis, H & M, Wilko's etc.,
- More retail shops and baby shops
- More shops for children...bring back Debenhams, so good for children's clothing and toys.
- More shops in town
- More shops to suite everyone's pocket
- More shops. Cheaper parking
- More things for the family to do – free or low cost
- More weekly classes for children
- N/a I live in town centre
- No answer
- No answer
- None
- Nothing
- Nothing really, plenty around to offer elsewhere
- Put drunk people away
- Recreational Activities- Basketball Court
- Relevant shops, like H & M. NO MORE coffee shops please (old Burger King site!)
- Shopping
- Shopping, eating out and leisure/walks
- Soft Play, child friendly places.
- Summer
- The shops, Friday & Saturday Market
- The stores and food options
- There's too many wealthy shops
- To meet friends and go get food together

### Additional Comments

- Also worst feature is people selling bonds outside White Lion Walk
- Area is clear and clean, more focus on nature areas than modern shops
- Arts spaces in town centre for upcoming artists
- Better park and ride
- Community centre in main centre of Guildford
- Free parking for electric cars
- Hop on hop off bus for wheelchairs
- It is a lovely town with good bus services and railways taking you to London
- It's bad that there is no park and ride from the spectrum to the town centre

- Less priority of cars, be more generous
- More for children to do, activities, events and fun things, particularly in the holidays. More people and families would then visit.
- Need B&M, Iceland, Wilko shops. Not just Coffee & posh shops
- Parking charges go on too late, more longer stay car parks because short stay makes people stressed
- Parking charges go on way too late
- Please publish results.
- Soft plays are needed
- The 9pm parking restrictions have been a bad idea
- The cycle lanes in the town centre are very bad and there should be better options for cyclists - lower speed limits/separate cycle lanes
- The restaurants in town are very good
- The river could be improved and made a better focal point of the town
- There are too many big chains and not enough independent shops
- There's not many options for a quick visit - parking
- To me, Guildford is not my first choice as a town for anything. Other towns do it better, cheaper and with more care
- Wider range of shops, not just coffee and expensive brand shops
- Youth Cafe young person
- Youth Cafe young person - it is good but could be improved
- Youth Cafe young person - more restaurants like Harvester's
- Youth Cafe young person- Basketball court

# SHAPING GUILDFORD'S FUTURE

## ANNEX 5: WEBINAR #1

WHAT ARE THE CHALLENGES AND OPPORTUNITIES FOR THE  
TOWN OVER THE NEXT 20 YEARS?

14<sup>th</sup> DECEMBER 2021

REPORT PREPARED BY FORTY SHILLINGS

AUGUST 2022

## BACKGROUND

- 109 people registered in advance to watch the webinar.
- 84 attendees watched the webinar live.
- 83 questions and comments were submitted. Main interest focused on:
  - Design and density – there were a number of comments on the height and density of future developments in the town. There were also comments about architectural appearance.
  - The 'character' of Guildford – there was a lot of interest & debate over the 'character' of Guildford and what this meant, especially in comparison to other towns of similar sizes.
  - Transport – this was another hot topic, with people keen to discuss how to address issues such as congestion and sustainable transport.

On 14<sup>th</sup> December 2021, the Shaping Guildford's Future team held a webinar on the challenges and opportunities for Guildford over the next 20 years. Under independent Chair, Peter Gordon, the webinar featured four guest speakers:

- |                     |  |
|---------------------|--|
| • Cllr Joss Bigmore | Leader, Guildford Borough Council      |
| • Amanda Masters    | CEO, Experience Guildford              |
| • Grant Bourhill    | CEO of Surrey Research Park            |
| • Alastair Atkinson | Chairman, Guilford Environmental Forum |

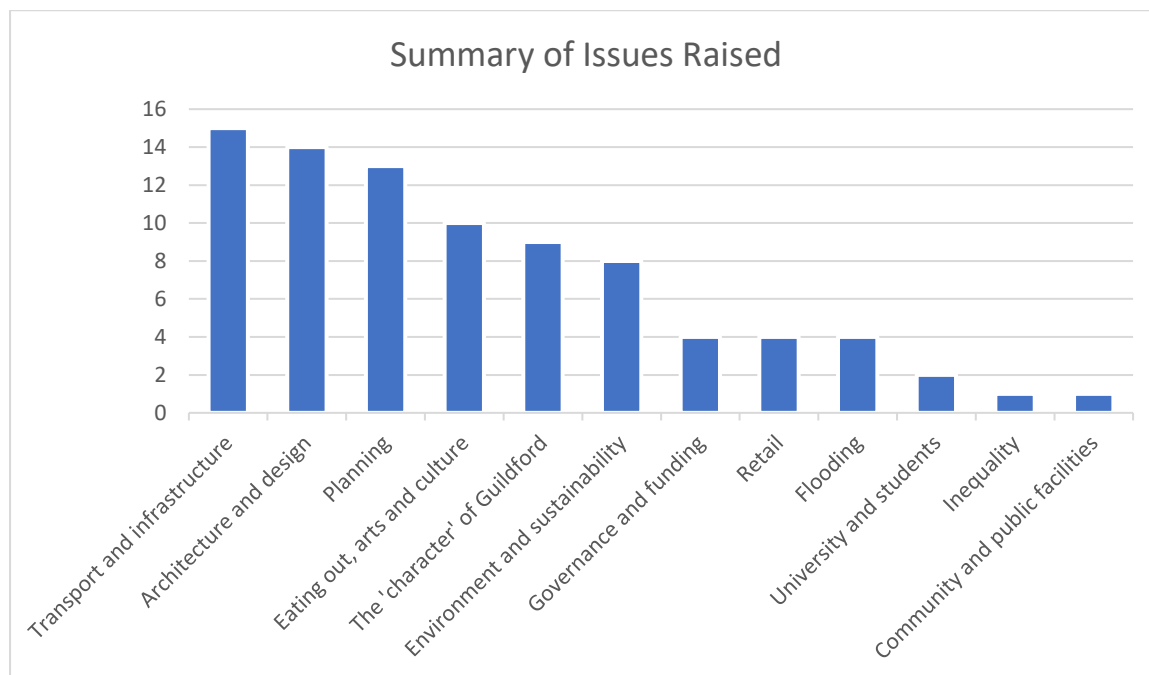
The webinar can be viewed by clicking [here](#).

To publicise the event, emails and e-bulletins were circulated, a press release was issued alongside posts on the Council's social media accounts.

## QUESTIONS AND COMMENTS

The following questions and comments were captured either from the webinar live chat during the webinar or were received as part of the sign-up form.

- 20 questions and comments were received as part of the sign-up form
- 63 questions and comments were captured from the webinar live chat



## Architecture and design

- When can we have a 5 story plus set back max height for Guildford town centre in order to preserve the valley.
- Agree Joss that we should contemplate higher density living, but we should hold developers to the absolute HIGHEST standards of design. We cannot repeat the mistakes of the 1960s riverfront development. We should expect gold standard (not necessary gold price) design of new build. It is only laziness on the part of developers preventing it. They can do it if they need to.
- What quantum of new dwellings is the Town Centre looking to provide. The Building Heights in particular seem to have been upped from 4/5 stories as promoted in the Allies and Morrison plan and previous ideas related to the Guildford Town centre to about 9 Storeys. It is very important to place higher buildings in the right areas to preserve the Guildford ambience. It is clear there is a good case to intensify Guildford but we need to be very careful not to become a stumpy version of Woking --- Guildford is a unique town.
- Yes 'more dense' development in the town centre, but hopefully NOT high rise, not a Woking (or Croydon, or Kingston). High quality, denser streetscapes do not equate to high rise, after all, Kensington and Mayfair have some of the most dense residential areas of London. Suggest 5-7 storeys max!
- You do not need to create high density housing! See Barcelona, Kensington and other places which satisfy density whilst providing human scale, pleasing environments for people to live.
- We need to learn from the past and not dictated by it. North Street has achieved nothing in 30 years of "Planning". We should ask why developers are

walking away from Guildford? Planning is about the future but we also need to learn from the past.

- it's very important not to spoil or block those views! Watch the heights!
- We must avoid more "horrendous mistakes" by encouraging best & intelligent developers and innovative designers to make excellent new projects in our town. Councils are vital to driving quality. Debenhams is the next horrendous mistake.
- Joss - well said about tall buildings. Design, design, design is the issue - not scale.
- Agreed, shorter buildings isn't the solution. Having said that, smarter construction is needed... look at most of the large cities anywhere in the world.
- It's the space between the buildings that's critical; if you want to open up the riverside, create piazzas and squares and ensure the buildings are far enough apart to have balconies... you have to have height to be viable
- Buildings... we need to get much better at looking at the widescreen context of buildings... not just what is next door but who can see it half a mile away?? What does it do to other assets such as clear skies and a sense of space?
- If we need more people in the town centre, we need space at ground level, to make this viable you need taller buildings with smaller footprints to create quality urban space.
- High buildings need more space between them so the gain is not that great. High rise needs much more space for lifts etc so again gain is not so great and cost psf is greater. High density needs lots of infrastructure of all sorts. Families with children are not best off in flats.

### Community and public facilities

- More town centre residents will create demand for town centre medical services, maybe NHS walk in centre, problems already arising with potential closure of some GP practices.

### Eating out, arts and culture

- Would you consider a better music venue / street food hub?
- Alongside retail and residents, culture and live events will be essential to drawing people to the town centre. Guildford has some fantastic venues and is several steps ahead of other similar sized towns. An attractive town centre and successful live venues go hand in hand in ensuring Guildford is a destination people want to visit.



- Guildford needs an attraction in the Town Centre e.g. a Cultural Centre, Games Exhibition and trial centre. Also, the Town centre should be a gateway to the AONB etc – a interpretation centre in the centre for the countryside. Look at Copenhagen with its Ski Slope on top of a power station!!!
- In the master plan, don't lose sight of the USP of Guildford. What is this?? Don't forget tourism, strong business culture, excellent high street and the demographic of residents who live here and what they expect.
- We have celebrated innovation in Guildford through the innovate Guildford festival and awards and wanted to do so further bringing it all together with the help of showcasing it in the museum Sadly we didn't get funding. But innovation remains central to Guildford, without many people realising it!
- The town needs rejuvenation and sorting-out. I have just moved back to Guildford from central London and Guildford at night is pretty dead and interestingly far more "scary" than London was. Every time I have been out in the town there are people having about and seem to be up to something. This is because the town at night has no life and so the streets are largely empty. During the day it's not so bad but otherwise its tumbleweed.
- Live music in Guildford is a strength - Andertons and ACM bring in WORLD CLASS musicians all the time.
- Music and street food is a great idea. We can also provide these through a number of well-run events.
- The Boiler room is too small and crowded and expensive and the Live is too big and for posh people not the ordinary person in Guildford - we need something like a town hall where we could hold discos or dances or music concerts.
- Take a leaf out of Banquet Record's book in Kingston - such a great local retail and music store putting on gigs in all manner of venues! And we have some great music (vinyl) stores and churches etc.

## Environment and sustainability

- How can we achieve our climate target goals with the master plan, what is the plan to enable safe active travel?
- What steps would the panel advocate to ensure that Guildford takes the lead in promoting green city innovations?
- What are the details of your air quality plan for the management of illegal levels of air pollution around main railway station?
- Not everyone supports zero carbon.
- People from the outlying villages still see Guildford as their town centre - how can we reconcile the need to travel sustainably and the fact that Guildford will not survive without visitors from the surrounding areas?

- Currently the walkways have a lot of broken bottles and shrubbery that really needs to be cleaned up.
- Specifically... making pedestrian walk ways cleaner, wider and prettier.
- The bridge from Farnham Road is way too small for pedestrians and the broken bottles in the steps from there to the underpass has had the same broken bottles for several months now. Who is changing that up?

## Flooding

- What is the process and timescale for getting the EA to confirm that they will deliver a flood alleviation scheme for Guildford?
- If there are plans to put housing in potentially floodable areas, what will be done to protect ground floors/flats access?
- The last major flood was 53 years ago! The high street is beautiful, the friary centre very ugly. Photos of the high street go worldwide.
- What is the process and timescale for getting the Environment Agency to confirm that they will deliver a flood alleviation scheme for Guildford?

## Governance and funding

- 63% of the BID levy income went on admin expenses & only 24% of their total income went to projects. Is this good value?
- I applaud the vision! How will development and funding be managed across landholdings to maintain momentum and coherence?
- Good new exciting building is a must - but we should have a heights policy from GBC to protect views in and out and heritage areas.
- Connection with different levels of government does Guildford need a Development Corporation to manage long term development.

## Inequality

- Uneven wealth distribution across the borough - how should this be tackled?

## Planning

- Why does the plan not cover the High Street east of Tunsgate?
- What are the development proposals for the old Bojangles site?

- Couldn't agree more with Amanda about the river's being made more of
- Agreed on the river... we are not making the best use of it and honestly the cleanliness is key. Right now it's just looks messy.
- What happened to the Guildford Vision plan?
- Would like to hear more in future webinars on the economics and viability of the master planning, and the balance between uses, density, height and encouraging enlightened developers to invest in quality buildings and public realm for generating long term sustainable value – financially and socially.
- Can the masterplan be focused just on town centre without considering the economic lungs and wider transport especially the A3 and rail links, etc
- Connection with different levels of government does Guildford need a Development Corporation to manage long term development.
- How hard will GBC be pushing for social housing in the developments here? And what sort of number would you be satisfied with?
- The Master plan document – there is little to be critical about. However, previous masterplan was not adopted as an approved planning document – will this one become an approved supplementary planning document?
- Joss's vision is at least a 25 yr programme. How can a long term plan be devised and implemented? It seems possible in Europe but here its private sector housing developed ad hoc on sites acquired in competitive bidding with no thought about schools, doctors or any other infrastructure.
- Buildings also need to be flexible we are moving to an era when we cannot always knock down and rebuild.
- At the AGM it was suggested that the sites for future houses were many businesses are. Where would they go? Where would they go?

## Retail

- What can be done locally to encourage more independent shops to Guildford, to make our town a truly unique place for shopping?
- Retail is dying, town centres now need people living there 2 create a buzz, how can GBC ensure new homes are actually delivered?
- The new shops I have seen sell watches you might buy twice a lifetime and handbags so expensive they are second hand. Not therefore for local residents. Still no butcher.
- Dear Panel, the challenges facing the High Street have been felt up and down the country, and Guildford is no different with 74 shops currently standing empty. Price-sensitive shoppers are increasingly choosing to buy from the online retail giants. Local retailers often have no way to compete when factoring in their additional costs including rent, business rates and staff.

However, the smaller independent shops buck the trend by offering shoppers unique goods & services that the bigger players simply cannot replicate. Be it browsing a record shop, drinking a coffee, or buying flowers – these Guildford independents create an interesting environment that more and more shoppers are appreciating. The Farmers, Vegan and Antiques & Brocante markets only further prove the popularity in attracting shoppers to the High Street. Q – What can be done at a local level to encourage more independents to Guildford, and make our town a truly unique place for shopping?

### The 'character' of Guildford

- You can't dine out on the "how wonderful Guildford is" forever – other towns seem much nicer, more characterful and more interesting – why? GBC needs to find out and move with the times.
- The Guildford character is very much that its human scale which gives views in and out. Joss's "horrendous mistakes" must not be repeated.
- We also need to learn from other towns – especially Freiburg which is our twin town.
- Love the identity thought, for me its lots, but being known for Innovation and Heritage collectively would be perfect. Backed of course with green areas and good transport. I'm of course bias, but an extensive and varied calendar of VERY well coordinated events will embrace all these identities for both the local community and visitors and bring people in and the High Street.
- We need a focus for the town – a town square and yes more space around buildings.
- Guildford's character lies in its integration.
- Worth examining how those "horrendous mistakes" came to be, Joss. The tragedy is you couldn't redevelop them smaller. Gentle densification may prove not to be gentle. Its unique character is family housing within walking distance of town centre. Many places and London suburbs have flats for 2 earners sharing in the centre. We need to keep the USP.
- Guildford's character lies in how the countryside is integrated right into the town with views from everywhere.
- Agree with Katherine's and Joss's comments about character – and it can be achieved as the aggregate of many small, linked-up things, not just statement interventions. Bristol was good example mentioned – it has enhanced its traditional character with a great feeling of new local businesses (including retail), heritage and sustainability (including cycling in what is also a very hilly city). Feels like a well-coordinated European/Scandinavian city.

## Transport and infrastructure

### *Public transport*

- Can you pls consider a train station at Park barn to relieve traffic in town, hospital & research park?
- I recently visited a suburb of Paris where 800 new residents units are being built. Nothing over 5 storeys but crucially they are also building a tram. We need the infrastructure at the start not the end.
- People want to use cars - we may not like it bit it is reality. Would you choose to go in the bus garage?? It's shocking.
- Has anyone thought about a free circular bus route to take in the town centre, station, cathedral, university, research park etc? This could be used by workers and tourists alike.
- Yes.. free circular bus!! Melbourne Australia does this.
- How many GBC councillors use public transport?

### *Parking*

- Safe guard buses will be offering local great offers on the new big mouth app to get more locals on the buses.
- Joss for medium rise and above, the greatest problem is where to put the parked cars.

### *Active travel*

- The high Street seems one of the widest pavements I've seen!
- E-bikes and (in time) scooters will transform the attraction of cycling in Guildford's hilly terrain! Just need to have proper designed and connected network of safe cycle and scooter lanes - and well-located cycle parking (too little at the moment).
- We need better cycle lanes and far more cycle racks, for one thing!
- Storage is a big issue, our volunteer had her shiny new electric bike pinched from the town centre. Please share this 1 min survey from the LDs to push SCC to invest in secure storage. Bike parking as street use returns double the town centre value of a car parking space, and more than eatery seating! Win win.

### *Congestion*

- The car comes 1st in Guildford. What infrastructure would make Guildfordians safe and want to use alternatives to the car?
- What about the A3? What views do you have on that? National Highways currently have an online feedback tool seeking your views on main A roads and motorways.
- Yes, we need to sort the A3 before anything else and the planned development of the station is too bulky. Park and ride destroy the green built.

### **University and students**

- Moving students into the University land would free up much needed accommodation for residents.
- We are a University town so our students are important too. I'd like to see the high street embrace students in a more positive ways in the same way as other Uni towns do. What do you think we could do here?

# SHAPING GUILDFORD'S FUTURE

## ANNEX 6: WEBINAR #2

HOW CAN WE ENSURE THE PLAN FOR OUR TOWN IS  
SUSTAINABLE?

18<sup>th</sup> JANUARY 2022

REPORT PREPARED BY FORTY SHILLINGS  
AUGUST 2022

## BACKGROUND

- 141 people registered in advance to watch the webinar.
- 93 attendees watched the webinar live.
- 108 questions and comments were submitted. There was a particular focus on:
  - Transport and infrastructure – many people made points about public transport and implementing better conditions for cyclists.
  - Planning – there were a number of comments on planning for accessibility and the 15-minute city.
  - Environment and sustainability – this was a popular topic, with comments focusing on the River Wey, pollution and Guildford's approach to climate change.

On 18<sup>th</sup> January 2022, the Shaping Guildford's Future team held a webinar on the how Guildford can ensure the plan for the town is sustainable. Under independent Chair, Peter Gordon, the webinar featured four guest speakers:

Cllr John Rigg	Lead Cllr for Regeneration, Guildford Borough Council
David Leonard	Leonard Design Architects
Professor Prashant Kumar	Founding Director of Global Centre for Clear Air Research and Associate Dean at the University of Surrey
Justine Fuller	Head of Environment and Regulatory Services, Guildford Borough Council

The webinar can be viewed by clicking [here](#).

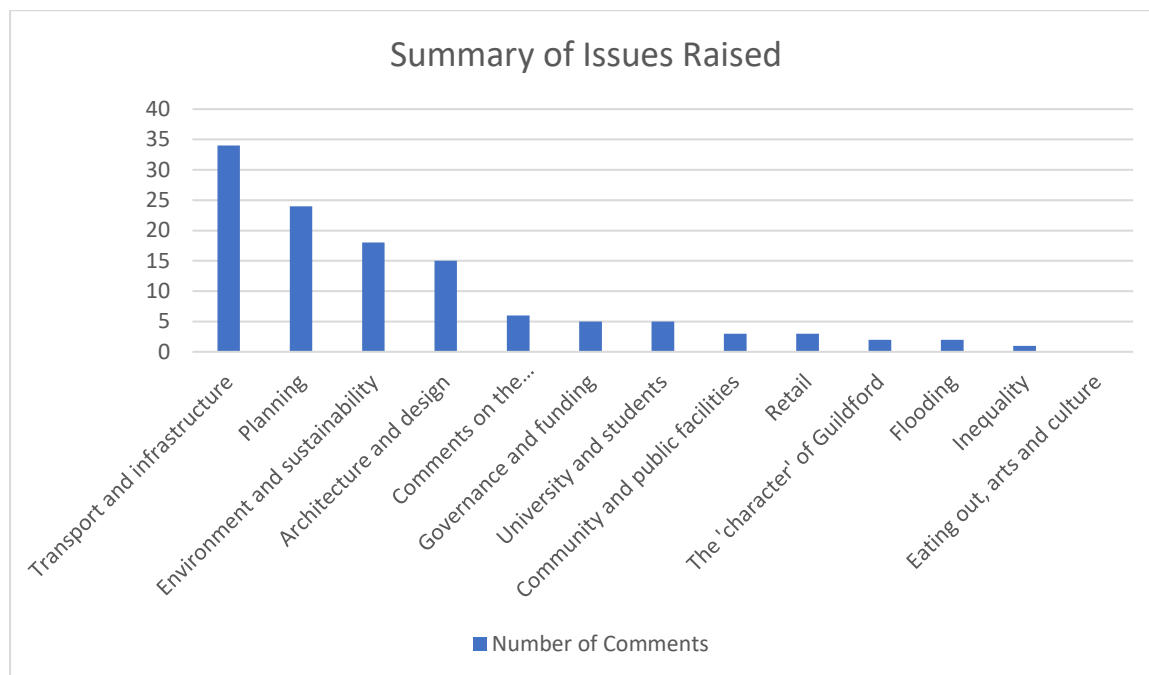
To publicise the event, emails and e-bulletins were circulated and a press release was issued alongside posts on the Council's social media accounts.

## QUESTIONS AND COMMENTS

The following questions and comments were captured either from the webinar live chat as the event was live, or were received as part of the sign-up form.

- 22 questions and comments were received as part of the sign-up form
- 88 questions and comments were captured from the webinar live chat





## Architecture and design

- How do you plan to ensure the buildings themselves are sustainable?  
Maintainable, adaptable buildings that can last generations?
- Will you be utilising the spaces above shops for in town homes?
- Can GBC show the proposed controversial new buildings on its Shaping Guildford's Future film you just showed so people can see the impact and not have to rely on the developers selective propoganda?
- Can GBC show the proposed controversial new buildings on its Shaping Guildford's Future film you just showed so people can see the impact and not have to rely on developers' selective propoganda?
- This means \*creating buildings that are reusable and maintainable\* - and all the materials this implies.
- Is sustainability going to consider building standards that enforce the ability to adapt buildings e.g. make area of new buildings convertible from Dwelling space to Offices etc. We cannot knock down and rebuild every 40–50 years.
- Has GBC considered insisting on LETI standards for New Builds to reduce energy consumption and CO2 in construction? <https://www.Leti.london/cedg>
- Height is only one element of density; total bulk is important too.
- As for the question of building height – John Rigg gave the answer that seems most practical to me. A case-by-case basis means that building heights can be compatible with buildings already there and take account of views. There is no reason why a building in a suitable place can't be nine storeys – much as I dislike the proposed height of the St Mary's Wharf development.

- You could start with a max building height and acknowledge there could be exceptions if certain specified criteria were met e.g. shadow, canyoning, material harm to heritage assets. That gives much more guidance to developers.
- Superb if we could emulate Richmond riverfront. On that big riverfront car park perhaps?
- Opening up the riverside cannot mean hemming it in behind 8-9 storeys; there is already a walkway alongside Debenhams and that proposed is no wider and disappears at the corner.
- The proposed Debenhams development is unfortunately too high, it looks like an articulated lorry. The ground floor should not contain any more retail space other than restaurants, cafes and bars which open out onto the canal front. Happy for residential dwellings to be on the ground floor in order to reduce the overall height of this new development. I would also like to see a small bandstand by the Debenhams canal for buskers/GSA/ACM students to perform. I feel large developments are in danger of dwarfing all the heritage buildings/areas we have.
- Perhaps we should be looking at cities e.g. Cambridge for our inspiration as there are many parallels to Guildford. The sentence I hear a lot when any development takes place in Guildford is "we don't want to become an extension of Woking". Having said that I understand the Woking planning dept has a restriction on height and scaling of new housing developments when building on a gradient. Something which I feel strongly Guildford is sadly lacking.
- I would be interested to know what your view is on the height of the Solum development at Guildford Railway Station and the proposed development at St Mary's Wharf, both of which are nine storeys high. If you believe these developments to be too tall, what do you believe ought to be the maximum height of any development in the town centre?

### Comments on the consultation process

- Good start to this debate but clearly needs a much broader input.
- We needed two hours.
- This needs to be longer could spend a day or two on this have another session soon.
- Are you going to have true public face to face event with Covid restrictions easing?
- Well chaired Peter.
- Excellent in all respects – many thanks!

## Community and public facilities

- How do you plan to encourage the community to stop littering on the pathways and drive more of a sense of care for our home?
- It would be good if existing footpaths down to river/along river are better maintained straight away.
- 15 minutes for minor estate are good idea but makes no consideration for people attempting to use those facilities from 45 minutes away and have no other choice.

## Eating out, arts and culture

- N/A

## Environment and sustainability

- What does GBC intend to do to bring air pollution within the legal limits?
- The true impact of biodiversity & climate crises is not widely understood. How do you plan to communicate the emergency?
- Are you matching sustainability to security, now with a threat level at "severe"?
- How to address air pollution on A3 which has a reading of 90?
- How can schools become more sustainable? Carbon emission filter selection in the school selection process? More walking, less cars?
- Interesting concept – infrastructure – totally inadequate – water supply from a well which never runs dry and Stream which never stops flowing – 20% reduction in water usage cannot supply the need for 15,000 houses how can any town centre expansion be 'sustainable'?
- If the STW is now over two months late in planning application and now new Sewer pipes planned – how is the lack of capacity going to be addressed to ensure the navigation is not polluted below Stoke Lock?
- If getting rid of excess surface water is based on high river speeds with no consideration for erosion and tree loss, how can this be sustainable when we have lost over 300 trees in the past nine years due to speeding soft sided banks?
- Great if we can see more trees in the town centre.
- I want to pick up on the climate change issue. Why hasn't GBC got a much more stringent building policy? Although I don't live in the town centre this applies to any building in the Borough. If you build a house it will be there for 100 years. We are expecting about 4-5,000 houses to be built in our village

courtesy of the local plan. All of these will be fitted with gas heating and are only aiming at 20% improvement in each development. When challenged on this given the climate emergency across the globe, the developers answer is – 20% emissions improvement is all GBC require and so that's all we're going to do. That is also the reason we will be installing gas to each property because GBC doesn't rule against this. Why on earth hasn't GBC taken this opportunity to set a good example and ban gas in new homes immediately and insist on much greater reduction in emissions – after all the local plan allows for about 12,000 homes plus windfall developments. What is Guildford thinking of?

- What about Wey water quality and sewage discharges. At St Catherines Wey is a Time top 10 wild swimming location.
- It would be nice to have someone talking about nature.
- Need to realise kids get double the level of pollution because it sinks at pavement level. Schools need transport plans and professional help to realise these.
- Am I right in thinking poor air quality isn't simply an issue we need to sort out in AQMAs which are based on risk of pollution to residential properties. All levels of air pollution are detrimental and especially for the young and elderly and some parts of town centre are higher than AQMAs.
- I couldn't remember what plant was shown to be effective in reducing road pollution around a school. I looked it up – apparently it's good old ivy! Just about the cheapest plant with great pluses for wildlife.
- There is no safe level of air pollution exposure. However, these are driven by national WHO guidance/rules.
- Are we mixing up releasing the potential to make Guildford sustainable or releasing potential development sites?
- Highways England have conducted a series of pollution surveys on the strategic road network which show that that pollution on the A3 from the A25 to the A31 appears to be the highest in the country by some margin and twice the median level of the thirty worst places. Moreover Transport for the South East have already identified that the A3 through Guildford is a major issue. They state in their strategy document that "the A3 trunk road contributes to poor air quality and noise in these areas. This has the potential to undermine the health and wellbeing of the people served by this corridor. This corridor suffers from significant congestion around Guildford" Coupled with the fact that Highways England no longer has any plans to improve or upgrade the A3 as it runs through Guildford and therefore alleviate any traffic congestion, what are your views on the proposed developments at Blackwell Farm and Gosden Hill Farm, which not only depended on improvements to the A3, but will undoubtedly only add to the levels of congestion and pollution on the A3 if they were to go ahead.

## Flooding

- Have we progressed on flooding?
- I would prefer to see more green grass expanse close to the canal, similar to Cambridge. This would also help with the risk of flooding.

## Governance and funding

- What governance structure needs to be in place to ensure continuity vs. objectives?
- How can we ensure an integrated & cohesive sustainable policy for on/off street parking, roads, buses, cycling, scooters etc?
- I note that not one speaker so far has mentioned the challenge detailed by the Climate Change Commission in their reports to Parliament and that we HAVE to reach net zero ahead of 2050. Surely this should be the main driver for policy here in Guildford and Surrey?
- Re Cllr Rigg current comments "we are not X or Y" BUT you could do a lot more – including influence the County Council? Why not lead rather than follow?
- Can't we have a proper SPD document as used in Brighton be created. GBC seems to be stuck on looking at sites not areas of the borough.

## Inequality

- Is there the appetite for a radical plan? How are the views of "ordinary residents" being considered?

## Planning

- What is the panel's view on the proposed Gosden Hill expansion?
- Needs to be made user friendly. No benches in the High Street. Astronomical car parking charges. The river area.
- Amsterdam has the huge ambition of zero carbon by 2025 and is a water-dependant city: have you visited and what can Guildford learn?
- Is the town looking to hard side the river to the Thames or are you supporting soft river banks which require slower river / navigation speeds?
- 15 minute neighbourhood is for 'new towns' and makes no consideration of the half hour to anywhere villages which are not ever going to be cycle friendly for the majority of populations.

- 15 minute city implies increasing density. Will the council support gentle intensification to allow houses to be organically extended and made taller?
- Use VuCity for example and make available results to public.
- Before bridges are set in stone – surveys are essential to discover what people want in travel routes 'guessing' as with the defunct clay lane link road means bridges in the wrong place.
- More trees, more pocket parks, significant urban greening, segregated cycle ways and definitely less cars. Guildford can be a destination but surely shouldn't be a gap town aren't there other ways to go?
- I know the answer the council has its head in the sand ignoring the basics – failure to survey, no drinking water, no sewer capacity, no electrical capacity – there need and must be considered prior to planning when capacity is so limited in respect of infrastructure.
- Sadly the only other routes include going around Guildford centre through the villages on narrow B roads already subject of AQMA due pollution.
- Walkways, Cycleways and Bus Routes need to be kept separate – the River Wey is not a cycle path.
- Will Grampian clause be added to all planning permissions in the town centre until the New STW is completed and a new water supply is found? Noting WRAS plans no water supply into the town.
- The Slyfield area regeneration project looks to have been missed out.
- WUV the 'ghetto' is outside the town centre brief!
- To quote David Leonards presentation – Decarbonisation, re-use older buildings.
- Fast and dramatic change is possible e.g. Ghent blocked its city centre to through traffic overnight (obviously with careful planning and good public transport).
- Can the planners also consider other related proposals? E.g. current NHS plan to close local southwest Guildford GP surgeries and make us travel across town to a north Guildford site inaccessible by bike or foot?
- It is notable the plans so far ignore the opportunities presented by the Station e.g. revise Farnham Rd Bridge and develop the west side.
- None of the sustainable movement corridors were consulted again decide force on the people discuss what went wrong...
- Can we also take some inspiration from twin town Freiburg?
- TCMP needs to juggle many aspects that sadly GBC do not have control over. Flooding, highways, water supply, electricity, sewerage, doctors, schools etc. Better to plan in sustainable town centre sites. We need a solution as the LP has big increase in population with outside sites creating more travel and increase in congestion and pollution.
- I'm totally in favour of the 15 minute town. Wonderful if we could achieve it.

- Kingston took a long term approach to open its riverside it isn't perfect but they have gradually created a better riverside.

## Retail

- Similar to Farmer's market, can provisions be made to support frequent setup for resale market (vintage/thrift stores)?
- How can the Borough Council, with others, frame a new role for Guildford Town Centre as people shop online?
- We have so much retail space in Guildford which is very spread out. Currently lots of empty retail space. I don't believe we need any more retail space built in Guildford for now.

## The 'character' of Guildford

- The river Wey Tow path – is planned to be a 3m wide cycle way all the way to Clay Lane – a total destruction of a heritage asset to make the WUV sustainable but signed off by councillors.
- Stop flogging the river, very limited opportunities.

## Transport and infrastructure

### *Public transport*

- Can we have a park and ride before Shalford due air quality please?
- How can you know where the buses are required if you don't do a survey of all residents with pertinent not manipulated questions?
- As there is no integrated public transport system, and no intention of making it so. How can you claim people will move out of cars? Public transport in Guildford is not a functional concept.
- Entirely agree we need to get people out of their cars and make space for public transport. Arriva have just withdrawn because they can't make any money. The replacement services are greatly reduced. How can we increase bus usage and provision without substantial subsidy from central government?
- Not sure I want my children to share cycle lanes with buses. We need both. And cycle lanes separate from traffic and equally traffic fumes.
- Must remember the less mobile group – significant numbers. Need evening public transport for this group or Y Arnaud extra will be non-viable.

- Car sharing can be promoted by council and others. Stop children learning the joys of a chauffeur to school.
- Can we not make more use of our park and ride sites not only for those wishing to go into Guildford but also for school teachers and a drop off point.
- A new Park and ride south of Guildford at Shalford would help – local groups also have ideas for a tram train to serve all areas and running together with main rail lines.
- Think about widespread use of mobility hubs.
- The new bus station needs to be carefully planned.
- Need more cross town bus routes – not all hub and spoke as at present.
- The bus resting place needs to be at the Railway station.
- The buses must converge on North Street if we are to have real connectivity.
- In the future bus services will be very different to how they are now because of increased technology. The bus system needs to be looked at as buses do not need to 'stand up' in the most valuable price of land in the town centre. Buses need to pass through the centre of town, so like Luxembourg buses all pass through the town centre but meet at the station. Looking at successful town and learn is so important.
- I believe in the town upgrade but am seriously concerned that infrastructure is so degraded in capacity it is being 'conveniently ignored' with a very wishful 'plc's will be upgraded soon'.

### *Parking*

- Any council car park will need a dedicated point for every bay.
- We need secure storage for bikes normal bikes can cost 1000s electric even more £2500+.
- Where do you leave a nice bike safely in Guildford. Very few people risk their best bike and issue gets more urgent with safe places for e-bikes.
- GBC just need to provide more things to chain expensive electric bikes to.
- Bike theft in Guildford is a major issue.

### *Active travel*

- What is our plan to get children to cycle to school instead of being driven to school, considering there is no bus service?
- How is GBC ensuring North St & Debenhams site development input to a connected active travel route through Guildford?
- Relatively little has been done to make cycling safer and easier in the town centre, shouldn't this be a priority going forwards?



- I have two questions, when can we expect to see a usable segregated cycle lane network around the city to promote safe cycling?
- Children over 13 can easily walk 2km each way to school and it would be good for their health.
- Electric bikes may need segregating from walkways as they silently move at high speeds.
- I pointed out the original plans did not include connecting up with active travel from e.g. Onslow Village and was told it was “beyond the scope of that consultation” So we have a Station development that is not joined up to the sustainable movement corridor. Ditto with the proposed development at the Cathedral.
- I cycle around Guildford and phew, it's hard work. Basic central routes are missing. For example from the top of the Upper High Street to the Town Bridge at the bottom. And a cycle link from the tow path to Yorkies bridge, enabling a cyclist to go from Upper High Street tot uni and hospital. Please, it isn't much to ask...

### *Congestion*

- Why don't we follow the lead of other towns and introduce a 20mph limit on all Guildford roads to reduce air and noise pollution?
- The road situation is not a half mile problem – but a five mile problem.
- Guildford is a gap town and all roads go through it. There are no viable alternative routes for through traffic. Restricting movement into the town by charging is not a realistic option.
- Can you confirm that for the next seminar that the ideas on transport will be supported by having updated traffic information including understanding the proportions of Through Traffic vs Local trips for example.
- The town traffic and getting across Guildford from Onslow/Stag Hill area to Merrow, Burpham, Portsmouth road really needs to be addressed as the most important issue. The gridlock at the rear entrance to the train station Farnham Road/Guildford Park Road is a big problem.

### **University and students**

- Communications is key to progress – are you taking full advantage of the latest 5G R&D coming from Surrey University?
- Guildford young citizens will have to implement these ambitious plans: can GBC make sure that the plans for a green future are made quite clear from Primary School level, right up to University Graduation?

- What is the modal split for pupils and staff at each school. The data will help you focus.
- Presumably a major factor on school drop offs is perceived safety – street lighting, eyes on the street, policing etc.
- A University can make or break a town/city. At the moment I feel the balance is tipping in the wrong direction. Many of the family houses in the GU2 and town area are being tenanted with students (some unregistered HMOs) creating difficult living environments for non-students. This also needs to be considered when developing town residences, HMO's need to be capped in the GU2 University area.

# SHAPING GUILDFORD'S FUTURE

## ANNEX 7: WEBINAR #3

HOW CAN WE IMPROVE THE TOWN'S TRANSPORT,  
INFRASTRUCTURE, HOUSING AND LOCAL ECONOMY?

22<sup>nd</sup> FEBRUARY 2022

REPORT PREPARED BY FORTY SHILLINGS  
AUGUST 2022

## BACKGROUND

- 143 people registered in advance to watch the webinar.
- 92 attendees watched the webinar live.
- 128 questions and comments were submitted. There was a particular focus on:
  - Transport and infrastructure – due to the webinar's topic, a high proportion of the comments received related to transport.
    - There was a lot of interest in how Guildford's public transport system can be improved.
    - There was a strong debate over the role of the car and what the future looks like for cycle users in Guildford.
  - Planning – people were keen to discuss planning, including the possibility of building strategic sites.
  - Governance and funding – there was substantial interest in the potential of creating an independent Citizens Assembly.

On 22<sup>nd</sup> February 2022, the Shaping Guildford's Future team held a webinar on the how Guildford can improve the town's transport, infrastructure, housing and local economy. Under independent Chair, Peter Gordon, the webinar featured four guest speakers:

Cllr John Rigg	Lead Cllr for Regeneration, Guildford BC
Professor Amelia Hadfield	University of Surrey
Andreas Markides	Markides Associates
Rebecca Fletcher	Arup

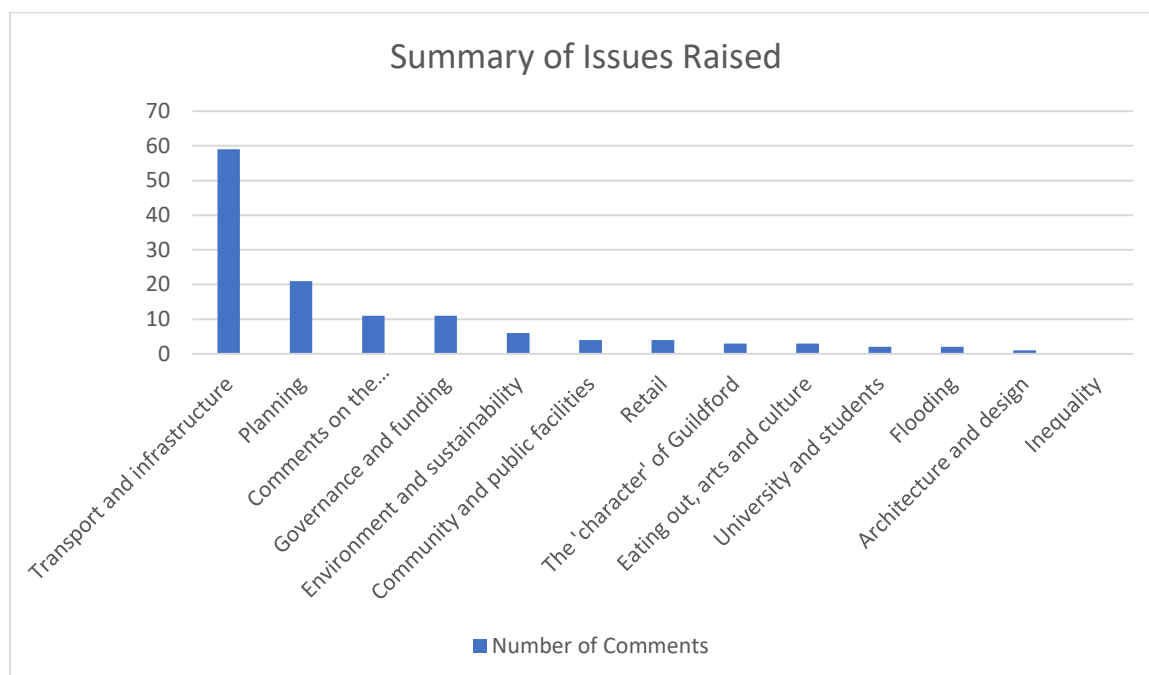
The webinar can be viewed by clicking [here](#).

To publicise the event, emails and e-bulletins were circulated and a press release was issued alongside posts on the Council's social media accounts.

## QUESTIONS AND COMMENTS

The following questions and comments were captured either from the webinar live chat as the event was live, or were received as part of the sign-up form.

- 30 questions and comments were received as part of the sign-up form
- 94 questions and comments were captured from the webinar live chat
- 4 questions and comments were received via the project inbox



## Architecture and design

- Why can't we have a 5 residential story plus on storey set back floor as a maximum for Guildford Town centre in order to preserve.

## Comments on the consultation process

- No because insufficient information has been published on aims/proposals.
- Could the Hosts provide links to these reports being referenced?
- John Rigg, how long is this journey going to take? We are 10 years in already and Andreas' concept looks the same as 5 years ago.
- We have had 3 years of this administration and we have no plan in place. No ideas, no changes, no achievements. Get experts involved. It is depressing to hear an exec member say we need a plan. Sorry Rigg is wrong. He has been in situ for 3 years not 2. More false statistics. Yet again it is someone else's responsibility. Take ownership and cut the platitudes and problems.
- Delft created an underground station and new quarter in six years to when first results were seen.
- Needs expertise but also engagement with the engagement. Not top down, but ensure people fully understand the nature of the problem and the solutions. Meant needs engagement with the community!
- So when will North Street start to be delivered? We have been waiting years...
- That would be good re. North Street.

- Shaping Guildford is not a lifetime journey, its MUCH longer than that so we need some realistic achievable short-term wins.
- Be careful not to ask strident questions. Politics. How can these developments occur when we have not even got a vision for the kind of Guildford we want. It seems piecemeal to me.
- No criticism of the speakers, but the real interesting stuff is in this chat. Lots of good ideas here.

### Community and public facilities

- Surprised no mention of Biotech e.g. Pirbright and some of the businesses on the Research Park.
- Access to Research Park is a real issue as well.
- The A3 divides the Research Park from the University and the town. Surely this inhibits the economic contribution which the Research Park can make to the economic growth of the area. Is there not an economic case to put it into a tunnel?
- No good before 2027 because there is no sewage treatment capacity left.

### Eating out, arts and culture

- Want more life? Stop letting the High Street be a night-time car park for SUVs, and allow cafes and restaurants to have tables on the setts!
- How about a new "cultural centre" close to the river to provide a focal point for the town that isn't a shop, cafe or block of luxury flats? It could incorporate a library fit for the 21st century, a new home for the museum and space for artists, performers, etc?
- That new cultural centre should be the Debenhams site.

### Environment and sustainability

- Finally air pollution is receiving the attention it deserves but why is noise pollution still being neglected? The A3 blights houses from Burpham to Onslow with noise pollution.
- I agree that health considerations should be paramount. There's no point building along the river if the pollution continues to be so bad that residents' health suffers.

- Are GBC going to insist on LETI, Passive House or other low energy building standard for new builds to align with their declaration of climate emergency.
- Climate crisis right now, critical warming approaching with 10 years to resolve, 46% of greenhouse gas emissions in Surrey from travel and transport. Rapid major transformation in the transport system is needed urgently. We need to move beyond words to real choices in favour of sustainable travel and reduced travel and real actions ASAP.
- A small meaningful short term step could be leading by example: Perhaps ensure sustainable transport for all GBC meetings?
- Highways England have conducted a series of pollution surveys on the strategic road network which show that that pollution on the A3 as it runs through Guildford appears to be the highest in the country by some margin. Coupled with the fact that Highways England no longer has any plans to improve the A3 in Guildford, what are your views on the proposed developments at Blackwell Farm and Gosden Hill Farm, which not only depended on improvements to the A3, will undoubtedly only add to the levels of congestion and pollution on the A3 if they were to go ahead?

## Flooding

- SO why are you failing to allow Burpham Court Farm flood plain flood and why are you speeding the river causing high erosion and tree loss below stoke lock?
- If you want a riverside town a "cheap" engineering solution to flooding is ruled out. Please acknowledge.

## Governance and funding

- Can we tax new developments to build significant funds for new infrastructure?
- Why does it take so very long to get any town centre improvements started, let alone completed?
- Could the Council commission an independently run Citizens Assembly to consider the transport issues in a no-political forum?
- Agree with idea of a Citizens Assembly. Allow the community to debate and understand the issue, with experts on hand.
- High rent and rates are a disincentive for small independent retailers, we need to invest in local firms, local artisans, craft workers by providing them with

facilities. They will bring in a different footfall to the benefit of the leisure economy.

- To make it safer for kids to get to school on foot or by bicycle why not introduce a 20mph limit across the town.
- Are we in danger of starting again and focusing on big construction projects rather than "building" on previous initiatives? E.g., Surrey had a school bus project that was cut.
- I like Andreas' idea of what type of town we want to be - a Citizens Assembly would be perfect for this.
- A Citizens Assembly would be a great way to take some of the difficult/unpopular decisions around transport away from politics.
- We need a Town Council.
- The GERP is to be commended and its outcome is dependant on the implementation of the long term plan - however is there cross party support to the plan to ensure that it will be seen through and applied across any potential future political change? (Oxford city centre has benefitted from reasonably stable political leadership and been able to see through its proposals for improving Park and Ride, Cycle Ways and pedestrianisation).

## Planning

- Build affordable housing.
- Can more residential streets in Guildford have 20mph speed limits to make them safer for children?
- Declaring yourself a smart city does not make a smart city.
- A lot of aspirations and what Guilford could achieve but we would like to see some concrete examples of what improvements to road network are being planned, if any?
- Building strategic sites and infilling in the villages adds to reliance on the car. only an integrated pod system above the road linking town, villages and the new sites is possible. bus lanes? Our roads are not wide enough.
- More roads and wider roads just lead to more car use. And we can do without more greenfield lost to park and ride. If necessary - double-deck the existing sites. Can the Local Plan ASAP to stop unsustainable building.
- I have seen towns and cities develop on the outskirts thus drawing footfall away from the centre apart from specific attractions - some shops - tourism, restaurants, housing and good environment. The core assumptions that it is a matter of getting people to the centre. We are not Oxford. Many many people go to the colleges. When I go to the one I know intimately - Worcester - one



cannot move for tourists. Start with bases assumptions and vision and move from there.

- To achieve better cycle lanes, better pedestrian routes, better bus services and perhaps bus lanes, extra road space must be created. I have proposed ways of how to achieve some of these. Please see article on Possible traffic solutions mentioned many times in Guildford Dragon website. It can be found by searching my name for letters that I have written.
- The town needs to join to the villages and the rural economy. It all has to fit together.
- We need a cut through at the bottom of the high street to open up the river.
- A broad underpass for pedestrians between the bottom of the high street and the town bridge would help keep the traffic moving. Broad and gently sloping to encourage use.
- 485 homes on Nth Street. When are Cllrs going to see this?
- I much support adding more accommodation in the town centre instead of the old plan of building ever more retail.
- We also potentially need commercial space for small businesses - the town should not be a pure dormitory. New Buildings need to be flexible at least in part to be reconfigured if required. Buildings potentially cannot be torn down every 50 years --- see the example of the embodied carbon debate at the Tulip in London.
- Maybe Safeguard could provide it (with GBC or SCC subsidy?). An imaginative design could attract visitors if it was done soon enough to be seen as innovative.
- Alongside the additional housing planned (hundreds and hundreds of units) or under active consideration, can this planning process also consider support infrastructure such as GP Health Services. I understand some practices near the town centre are being considered for closure and replaced with Services further out.
- There are numbers of cities and towns that use flexible spaces where the streets change with the time of the day. Using technology and flexible planning. These are being used to drive the economy to be longer and more sustainable.
- The site of the Odeon would be perfect for that...redevelop Old Orleans and open up to the river?
- There is a new art centre opened near the Odeon, I forget the name currently. Lots of cafes already which is amazing but a place with more of a library / and wider cultural focus in and of itself maybe is missing.
- No rebuilding please. CO2 heavy! Make best use of what you've got. Repurpose.
- Don't forget Commercial if you want a Short Walk Town.

## Retail

- I will say what I want and please do not deny opinions. I speak as a resident of 35 years standing not as a councillor. If you think this is right then state that. I said take the shopping to the edge of the town.
- Moving shops to the perimeter could kill the economy of the town centre. Any new shopping location can have a negative effect on existing shopping centres.
- Guildford is fortunate in having little non-bulky out of town retail; the Ladymead Next is an exception and must remain so.
- As online shopping rises the high street has to find other ways of being a destination and this falls very much to culture and arts, but unfortunately these need financial support and in this environment, the council is not supporting these as much as they used to , There was a plan to bring together Guildford's unique selling point through the arts offers, but this was sadly quashed.

## The 'character' of Guildford

- What can we learn from the approach that Oxford and other towns are taking and are there any quick wins for Guildford?
- Oxford is on the level Guildford is a gap town.
- It is and always will be through place because it is a gap town.

## Transport and infrastructure

### *Public transport*

- How will we provide sufficient bus services in the evening to allow people to come into the town centre for eating / entertainment?
- How can we improve Park & Ride to encourage people not to bring their cars into the town?
- When is integrated transport coming to Guildford?
- Can we extend the on demand bus trial to Guildford? Can we get more buskers, theatre folk and activity happening in town?
- Will there be integration between the different modes of transport?
- Have the panel considered the use of smaller, (minibuses) more frequent buses to encourage more public transport use.

- How do you propose to encourage people to use the buses more, and the bus companies to return?
- Frequent minibuses, like Hong Kong, instead of half empty infrequent buses.
- Park and ride financial benefit must come to GBC as we lose central parking income.
- Integrated transport which is 'banned' in Guildford every time I mention villages to the train station I get told 'walk' in the rain!
- When will we have a GBC policy on the Sustainable Movement Corridor as this relates to the bus service which is sadly lacking and getting worse.
- SMC's are a nonsense - you need to ask the people where they want to travel to before planning transportation for the public - currently they ask existing users they should ask the non-users.
- Can I have the Shalford park and ride requested for some years now we have GBC site.
- Not less people using them - they never did! they always were subsidised.
- How will bus services improve if bus station capacity is reduced by 27% under new plans.
- Buses need to be heavily subsidised so that they are CHEAP, frequent, and reliable. They tend to make their timetables as a response to demand, that will never encourage the modal shift we need. But where is the political will to subsidise the buses sufficiently?
- If buses are the answer why has a main operator left Guildford? Park and ride with tolls in town.
- If you must put the bus station in North Street why not provide a free and very frequent shuttle bus to and from the train station? Ultracapacitor minibus using overhead recharging at stops or recharging from a source set in the road (which I think Dennis have experimented with).
- The schools could run school buses like in the US.
- The school run should be to the P&R sites, with a bus taking them on to school.
- SCC used to provide a school bus (Pegasus?) to the Raleigh primary. It was great - same driver every day - dressed up as Father Christmas, etc. After a while it was canned on the grounds of cost.
- I understand and agree with the various ideas (of improving; cycle ways; pedestrian walkways and the park and ride network) in order to achieve an integrated transport solution and thereby reducing the publics dependence on using the car to come into the centre of Guildford. In order to make this improvement do we know the current figures for how many people come into the town centre by bus. As the master planner of the Westgate in Oxford I am aware that the weekday and weekend figure of people arriving in the city centre of Oxford using the bus is around 50%. How does Guildford currently

compare with this? Is there a target figure which improvements to the current park and ride facilities would lead towards?

### *Parking*

- Does Markidies think he has over egged the need for the lack of parking meaning minimum was changed to maximum in the reg 19 spd. noting the extreme lack of public transport - available and the locations it goes to.
- With 47500 additional people in the HMA I see no provision for the increase of over 20% need for parking and transport in the next 25 years.

### *Active travel*

- Are there any plans for segregated cycle lane network and model filters?
- Will GBC stop spending their finances on the motor car and concentrate all funding on sustainable active travel, walking + cycling?
- What is the plan for safe cycling across the gyratory system, for example from the old Debenhams to the station?
- What actions will happen in 2022 to make sustainable travel easier in the town centre?
- Outline your plans to make cycling safe, especially to the station, and routes between Surrey communities (e.g. to Woking)
- Time is ticking to meet targets, what is the fastest possible route to implementing a pedestrian/cycle zone in Guildford?
- What are the current plans to improve bicycle parking and access within Guildford?
- Interested to hear about the development of a connected network of well designed cycling routes and town centre bike parking.
- How do we make it safer for people to cycle in town? across town? up hills? & the one way system? Especially for school kids.
- How can we enable children to walk and cycle safely to school and improve air quality around schools?
- I can't ride a bike... and can't carry 20kg shopping. Re: Q1 to Cllr Rigg. An obvious example of how the council could do more for active travel is the proposed Cathedral development and Station redevelopment. In the former case a quiet road, currently part of the sustainable movement corridor, is going to become the only access route for a major development. The developers of the station told me that they had no remit to consider walking or cycling connections to the west of the Town and connection to the SMC. Residents need more joined up thinking.
- Yes, contiguous cycle routes are key.

- School run – air quality is because people drive their kids to school! Need a champion in the school to encourage walking and cycling, safe cycle routes, walking buses, good bus services if necessary and deter parents from driving.
- Those unused to walking are often surprised how easy it is. Schools could start this spring with a coordinated walk to school initiative. Currently kids are taught the pleasure of a chauffeur.
- We must stop spending money on the motor car and direct our resources to a safe and integrated cycle network with the town centre pedestrianised and shared use allowed for cyclists and pedestrians.
- In my experience children like walking/cycling to school. They are free from parents and with their mates.
- The cycle lanes along the Epsom Road are so narrow that I doubt many parents would wish their children to use them. Should cycling on pavements be allowed at certain times of the day?
- The main barrier to kids cycling to school is not feeling safe. We need more 20mph zones and segregated cycle lanes.
- How long will we have to wait for a cycle route around central Guildford that is safe & avoids the 3 lane m/way on Bridge St?

### *Congestion*

- How can we get through traffic out of the town.
- Can we not consider improving the entrance and exits to the a3 to keep ladymead free for local traffic.

### *Role of the car*

- How are you going to reverse the hostile environment you've created for motorists?
- I am most interested in keeping cars out and making the town more pleasant for cyclists and pedestrians.
- Has the council surveyed local schools to establish how many are in cars at peak time. The answer could point to a strategy.
- Low carbon transport does not mean low personal transport needs.
- In terms of cycling, a key requirement is a real shift in road space away from car towards cycling. This will not be popular with car users but needs to be discussed with the community and brave decisions made. A predominant requirement is safe, preferably segregated, and continuous high quality cycle routes.

- Driving into the town centre needs to be made slower and less convenient than cycling and public transport.
- The more inconvenient you make accessing the town centre the quicker it will die because people need their cars when shopping for food (weight) and the internet provides everything else.

### *Infrastructure*

- Water issues shortage of electricity (buses need battery station to charge as not enough capacity to charge at night. broadband mine is 1.4mbs not exactly state of the art.
- What is the car for electric car infrastructure and improving cycling access into town?
- All of Guildford is going optical by the end of the year according to Open reach engineers.
- Spare capacity - sorry have to disagree - no electricity, not Water, no ability to treat sewage until 2027.
- Is the proposal to downgrade the A281?
- Totally agree - infrastructure should be planned for 50 years not five years.
- The gyratory system was referred to and the objective of breaking this up was mentioned but no details of any proposals were given - can the proposal for improving the gyratory system be explained?

### **University and students**

- Can the University accommodate more students on its own site to free up affordable housing in the town for essential workers. If not, should limits be put on the growth of students attending the town's various educational institutes.
- More study space for people of all ages would be fabulous as well as currently I don't know how suitable the library is for doing so for any extended period.

# SHAPING GUILDFORD'S FUTURE

## ANNEX 8: WEBINAR #4

WHAT GUILDFORD RESIDENTS SAY? – FEEDBACK FROM OUR  
ENGAGEMENT

15<sup>th</sup> MARCH 2022

REPORT PREPARED BY FORTY SHILLINGS  
AUGUST 2022

## BACKGROUND

- 108 people registered in advance to watch the webinar.
- 64 attendees watched the webinar live.
- 61 questions and comments were submitted. There was a particular focus on:
  - Working together – A commitment from both Guildford and Surrey Councils to work with partners and the community to deliver Shaping Guildford's Future.
  - Infrastructure – the progress of current developments in the town and how they fit in to this project.
  - Transport – specifically active travel and looking at best practice in other areas in UK and abroad.
  - Future – what are the next steps and where is the money coming from?

On 15<sup>th</sup> March 2022, the Shaping Guildford's Future team held a webinar on what Guildford residents say? – feedback from our engagement. Under independent Chair, Peter Gordon, the webinar featured three guest speakers:

Councillor Joss Bigmore	Leader, Guildford Borough Council
Councillor Tim Oliver	Leader, Surrey County Council
Dawn Hudd	Strategic Services Director, Guildford BC.

The webinar can be viewed by clicking [here](#).

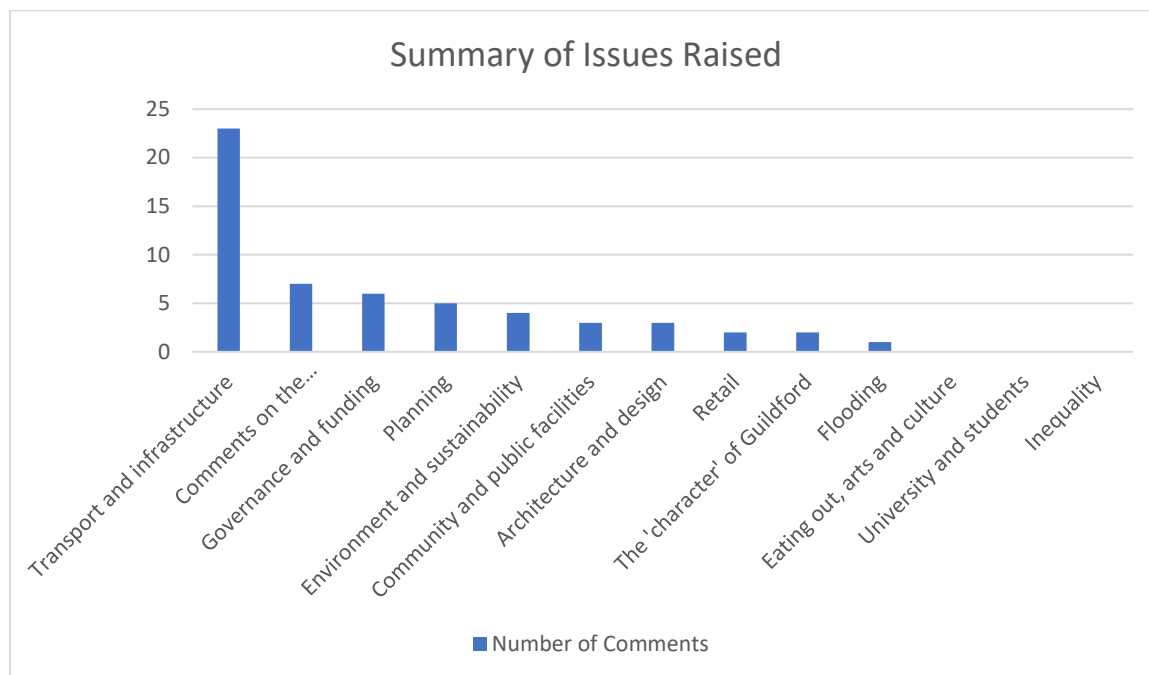
To publicise the event, emails and e-bulletins were circulated and a press release was issued alongside posts on the Council's social media accounts.

## QUESTIONS AND COMMENTS

The following questions and comments were captured either from the webinar live chat as the event was live, or were received as part of the sign-up form.

- 15 questions and comments were received as part of the sign-up form
- 46 questions and comments were captured from the webinar live chat
- 5 questions and comments were received via the project inbox





### Architecture and design

- The proposal to keep the bus station where it is now but north in and north out have been proposed. A similar idea had been rejected in the past because of right turns involved. So what has changed?
- It will be important to balance Retail, Commercial and Dwelling development in the town centre particularly if we are moving to a 15minute town. As we cannot predict the future we also need to consider making new buildings flexible - the days of knocking down and rebuilding may be unsustainable.
- Knocking down & rebuilding is unsustainable in terms of waste generation and resource demand, definitely.

### Comments on the consultation process

- Effectiveness of Focus group results depends on the way the questions are approached.
- In finding out what the community wants, I think it is necessary to develop alternative visions with them so that there is a full understanding of the real trade offs. A full discussion with experts on hand in something like a Citizens' Assembly might enable that.
- Has the council looked at using tech (AI and data modelling) to look at the impact on traffic, cycling and walking into town?
- Is there a program for producing the plan?
- How much money has the consultation process cost to date?

- What are next steps?
- Based on all the sessions, will there be transparency as to how the questions raised are factored in to a milestone based plan?

### Community and public facilities

- We also need to bring in other stakeholders such as the NHS. How can we be a 15 minute town when they are planning to close multiple surgeries on the west of the town meaning everyone will have to drive to get there?
  - Agree on the Surgeries.
    - Good point re planned closures re NHS surgeries.

### Eating out, arts and culture

- No comments.

### Environment and sustainability

- Interesting sustainability is low down the list.
- Why not use facilities like the wonderful Zero Carbon Hub to hold workshops, assemblies whatever.
- 2030 carbon neutral is better (we just need everyone to work together).
- Can we have a program for getting buildings onto renewable energy sources &/or improving building efficiency?

### Flooding

- How are you solving flooding? Underpass cut through for Gyrotory a must. More park and ride. Is there a need for a bus station?

### Governance and funding

- Isn't London far an away the biggest net contributor to the exchequer?
  - Surrey is the largest County contributor though.
- Shouldn't the AAP be a Full Council decision rather than Exec decision?

- Can the council have more of its data about the town more externally accessible? information like traffic, bins, weather, service dates, etc.. to then allow new business to flourish based on using this data, real time data, open source the data, to let people come up with solutions.
- Why has no development of north street progressed in 30 years debt and permissions granted?
- Does GBC intend to prepare a policy on the Sustainable Movement Corridor?
- Why parking cost in town so high which could deter visitors?

## Planning

- I think more residences in town centre isn't a bad thing, but the objections may be to more construction of new residences as opposed to renovating empty buildings to offer options for people working in town.
- We also need provision of Commercial Space to encourage small and medium sized organisations to be based in and grow in Guildford.
- You must have been reading the planning textbooks to have cause to mention Freiburg. Well done.
  - There have been regular visits to Freiburg over the years
- Also linking Freiburg sister cities (and town) for UN sustainable goals.

## Retail

- Retail is the most dominant thing in the town and prominent. doesn't mean it's the best thing. just means we are skewed that way.
- How can you persuade individual landlords to take artisan tenants if they have the opportunity for a plc without some form of financial recompense.

## The 'character' of Guildford

- Freiburg has many pedestrian bridges across the river and the network is much more extensive. It is nothing like Guildford that is a gap town.
- Do we believe the development is the best that a unique Guildford can really offer?

## Transport and infrastructure

### *Public transport*

- Can you ever have an effective bus service with five separate bus companies?
  - Yes, you can have an effective bus service with five separate bus companies. The upcoming Bus Service Improvement Plan (BSIP) can provide coordination.
- The new Bus White Paper 2021 does provide a mechanism to plan bus services across multiple organisations – see the recent news from Manchester.
- It would be nice to have a universal bus pass so you can take any company's bus in an area; I know that would be difficult but it might encourage more bus travel if given more options of bus lines.
- Look forward to seeing the results from Mole valley, it seems to work well in other places and would be a great fit for Guildford and villages which have infrequent bus service.
- North in North out idea for the bus station was rejected due to right turns back in around 2007, so why resurrect it?

### *Parking*

- How can you improve parking and congestion at the same time?

### *Active travel*

- I have moved from Waltham Forest the imposition of a Mini Holland scheme has hugely contributed to the economy there, can we replicate that in some of the Surrey towns – promoting Walking and LTNs with all they demand has really increased the quality of life in urban areas.
- Please don't get bogged down on traffic/transport/busses/cycling. cost causes change. public transport, cycling or walking needs to be more cost effective (price, personal time, opportunity cost, etc) than driving and parking in town. raising parking fees is one way, but please don't do that! do the opposite and be smarter about the other transport options.
- Do you agree we need mini Holland schemes in Guildford to encourage active travel?
- What plans does the council have to enable more people to walk and cycle in and around Guildford?

### *Congestion*

- Your data should confirm that the traffic problem is at peak times rather than shoppers meaning different solutions.
- There is also the idea of a car free day in Guildford going round. Engaging people with that could be a really powerful way of starting the conversation.
- Car Free day needs to happen more than once a year and also needs to encompass weekends and weekdays to capture all of the shifts that people need to make.
- I think Car-free day will require some education/planning coordination with drivers before the day; last time they did car free day all that happened was parts of the town were off-limits & traffic got worse around the outside going in.
- The car free day in Regent St London made one realise how damaging traffic is. The free area needs to be significant to reveal anything; recent attempts in Guildford were token only.
- Tim could the withdrawal by SCC of school busses have added to the congestion and pollution in Surrey; how does this feed in to the obesity issue and what habits does this establish in young people.

### *Role of the car*

- Can the results of that digital travel survey be published please.
- Great to hear you acknowledge that people will need persuading to get out of their cars. What form might this take.
- Encouraging carpooling may be another option to decrease traffic; more full cars means less 1-person vehicles taking up space.

### *Infrastructure*

- Are there any proposals for the A3 around Guildford.
- Modal shift is not possible unless road space is freed up for safer pedestrian and cycle routes. What plans, if any, councils have to improve road network such as a new east west route over the tracks and the river and a footbridge next to Farnham Road Bridge?
- How can we ensure all the villages are connected to the town under a cycle network that complies with LTN 1/20.

# SHAPING GUILDFORD'S FUTURE

## ANNEX 9: STAKEHOLDER AND COMMUNITY WORKSHOP

REPORT PREPARED BY FORTY SHILLINGS  
AUGUST 2022

## BACKGROUND

- 35 people registered in advance to attend the event.
- 23 people attended the event.
- 253 comments were received – most of which related to transport and infrastructure.

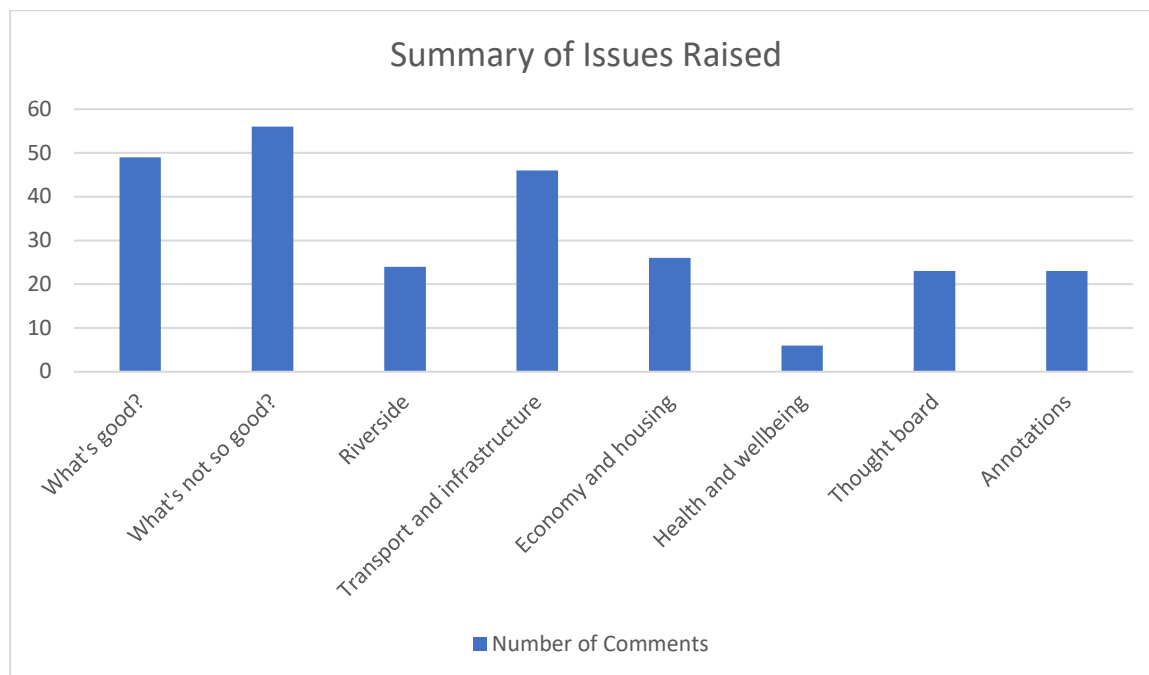
On Tuesday 8<sup>th</sup> March 2022, the Shaping Guildford's Future team held an in-person workshop to gather the feedback and views of Guildford residents on the following topics:

- What's good about Guildford town centre?
- What's not so good and what's missing?
- What do you want to see along the riverside?
- Transport and infrastructure
- Economy and housing
- Health and wellbeing

The event also featured an introduction from Cllr John Rigg and a presentation from Markides Associates on their ambitions for the future of Guildford.

## COMMENTS

The following comments were received on the evening of the workshop.



### What's good about Guildford town centre?

- Centre nice and safe
- Commuter town – sustainable?
- High Street / pedestrian
- Daytime vibrancy / buskers
- Good order / buildings and streetscape
- Markets
- Alleyways
- Debenhams flowers in summer
- Heritage
- High Street – landscape and character
- Culture – theatre and live
- Retail – but diminishing
- Markets
- Innovation and technology centre – gaming
- General ambience – life
- Guildford market – but could be better
- View from High Street
- River to south
- Historical feel, different architecture
- Location of bus station
- High Street pedestrianisation
- Compact
- History



- High Street – Architecture
- Connection to countryside
- The river
- Architecture – some of it
- People
- The market
- The university
- Evening entertainment – restaurants, etc.
- Hub for local area
- Daytime vibrancy
- Guildford market – but underused
- Alleyways
- Hidden gems
- History / river – need to promote more
- Castle – tourist attraction
- History and river

### *Heritage*

- High Street – Guildhall
- Castle
- Undercroft
- Abbots Hospital
- Museum
- Old Shop Fronts – details
- Not uniting and signage control
- Not uniform – above shop fronts
- Shopping and market
- Reduce chains – variety

### **What's not so good and what's missing?**

- Not connected open spaces
- Access to the river
- Pedestrians
- North Street
- Empty shops – for a long time, 3 years +
- Upper High Street – not working
- Poor connection to trains
- Gridlock

- Poor cycle infrastructure – roads and parking
- Lacking fun architecture
- No modern feel / buildings
- Over dominated by the car
- Not enough pedestrian areas
- Limited access to the riverside
- Lack of public space like square and plaza
- Building design
- Friary centre
- North Street market in decline
- River to North
- Bus station
- Quality of bus station
- Integrated bus and trains
- Affordable housing
- North Street not pedestrianised
- Fragmented ownership – landlord's town
- Segregation – river / railway
- Signage – although some people don't like signage
- Same as every other High Street
- Late night drinking – Bridge Street
- People need access to cars – disabled people
- Make the town centre more pedestrian friendly – East / West Crossing
- Cycle network
- Pedestrian friendly
- Flooding
- Roads – the gyratory
- Lack of cycle infrastructure – including links to villages and schools
- Architecture – some of
- Poor nightlife for young people
- Lack of pedestrianisation
- High Street full of cars overnight – 5pm onwards
- Sustainable architecture / materials
- Buildings that last 300 years
- Beautiful = people want to reuse them
- Buildings shouldn't be too high
- Human-scale
- Public support for vernacular architecture is very high
- Walkability – gentle density
- Pedestrianisation – feel like a 2<sup>nd</sup> class citizen compared to cars
- Greenery – trees, e.g., Tunsgate

- Same as every other high street
- Late night drinking

#### *Electric scooters*

- Lethal
- Block pavements
- Difficult for disabled
- Difficult for elderly
- Abandoned everywhere

### **What do you want to see along the riverside?**

- Cafes
- Open spaces and parks
- Access – cycle and pedestrian
- Proper routes and surfacing
- Unattractive – improve
- Green route and landscaping
- Wilderness corridors
- Improve water quality
- More green spaces
- Remove car parks
- Better public access – towpath
- Tunnel A281 past Debenhams
- More activity
- Greener river / wildlife
- Town centre to Albion Wharf – ‘closed in’
- Appreciate access – improve surface
- Want to open up the east bank
- Crossing river good
- Concreate areas bordering
- More access
- Flooding
- Access all the way along the river
- Opening it up – greenery
- More industrial buildings in use – not eyesores

### **Transport and infrastructure**

- Don't forget importance of human behaviour – how integrated it is and how hard to change
- 20mph speed limits reduce traffic jams
- In certain areas raise the road level to the same as pavements to make drivers more cautious
- Joined up / segregated cycle lanes
- Demand responsive buses e.g., Sevenoaks
- Smaller buses
- Pedestrianise / do not widen the car zone
- Dedicated cycle / scooter lanes
- Pedestrianise Bridge Street
- Re-route gyratory
- Safe cycle and walking routes to school
- Bus to school – was not possible for Christ College
- More 20mph zones
- Cycling against traffic – one-way cars / two way bikes
- Car – there should be Low Traffic Neighbourhoods to stop rat runs
- Park and Ride – cheaper
- Disabled access
- Open up other side of the river to current tow path
- Remove the bus lanes

#### *Moving away from the car*

- Bus service – integrated
- More segregated (from traffic) cycle routes – connected to network
- Greater priority for pedestrians
- Park and Ride: much cheaper than town centre parking, longer operating hours
- Engage with employer to provide transport

#### *Reduce flood risk*

- Remove concrete – have green parks / corridors next to the river
- Do not build on the flood plain

#### *Good example to follow*

- Cambridge and Peterborough Travel Plan 2020 – 2050
- Bristol

- Cambridge
- Leicester
- Cambridge and Peterborough – Integrated Travel Plan – customer surveys
- Pricing incentives for park and ride
- 20mph zones
- Cycle lanes (integrated)
- Smaller, more frequent buses
- A3 crossings – not good for cycles / walking
- Engage employers on transport needs
- What compromises are made?
- Governance

#### *What we need*

- Traffic management
- Improved things for pedestrian
- Reduce car access to town
- More Park and Ride
- Pedestrianisation to link river and town
- Peak times worst – work and school runs
- Car sharing schemes

#### **Economy and housing**

- More social housing
- More homes and public infrastructure
  - Schools, health
  - Lighting
  - Crime
- Joined up
- Distinctive vision
- Retail / hospitality – brings income to town
- Promote digital
- Sustainable jobs – funding available
- Poor lighting in town centre
- How to promote low energy homes
- Zero carbon
- Retail and hospitality
- What is Guildford like in digital ages
- Greener transition

- Where will the people living in the new homes work? – Guildford, remotely or in London?
- Can we be diverse
- Housing and cohesive
- Ugliness – planning and appearance. If we have a modern building, make it high quality climate design
- Planning links
- Operation
- Joined-up
- Yes to doctors, schools and public transport
- Majority wanted more town centre housing but not unanimous
- Consider the policy and planning implications of new developments and how they will be and operated / delivered

### Health and wellbeing

- Sustainability and architecture
- Need attractive buildings
- Walkability / pedestrianisation
- Looking up river – stop flooding
- Community / neighbourhoods
- Minimal greenspace in new development

### Thought board

- Green walls
- All new housing to have cycle storage – flats and houses
- Greenery – trees e.g., Tunsgate
- Encourage shared use of cars – reduce parking, reduce ownership, maybe Council to buy a fleet
- Safer pedestrian and cycle routes by removing the gyratory. It requires a new east-west route and underground
- Heritage, views, night life, purple flag, 8<sup>th</sup> year only, safety on river walks
- Prepare for inevitable road privacy, liaise with other boroughs with similar problems, influence national policy
- Secure cycle parking
- Don't consolidate GP surgeries as people will need to drive to it
- Buses with cycle carrier

- Side streets and river walks, safety and lighting, night time economy, purple flag, 8<sup>th</sup> year only
- Cycle storage for residents – with charging for electric bikes
- E-bike or scooter hire
- 20 mph limit, permitter car parks with minibus / buggy access for disabled / elderly to centre, smaller more frequent buses costing less, car sharing encouraged / facilitated
- Park and Ride buses should stop en route as well e.g. Meroow > Town centre, empty Park and Ride buses go fast to bus stops with people waiting, use Park and Ride for schools traffic, drop-off with linking buses
- More cycle parking in centre and e-bike parking, infrastructure, doctor's surgeries and schools need to be there as new building comes on stream, already Meroow Park Surgery is overwhelmed
- Encourage actively search for sustainable builders round Guildford to encourage the builders to use natural materials etc.
- More greenery along the river and along the river through the town
- Don't widen the A3, the problem is severance, noises and air pollution, no congestion, widening a viaduct is not a good solution
- More walking
- Ensuring attractive architecture and design codes
- Sustainable buildings i.e. beautiful = reusable
- Make Guildford a real destination, it's high street potentially dies, USP is unclear when we have so much innovation this is not known about

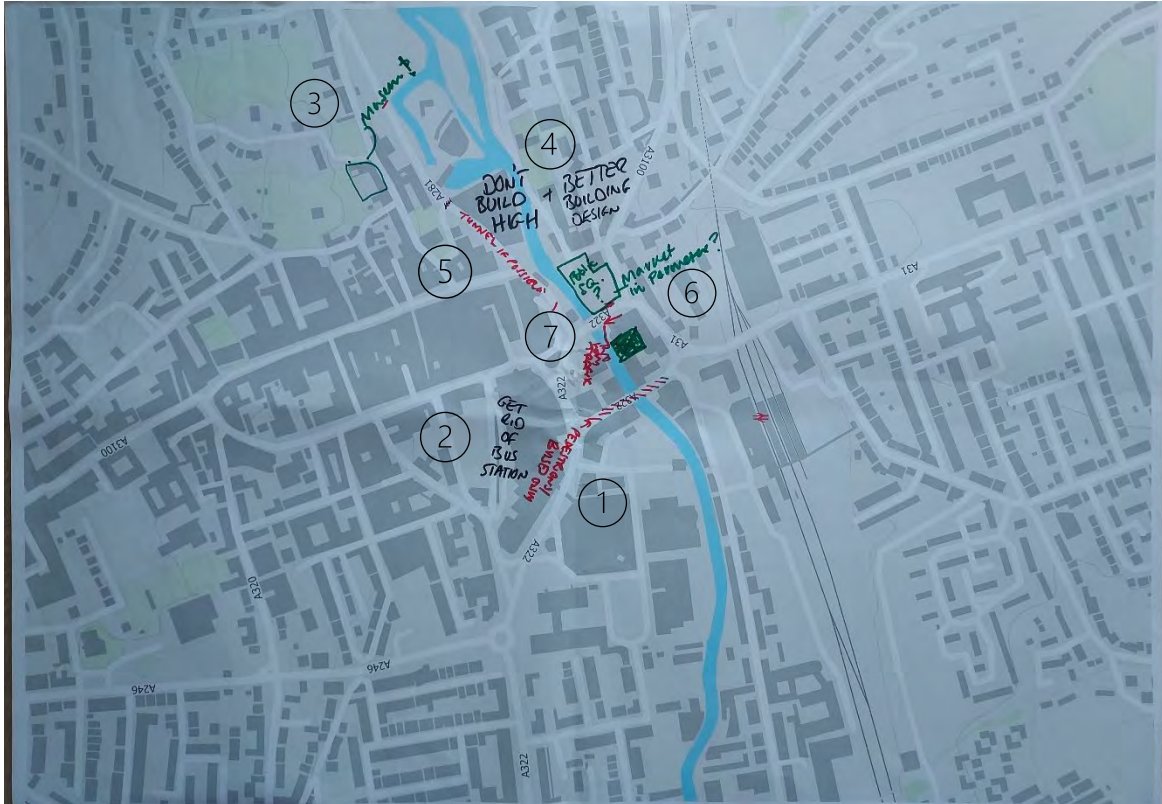
## Map annotations

Maps were given to each of the groups, with participants asked to mark up with their comments.



1. Noise!
2. Deprivation
3. Severance
4. Park and Ride on A323 / A322 route
5. No south bound on slip – makes traffic go through town
6. North bound on slip
7. Tunnel





1. Pedestrians / buses only
2. Get rid of bus station
3. Museum
4. Don't build high + better building design
5. Tunnel if possible
6. Public Square – market if possible?
7. Two way track



1. Low Traffic Neighbourhoods (LTN) marked above



1. Pedestrianise + disabled access
2. Sydenham Road – Two-way cycling, remove parking
3. Car park – drive to car parks only, not through Guildford!
4. Cycle path / flyover link to station
5. Bridge Street – Pedestrianise
6. Walnut Tree Close – implement one way and cycle-way
7. Car park
8. Block rat run

# SHAPING GUILDFORD'S FUTURE

## ANNEX 10: MEDIA COVERAGE (SOCIAL & TRADITIONAL MEDIA)

REPORT PREPARED BY FORTY SHILLINGS  
AUGUST 2022

## BACKGROUND

In July 2020, Guildford Borough Council (GBC) agreed to bring forward a sustainable and ambitious town centre masterplan to show how strong vision can achieve more than piecemeal and uncoordinated development.

A key part of this was to find out the views of people who live, work, and visit Guildford including businesses, strategic partners and organisations. As part of this, receiving feedback via GBC's social media channels and gauging reaction in the local media have been a vital way to understand views.

This report outlines both the coverage received in the local media and the responses received to individual posts made from GBC's social media accounts.

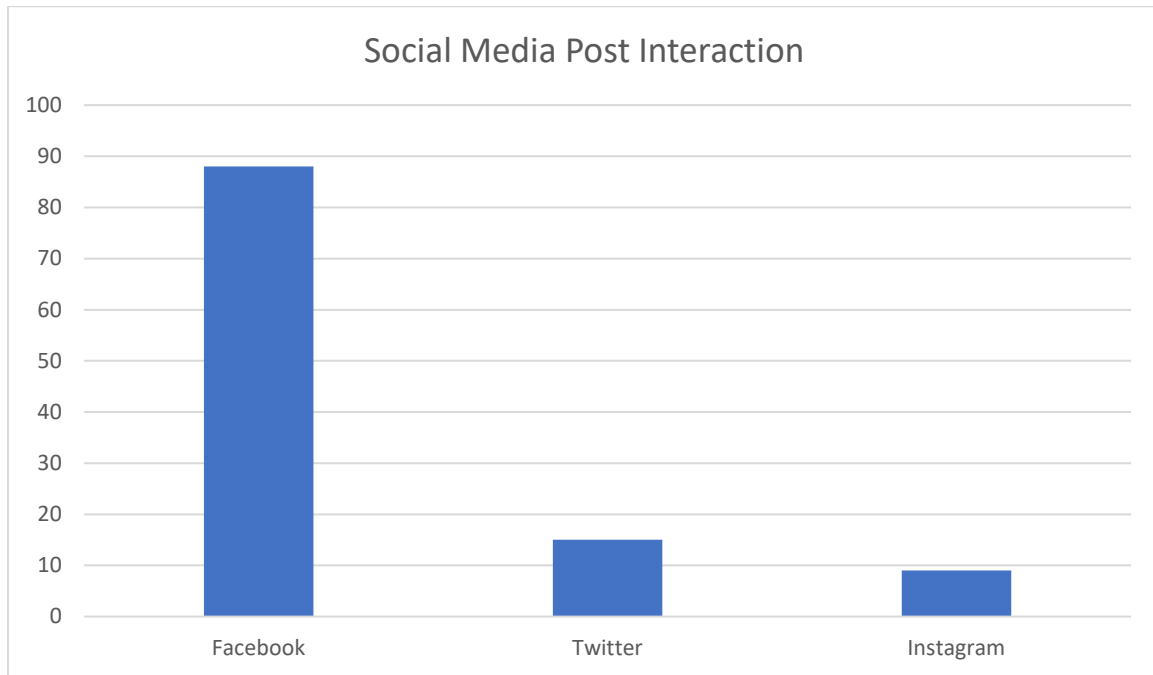
From 09/12/21, to 20/03/22, the Shaping Guildford's Future consultation has received:

- 113 responses to social media posts publicising the consultation
- 4 mentions in local press.

## SOCIAL MEDIA

The following questions and comments were captured from organic posts on GBC'S Instagram, Twitter, and Facebook accounts. The posts follow a similar structure across each platform.







- 89 comments were received on Facebook
- 15 comments were received on Twitter
- 9 comments were received on Instagram




Across all channels, the posts:

- Had a total of 924 clicks
- Had a reach of 505.1k
- Created 96k impressions
- Received 600 likes, 93 shares and 107 comments

A selection of Facebook posts were put forward for boosting, details on this can be seen below.

	14 Mar • Created by Amy Ji... Website visitors	<b>Completed</b>	34,480 Reach	435 Link Clicks	£201.19 Spend of £100.00 per day	...	View Results
	14 Mar • Created by Amy Ji... Link clicks Register for our fin...	<b>Rejected</b>	-- Reach	-- Link Clicks	£0.00 Spent out of £100.00	...	View Results
	14 Mar • Created by Amy Ji... Link clicks It's not too late to ...	<b>Rejected</b>	-- Reach	-- Link Clicks	£0.00 Spent out of £100.00	...	View Results
	28 Jan • Created by Amy Jim... Link clicks Tell us what you th...	<b>Completed</b>	19,214 Reach	303 Link Clicks	£100.00 Spent out of £100.00	...	View Results
	14 Jan • Created by Amy Jim... Link clicks How can we make ...	<b>Completed</b>	27,064 Reach	147 Link Clicks	£100.00 Spent out of £100.00	...	View Results
	31 Dec 2021 • Created by A... Website visitors How can we make ...	<b>Completed</b>	2,553 Reach	24 Link Clicks	£8.15 Spend of £1.75 per day	...	View Results

	13 Dec 2021 • Created by A... Link clicks Get involved and re...	<b>Rejected</b>	Reach	Link Clicks	£0.00 Spent out of £100.00	...	View Results
	10 Dec 2021 • Created by Ge... Messages Tell us what you th...	<b>Completed</b>	1,648 Reach	Messaging conversations started	£14.00 Spent out of £14.00		View Results

## 9 December 2021

*Tell us what you think about our plan to shape Guildford's town centre. The ten-week consultation includes debates, workshops, town centre stalls and online events so everyone has an opportunity to make their views known. Join the first webinar on Tuesday next week.*

### Facebook

- How can we have any faith in this consultation when the area around the Friary has sat neglected for years and the proposed redevelopment and improvements to the bus station have never materialised?
- Pretty convinced that consultations such as this are rarely held to actually listen to peoples views... far more likely held so that a box is ticked and you can tell people what you are going to do.
  - Consultations are exactly that, they tell you what they intend to do.
    - Yes I know. I learnt many years ago the difference between consultation and negotiation.
    - And yet they talk of debates, workshops and letting you get your view across as if them views will actually be taken into account!
  - How would you suggest the community gets involved. There certainly are different opportunities on offer to get involved. Just criticizing about the method won't get anything done. Get involved, have your say and see how you can help influence how Guilford develops. What I do hope will be part of the 'consultation' is helping the participants understand the problems and being honest about what can be achieved and which authority is responsible. No good letting everyone get excited by a tunnel under Guildford which is out of our hands and most likely too expensive.
    - Corruption is difficult in a planning system that one party has no overall control. No, it is the sort of comments such as the ones after some trees were felled in Stoke Park. Shouldn't have happened but I doubt it was the result of anyone being corrupt. Developers push their luck and it is the responsibility of the planners, parks department, local Councillors, Guilford College, Surrey County Council.... The list goes on. Everyone is meant to

look at the plans properly but nobody in the chain of decision making noticing the building line was too near the trees! What a shame.

- I never claimed corruption! Indifference to public opinion maybe, a disconnect between 'power' and certain segments of the population, incompetence, or stubbornness to change a plan once it's set in motion maybe... possibly even political pressure from outside to force development through but not corruption
  - I also want to feel that my views during consultations are recognised. I would like most to be part of a focus group, when the options are set out and attendees discuss the options and encouraged to come to a workable conclusion. What I hate is comments on Facebook that show a complete lack of understanding of the problems and possibilities and end up accusing anyone who has taken up public office as corrupt. At local level I don't think this happens very often.
  - Happy to have a consultation, I actually think they are a good idea, BUT I want to actually feel listened to, to actually have faith in the system.
- I think Guildford is absolutely ACE place
  - A Ring Road would good as horrendous getting in and out and sort out the A3 as needs improving past Guildford.
  - They heard us
    - But will they hear the people that suggest good ideas?
      - GBC only implement ideas that damage business or turn things into flats remember, it's a policy of theirs
    - I bet they pedestrianise Guildford like other towns and take out disabled parking and move it further out which defeats the object considering the limited ability to walk to qualify for a blue badge.
  - Filed in.

### Twitter

- Glad this is happening
  - Get rid of cars, concrete, grim North Onslow Park Friary Commercial Streets, Millbrook and A322, unseemly businesses - open up The Wey, plant trees, celebrate beautiful High Street
  - But GET ON WITH IT Talking about it for YEARS
  - Absolute nails it. Some affordable housing too.



### Instagram

- I've filled the survey in already!
- Another consultation? What a waste of money

### **13 December 2021**

*Get involved and register for our first online debate on 14th December about Shaping Guildford's future – what are the challenges and opportunities for the town over the next 20 years?*

*Our panel includes Leader of the Council, Councillor Joss Bigmore and representatives from Surrey Research Park, Experience Guildford and Guildford Environment Forum*

*Register now <https://orlo.uk/cZ9nx>*

*#ShapingGuildford #Guildford*

### Instagram

- Repair or replacement of our much loved skatepark.
- The parking from 9–9pm is now super challenging especially for women working at the restaurants/bars etc. night time. They can't park, can't afford UBER means they have to walk home on their own at night! Fantastic well done Guildford council I can see how you want to protect women!!!

### **14 December 2021**

*It's not too late to register for our first online debate tonight at 6pm. You don't even have to leave the house!*

*Our panel includes Leader of the Council, Councillor Joss Bigmore and representatives from Surrey Research Park, Experience Guildford and Guildford Environment Forum*

*Register now <https://orlo.uk/DooVj>*

*[#ShapingGuildford](#) [#Guildford](#)*

### Twitter

- Will mention on @brooklandsradio this afternoon.
  - Thanks JP...much appreciated.

### 14 December 2021

Join our first online debate of our consultation to help Guildford's future in just 2 hours, at 6pm.

Our panel includes Leader of the Council, Councillor Joss Bigmore and representatives from Surrey Research Park, Experience Guildford and Guildford Environment Forum

Register now <https://orlo.uk/ob66w>  
[#ShapingGuildford](#) [#Guildford](#)

### Twitter

- Its not very obvious this is only about the Town Centre Master Plan, not the Local Plan, being consulted at the same time!! Why is Peter Gordon always described as a Radio Presenter. His experience as the Director of 10 Local Radios and business experience is more relevant.
- No doubt nothing will be said about the A3 - never going to solve issue of congestion & pollution if more homes are built & the university / science park keeps expanding #Guildford
- Not to mention the Local Sustainable Movement Corridor SMC PH3. The aim of which was '????' at 'Tesco Roundabout'. Suddenly cancelled by The University. Good team play, chaps?
- Mind you, isn't that outside the Town Centre & therefore this Masterplan. Although it is in the area of the town, or even broader borough.
- Well it's Park Barn / GU2
- Research Park, RSCH, Surrey Sports Park, Manor Farm (?), & Tesco
- Anyway, how did it go? Moderated discussion about 8 years of still vague definition and proposals?

### 17 December 2021

Thanks to everyone who joined us at Tuesday evening's webinar about Shaping Guildford's future.

It's now available to watch on our website <https://orlo.uk/sOBeO>

Our panel includes Leader of the Council, Cllr Joss Bigmore and representatives from Surrey Research Park, Experience Guildford and Guildford Environment Forum.

[#ShapingGuildford](#) [#Guildford](#)

### 18 December 2021

Thanks to everyone who joined us at Tuesday evening's webinar about Shaping Guildford's future.

It's now available to watch on our website <https://orlo.uk/hsUxl>

Our panel includes Leader of the Council, Cllr Joss Bigmore and representatives from Surrey Research Park, Experience Guildford and Guildford Environment Forum.

[#ShapingGuildford](#) [#Guildford](#)

### 21 December 2021

It's not just the Council's vision, it's the vision for everybody that lives and works and travels to Guildford. Leader of the Council, Cllr Joss Bigmore invites everyone to have your say on our plan to shape Guildford's town centre <https://orlo.uk/xz3z3>  
[#ShapingGuildford](#) [#Guildford](#) [#Surrey](#)

### 24 December 2021

It's important communities across Guildford have their say on our plans to Shape Guildford's future. Naseer Shams from Guildford's Muslim community wants less cars and more pedestrianisation

Have your say <https://orlo.uk/KUxAZ>

[#ShapingGuildford](#) [#Guildford](#) [#Surrey](#)

### 27 December 2021

"This consultation is just the start of the journey" Lead Councillor for Regeneration John Rigg invites you to share what you think about Guildford and what could make it better.

Have your say <https://orlo.uk/ko769>

[#ShapingGuildford](#) [#Guildford](#) [#Surrey](#)

### 29 December 2021

It's not just the Council's vision, it's the vision for everybody that lives and works and travels to Guildford. Leader of the Council, Cllr Joss Bigmore invites everyone to have your say on our plan to shape Guildford's town centre

<https://orlo.uk/iecTU>

[#ShapingGuildford](#) [#Guildford](#) [#Surrey](#)

### Instagram

- Crazy long queues for the car parks at least 30 minutes this morning.
- Fix the dump outside the bus station.
- Remove the parking hours from 9-9pm.

### **31 December 2021**

What's your new year's resolution for [#Guildford](#)?

Please share your thoughts to help shape our borough's future and join us for our next webinar about sustainability on 18 January 6pm: <https://orlo.uk/DEhN9>  
[#ShapingGuildford](#)

Photo credit: thisisguildford

### Facebook

- My wish for Guildford in 2022 is that it be led by wise, discerning councillors who appreciate the fact that allowing two buildings twice the height of the Debenhams building on its site in the centre of the photo above - indeed, roughly the height of the Surrey Police HQ that can be seen higher up in the photo - would be a shockingly bad decision that Guildford's residents would have to live with for the rest of their lives.  
And that Guildford has leaders who - at long last, after 60 years of too many bad decisions - show true respect for the fabric of a historic and beautiful town as they further the work of the North Street regeneration project.
- Try and use all 6 different gender toilets in the Friary.
- Try and use all 6 different gender toilets in the Friary.

### Twitter

- Amazed at the amount of prime real estate given over to cars parks. Photo shows a huge car park front and centre, could be sold off for genuine affordable housing.

### **8 January 2022**

Please share your thoughts to help shape our borough's future and join us for our next webinar about sustainability on 18 January 6pm: <https://orlo.uk/NznHu>  
[#ShapingGuildford](#)

### 11 January 2022

How can we make Guildford more sustainable?

Get involved and register for our second online debate on 18 January at 6pm about Shaping Guildford's future – how can we ensure the plan for our town is sustainable?

Our panel, chaired independently by Peter Gordon, includes Cllr John Rigg, lead architect [Leonard Design Architects](#) and air quality expert from [University of Surrey](#)

Register now <https://orlo.uk/Uzm4D>

[#ShapingGuildford](#) [#Guildford](#)

### 14 January 2022

Register for our online debate next Tuesday at 6pm about Shaping Guildford's Future, and making it sustainable.

Reserve your place <https://orlo.uk/0pPIV>

[#ShapingGuildford](#) [#Guildford](#)

### 14 January 2022

How can we make Guildford more sustainable?

Join our second online debate on 18 January at 6pm about Shaping Guildford's future – how can we ensure the plan for our town is sustainable?

Register now <https://orlo.uk/8QwUz>

[#ShapingGuildford](#) [#Guildford](#)

### Facebook

- Cheaper coordinated bus routes into and through town, so if come in from villages within eg 10 mile radius, ticket also gets you to any point in Guildford. good cycle parking everywhere, better segregated cycle routes into and around the town, more green space in the town centre for starters.
- Interesting shops pop ups etc. Nice cafes not chains.
- Same as any large town.... frequent, accessible, affordable public transport into/out of the town from surrounding areas, around 10 mile radius. For those South of Guildford there are few options other than the car to get to Guildford.
- Get rid of traffic from the centre of town.
- Safer cycling routes, preferably segregated from traffic. Would love to cycle my children to school but it is terrifying cycling with them on the busy roads.
  - Seconded.

- Turn the derelict area by the bus station /Woodbridge Rd/ Leapale Rd into a park and green space along with 'wilding'...
  - This would be amazing.
- We need the Hopper buses back. They were much better than double deckers that are never full. And could go up the High Street.
- Start by making it more affordable.
- STOP increasing parking charges.
- Electric golf cart shuttle to help people up the hills.
- Build 7 high skyscrapers up to 37 storeys like Woking!! See how the residents there like it!!! And oh no fire ladders reach anything like that height !!!
- River bus?
- Put pool covers on **Guildford Lido**
- You know it's not heated in the winter.
  - Oh yes it is, just not very much.
- And more spaces provided for community gardens and allotments would be great.
- Collect the things you say you do on the recycling leaflet. We put a kettle out, clearly marked waste electrical, every week for 7 weeks...
- EV charge points. EVERYWHERE.
- Welcome shoppers back by giving one hours free car parking?
- Council has no obligation to provide free storage for private property. If people cant afford a few pounds to park, how do they afford car ownership?
- Answer the phone and answer emails to residents with real issues rather than wasting time and money on pointless social media posts.....!!
- You need to make the town more accessible. You took away disabled parking spots in Tunsgate, now we shop online instead of visiting the stores there.
- Make it safer to walk. Walking our toddler to nursery on Portsmouth Road via the Mount Pleasant rat run is a hideous daily experience with guaranteed weekly near misses. It needs fixing and has done for years.
- Bring back Woolies.
- Electric golf carts would be a wonderful idea I hear so may people say I love Guildford but can't face the hill what a fab idea.
- Work with property landlords to provide smaller retail or community spaces that can be leased for short periods.
- Offer free transportation for child under 16 like london, encourage them to take by bus instead of drive by parents will definitely clear the school road in the morning. The traffic fee is too high.
- I'd start by not spending insane amounts of money on pop up village vanity projects that then end up in landfill 6 months later.
- I'd start by not spending insane amounts of money on pop up village vanity projects that then end up in landfill 6 months later

- Stop wasting public money on things like that white elephant known as The Pop Up Village - how much £££££ wasted on that ?
- Reduce parking charges and business rates.

### 16 January 2022

Register for our online debate next Tuesday at 6pm about Shaping Guildford's Future - how can we ensure the plan for our town is sustainable?

Reserve your place <https://orlo.uk/863dV>

[#ShapingGuildford](#) [#Guildford](#)

### 18 January 2022

Join our second online debate of our consultation to help Guildford's future in just 2 hours, at 6pm.

Architect and air quality experts will join our Lead Councillor for Regeneration on the panel, discussing our plans to shape Guildford's future. Topics include improving air quality, flooding control, responding to climate change and enhancing our beautiful public green spaces.

Register now <https://orlo.uk/W80PG>

[#ShapingGuildford](#) [#Guildford](#)

### Facebook

- I hope to be there - if my computer behaves!
  - Did it?
  - Indeed it did! It was very interesting!
- I thought it was tomorrow. Did it give you a good feeling about Guildford's future?
  - Not exactly. I'll try to look at the recording and take a closer look at the diagrams they used.
  - If you find the recording would you send me a link please? Cheers.
  - Will do.
- Are these recorded by any chance? I got the date wrong!
  - Yes you will be able to see the recording in the next few days here <https://shapingguildford.co.uk/get-involved/>

### Instagram

- This photo is beautiful!

## 28 January 2022

Tell us what you think about our plan to shape Guildford's town centre. The ten-week consultation includes debates, workshops, town centre stalls and online events so everyone has an opportunity to make their views known.

Have your say at <https://orlo.uk/Fj9VB>  
[#ShapingGuildford](#) [#Guildford](#)

### Facebook

- I think the concept of shaping the town around the water ways and making the river safe to not flood is a great way forward. I think all existing businesses need to be heavily consulted and foot flow to their doors must be either improved or not impeded. Being able to drive across (to and from) all sides of Guildford is vital. Centrally marketing all businesses would be a super savvy approach to attract new and support existing businesses.
- Because the town is very steep! Blue badge parking is disappearing as they block roads with gates. A nightmare for those who suffer walking.
- More money on consultations that go nowhere.
- Instead of leaving shops empty, encourage young entrepreneurs to rent the shops for less so they can sell their goods for a limited time period, get on their feet? get experience? Perhaps have experienced shop owners as their mentors?
  - Excellent idea Anything that can be done to help and encourage young people is worthy.
    - Yes! In fact to get older entrepreneurs back working, perhaps pair them up with younger people, new to a particular trade? And get other people off the dole and back into our new budding trades and apprenticeships?
- Let's get back to some green grass near the river and have tea and coffee shops not a blocks of buildings.
- Get rid of the bus station and put it with the train station and get a shuttle bus to go from train to Guildford.
- A consultation is telling you their intentions and should never be confused with negotiation.
- If it's anything like all the other projects (charging to use common land or pop ups) they'll do whatever it takes to waste our council tax.
- More concerned with ridiculous plans for Woking!!



### 29 January 2022

If you missed our last webinar on Shaping Guildford's Future you can watch the recording.

Architect and air quality experts joined our Lead Councillor for Regeneration on the panel, discussing our plans to shape Guildford's future. Topics include improving air quality, flooding control, responding to climate change and enhancing our beautiful public green spaces.

Watch the webinar <https://orlo.uk/J7Zf7>

[#ShapingGuildford](#) [#Guildford](#)

### 6 February 2022

Help shape [#Guildford](#)'s future by commenting on our proposed Local Plan: Development Management Policies in our consultation from 7 January to 18 February.

Find out more: <https://orlo.uk/tJMqY>

Photo credit: thisisguildford

#### Facebook

- Quite simple, get rid of the bus and cycle lanes so that traffic can actually flow, reduce parking fees to 50p an hour as the buildings have already paid back the construction costs so anything you make from it is profit.
  - The roads are for everyone not just car drivers... bus and cycle lanes reduce accidents which bring far greater chaos and traffic jams than leaving them in place.
  - I've lived in Guildford since 1972 and it was a much better place before people like you were around. By the way you speak from experience do you, I know I do.

### 7 February 2022

Shape Guildford's future.

Hundreds of people have already let us know what they think about our plan to shape Guildford's future. Have your say at <https://orlo.uk/mvxpG>

The ten-week consultation includes debates, workshops, town centre stalls and online events so everyone has an opportunity to make their views known.

[#ShapingGuildford](#) [#Guildford](#)

## 9 February 2022

Is it time to ditch the car? At our last debate Prof Prashant Kumar from [University of Surrey](#) said more active travel is needed. Watch the webinar recording <https://orlo.uk/x3Alc>

You can register for our next debate on 22 February. The panel includes Cllr John Rigg, and transport and flooding experts. Register now <https://orlo.uk/9O2IZ>  
[#ShapingGuildford](#) [#Guildford](#)

### Facebook

- We could ditch the car more if GBC provided somewhere safe to put our bikes please.
  - Totally agree!
- We could also ditch the car (from where I live), if the circular bus was reintroduced - or even extended beyond its previous route to include some "near by" suburban areas.
  - Some of us are physically disabled and need a car.
  - And wouldn't it be great if those of us who don't always need to drive got out of cars and reduced the amount of traffic you have to deal with? I try to cycle places with my kids, but it's so dangerous - I got hit by a van a fortnight ago with a baby on the back of my bike, so I'm back in the car until I get my confidence back. Clogging up the roads and the air when I don't need to be.
  - Sure but most of us could.
- That is horrific, may I ask where were you when this happened?
  - Just on Stoke Road, a close pass by a white van driver that hit my shoulder with his wing mirror.
    - This happened to David countless times whilst we lived in Guildford (obviously minus the baby!). A couple of times, it knocked him off his bike, and then the driver shouted at home for being on the floor in the road, stopping the traffic!
- It is abhorrent that a motorist would clip a cyclist with a child on the back of the cycle. This is exactly why the Highway Code is changing to give priority to the less vulnerable and make it clear how much room to leave when overtaking, or to expect a cyclist may need to ride defensively. Hope you get back on the bike soon Rachael. Stoke Road should be 20mph, especially considering the college and no. of pedestrians / cyclists / lack of segregation.

### 13 February 2022

Our next Shaping Guildford's Future webinar is on Tuesday 22 February at 6pm and will focus on how we improve the town's transport, infrastructure, housing and local economy.

Register: <https://orlo.uk/Bk1h0>  
[#Guildford](#)

#### Facebook

- Sounds exciting! [#ILoveLocal](#)

#### Twitter

- Could you be a bit clearer. Is this the defined Town Centre? Or the whole Town or the Borough as covered by the Local Plan.
- I initially thought "Shaping Guildford's Future" was a weight loss programme with monthly meets for encouragement.

### 14 February 2022

Our next Shaping Guildford's Future webinar is on Tuesday 22 February at 6pm and will focus on how we improve the town's transport, infrastructure, housing and local economy.

Register: <https://orlo.uk/ie3rD>  
[#Guildford](#)

### 17 February 2022

Our next Shaping Guildford's Future webinar is on Tuesday at 6pm and will focus on how we improve the town's transport, infrastructure, housing and local economy.

Book your place: <https://orlo.uk/OfsQq> [#Guildford](#)

### 18 February 2022

Shaping Guildford's Future webinar is on Tuesday at 6pm and will focus on how we improve the town's transport, infrastructure, housing and local economy.

Book your place: <https://orlo.uk/OfsQq>  
[#Guildford](#)

### Facebook

- Reduce the insane bus fares to encourage more sustainable travel. Stop the reductions of trains on the Portsmouth – London route and Guildford – London via Leatherhead. No other areas on the South Western network are having such severe cuts. Get rid of pointless initiatives like bus lanes that operate at random hours, have actual cycle lane access on every road. Do something about how dangerous the new Lidl entrance is for pedestrians walking from Stoughton/Rydes Hill into Guildford – it's a blind crossing pedestrians have to gamble, never was an issue before as shops rarely used but Lidl sees cars every few seconds. Do not close any toilets – you charge insane amounts of council tax and offer less services than Northern towns that charge less.

### Instagram

- Pick up the litter.

## 20 February 2022

Our next Shaping Guildford's Future webinar is on Tuesday 22 February at 6pm and will focus on how we improve the town's transport, infrastructure, housing and local economy.

Register 🙌 <https://orlo.uk/qvzoA>  
[#Guildford](#)

## 21 February 2022

Tomorrow's [#ShapingGuildford](#) debate will explore how we could improve the town's transport, infrastructure, housing and local economy. We want to know what you think.

Join us tomorrow evening at 6pm.  
Register now: <https://orlo.uk/aebx0>  
[#Guildford](#)

## 22 February 2022

It's not too late to join tonight's [#ShapingGuildford](#) debate at 6pm. Be part of Shaping Guildford's future.

The debate will explore how we could improve the town's transport, infrastructure, housing and local economy. The panel includes Councillor John Rigg, Professor

Amelia Hadfield from the University of Surrey, Andreas Markides from Markides Associates and Rebecca Fletcher from Arup Consulting Engineers.

Register now: <https://orlo.uk/ME56p>  
[#Guildford](#)

### 7 March 2022

Watch the recording.

At our latest Shaping Guildford's Future debate focused on transport, housing and local economy improvements. It was the most popular online debate yet, with more than 150 people attending.

Councillor John Rigg said: "Everyone recognises that we need to make it easier for people to get around Guildford town centre but there are no quick fixes. We can learn from the experiences of other towns as it's important we get things right. We need a plan for the long-term.

Professor Amelia Hadfield from the University of Surrey, Andreas Markides from Markides Associates and Rebecca Fletcher from Arup Consulting Engineers were also on the panel.

Watch the recording <https://orlo.uk/hCh0J>  
[#ShapingGuildford](#)

### 9 March 2022

Hundreds of people have already let us know their views on our plans to Shape Guildford's Future.

Have your say <https://orlo.uk/I8uA9>  
[#ShapingGuildford](#) [#Guildford](#) [#Surrey](#)

### 14 March 2022

It's not too late to get involved and register for our final online debate tomorrow. The Leader of Guildford Borough Council, Joss Bigmore, and Leader of [Surrey County Council](#), Tim Oliver will respond to initial feedback received as part of our engagement activities for Shaping Guildford's Future.

Register now: <https://orlo.uk/yA0cK>  
[#ShapingGuildford](#)

### 14 March 2022

Register for our final online debate tomorrow at 6pm.

The Leader of Guildford Borough Council, Joss Bigmore, and Leader of [Surrey County Council](#), Tim Oliver will respond to initial feedback received as part of our engagement activities for Shaping Guildford's Future.

Register now: <https://orlo.uk/tZe9l>

[#ShapingGuildford](#)

### 15 March 2022

Our final online debate discussing our plans to shape Guildford's Future is tonight at 6pm.

The Leader of Guildford Borough Council, Joss Bigmore, and Leader of Surrey County Council, Tim Oliver will respond to initial feedback received as part of our engagement activities for Shaping Guildford's Future.

Register now: <https://orlo.uk/DLQ9L>

[#ShapingGuildford](#)

### 20 March 2022

We're now reviewing comments from you on our plans to Shape Guildford's Future. This is just the first phase of our engagement and you can still have your say by emailing [info@shapingguildford.co.uk](mailto:info@shapingguildford.co.uk).

All four webinars, including last week's with Leader of the Council, Councillor Joss Bigmore and Surrey County Council Leader, Councillor Tim Oliver, can be seen at

<https://orlo.uk/qwxRE>

[#ShapingGuildford](#)[#Guildford](#) [#Surrey](#)

### Twitter

- GIF of man shredding paper.

## TRADITIONAL MEDIA

The following articles contain direct mention or are entirely about the Shaping Guildford's Future campaign. They are captured from various local news sites and gazettes from 09/12/21 to 20/03/22.

### ***Guildford Dragon: Council Hosts Online Debate to 'Shape Guildford's Future' - Tonight***

- This article directly promotes the Shaping Guildford's Future consultation, encouraging people to join the second webinar that was held on January 18<sup>th</sup>.
- It also includes information on the consultation, the January webinar and a quote from Cllr John Rigg.
- Click [here](#) to find out more.

### ***Guildford Dragon: Opinion: We Should Take No Lessons from the Tories on Planning after Their Decades of Failure***

- Cllr Joss Bigmore, Leader of the Council (R4GV, Christchurch) submitted an opinion piece to the Guildford Dragon that directly mentions the consultation process.
- "Shaping Guildford's Future" ([www.shapingguildford.co.uk](http://www.shapingguildford.co.uk)) will produce an Area Action Plan that will become part of the borough's Development Plan. As such it will have to go through full consultation and public examination. The success of this project will ensure we regenerate our town and protect our countryside from further unsustainable development."
- Click [here](#) to find out more.

### ***Guildford Dragon: Tory Campaign Leaflet Against Cuts and Increased Parking Charges Called 'Deeply Dishonest'***

- The Lib Dem and R4GV coalition Council recently accused a Conservative campaign leaflet of being "deeply dishonest" about cuts to funding and parking price increases.
- Cllr Fiona Davidson (R4GV, Guildford South-East) said that "R4GV would rather focus on delivering for Guildford" including "Shaping Guildford's Future, new homes at Weyside Urban Village and Guildford Park Road".
- Click [here](#) to find out more.

### ***Guildford Dragon: Guildford 'On Borrowed Time' for Flood Prevention Works***

- In an interview with the Guildford Dragon about flooding in Guildford, Cllr John Rigg (R4GV, Holy Trinity) notes that Guildford is “on borrowed time” with regards to flood prevention.
- He however argues that “We are now addressing the challenge with the help of the Environment Agency and hopefully Surrey County Council as part of the new Masterplan ‘Shaping Guildford’s Future’. It will take time but we are on the case and with the support of the community we are optimistic flooding can be resolved to create a better safer Guildford”.
- Click [here](#) to find out more.



# SHAPING GUILDFORD'S FUTURE

## ANNEX 11: GUILDFORD FOCUS GROUPS

REPORT PREPARED BY FORTY SHILLINGS  
AUGUST 2022

## Guildford Focus Groups – Analysis & Recommendations

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### Methodology

- We held two online focus groups on 23<sup>rd</sup> and 24<sup>th</sup> May, with respondents to the original survey. There were five attendees in each
- The respondents were all residents within the Guildford Borough Council area and were a mixture of ages
- The first group was comprised of respondents who said they did not support building housing in the town centre and this discussion was focused on housing
- The second group was comprised of residents who said they were unwilling to switch from their car to other modes and this discussion was focused on transport

### Caveats

- Focus groups tell us why people think the way they do and give us insight into the sentiments that drive decision making
- These are only snapshots of opinion, and do not capture the full range of opinion, which is best done through representative opinion surveys

### Overview

- Generally speaking, **both groups were satisfied with life in Guildford** – liking it for its proximity to green space and access to London
- However, there is **significant negative sentiment towards the town centre** from both groups. This is the lens through which the issues of housing and transport are seen
- Both groups are **looking for leadership on the town centre**. They want a proper plan, not a piecemeal approach and are willing to engage positively on it

### Sentiment on the town centre

*“If only someone came up with a plan of where Guildford’s going to be”*

*“Guildford needs to attract people and money or it will die”*

*“It’s got a slight sadness to it at the moment”*

- **The pandemic and the current cost of living crisis frame views of the town centre.** The issue of empty shops was repeatedly raised as a symbol of neglect and decline
- **There is appreciation for the visual character of the town centre,** but this often led into a sentiment that its best days may be behind it
- **Respondents expressed sadness at this state of decline, and there was little confidence that things could be turned around.** There is a sense of uncertainty as to what the future holds for the town centre but clear agreement that it’s not working well. They are almost resigned to its fate.
- **Many spoke about alternative places nearby as being better than Guildford, notably Kingston and Woking.** The recurring theme was the other town centres had better shopping/entertainment offers, were nicer places to visit and were better planned
- **Woking, in particular, was mentioned for having a clear identity,** and although not everyone agreed that the focus on tall buildings was desirable, people **gave it credit for having a clear and open plan** about what it was trying to achieve
- **There was criticism of ‘piecemeal’ development in the town centre,** with the lack of a cohesive plan seen as being a strong contributory factor to the decline and neglect
- **The traffic problems are seen in this context.** To these respondents, it’s just another reason why the town centre is on the way down. They appreciate that something drastic may need to be done, **but they want any solution to be considered as part of a wider plan,** not in isolation
- **People are looking for leadership on this issue – they don’t have the answers.** They want to see the town centre rejuvenated and they want a proper plan that is cohesive and makes it a place that people want to visit and spend time in
- **They want to engage on the town centre’s future,** they want to be consulted but when that’s done, they want decisiveness and direction to follow
- **This was the strongest sentiment of the groups: a sense of a town centre in decline and a strong desire for a cohesive plan to save it**

### Sentiment on housing

*“There’s no plan”*

- The main problem for the housing group was they saw **housing as causing more problems than it solves**. They view it through the lens of existing pressures on the town centre when it comes to traffic, **associating more homes with more pressure**
- **The issue of homes being built only for the benefit of ‘rich landlords’ came up unprompted**. This may be to do with the composition of the group, or it may be a wider issue. It tied into a familiar complaint about development – **how will local people benefit?**
- There was an acknowledgement that **living in the town centre is popular and convenient**, but that **such things only benefit new residents rather than existing ones**. There was also concern about the affordability of building in the centre, which feeds the perception of expensive rental properties that only benefit landlords
- But as we got into it, **a wider issue emerged that offers a potential means of persuading these people**. Namely, the **bigger concern about the future of the town centre**. This emerged as the lens through which people are seeing these policy issues (whether it be housing, traffic or empty shops)
- There was heavy criticism of ‘piecemeal development’ and a **strong desire for new housing proposals to be part of a broader plan to regenerate the town centre**
- **If new housing proposals can be positioned as part of a broader vision for the whole town centre, they are more likely to be received positively**
- The group felt that **having more local people living in the town centre would have the benefit of reducing transport pressure**
- **Continued growth in housing development is accepted as inevitable**, but the group expect resistance to high rise and green space proposals, so can’t see how to square the circle
- Although there was **reluctance to accept building higher** in the town centre, **because green space is highly prized, the group saw doing so as an acceptable trade off** if it means not building on the outskirts
- However, there was **also a strong assumption that there is plenty of vacant office and retail space that could be converted into housing**. They felt this should be the priority

### Sentiment on transport

*“It just doesn’t work at the moment”*

*“I’ll do almost anything not to have to drive”*

*“If they don’t make the centre any better, they won’t have to worry about the traffic!”*

- Again, this group was **very focused on the sense that the town centre is in decline** and they have **little confidence that it can be restored** to the thriving, appealing place they want it to be again
- **The traffic issues are seen as part of this story of decline** – another proof point that the town centre is on the way down. It’s what makes it unattractive as a place to visit
- **There is a strong desire for change** – people want a good reason to visit the town centre and they want it to be easier and more convenient
- To this end, when probed on modal shift, there was **an openness to potentially radical ideas** and an acceptance that things can’t continue as they have been. But **the broader issue dominates sentiment** on this – **people are open to ideas, but only as part of a wider, cohesive plan for the town centre**
- On specifics, they were **most open to park and ride schemes**, but cost and convenience (frequency of buses) were significant hesitations. **People thought of public transport as having a cost, whereas driving was ‘cheaper’** (interestingly, they didn’t mention the rising cost of fuel – this may have changed since)
- **Trains are seen as good but expensive**, with one respondent saying: *“We’re being ripped off”* and an awareness that it depends on how close you live to a station and how late you come back home
- **Cycling is seen as a nice thing to do when you’re in the town centre** (bike hire schemes, for example) but **less useful as a mode of travel to and from the town centre**
- There was also a **desire for more frequent buses**, with an openness to switching to this mode
- Interestingly, there was **broad support for pedestrianisation of the town centre**, with an acknowledgement that banning cars from the town centre would make it nicer and more attractive. But again, **this would only be seriously considered if they felt it was part of a bigger plan for the whole town centre.**

## Strategic Conclusions

- **The key insight from these groups is that the broader future of the town centre is the dominant context in which respondents think about the issues of housing and transport**
- It might seem contradictory, for example, that people who told the survey they wouldn't consider switching transport modes were talking in positive terms about pedestrianizing the town centre. This is because a survey is often context-less. It captures the gut reaction to an issue question in isolation. The focus groups reveal that **the broader driving sentiment is a desire for a real plan to improve the town centre**. They don't feel there is one at the moment, which is why they initially rejected switching modes. But if these residents felt that any radical transport proposals were part of this plan, **they would be more likely to support them**
- The same holds true for housing. **Once we got past the fairly normal attitudes to housing that are typical to areas like Guildford, we see that one reason they might have originally rejected the option of building more in the town centre was the deeper concern about piecemeal development and a desire for a broader plan for the town centre**
- **It was clear that they reluctantly accept the trade-off of building more in the centre, to avoid building more near green space – but this comes with the caveat that this may not be a credible line to hold in the face of opposition campaigns**
- **It is clear that residents want someone to take leadership on the issue of the town centre and will be receptive to big, bold and transparent plans**. They want to be consulted, but they also want to be led. They want a big bang, not a 'bitty' approach. **It is not even necessary for them to agree with every element of the plan, they just want to know there is one**.
- **Therefore, proposals around housing and transport must be framed in this broader, more powerful context**. These groups suggest that doing so will increase the chances that radical proposals would be accepted and/or supported







Legal						
		200	Funding Agreement, Support in relocation project agreements		200	200
		50	AAP Legals		50	50
Communications		90	Ongoing support and messaging		90	90
	<b>Sub Total (£'000)</b>	2330			610	2330
	Surveys, Modelling Etc (£'000)	240				
	Contingency (£'000)	230				
	GBC Internal Costs (£'000)	300				
	Total (£'000)	<b>3100</b>				
Notes	1 Total Budget includes £400k contribution to EA and £60k contribution to sustainability funded by Empty Homes Grant					
	2 Budget does not include preparation of applications for initial sites					

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