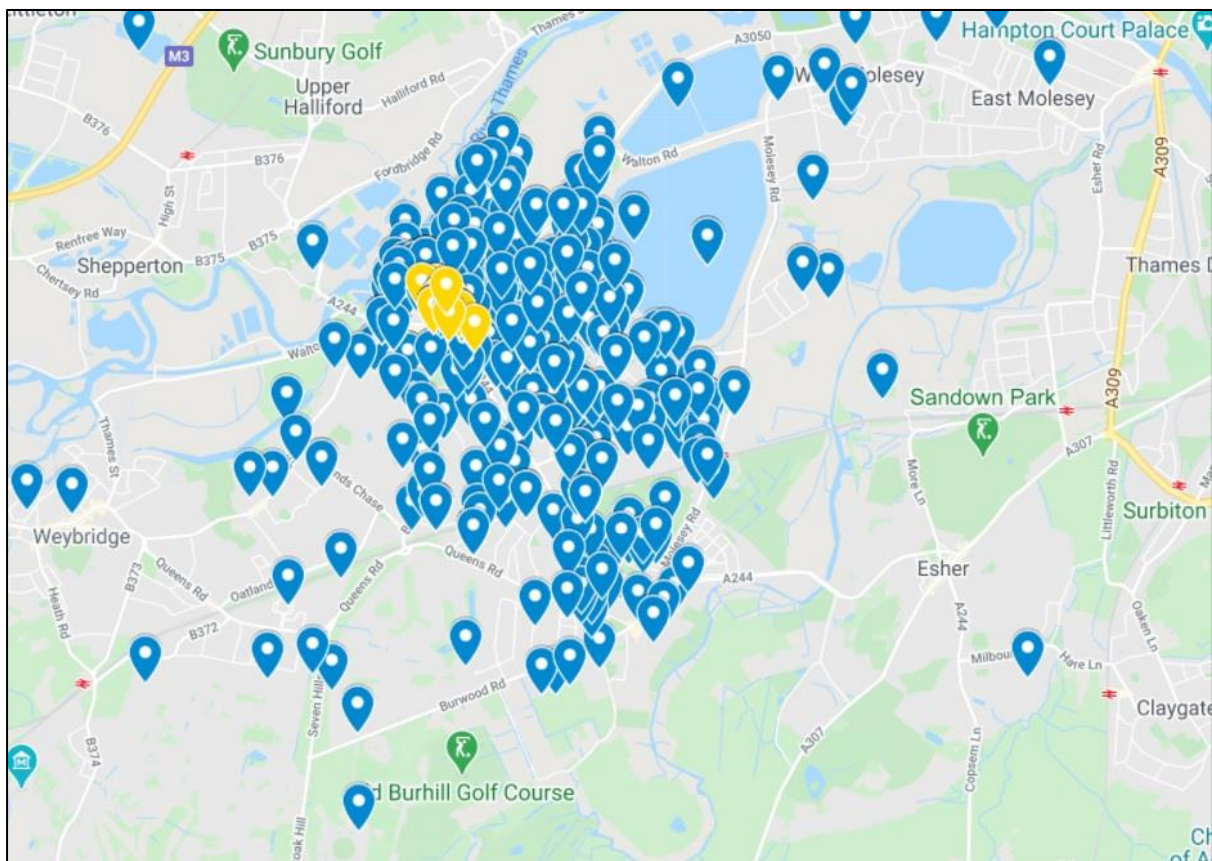


## 2020 High Street Temporary Partial Pedestrianisation Survey Results

594 respondents are residents' shoppers (95.5%\*) and 28 (4.5%\*) are businesses.

I feel that is a fair reflection based on how many businesses there are in the High Street, how many overall in central Walton, how many are voids/closed and how many would be controlled at Head Office.

### Respondents Map



<https://www.google.com/maps/d/edit?mid=1Xru6OW3Fzcy3mcnNmB0HmKVHVFVUyRjC&usp=sharing>

Google Maps does not duplicate postcodes, this map represents 574 resident responses and 26 business responses where respondents have provided such information in the survey.

### RESIDENTS Analysis:

**30%** (165) of residents who answered question 7 (554, 68 skipped not to reply) 'Do NOT want the closure', the remaining **70%** (390) have supported closure in one form or another.

Pre COVID 48% of respondents visited Walton weekly, 31% daily, 10% fortnightly and the remaining 11% less regularly.

**53%** (305) of residents who answered question 4 (572, 50 skipped not to reply) say the change "would NOT change their current likelihood of visiting", 10% say "less likely to visit" (55 respondents) and the remaining 37% (212 respondents) say "it would increase their visits". The spread by postcode is shown at the end of this report.

\* data rounded up or down to the nearest decimal place.

*I believe it is the correlation of these two questions and the comments from question 7 - mainly about traffic chaos and a real lack of shops on the high street /number of voids in the town as not interesting enough to make the gain worth the pain - that should/will drive our conclusions and decisions.*

97% of resident respondents would NOT be affected by the loss of the disabled bays outside Subway.

91% said they would not be affected by the Buses being re-routed, however 9% (53) respondents said they would and the reasons for this are: 25% re-routing will cause more congestion on their local road, 21% are bus users, 12% mentioned Winchester Road or Churchfield Road directly in their comment, 9% said they would experience longer journey times and 9% they would have further to walk to find a bus stop, 6% said traffic was already terrible and would be made worse, 2% cited increased noise from buses and 2% asked about the impact on school buses who use High Street in Term Time.

70% of respondents said the benefit of the T.P.P.P would improve the look of the High Street, 57% saw more regular events as a benefit and 50% improved safety. 28% made "other comments" (159 individual comments) which are summarised below:

- 45% (72 respondents) said NO Benefit at all
- 10% (15) said increased traffic congestion and pollution
- 9% (14) said the town needed More and Better Shops not pedestrianisation
- 3% (5) said adverse effects on roads directly leading off the High Street
- 2% (4) said the town already had enough pedestrianised space (The Heart) and that needs to be used better and full.
- 5% (8) said the T.P.P.P would create a quieter and improved environment
- 4% (7) said it would be more attractive to encourage new shops to come to Walton
- 3% (5) said less pollution for visitors
- 3% (5) said it would be the death of town as no passing drivers to see what is on offer
- 2% each said (a) it would create community feel, (b) could see fewer shops closing, (c) reduce speeding drivers and those on double yellows / zig-zag lines

70% of resident respondents said they would in favour of pedestrianisation in some form. F the 30% who did NOT want any closure (164 respondents) they made 135 written comments and they are reflected below:

- 12% said this would have a serious affect on neighbourhood roads
- 11% said what is needed is better, more variety of shops in the town
- 11% said they would support it 24/7
- 6% think what is already pedestrianised (The Heart) should be full and used better
- 5% more FREE parking needed to encourage visitors
- 3% said local roads need residents permits to make T.P.P.P work
- 3% cited that Walton Bridge was a nightmare and closure would make that worse
- 2% mentioned changes to traffic light phasing, a rounabout at the bridge and other highway changes

\* data rounded up or down to the nearest decimal place.

Individual comments included the following themes:

- Failure of other towns which had done the same: Leatherhead, Reigate, Bucks
- Council needs to lower rates and charges
- Don't think businesses would want it
- More chance for fruit and veg market, long pretty Christmas market
- Well intentioned but benefits do not outweigh the negatives of the traffic impact
- Why not Bridge Street instead?
- Weekends Only a compromise

Of these 135 comments the following streets were specifically mentioned:

- 18% Churchfield Road
- 16% Winchester Road
- 8% New Zealand Avenue
- 5% Esher Avenue, Sidney Road
- 4% The Bridge
- 3% Hepworth Way
- 2% Highfield Road
- <1% Terrace Road, Sandy Way, Hersham Road

## **BUSINESSES Analysis:**

20 out of 27 (74%) businesses say pedestrianisation would have a 'positive' effect on their business (question 10), of the comments from those who see closure as "negative" (other Q12) traffic is the main comment (60%).

17% (4 out of 24 who answered the question 16) businesses DO NOT want the closure, the remaining 83% (20 businesses) support the closure in one way out of the 3 options.

Comments from this question mention a consistent closure time to avoid confusion and the fact the mix of shops need to be reviewed.

67% of business respondents state there is flexibility with delivery schedules.

41% businesses respondents would change business practise to put out more tables/chairs and 45% would change business practise to support social distancing.

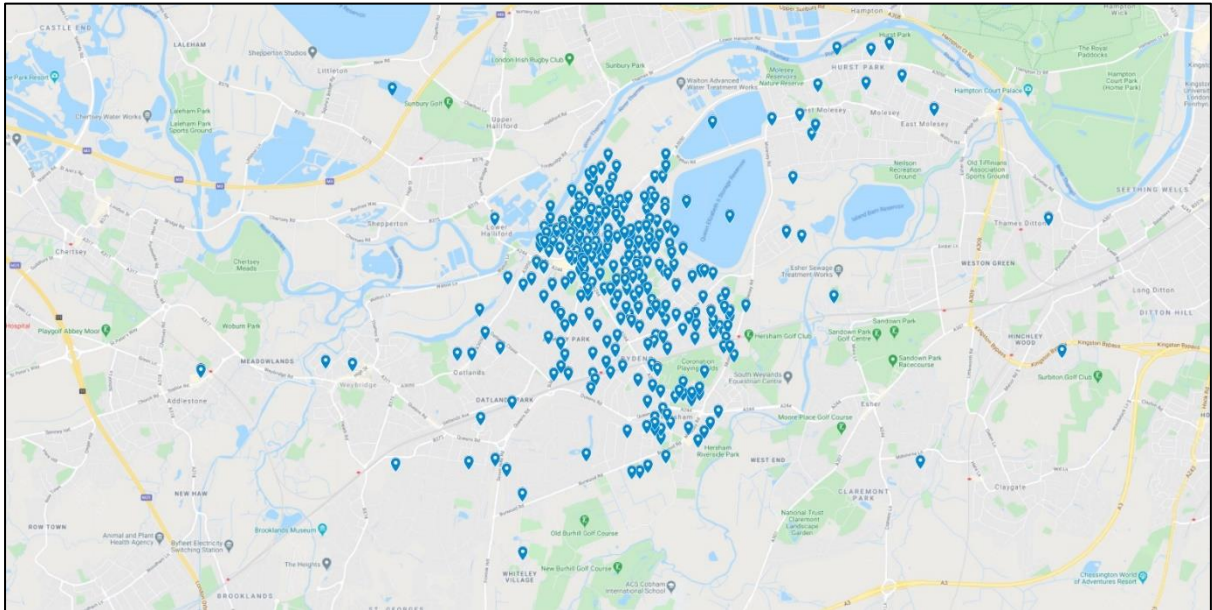
92% of business respondents would not be affected by the change in bus routes.

Of businesses who replied 43% thought the T.P.P.P would improve Walton as a pleasant town to visit, 14% said we need to use what we have (The Heart) better and 43% said scheme would make no difference.

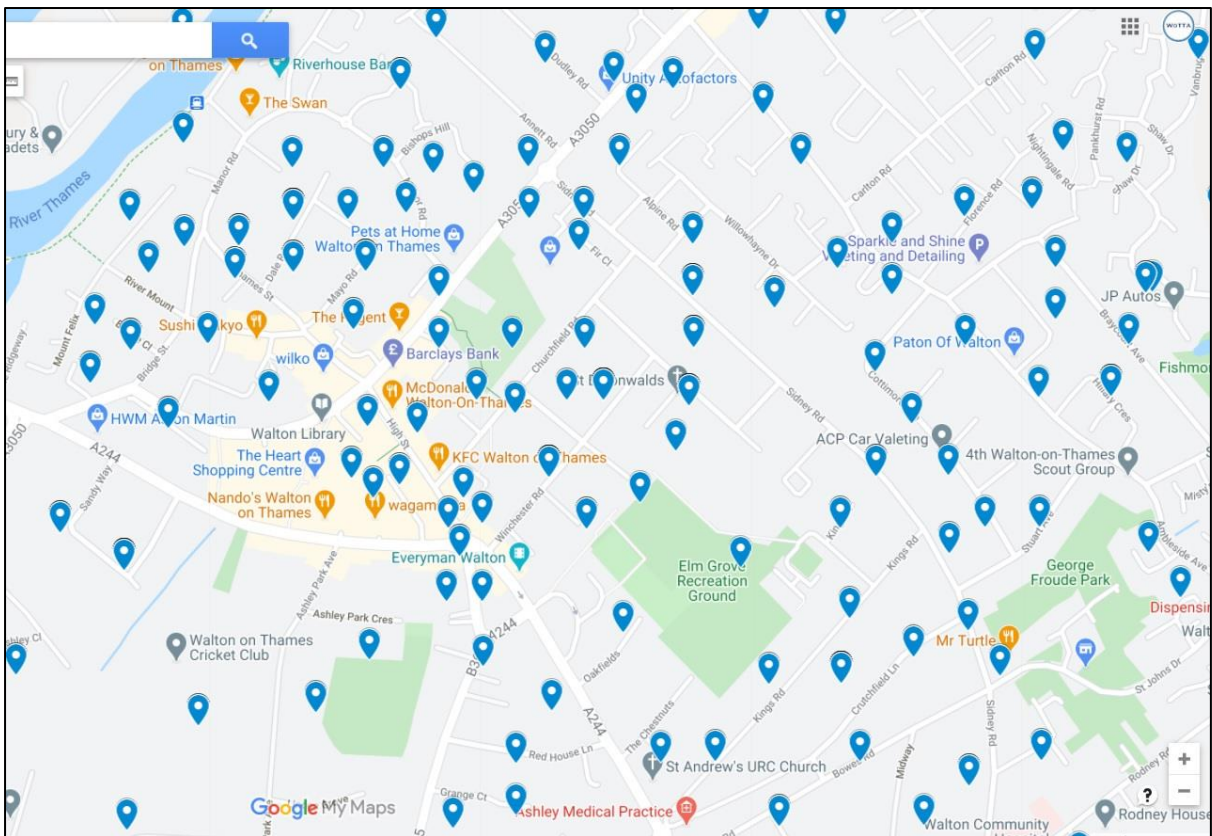
Of the businesses who replied 80% thought the benefits of T.P.P.P would be both a calmer environment and a better shopping experiences, 62% believe it would increase footfall and 48% create more customer interaction.

## Postcode Analysis:

### (1) Overall Residents responses as far as West Byfleet, Egham, Thames Ditton and Hampton Hill



### (2) Break down of Resident responses across central Walton

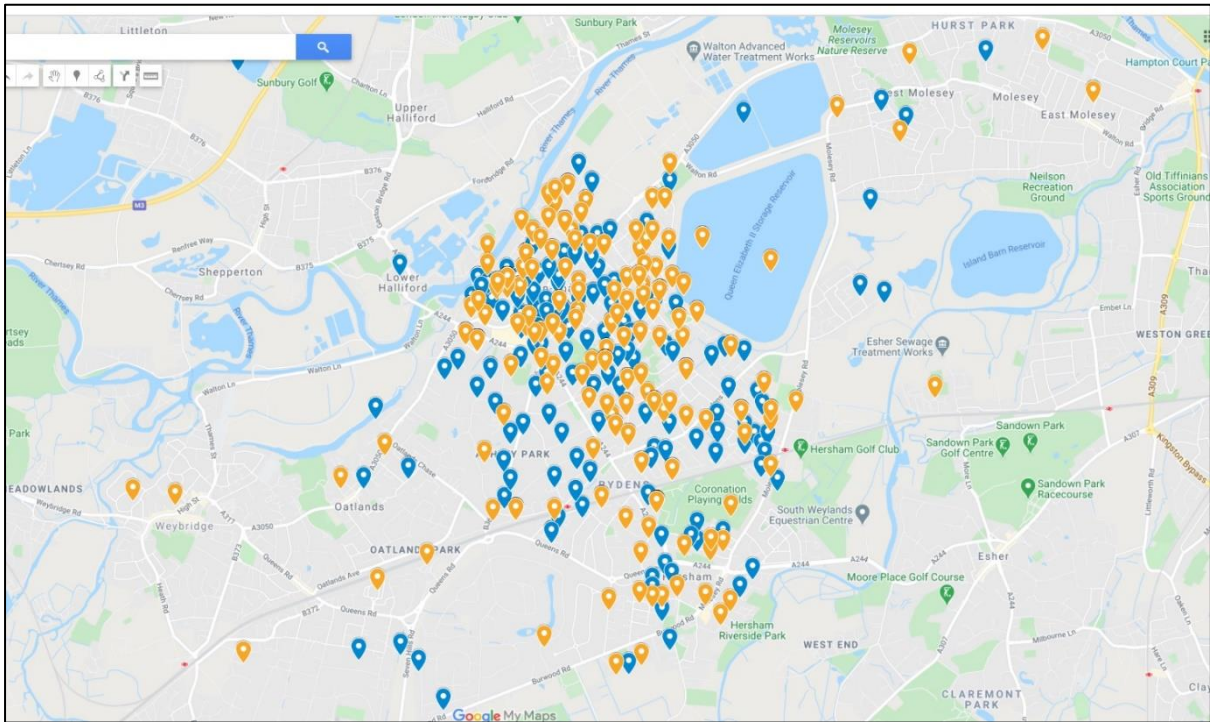


\* data rounded up or down to the nearest decimal place.



### (3) Who would or would not change number of visits

Blue is those who would not change or would be less likely to visit (63%, 360 respondents) and Orange is those who would be more likely to increase visits (37%, 212 respondents).



\* data rounded up or down to the nearest decimal place.