



High Wycombe Travel Consultation Results Summary

Draft High Wycombe Transport Strategy
Draft High Wycombe Local Cycling and Walking Infrastructure Plan (LCWIP)

High Wycombe Town Committee
20th June 2023



Introduction

The High Wycombe Travel Consultation opened on 14th October and closed on 12th December 2022.

The consultation included two surveys on the draft High Wycombe Transport Strategy (HWTS) and the draft High Wycombe Local Cycling and Walking Infrastructure Plan (LCWIP).

- **249** people responded to the surveys in total.
- Respondents could elect to complete one or both surveys. **198** completed the HWTS survey and **206** completed the LCWIP survey.

In addition, written representations could be made by email and post. A number of submissions were received from individuals and local organisations.

Social media polls were run during the consultation period to gauge views on key topic questions.

Structure

This presentation summarises findings from the consultation and is structured as follows:

- Consultation surveys
 - [Consultation overview](#)
 - [Findings summary](#)
 - [Respondent profile](#)
 - [High Wycombe Transport Strategy survey results](#)
 - [High Wycombe Local Cycling and Walking Infrastructure Plan survey results](#)
- [Written representations](#)
- [Social media poll results](#)

Consultation overview

The consultation sought to understand the views of residents, businesses and anyone who travels in High Wycombe on two draft policy documents:

High Wycombe 2050 Transport Strategy

Sets the future ambition for the town's transport system.

It consists of:

- a vision statement
- three 'Connecting' themes, each with a set of key outcomes
- 26 transport schemes

High Wycombe Local Cycling and Walking Infrastructure Plan (LCWIP)

Recommends ways to make cycling and walking safe, accessible and attractive for all. It consists of:

- a future walking and cycling network covering High Wycombe and links to surrounding areas
- 5 concepts to identify interventions to improve walking and cycling infrastructure

The consultation questions focused on capturing respondents' levels of agreement/disagreement with the overarching themes, concepts and principles of the draft plans. Specific proposals and interventions outlined in the plans will be subject to further development, engagement and public consultation, if and when they are taken forward.

The consultation was promoted locally through the following methods:

- 2 drop-in events, held at Eden Shopping Centre and High Wycombe Library
- Press release and feature in residents' and schools' newsletters
- Regular social media posts, including short videos and interactive polls
- Regular local radio advertisements
- Advertisement posters on local buses
- Flyers, posters and banners displayed at locations across High Wycombe with scannable QR codes
- Targeted communication with key stakeholders, including a focus group with Bucks New University students

High Wycombe Travel Consultation Surveys

Findings Summary

High Wycombe 2050 Transport Strategy themes (198 respondents)



- Connecting Locally - **84%** agree
- Connecting Regionally - **79%** agree
- Connecting Green Spaces - **78%** agree

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Highest priorities for travel in High Wycombe:

- More public transport options
- Make it easier to walk
- Make it easier to cycle
- Improving connections to other local towns

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82% likely to choose walking if more safe, direct and attractive local routes introduced

80% likely to choose walking if town centre made people-friendly



Slide 12

66% likely to choose to cycle if more safe, direct and attractive routes introduced

60% likely to choose to cycle if traffic is reduced



Slide 13

77% likely to choose the bus if more reliable bus services along main routes into town



New park and ride site unlikely to encourage bus use for

59% of respondents

Slide 14

70% likely to choose the train over other transport modes if London's travel zone expanded to cover High Wycombe



Slide 15

63% likely to consider other modes of transport over the car if 'car-free' zones introduced in the town centre



Slide 16



81% support the use of smart networked traffic lights to manage queues along main road corridors

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72% support more EV charging points in public car parks and on streets around the town centre



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Local Cycling and Walking Infrastructure Plan concepts (206 respondents)

Walkable core **82%** agree

Healthy Neighbourhoods **72%** agree

Wider network and strategic routes **69%** agree

A cohesive and connected network **69%** agree

Main radial routes, key links and hubs **67%** agree

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65% agree or strongly agree that the proposed LCWIP network would connect people with the places which they may wish to travel to for everyday local journeys

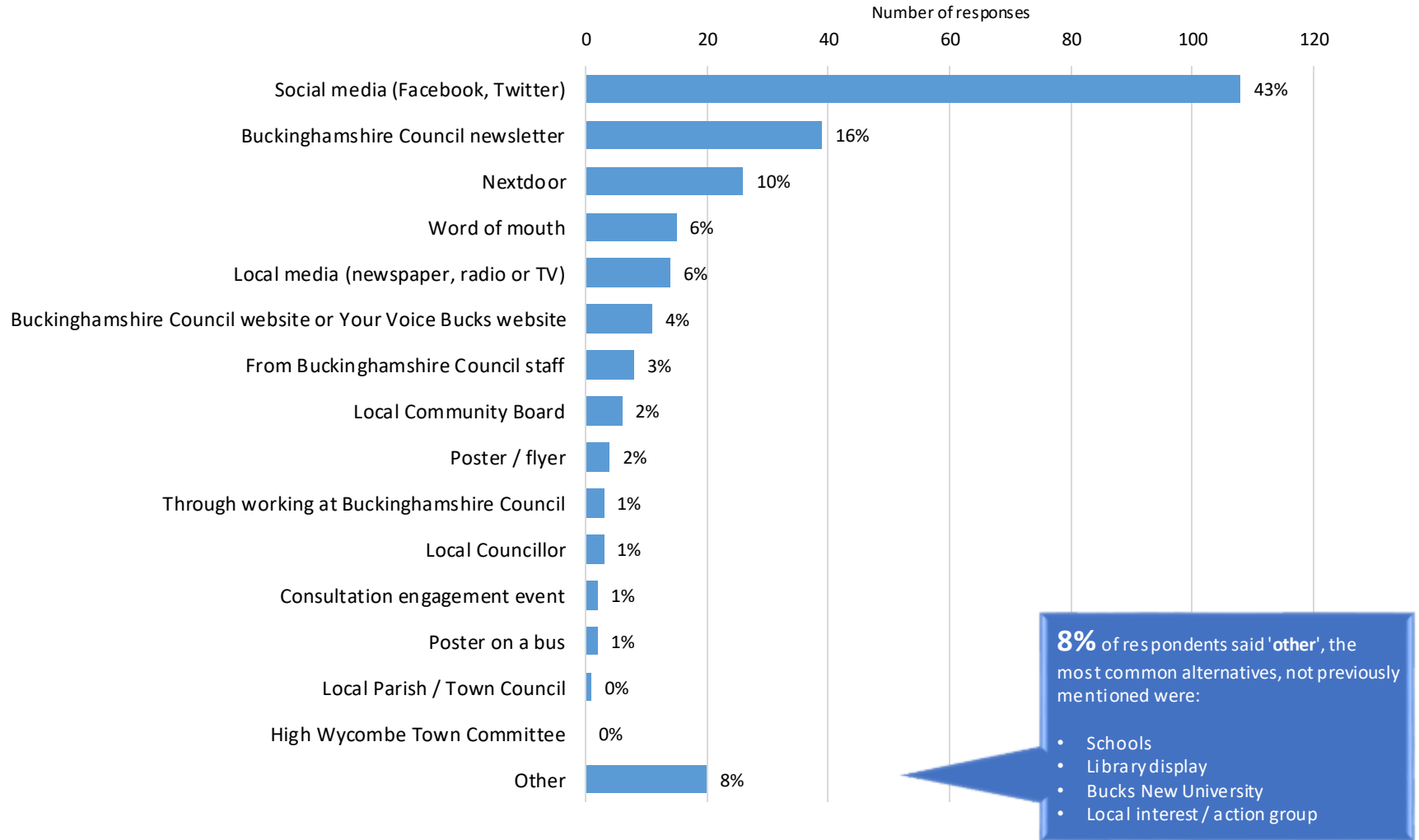


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High Wycombe Travel Consultation

How did you find out about this survey?

247 respondents gave 261 responses (respondents could select more than one option)

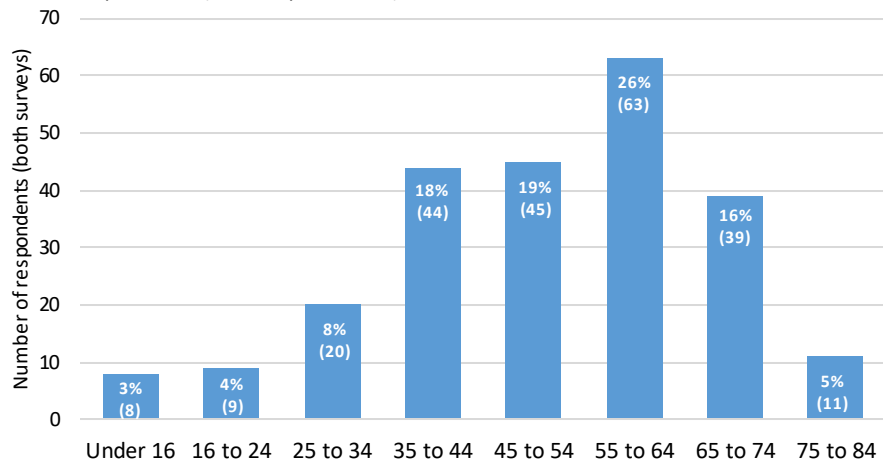


High Wycombe Travel Consultation – Respondent Demographic Profile

The respondent profiles for each consultation survey were similar, so the demographic information presented here is for all respondents (249) across both surveys.

Age representation

239 respondents (96% response rate)



The age profile for respondents is skewed towards the older age groups, with over 80% of respondents aged over 35. The use of social media to publicise the surveys was effective across all age groups and was the most common way in which respondents found out about the consultation.

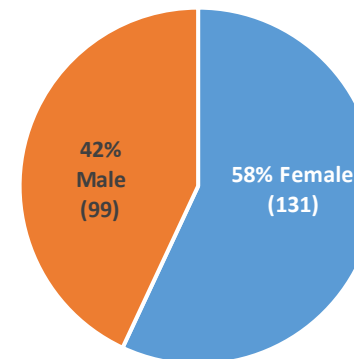
Ethnicity representation

217 respondents (87% response rate)

Ethnic group	Respondents	%
White ethnic group	198	91%
Asian ethnic groups	11	5%
Mixed / multiple ethnic groups	5	2%
Other ethnic groups	3	1%
Black ethnic groups	0	0%

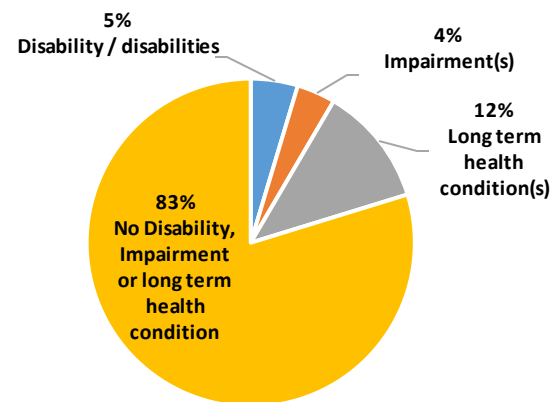
Male / Female representation in surveys

230 respondents (92% response rate)



Disability representation

237 responses from 227 respondents (91% response rate, respondents were able to select all that apply)

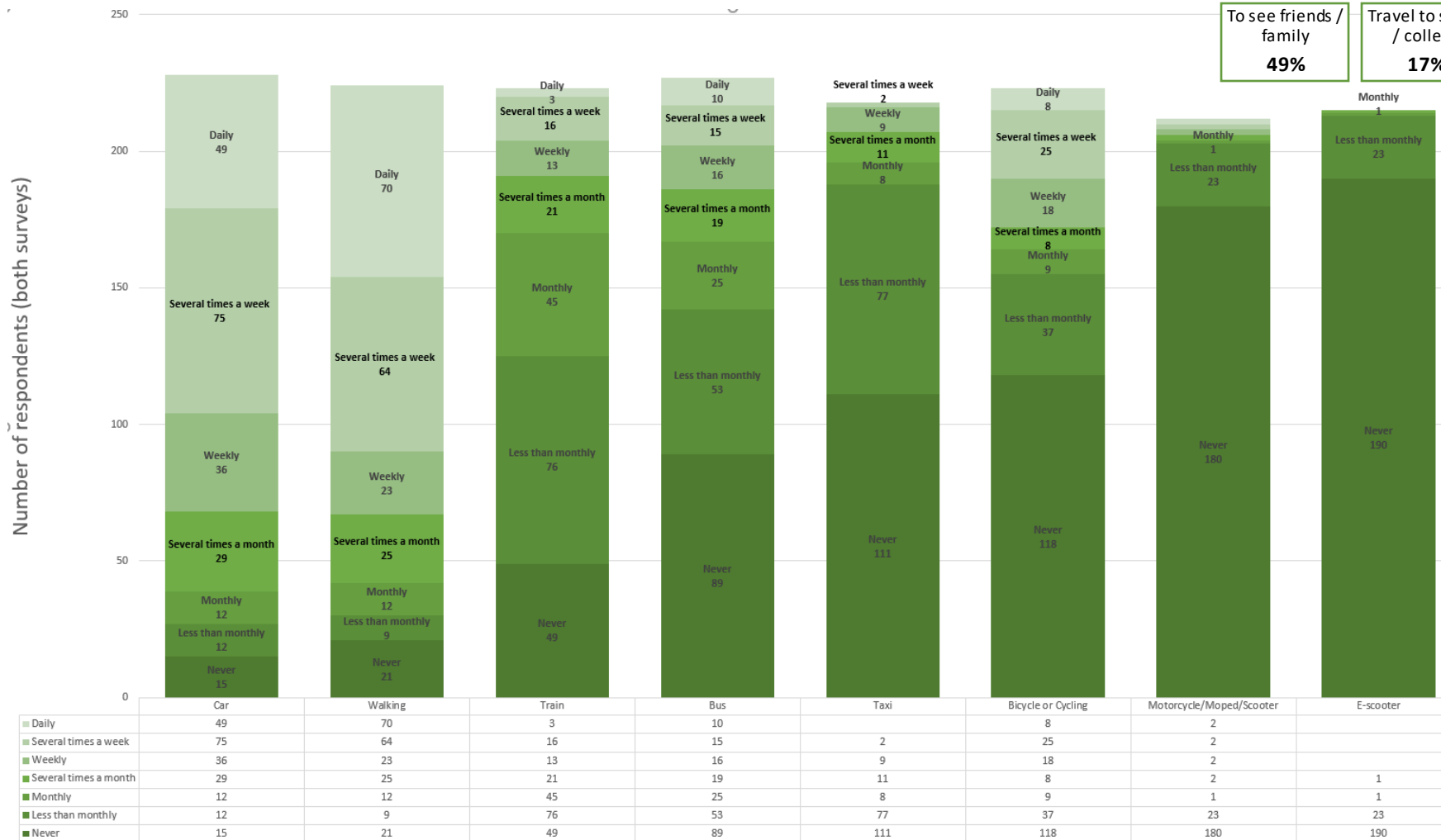


High Wycombe Travel Consultation – Respondents’ current transport behaviours

Respondents were asked to state how often they use different modes of transport when travelling in and around High Wycombe, and the main reasons why the travel in and around High Wycombe.

Reasons for travel

Shopping 85%	Leisure/ recreation 75%
Medical / other appointments 55%	Travel to work 46%
To see friends / family 49%	Travel to school / college 17%

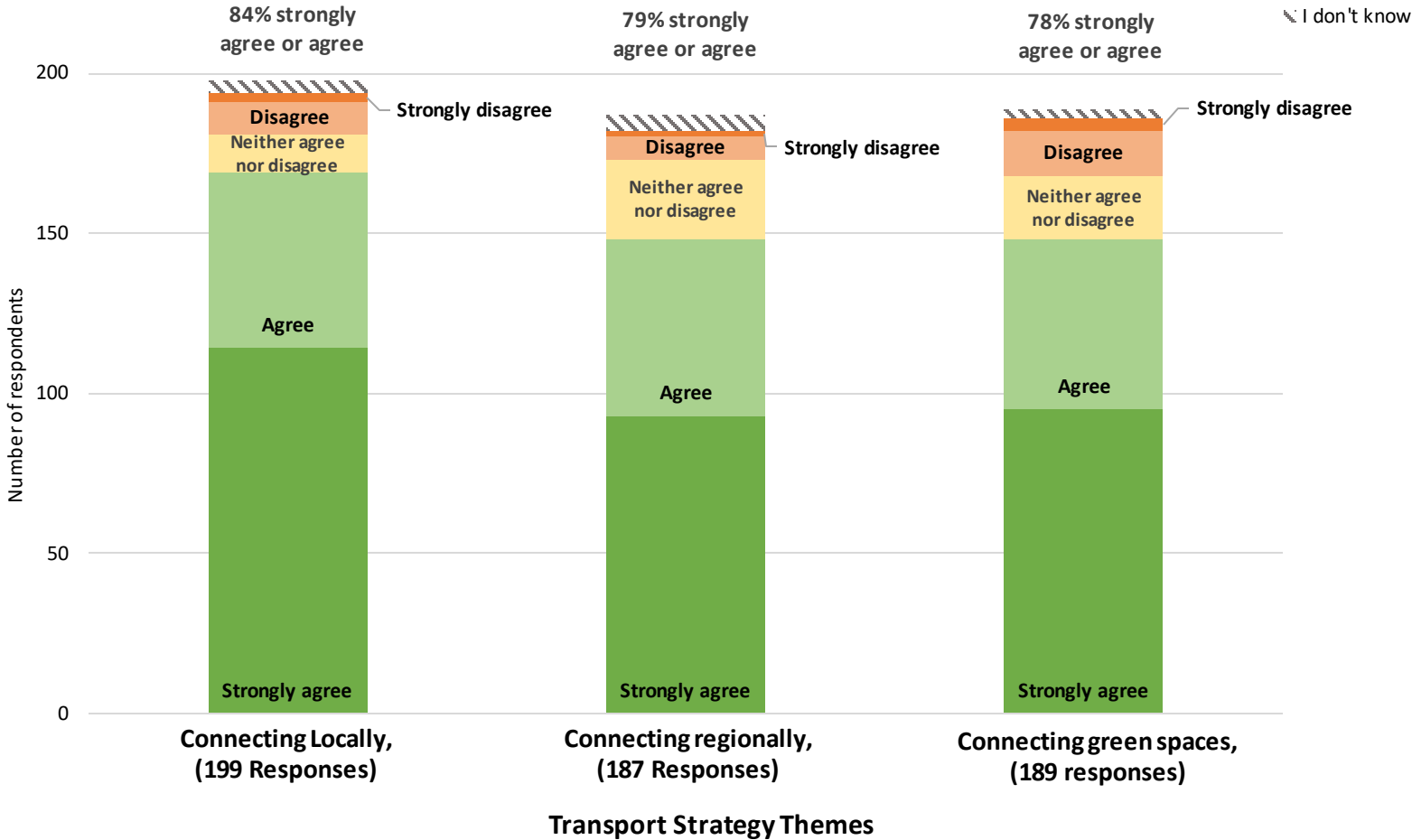


High Wycombe Transport Strategy Survey Responses

To what extent do you agree or disagree that the following themes should be key themes in the High Wycombe 2050 Transport Strategy?

Minimum of 187 respondents (92% response rate)

Respondents were asked to indicate their level of agreement/disagreement on each of the three proposed Connecting themes.



The majority of survey respondents strongly agree or agree with each of the 3 Connecting themes proposed in the High Wycombe 2050 Transport Strategy.

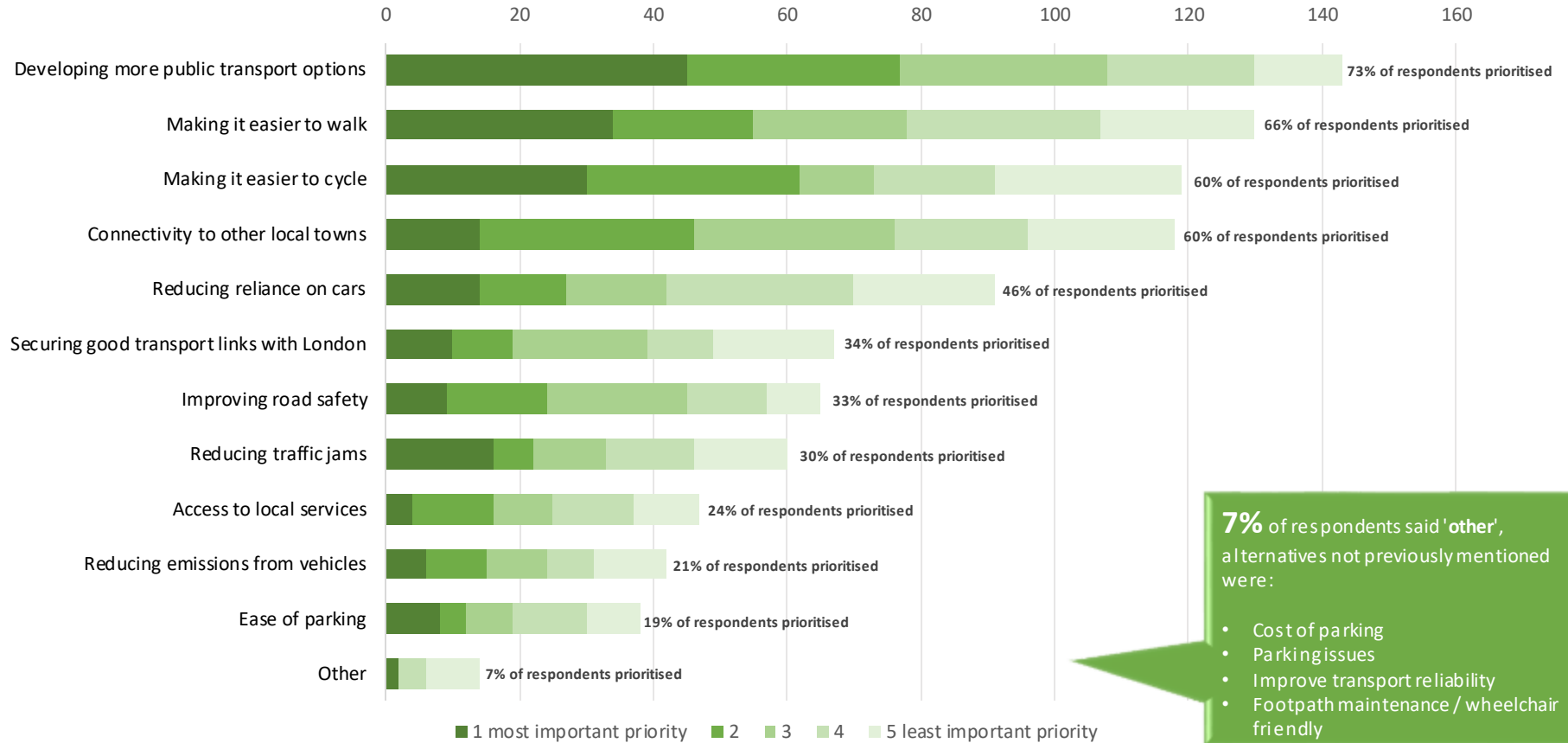
- **‘Connecting Locally’** received the highest number of Strongly agree / Agree responses (168 respondents / 85% of responses).
- **‘Connecting Green Spaces’** received the highest number of Strongly disagree / Disagree responses (18 respondents / 9.7% of responses).



What is most important to you for future travel in High Wycombe?

Minimum of 184 respondents allocated their top 5 priorities out of 12 options (93% response rate)

Respondents were invited select their top 5 priorities in order of importance (with 1 being most important and 5 being least important)



The longer the bar, the more times the issue was listed in the top 5 priorities. The darker the bar, the higher the priority given.

Developing more transport options (143); **Making it easier to walk** (130); **Making it easier to cycle** (119) and **Connectivity to other towns** (118) were listed as a priority by the highest number of respondents (number of responses in brackets).

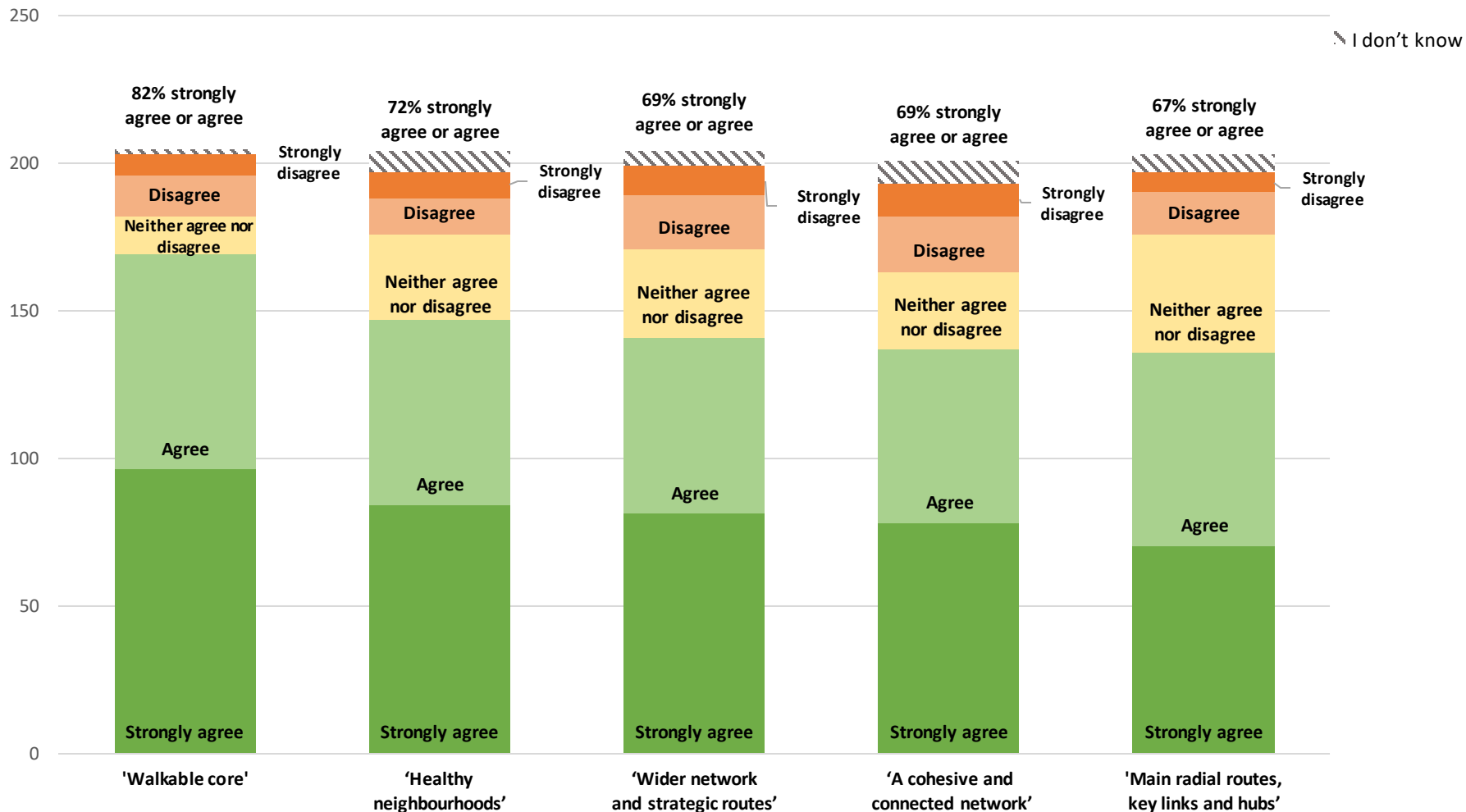
Developing more public transport options (45); **Making it easier to walk** (34); **Making it easier to cycle** (30) and **Reducing traffic jams** (16) were listed as the most important priority by the highest number of respondents (number of responses in brackets).

High Wycombe Local Cycling and Walking Infrastructure Plan (LCWIP) Survey Responses

High Wycombe LCWIP – Network Planning Concepts

To what extent do you agree or disagree that each of the following concepts would encourage walking and cycling?

Minimum 200 respondents (98% response rate)



The **Walkable core** concept received the highest level of agreement from respondents, with 82% (169) strongly agreeing or agreeing. All concepts received higher levels of agreement than disagreement.

Written Representations

Written Representations

During the consultation period, written comments were accepted via email or post to the Council's Transport Strategy team.

Approximately 36 written representations were received in total from local residents, stakeholders, interest groups and organisations (*e.g Wycombe Friends of the Earth, Wycombe Environment, Buckinghamshire New University, British Horse Society*).

The representations received have been considered as part of the proposed changes to the draft plans. Prominent themes in the comments received are summarised below:

High Wycombe 2050 Transport Strategy

- Bus service provision, reliability and accessibility was the most common issue raised with suggestions for cancelled bus routes to be reinstated and existing services to be enhanced to cover key routes to shops, hospitals, rail as well as connections to nearby villages and towns
- Overall, it is accepted that some car use would need to be replaced by other more sustainable modes of transport to tackle pollution, ease congestion and improve health and wellbeing. However, this should not be used to penalise car use.
- Cyclist and pedestrian safety is a key concern, particularly in relation to unlit and uneven paths, on street parking and driver behaviour
- There is support for public realm improvements such as repurposing the Abbey Way flyover, managing town centre through traffic and suggestions for ways to improve and maintain existing infrastructure to make open/shared spaces more attractive.
- There is broad support for walking and cycling routes that are well designed, well connected and inclusive for all users.

High Wycombe Local Cycling and Walking Infrastructure Plan

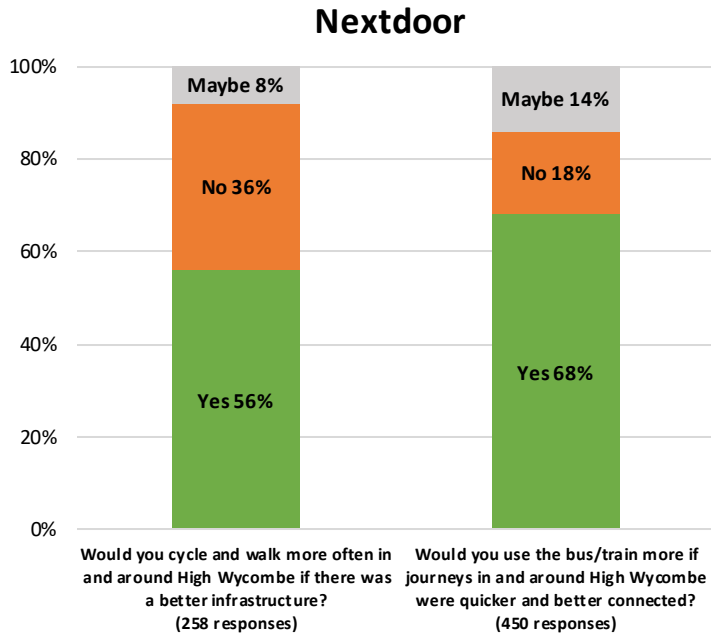
- Comments on individual proposed sub-concepts (routes), including suggested variations to indicative route alignments, questions about the suitability, viability and deliverability of new/upgraded routes and their potential impacts.
- Importance of inclusive provision for all, including consideration of the town's topography, accessibility and equestrians.
- Support for, and suggestions that LCWIP should place greater emphasis on, behaviour change measures.
- Clarification sought that the map provided as part of the consultation material is indicative and specific proposals and interventions will be subject to further development, engagement and public consultation, if and when they are taken forward. Importance of ongoing community engagement / landowner liaison if and when proposals are developed.

Social Media Poll Results

Social Media Polls

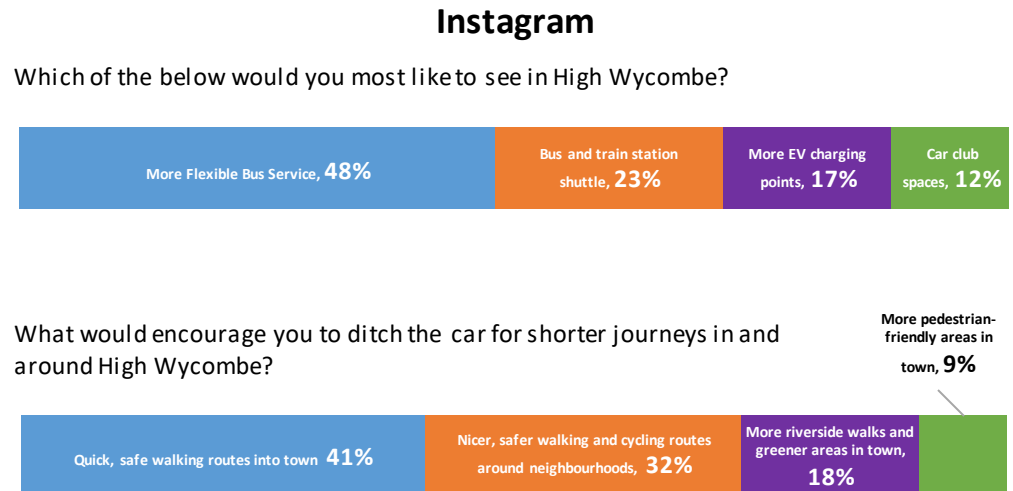
Short polls were run and promoted on social media platforms (e.g. NextDoor; Facebook; Instagram) during the consultation period to raise awareness and gauge views on key topics. The results from these polls do not form part of the consultation results but provide additional insight.

There were 1579 engagements through Social Media overall, a rate of 2.7% which is GOOD compared to sector benchmarks. Facebook and Nextdoor were the most successful social media platforms for engagement on this subject.



68% (306 people) said they would use the bus/train more in and around Wycombe if they were **quicker and better connected**.

56% (145 people) said they would cycle and walk more around High Wycombe if there was **better infrastructure**.



Similar themes emerged from the polls, such as support for **flexible, quicker and better-connected bus services**.

Improvements to walking and cycling infrastructure, to provide quick and safe routes into town and around neighbourhoods would encourage respondents to shift from travelling by car for shorter local journeys.