

Transforming Travel in Watford

Summary of Consultation

What you told us



Transforming Travel in Watford Consultation

The survey and responses

- Online survey, open throughout August - October 2021
- Combination of questions – some giving a range of choices, others allowing for comments
- Survey completed by residents, businesses and visitors to the town
- 1099 respondents to the survey, of which close to 95% were individuals
- Additional feedback sought via workshops for specified groups, targeted requests to key accounts with responses via email



Summary of findings

Overall

The **overall response to the consultation was positive**, with a significant majority supportive of the need for change, and the promotion of sustainable transport. Nearly all actions had at least 50% support.

Endorsement for the themes and approach in the strategy



Key findings

- Majority agree that promoting sustainable transport is important to tackle climate change.
More than 80% of respondents agree that changes to Watford's transport network are necessary
- **Over 60% agree to allocating more road space to more sustainable ways to travel**
Younger respondents place more importance on making it easier to cycle, while older respondents prioritise public transport
- Unsurprisingly respondents tend to **agree with measures that would make travelling easier for them**: improving car parks, connecting train stations, managing deliveries.
- Other popular initiatives included:
prioritising buses, new cycle-ways, and reducing rat running.

Key Issues Raised

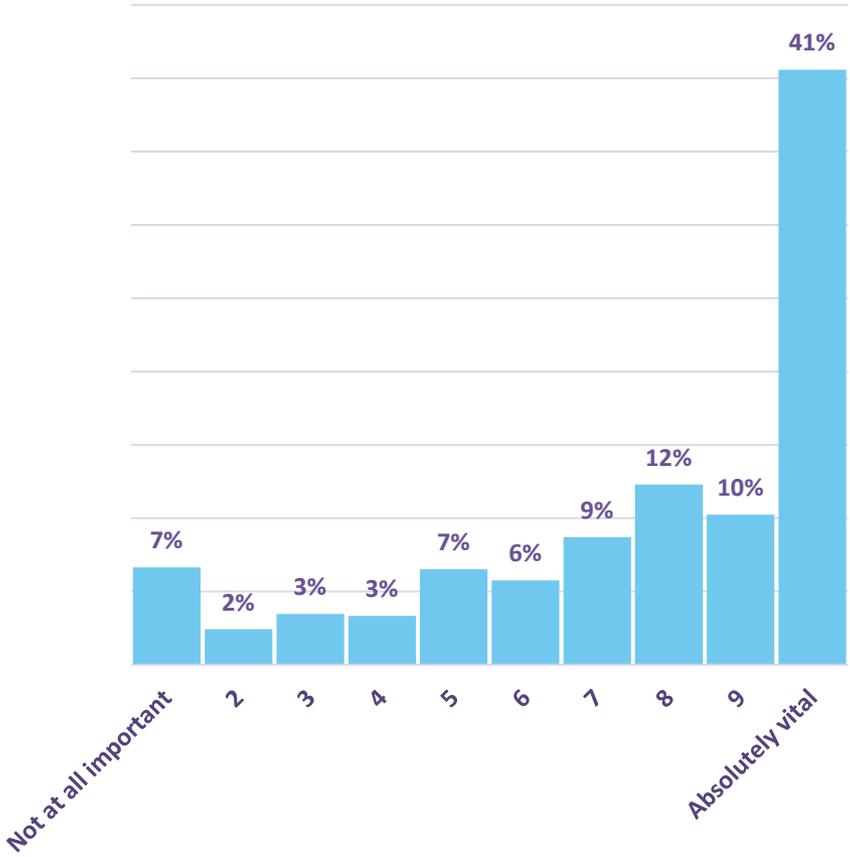
Various issues were raised, not all of which are in the control of Watford BC and Hertfordshire CC's transport teams.

Key amongst these are:

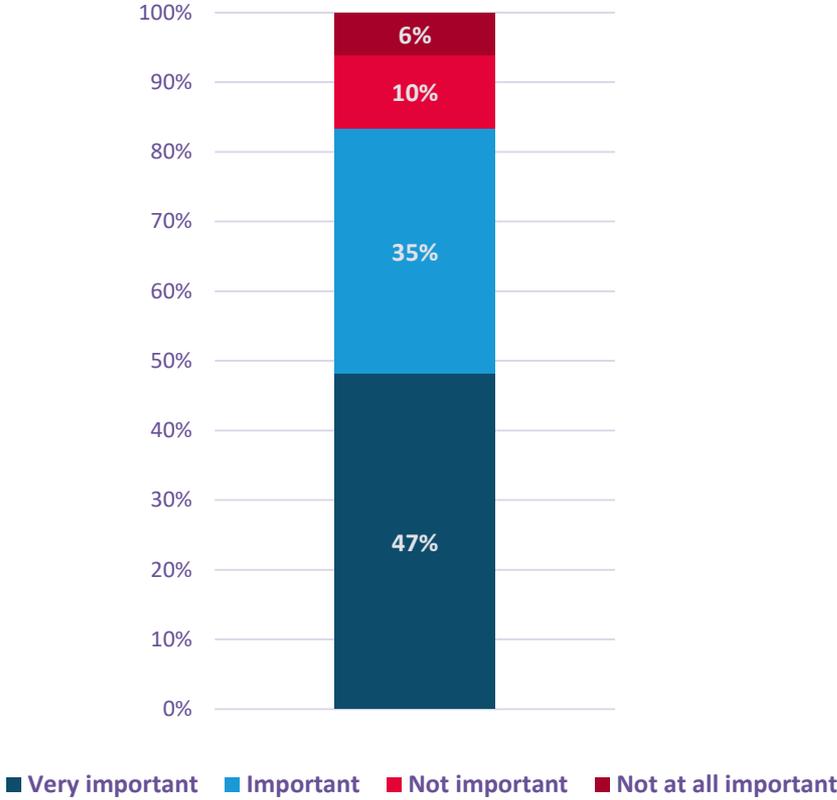
- Expectation that Council sets an example in its own practice
- Strong **desire for better and cheaper / free public transport**
- Some people are very attached to their car and driving – greener ways of travel currently not seen as 'for them'
- Need to support developments with better ways to travel around the town
- More consideration needed on the park and ride proposal
- Need to explain more clearly how sustainable transport will help improve congestion
- Balance needed between on street parking and greener travel

Respondents tend to agree that changing the transport sector is important to help tackle climate change. More than 80% of respondents agree that changes to Watford’s transport network are necessary.

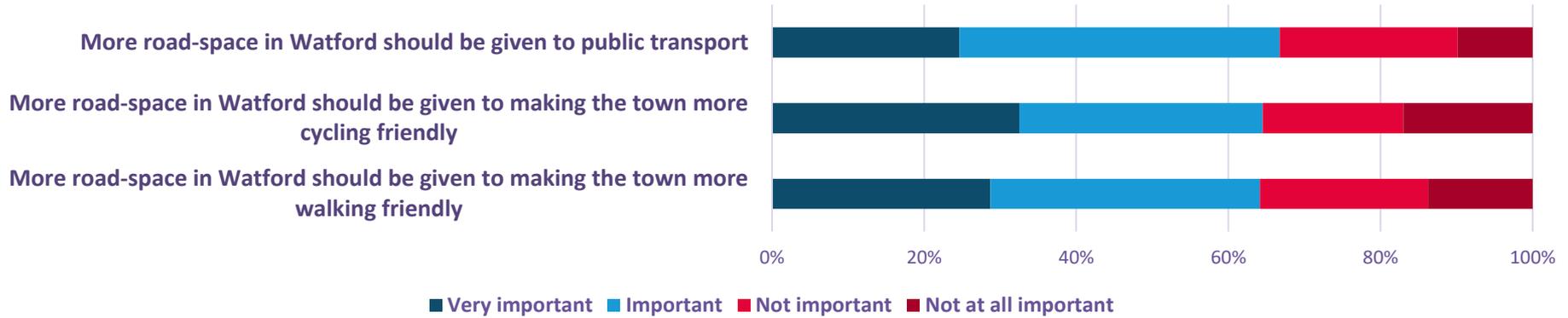
Perceived importance of sustainable travel to tackling global warming and climate change



Watford needs to make changes to its transport network to help tackle climate change



Respondents tend to agree to allocating more road space to more sustainable transport modes. Younger respondents place more importance on facilitating cycling, while older respondents prioritise public transport.

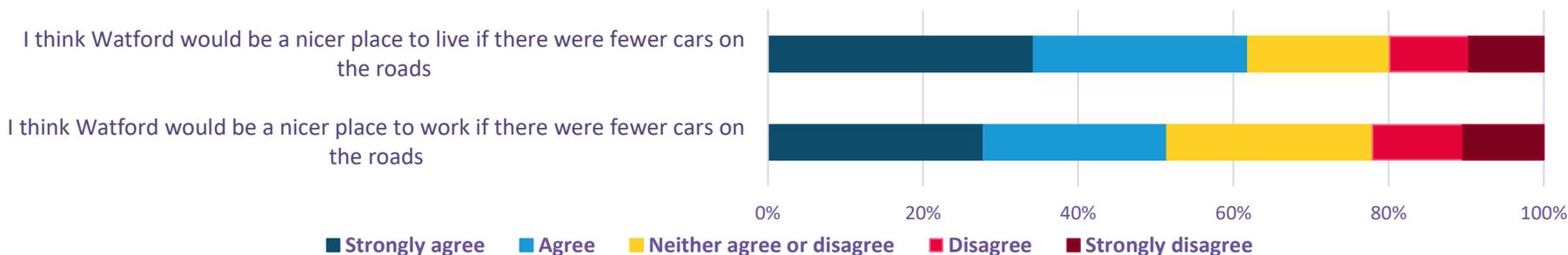


Importance given to statements about the future of travel in Watford

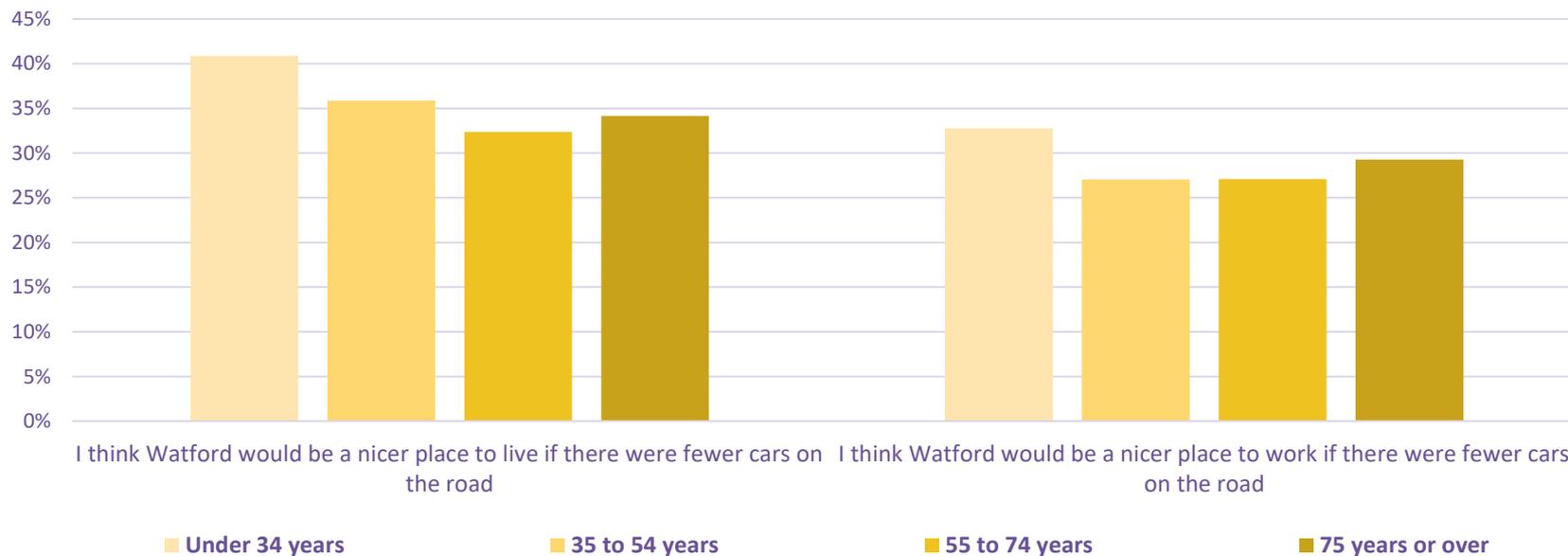


WATFORD
BOROUGH
COUNCIL

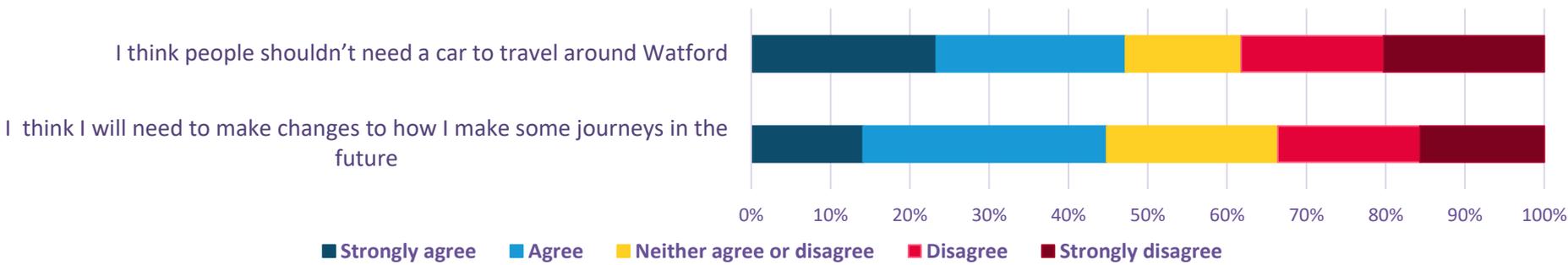
Respondents generally agree that Watford would be more liveable with fewer cars. Younger people show the highest agreement levels.



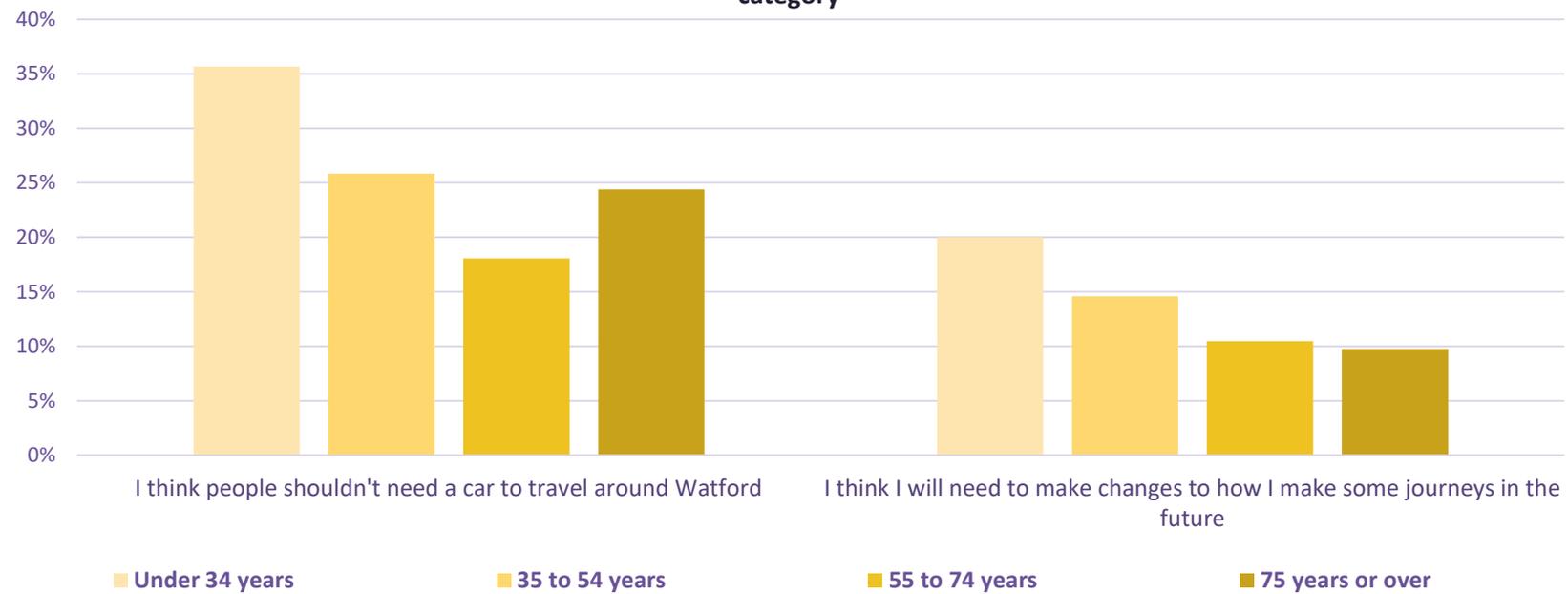
Respondents who strongly agree with statements, by age category



Younger people appear the most willing to make changes to their travelling preferences.

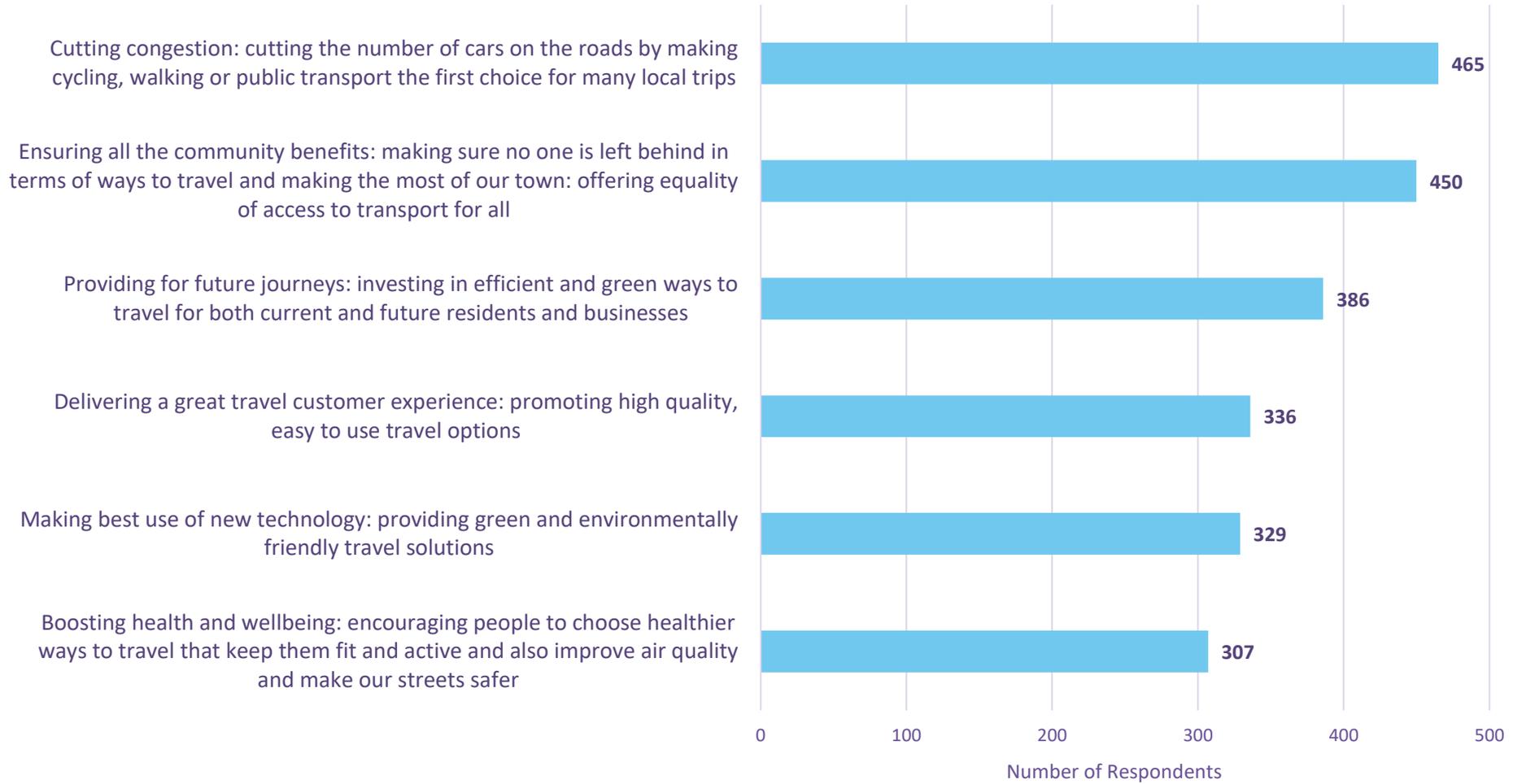


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Importance given to statements about the future of travel in Watford

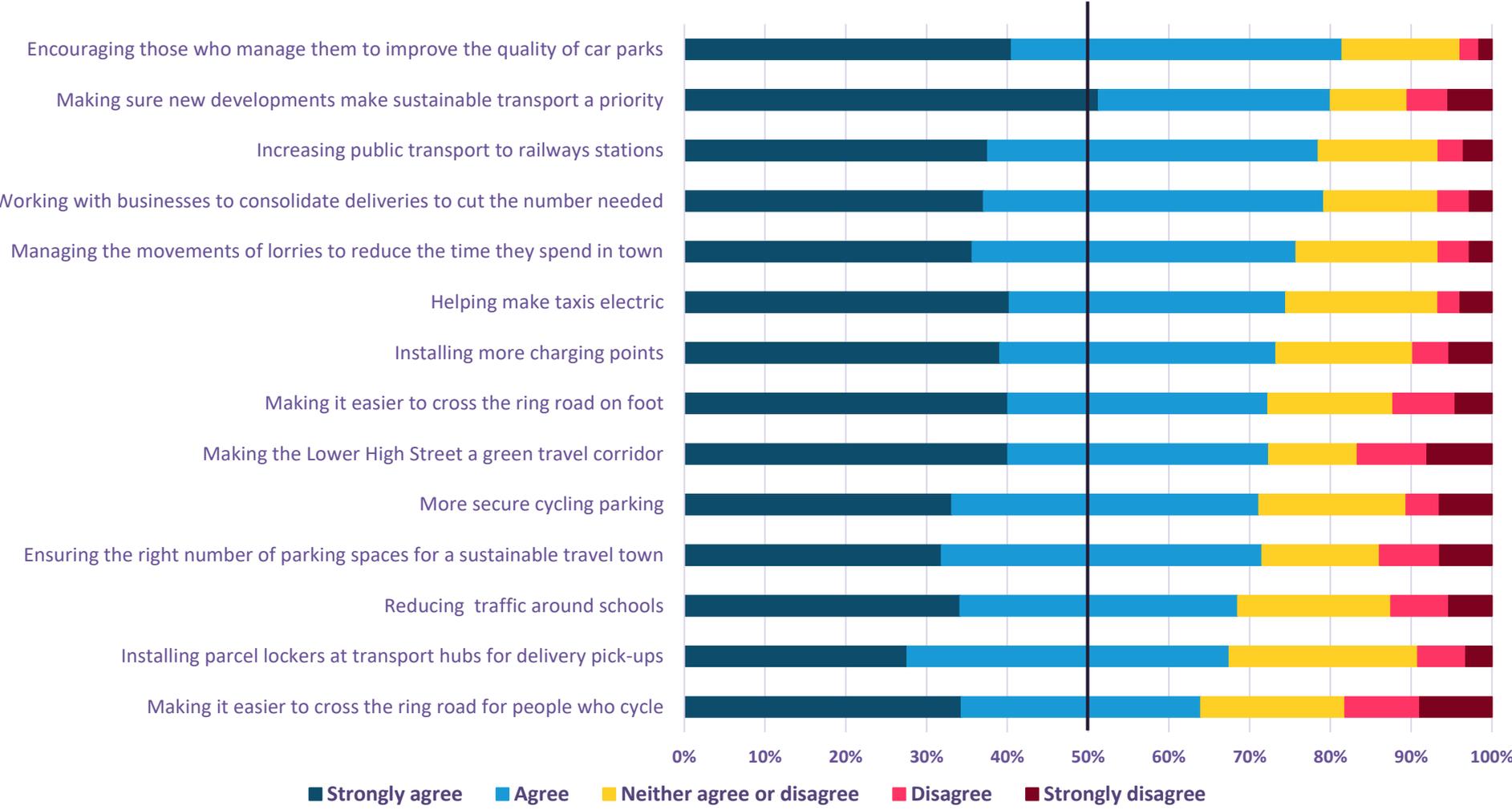
Among the objectives, respondents prioritised cutting congestion and ensuring equality of access to transport, the role of transport in promoting health and wellbeing is important to the fewest respondents.



Which of the draft objectives do you think will make the biggest difference to travel in Watford? (Respondents could choose 3 options)



Respondents tend to agree with measures that would facilitate travelling for them: improving car parks, connecting train stations, managing deliveries. It is also important for many that new developments contribute to sustainable travel; and electrifying vehicles gains greater agreement than encouraging active travel.

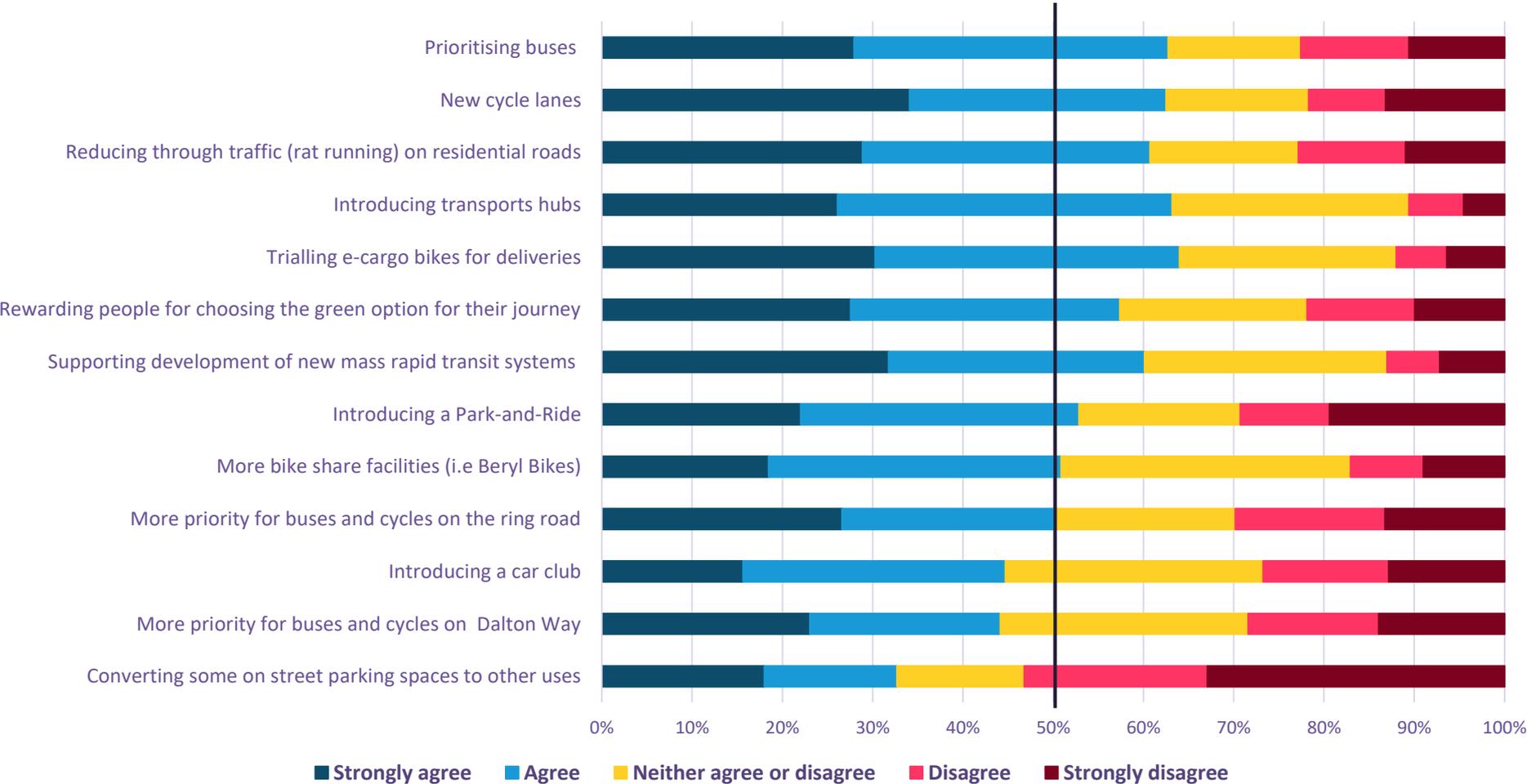


Respondents' opinions on the proposed STS actions

[815 answers minimum]



There is also majority support for prioritising buses and cycle ways, plus reducing rat running, alongside the concepts such as transport hubs, e-cargo bikes and mass rapid transit.



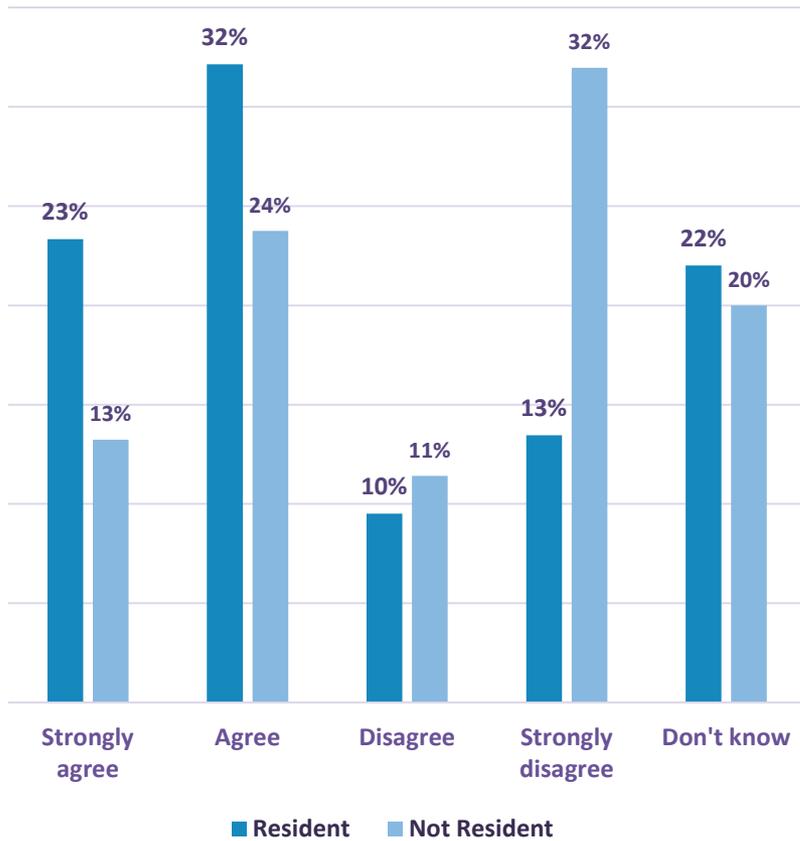
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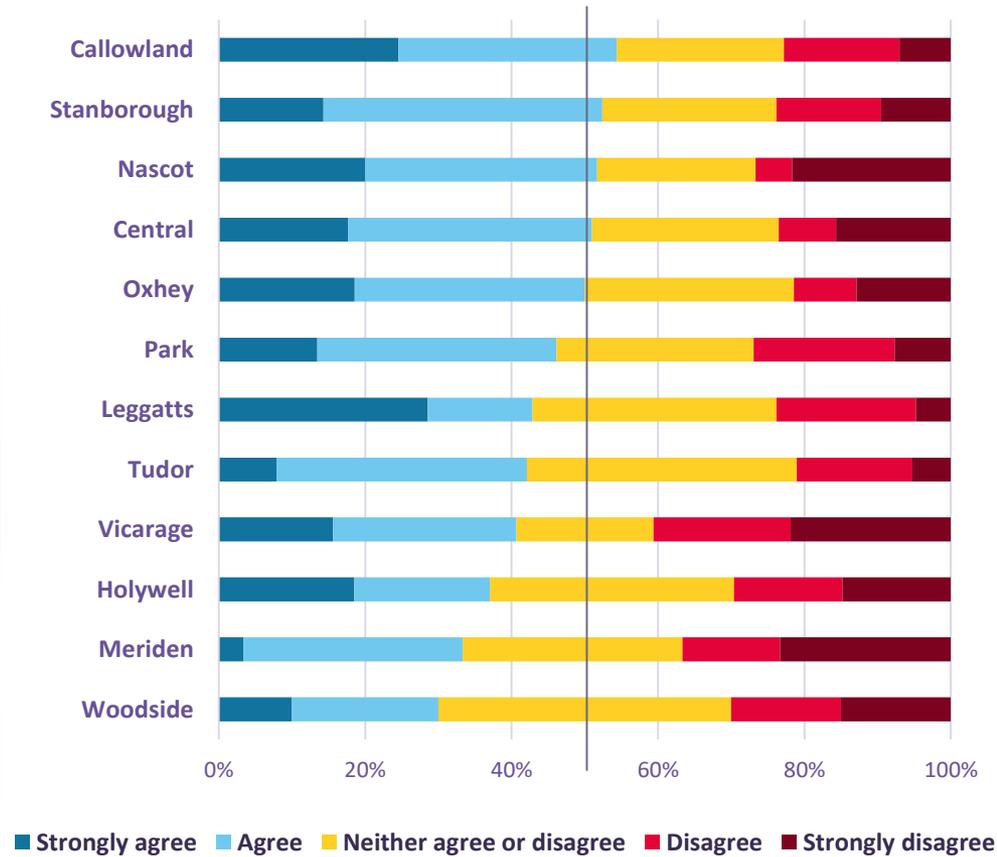


Non-residents tend to strongly disagree with the creation of a park-and ride scheme. Respdnees who live in in Callowland, Stanborough and Nascot are more in favour of a car-club, as opposed to those from Vicarage, Meriden and Woodside.

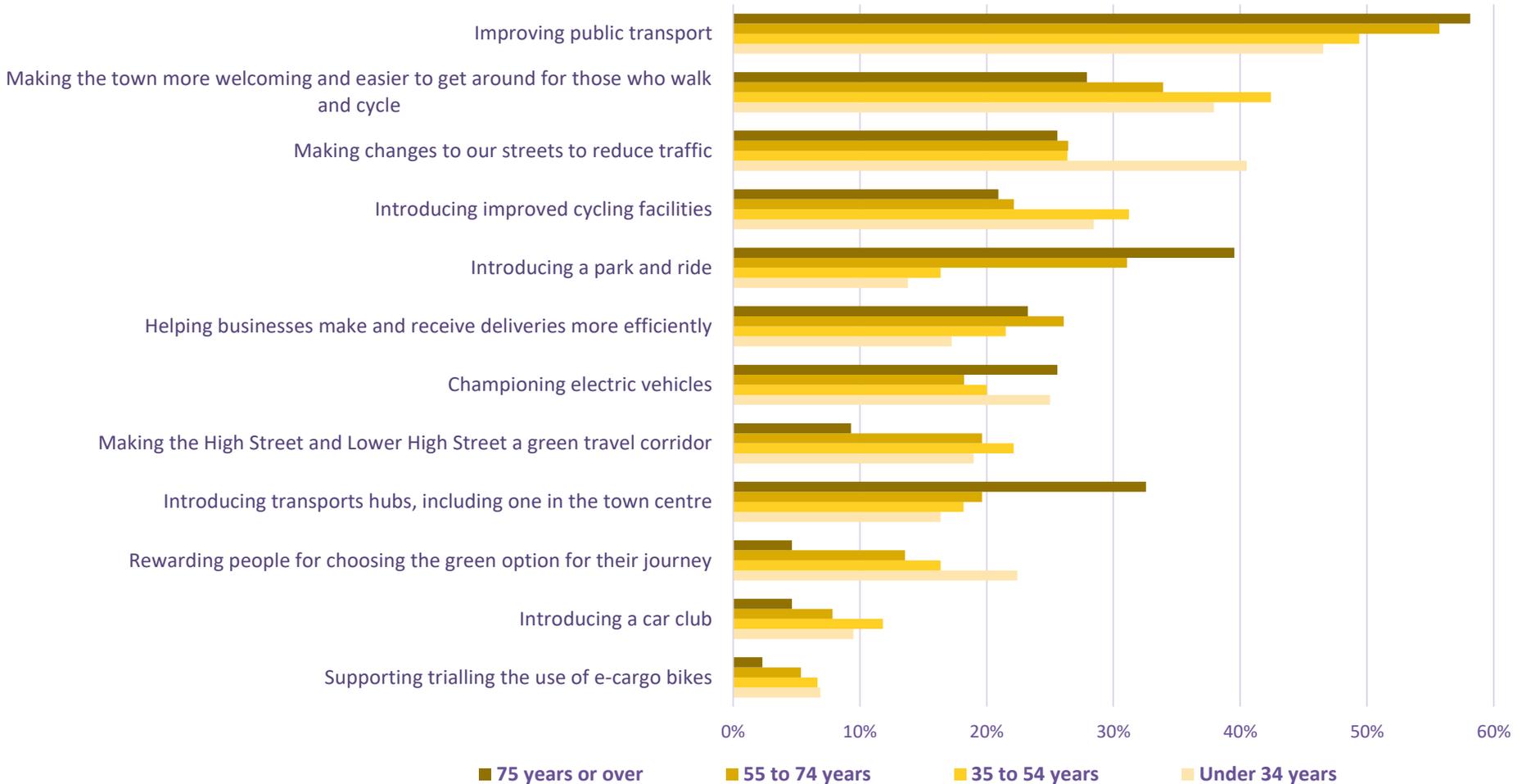
Residents and non-residents' opinions on Park-and-Ride



Opinions on the introduction of a car club, by ward



According to respondents, improving public transport, as well as cycling and walking infrastructure would have the biggest impact on their travel habits. Older respondents tend to focus on public transport and park-and-ride, while younger respondents prioritise active travel, and reducing traffic.



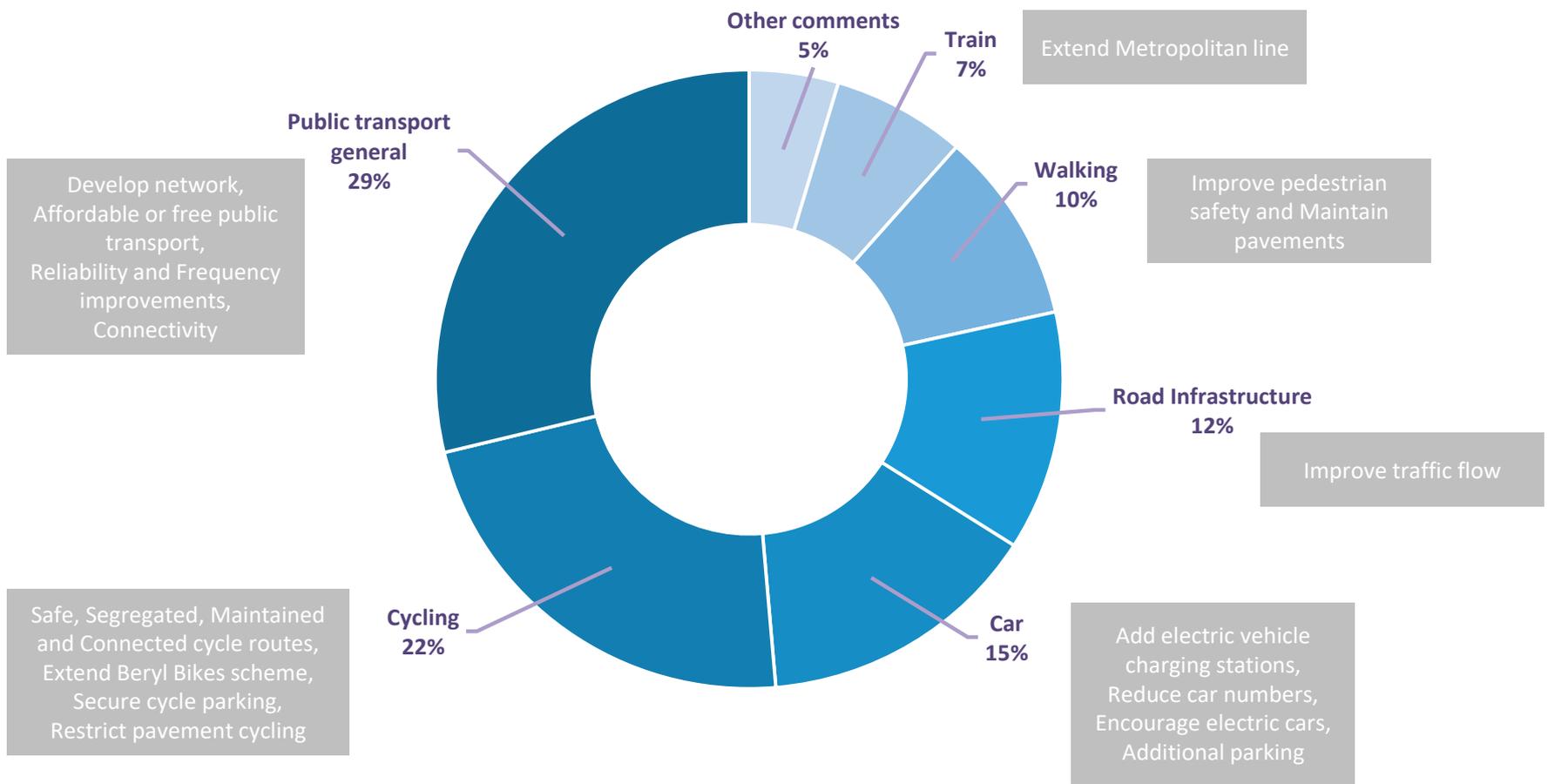
STS Actions with the biggest impact on travel habits

[808 answers]



Q19

Suggestions represented 59% of all comments. While improving traffic flow was the single most suggested action by the respondents (8% of all suggestions), the most common themes were public transport improvements, better cycling infrastructure and improvements for car users.



Comments on the proposed STS Actions - suggestions

[481 answers]

Profile of respondents

Ethnicity

- Majority of respondents are White British (79%)

Age

- Majority of respondents were in age groups:
 - 55 to 64 years (23%)
 - 45 to 54 years (22%)
 - 35 to 44 years (21%)

Sex

- Respondents were split fairly evenly by gender:
 - Male (53%)
 - Female (46%)
 - Non binary (1%)

Disability

- 19% of respondents reported having a disability which limited their day-to-day activities a little or a lot