

A27

Arundel Bypass

Report on public consultation

Spring 2018

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1 Executive summary

1.1 Context

1.1.1 In December 2014, the Department for Transport (DfT) published the first Road Investment Strategy 2015-2020 (RIS1), which lists the schemes to be delivered by Highways England during this period.

1.1.2 In response to the Road Investment Strategy announcement, Highways England developed its Delivery Plan (Highways England Delivery Plan – 2015-2020) which detailed how the key strategic outcomes sought for the Road Investment Strategy would be delivered.

1.1.3 The A27 Arundel Bypass is one of over 80 Road Investment Strategy schemes being progressed nationally as part of the delivery of the Highways England Delivery Plan – 2015-2020.

1.1.4 Highways England's Project Control Framework (PCF) sets out the methodology for delivering a major highways scheme. The process is split into 8 stages, of which, the A27 Arundel Bypass scheme is currently in Stage 2 (Option Selection):

- **Stage 0** (Strategy, Shaping and Prioritisation) – problem definition, scheme requirements and strategic business case
- **Stage 1** (Option Identification) – option identification and sifting out of options that are likely to perform less well compared with others
- **Stage 2** (Option Selection) – detailed option assessment and selection of the Preferred Option, including detailed public consultation of the options
- **Stage 3** (Preliminary Design) – scheme development including design of the Preferred Option in sufficient detail to produce draft orders, preparation of the Environmental Assessment and statutory consultation
- **Stage 4** (Statutory Procedures and Powers) – gaining authority to construct the scheme through the normal statutory processes as laid down in legislation
- **Stage 5** (Construction Preparation) – procurement of the construction contractor and detailed design of the scheme
- **Stage 6** (Construction) – construction of the scheme
- **Stage 7** (Handover and Close-Out) – project close-out

1.2 Scheme background and objectives

1.2.1 The A27 Arundel Bypass scheme is identified within the Government's 2015-2020 Road Investment Strategy which states that England's road network requires upgrading and improving to ensure it can deliver the performance needed to support the nation in the 21st century. The scheme has an allocated budget of between £100 and £250 million, and forms part of a wider package of investment along the A27 corridor to increase capacity and conditions. The scope of the A27 Arundel Bypass scheme, as described in the Road Investment Strategy is:

“the replacement of the existing single carriageway road with a dual carriageway bypass, linking together the two existing dual carriageway sections of the road.”

1.2.2 The extent of the A27 Arundel Bypass scheme is approximately 4 miles (6 kilometres) long, from the A284 Crossbush junction (east of Arundel) to the west of Yapton Lane (west of Arundel). The A27 currently goes through the South Downs National Park and the town of Arundel passing over the River Arun and crossing the railway line.

- 1.2.3 The A27 is the only east-west trunk road south of the M25, linking key coastal communities between Portsmouth and Eastbourne with each other and the rest of the Strategic Road Network (SRN). It serves a population of over 750,000 people and a large number of businesses in the major towns and cities along the route. The A27 is subsequently used by both local traffic and through-traffic.
- 1.2.4 The single carriageway section and junctions through Arundel are unable to cope with existing traffic volumes, which often results in long queues of traffic approaching Arundel from either direction. Due to congestion, some longer distance traffic diverts to use less suitable routes to the north and south, some of which are through the South Downs National Park. These local roads are not suited for large volumes of traffic, and are adversely affecting the tranquil nature of the South Downs National Park and adjacent communities.
- 1.2.5 There are also an above average number of accidents on the A27 at Arundel. From 1 June 2010 to 31 May 2015, there were 68 collisions on the A27 between Yapton Lane in the west and Crossbush junction in the east.
- 1.2.6 There is a significant amount of new housing and other development planned in Arun District and along the South Coast in the future. Without improvement, the congestion and delay on the A27 through Arundel will continue to increase.
- 1.2.7 The high-level objectives for the scheme were developed while working with the local authorities, the South Downs National Park Authority, other environmental bodies and the emergency services over a 2-year period prior to the non-statutory public consultation. They were to:
- Improve the capacity of the A27 whilst supporting local planning authorities to manage the impact of planned economic growth
 - Reduce congestion, reduce travel time and improve journey time reliability along the A27
 - Improve the safety of travellers along the A27 and consequently the wider local road network
 - Improve accessibility for all users to local services and facilities
 - Deliver a scheme that minimises environmental impact and seeks to protect and enhance the quality of the surrounding environment through its high quality design
 - Respect the South Downs National Park and its special qualities in our decision-making

1.3 Report purpose

- 1.3.1 The purpose of this report is to provide a summary of the responses and feedback gathered during the non-statutory public consultation for the A27 Arundel Bypass scheme, which ran from Tuesday 22 August to Monday 16 October 2017. It also covers a summary response to the key issues and concerns raised by the public and stakeholders during the consultation period.
- 1.3.2 The report details how the public were informed, how the options were presented, the responses received from members of the public, statutory stakeholders and other bodies, and how the feedback has been analysed and considered.
- 1.3.3 The consultation sought feedback on the existing issues and concerns of all respondents and whether there was a need for an improvement scheme. It also asked for feedback on the options presented, and any alternative solutions. Comments received that refer to common issues or alternatives are summarised together with a response from Highways England in **Chapter 9**.
- 1.3.4 The consultation responses will be used to inform the selection of the preferred option as well as design requirements as the scheme approaches statutory consultation and Development Consent Order (DCO) application.

1.4 Options considered

1.4.1 Prior to the non-statutory public consultation, a number of options were considered for the A27 Arundel Bypass scheme. All of the options were subject to various traffic and environmental surveys and assessments. For an option to be taken forward to public consultation, the following criteria were considered:

- How much the options would cost, broadly keeping within the allocated budget
- Whether the options would offer value for money
- How the options would help to achieve the project objectives

1.4.2 The technical work leading up to the non-statutory consultation led to the identification of 3 route options to be consulted upon:

- **Option 1:** A new dual carriageway from Crossbush junction, passing to the south-west of Arundel railway station, joining the A27 east of Ford Road. The existing section of A27 west of Ford Road roundabout would be widened to a dual carriageway
- **Option 3:** A new dual carriageway from Crossbush junction south of the current A27, re-joining the existing A27 alignment at a new junction near Havenwood Park
- **Option 5A:** A new dual carriageway from Crossbush junction south of the current A27, following the same alignment as Option 3 as far west as Ford Road and then continuing west, re-joining the existing A27 alignment at a new junction near Yapton Lane

1.5 Consultation arrangements

1.5.1 In preparation for the non-statutory public consultation, we developed a public consultation strategy, which clearly set out the aims of the consultation, target audiences, key messages and identified stakeholders of interest.

1.5.2 Prior to the start of the consultation period, during the week commencing Monday 14 August 2017, over 72,000 letters informing recipients about the forthcoming public consultation were mailed out to residents living within a pre-defined boundary area of the A27 Arundel Bypass scheme.

1.5.3 The 8-week public consultation ran from Tuesday 22 August to Monday 16 October 2017. In total there were 14 events; 8 for the public and 6 for stakeholder groups at venues within Arundel, Littlehampton and Fontwell. This provided the opportunity for people affected by the options, both locally and from further afield, to gain access to display material and printed information as well as the opportunity to speak directly to a range of technical staff involved in the option development.

1.5.4 Unstaffed exhibitions were also held at several locations during the consultation period, organised by Arun District Council. Visitors were able to view the exhibition panels, and printed copies of the brochure and questionnaire were available for members of the public to collect.

1.5.5 In addition, brochures, questionnaires, posters and summary notes were made available throughout the consultation period at local public and community venues, enabling the public to review materials and collect brochures and questionnaires to assist in responding to the consultation.

1.5.6 Information about the consultation was published on the Highways England project web page: www.highways.gov.uk/a27arundel with a link to the dedicated consultation page.

1.5.7 In addition to the consultation brochure, a number of background reports were made available on the project website and at the exhibitions. The reports available included:

- Economic assessment report
- Environmental study report
- Technical appraisal report
- Traffic forecasting report

1.6 Effectiveness of the public consultation

- 1.6.1 We received a total of 2,821 questionnaire responses, 72% were completed online and 28% were hard copy responses. 75% of respondents stated that they were local residents, 21% described themselves as travelling through the local area. In addition 7% identified themselves as a local employee, with 4% stating they were also responding on behalf of a local business.
- 1.6.2 When respondents were asked how they found out about the consultation, 43% said it was via the letter drop, with 35% by word of mouth and 26% through local community groups.
- 1.6.3 The exhibition events were well attended with a total of 2,062 attendees across all the exhibition events. Visitors to the events included MPs / councillors, key stakeholders, businesses, landowners, members of the public and the media.
- 1.6.4 When asked about the consultation materials, 62% of respondents said they found them useful, and a further 34% found the materials useful to a certain extent. At the time of submitting feedback 43% of respondents had already attended an exhibition event, while a further 24% were planning to do so.
- 1.6.5 Of those who had already attended a consultation event, 50% found the exhibitions useful to a certain extent, while only 5% of respondents said that they did not find the exhibitions useful in terms of answering their questions.

1.7 Questionnaire response analysis

- 1.7.1 There was a substantial level of support for the need to upgrade the A27 at Arundel to a dual carriageway, with 79% of respondents in agreement (66% 'strongly agree' and 13% 'agree'). Only 16% of respondents did not believe there is a need to upgrade the A27 at Arundel to dual carriageway (6% 'disagree' and 10% 'strongly disagree').
- 1.7.2 Respondents were asked which options they supported to improve the A27 at Arundel, and Respondents were able to choose all options that applied. Option 5A was the most supported option with 48% of responses, with Option 1 favoured by 27% and Option 3 supported by 23%.
- 1.7.3 What follows is a broad summary of feedback for each option:

Option 1

- Respecting the South Downs National Park and its special qualities was the scheme objective that most respondents felt would be met by Option 1 (82%)
- It was felt that Option 1 would not achieve the scheme objective of improving the safety of travellers by 33% of respondents
- The most frequently mentioned comment made in relation to Option 1 indicates that it has less of an environmental impact than the other options (12%)
- Respondents raised concerns around the disruption during construction (26% 'very concerned', 40% 'slightly concerned')
- New facilities and improvements to cycle / footpaths and bridleways with suitable crossing points were suggested by 26% of respondents

Option 3

- Reducing congestion, travel time and improving journey reliability was the scheme objective that most respondents felt would be met by Option 3 (90%)
- It was felt that Option 3 would not achieve the scheme objective of minimising environmental impact and enhancing the quality of the surrounding environment by 37% of respondents
- A significant theme in relation to Option 3 was the environmental impact. General environmental concerns were the most frequent (7%)
- The main residual concern that respondents felt was insufficiently dealt with by Option 3 was the impact on landscape and scenery (16% 'very concerned', 41% 'slightly concerned')
- As with Option 1, the most frequently mentioned response to improve provision for walkers, cyclists and horse riders within Option 3 is the need for cycle / footpaths and bridleways with suitable crossing points (26%)

Option 5A

- Reducing congestion, travel time and improving journey reliability was the scheme objective that respondents most felt would be met for Option 5A (94%)
- It was felt that Option 5A would not achieve the scheme objective of minimising environmental impact and enhancing the quality of the surrounding environment by 17% of respondents
- The most frequently raised comment in reference to Option 5A was support for the option as it provides a solution (7%)
- As with Option 3, the impact of Option 5A on the landscape and scenery has the largest proportion of residual concern (12% 'very concerned' and 41% 'slightly concerned')
- As with the previous options, cycle / footpaths and bridleways with suitable crossing points was the most frequently noted comment (26%) on how Option 5A can improve the provision for walkers, cyclists and horse riders

1.8 Key stakeholder and other responses

1.8.1 There were a total of 132 key stakeholder responses received by email, letter and questionnaire. Within their submissions, many stakeholders expressed support and commented on more than 1 of the proposed options. Stakeholder responses have been categorised into:

- Local Authority (7)
- Political / Elected Member (10)
- Parish Councils (13)
- Environmental Groups (22)
- Businesses & Business Organisations (43)
- Education Centres (6)
- Emergency Services (2)
- Transport / User Groups (15)
- Community Groups (10)
- Religious Groups (4)

1.8.2 Responses from key stakeholders showed that 70% agreed there was a need to upgrade the A27 at Arundel. The most preferred option selected by key stakeholders was Option 5A (47%), with Option 3 preferred by 20%, and 13% selected Option 1.

1.8.3 Option 1 received opposing comments from 30% of key stakeholders, Option 3 from 31%, and Option 5A from 33%.

1.8.4 In addition to the above feedback from key stakeholders, an additional 518 responses to the consultation were received via letter or email through our Customer Contact Centre.

1.8.1 The consultation was publicised by Friends of the Earth and The Woodland through their own communication channels, which included objection email templates. This resulted in a large number of templated objection emails which are also recognised in the consultation feedback. There were 737 responses via Friends of the Earth and 5,748 responses via The Woodland Trust that aligned with the organisations' views on the proposals.

1.9 Conclusion and next steps

1.9.1 We recognise the importance of engaging with members of the public in the local area, taking the opportunity to explore their views, suggestions and concerns at an early stage of scheme development through a non-statutory consultation.

1.9.2 The non-statutory public consultation on the A27 Arundel Bypass scheme has provided the opportunity for local residents, businesses and stakeholders to put forward their views on the options presented. There has been a good response to the consultation, with over 2,800 questionnaires received. The analysis of the consultation responses has identified that:

- Seventy nine percent of respondents agreed that there was a need for a scheme to upgrade the A27 at Arundel to a dual carriageway
- Option 5A is the most supported option with 48% of respondents in favour , with Option 1 favoured by 27% and Option 3 supported by 23%

1.9.3 The feedback from the consultation is being considered as part of the option development, and will influence the Preferred Route Announcement (PRA), scheduled for spring 2018. Statutory consultation on the preferred route is scheduled for early 2019.

2 Introduction

2.1 Background

2.1.1 The A27 Arundel Bypass scheme is identified within the Government's Road Investment Strategy 2015-2020 (RIS1), which states that England's strategic road network requires upgrading and improving to ensure that it can deliver the performance needed to support the nation in the 21st century. The scope of the A27 Arundel Bypass scheme, as described in RIS1, is:

“the replacement of the existing single carriageway road with a dual carriageway bypass, linking together the two existing dual carriageway sections of the road.”

2.1.2 The extent of the A27 Arundel Bypass scheme is approximately 4 miles (6 kilometres) long, from the A284 Crossbush junction (east of Arundel) to the west of Yapton Lane (west of Arundel), as shown in **Figure 2.1**. The A27 currently goes through the South Downs National Park and the town of Arundel passing over the River Arun and crossing the railway line.

Figure 2.1: Scope of A27 Arundel Bypass scheme



2.1.3 The A27 Arundel Bypass scheme has an allocated budget of between £100 and £250 million. It forms part of a wider package of investments along the A27 corridor to increase the road's capacity and improve its condition. As a standalone project, the A27 Arundel Bypass scheme would improve traffic conditions and represent a value for money solution.

2.1.4 Other A27 schemes are as follows:

- **A27 Chichester bypass:** consulted upon from July to September 2016 – the scheme is no longer proceeding due to the withdrawal of support from local councils for the options put forward in the public consultation
- **A27 East of Lewes:** consulted upon from October to December 2016 – the Preferred Route Announcement was made in late September 2017
- **A27 Worthing and Lancing improvements:** consulted upon from July to September 2017

2.2 Need for improvement

- 2.2.1 The A27 is the only east-west trunk road south of the M25, linking key coastal communities between Portsmouth and Eastbourne with each other and the rest of the Strategic Road Network (SRN). It serves a population of over 750,000 people and a large number of businesses in the major towns and cities along the route. West Sussex also attracts, on average, over 17 million visitor days per year worth approximately £508 million to the local economy¹.
- 2.2.2 The A27 is used by both through-traffic (67%) and local traffic (33%)². The 2015 A27 Corridor Feasibility Study found that the A27 is already significantly over capacity at Arundel, and due to population growth and increased economic activity in the region there will be more traffic using the A27 in the future.
- 2.2.3 On either side of Arundel, the A27 is a dual carriageway which has the capacity to carry existing traffic flows and is more able to cope with future traffic growth. However, the single carriageway section and junctions through Arundel do not cope with existing traffic. This often results in long queues of traffic approaching Arundel from either direction.
- 2.2.4 Due to congestion, some longer distance traffic diverts to use routes to the north (B2139 through the South Downs National Park and the villages and towns of Houghton, Amberley and Storrington) and south (B2233 passing through Eastergate, Barnham, Yapton and Clymping). These local roads are not suited for large volumes of traffic, and the alternative routes are adversely affecting the tranquil nature of the South Downs National Park and the communities adjacent to these routes.
- 2.2.5 There are an above average number of accidents on the A27³. From 1 June 2010 to 31 May 2015, there were 68 collisions on the A27 between Yapton Lane in the west and Crossbush junction in the east.
- 2.2.6 The car is an important means of transport in the area (71% of Arun district residents in employment currently travel to work by car or van)⁴. As there are no significant plans for bus or rail improvements in the area⁵, there is no evidence to suggest that there will be any significant switch from road to other modes of transport which would meet the overall future demand for travel.
- 2.2.7 There is a significant amount of new housing and other development planned in Arun District and along the South Coast in the future. Without improvement, the congestion and delay on the A27 through Arundel will continue to increase.

¹ The GB Day Visitor Statistics 2015, VisitBritain

² Local traffic has an origin or destination within Arundel. Through-traffic has an origin and a destination outside Arundel. Based on 2015 data

³ Based on the national average for rural A roads, from Reported Road Casualties for Great Britain (RRCGB)

⁴ Method of travel to work, 2011 Census, NOMIS

⁵ London and South Coast Rail Corridor Study, Department for Transport (March 2017) and Sussex Area Route Study (September 2015)

2.3 Scheme objectives

2.3.1 The high-level objectives for the scheme were developed while working with the local authorities, the South Downs National Park Authority, other environmental bodies and the emergency services over a 2-year period prior to the non-statutory public consultation. The objectives are to:

- Improve capacity of the A27 whilst supporting local planning authorities to manage the impact of planned economic growth
- Reduce congestion, reduce travel time and improve journey time reliability along the A27
- Improve the safety of travellers along the A27 and consequently the wider local road network
- Improve accessibility for all users to local services and facilities
- Deliver a scheme that minimises environmental impact and seeks to protect and enhance the quality of the surrounding environment through its high quality design
- Respect the South Downs National Park and respect its special qualities in our decision-making

2.4 Proposed options

2.4.1 We have worked collaboratively with local highway and planning authorities in order to understand constraints and opportunities, with the aim of developing options which would secure the support of the public. All of the options were subject to various traffic and environmental surveys and assessments. For an option to be taken forward to public consultation, the following criteria were considered:

- How much the options would cost, broadly keeping within the allocated budget
- Whether the options would offer value for money
- How the options would help to achieve the project objectives

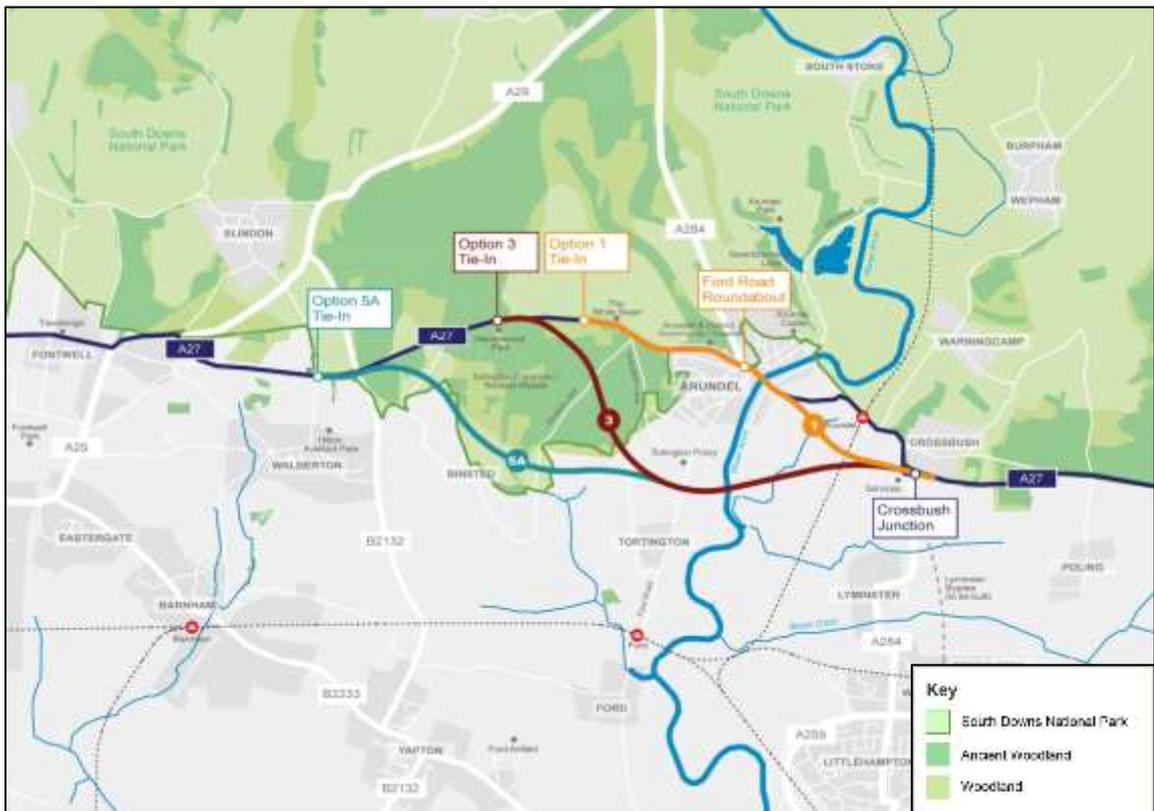
2.4.2 Technical work concluded that 3 options met these criteria: Option 1, Option 3 and Option 5A. **Table 2.1** summarises the route options which were taken forward to public consultation, whilst **Figure 2.2** shows the proposed route alignments.

Table 2.1: Summary of options taken forward to public consultation

OPTION	DESCRIPTION
Option 1	<ul style="list-style-type: none"> → Improvements at Crossbush junction → A new dual carriageway from Crossbush junction, passing to the south-west of Arundel railway station, joining the A27 east of Ford Road → New bridges over the railway line and over the River Arun (the existing railway bridge is in poor condition and would in any case need to be replaced in the near future) → From Ford Road roundabout (to be traffic signal controlled to reduce congestion) the existing A27 toward Chichester would be widened to dual carriageway → East of Ford Road roundabout, the existing bridge over the River Arun will be retained as the new eastbound carriageway of Option 1. The existing A27 between the River Arun to Causeway roundabout will become a one-way off-slip to enable access to Arundel Railway Station from the west. To return, traffic will use the existing A27 road to access Crossbush junction or via the town centre towards Ford Road roundabout → New pedestrian / cycle path from Crossbush junction, using the existing section of the A27. Continuity would be provided with a pedestrian / cycle path incorporated alongside the widened A27 as far as the Binsted Lane junction where it connects to existing Public Rights of Way and footpaths

OPTION	DESCRIPTION
Option 3	<ul style="list-style-type: none"> → Improvements at Crossbush junction → New dual carriageway from Crossbush junction south of the current A27 → New bridges over the railway line and River Arun → From Ford Road the route continues north through Tortington Common and the South Downs National Park → Re-joins the existing A27 at a new junction near Havenwood Park → This is the same as the Pink / Blue Route which was previously announced as the preferred route in 1993 → There would be a continuous pedestrian / cycle path between Crossbush junction and Yapton Lane along the existing A27
Option 5A	<ul style="list-style-type: none"> → Improvements at Crossbush junction → Follows the same alignment as Option 3 between Crossbush junction and Ford Road → From Ford Road the route continues west, before going north through the South Downs National Park and Binsted Woods → Re-joins the existing A27 at a new junction near Yapton Lane → There would be a continuous pedestrian / cycle path between Crossbush junction and Yapton Lane along the existing A27

Figure 2.2: Options taken forward to public consultation



2.4.3

All 3 options would support the local housing and employment growth strategies of the local authorities, as well as catering for traffic growth until at least 2041. However all 3 options also carry significant environmental constraints and national planning policy risks.

2.4.4 Details of the other options that were investigated for the A27 Arundel Bypass scheme, but not taken forward for public consultation are provided in **Table 2.2**.

Table 2.2: Options not taken to public consultation

OPTION	DESCRIPTION	REASON FOR REJECTION
Option 0A	Single carriageway with improvements at Crossbush junction, Causeway roundabout and Ford Road roundabout	Did not meet the scheme objectives (a dual carriageway is required to accommodate traffic now and in the future)
Option 0B	Upgrading the existing A27 to a narrow dual carriageway, while improving Crossbush junction, Causeway roundabout and Ford Road roundabout	The impact that widening would have on properties and heritage sites
Option 2	A bypass closer to the town of Arundel than Option 3	Would have come closer to the built up area of Arundel, creating noise and vibration impacts. The routing included sharp bends which would affect visibility, safety and journey times and extend the route length, subsequently not meeting the scheme objectives
Option 4	Similar to Option 5A, but would be routed just outside the South Downs National Park boundary	Provided no additional benefit compared to more cost effective options that have been taken forward
Option 5B	Similar to Option 5A, but a longer route further south to avoid the South Downs National Park and Ancient Woodland completely	Significantly exceeded the allocated budget, and provided less value for money than the options being consulted upon

2.4.5 There has been some support locally for making the existing A27 a wide single lane carriageway; also known as the 'New Purple Route'. This route was not modelled because traffic flows in Arundel are too high for a single carriageway to be a viable long term solution.

3 Consultation approach

3.1 Introduction

3.1.1 We carried out an 8-week non-statutory public consultation on the proposals for the A27 Arundel Bypass scheme from 22 August to 16 October 2017. This gave the public and stakeholders the opportunity to express their views on the early proposals.

3.1.2 The consultation objectives were to:

- Raise awareness and inform local residents, businesses and stakeholder organisations about the A27 Arundel Bypass public consultation, in particular the scheme objectives, timescales, planning and design process, and the opportunities for input
- Raise awareness of the wider A27 improvements programme
- Encourage participation from all local groups
- Provide fully accessible public consultation events and materials so that people were able to understand the proposals and make informed comments on them
- Provide the public with the necessary information to understand the options and the process through which the scheme must follow. Present the options clearly including the perceived benefits and / or dis-benefits
- Provide sufficient opportunities for all people who may have an interest in, or may be impacted by, the scheme to provide feedback
- Facilitate feedback on the proposals by providing people with the opportunity to have their say
- Produce an informal non-statutory Public Consultation Report (this report) to provide timely feedback about the issues raised during the consultation, the level of support for each option, and other matters to consider when developing the scheme. The report will be used to help determine a preferred route

3.2 Collaboration and engagement with key stakeholders

3.2.1 Stakeholders have been engaged throughout the development of the A27 Arundel Bypass scheme. We have worked closely with key stakeholders, through 3 separate forums:

- **Key Stakeholder Liaison Group:** comprised of officers from organisations including local authorities, the South Downs National Park Authority, statutory environmental bodies and emergency services. The group meets quarterly to discuss technical issues
- **Focus Group:** comprised of officers from organisations including local authorities and the South Downs National Park Authority. The group meets quarterly to coordinate consultation and communication issues. The group was heavily involved in the consultation planning
- **Key Stakeholder Steering Group:** comprised of officers from local authorities. The group meets to discuss sensitive political and technical issues and matters that are unresolved and escalated from the Focus Group and Key Stakeholder Liaison Group. They also meet prior to key project development milestones

3.2.2 Prior to the consultation period, a number of meetings and workshops were held with key stakeholders to discuss the proposals, and gather feedback on the consultation materials. These meetings took stakeholders through the development of the scheme and the reasons why other options were discarded prior to consultation.

3.3 Approach

3.3.1 In preparation for the non-statutory public consultation, we developed a public consultation strategy, which clearly set out the aims of the consultation, target audiences, key messages and identified stakeholders of interest. It was important that the approach enabled stakeholders to be meaningfully and continuously involved with the scheme from an early stage. **Table 3.1** summarises the channels used.

3.3.2 The stakeholder groups (Key Stakeholder Liaison Group and Focus Group) were invited to comment on the proposed approach for consultation.

Table 3.1: Communication materials and channels

COMMUNICATION TYPE	PURPOSE
Letters and emails	Inform residents, landowners, businesses, MPs / Councillors, key stakeholders and wider stakeholders about the public consultation
Brochure and questionnaire	Brochure provided concise information about the options. Questionnaire was the main method of gathering feedback
Public exhibition events	Provided opportunity for interested groups, local residents, landowners and businesses to view the options and discuss them with members of the project team
Preview events	Provided opportunity for the media, MPs / Councillors and key stakeholders to view the options prior to the general public and discuss them with members of the project team
Deposit Points	Made consultation materials (brochures, questionnaires, posters and background information) available in local, publicly accessible locations
Highways England project website	Made consultation materials (brochures, questionnaires, background information, exhibition displays) available online. Anyone registered to receive updates about the scheme received an email on the consultation launch date inviting them to take part
Press release	Issued on the consultation launch day to secure widespread press coverage and raise awareness of the consultation
Newspaper advertising	Raised awareness of the consultation amongst the general public, including those from a wider area, throughout the consultation period
Posters	Displayed on council and local community notice boards, etc. to raise awareness of the consultation more locally
Highways England contact details	Provided in case of queries or for those requiring the information in a different format
Existing communication channels	Established communications channels (Chamber of Commerce, local authority distribution lists and wider stakeholder organisations including equalities groups) used to extend the consultation reach

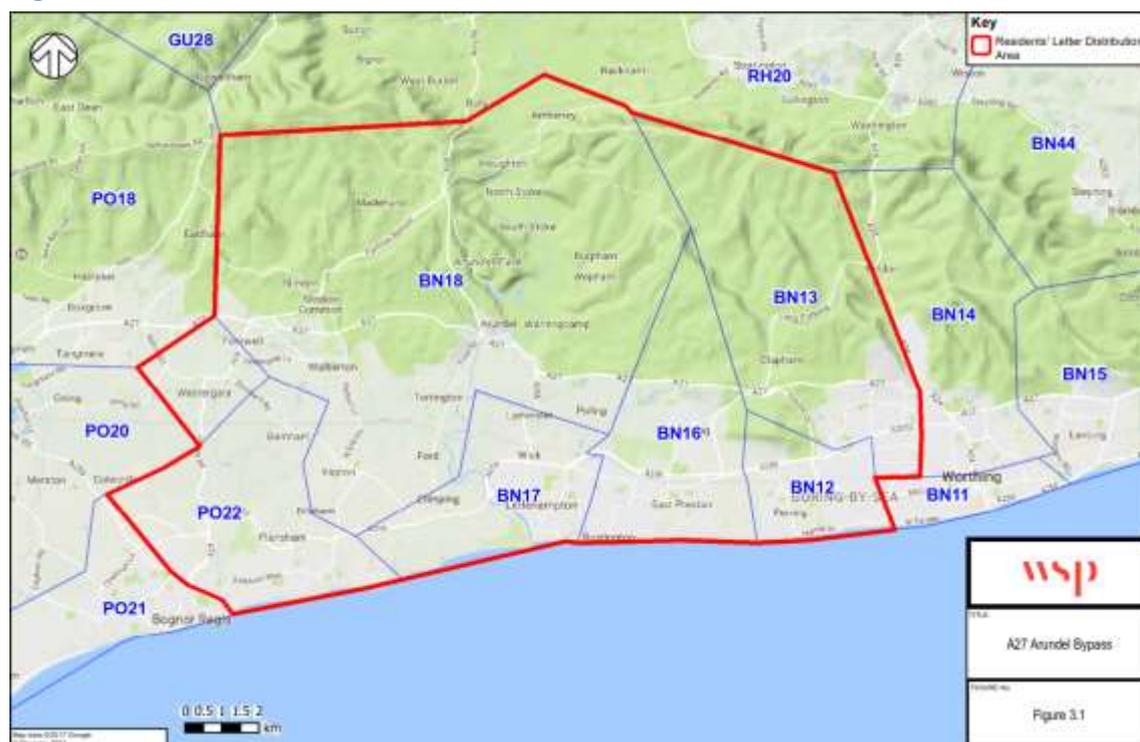
3.4 Materials

Letters and emails

3.4.1 Over 72,000 letters were mailed out to residents living within a pre-defined boundary area of the A27 Arundel Bypass scheme during the week commencing 14 August 2017. The distribution area broadly followed postcode district boundaries (shown in **Figure 3.1**), and was agreed in consultation with the local authorities, via the Focus Group.

3.4.2 The letter informed recipients about the forthcoming public consultation, in particular its purpose and the timescales. It listed the dates, times and locations of public exhibition events, and details of the locations where brochures and questionnaires were available, including the website. It also provided information about how to respond to the consultation, and the deadline for doing so.

Figure 3.1: Residents letter distribution area



3.4.3 Letters were also sent out to the following groups to make them aware of the consultation:

- Landowners – those whose land is located within 50 metres of the proposed highway boundary for each option (71)
- Businesses and business groups (82)
- MPs / councillors (87)
- Key stakeholders (124)
- Wider stakeholders (193)

Brochure and questionnaire

3.4.4 Both the Key Stakeholder Liaison Group and Focus Group were given the opportunity to comment on the consultation materials, and feedback was incorporated where possible.

3.4.5 A 43-page consultation brochure (shown in **Appendix A**) provided an overview of the project and the need for improvements. It presented the options with graphics showing the route alignments and proposed junction designs. The brochure also explained the environmental constraints associated with the project and the likely benefits and impacts of the options. It gave details of the public exhibitions, deposit points and consultation process. An annex was included to provide further details on the history of the A27 Arundel Bypass and the rejected options.

3.4.6 A separate questionnaire document sought respondents' views on the existing issues and the proposed options. It also gathered information on travel behaviour and effectiveness of the consultation. A variety of both closed questions (where respondents select their answer from a pre-defined list) and open-ended questions (free-text format response) were used within the questionnaire.

3.4.7 The questionnaire was the main source of feedback to the consultation and respondents were encouraged to complete the questionnaire and return it via Freepost or hand it in at 1 of the consultation events. Alternatively, respondents could submit their feedback via the online version of the questionnaire, found on the project web page (www.highways.gov.uk/a27arundel).

3.4.8 **Chapter 5** examines respondents travel behaviours and views on the existing issues and local problems, and **Chapter 6** presents the analysis of responses received in relation to the proposed options.

Background information

3.4.9 In addition to the consultation brochure, a number of background reports were made available on the project web page and at the exhibitions. The reports that were made available included:

- Economic assessment report
- Environmental study report
- Technical appraisal report
- Traffic forecasting report

3.4.10 Further to this, a number of summary notes were created alongside the consultation brochure and the background reports. The summary notes provided greater information than the consultation brochure in a digestible format on a range of topics, including:

- Environmental appraisal
- Planning policy and compliance with NN NPS (National Networks National Policy Statement)
- Design and development
- Traffic modelling
- Facilities for walking, cycling and horse riding (non-motorised users)

3.5 Communication methods

Public exhibition events

3.5.1 Within the 8-week consultation period, we held 8 public exhibitions at venues across the Arundel area. Venue selection was based on a number of criteria, including accessibility by all modes of transport, disabled access, capacity, layout, availability on required dates and location in proximity to the A27. The Focus Group was consulted on the suitability of proposed venues and their suggestions were taken into account.

3.5.2 The exhibitions were held as drop-in sessions, hosted by members of the project team. Experts on highway design, traffic modelling, economics, land and property, environment and consultation were on hand to ensure queries raised during the consultation events could be properly addressed.

3.5.3 At each public consultation event, exhibition displays (shown in **Appendix B**) presented key information about the scheme including the work undertaken to date, details of the proposed options and improvements at each junction, and next steps in the implementation process. The material on display was similar to that presented in the consultation brochure. Summary notes, background technical reports and A3 laminated copies of the display materials were made available at a literature table.

3.5.4 Copies of the brochure and questionnaire were offered to visitors on arrival. The digital version of the questionnaire could be completed by Apple iPad at the exhibitions.

3.5.5 **Table 3.2** summarises the schedule of public exhibitions held, with **Figure 3.2** showing a photograph from an exhibition event.

Table 3.2: Public exhibition events

DATE	TIME	LOCATION
Tuesday 22 August	4pm to 8pm	Arundel Town Hall, Maltravers Street, Arundel
Thursday 31 August	2pm to 8pm	Arundel Town Hall, Maltravers Street, Arundel
Tuesday 05 September	2pm to 8pm	Cathedral Centre, London Road, Arundel
Saturday 09 September	10am to 2pm	The White Swan, 16 Chichester Road, Arundel
Tuesday 19 September	2pm to 8pm	Look & Sea Centre, 61-63 Surrey Street, Littlehampton
Wednesday 27 September	2pm to 8pm	Littlehampton Town Council, Church Street, Littlehampton
Thursday 05 October	2pm to 8pm	Fontwell Park Racecourse, Fontwell Avenue, Fontwell
Saturday 14 October	10am to 5pm	Cathedral Centre, London Road, Arundel

Figure 3.2: Photograph from exhibition



3.5.6 Unstaffed exhibitions were also held at several locations during the consultation period, organised by Arun District Council. Visitors were able to view the exhibition panels, and printed copies of the brochure and questionnaire were available for them to collect, but with none of the project team in attendance. **Table 3.3** provides details of the unstaffed exhibitions.

Table 3.3: Unmanned exhibition events

DATE	TIME	LOCATION
Monday 02 to Friday 05 October	During usual opening hours	Bognor Regis Town Hall
Wednesday 04 October	2pm to 8pm	Storrington & Sullington Parish Hall
Monday 09 October	2pm to 8pm	Walberton Pavilion
Wednesday 11 October	2pm to 8pm	Yapton Village Hall
Thursday 12 to Monday 16 October	During usual opening hours	Arun Civic Centre

3.5.7 In addition, invitation-only preview events were held separately for the media, MPs / Councillors and key stakeholders on the consultation launch day (Tuesday 22 August). The previews enabled the media to interview members of the project team and gave elected members the opportunity to comment on the proposals and cascade information to their constituents, thereby helping to raise awareness of the consultation.

3.5.8 Potentially affected landowners were invited to a separate session to discuss the proposals with a specific emphasis on the possible impact on their land. A separate session was organised for businesses, with the assistance of Arundel Chamber of Commerce.

3.5.9 An invite-only workshop session was also held on Wednesday 20 September 2017 to discuss the facilities being provided for walkers, cyclists and horse riders (non-motorised users) as a part of the proposed scheme. Invitations were compiled from an A27 Arundel Bypass stakeholder database and those identified in collaboration with West Sussex County Council. **Table 3.4** provides details of the invite-only exhibition events.

Table 3.4: Invite-only exhibition events

DATE	TIME	LOCATION	AUDIENCE
Tuesday 22 August	9am to 10:30am	Arundel Town Hall	Media briefing
Tuesday 22 August	11am to 12.30pm	Arundel Town Hall	MPs / Councillors
Tuesday 22 August	1pm to 3pm	Arundel Town Hall	Key stakeholder
Wednesday 23 August	4pm to 8pm	Fontwell Park Racecourse	Landowners
Wednesday 20 September	8:30am to 10:30am	Fontwell Park Racecourse	Businesses
Wednesday 20 September	12pm to 4pm	Fontwell Park Racecourse	Non-motorised user groups

3.5.10 Furthermore, we conducted a 'roadshow' of presentations to West Sussex County Council and Arun District Council and the South Downs National Park Authority. Attendance was also provided at Arundel Town Council and Littlehampton Town Council meetings for question and answer sessions.

Deposit points

3.5.11 Brochures, questionnaires, posters and summary notes were made available throughout the consultation period at the local public and community venues listed in **Table 3.5**. We ensured the materials supplied at the deposit points were topped up throughout the consultation period.

Table 3.5: Deposit point locations

LOCATION	ADDRESS
Arundel Town Council	Arundel Town Hall, Maltravers Street, Arundel, BN18 9AP
Arundel Library	2 Surrey Wharf, Arundel, BN18 9DW
Littlehampton Library	Maltravers Road, Littlehampton, BN17 5NA
Angmering Library	Arundel Road, Angmering, Littlehampton, BN16 4JS
Rustington Library	Claigmar Road, Rustington, Littlehampton, BN16 2NL
East Preston Library	The Street, East Preston, Littlehampton, BN16 1JJ
Bognor Regis Library	69 London Road, Bognor Regis, PO21 1DE

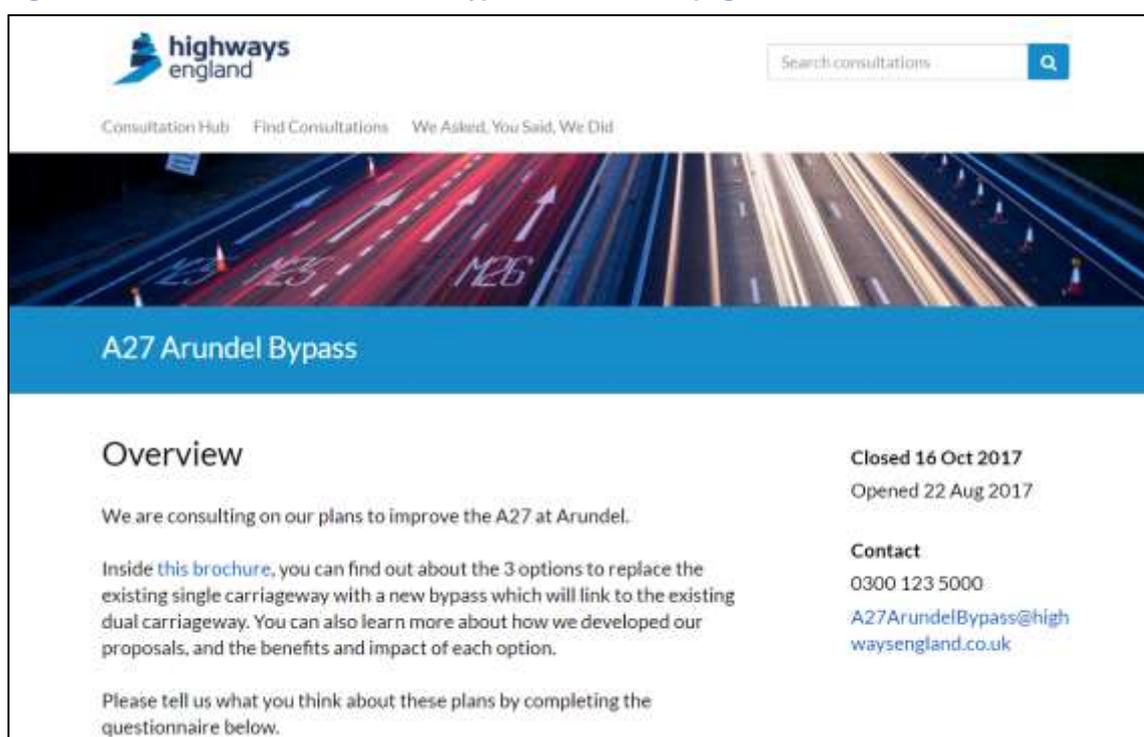
3.5.12 Brochures and questionnaires were also supplied to West Sussex County Council's mobile library service (Community Mobile 1 - Routes 3 and 4A) which served Clapham, Crossbush, Lyminster, Wick, Clymping, Fontwell, Slindon, Havenwood Park, Walberton, Barnham, Eastergate, Westergate and Woodgate several times during the consultation period.

The A27 Arundel Bypass project webpage

3.5.13 Information about the consultation was published on our project web page: www.highways.gov.uk/a27arundel, with a link to a dedicated consultation page (**Figure 3.3**). This web address was included in all information released into the public domain. The website provided:

- Information on the scheme background
- Dates, times and venue information for the public consultation events
- PDF versions of the consultation materials including the information presented at the public exhibition events (exhibition display panels, brochure, questionnaire, summary notes, technical reports and more)
- A link to the online consultation questionnaire
- Contact details for queries about the consultation

Figure 3.3: Screenshot of A27 Arundel Bypass consultation page



3.6 Publicity and advertising

Posters

3.6.1 Posters containing full details of the public consultation events were distributed to local deposit points and council offices. These were then displayed on council and local community notice boards to raise awareness of the consultation.

Newspapers

3.6.2 Half-page colour adverts were provided in local and regional newspapers throughout the consultation period. **Table 3.6** provides details of the advertising campaign that was undertaken:

Table 3.6: Advertising campaign - newspapers

NEWSPAPER	DATES	ADDITIONAL INFORMATION
West Sussex Gazette (including Horsham Gazette & Bognor Gazette)	Wednesday 16 August Wednesday 13 September Wednesday 4 October	Supplemented by 60,000 online advertising hits, geographically targeted as follows: → 10,000 in Arundel → 10,000 in Bognor Regis
West Sussex County Times	Thursday 17 August Thursday 14 September Thursday 5 October	→ 10,000 in Horsham → 30,000 between the above locations

3.7 A27 Arundel Bypass scheme contact details

3.7.1 The following details were provided for members of the public to contact us with any queries regarding the public consultation:

- Email: A27ArundelBypass@highwaysengland.co.uk
- Telephone 033 123 5000 (24 hours)

3.7.2 All queries received via our Customer Contact Centre during the consultation period were recorded and responded to.

3.8 Response and analysis methodology

3.8.1 Before any analysis could take place, all data contained in the paper questionnaires required input to an electronic dataset (spreadsheet) which could subsequently be interrogated and merged with the online questionnaire data. Data entry adheres to a thorough and robust process which ensures maximum accuracy. The following quality checking procedures were employed:

- The data entry programme incorporates full range checks for each question – making it impossible for any numeric values to be present outside the specified range
- 100% verification – whereby data is inputted twice by 2 different operators and the files are subsequently compared. Where inconsistencies are identified, the entries are checked against the original questionnaire and the correct data is recorded
- Spot checks of data carried out by data processing staff
- The coded data was subject to quality control procedures where regular checks of the coded data were carried out during the coding exercise to ensure accuracy of code application

3.8.2 The paper questionnaire data was combined with the online questionnaire data, to produce a single file containing all responses. Our consultants then conducted a series of logic and range checks on the data prior to analysis.

3.8.3 The combined dataset was analysed using SPSS, a statistical software package designed for the analysis of questionnaire data, along with Microsoft Excel and the ArcGIS mapping software. The results of this analysis are presented in the series of tables, charts and maps which follow in subsequent chapters.

4 Consultation effectiveness

4.1 Introduction

4.1.1 This chapter summarises the effectiveness of the public consultation and the methods used to publicise the consultation, in terms of the reach, number of responses and exhibition attendance. It also provides details of the feedback received about the consultation process, materials and exhibitions.

4.2 Questionnaire responses

4.2.1 There has been a good response to the consultation with a total of 2,821 questionnaire responses received during the consultation period. Just over one-quarter (28%) were hard copy responses, with the majority (72%) completed online.

4.2.2 A further 17 paper responses were received after the consultation closing date (Monday 16 October 2017) which have not been included in the analyses presented in this report. Compared with the other A27 schemes that have undergone consultation, the number of responses can be considered good.

4.3 Letters and emails

4.3.1 In addition to the questionnaires, other responses were received by our Customer Contact Centre in a variety of formats, including letters, emails and telephone calls. Some of these contacts requested further information, while others sought to feedback their views on the proposals. The latter have been included in the analysis of responses presented in this report, whereas those contacts defined as 'enquiries' only have not been included.

4.3.2 **Table 4.1** outlines how many questionnaires were completed online and returned as hard copy, and also the quantity of written responses (from stakeholders and members of the public) and enquiries.

Table 4.1: Consultation responses & enquiries

CONTENT	FORMAT	FREQUENCY
Completed questionnaire	Paper	792
Completed questionnaire	Online	2,029
Written responses (public & stakeholder)	Email / Letter	7135*
Enquiries	Email / Letter / Telephone	104

*includes 737 Friends of the Earth objections and 5,748 Woodland Trust objections. See **Section 8.3** for more details.

4.4 Public exhibitions

4.4.1 As described in **Chapter 3**, 8 public consultation exhibitions were held for the A27 Arundel Bypass scheme, with additional invite-only events held for potentially impacted landowners and local businesses, and a workshop session held on the facilities for walkers, cyclists and horse riders as a part of the scheme. The exhibitions were held on both weekdays and weekends, at a range of locations throughout the area to maximise the opportunities for local people to attend.

4.4.2 The exhibitions were hosted by members of the A27 Arundel Bypass project team. Experts on highway design, traffic modelling, economics, land and property and environment were on hand to ensure queries raised during the consultation events could be properly addressed.

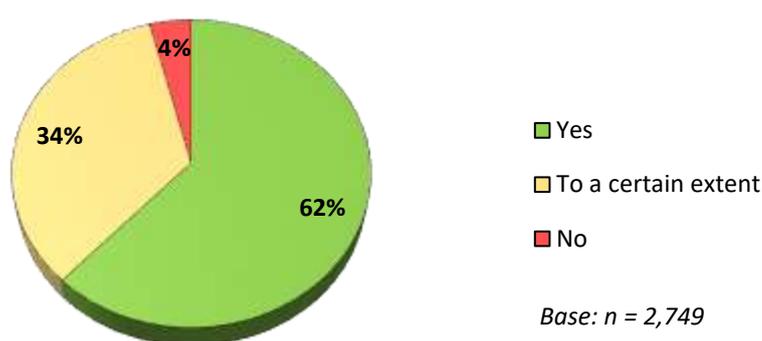
4.5.3 **Figure 4.1** shows that exhibition attendees were concentrated along the proposed route/s, largely within the letter drop area. This is due to the considerable local interest in the scheme. Clusters of attendees were found in Littlehampton, Arundel, Yapton and Walberton. Other clusters of respondents not directly from within the scheme area were found in Durrington, Middleton-on-Sea and Bognor Regis. Some attendees were recorded from further afield including Brighton, Southampton and London.

4.5.4 It is evident that the postcode locations of attendees correlate with the exhibition venue that they attended.

4.6 Material and event usefulness

4.6.1 Question C3 asked whether respondents had found the consultation materials useful. Of the 2,821 questionnaire responses 2,749 provided an answer to this question. **Figure 4.2** summarises these responses.

Figure 4.2: Have you found the consultation materials useful in answering your questions?



4.6.2 As shown in **Figure 4.2**, 62% of respondents found the consultation materials useful, whereas 4% did not. The remaining 34% felt the materials were useful to a certain extent. Those that responded 'No' were then asked to explain how the consultation material available could have been improved. A total of 379 comments were received and coded in response to the free-text part of Question C3. **Table 4.3** details the comments that were mentioned, with the full list of codes and their associated frequencies presented in **Appendix C**.

Table 4.3: If 'No', how could the materials available be improved?

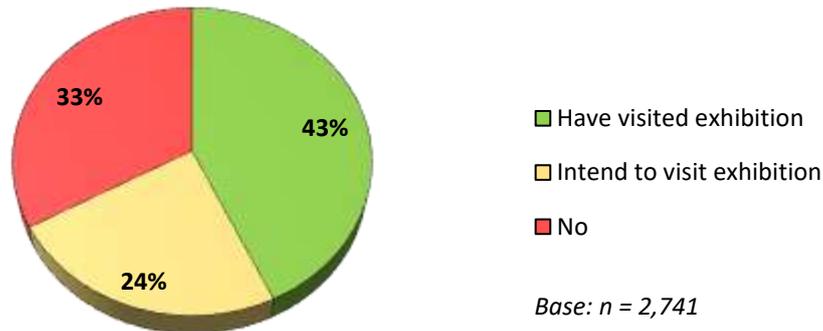
DESCRIPTION	FREQUENCY	PERCENTAGE
Negative comments about consultation materials (inaccurate, biased etc.)	110	29%
The maps / visualisations needed to be larger, show more detail & be available in more formats	84	22%
More information is required	58	15%
Negative comments about website (problem with materials / PDFs / questionnaire, availability of information)	32	8%
Questionnaire negatives (too long, repetitive, confusing etc.)	19	5%
Positive comments about consultation materials (informative, well presented, comprehensive etc.)	17	4%
The maps / visualisations were inaccurate	16	4%
The consultation was not advertised widely enough	12	3%

4.6.3 In response to the free-text part of Question C3, 29% commented that the consultation materials were inaccurate misleading or biased. Maps and visualisations being too small or not providing enough detail were noted in 22% of comments, and 4% noted they were inaccurate. Positive comments about the consultation materials being comprehensive, well presented and informed were noted in 4% of comments.

4.6.4 Of the criticisms logged, 8% of comments related to the website with respondents noting problems with the materials and the availability of the questionnaire and information. The questionnaire length and questions being too repetitive confusing was mentioned in 5% of comments. A number of comments (15%) mentioned that more information was required, whilst an additional 3% stated that the consultation was not advertised widely enough.

4.6.5 Question C4 then asked respondents whether they had already attended a public consultation event, or were intending to do so. **Figure 4.3** below summarises the results.

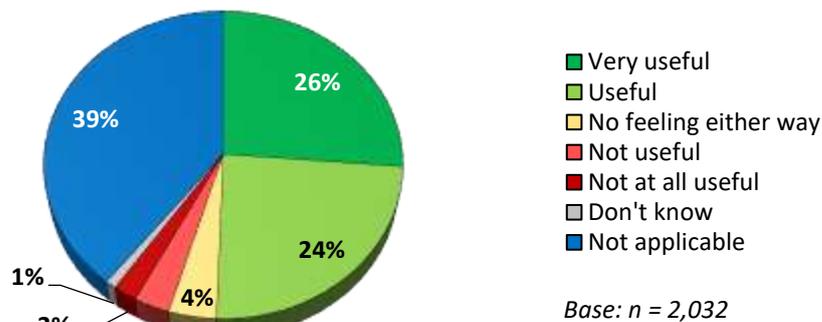
Figure 4.3: Have you or do you intend to visit one of our public exhibitions?



4.6.6 As shown in **Figure 4.3**, of the 2,741 respondents that answered Question C4, 43% of respondents had already attended a consultation event, while a further 24% were planning to do so at the time of their response. 33% of respondents said that they did not plan to attend any of the exhibitions at the time of answering.

4.6.7 Question C5, followed by asking respondents that had attended an exhibition how useful they considered the event to be, in terms of addressing any questions they had. A total of 2,032 respondents gave an answer to this question, of which 798 said the question was not applicable. The answers are presented **Figure 4.4**.

Figure 4.4: If you have visited an exhibition, how useful did you find it in terms of addressing your questions?



4.6.8 Of the respondents who had already attended an exhibition event, 50% of respondents stated the exhibition was 'very useful' or 'useful'. Only 5% of respondents said that they did not find the exhibitions useful in terms of answering their questions. This confirms that a greater proportion of respondents considered the materials useful than those that did not, signifying that the exhibitions were a useful source of information to interested parties.

4.7 Topics / issues raised at exhibitions

4.7.1 **Table 4.4** summarises the issues that were raised during public consultation exhibitions. The frequency of mentions by attendees is denoted by the 'star' rating, with ★★★ denoting that an issue was raised very frequently, while a single ★ denotes that the issue was raised several times, but not by many attendees. It is noted that an attendee may have made multiple comments about different (or the same) topic. Comments that were raised by only 1 attendee are not shown.

Table 4.4: Issues raised at exhibitions

ISSUE RAISED	STAR RATING
Ford Road - concerns about the volume of HGVs that travel down Ford Road to access the A27, which is one of the main issues affecting Arundel. Without a junction with Ford Road (for the offline options) the HGVs will still go north towards Arundel. The junction is also required to match local development proposals, otherwise congestion on Ford Road will be exacerbated	★★★
Proposed footbridge at Ford Road roundabout - concerns that the proposed footbridge is too long and not on the desire line meaning that it will not get used. Furthermore, there was concern over the shared nature of the footbridge causing conflict between cyclists and pedestrians as well as being. The design was also viewed as ugly	★★★
Ford Road roundabout - concerns that the proposed layout of this junction will not be able to cope with the increased traffic demand, and that there is not enough room available for the improvements. A grade-separated junction (flyovers) were suggested to improve the design	★★★
Environmental data - concerns over the lack of data presented at this stage of the process and confusion over why the consultation is occurring without sufficient levels of information relating to the environmental impact the options are perceived to have	★★★
Journey time savings - for the cost of the scheme the journey time savings (at both projected years) are insignificant especially for the more expensive offline bypass options (Option 3 and Option 5A)	★★
Severance / community division - concern about the impact on Arundel and the surrounding villages (e.g. Binsted) by severing the communities with a new dual carriageway	★★
Ford Road junction - opposed to the potential addition of a junction with Ford Road due to the traffic implications, community impact and impact on Tortington Priory	★★
Yapton Lane - concerns about the volume of HGVs that travel down Yapton Lane from the industrial area (the road is barely wide enough). Yapton Lane will not be able to cope with the additional traffic demand that will incur from the options proposed	★★
Environmental impact of offline options - concerns about the impact of Option 3 and Option 5A on flood risk, noise pollution of nearby communities, listed buildings & heritage assets and the landscape and views from / to Arundel	★★
Consultation material and process - issues raised over the content provided in the consultation brochure and at the exhibition event being inaccurate and providing misleading information	★★
Traffic forecasting - concerns over the accuracy of traffic forecasts and how they were used to make judgements about the Options, especially with no baseline figures provided. Mentions that previous scheme forecasts have resulted in solutions that have not resolved the issues	★★
Traffic signals - perception that signalised junctions cause congestion and will not improve the existing issues	★★
Access - issues with Option 1 and access that may not have been considered, e.g. Park Farm one-way access and Havenwood Park exit and entry	★★
Cost - requirement to understand why the Arundel Bypass scheme has a much higher allocated budget than the Worthing and Lancing improvements scheme. Further need to understand why Option 3 is more expensive than Option 5A	★★

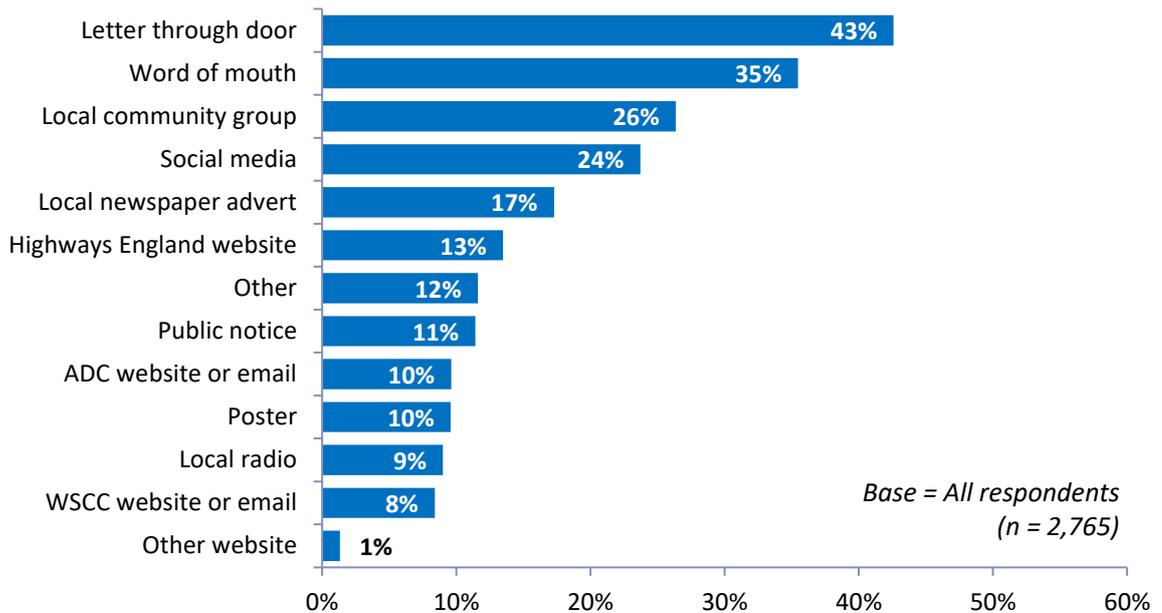
ISSUE RAISED	STAR RATING
Mitigation - lack of information available to describe the mitigation techniques and methods that would be implemented as part of the Options to offset the environmental impacts	★ ★
Non-motorised users - exiting routes are convoluted and difficult to use, especially for wheelchair users. Concerns about access to Fitzalan Road within the Option 1 proposals. Safety concerns of non-motorised users meeting with the A27 for all options	★ ★
Western tie-ins - concerns over the design of the tie-in junctions for the offline options. Suggestion that they need to be larger to avoid congestion on local roads, and that the non-motorised user crossings and facilities should be segregated from vehicular traffic	★ ★
Vehicular speed - concerns about the speed of vehicles passing through Arundel with the A27 being dual carriageway standard (Option 1)	★
U-turns at Crossbush - concerns over vehicles currently using Crossbush services to perform a U-turn and re-join the A27 to avoid congestion	★
Structures - discussions over the incorporation of a viaduct (striking design linked with the areas cultural heritage) compared with an embankment that would be easily masked	★
Compensatory land and management - concerns over how much are where the compensatory land will be located, and whether there will be a long-term maintenance strategy	★
Scheme progression - concerns that if there is significant opposition that the scheme would be unable to progress (as with Chichester)	★
Futureproof - concerns that Option 1 will not be a sufficient solution to cope with the increased demand into the future and will be harder to amend when required	★
Ancient Woodland & South Downs National Park - views that the designation of Ancient Woodland is false and that the South Downs National Park is not valued; people are more important	★
Arundel Hospital - concerns that Option 1 would result in construction and subsequent infrastructure too close to Arundel hospital	★
Scheme objectives - concern that all the objectives of the scheme will not be met with any of the options	★
Representation - concerns that groups would be under-represented and overlooked within the consultation and other groups would have a greater influence on the outcome	★
Construction - concerns over the disruption that would be caused during construction and how this would be managed	★

4.8 Communication methods

Consultation awareness

- 4.8.1 Question C1 of the questionnaire asked respondents how they found out about the consultation. Respondents could select multiple answers meaning that the sum total of percentages exceeds 100%. There were 6,081 responses to this question in total. **Figure 4.5** Error! Reference source not found. demonstrates the responses.

Figure 4.5: How did you find out about the A27 Arundel Bypass consultation?



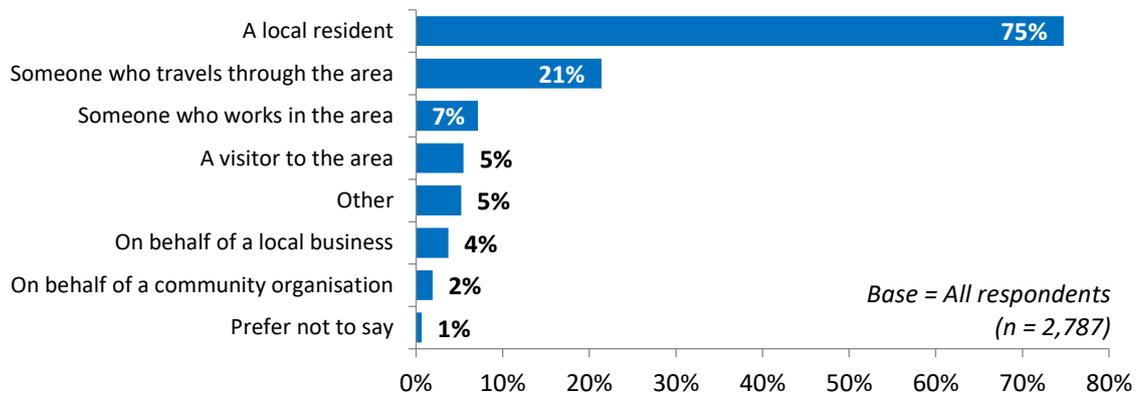
4.8.2 The majority of respondents (43%) found out about the consultation via the letter drop, 35% found out by word of mouth and 26% found out through local community groups.

Type of respondent

4.8.3 Question C2 of the questionnaire asked respondents to state the capacity in which they were responding to the consultation (for example, as a local resident or representing a local business).

4.8.4 Respondents were asked to tick the option that applied most, but it was possible to tick all that applied. Subsequently, 2,787 respondents gave 3,352 responses to this question, whilst 34 did not provide an answer. As such the sum total of percentages is based upon the number of respondents and exceeds 100%. **Figure 4.6** Error! Reference source not found. summarises the findings.

Figure 4.6: Please indicate if you are commenting as:



4.8.5 **Figure 4.6** Error! Reference source not found. shows that the vast majority of respondents are local residents (75%). A far smaller proportion (21%) described themselves as travelling through the local area, while 7% responded as local employees, and a further 4% responded on behalf of a local business.

4.8.6 While the vast majority of questionnaire responses are from the general public, it should be noted that they also include a number from stakeholders, including:

- 1 response from a local authority
- 6 responses from political / elected members
- 9 responses from parish councils
- 1 response from an environmental group
- 37 responses from businesses / business organisations
- 6 responses from education centres
- 2 responses from the emergency services
- 8 responses from transport user groups
- 6 responses from community groups
- 2 responses from religious groups

4.8.7 Responses from these stakeholders have been included within the main analysis of questionnaire responses presented in **Chapters 5, 6** and are discussed in more detail in **Chapter 7**.

4.9 Project website visitors

4.9.1 Error! Reference source not found. **Table 4.5** shows the number of visitors to both the project webpage and consultation webpage, with the average time spent on the webpages during the consultation period.

Table 4.5: Website visitor figures

WEBPAGE	TOTAL WEB HITS	TOTAL UNIQUE VISITORS	AVERAGE TIME ON WEBPAGE
Project page	14,241	11,570	03 minutes 35 seconds
Consultation page	14,712	12,043	03 minutes 59 seconds

4.9.2 Over 12,000 unique visitors were recorded on the consultation page, spending an average of 3 minutes 59 seconds on the page.

4.10 Social media advertising

4.10.1 In order to raise awareness of the consultation via social media, an advert was placed on Facebook. The advert targeted people living in West Sussex, and ran from 5 September 2017 until 16 October 2017.

4.10.2 The advertisement generated a total of 1,429 link clicks to the Highways England project page www.highways.gov.uk/a27arundel. A total of 183,798 people were reached, and the advertisement appeared a total of 793,346 within people's feed (Error! Reference source not found.).

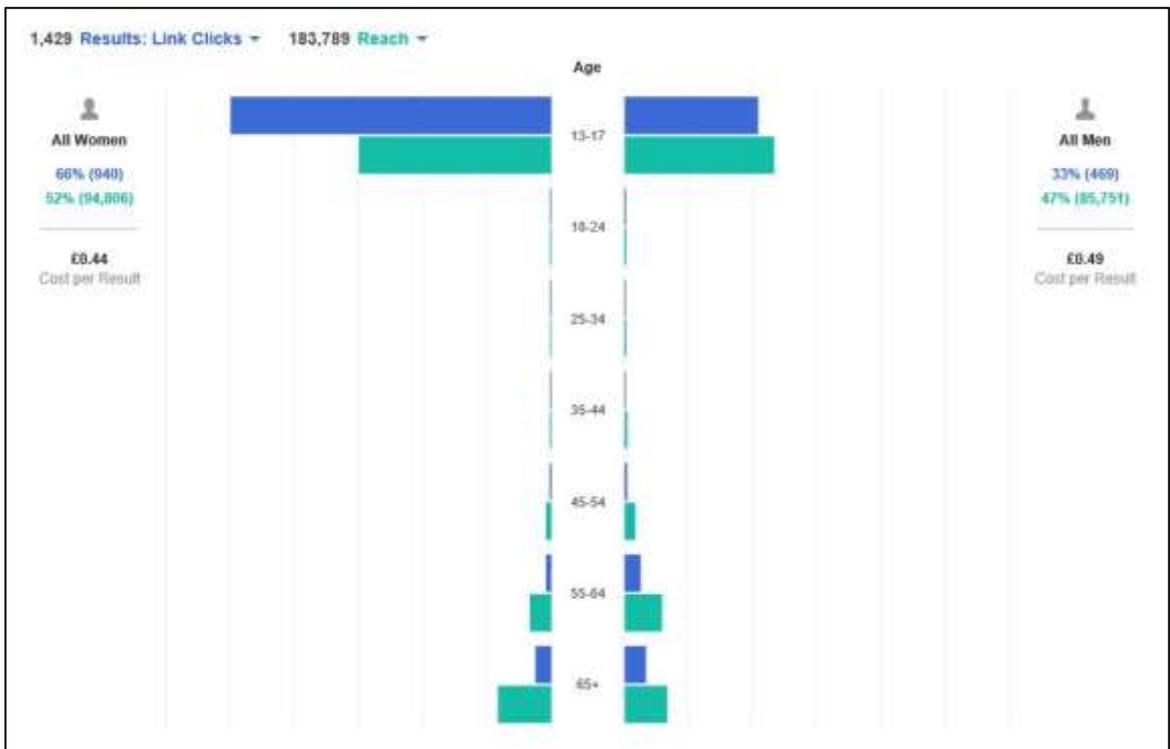
Figure 4.7: Facebook advertising - coverage and clicks



4.10.3

There were 3 age groups that represented the majority of all link clicks and impressions, which are shown in Error! Reference source not found.. Ages 13-17 represented the largest proportion of link clicks and impressions with ages 65+ and ages 55-64 also being significantly represented.

Figure 4.8: Facebook advertising - age categories



4.11

Press coverage

4.11.1

Media coverage was captured by Kantar Media on behalf of Highways England. **Table 4.6** provides details of the articles, letters and programmes where the A27 Arundel Bypass was mentioned during the consultation period. It also outlines whether the item was positive, neutral or negative, and whether or not it raised awareness of the consultation.

Table 4.6: Media coverage throughout the A27 Arundel Bypass consultation period

DESCRIPTION	MEDIA TYPE	PUBLICATION / PROGRAMME	POSITION	CONSULTATION REFERENCED
Letter: Town shouldn't be cut in half (unattributed) www.chichester.co.uk/news/your-say/letter-town-shouldn-t-be-cut-in-half-1-8150269	Local Press	Chichester Observer – Web	Supportive of removing A27 from the centre of Arundel	Yes – states consultation closed
Article: Ancient forest at risk for a 4-mile road	National Press	The Times	Against	Yes
Article: Wildlife trust chief hits out at A27 improvement 'vanity projects'	Local Press	Bognor Regis Observer (web)	Balanced	Yes
Cumulative appraisal of A27 upgrade urged	Specialist media	Transport Xtra (web)	Neutral	Yes – states consultation closed
Letter: Mount Pleasant, Arundel www.shorehamherald.co.uk/news/your-say/letter-we-deserve-one-arundel-1-8150016 (Roger Everitt)	Local Press	Shoreham Today (web)	Against bypass running through Arundel	Yes - references consultation closed
Article: Leaked email reveals A27 recommendations	Local Press	Midhurst and Petworth Observer (Web)	Balanced	Yes
Article: Leaked email reveals A27 recommendations www.littlehamptongazette.co.uk/news/transport/leaked-email-reveals-a27-recommendations-1-	Local Press	Littlehampton Gazette (Web)	Balanced	Yes
Article: Villagers urged to join in A27 debate	Local Press	West Sussex County Times (South Downs)	Negative	Yes
Untitled: call for people to respond to the consultation www.bognor.co.uk/news/transport/arundel-group-in-surprise-bypass-backing-1-8149674	Local Press	Bognor Regis Observer	OneArundel - support, Arundel Bypass Neighbourhood Committee - against	Yes
Letter: We deserve 'one Arundel' – Roger Everitt	N/A	Shoreham Herald (Littlehampton)	Against bypass running through Arundel	No
Article: Wildlife chief hits out at A27 upgrade 'vanity projects'	Local Press	Shoreham Herald	Negative	Yes
Article: Highways names architect for new A27 bridge project	Local Press	Observer Series	Neutral	Yes
Article: Could engineer's A27 tunnel plans solve our traffic woes	Local Press	Shoreham Herald	Proposes new solution	Yes
Article: Leaked email reveals A27 recommendations www.westsussextoday.co.uk/news/transport/leaked-email-reveals-a27-recommendations-1-8150772	Local Press	West Sussex Today (web)	Presents both sides	Yes
Article: A27 proposals 'doomed to fail' argues wildlife chief	Local Press	West Sussex Gazette (Bognor Regis)	Against	Yes – references consultation closed
Article: Firm chosen to design bridges for proposed A27 Arundel options	Local Press	West Sussex Gazette (Bognor Regis)	Balanced	Yes
Article: A27 proposals are all doomed to fail	Local Press	West Sussex Gazette (Horsham)	Negative	Yes

DESCRIPTION	MEDIA TYPE	PUBLICATION / PROGRAMME	POSITION	CONSULTATION REFERENCED
News item: Highways England has published a new animation of the £260 million Arundel bypass scheme and is currently consulting on proposals. The route would cut through the South Down. Campaigners say it would destroy a large part of historic Sussex	Regional Television News	ITV 1 Meridian South East – News - Lunchtime and Evening	Slightly negative	Yes
Article: Firm chosen to build A27 bypass bridge www.portsmouth.co.uk/news/travel/firm-chosen-to-build-a27-bypass-bridge-1-8144937	Local Press	The News (Portsmouth)	Neutral	Yes
Article: Could engineer's A27 tunnels plan solve traffic woes? www.littlehamptongazette.co.uk/news/could-engineer-s-a27-tunnels-plan-solve-traffic-woes-1-8146004	Local Press	Littlehampton Gazette (web)	Proposes new solution	Yes
New bird's-eye view animations have been released showing each of the 3 proposals for the new A27 Arundel bypass. Two include plans to extend the A27 to the south of the town while one idea is to widen the existing road. Alan Feist from the Highways Agency explains	Local Radio	Heart Sussex (radio) Tom, Nicola and Jack programme	Neutral	Not explicit – assumed
Knight to design bridges for £260 m A27 Arundel dualling www.transport-network.co.uk/Knight-to-design-bridges-for-260m-A27-Arundel-dualling/14459	Specialist Media	Transport Network (web)	Neutral	Yes
Article: Firm chosen to build A27 bypass bridge www.bognor.co.uk/news/transport/firm-chosen-to-build-a27-bypass-bridge-1-8144937	Local Press	Bognor Regis Observer	Neutral	Yes
Article: Campaigners are warning the government that plans for a bypass for the A27 at Arundel could be the next 'Twyford Down'	Specialist Media	The Planner Magazine	Negative	Mentioned that the consultation closed
Letter: A27 – residents' voices ignored – Author – Keith Taylor, Green Party MEP for the South East	National Press	Observer Series	Negative	Yes
Article: Business Group supports bypass – First Friday Networking Group supports Option 3	Local Press	Shoreham Herald	Positive	N/A
Letter: Consultation 'lacks vision' – Author – Keith Taylor, Green Party MEP for the South East	Local Press	Shoreham Herald (Littlehampton)	Negative	Yes
Article: More roads just mean more cars – Author – Joel Adams, Local government reporter	Local Press	The Argus	Negative	Yes

4.12 Consultation process

4.12.1 Question C8 aimed to gather respondents' views on the overall consultation process. There were 1,003 comments were made in response to this question. **Table 4.7** Error! Reference source not found. indicates the most frequently mentioned comments, with a full list of codes and frequencies being available in **Appendix C**.

Table 4.7: Do you have any comments about the consultation process?

DESCRIPTION	FREQUENCY	PERCENTAGE
Material positives (informative, well presented, comprehensive etc.)	188	19%
Material negatives (misleading, inaccurate, biased etc.)	116	12%
Concern that opinions will not be listened too & anti-campaigners are more vocal / have more influence	95	9%
Exhibition positives (knowledgeable staff, venue locations, appreciate opportunity to comment)	67	7%
The consultation was not advertised widely enough	49	5%
Something needs to be done / the sooner the better	45	4%
More information is required	43	4%
The consultation process is too long	42	4%
The maps / visualisations needed to be larger, show more detail & be available in more formats	29	3%
Website negatives (problem with materials / PDFs / questionnaire, availability of information)	28	3%
Support this option / will improve the current situation / provides a solution	23	2%
Improvements are long overdue (~30 year delay) & decisions need to be made	19	2%
Questionnaire negatives (too long, repetitive, confusing etc.)	19	2%
Concerns about environmental impact (general)	18	2%
The consultation (events & materials) was not accessible	17	2%

4.12.2 The main comment made in relation to the consultation process, was that people felt the materials were informative, well presented and comprehensive (19%). Positive comments associated with the exhibitions were noted in 7% of comments.

4.12.3 Support for 1 of the proposed options was mentioned in 2% of the comments received, whilst 4% of comments expressed that something needs to be done and soon. An additional 2% of comments stressed that improvements are long overdue and that a decision needs to be made.

4.12.4 Negative comments about the consultation material were mentioned in 12% of responses, suggesting that it was misleading, inaccurate and biased. An additional 3% of comments said that the maps and visualisation were too small and did not show the required detailed, with 4% of comments stating that more information was required.

4.12.5 The website was mentioned in 3% of comments about the consultation process, in terms of issues with the materials and availability of information. There were also some negative comments (2%) about the questionnaire as it was deemed too long, repetitive and confusing.

- 4.12.6 The consultation process as a whole came under scrutiny; 4% of comments stated that the process was too long. Concern was also raised in 9% of comments that opinions will not be listened too and that anti-campaigners will have more influence. A number of comments (2%) felt the consultation was not accessible, and 5% of comments stated that the consultation was not advertised widely enough.

5 Travel behaviour and existing issues with the A27

5.1 Introduction

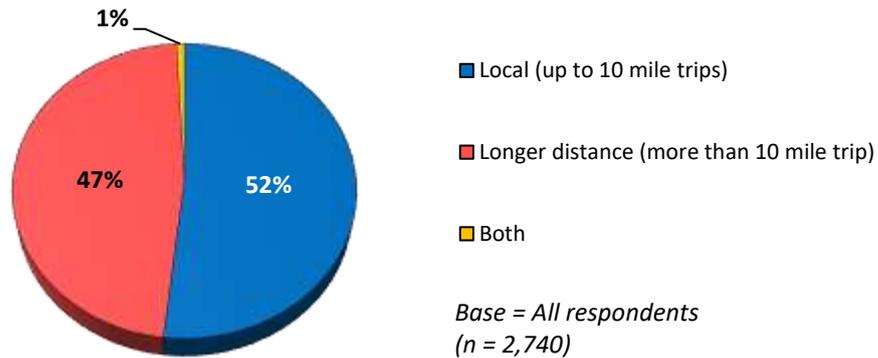
- 5.1.1 This chapter analyses respondents' travel behaviour (in order to understand the existing usage of the A27 through Arundel), before going on to investigate respondents' opinions on the current problems affecting the A27 and the specific local issues that need to be considered whilst developing the proposals for the scheme.
- 5.1.2 The analysis presents the findings of both the closed-response ('tick box') and open response (free-text) questions. Open-ended verbatim data is complex to analyse, and to do so, the comments have been coded (grouped thematically). Many respondents made multiple coded comments within their answers. The codes have been analysed to identify the number of times (frequency) a particular issue or comment has been raised.
- 5.1.3 Due to the large number of codes in some categories, it would be impractical to present and provide commentary on the results of every code (for example, if only 1 person had mentioned an issue in response to a question). Therefore, the codes that have been presented in this chapter are those that were the most common and amassed a proportionate percentage (1% or greater) of the overall coded responses. A full frequency table including all codes and the coding framework used for this analysis is given in **Appendix C**.
- 5.1.4 Analysis of the responses on the proposed options are presented in **Chapter 6**.

5.2 Travel behaviour

Frequency of use

- 5.2.1 Respondents were asked about how they currently use the A27 at Arundel, to provide an understanding of how respondents use the road, and whether frequency of use has an impact on attitudes towards the proposals.
- 5.2.2 Firstly, respondents were asked whether they mainly use the A27 at Arundel for local journeys (up to 10 miles in length), or predominantly for longer distance trips (over 10 miles distance). Respondents to the online survey were limited to a single response but some of those who completed the paper version selected both answers. **Figure 5.1** indicates the responses received.

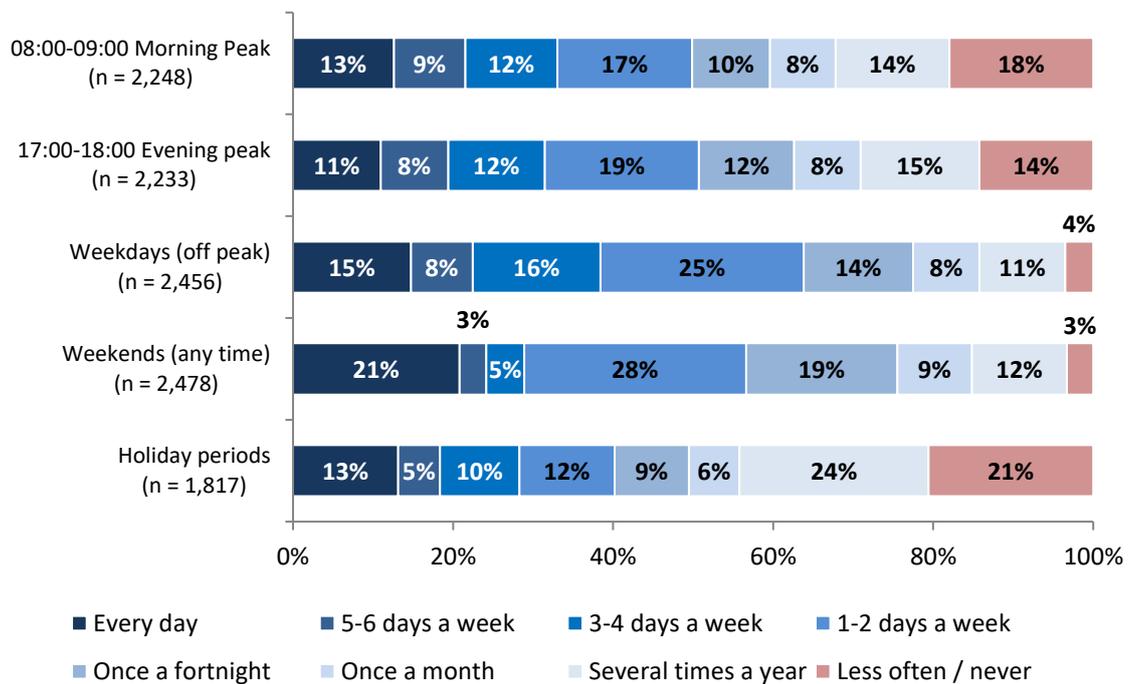
Figure 5.1: What type of journeys do you use the A27 at Arundel for most often?



5.2.3 The results show that 52% of the respondents mainly use the A27 at Arundel for local trips, while 47% use the road as part of a longer distance journey. The remaining 1% use the road for both types of journey in approximately equal proportions. It is therefore important to note the level of interest in the proposals is split between local and long distance travel and the importance this section of the A27 has for a range of uses.

5.2.4 Respondents were then asked how often they use the A27 at Arundel at certain times of the day; these results are shown in Figure 5.2.

Figure 5.2: How often do you currently use the A27 at Arundel?



Peak hours (mornings 08:00-09:00 and evenings 17:00-18:00)

5.2.5 A total of 51% of respondents who use the A27 in the morning peak do so at least once a week while 13% of respondents make a journey during this time every day, 32% of those who use the A27 during this time period do so several times per year or less often.

5.2.6 Usage during the evening peak is similar, with 11% of those who use the A27 during the evening

peak doing so on a daily basis and 50% making a journey during this time period at least once a week. 29% of those who use the A27 during this time period do so several times per year or less often.

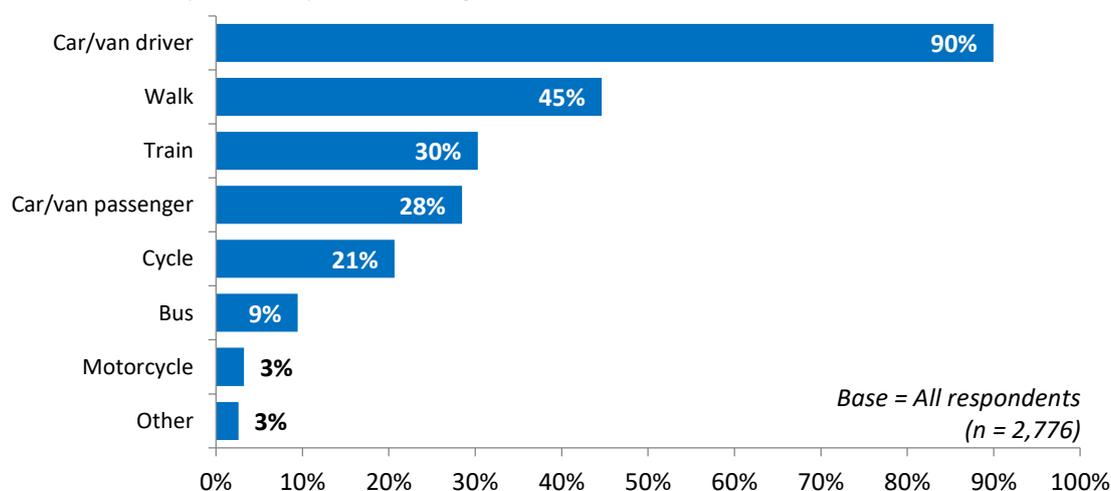
Off-peak hours (weekdays, weekends and holiday periods)

- 5.2.7 Respondents make greater use of this stretch of the A27 off-peak than during peak hours. 64% use the road during the off-peak at least once a week, while 15% use the road during the weekday off-peak period every day.
- 5.2.8 A total of 57% respondents stated they use the A27 every weekend. During holiday periods, 13% use the A27 every day, with 40% using it at least once a week.

Mode choice

- 5.2.9 Respondents were asked what mode of transport they usually used in order to travel through the Arundel area. Respondents were able to select all modes that applied to them, so it was possible for multiple answers to be selected. The results in **Figure 5.3** are shown for each mode as a proportion of all 2,821 respondents, so the sum total of percentages exceeds 100%.

Figure 5.3: How do you usually travel through this area?

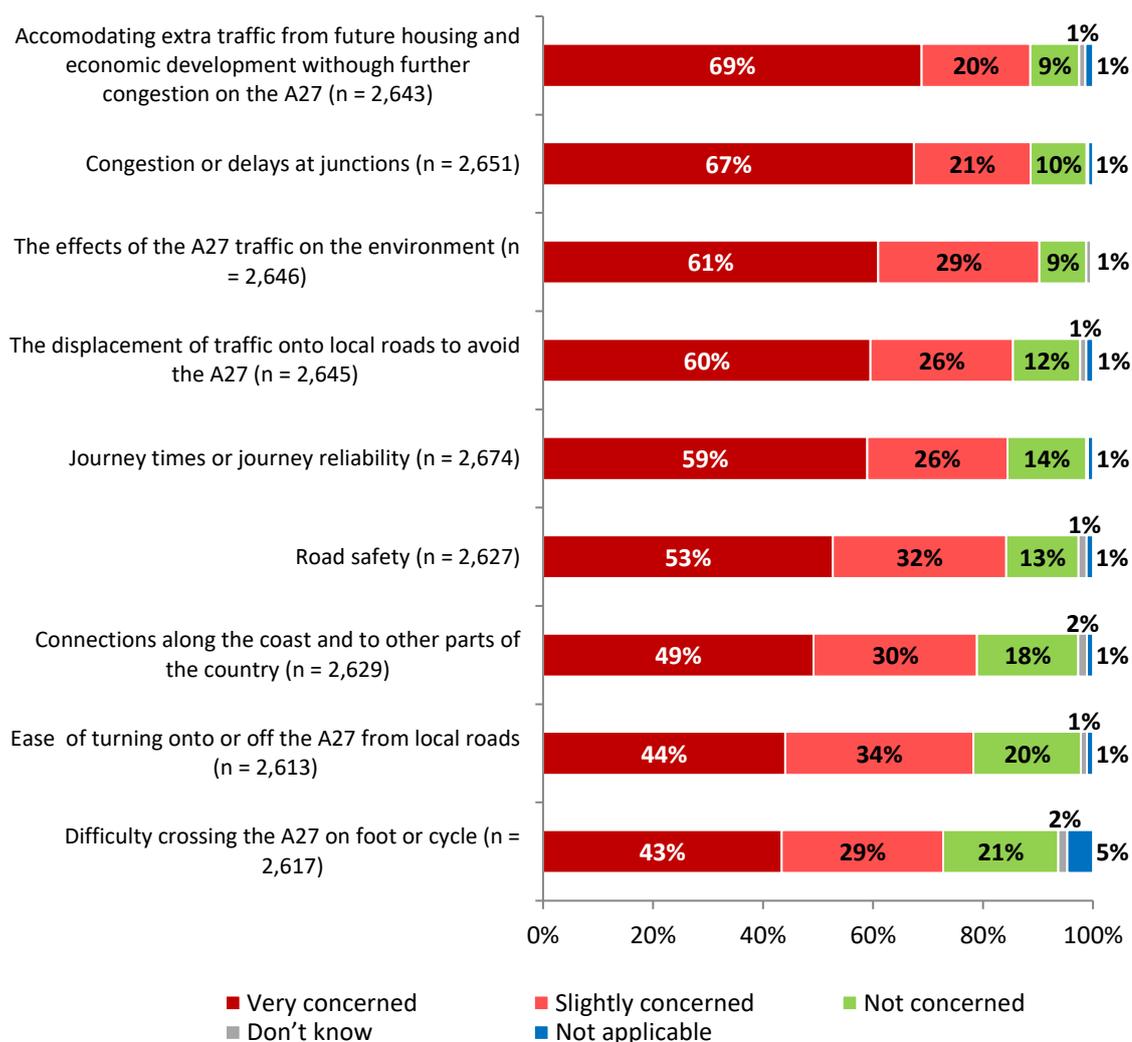


- 5.2.10 The greatest proportion of respondents (90%) travel through the area as car or van drivers, and 28% travel as a passenger in a motor vehicle. Walking was in 45% of comments and cycling was mentioned in 21% of comments. A further 30% travel through the area by train, and 9% travel by bus. A small percentage of respondents are motorcyclists (3%).

5.3 Existing concerns and issues

- 5.3.1 Respondents were asked to consider the existing A27 at Arundel in its current condition and layout. A list of potential issues was provided in the questionnaire, and respondents were asked to express their level of concern with each of these using a fixed point scale from 'very concerned' through to 'not concerned'.
- 5.3.2 The results are shown in **Figure 5.4** in order from the issue of greatest concern to the issue with the smallest proportion of 'very concerned' respondents.

Figure 5.4: How concerned are you about the following issues on the A27 at Arundel?



5.3.3 The results shown in **Figure 5.4** indicate that respondents are concerned about most of the potential issues suggested. The proportion of concerned respondents vastly outnumbers the proportion of unconcerned respondents for each of the potential issues listed in the questionnaire.

5.3.4 Accommodating extra traffic from future housing and economic development without causing further congestion on the A27 is the biggest concern for respondents, with 69% being 'very concerned', and a further 20% being 'slightly concerned' about the issue. Only 9% are 'not concerned'.

5.3.5 Congestion or delays at junctions is also a significant concern, with 67% of respondents 'very concerned' and 21% 'slightly concerned'. 10% of respondents are not worried about congestion or delays at junctions.

5.3.6 The effects of A27 traffic on the environment is also an issue, with 61% of respondents being very concerned and 29% slightly concerned.

5.3.7 Respondents are also concerned about the displacement of traffic onto local roads to avoid the A27 (60% 'very concerned', 26% 'slightly concerned') and journey time reliability (59% are 'very concerned', 26% are 'slightly concerned'). As with previous issues, a proportion of respondents are 'not concerned' (12% and 14%; respectively).

5.3.8 Road safety is also a concern (53% are very concerned and 32% slightly concerned about the current level of safety on the existing A27). Difficulty crossing the A27 on foot or by bicycle also presented concern (43% are very concerned and 29% have slight concerns). However, it is noted that 21% are not concerned about this issue – the largest proportion of ‘not concerned’ for all of the issues listed in the questionnaire.

5.3.9 The final 2 issues are closely related, as they consider how the A27 acts as a connector and distributor road. A total of 49% of respondents are ‘very concerned’, and 30% ‘slightly concerned’ about connections along the coast and to other parts of the country. In addition 44% of respondents are ‘very concerned’ about the ease of turning onto or off the A27 from local roads, and 34% are ‘slightly concerned’.

5.3.10 The responses to this question clearly show there is a great deal of concern about the A27 at Arundel in its current form, particularly in regard to the impact of future economic and housing growth on creating additional traffic on the A27 and the level of congestion and delays. Difficulty crossing the A27 on foot or via bicycle shows the highest proportion of ‘not concerned’ responses (21%). More respondents expressed concern for all the issues raised than those who were not concerned

Biggest issue

5.3.11 Question A2 asked respondents: What would you say is the single biggest problem currently affecting the A27 at Arundel? In total, 4,966 comments were coded in response to Question A2. **Table 5.1** outlines the most frequently occurring codes and the associated percentage. Full details of the code frame used within the analysis can be seen in **Appendix C**.

Table 5.1: What would you say is the single biggest problem currently affecting the A27 at Arundel?

DESCRIPTION	FREQUENCY	PERCENTAGE
Congestion (general)	932	19%
Single carriageway section around Arundel	476	10%
Congestion (Crossbush junction)	365	7%
Congestion (peak periods)	307	6%
The A27 is not suitable for the current volume of traffic	259	5%
Concerns about environmental impact (general)	201	4%
Congestion (Ford Road roundabout)	194	4%
Unreliable journey times	177	4%
Concerns about rat-running / using other unsuitable roads	161	3%
Safety issues (dangerous, accidents & road layout)	138	3%
Existing layout (poor junction design, road markings & signage)	130	3%
Roundabouts cause congestion / delays	128	3%
Pedestrian crossings cause congestion / delays	109	2%
Congestion (Arundel)	104	2%
Traffic lights cause congestion / delays	96	2%
Congestion (events / holiday periods)	84	2%
Lack of bus services	80	2%
A bypass is required	76	2%

5.3.12 Congestion was identified as the biggest problem currently affecting the A27 at Arundel in 19% of comments. A further 6% specifically mentioned congestion at peak times, with a proportion of comments (2%) pin-pointing congestion caused by events and holiday periods. Subsequently, 5% of comments stated that the A27 at Arundel is not suitable for the current volumes of traffic.

5.3.13 Congestion at specific locations along the A27 was the biggest issue raised in comments including: Crossbush junction (7%); Ford Road roundabout (4%) and Arundel (2%). Unreliable journey times was mentioned in 4% of comments, with concerns about rat-running mentioned in 3%.

5.3.14 The existing layout of the A27 was also mentioned as the biggest issue in a number of comments.

10% of comments stated that the single carriageway section through Arundel is the biggest problem, whilst 3% felt that the junctions are poorly designed along with the road markings / signage being unclear. A proportion of the comments specifically relate to delays from roundabouts (3%), pedestrian crossings (2%) and traffic lights (2%). Safety issues in relation to the existing road layout is also frequently mentioned (3%).

5.3.15 The need for alternative solutions to the existing A27 was another common theme within the response to this question. The lack of bus services was mentioned in 2% of comments, whilst the need for a bypass was captured in 2%.

5.3.16 Concern about the environment was expressed in 4% of comments.

Local issues

5.3.17 Question A3 sought to gather information on what local issues respondents felt should be taken into consideration whilst developing the proposals for the A27 Arundel Bypass scheme. A total of 5,134 comments were coded in response to this question, with the most frequently mentioned outlined in **Table 5.2**. The full code frame and associated frequencies are shown in **Appendix C**.

Table 5.2: What specific local issues do you feel we should be aware of, in developing our proposals for the A27 at Arundel?

DESCRIPTION	FREQUENCY	PERCENTAGE
Concerns about environmental impact (biodiversity, habitats & animals etc.)	465	9%
Concerns about environmental impact (general)	300	6%
Concerns about environmental impact (air quality)	196	4%
Concerns about rat-running / using other unsuitable roads	184	4%
Concerns about impact on Arundel (severance / splits Arundel)	178	3%
Concerns about environmental impact (noise)	171	3%
Concerns about environmental impact (Binsted Woods)	169	3%
Congestion (A27 forces traffic elsewhere i.e. local roads / villages (Storrington, Amberley, Pulborough etc.))	126	2%
Congestion (general)	126	2%
Concerns about impact on Binsted	121	2%
Concerns about environmental impact (South Downs National Park)	119	2%
Concerns about impact on local villages	117	2%
Congestion (Arundel)	112	2%
Concerns about environmental impact (landscape - visual)	107	2%
Need to separate local and through traffic	99	2%
Concerns about impact on Arundel (general)	90	2%
A bypass is required	88	2%
Concerns for pedestrian / cyclist safety	79	2%
Need to accommodate new residential / commercial developments in the wider area	78	2%

5.3.18 The responses to this questions shows that respondents feel concerned about the environmental impact of an A27 Arundel Bypass scheme and this should be taken into account whilst developing the proposals. Environmental impacts include specific mentions to: biodiversity and habitats (9%), air quality (4%), noise (3%), impact on Binsted Woods (3%), impact on the South Downs National Park (2%) and impact on the landscape (2%). General environmental concerns were mentioned in 6% of comments.

5.3.19 The potential impact on the local area also received several comments. Concerns about severance in Arundel was mentioned in 4% of comments, whilst 2% raised general concerns about the impact on Arundel. A number of comments (2%) mentioned concerns about the impact on the local villages, with 2% specifically concerned about the impact on Binsted. In addition, 4% of comments raised concerns about rat-running, with the existing issues on the A27 forcing traffic onto the local roads and through the villages of Storrington, Amberley and Pulborough mentioned in 2% of comments. A further 2% of comments expressed concerns for pedestrian and cyclist safety.

5.3.20

Congestion in general was also a frequently mentioned theme (2%), with congestion in Arundel specifically noted in 2% of comments. A proportion of comments (2%) expressed the need to separate local and through traffic, whilst 2% feel that new residential and commercial developments in the local area need to be accommodated. Subsequently the need for a bypass was raised in 2% of comments.

6 Views on the proposed A27 Arundel Bypass scheme

6.1 Introduction

6.1.1 This chapter presents respondents' opinions on the need for improvements to the A27 at Arundel, before analysing the level of support and comments made on each of the options (including alternative improvements and the provision for walkers, cyclists and horse-riders).

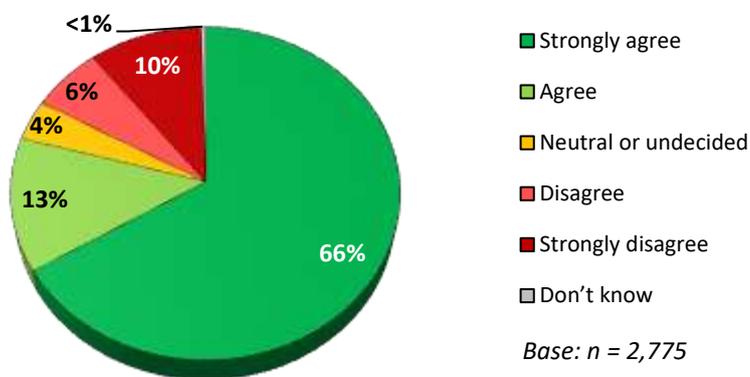
6.1.2 The analysis presents the findings of both the closed-response ('tick box') and open response (free-text) questions. Open-ended verbatim data is complex to analyse, and to do so, the comments have been coded (grouped thematically). Many respondents made multiple coded comments within their answers. The codes have been analysed to identify the number of times (frequency) a particular issue or comment has been raised.

6.1.3 Due to the large number of codes in some categories, it would be impractical to present and provide commentary on the results of every code (for example if only one person had mentioned an issue in response to a question). Therefore, the codes that have been presented in this chapter are those that were the most common and amassed a proportionate percentage (1% or greater) of the overall coded responses. A full frequency table including all codes and the coding framework used for this analysis is given in **Appendix C**.

6.2 Need for improvement to the A27 at Arundel

6.2.1 Respondents were asked whether they consider there to be a need for a scheme to upgrade the A27 at Arundel to a dual carriageway. **Figure 6.1** shows that there is a substantial amount of support, with 79% of respondents in agreement (66% strongly agree and 13% agree). Conversely, only 16% of respondents do not believe there is a need to upgrade the A27 at Arundel to dual carriageway (6% disagree and 10% strongly disagree). The remaining 4% of respondents expressed a neutral opinion and <1% did not know.

Figure 6.1: Do you agree or disagree that there is an overall need for a scheme to upgrade the A27 at Arundel to a dual carriageway?



6.3 Views on the proposals

Meeting the scheme objectives

- 6.3.1 Question B1 asked respondents to what extent they believe that the proposed options (Option 1, Option 3 and Option 5A) would meet the 6 scheme objectives.
- 6.3.2 **Figure 6.2 to Figure 6.4** show the responses, and that for each of the options, the majority of respondents believe that all of the objectives will be met.
- 6.3.3 For Option 1, the objective respondents felt would be met most was respecting the South Downs National Park and its special qualities (82%). Improving the safety of travellers on the A27 was the objective that respondents felt was least met by Option 1 (33%).
- 6.3.4 Reducing congestion, travel time and improving journey time reliability was the objective that respondents felt Option 3 would meet the most (90%) and respondents felt Option 5A also met the same objective most (94%).
- 6.3.5 Conversely, respondents felt these options did not achieve the objective of delivering a scheme that minimises environmental impact and enhance the quality of the surrounding environment (37% and 17% respectively for Option 3 and Option 5A).

Figure 6.2: Do you believe the proposed options will meet the scheme objectives? (Option 1)

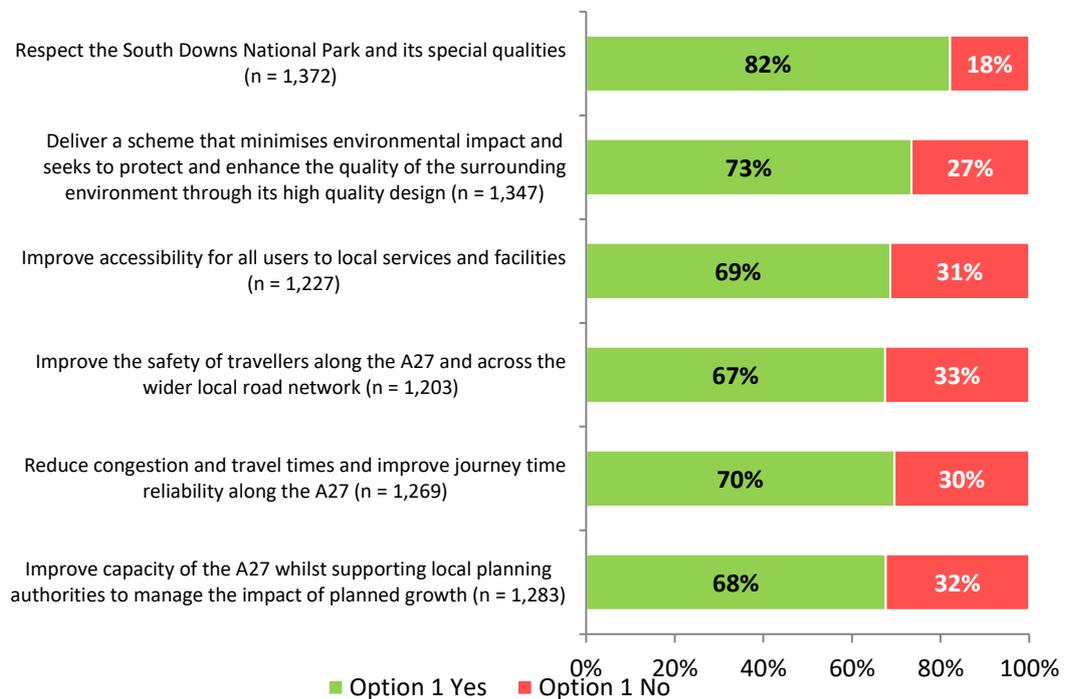


Figure 6.3: Do you believe the proposed options will meet the scheme objectives? (Option 3)

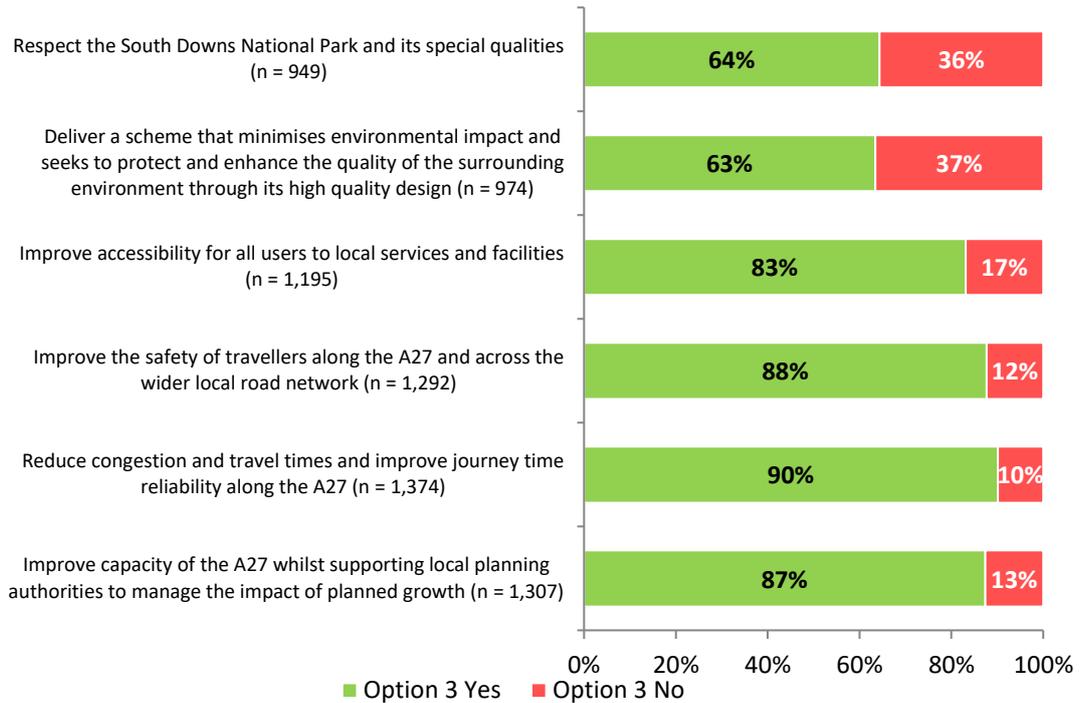
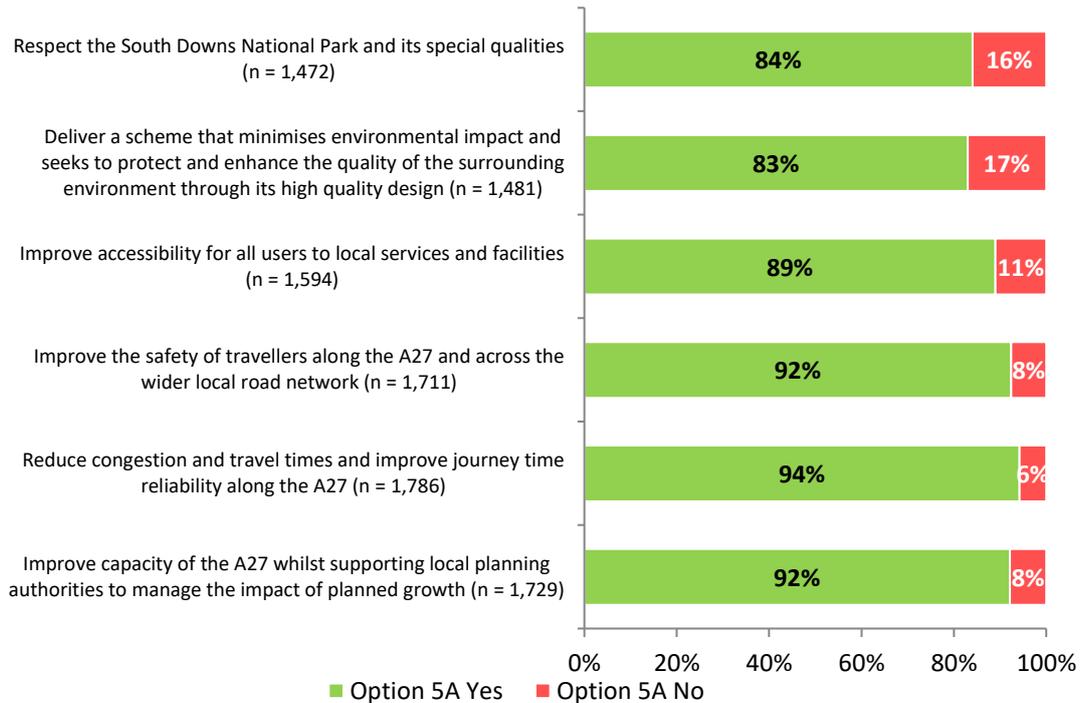


Figure 6.4: Do you believe the proposed options will meet the scheme objectives? (Option 5A)

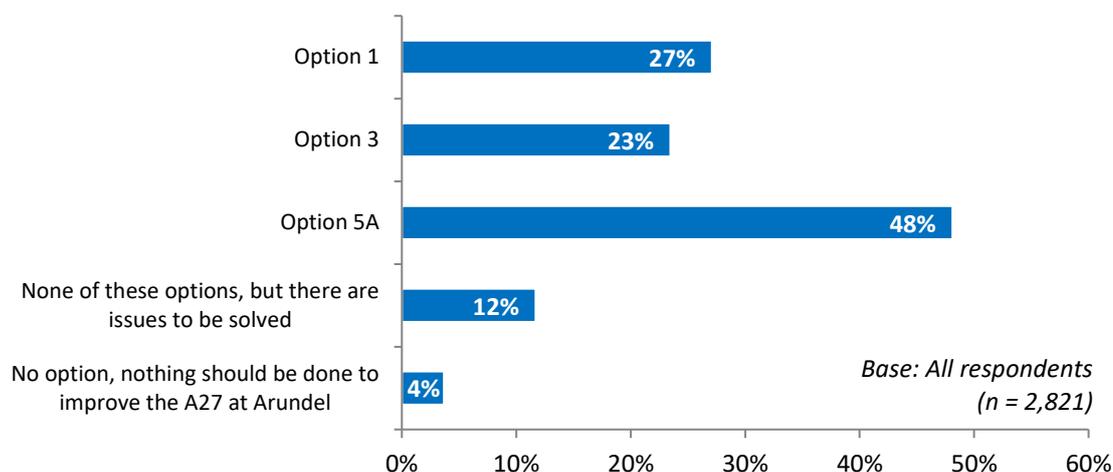


Option support

6.3.6

Question B2 asked respondents which option they supported for improving the A27 at Arundel overall. Respondents had the opportunity to select all the options that applied, and therefore the sum of percentages exceeds 100%. The result in **Figure 6.5** indicates that Option 5A is the most supported option with 48% of responses, with Option 1 favoured by 27% and Option 3 supported by 23%. The remaining proportion of responses selected the choice of none of the options presented, with 12% admitting to the issues, whilst 4% feel that nothing should be done.

Figure 6.5: Please tell us which option(s) you support for improving the A27 at Arundel.



6.3.7

The questionnaire then asked respondents to provide an explanation for the option(s) that they supported for improving the A27 at Arundel. The subsequent sections present the comments received for each option, followed by other comments that were not specific to any of the proposed options.

Comments on Option 1

6.3.8

In total, respondents provided 2,251 comments in relation to Option 1. **Table 6.1** shows the most frequently mentioned coded comments. The full list of codes and their associated frequencies are presented in **Appendix C**.

Table 6.1: Explain the reasons for your choice (Option 1)

DESCRIPTION	FREQUENCY	PERCENTAGE
Less environmental impact (general)	265	12%
Offers the best value for money / most cost effective	206	9%
This option has less of a negative impact / least disruptive compared with the others	114	5%
Concerns about impact on Arundel (severance / splits Arundel)	71	3%
Less environmental impact (Binsted Woods)	69	3%
Congestion (Ford Road roundabout)	66	3%
Does not offer a long-term solution / not sufficient for future demand / minimal improvement	65	3%
Makes sense to follow the existing alignment	64	3%
Concerns about impact on Arundel (route is too close / brings traffic into Arundel)	61	3%
Concerns that the proposed traffic signals on Ford Road roundabout will cause delay	60	3%
Support this option / will improve the current situation / provides a solution	53	2%
Concerns about environmental impact (air quality)	46	2%

DESCRIPTION	FREQUENCY	PERCENTAGE
Should be single carriageway (particularly through Arundel)	45	2%
Less environmental impact (biodiversity, habitats & animals etc.)	43	2%
Need a better solution for Ford Road roundabout	43	2%
Minimised the impact on the local villages	42	2%
Do not support this option / the worst option	41	2%
Concerns about impact on Arundel (general)	40	2%
Less environmental impact (South Downs National Park)	39	2%
Will have the greatest impact on congestion (general)	37	2%

- 6.3.9 The most frequent comments about Option 1 were that it has less of an environmental impact than the other options (12%). Option 1 was mentioned as having less impact on specific environmental areas compared to the other options, including: Binsted Woods (3%), biodiversity and habitats (2%) and the South Downs National Park (2%). Option 1 being the least disruptive was mentioned in 5% of comments.
- 6.3.10 2% of comments raised concerns about the impact Option 1 would have on Arundel, with specific concerns covering severance (3%) and the route alignment being too close and bringing traffic into Arundel (3%). Concerns about air quality were mentioned in 2% of comments and a further 2% suggested the route should be single carriageway through Arundel. Support for Option 1 as it minimises the impact on other local villages was also mentioned in 2% of comments.
- 6.3.11 A number of comments (9%) felt that Option 1 provides the best value for money, with a further 2% expressing support for this option. A proportion of the comments (3%) stated that it made sense to follow the existing alignment of the A27, with a further 2% stating that Option 1 would have the greatest impact on congestion.
- 6.3.12 Opposition to Option 1 was mentioned in 2% of comments, with 3% stating that it does not offer a long-term solution. Congestion at Ford Road roundabout was noted in 3% of comments, and concerns about the proposed traffic light signals at this junction was mentioned in 3% of comments. The need for a better solution for Ford Road roundabout was mentioned in 2% of comments.

Comments on Option 3

- 6.3.13 Respondents provided 1,287 comments on Option 3. **Table 6.2** shows the themes that were frequently mentioned, and that represent a proportion of the results. The full list of codes and their associated frequencies are presented in **Appendix C**.

Table 6.2: Explain the reasons for your choice (Option 3)

DESCRIPTION	FREQUENCY	PERCENTAGE
Concerns about environmental impact (general)	94	7%
Meets the requirements for a dual carriageway bypass around Arundel	74	6%
Support this option / will improve the current situation / provides a solution	72	6%
This option has less of a negative impact / least disruptive compared with the others	59	5%
Will have the greatest impact on congestion (general)	58	5%
Will reduce traffic in Arundel	57	4%
Less environmental impact (general)	50	4%
Concerns about environmental impact (Binsted Woods)	50	4%
Best option for the community / residents of Arundel	48	4%
Minimises the impact on the local villages	42	3%
Concerns about environmental impact (South Downs National Park)	38	3%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	37	3%
Better than Option 5A	37	3%
Best option for the community / residents on Binsted	36	3%
Less environmental impact (Binsted Woods)	33	3%
Concerns about environmental impact (Tortington Common)	25	2%
Will alleviate / ease congestion	22	2%

DESCRIPTION	FREQUENCY	PERCENTAGE
Less environmental impact (air quality)	20	2%
Less environmental impact (landscape - visual)	20	2%
Offers the best long-term solution / future proof	20	2%

- 6.3.14 Environmental impact was a key theme relating to comments on Option 3. General environmental concerns were the most frequently mentioned (7%). Concerns about the impact on specific environmental areas were mentioned in comments, including: Binsted Woods (4%), South Downs National Park (3%), biodiversity and habitats (3%) and Tortington Common (2%).
- 6.3.15 5% of comments stated that Option 3 would be the least disruptive and have less negative impact than Options 1 and 5A, and least environmental impact (4%). Option 3 was also felt to have less impact on Binsted Woods (3%), air quality (2%) and landscape (2% of comments).
- 6.3.16 A number of comments expressed support for Option 3 (6%), with an additional 6% stating that this option meets the requirements for a dual carriageway bypass around Arundel, thus offering a long-term solution (2%). Subsequently, 5% of comments felt that Option 3 will have the greatest impact on congestion, with another 4% stating that traffic will reduce in Arundel.
- 6.3.17 The impact on local villages was also mentioned in comments on Option 3. This option is deemed to minimise the impact on the surrounding villages (3% of comments), with 3% of comments expressing this is the best option for the community and residents of Binsted. A further 4% also stated that Option 3 is best for Arundel residents.

Comments on Option 5A

- 6.3.18 In total, respondents provided 2,943 comments relating to Option 5A. **Table 6.3** shows the most frequently mentioned coded comments. The full list of codes and their associated frequencies are presented in **Appendix C**.

Table 6.3: Explain the reasons for your choice (Option 5A)

DESCRIPTION	FREQUENCY	PERCENTAGE
Support this option / will improve the current situation / provides a solution	217	7%
Meets the requirements for a dual carriageway bypass around Arundel	172	6%
Will have the greatest impact on congestion (general)	159	5%
Will reduce traffic in Arundel	158	5%
Less environmental impact (general)	156	5%
Offers the best long-term solution / future proof	137	5%
Less environmental impact (Binsted Woods)	128	4%
Best option for the community / residents of Arundel	122	4%
Concerns about environmental impact (general)	99	3%
Will alleviate / ease congestion	94	3%
Better than Option 3	94	3%
Concerns about impact on Binsted	87	3%
This option has less of a negative impact / least disruptive compared with the others	87	3%
Less environmental impact (South Downs National Park)	85	3%
Offers the best value for money / most cost effective	79	3%
Less environmental impact (air quality)	76	3%
Less environmental impact (biodiversity, habitats & animals etc.)	65	2%
Improves capacity / journey time along the A27	58	2%
Most logical route / sensible option	54	2%
Shortest route / most direct	46	2%
Minimises the impact on the local villages	45	2%

- 6.3.19 The most frequent comment relating to Option 5A expressed support for the option as it provides a solution (7%). An additional 5% of comments noted that Option 5A meets the requirements for a dual carriageway bypass around Arundel, and 5% noted that this option offers the best long-term solution, whilst offering value for money (3%). A number of comments (2%) highlighted that Option 5A is the most sensible option, with an additional 2% stating that is it the most direct.
- 6.3.20 A proportion of comments (5%) noted that Option 5A would have the greatest impact on congestion, with a further 2% noting that journey times and capacity would improve. An additional 5% of comments stated that traffic in Arundel would be reduced, and 4% of the comments stated that Option 5A is the best for the residents of Arundel. A number of comments (2%) said that this option minimises the impact on local villages, whereas concerns about the impacts on Binsted was noted in 3% of comments.
- 6.3.21 Option 5A was stated as having less negative impact than Option 1 and Option 3 in 3% of comments, and the least environmental impact in 5%. Option 5A was also felt to have less impact on Binsted Woods (4%), the South Downs National Park (3%), air quality (3%) and biodiversity and habitats (2%) compared to the other options.

Other comments

- 6.3.22 Respondents provided 1,406 other comments, which were not specifically related to 1 of the options. **Table 6.4** shows the comments that were frequently mentioned, and that represent a proportion of the results. The full list of codes and their associated frequencies are presented in **Appendix C**.

Table 6.4: Explain the reasons for your choice (other)

DESCRIPTION	FREQUENCY	PERCENTAGE
The money should be spent on alternatives e.g. improving public transport	105	7%
Concerns about environmental impact (general)	100	7%
Do not support the A27 Arundel Bypass scheme	82	6%
New roads create more traffic	47	3%
Congestion (delays either side of Arundel at Chichester / Worthing)	40	3%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	37	3%
Concerns that the scheme will encourage too much future development	33	2%
Congestion (general)	31	2%
Lack of bus services	29	2%
Safety issues (dangerous, accidents & road layout)	28	2%
Poor rail connectivity	28	2%
The New Purple Route (single carriageway)	28	2%
Consider tunnelling	27	2%
Traffic is only an issue occasionally (i.e. weekends) and clears quickly	24	2%
Concerns about environmental impact (Binsted Woods)	24	2%
Concerns about environmental impact (air quality)	22	2%
Something needs to be done / the sooner the better	22	2%
Cycle / foot paths & bridleways with suitable crossing points and required	22	2%

- 6.3.23 The most frequent comment that did not relate to 1 of the 3 options suggests that the money should be spent on alternatives, including improving public transport (7%). This is supported by the proportion of comments that mentioned the poor rail connectivity (2%) and lack of bus services (2%). A further 2% of comments noted that cycle / foot paths and bridleways with suitable crossing points were required.
- 6.3.24 A lack of support for the A27 Arundel Bypass scheme was evident in 6% of comments, with 3% stating that new roads create more traffic and that the scheme will encourage too much future development (2%). A number of comments (2%) expressed that congestion was only an issue occasionally and cleared quickly negating the need for a scheme.

- 6.3.25 Concern over the environmental impact of a scheme was mentioned in 7% of comments, with the impact on specific environmental topics, including: biodiversity and habitats (3%), Binsted Woods (2%) and air quality (2%).
- 6.3.26 Concern about congestion was mentioned in 2% of comments, with particular emphasis on delays caused beyond the extent of this scheme at Chichester and Worthing (3%). The existing A27 safety issues were expressed in 2% of comments and respondents stressed that something needs to be done. Alternative improvements relating to the “New Purple Route” (wide single carriageway) and tunnelling were also suggested in 2% of comments each.

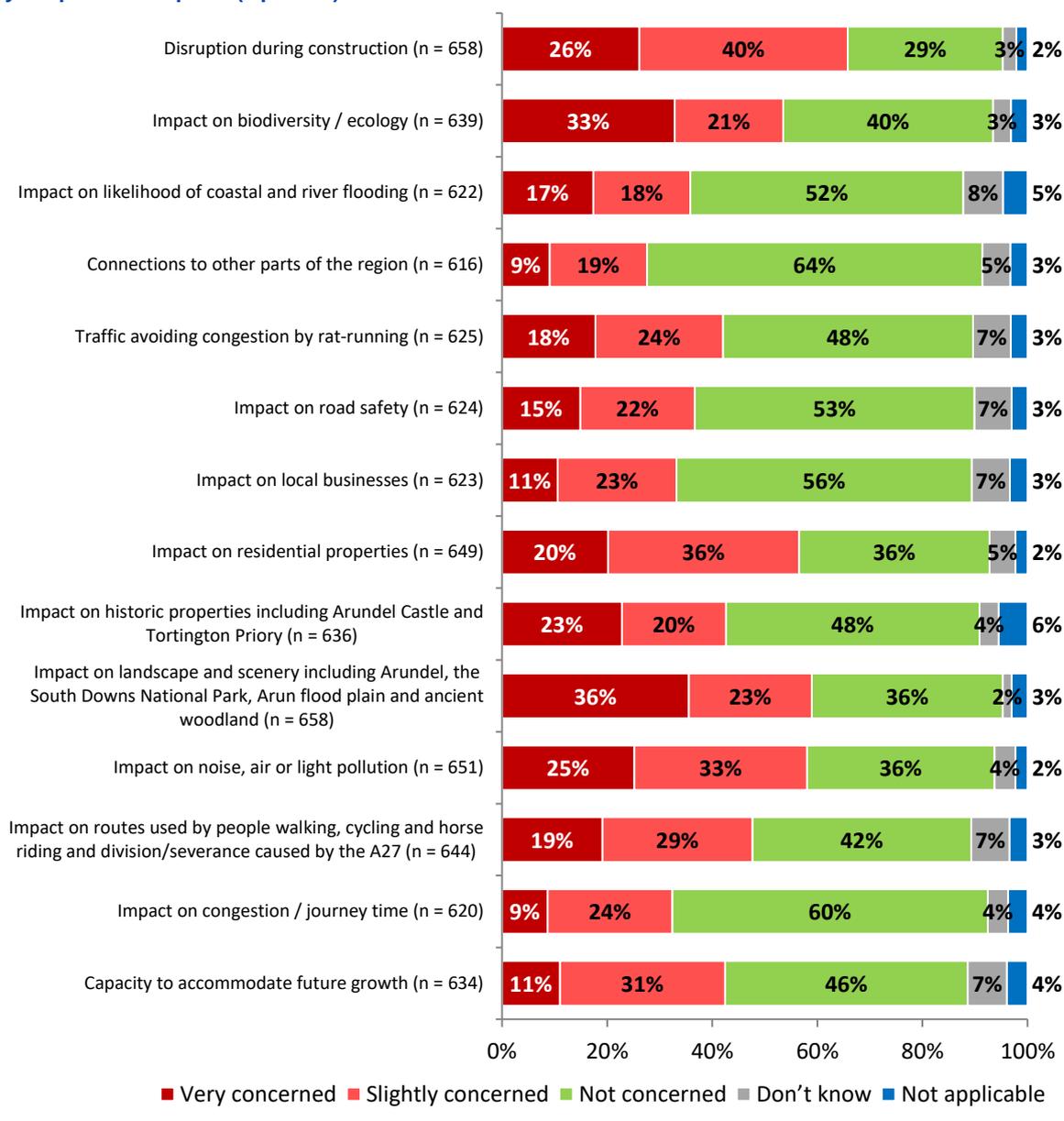
Outstanding concerns

- 6.3.27 Having selected the options they supported, respondents were then asked (in relation to the option supported) their level of concern over a selection of issues and whether they were sufficiently addressed by the proposals. Respondents also had the opportunity to provide any other concerns they had that were not included within the pre-defined list.
- 6.3.28 The following sections indicate the outstanding concerns associated with each of the options presented, followed by other concerns that were not attributed to a particular option.

Option 1

- 6.3.29 **Figure 6.6** indicates the level of residual concern that respondents had over the issues listed, with reference to Option 1.
- 6.3.30 Respondents concerns were focused around the disruption during construction with 26% ‘very’ concerned and 40% ‘slightly’ concerned. Impact on the landscape and scenery received the biggest proportion of very concerned responses (36%) with a further 23% being slightly concerned. The impact on biodiversity was very concerning for 33% and a slight concern to 21% of respondents. The impact on noise, air or light pollution (25% ‘very’ and 33% ‘slightly’ concerned) and on residential properties also received high levels of concerns (20% ‘very concerned’ and 36% ‘slightly concerned’).
- 6.3.31 In relation to Option 1, 64% of respondents were not concerned with the A27 providing connections to the coast, with 60% not concerned about congestion and journey times. The impact on local business was not a concern for 56% of respondents. The impact on road safety was not a concern for 53% and the impact on the likelihood of coastal and river flooding was not a concern for 52% of respondents

Figure 6.6: Please say if you have any outstanding concerns that are not sufficiently addressed in your preferred option (Option 1)



6.3.32

Respondents then provided 132 comments in the free-text box in relation to Option 1. **Table 6.5** shows the most frequently mentioned coded comments of outstanding concerns. The full list of codes and their associated frequencies are presented in **Appendix C**.

Table 6.5: Other concerns (Option 1)

DESCRIPTION	FREQUENCY	PERCENTAGE
This option has less of a negative impact / least disruptive compared with the others	18	14%
Support this option / will improve the current situation / provides a solution	17	13%
Do not support this option / the worst option	9	7%
Should be single carriageway (particularly through Arundel)	7	5%
Less environmental impact (general)	5	4%
Concerns about disruption caused by construction	5	4%
Concerns about environmental impact (noise)	4	3%

DESCRIPTION	FREQUENCY	PERCENTAGE
Offers the best value for money / most cost effective	4	3%

6.3.33 The most frequent response in **Table 6.5** shows that 13% of respondents took the opportunity to express their support for Option 1 as it has less of a negative impact compared with the other options (14%), and less environmental impact (4%).

6.3.34 The main residual concerns associated with Option 1 relate to the noise impact (3%) and the disruption caused by construction (4%). A number of comments (5%) expressed the view that the A27 should be single carriageway through Arundel.

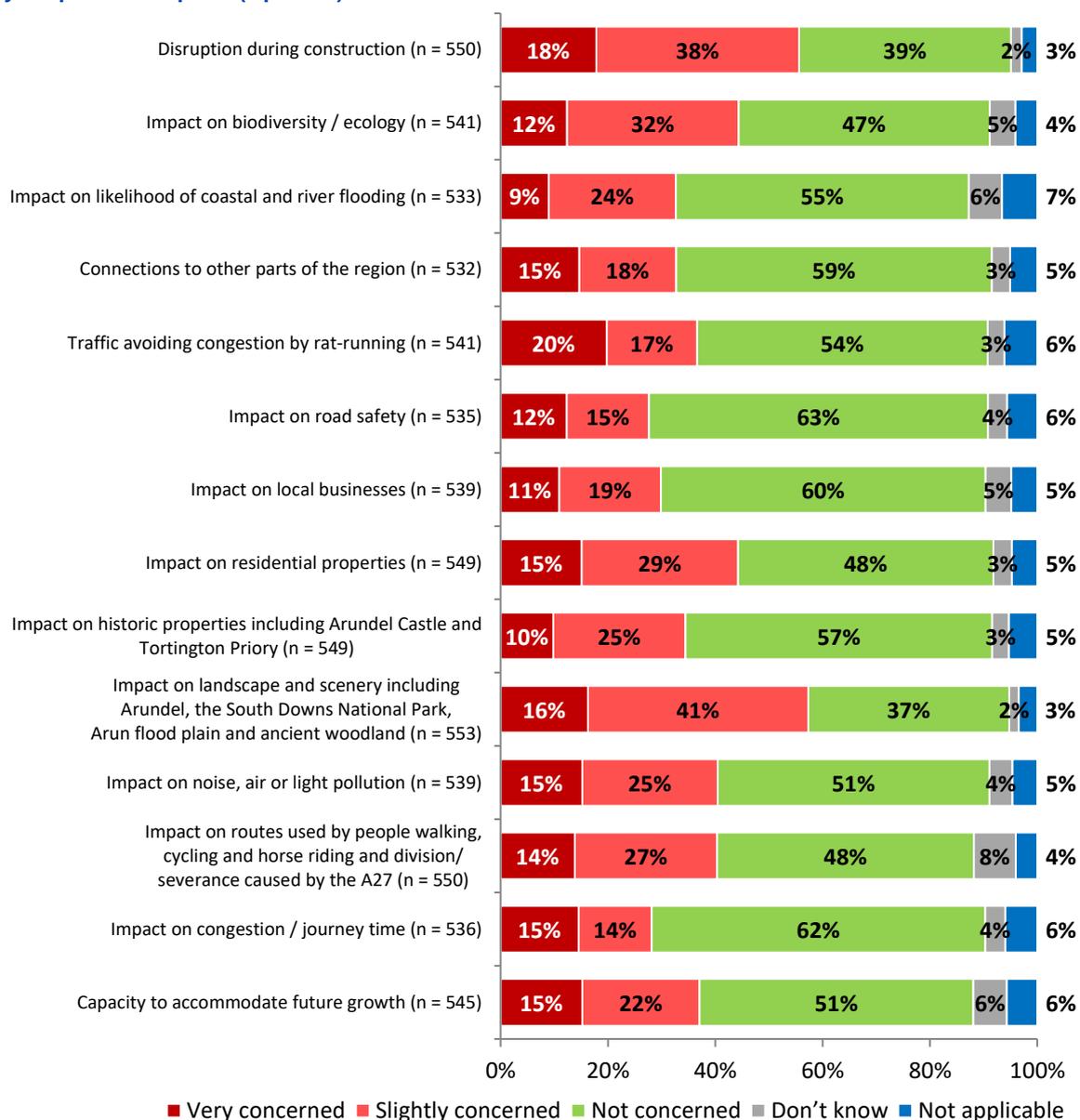
Option 3

6.3.35 The residual concerns that respondents felt were not sufficiently addressed by the Option 3 proposals are identified in **Figure 6.7**.

6.3.36 The main concern that respondents felt was insufficiently dealt with by Option 3 was the impact on landscape and scenery (16% 'very concerned', 41% 'slightly concerned'). The highest proportion of 'very concerned' responses were related to traffic avoiding congestion by rat-running (20%). Respondents also expressed concerns relating to disruption during construction (18%; very concerned; 38% 'slightly' concerned).

6.3.37 The impact on road safety, for those preferring Option 3, is no longer a concern for 63% of respondents, and 60% are not concerned about the impact on local businesses. A large number of responses (62%) said that if Option 3 was implemented they would not be concerned about congestion and journey times. Over 1/2 of the responses showed no concern for a large number of the pre-defined issues.

Figure 6.7: Please say if you have any outstanding concerns that are not sufficiently addressed in your preferred option (Option 3)



6.3.38

In total, respondents provided 95 comments on other concerns with reference to Option 3. **Table 6.6** shows the most frequently mentioned coded comments. The full list of codes and their associated frequencies are presented in **Appendix C**.

Table 6.6: Other concerns (Option 3)

DESCRIPTION	FREQUENCY	PERCENTAGE
Concerns about environmental impact (landscape - visual)	7	7%
Support this option / will improve the current situation / provides a solution	7	7%
Concerns about environmental impact (noise)	6	6%
Do not support this option / the worst option	6	6%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	4	4%
Concerns about environmental impact (Binsted Woods)	4	4%
Concerns about environmental impact (general)	4	4%

DESCRIPTION	FREQUENCY	PERCENTAGE
Offers poor value for money / least cost effective	4	4%
This option has less of a negative impact / least disruptive compared with the others	4	4%

6.3.39 The main residual issues associated with Option 3 are the perceived environmental impacts. The specific areas where comments raised outstanding concerns include: landscape (7%), noise (6%), biodiversity and habitats (4%) and Binsted Woods (4%). General environmental concerns are also evident in 4% of comments.

6.3.40 A number of comments (6%) expressed opposition to Option 3, with 4% of comments stating that it offers poor value for money. Support for Option 3 was expressed in 7% of comments, and 4% said this option has less of a negative impact compared with the others.

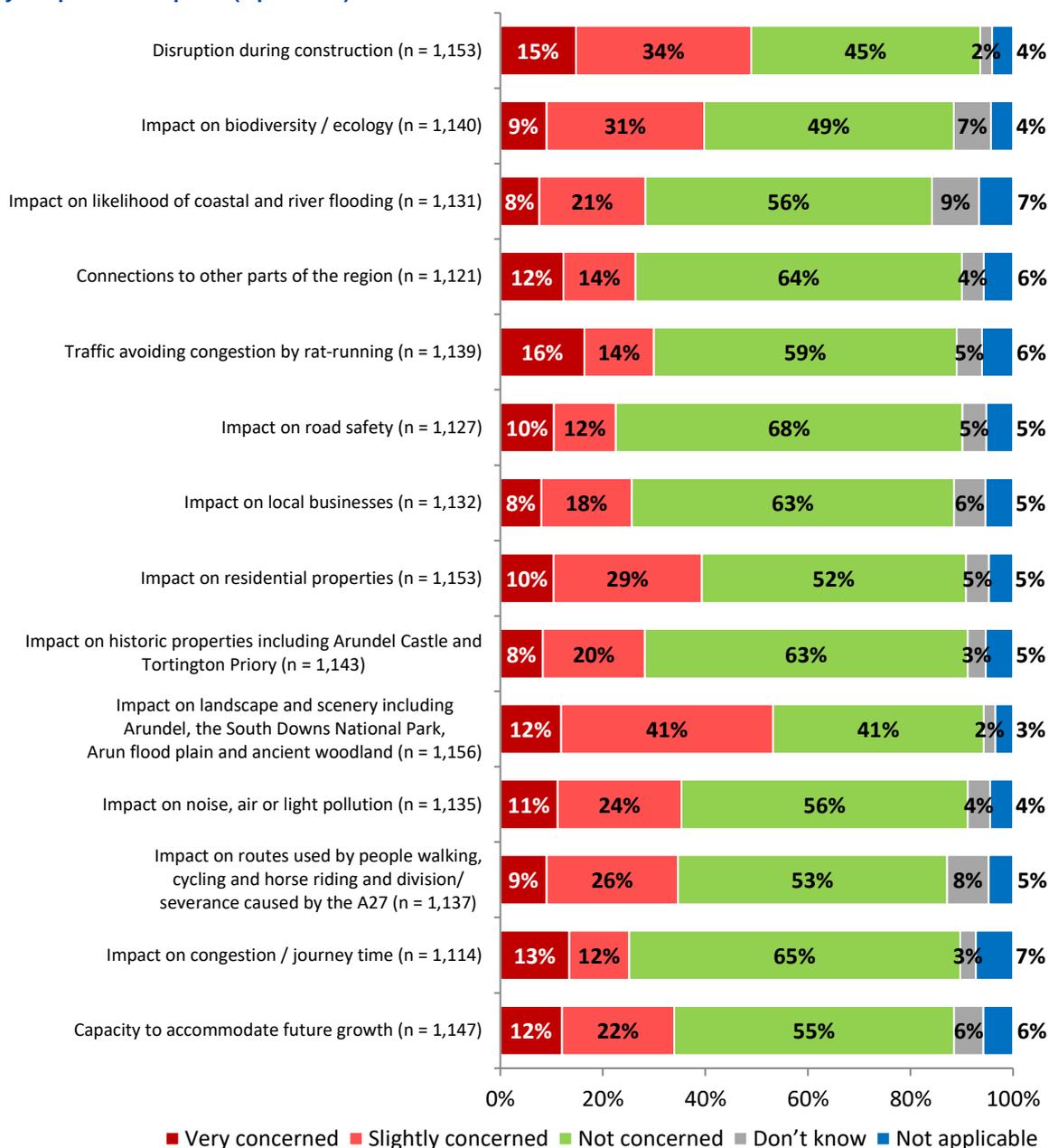
Option 5A

6.3.41 The outstanding concerns over the pre-defined categories that respondents felt were not sufficiently addressed by Option 5A are outlined in **Figure 6.8**.

6.3.42 As with the previous options, the impact on the landscape and scenery was of most concern to respondents (12% very concerned and 41% slightly concerned). Concern regarding disruption during construction (15% very concerned; 34% slightly concerned). Traffic avoiding congestion by rat-running is the issue that respondents were most concerned about (16%).

6.3.43 Concern about impact on road safety was no longer an issue if Option 5A is selected in 68% of responses. A further 65% felt that there would be an issue with congestion and journey times. Over half of the responses showed no concern for the majority of the pre-defined issues.

Figure 6.8: Please say if you have any outstanding concerns that are not sufficiently addressed in your preferred option (Option 5A)



6.3.44

Respondents then provided 143 comments in the free-text box in relation to Option 5A. **Table 6.7** shows the most frequently mentioned coded comments of outstanding concerns. The full list of codes and their associated frequencies are presented in **Appendix C**.

Table 6.7: Other concerns (Option 5A)

DESCRIPTION	FREQUENCY	PERCENTAGE
Support this option / will improve the current situation / provides a solution	24	17%
Concerns about impact on Binsted	12	8%
This option has less of a negative impact / least disruptive compared with the others	11	8%
Do not support this option / the worst option	8	6%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	7	5%

DESCRIPTION	FREQUENCY	PERCENTAGE
Concerns about environmental impact (noise)	6	4%
Concerns about environmental impact (landscape - visual)	6	4%
Concerns about environmental impact (general)	6	4%
Concerns about lack of access at Ford Road / need a junction	5	3%

6.3.45 The main residual issues associated with Option 5A are the perceived impacts on the local villages and the environment. Concerns about the impact on Binsted were noted in 8% of comments, and the lack of access and need for a junction at Ford Road was stated in 3%. Further concerns over environmental areas, including: biodiversity and habitats (5%), noise (4%) and landscape (4%) were also evident. General environmental concerns were raised in 4% of comments.

6.3.46 Support for Option 5A was expressed in 17% of comments, and a further 8% said that this option has less of a negative impact compared with the others. Conversely, 6% took the opportunity to oppose this option, stating that it is the worst option of the 3 proposed.

Other concerns

6.3.47 In total, 801 comments were received that did not specifically relate to 1 of the proposed options. **Table 6.8** indicates the most common responses and **Appendix C** provides a full list of codes and their associated frequencies.

Table 6.8: Other concerns

DESCRIPTION	FREQUENCY	PERCENTAGE
Something needs to be done / the sooner the better	37	5%
Concerns about environmental impact (general)	32	4%
Need to look at the A27 as a whole	32	4%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	31	4%
Congestion (delays either side of Arundel at Chichester / Worthing)	27	3%
Concerns about environmental impact (noise)	24	3%
The money should be spent on alternatives e.g. improving public transport	22	3%
Do not support the A27 Arundel Bypass scheme	18	2%
Concerns about disruption caused by construction	18	2%
Concerns about environmental impact (drainage and flooding)	17	2%
Cycle / foot paths & bridleways with suitable crossing points and required	17	2%
Concerns about environmental impact (landscape - visual)	16	2%
New roads create more traffic	15	2%
Safety issues (dangerous, accidents & road layout)	15	2%
Concerns about lack of access at Ford Road / need a junction	15	2%
Need for traffic calming measures e.g. reduced speed limit / no through road signs	14	2%
Concerns about increasing number of HGVs on Ford Road	14	2%
Need a long term solution for Ford Road roundabout (i.e. flyover / grade separated junction)	14	2%
Support this option / will improve the current situation / provides a solution	13	2%
Criticism relating to materials / information (misleading, inaccurate, biased etc.)	13	2%
Concern that opinions will not be listened too & anti-campaigners are more vocal / have more influence	13	2%

6.3.48 The most frequently mentioned comment is that something needs to be done and the sooner the better (5%) with safety concerns raised in 2% of comments. Comments objecting to the A27 Arundel Bypass scheme as a whole were also mentioned in 2% of comments. Implementing traffic calming measures prior to developing a large scheme was suggested in 2% of comments, Spending the money on improving public transport was mentioned in 3% of comments. Delays due to congestion impacts at Worthing and Chichester was expressed as a concern in 3% of comments. A further 4% of comments recommended the need to look at the A27 as a whole.

- 6.3.49 The environmental impact of any scheme was noted in 4% of comments, with specific topics including: biodiversity and habitats (4%), noise (3%), drainage and flooding (2%), and landscape (2%). Disruption during construction was noted in 2% of comments.
- 6.3.50 Outstanding concerns linked with Ford Road were also a common theme. A number of comments (2%) expressed the need for a junction with Ford Road for access, with an additional 2% that raised concern over the number of HGVs on Ford Road. A long-term flyover solution for Ford Road roundabout was suggested in 2% of comments.
- 6.3.51 There were a number of negative comments about the consultation (2%), including the materials being misleading, inaccurate and biased. Respondents also raised concern that their opinions would not be listened to and that anti-bypass campaigners would have a greater influence (2% of comments).

Other comments

- 6.3.52 Question B4 provided respondents with the opportunity to give any additional comments that they would like to make in relation to the proposed options. The following sections outlines the comments made in reference to the 3 options.

In relation to Option 1

- 6.3.53 In total, 2,885 comments were received in response to other comments made on Option 1. **Table 6.9** presents the most frequently mentioned codes, with the full list of codes and frequencies available in **Appendix C**.

Table 6.9: Do you have any other comments on the options? (Option 1)

DESCRIPTION	FREQUENCY	PERCENTAGE
Do not support this option / the worst option	218	8%
Support this option / will improve the current situation / provides a solution	164	6%
Concerns about impact on Arundel (severance / splits Arundel)	152	5%
Does not offer a long-term solution / not sufficient for future demand / minimal improvement	152	5%
Concerns about impact on Arundel (route is too close / brings traffic into Arundel)	111	4%
Offers the best value for money / most cost effective	105	4%
Concerns that the proposed traffic signals on Ford Road roundabout will cause delay	103	4%
Concerns about disruption caused by construction	94	3%
Concerns about environmental impact (noise)	88	3%
Less environmental impact (general)	85	3%
Need a long term solution for Ford Road roundabout (i.e. flyover / grade separated junction)	77	3%
Concerns about environmental impact (air quality)	74	3%
This option has less of a negative impact / least disruptive compared with the others	67	2%
Opposed to proposed footbridge at Ford Road roundabout	59	2%
Concerns about impact on Arundel (general)	59	2%
Concerns about environmental impact (general)	53	2%
Waste of time / money	50	2%
Should be single carriageway (particularly through Arundel)	45	2%

- 6.3.54 Opposition for Option 1 and it is the worst option was mentioned in 8% of comments. In addition 5% state that Option 1 does not provide a long-term solution and is insufficient for future demand. A number of comments express concerns about the impact on Arundel in relation to severance (5%) and the route alignment bringing more traffic into Arundel (4%). A further 2% of comments noted generic concerns about the impact on Arundel.

- 6.3.55 Another key theme occurring within the comments related to Option 1 is about the proposals for Ford Road roundabout. Concern that the proposed traffic signals would cause delay was noted in 4% of comments, with a further 3% highlighting the need for a long term solution in terms of a grade-separated junction. A number of comments (2%) note opposition to the proposed footbridge. The A27 should be a single carriageway, and in particular the section through Arundel was stated in 2% of comments.
- 6.3.56 The environmental impact of Option 1 was widely mentioned. The most frequently stated environmental issue related to concern over the noise impact (3%). Concern over air quality was mentioned in 3% of comments, whilst general non-specific environmental concerns were raised in 2% of comments. Concerns over the impact caused during construction was also frequently mentioned (3%).
- 6.3.57 Alternatively, 6% of comments noted support for Option 1, stating that it will improve the current situation, whilst an additional 4% stated that Option 1 offers the best value for money. A proportion of the comments also support Option 1 due to it having less of a negative disruptive impact (2%) and less of an environmental impact (3%) compared with the other options.

In relation to Option 3

- 6.3.58 Respondents provided 2,240 comments in relation to Option 3. **Table 6.10** outlines the most frequently coded comments in relation to this question. The full code frame used for the analysis can be seen in **Appendix C**.

Table 6.10: Do you have any other comments on the options? (Option 3)

DESCRIPTION	FREQUENCY	PERCENTAGE
Concerns about environmental impact (biodiversity, habitats & animals etc.)	411	18%
Do not support this option / the worst option	177	8%
Concerns about environmental impact (general)	166	7%
Support this option / will improve the current situation / provides a solution	154	7%
Concerns about environmental impact (Binsted Woods)	102	5%
Option 3 is second preference	84	4%
Concerns about environmental impact (South Downs National Park)	77	3%
Concerns about environmental impact (landscape - visual)	65	3%
Offers poor value for money / least cost effective	52	2%
Concerns about impact on local villages	46	2%
Better than Option 1	44	2%
Concerns about environmental impact (drainage and flooding)	39	2%
Concerns about environmental impact (Tortington Common)	39	2%
More expensive and does not provide extra benefits	35	2%

- 6.3.59 The most frequently mentioned comments associated with Option 3 relate to environmental impacts, with specific emphasis on the biodiversity and habitats (18%). Concerns around the impact on other environmental areas were also mentioned, including: Binsted Woods (5%), the South Downs National Park (3%), landscape (3%), drainage and flooding (2%) and Tortington Common (2%). General concern about the environmental impact of Option 3 was also evident (7%), with impact on local villages also mentioned in 2% of comments.
- 6.3.60 Option 3 being the worst option was stated in 8% of comments, with 2% noting that the option offers poor value for money. In addition 2% said that Option 3 is more expensive and does not provide any extra benefits compared to other options.
- 6.3.61 Option 3 will improve the current situation was stated in 7% of comments with an additional 2% of comments stating that Option 3 is better than Option 1. Option 3 was noted as second preference in 4% of comments.

In relation to Option 5A

6.3.62 There were 2,946 additional comments relating to Option 5A. **Table 6.11** details the frequently occurring responses that represent a proportion of the results. **Appendix C** outlines the complete code frame and the associated frequencies.

Table 6.11: Do you have any other comments on the options? (Option 5A)

DESCRIPTION	FREQUENCY	PERCENTAGE
Support this option / will improve the current situation / provides a solution	388	13%
Do not support this option / the worst option	269	9%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	257	9%
Concerns about impact on Binsted	240	8%
Concerns about environmental impact (general)	142	5%
Concerns about impact on local villages	91	3%
Concerns about environmental impact (South Downs National Park)	73	2%
Concerns about environmental impact (landscape - visual)	69	2%
Less environmental impact (biodiversity, habitats & animals etc.)	63	2%
Concerns about environmental impact (Binsted Woods)	55	2%
Concerns about environmental impact (noise)	55	2%
Do not support the A27 Arundel Bypass scheme	53	2%
Less environmental impact (general)	46	2%
More expensive and does not provide extra benefits	46	2%

6.3.63 The most frequently occurring comment in response to Option 5A demonstrates support for the option as it provides a solution that will improve the current situation (13%). A proportion of comments (2%) stated that Option 5A would have less impact on biodiversity and habitats compared with other options.

6.3.64 A lack of support for Option 5A was expressed in 9% of comments, with 2% not supporting the A27 Arundel Bypass scheme as a whole. A number of comments (2%) stated that Option 5A is more expensive and does not provide any other benefits compared with the other available options.

6.3.65 Respondents commented about environmental concerns including: biodiversity and habitats (9%), the South Downs National Park (2%), landscape (2%), Binsted Woods (2%) and noise (2%), as well as general environmental concerns (5%). Concerns about the impact on the local villages was raised in 3% of comments, whilst an additional 8% specifically expressing concerns about the impact on Binsted.

6.4 Alternative improvements

6.4.1 Question B5 sought to understand whether any alternative improvements should be considered that would meet the scheme objectives, having taken account of the project constraints and past studies. In total, 1,278 comments were coded in response to this question, with the most common codes presented in **Table 6.12** below. A full list of codes and frequencies can be viewed in **Appendix C**.

Table 6.12: Having read the brochure, and taking into account the constraints and past study conclusions, please share your view on any alternative improvements we should consider that would meet the scheme objectives.

DESCRIPTION	FREQUENCY	PERCENTAGE
Consider alternative route / location / timing	103	8%
Consider tunnelling	81	6%
The money should be spent on alternatives e.g. improving public transport	79	6%
Need a long term solution for Ford Road roundabout (i.e. flyover / grade separated junction)	74	6%
Support this option / will improve the current situation / provides a solution	70	5%
Need to look at the A27 as a whole	45	4%

DESCRIPTION	FREQUENCY	PERCENTAGE
Cycle / foot paths & bridleways with suitable crossing points and required	41	3%
Something needs to be done / the sooner the better	35	3%
Need for traffic calming measures e.g. reduced speed limit / no through road signs	34	3%
Do not support the A27 Arundel Bypass scheme	30	2%
Concerns about environmental impact (general)	28	2%
Concerns about lack of access at Ford Road / need a junction	27	2%
The New Purple Route (single carriageway)	27	2%

- 6.4.2 Consideration of an alternative route/location was the most frequently proposed improvement mentioned by respondents (8%) or a tunnel (6%). A wide single carriageway alternative, described as the 'New Purple Route' was also suggested by 2%, and 2% of comments objected to the A27 Arundel Bypass scheme as a whole.
- 6.4.3 A number of comments (6%) stated that the money should be spent on alternatives, like improving public transport, whilst a further 4% expressed the need to look at the A27 as a whole due to the congestion issues at either end of the Arundel scheme extent. A proportion of comments (3%) suggested traffic calming measures such as reduced speed limits should be considered as a solution before the need for a larger scheme.
- 6.4.4 Another key theme was the solution to Ford Road roundabout and the access from Ford Road. A number of people (6%) stated that a grade-separated junction is needed to provide a long term solution at Ford Road roundabout within Option 1, whilst 2% expressed the need for a junction with Ford Road for Option 3 and Option 5A.
- 6.4.5 Support for 1 of the proposed options was noted in 5% of the comments received. An additional 3% of the comments expressed that something needs to be done and the sooner the better. Cycle / foot paths and bridleways with suitable crossing points were mentioned as an improvement in 3% of comments, relating to all 3 options.

6.5 Provision for walkers, cyclists and horse riders

- 6.5.1 Question B6 of the questionnaire gave respondents the opportunity to provide any suggestions in ways that the provision for walkers, cyclists and horse-riders could be improved as a part of each option for the A27 Arundel Bypass scheme. The following sections identify the improvements suggested for each option.

Option 1

- 6.5.2 A total of 1,148 comments were received in relation to non-motorised user improvements for Option 1. **Table 6.13** demonstrates the key comments made in response, with the full code frame and frequencies being provided in **Appendix C**.

Table 6.13: How do you think we can improve provision for people who wish to walk, cycle and horse ride as part of the scheme? (Option 1)

DESCRIPTION	FREQUENCY	PERCENTAGE
Cycle / foot paths & bridleways with suitable crossing points and required	301	26%
Need greater provision for crossing (underpasses / bridges)	173	15%
Do not support this option / the worst option	123	11%
Concerns for pedestrian / cyclist safety	73	6%
Non-motorised users should not use the A27 - alternative routes should be provided	47	4%
Use the A27 Arundel Bypass scheme as an opportunity to improve provisions for non-motorised users	44	4%
Pedestrian crossing required on Ford Road (close to Ford Road roundabout)	43	4%
Only option that improves routes for all users	29	3%

DESCRIPTION	FREQUENCY	PERCENTAGE
Support this option / will improve the current situation / provides a solution	24	2%
Opposed to proposed footbridge at Ford Road roundabout	19	2%

6.5.3 From the responses it is apparent that respondents recognise the opportunity to improve provision as part of the A27 Arundel Bypass scheme. Cycle / foot paths and bridleways with suitable crossing points were suggested in 26% of comments. The need for greater crossing provisions in the form of underpasses or bridges was stated in 15% of comments. A number of comments (4%) expressed the need for a pedestrian crossing on Ford Road close to Ford Road roundabout and the bus stop. Opposition to the proposed footbridge at Ford Road roundabout was noted in 2% of comments.

6.5.4 A number of people (11%) expressed a lack of support for Option 1, with concerns over pedestrian and cyclist safety mentioned in 6% of comments. A number of responses (4%) stated that non-motorised users should not use the A27 and that alternative routes should be provided. Alternatively 3% of comments noted that Option 1 is the only option that improves the route for all users, with an additional 2% suggesting that Option 1 will improve the current situation and provide a solution for non-motorised users.

Option 3

6.5.5 In total, respondents provided 931 comments on non-motorised user provisions for Option 3. The most frequently coded comments are outlined in **Table 6.14**, whilst the full code frame and frequencies are in **Appendix C**.

Table 6.14: How do you think we can improve provision for people who wish to walk, cycle and horse ride as part of the scheme? (Option 3)

DESCRIPTION	FREQUENCY	PERCENTAGE
Cycle / foot paths & bridleways with suitable crossing points and required	246	26%
Need greater provision for crossing (underpasses / bridges)	143	15%
Do not support this option / the worst option	124	13%
Non-motorised users should not use the A27 - alternative routes should be provided	49	5%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	45	5%
Concerns for pedestrian / cyclist safety	34	4%
Use the A27 Arundel Bypass scheme as an opportunity to improve provisions for non-motorised users	28	3%
Only option that improves routes for all users	24	3%
Pedestrian crossing required on Ford Road (close to Ford Road roundabout)	23	2%
Support this option / will improve the current situation / provides a solution	22	2%
Concerns about environmental impact (noise)	18	2%

6.5.6 As with Option 1, the most frequently mentioned response stressed the need for cycle / foot paths and bridleways with suitable crossing points (26%). The need for greater crossing provisions in the form of underpasses or bridges was stated in 15% of comments. The need for a pedestrian crossing on Ford Road close to the roundabout and bus stop was raised in 2% of comments. A number of comments (4%) noted concerns about pedestrian and cycling safety, whilst 5% did not feel that non-motorised users should use the A27, and that alternatives should be provided. A proportion of the comments (3%) noted that the A27 Arundel Bypass scheme provides an opportunity to improve the provision for non-motorised users.

6.5.7 A number of respondents (3%) stated that Option 3 was the only option that would improve the route for all users, whilst 2% noted support for Option 3, as it will provide a solution. A number of comments (13%) expressed a lack of support for this option, and as such did not provide any suggestions for the improvement of provision for non-motorised users. Environmental concerns were raised in a number of comments, specifically relating to biodiversity and habitats (5%) and noise impacts (2%).

Option 5A

6.5.8 For Option 5A, respondents provided a total of 1,054 comments in relation to the provision for non-motorised users. **Table 6.15** indicates the comments that were most frequently mentioned. The code frame used for analysis and the frequencies can be seen in **Appendix C**.

Table 6.15: How do you think we can improve provision for people who wish to walk, cycle and horse ride as part of the scheme? (Option 5A)

DESCRIPTION	FREQUENCY	PERCENTAGE
Cycle / foot paths & bridleways with suitable crossing points and required	278	26%
Need greater provision for crossing (underpasses / bridges)	148	14%
Do not support this option / the worst option	132	13%
Non-motorised users should not use the A27 - alternative routes should be provided	57	5%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	46	4%
Concerns for pedestrian / cyclist safety	46	4%
Use the A27 Arundel Bypass scheme as an opportunity to improve provisions for non-motorised users	40	4%
Only option that improves routes for all users	35	3%
Support this option / will improve the current situation / provides a solution	32	3%
Pedestrian crossing required on Ford Road (close to Ford Road roundabout)	24	2%
Concerns about environmental impact (noise)	17	2%

6.5.9 As with the previous options, cycle / footpaths and bridleways with suitable crossing points was the most frequently noted comment (26%). The need for greater provision for crossing via underpasses and bridges was mentioned in 14% of comments. The need for a pedestrian crossing at Ford Road near the bus stop and roundabout was noted in 2% of comments. A number of comments (5%) noted that non-motorised users should not use the A27, with 4% stating that scheme was a good opportunity to improve the provisions for non-motorised users. Concern about cyclist and pedestrian safety was raised in 4% of comments.

6.5.10 There were comments expressing support for Option 5A on the basis that it is the only option that improves the route for all users (3%), with an additional 3% supporting Option 5A as it provides a solution. On the other hand, a large number of comments (13%) do not support this option, with concerns about the impact on environmental issues raised, including: biodiversity and habitats (4%) and noise (2%).

General comments

6.5.11 In total, 904 general comments were received in response to how the provision can be improved for people walking cycling and horse riding. **Table 6.16** indicates the most common responses and **Appendix C** provides a full list of codes and their associated frequencies.

Table 6.16: How do you think we can improve provision for people who wish to walk, cycle and horse ride as part of the scheme? (General comments)

DESCRIPTION	FREQUENCY	PERCENTAGE
Cycle / foot paths & bridleways with suitable crossing points and required	86	10%
Something needs to be done / the sooner the better	77	9%
Support this option / will improve the current situation / provides a solution	74	8%
Do not support this option / the worst option	51	6%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	35	4%
Concerns about environmental impact (general)	35	4%
Use the A27 Arundel Bypass scheme as an opportunity to improve provisions for non-motorised users	32	4%
Concerns for pedestrian / cyclist safety	26	3%
Need greater provision for crossing (underpasses / bridges)	25	3%
The money should be spent on alternatives e.g. improving public transport	22	2%
Need to look at the A27 as a whole	20	2%

DESCRIPTION	FREQUENCY	PERCENTAGE
Material negatives (misleading, inaccurate, biased etc.)	18	2%
Non-motorised users should not use the A27 - alternative routes should be provided	17	2%
Concerns about environmental impact (air quality)	14	2%

- 6.5.12 In response to ways that provision can be improved for walkers, cyclists and horse riders generally, the most frequently mentioned comment relates to cycle / foot paths and bridleways with suitable crossing points (10%). The need for greater crossing provisions was raised in 3% of comments. Concern about cyclists and pedestrian safety was noted in 3%, with 2% of comments of the view that non-motorised users should not use the A27. Subsequently 4% of comments noted that the A27 Arundel Bypass scheme provides an opportunity to improve the provision for non-motorised users.
- 6.5.13 The need for something to be done was raised in 9% of comments, and a further 8% supported one of the proposed options. A number of comments (2%) stated that the money should be spent on alternatives, for example improving public transport links before constructing a large scheme. A number of comments (2%) mentioned that the A27 needs to be looked at as a whole without singling out the Arundel section.
- 6.5.14 A proportion of comments raised general environmental concerns (4%) and on a range on topics, including biodiversity and habitats (4%) and air quality (2%).
- 6.5.15 Negative comments about the consultation materials, in terms of them being misleading and inaccurate were noted in 2% of comments. Further feedback on the consultation effectiveness can be found in **Section 4.6**.

6.6 Other comments

- 6.6.1 Question B7 gave respondents the opportunity to provide additional comments that they would like to make in relation to the proposed scheme. In total 1,308 comments were coded in response to this question. The common themes that were mentioned are shown in **Table 6.17**. The full list of codes and associated frequencies are in **Appendix C**.

Table 6.17: Do you have any other comments on the proposed scheme?

DESCRIPTION	FREQUENCY	PERCENTAGE
Something needs to be done / the sooner the better	185	14%
Concerns about environmental impact (general)	86	7%
Support this option / will improve the current situation / provides a solution	74	6%
Improvements are long overdue (~30 year delay) & decisions need to be made	63	5%
Do not support this option / the worst option	59	5%
Do not support the A27 Arundel Bypass scheme	39	3%
Waste of time / money	37	3%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	34	3%
More information is required	34	3%
Material negatives (misleading, inaccurate, biased etc.)	29	2%
Concerns that the problem will move further along the A27	27	2%
The money should be spent on alternatives e.g. improving public transport	25	2%
Consider alternative route / location / timing	22	2%
New roads create more traffic	20	2%
Concerns that the scheme will encourage too much future development	20	2%

- 6.6.2 The most frequently mentioned 'other comment' was that something needs to be done, and the sooner the better (14%). A number of comments (5%) noted that improvements are long overdue. Support for 1 of the proposed options was evident in 6% of comments. A number of comments (5%) highlighted a lack of support for the options proposed, and 3% of comments showed a lack of support for any A27 Arundel Bypass scheme. A proportion of comments suggested that alternative

routes and timings should be considered (2%).

- 6.6.3 Another key theme raised was linked to the issue of congestion. A number of comments (2%) stated concern that congestion around Arundel would move further along the A27 following the development of the scheme, with another 2% raising concern that the new scheme would encourage too much future development. The view that new roads create more traffic was made in 2% of comments. A further 2% said that the money should be spent on alternatives like public transport. The scheme being labelled a waste of time and money was noted in 3% of comments.
- 6.6.4 General environmental concerns were noted in 7% of comments, with 3% specifically raising concerns with regard to the impact on biodiversity and habitats. A number of comments (3%) expressed the need for more information, whilst 2% of people raised concern about the quality of the consultation materials, as some people thought they were misleading, inaccurate or biased.

7 Stakeholder responses

7.1 Introduction

7.1.1 This section provides an overview of the stakeholder responses received. This includes responses received by letter, email and questionnaire. Each stakeholder submission has been analysed to indicate the organisations (or individuals) overall position in relation to the need for a scheme and on the options. The full submission (letter or email) from each stakeholder is included in **Appendix D**.

7.2 Response by type

7.2.1 There were a total of 132 stakeholder responses received by email, letter and by responding to the questionnaire. Stakeholders have been categorised as follows:

Local authorities

- Arun District Council
- Arundel Town Council
- Bognor Regis Town Council
- Chichester District Council
- Horsham District Council
- Littlehampton Town Council
- West Sussex County Council

Political / elected members

- Arun District Councillor – Paul Dendle
- Arun District Councillor – Norman Dingemans
- Arun District Councillor / Yapton Parish Councillor – Stephen Haymes
- Chichester District Councillor – Henry Potter
- European Parliament, MEP for the South East of England – Keith Taylor
- Horsham District Councillor – Peter Burgess
- Lewes District Councillor – Susan Murray
- MP for Arundel and the South Downs – Nick Herbert
- West Sussex County Councillor – Gary Markwell
- Worthing Green Party (Chair and Co-ordinator) – Steve Carleymith

Parish councils

- Amberley Parish Council
- Angmering Parish Council
- Clymping Parish Council
- Ferring Parish Council
- Parham Parish Council

- Poling Parish Council
- Slindon Parish Council
- South Stoke Parish Council
- Storrington and Sullington Parish Council
- Walberton Parish Council
- Washington Parish Council
- West Chiltington Parish Council
- Yapton Parish Council

Environmental groups

- Butterfly Conservation
- Campaign for National Parks*
- Campaign to Protect Rural England (CPRE)*
- Chichester Natural History Society
- East Preston and Kingston Preservation Society
- Forestry Commission England
- Friends of the Earth*
- Green Peace*
- Historic England
- Mid Arun Valley Environmental Survey (MAVES)
- National Trust
- Natural England
- Open Spaces Society*
- Rescue – the British Archaeological Trust
- Royal Society for the Protection of Birds (RSPB)*
- South Downs National Park Authority
- Sussex Ornithological Society
- Sussex Wildlife Trust
- The Wildlife Trust*
- The Woodland Trust 1
- The Woodland Trust 2*
- West Sussex Wildlife Protection

* Signatory to response submitted by Campaign for Better Transport

Businesses and business organisations

Business organisations

- Arundel Chamber of Commerce
- Bognor Regis Regeneration Board
- Coast to Capital Local Enterprise Partnership
- Coastal West Sussex Partnership
- Littlehampton Harbour Board

Businesses

- Albion Stone Plc
- Arundel First Friday Business Networking
- Bignor Park Estate
- Binsted Farms Ltd
- BPS Wedding Cars
- Brookside Holiday Camp Limited
- C J Lock and Partners
- Crickmay Chartered Surveyors
- Emjay Associates Ltd
- Ford Enterprise Hub
- Forest Heat Energy Ltd
- Gas Bottles Direct
- Global Technologies Racing
- Hammerpot Brewery Ltd
- Harbour Park
- Hughes and Salvidge
- IBuild Construction
- Jupps Conservation
- Learn with Lee Driving School
- Marshall Clark Chartered Surveyors
- Milestones Garage, Felpham
- MM Enviro Ltd
- Mulberry Property Investment Management Ltd
- Ownwood Ltd
- Pebble Hotels
- Phlorum
- Portreeves Holiday Accommodation
- Projects Abroad (UK) Ltd
- Pump Engineering Ltd

- R T Page and Sons Ltd
- Red Earth
- Redwood Films
- SLR Consult Limited
- Southern Cranes and Access Ltd
- Sussex Heritage Centre, Sefton Place
- Typetomdotcom
- Wisereach Business Solutions Limited
- Woodland Investment Management Ltd (and Hanton College owners)

Education centres

- Chichester College
- Littlehampton Academy
- School Works Academy Trust
- University of Reading
- University of Sussex
- Worthing College

Emergency services

- Sussex Police
- West Sussex Fire and Rescue

Transport / user groups

- Arun and Chichester Districts Bridleways Group
- Arundel Group Riding for the Disabled
- Bricycle – Brighton and Hove Cycling Campaign
- British Horse Society
- Campaign for Better Transport
- ChiCycle / Green Party
- Compass Buses
- Freight Transport Association (FTA)
- Road Haulage Association (RHA)
- Sustrans
- Sustrans (Worthing Area)
- Tunbridge Wells Bicycle User's Group
- West Sussex Cycle Forum
- West Sussex Local Access Forum
- Woods Travel Ltd

Community groups

- Antiquities / Chair – Arundel by Candlelight
- Arundel Bypass Neighbourhood Committee
- OneArundel A27 Bypass Support Group
- Pulborough Community Partnership 1
- Pulborough Community Partnership 2
- South Downs Society
- Storrington Community Speedwatch
- Sustainable Sussex
- The Pulborough Society
- The Wiggonholt Association

Religious groups

- Poor Clare Community
- St Mary's Binsted
- The Church Commissioners for England
- Vicar of Lyminster

7.3 Response summary

7.3.1 **Table 7.1** details the number of stakeholders by category, indicating whether they support, object or are neutral about the need for a scheme. A total of 70% of stakeholders agreed that there was a need for a scheme, with 26% opposed. The remaining 4% were undecided or held a neutral view.

Table 7.1: Stakeholder categories and frequency of support / opposition

STAKEHOLDER TYPE	COUNT	SUPPORT	%	OPPOSE	%	NEUTRAL	%
Local Authority	7	7	100%	0	0%	0	0%
Political / Elected Member	10	7	70%	3	30%	0	0%
Parish Councils	13	13	100%	0	0%	0	0%
Environmental Groups	22	2	9%	18	82%	2	9%
Businesses & Business Organisations	43	38	88%	5	12%	0	0%
Education Centres	6	6	100%	0	0%	0	0%
Emergency Services	2	1	50%	0	0%	1	50%
Transport / User Groups	15	7	47%	6	40%	2	13%
Community Groups	10	8	80%	2	20%	0	0%
Religious Groups	4	3	75%	1	25%	0	0%
Total	132	92	70%	35	26%	5	4%

7.3.2 **Table 7.2** highlights the number of stakeholders within each category that expressed their support or objection for the options presented. It should be noted that it is possible that some stakeholders expressed support for multiple options, whereas others may have opposed all the options.

7.3.3 Support for Option 5A was expressed in 47% of stakeholder responses, with positive comments noted for Option 3 in 20% of stakeholder responses. Option 1 was supported by 13% of stakeholders. Opposition for Option 1 was noted in 30%, Option 3 in 31% and Option 5 in 33% of stakeholder responses.

Table 7.2: Stakeholder support / opposition for each option

STAKEHOLDER TYPE	COUNT	OPTION 1 SUPPORT	%	OPTION 3 SUPPORT	%	OPTION 5A SUPPORT	%
Local Authority	7	0	0%	0	0%	6	86%
Political / Elected Member	10	0	0%	5	50%	5	50%
Parish Councils	13	1	8%	4	31%	10	83%
Environmental Groups	22	2	9%	0	0%	0	0%
Businesses & Business Organisations	43	5	12%	14	33%	25	58%
Education Centres	6	3	50%	1	17%	3	50%
Emergency Services	2	0	0%	1	50%	1	50%
Transport / User Groups	15	2	13%	0	0%	5	33%
Community Groups	10	3	30%	1	10%	5	50%
Religious Groups	4	1	25%	1	25%	2	50%
Total	132	17	13%	27	20%	62	47%
STAKEHOLDER TYPE	COUNT	OPTION 1 OPPOSE	%	OPTION 3 OPPOSE	%	OPTION 5A OPPOSE	%
Local Authority	7	0	0%	0	0%	0	0%
Political / Elected Member	10	6	60%	3	30%	3	30%
Parish Councils	13	0	0%	0	0%	2	15%
Environmental Groups	22	17	77%	19	86%	19	86%
Businesses & Business Organisations	43	8	19%	6	14%	7	16%
Education Centres	6	0	0%	2	33%	3	50%
Emergency Services	2	0	0%	0	0%	0	0%
Transport / User Groups	15	5	33%	5	33%	5	33%
Community Groups	10	1	10%	2	20%	3	30%
Religious Groups	4	2	50%	3	75%	1	25%
Total	132	39	30%	40	31%	43	33%

8 Other responses

8.1 Introduction

8.1.1 In addition to the stakeholder submissions, 518 pieces of correspondence were also received via our Customer Contact Centre, through which respondents sought to provide their views on the proposals. This chapter summarises these responses.

8.1.2 As with the open-ended questions within the questionnaire, the comments have been coded (grouped thematically). The respondents made multiple coded comments within their answers. The codes have been analysed to identify the number of times (frequency) a particular issue or comment has been raised.

8.2 Response analysis

8.2.1 The following analysis outlines the most frequent comments that were coded in relation to each of the proposed options, followed by general comments made on the A27 Arundel bypass scheme and consultation.

Option 1

8.2.2 **Table 8.1** presents the most frequent responses that were coded with reference to Option 1, including the number of times this code was mentioned (frequency) and the percentage in comparison to all comments raised. A total of 465 comments about Option 1 were coded within the 518 responses. A full frequency table including all codes and the coding framework used for this analysis is given in **Appendix C**.

Table 8.1: Other responses - comments on Option 1

DESCRIPTION	FREQUENCY	PERCENTAGE
Do not support this option / the worst option	80	17%
Consider alternative route / location / timing	62	13%
Less environmental impact (general)	37	8%
More information is required	37	8%
Offers the best value for money / most cost effective	35	8%
Concerns about environmental impact (general)	23	5%
Support this option / will improve the current situation / provides a solution	23	5%
Concerns about impact on Arundel (severance / splits Arundel)	16	3%
This option has less of a negative impact / least disruptive compared with the others	16	3%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	9	2%
Concerns about impact on Arundel (general)	8	2%
Should be single carriageway (particularly through Arundel)	7	2%

8.2.3 Opposition for Option 1 and it is the worst option was the most frequent comment (17%). A number of comments (5%) raised concerns about the environmental impact, with a further 2% of comments specifically mentioning the impact on biodiversity and habitats. The impact on Arundel was mentioned in 2% of comments, whilst an additional 3% expressed concern over severance and separation of communities within Arundel.

8.2.4 Another common theme was that alternative routes and alterations to Option 1 in its current form should be considered (13%). A number of comments (2%) stated that the A27 should be single carriageway, especially through Arundel, and a proportion of the comments (8%) expressed that more information is required.

8.2.5 Support for Option 1 was noted in 5% of comments, with 8% also stating that Option 1 offers the best value for money. A proportion of comments noted that Option 1 has less environmental impact than the other options (8%), whilst an additional 3% said that Option 1 is the least disruptive.

Option 3

8.2.6 There were 428 comments in relation to Option 3. **Table 8.2** shows the comments that were frequently mentioned, and that represent a proportion of the results. The full list of codes and their associated frequencies are presented in **Appendix C**.

Table 8.2: Other responses - comments on Option 3

DESCRIPTION	FREQUENCY	PERCENTAGE
Do not support this option / the worst option	145	34%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	107	25%
Concerns about environmental impact (general)	20	5%
Support this option / will improve the current situation / provides a solution	17	4%
Concerns about impact on Binsted	14	3%
Concerns about environmental impact (South Downs National Park)	13	3%
Second preference	12	3%
Concerns about environmental impact (archaeology & cultural heritage)	8	2%
Concerns about environmental impact (landscape - visual)	8	2%
Minimises the impact on the local villages	8	2%
Concerns about environmental impact (Binsted Woods)	7	2%

8.2.7 Opposition to Option 3 was mentioned in 34% of comments, believing it to be the worst option proposed. A large number of comments expressed concern regarding the impact upon a range of environmental areas, including: biodiversity and habitats (25%), the South Downs National Park (3%), archaeology and cultural heritage (2%), landscape (2%) and Binsted Woods (2%). General environmental concerns were noted in 5% of comments. Further concern over the impact of Option 3 on Binsted was mentioned in 3% of comments.

8.2.8 Support for Option 3 was stated in 4% of comments as it will improve the current situation, with a further 3% expressing this option as their second preference. A number of comments (2%) noted that Option 3 minimises the impact on the local villages.

Option 5A

8.2.9 In total, respondents provided 820 comments in relation to Option 5A. **Table 8.3** shows the most frequently mentioned coded comments. The full list of codes and their frequencies per question are presented in **Appendix C**.

Table 8.3: Other responses - comments on Option 5A

DESCRIPTION	FREQUENCY	PERCENTAGE
Do not support this option / the worst option	186	23%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	142	17%
Concerns about impact on Binsted	73	9%
Support this option / will improve the current situation / provides a solution	58	7%
Concerns about environmental impact (general)	45	5%
Concerns about environmental impact (South Downs National Park)	29	4%
Concerns about environmental impact (noise)	25	3%
Concerns about environmental impact (landscape - visual)	22	3%
Concerns about impact on Walberton	16	2%
Concerns about environmental impact (Binsted Woods)	15	2%
Concerns about impact on local villages	14	2%
Concerns about environmental impact (archaeology & cultural heritage)	13	2%

8.2.10 Opposition for Option 5A was stated in 23% of comments, believing it to be the worst option

proposed. A number of comments expressed concern regarding the impact it would have upon a range of environmental areas, including: biodiversity and habitats (17%), the South Downs National Park (4%), noise (3%), landscape (3%), Binsted Woods (2%) and archaeology and cultural heritage (2%). General environmental concerns were noted in 5% of comments.

8.2.11 The perceived impact of Option 5A on local villages was stated in 2% of comments, with specific comments relating to the impact on Binsted mentioned in 9% and Walberton in 2% of comments.

8.2.12 A proportion of the comments expressed support for Option 5A (7%), stating that it would provide a solution that would improve the current situation.

Other comments

8.2.13 In total, 1,343 comments were received that did not specifically relate to 1 of the proposed options. **Table 8.4** indicates the most common response and **Appendix C** provides a full list of codes and frequencies.

Table 8.4: Other responses: other comments

DESCRIPTION	FREQUENCY	PERCENTAGE
Negative comments about consultation materials (inaccurate, biased etc.)	149	11%
Concerns about environmental impact (biodiversity, habitats & animals etc.)	145	11%
More information is required	88	7%
Need to look at the A27 as a whole	87	6%
The consultation process was poorly conducted	86	6%
Concerns about environmental impact (general)	49	4%
A bypass is required	41	3%
New roads create more traffic	34	3%
The money should be spent on alternatives e.g. improving public transport	32	2%
Consider alternative route / location / timing	32	2%
Concerns about environmental impact (South Downs National Park)	23	2%

8.2.14 Concerns were raised about the consultation materials being inaccurate, misleading and biased in 11% of comments. An additional 7% felt that more information was required. The consultation process being poorly conducted was noted in 6% of comments.

8.2.15 Environmental concerns were another common theme. The impact upon biodiversity and habitats was mentioned in 11% of comments, whilst the impact on the South Downs National Park was noted in 2%. Other general environmental concerns were noted in 4% of comments.

8.2.16 A proportion of the comments (6%) stated that the A27 needed to be looked at as a whole and not as isolated schemes, with 2% of comments suggesting that alternative routes should be considered. The requirement for a bypass was noted in 3% of comments. Alternatively, 2% were of the view that new roads create more traffic. Subsequently, a number of comments (2%) stated that the money allocated to the scheme should be spent on alternatives, such as improving public transport in the area.

8.3 Objection emails

8.3.1 In addition to the above feedback, the consultation was publicised by Friends of the Earth and The Woodland Trust to their members and supporters. This resulted in a large number of templated objection emails which were also recognised in the consultation feedback. These responses have been considered as individual responses to the consultation. Due to the templated nature of these responses, the same concerns and key points have been captured from each response.

- 8.3.2 There were 737 responses attributed to the Friends of the Earth template response and 5,748 responses to The Woodland Trust template response. The key points from each of the template emails are outlined below, and are shown in **Appendix E**.

Friends of the Earth

- Reject all 3 proposed options because of the irreversible damage they would cause on the South Downs National Park and Ancient Woodland
- Concerned at the lack of low impact options as part of the consultation
- Support a single carriageway version of Option 1, as this would address the worst bottleneck issues, without causing the harm of the proposed dual carriageway options
- Would like to see a scheme that reduces traffic, and increases the utilisation of other modes of transport, including: public transport, walking and cycling

Woodland Trust

- Concern that all 3 options proposed all destroy Ancient Woodland
- Highlight the importance of Ancient Woodland as a habitat that takes centuries to evolve, and thus cannot be recreated or replaced
- Objects to all 3 options proposed, with Option 3 particularly damaging (24 hectares of Ancient Woodland)
- Would like Highways England to re-think the need for a bypass, and if intervention is required, protect the Ancient Woodland

8.4 Petition

- 8.4.1 A petition was included within the response provided by the Arundel Bypass Neighbourhood Committee. The petition was to:

- Reject routes for the Arundel bypass through Binsted village and its countryside (Option 5A)
- Recommend that other options, less damaging to countryside and villages, should be considered, for example, a shorter bypass (Options 1 or 3, or modified proposals)

- 8.4.2 The reasons for the petitions were outlined as follows:

The historic village of Binsted is set in wooded countryside in the parish of Walberton, Sussex. Partly within the National Park, it is a haven for wildlife, with an active community businesses. Many visitors value Binsted for quiet recreation. The Binsted option would Binsted's community, and destroy its beauty and tranquillity. It would also damage the historic village and landscape of Tortington near Arundel

- 8.4.3 The petition gathered 2,508 signatures. The number of signatures on the petition has not been included in our total of responses received as only the number of completed questionnaires are included in our final analysed figures. However, this petition has been included in the analysis of the consultation and the issues raised in it are dealt with in **Chapter 9**.

9 Response to issues raised

9.1 Introduction

9.1.1 This chapter sets out our responses to the key issues raised during the consultation period.

9.1.2 It is important to note that the A27 Arundel Bypass scheme is being developed under Highways England's Project Control Framework (PCF), which sets out the methodology for delivering a major highways scheme. The process is split into 8 stages, of which, the A27 Arundel Bypass scheme is currently in Stage 2: (Option Selection) which includes detailed option assessment and selection of the Preferred Option, including detailed public consultation of the options.

9.1.3 Stage 3 (Preliminary Design) develops the scheme following a Preferred Route Announcement, in sufficient detail to produce draft orders and to prepare an Environmental Assessment. At Stage 3, more information will be required on many of the issues that consultees raised.

9.2 Issues and responses

9.2.1 **Table 9.1** indicates the key issues raised during the consultation period and our associated response.

Table 9.1: Responses to key issues raised during consultation

OPTION	SUMMARY OF ISSUE RAISED	HIGHWAYS ENGLAND RESPONSE
Option 3, Option 5A	Ford Road junction - concerns about the volume of Heavy Goods Vehicles (HGVs) that travel down Ford Road to access the A27. Without a junction with Ford Road (for Option 3 and Option 5A), HGVs will still go north towards Arundel. A junction is also required to match local development proposals, otherwise congestion on Ford Road will be exacerbated	Some consultees are in favour of a connection at Ford Road if Option 3 or Option 5A are taken forward. If 1 of these options is taken forward, we would ensure that the scheme design is sufficiently flexible to allow a connection at Ford Road in the future. However, for the time being, a connection at Ford Road would not form part of the A27 Arundel Bypass scheme
Option 3, Option 5A	Ford Road junction - opposed to the potential addition of a junction with Ford Road due to the traffic implications, community impact and impact on Tortington Priory	Some consultees are opposed to a connection at Ford Road if Option 3 or Option 5A are taken forward. If 1 of these options is taken forward, we would ensure that the scheme design is sufficiently flexible to allow a connection at Ford Road in the future. However, for the time being, a connection at Ford Road would not form part of the A27 Arundel Bypass scheme
Option 1	Proposed footbridge at Ford Road roundabout - concerns that the proposed footbridge is too long and not on the desire line, meaning that it will not get used. There were also concerns over the shared nature of the footbridge causing conflict between cyclists and pedestrians. The design was also viewed as ugly	If Option 1 is taken forward, we will consider the comments raised and whether there are any further options for attractive and safe pedestrian movements at Ford Road roundabout
Option 1	Ford Road roundabout - concerns that the proposed layout of this junction will not be able to cope with the increased traffic demand, and that there is not enough room available for the improvements. A grade-separated junction (flyovers) were suggested to improve the design	We will carry out further assessment of Ford Road roundabout based on more recent traffic forecasts. The form and layout of the junction will be considered further as a result of this assessment

OPTION	SUMMARY OF ISSUE RAISED	HIGHWAYS ENGLAND RESPONSE
All	Environmental data - concerns over the lack of data presented at this stage of the process and confusion over why the consultation is occurring without sufficient levels of information relating to the environmental impact the options are perceived to have	The environmental data is sufficiently detailed to enable the high-level consideration of options that is needed at this stage of the process. More detailed information and assessment will be required for any scheme taken forward through the Development Consent Order process
Option 3, Option 5A	Journey time savings - the journey time savings (at both projected years) are insignificant and do not represent value for money, especially for the more expensive offline bypass options (Option 3 and Option 5A)	The values of journey time savings are taken from National Guidance used to compare the value for money of road schemes within the Government's Road Investment Strategy
All	Public transport options should be considered - improvements to public transport could negate the need for the scheme	This issue was considered prior to the consultation. The consultation material explained that there are no public transport schemes in prospect that would result in any significant reduction in demand for travel along the A27 through Arundel
All	Severance / community division - concern about the impact on Arundel and the surrounding villages (e.g. Binsted) by severing the communities with a new dual carriageway	Vehicular, pedestrian, cycle, and equestrian access would all be maintained with any of the options, although some routes would change. Following the identification of a preferred route and as the scheme develops we will continue to liaise with local stakeholders and consider measures that could reduce severance and community division as part of detailed design or through the development of Designated Funding schemes
Alternative	Alternative Option 1 - an option known locally as the 'New Purple Route' was suggested as an alternative to the proposed Option 1. This would involve a wide single carriageway in place of the dual carriageway proposed within Option 1, but otherwise along a similar route	We did consider such a proposal at the initial stage of scheme development. However, the traffic volumes we are required to provide for necessitate a dual carriageway. A single carriageway would result in congestion and not cater for the additional traffic resulting from new developments along the south coast. Similarly, a single carriageway is unlikely to deter motorists from diverting onto local roads in an attempt to avoid congestion on the A27
All	Yapton Lane - concerns about the volume of Heavy Goods Vehicles that travel down Yapton Lane from the industrial area and the unsuitability of the road to accommodate this traffic due to its limited width. Yapton Lane will not be able to cope with the additional traffic demand that will incur from the options proposed	We would liaise closely with West Sussex County Council to assess the traffic impacts on Yapton Lane and consider whether any mitigation measures would be required in connection with the scheme to reduce the impact
Option 3, Option 5A	Environmental impact of Option 3 and Option 5A - concerns about the impact of these options on flood risk; noise pollution of nearby communities; listed buildings and heritage assets; the landscape and views from / to Arundel. There was also a request to review Option 5A, specifically, to reduce the impact on the environment and local communities. There were no specific suggestions as to how the option could be revised	These matters would be considered in further detail in the next stage of scheme development and be subject to statutory public consultation following the Preferred Route Announcement

OPTION	SUMMARY OF ISSUE RAISED	HIGHWAYS ENGLAND RESPONSE
All	Consultation material and process - concerns about the content provided in the consultation brochure and at the exhibition event being inaccurate and providing misleading information	We are grateful for all comments on the materials and steps were taken during the consultation to address these comments (for example replacing incorrectly labelled graphics at exhibitions). We will ensure that any errors identified during this non-statutory consultation are addressed in future, where appropriate. A statutory public consultation would be required following the Preferred Route Announcement and before a Development Consent Order application is submitted
All	Traffic forecasting - concerns over the accuracy of traffic forecasts and how they were used to make judgements about the options, especially with no baseline figures provided. Mentions that previous scheme forecasts have resulted in solutions that have not resolved the issues	A statutory public consultation would be required following the Preferred Route Announcement and before the Development Consent Order application is submitted. Further and more detailed information will be provided to accompany the statutory public consultation
All	Traffic signals - perception that signalised junctions cause congestion and will not improve the existing issues	The proposed options have been designed to provide capacity for forecast traffic flows in 2041, and ensure that junctions are fit for purpose and do not cause traffic congestion
Option 1	Access - issues with Option 1 and access that may not have been considered (e.g. Park Farm one-way access and Havenwood Park exit and entry)	We have noted all the concerns raised. Access to all premises would be provided, although some routings would change. This matter will be given more detailed consideration in the next stage of scheme development. More information will be provided in the statutory public consultation following the Preferred Route Announcement
All	Cost - requirement to understand why the Arundel Bypass scheme has a much higher allocated budget than the Worthing and Lancing improvements scheme. Further need to understand why Option 3 is more expensive than Option 5A	The A27 Feasibility Corridor Study considered schemes for the A27 that were deliverable (financially and within policy context), affordable and offered a minimum value for money. A major bypass to the north of Worthing, or tunnelling schemes close to the existing alignment for Worthing, did not meet these criteria although improvements on-line were selected for further development. The 2015 A27 Corridor Feasibility Study influenced the budget allocation for the Road Investment Strategy schemes
All	Environmental mitigation measures - lack of information available to describe the mitigation techniques and methods that would be implemented as part of the options to offset the environmental impacts	A statutory public consultation would be required following the Preferred Route Announcement and before the Development Consent Order application is submitted. Further and more detailed information on these matters will be provided to accompany the statutory public consultation
All	Non-motorised users - existing routes in and around Arundel are convoluted and difficult to use, especially for wheelchair users	We will continue to liaise with local stakeholders and consider measures that maintain or improve access for all non-motorised users as part of detailed design, or through the development of Designated Funding schemes
All	Non-motorised user crossings - crossings and facilities should be segregated from vehicular traffic	We will continue our dialogue with local stakeholders on facilities for non-motorised users
Option 3	Option 3 western tie-ins - concerns over the design of the tie-in junctions for Option 3. Suggestion that the junction needs to be larger to avoid congestion on local roads	Our assessments of the proposed western tie-in junction demonstrates adequate capacity, but these matters will be considered in further detail following the Preferred Route Announcement

OPTION	SUMMARY OF ISSUE RAISED	HIGHWAYS ENGLAND RESPONSE
Option 5A	Option 5A western tie-in - concerns over the design of the tie-in junctions for Option 5A. Suggestion that the junction needs to be larger to avoid congestion on local roads, and to reduce safety issues	Our assessments of the proposed western tie-in junction demonstrates adequate capacity, but these matters will be considered in further detail following the Preferred Route Announcement. We will re-consider the junction form at the western tie-in for Option 5A to reduce potential conflicts between movements
Option 1	Vehicular speed - concerns about the speed of vehicles passing through Arundel with the A27 being dual carriageway standard (Option 1)	The speed limits and their extent within Option 1 would depend on the detailed designs. They will follow National Guidance and enforcement will be the responsibility of the Police
All	U-turns at Crossbush - concerns over vehicles currently using Crossbush services to perform a U-turn and re-join the A27 to avoid congestion	All options would ensure that this would no longer be an advantage to drivers and so it should not be an issue regardless of which option is taken forward for further development
All	Compensatory land and management - concerns over how much and where the compensatory land will be located, and whether there will be a long-term maintenance strategy	Further consideration will be given to detailed design issues, such as this, once a Preferred Route has been identified
All	Scheme progression - concerns that if there is significant opposition that the scheme would be unable to progress (as with Chichester)	Due process is being followed to develop the scheme. Following consideration of the results of this consultation, Highways England will make a decision on the Preferred Route. A further statutory public consultation will then be held and, following further approval, an application will be made for a Development Consent Order. If the application is approved, a scheme could be implemented. Challenge to the scheme will be considered through this process
Option 1	Futureproof - concerns that Option 1 will not be a sufficient solution to cope with the increased demand into the future and will be harder to amend when required	The proposed options have been designed to provide capacity for forecast traffic flows in 2041, and ensure that junctions are fit for purpose and do not cause traffic congestion. This matter will be considered by Highways England in making its recommendation of a preferred route to the Secretary of State for Transport
All	Ancient Woodland and South Downs National Park - views that the designation of Ancient Woodland is false and that the South Downs National Park is not valued; people are more important	Ancient Woodland is a national designation. South Downs National Park is valued and being consulted as part of the scheme design. These designations will be assessed with the continued design of the scheme. Further stages of work will include assessments of transport performance, environmental assessment (including non-motorised users, people and communities, climate change, noise and air quality). We have redesigned routes post consultation to reduce impact on ancient woodland as a result of issues raised
Option 1	Arundel Hospital - concerns that Option 1 would result in construction and subsequent infrastructure too close to Arundel hospital	Further consideration will be given to detailed design issues, such as this issue, once a Preferred Route has been identified
All	Scheme objectives - concern that all the objectives of the scheme will not be met with any of the options	The extent to which an option meets the scheme objectives and delivers value-for-money will form part of our recommendation to the Secretary of State for Transport on a Preferred Route

OPTION	SUMMARY OF ISSUE RAISED	HIGHWAYS ENGLAND RESPONSE
All	Representation - concerns that groups would be under-represented and overlooked within the consultation and other groups would have a greater influence on the outcome	As outlined in this report, we have used a range of methods and channels to encourage affected groups to respond to the consultation. All responses are given due consideration. The response rate has been good, and all comments have been analysed to ensure a balanced representation of views on the proposals. We would welcome further comments and suggestions of additional groups to include in further consultation and engagement activities as the scheme continues to develop
All	Construction - concerns over the disruption that would be caused during construction and how this would be managed	Further consideration will be given to detailed design issues, such as this, once a Preferred Route has been identified. If a scheme is approved, we will continue to work with key local stakeholders to minimise any disruption during construction as far as possible
Alternative	Alternative routes / options, including tunnelling – alternative routes should be considered (with no specific route given). Tunnelling should also be considered as a means of providing a new road	Many other routes and options were considered as part of the 2015 A27 Feasibility Corridor Study although, as explained in the consultation material, a number of route options were considered and discounted during the initial scoping stage of the current scheme development. The 2015 study also found that tunnelling would not be deliverable within the budget for this scheme

9.3 Summary

9.3.1

Only 1 additional option was put forward – the ‘New Purple Route’ – and there were significant issues concerning how Option 3 and Option 5A would connect with Ford Road. There were concerns about the capacity of an at-grade junction (where roads intersect at the same level, using traffic controls or lane design to enable crossing movements of traffic) and pedestrian bridges at the Ford Road junction of Option 1. A grade-separated junction (where roads intersect at different height / levels to not disrupt the flow of traffic) was proposed in place of an at-grade junction.

If you need help accessing this or any other Highways England information, please call **0300 123 5000** and we will help you.

