



HATCH
REGENERIS

**M25 Junction 10 / A3 Wisley Interchange
Improvement
Development Consent Order (DCO) Application**

**Written Representation by Jon Bunney (MA, BSc, CTP) on
behalf of the Royal Horticultural Society
(RHS/JB/1)**

**Hatch Regeneris
November 2019**

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November 2019

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Contents Page

1.	Introduction and Background	2
<hr/>		
2.	Economic Impact Framework	4
<hr/>		
3.	Assessment of Direct Transport User Economic Impacts of the DCO Scheme	7
<hr/>		
4.	Assessment of Wider Economic Impacts of the DCO Scheme	12
<hr/>		
5.	Summary of Economic Impact of DCO Scheme in relation to the Garden	15
<hr/>		
6.	Sensitivity Tests: Diversions via Ripley	16
<hr/>		
7.	Alternative Options	17
<hr/>		
8.	Summary and Conclusions	18
<hr/>		
Appendix A -	RHS Market Research Questionnaire	
<hr/>		
Appendix B -	Market Research Summary Results	
<hr/>		
Appendix C -	Analysis of Potential Trip Reduction to the Garden due to increased journey times	
<hr/>		
Appendix D -	Wisley Garden Visitor Distribution	

1. Introduction and Background

Qualifications

- 1.1 My name is Jon Bunney and my evidence covers the Economic Cost Impacts of the DCO Scheme in relation to RHS Wisley Garden. I have a Master of Arts Degree in Transport Economics from University of Leeds and a Bachelor of Science Degree in Economics from Southampton University. I am a Chartered Transport Planning Professional and Member of the Transport Planning Society.
- 1.2 I am an Associate Director of Hatch Regeneris, a specialist economic research consultancy within the Hatch Group of companies. Prior to that I was an Associate Director at SYSTRA Ltd and JMP Consultants Ltd, both specialist transport planning and engineering consultancies.
- 1.3 I have over 21 years' experience within transport economics and transportation planning. My experience has been gained working on an extensive range of transport business cases and economic impact assessments throughout the United Kingdom. I am currently retained by a number of public sector clients to conduct independent assessments of major transport business case funding submissions and to provide advice on the economic impact of transport infrastructure investment.
- 1.4 In 2018, I was invited by the Royal Horticultural Society (RHS) to provide advice on the potential economic implications of the DCO Scheme upon the RHS and, more recently in 2019, to conduct an economic impact assessment.

Declaration

- 1.5 The evidence which I have prepared and provide to the DCO process is true and has been prepared and is given in accordance with the guidance of my professional institute and I confirm that the opinions expressed are my true and professional opinions.

Background

- 1.6 This note has been prepared on behalf of the Royal Horticultural Society (RHS), to provide a response to the DCO Application for Highways England's proposals for the 'M25 Junction 10 / A3 Interchange' (the **DCO Scheme**). It specifically focuses upon the forecast economic costs that could result from the DCO Scheme in relation to the RHS operations at its flagship Garden at Wisley (the **Garden**) and the visitors, employees and volunteers travelling to and from the Garden.
- 1.7 The Garden is a major focus of economic activity, both as a premium visitor attractor, but additionally in through its roles in scientific research and development. It acts as a major employer, with 420 FTE on-site and supports a major local, regional and national supply chain. Visitors to the Garden not only generate economic activity for the Garden but bring significant external spend to the wider economy.
- 1.8 The Garden is currently subject to a major £65m programme of investment, as part of its wider vision¹. The economic impacts associated with this investment are set out within an

¹ RHS Vision document 2015 <https://www.rhs.org.uk/about-the-rhs/pdfs/about-the-rhs/mission-and-strategy/vision-document/rhs-vision.pdf>

Economic Impact Report for the RHS completed by Counterculture in November 2017². This report forecasts the additional economic value generated by the investment, over a 10-year period from 2015/15 to 2024/2025, to be £349 million to the national economy as a whole. Over the 10-year assessment period, the Garden, as a whole, is reported by Counterculture to generate direct, indirect, and induced economic benefits of over £1 billion. Of this, £611 million is the result of impacts associated with operational expenditure and £223 million from external, non-RHS spend within the wider economy. The remaining £209 million relates to the impacts from the capital investment in the project itself.

- 1.9 The Economic Impact Report was used to support the RHS in their successful bid for funding support from the Enterprise M3 Local Enterprise Partnership and was subject to rigorous due diligence audit by the LEP's Independent Assessors (AECOM).
- 1.10 The completion of the RHS investment programme is scheduled to coincide with the early phases of the DCO Scheme construction phase. The RHS has consistently set out its concerns regarding the significant implications of the DCO Scheme proposals upon both the current and future operations of the Garden.

Transport Impacts of DCO Scheme

- 1.11 The RHS has engaged in technical exchanges with Highways England (HE) and their consultants, Atkins, over the last three years. In response to the Statutory Consultation for the PRA Scheme, the Traffic Transport and Highway Consultancy (TTHC) prepared a report (M16114-01A) on behalf of the RHS, which was submitted in March 2018. This report highlights a range of transport impacts associated with the DCO Scheme that will result in additional journey distances and journey times on a number of routes to access and egress the Garden. The additional mileage and journey time for visitors to the Garden, as well as the staff and volunteers who work on the site, will have an associated economic cost.
- 1.12 It is considered that significant limitations still exist with the traffic modelling data presented by HE. The impact of the DCO Scheme on traffic flows and journey times during the construction phase remains unknown. In addition, during the operational phase of the scheme it is recognised that there is the potential for traffic travelling to the garden from the south on the A3 may choose to divert via the B2215 through Ripley. Evidence on the scale and impact of this traffic diversion is limited.

Wider Impacts of DCO Scheme

- 1.13 As indicated within the introduction, the RHS are concerned that the disruption to access and egress to the Garden during the construction and operational phases of the DCO Scheme could impact upon the direct, indirect, and induced economic outputs associated with current and future operation of the Garden.
- 1.14 The RHS commissioned Plus Four Market Research to conduct a two-day survey on 29th October and 1st November 2019 to assess the potential impact the DCO Scheme could have upon visitor behaviours to the Garden. The market research documentation is presented in Appendix A, alongside a summary of the results in Appendix B.
- 1.15 Full responses were received from 293 groups visiting the Garden, representing 645 individuals. Evidence of current visitor behaviours was collected, in terms of frequency of visits and modes of travel to access and egress the site. Groups were asked a series of questions relating to a hypothetical change in access and egress arrangements resulting

² RHS Wisley: Economic Impact Study 2015/16 - 2024/25 (Counterculture, November 2017)

in a significant increase in journey times of up to 10 minutes. This increase in journey time is equivalent to the level that could be experienced by some visitors to the Garden under the DCO Scheme proposals, as outlined within the TTHC Report (M16114-01A).

- 1.16 The outcomes of the market research suggest that a significant proportion of current visitors to the Garden may change their behaviour as a result of the DCO scheme. Over 37% of responses indicated that an increase in journey time of up to 10 minutes, equivalent to the impact of the DCO scheme on some routes, could result in them reducing the frequency of their visits to the Garden. Any reduction in visits will have a direct impact upon levels of spend at the Garden and the associated direct and indirect operational requirements.

2. Economic Impact Framework

- 2.1 The direct transport and wider impacts of the DCO Scheme, set out in the section above, could generate a range of economic costs in relation to the Garden, including the visitors, employees, and volunteers who travel there by car. These can be considered in terms of two broad elements:

- Direct Transport User Impacts; and
- Wider Economic Impacts.

- 2.2 Transport User Impacts can be measured in terms of the additional journey time experienced by travellers on trips to and from the Garden, as well as any associated increases in vehicle operating costs from higher vehicle mileage.

- 2.3 The Wider Economic Impacts can be measured through a range of economic effects of reduced annual visitor trips to the Garden. This includes operational expenditure at the Garden and wider external spend in the local economy. In the absence of the DCO Scheme annual visitor numbers to the Garden are forecast to increase considerably over the next 5 years³. The latest complete annual visitor numbers for 2018⁴, indicate that there were 1,071,000 visits to the Garden. This is forecast to increase to 1,494,000 by 2024, within the Counterculture Report². Any external impacts that affects the attractiveness of visiting the Garden will have a significant impact upon the overall economic value generated.

Assessment of Economic Impacts of the DCO Scheme

- 2.4 To assess the direct Transport User and Wider Economic Impacts of the DCO Scheme requires a clear definition of a 'Reference Case' scenario. The impacts of the DCO Scheme, during both the construction phase of the project, and the subsequent operational phase, can then be considered.

'Reference Case' Scenario

- 2.5 The 'Reference Case' scenario represents the current operation and visitor profile of the Garden, along with the future projected operation and visitor profile resulting from the RHS investment programme.

- 2.6 Table 1 sets out the current and projected profiles of annual visitor numbers to the Garden, along with the number of employees and volunteers working at the Garden.

³ RHS Wisley: Economic Impact Study 2015/16 - 2024/25 (Counterculture, November 2017)

⁴ Source: RHS (2019)

Table 1 *Current and Projects Annual Visits, On-site Employees, and On-site Volunteers (annual visitor numbers / on-site employees / on-site volunteers)*

Year	Current and Projected Annual Visits*	Current and Projected On-site Employees*	Current and Projected On-site Volunteers*
2018	1,071,000	420	331
2019	1,141,538	429	394
2020	1,212,075	437	464
2021	1,282,613	446	510
2022	1,353,151	454	529
2023	1,423,688	463	535
2024	1,494,000	472	545

Source: RHS Wisley: Economic Impact Study 2015/16 - 2024/25 (Counterculture November 2017)

* re-based from 2018 outturn data

2.7 Table 2 sets out the projected direct, indirect and induced economic impacts related to the Garden, based upon the forecasts within the Counterculture Economic Impact Report.

Table 2 *Projected Employee Spend, Other Operational Spend, and External Visitor Spend (£)*

Year	Projected Employee Spend with 2 nd and 3 rd Tier Impacts (£)	Projected Other Operational Spend with 2 nd and 3 rd Tier Impacts (£)	Projected External Visitor Spend with 2 nd and 3 rd Tier Impacts (£)
2018	24,483,000	23,175,000	47,658,000
2019	26,738,000	31,650,000	58,388,000
2020	27,923,000	37,920,000	65,844,000
2021	29,634,000	41,416,000	71,050,000
2022	30,690,000	43,875,000	74,565,000
2023	31,721,000	46,197,000	77,918,000
2024	32,971,000	48,359,000	81,329,000

Source: RHS Wisley: Economic Impact Study 2015/16 - 2024/25 (Counterculture November 2017)

2.8 Table 3 provides a summary of the estimated breakdown in the proportion of visitor trips travelling along specific designated routes to and from the Garden.

Table 3 *Estimated Proportion of Current Visitor Trips Utilising Designated Routes (% of trips)*

Route (to/from)	Estimated Proportion of Current Trips Utilising Route
A3 South of Ockham Roundabout	33.9%
A3 North (via A3/M25 Junction)	61.3%
From Ockham Roundabout (Portsmouth Road / Ockham Road)	2.8%
Wisley Lane (east)	2.0%

Source: RHS Wisley Visitor Postcode Data (2019) (presented in Appendix D)

‘DCO Scheme Construction Phase’ Scenario

- 2.9 The ‘DCO Scheme Construction Phase’ scenario is relatively undefined at this time, due to limitations in available information from HE relating to traffic management plans during the construction of the DCO Scheme. It is known that the DCO Scheme is scheduled to commence construction in Spring 2021 and programmed for completion by the end of Summer 2023.
- 2.10 In the absence of HE traffic management plans, it is anticipated that the DCO Scheme construction phase will utilise a combination of lane closures and speed restrictions on the A3 and M25. Speed restrictions through road works on a main carriageway of Motorways are currently 50mph, representing a 20mph reduction in maximum standard speed restrictions of 70mph, albeit that the M25 is a managed motorway with variable speed limits. Speed restrictions through the A3/M25 junction during a construction phase could be considerably lower than 50mph.
- 2.11 In the absence of guidance from HE, it has been necessary to adopt a central case assumption for the analysis. This assumes that average speeds through the area affected by the DCO scheme construction and the approaches, will reduce from 45 mph to 30 mph. It has also been assumed that access to, and egress from, Wisley Lane from the A3 will remain unaffected until the full operational phase of the DCO Scheme.
- 2.12 All of these input assumptions can be revised upon receipt of formal construction management information and traffic modelling outputs from HE.

‘DCO Scheme Operational Phase’ Scenario

- 2.13 The ‘DCO Scheme Operation Phase’ scenario is based upon highway design and traffic modelling information provided by HE through the Statutory Consultation process and technical engagement and outlined within the written representation of Mike Hibbert (Sections 4.1 to 4.15, pages 15 to 28 in RHS/MH/1). The DCO Scheme will impact upon journey distances and travel times across three out of four key identified routes to and from the Garden. The fourth route, Wisley Lane (west) is unaffected by the DCO Scheme.
- 2.14 Table 4 provides a summary of the forecast impacts of the DCO Scheme upon the three different routes.

Table 4 Forecast Impact of DCO Scheme on Selected Routes to and from the Garden (increased miles / journey time)

Route (to/from)	Increased Journey Distance (miles)			Increased Travel Time (minutes)		
	Access	Egress	Combined	Access	Egress	Combined
A3 South of Ockham Roundabout	3.7	1.6	5.3	6.3	3.1	9.4
A3 North (via A3/M25 Junction)	-0.1	1.5	1.4	-0.2	2.9	2.7
Ockham Roundabout (from Portsmouth Road / Ockham Road)	0.25	-2.2	-1.9	0.5	-3.3	-2.8

Source: Google maps distance and average travel time data (2019)

- 2.15 As outlined within the written representation of Mike Hibbert (Section 4.16 to 4.23, pages 18 to 20 in RHS/MH/1), under the ‘DCO Scheme Operational Phase’ scenario, driver travelling from the A3 South of the Ockham Roundabout may choose to divert off the A3 onto the B2215 and travel via Ripley to the Ockham Roundabout. Whilst the B2215 is a

considerably slower⁵, lower capacity route than the A3, it provides a much shorter alternative to the proposed DCO signed route without the requirement to travel via the A3/M25 junction. Overall, therefore, this represents a shorter access time to the Garden, albeit it will still be notably longer than the current (Reference Case) access arrangement.

- 2.16 The same applies for trips egressing the Garden and travelling south on the A3 where the choice would either be to travel northbound to the A3/M25 junction and return south, or to instead use local roads (most likely the B2215 Portsmouth Road via Ripley) to access the A3 from the A247 Clandon Road.
- 2.17 Without specific outputs from the HE modelling we do not have data with which to accurately forecast journey times via Ripley.
- 2.18 Table 5 provides a summary of our estimation of potential impacts for the two different route choices from the A3 South of Ockham Roundabout. These will be subject to refinement upon receipt of further traffic modelling outputs from HE.

Table 5 Forecast Impact of DCO Scheme on Selected Routes to and from the Garden (increased miles / journey time)

Route from A3 South of Ockham Roundabout	Increased Journey Distance (miles)			Increased Travel Time (minutes)		
	Access	Egress	Combined	Access	Egress	Combined
Via A3 (A3/M25 Junction)	3.7	1.6	5.3	6.3	3.1	9.4
Via Ripley (B2215)	0.4	-1.5	-1.1	4.5*	2.0*	6.5*

Source: Google maps distance and average travel time data (2019)

* subject to review upon receipt of additional traffic modelling data from HE

3. Assessment of Direct Transport User Economic Impacts of the DCO Scheme

- 3.1 To forecast the direct Transport User Economic Impacts requires an assessment of how the profile, frequency, and pattern of trips to and from the Garden could change as a result of the transport impacts outlined above, within the construction and operational phases.

Operational Phase

- 3.2 As set out above in paragraphs 2.15 and 2.16, during the operational phase of the DCO Scheme, more than one route option would be available for visitors, employees and volunteers accessing and egressing the Garden from the A3 south of the Ockham Roundabout. It remains unclear at present, in the absence of complete HE traffic modelling outputs, what proportion of traffic will use the different alternative routes. The route via Ripley represents both the shortest journey distance and time; whereas the longer route via the A3/M25 junction will be the signed route.
- 3.3 In the absence of the complete traffic model outputs, and given the necessity to apply a diversion factor within the economic analysis process, a basic assumption has been applied. This assumes that 50% of trips divert via Ripley, with the remainder of trips

⁵ The B2215 route has both lower design speeds and design capacity than the A3 and additional trips diverting from the A3 as a result of the DCO Scheme could create congestion. The full extent of potential delay will not be known without the provision of HE traffic modelling outputs.

travelling via the signed HE route to J10. Until HE clarify the modelling position in relation to diversion via Ripley this element of the analysis remains reserved. Sensitivity tests are presented within paragraphs 6.1 to 6.4 to demonstrate the impact of alternative levels of diversion.

3.4 The increased journey distances and travel times on routes leading to the Garden during the DCO Scheme operational phase, as outlined in Table 4, is forecast to impact upon the frequency of trips undertaken by visitors. The RHS market research, outlined in paragraph 1.16 (and summarised in Appendix B), provides evidence to demonstrate the scale of this potential impact. Appendix C provides a summary of this assessment, summarised as follows:

- Around 13.0% of respondents indicated that delays of up to 10 minutes on their journey time to RHS would '*definitely*' result in them reducing the number of trips to the Garden. This group currently make an average of 9.3 trips pa to the Garden and their responses indicated they would reduce the number of trips, on average, by 5.5 trips pa (a 59% reduction).
- A further 24.6% of respondents indicated that delays of up to 10 minutes on their journey time to RHS would '*probably*' result in them reducing the number of trips to the Garden. This group currently make an average of 7.3 trips pa to the Garden. To take into account the degree of uncertainty in how these individuals/groups would change their behaviour, the responses have been factored⁶ by the associated level of 'frustration' felt by these individuals/groups⁷. The weighted estimate of the average reduction in trips amongst this group of 2.9 trips pa (a 39% reduction).
- For all other respondents, in order to be robust, it has been assumed that an increase in traffic delay of up to 10 minutes would not impact upon their frequency of visits to the Garden.

3.5 Combining the analysis across all responses groups, an average reduction in visitor trips as a result of a delay of up to 10 minutes was calculated as 1.2 trips pa (see Appendix C). Applied to the average number of visits per individual/group across the whole data set of 7.8 trips pa (see Appendix B), this reduction represents a 15.7% reduction.

3.6 The outcome of the analysis presented within paragraph 3.5 has direct relevance to those visitors who access the Garden from the A3 south of the Ockham Roundabout. Visitors who, post-DCO Scheme implementation, continue to travel up the A3 to the A3/M25 junction and return south to access the Garden will encounter a combined increase in travel time of nearly 10 minutes (see Table 4). Amongst this group, there is, therefore, estimated to be up to a 15.7% reduction in the frequency of trips to the Garden.

3.7 Table 4 also indicates that those visitors travelling from the A3 north will experience additional delay. Table 5 also demonstrates that visitors from the A3 south of Ockham Roundabout who choose to divert via Ripley will also experience additional journey time to access the Garden. Whilst these impacts are less significant, the frustration and delay could still result in some decreases in visitor trips to the Garden.

⁶ The following factors have been applied:

• Respondents indicating a level of frustration of 9 or 10	Factor	=	0.90
• level of frustration of 7 or 8	Factor	=	0.65
• level of frustration of 4, 5 or 6	Factor	=	0.40
• level of frustration of 2 or 3	Factor	=	0.15
• level of frustration of 0 or 1	Factor	=	0

⁷ Respondents were asked how frustrated they would be on a scale of 0 to 10 with the potential increase in journey time of up to 10 minutes to reach the Garden, with 0 = not frustrated and 10 = highly frustrated

- 3.8 The outputs from the analysis in paragraph 3.5 have been applied in a proportional manner, but with an additional factor applied to recognise that the relationship between delay and reduction in trips may not be linear⁸. This approach is considered to be conservative.
- 3.9 Applying the outputs from the analysis in paragraphs 3.5 to 3.8 generates a forecast impact of changes in visitor behaviour as a result of the DCO Scheme Operational Phase. This is summarised within Table 6.

Table 6 Estimated Proportion of Current Visitor Trips Utilising Designated Routes (% of trips)

Route (to/from)	Behavioural Choice	Forecast Proportional Splits by Route	Forecast Proportion of Trips Utilising each Route
A3 South of Ockham Roundabout	DCO Route	41.4%	14.1%
	Alternative Route	45.4%	15.4%
	Trip Reduction	13.1%	4.5%
A3 North (via A3/M25 Junction)	DCO Route	96.6%	59.2%
	Alternative Route	0%	0%
	Trip Reduction	3.4%	2.1%
Ockham Roundabout (from Portsmouth Road / Ockham Road)	DCO Route	100%	2.8%
	Alternative Route	0%	0%
	Trip Reduction	0%	0%
Wisley Lane (east)	DCO Route	100%	2.0%
	Alternative Route	0%	0%
	Trip Reduction	0%	0%

Source: RHS Market Research (2019) and RHS Visitor Postcode Mapping Data (2019)

- 3.10 Table 6 indicates that the analysis forecasts there will be a 6.6% reduction in person trips by car as a result of the DCO Scheme. Applying this reduction to current (2018) visitor trip levels by car of 1,060,300⁹, the forecast impact of the DCO Scheme upon the overall frequency of trips to the Garden would equate to a reduction of around 69,200 trips pa. This represents a 6.5% reduction in total visitor trips by all modes. This is presented within this submission, and referred to, as a '**central case**' forecast of impacts.

Construction Phase

- 3.11 Throughout the construction phase it has been assumed that trip patterns remain constant. In the absence of construction traffic management plans from HE, it is assumed that delays will be incurred on traffic movements to and from the Garden. This could impact upon the frequency of visitor trips to the Garden. This assumption will be reviewed upon provision of traffic management plans for the construction phase of the DCO Scheme.
- 3.12 Based upon the assumptions set out in paragraph 2.11, the potential delays to traffic travelling to and from the Garden have been calculated. Applying the same approach for the operational phase, set out in paragraph 3.8, the potential reduction in trips to the

⁸ For the route via Ripley the additional estimated journey time of 3.5 minutes has been taken as a proportion of 10 minutes and an additional factor of 0.75 has been applied to give a trip reduction factor of 4.1%. For the route from A3 north the additional estimated journey time of 2.7 minutes has been taken as a proportion of 10 minutes and an additional factor of 0.7 has been applied to give a trip reduction factor of 3.0%.

⁹ Current Total Annual Visitors (all modes) = 1,071,000; Car Mode Share = 99% (Source: RHS (2019))

Garden as a direct result of the traffic disruption during construction is estimated as a 3% reduction in trips.

Extended Impacts

- 3.13 The analysis of trip reduction has been based directly upon forecast increases in journey times to the Garden (as presented in Tables 4 and 5). Once the DCO Scheme begins construction, the first-hand reality of the disruption and confusion caused by the scheme may result in higher levels of frustration amongst visitors accessing the Garden. The extent of this impact has not yet been examined in detail, but it represents a risk to the RHS that the reduction in visitor trips could extend further.
- 3.14 The RHS's reported own recent experience of construction at the Garden has demonstrated that visitors are sensitive to construction impacts and will choose not to visit as frequently¹⁰. Further representations will be submitted on this matter. To demonstrate the impact that a higher level of trip reduction amongst visitors could have in economic terms, a variant analysis is presented within paragraphs 4.1 to 4.7 of the wider economic impacts, referenced as '*RHS Anticipated*' scenario. This assumes a higher trip reduction rate of around 15% and is presented exclusively as a case study scenario that will be updated once additional information becomes available.

Transport User Impacts

- 3.15 The data presented in Tables 4 and 5 (changes to journey distance and travel times), and Table 6 (visitor route profiles and trip reduction), have been used to estimate the impact of the DCO Scheme Operational Phase upon total journey distances and travel times. The net impact upon total miles travelled by visitors to reach the Garden is estimated to be the equivalent of an increase of around 650,000 vehicle miles pa (based upon 2018 data). The net impact upon visitor travel times is estimated to be an increase of around 68,000 person hours pa (based upon 2018 data).
- 3.16 The data on visitor route profiles to the Garden, presented in Table 3, along with the reduced journey speed assumptions, set out in paragraph 2.11, have been used to estimate the impact of the DCO Scheme Construction Phase upon total travel times. The net impact upon visitor travel times is estimated to be an increase of 44,000 person hours pa (based upon 2018 data).
- 3.17 The outputs presented in paragraphs 3.15 and 3.16, using 2018 data, have been projected forward over time, applying the growth forecasts in visitor numbers presented in Table 1. Table 7 presents a summary of the projected additional visitor vehicle mileage and journey times to access and egress the Garden during the construction and operational phases of the DCO Scheme.
- 3.18 These represent an evolution of previous forecasts submitted by the RHS as they reflect more refined assumptions around the proportion of trips that will divert via Ripley; whereas the previous assessment assumed all trip from the south would travel via the signed route to J10.

¹⁰ Source: RHS Visitor Numbers (2019)

Table 7 Projected additional visitor vehicle mileage and journey times resulting from DCO Scheme (Central Case, additional miles / person hours)

Year	Additional Visitor Vehicle Mileage (miles)	Additional Visitor Journey Times (person hours)
2021	0	51,000
2022	0	54,000
2023	774,000	71,000
2024	850,000	89,000

Source: Hatch Regeneris Analysis (2019)

- 3.19 The data presented in Table 7 has been used to determine the direct transport user economic impacts of the DCO Scheme upon visitors to the Garden. The approach adopted is consistent with the principles and parameters established within the Department for Transport (DfT), Transport Appraisal Guidance (TAG)¹¹.
- 3.20 Values of time have been sourced from the DfT TAG Data Book¹². 'Non-working Other' market price values of time have been applied to assess the monetary impact of increased journey times for visitors to the Garden.
- 3.21 Fuel and non-fuel Vehicle Operating Costs (VOC) have been calculated using formulae within DfT TAG and applying values sourced from the DfT TAG Data Book¹⁰.
- 3.22 All estimates of monetary values are presented in 2019 prices. They have been assessed over a 60-year appraisal period from 2019, reflecting the longevity of the DCO Scheme and reflecting a standard DfT TAG approach¹³. Values have been discounted to 2019, applying a 3.5% discount rate for the first 30 years of the appraisal, and a 3.0% discount rate beyond 30 years¹⁰.
- 3.23 Equivalent assessments have been undertaken for on-site employees and volunteers at the Garden. It has been assumed that, given the regularity of trips to the Garden amongst these groups, those travelling from the A3 south of Ockham Roundabout may be more likely to use the diversionary route via Ripley, than visitors. 'Non-working Commuting' market price values of time have been applied for both these trips, as the volunteers is considered to be non-paid work but still subject to scheduled weekly shifts.
- 3.24 Table 8 presents a summary of the Present Value of the Direct Transport User Impacts of the DCO Scheme upon Visitors, Employees and Volunteers travelling to the Garden over a 60-year period. These are conditional upon the underlying assumptions of changes in travel behaviours set out within this submission and resulting in the impacts set out in Tables 6 and 7.
- 3.25 These impacts are based upon the currently available HE traffic modelling data for the construction and operational phases of the DCO Scheme.

¹¹ <https://www.gov.uk/guidance/transport-analysis-guidance-webtag>

¹² DfT Transport Analysis Guidance: TAG Data Book: May 2019 v1.12

¹³ TAG Unit A1.1, Section 2.3

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/712699/tag-unit-a1.1-cost-benefit-analysis-may-18.pdf

Table 8 Present value of Direct Transport User Impacts of the DCO Scheme upon Visitor, Employees and Volunteers travelling to the Garden (Central Case, 60-year appraisal, 2019 Prices)

Transport User	Journey Time Impacts (PV £m)	Fuel VOC (PV £m)	Non-fuel VOC (PV £m)	Total (PV £m)
Visitors to Garden	18.9	1.8	1.1	21.8
Employees on-site at Garden	3.9	0.2	0.1	4.2
Volunteers on-site at Garden	1.0	0.1	0.1	1.2
Total Transport User Impact	23.8	2.1	1.3	27.2

Source: Hatch Regeneris Analysis (2019)

4. Assessment of Wider Economic Impacts of the DCO Scheme

- 4.1 The assessment of Wider Economic Impacts has utilised the forecast reduction in visitor trips to the Garden resulting from the DCO Scheme and applied it within the context of projected growth in employee spend, other operational spend, and external visitor spend resulting from the RHS investment programme.
- 4.2 Table 9 presents the reduction in projected of Annual Visits, On-site Employees, and On-site Volunteers (based upon the data set out within Table 1) when applying the ‘*central forecast*’ reduction in visitor trips outlined within paragraph 3.10, as well as the indicative ‘*RHS Anticipated*’ scenario, referenced in paragraph 3.14.

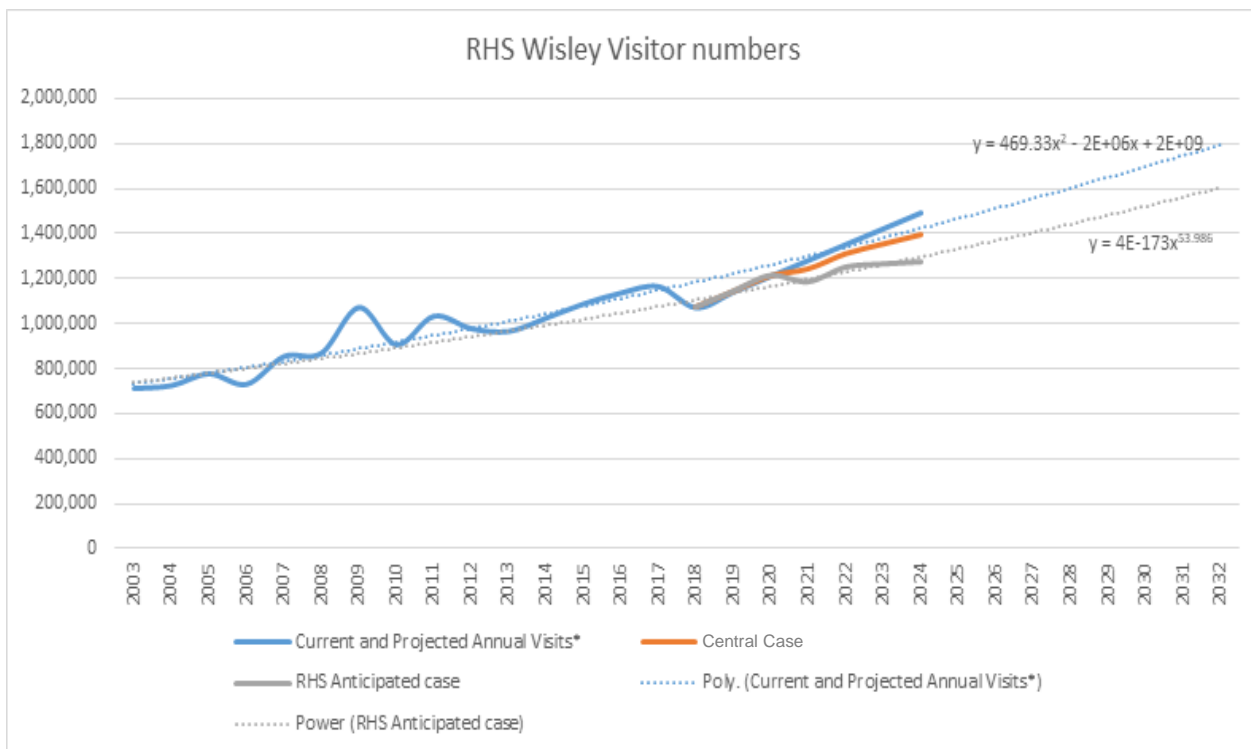
Table 9 Projected Reduction in Annual Visits to the Garden, On-site Employees resulting from the DCO Scheme (Central Case and RHS Anticipated, annual visitor numbers / on-site employees)

Year	‘Central Case’ Scenario		‘RHS Anticipated’ Scenario	
	Reduction in Annual Visits to Garden	Reduction in On-Site Employees	Reduction in Annual Visits to Garden	Reduction in On-Site Employees
2021	39,000	14	99,000	36
2022	41,000	14	104,000	36
2023	67,000	22	161,000	53
2024+	97,000	30	222,000	70

Source: Hatch Regeneris Analysis (2019)

- 4.3 Figure 1 presents the impact of these visitor reductions against the historical profile of visitor number to the Garden and the projected future impact.

Figure 1 Trend Data for Annual Visits to the Garden and the Projected Impact under different Future Scenarios (Central Case and RHS Anticipated, annual visitor numbers)



4.4 Applying the reductions in Table 9 proportionally to the projected additional direct, indirect and induced economic impacts resulting from the RHS investment programme (as set out in Table 2), generates the estimated reductions in Employee Spend, Other Operational Spend, and External Visitor Spend resulting from the DCO Scheme.

Table 10 Projected Reduction in Employee Spend, Other Operational Spend, and External Visitor Spend resulting from the DCO Scheme (Central Case and RHS Anticipated, £)

Year	Projected Reduction in Employee Spend with 2 nd and 3 rd Tier Impacts (£)		Projected Reduction in Other Operational Spend with 2 nd / 3 rd Tier Impacts (£)		Projected Reduction in External Visitor Spend with 2 nd and 3 rd Tier Impacts (£)	
	Central Case	RHS Anticipated	Central Case	RHS Anticipated	Central Case	RHS Anticipated
2021	864,000	2,188,000	1,263,000	3,198,000	698,000	1,768,000
2022	894,000	2,266,000	1,338,000	3,388,000	751,000	1,902,000
2023	1,442,000	3,428,000	2,197,000	5,221,000	1,257,000	2,987,000
2024+	2,037,000	4,691,000	3,125,000	7,197,000	1,829,000	4,211,000

Sources: Hatch Regeneris Analysis (2019); RHS Wisley: Economic Impact Study 2015/16 - 2024/25 (Counterculture, November 2017)

- 4.6 Table 11 presents a summary of the Present Value of the Wider Economic Impacts of the DCO Scheme in relation to the operation of the Garden and induced wider external effect (as set out in Table 10), for the 'central case' and 'RHS Anticipated' scenarios.
- 4.7 The impacts have been considered over a range of appraisal periods. The 5-year appraisal coincides with the period up to the end of the construction phase of the DCO Scheme and the first year of operation. The 10-year appraisal represents a relatively standard economic appraisal period. The 14-year appraisal considers the impacts over a 10-year period post-completion of the DCO Scheme.

Table 11 Present value of Wider Economic Costs of the DCO Scheme in relation to the operation of the Garden and induced wider external effects (Central Case and Higher Impact, £m, 2019 Prices)

Appraisal Period (from 2019)	Impact Scenario	Salaries Expenditure (PV £m)	Operational Expenditure (PV £m)	External Spend (PV £m)	Total (PV £m)
5 year	Central Case	4.6	6.9	4.0	15.5
	RHS Anticipated	11.0	16.7	9.5	37.2
10 year	Central Case	12.3	18.8	10.9	42.0
	RHS Anticipated	28.9	44.0	25.5	98.4
14 year*	Central Case	17.6	26.9	15.7	60.2
	RHS Anticipated	41.1	62.7	36.5	140.3

Sources: Hatch Regeneris Analysis (2019); RHS Wisley: Economic Impact Study 2015/16 - 2024/25 (Counterculture, November 2017)

Values discounted to 2019 prices applying 3.5% discount rate (source: TAG Data Book May 2019 v1.12)

* represents a period 10 years post-completion of the DCO Scheme

5. Summary of Economic Impact of DCO Scheme in relation to the Garden

- 5.1 The forecast increases in distances and journey times resulting from the DCO Scheme (outlined in Table 4) will engender significant behavioural changes amongst visitor to the Garden. For the majority of trips, these changes will result in additional travel-related costs being incurred by visitors themselves (as presented in Table 8), but the analysis in paragraphs 3.4 and 3.5 also demonstrates there is forecast to be a significant reduction in the overall level of trips to the Garden.
- 5.2 Whilst insufficient traffic modelling evidence remains available from HE to fully examine the scale of all impacts, it is clear they will be of a scale that affects the operational viability of the Garden itself and significantly undermines the RHS's flagship investment programme.
- 5.3 Table 12 presents an overall summary of the key forecast economic costs of the DCO Scheme in relation to the Garden, as presented in Table 8 and 11.

Table 12 Summary of the Overall Estimated Economic Cost of the DCO Scheme in relation to the Garden (Central Case and RHA Anticipated range, PV £m, 2019 prices)

Impact	Present Value of Economic Costs (£m) (2019 prices)	
	Central Case	RHS Anticipated
Visitors to Garden*	21.8	
Employees on-site at Garden*	4.2	
Volunteers on-site at Garden*	1.2	
Total Transport User Impact*	27.2	
	Central Case	RHS Anticipated
Salaries Expenditure#	12.3	28.9
Operational Expenditure#	18.8	44.0
External Spend#	10.9	25.5
Total Wider Economic Impacts#	42.0	98.4

Source: Hatch Regeneris

* appraised over 60 years

appraised over 10 years

- 5.4 It is clear that there will be a significant impact upon both the visitors to the Garden, as well as those who work and volunteer. For many, the extended traffic routing will be confusing and potentially stressful, particularly for irregular visitors to the Garden.
- 5.5 Whilst the proportion of trips to the Garden that originate from the A3 south of Ockham Roundabout that will divert via the B2215 through Ripley is unknown, these trips will incur additional travel time for those making the trip. Furthermore, they will result in significant additional traffic flow along this route and through the village of Ripley, generating potential blight in terms of volumes of traffic, noise, and local air quality.
- 5.6 The impact upon the operation of the Garden, during a period of significant expansion, is shown within Table 12, to be extremely detrimental. The plans that the RHS have to launch formally launch their flagship investment programme in 2021 are shown to be significantly disrupted by the DCO Scheme. There will potentially be additional impacts, beyond those presented, in terms of reputational damage to the Garden by association with the traffic disruption, which require further impact analysis. As a Grade II* Registered Park and Garden, the financial viability of the Garden is critically important to its conservation.

6. Sensitivity Tests: Diversions via Ripley

- 6.1 Due to limitations in HE traffic modelling provision, it has been necessary to apply a set of assumptions within the analysis presented in this submission. This includes the proportion of trips from the A3 south that may divert via the B2215 through Ripley. The analysis has applied a central case assumption that 50% of trips from the A3 south will divert via Ripley.
- 6.2 Two sensitivity tests have been undertaken to evaluate the impact of this assumption:
- Sensitivity Test 1: 75% diversion via Ripley
 - Sensitivity Test 2: 0% diversion via Ripley
- 6.3 Table 13 presents the comparative outputs of the sensitivity analysis in relation to the 'central case' outputs (as presented within Table 12).

Table 13 Summary of the Sensitivity Tests Outputs (PV £m, 2019 prices)

Impact	Present Value of Economic Costs (£m) (2019 prices)		
	Central Case	Sensitivity Test 1 (75% diversion via Ripley)	Sensitivity Test 2 (0% diversion via Ripley)
Total Transport User Impact*	27.2	25.6	29.9
Total Wider Economic Impacts#	42.0	39.8	46.7

Source: Hatch Regeneris Analysis (2019)

* appraised over 60 years

appraised over 10 years

- 6.4 The outputs of the sensitivity tests indicate that the scale of diversion via Ripley does not significantly impact upon the forecast level of economic cost in relation to the Garden, albeit it will have a significant impact upon the village of Ripley itself, in terms of traffic volumes.

7. Alternative Options

- 7.1 The range of negative economic impacts identified with the assessment of the DCO Scheme emphasises the importance of exploring alternative solutions to the access arrangements for the Garden. The RHS has proposed alternative arrangements (the **RHS Alternative Scheme**) to better address the issues of access and egress to the Garden.
- 7.2 The key components of the RHS Alternative Scheme relate to;
- (i) the retention of an improved Wisley Lane entry to A3 Northbound carriageway and
 - (ii) the addition of south facing slips at the Ockham Roundabout
- 7.3 The inclusion of both these elements will significantly off-set the negative travel impacts that have been outlined within this report, and the associated economic costs.

Impact of RHS Alternative Scheme

- 7.4 Whilst the construction phase of the RHS Alternative Scheme would subject the local highway network to similar levels of disruption to the DCO Scheme, once operational, the RHS Alternative Scheme would offer significant reductions in both vehicle mileage and person travel time to the Garden in comparison to the DCO Scheme, as outlined within the written representation of Mike Hibbert (Sections 6.4 to 6.10, pages 25 to 27 in RHS/MH/1).
- 7.5 Applying the same methodological approach set out above within this representation for the assessment of the DCO Scheme, the RHS Alternative Scheme is estimated to result in over 15,000 fewer hours travel time in comparison to the 'Reference Case' scenario.
- 7.6 Table 14 provides a summary of the comparative economic impacts of the DCO Scheme and RHS Alternative Scheme options. The outputs are each presented separately as a net comparison to the 'Reference Case' scenario, as well as a direct comparison to each other.

Table 14 Summary of Economic Impacts of DCO Scheme and RHS Alternative Scheme in relation to the Garden (Central Case, PV £m, 2019 prices)

Impact	PV ⁻ of Impacts [#] of DCO Scheme* (£m) (2019 prices)	PV ⁻ of Impacts [#] of RHS Alternative Scheme* (£m) (2019 prices)	Difference between DCO and RHS Alternative Impacts [#] (£m) (2019 prices)
Transport User Impact	-27.2	+6.0	+33.2
Wider Economic Impacts	-42.0	-6.7	+35.3

Source: Hatch Regeneris

⁻ PV = Present Value

[#] all figures in this table are presented a net impacts and so negative figures represent a loss of economic benefit

* impacts are presented in relation to the 'Reference Case' that reflects the current layout of the highway network and existing RHS operations at the Garden

- 7.7 Table 14 indicates that the RHS Alternative Scheme will still result in some wider economic costs in relation to the 'Reference Case', due to construction phase impacts. Overall, however, it will result in a significant improvement in comparison to the DCO Scheme.

8. Summary and Conclusions

- 8.1 This representation has been prepared by Jon Bunney, who has over 21 years' experience in transport economics and assessing the economic impact of transport schemes.
- 8.2 The HE traffic modelling shows that, during its operational phase, the DCO Scheme will result in significant additional journey distance and travel time for many visitors, workers and volunteers accessing Gardens at Wisley. There is also likely to be significant delays during the construction phase of the project, although HE has yet to provide details of how this will be managed.
- 8.3 By assessing the distribution of visitor trips to the Garden, the overall impact of the DCO Scheme in increasing travel times and vehicle operating costs can be estimated. Applying DfT TAG Data Book parameters has enabled the quantification of the scale of these direct transport impacts in monetary terms. Over a 60-year appraisal period from 2019, the transport impacts upon visitors, workers, and volunteers travelling to the Garden are estimated to equate to an economic value of around £27 million, in 2019 prices.
- 8.4 The travel delays and disruption during the construction and subsequent operation of the DCO Scheme will also affect the number of visitor trips to the Garden. Market research amongst a sample of 293 groups at the Garden has indicated that a delay of up to 10 minutes could result in the proportion of trips to the Garden decreasing by 15.7%. Applying this value across the forecast travel impacts of the DCO Scheme generates an estimated overall reduction of annual visitor numbers of 6.5%.
- 8.5 The impacts could extend beyond this, with the cumulative impact of congestion and disruption during the construction phase resulting in much larger impacts upon visitor behavioural choices. This is particularly the case as the construction of the DCO Scheme is scheduled to begin at the time when the RHS has planned its major launch event to mark the culmination of their £65 million investment programme. Insufficient information is currently available to accurately assess the full extent of this impact, including HE traffic modelling data, but it could result in significantly higher reduction in visitor numbers to the Garden.
- 8.6 The wider economic impacts of the DCO Scheme, in terms of reduced visitor numbers to the Garden, and associated indirect and induced impacts, have been estimated over a 10-year appraisal period, from 2019. This analysis forecasts an economic present value (in 2019 prices) of at least £42 million and, potentially, as high as £100m.
- 8.7 The proposed RHS Alternative Scheme, with south-facing slips at the Ockham Roundabout and retention of the left-turn egress from Wisley Lane onto the A3, would reduce the negative wider economic impacts to around £7m (over 10 years) and generate positive direct transport user benefits for visitors, workers, and volunteers of around £6m (over 60 years).
- 8.8 There is compelling economic evidence that demonstrates the adverse impact of the DCO Scheme upon the Garden and supports the case for adopting the RHS Alternative Scheme.

Appendix A - RHS Market Research Questionnaire



Inspiring everyone to grow Thank you for taking 2 minutes of your time to fill out this questionnaire about your travel habits to RHS Wisley and your opinions about potential change to access.

1. Roughly how often do you visit RHS Wisley Gardens?

Spring/Summer

- At least once a week
- Twice per month
- Once every 3 months
- Once in Spring/Summer
- Less frequently
- Never

Autumn/Winter

- At least once a week
- Twice per month
- Once every 3 months
- Once in Autumn/Winter
- Less frequently
- Never

2. What mode of transport do you typically use to get to and from RHS Wisley Gardens?

- Car
- Motorcycle/Moped
- Walk
- Other
- Taxi
- Pedal Cycle
- Bus

3. How long does your current journey to RHS Wisley Garden typically take?

- Less than 15 minutes
- Between 15 and 20 minutes
- Between 20 and 30 minutes
- Between 30 and 45 minutes
- Between 45 minutes and an hour
- Between 1 hour and 1½ hours
- Greater than 1½ hours

4. How easy do you currently find it to travel to RHS Wisley Garden?

- Very easy
- Reasonably easy
- Not very easy
- Quite challenging
- Unsure

5. Imagine a situation where nearly an extra 10 minutes & 5 miles was permanently added to your journey to RHS Wisley Garden, via a route diversion.

How frustrated would you be with the additional journey time?

Not frustrated 0 1 2 3 4 5 6 7 8 9 10 Highly Frustrated

6. Could this additional journey time have any impact upon how frequently you would visit RHS Wisley Garden?

<input type="checkbox"/> Definitely, yes	<input type="checkbox"/> Probably, yes	<input type="checkbox"/> Probably not	<input type="checkbox"/> Definitely not	<input type="checkbox"/> Unsure
--	--	---------------------------------------	---	---------------------------------

7. If Yes, please provide an indication of how less frequently you may visit RHS Wisley Garden?

- | | |
|--|---|
| <input type="checkbox"/> Up to 20% less a year | <input type="checkbox"/> Between 61% and 80% less a year |
| <input type="checkbox"/> Between 21% and 40% less a year | <input type="checkbox"/> Between 81% and 100% less a year |
| <input type="checkbox"/> Between 41% and 60% less a year | <input type="checkbox"/> I may not visit at all |

8. How concerned would you be if the combined impact of everyone driving additional distance to RHS Wisley Garden resulted in over 12 million additional vehicle miles being travelled along the A3 in the vicinity of the Garden?

Not concerned 0 1 2 3 4 5 6 7 8 9 10 Highly concerned

9. Please indicate up to three issues that would most concern you most about this additional vehicle mileage

- 1.
- 2.
- 3.

Thank you for completing this questionnaire, we really appreciate your time!

Please return your completed questionnaire either to our survey fieldworker or leave it on the table for collection.

Appendix B - Market Research Summary Results

M25-A3 Wisley Interchange Adjustment

Context

- B.1 Highways England's proposed work to the M25-A3 interchange, announced its preferred route - an enlarged roundabout with four special link roads for drivers making left turns.
- B.2 The preferred route, known as Option 14, would remove all direct connection from Wisley Lane to the A3 without suitable replacements for visitors to RHS Wisley Gardens. This will add this an extra 1.5 to 5.25 miles to the journey of visitors who currently use the A3.

Survey

- B.3 Visitors to RHS Wisley Gardens where surveyed over 2 days to question:
- travel habits to the gardens
 - current and potential future visiting habits to the gardens
 - opinions about potential change to the highway access to the gardens

Methodology

- Conducted on 29th Oct & 1st Nov 2019
- Survey Location: Wisley Welcome Café
- Self-completion survey; survey distributed at the Wisley Welcome Café
- Survey delivered by Plus Four Market Research Ltd as a facilitated fieldworker distribution and collection

Response rate

- B.4 A total of 301 questionnaires were handed out and 297 completed questionnaires were returned with an average group size of 2.2 visitors

Summary Results

- B.5 The charts below present the results from the survey in almost raw form.
- B.6 They illustrate how the 653 visitors were a very typical profile to the RHS Garden Wisley audience profile. For instance:
- 80% visiting several times in the year. On average, visitors make 7.8 trips per year
 - The vast majority (99%) travel to the site by car, and whilst this modal use profile does change through the year, the RHS team felt that because the survey took place during the school half term the survey was more likely to be indicative of both core audience profiles:
 - close to retirement / early retired
 - family audiences.
- B.7 The survey also captured travel time and demonstrated that over 93% of visitors reported that it was easy to currently travel to the gardens.

B.8 Regarding the proposed plans and extension of travel time and additional 5 miles:

- More than half felt like they would become highly frustrated by this.
- Over a third (36%) of respondents felt that it would impact how frequently they visited the gardens.
- Two thirds of these people indicated that this would reduce their visitation by more than 20%. And 14% thought it would stop visiting altogether
- Around three quarters of Wisley visitors were 'Highly Concerned' about the combined impact of drive time and additional distance to RHS Garden Wisley. Only 3% were 'Not Concerned'

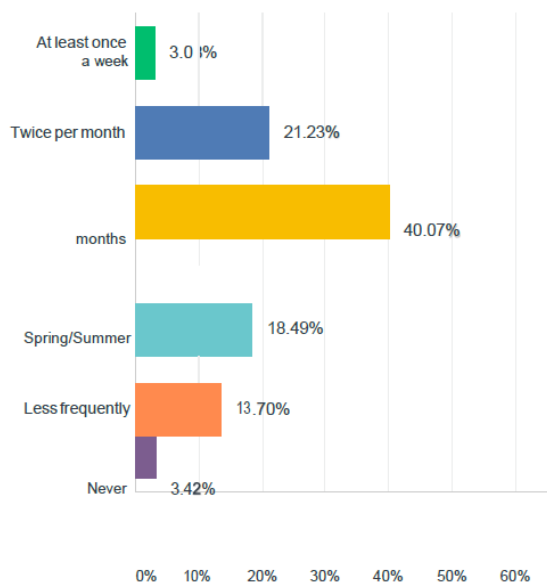
B.9 Key concerns were:

- Pollution
- Time
- Impact on the environment
- Congestion
- Fuel consumption and cost

Analysis

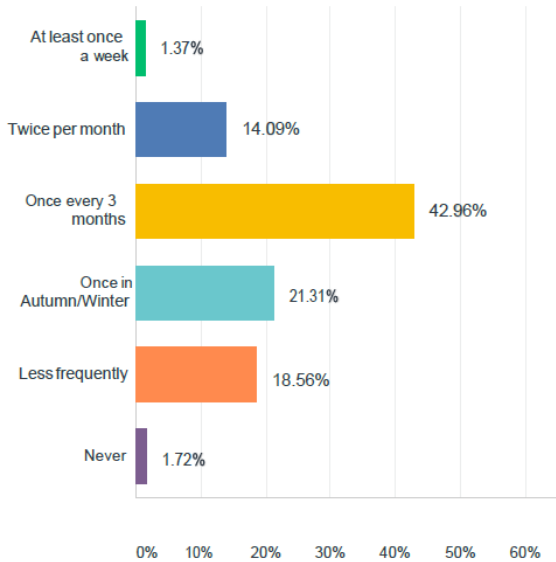
Q3 Roughly how often do you visit RHS Wisley Gardens? Spring/Summer

B.10 The chart below illustrates how the majority (83%) of respondents were regular Summer and Spring visitors to RHS Garden Wisley all of these visiting several times in the year – and some (24%) visiting virtually weekly in that period. Only 3.42% never visited the gardens in the summer or spring or were visiting for their first time. This very frequent, repeat visitor profile is very typical of RHS visitors.



Q4 Roughly how often do you visit RHS Wisley Gardens? Autumn/Winter

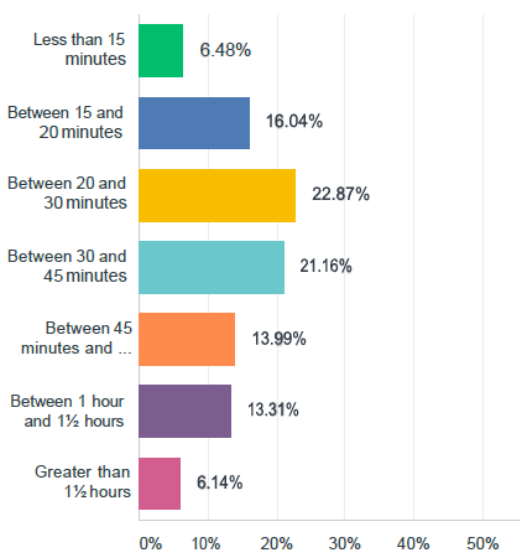
B.11 The chart below illustrates how the majority (80%) of respondents were regular Winter and Autumn visitors to RHS Garden Wisley all of these visiting several times in the year – and some (15%) visiting virtually weekly. Only 1.72% were visiting the gardens for their first time. This is very typical of RHS visitor profile with the vast majority of visits generated from repeat visitors.



Q5 What mode of transport do you typically use to get to and from RHS Wisley Gardens?

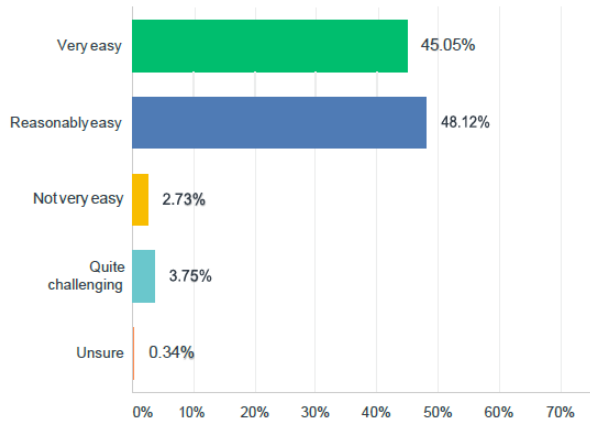
B.12 99% of visitors travelled to Wisley by car with 1% cycling to Wisley or traveling by other means.

Q6 How long does your current journey to RHS Wisley Garden typically take?



Q7 How easy do you currently find it to travel to RHS Wisley Garden?

B.13 The vast majority (93%) of visitors indicated that it was currently easy to travel to RHS Garden Wisley.

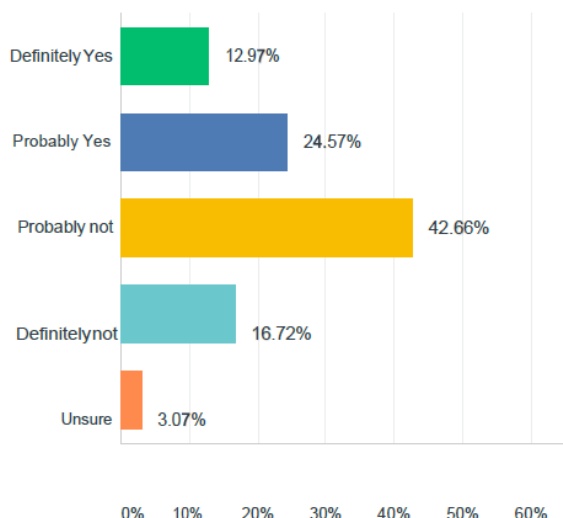


Q8 Imagine a situation where nearly an extra 10 minutes & 5 miles was permanently added to your journey to RHS Wisley Garden, via a route diversion. How frustrated would you be with the additional journey time?

B.14 More than three quarters of visitors felt they would be frustrated by the 10 minutes and 5 miles being permanently added to their journey. With over half feeling like they would become highly frustrated by this.

Q9 Could this additional journey time have any impact upon how frequently you would visit RHS Wisley Garden?

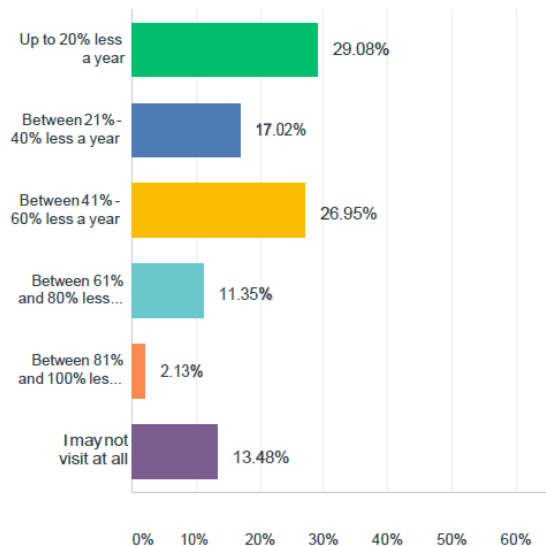
B.15 Over a third (36%) of visitors felt that it would impact how frequently they visit.



Q10 If Yes, please provide an indication of how less frequently you may visit RHS Wisley Garden?

B.16 Of those who felt that the increased journey time and additional mileage would impact their visit. Two thirds indicated that this would reduce their visitation by more than 20%.

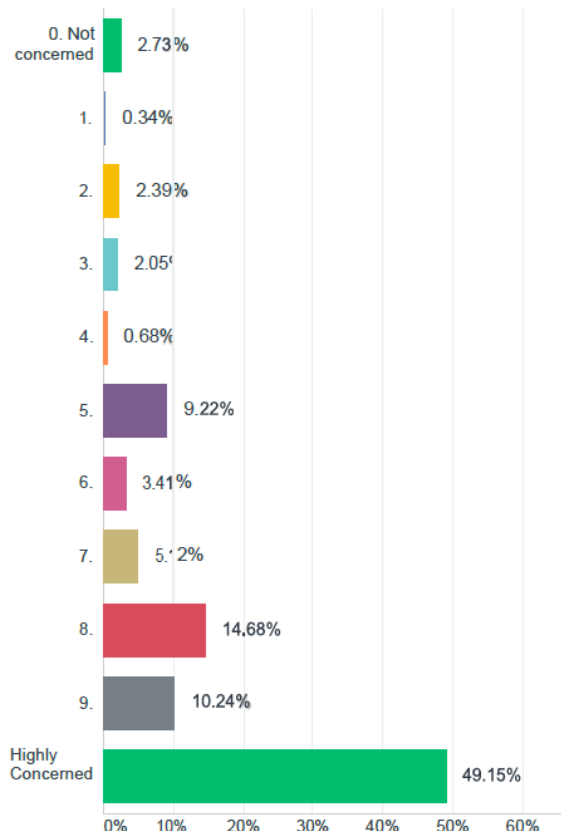
B.17 With 14% stopping visiting all together.



Q11 How concerned would you be if the combined impact of everyone driving additional distance to RHS Wisley Garden resulted in over 12 million additional vehicle miles being travelled along the A3 in the vicinity of the Garden?

B.18 Around three quarters of Wisley visitors were 'Highly Concerned' (rating 8, 9 Or 10) about the combined impact of driving additional distance to RHS Garden Wisley.

B.19 Only 3% were 'Not Concerned'.



Q12 Please indicate up to three issues that would most concern you most about this additional vehicle mileage

B.20 The word cloud below illustrates the key issues that concern Wisley visitors are:

- Pollution
- Time
- Impact on the environment
- Congestion
- Fuel consumption and cost



Appendix C - Analysis of Potential Trip Reduction to the Garden due to increased journey times

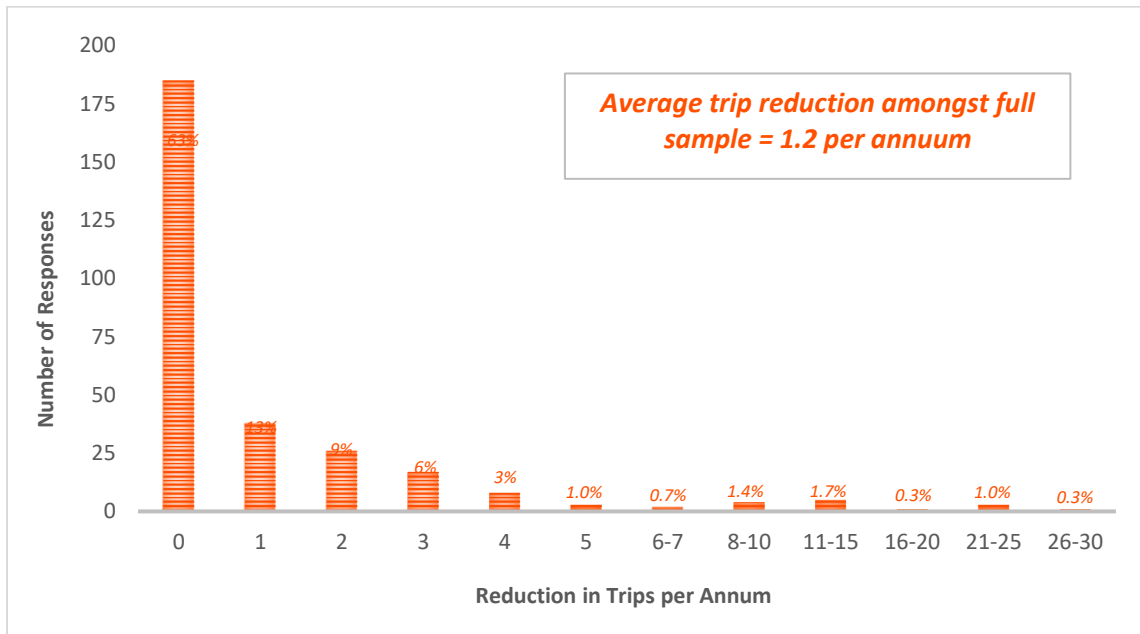
Introduction

- C.1 The outputs from the RHS Market Research conducted in October and November 2019 have been used to assess the potential reduction in visitor trips to the RHS Garden at Wisley (the Garden) as a result of the DCO Scheme.

Analysis

- C.2 Question 9 of the market research asked respondents to indicate how likely they would be to reduce the number of visits they make to the Garden if they were to experience an increase in journey times equivalent to 10 minutes.
- C.3 Around 13% of respondents indicated they would “definitely” reduce the number of visits and a further 24.6% indicated they would “probably” reduce the number of visits. This indicates up to 37.6% of individuals and groups visiting the Garden would be highly likely to reduce the number of trips each year if subject to travel delays of up to 10 minutes.
- C.4 Amongst the group who indicated they would “definitely” reduce their trips, they currently make an average of 9.3 trips pa to the Garden and their responses indicated they would reduce the number of trips, on average, by 5.5 trips pa (a 59% reduction).
- C.5 The group who indicated they “probably” would reduce their trips, currently make an average of 7.3 trips pa to the Garden. To take into account the degree of uncertainty in how these individuals/groups would change their behaviour, the responses have been factored by the associated level of frustration felt by these individuals/groups. The weighted estimate of the average reduction in trips amongst this group of 2.9 trips pa (a 39% reduction).
- C.6 Figure C.1 below presents the potential weighted reduction in trips amongst the full sample of respondents. It has been conservatively assumed that the 63% indicated they would “probably not” or “not” change their visiting behaviour would not reduce the number of annual visits.
- C.7 Some 13% indicated they would visit once less per annum, 9% two visits less, and 6% three visits less. Over 3% of respondents indicated they would make over 10 fewer trips per annum, in many cases no longer visiting the Garden at all.

Figure C.1 Forecast Reduction in Annual Trips to RHS Wisley Garden based upon Market Research Responses



C.8 Combining the analysis across all responses groups, an average reduction in visitor trips as a result of a delay of up to 10 minutes was calculated as 1.2 trips pa. Applied to the average number of visits per individual/group across the whole data set of 7.8 trips pa, this reduction represents a 15.7% reduction.

Appendix D - Wisley Garden Visitor Distribution

D.1 Figure D.1 presents the distribution of trip origins of visitor to the RHS Gardens at Wisley

Figure D.1 Distribution of Trip Origins to the RHS Gardens at Wisley



Source: RHS (2019)

D.2 Table D.1 presents the source data.

Table D.1 RHS Wisley Visitor Postcode Data

Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)
SW19	1.44%	GU16	0.20%	BN18	0.10%	TN10	0.07%	TN33	0.04%	SG40	0.03%
GU11	1.43%	GU46	0.20%	GU10	0.10%	TN25	0.07%	TQ9	0.04%	B57	0.03%
GU22	1.25%	PO9	0.20%	HP18	0.10%	TN1	0.07%	TW4	0.04%	B58	0.03%
KT12	1.20%	PO7	0.25%	HP5	0.10%	TN11	0.07%	UB6	0.04%	B59	0.03%
GU1	1.16%	HAS	0.24%	MER	0.10%	TW6	0.07%	W43	0.04%	CA10	0.03%
GU2	0.96%	TW9	0.24%	PO13	0.10%	UB7	0.07%	WS2	0.04%	CM12	0.03%
GU7	0.97%	HAA	0.23%	PO20	0.10%	UB8	0.07%	W73	0.04%	CM15	0.03%
SW18	0.97%	RG10	0.23%	PO22	0.10%	W69	0.07%	W205	0.04%	CM2	0.03%
GU14	0.95%	RH19	0.23%	SE13	0.10%	CT1	0.06%	WD4	0.04%	CM8	0.03%
KT19	0.85%	BN1	0.22%	SL3	0.10%	DA3	0.06%	WD7	0.04%	CO3	0.03%
GU10	0.84%	TW13	0.22%	SO24	0.10%	E11	0.06%	AL2	0.04%	CO4	0.03%
GU9	0.82%	TW10	0.22%	SO40	0.10%	W42	0.06%	AL6	0.04%	CT12	0.03%
KT17	0.82%	RG22	0.21%	TN12	0.10%	HP14	0.06%	AL8	0.04%	CT17	0.03%
RH1	0.82%	WDR	0.21%	TN14	0.10%	HP23	0.06%	BH21	0.04%	CW4	0.03%
KT13	0.81%	RG45	0.21%	TN22	0.10%	LU7	0.06%	BH8	0.04%	DA9	0.03%
KT10	0.79%	GU18	0.20%	TN8	0.10%	ME15	0.06%	BN12	0.04%	DH1	0.03%
RH2	0.76%	PO19	0.20%	TW14	0.10%	OK11	0.06%	BN15	0.04%	ES5	0.03%
GU4	0.73%	RG6	0.20%	UB9	0.10%	OK39	0.06%	BR7	0.04%	ECY2	0.03%
KT6	0.72%	RG24	0.19%	W13	0.10%	PO3	0.06%	BS16	0.04%	DN2	0.03%
GU14	0.70%	RH20	0.19%	BBS	0.10%	POS	0.06%	CFQ2	0.04%	DN4	0.03%
GU12	0.68%	PO12	0.18%	GU28	0.10%	RG17	0.06%	CM7	0.04%	DN5	0.03%
KT3	0.67%	GU29	0.18%	SE21	0.10%	RH9	0.06%	CT14	0.04%	GL20	0.03%
KT22	0.66%	GU31	0.18%	SE4	0.10%	SE6	0.06%	CT19	0.04%	GL5	0.03%
SW20	0.65%	GU32	0.18%	SES	0.10%	SM1	0.06%	CT9	0.04%	GL51	0.03%
KT15	0.63%	PO10	0.18%	SL9	0.10%	SN0	0.06%	CV34	0.04%	HA3	0.03%
GU8	0.59%	RH15	0.18%	SO45	0.10%	SO51	0.06%	CV37	0.04%	HA8	0.03%
GU51	0.59%	BN3	0.17%	SO53	0.10%	SP2	0.06%	CV8	0.04%	HA9	0.03%
KT14	0.59%	CR4	0.17%	SW9	0.10%	SP5	0.06%	DA1	0.04%	HP12	0.03%
RH4	0.59%	GU33	0.17%	TN24	0.10%	TN1	0.06%	DA34	0.04%	HP17	0.03%
SW15	0.57%	HP9	0.17%	W12	0.10%	TN30	0.06%	DM8	0.04%	HP19	0.03%
GU24	0.56%	SO22	0.17%	BN13	0.09%	TW19	0.06%	F18	0.04%	IG30	0.03%
KT4	0.56%	TW7	0.17%	BN43	0.09%	UM4	0.06%	DN1	0.04%	IP22	0.03%
GU16	0.55%	BR2	0.16%	BR4	0.09%	W11	0.06%	DNG	0.04%	IP31	0.03%
GU15	0.52%	GU17	0.16%	HAG	0.09%	W72	0.06%	HP11	0.04%	IP4	0.03%
KT2	0.52%	GU19	0.16%	ME10	0.09%	WO17	0.06%	HP21	0.04%	LE11	0.03%
RH12	0.52%	HP3	0.16%	OX30	0.09%	WO23	0.06%	IG7	0.04%	LU2	0.03%
SW17	0.52%	RG5	0.16%	RG1	0.09%	WDC	0.06%	IP12	0.04%	LU5	0.03%
KT11	0.50%	RH14	0.16%	SE3	0.09%	BA2	0.05%	LE15	0.04%	ME12	0.03%
GU5	0.49%	RH16	0.16%	SO30	0.09%	BN17	0.05%	LNS	0.04%	ME18	0.03%
RH5	0.49%	TW17	0.16%	SW8	0.09%	BN41	0.05%	LU3	0.04%	ME4	0.03%
KT21	0.48%	PO6	0.15%	ALS	0.08%	BN42	0.05%	ME1	0.04%	MK14	0.03%
GU27	0.48%	RG2	0.15%	BH25	0.08%	CF14	0.05%	ME19	0.04%	MK41	0.03%
KT18	0.48%	SE22	0.15%	BN7	0.08%	CM1	0.05%	ME3	0.04%	MK44	0.03%
TW18	0.48%	SE25	0.15%	ME7	0.08%	CT10	0.05%	MK43	0.04%	N14	0.03%
CR3	0.47%	SO32	0.15%	ME18	0.08%	CT2	0.05%	N10	0.04%	N19	0.03%
GU52	0.47%	SW13	0.15%	NW3	0.08%	CT6	0.05%	N13	0.04%	N22	0.03%
SM1	0.47%	TW4	0.15%	OM4	0.08%	DA12	0.05%	N88	0.04%	N30	0.03%
KT16	0.46%	RG6	0.15%	RG18	0.08%	DA16	0.05%	NG12	0.04%	NS2	0.03%
KT8	0.46%	PO16	0.15%	RG23	0.08%	DA2	0.05%	NN12	0.04%	NS4	0.03%
CR2	0.46%	RG26	0.15%	RH7	0.08%	DT6	0.05%	NN13	0.04%	NS7	0.03%
GU3	0.45%	SE15	0.15%	SE10	0.08%	E1W	0.05%	NN15	0.04%	NE66	0.03%
GU6	0.45%	TW14	0.15%	SE12	0.08%	HA1	0.05%	NN3	0.04%	NG2	0.03%
SW16	0.43%	SW13	0.15%	SE24	0.08%	HP16	0.05%	NR38	0.04%	NR1	0.03%
TW11	0.43%	BN2	0.14%	SE26	0.08%	HP2	0.05%	NR4	0.04%	OX1	0.03%
SL6	0.43%	BR1	0.14%	SG4	0.08%	HP27	0.05%	NW10	0.04%	OX13	0.03%
SM6	0.42%	HP22	0.14%	SO23	0.08%	NR14	0.05%	NW2	0.04%	PL1	0.03%
CR5	0.41%	PO4	0.14%	SS9	0.08%	NW7	0.05%	NW6	0.04%	PO33	0.03%
RG12	0.41%	RG21	0.14%	TN11	0.08%	OX25	0.05%	NW8	0.04%	PR3	0.03%
KT20	0.40%	SO21	0.14%	TN15	0.08%	RG31	0.05%	OX17	0.04%	RM12	0.03%
SL4	0.39%	SW4	0.14%	TW8	0.08%	SE1	0.05%	OX25	0.04%	RM16	0.03%
SM7	0.39%	HP1	0.13%	BN14	0.07%	SE11	0.05%	OX29	0.04%	SS5	0.03%
SW11	0.39%	ME17	0.13%	BN21	0.07%	SE16	0.05%	OB44	0.04%	SA3	0.03%
TW1	0.39%	PO11	0.13%	BN27	0.07%	SM4	0.05%	OX7	0.04%	SC20	0.03%
CR0	0.38%	SE19	0.13%	CT4	0.07%	SO41	0.05%	OX9	0.04%	SG18	0.03%
KT23	0.38%	SE23	0.13%	CT5	0.07%	SS6	0.05%	PE19	0.04%	SG7	0.03%
RG40	0.38%	SW2	0.13%	DA13	0.07%	TN27	0.05%	RG28	0.04%	SE7	0.03%
SM3	0.37%	TW2	0.13%	DT2	0.07%	TN38	0.05%	RH18	0.04%	SE8	0.03%
TW20	0.37%	RN6	0.12%	MK46	0.07%	WH1	0.05%	SG44	0.04%	SN11	0.03%
GU11	0.36%	CR6	0.12%	OX14	0.07%	BA1	0.04%	SG19	0.04%	SN25	0.03%
KT5	0.36%	HP13	0.12%	OX2	0.07%	BN11	0.04%	SN10	0.04%	SO18	0.03%
RG42	0.36%	PO14	0.12%	PO18	0.07%	BMS	0.04%	SN15	0.04%	SP6	0.03%
RH6	0.36%	RG20	0.12%	PO2	0.07%	BS6	0.04%	SN3	0.04%	SW1	0.03%
TW12	0.36%	RG8	0.12%	RG19	0.07%	CB1	0.04%	SN8	0.04%	SW7	0.03%
TW15	0.36%	RG9	0.12%	RG20	0.07%	CB4	0.04%	SO15	0.04%	SY5	0.03%
CR8	0.35%	RH11	0.12%	SL2	0.07%	CO10	0.04%	SO19	0.04%	TN26	0.03%
GU35	0.35%	SE9	0.12%	SP11	0.07%	CT15	0.04%	SO20	0.04%	TN32	0.03%
KT1	0.35%	SL1	0.12%	SP4	0.07%	CT18	0.04%	SP1	0.04%	TN3	0.03%
RG27	0.35%	TW65	0.12%	W43	0.07%	CT3	0.04%	SP3	0.04%	TW5	0.03%
SM5	0.35%	W14	0.12%	AL4	0.07%	DA7	0.04%	SE15	0.04%	UB2	0.03%
TW16	0.35%	GU25	0.12%	BH23	0.07%	E17	0.04%	SE16	0.04%	UB3	0.03%
TW2	0.35%	HP4	0.12%	BH24	0.07%	HP7	0.04%	SW3	0.04%	UB5	0.03%
GU30	0.34%	PO15	0.12%	BN44	0.07%	LE12	0.04%	TAT	0.04%	WF4	0.03%
KT24	0.34%	RG25	0.12%	BN8	0.07%	LU1	0.04%	TN17	0.04%	WG0	0.03%
KT7	0.34%	RG29	0.12%	CT1	0.07%	N12	0.04%	TN19	0.04%	WG8	0.03%
RG41	0.34%	RH17	0.12%	DA15	0.07%	NW11	0.04%	TQ1	0.04%	WG9	0.03%
SM2	0.33%	SL7	0.12%	E14	0.07%	NW9	0.04%	W37	0.04%	WG24	0.03%
SW12	0.33%	SO31	0.12%	GL7	0.07%	OX12	0.04%	W45	0.04%	B13	0.02%
RH8	0.31%	SO50	0.12%	LU6	0.07%	OX18	0.04%	WD6	0.04%	B17	0.02%
SL5	0.31%	UB10	0.12%	ME13	0.07%	OX3	0.04%	WR14	0.04%	B411	0.02%
SM4	0.30%	AL1	0.11%	ME14	0.07%	PE28	0.04%	BT4	0.03%	BA15	0.02%
SW6	0.30%	BN16	0.11%	ME16	0.07%	PL6	0.04%	BAL2	0.03%	B422	0.02%
KT9	0.29%	HP10	0.11%	ME2	0.07%	PO1	0.04%	BAL3	0.03%	BH14	0.02%
RH10	0.29%	HP15	0.11%	ME5	0.07%	PO17	0.04%	BA3	0.03%	BH22	0.02%
RH13	0.29%	HP9	0.11%	ME9	0.07%	SE18	0.04%	BH1	0.03%	BH5	0.02%
RG7	0.29%	PO3	0.11%	NI6	0.07%	SG12	0.04%	BN30	0.03%	BH7	0.02%
GU23	0.28%	RG14	0.11%	PO31	0.07%	SG13	0.04%	BN25	0.03%	BH9	0.02%
GU47	0.27%	RH3	0.11%	SL0	0.07%	SG6	0.04%	BN9	0.03%	BN20	0.02%
PO8	0.26%	SE27	0.11%	SO17	0.07%	SN6	0.04%	BR8	0.03%	BN22	0.02%
RG4	0.26%	TN6	0.11%	SP10	0.07%	TN21	0.04%	BS21	0.03%	BN23	0.02%
BA3	0.26%	AL3	0.10%	SS7	0.07%	TN23	0.04%	BS4	0.03%	BN24	0.02%

Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)
BN24	0.02%	GG1	0.02%	DE55	0.01%	NR17	0.01%	B21	0.01%	CR2	0.02%
BN26	0.02%	GG17	0.02%	DE13	0.01%	NR49	0.01%	B23	0.01%	CR3	0.02%
BG3	0.02%	GG6	0.02%	DN9	0.01%	NR25	0.01%	B24	0.01%	CR8	0.02%
BS30	0.02%	GG8	0.02%	DN21	0.01%	NR31	0.01%	B29	0.01%	CR13	0.02%
BS35	0.02%	GG22	0.02%	DT1	0.01%	NR32	0.01%	B32	0.01%	CR9	0.02%
BS39	0.02%	GG6	0.02%	DT3	0.01%	NR7	0.01%	B44	0.01%	CR11	0.02%
BT9	0.02%	SP8	0.02%	DN10	0.01%	NW5	0.01%	B45	0.01%	CR15	0.02%
CB30	0.02%	SO0	0.02%	E26	0.01%	OO7	0.01%	B46	0.01%	CR44	0.02%
CB32	0.02%	SL1	0.02%	E32	0.01%	OX16	0.01%	B47	0.01%	CT20	0.02%
CB34	0.02%	SL11	0.02%	E33	0.01%	OX20	0.01%	B60	0.01%	CV10	0.02%
CR8	0.02%	SO2	0.02%	E34	0.01%	PA13	0.01%	B62	0.01%	CV2	0.02%
CM4	0.02%	SW10	0.02%	EE4	0.01%	PA23	0.01%	B63	0.01%	CV33	0.02%
CM6	0.02%	SW1W	0.02%	E96	0.01%	PE10	0.01%	B68	0.01%	CV32	0.02%
CM77	0.02%	SW8	0.02%	DI22	0.01%	PE13	0.01%	B78	0.01%	CV33	0.02%
CO12	0.02%	TA2	0.02%	DM4	0.01%	PE2	0.01%	B80	0.01%	CV7	0.02%
CO5	0.02%	TA4	0.02%	DM54	0.01%	PE27	0.01%	B82	0.01%	CV11	0.02%
CT11	0.02%	TN34	0.02%	DN10	0.01%	PE29	0.01%	BA21	0.01%	CV12	0.02%
CT13	0.02%	TN35	0.02%	DN11	0.01%	PH12	0.01%	BA4	0.01%	CR2	0.02%
CT7	0.02%	TO13	0.02%	DN7	0.01%	PL14	0.01%	BB12	0.01%	CR5	0.02%
CV3	0.02%	TR11	0.02%	DM8	0.01%	PL30	0.01%	BD13	0.01%	CR9	0.02%
CV31	0.02%	UR1	0.02%	EX10	0.01%	PL7	0.01%	BD15	0.01%	DT7	0.02%
CV35	0.02%	W22	0.02%	D05	0.01%	PL9	0.01%	BD17	0.01%	DT2	0.02%
DA11	0.02%	WG6	0.02%	D06	0.01%	PO34	0.01%	BD19	0.01%	DR2	0.02%
DA4	0.02%	WA16	0.02%	GG1	0.01%	PO40	0.01%	BD20	0.01%	DA10	0.02%
DA8	0.02%	WAG	0.02%	GL12	0.01%	PR5	0.01%	BE12	0.01%	DO10	0.02%
DE56	0.02%	WD18	0.02%	GL14	0.01%	PR9	0.01%	BE61	0.01%	DO2	0.02%
DE73	0.02%	WR3	0.02%	GL2	0.01%	RM1	0.01%	BH11	0.01%	DO8	0.02%
DL10	0.02%	WR9	0.02%	GL52	0.01%	RM13	0.01%	BH15	0.01%	DO9	0.02%
DK6	0.02%	WVG	0.02%	GL53	0.01%	RM18	0.01%	BH17	0.01%	DI1	0.02%
DN11	0.02%	YO13	0.02%	GL56	0.01%	RM2	0.01%	BH19	0.01%	DE12	0.02%
DN4	0.02%	YO3	0.02%	HD9	0.01%	S10	0.01%	BH4	0.01%	DE13	0.02%
DT10	0.02%	AB15	0.01%	HP20	0.01%	S12	0.01%	B14	0.01%	DE15	0.02%
DT8	0.02%	AJ7	0.01%	HR8	0.01%	SA2	0.01%	B16	0.01%	DE22	0.02%
DT9	0.02%	B15	0.01%	HO3	0.01%	SA32	0.01%	B18	0.01%	DE45	0.02%
ED0	0.02%	B16	0.01%	IG5	0.01%	SA33	0.01%	BH3	0.01%	DE5	0.02%
E16	0.02%	B30	0.01%	IG9	0.01%	SA71	0.01%	BH4	0.01%	DE7	0.02%
E27	0.02%	B50	0.01%	IP14	0.01%	SE14	0.01%	B09	0.01%	DE72	0.02%
ES9	0.02%	BT5	0.01%	IP20	0.01%	SE17	0.01%	B52	0.01%	DE74	0.02%
EH13	0.02%	B77	0.01%	IP30	0.01%	SE7	0.01%	BS27	0.01%	DG1	0.02%
EH3	0.02%	B90	0.01%	IP6	0.01%	SG2	0.01%	BS31	0.01%	DH4	0.02%
EM9	0.02%	B91	0.01%	IP7	0.01%	SG3	0.01%	BS32	0.01%	DH6	0.02%
EX14	0.02%	B93	0.01%	IP30	0.01%	SG9	0.01%	BS41	0.01%	DH66	0.02%
EX16	0.02%	BA14	0.01%	KY11	0.01%	SE9	0.01%	BS49	0.01%	DH7	0.02%
EX32	0.02%	BA20	0.01%	L11	0.01%	SN13	0.01%	B55	0.01%	DL17	0.02%
EX4	0.02%	BA5	0.01%	LA10	0.01%	SN14	0.01%	BT23	0.01%	DL3	0.02%
GL11	0.02%	B07	0.01%	L46	0.01%	SM6	0.01%	BT26	0.01%	DM10	0.02%
GL4	0.02%	BS04	0.01%	LE2	0.01%	SO16	0.01%	BT30	0.01%	DM30	0.02%
GL50	0.02%	BH10	0.01%	LE3	0.01%	SO52	0.01%	BT32	0.01%	DM12	0.02%
GL54	0.02%	BH12	0.01%	LE4	0.01%	SS12	0.01%	BT45	0.01%	DM15	0.02%
GL55	0.02%	BH13	0.01%	LE7	0.01%	SS3	0.01%	BT55	0.01%	DM16	0.02%
GL6	0.02%	BH2	0.01%	LE9	0.01%	SS4	0.01%	BT74	0.01%	DM17	0.02%
GL8	0.02%	BH20	0.01%	LI21	0.01%	SS5	0.01%	CE2	0.01%	DM2	0.02%
HP8	0.02%	BH0	0.01%	LI22	0.01%	SS8	0.01%	CA12	0.01%	DM22	0.02%
HR2	0.02%	BH13	0.01%	LI27	0.01%	ST19	0.01%	CA13	0.01%	DM23	0.02%
IG8	0.02%	BH6	0.01%	LS16	0.01%	ST7	0.01%	CA3	0.01%	DM13	0.02%
IV2	0.02%	BH26	0.01%	LS17	0.01%	SW1P	0.01%	CAG0	0.01%	DM36	0.02%
LI7	0.02%	BE1	0.01%	LS29	0.01%	T48	0.01%	CA4	0.01%	DM37	0.02%
LI3	0.02%	BE15	0.01%	NQ1	0.01%	T05	0.01%	CA5	0.01%	DM40	0.02%
LA3	0.02%	BE22	0.01%	NQ5	0.01%	TF11	0.01%	CA6	0.01%	DM7	0.02%
LD3	0.02%	BE23	0.01%	NQ8	0.01%	TF9	0.01%	CB15	0.01%	DM9	0.02%
LE16	0.02%	BE24	0.01%	ME20	0.01%	TN18	0.01%	CB2	0.01%	DT11	0.02%
LE67	0.02%	BE28	0.01%	MK10	0.01%	TN28	0.01%	CB32	0.01%	DT17	0.02%
LE8	0.02%	BE37	0.01%	MK17	0.01%	TN29	0.01%	CB34	0.01%	DT4	0.02%
LI16	0.02%	BE4	0.01%	MK19	0.01%	TN36	0.01%	CB37	0.01%	DT5	0.02%
LS6	0.02%	BE48	0.01%	MK4	0.01%	TN37	0.01%	CB47	0.01%	DT7	0.02%
MK15	0.02%	BT40	0.01%	MK40	0.01%	TN39	0.01%	CB6	0.01%	DU22	0.02%
N11	0.02%	CA11	0.01%	MK5	0.01%	TN40	0.01%	CB9	0.01%	DM8	0.02%
N17	0.02%	CB21	0.01%	MK7	0.01%	TO2	0.01%	CE20	0.01%	DF12	0.02%
N20	0.02%	CB23	0.01%	N17	0.01%	TO6	0.01%	CF10	0.01%	DF13	0.02%
N21	0.02%	CB25	0.01%	N18	0.01%	TS18	0.01%	CF3	0.01%	DF2	0.02%
N41	0.02%	CB5	0.01%	N19	0.01%	WE16	0.01%	CF31	0.01%	DH8	0.02%
N51	0.02%	CO23	0.01%	N15	0.01%	WEH	0.01%	CF32	0.01%	E13	0.02%
N65	0.02%	CF11	0.01%	N20	0.01%	WIK	0.01%	CF39	0.01%	E14	0.02%
N70	0.02%	CF15	0.01%	N29	0.01%	WQ5	0.01%	CF44	0.01%	E16	0.02%
NE13	0.02%	CF23	0.01%	MK2	0.01%	W38	0.01%	CF64	0.01%	E12	0.02%
NE3	0.02%	CF24	0.01%	MK3	0.01%	WS3	0.01%	CF72	0.01%	E15	0.02%
NN11	0.02%	CF71	0.01%	MK6	0.01%	WR5	0.01%	CH1	0.01%	E28	0.02%
NNS	0.02%	CH43	0.01%	M76	0.01%	WR7	0.01%	CH2	0.01%	E46	0.02%
NNG	0.02%	CH60	0.01%	M78	0.01%	WR9	0.01%	CH3	0.01%	E47	0.02%
NR1	0.02%	CH64	0.01%	M79	0.01%	WA15	0.01%	CH5	0.01%	E48	0.02%
NR20	0.02%	CH7	0.01%	M80	0.01%	WF3	0.01%	CH7	0.01%	E50	0.02%
NR33	0.02%	CM16	0.01%	NE23	0.01%	WR5	0.01%	CH3	0.01%	E63	0.02%
NRS	0.02%	CM20	0.01%	NE26	0.01%	WS16	0.01%	CH66	0.01%	E66	0.02%
NR6	0.02%	CM3	0.01%	NE28	0.01%	WS16	0.01%	CH8	0.01%	E78	0.02%
NW4	0.02%	CM9	0.01%	NE61	0.01%	YO26	0.01%	CR9	0.01%	ER1	0.02%
OX15	0.02%	CO13	0.01%	NG13	0.01%	YO61	0.01%	CL3	0.01%	ER3	0.02%
OK5	0.02%	CO2	0.01%	NG16	0.01%	AB70	0.01%	CL4	0.01%	ER5	0.02%
PE21	0.02%	CO6	0.01%	NG18	0.01%	AB10	0.01%	CL6	0.01%	ER7	0.02%
PO30	0.02%	CO7	0.01%	NG24	0.01%	AB31	0.01%	CM0	0.01%	E44	0.02%
PO36	0.02%	CO7	0.01%	NG32	0.01%	AB32	0.01%	CM11	0.01%	EC38	0.02%
PO38	0.02%	CT8	0.01%	NG34	0.01%	AB39	0.01%	CM13	0.01%	EC39	0.02%
PR25	0.02%	CV36	0.01%	NG8	0.01%	AB42	0.01%	CM14	0.01%	EC3A	0.02%
RM11	0.02%	CV4	0.01%	NN10	0.01%	AB51	0.01%	CM18	0.01%	EC48	0.02%
RM14	0.02%	CV6	0.01%	NN29	0.01%	AB53	0.01%	CM22	0.01%	EE1W	0.02%
RM17	0.02%	DA17	0.01%	NK7	0.01%	AL10	0.01%	CM23	0.01%	EH10	0.02%
S18	0.02%	DA5	0.01%	NK8	0.01%	AT23	0.01%	CM24	0.01%	EH11	0.02%
S81	0.02%	DA6	0.01%	NP15	0.01%	AT9	0.01%	CM38	0.01%	EH23	0.02%
SE2	0.02%	DO6	0.01%	MK4	0.01%	R16	0.01%	CM5	0.01%	EH26	0.02%
SE8	0.02%	DE23	0.01%	NR15	0.01%	R11	0.01%	CM11	0.01%	EH30	0.02%
		DE3	0.01%	NR16	0.01%	R14	0.01%	CM13	0.01%	EH31	0.02%

Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)	Postal Area	% Wisley Visitors (Oct19-Sep20)
DH39	0.01%	LS3	0.01%	NM5	0.01%	SAA	0.01%	W18	0.01%
DH41	0.01%	LA8	0.01%	NN14	0.01%	SAA4	0.01%	W19	0.01%
DH48	0.01%	LA2	0.01%	NN17	0.01%	SAA5	0.01%	W20	0.01%
DH49	0.01%	LA4	0.01%	NN2	0.01%	SAT3	0.01%	W2W	0.01%
F19	0.01%	LA5	0.01%	NN4	0.01%	SAB	0.01%	W24	0.01%
DM1	0.01%	LE10	0.01%	NN9	0.01%	SD13	0.01%	W30	0.01%
DM3	0.01%	LE13	0.01%	NP30	0.01%	SG10	0.01%	W39	0.01%
EO10	0.01%	LE14	0.01%	NP38	0.01%	SG11	0.01%	W44	0.01%
ES15	0.01%	LE17	0.01%	NP39	0.01%	SG16	0.01%	W51	0.01%
ETH	0.01%	LE18	0.01%	NP39	0.01%	SK11	0.01%	W55	0.01%
DX15	0.01%	LDG5	0.01%	NP44	0.01%	SK12	0.01%	W67	0.01%
DX24	0.01%	LL1	0.01%	NP7	0.01%	SK17	0.01%	W84	0.01%
DX3	0.01%	LL13	0.01%	NP8	0.01%	SK2	0.01%	W93	0.01%
DX31	0.01%	LL30	0.01%	NR10	0.01%	SK4	0.01%	WA10	0.01%
DX34	0.01%	LL32	0.01%	NR13	0.01%	SL19	0.01%	WA11	0.01%
DX39	0.01%	LL33	0.01%	NR2	0.01%	SL24	0.01%	WA13	0.01%
DX8	0.01%	LL61	0.01%	NR3	0.01%	SL31	0.01%	WA14	0.01%
DX9	0.01%	LL65	0.01%	NR14	0.01%	SL41	0.01%	WA2	0.01%
FE10	0.01%	LL68	0.01%	NR8	0.01%	SL44	0.01%	WA3	0.01%
FX8	0.01%	LN1	0.01%	ONS	0.01%	SM12	0.01%	WC1X	0.01%
G14	0.01%	LN11	0.01%	OL11	0.01%	SM15	0.01%	WC1X	0.01%
G14	0.01%	LN12	0.01%	OL12	0.01%	SM21	0.01%	WD1	0.01%
G23	0.01%	LN13	0.01%	OL13	0.01%	SM16	0.01%	WDS2	0.01%
G42	0.01%	LN21	0.01%	OL2	0.01%	SND	0.01%	WF1	0.01%
G43	0.01%	LN3	0.01%	OL3	0.01%	SOD	0.01%	WF10	0.01%
G44	0.01%	LN4	0.01%	OL9	0.01%	SOD	0.01%	WF5	0.01%
G47	0.01%	LN6	0.01%	OL11	0.01%	SO42	0.01%	WN8	0.01%
GE1	0.01%	LS10	0.01%	OL2	0.01%	SO59	0.01%	WFC	0.01%
GE2	0.01%	LS13	0.01%	OK27	0.01%	SO6	0.01%	WR10	0.01%
GE6	0.01%	LS18	0.01%	OK28	0.01%	SP9	0.01%	WR11	0.01%
GE7	0.01%	LS23	0.01%	PO9	0.01%	SR3	0.01%	WR13	0.01%
GE8	0.01%	LS24	0.01%	P28	0.01%	S88	0.01%	WR2	0.01%
G75	0.01%	LS25	0.01%	P38	0.01%	SS13	0.01%	WR6	0.01%
G11	0.01%	LS8	0.01%	PA2	0.01%	SS14	0.01%	WR7	0.01%
GL10	0.01%	LUX	0.01%	PA28	0.01%	SS17	0.01%	WS12	0.01%
GL15	0.01%	M10	0.01%	PAG	0.01%	ST10	0.01%	WS13	0.01%
GL16	0.01%	M15	0.01%	PE11	0.01%	ST11	0.01%	WS14	0.01%
GL17	0.01%	M16	0.01%	PE12	0.01%	ST14	0.01%	WS15	0.01%
GL18	0.01%	M20	0.01%	PE15	0.01%	ST15	0.01%	WS3	0.01%
GR17	0.01%	M22	0.01%	PE23	0.01%	ST16	0.01%	WS5	0.01%
GR22	0.01%	M23	0.01%	PE30	0.01%	ST18	0.01%	WS6	0.01%
GU41	0.01%	M29	0.01%	PE32	0.01%	ST3	0.01%	WV11	0.01%
GU77	0.01%	M33	0.01%	PE33	0.01%	ST5	0.01%	WV5	0.01%
GY2	0.01%	M42	0.01%	PE34	0.01%	SW1V	0.01%	WV8	0.01%
GY7	0.01%	M43	0.01%	PE4	0.01%	SW5	0.01%	YD10	0.01%
H12	0.01%	M80	0.01%	PE5	0.01%	SW88	0.01%	YD11	0.01%
H19	0.01%	M87	0.01%	PE7	0.01%	SY13	0.01%	YD12	0.01%
HA7	0.01%	MA19	0.01%	PH10	0.01%	SY13	0.01%	YD15	0.01%
HD0	0.01%	MA20	0.01%	PH8	0.01%	SY14	0.01%	YD17	0.01%
HD6	0.01%	MD16	0.01%	PL1	0.01%	SX8	0.01%	YD19	0.01%
HE9	0.01%	MG6	0.01%	PL10	0.01%	SX6	0.01%	YD22	0.01%
HG3	0.01%	MG2	0.01%	PL12	0.01%	SX9	0.01%	YD24	0.01%
HQ00	0.01%	MK11	0.01%	PL13	0.01%	T41	0.01%	YD25	0.01%
HO5	0.01%	MK12	0.01%	PL17	0.01%	TA11	0.01%	YD31	0.01%
HP11	0.01%	MK16	0.01%	PL22	0.01%	TA13	0.01%	YD43	0.01%
HR1	0.01%	MK3	0.01%	PL29	0.01%	TA14	0.01%	YD62	0.01%
HR4	0.01%	MK42	0.01%	PL8	0.01%	TA15	0.01%	YD8	0.01%
HR6	0.01%	MK46	0.01%	PW11	0.01%	TA17	0.01%		
HR9	0.01%	MK6	0.01%	PW41	0.01%	TA18	0.01%		
HT6	0.01%	MK8	0.01%	PM6	0.01%	TA19	0.01%		
HU10	0.01%	ML10	0.01%	PO2	0.01%	TAS	0.01%		
HU14	0.01%	ML11	0.01%	PO25	0.01%	TAG	0.01%		
HU16	0.01%	ML3	0.01%	PO37	0.01%	TD1	0.01%		
HU17	0.01%	ML9	0.01%	PO41	0.01%	TD13	0.01%		
HU1	0.01%	NM29	0.01%	PR2	0.01%	TD55	0.01%		
IG2	0.01%	NP25	0.01%	PR26	0.01%	TE8	0.01%		
IK6	0.01%	NR13	0.01%	PR6	0.01%	TF1	0.01%		
IO8	0.01%	NS2	0.01%	PS11	0.01%	TF2	0.01%		
IP11	0.01%	N18	0.01%	PS4	0.01%	TF3	0.01%		
IP2	0.01%	N28	0.01%	PW11	0.01%	TF4	0.01%		
IP21	0.01%	N31	0.01%	PW2	0.01%	TF5	0.01%		
IP23	0.01%	N33	0.01%	RA2	0.01%	TF8	0.01%		
IP25	0.01%	N48	0.01%	R69	0.01%	TM13	0.01%		
IP27	0.01%	N77	0.01%	RO12	0.01%	TM14	0.01%		
IP29	0.01%	NR9	0.01%	RG3	0.01%	TM16	0.01%		
IP33	0.01%	NR2	0.01%	RG15	0.01%	TN20	0.01%		
IR8	0.01%	NE1	0.01%	RH30	0.01%	TO30	0.01%		
IV12	0.01%	NE14	0.01%	RMS	0.01%	TQ11	0.01%		
IV25	0.01%	NE16	0.01%	RMG	0.01%	TQ12	0.01%		
IV55	0.01%	NE17	0.01%	RM9	0.01%	TQ14	0.01%		
JE2	0.01%	NE20	0.01%	RW15	0.01%	TQ7	0.01%		
JE3	0.01%	NE21	0.01%	RM6	0.01%	TR1	0.01%		
K13	0.01%	NE36	0.01%	S11	0.01%	TR12	0.01%		
KA11	0.01%	NE38	0.01%	S14	0.01%	TR15	0.01%		
KA19	0.01%	NE42	0.01%	S17	0.01%	TR2	0.01%		
KA3	0.01%	NE47	0.01%	S26	0.01%	TR4	0.01%		
KA4	0.01%	NE5	0.01%	S33	0.01%	TR5	0.01%		
KA7	0.01%	NE12	0.01%	S43	0.01%	TR6	0.01%		
KT29	0.01%	NE7	0.01%	SE1	0.01%	TS11	0.01%		
KW17	0.01%	NE9	0.01%	SE1	0.01%	TS14	0.01%		
KY1	0.01%	NG10	0.01%	SE5	0.01%	TS17	0.01%		
KY16	0.01%	NG11	0.01%	SE6	0.01%	TS5	0.01%		
KY20	0.01%	NG14	0.01%	S70	0.01%	TS7	0.01%		
KY6	0.01%	NG22	0.01%	S75	0.01%	TS9	0.01%		
KY9	0.01%	NG25	0.01%	S80	0.01%	TW23	0.01%		
L12	0.01%	NG27	0.01%	SA11	0.01%	TW25	0.01%		
L31	0.01%	NG3	0.01%	SA14	0.01%	TW70	0.01%		
L37	0.01%	NG11	0.01%	SA26	0.01%	UV1	0.01%		
L44	0.01%	NG7	0.01%	SA31	0.01%	W10	0.01%		
L47	0.01%	NG9	0.01%	SA37	0.01%	W17	0.01%		



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