



Isle of Wight Council

Consultation on the
reinstatement of
Undercliff Drive
to vehicular traffic

Analysis of consultation
responses

September 2019



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Executive Summary

The Isle of Wight Council carried out a consultation on the reinstatement of Undercliff Drive to vehicular traffic which was disconnected following a landslide in 2014. The consultation was carried out over a six-week period across June and July 2019 and involved a consultation survey supplemented with a public meeting. This report summarises the analysis of the consultation responses; 771 responses were received.

A majority of respondents were in favour of Undercliff Drive being reinstated to vehicular traffic by the Isle of Wight Council – 57.5% of respondents agreed or strongly agreed with the reinstatement, whilst 39.6% of respondents strongly disagreed or disagreed. The remainder neither agreed nor disagreed with the reinstatement proposals (2.9%).

The main reasons given by those in favour of reinstating the road to vehicular traffic were:

- To benefit tourism and businesses on the island,
- Increased traffic in other locations;
- Improved convenience / accessibility; and
- Loss of key route.

The key reasons given by those against the reinstatement proposals were:

- The cost of the work;
- The risk of future landslips;
- Adverse impact on walkers and cyclists; and
- Ecological impacts.

In a letter response to the consultation, Ventnor Town Council stated that they could not support the proposal to reinstate the road to vehicular traffic at this time.

1. Introduction

- 1.1 The Isle of Wight Council carried out a consultation on the reinstatement of Undercliff Drive to vehicular traffic which was disconnected following a landslide in 2014. The consultation was carried out over a six-week period across June and July 2019 and involved a consultation survey supplemented with a public meeting. This report summarises the analysis of the consultation responses received.

Background context

- 1.2 Undercliff Drive connects Ventnor to Niton, via St Lawrence. The road passes through an ancient landslide complex known as the 'Undercliff'. Historic records of landslide events over the last 200 years have shown the area has been subjected to regular ground movement. Whilst some areas of the Undercliff have had a reputation for landslide movement, much of the developed areas of Ventnor, St Lawrence and Niton Undercliff have remained largely unaffected by major landslide events. The causes of ground movement along the 'Undercliff' have been studied extensively and as a consequence are well understood. Ground movement occurring in the area is often linked to periods of prolonged rainfall, particularly during winter.
- 1.3 During the winter of 2013/14, following a period of prolonged rainfall, Undercliff Drive was affected by major ground movement causing the loss of the road at two locations. The loss of road effectively 'land-locked' nine properties between the two sites of landsliding.
- 1.4 Following the two landslides the Isle of Wight Council implemented a scheme to construct a new access road at one of the two landslide locations. This work was completed in 2016 and allowed vehicles to reach the nine affected properties from Niton, to the west. A shared footpath/bridleway at the site of the second landslide was also constructed in the same year, enabling access for pedestrians, cyclists and horse riders but not for vehicles, from Ventnor to the east.

Report structure

- 1.5 The remainder of this report is structured as follows:
- Section 2 outlines the consultation approach;
 - Section 3 summarises the analysis of consultation responses; and
 - Section 4 provides a summary of the findings of the consultation.

2. Consultation methodology

- 2.1 In 2019 the Isle of Wight Council undertook a consultation on the reinstatement of Undercliff Drive to traffic after it was disconnected following a landslide in 2014. This section of the report sets out the approach used to consult on the reinstatement proposals.

Approach

- 2.2 The consultation approach consisted of two components:
- 1) Consultation survey; and
 - 2) Public meeting.

Survey

- 2.3 A short consultation survey was carried out to find out people's views on the reinstatement proposals. The survey was accompanied by information on what the reinstatement of vehicular traffic to Undercliff Drive would entail, a copy of which is included as **Appendix 1**. The survey itself asked whether or not respondents agreed or disagreed with the reinstatement proposals as well as collecting demographic data on respondents to ensure they are broadly representative of residents. A table setting out the survey questions is appended to this report as **Appendix 2**.

Public meeting

- 2.4 A public meeting to discuss the consultation was held on Saturday 29th June 2019 at Niton Village Hall, Niton.
- 2.5 The meeting was overseen by Isle of Wight Council's David Evans (Strategic Manager for Highways and Transport) and Peter Marsden (Group Engineer). The meeting ran for two hours between 14:00 and 16:00 and was attended by approximately 30 people.

3. Consultation responses

3.1 A total of 771 surveys were completed, made up of 725 (94%) online surveys and a further 46 (6%) hard copy surveys. In addition, a further response was received by letter from Ventnor Town Council. This section of the report summarises the key findings from the consultation responses received. Details of responses to each of the consultation questions are appended to this report as **Appendix 3**. It should be noted that not all respondents responded to every question and as such the number of respondents for each question is clearly stated.

Respondent demographics

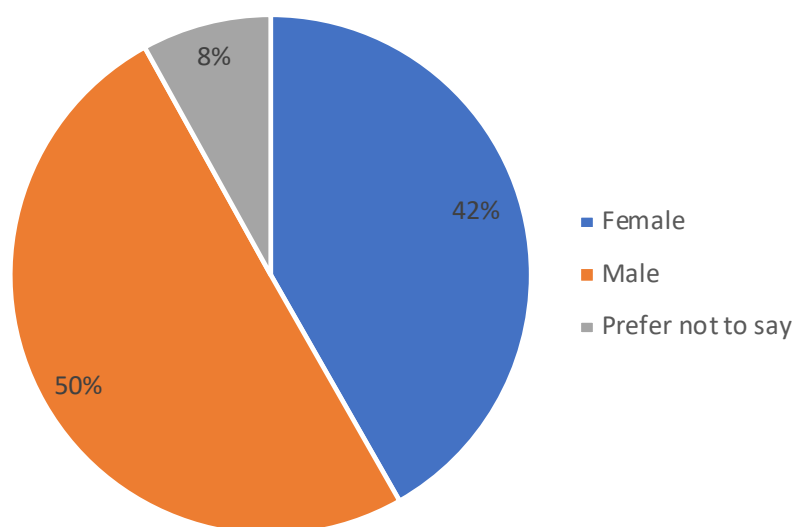
Respondents

3.2 The vast majority (97%) of the respondents to the consultation were responding on their own behalf. The remainder were responding on behalf of businesses or organisations (2%), or on behalf of others, such as a family member or friend (1%).

Gender

3.3 Figure 3-1 illustrates the gender reported by consultation respondents. Half of consultation respondents were male, approximately two fifths (42%) were female respondents and just under a tenth (8%) of respondents preferred not to say.

Figure 3-1: Gender of consultation respondents (n=771)



3.4 Data from the 2011 Census for the Isle of Wight was analysed to determine whether the gender of respondents was broadly representative of Isle of Wight residents, as shown in Table 3-1. In this case those respondents who did not specify male or female were not counted to ensure comparability. There is a broadly even split of female and male islanders with fractionally more females in the population. The majority of survey respondents were male (55%).

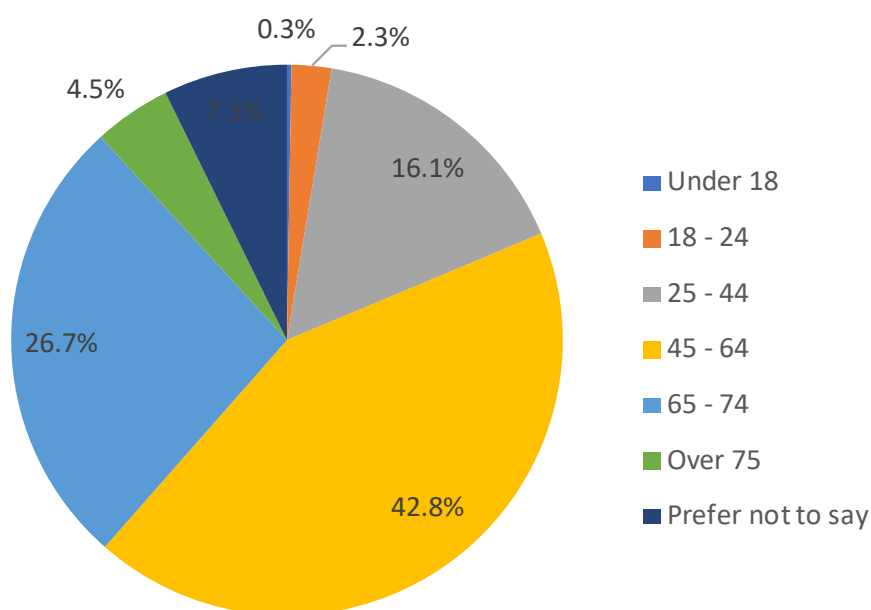
Table 3-1: Gender comparison

Gender	Isle of Wight (n=138,265)	Survey respondents (n=709)
Male	49%	55%
Female	51%	45%
Total	100%	100%

Age

3.5 The age of consultation respondents is illustrated in Figure 3-2 below. The highest proportion of respondents were aged between 45 and 64 years, accounting for over two fifths (43%) of all respondents. A quarter (27%) of respondents were aged 65 to 74 years and just under a fifth (16%) of respondents were aged between 25 and 44 years. Only two respondents were aged under 18 years.

Figure 3-2: Age of consultation respondents (N=771)



- 3.6 Data from the 2011 Census for the Isle of Wight was analysed to determine whether the age of respondents was broadly representative of that of Isle of Wight residents. To ensure a fair comparison the proportions of residents and respondents under 18 were discounted, as shown in Table 3-2.
- 3.7 2011 Census data for the Isle of Wight shows a higher proportion of younger people, when compared to the survey responses. The comparison shows there to be a much higher response rate in the age groups between 45-64 and 65-74.

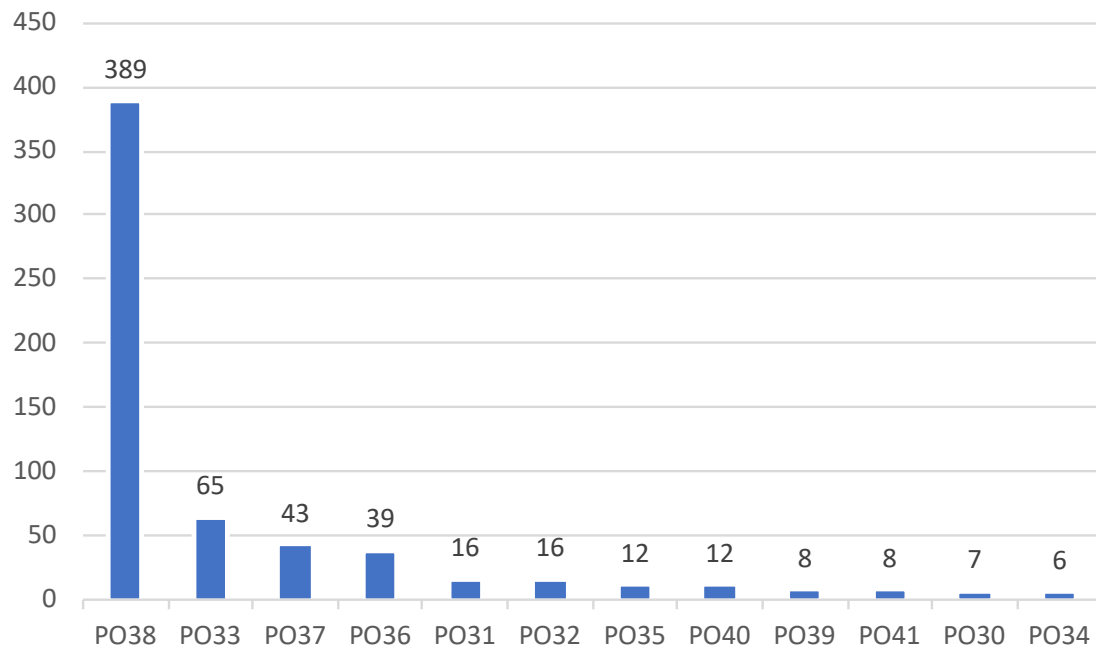
Table 3-2: Age comparison

Age Group	Isle of Wight (n = 112,097)	Survey respondents (n=713)
18 - 24	9%	3%
25 - 44	27%	17%
45 - 64	35%	46%
65 - 74	15%	29%
Over 75	14%	5%
Total	100%	100%

Location of respondents

- 3.8 More than three quarters (81%) of the 771 consultation respondents provided an Isle of Wight postcode district. Approximately one in every seven (14%) respondents reported that they did not live on the island and 40 (5%) respondents did not provide an answer.
- 3.9 Figure 3-3 shows the geographic location of consultation respondents according to the Isle of Wight postcode districts. Respondents from the Isle of Wight were predominantly based within the Ventnor postcode district (PO38), the area in which Undercliff Drive is situated. Almost two thirds (63%) of the 621 Isle of Wight-based respondents reported residing in Ventnor. A total of 82 respondents reported living in Shanklin, 43 (7%) in the PO37 postcode district and a further 39 (6%) in PO36. A tenth of respondents reside in Ryde (PO33). The remaining post code districts of the island received fewer than 20 consultation responses each.

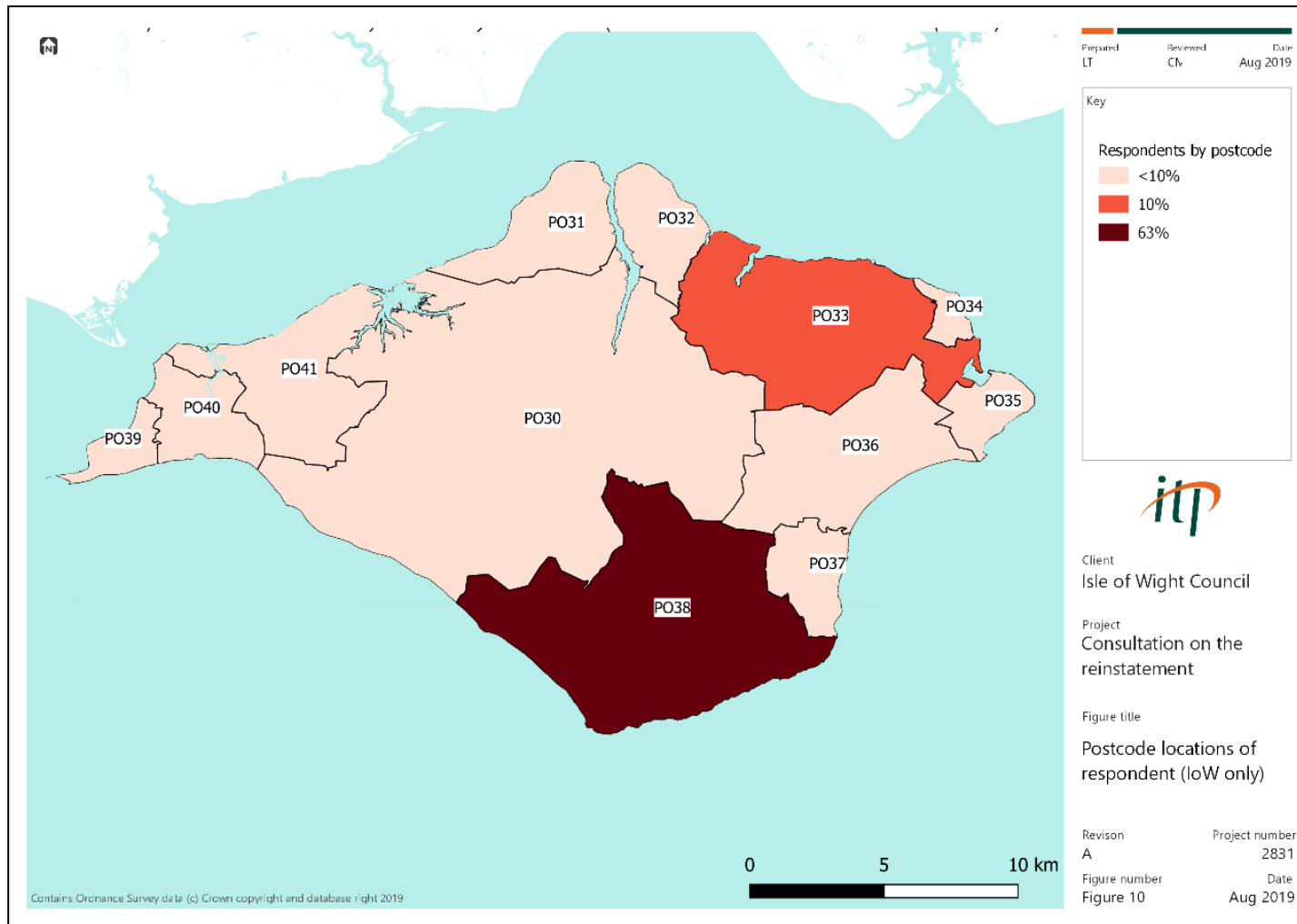
Figure 3-3: Postcode locations of consultation respondents* (N=621)



**Isle of Wight residents only*

3.10 Figure 3-4 provides a map-based illustration of the location of Isle of Wight-based consultation respondents.

Figure 3-4: Map of postcode locations of consultation respondents* (n=621)



*Isle of Wight residents only

Views on the proposals

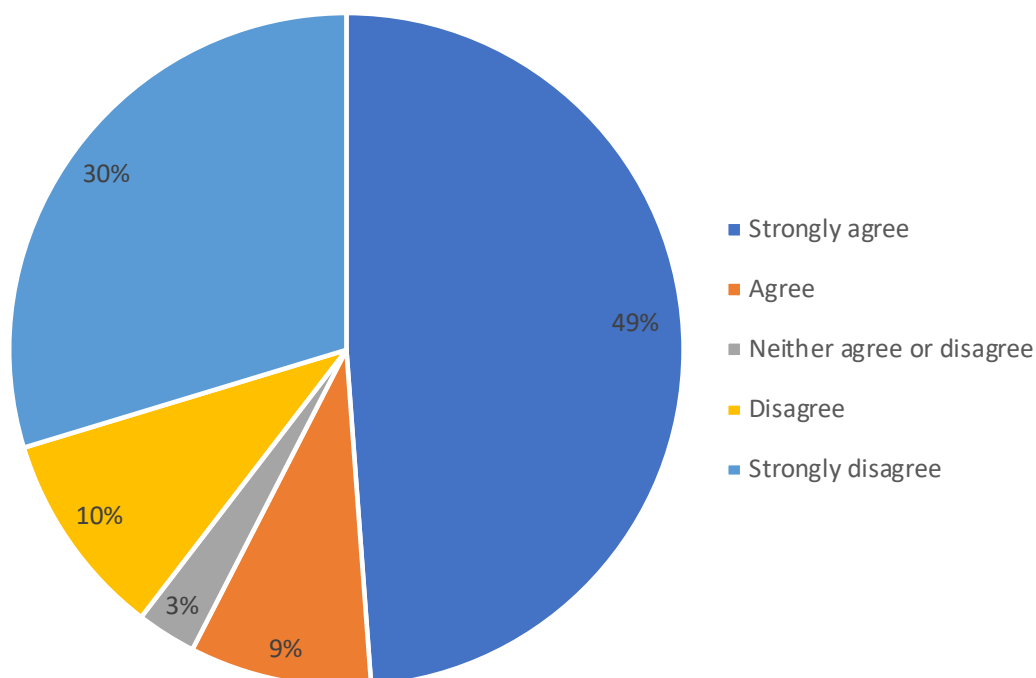
Background information

- 3.11 The consultation survey was accompanied by information setting out what the reinstatement of vehicular traffic to Undercliff Drive would entail. The majority (98%) respondents who answered the question reported reading the information accompanying the consultation survey. Only 15 (2%) respondents did not read the information.

Views on the reinstatement of Undercliff Drive to vehicular traffic

- 3.12 A majority of respondents are in favour of Undercliff Drive being reinstated to vehicular traffic by the Isle of Wight Council. Figure 3-5 shows that more than half (58%) of respondents agreed or strongly agreed that Undercliff Drive should be reinstated. In contrast two fifths (40%) of respondents strongly disagreed or disagreed with the proposed reinstatement.

Figure 3-5: Views on the reinstatement proposals



N = 768

- 3.13 The survey asked respondents to explain the reasons why they agreed, disagreed or neither agreed nor disagreed with the proposals. Respondents gave a wide variety of reasons to explain their decisions, many of which were very detailed. The reasons given were coded to identify the key explanations respondents gave for their decision on the reinstatement proposals. Table 3-3 shows the four main reasons given by respondents for agreeing and disagreeing with the reinstatement proposals.

Table 3-3: Main reasons for agreeing and disagreeing with proposals

Decision	No.	Reason for decision	%
Agree	1	Benefit to tourism and businesses	37%
	2	Increased traffic in other locations	17%
	3	Improved convenience / accessibility	14%
	4	Loss of key route	13%
Disagree	1	High cost	38%
	2	Potential future landslips	24%
	3	Adverse impact on walkers and cyclists	20%
	4	Ecological impacts	9%

N values – Agree = 466; and Disagree = 398

- 3.14 The key reason given by those who agreed with the proposals to reinstate the road to vehicular traffic was the benefit to tourism and businesses on the island, with approximately two fifths (38%) of those in favour citing this as the reason for their answer. Those in favour of the reinstatement also cited the issue of additional traffic in Whitwell and Niton which had been displaced since the closure of Undercliff Drive, with nearly a fifth (17%) of respondents in favour reporting this as a reason for their support.
- 3.15 The main reason given by respondents not wanting the road to be reinstated was the high cost of the work required, accounting for almost two fifths (38%) of all respondents who strongly disagreed or disagreed and provided an explanation for their decision. The risk of potential landslips in the future which might destroy the link once more was the second most commonly reason cited by those disagreeing with the

proposals, with a quarter (24%) of the 398 respondents who disagreed with the reinstatement citing it to explain their decision. A fifth (20%) of those who did not support the proposals cited the adverse impact on walkers and cyclists who currently benefit from the traffic-free route.

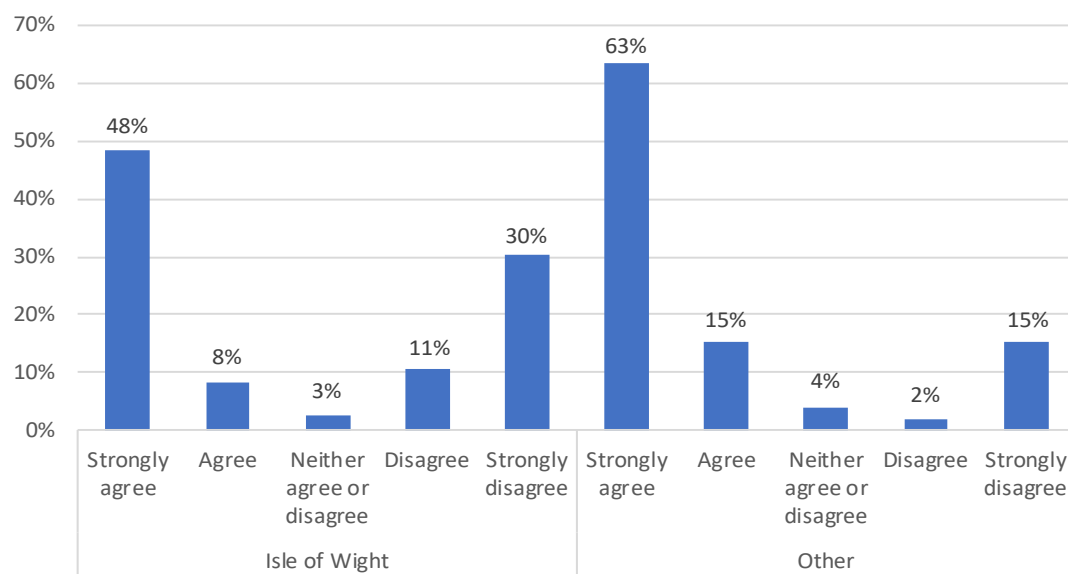
3.16 Respondents were also asked whether they had any additional comments to add. A total of 390 people added additional comments, the vast majority using the opportunity to expand, or repeat, the reasoning behind their answer to question 3, on whether or not they agree with the proposals but alternative suggestions to the proposed scheme, and in some cases additions to them, were also made. Alternatives to the proposals included:

- Provide traffic signals;
- Implementing a one-way system; and
- Building a bridge.

Location

3.17 Respondents views on the reinstatement differ based on their location. It is interesting to note that non-Isle of Wight residents are much more likely to support the proposal to reinstate vehicular access than residents, 79% either agreeing or strongly agreeing with the proposals in comparison to 57% for residents, as illustrated in Figure 3-6.

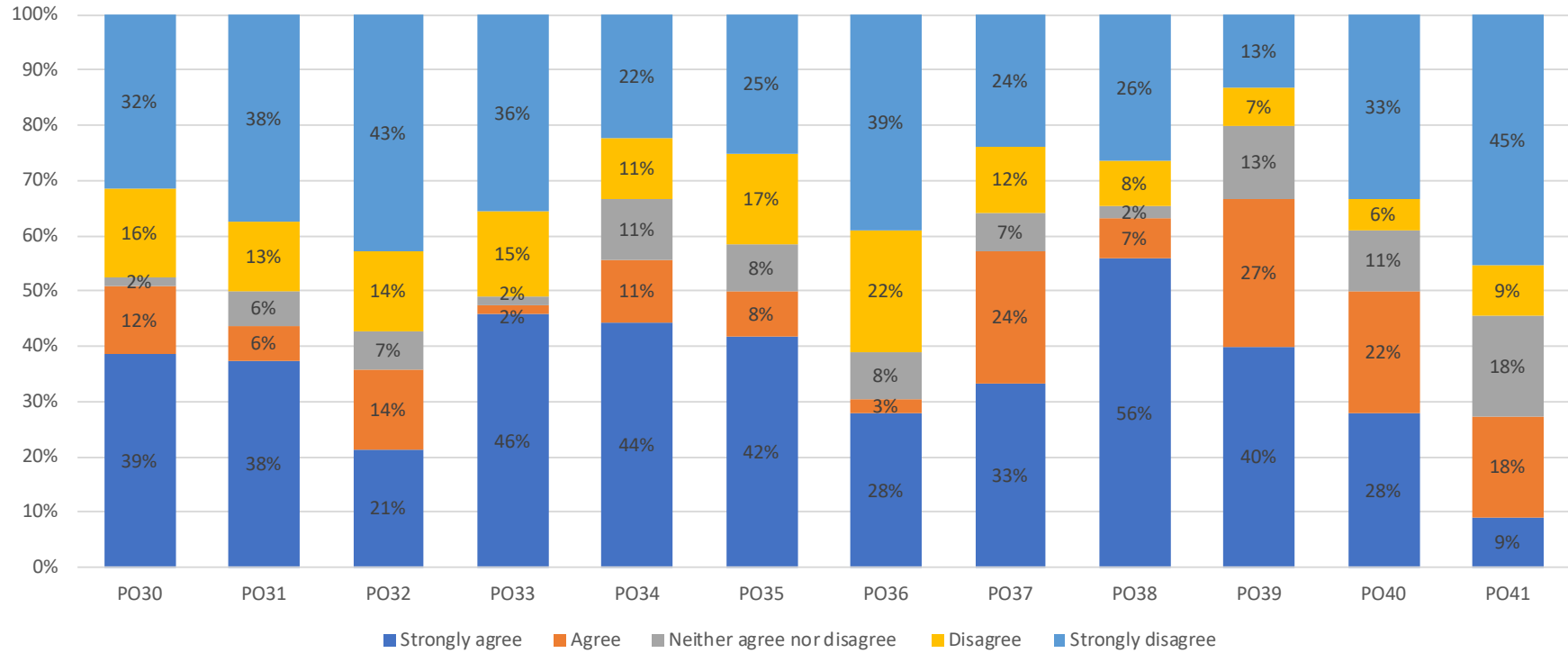
Figure 3-6: Views of Isle of Wight residents and non-residents on the reinstatement proposals



N values: Isle of Wight residents = 676 and Other = 52

- 3.18 The respondent data was disaggregated by postcode district to see whether the views of Isle of Wight residents differed based on their location. Figure 3-7 shows the views of respondents on the reinstatement of vehicular access by Isle of Wight postcode district. It should be noted that the number of respondents in the following post code districts were all below 20: PO31, PO32, PO34; PO35, PO39, PO40 and PO41.
- 3.19 The district with the highest proportion of respondents who strongly agree with the proposals is Ventnor (PO38), the area in which Undercliff Drive is located. Almost two thirds (63%) of Ventnor based respondents either agree or strongly agree with the proposals with a third (35%) disagreeing or strongly disagreeing.

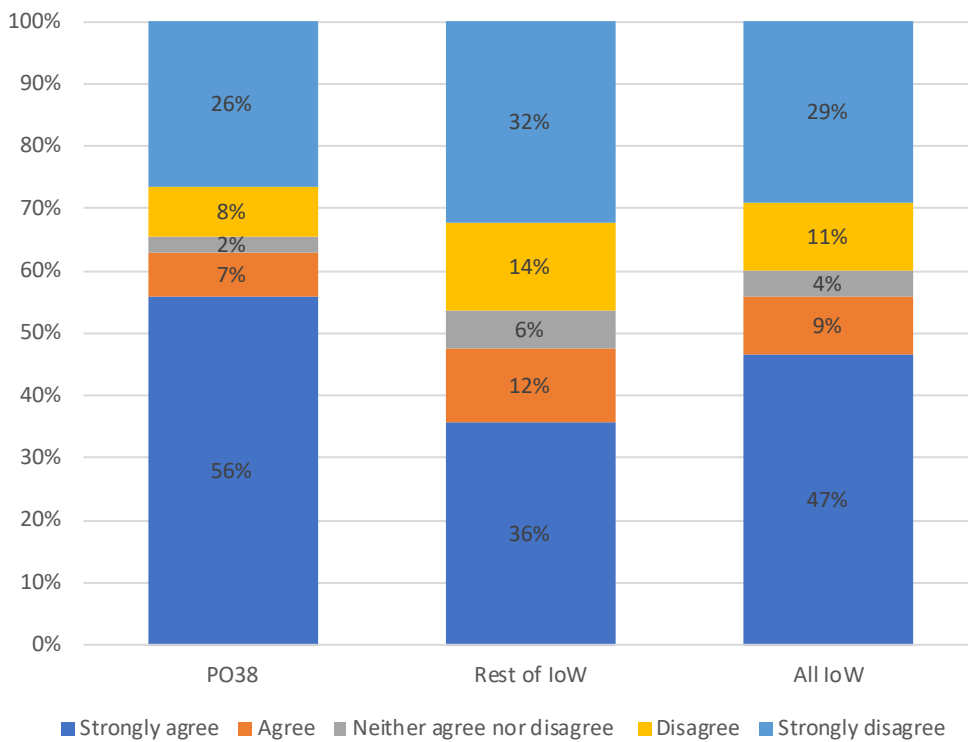
Figure 3-7: Comparison of views on reinstatement proposals by Isle of Wight postcode district



N values: PO30 = 57; PO31 = 16; PO32 = 14; PO33 = 59; PO34 = 9; PO35 = 12; PO36 = 36; PO37 = 42; PO38 = 344; PO39 = 15; PO40 = 18 and PO41 = 11

3.20 Analysis was carried out to compare views of all Isle of Wight residents on reinstatement proposals, as shown in Figure 3-8. The district with the highest proportion of respondents who strongly agree with the proposals is Ventnor (PO38), the area in which Undercliff Drive is located. Almost two thirds (63%) of Ventnor based respondents either agree or strongly agree with the proposals with a third (35%) disagreeing or strongly disagreeing. The views of Isle of Wight residents who do not live in this area on the proposals are less clear with 47% of respondents either agreeing or strongly agreeing with the proposals and an almost identical proportion (46%) disagreeing or strongly disagreeing.

Figure 3-8: Comparison of views of Isle of Wight residents on reinstatement proposals

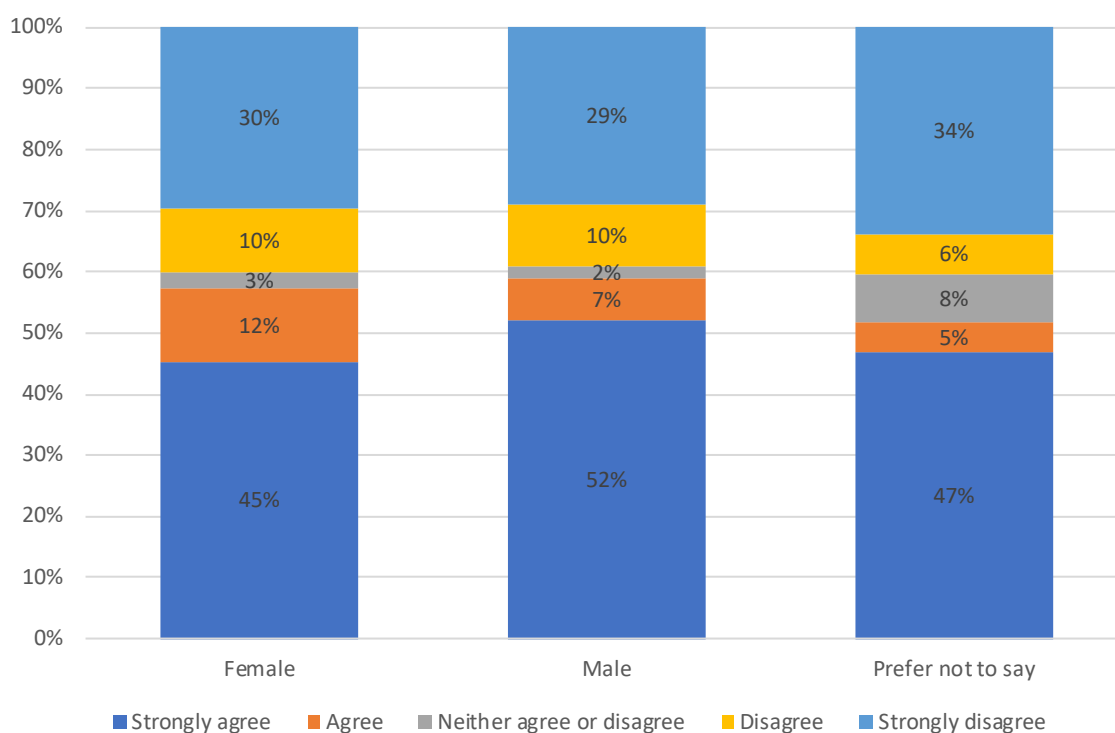


N values: PO38 = 344; Rest of IoW = 289 and All IoW = 633

Gender

3.21 Figure 3-9 compares views on reinstatement proposals by respondent gender. A slightly higher proportion of male respondents strongly agree with the proposals to reinstate vehicular access in compared to the proportion of female respondents; however, the overall agreement is broadly the same. The proportions strongly disagreeing, disagreeing and neither agreeing or disagreeing were very similar.

Figure 3-9: Comparison of views of Isle of Wight residents on reinstatement proposals by gender

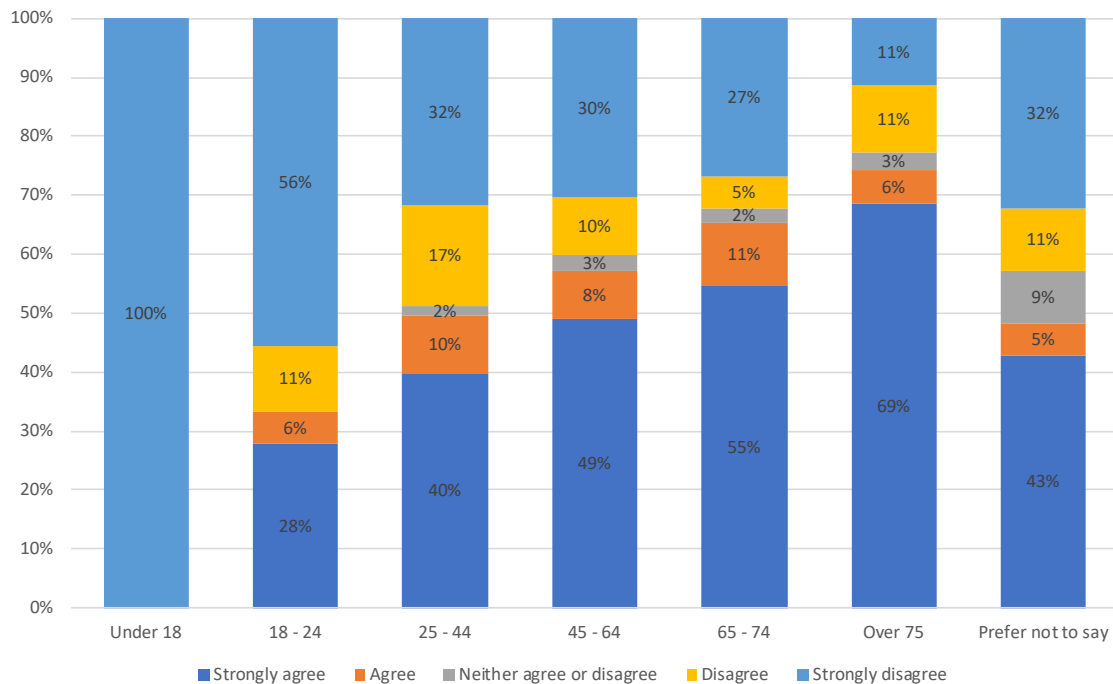


N values: Female = 320; Male = 386 and Prefer not to say = 62

Age

3.22 Figure 3-10 provides a comparison of views on the reinstatement proposals by age of respondent. It suggests that support for the reinstatement proposals increases as the age of respondent increases, rising from a third (33%) of 18 to 24-year olds who agree or strongly agree to almost three quarters (74%) of respondents aged over 75 years.

Figure 3-10 Comparison of views on reinstatement proposals by age

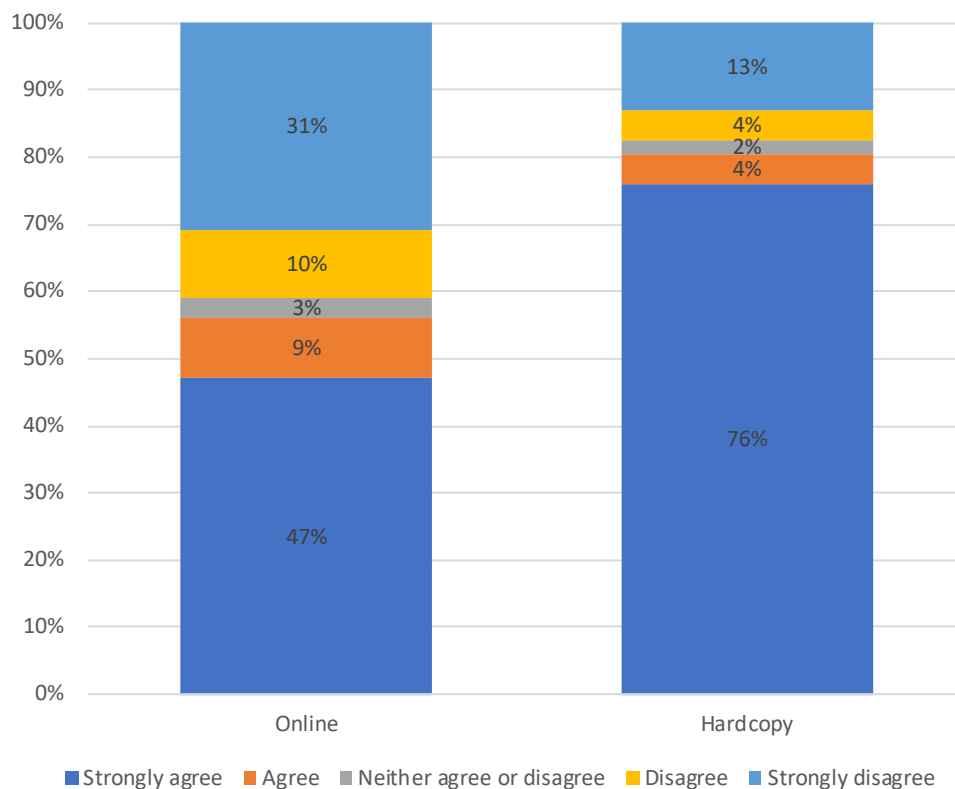


N values: Under 18 years = 2; 18–24 years = 18; 25–44 years = 123; 45–64 years = 329; 65–74 years = 205; Over 75 years = 35; and Prefer not to say = 56

Survey type

3.23 A comparison of the views on reinstatement of respondents by method of response was carried out, as shown in Figure 3-11. Those completing hardcopy surveys were much more supportive of the work with four fifths (80.4%) of respondents using this method strongly agreeing or agreeing with the reinstatement proposals compared to 56% for respondents using the online survey.

Figure 3-11: Comparison of views on reinstatement proposals by survey type



N values: Online = 722 and Hardcopy = 46

Business respondents

3.24 Of the 17 businesses and organisations who responded to the consultation approximately three quarters (76%) were strongly in favour of the reinstatement proposals whilst a fifth (18%) of those responding either disagreed or strongly disagreed with the proposals.

3.25 Less than half (41%) of the businesses and organisations who responded provided their name or details of the type of work they carry out. Those that did included:

- Two caravan parks;
- A courier company;
- A community group;
- A parish council.
- A holiday company; and
- A tourist destination.

- 3.26 All but one was strongly in favour of the proposed reinstatement with one business reporting that they neither agreed nor disagreed with the proposals.

Consultation response from Ventnor Town Council

- 3.27 Ventnor Town Council sent a response to the consultation having considered the proposal for the reinstatement of Undercliff Drive to vehicular traffic at its meeting on the 8th of July 2019.
- 3.28 Following a discussion, a vote was carried out with the resulting decision that Ventnor Town Council cannot support the proposal to reinstate the road to vehicular traffic at this time. The key concerns expressed by Members included:
- The further cuts of £4.5 million a year for the next three years;
 - The possibility of a recurrence of the landslide as acknowledged in the consultation's background information;
 - The absence of a risk assessment;
 - The absence of an economic case for the re-opening; and
 - The absence of any consideration of alternative routing.
- 3.29 A copy of the council's consultation response is appended to this report as **Appendix 4**. A copy of the minutes of the Ventnor Town Council meeting at which the reinstatement of Undercliff Drive was discussed is included as **Appendix 5**. The discussion of this topic is recorded as Minute 86/19.

4. Summary

4.1 In 2019 the Isle of Wight Council undertook a consultation on the reinstatement of Undercliff Drive to traffic after it was disconnected following a landslip in 2014. The consultation approach consisted of two components:

- Consultation survey; and
- Public meeting.

4.2 A short consultation survey was carried out to find out people's views on the reinstatement proposals. The survey was accompanied by information on what the reinstatement of vehicular traffic to Undercliff Drive would entail.

4.3 A public meeting to discuss the proposals and the consultation was held on Saturday 29th June 2019 at Niton Village Hall. The meeting ran for two hours and was attended by approximately 30 people.

Consultation results

4.4 A total of 771 responses were received to the consultation survey, the majority (94%) via the online survey with a further 46 (6%) hard copy surveys. The key findings of the consultation are:

- A majority of respondents were in favour of Undercliff Drive being reinstated to vehicular traffic by the Isle of Wight Council – of the responses 57.5% of respondents agreed or strongly agreed with the reinstatement, whilst 39.6% of respondents strongly disagreed or disagreed with the proposed reinstatement. The remainder neither agreed or disagreed with the reinstatement proposals (2.9%).
- The post code district with the highest proportion of respondents who strongly agree with the proposals is Ventnor (PO38), the area in which Undercliff Drive is located. Almost two thirds (63%) of the 344 Ventnor-based respondents either agree or strongly agree with the proposals with a third (35%) disagreeing or strongly disagreeing.
- The views on the reinstatement proposals of Isle of Wight residents who do not live in Ventnor are less clear with 47% of the 289 respondents either agreeing or strongly agreeing with the proposals and an almost identical proportion (46%) disagreeing or strongly disagreeing with them.

4.5 The main reasons given by those in favour of reinstating the road to vehicular traffic were:

- To benefit tourism and businesses on the island,
- Increased traffic in other locations;
- Improved convenience / accessibility; and
- Loss of key route.

4.6 The key reasons given by those against the reinstatement proposals were:

- The cost of the work;
- The risk of future landslips;
- Adverse impact on walkers and cyclists; and
- Ecological impacts.

4.7 In addition to the online and hardcopy survey responses one stakeholder provided a separate consultation response by letter. Ventnor Town Council sent a response to the consultation having considered the proposed reinstatement at its meeting on the 8th of July 2019. In the letter Ventnor Town Council stated that they cannot support the proposal to reinstate the road to vehicular traffic at this time. The key concerns expressed by Members were further budget cuts, the possibility of a recurrence of the landslide and the absence of a risk assessment, an economic case for the re-opening and the lack of consideration of alternative routing.



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