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ITEM 5

Report to: Transport Committee

Date: 24 February 2017

Subject: West Yorkshire Transport Strategy Public Consultation Report

1. Purpose

- 1.1. To consider responses from public and stakeholder consultation on the draft West Yorkshire Transport Strategy.
- 1.2. To review the outputs of the workshop held with Transport Committee and Portfolio Holders on 23 January 2017 to consider consultation responses, and provide a further opportunity to comment on required amendments to the Transport Strategy.
- 1.3. To seek approval for the next steps of finalising the Transport Strategy prior to adoption by the Combined Authority. Following adoption, to endorse that further work is needed to define how the policies can best be delivered.

2. Information

Background

- 2.1. The West Yorkshire Combined Authority is developing, with West Yorkshire Local Authorities, a new, long term Transport Strategy. The Transport Strategy is a necessary first step in providing a high level statement of Transport policy which will provide the framework for the further development of detailed strategy and investment plans by WYCA and the West Yorkshire partners.
- 2.2. An initial round of consultation in 2015 (reported to Transport Committee in June 2015) sought comment on the overall direction and headline themes of the Strategy.
- 2.3. In summer 2016, WYCA undertook a second round of more detailed consultation with the public and stakeholders on a draft Strategy, including a set of policy proposals endorsed by Transport Committee prior to public consultation. This consultation took place over 14 weeks from May to October.

- 2.4. Consultation on the Transport Strategy was carried out simultaneously with the West Yorkshire Bus Strategy public consultation (which is the subject of a separate report as Item 6 to this meeting) and Leeds City Council's 'Leeds Conversation'. In total nearly 13,000 responses were received across the three consultations on transport objectives and improvements. There were 1,711 responses to the West Yorkshire Transport Strategy consultation.
- 2.5 Transport Committee at its December 2016 meeting, considered initial headline analysis of the Transport Strategy consultation responses including the number of respondents, demographic and travel characteristics and an overview of comments. Transport Committee agreed to hold a member working group in January 2017 to consider the full findings of the consultation feedback.
- 2.6 The Transport Strategy consultation sought responses from the public and stakeholders on:
- Level of support for 28 detailed policy proposals arranged under 5 core themes and a cross cutting theme;
 - Suggestions for how performance in delivery should be measured;
 - General comments on the strategy
- 2.7 Independent analysis was undertaken of all consultation responses received, including completed questionnaires, letters, emails and workshop notes. Responses were invited from individuals and organisations/representative groups. The Executive Summary of the report of analysis is attached as Appendix A. The full report will be published on the Your Travel Your Say website (www.westyorks-ca.gov.uk/ytys/).
- 2.8 The report provides analysis of:
- Respondent demographics & travel characteristics (Exec. Summary pages 6-9)
 - Individuals support for policy proposals (Exec. Summary pages 10-11)
 - Groups support for policy proposals (Exec. Summary pages 16-17)
 - General comments (Exec. Summary pages 18-20)
 - Suggestions for measuring performance (Exec. Summary page 21)
- 2.9 The response rates to this consultation are low compared to population, but higher than previous strategy based consultations. Local scheme consultations can receive high response levels, but it is more difficult to engage the public on longer term, regional policy. The response rates to this consultation demonstrates the attempts to extend the scale and reach of consultation. The consultation methodology was described in the December 2016 report to Transport Committee.
- 2.10 Analysis of the demographic profile of respondents compared to 2011 census data for West Yorkshire suggests the Transport Strategy sample of respondents included:
- over-representation of respondents in the 45-64 age bracket
 - under-representation of those aged under 25;
 - a larger proportion of men responding to the consultation than might be expected;

- a lower proportion of residents from a BME background than might be expected.

2.11 Comparison of the respondents' choice of transport for travel to work compared to census travel to work data is not straightforward as the Transport Strategy and census asked different questions. The Transport Strategy allowed respondents to identify a number of modes (that better reflects real life situations) whereas the census only allows for one response to the question of "how do you usually travel to work?". The following analysis should therefore be treated with caution, but it suggests that the Transport Strategy sample of respondents may feature:

- under-representation of car drivers i.e. Consultation responses identified 44% drove a car 4-5 days per week, when census data shows 63% are car drivers. (Car passengers data was broadly the same);
- over-representation of bus users i.e. Consultation responses identified 21.5% use a bus 4-5 days per week to commute, when census data shows 11.1% of the population use a bus;
- over-representation of train users i.e. Consultation responses identified 14.4% use a train 4-5 days per week to commute, when census data shows 3.7% of the population use a train;
- over-representation of cyclists i.e. Transport Strategy responses identified 10.5% use a cycle 4-5 days per week to commute, when census data shows 1.3% of the population use a cycle;
- over-representation of motorcyclists i.e. Consultation responses identified 8.2% used a motorcycle 4-5 days per week to commute, when census data shows 0.6% of the population use a motorcycle.

Implications of the consultation

2.12 The draft Transport Strategy included 28 policy proposals and contained within these was a total of 57 detailed statements. Each of these detailed policy statements was the subject of a consultation question. The consultation sought a response in respect of Strongly Support, Support, Neither Support or Disagree, Disagree and Strongly Disagree. For the purpose of reporting the consultants have combined Strongly Support and Support, and Strongly Disagree and Disagree to demonstrate the level of agreement with a particular detailed policy statements. Responses were sought from both individuals and organisations/representative groups.

2.13 The analysis shows high levels of agreement across most policy statements from both individuals and groups, with the highest levels in the 80% to 90% range. The consultation report shows that of the 57 policy statements, only two received low levels of agreement (below 50%) in the individual survey and four statements below 50% in the group survey.

2.14 Policy statements which received the highest and lowest levels of agreement were as follows;

Highest Level of Agreement			
Individuals		Groups	
Proactively maintain the road network	91%	Cheaper travel through smart ticketing	98%
Build-in sustainable travel access to new developments	91%	Improve transport hubs with better integration	98%
Improve rail and bus stations	90%	Build in sustainable travel access to new developments	96%
Provide high quality rail travel standards; and; Improve existing rail services	89%	Improve rail and bus stations	96%
Use technology to improve travel information	87%	Safe cycle and walking routes	94%
Lowest Level of Agreement			
Individuals		Groups	
Implement a HS2 Yorkshire Hub station masterplan	47%	Implement a HS2 Yorkshire hub station masterplan	45%
		Intermediate stop on NPHR between Leeds and Manchester	43%
Explore funding options like road user charging, workplace parking levy	38%	Improve motorway capacity and efficiency	38%
		Provide new roads to developments	34%

- 2.15 There were some differences in responses from the West Yorkshire Districts;
- **Bradford** (12% of respondents) – Higher levels of agreement with maximising funding contributions from developers to transport improvements and investing in training and promotion for healthy, active travel;
 - **Calderdale** (13% of respondents) – Higher levels of agreement with rail electrification and upgrades;
 - **Kirklees** (17% of respondents) – Higher levels of agreement for road network proposals (e.g. road improvement schemes, a jointly managed Key Route Network, improving motorway capacity) and an intermediate West Yorkshire stop on the Northern Powerhouse Rail network;
 - **Leeds** (44% of respondents) - Higher support for rail improvements, for Clean Air Zone implementation and Using Devolution powers for local funding control.
 - **Wakefield** (9% of respondents) – Higher levels of agreement with road improvement schemes and improved safety and parking facilities for Power Two Wheelers.
- 2.16 The consultation received a number of comments in relation to the broader ambitions and narrative of the strategy:

- Improved clarity and language (plain English) and better emphasis of key priorities;
- Refine/rationalise the number of policy proposals and statements, towards key objectives
- Be more ambitious in respect of cycling, air quality, highways, public transport, and technology
- Set more challenging targets than the interim targets offered for e.g. Mode Share/Mode Shift.

2.17 The workshop held with Transport Committee and Portfolio Holders on 23 January 2017 to consider the consultation responses make the following recommendations to strengthen the Strategy:

- Transport punctuality/reliability should be key ambition for transport in both the short and long term;
- Reference objectives and outputs from the on-going work on the Leeds City Region Metro Study to strengthen the One System Core theme;
- Highlight the importance of improving public transport provision on key corridors
- Air Quality – Strengthen ambition to improve air quality;
- Places – need to be more ambitious on the investment proposals and actions;
- Prioritise actions to improve the safety and security of public transport travel (e.g. waiting environment) especially for public transport to appeal to younger demographics;
- Emphasise the importance of improving the customer experience in influencing public transport image and perception.

Next Steps towards adoption of the Transport Strategy

- 2.18 Given the levels of support for the general approach and specific policy proposals it is not proposed to fundamentally change the draft policy framework the document sets out but to update it in highlight of the feedback above.
- 2.19 Subject to additional comment from the Transport Committee, it is intended that the Transport Strategy will be amended to report to the first available meeting of Transport Committee in the municipal year, for endorsement.
- 2.20 Once Transport Committee is satisfied with the final version of the Strategy, the strategy will be brought to the Combined Authority, at the earliest opportunity in 2017, with a recommendation to adopt.
- 2.21 Further work will be necessary to develop the policies and to set out how they could be delivered and implemented. Further reports will be made to Transport Committee to agree a programme and seek input to this work, which may include developing the detail by:

- Specific modes of transport e.g. Rail, Active travel, freight (Cycle and Walking) etc
- Theme e.g. Air Quality etc
- Geographic area.

2.22 On publishing the Transport Strategy, the document will be used to influence national, regional and local decisions.

3. Financial Implications

3.1. There are no financial implications as a result of this report.

4. Legal Implications

4.1. There are no legal implications as a result of this report.

5. Staffing Implications

5.1. The further work to finalise the West Yorkshire Transport Strategy will be undertaken using existing staff resources. The staffing implications of the policy development further will be considered as part of developing the work programme.

6. Consultees

6.1. None as a result of this report

7. Recommendations

7.1. That the Transport Committee review the Transport Strategy Consultation Report and its conclusions and provide any additional comments.

7.2. That subject to additional comment from the Transport Committee, the Transport Strategy is amended and brought to a future meeting of the Transport Committee for endorsement and recommendation to Combined Authority to adopt.

7.3. Following adoption, to endorse that further work is needed to define how the policies can best be delivered through the development of a fuller strategy and action plan.

8. Background Documents

8.1. West Yorkshire Transport Strategy Public Consultation Report Full Report – AECOM consultants.

Independent Analysis of the **West Yorkshire Transport Strategy Consultation Responses**

Phase 2 Consultation 2016 – DRAFT REPORT

16 January 2017

Quality information

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Revision History

Revision	Revision date	Details	Authorized	Name	Position
V2	9 th December 2016	Revisions following client comments	TS	T Stuart	Associate Director
V3	21 st December 2016	Revisions following client comments	TS	T Stuart	Associate Director
V4	16 th January	Revisions following comments	TS	T Stuart	Associate Director

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Executive Summary

This report provides independent analysis undertaken by AECOM of the consultation programme on the West Yorkshire Combined Authority's Draft Transport Strategy.

This report identifies key findings and headlines from analysis of Phase 2 consultation responses and highlights differences depending on demographics, as well as individual and group responses.

Introduction

West Yorkshire Combined Authority (WYCA) is developing a long term Transport Strategy for West Yorkshire. The document is proposed as a twenty year vision and statement of policy and strategy for developing a modern, high class, integrated transport system which supports the Leeds City Region Enterprise Partnership's Strategic Economic Plan for sustained and healthy economic growth, especially for jobs and housing.

The new Transport Strategy will update the current West Yorkshire Local Transport Plan adopted in 2011, and will set out a step change in the quality and performance of the transport system within West Yorkshire and its connections with the rest of the UK.

WYCA believes that by investing in radically improved transport infrastructure and services, it can deliver the transport connections that businesses and people require and create attractive places in which to invest, work and live.

As part of the strategy development process, WYCA devised a consultation programme to gain feedback from individuals and key stakeholder groups.

An initial Phase 1 of consultation ran between March and September 2015 and incorporated a number of thematic workshops, as well as a public consultation questionnaire. The Phase 1 consultation sought comment on the high level direction of the strategy and a number of core principles intended to give shape and focus to the strategy – These core principles were then amended in light of responses received and developed further through work with stakeholders to produce a set of detailed policy proposals for further consultation.

Phase 2 of the consultation ran for 14 weeks between 18 July and 21 October 2016 and was aligned to run concurrently with consultation on the detail of the West Yorkshire Bus Strategy – and marketed widely to the public as 'Your Travel, Your Say'.

The Phase 2 consultation methods included interactive and digital based initiatives, public drop-in sessions, workshops, and one-to-one meetings with key stakeholders. The approach was designed to ensure that anyone who wished to take part could do so in a range of formats: paper, electronically or face-to-face. In total there were 1,710 responses.

This Executive Summary summarises the Report's findings. Chapter 3 of the Full Report sets out the detailed analysis of individual members of the public. Chapters 4 and 5 provide analysis of responses from Stakeholder groups or organisations. Chapter 6 identifies Equality and Disability issues.

Overall, individual respondents and organisations were generally happy with the majority of policy proposals and there appears a mandate to continue with the proposed Transport Strategy.

Methods

- A website (www.yourtravelyoursay.co.uk) was created by WYCA for this consultation, and for on-going engagement throughout the future strategy building and implementation process.
- 80 drop-in sessions were held across West Yorkshire to promote the consultation and engage bus users and non-bus users.
- Stakeholders were identified and contacted throughout the consultation period inviting them to attend workshops, 1-2-1 meetings or participate by submitting their consolidated views in a questionnaire (NB this questionnaire was slightly different to the one completed by members of the public).



Media Communications

Media communications were supported internally by public relations officers who met regularly to update the on-going media plan. Regular press releases were provided to all major local press, and social media campaigns ran throughout the consultation period. Drop-in sessions were advertised daily with the 'Your Travel, Your Say' dedicated social media (Twitter and Facebook) profiles, and through the existing more established profiles of WYCA, Metro and the LEP. District Council Officers and elected members were also contacted to provide additional social media support by engaging their profiles to promote drop-in sessions in their areas. Funded social media promotions were used to target demographics which were noted to be comparatively underrepresented during the consultation process.

Posters, digital displays, and flyers, were distributed and displayed across West Yorkshire by operators on their bus vehicles, on real-time displays at bus stops and at train stations, and on bus shelters.

Consultation Materials

A summary document of the draft strategy was developed as an accompanying, accessible information source to help participants be informed when completing the questionnaire. Paper prints of the summary documents and questionnaires were art-worked up by Our Agency (external design company) and produced for distribution at the drop-in sessions.

Credit-card sized takeaways were printed with online details of how to take part in the consultation. These were produced for distribution to promote online participation and to hand out at busy intersections and transport hubs to passing commuters.

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To find out more and complete our online survey, please visit:
www.yourtravelyoursay.co.uk
scan the QR code, come to one of our local drop in sessions,
or pick up a survey from your Bus Station Travel Centre.

Have your say on the future of transport in West Yorkshire.
Consultation on Transport and Bus Strategies
From 18 July - 21 October 2016.

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LEP
LEADER PARTNERSHIP

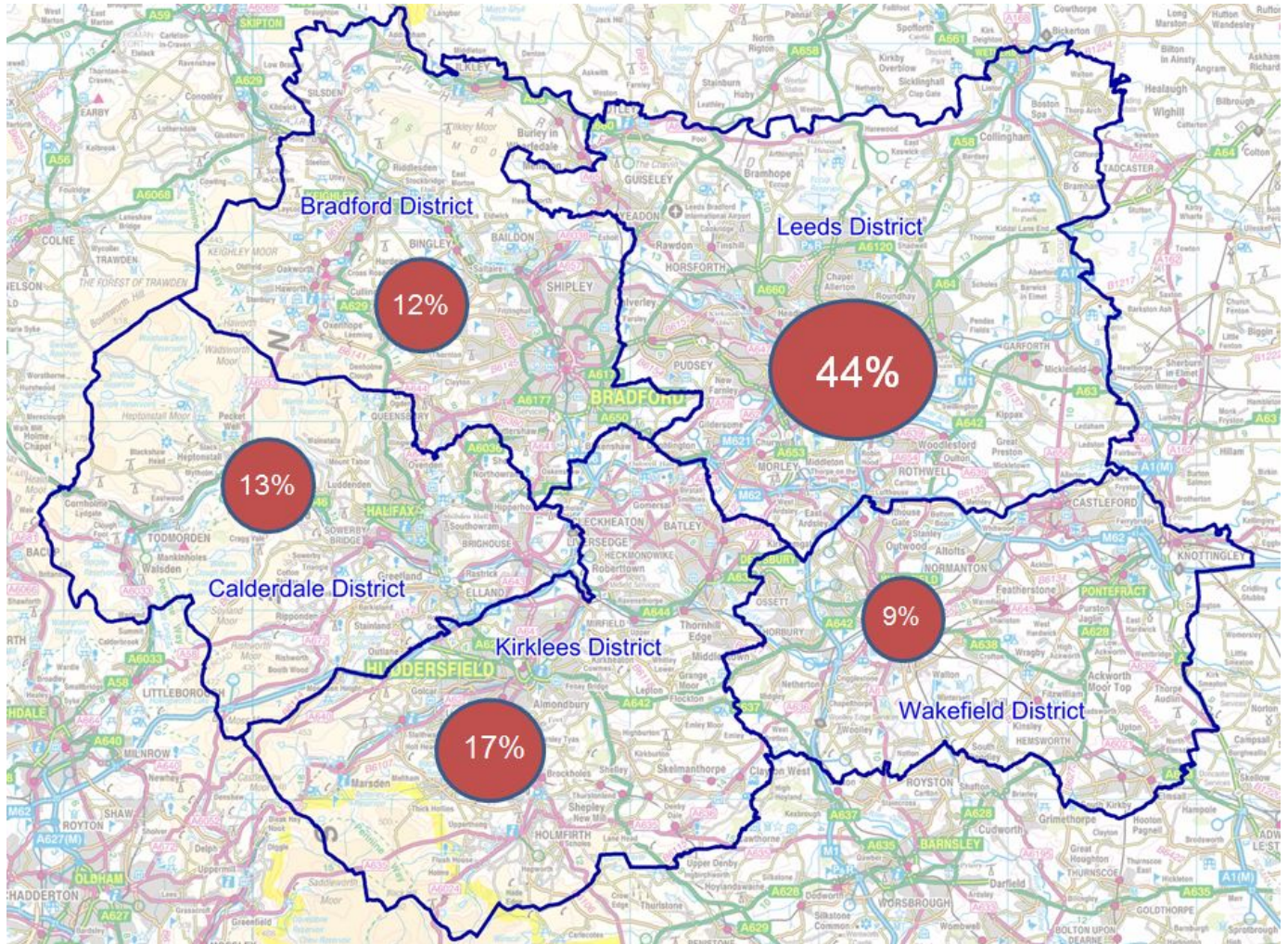
WEST YORKSHIRE
COMBINED AUTHORITY

METRO

Response

In total 1710 responses were received to the public consultation (this includes questionnaires, group responses and additional comments received by letter and email).

Figure 1: Home postcode of respondents

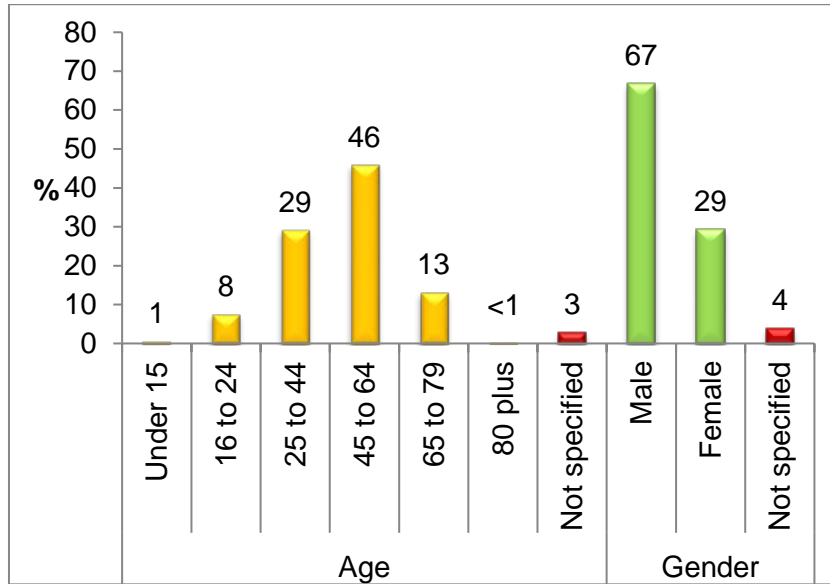


NB 19% of respondents did not provide a postcode. Of those that did 6% lived outside of West Yorkshire

Individual Questionnaire

1596 individuals completed the individual survey.













Figure 2: Respondent Demographics



Base: 1596 (all respondents)

- 67% of respondents were male.
- 59% were aged 45 and above.
- 9% were aged 24 years and below.
- 15% stated they had a disability or limiting long term illness.
- 3% said they were from a Black or Minority Ethnic background.

Figure 3: Modes of Transport Used

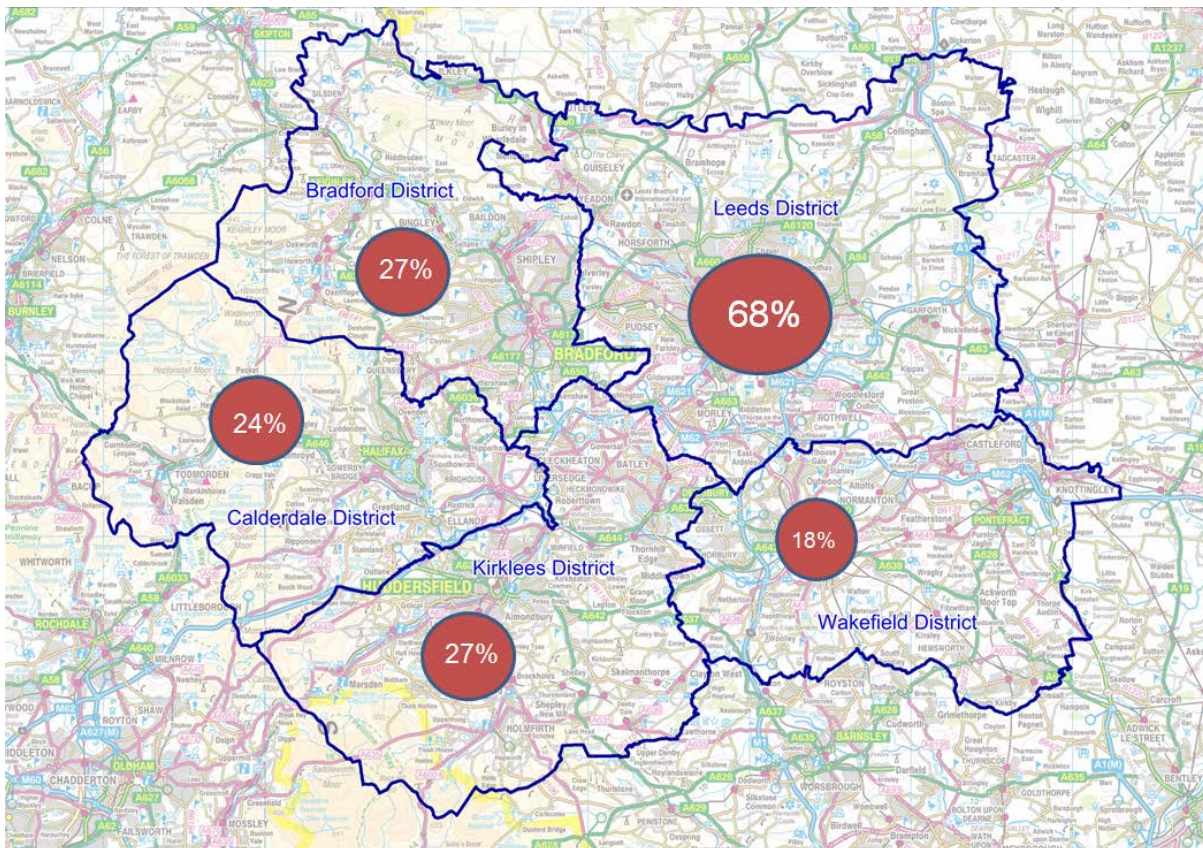
Mode	4+ days a week	3 or less days a week	Never
 Walk (20+ minutes/ day)	58%	37%	5%
 Car driver	47%	34%	20%
 Bus	22%	67%	11%
 Rail	15%	80%	5%
 Car passenger	11%	78%	11%
 Cycle	11%	39%	50%
 Motorcycle	11%	10%	79%
 Lorry/ van	2%	10%	89%
 Taxi	1%	5%	94%
 Community Transport	0%	78%	22%
 Access Bus	0%	4%	96%
 Other	0%	4%	97%

Base: respondents who answered: Walk (1539); Car driver (1509); Bus (1550); Rail (1555); Car passenger (1380); Cycle (1482); Motorcycle (1461); Lorry/ van (1434); Taxi (1471); Community Transport (1438); AccessBus (1429); Other (1167)

The modes used most frequently (four days a week or more) were:

- Car driver (47%).
- Bus (22%).
- Rail (15%).
- Car passenger (11%).
- Bicycle (11%).
- Motorcycle (11%).

Figure 4: Area of Interest



NB Respondents could specify more than one area of interest

Respondents had an interest in the following geographical areas:

- Leeds (68%).
- Kirklees and Bradford (27%).

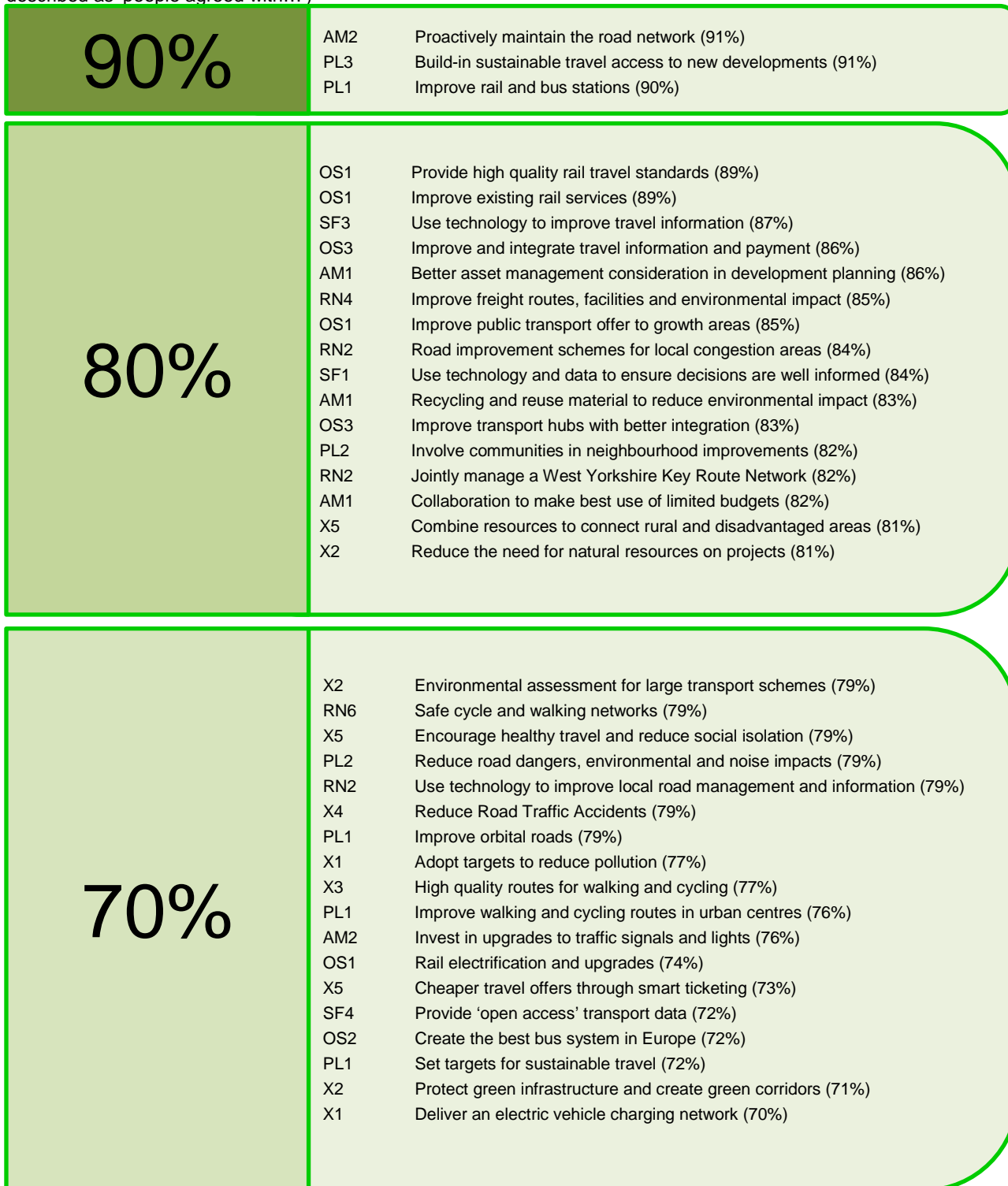
Respondents had an interest in the following modes of transport:

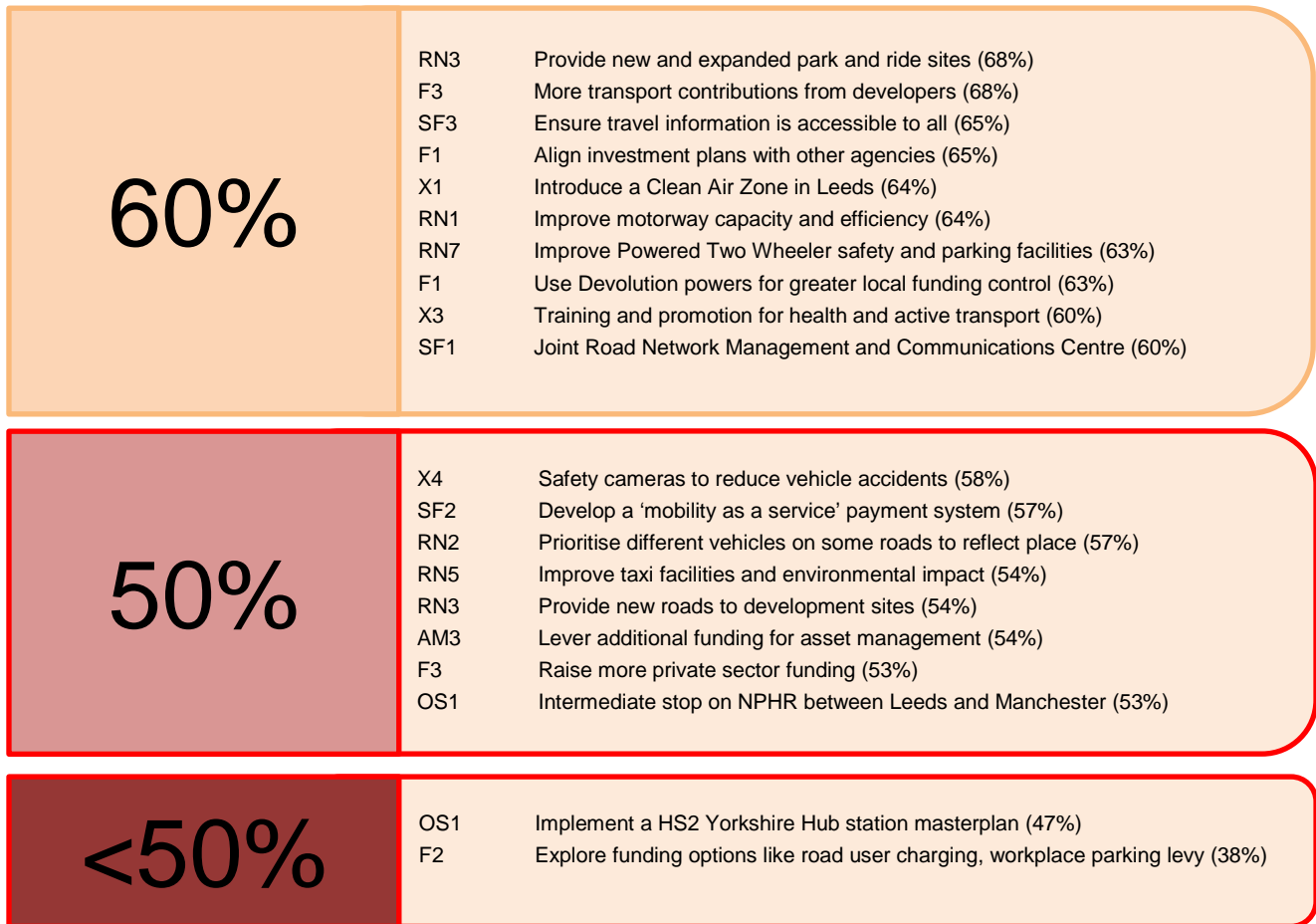
- Rail (65%).
- Bus (52%).

Respondents to the consultation were asked to identify their level of agreement with 57 statements aligned with draft policy proposals contained in the Transport Strategy, from Agree (Strongly Agree, Agree), Neither Agree or Disagree, to Disagree (Disagree, Strongly Disagree). Figure 5 shows the proportion of respondents to the individual survey who strongly agreed or agreed with each policy proposal.

Figure 5: Level of agreement with policy proposals: Individual questionnaire

(NB Where at least 50% of respondents said they agreed or strongly agreed with a proposed policy, the policy has been described as ‘people agreed with...’)





Equalities and disabilities

Figure 6 below shows where agreement (strongly agree and agree) is higher than other groups regarding the transport strategy, depending on demographic groups.

Figure 6: Key Differences in response by demographic group

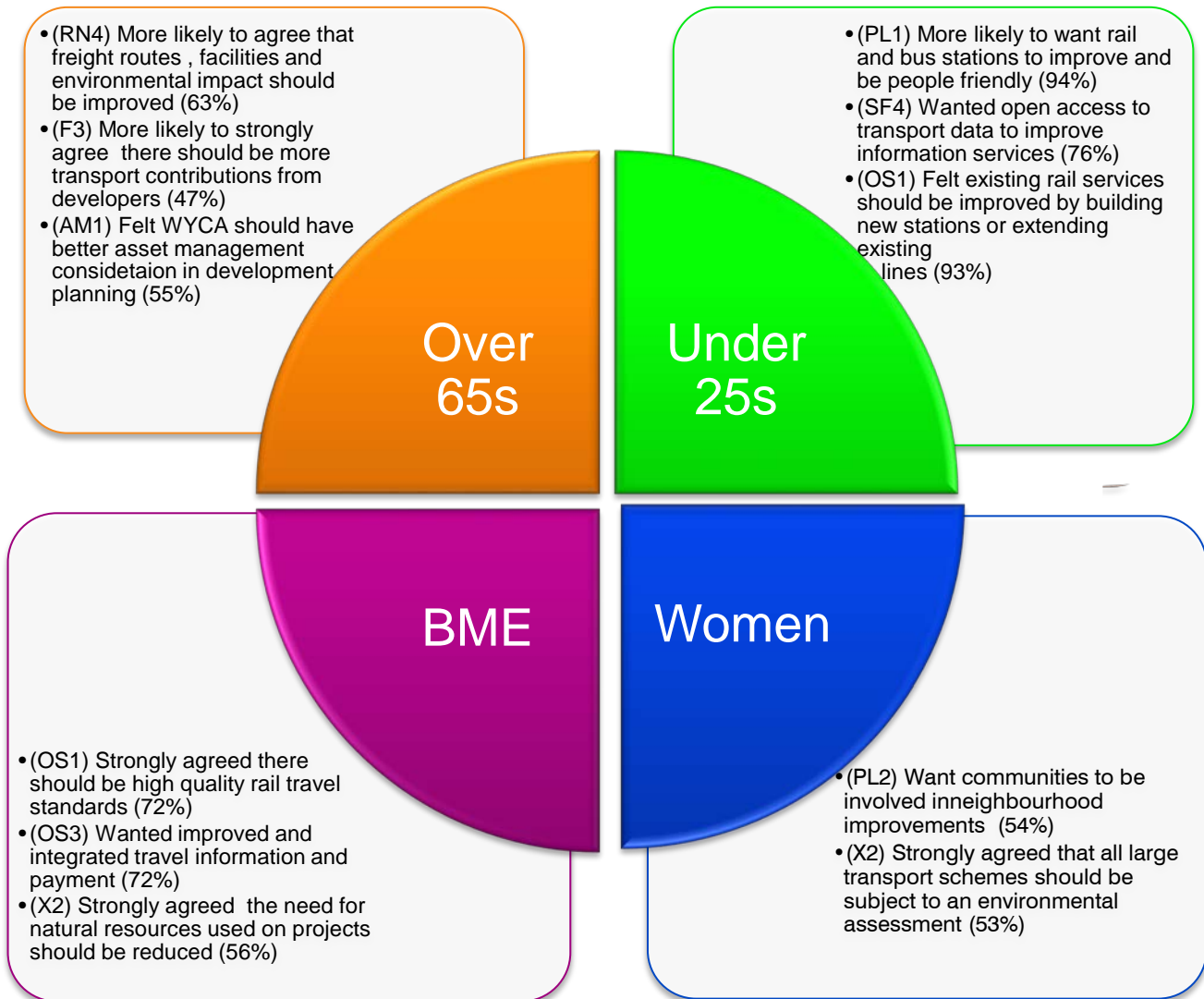
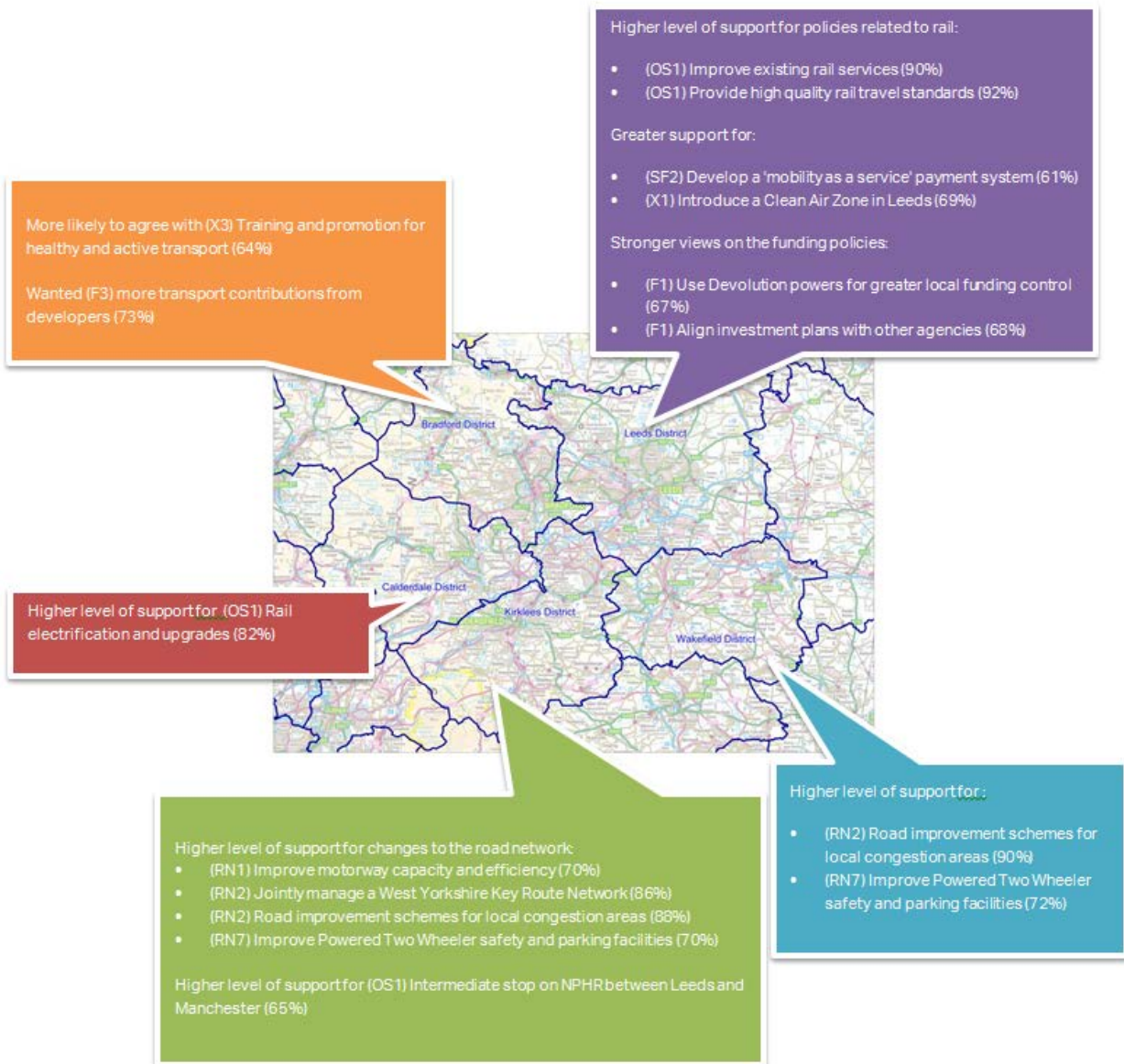


Figure 7 Key differences in response by location of interest

Figures shown give the combined Strongly Agree and Agree responses.



The full district analysis will be available in the final report which is due to be published in January 2017.

Interest Groups

Environment

Respondents who had an interest in sustainable modes of transport were more likely to strongly agree with policies that were better for the environment. For example:

- 51% or more of respondents with an interest in bus, rail, walking, cycling or taxis;
- 54% percent of frequent rail users; and
- 61% of frequent cyclists

wanted to ensure all large transport schemes were subject to an environmental assessment.

Congestion

Frequent car users and those with a highway interest were more likely to strongly agree with schemes to reduce congestion, in particular:

- 58% of frequent car users felt freight routes should be improved as well as the environmental performance of vehicles;
- Over half of those with a highway interest felt there should be road improvement schemes to reduce local congestion (56%); and
- There should be a jointly managed West Yorkshire Route Network to improve reliability and congestion (55%).

Sustainable Travel

Those who had a cycle interest strongly agreed that new developments should have a sustainable travel access in design (73%), and communities should help to improve and make neighbourhoods safer and healthier (53%).

Those with an interest in bus and/or rail felt there should be improvements in

- rail/ bus stations and surrounding areas;
- improved existing rail services;
- consistent high quality standards for rail on Leeds City Region lines; and
- improved and integrated travel information and payment.

Groups Questionnaire

In total, 52 groups responded to the consultation. Seven groups were in the health sector and seven were a charity. Twenty three of the responding groups had an interest in Leeds, with eleven concerned about all of West Yorkshire and eight interested in Bradford.

As with the individual questionnaire, respondents to the groups questionnaire were asked to identify their level of agreement with 57 statements aligned with draft policy proposals contained in the Transport Strategy from Agree (Strongly Agree, Agree), Neither Agree or Disagree, to Disagree (Disagree, Strongly Disagree). There were some key differences in responses between groups and members of the public:

- Groups and organisations had a higher focus on sustainable travel than members of the public:
 - Sustainable transport modes such as cycling and walking were a key area of interest for groups (60% and 58% respectively);
 - Almost all organisations (95%) felt Road Network draft policies should provide safe and convenient walking and cycle networks; and
 - 89% felt the policies should expand park and ride.
- There was strong disagreement amongst groups and organisations towards building new roads:
 - Over a third disagreed that the Road Network draft policies should provide new roads to improve access to development sites (36%); and
 - A quarter disagreed (25%) that motorways should be improved to increase capacity and improve journey times and reliability.
- Almost all (98%) organisations agreed that the One System Public Transport draft policies should improve and integrate travel information and the way people pay for travel.
- Almost all (98%) felt transport hubs should be improved to allow better integration of all types of transport.
- The majority of (90% or more) organisations agreed with the environmental statements for the Environment, Health and Well Being and Inclusion draft policies.

It was felt progress in improvements should be measured by looking at changes in car usage; thirteen organisations felt progress should be delivered through a reduction in cars on the road, with seven feeling a reduction in congestion could also be used to measure improvements.

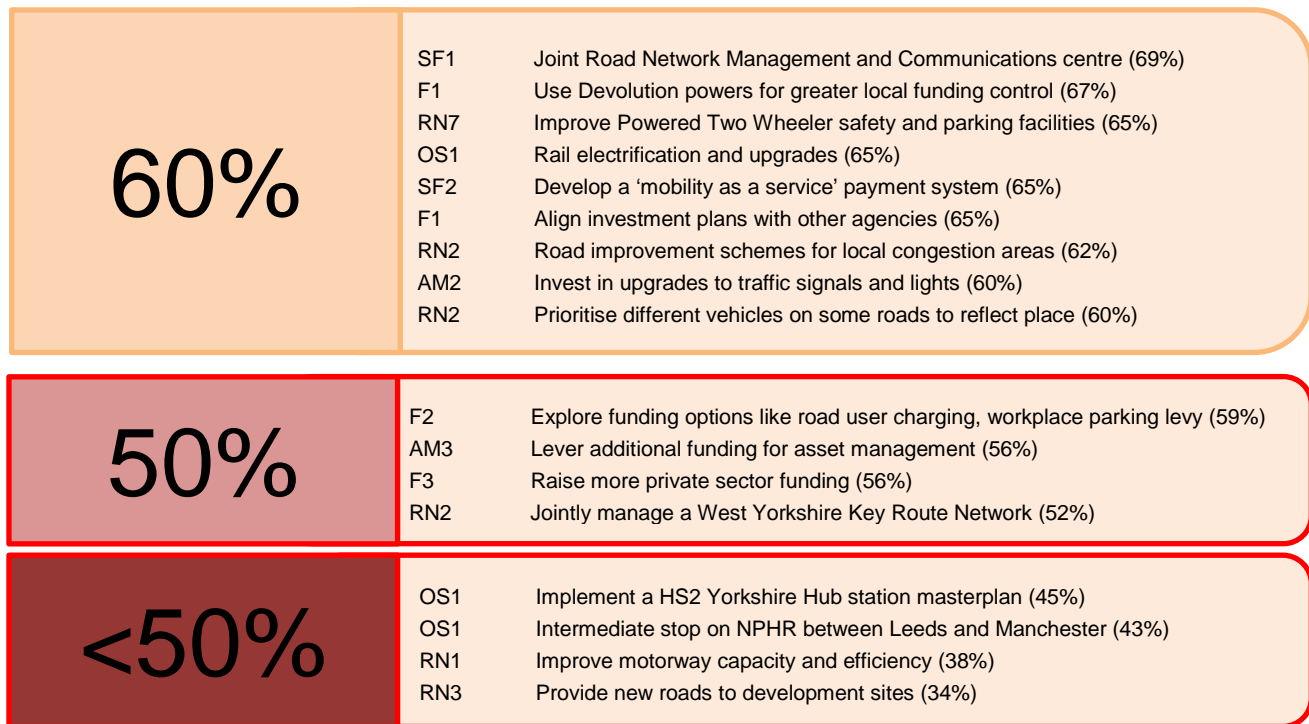
There was also agreement between stakeholders and the public that developers should provide more contributions for transport improvements.

Figure 8 below shows the overall level of agreement from groups and organisations with each policy proposal.

Figure 8: Level of agreement with policy proposals: Group questionnaire

NB Where at least 50% of respondents said they agreed or strongly agreed with a proposed policy, the policy has been described as ‘people agreed with...’





General Comments

Respondents were provided with the opportunity to provide general comments on the Transport Strategy at the end of the questionnaire. Less than a quarter of individual respondents (18%) gave a comment, and of those that did, many mentioned items that were already included in the proposals. Table 1 below shows the top 10 items mentioned.

Table 1 Most frequently mentioned comments given unprompted %

Provision for cyclists, e.g. cycle lanes, safer junctions, crossings, etc.	21
Provision for P2Ws, e.g. use of bus lanes, etc.	9
Prioritise public transport	9
Air quality/ emission levels	7
Investments in rail transport, e.g. new interchanges, etc.	7
Levels of congestion, e.g. wait times/ delay, volume of traffic, frequency of traffic jams, etc.	6
More train, bus routes in certain areas	5
Park and Ride provision, e.g. capacity, sites, usage, etc.	5
Uncertainty regarding whether proposals can be achieved/ need improvement	4
Cheaper/ more cost effective travel	4
Base	287

NB: Respondents could give more than one answer.

Additionally a series of workshops were held and some individuals and organisations chose to email or write letters. The key themes from these are detailed below.

Consultation and Strategy Focus and Tone



Some respondents felt the strategy was unambitious and needed to be more long term than 20 years. Respondents welcomed a wider pan-northern and national context strategy.

Safety and parking policy were perceived as key areas which had been omitted from the strategy. Many also felt a hierarchy of users should be created in the strategy, from pedestrians to private car users.

Train Stations and Rail Network



Electrification of Lines: several commented the Trans-Pennine corridor needed urgently electrifying.

Additional Track: some respondents felt having a train station would benefit their local area, with many feeling that old lines should be re-opened. Some also requested 'four-track', the doubling of track on current lines to increase capacity. There were also requests for additional routes and services across the region.

Speed: high speed routes with high quality rail connections were seen as a priority by several respondents.

HS2 and HS3: there were conflicting views on these plans. Those who opposed the scheme felt it was not necessary and would adversely affect the area, with those in favour feeling it would bring investment into the area and provide short and long term benefits.



Tram

Many felt light rail should be introduced in Leeds across key corridors.

The Bus Network



Cost: concerns were raised due to increasing fares despite a drop in oil prices.

Service: many felt there was a lack of frequency on Sundays and during the evenings.

Connectivity: improved links between bus and rail stations were needed.

Reliability: some felt buses were unreliable, with greater priority given to them on congested routes to improve this.

RTI: should be provided at bus stops and interchanges, as well as an App.



Fares and Payment

Many wanted an Oyster or contactless style payment system and more options to purchase tickets prior to boarding.



Electric Buses/ Vehicles

It was felt that priority should be given to electric vehicles, especially buses and trams in the long term.



Park and Ride / Ride Shares

Several respondents wanted an improved park and ride system similar to the one in York. Ride shares and Uber pool were also mentioned as an area for consideration in the strategy.

Investment in the Road Network and Road Improvements



Road network

Respondents thought road improvements should focus on local congestion hotspots. Road surfacing was an area cited as needing improvement, to aid both cyclists and car users.

Further upgrades discussed were improved traffic flow with simplified junctions, HGV restrictions during peak hours and greater connectivity between certain areas.



Freight

It was felt better understanding of this industry was needed by some organisations. This included working with planners regarding changes to rules on delivery times and a greater move towards rail and water freight.



Airport Access

Recurrent themes raised by consultees included issues with road access due to the wider network being beyond capacity and a lack of rail service for the airport.

Sustainable Modes & Environment



Cycling

Increased emphasis on improving cycling investment was a significant point, notably the creation of key cycle routes, across the region and a target to double cycling over the length of the strategy. Well-lit main roads and integrated cycle routes were specified as essential.



Pedestrians

Many felt the strategy should promote walking more, focussing on improving pavements and footpaths in and around the region, included surfaces, lighting and signage.



Air Quality

Several consultees stated air quality in city and town centres could be improved, suggesting banning diesel cars from central urban areas. The impact of emissions and poor air quality in the context of premature deaths was also noted.

Groups



Young People

It was felt more prominence should be given to this group in order to ensure they stayed healthy and active, especially in the locality of schools.



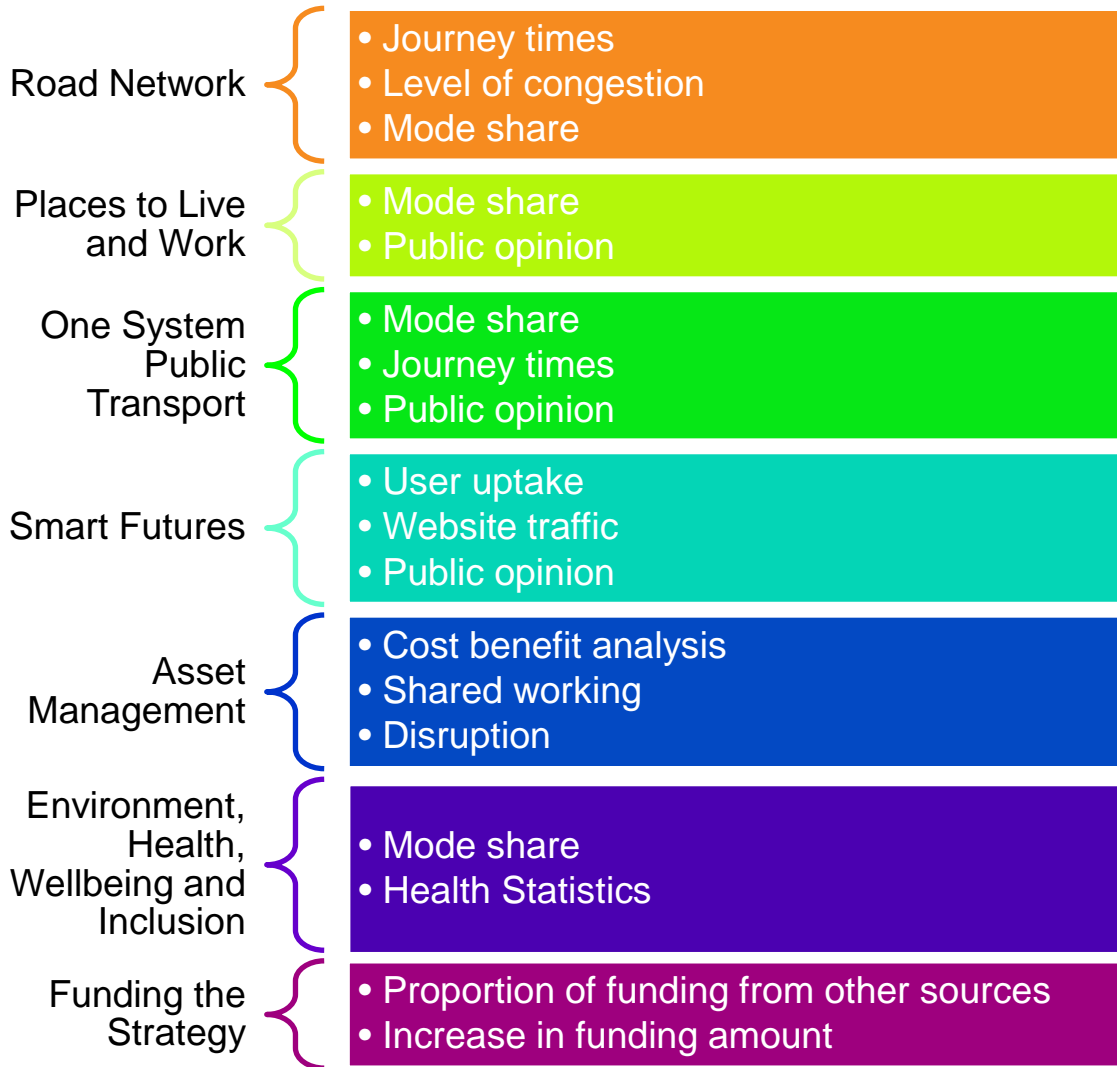
Disabled Travellers

Some users felt rail stations were inaccessible to disabled people and that there should be a target to make all stations fully accessible by 2025.

Monitoring Targets

Progress against delivering policies is crucial in showing how the strategy is being achieved. Ideas for how this could be measured in relation to each policy area are show in Figure 9 below.

Figure 9: Ideas for measuring success



Conclusion

Only three of the policies proposed were viewed more unfavourably, with the majority of proposed policies generally supported (over 50% agreed) by respondents and stakeholders alike.

The two policies that both members of the public and organisations least supported were:

- **OS1: Implement a HS2 Yorkshire Hub station masterplan (47% and 45% respectively).**
- Members of the **public** were least supportive of F2: Explore funding options like road user charging, workplace parking levy (38%); and
- **Organisations** least supportive of RN3: Provide new roads to development sites (34%).

Unlike members of the public, organisations were more in favour of sustainable policies but less in favour of new road building to increase capacity and Northern Power House Rail.

Some respondents (both members of the public and organisations) felt the strategy was unambitious and should be for longer than 20 years. Particular areas respondents thought needed further attention/strengthening included:

- Provision for cyclists and pedestrians;
- Development of light rail (including tram, increasing line capacity, introducing more stations);
- Measures to reduce congestion;
- Improved airport access;
- Park and Ride provision; and
- Measures to improve air quality.