

West Yorkshire Transport Strategy Consultation Report

WYCA

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Quality information

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Executive Summary

This document provides a summary of the independent analysis undertaken by AECOM of the consultation programme on West Yorkshire's Combined Authority (WYCA) Transport Strategy and deals with initial key findings and headlines from the report. It looks at notable differences depending on demographics, as well as individual and group responses.

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

Introduction

West Yorkshire's Combined Authority (WYCA) is developing a Transport Strategy for West Yorkshire. The document will be a twenty year vision 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 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. Phase 1 of the consultation ran between March and September 2015 and incorporated a number of thematic workshops, as well as a public consultation questionnaire. It focused on a set of core themes for the strategy, which were amended in light of the consultation responses received. In addition, WYCA worked with a range of stakeholders and used their feedback to help shape development of the Strategy.

Phase 2 of the consultation ran between 18th July and 21st October 2016 and was aligned to run concurrently with the Bus Strategy consultation, marketed widely to the public as 'Your Travel, Your Say'. The 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 full and clear information on the proposed draft Transport Strategy was provided and that anyone who wished to take part could do so in a range of formats: paper, electronically or face-to-face.

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.

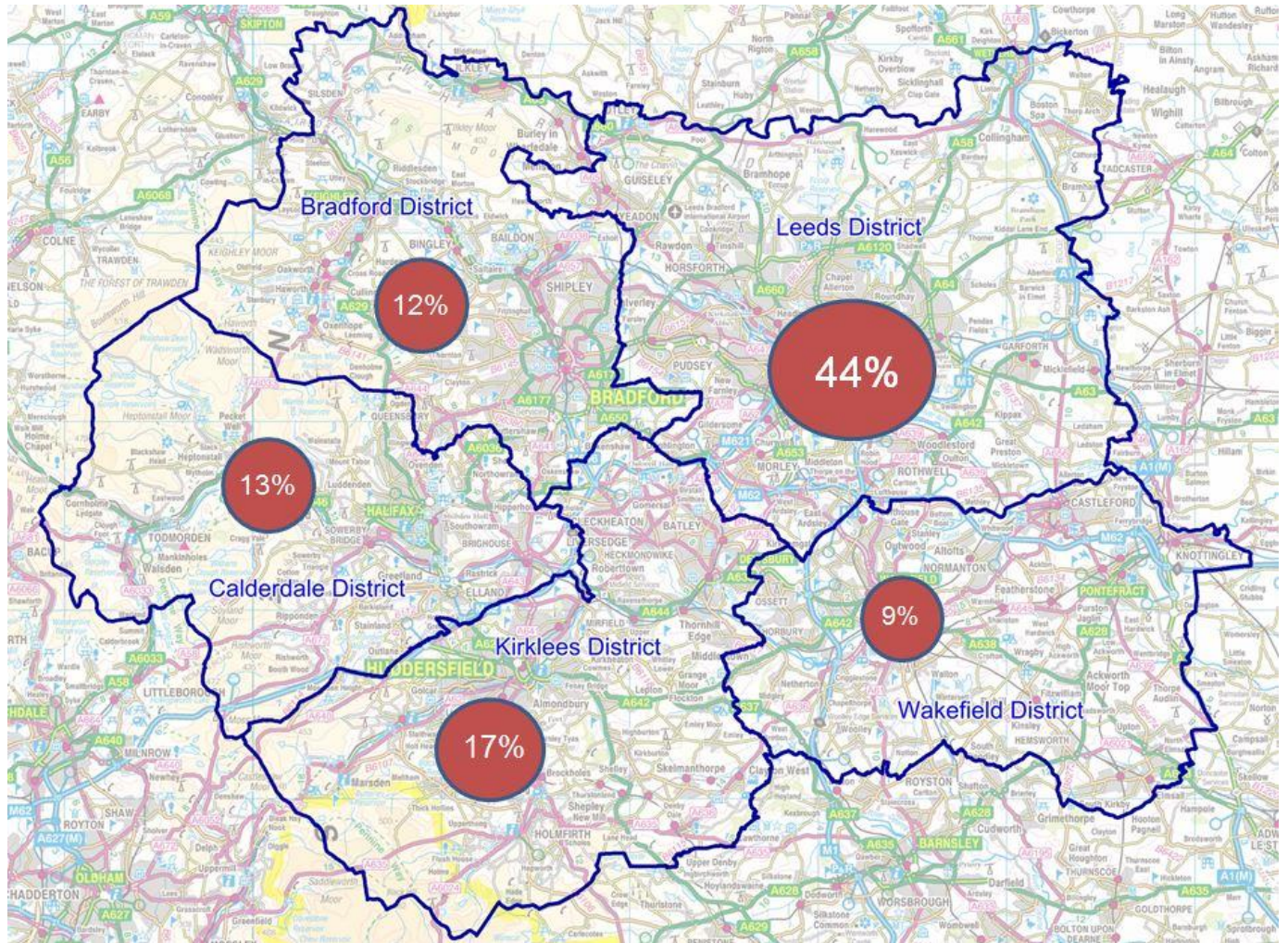
Credit-card sized takeaways were printed with online details of how to take part in the consultation. These were produced for distribution to promote online participation and to hand out at busy intersections and transport hubs to passing commuters.



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

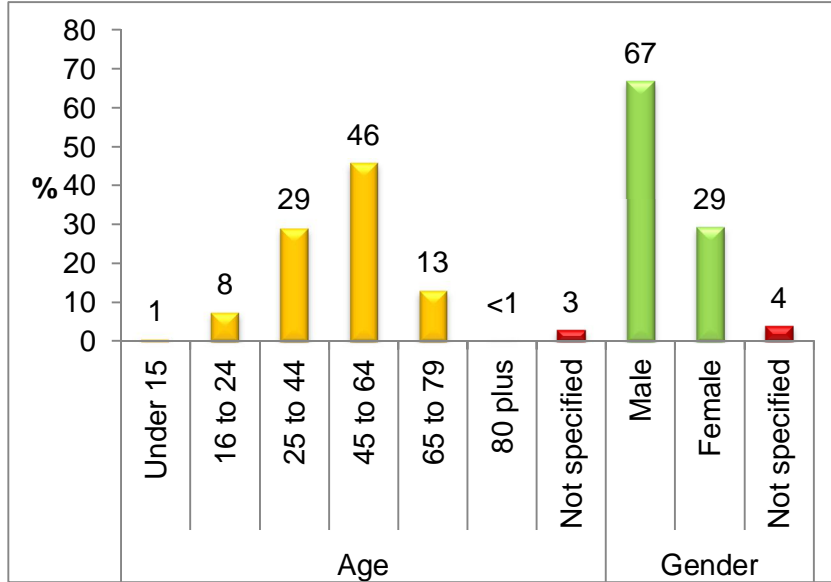


NB 19% of respondents did not provide a postcode. Of those that did 6% lived outside of West Yorkshire

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

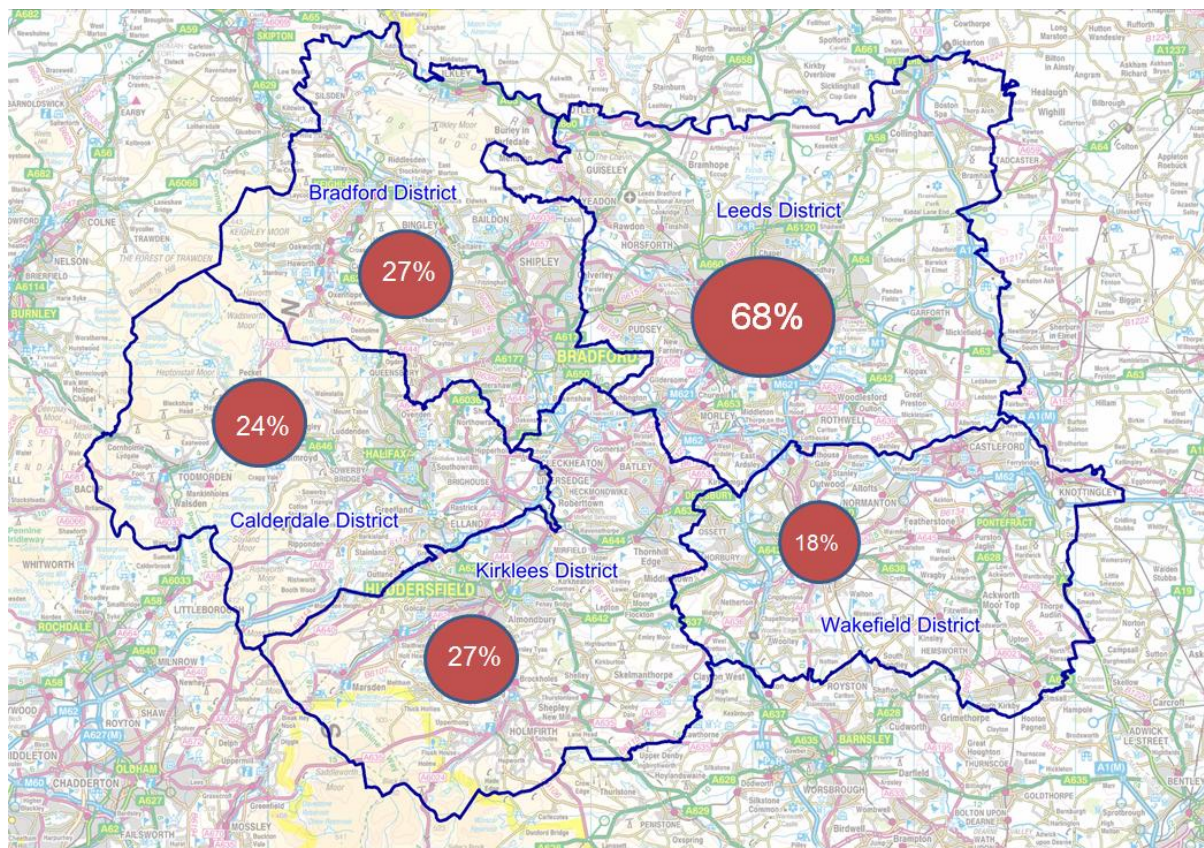
Mode	4+ days a week	3 or less days a week	Never
 Walk (20+ minutes/ day)	58%	37%	5%
 Car driver	47%	34%	20%
 Bus	22%	67%	11%
 Rail	15%	80%	5%
 Car passenger	11%	78%	11%
 Cycle	11%	39%	50%
 Motorcycle	11%	10%	79%
 Lorry/ van	2%	10%	89%
 Taxi	1%	5%	94%
 Community Transport	0%	78%	22%
 Access Bus	0%	4%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

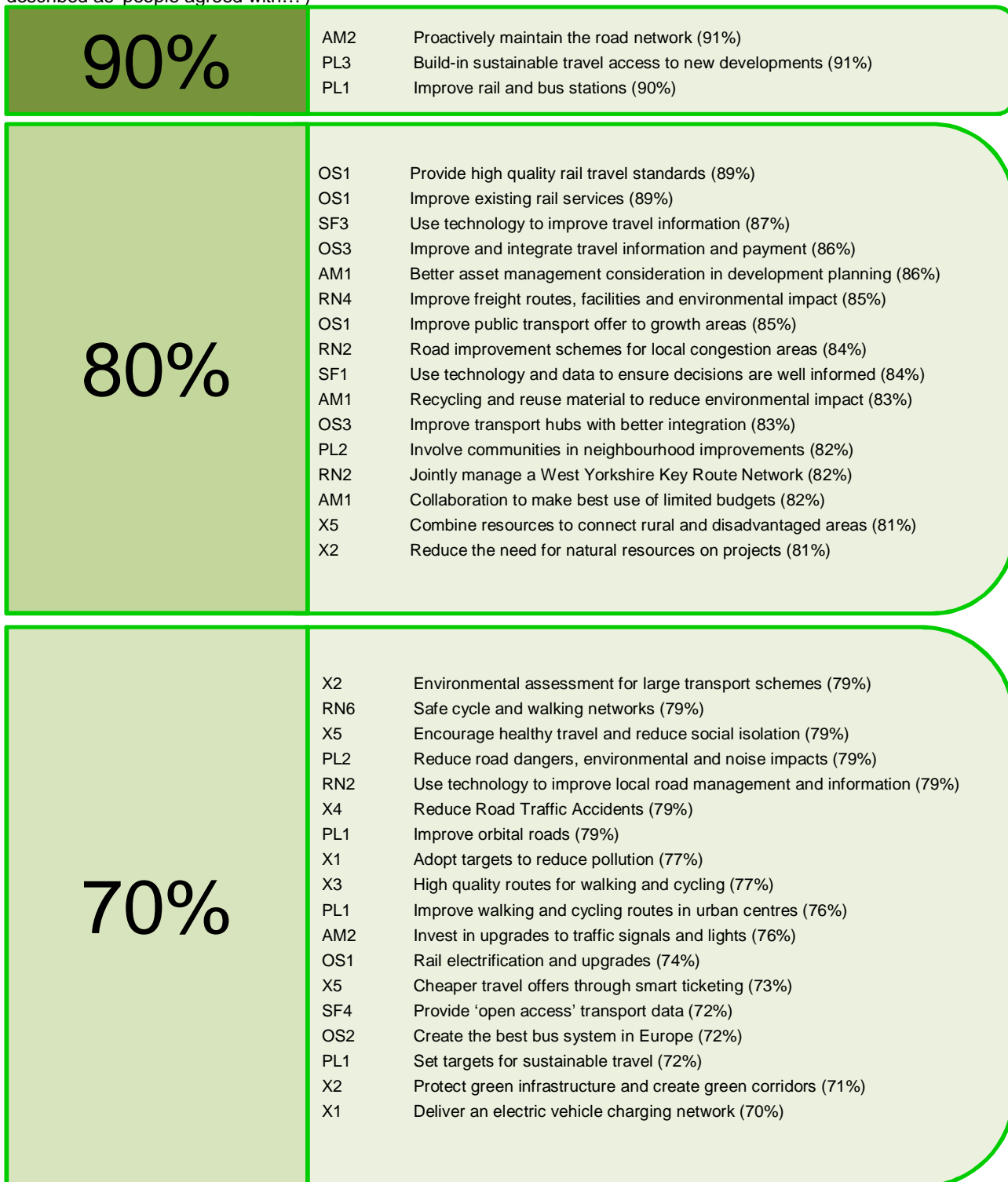
Respondents had an interest in the following modes of transport:

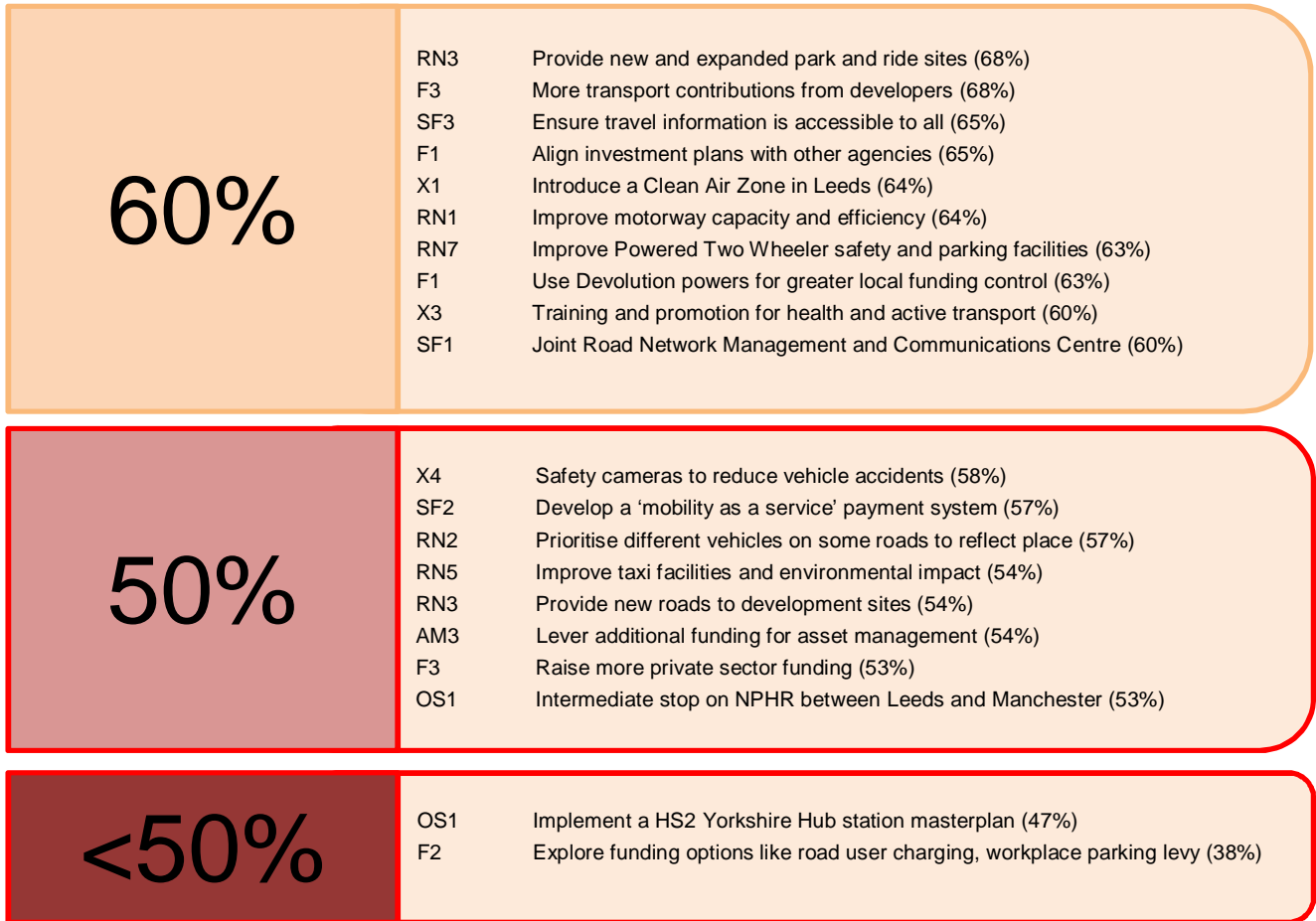
- Rail (65%).
- Bus (52%).

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

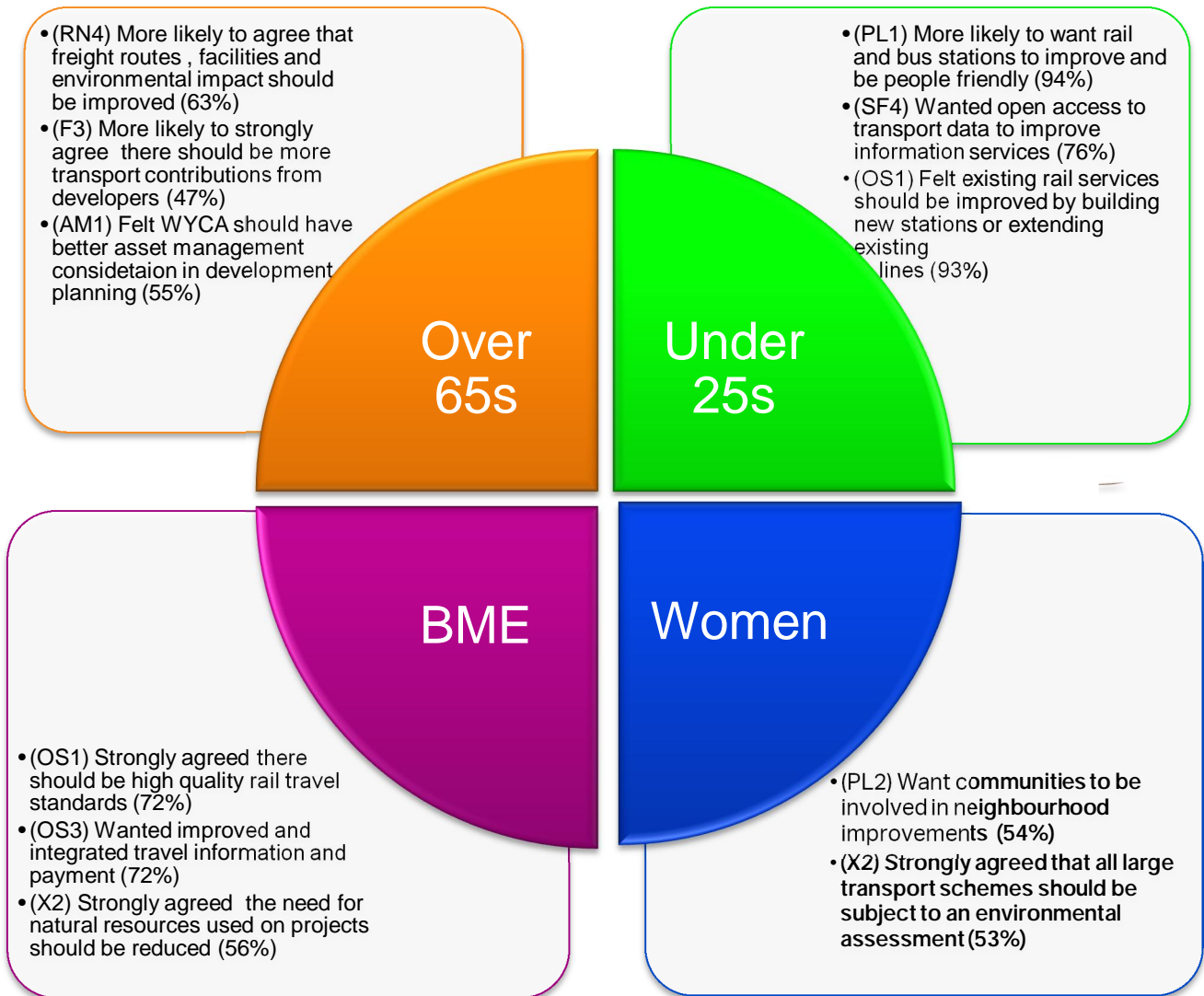


Figure 7 Key differences in response by location of interest

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.

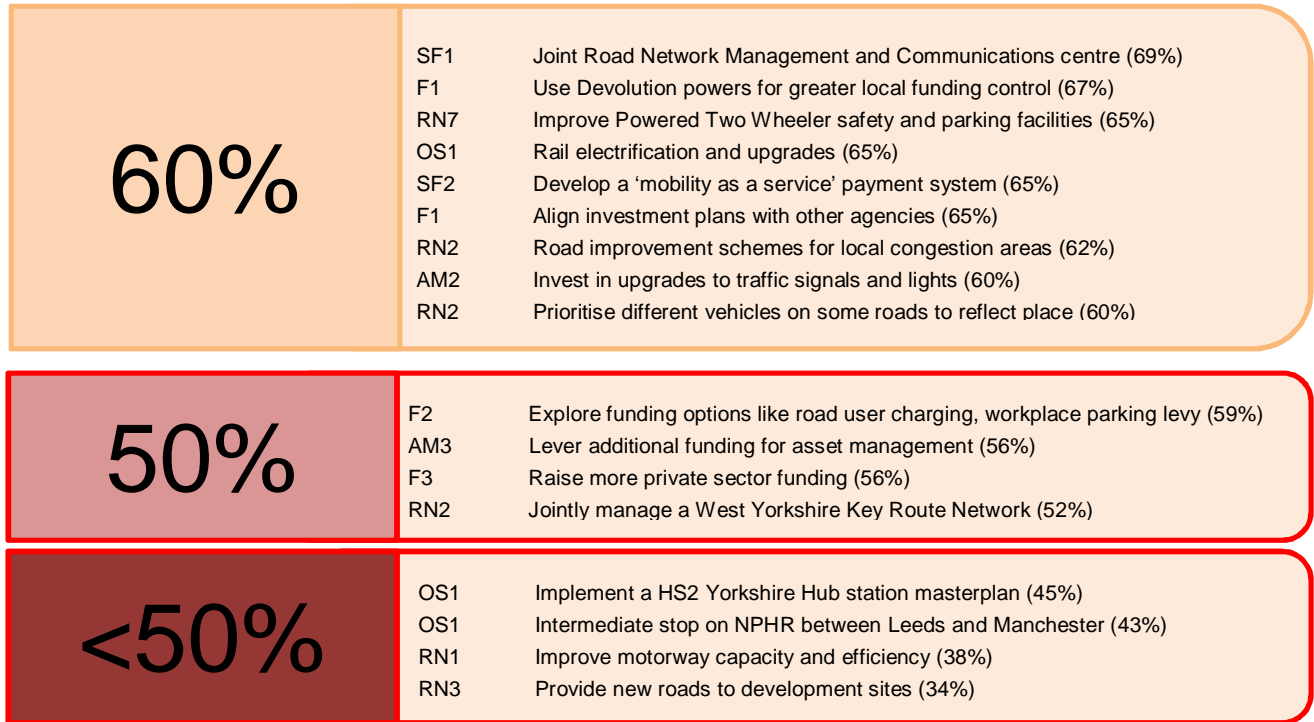
There was also agreement between stakeholders and the public that developers should provide more contributions for transport improvements.

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.

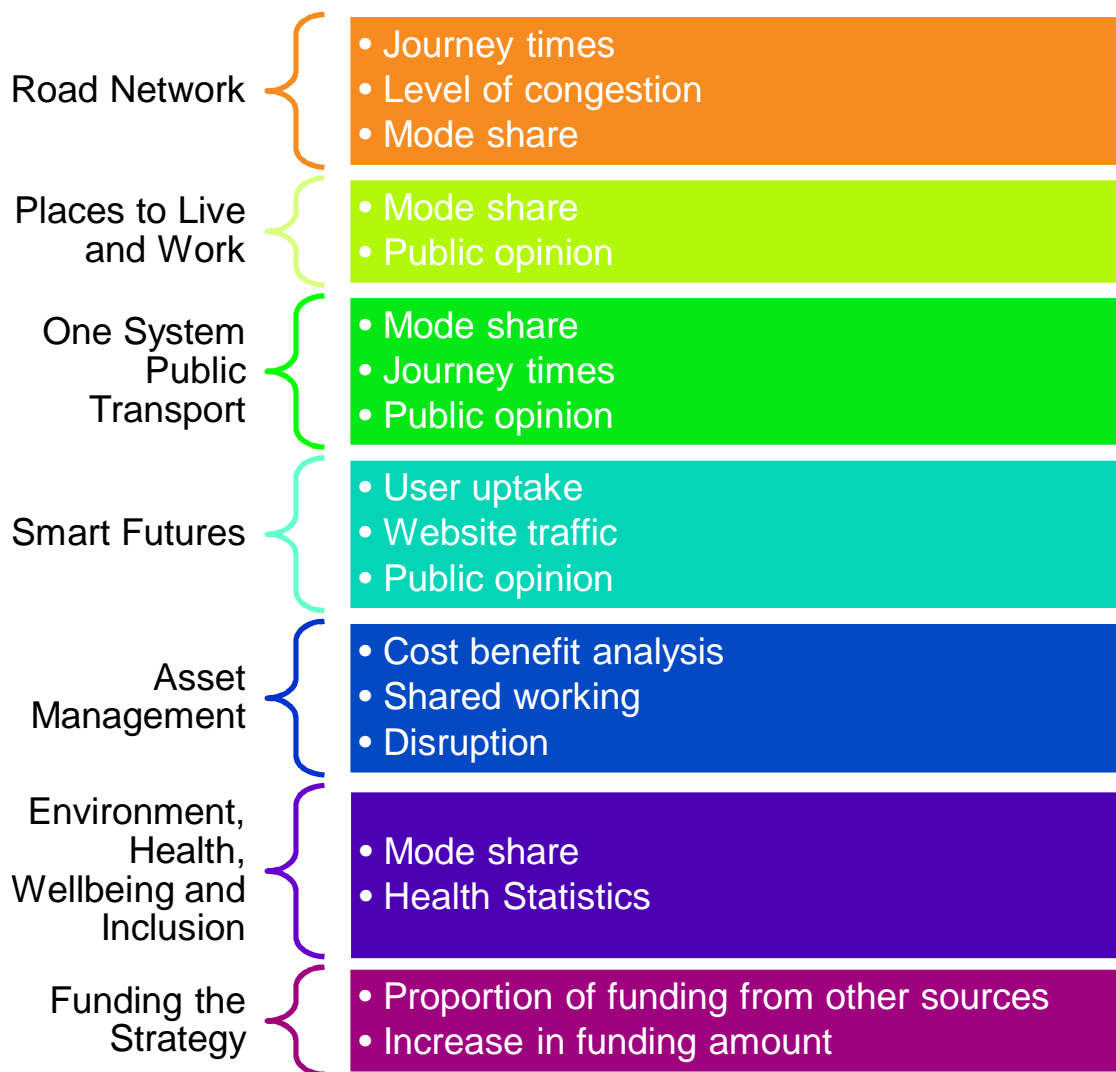
Train Stations and Rail Network	
	<p>Electrification of Lines: several commented the Trans-Pennine corridor needed urgently electrifying.</p> <p>Additional Track: some respondents felt having a train station would benefit their local area, with many feeling that old lines should be re-opened. Some also 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.</p> <p>Speed: high speed routes with high quality rail connections were seen as a priority by several respondents.</p> <p>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.</p>
	<p>Tram</p> <p>Many felt light rail should be introduced in Leeds across key corridors.</p>
The Bus Network	
	<p>Cost: concerns were raised due to increasing fares despite a drop in oil prices.</p> <p>Service: many felt there was a lack of frequency on Sundays and during the evenings.</p> <p>Connectivity: improved links between bus and rail stations were needed.</p> <p>Reliability: some felt buses were unreliable, with greater priority given to them on congested routes to improve this.</p> <p>RTI: should be provided at bus stops and interchanges, as well as an App.</p>
	<p>Fares and Payment</p> <p>Many wanted an Oyster or contactless style payment system and more options to purchase tickets prior to boarding.</p>
	<p>Electric Buses/ Vehicles</p> <p>It was felt that priority should be given to electric vehicles, especially buses and trams in the long term.</p>
	<p>Park and Ride / Ride Shares</p> <p>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.</p>

Investment in the Road Network and Road Improvements	
	<p>Road network</p> <p>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.</p> <p>Further upgrades discussed were improved traffic flow with simplified junctions, HGV restrictions during peak hours and greater connectivity between certain areas.</p>
	<p>Freight</p> <p>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.</p>
	<p>Airport Access</p> <p>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.</p>
Sustainable Modes & Environment	
	<p>Cycling</p> <p>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.</p>
	<p>Pedestrians</p> <p>Many felt the strategy should promote walking more, focussing on improving pavements and footpaths in and around the region, included surfaces, lighting and signage.</p>
	<p>Air Quality</p> <p>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</p>
Groups	
	<p>Young People</p> <p>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.</p>
	<p>Disabled Travellers</p> <p>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.</p>

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.

