

Item No. 7

GREATER MANCHESTER LOCAL ENTERPRISE PARTNERSHIP BOARD

SUBJECT: Greater Manchester 2040 Transport Strategy Consultation

DATE: 10 November 2016

FROM: Interim Transport Strategy Director, TfGM

PURPOSE OF REPORT

This report, which was submitted to GMCA on 28 October, summarises feedback received during the 12-week consultation (July to September 2016) on the 'Greater Manchester Transport Strategy 2040: Consultation Draft' and highlights the next steps in finalising the strategy.

RECOMMENDATIONS

Members are recommended to:

- (i) Note, and comment as appropriate, on the range and nature of responses received on the Greater Manchester Transport Strategy 2040 Consultation Draft; and
- (ii) Note the next steps in finalising the strategy by the end of 2016.

BACKGROUND DOCUMENTS

Greater Manchester Transport Strategy 2040: Consultation Draft

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1. Executive Summary

- 1.1 This report summarises the responses received during the 12-week consultation on 'Greater Manchester Transport Strategy 2040: Consultation Draft'. It describes the approach taken to the consultation, and identifies the key themes and issues raised by stakeholders and members of the public in response to the draft document. A similar report was taken to the Combined Authority on 28 November.
- 1.2 The consultation was led by Transport for Greater Manchester (TfGM) on behalf of the Greater Manchester Combined Authority (GMCA) and Greater Manchester Local Enterprise Partnership (GMLEP) with an approach that incorporated a range of elements including a dedicated webpage, an animation that distilled the strategy into a 3-minute video, strong media coverage, a comprehensive social and mainstream media plan, and a well-attended stakeholder event.
- 1.3 The total number of responses during the consultation period was 1,773, which compares very favourably with the response rates during the 2040 Vision consultation of 2015 and the consultation on the 3rd Greater Manchester Local Transport Plan in 2011.
- 1.4 There was support for the strategy, and 72% of respondents stated that they 'agreed' or 'strongly agreed' that the strategy helped to achieve long-term, sustainable economic growth for all.
- 1.5 Strong support was also given for the principles, priorities and spatial themes within the document, and for accompanying 5-year Delivery Report.
- 1.6 When analysing the qualitative feedback, the consultation suggests strong, broad agreement with the priorities and policy direction taken in the draft strategy. The key points to emerge were:
 - Clear support for better integration of our transport system, with a strong degree of support for facilitating easier and more cost-effective multi-leg or multi-modal journey.
 - The resilience of the transport network is seen as being of critical importance, as are the funding challenges of delivering improved transport infrastructure and services.
 - Many respondents proposed specific transport improvements, such as options to support easier orbital travel around the city-region.
 - Concerns over bus service reductions.
 - A strong desire from cyclists for a more ambitious approach.
 - The challenge of improving perceptions of personal security, particularly on public transport.

- The importance of considering the needs of motorcyclists, private hire drivers and people with all types of disability.

1.7 Following more detailed analysis of the comments received, the 2040 Strategy, 5-year Delivery Plan and supporting 2040 evidence base will be revised, with the aim of preparing final versions for GMCA review in December 2016.

2. Introduction

2.1 On July 4 2016, a 12-week consultation was launched on a new transport strategy document: 'Greater Manchester Transport Strategy 2040 (referred to hereafter as the "2040 Strategy")'. The draft 2040 Strategy builds upon the ambitions set out in the "2040 Vision for Transport", consulted upon in summer 2015, and highlights the priority interventions needed to achieve it.

2.2 The Strategy is, in turn, supported by a 5-year Delivery Plan, which sets out our short-term delivery priorities.

2.3 The consultation was led by Transport for Greater Manchester (TfGM) on behalf of the Greater Manchester Combined Authority (GMCA) and Greater Manchester Local Enterprise Partnership (GMLEP).

2.4 This report summarises the methodology used in the consultation, the comments received from both stakeholders and members of the public, and how the comments will be used to shape the final version of the document.

2.5 The anticipated date for the publication of the final version of the document is December 2016.

3. Consultation Method

3.1 The approach to communications was to use a variety of engagement tools and channels to maximise awareness and responses to the consultation. Activity was planned in order to target all priority external audience groups as follows:

- GM residents;
- Visitors to GM;
- Workers in GM;
- GM businesses;
- GM political fora;
- The 'GM Family' and other organisations;

- Transport interest groups;
 - Transport operators;
 - Neighbouring authorities; and
 - National agencies.
- 3.2 A “digital first” approach was taken; focused on driving as many people as possible to the dedicated webpage at tfgm.com/2040. However, this was supplemented with robust offline activity. Activity was implemented at a GM-wide level and was targeted at both public transport users and non users, in order to reach as broad an audience as possible.
- 3.3 Given the strategic nature of the consultation, it was recognised early on in the planning process that presenting the 2040 strategy in different formats and levels of detail would help to engage more people in its content. This was further supported by a refreshed creative treatment which helped to present the information and call to action in a more light-hearted and engaging manner.
- 3.4 The approach used consisted of the following;
- **Dedicated pages on the TfGM website** - URL: www.tfgm.com/2040 - were the main ‘home’ for all background information and supporting documentation related to the consultation, alongside an online response form. An **animation** distilled the strategy down into a 3-minute video which covered all the main elements. The video was also used extensively in the social media activity and as part of the digital paid media element of the campaign.
 - A **digital toolkit** pulled together appropriate content for use by partners to help spread the word about the consultation. The toolkit included tweets, Facebook posts, newsletter content, images and the animation file. Facebook advertising was used throughout the campaign to extend the reach of activity beyond TfGM’s followers – with targeting in the final stages aimed at those GM areas with the lowest response rates and, in the last two weeks of the consultation, a female audience specifically.
 - **Consultation Leaflet and Executive Summary.** As part of the commitment to supplement the digital first approach with offline activity, an A5, 4-page leaflet was produced and distributed across Greater Manchester. An Executive Summary was the main asset used in stakeholder activity throughout the consultation. Infographics were used throughout the document in order to present the key information in a more engaging and easy-to-digest format. The Executive Summary was re-produced in British Sign Language video, easy read, large print and audio formats – all of which were made available on the 2040 webpage.
 - **Strong Media Coverage.** The consultation began with a media launch on Monday 4 July. A good amount of positive broadcast and written

media coverage was generated from this launch activity, with a very high number of responses received in the early stages of the consultation. A live phone-in was also set up with BBC Radio Manchester, for the 'In the hot seat' slot, during which TfGM lead officers answered listeners' comments and questions about the future of transport in Greater Manchester, while encouraging people to have their say.

- A **stakeholder conference** saw over 100 key stakeholders gather for a session which provided the opportunity for early input into the strategy development. Introduced by the Interim Mayor, the conference explored the draft strategy in more detail. It also allowed for discussion and exploration of some of the key themes and key issues in more depth. The use of livestreaming tools via Periscope and Facebook Live opened up part of the stakeholder workshop presentations to a public audience
- **Presentations** Officers have presented at GMCA Scrutiny, TfGMC, and Scrutiny and other council meetings in Manchester, Oldham, Salford, Stockport, Tameside and Trafford. Presentations and discussion have also taken place with a range of groups; including the Disability Design Reference Group, the Older People's Board, Cycle Forums, business travel events, Trafford Park Business Network, Friends of Eccles and Patricroft stations and Manchester People First. A focus group was also held with the Greater Manchester Community, Voluntary and Social Enterprise sector.
- **Advertising at TfGM-owned** assets were used to feature prominent messaging about the consultation and the call to action for people to get involved. This included Metrolink stops, internal advertising on tram coving and window vinyls, the Metrolink wi-fi landing page, bus stops and bus information posters and interchanges.
- An **Independent review** of the document (an Integrated Assessment incorporating Strategic Environmental Assessment, Habitats Regulation Assessment, Equality Impacts Assessment and Health Impact Assessment) was also included on the website, and subject to consultation. Environmental, health and equalities stakeholders were all consulted with during the consultation period.

Outputs

3.5 Ultimately, the key measure of success for the outreach and engagement activity in support of the consultation is the responses generated. However, a number of key outputs help to give a broader sense of the overall scale and impact of the campaign, as follows:

Website	25,221 hits to the website. 17,660 unique users
Animation	4,629 views
Media	49 pieces of coverage with an estimated reach of over 500m people

Social media	Digital toolkit issued to 184 contacts Overall reach across Twitter and Facebook almost 1.6million Livestreaming of stakeholder workshop watched by 598 people Livestreamed Q&A viewed over 1,000 times
Paid media	26,193 clicks
Stakeholders	100+ attended workshop, plus additional briefings
Leaflet	60,000 copies distributed to over 1,000 outlets across Greater Manchester
Executive Summary	370 copies made available in 74 public/civic buildings 88 mailed direct to stakeholders

4. Analysis of Questionnaire Response Feedback

Total Consultation Responses

- 4.1 The total number of responses during the consultation period was 1,773;
- 1,689 members of the public;
 - 2 Local MPs; and
 - 82 Stakeholders.
- 4.2 A wide range of comments on the draft strategy were also received during supporting engagement activities (such as meetings with local disability or campaign groups for example). This feedback has been recorded and will also be taken into account as the strategy is reviewed and refined.
- 4.3 A list of stakeholders who responded to the consultation can be seen at Appendix 1.

Profile of Public Respondents

- 4.4 1,771 is a high response rate for a strategy consultation of this nature and demonstrates a good level of public and stakeholder awareness and engagement in the consultation, particularly when compared to the 162 responses received during the 2040 Vision consultation in 2015, 520 responses during the consultation to the 3rd Local Transport Plan, and other recent GMCA/TfGM consultation exercises.
- 4.5 Figure 1 shows the home location of members of the public who responded to the consultation.

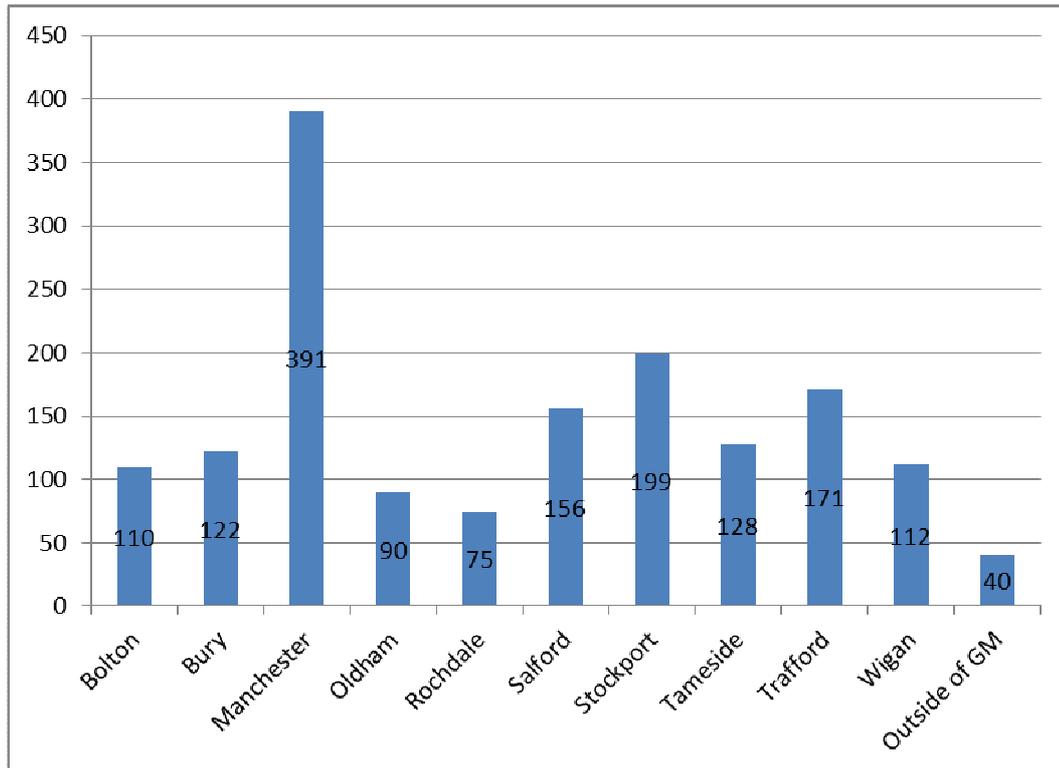


Figure 1 Responses by GM District Residence

- 4.6 There was a particularly high response rate from residents in Manchester, but this does also reflect Manchester's high share of the total GM population (nearly 19% of all residents lived in Manchester in 2011). During the last month of the consultation, greater engagement activity was focused on those parts of Greater Manchester with relatively lower response rates.
- 4.7 The gender and age split of respondents can be seen in figures 2 and 3 below, alongside respondents' access to a car to provide an understanding of transport availability. It can be seen that there was a good age-split of respondents, over two-thirds of respondents were men, although the gender balance of respondents did improve following a series of targeted engagement activities aimed at encouraging more women to respond during the final month of consultation.
- 4.8 Figure 4 demonstrates that a relatively high proportion of respondents have access to a car, and therefore the views of both public transport and car users are represented.

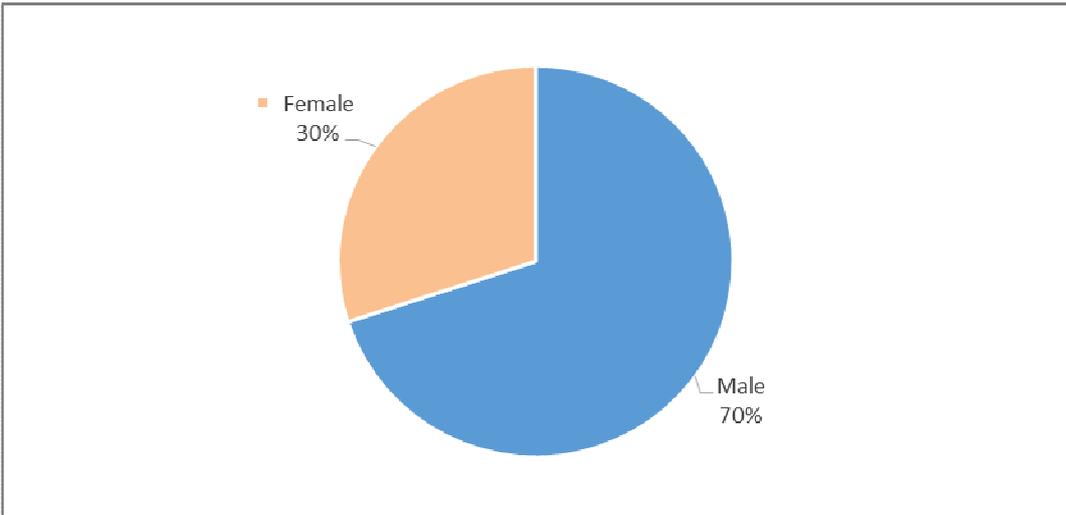


Figure 2 Gender Split of Respondents

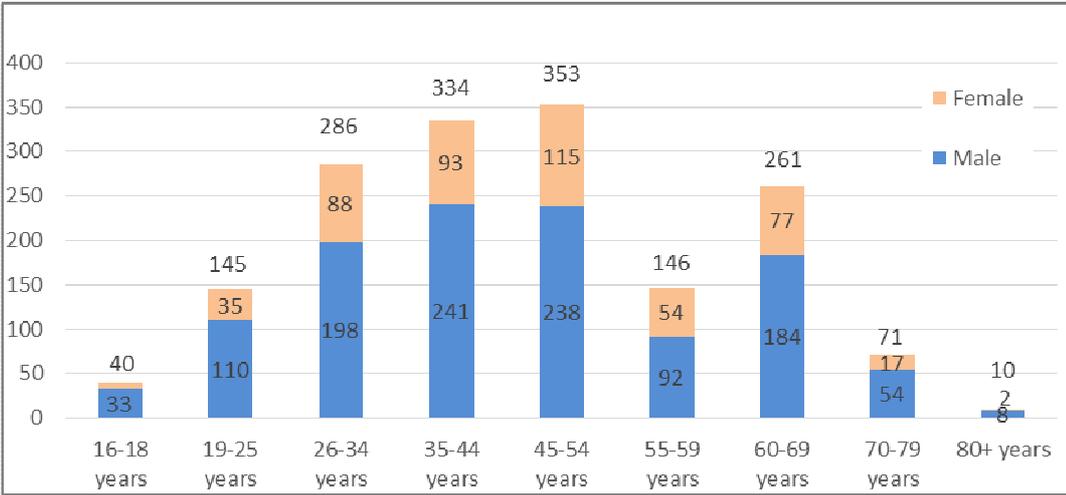


Figure 3 Age Group and Gender of Respondents

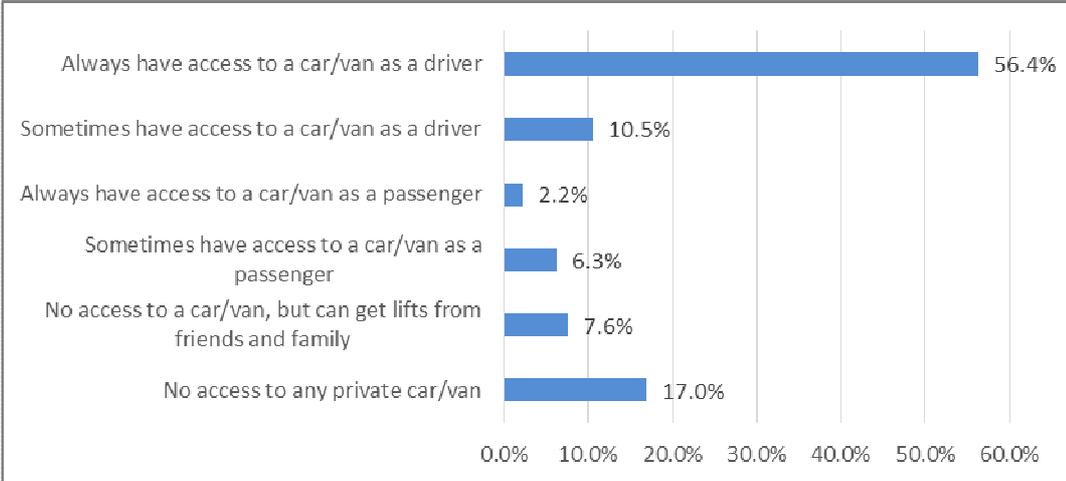


Figure 4 Respondents' Access to a Car

Stakeholders

- 4.9 Appendix 1 lists the stakeholder groups that responded to the consultation. This includes statutory environmental consultees, public transport operators, transport interest groups and businesses of varying size. Approaching a third of the stakeholder responses came from businesses.
- 4.10 Note that 26 of the 82 stakeholders who replied to the consultation did not use the questionnaire structure in their response. This is an important caveat when looking at the quantitative analysis of responses, as the figures below are based on responses provided to specific 'closed' questions.
- 4.11 A number of councillors from across Greater Manchester also responded on an individual basis, and these have been recorded under the individuals response reporting.

Questionnaire Analysis

- 4.12 The consultation questionnaire can be seen at Appendix 2. The following tables provide a summary of responses received. The supporting commentary highlights key themes emerging from the supporting open-ended responses received for each question.

Transport Challenges Identified by Draft Strategy

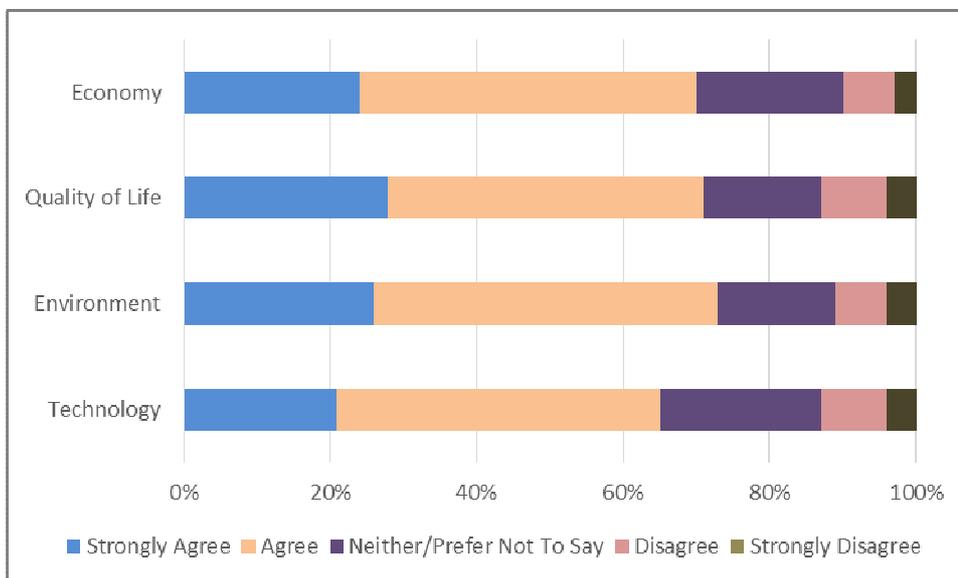


Figure 5 Online Questionnaire (Public and Stakeholders) 'To what extent have we identified the most important challenges facing transport in GM?'

- 4.13 Figure 5 shows that the majority of respondents felt that the most important challenges had been identified. Analysis of responses to the accompanying open questions, asking consultees to identify any challenges not addressed in the draft strategy, include a common perception that there are a number of existing challenges, for example

public transport reliability issues, that need resolving in the short-term. Other common comments were that that areas such as health and personal security were of such importance they should be a distinct challenge (rather than within the overarching 'Quality of Life' challenge) and also that the cost of travel is a critical challenge to resolve.

Proposed 2040 Strategy Transport Network Principles

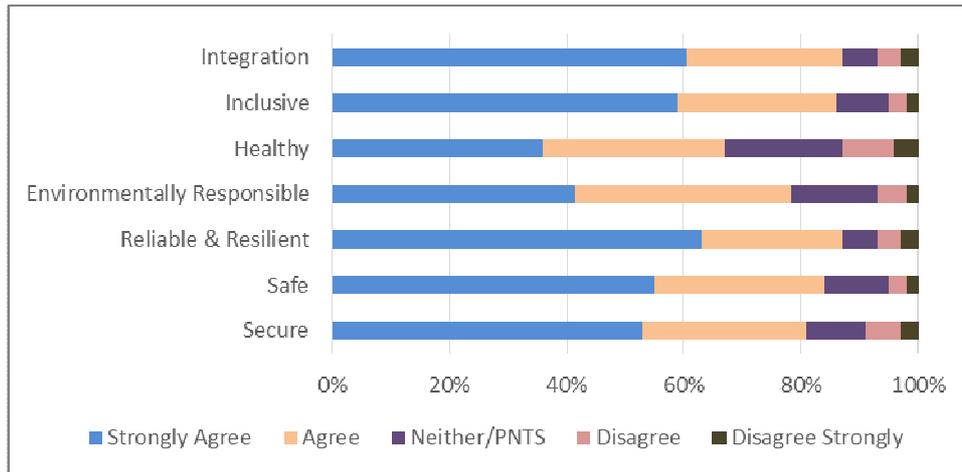


Figure 6 Online Questionnaire (Public and Stakeholders) 'To what extent do you agree or disagree with these seven network principles to create a more customer-focused transport system?'

4.14 In terms of the seven network principles identified in the draft document, the themes of reliability/resilience and integration received the highest level of agreement, although there was a high-level of support for all seven principles (as shown in figure 6). The 'healthy' principle received relatively less support with a number of respondents stating that this was a matter of personal responsibility and not relevant to a strategic transport plan.

Proposed Key Network-Wide Transport Priorities

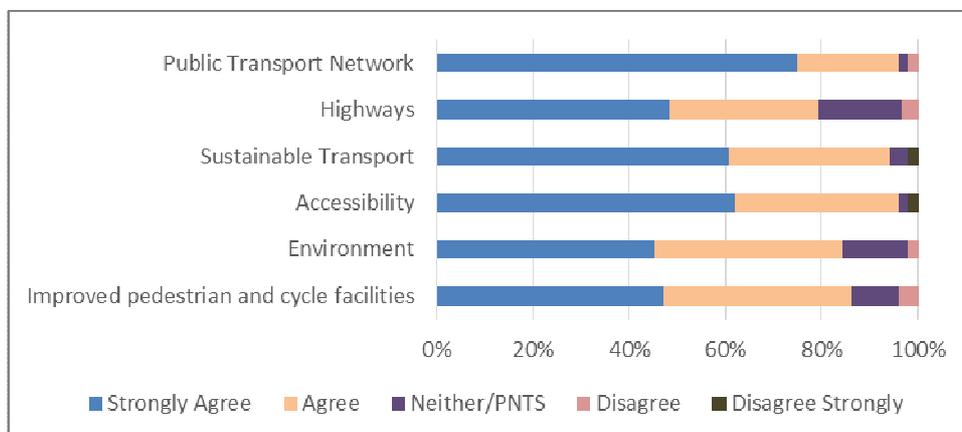


Figure 7 Online Questionnaire (Stakeholder Only) 'We have also identified key transport priorities for the whole of Greater Manchester to support these principles. To what extent do you agree or disagree with the following?'

4.15 A similar level of broad support for the key transport priorities (from paragraph 94 in the draft strategy and noted below) was expressed, as summarised in figure 7 above.

- Public Transport Network- a significantly improved and more integrated public transport system including high quality bus services, better quality bus and train stations, simpler fares and smart ticketing;
- Highways – a better managed and maintained network of key roads across Greater Manchester that supports the movement of people and goods;
- Sustainable Transport – measures to encourage people to use sustainable transport more, including real time information and journey planning tools, car clubs and cycle hire schemes;
- Accessibility - better transport provision for those with mobility impairments including more accessible public transport, better coordinated accessible transport services and passenger facilities;
- Environment - measures to reduce the environmental impact of motor vehicles, including encouraging ultralow emission vehicles and exploring a Clean Air Zone; and
- Improved pedestrian and cycle facilities - including improved walking and cycling routes, wayfinding and cycle parking.

2040 Strategy Spatial Themes

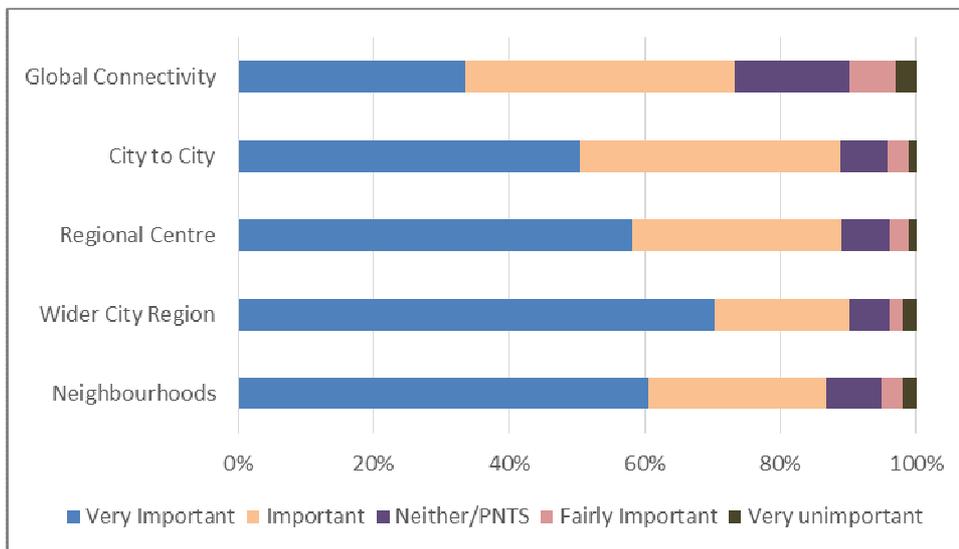


Figure 8 Online Questionnaire – (Public) To what extent do you think the following ambitions are important for transport across Greater Manchester? (a summary of ambitions for each spatial theme was provided)

4.16 Public respondents were asked to rate the importance of the following key spatial theme priorities:

- Improving transport to Manchester Airport and Port Salford for passengers and workers;
- Improving road and rail links to other UK cities;
- Improving transport into and around Manchester City Centre and to adjacent areas like Salford Quays to support growth in jobs and housing;
- Improving transport into, within and between other town centres in Greater Manchester by tackling congestion and improving walking, cycling and public transport; and
- Improving transport in local neighbourhoods, by making local streets safer and easier to walk and cycle round.

4.17 As Figure 8 demonstrates, there was strong support for all the spatial themes, although the Global Connectivity ambitions were seen as somewhat less important than the other four spatial themes. Further analysis is being undertaken to identify any significant geographical, age or gender differences in terms of the level of support for different spatial themes.

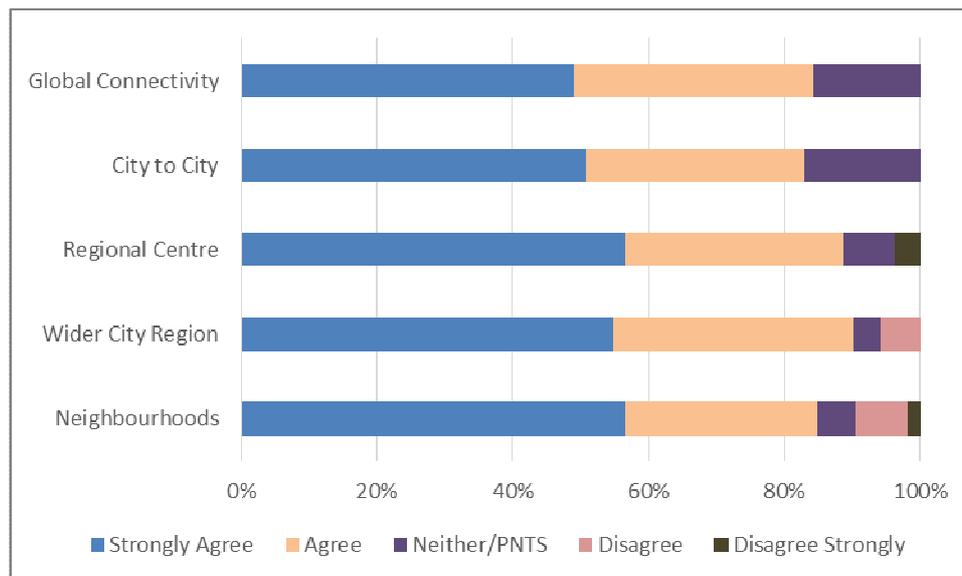


Figure 9 Online Questionnaire – (Stakeholder) “To what extent do you think the following ambitions are important for transport across Greater Manchester?”

4.18 Stakeholders were given greater detail on the spatial themes (see appendix 2 for the full question) before being asked about the importance of each of the spatial theme ambitions (see figure 9 above). Again, there was a strong degree of support for all five spatial themes, with the “travel across the wider city region” and “travel into and across the regional centre” spatial themes seen as particularly important.

4.19 There was comparatively less support for the theme of global connectivity, with a number of respondents stating that airport connectivity was already

acceptable, and that there was a lack of clarity over the role and function of Port Salford.

Draft Initial 5-Year Delivery Plan

4.20 Respondents were then asked whether they agreed that the 5-year programme of transport interventions will help us to meet the long-term ambitions.

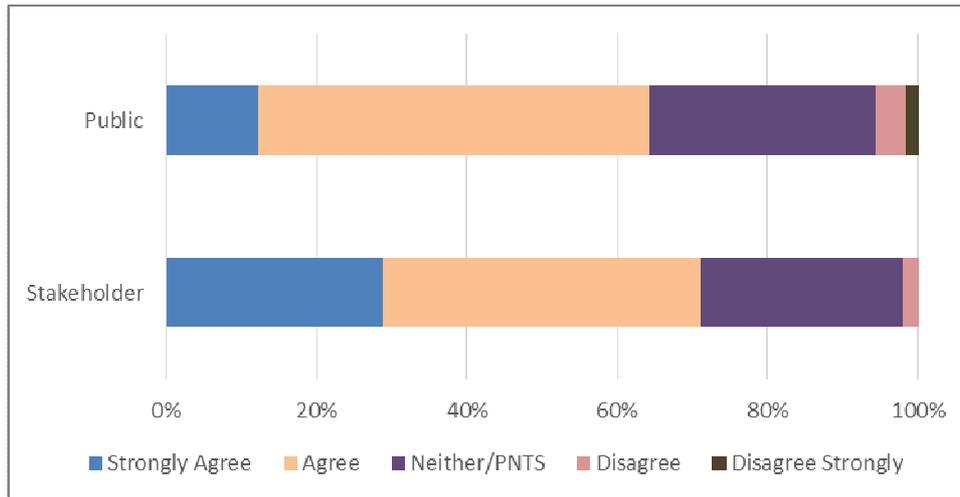


Figure 10 Online Questionnaire – To what extent do you agree or disagree that the 5 year programme of transport interventions will help us meet long term ambitions as set out in the 2040 strategy

4.21 Figure 10 demonstrates significant support was registered for the investment proposals set out in the draft 5-year Delivery Plan document from both stakeholders and the public. A small number of respondents raised concerns over whether funding was likely to be available for implementation. Stakeholder groups suggested that specific programmes should be identified in areas such as motorcycling, walking and improving disability access. Requests were also made to identify investment programmes to support post-16 education and training.

Contribution of 2040 Strategy to Greater Manchester Growth Objectives

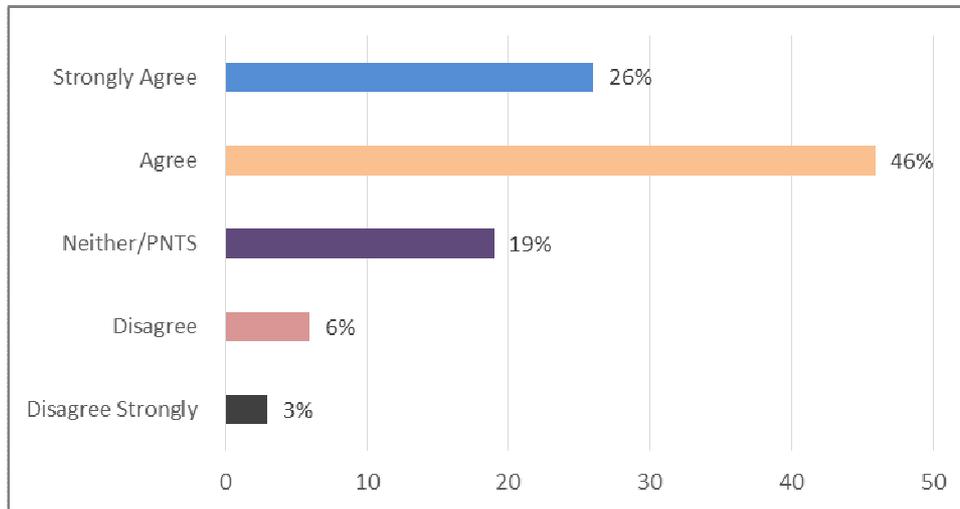


Figure 11 Online Questionnaire (Public and Stakeholders) "Greater Manchester wants long-term, sustainable economic growth for all. To what extent do you agree or disagree that the strategy helps to do this?"

4.22 A final 'headline' question was included to understand the degree to which respondents agreed that the draft strategy will deliver Greater Manchester's long-term aspirations for sustainable economic growth for all (see figure 11 above). 72% of respondents either 'agreed' or 'strongly agreed' that the strategy helped to achieve long-term, sustainable economic growth for all. Of the 9% respondents that disagree or disagree strongly, a range of reasons were provided, including disagreement with specific transport infrastructure proposals and some concern that strategies for specific modes are not comprehensive enough. These issues are explored further below.

5. Qualitative Feedback

5.1 Further analysis has been undertaken on the 'open' text questions in the survey and the wide-ranging qualitative feedback that has been provided through the emails, letters and feedback from meetings. TfGM officers are analysing this feedback in detail and considering the implications for finalising the strategy and supporting documentation.

5.2 However, a summary of some of the key themes emerging in relation to different modes of transport is provided below:

Rail

- 5.3 The most common issues raised in relation to rail can be summarised as:
- A wish to be able to interchange more easily between different modes, including a number of comments around limited fares and ticketing integration;
 - A desire for a more flexible ticketing offer for part-time workers;
 - Concerns about personal safety when travelling by rail, particularly after dark;
 - Limited disabled access on trains;
 - Poor reliability of rail services; and
 - Support for the movement of more freight by rail.

Bus

- 5.4 In relation to bus services, a number of comments were made on the following issues:
- Inconsistency of pricing and fares on bus services;
 - Support for enabling cashless transactions on buses;
 - Concerns over specific bus services being reduced or withdrawn;
 - Concerns over bus service reliability;
 - The need for improved information on using buses for more casual/infrequent users (tourists etc.); and
 - Night buses being an important part of the evening economy.

Metrolink

- 5.5 Key themes in terms of comments on Metrolink include:
- Concerns over pricing and ticketing offer;
 - Concerns over capacity and reliability of Metrolink services;
 - Requests for later running weekend services;
 - Requests for more car parking to be provided at Metrolink stops; and
 - Various proposals for future potential Metrolink network expansions.

Highways

5.6 Comments on highways-related issues include the following:

- Road maintenance concerns;
- Support for further investment in smart traffic signals to enable improved response to congestion/disruption on the network;
- Concerns over disruption caused by road works; and
- Concerns over use of bus lanes and the perceived reduced capacity for other road users.

Active Travel

5.7 Comments on active travel (walking and cycling) included:

- Significant concerns about road safety.
- Concerns about quality, capacity and/or security of cycle storage provision.
- Support for investment in cycle education and training. and
- Emphasis on the importance of learning from best practice cities in Europe and elsewhere in terms of improving the provision for pedestrians and cyclists.

Individual Priorities

5.8 The questionnaire included a final open question on “what one thing would make travel in Greater Manchester easier for you”, with 1700 responses in total. Further more detailed analysis is being undertaken by TfGM. However, figure 11 provides an overview of some of the key themes emerging from this question. It is clear from this that public transport is a key concern of a large proportion of respondents, and that buses are a particular area of interest, with nearly a third of respondents mentioning buses.

6. Conclusions on feedback and areas to take forward in document finalisation

6.1 When analysing all feedback received; online, meetings, letters, there are a number of key conclusions that will help to guide the preparation of the final strategy and delivery plan.

6.2 Principally, the consultation suggests strong, broad agreement with the priorities and policy direction taken in the draft strategy. In addition, subject to Leader's comments, the following key aspects of detail will be reviewed further in finalising the 2040 strategy and in wider TfGM work programmes.

- There is clear support for better **integration** of our transport system. Despite this being a relatively complex principle to explain, there is clearly a strong degree of support for facilitating easier and more cost-effective multi-leg or multi-modal journeys, particularly by public transport. A number of respondents also specifically mentioned the complexity of the current bus network.
- **Resilience** across the transport network is seen as being of critical importance, particularly in terms of climate change and better managing disruption on both road and rail networks.
- The **funding** challenges around delivering improved transport infrastructure and services were highlighted by many, as were concerns about the affordability of public transport fares.
- Many respondents proposed **specific transport improvements** (often Metrolink), such as options to support easier orbital travel around the city-region. These will need to be explored further as the strategy is developed and delivered.
- Concern was raised by a number of respondents over reductions in **bus services** and local authority provided or subsidised transport services; with respondents highlighting the negative impact on social isolation and health. A number of requests were made for more weekend and evening bus services to enable travel to work and leisure opportunities in an increasingly 24/7 economy.
- A strong desire from cyclists for a more ambitious approach to increasing **cycling** levels, through greater investment in infrastructure and training. However, some other groups expressed concerns about potential conflicts between cyclists and other road users (particularly pedestrians).
- Many respondents were keen that lessons are learned from Best Practice European cities and elsewhere; particularly in relation to active travel infrastructure and integrated fares and ticketing systems.

- There is a challenge around improving perceptions of **personal security**, particularly on Greater Manchester's public transport network.
- The importance of taking into account the needs of the wide variety of different users of Greater Manchester's road network, with a particular emphasis on considering the needs of **motorcyclists** and **private hire vehicles**, and a call from some groups to open up access to bus lanes to these road users.
- The transport network needs to continue to be made **accessible** for people with all types of disability.
- The bolstering of some sections of the document has been recommended by some stakeholders, for example:
 - The voluntary, community and social enterprise group members who attended the workshop suggested increasing the emphasis on the role of transport in reducing social isolation, and the opportunities for better integrating transport and health agendas through the GM devolution agreement.
 - Policies on canals and waterways need further development following engagement with the Canal and Rivers Trust; and
 - The need for greater emphasis on cross-boundary travel issues within the final strategy, with particularly concerns raised by Peak District National Park on the lack of detail included on these issues in the draft strategy.

7. Next Steps

- 7.1 Significant qualitative feedback has been provided through the online survey, emails, letters and feedback from meetings. TfGM officers are undertaking further detailed analysis of this feedback to consider the implications for refinement and delivery of the final 2040 strategy.
- 7.2 There is also a continuing review and analysis being undertaken to ensure the final 2040 strategy aligns with the latest iteration of the emerging Greater Manchester Spatial Framework.
- 7.3 The intention is to bring the final strategy documents back to the Combined Authority for review and approval by the end of 2016.

8. Recommendations

8.1 Members are recommended to:

- (i) Note, and comment as appropriate, on the range and nature of responses received on the Greater Manchester Transport Strategy 2040 Consultation Draft; and
- (ii) Note the next steps in finalising the strategy by the end of 2016.

Dr Jon Lamonte

Chief Executive, TfGM

Appendix 1

List of Stakeholders who responded to consultation

- Airshare Transfers
- Alzheimer's Society and Dementia Action Alliance
- Arup
- Barbara Keeley MP
- Bikeplus
- Bolton CVS
- British Cycling
- Campaign for Better Transport
- Campaign to Protect Rural England
- Canals and Rivers Trust
- Chartered Institute of Logistics and Transport - North West
- Chartered Institute of Logistics and Transport - Rail Freight Forum
- Cheshire East Council
- City of Salford Private Hire Association
- Cumbria Tourism
- Cushman & Wakefield
- DHL
- Disability Stockport
- DriveNow
- ecomep ltd
- Environment Agency
- Farrat Isolevel Ltd
- First Manchester
- Freight Transport Association
- Friends of Denton Station
- Friends of Eccles Station
- Friends of Patricroft Station
- Friends of Walkden Station
- Goyt Valley Rail Users' Association
- Greater Manchester Bus Operators Association/OneBus
- Greater Manchester Cycling Campaign
- GreaterSport
- Highways England
- Historic England (North West Region)
- Image@work Ltd
- intu Trafford Centre
- Jim McMahan MP
- Kier

- Living Streets
- Lostock Residents' Group
- Mainline Private Hire
- Manchester Airport
- Manchester Friends of the Earth
- Manchester Metropolitan University
- Manchester Pride Limited
- Motor Cycle Industry Association
- Motorcycle Action Group
- Moving On Service Adult Care Rochdale
- Natural England
- North West Landlords' Association
- North West Transport Activists Roundtable
- Ordnance Survey
- Peak District National Park
- Peel Group
- Peter Brett Associates LLP
- Potential Recruitment
- Print Image Network Limited
- PWD
- Royal London Asset Management
- Royal Mail Group
- Saddleworth Parish Council
- Shevington Parish Council
- S4B
- Simply Connect Ltd
- Smiths Of Marple
- Standish Voice
- Stockport Labour Group
- Stockport Liberal Democrat Group
- Sustrans
- The HR PSV Consultancy Limited
- The Lighthouse Christian Centre
- The Manchester College
- The RESIN project
- (The University of Manchester)
- Trafford Rubber Products Ltd
- Transdev Blazefield
- Travelwatch North West
- University of Manchester Bike Users Group
- Volvo Group UK
- West Lancashire Borough Council
- Withington Civic Society
- WSP-Parsons Brinckerhoff
- Wythenshawe Station Campaign

Appendix 2

Greater Manchester Transport Strategy 2040 – Online Questionnaire



Part 1: Introduction and Challenges

Q1 - To what extent do you agree that we have identified the most important challenges facing transport in Greater Manchester in relation to:

- The Economy
- Quality of Life
- Environment
- Technology and Innovation

(Comment with one of the following)

Strongly Agree Agree Neither Agree nor Disagree Disagree Prefer not to say

Part 2: Supporting Travel in Greater Manchester: Our Strategy Principles and Priorities

Part 2 of the document sets out policies and principles that we will apply to the transport network throughout Greater Manchester

Q2a – To what extent do you agree or disagree with these seven network principles to create a more customer-focused transport system?

- Integration – Customers able to move easily between services and types of transport on a single, high quality, easy to use transport network
- Inclusive – Develop a transport system that is accessible and affordable for everyone
- Healthy- Make walking and cycling the choice for local trips

- Environmentally responsible- High quality urban areas, transport emissions reduced to near zero, and a natural environment protected.
- Reliable and Resilient- A transport network that is reliable, and able to withstand unexpected events and severe weather.
- Safe- Deaths on our roads reduced as close to zero.
- Secure- Personal security concerns no longer a significant barrier to people using public transport or walking and cycling.

(Comment with one of the following)

Strongly Agree Agree Neither Agree nor Disagree Disagree Prefer not to say

We have also identified key transport priorities for the whole of Greater Manchester to support these principles. These are summarised below.

Q2b – To what extent do you agree or disagree with the following (*Asked of Stakeholders Only*)

- Public Transport Network- a significantly improved and more integrated public transport system including high quality bus services, better quality bus and train stations, simpler fares and smart ticketing
- Highways – a better managed and maintained network of key roads across Greater Manchester that supports the movement of people and goods
- Sustainable Transport – Measures to encourage people to use sustainable transport more, including real time information and journey planning tools, car clubs and cycle hire schemes
- Accessibility- Better transport provision for those with mobility impairments including more accessible public transport, better coordinated accessible transport services and passenger facilities.
- Environment- Measures to reduce the environmental impact of motor vehicles, including encouraging ultralow emission vehicles and exploring a Clean Air Zone.
- Improved pedestrian and cycle facilities- including improved walking and cycling routes, wayfinding and cycle parking

(Comment with one of the following)

Strongly Agree Agree Neither Agree nor Disagree Disagree Prefer not to say

2040 Policies

We have set out our policies in Section 2 and these are summarised in a table on pages 109 – 111.

Q2c – If you have any comments regarding our policies please add the policy reference number and your comments below

Part 3: 2040 Spatial Themes

Public were asked “to what extent, do you think the following ambitions are important for transport across Greater Manchester?”

- Improving transport to Manchester Airport and Port Salford for passengers and workers;
- Improving road and rail links to other UK cities;
- Improving transport into and around Manchester City Centre and to adjacent areas like Salford Quays to support growth in jobs and housing;
- Improving transport into, within and between other town centres in Greater Manchester by tackling congestion and improving walking, cycling and public transport; and
- Improving transport in local neighbourhoods, by making local streets safer and easier to walk and cycle round.

Very Important Important Neither Important or Unimportant Unimportant Very Unimportant Prefer not to Say

Stakeholders were asked

A Globally Connected City Region. Our ambition is to see an increasingly successful Northern economy supported by improved connections between the major cities of the North of England, and to the Midlands, London and Scotland. There will be improved quality, speed and reliability of our city-to-city rail links, allowing travel to Liverpool, Leeds and Sheffield in 30 minutes or less and to London in just over an hour. Motorways and our other busy roads on the network will reliably allow ‘mile-a-minute’ journey times. More freight will be moved by rail and water. Better infrastructure, smart ticketing and customer information will encourage more journeys across the North to be made by public transport.

Q3b – To what extent do you agree or disagree with the ambitions set out for global connectivity?

(Comment with one of the following)

Strongly Agree Agree Neither Agree nor Disagree Disagree Prefer not to say

City to City links. Our ambition is to support growth at Manchester Airport and nearby employment sites by bringing many more passengers by rail; improving the reliability of the highway network; and ensuring that public transport services better meet the needs of airport passengers and employees. Improved connections to the Airport by sustainable transport modes will mean that fewer workers will need to commute by car.

Q3c – To what extent do you agree or disagree with the ambitions set out for city to city travel?

(Comment with one of the following)

Strongly Agree Agree Neither Agree nor Disagree Disagree Prefer not to say

Access to and around the Regional centre (Manchester City Centre). Our ambition is for a fully joined up transport network that supports growth in the City Centre economy without increasing traffic levels: with High Speed Rail serving the heart of the city centre. There will be much better public transport, pedestrian and cycle connections between the City Centre and the outer parts of the Regional Centre (e.g. Salford Quays and East Manchester), and key destinations will be accessible by public transport 24/7. We will create high quality and attractive pedestrian and cycle environments and minimise the negative impacts of traffic on residents.

Q3d – To what extent do you agree or disagree with the ambitions set out for the Regional Centre?

(Comment with one of the following)

Strongly Agree Agree Neither Agree nor Disagree Disagree Prefer not to say

Travel Across the Wider City Region. Our ambition is that our regenerated town centres are easy to get to, particularly by public transport, and are pleasant to walk and cycle around and spend time in. Journeys across Greater Manchester will be improved through reduced congestion, a more reliable bus network between towns and better cycle routes. Road accidents will fall, year on year, moving towards our goal of reducing road deaths and serious injuries as close as possible to zero. The significant new housing and employment development required in GM will be accessible by public transport.

Q3e – To what extent do you agree or disagree with the ambitions set out for travel across the City Region.

(Comment with one of the following)

Strongly Agree Agree Neither Agree nor Disagree Disagree Prefer not to say

Connected Neighbourhoods. Our ambition is for local neighbourhoods to be safer and more pleasant to walk and cycle around in accidents. Cycling and walking will be the natural choice for short journeys. We will increase the proportion of journeys made by public transport and encourage people to use local shops and other facilities.

Q3f – To what extent do you agree or disagree with the ambitions set out for connected neighbourhoods?

(Comment with one of the following)

Strongly Agree Agree Neither Agree nor Disagree Disagree Prefer not to say

Part 4: Delivery

Please read our 5 year Delivery Plan for 2016/17 – 2021/22.

Q4 – To what extent do you agree or disagree that the 5 year programme of transport interventions will help us meet long term ambitions as set out in the 2040 strategy.

(Comment with one of the following)

Strongly Agree Agree Neither Agree nor Disagree Disagree Prefer not to say

Final thoughts

Q4a1 – Greater Manchester wants long-term, sustainable economic growth for all. To what extent do you agree or disagree that the strategy helps to do this?

(Comment with one of the following)

Strongly Agree Agree Neither Agree nor Disagree Disagree Prefer not to say

Please use this space to add any further comments you would like to make

Q4a2 What one thing would make travel in Greater Manchester easier for you?

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The questionnaire concluded with confirmation of age, gender, GM District, long-term illness/health problems/disability and access to a car for the public, and asking for organisation details of stakeholders.

