A New Mobility Culture for Merseyside - Preferred Strategy Consultation

Consultation Summary Report

March 2011

Merseyside Transport Partnership

LOCAL TRANSPORT PLAN
M E R S E Y S I D E

Mott MacDonald

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Issue and revision record

Revision	Date	Originator	Checker	Approver	Description
1	13/12/2010	BB	CH		Structure for discussion
2	21/12/2010	BB / CH	RB		Draft submission
3	13/01/2011	CH	RB	EM	Final
4	28/03/2011	CH	RB	EM	Final plus additional Chapter 10

Content

Executive Summary

Introduction

In September 2010, the Merseyside Local Transport Plan (LTP) Partnership launched consultation with stakeholders and the general public. The aim was to gather views on 'A New Mobility Culture for Merseyside', the Preferred Strategy for the Third Merseyside Local Transport Plan. Centred on the paper *"A New Mobility Culture for Merseyside"*, consultees were asked to respond to a series of questions seeking their views as to whether the partnership was continuing with the right approach in developing the third plan. 422 consultees responded during the consultation exercise (76 stakeholders and 346 members of the public).

Challenges and Opportunities

In the spring of 2010, members of the public and stakeholders were asked to comment on the emerging view of the Challenges and Opportunities which underpin the Preferred Strategy. Following analysis of the responses provided, the Merseyside Transport Partnership developed an updated view on the challenges and opportunities. During this consultation process, consultees gave considerable support for the updated view. Both members of the public and stakeholders have suggested that the updated challenges and opportunities give a better reflection of the problems and issues they argue are of greatest concern to Merseyside.

Promoting Culture Change in Transport and Travel

The Preferred Strategy sets out a 'Vision' for transport on Merseyside as part of the Partnership's work to foster a 'New Mobility Culture'. In examining the consultation responses it is clear that whilst support is strong for the general ethos behind the proposed Vision and 'New Mobility Culture' proposal, there are a sizeable number of both stakeholders and members of the public who are ambivalent about the definition offered and / or ask that a more easily understood definition is provided which clearly describes the Partnership's vision for the future.

The issue of communication and the transmission of information to the wider public has been identified through this consultation exercise as being of particular concern. Whilst stakeholders have provided a strong indication of their support for the focus given to the range of policy and delivery actions set out in the Preferred Strategy, there is a level of scepticism, particularly amongst certain sections of the public and from selected 'interest group' stakeholders that the policy objectives set out in the strategy will materialise into actual improvements. There is therefore clearly a need for the successes achieved through the Local Transport Plan 2 process to be communicated to demonstrate the link between involvement in consultation exercises such as this and eventual improvements to transport services and the highway network.

Striking a balance between Sustainability and Economic Growth

Both stakeholders and members of the public expressed concern regarding the Partnership's ability to address the twin issues of climate change and economic growth. In considering potential methods by which these issues could be addressed, selected consultees continue to wonder whether these concerns which resonate at a worldwide level limit the ability of the community in Merseyside to address concerns at a local level. Furthermore, selected stakeholders argue that the current financial climate will play a significant role in influencing our ability to address the problems and issues identified in the Preferred Strategy and implement solutions. In these financially constrained times there is broad recognition and support from consultees for the greater use of measures outlined in

the Preferred Strategy which influence people's travel behaviour and provide them with the information they need to make informed choices on more sustainable modes of transport. The key is to ensure that actions taken at a local level in Merseyside contribute and support the work of agencies working at a regional and national level to address climate change and promote sustainability.

87% of stakeholders 'Agree or Strongly Agree' with the need for future activity and developments to 'Demonstrate Value for Money, Effectiveness and Efficiency in a Funding Constrained Environment'. However, in striving for Value for Money both stakeholders and members of the public stress the need for the Partnership to ensure that this does not lead to the provision of a poor transport system. Linked to this is a need to strike a balance, given limited funding, between managing the need to maintain existing infrastructure and supporting public transport services, which facilitate growth in 'smarter' travel habits.

Alongside individual comments on the issues of sustainability and economic growth selected stakeholders highlighted potential tension between the climate change agenda and the aim of economic growth. They wonder whether it is really possible for the wider community to work together to achieve both these goals, and expressed concern that these two issues are often in conflict. The Merseyside Transport Partnership must give careful consideration of methods by which these twin goals can both be achieved.

Working with Others

Both stakeholders and members of the public clearly stated that the Merseyside Transport Partnership should continue to explore methods by which the wider community can play a role in improving transport and travel options in Merseyside. In thinking further on the issue of funding constraints, stakeholders within the partnership stressed that they should play a key role in seeking new funding opportunities. The opportunities available for funding to support active travel and 'smarter choices' interventions through the health sector were particularly noted.

Integration of effort and activity was at the centre of many of the comments made during this consultation exercise. Selected stakeholders argue that there continues to be a need for improved integration with the land-use planning sector, particularly when thinking about the impact of development proposals on levels of traffic. Linked to this issue was a feeling expressed by a small number of stakeholders that whilst Local Transport Plan 3 should assist developers in securing resources, developers should be required to take greater responsibility for transport and travel issues associated with their proposed developments. Other stakeholders and members of the public continue to argue that there needs to be greater integration between operators, Merseytravel and the District Councils in planning and improving transport services. There is concern that there is still a lack of co-ordination across the different council departments and between stakeholders when planning and operating transport and travel services.

Securing Improvements for 'Vulnerable' Members of the Public

There is strong agreement on the need to bring about equal access to services and a reduction in inequalities across Merseyside. Consultees wish to see the Local Transport Plan 3 acting as a catalyst for securing additional funding which supports all in the community and which provides a focus for activity aimed at improving services for both 'vulnerable' and other members of the public.

The Work of the Partnership to 2015

Finally, both members of the public and stakeholders were asked to comment on the proposed short-term Implementation Plan for the Merseyside Transport Partnership. The Preferred Strategy sets out a range of key actions for the Partnership in the period to 2015. In responding to questions on this issue stakeholders have shown that they are generally more positive about the proposed implementation actions than members of the public. Members of the public appear to place greater emphasis on short term issues such as maintenance programmes over measures such as 'planning for the long term'.

Conclusions

This exercise has shown that in general both members of the public and stakeholders are in broad agreement with the aims of the Preferred Strategy and the actions proposed for inclusion in the Local Transport Plan 3 for Merseyside. There is particular support for activity which assists in raising levels of 'sustainable' travel and which supports continued economic growth in Merseyside.

Future Actions

Following the consultation exercise with the wider stakeholder community and members of the public in Autumn / Winter of 2010, stakeholders who had provided comment and information on the issues of concern to them were invited to attend a follow-up meeting of the Merseyside Transport Partnership at the Bluecoat Centre, Liverpool on the 27th January 2011. At this meeting stakeholders re-confirmed both their concerns and their ideas and aspirations regarding transport services in Merseyside. In particular, they again noted the need for 'quick wins' as the Local Transport Plan 3 is introduced and implemented, and they gave strong support for the need to address the issues of climate change and 'peak oil' during the life of the fifteen year strategy.

1.   Introduction

In September 2010, the Merseyside Local Transport Plan (LTP) Partnership launched consultation with stakeholders and the general public. The aim was to gather their views on 'A New Mobility Culture for Merseyside', the Preferred Strategy for the Third Merseyside Local Transport Plan.
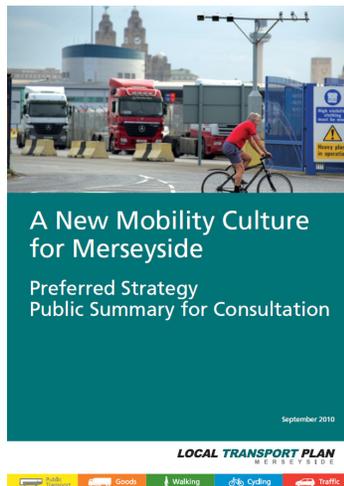
Centred on the paper **"A New Mobility Culture for Merseyside"**, consultees were asked to respond to a series of questions seeking their views as to whether the partnership was continuing with the right approach in developing the third plan.

Earlier in 2010, members of the public and stakeholders were asked to give their views on what the transport system should look like in Merseyside. That consultation exercise gave considerable information on the challenges and opportunities for transport in the area, and was used to inform the development of the Preferred Strategy.

This report provides a detailed summary of the consultation results received. Whilst the consultation report for the 'Challenges and Opportunities' process provided separate feedback on the comments made by stakeholders and members of the public, given the range of issues covered during this consultation exercise, detailed feedback is provided, issue by issue, on the comments received by all those who took part, with in-depth consideration given to the particular concerns expressed by different groups and individuals across Merseyside.

Finally, this report also provides information on further views expressed by stakeholders at a meeting to discuss the results of the consultation exercise, held at the Bluecoat Centre on January 27th 2011.

2. The Consultation Process

Members of the Public and Stakeholders were asked to comment on the 'Vision' for transport in Merseyside, the key policies to be contained within the long term strategy and the suggested delivery actions to be included within the Implementation Plan.

2.1 The Questionnaires

The consultation exercise was undertaken through the use of two questionnaires. A Public Questionnaire asked members of the public for their views on the wider Vision and Mobility Culture proposals and the suggested Actions. It also gave opportunity for members of the public to raise general concerns they may have regarding transport, travel and accessibility. The Stakeholder Questionnaire gave stakeholders the opportunity to comment in detail on each aspect of the Preferred Strategy. Together, the two questionnaires gave the wider community in Merseyside the ability to consider, evaluate and comment upon the emerging Preferred Strategy.

2.2 Who Responded?

422 organisations and individuals responded to this consultation exercise. 76 'Stakeholders' responded to this consultation exercise and 346 members of the public. Stakeholder responses can be broken down as follows (please note that not all stakeholders identified themselves):

- 14 stakeholders from the Transport and Freight sector;
- 14 stakeholders from the health, community and welfare sectors;
- 3 stakeholders from the Universities and Education sectors;
- 8 stakeholders from the Business, Economy and Development sector;
- 6 stakeholders representing Local Authorities and Political Parties; and
- 2 stakeholders who work in the fields of Sustainability and Climate Change.

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3.   Analysis and Assessment

This consultation process used both 'quantitative' techniques; asking consultees to express their view against a numerical scale, and 'qualitative' techniques; where consultees were able, in their own words, to express their thoughts and concerns. 'Quantitative' and 'Qualitative' consultation methods require different methods of assessment and presentation to ensure that the views expressed by consultees are presented accurately and in a manner which is free from bias.

3.1   **Frequency tables and Graphs**

Each of the questionnaires made extensive use of 'likert' scales. These scales ask consultees to consider their view on a scale such as 1 to 5. In this instance, both members of the public and stakeholders were asked to respond using the following scale:

Strongly Agree -> Agree -> Neither Agree or Disagree -> Disagree -> Strongly Disagree

Using the responses provided by consultees, a range of graphs are included throughout this report which illustrate the percentage of consultees who responded against each of the levels on the above scale, for each of the questions asked.

3.2   **The use of Code Frames for Analysis**

Alongside the 'quantitative' analysis of consultee responses, the 'qualitative' responses provided by consultees were also analysed in considerable detail to ensure that the views they expressed were read, acknowledged, considered and analysed. 'Qualitative' responses were analysed using a 'code frame'. A 'code frame' is simply a method by which the wide ranging and variable comments made by consultees can be placed within a structure that allows common themes and consensus to be identified. 'Code frames' also allow those analysing the responses provided to be able to preserve the detailed comments made by consultees and place them within the appropriate wider thematic issues raised by members of the public and stakeholders as a whole.

3.3 | The Process of Analysis

The process of qualitative analysis ran as follows:
- Every public and stakeholder response was read by a member of the analysis team and individually numbered;
- The key themes raised by that stakeholder or member of the public in their response was noted and listed in an Excel database. An example of the key themes raised were:
  - Cycling;
  - Infrastructure;
  - Highways; and
  - Public Bus Services.
- The analysis team then noted the number of stakeholders and / or members of the public who raised a comment that 'sits' within that Key Theme;
- The analysis team then re-read each submission in further detail to pick out the detailed comments made under each of the Key Themes. In this way, the detail contained within each submission was not lost;
- Again, the number of stakeholders and members of the public commenting on a detailed key theme was noted.

Using this process allows those undertaking analysis to:
- Identify the key themes and sub-themes;
- Gain an understanding of the relative importance of different themes;
- Work back to individual stakeholders should we need to check a comment made;
- Ensure that every stakeholder response is fairly and equally analysed; and
- Separate out themes raised by each stakeholder category.

In this report, as graphs are presented which summarise the results of each 'quantitative' response, supporting discussion and information is provided which provides information on:
- The Key Themes raised by stakeholders and the general public;
- Where there was consensus in the responses; and
- Where a response was provided which runs counter to the general viewpoints held and has been particularly strongly made.

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3.4 | *Further Submissions made by Stakeholders*

Whilst a majority of stakeholders and members of the public provided their response through the use of the supplied questionnaires, selected stakeholders also provided stand-alone written text which discussed, in detail, their concerns. These responses have therefore been analysed alongside those provided through the use of questionnaires to ensue that these responses do not introduce bias into the consultation process.

However, to assist the Merseyside Transport Partnership in future analysis, responses provided by stand-alone letter have been clearly identified in the code frame to ensure that these detailed responses can be examined in isolation if necessary.

4. Challenges and Opportunities - Updated

In the spring of 2010, Stakeholders were asked to comment on the emerging view of the Challenges and Opportunities which underscore the Preferred Strategy. Following analysis of the responses provided, the Merseyside Transport Partnership developed an updated view on the challenges and opportunities. During this consultation process, stakeholders were asked to comment on this updated view.

4.1 Challenges and Opportunities

The graphs in Figures 4.1 and 4.2 show that there is considerable support for the updated view on the challenges and opportunities put forward by the Merseyside Transport Partnership. 73% of stakeholders agree or strongly agree with the updated challenges proposed by the Partnership, whilst 67% agree or strongly agree with the updated opportunities.

Stakeholders were invited to provide further comments on the updated challenges and opportunities:
- Explicit agreement was given from stakeholders from the Healthcare, Local Government and Smarter Choices sectors. They suggested that the updated Challenges gave a better reflection of the issues they argue are of greatest concern to Merseyside;
- Other comments made included:
  - The need to address the issue of the cost of transport and the impact of the challenging financial climate on the ability to finance new services;
  - A desire from 4 stakeholders for the Partnership to continue to pursue funding for Merseytram;
  - The need to more closely integrated Land Use Planning and Transport Planning; and
  - The need to address issues of public perception and the image of public transport.

It is important to note that 7 stakeholders (who did not identify themselves) gave negative comments on the updated Challenges. They suggested that they continue to have doubts that the challenges will be met and that nothing has changed since LTP2. 2 Stakeholders suggested that there continues to be insufficient recognition of the challenges posed by peak oil and climate change.

Three issues of note came to the fore when considering the updated Opportunities:

- A stakeholder organisation from the academic sector argued that the recession may actually provide an opportunity. By reducing the challenges of rising car ownership, long distance commuting and the growth in freight traffic, the recession may assist in addressing some of the challenges identified;
- It was suggested that new technologies could play a key role in addressing some of the Challenges; and
- That the 'lower' costs incurred in implementing 'sustainable' travel options offer opportunities for addressing some of the challenges in the current financially constrained climate.

Figure 4.1:   To what extent do you agree or disagree with our updated view on the challenges? Stakeholder responses

Total stakeholder responses: 76

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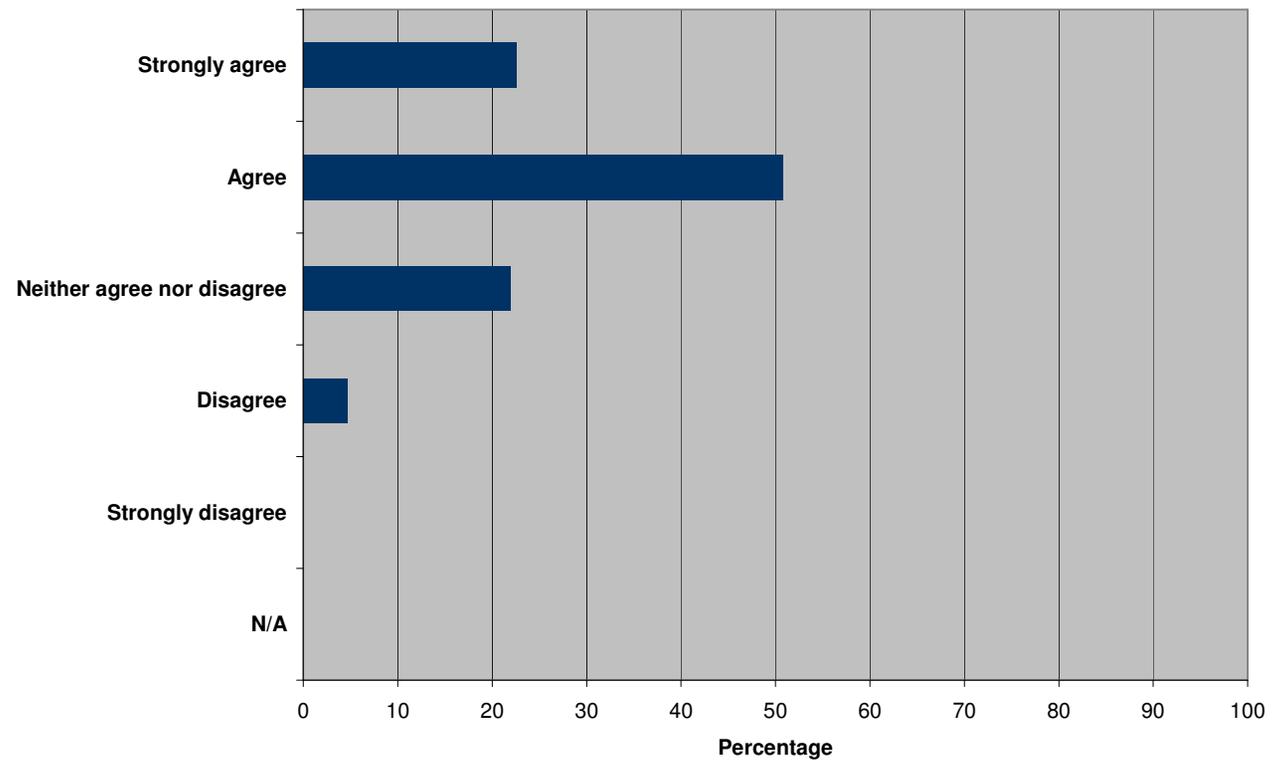
Figure 4.2:   To what extent do you agree or disagree with our updated view on the opportunities? Stakeholder responses
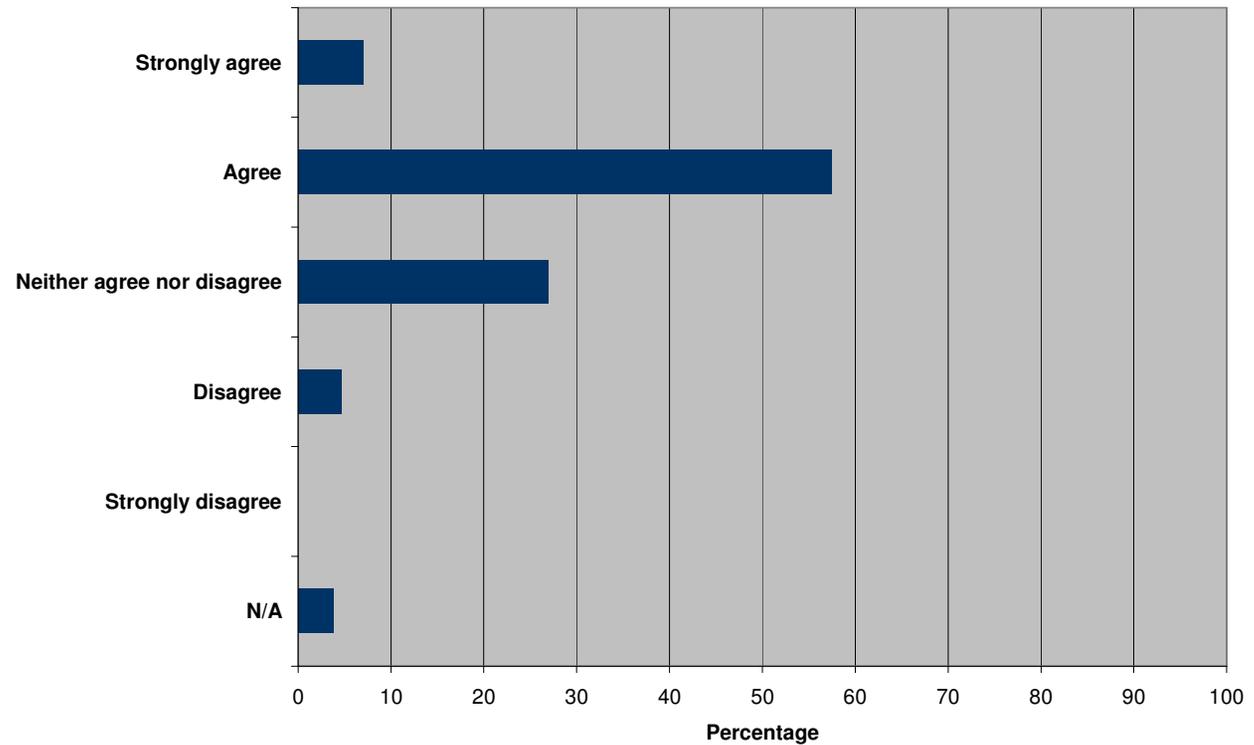
Total stakeholder responses: 76

5. Vision and New Mobility Culture

Both Members of the Public and Stakeholders were asked to consider the renewed Vision and definition of the 'New Mobility Culture' for Merseyside. Members of the public were invited to respond using the 'Strongly Agree -> Strongly Disagree' likert scale, whilst Stakeholders were asked to respond using the same scale, and provide additional comment where they felt it appropriate.

5.1   *Our Vision and New Mobility Culture*

Figure 5.1 shows that 93% of stakeholders agree or strongly agree with the proposed Vision. In contrast, 78% of the general public who responded to this consultation gave agreement or strong agreement to the proposed Vision. It is important to note that 4% of the public respondents disagree or strongly disagree with the proposed Vision.
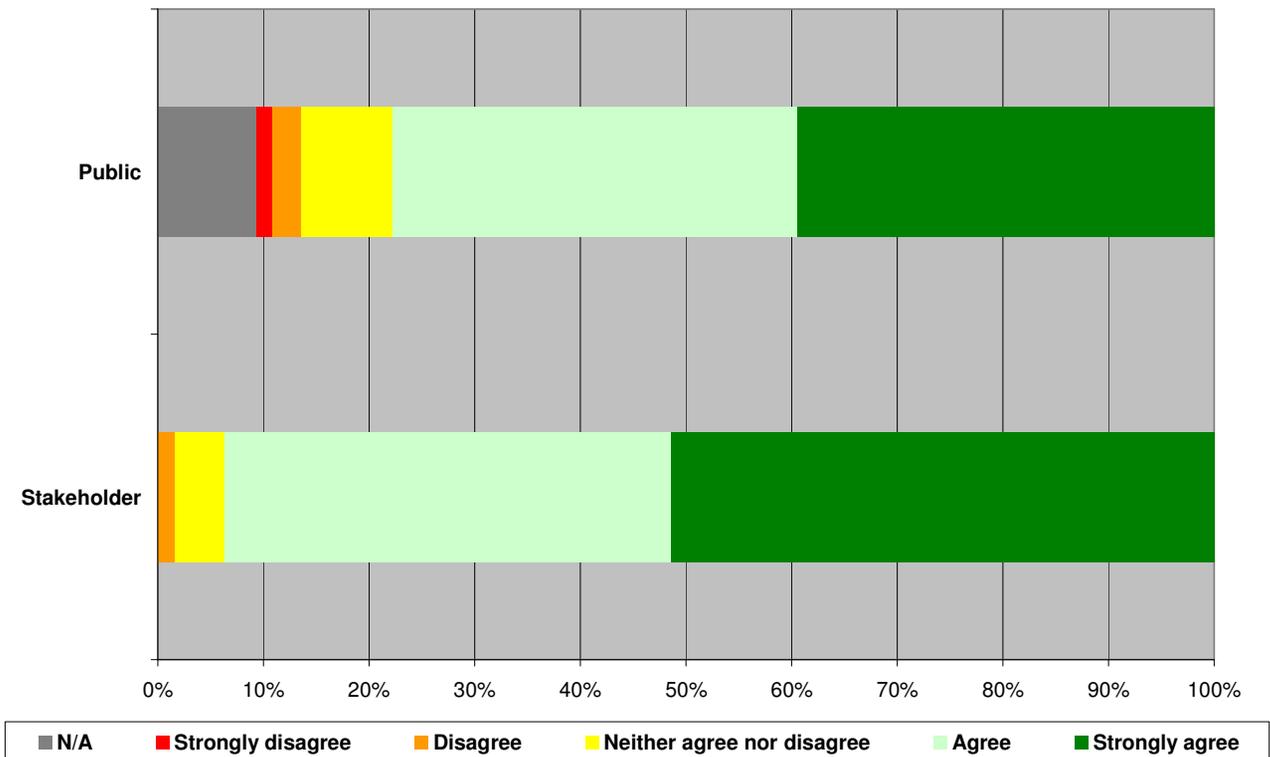
Figure 5.2 provides a summary of the public and stakeholder response to the definition of a 'New Mobility Culture' for Merseyside. It shows that whilst support is still strong for the definition, a greater proportion of members of the public in particular appear to be either ambivalent about the definition or disagree with it. Interestingly, in looking at the comments of stakeholders, 5 stakeholder organisations explicitly argued that the definition requires a clearer and more easily understood form of words to avoid confusion and misunderstanding. 2 stakeholders suggested that the idea of a 'new mobility culture' implies the development of 'personal mobility' and private car use which runs counter to the general ethos of the Preferred Strategy.

Whilst members of the public did not comment specifically on the issue of the 'Vision' and 'New Mobility Culture', comments included by members of the public using the space for additional commentary do provide an indication as to their thinking on the Vision and New Mobility Culture proposals. There is broad agreement and consensus on the emphasis placed on sustainability and low-carbon activity, and agreement with the need to bring about equal access to services and a reduction in inequalities. It is important to note however that the Merseyside Transport Partnership is asked to ensure that the strategy benefits the whole Liverpool City Region and Merseyside rather than just Liverpool City Centre.

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Figure 5.1:   To what extent do you agree or disagree with our Vision? Public and stakeholder responses

Legend: N/A | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree

Total public responses: 346

Total stakeholder responses: 76

Figure 5.2:   To what extent do you agree or disagree with our 'New Mobility Culture'? Public and stakeholder responses
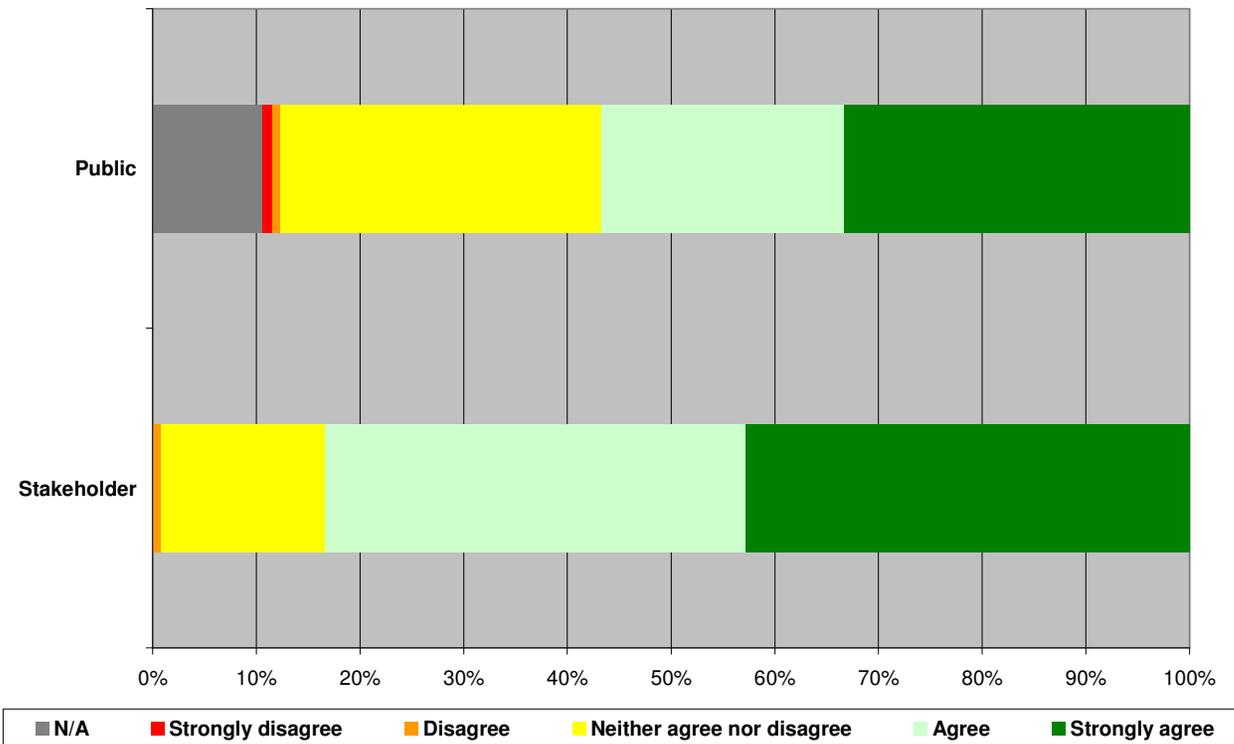
| | N/A | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |

Total public responses: 346

Total stakeholder responses: 76

6. The Six Goals

In order to support the City Region Vision through their transport aspirations, the Merseyside Transport Partnership developed a set of six goals to frame the Preferred Strategy. Members of the public and stakeholders were asked to state to what extent they agree or disagree that these goals should be the priorities of the Merseyside Transport Partnership.

The Goals are:
- One – Ensure the transport system supports the priorities of the Liverpool City Region, the proposed Local Enterprise Partnership and the Local Strategic Partnerships;
- Two – Provide and promote a clean and low carbon transport system;
- Three – Ensure the transport system promotes and enables improved health and wellbeing;
- Four – Ensure the transport system supports equality of travel opportunity by enabling people to connect easily with employment, services and social activities;
- Five – Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods; and
- Six – Maintain our assets to a high standard.

It is important to note that each of the goals has equal status.

6.1 Renewing the Six Goals

Figure 6.1 provides an indication of the comparative level of support for these priorities from members of the public and stakeholders. It shows:
- That a majority of both the public and stakeholders support the priorities;
- However, there is a significant difference in the proportion of members of the public supporting the goals, against the proportion of stakeholders;
- In addition, 30% of the members of the public who responded 'neither agree or disagree' with the proposed goals; and
- That 5% of stakeholders, and 3% of the public 'disagree or strongly disagree' with the proposed goals.

Examination of the supporting 'qualitative' comments made by the public and stakeholders provides some clarification on why these differences in opinion may be held;

- 9 members of the public specifically argued that this process of consultation was ineffective and insufficient for them to express their views, as they felt unable to comment in detail on the proposed goals, hence indicating that they 'neither agree or disagree' with the goals presented; and
- 6 members of the public feel that the Preferred Strategy and its goals are 'vague' with a lack of detail, with 1 stakeholder arguing that they are too varied and not sufficiently precise.

Whilst the overwhelming majority of stakeholders expressed support for the six goals, concerns were also raised;

- 4 stakeholders argued that the Partnership must prioritise improving connectivity and integration of the public transport system as well as land-use and transport planning (i.e. the LTP must be fully integrated within LDFs);
- 4 stakeholders also queried the order of the goals and wondered whether they were prioritised (the preferred strategy document states that all the goals have equal status); and
- 3 Stakeholders argued that the Partnership must emphasise and promote active travel and dedicate sufficient resources to facilitating cycling and walking interventions. They felt that there is insufficient emphasis on promoting active travel in the goals.

Alongside these general comments, stakeholders also made 'goal specific' comments;

- A healthcare organisation argued that Goal 2 should also refer to reducing other harmful pollutants (not just carbon reduction);
- 2 healthcare organisations asked that 'safety' be included alongside 'health' and 'wellbeing' as objectives within Goal 3; and that
- Goal 4 should include access to education.

Further comments were also made by stakeholders in response to the question on goals that did not directly relate to the proposed goals. These comments are therefore considered and discussed elsewhere in this summary report.

Figure 6.1:   To what extent do you agree or disagree with our Six Goals? Public and stakeholder responses
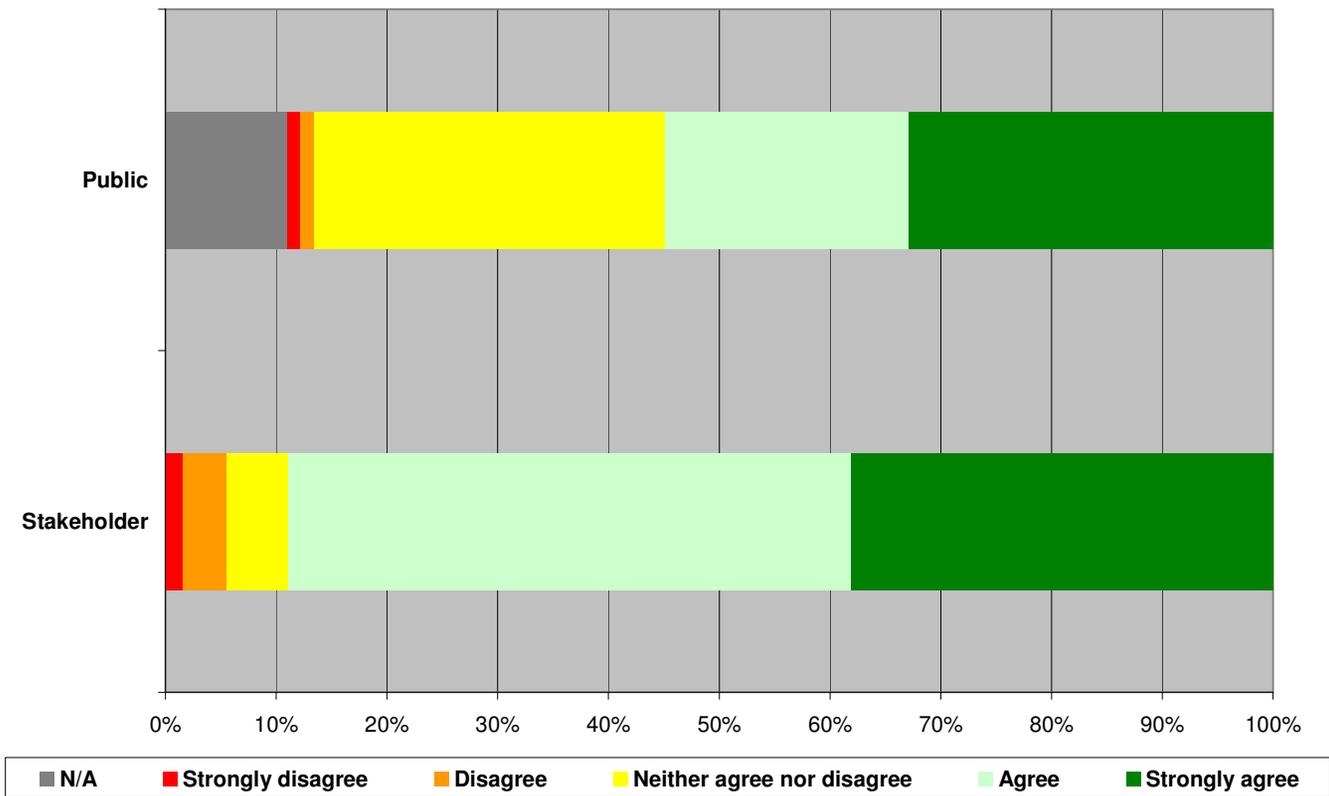
| N/A | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |

Total public responses: 346

Total stakeholder responses: 76

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7.   The Preferred Strategy

Members of the public and stakeholders were then invited to comment on the proposed Preferred Strategy. Stakeholders were asked to comment on the principles underlying the preferred strategy. Then, both members of the public and stakeholders were invited to comment on the policy and delivery focus elements which underpin the strategy itself.

7.1   Principles underlying the Preferred Strategy

Three principles underlie the Preferred Strategy:
- 'Demonstrate value for money, effectiveness and efficiency in a funding constrained environment';
- 'Address multiple objectives with other core policy areas to address common goals'
- 'Undertake resilient planning to ensure capacity for future development, economic, policy and funding changes'

7.2   Stakeholder's Views on the Key Principles

Figure 7.1 summarises the quantitative responses of stakeholders Q.4 which asked for their view on the key principles. It shows:
- That in general, there is great support for each of the principles with the following percentages of stakeholders saying they 'agree or strongly agree' with the principle:
  - 87% for 'Demonstrate value for money, effectiveness and efficiency in a funding constrained environment';
  - 74% for 'Address multiple objectives with other core policy areas to address common goals'
  - 66% for 'Undertake resilient planning to ensure capacity for future development, economic, policy and funding changes'.

No stakeholders responded particularly negatively to the three principles; but
- 7 stakeholders argue that the key principles are too confusing and vague, making comment upon them difficult;
- 2 stakeholders argue that value-for-money, effectiveness and efficiency should be demonstrated at all times (not just in a funding constrained environment) and relate to environmental and health outcomes, not just financial benefits; and

- 3 stakeholders suggested that 'Environment and Sustainable Development' should be the top priority for Merseyside rather than the three principles contained in the Preferred Strategy;

It is important to note the following points made by stakeholders:
- That value-for-money must not be an excuse to deliver a poor transport system;
- That the monitoring of progress in implementing the Local Transport Plan needs to be independent from Merseytravel; and
- That there must be a co-ordinated approach across different council departments (planning, regeneration, maintenance, etc.) to embrace and deliver the LTP goals.

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Figure 7.1:   To what extent do you agree or disagree with our three key principles underlying the preferred strategy? Stakeholder responses

| N/A | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
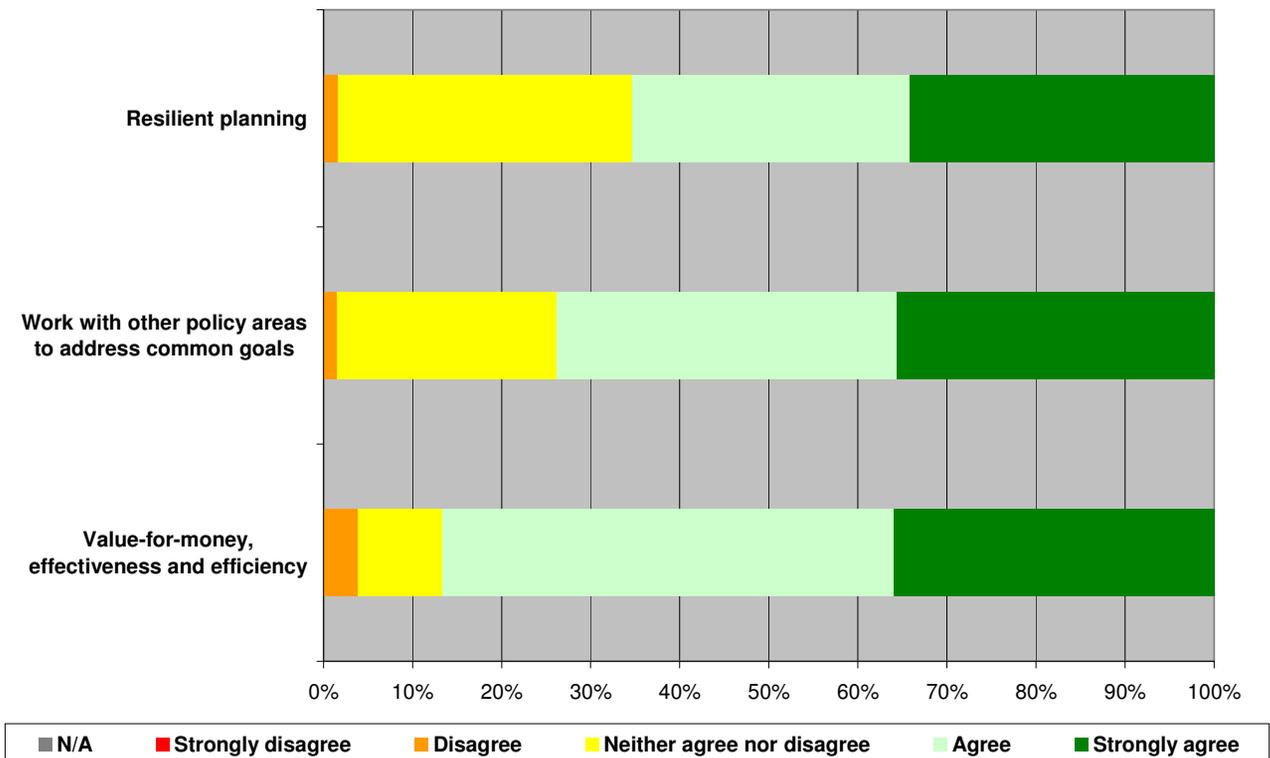
Total stakeholder responses: 76

7.3 | Policy Focus Elements

Both members of the public and stakeholders were then asked to consider the 'policy focus' elements contained within the Preferred Strategy:
- Members of the public were asked to respond to the 'summary of our key policies; whilst
- Stakeholders were asked 'to what extent do you agree or disagree with the Policy Focus elements of the Preferred Strategy?'

Figure 7.2 provides a summary of the responses given by members of the public, whilst Figure 7.3 provides a summary of the stakeholder responses. Figure 7.2 shows that approximately 71% of those members of the public who responded through this consultation process 'agree' or 'strongly agree' with the proposed Policy Focus elements. Figure 7.3 shows that, again, support for each of the four policy focus elements is high with:
- 79% agreeing or strongly agreeing that there is a need to 'Promote Health and Wellbeing';
- 81% agreeing or strongly agreeing that 'Safety and Inclusivity' should be a key policy focus;
- 75% agreeing or strongly agreeing with the need to 'Support Growth and Carbon Reduction'; and
- 86% agreeing or strongly agreeing with the need to 'Maintain the Core Assets'.

However, it is of particular importance to note that whilst stakeholders have provided a strong indication of their support for the Policy Focus elements presented in the Preferred Strategy through their 'quantitative' responses, their supporting statements made through completing the 'qualitative' questions show that this support should be tempered against a number of concerns held by stakeholders. These concerns include:
- A level of scepticism that the policies will materialise into actual improvements even though the stakeholder has given their support for the Policy Focus element;
- A concern that some of the Policy Focus elements may be in conflict without careful management (Economic Growth versus Carbon reduction for example); and
- A concern that this consultation exercise has not provided stakeholders with sufficient opportunity to raise and discuss the detailed issues which are of concern to their organisation and which are difficult to raise and consider appropriately in a large exercise such as this.

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It is interesting to note that a small number of stakeholders, who chose not to identify themselves, argued that whilst the 'policy focus' elements proposed are important and should be striven for, the development of the 'core' transport network should be the key focus of Local Transport Plan 3. Whilst efforts to move towards a low-carbon economy, raising the health and wellbeing of the community, and fostering equality are important these stakeholders suggested that these aims should not be pursued at the expense of improving the core transport network; the primary focus should be improving transport through making it easier for people and goods to get from 'a' to 'b'.

Figure 7.2:   To what extent do you agree or disagree with the Policy Focus elements? Public responses

Total public responses: 346

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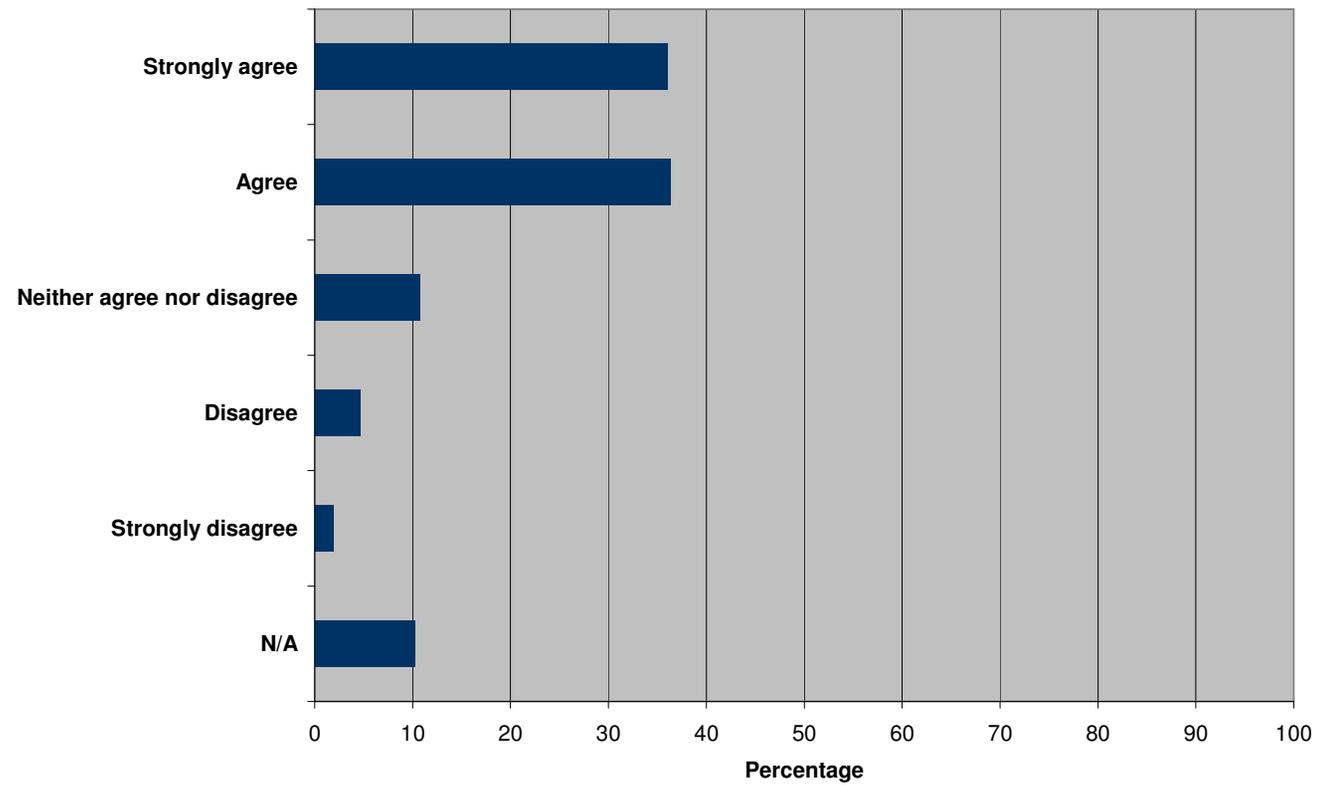
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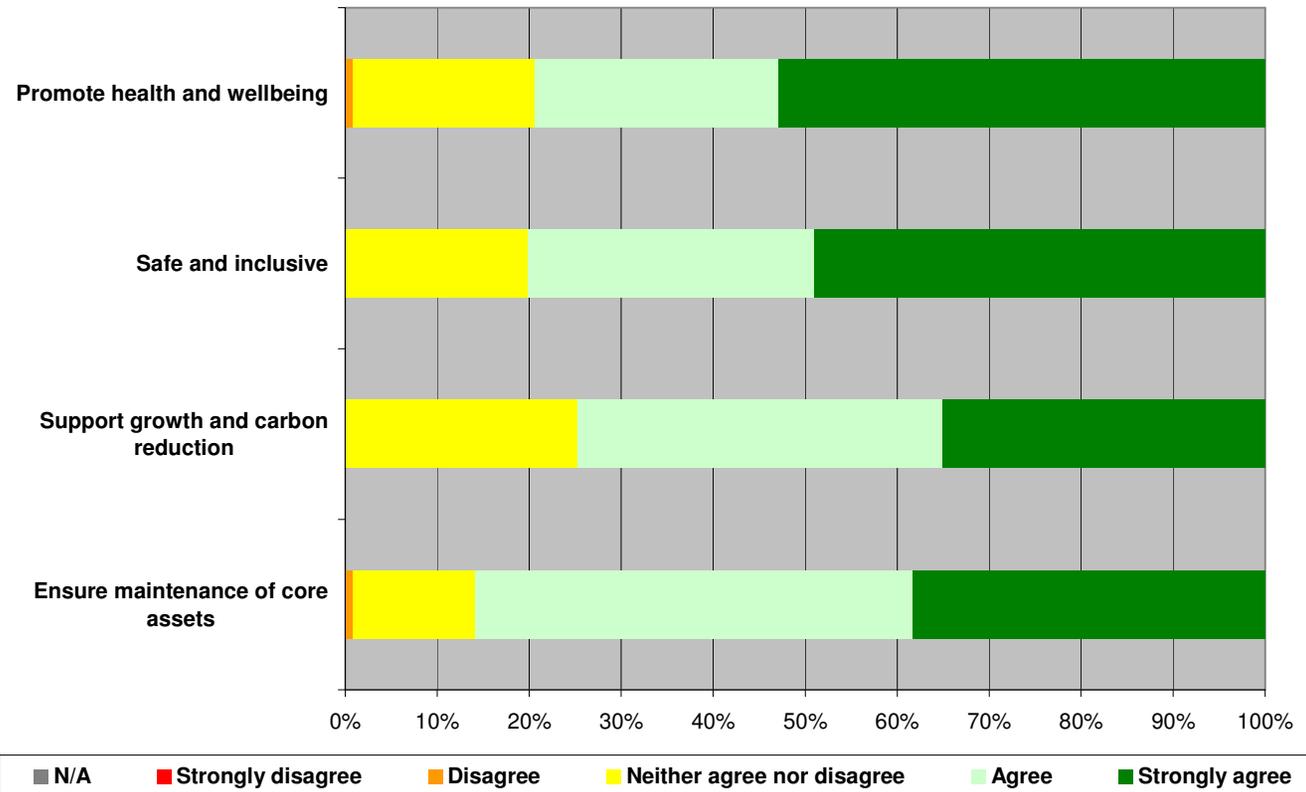
Total stakeholder responses: 76

7.4 | **Delivery Focus Elements**

Members of the Public and Stakeholders were also asked to comment on the 'Delivery Focus' elements contained within the Preferred Strategy.

Figure 7.4 provides a summary of the responses submitted by members of the public. It shows that 69% of the responses provided by members of the public to this question show agreement or strong agreement with the proposed delivery focus elements.

Stakeholders were asked to comment on each of the proposed Delivery Focus Elements in turn. The Delivery Focus elements being:
- Maximising Funding Opportunities;
- Addressing Multiple Objectives;
- Collaboration and Co-operation;
- Smarter Choices; and
- Making maximum use of technological improvement.

Figure 7.5 shows that Stakeholders are also in agreement with the proposed Delivery Focus elements, with particularly strong support for making use of technological improvements. In addition, stakeholders were also asked to provide supporting comments to provide additional information on their views regarding the proposed delivery focus elements. Key comments raised which reflect the general thoughts and concerns of stakeholders include:
- A healthcare provider argued that making maximum use of technological improvements should also include using technological advancements to reduce road traffic accidents, speeding and improving road safety;
- A climate change group argued that the use of technology should be primarily aimed at reducing carbon use rather than economic growth;
- There was strong support for the idea of using 'Smarter Choices' activities. Stakeholders suggested that the delivery focus elements should refer to the advantages of investing in cycling and walking to address multiple objectives (i.e. health, environment, social, etc.);

- Selected healthcare stakeholders suggested that in maximising funding opportunities, the Local Transport Plan should support efforts to work with healthcare providers to secure funding for active travel interventions. There should also be greater integration with healthcare budgets alongside a greater emphasis on working with partners from the health sector; and
- Building on this issue, several stakeholders stressed the need for efforts to maximise funding opportunities as it is crucial if policies are to materialise.

It is however important to note that not all stakeholders expressed complete agreement with the proposed Delivery Focus elements. A stakeholder raised particularly strong concerns regarding the proposed reduction in the development of, and investment in, transport capital solutions. They argued that there is a need for considerable investment in infrastructure to support the provision of public transport services and to facilitate the continued growth in levels of 'active travel'.

Figure 7.4:   To what extent do you agree or disagree with the Delivery Focus elements? Public responses
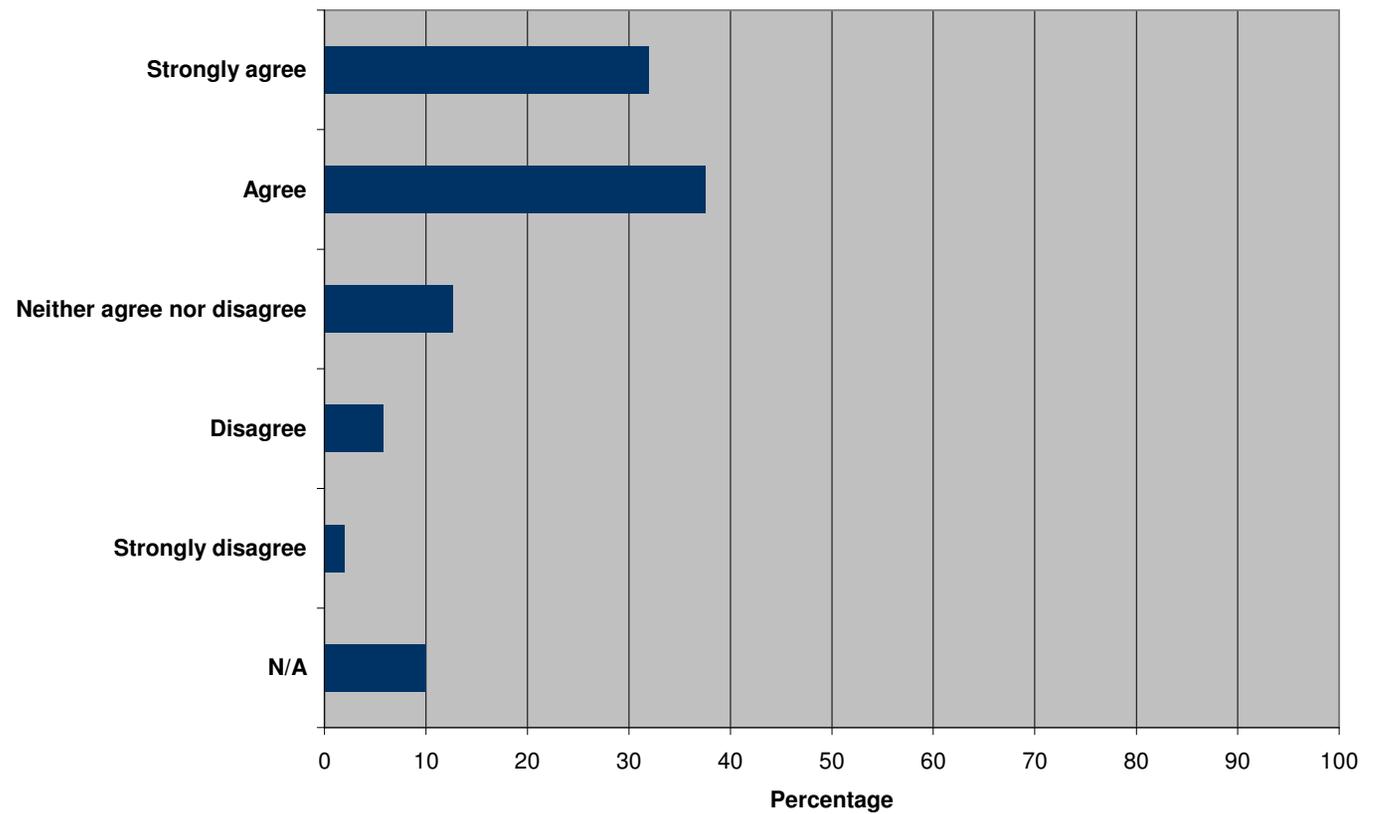
Total public responses: 346

Figure 7.5: To what extent do you agree or disagree with the Delivery Focus elements? Stakeholder responses

Total stakeholder responses: 76

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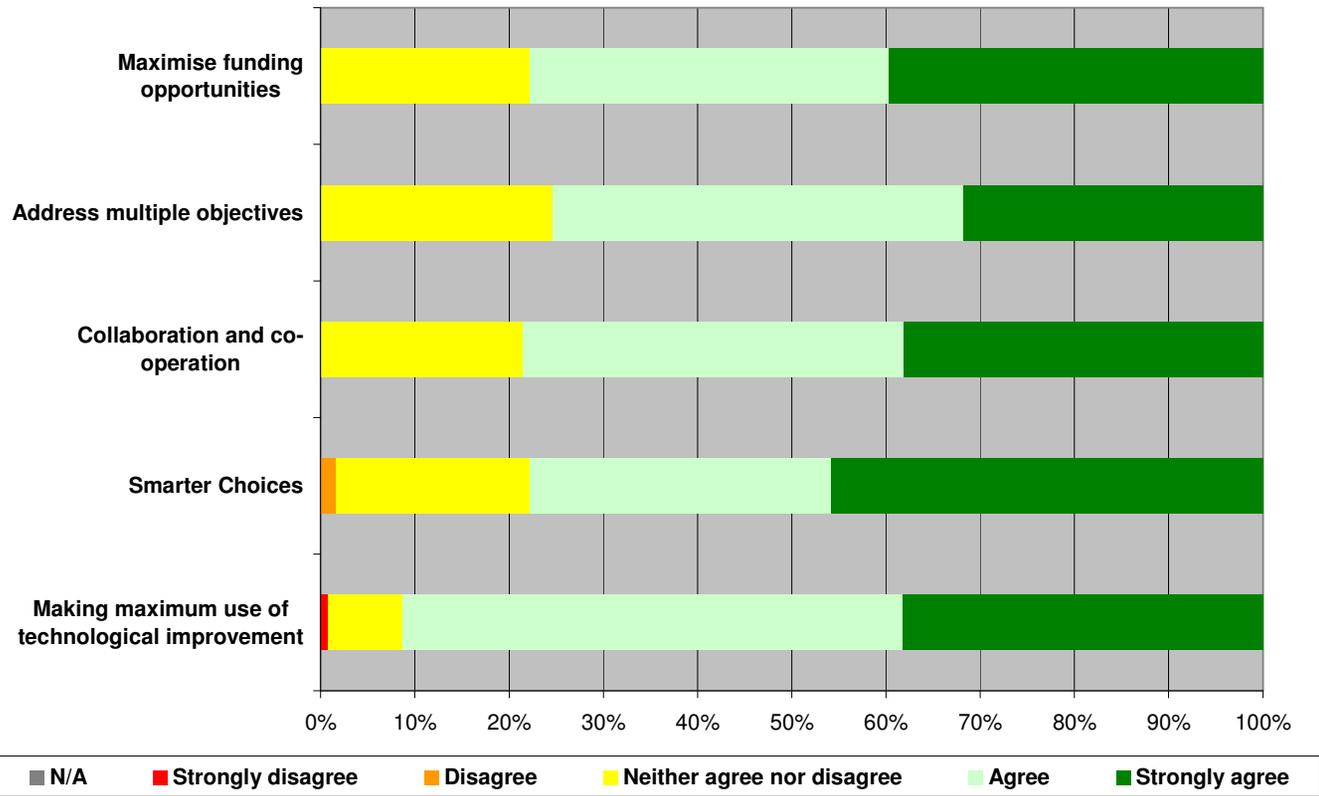
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7.5 | *Development*

Question 7 asked stakeholders to think about the principles to be attached to any future development transport requirements. Figure 7.6 provides a summary of the views expressed by stakeholders and again shows that there is very strong agreement with the proposed principles as contained in the Preferred Strategy. Once again, stakeholders also provided additional comments on the issue of transport for development. 11 stakeholders gave very strong emphasis was on the need to ensure that developers take responsibility for addressing the transport and travel issues raised by their proposals and provide suitable, sustainable, travel options for employees and / or members of the public who wish to travel to the new development. Support for this viewpoint was forthcoming from stakeholders across differing thematic areas.

Other comments raised included:
- 2 stakeholders argued that there should be a requirement for Health and Equality Impact Assessments and Travel Plans to be undertaken on all new developments in the early stages of the planning process;
- 1 stakeholder argues that the Local Transport Plan should assist in restraining and discouraging car use through the development planning process, in addition to the continued encouragement of sustainable travel options; and
- 2 stakeholders ask that developments be approved only if they are consistent with both the policies set out in the Local Transport Plan and with climate change and low-carbon policies.

A local development organisation was clear in expressing its desire to see recognition of the role of the public sector in assisting and delivering major regeneration developments. They argue that the Local Transport Plan 3 should not only support developments in terms of policy, but it should also act as a support and catalyst for securing funding and resources for all forms of transport and travel intervention associated with the new development.

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Figure 7.6:   To what extent do you agree or disagree with the principles to be attached to future transport requirements? Stakeholder responses
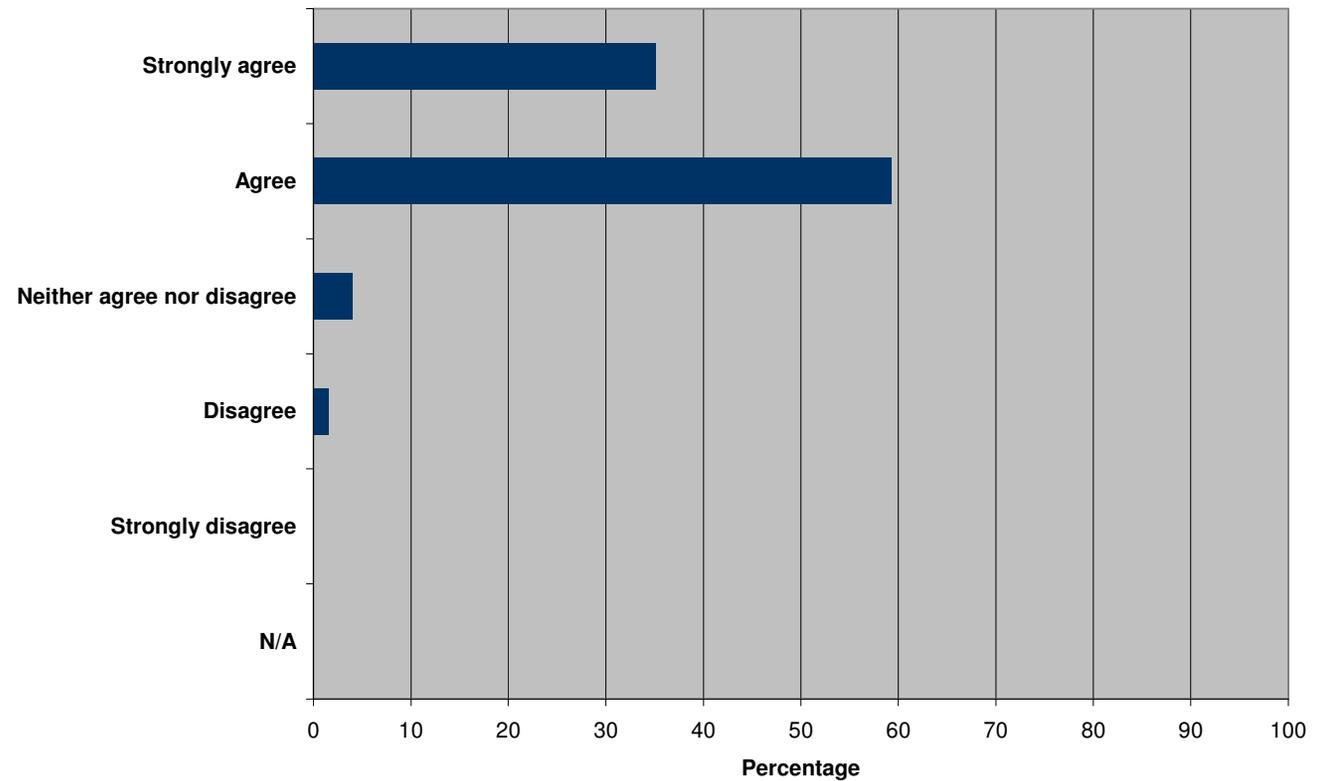
Total stakeholder responses: 76

8. The Short Term Implementation Plan

The Preferred Strategy contains information on a set of shorter-term implementation actions to support the Preferred Strategy. These actions set out the key actions of the Merseyside Transport Partnership in the period to 2015. Members of the Public and Stakeholders were asked to what extent they agree or disagree with these key actions.

8.1 The Short-Term Implementation Actions

The short term implementation actions presented in the Preferred Strategy are:
- 1 – Prioritise Maintenance Programmes;
- 2 – Fully integrate the LTP with the Local Development Frameworks and Community Strategies;
- 3 – Expanding the range of public transport services by examining the role of other providers, backed up by a network of neighbourhood based information services;
- 4 – Begin to implement the next generation of technology;
- 5 – Work with the Freight Quality Partnership and other parties to develop and enhance the freight and logistics network;
- 6 – Implement the low emissions strategy and prepare a complementary strategy that seeks to reduce reliance on oil;
- 7 – Ensure effective delivery of capital programmes;
- 8 – Use Travelwise to increase promotion of sustainable and safe travel and behaviour change;
- 9 – Continue to reduce road traffic accidents through control of excessive speed on the highway network; and
- 10 – Plan for the Long Term.

8.2 Key Results

Figure 8.1 provides a summary of the results to Question 4 in the public questionnaire and Question 8 in the stakeholder questionnaire.

Figure 8.1:   To what extent do you agree or disagree with the shorter-term implementation actions? Public and stakeholder responses
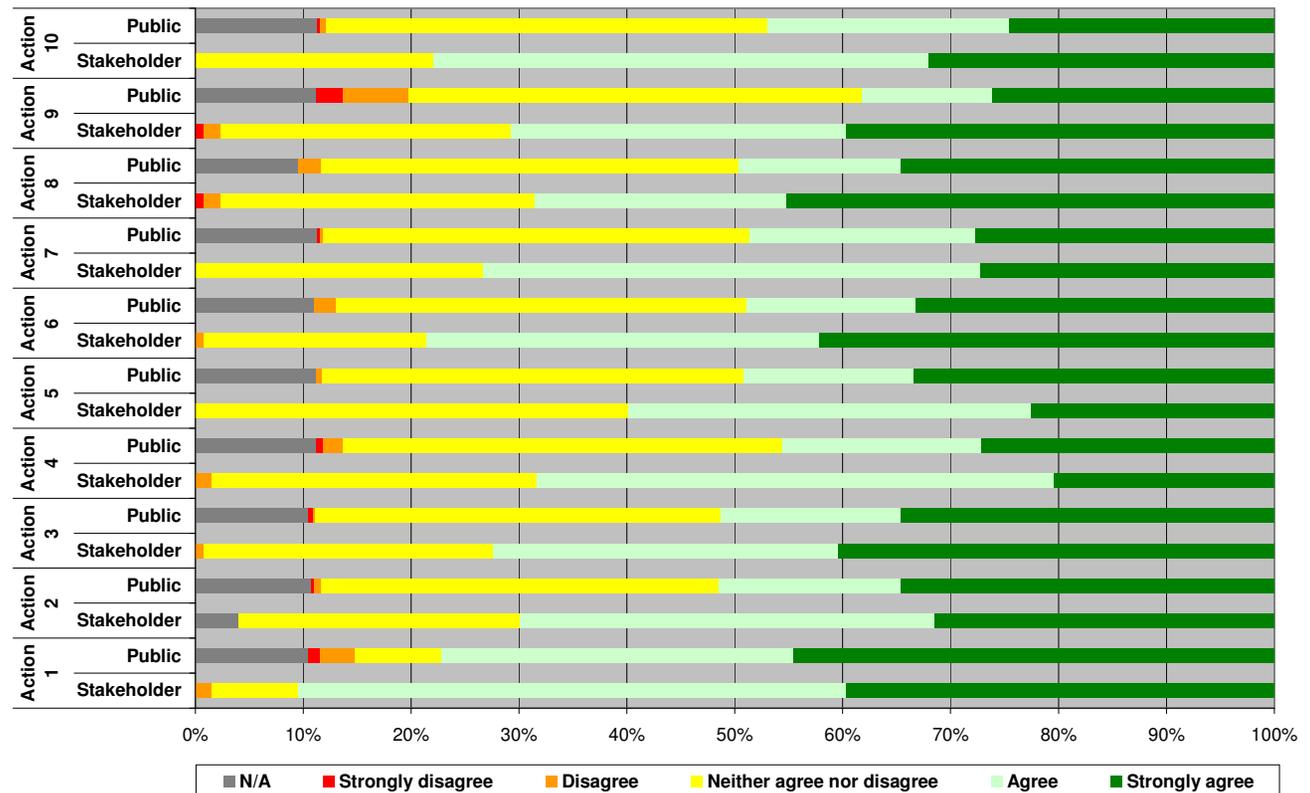
Total public responses: 346

Total stakeholder responses: 76

Figure 8.1 shows:

- That stakeholders are generally more positive about the proposed short-term implementation actions than members of the public. A greater proportion of stakeholders indicated that they 'agree or strongly agree' with the suggested implementation actions compared to members of the public;
- Members of the public appear to prioritise 'short term' issues such as road maintenance over 'longer term' measure such as 'planning for the long term';
- However, a small proportion of the public hold views counter to the general population. The responses to 'road maintenance', 'control of excessive speed', 'plan for the long term', and 'Implement the next generation of technology' show that there are a small but vocal group of members of the public who strongly disagree with these actions; and
- That strong public support is forthcoming from a section of the general public for the prioritisation of maintenance programmes.

The general picture illustrated by Figure 3.1 is one of positive support from both the public and stakeholders in general, but with small but significant groups expressing strong disagreement with selected options. Furthermore, it is also important to note that a significant proportion of the public saying they neither 'agree or disagree' with the actions proposed suggesting either that they have no view on the actions proposed or that the Preferred Strategy provides insufficient information upon which they are able to express a viewpoint.

Detailed comments provided by members of the public and stakeholders which relate to each of the proposed short-term implementation actions are provided in the following sections.

8.3 Maintenance

Comments raised by members of the public and stakeholders relating to this short-term implementation action included:

- The need to support and prioritise maintenance programmes. 3 stakeholders suggested that the maintenance of existing assets should be top priority for the Merseyside Transport Partnership;
- Selected stakeholders expressed concerns regarding the current poor condition and maintenance of road surfaces in the area;

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- Sustainable transport groups argued that there is a need to also consider the maintenance of infrastructure for pedestrians, cyclists and users of waterways as well as the highway network; and
- The positive benefits to be gained through planting trees and improving the appearance of the highway alongside the maintenance of the road surface should be considered.

8.4 | *Integration with Local Development Frameworks and Community Strategies*

Comments raised by members of the public and stakeholders relating to this short-term implementation action included:
- 7 stakeholders expressing agreement with the integration of the LTP with Local Development Frameworks and community strategies;
- A desire to engage with third sector organisations including charities, voluntary groups and social enterprise organisations in the development of the transport and travel network; and
- A desire to see the work of the Merseyside Transport Partnership and Local Transport Partnership fully integrated with the objectives of the healthcare sector, particularly in terms of active travel and improving road safety.

8.5 | *Working with Communities, Bus and Taxi Operators to improve Public Transport*

Comments raised by members of the public and stakeholders relating to this short-term implementation action included:
- 5 stakeholders supporting the continued use of Bus Quality Partnerships and Quality Contracts;
- 14 members of the public specifically asking for the improvement of bus services (including bus lanes) and the level of punctuality of services;
- It was suggested by 12 members of the public that a revision of bus routes and timetables be undertaken to provide more direct services, rather than having to change and use multiple buses;
- Members of the public also discussed the improvement of Sunday and Night Bus services. 7 individuals noted this issue in their response; and
- A small number of stakeholders suggested that a more proactive approach is required to capitalise on the availability of other modes (e.g. taxi) by increasing accessibility and awareness through improved information provision.

8.6 Using new Technology

Comments raised by members of the public and stakeholders relating to this short-term implementation action included:
- Caution over introducing new technologies, particularly as resources are tight. It was suggested that technology needs to understandable, user-friendly, robust, reliable and introduced across the whole of Merseyside for it to be cost-effective; and
- A small number of stakeholders and members of the public suggested that the Transport Partnership actively look to introduce an equivalent of the Oyster card in Merseyside.

8.7 Improving the Freight and Logistics Network

Comments raised by members of the public and stakeholders relating to this short-term implementation action included:
- That it is essential to encourage more rail and water-based transportation of freight rather than continuing to rely on the road network; and
- That there should be a commitment to assess the health impacts of any freight network proposals on those living in the vicinity of the Port of Liverpool and other freight interchange points. Members of the public stressed strongly that there is a need to protect residents from noise, air pollution and road traffic accidents arising from freight traffic.

8.8 Cutting Carbon Emissions and Improving Air Quality

Comments raised by members of the public and stakeholders relating to this short-term implementation action included:
- The need to direct increased investment in low-carbon infrastructure;
- A concern that electric vehicles rely on electricity usually generated from fossil fuels and therefore still cause air pollution. 3 stakeholders ask that continuing investment is made in hydrogen and fuel-cell vehicles alongside the continued introduction of electric charging points and low-emission buses; and
- That in addition to mitigation, there is a need to support adaptation of the transport network to climate change.

It is important to note that a very small proportion of stakeholders expressed disagreement with the policy emphasis on striving for a low-carbon network. They argued that efforts should be directed elsewhere given financial resources are scarce;

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8.9 Investing in the Road and Rail Network

Comments raised by members of the public and stakeholders relating to this short-term implementation action included:

- The need to improve local road links to the motorway network and removing traffic lights to improve traffic flow. This comment was made by a very small number of members of the public and is not representative of the general views expressed. However, it is representative of a small, but vocal minority and it is therefore appropriate to draw attention to this view;
- That more car parking capacity should be provided at key service points and facilities such as hospitals, shopping and employment centres. 6 members of the public explicitly asked for improved enforcement of parking restrictions;
- As a counterpoint however to the above views, a small but again vocal group of stakeholders and members of the public state that there should be no further road construction and no investment in car parking, with resources re-directed to public transport; and
- A consistent message raised by 2 stakeholders was the need to finance the development of the Maghull North rail station.

8.10 Promoting Sustainable Travel and Behaviour Change

Comments raised by members of the public and stakeholders relating to this short-term implementation action included concerns over the amount of funding allocated to Travelwise. Selected stakeholders doubt whether Travelwise is producing tangible results and express concerns regarding the level of resources being made available for Travelwise activity. They suggest that Travelwise needs to be targeted to more specific projects to demonstrate its potential success and benefits.

8.11 Controlling excessive speed and Reducing accidents

Comments raised by members of the public and stakeholders relating to this short-term implementation action included:

- 5 stakeholders expressing a desire to see improved driving lessons and training for car and van drivers to make them aware of and to consider cyclists and pedestrians, alongside a need for education to be given to car drivers on controlling excessive speed;

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- There was considerable support from both the public and stakeholders for greater consideration to be given to the introduction of 20mph zones. It was suggested that further work should be undertaken to look at enforcement issues, finance and the cost / benefit analysis of their introduction; and
- That traffic speed and road safety issues are a major barrier to the growth in the numbers of people taking up active travel modes.

8.12 *Planning for the Future*

Comments raised by members of the public and stakeholders relating to this short-term implementation action included:

- The need to improve the measuring and monitoring of the effectiveness of cycling interventions to inform future schemes. Stakeholders expressed concern regarding the decision making processes used to determine whether cycling measures receive support;
- That in thinking about the future, selected members of the public and stakeholders asked that the Merseyside Transport Partnership prioritise investment in active travel infrastructure and the cycling and walking network; and finally
- That the Partnership must concentrate on low-cost / high-value actions given current funding constraints and financial uncertainty.

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9.   Further Issues

Questions 9 and 10 of the Stakeholder questionnaire asked respondents to comment on a range of short and long term actions in support of the proposed goals. Stakeholders were also asked to comment, through responding to Question 11, on a range of suggested actions for supporting disadvantaged communities.

9.1   Support for Short and Long Term Actions

Figures 9.1 and 9.2 provide a summary of the responses to Question 9 of the stakeholder questionnaire which asks whether stakeholders to what extent they agree or disagree with a range of short and long term actions, developed to support the goals set out in the Preferred Strategy. Both graphs shows that there is considerable support for both the short and long term actions with 77% of stakeholders agreeing or strongly agreeing with the short terms actions, whilst 63% of stakeholders agree with the long term actions.

In considering these actions, a number of stakeholders focused on the current economic climate and suggested that a number of the short-term actions seem ambitious given the current economic climate. They argue that there is a need to prioritise activity given resource constraints. They also suggested that a number of the long term actions seem ambitious given potential restrictions in the ability of the Partnership to deliver in the short term, actions needed to support long term activity.

Figure 9.1:   To what extent do you agree or disagree with the short-term actions to support each of our goals? Stakeholder responses
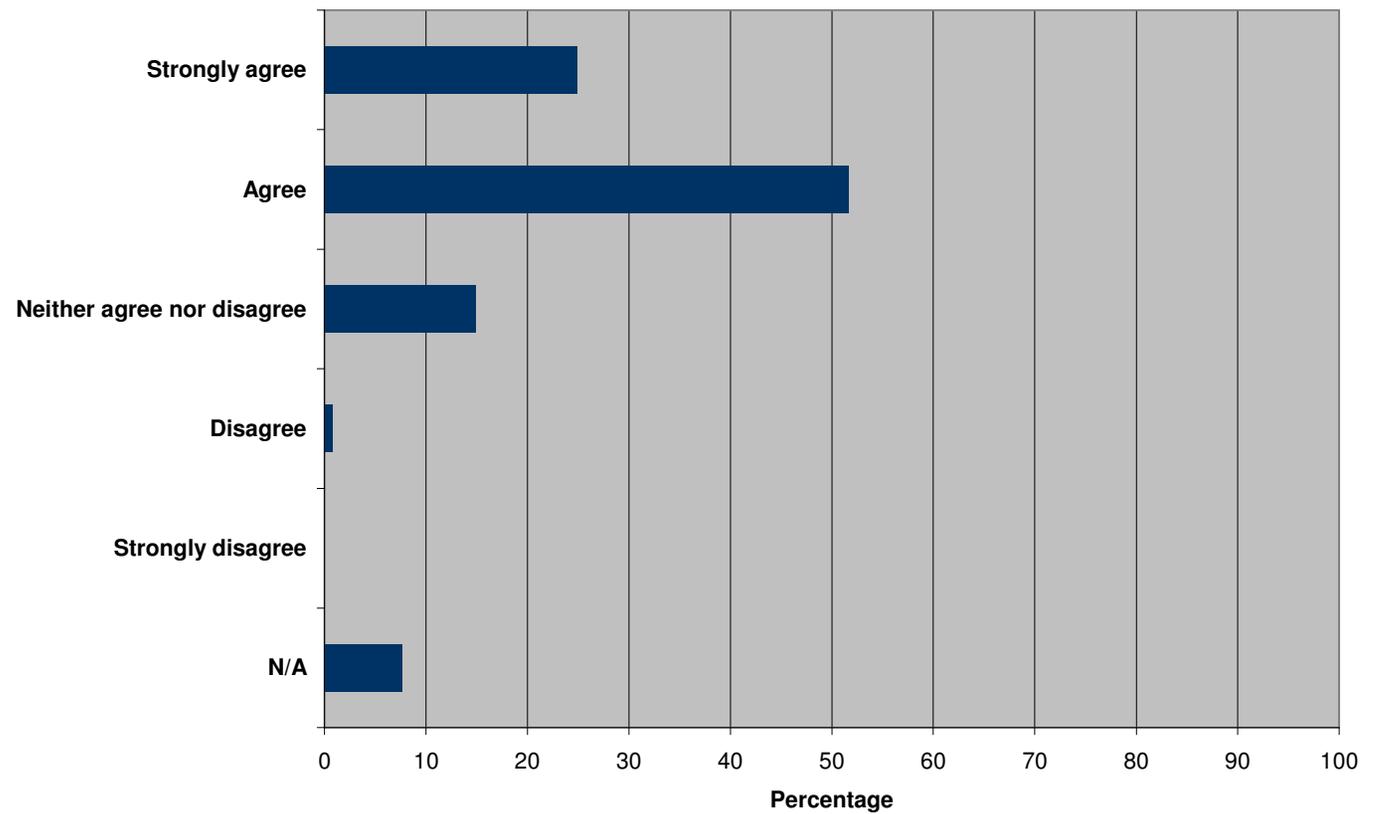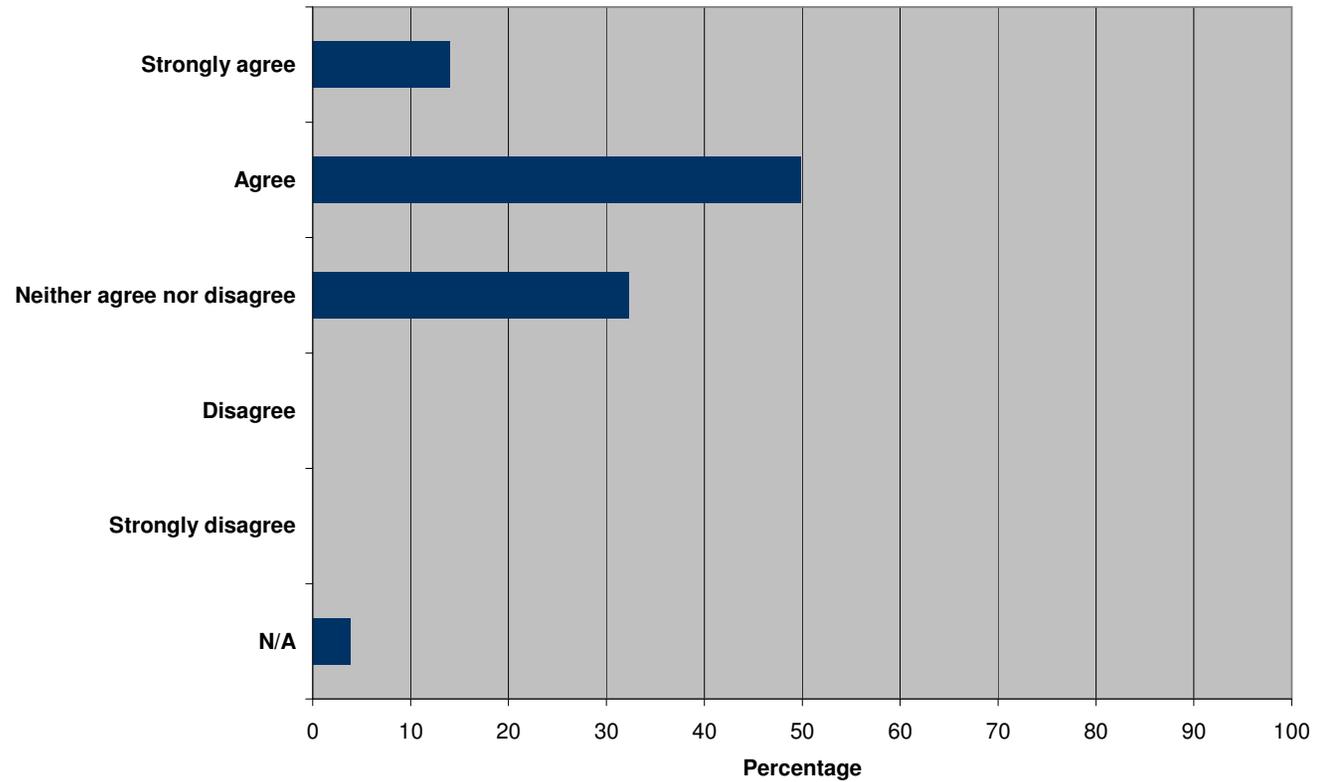

Total stakeholder responses: 76

Figure 9.2:   To what extent do you agree or disagree with the long-term actions to support each of our goals? Stakeholder responses

Total stakeholder responses: 76

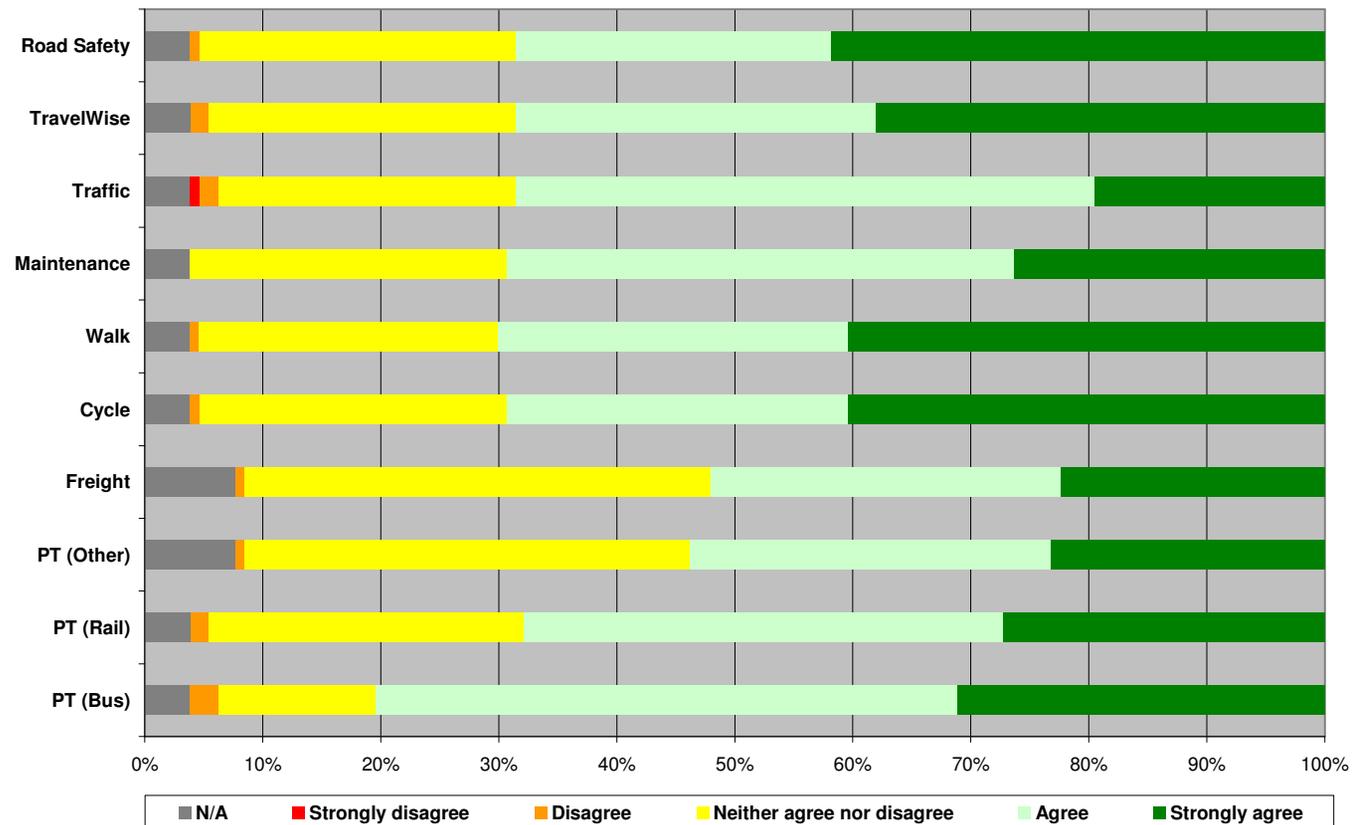**9.2** | *Actions to support transport activities*

Question 10 asked stakeholders to what extent they agree or disagree with the suggested actions set out in the Preferred Strategy to support transport activities and Figure 9.3 shows that the general theme in response to this question was one of support for 'sustainable' measures. However, a small number of stakeholders explicitly gave negative responses to car and freight based actions.

It is however, worth noting that the comments made in the supporting comments to this question do not mirror the overwhelmingly positive picture painted by Figure 9.3. Whilst the stakeholders support the general ethos behind the suggested actions, they express concerns regarding delivery, resources, and the detail behind the overarching messages. Key comments made in response to question 10 included:

- The need to prioritise cycling as a sustainable and cost effective mode of transport. Stakeholders were particularly keen to see greater investment in cycling infrastructure at / to transport hubs. However, other stakeholders argue that there is a lack of emphasis on cycle training in the Preferred Strategy which they argue is a key action to reduce the number of cyclists involved in accidents and to increase the number of people taking up cycling;
- Further to the above point, a number of stakeholders involved in the development of sustainable travel modes asked that the Local Transport Plan assist them in working with developers to include well designed cycle storage facilities and cycle routes that link key destinations to and within sites;
- 2 local stakeholder groups asked that the Merseyside Transport Partnership prioritise the expansion of the rail network, including the development of more stations. However, the Partnership must be mindful of the concerns expressed by some stakeholders that the rail actions contained within the Preferred Strategy are highly Liverpool-oriented;
- 3 stakeholders would like to see greater emphasis placed on ensuring personal safety and security on the public transport network (e.g. lighting, CCTV, etc.);
- 3 local authorities argue that the priority should be the provision of effective traffic management measures to ensure the efficient operation of the highway (e.g. junction improvements, TROs, UTC, VMS and CCTV). They would also like to see greater use of Intelligent Transport Systems to promote public transport, reduce congestion, improve the movement of people and goods, and thereby support economic growth; and
- A local authority, in considering specific schemes, noted that they would support a new landing stage if this will support economic growth and tourism in the area.

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The above comments provide a summary of the range of views expressed by stakeholders when considering the range of transport actions to support activities. However, it is important to note that whilst support was generally forthcoming with caveats, concern was expressed by a very high number of stakeholders regarding the level of detail available for them to consider and comment on the suggested actions. They argued that it was difficult to comment without more detail. The Merseyside Transport Partnership should therefore be aware of the potential for further comments, and potentially a change in the views expressed by stakeholders, as further detail is available on the proposed actions.

Figure 9.3: To what extent do you agree or disagree with the suggested actions to support transport activities? Stakeholder responses

Legend: N/A | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree

Total stakeholder responses: 76

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9.3 | **_Supporting Disadvantaged Communities_**

Finally, Question 11 of the stakeholder questionnaire asked stakeholders to consider the suggested actions for supporting disadvantaged communities. Figure 9.4 shows that there is overwhelming agreement from stakeholders in response to this question with 79% of stakeholders agreeing or strongly agreeing with the suggested actions.

However, the following comments should be taken into consideration:
- There are concerns regarding available funding for these measures. Stakeholders argued that the measures, whilst laudable, may be difficult to implement given financial pressures;
- 4 stakeholders expressed concerns regarding equality, in terms of investing disproportionately in disadvantaged communities at the expense of other communities. They did not suggest that disadvantaged communities should not receive support. Rather, they asked that actions directed at the most disadvantaged and which require significant financial support should be appropriately researched and justified; and that
- Further to the above argument, 5 stakeholders argued that there is a need for service providers, operators, employers, and Merseytravel to continue to engage with disadvantaged communities to ensure access to employment, services and social activities, and reduce social exclusion. Communities must be involved in local decision-making.

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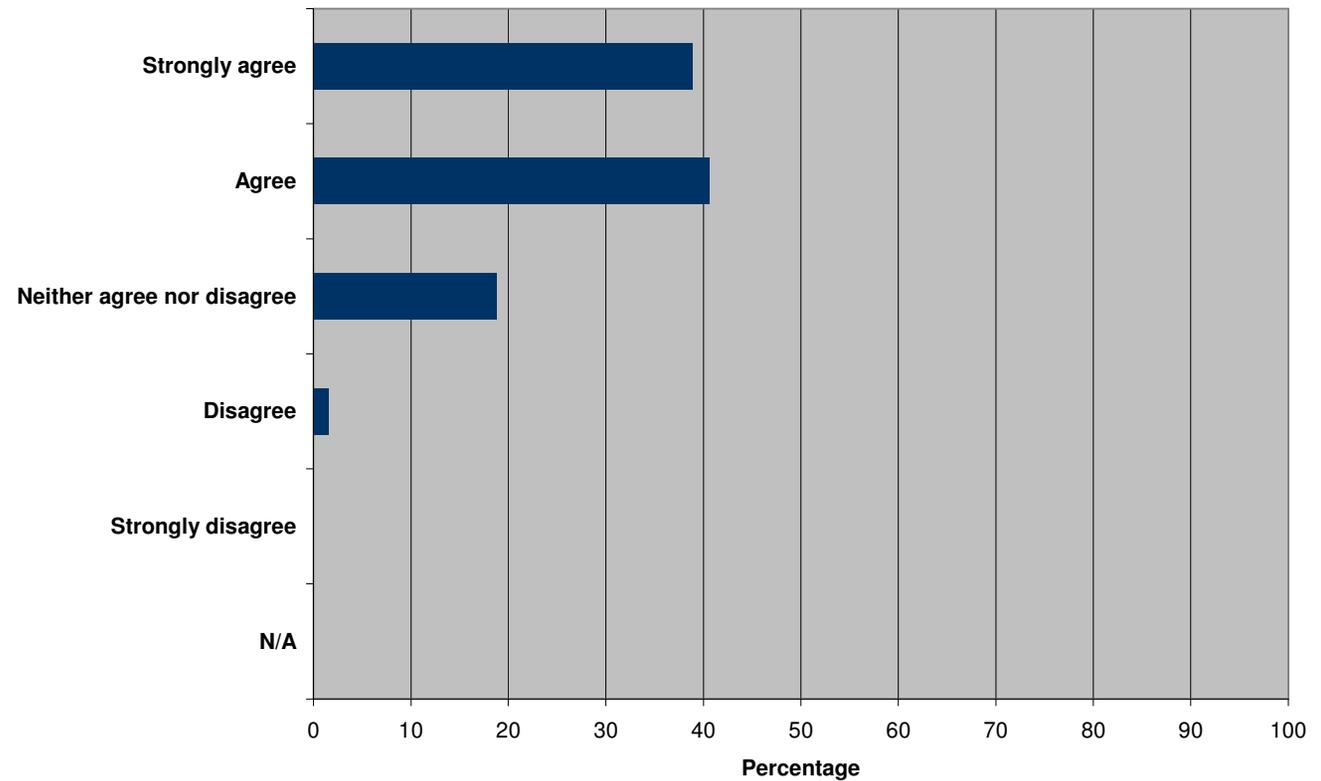Strategy Consultation - Summary Report vFinal Submitted 3103011.doc

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Figure 9.4: To what extent do you agree or disagree with our suggested actions for supporting disadvantaged communities? Stakeholder responses

Total stakeholder responses: 76

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9.4 | The Consultation Process

In reading and considering the responses provided by members of the public and stakeholders during this consultation exercise, a very small number of consultees consistently suggested that this consultation process has been constructed purely as a method to gain a mandate for change. They noted this question as an example demonstrating their difficulty in providing anything other than a positive response to the Merseyside Transport Partnership. They argued that the consultation process has not given them opportunity to critique in detail the actions of the Partnership. They also expressed concern regarding their ability to sufficiently influence the development of the Local Transport Plan to ensure that it accurately reflects their thoughts on the provision of transport and travel services in Merseyside.

This information will be used in the development and management of future consultation exercises to address the concerns expressed by all consultees.

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10. Discussing Key Actions for the Future

Following the analysis of the consultation exercise undertaken in late 2010, members of the wider stakeholder community were invited to attend a meeting of the Merseyside Transport Partnership at the Bluecoat Centre in Liverpool on the 27th January 2011. This event provided an opportunity for the stakeholder community to discuss the results of the consultation exercise and for groups to discuss and highlight key actions for the future.

10.1 Confirming Problems and Issues

The first part of the consultation workshop session on the 27th January asked those attending to review and 're-confirm' the problems and issues highlighted during the consultation exercise. Stakeholders gave significant support for the emerging Transport Strategy at the event but again noted the following concerns:

- The challenges of 'peak oil' and Climate Change. Discussion on this issue further considered how the wider 'community' in Merseyside and those working in Transport Planning can interface with the work of organisations and individuals working nationally and internationally to tackle Climate Change;
- Uncertainty regarding our ability to meet the challenges we face. Stakeholders again noted that by publicising previous success, the partnership can demonstrate to the wider community that the Transport Strategy can make a difference;
- The perception of public transport held by sections of the community. In seeking to address issues of social exclusion and provide opportunities to link people to employment, further work is needed to overcome the often negative views held by certain members of the public regarding bus and rail services; and
- That a key element of success will be greater integration in the way transport services and facilities are incorporated into the wider land use planning decision making process.

10.2 Key Actions for the Future

Stakeholders attending the workshop on the 27th January were then asked to outline what actions they would like the Merseyside Transport Partnership to undertake in the future, having listened to the wider community during the programme of

consultation undertaken during 2010. A wide variety of comments and suggestions were forthcoming, with attendees focussing on the points as shown in table 10.1.

Table 10.1:   'What actions will we take having listened to the wider community?'

'What actions will we take having listened to the wider community?'
Those working to improve transport infrastructure and provide services for the community on Merseyside should further develop a **'customer focus'** through a greater understanding of attitudes and behaviour. As part of this prioritising work on **'Smarter Choices'** activity is vital.
'Quick Wins' are key in a climate of reduced resources. By demonstrating immediate improvements the wider public will be more aware of work to address transport problems and issues and will be able to benefit quickly from actions set out in LTP3. The provision of **improved information** is a good example.
Addressing the critical issues of 'Peak Oil' and 'Carbon Emissions' should be the Merseyside Transport Partnership's 'top' priority
We should be innovative; **20 mph zones** for example have received considerable support.
We must ensure that we are **'in-tune' with the wider community**.
We should continue to talk to other **sectors** such as health. We should raise levels of awareness of the benefits offered by public transport and active modes, and we should learn from the success of others.
We should **integrate** our activities with those of our land use partners.
We should hold others **accountable** as they develop and operate services and activities which place unsustainable and inappropriate demands on the transport and travel network.

10.3   Other Key Issues

Alongside the key issues and actions for the future raised above, stakeholders also noted:

- The need to consider the provision of Coach and Taxi based services and Motorbike users when planning and developing the transport network; and
- A desire to work with partners across political boundaries, and authorities neighbouring Merseyside in particular. Stakeholders wish to see schemes which acknowledge and overcome the problems often experienced by members of the public when they seek to travel across political boundaries.

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10.4 | **Lessons for Future Activity**

Finally, the meeting also allowed the Merseyside Transport Partnership to reconfirm a number of 'lessons to be learned' for the future, including:

- As noted previously, stakeholders again stressed the need to ensure that future consultation exercises are not simply developed to provide a 'mandate for change'. Opportunities for consultation must be structured in such a way as to provide stakeholders with the opportunity to comment on the Transport Strategy at every stage in its development;
- A suggestion that the range of consultation techniques used be broadened to offer members of the public, and in particular individuals / organisations who may be uncomfortable with 'formal' consultation gatherings, the opportunity to comment on transport and travel issues; and
- That where comment from stakeholders of a detailed and technical nature has been provided, officers should be encouraged to discuss the issues raised by stakeholders further, perhaps through one to one meetings.