Liverpool City Region Combined Authority

Our 4th Local Transport Plan:
Issues, challenges and goals

Developing a vision for local transport to 2040
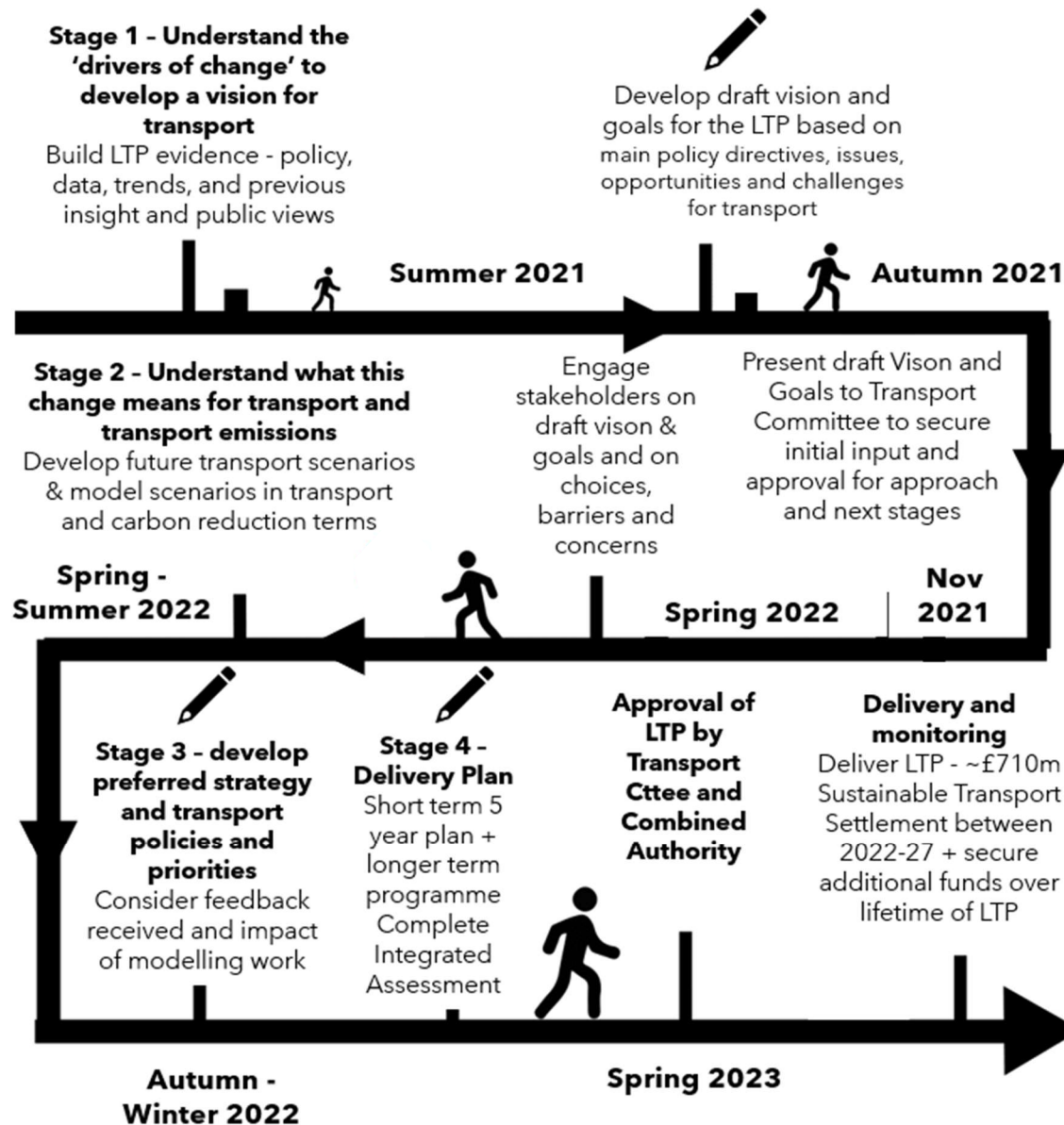
Summary of 1st Stage Consultation

November 2022

Section 1 – Overview of findings

Background

We are following a staged process in the developing of our fourth Local Transport Plan, as shown in the diagram below. These stages are:

a) **Stage 1** - Understanding the challenges and opportunities affecting transport, developing a vision for the plan, and engaging members of the public on this;

b) **Stage 2** – analysis what change means in transport and carbon emission terms; and

c) **Stage 3** – developing a preferred strategy and a delivery plan

In **Stage 1,** we developed a document which set out our "Vision and Goals" including the high-level challenges and ambitions expected of our transport network. Our consultation on this document forms the basis of this summary.

Our Consultation

We asked a communications and research consultancy to undertake targeted **market research** through in-depth interviews with members of the public, all living in and travelling around the LCRCA region; over 600 shorter on-street interviews; and a focus group with HGV and delivery drivers/riders, across a range of industries.

Our elected Members told us is important to talk to young people as part of our engagement. This is because the plan will run until 2040, when they will be adults and users of the transport network. As such, **engagement with schools** was included in the Research and Engagement Plan. Our objectives were to understand young people's views on our draft LTP vision; their attitudes towards driving and the how roads are used; opinions on how we could improve public transport and active travel infrastructure; and their views on having things delivered.

We specifically wanted to get the views of **people over 55** and held four one-hour workshops with people aged 55 and over. They were held in community locations suggested by the participating organisations; each organisation circulated an open invitation to their service users. As with the schoolchildren, the discussion centred on their understanding of our vision and goals, along with their general traveling habits.

We understand the unique needs of **people living with dementia**. There are many challenges when engaging people living with dementia (plwd), particularly ensuring that it is pitched at an appropriate level. We commissioned a specialist organisation to reach out to local dementia organisations and individuals, so their views and opinions could be included.

Finally, **open online consultation**, via a dedicated page on the LCRCA website, asked people to read through the Vision and Goals document, and provide views; no template, no questions, no survey, just the option to send an email. During that time, over 200 emails were received from organisations or individuals.

The results of our consultation are summarised in the next section, followed by a more comprehensive report for each part.

What we learned

Market Research - Qualitative (in depth 1-1 interviews and freight focus group)

Most respondents felt that the vision was concise and easy to understand. It was understood to basically be about 'being more environmentally friendly' and creating a modern system. Language such as 'clean', 'safe', and 'resilient' was repeatedly seen as positive that helps them imagine what it means, but some questioned what we mean by 'London standard transport system'. While some saw it to mean much

better connection between boroughs and public transport types, many couldn't think what such a system would mean for the LCR.

Respondents liked the use of positive language such as 'growth' and prosperity' showing that they are looking after the future of the region with investment. However, many of them were sceptical about the achievability of net-zero, with doubts on whether people would be willing (or able, in their job) to give up petrol and diesel vehicles. We need to focus on easy-to-use alternatives to these in order to make it feel more 'achievable' and 'believable'. This is especially necessary for freight audiences - how can they help achieve this?

Goal 3 was understandable and made people feel seen, taken care of and optimistic about their future quality of life. They liked that it is resident centric and could relate to the significant personal benefits of improved quality of life. Resilient is much more understood in the context of Goal 4, but is still a major word that people are not able to connect with. There is also a need to be more explicit with what it is trying to say around uncertainty and new technologies. This will help move it from 'generic' to travel innovation.

Market Research - Quantitative - (on-street surveys)

This phase of the research asked 630 respondents, all living in and travelling around the LCRCA region, about their preferred mode of travel; what would help them to cycle more; their online shopping habits and frequency of home deliveries; and their thoughts on the vision and goals themselves.

Public transport was the preferred option for nearly all respondents, with the car serving as a 'back-up' for specific scenarios. Reasons for using cars varied from convenience, preference over public transport or as a last resort over other travel options. Public transport was commonly used even for those who had their own car – with buses being the most common when travelling within their local area, simply out of convenience or value for money. Trains were preferred when travelling outside of their hometown or to a nearby city. Cycling was seen as a good and healthier alternative to getting to places like work – though heavily dependent on the weather and time of day.

Half of respondents said that they shop online – with general online orders for things such as household items the most popular, with deliveries, including groceries and takeaways, being received for by many households at least 5 times a week.

Their thoughts on the vision and goal were very similar to the first stage of the research, in that the language was an issue, but they were broadly supportive of the overall objectives. When asked to say how strongly (or otherwise) they agreed with a range of statements, what they agreed with most was:

- It is important that our transport and roads are able to cope with changes in weather
- A local transport plan needs to consider how goods are moved, and how small and large deliveries are made
- I would like to see a universal ticketing system that works on all transport modes and caps the prices across all routes

Certainly, in respect of the latter point, whilst the term "London Style" may not immediately hit home, our respondents were fully on board with the principles and aspirations behind it.

The qualitative research picked up that there is a clear focus on the environment and tackling climate change. It's seen as a positive for most, and good to see that it is a priority. This is now more evident with such high numbers agreeing that we need to change the way we travel. However, also picked up in the qualitative research and now apparent quantitively is that people need more help to feel confident in helping tackle climate change. This should be about focusing on easy-to-use alternatives in order to make it feel more 'achievable' and 'believable'.

<u>Schools</u>

Pupils were asked to give their views on the four key terms from the vision (clean, safe, resilient and inclusive) and rank them in order of importance when they think about getting around. Their ranking, and what they understood the terms to mean was:

1. Safe
   - crime prevention and security measures
   - road and vehicle safety and/or pedestrian safety
2. Clean
   - hygienic/tidy
   - eco-friendly
3. Inclusive
   - providing support and adjustments to people or including people no matter who they are
4. Resilient
   - really didn't know what it meant, with a wide variety of suggestions

Participants were asked to share one thing that would make cycling and/or walking more appealing to them and one thing that would make public transport more appealing. Their top three suggestions for each were:

1. Cycle/Walk:
   - for the health benefits
   - safer routes
   - if there were more/better bike lanes
2. Use Public Transport:
   - improved cleanliness
   - safer/more secure
   - if it was cheaper

Most said they would to want to be able to drive and own a car when they are older, and half said they were happy with idea of road space being transferred from vehicles to bikes/pedestrians, or pubic transport. Most of them said their families had a parcel from an online retailer delivered to their home at least once per week.

It was clear that the terminology was sometimes difficult for them to understand, and that this was something we would need to think carefully about, with more widely understood alternatives being considered and, where possible, specialist terminology explained. They also asked that we think about asking young people to 'youth-read' the document to ensure that the content is meaningful to them.

<u>Over 55s</u>

Whilst most of the participants said they usually travelled around by car, they also walked and made good use of the public transport network. A clear majority said they go out at least 4 days a week, and the main reason given for travelling was shopping. The pandemic had substantially affected their travel habits, with 4/5 saying they had changed how and why they travelled.

There was a really high level of awareness of the LTP, with most participants saying they understood the LTP's Vision. *Clean* was recognised to mean addressing environmental issues, with *safe* and *resilient* also being broadly understood. *Accessible* and *inclusive* were generally taken in the context of being about being able to physically get on a bus or train, but with a broad appreciation of the wider context of affordability and levels of service provision.

<u>People living with dementia</u>

The majority of the plwd did not know what the Liverpool City Region Combined Authority is and were surprised that it is made up of the six local districts. In terms of their travel habits, some were confused by timetable changes, particularly during the pandemic, and that lack of information and language difficulties (i.e. non-English speakers) were barriers to travel.

The importance of in-person shopping has not decreased within the dementia community in Liverpool since the onset of COVID-19. Therefore, ensuring that transport still provides the opportunities for plwd and their carers to access local shopping is important.

When asked about the Vision and Goals, they told us that the key message from both plwd and carers is that transport is important helping keep them connected to their families, communities, health services and support groups. People with dementia found the language used difficult to understand and without the help of their carers, for many, they would struggle to contribute. People with more advanced dementia would find it impossible.

Of note was that the majority of plwd did not understand this phrase *London-style* as they had not visited London or used public transport there. They took *clean* to mean "tidy, or hygienic, as did the younger people. Safe for them also meant their own personal safety, giving examples of situations when they don't feel safe, including staff attitudes and support, ease of journey, and the behaviour of other travellers.

<u>Online</u>

The open online consultation, via a dedicated page on our website, asked people to read through the Vision and Goals document, and give us their views; no template, no questions, no survey, just the option to send an email – long or short. During that time, we received over 200 emails from organisations or individuals.

Of those, over half specifically referenced the reinstatement of the Burscough Curves, and a smaller number of responses focused solely on the planned road through Rimrose Valley. Eleven submissions were submitted on behalf of organisations including the Merseyside Civic Society, and the Liverpool Guild of Students.

As this element of the consultation was open, the responses were unstructured, and covered many aspects of transport, not just the Vision and Goals themselves. What came out strongly was:

- support for the environmental focus of the vision and goals
- economic growth is important, and it should not be at the expense of environmental considerations
- bus services that run more often
- the standard and frequency of the Southport – Manchester and Ormskirk – Preston routes
- making it easier to get to and from areas currently without a rail service, especially the airport
- moving more goods and freight by rail
- affordability, particularly, but not exclusively, for younger people
- tap and go and fare capping, along with more modern ticketing in general
- more cycle lanes, particularly segregation and greater attention to safety, particularly at junctions
- new housing proposals should have good public transport links, along with cycling and walking areas

The range of subjects covered is shown in the pie chart below. More detailed analysis is given later in this document, which includes more detailed examples of the types of comment we received.

Responses received to the open online consultation
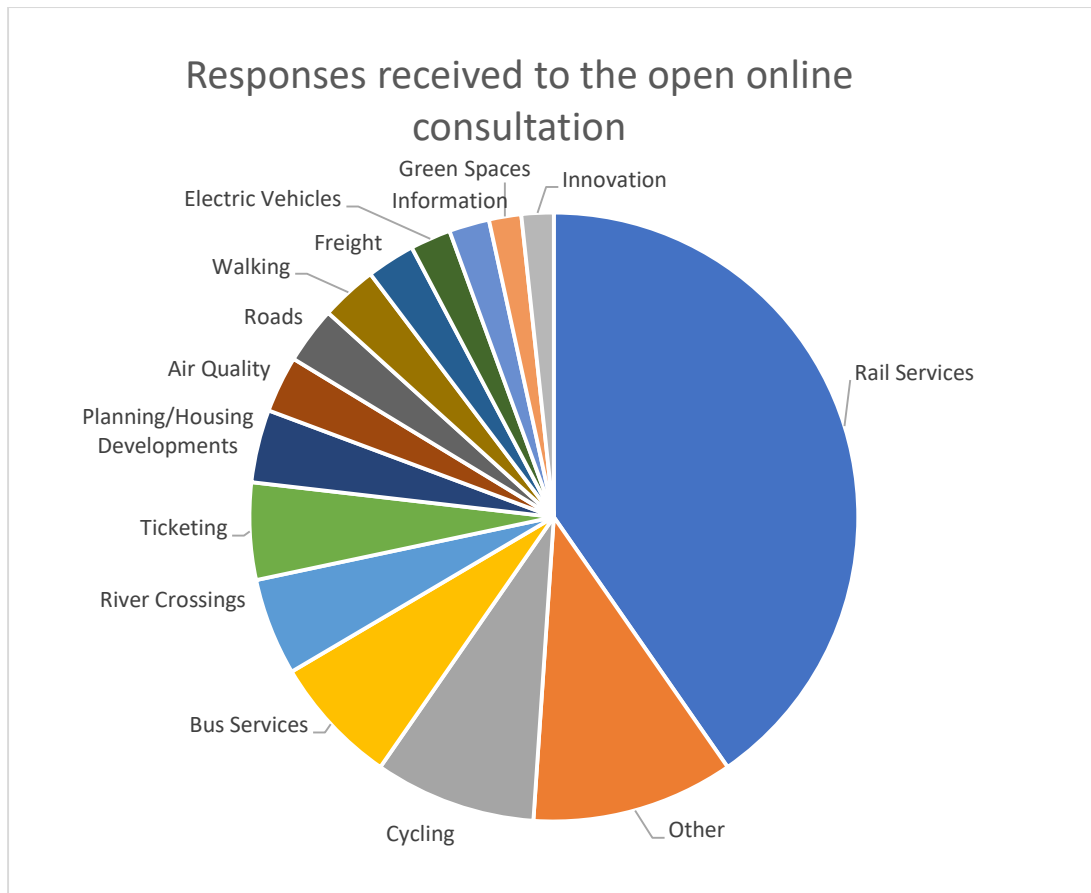
The key messages

We know the environment is important, as is prosperity, which in many ways is more relevant than economic growth. *Clean* comes out strongly as a priority, in the context of "not dirty" and free from litter and rubbish, as well as non-polluting. A stronger focus on personal safety is also important, with more frequent buses and more in the evenings and weekends being part of the solution. We will need to be clearer about what we mean by *resilient* and *inclusive*, as people have struggled to understand them in the context of the transport network.

As the LTP develops, we know that we will have to use less technical language, and the Vision itself may need to be shorter and snappier. The overlap between the goals has been pointed out many times, and as such there is an opportunity to simplify them. We understand the importance of using the right language to set out the LTP's messages, as the success of the LTP is dependent on the right perceptions and decisions by members of the public – changing "hearts and minds" being as important as the right infrastructure and services.

Section 2 - Our Consultation Process: The Approach, Method, and Sample

It is important to note, as highlighted in the "Visions and Goals" document (Section 5: The human angle – what are people doing and telling us) that we have, and do continue to, engage on transport related topics regularly with those who live, work, and visit our region. Our vision for transport has been shaped by these previous engagement and research projects. The views collected in these past engagement and research projects have mainly been about public transport, active travel, and private car usage, and have focused on the issues at stake, and potential solutions have been put forward.

However, in reviewing our previous insight and considering the approach to this consultation we noted some gaps that we felt needed exploring to help focus prioritisation of funds and resources.

The engagement and research objectives therefore were:

- To engage on the vision and how this is interpreted by citizens and the freight industry. And,
- Translating those interpretations, to test and explore further what transport needs to "do" and "for what reasons" in response to wider demands and expectations to help shape the preferred strategy and understand what it might mean in practice

We decided to take a mixed method approach with more explorative qualitative engagement and research methods, followed by a quantitative survey. The reason for this approach was to explore how the vision was being interpreted and how that relates to what people need or want from the network.

As such, the engagement and research approach on the Visions and Goals involved 7 parts:

1. A more traditional **open online consultation** through our website during May, June and July where respondents could read through the Visions and Goals document and provide feedback and comment via email. Over 200 emails were received, reviewed, and summarised by a member of the Transport Policy team.[1]

2. Twelve 30min in **depth 1-1 interviews with members of the public across the City Region** to explore understanding of the Vision and Goals. These took place in July 2022 and were conducted by a research consultancy.

3. One 90min in person **focus group with 7 HGV and delivery driver/riders** from various industries to explore understanding of the Vision and Goals from the perspective of those moving goods around the City Region. This was held in August 2022 and facilitated by a research consultancy.

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[1] No specific questions were asked as part of the open online consultation and no demographics were collected.

4. **Workshops with children in 8 primary and 8 secondary schools** across the city region (minimum of 1 primary and 1 secondary per Local Authority area) also explored understanding of the Vision and Goals, particularly their understanding of the terms clean, safe, resilient and inclusive in relation to the transport system. These took place in July 2022 and were conducted by LCRCA Engagement colleagues.

5. **Workshops with over 55s** across the city region again explored understanding of the Vision and Goals, particularly focusing on their understanding of the terms clean, safe, resilient and inclusive in relation to the transport system. These took place in July 2022 and were conducted by a LCRCA Engagement colleague.

6. **Discussions (some 1-1s and some groups) with 49 people living with dementia** across the Liverpool City Region to explore understanding of the Vision and Goals. These took place in July 2022 and were conducted by a specialist organisation thred CiC.

7. **630 on-street interviews** (roughly 10mins long) **with members of the public across the City Region** (roughly 100 per local authority) were conducted in October 2022 building on the findings of the depth interviews and focus group. The survey explored current travel and purchasing habits, barriers to cycling and walking, and some potential solutions to what transport needs to do for the city region.

In total **1073 respondents engaged via methods 2-7**. For each of these methods a disproportionate non-random quota sample approach (of hard and soft quotas) was used based mainly around local authority area (where individuals live), but also age, ethnicity, disability, and for the focus group specifically with freight drivers a quota on type of driver (e.g. HGV, van, bike, motorbike).

This approach was taken to ensure input was obtained from across the City Region. The LTP4 is about the movement of goods and people across the City Region. Whilst a disproportionate approach overrepresents the voices of some areas and underrepresents others (see figure 1), this approach was used to gain enough numbers in each local authority area (see table 1) to build a picture of any nuances between areas, and to avoid (specifically with the workshops, interviews, and focus groups) the exclusion of any areas due to the low base sizes for certain methods. Overall, a good spread of voices and input was received from across the city region which each LA making up between 14-19% of the sample from methods 2-7.

Figure 1: Sample Profile for method 2-7 by Local Authority (%)

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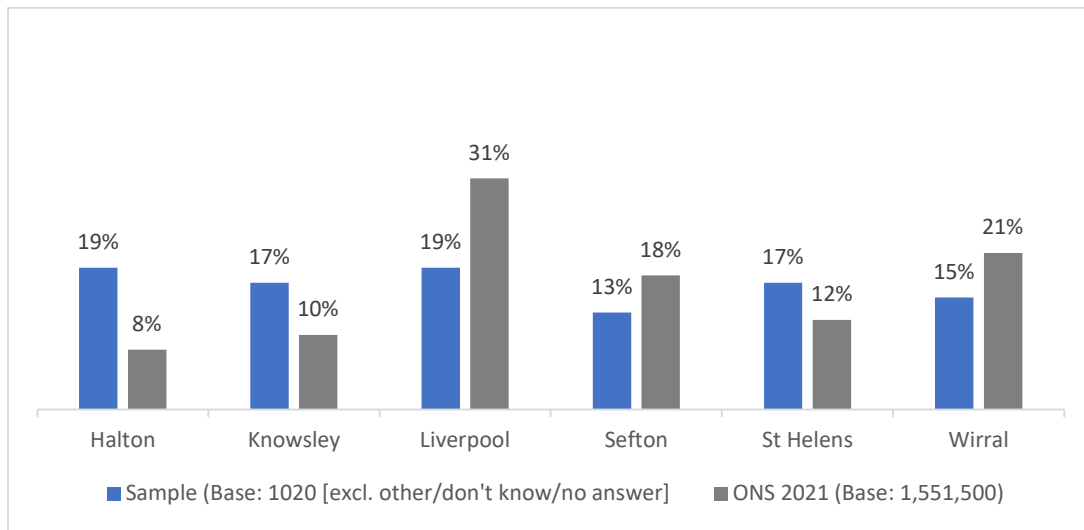
Table 1: Sample Profile for method 2-7 by Local Authority (whole number)

Halton	Knowsley	Liverpool	Sefton	St Helens	Wirral	Other	No Answer
195	172	195	132	171	155	2	51

Looking at the Sample profile by Gender for methods 2-7 there is a fairly representative spread of engagement with 47% male to 53% female.

Figure 2: Sample Profile for method 2-7 by Gender (%)

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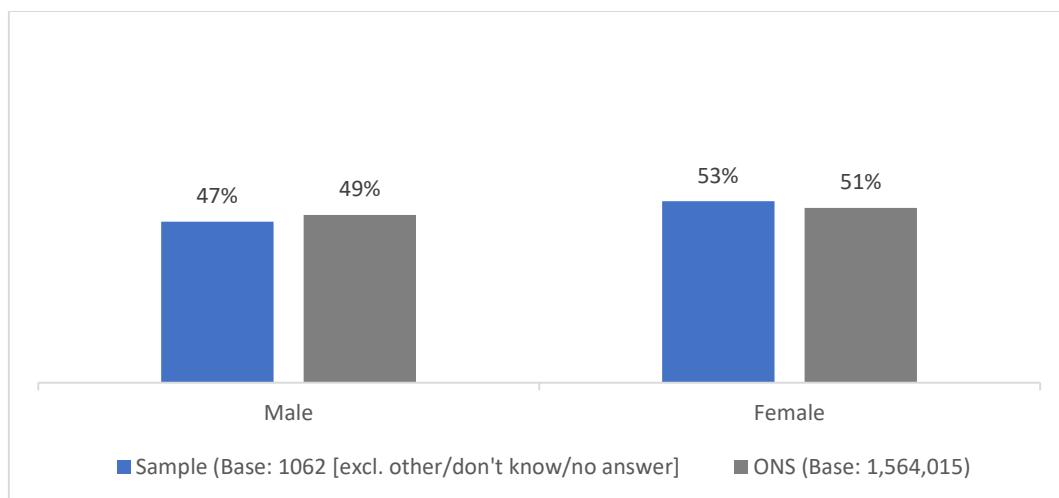
Table 2: Sample Profile for method 2-7 by Gender (whole number)

Male	Female	Prefer Another Term	Prefer not to say	No Answer
503	559	0	7	4

With regards to the age profile of the sample for methods 2-7 there is an over representation of under 25s however this is partly the result of the target engagement with under 16s which makes up 32% of the sample.

Because we wanted to engage young people, and as the outsourced work by the research consult was not due to engage with under 16s, we undertook our own engagement piece. The original quota was for 1 primary group of a year 5 or 6 group, and 1 secondary school group of a year 7 or 8 group per local authority area. These age groups were identified as we felt that those younger than year 5 may struggle with content and those old then year 8 due to the time of the engagement would be busy with exam season.

Recruitment for the youth work took place via convenience sampling with schools being contacted that the Combined Authority had already engaged with. However, there was a quota for at least 1 primary and 1 secondary per local authority area and thought was given to having a spread of schools in different social economic areas.

As you will see in Section 3, there was some over recruitment in a couple of areas due to interest from schools, and some groups were larger than others. However, the data did provide a useful insight into the current thoughts, experiences, and expectations of our future adult population that we otherwise would have missed in the research consultancy work.

At the other end of the spectrum, we specifically wanted to get the views of people over 55 due to the trend towards an aging population. It was important for us to understand any specifics within this group that might help us understand the potential needs for the transport system as a result of this trend. One workshop per local authority area was planned using convenience sampling via LCR Engagement contacts.

Unfortunately, we were unable to arrange a workshop in Liverpool and St Helens in the time available. Each workshop that did take place was held in community locations suggested by the participating organisations; each organisation circulated an open invitation to their service users. As with the schoolchildren, the discussion centred on their understanding of our vision and goals, along with their general traveling habits.

The LCRCA choice to undertake the 55+ engagement due to the connections and rapport it had with relevant organisations across the region to help with recruitment and hosting of events in appropriate locations. As a result of this the Research

Consultancy was advised to focus on 16–54-year-olds, although not to fully exclude 55+.

Figure 3: Sample Profile for method 2-7 by Age (%)
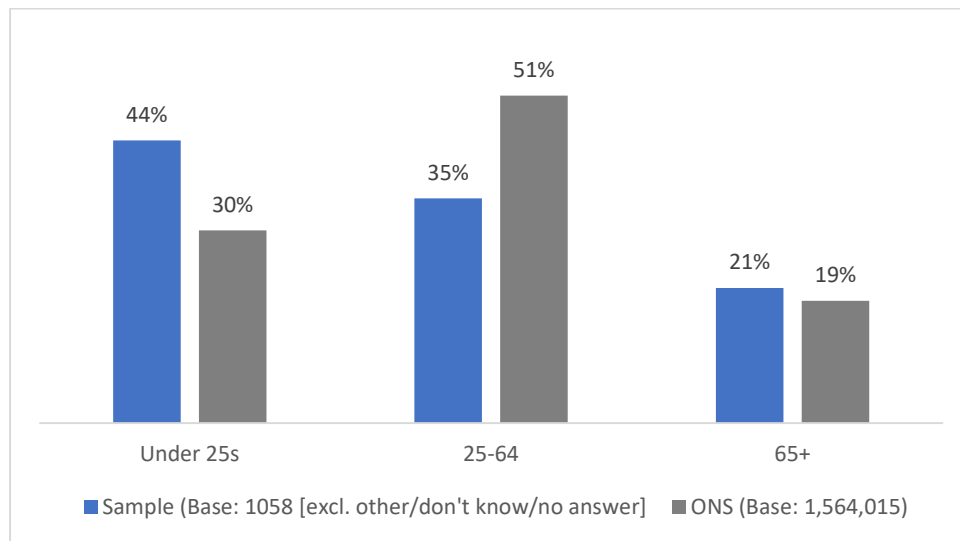
Figure 4: Sample Profile for method 2-7 by Age [excluding the under 16s] (%)
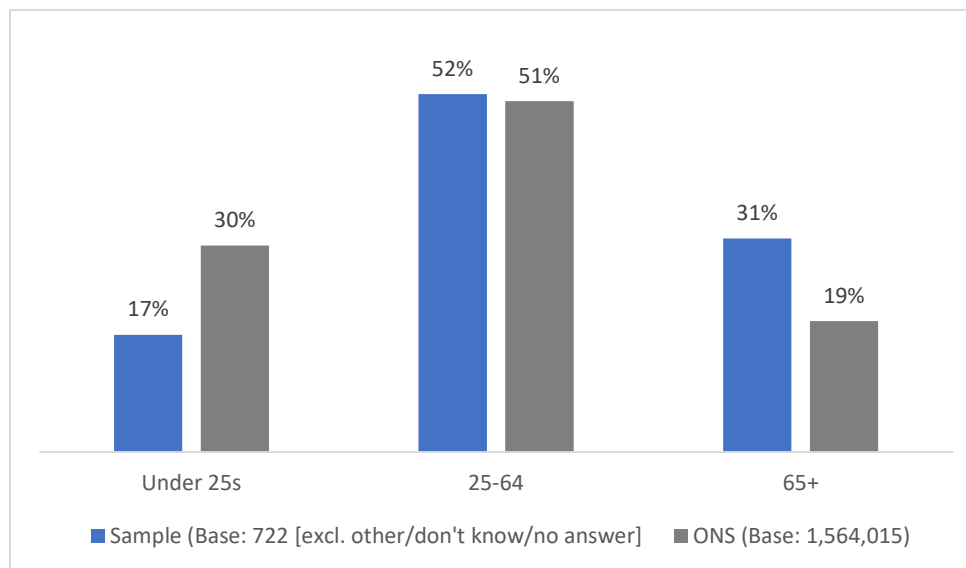
Table 3: Sample Profile for method 2-7 by Age (whole number)

Under 16	16-24	25-34	35-44	45-54	55-64	65-74	75-84	85+	Don't know/No answer
336	125	91	85	79	117	115	56	14	15

Lastly, a specific piece of engagement took place with people living with dementia (plwd) as we understand the unique needs of people living with dementia and the need to ensure that LTP4 is pitched at an appropriate level. We commissioned an organisation called thred CiC (community suppliers with lived experience) who reached out to local dementia organisations and individuals, so their views and opinions could be included. Working with expertise in engaging in with this specific audience allowed us to engage in an appropriate manner and effective manner.

It is important to note however, that insight from people living with other disabilities was not overlooked with quotes included within the research consultancy work to make sure the voice of those with a disability were not overlooked. In total, across the method 2-7 a quarter (25%) of the 1073 sample reported to have a disability.

Figure 5: Sample Profile for method 2-7 by Disability Status (%)
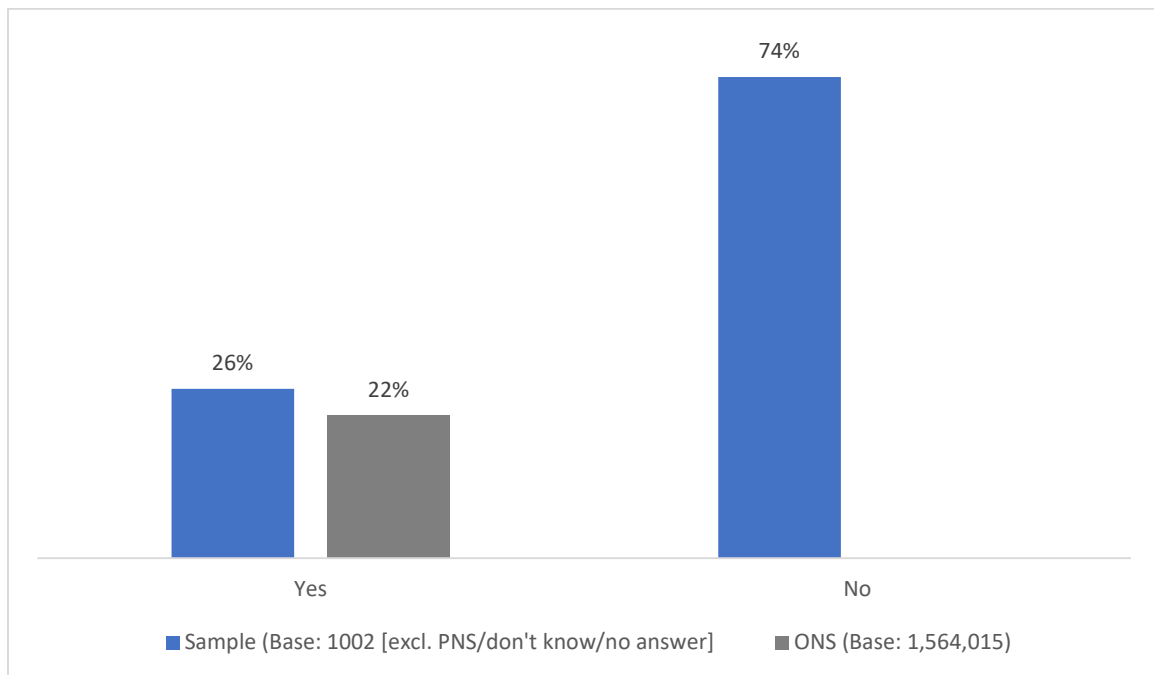
Table 4: Sample Profile for method 2-7 by Disability Status (whole number)

Yes	No	Prefer not to say/Don't know	No answer
263	739	32	39

Table 5: Sample Profile for method 2-7 by Disability Type (whole number)

Mental Health	Hearing	Sight	Physical	Learning	Other	Prefer not to say/Don't know
62	15	15	171	18	6	16

Section 3 – the 5 reports

LTP4 – Open Consultation – Summary of Responses

LCRCA, August 2022

Optimising the LTP Vision: Full Report

Mustard Research, November 2022

Local Transport Plan 4: Schools Engagement and Research

LCRCA, August 2022

LCR – Local Transport Plan 4. Consultation with people living with dementia

Thred CiC, September 2022

LTP4 Workshops Liverpool City Region Residents aged 55 and over

LCRCA, November 2022

LTP4 - Open Consultation - Summary of responses

The open online consultation, via a dedicated page on the LCRCA website, ran between May 9th and July 31st on the Issues Challenges and Goals document (*Developing a Vision for a Local Transport Plan to 2040*). People were asked people to read through the Vision and Goals document, and give us their views; no template, no questions, no survey, just the option to send an email – long or short – to transportpolicy@liverpoolcityregion-ca.gov.uk

During that time, we received over 200 emails from organisations or individuals. Of those, over half (58%) specifically referenced the reinstatement of the Burscough Curves; it is possible that they may not have come via our website, but specifically via calls such as this on the website of Southport BID. Such comments made no direct reference to the LTP vision and goals, and some seemed to suggest the consultation was specifically about the reinstatement of the Curves:

> *"I fully support the construction and operation of the Burscough Curves, providing a rail link once more from Southport to Preston and Ormskirk. Opening up West Lancashire to improved transport."*

> *"I'd like to add my support to the initiative to reinstate the Burscough Curves as I feel this would hugely benefit the region."*

> *"I am writing to register my support for the proposed extension of the Burscough Curves. I reside in Maghull and this would make a remarkable difference to the community and hopefully reduce the traffic on the roads, at a time when further growth in housing is planned."*

Additionally, a smaller number of responses (7%) focused solely on the proposals to provide alternative access to the Port of Liverpool, and may have come via the Save Rimrose Valley campaign. Whilst many did support the Vision and Goals, their central message was that the Port of Liverpool Access Road works against all those objectives.

> *"We need better freight infrastructure for the region. The Port of Liverpool road access scheme violates biodiversity and climate change aims and the sustained development of modern rail solutions would better deliver the schemes objectives."*

Eleven submissions were submitted on behalf of the following organisations, with face to face discussions held with both the Merseyside Civic Society, and the Liverpool University Guild of Students:

- Ormskirk, Preston and Southport Travellers' Association (OPSTA)
- Rimrose Valley Friends
- National Highways
- Liverpool Guild of Students
- Liverpool City Council
- Merseyside Cycling Campaign
- Wildlife Trust for Lancashire, Manchester and North Merseyside
- University of Liverpool Transport Research Group
- West Lancs Borough Council
- Merseyside Civic Society
- Peel Land & property.

There was a clear recognition of the environmental aspects of the LTP, but that balance needs to be struck between the social and economic aspects, which should not be overlooked.

"There is, rightly, a high emphasis on environmental credentials in the vision statement. Whilst this should be maintained, and perhaps even strengthened, we should also be careful not to lose sight of the social and economic imperatives which govern our transport choices."

Planning, and the need to ensure sustainable development with established transport links was recognised, with a need to reflect the role of transport in the Spatial Development Strategy, along with the need to protect the green belt.

"Too many housing developments are being approved on green belt sites, which immediately create new pressure on our road network, at a time we need to be doing the exact opposite."

"The development of 15-minute cities and 20-minute towns - smaller ecosystems of communities for new homes with supporting shops, libraries, green spaces - is to be encouraged and refined."

Roads also featured prominently. Whilst there was an acknowledgement the new highways will continue to be built, but in a way that minimises the impact on the Environment and climate, many highlighted the contradictions that building roads presents, in terms of improving the environment and addressing air quality. Additionally, the needs of ALL road users must be considered, and that highways works should be cornered on the movement of people, rather than vehicles. Measures such as restricting vehicular access around schools, the need to facilitate and promote active travel, and the impact of lower speed limits were raised.

"More thought will need to be given to providing more 'stick' measures against the car, reinvigorating and pushing the exchange of road space from cars to buses and cycles, and widening footways."

"Legal speed limits can be lowered to reduce car speeds. This makes crossing the road easier and safer and makes cycling safer"

"Areas around schools should be car free"

The deployment of the term "London Standard" was questioned. Whist the sentiment behind the term is broadly understood, a clearer description of what this means for the Liverpool City Region would be more appropriate.

"It's not clear what London-style really refers to. An integrated ticketing system or more? Whilst politically perhaps helpful, there are many other and perhaps better examples of integrated ticketing."

We recognise London Standard in the context of levelling up, but a more tangible articulation of how this might function would be valuable"

The contribution of the student population to the City Region needs greater recognition. This is in the context of improved frequency of bus services (ideally moving back to 24/7 on key routes), linked to a need to give greater consideration personal safety. They also highlighted that transport does not connect places across the City region and tends to focus on the City Centre. Affordability was cited as an issue many younger people face, with a call to review the cost of student tickets.

"Students have highlighted an absence of suitable transport into and between student areas"

"Students are not wage earners, thus requiring special financial accommodation for other non-earning groups such as under-18s and over-60s.

"It ignores the realities of the student population, their lifestyles and mobility needs – the student population is due to grow."

The remaining 26% responses were from individuals, and they raised a range of subjects, albeit predominately relating to rail services:
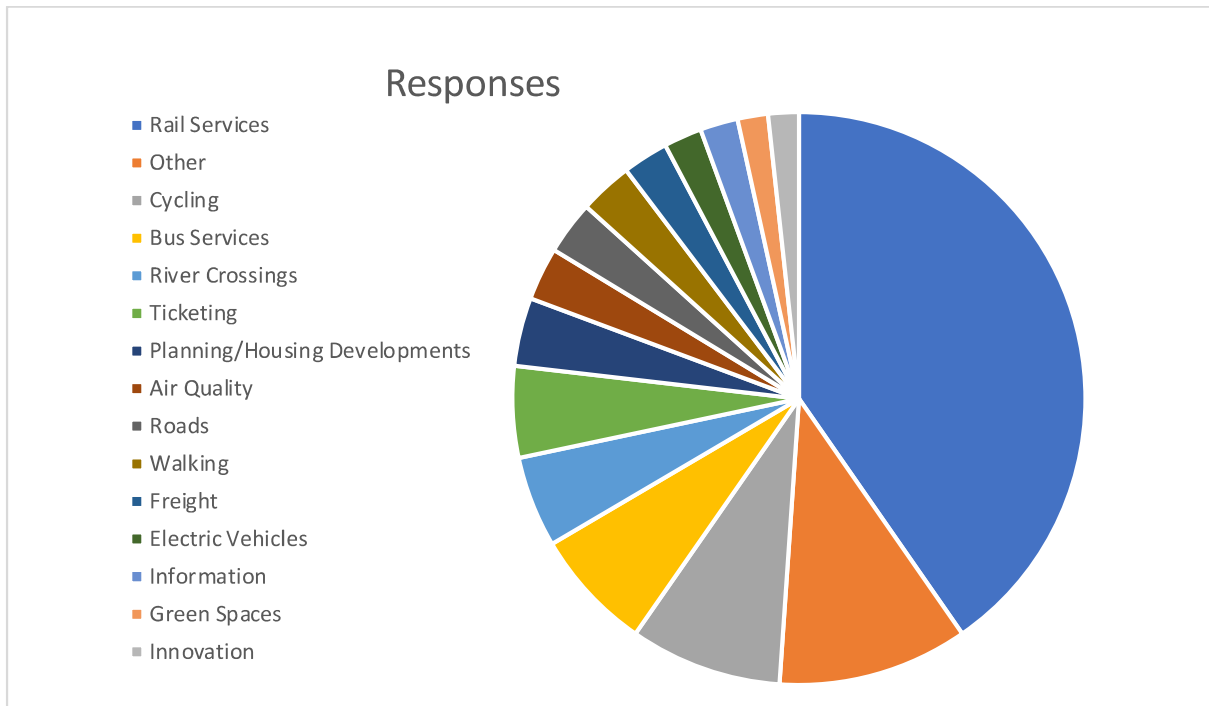
Whist this summary excludes the responses which called directly for the reinstatement of the Burscough Curves, and opposition to the proposed Port Access road, this is not intended to negate the validity of those submissions, but to allow a clearer visualisation of the other subjects raised.

There is clear support for the need to improve the standard and frequency of the Southport – Manchester and Ormskirk – Preston routes, and also the accessibility of those areas currently without a rail service, especially the airport. Greater movement of freight by rail should also be seen as a priority. There were many calls for the reinstatement of the disused lines (Wapping, Bootle Branch, Canada Dock etc.) and also, the re-designation of the Loop Line back to rail.

"Focus on the increasing erratic service from Southport - Manchester with advance tickets available for Southport - get TOCs to see Merseyside as a purchasing block."

"Certain eastern suburbs of Liverpool, together with southern suburbs of Sefton and southern suburbs of Knowsley would be transformed with the re-introduction of rail services and providing linkages to Liverpool City Centre and also linkage between busy district centres along these routes."

"An airport train station (an absolute top priority which would help mitigate emissions around the possible future expansion of the airport). It is a crucial piece of local infrastructure that must be developed further."

"The use of existing rail infrastructure should be developed, and capacity building measures put in place to increase the use of rail to move freight. Not least the recommendations around rail made by Northern Powerhouse should be delivered and developed further."

"I would like to see a commitment towards reopening of the Bootle Branch railway Line (currently freight only) and the Liverpool Outer Loop Railway Line (currently a Sustrans route) and the Aintree, Ford, Bootle Strand Maintenance line (currently single line and in a poor state of repair) to rail passenger service."

Affordability remains high on the agenda, particularly, but not exclusively, for younger people. In terms of ticketing in general, tap and Go/capping featured regularly, along with the need to modernise Merseyrail ticketing, in terms of on-line availability, and the inconvenience of purchasing Saveaways.

"The price of tickets is still rising. the MyTicket should cover all young people not just those aged 18 and below."

"Let us use an app on Merseyrail and collect tickets on demand for national services. Remove the Merseyrail single fare tax to get to somewhere to pick up an advanced ticket"

"Saveaway tickets can only be purchased from Northern ticket offices, not ticket machines, causing great inconvenience when ticketing staff are unavailable.

There is clear support for the environmental focus of the vision and goals, but again, the recognition that whist economic growth is important, it should not be at the expense of environmental considerations:

"Action needs to be taken to reduce the pollution and environmental damage caused by the current existing fragmented transport policies. The draft goals and vision, if implemented effectively, will support the types of action needed."

"Why economic growth over other considerations such as quality of life and the environment - people do still to be moved around but building new roads is not the solution, even if it appears the most straight forward."

Many of the comments received relating to bus services centred on bus reform (i.e. the need to bring buses back under public control), and the frequency of services in areas less well served (e.g. Maghull and Lydiate).

"The increasing concentration of bus service frequencies on a handful of key routes is leading isolation of many communities where bus use is becoming an unattractive option."

Suggested improvements to cross river travel were made. These covered the unreliability of the ageing Mersey Ferries, and the cost of both the tunnels and the bridges, and also a new pedestrian bridge, a car ferry, and more ferry terminals.

There was much support for the increase in cycle lanes, particularly segregation. There were some suggestions as to where additional lanes would be beneficial, and how the journey of a cyclist could be hugely improved with greater attention to safety, particularly at junctions.

"Pleased to see reference to segregated cycle paths, but they also need to be unobstructed cycle paths. Too many are simply drawn out of wide footpaths and so interact with every pedestrian crossing which interrupts and slows down journeys/progression making cycling less efficient and less attractive."

"Instead of 'upgrading' junctions to either be the same (but with new equipment and surfaces) or more car-centric, could it be possible to use this highways funding to promote walking and cycling, by upgrading these standard junctions (when they are due for it) to CYCLOPS, or more traditional Dutch Style junctions"

There was further recognition of the need for new housing proposals have good public transport links, along with cycling and walking areas.

"Too often, big housing estates are being built, where there is little or no infrastructure. Particularly lacking, is transport, e.g. estates built, where there's no existing bus routes. This MUST stop, it's pointless."

Many of the other suggestions mostly centred on the environment, improved air quality, and the need make it as easy as possible for people to walk around their neighbourhoods, with improvements to pavements and more green spaces. Also featuring was the need for more EV charging facilities.

"Pavement surfaces are often in worse state than the city's roads. There are many areas without dropped curbs, and even when they are present, the road surface has subsided to make them unusable. This results in many parts of the city being no-go areas for wheelchair users."

"The re designating of more and more space to public realm (that which was previously highway carriageway) is also to be applauded with its benefit quite obvious to residents, visitors and businesses alike and should be further encouraged as new schemes and development come on board."

"Every district centre should offer EV charging points to help local businesses compete with out of town retail parks and the larger supermarkets where such facilities are available."

Optimising the LTP Vision: Full Report

LCRCA Local Transport Plan Research

Prepared by:
Anthony Shephard–Williams, Director
Joe Stanley, Research Manager

Date: 7th November 2022
Version: 3

What we did

- The LCRCA is currently in the process of designing its Local Transport Plan for the period 2023-2040. The plan is ambitious and in the post-pandemic world, is important to get right in the context of more flexible people and good movements.

- There's a requirement to consult with the public, to guide the development of the plan and align the vision with the needs of the public and freight audiences.

- In particular, the study set out to 'test' the draft vision and gauge understanding of the key goals and visions – unpicking the specifics of language and terminology use, and evaluating priorities for the public.

OBJECTIVE

- The study was split into two parts – a qualitative phase to deep dive into language and understanding, followed by a quantitative phase to validify these results.

- Qualitative – included 12x depth interviews with members of the public, each lasting roughly 30 minutes, as well as a focus group with freight and delivery drivers who work in the region. This took part between 28th July and 15th August 2022.

- Quantitative – 630 x circa 10 minute face-to-face street interviews across the six boroughs of Liverpool City Region.

METHOD

LIVERPOOL CITY REGION COMBINED AUTHORITY

Context – recent headlines (locally and from around the world)

Stockholm is replacing parking spaces with social spaces
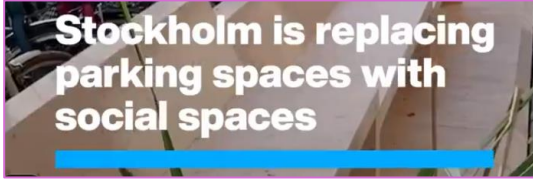
How this Swiss city is using green roofs to combat climate change

The dawn of the digital lighting metropolis

As Voi riders replace more than a million short car journeys in Liverpool, it's time to give eco-friendly electric two-wheelers a go

Council to review nearly £4m for new cycle lanes, park and ferry terminal

City centre connectivity scheme solution proposed

Cities in Japan, Southern California showing the world that hydrogen is the future

LIVERPOOL CITY REGION COMBINED AUTHORITY

QUALITATIVE PHASE

Sample Framework: Qualitative – General Public (1)

12 respondents –
all living in and travelling around
the LCRCA region

2
18–24

3
25–35

AGE

5
36–45

2
46–55

4 Liverpool

3 Sefton

2 Knowsley

1 Halton

1 St Helens

1 Wirral

5
Male

7
Female

LIVERPOOL
CITY REGION
COMBINED AUTHORITY

Sample Framework: Qualitative – General Public (2)

6
ABC1

6
C2DE

10
White British

2
Black / African / Caribbean

9
No disability

1
Sight impairment

2
Hearing impairment

1
Mental health disability

(Note: Multiple choice for type of disability)

Sample Framework: Qualitative Freight Audience

7 respondents –
all freight / delivery drivers for their job – travelling through the region at some point

5 Liverpool
2 Halton

7 Male

1
18–24

1
25–35

AGE

1
36–45

4
46+

3 HGV Lorry

2 Vans

2 Cycle / Bike

2
ABC1

5
C2DE

LTP Explained: Stimulus Tested

LTP EXPLAINED

Put simply, the purpose and role of an LTP is to set out plans, policies and ambitions for transport services and transport investment over a set period of time.

The Combined Authority is required by law to develop an LTP to guide its transport programmes and to have regard to these policies in making decisions.

Draft vision: Stimulus Tested

DRAFT VISION

To plan for, and deliver a clean, safe, resilient, accessible and inclusive London-standard transport system for the movement of people, goods and freight in a way that delivers our economic, social and environmental ambitions, and in particular, a net zero carbon emitting city region by 2040 or sooner.

The 5 goals tested

GOAL 1 - Ensure that transport supports recovery, sustainable growth and development, and that our transport plan, Plan for Prosperity, Climate Action Plan and Spatial Development Strategy are fully aligned.

GOAL 2 - Achieve net-zero carbon emissions by 2040 or sooner, whilst safeguarding and enhancing our environment.

GOAL 3 - Improving the health and quality of life of our people and communities through the right transport solutions, including safer, more attractive streets and places used by zero emission passenger and freight transport.

GOAL 4 - Ensuring that our transport network and assets are resilient, responsive to the effects of climate change, and are well maintained.

GOAL 5 - Ensuring that we respond to uncertainty and change but also innovation and new technologies in the movement of people and goods.

CONTEXT: TRAVEL HABITS

Defining a journey

Respondents generally defined a journey as going from 'point A to B', such as from home to work. This was not dependent on the form of transport, with the exception that it excluded walking. Some also emphasised distance or time travelled as what makes a journey.

Going from A to B
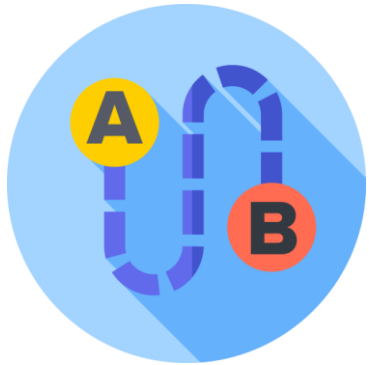
"A journey is from A to B, whether you start at home or work and you need to get to that location to do something else."
Male, 43, Liverpool, C1

"Going to and from places – e.g. going into town, visiting friends."
Female, 31, Sefton, B

Time and Distance

"Somewhere I couldn't really walk to."
Female, 40, Sefton, D

"A car journey to a place over 30 minutes away to a city or somewhere else."
Male, 18, Wirral, C1

"Journey is long distance – not 10 minutes in the car."
Female, 19, Liverpool

Changes to Travel Habits

A reduction in public transport usage during the pandemic has now been counteracted due to petrol prices and the perception that public transport is cheaper. They envisage using PT more in the long-term, but none spoke about usage of e-scooters or bike hires.

Less public transport usage during pandemic, with an increase in car usage

> *"During COVID, it certainly did, it drove us to having to use the car a lot more. Wanted to try and stay away from people."*
> Male, 35, Wirral, C1

> *"People were scared to meet up but it's now picked up again over the past six, nine months. I find it easier when I'm not worried about the car parking. I'm there quicker on the train."*
> Male, 56, Knowlsey, C1

Increase in Public Transport usage 'post'-pandemic, centered around cost

> *"Now it's much more back to the public transport side of things. I envisage it being a long term thing, obviously the petrol costs and parking prices are going only one direction at the moment."*
> Male, 35, Wirral, C1

> *"Well, I'm going to uni soon so I think it will become more permanent. I have a pass as well which is handy, easier to get about."*
> Male, 18, Wirral, C1

Some were still reluctant to use public transport – due to cost or unreliability

> *"They never seem to be on time, at least when I've been taking them or there's always someone necking cider."*
> Female, 31, Sefton, B

> *"I don't probably go out nowhere near as much as I used to or I don't even drive as much. It's just the price of everything."*
> Female, 40, Sefton, D

LIVERPOOL CITY REGION
COMBINED AUTHORITY

Freight Drivers: Travel Habits

There is a lot of differentiation in their jobs as they deliver up different sizes of goods and travel about the region at any given time of the day. This variety in their jobs means that consistency in travel is important to them – no matter the time of day or area.

Delivery loads can range from one small drop off to a full, heavy load

"It can go from 10 kilo phone cables to 10 tonne of mains cables."
HGV Driver, Cable Delivery

While food deliveries are central, the rest are in and out the LCR

"I have a rotation of jobs. One week we do collections, the other we do trunk runs. So in and out the city region."
HGV Driver, Royal Mail

There is no consistency to when they travel – from 1 to 12hr shifts

"I try to pick up at least a 10 hour shift a day, but it ranges quite a lot."
Van Driver, DPD

There was a reluctance to travel within the city centre

"We don't actually ever come into the city centre, the wagons are too big."
HGV Driver, Royal Mail

Freight Drivers: What has changed?

In terms of what has changed around their jobs in recent years, there's a real suggestion that everything is going against them – making their work harder, and less safe. This is all while there's been an increased demand for deliveries!

More cycle routes

E-scooters

Pedestrianised areas

More vehicles on the road

Banned areas after 9am

Cars parked in delivery bays

All while there's increased demand for deliveries, and pressure from managers to do more and deliver more

"With this new highway code, a lot of the benefits start from pedestrians and cyclists. Your wagon drivers and all that lot, you could say are at the bottom of the pile – you get the rough end of the stick"
HGV Driver, Cable Delivery

Freight Drivers – Negatives of Travel in Region

Due to their jobs being so travel focused, freight drivers are naturally more aware of and impacted by issues with infrastructure. There's an overarching perception that people – whether the public or government – don't fully respect the jobs they have to do.

Road closures	Have to have back-up routes in mind
E-scooter law confusion	Allowed on the road or not? No clarity
Poorly maintained roads	Difficult for big deliveries / cycling
Parking restrictions	No spaces to stop and deliver goods
Bad drivers	Don't respect cyclists / motorcycles
Lack of awareness	No consideration for difficulty of their job

LIVERPOOL CITY REGION
COMBINED AUTHORITY

Freight Drivers: Negative impact on region

Freight drivers are also able to look at the wider picture and see how things that impact their jobs will then have a 'knock on effect' for businesses in the region. If they are struggling to make deliveries, businesses will also struggle.

"Don't forget, we're delivering to businesses and those businesses need to continue to exist and if we can't deliver to them and we've got those problems – the businesses are going to start and have problems."
Van driver, DPD Driver
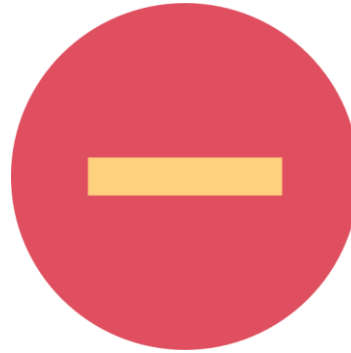
"From a businesses point of view, it makes it harder for our wagons to deliver. We're going to struggle getting cables in to them."
HGV Driver, Cable Delivery

"All the major routes go around the city centre, that's great for an aesthetic point of view. But for a business point of view, it isn't. It makes it harder for these guys and the wagons to get in."
HGV Driver, Royal Mail

LIVERPOOL CITY REGION
COMBINED AUTHORITY

Freight Drivers – Positives of Travel in Region

Positives of travel in the region are mainly about roads being clearer – when people or transport are not on routes and it makes it easier for them to get around.

See lots of places	→ Travel all around the region
Cycle routes make it safe	→ Food delivery drivers are safer / get around
More people now WFH	→ Less traffic at peak times
School holidays / people away	→ Roads are clearer / less traffic at peak times

LIVERPOOL CITY REGION COMBINED AUTHORITY

WHAT WOULD HELP?

"If the public transport is good there will be less traffic on the road and that will make it easier for delivery drivers to get around – less need for all these cars on the road."
HGV Driver, Royal Mail

THE LTP: OVERALL AND VISION

The Gunning Fog Index: Explained

What is the Gunning Fog Index?

The Gunning Fog formula generates a grade level between 0 and 20. It estimates the education level required to understand the text. A Gunning Fog score of 6 is easily readable for 11–12 year olds. Text aimed at the public should aim for a grade level of around 8. Text above a 17 is aimed at graduate level.

Why is it useful?

The Gunning Fog index is used to ensure clarity and simplicity.

How is it calculated?

The formula for Gunning Fog is 0.4 [(words/sentences) + 100 (complex words/words)]. Complex words are those containing three or more syllables.
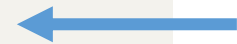
LTP Explanation: Gunning Fog Index

With nine words that have 3+ syllables (blue), and just two punctuation marks (red), it appears that the LTP Explanation is not as 'put simply' as it could be. The language is aimed at a graduate reading level.

LTP EXPLAINED

Put simply, the purpose and role of an LTP is to set out plans, policies and ambitions for transport services and transport investment over a set period of time.

The Combined Authority is required by law to develop an LTP to guide its transport programmes and to have regard to these policies in making decisions.

GUNNING INDEX SCORE:
17.5 = Graduate Level

LTP explanation: What is the initial response?

Respondents found this explanation easy to understand, and the language used successfully expressed what the LTP was about – although most mentioned that they would want more 'action' in the words as to how this will happen.

> *"It's straightforward it explains that they want to set out plans and policies and ambitions and hopefully the money that they've received from the government, they hope to try and get a little bit more on top of that with certain projects."*
> Male, 43, Liverpool, C1

> *"The problem I've found out is that the plans and the policies are completely different to the ambitions. I feel that the previous transport plans and what we've seen over the last 20–30 years had some great ideas and were ambitious, but it never comes to fruition."*
> Male, 43, Liverpool, C1

Initial feedback on goal

- People generally found it easy to understand, with one exception who struggled with the language

- It was understood to be saying that plans and policies are being developed and put into place to help public transportation within the local region

- Although easy to understand, it was felt that were was a lack of depth

- There was also some doubt that the plans could actually be put into action in a way that would match ambitions

LIVERPOOL CITY REGION COMBINED AUTHORITY

LTP explanation: What works?

The two standout wordings in the explanation were ambition, as it shows a positive and future facing vision, along with the usage of 'Combined Authority' to show that this is going to apply to more than one place – which some felt was very much needed

- Tells you that this is going to cover everywhere within the region

- Important to connect all boroughs as this isn't currently the case – some boroughs are not as well connected.

LTP EXPLAINED

Put simply, the purpose and role of an LTP is to set out plans, policies and ambitions for transport services and transport investment over a set period of time.

The Combined Authority is required by law to develop an LTP to guide its transport programmes and to have regard to these policies in making decisions.

- Ambitions was a positive as it shows vision

- Made some curious to learn more about what they are

LIVERPOOL CITY REGION
COMBINED AUTHORITY

LTP explanation: What doesn't work?

The explanation doesn't have too many negatives, and people generally understood what it meant. Too much talk around 'policies' and 'law', however, makes it feel like it is a government document and nothing something that concerns the public.

LTP EXPLAINED

Put simply, the purpose and role of an LTP is to set out plans, policies and ambitions for transport services and transport investment over a set period of time.

The Combined Authority is required by law to develop an LTP to guide its transport programmes and to have regard to these policies in making decisions.

- This makes it feel like it is something they 'have' to do rather than want to do – which doesn't match with the language around ambitions.
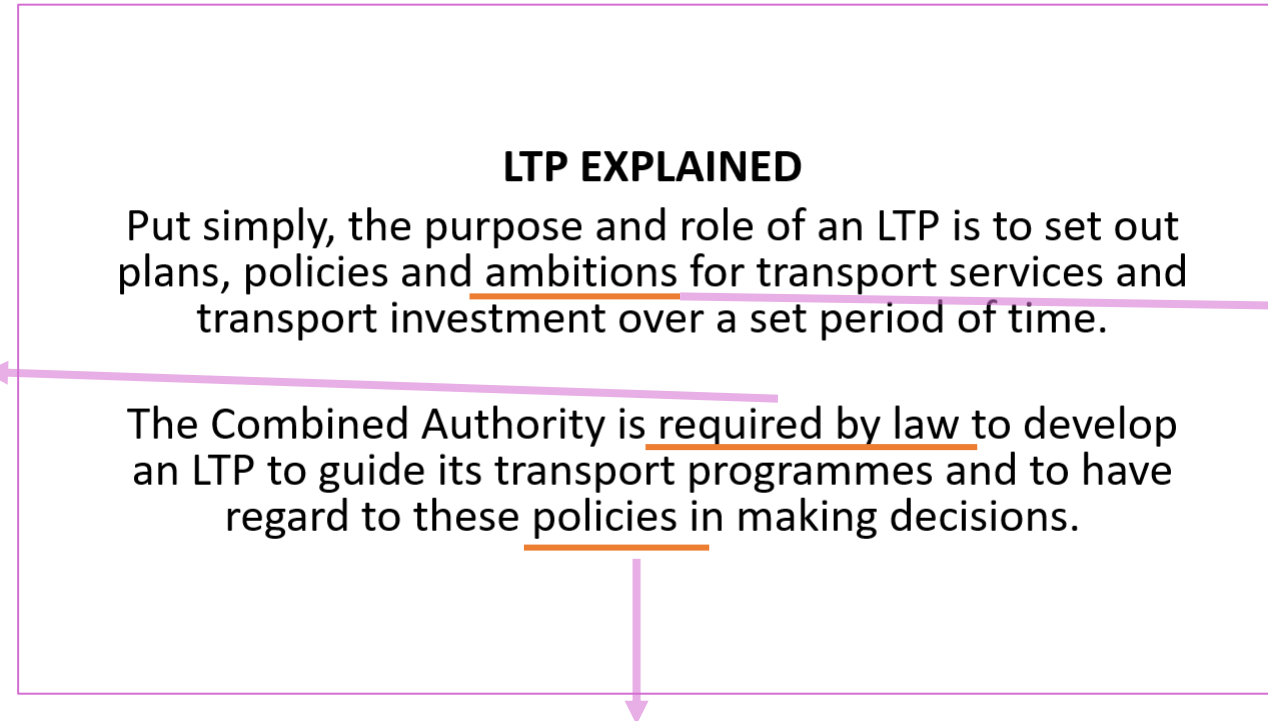
- While positive towards 'ambition', some felt that it would be hard to match or live up to these ambitions

- Some felt that using language like 'policies' makes it feel too much like a government document – and not for a 'normal person'

LIVERPOOL CITY REGION COMBINED AUTHORITY

Other key feedback points

The main thing missing in terms of people's understandings is the <u>how</u>. There were mentions that it lacked depth and could be improved with more 'action' rather than just words.

ACTION

"It sounds like they're trying but I don't think there is much depth in there for me. Also actions speak louder than words."
Male, 18, Sefton, B

TALK ABOUT THE 'HOW' AND 'WHAT'

The vast majority of people understood what the LTP meant, and could mostly imagine what it might include. However, they thought that it didn't necessarily give much in terms of the 'action' they were going to take to achieve this.

"I wouldn't particularly have a good idea of what it will actually do, no."
Female, 54, St Helens, C2

LIVERPOOL CITY REGION COMBINED AUTHORITY

The LTP explanation: Simplified

LTP EXPLAINED

Put simply, the purpose and role of an LTP is to set out plans, policies and ambitions for transport services and transport investment over a set period of time.

The Combined Authority is required by law to develop an LTP to guide its transport programmes and to have regard to these policies in making decisions.

The purpose of an LTP is to set out plans for transport services and investment over a set period of time.

The Combined Authority LTP will create transport plans and help make decisions for the future of travel in the region.

GUNNING INDEX SCORE:
12 = College Level

Draft vision: Gunning Fog Index

As one long sentence, the vision is likely difficult to digest. In addition to this, there are many difficult 3+ syllable words such as "resilient", "economic" and "accessible. This combined gives it an index way above graduate level.

DRAFT VISION

To plan for, and deliver a clean, safe, resilient, accessible and inclusive London-standard transport system for the movement of people, goods and freight in a way that delivers our economic, social and environmental ambitions, and in particular, a net zero carbon emitting city region by 2040 or sooner.

GUNNING FOG INDEX SCORE:
29.2 – way above graduate level

Draft vision: What is the initial response?

Reaction to the vision was very positive overall – while it has many different elements, the descriptive language used helps paint a picture of what the vision would mean in actuality. Many saw it to have a strong focus on the environment.

"What they're trying to do is obviously trying to reduce the use of fossil fuels. such as diesel and petrol, potentially by having all forms of public transport, by the sounds of it be electric based, having a zero-carbon emission for the city region, and I'm hoping that they get it done before 2040."
Male, 33, Knowlsey, C1

"I expect them to actually speak to the people that that live and work around the area and to get their honest opinions and actually see what they're talking about, their issues etc."
Male, 43, Liverpool, C1

Initial feedback on goal

- Most respondents felt that the vision was concise and easy to understand

- It was understood to basically be about 'being more environmentally friendly' and creating a modern system with this in mind

- Language such as 'clean', 'safe', and 'resilient' was repeatedly seen as positive language that helps them imagine what it means. While some pointed out and questioned the 'London-standard transport system' right away.

"You kind of understand what they're talking about, how they want to create a more modern transport system that is for everybody which is good.
Female, 19, Liverpool

Draft Vision: What works?

The 'clean, safe, resilient...' sequence was seen as very descriptive and more often than not helped people better understand and imagine the vision. For some, the London-standard transport system was seen as a positive that would better connect all boroughs.

- Although respondents had different ideas of what these words meant – they helped most picture the vision better and brought it to life

DRAFT VISION

To plan for, and deliver a clean, safe, resilient, accessible and inclusive London-standard transport system for the movement of people, goods and freight in a way that delivers our economic, social and environmental ambitions, and in particular, a net zero carbon emitting city region by 2040 or sooner.
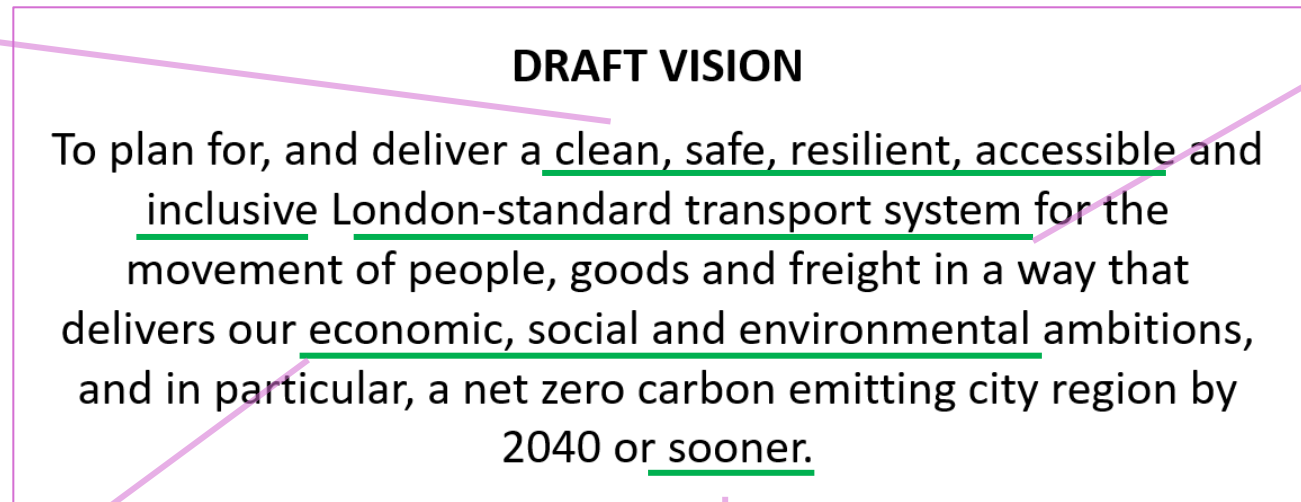
- A 'London-standard' transport system stood out as a huge positive for some, emphasising the ability to travel over longer distances, via tube, bus & rail – all on 'one service'

- Also something to aspire to as London was seen by some to have 'all the best things'

- This language ties three important things together, so that it is not just about being greener – but also creating a modern system that takes into account the economy and society as well

- 'Sooner' shows the importance of following through on this vision – highlights that they know 2040 might be seen as far away

LIVERPOOL
CITY REGION
COMBINED AUTHORITY

Draft Vision: What <u>doesn't</u> work?

Most negativity came from the description of a 'London-standard' transport system – with it's implications of a busy or disruptive network to some respondents. Outside of this, certain words don't feel like they are for 'everyday people'.

- Resilient was widely seen as a word that people didn't understand as much – especially in this context

- Some took this negatively, with the feeling that a 'London-standard' transport system implies business and disruption - should be a focus on 'getting anywhere'

- More information needed for 'safety' – does this mean cameras / guards or safety of drivers / cyclists?

DRAFT VISION

To plan for, and deliver a clean, safe, resilient, accessible and inclusive London-standard transport system for the movement of people, goods and freight in a way that delivers our economic, social and environmental ambitions, and in particular, a net zero carbon emitting city region by 2040 or sooner.

- It was not necessarily relatable to those who had less knowledge of London's system – what does it even mean?

- People also questioned what 'economic' means – it's hard to define & hard to know how travel can help economically

- Seen as less relatable than the rest of the vision, what does 'goods and freight' mean to most people?

LIVERPOOL CITY REGION COMBINED AUTHORITY

Draft Vision: Understanding

Although the descriptive words were thought of positively, most of them have different meanings for different people. This isn't necessarily a bad thing, but more could be done to be precise with language and avoid any confusion.

CLEAN =

Cleanliness of public transport itself – no rubbish and fine to touch

Reducing carbon emissions / getting rid of fumes

SAFE =

Safe to travel on – security cameras and wardens

Safe roads for all – e.g. cyclists, pedestrians

RESILIENT =

Most unsure what it means in the context of travel in the region / the LTP

Fixing issues with public transport so that it is back up and running quick

ACCESSIBLE / INCLUSIVE =

Both spoken about as the same thing – no difference

Mainly spoken about as 'accessible' for all – e.g. disabled individuals

Draft Vision: Freight Perceptions

Our freight audience picked up on slight nuances within the vision. For some, the mention of London heightens their fears around congested areas. At the same time, it was picked up that freight is at the bottom of the list after transport, people and goods.

inclusive London-standard transport system for the movement of people, goods and freight in a way that delivers our economic, social and environmental ambitions,

LONDON

London–standard transport system isn't a good thing for deliveries – it's hectic

The movement of people goods… And freight last

"Why's everything based around London and what they do?... When I've gone around there, you can waste all your driving time trying to get from one side to the other."
HGV Driver, Cable Delivery

"Transport system for the movement of people first… you think of people and public transport first and the actual movement of goods around the area comes in second and third. Then we're down at the bottom of the list."
HGV Driver, Cable Delivery

Other key feedback points

Focuses on a London-style system and plans to tackle climate change immediately stood out to many respondents – both being positives for some, but leaving questions for others.

London Standard

The London-standard transport system was a very polarising part of the draft vision – very often spontaneously mentioned before anything else. While some saw it to mean much better connection between boroughs and public transport types, others are put off by the thought of a hectic and busy city or don't even know what such a system would mean for the LCR.

Climate Focus

It was also spontaneously picked up that there is a clear focus on the environment and tackling climate change. It's seen as a positive for most, and good to see that it is a priority. However, others are sceptical whenever things like climate change are mentioned – needing to see the 'action' as well as the words.

Draft Vision: In their words

DRAFT VISION

To plan for, and deliver a clean, safe, resilient, accessible and inclusive London-standard transport system for the movement of people, goods and freight in a way that delivers our economic, social and environmental ambitions, and in particular, a net zero carbon emitting city region by 2040 or sooner.

To plan and deliver a future facing, clean, safe and accessible transport system that is built to last.

It will focus on moving people, goods and freight around the region in a way that delivers our local ambitions. Particular focus will be on a net zero carbon emitting city region by 2040 or sooner.

GUNNING INDEX SCORE:
10.9 = GCSE Level

THE LTP: 5 GOALS

Goal 1: Gunning Fog Index

This goal is made complex by the many large words that are used in one sentence.

GOAL 1

Ensure that transport supports recovery, sustainable growth and development, and that our transport plan, Plan for Prosperity, Climate Action Plan and Spatial Development Strategy are fully aligned.

GUNNING FOG INDEX SCORE:
21.1 – above graduate level

Goal 1: What is the initial response?

This goal received a generally negative reaction – not because of the ideas within it but because of the wording itself, most saw it as hard to understand jargon that needed either explaining better or more elaboration.

> *"It would mean improvements to the transport system, obviously, in terms of climate change, less pollution, prosperity in terms of decreasing prices, and more cleaner buses, new trains, buses, new public transport systems."*
> Female, 54, St. Helens, C2

> *"Oh my god, this is such jargon, the terminology is really confusing."*
> Female, 54, St. Helens, C2

Initial feedback on goal

- Initial reaction was confusion – while one or two respondents understood what was meant by the goal, most were confused by the 'official' language used

- Respondents reacted positively to the terminology that they could understand however and felt that it at least shows that plans are being considered

- When elaborated on, supporting access to green spaces and equal opportunity for everyone stood out as big positives

> *"I've seen it 100 times and it's all the same words, but just mixed up into a different way of saying it. Because it's this government speech. It's like somebody standing on a podium and giving the speech to try and get them elected.".*
> Male, 43, Liverpool, C1

Goal 1: What works?

Respondents liked the use of positive language here – with 'growth' and 'prosperity' showing that they are looking after the future of the region with investment. Even with the positives, though, some left questions as to what it actually meant.

- Talking about growth is positive – it makes it sound as if they are doing good things for the region and looking forwards with it

- But it needs to be long-term growth in their eyes

GOAL 1

Ensure that transport supports recovery, sustainable growth and development, and that our transport plan, Plan for Prosperity, Climate Action Plan and Spatial Development Strategy are fully aligned.
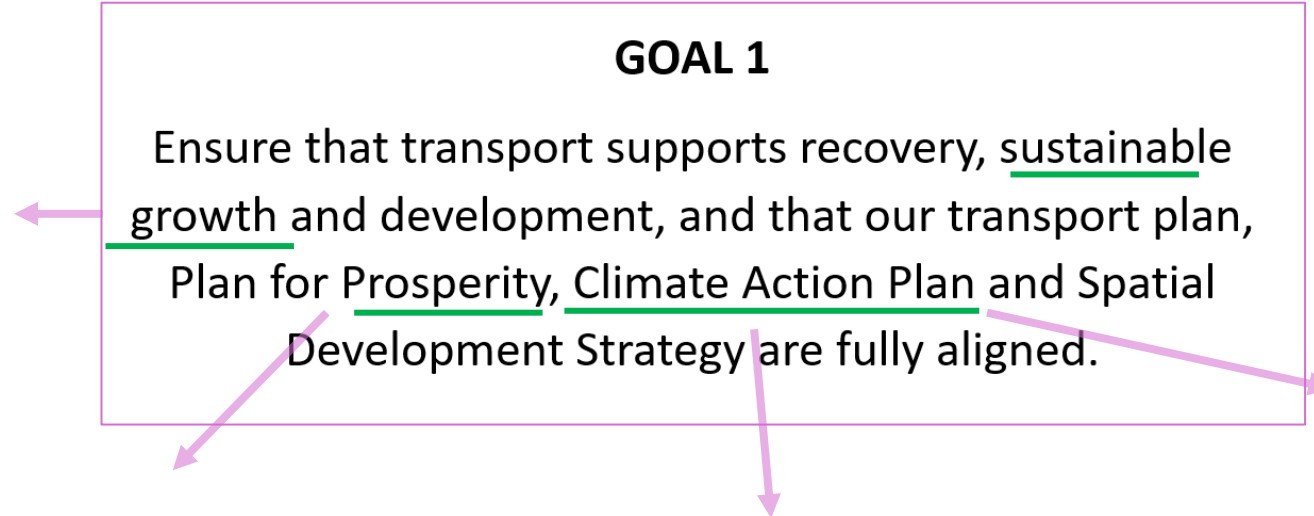
- Of all the plans named this felt most positive – prosperity means money and investment and that is needed

- As confusing as they were, naming plans does show that there are things in place

- Climate was obviously positive to people but wanted more information on what this actually means

LIVERPOOL CITY REGION COMBINED AUTHORITY

Goal 1: What <u>doesn't</u> work?

Most of the wording was felt to not work – as most could not understand what was actually meant by it. When the wording was understood respondents wanted more elaboration as they still seemed vague.

GOAL 1

Ensure that transport supports <u>recovery</u>, sustainable <u>growth</u> and development, and that our transport plan, <u>Plan for Prosperity, Climate Action Plan</u> and <u>Spatial Development Strategy</u> are fully aligned.

- What does recovery mean in this context? Recovery from the pandemic? From broken down vehicles?

- No one understand what these plans actually meant in practice – they sound too much like government terminology

- People 'switch off' with this kind of language

- Spatial Development stood out as the most confusing part of the goal

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Other key feedback points

Naming more specific and simpler plans would help people's understanding – talking about equal and affordable travel, and opening up leisure parks to everyone. This goal could benefit from talking more about equality in travel!

Finer details help understanding

When given further details of this goal (e.g., access to leisure, parks / more affordable and equal travel opportunities) respondents seemed to be much more positive towards it.

Using this kind of language would be more beneficial than the project names currently given.

Goal 1: In their words

GOAL 1

Ensure that transport supports recovery, sustainable growth and development, and that our transport plan, Plan for Prosperity, Climate Action Plan and Spatial Development Strategy are fully aligned.

→

Make sure transport supports local growth. This means equal opportunities for all to access affordable transport systems that connect them to jobs and green space – all while keeping the environment in mind.

GUNNING FOG INDEX SCORE:
21.1 – above graduate level

GUNNING INDEX SCORE:
11.4 = College Level
(16–17 years)

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Goal 2: Gunning Fog Index

Though a short and snappy goal, Goal 2 again struggles with the use of large words such as 'safeguarding' and 'emissions'.

GOAL 2

Achieve net-zero carbon emissions by 2040 or sooner, whilst safeguarding and enhancing our environment.

GUNNING FOG INDEX SCORE:
19.9 – above graduate level

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Goal 2: What is the initial response?

Though Goal 2 is very much seen as a positive thing, something we **should** be aiming for, it is not necessarily seen as achievable by many people. The idea of banning petrol and diesel vehicles comes to mind, and that will be a big struggle.

Initial feedback on goal

- Gives off a sense of collective responsibility – that everyone is responsible for protecting the environment. It's very much seen as a positive goal!

- Initial thoughts centre on it being about banning petrol and diesel vehicles (especially in the centre) and replacing them with electric vehicles.

- Many people – especially our freight audience – are sceptical about the achievability. There are doubts on whether people would be willing (or able, in their job) to give up petrol and diesel vehicles.

- There was lots of concern here that the infrastructure itself isn't up to scratch so the goal cannot be achieved until this is sorted.

"

To me, it sounds like they are trying to make everything electric and ban petrol and diesel, whether they be cars or wagons or whatever, going into the centre.
Male, 56, Knowsley, C1

"

The only way that this is going to be achieved if the if the bus companies get on board and the infrastructure is put in place, because the bus companies are not going to spend X amount of money on brand new brand new buses if the infrastructure isn't in place in the first place.
Male, 43, Liverpool, C1

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Goal 2: What works?

Goal 2 has lots of positive language that helps people connect with what it is saying. Language that talks about protecting 'our' environment and instils a sense of progression and collectiveness helps the goal hit home.

- Generally, people found this goal easy to understand as it was very short and snappy – to the point

- Part of the respondents perceive this timescale as realistic

- The phrase 'or sooner' is appreciated, as it indicates effort to achieve this goal as soon as possible

GOAL 2

Achieve net-zero carbon emissions by 2040 or sooner, whilst safeguarding and enhancing our environment.
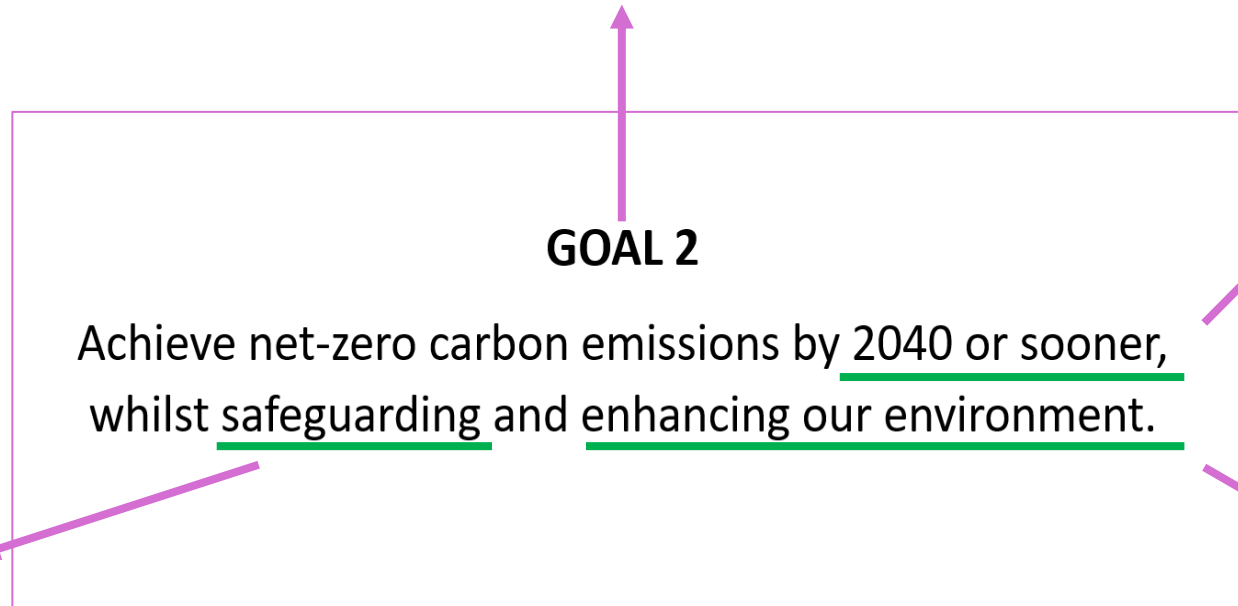
- Positive language around protecting and enhancing our environment signalises genuine concern about the environment

- Such words give off the impression that Liverpool is progressive

- Using a simple word like 'our' evokes the feeling of collective responsibility; everyone plays part in this matter

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Goal 2: What doesn't work?

The goal was seen as relatively straightforward and to the point, meaning there was very little they didn't understand other than the term 'net–zero'.

- Confusion as to what 'net–zero' really means

- People have heard of it and know it is something we should aim for, but can't quite explain what it is

GOAL 2

Achieve net-zero carbon emissions by 2040 or sooner, whilst safeguarding and enhancing our environment.

- They do not think the goal is attainable unless other overarching issues are addressed, e.g.: poor infrastructure.

FREIGHT'S LEAST FAVOURITE GOAL – IT WON'T HAPPEN

"It's a great plan, and you can do it with smaller vehicles but you're never gonna do it with heavy freight vehicles at the moment – unless there's a massive jump in technology which allows that to happen. But that's a farfetched dream."

HGV Driver, Royal Mail

Other key feedback points

More can be done with this goal to help it feel 'relatable' – what can they as a community do to help achieve it?

Suggest alternatives to cars / vehicles

There's a general sentiment that it just won't be possible to encourage people to go without their cars or petrol and diesel vehicles.

The goal needs to focus on easy-to-use alternatives to these in order to make it feel more 'achievable' and 'believable'. This is especially necessary for freight audiences – how can they help achieve this?

Make it feel even more 'local'

Simple language such as **'Our'** environment helps this goal feel more local and instils a sense of collectiveness.

More language around protecting the 'local' area should be included to help this feel more relatable and less like a government goal that the public can't actually do much about.

Goal 2: In their words

GOAL 2

Achieve net-zero carbon emissions by 2040 or sooner, whilst safeguarding and enhancing our environment.

Reach net–zero carbon emissions by 2040 or sooner, whilst protecting and improving our local environment.

GUNNING FOG INDEX SCORE: 19.9 – above graduate level

GUNNING INDEX SCORE: 14 = Undergrad Level

LIVERPOOL CITY REGION COMBINED AUTHORITY

Goal 3: Gunning Fog Index

Goal 3 is another single, long sentence that could be cut up into shorter versions. While words such as 'solutions' and 'attractive' could be clarified with simpler language.

GOAL 3

Improving the health and quality of life of our people and communities through the right transport solutions, including safer, more attractive streets and places used by zero emission passenger and freight transport.

GUNNING FOG INDEX SCORE:
20.3 – above graduate level

Goal 3: What is the initial response?

Goal 3 immediately felt more relatable to the public in particular, due to the language used. It was seen as very positive language that again instilled a sense of community.

> **"** *I like how it says our people, it makes them seem like they're taking care of them. Like it's a small community. And obviously now with the problem of increased living prices, the fact that they want to help them with better quality of life and health, it makes it seem like they're actively caring* **"**
> Female, 19, Liverpool, D

> **"** *Improving the health and quality of life quality of life of our people and communities with the right transport solutions. I don't quite know what they mean by that. How are they improving the health and quality of life with the right transport solutions? By having safer more attractive streets and zero emission passenger and freight transport? I don't really get that, to be honest.* **"**
> Male, 35, Wirral, C1

Initial feedback on goal

- Contents of Goal 3 were understandable and made people feel seen, taken care of and optimistic about their future quality of life

- Liked that it is resident–centric, there are significant personal benefits to this goal

- Respondents feel like improvement of public transport is a way to go forward, e.g.: it is more sustainable and gets cars off of the roads.

- Confusion and doubts about the specific ways Goal 3 is going to be achieved.

- Concern about the costs of such efforts

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Goal 3: What works?

For all audience this goal was mostly a positive – using language around health, communities and people makes it resonate. It helps them feel as if they understand it more!

- Everybody wants their health and quality of life to be improved! This makes them feel taken care of

- Usage of the phrases 'our people,' 'our communities" makes people feel included and seen

GOAL 3

Improving the health and quality of life of our people and communities through the right transport solutions, including safer, more attractive streets and places used by zero emission passenger and freight transport.

- The word 'attractive' reinforces positive sentiments
- Makes people think of / imagine chic, Italian streets or roads with lots of trees

- Appreciation of the incentive to move freight transport off of main roads as people are bothered by it

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Goal 3: What <u>doesn't</u> work?

Goal 3 struggles with depth – as positive as it is, people are not able to imagine **how** the Goal will improve quality of life, health and lead to attractive streets.

GOAL 3

Improving the health and quality of life of our people and communities through the right transport solutions, including safer, more attractive streets and places used by zero emission passenger and freight transport.

- Lack of clarity as to what 'right solutions' mean, it appears to be too vague

- 'The right transport solutions' doesn't explain how LCRCA aims to improve health and life quality

- Many people questioned what 'attractive' streets means – is it pretty with trees or better maintained? It is the most ambiguous word of this goal.

- Freight drivers again very sceptical about this – no chance of zero emission wagons

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Goal 3: In their words

GOAL 3

Improving the health and quality of life of our people and communities through the right transport solutions, including safer, more attractive streets and places used by zero emission passenger and freight transport.

Improve the health and quality of life for our people and communities. Making sure transport is safe, clean and good for the environment around us.

GUNNING FOG INDEX SCORE:
20.3 – above graduate level

GUNNING INDEX SCORE:
9.8 = Secondary School Level (14–15 years)

Goal 4: Gunning Fog Index

Goal 4 is the easiest to understand of all the stimulus tested – but still could be simplified due to the fact that England has an average reading age of 9 years. Resilient and responsive are the words that could be swapped out to help this.

GOAL 4

Ensuring that our transport network and assets are resilient, responsive to the effects of climate change, and are well maintained.

GUNNING FOG INDEX SCORE:
12 – Aimed at college level (17–18 yrs)

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Goal 4: What is the initial response?

Initial response to Goal 4 is positive, it's pertinent with the recent heatwave and good to hear that there are plans to be responsive to climate change. However, there could be two different angles – it feels disjointed.

> *From what I'm taking, it's trying to minimise that effects of flood or rain? That's good, because everything comes to halt when that happens, doesn't it?*
> Female, 40, Sefton, D

> *The first bit, until resilience, I understand and then the bit, is about climate change? I can't really gather what it means you know? I need a breakdown.*
> Female, 41, Sefton, D

> *This goal is interlinked with the previous ones [Goal 2 and Goal 3]. It makes me feel that they are definitely making climate change their priority by including it in all three.*
> Male, 18, Sefton, B

Initial feedback on goal

- Like with Goal 3, responsiveness to climate change indicates improvement of the quality of life to people

- To people, this translates into improvement and continuous maintenance of public transport, roads and cycle lanes

- For some, it feels like two different goals – one about climate change and one about the general resilience of the network.

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Goal 4: What works?

Given the recent heatwave and train strikes, this goal feels particularly important to people. Language around being able to fix transport and routes promptly if they have issues is seen as a positive, and a priority for travel in the region.

- Highlighted as a key word signalling that people will be able to rely on and be confident in using the public transport

- To them, resilient here means it won't break down as often

GOAL 4

Ensuring that our transport network and assets are resilient, responsive to the effects of climate change, and are well maintained.
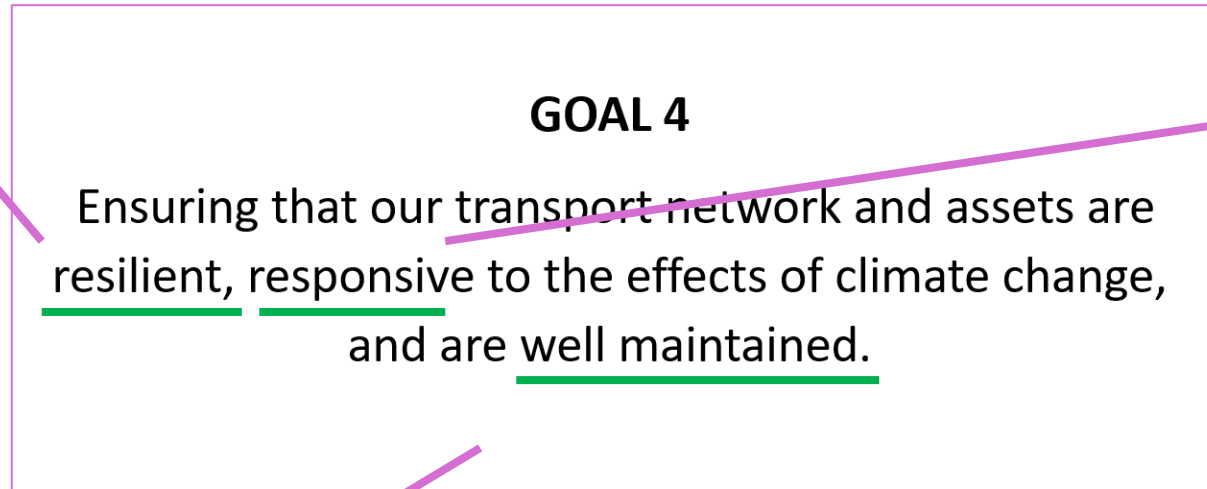
- This word 'feels right' to people

- Glad that plans regarding mitigation of severe weather (flooding, snowstorm) on the transport network are being made

- It means that transport network will be closely monitored and any malfunction will be addressed and fixed promptly

- Understanding that this means maintenance and improvement regarding potholes, cycle lanes
- Significant appreciation of this effort – a well maintained region is vital

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Goal 4: What <u>doesn't</u> work?

More could be done to make Goal 4 more precise – what is it actually trying to say? Is it about responding to climate change, or having a transport system that is back up and running as soon as it faces issues?

- Responsive could mean reactive, not proactive. It needs to be in place **before** things happen!
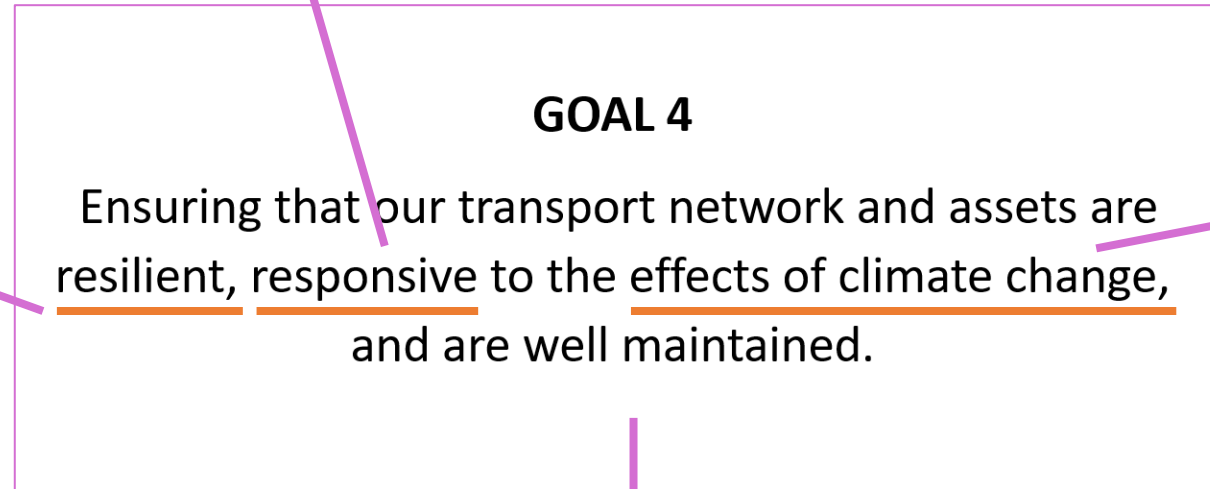
- Resilient is much more understood in this context – but still a major word that people are not able to connect with – what does it actually mean?

- Delivery driver from another country does not know what this word means – and respondents who are less literate also struggle

GOAL 4

Ensuring that our transport network and assets are resilient, responsive to the effects of climate change, and are well maintained.

- Some felt that the transport network should be responsive to public's needs rather than to the effects of climate change – the public need to come first.

- Feelings that this goal is about to two different, unrelated things.

- Is it that they are resilient to everyday wear and tear? Or that they can respond to climate change? Could be two separate goals.

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Goal 4: In their words

GOAL 4

Ensuring that our transport network and assets are resilient, responsive to the effects of climate change, and are well maintained.

→

Make sure our transport network and assets are well maintained, long lasting, and tough to the effects of climate change

GUNNING FOG INDEX SCORE:
12 – College level (17-18 yrs)

GUNNING INDEX SCORE:
8 = 13-14 year olds

Goal 5: Gunning Fog Index

Again, although short and to the point, Goal 5 uses longer words that could also be construed as ambiguous. Words such as 'uncertainty' and 'innovation' could be replaced with clearer and simpler alternatives.

GOAL 5

Ensuring that we respond to uncertainty and change but also innovation and new technologies in the movement of people and goods.

GUNNING FOG INDEX SCORE:
16 – College Level (17-18 yrs)

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Goal 5: What is the initial response?

Goal 5 jumps out as one that is all about looking to the future, which is a good thing. Innovation and forward thinking is something that will help plan out a transport system that is world class.

> "
> *To me, you're saying that they are looking at the steps ahead to ensure that they are trying to be on top of the ball, or for new technologies that are coming into effect, new innovations on how certain things can be done. It does make a lot of sense, and it's great. Making sure that we've got an action plan in place.*
> "
> Male, 33, Knowlsey, C1

> "
> *So it's like, with Japan, like the bullet train, they're extremely quick. And it is, like one of the best transport technologies. If they can use these to help themselves advance and I think we're all the better for it. Well, I think that's what most things should do. Because if it's successful for them, then why can't it be successful for us?*
> "
> Female, 19, Liverpool, D

Initial feedback on goal

- Goal 5 was perceived very positively and deemed very important in the context of rapidly changing and advancing world

- People think there is a lot to learn from other places and countries which transportation sector is more technologically advanced (such as Japan).

- However, more needs to be done to outline what this 'innovation' could be – are we talking a bullet train or e-scooters?

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Goal 5: What works?

The language used in Goal 5 provokes a very positive image, making respondents feel as if the region is taking inspiration from leading countries. Any language around positive change and being progressive is a good thing!

- Positive reaction, it indicates progress and efforts to keep up with the pace of rapidly evolving world.

- Understanding is that they will take inspiration from other areas of the world who already do it well (e.g. Japan)

GOAL 5

Ensuring that we respond to uncertainty and change but also innovation and new technologies in the movement of people and goods.

- The dedication to respond to change was very welcomed – it signalises effort to look ahead and move forward

- The point about the movement of goods was picked up and positively welcomed as people think there are too many vehicles and lorries on the road

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Goal 5: What <u>doesn't</u> work?

Goal 5 could again benefit from sounding more 'proactive' and being more explicit with what it is trying to say around uncertainty and new technologies. This will help move it from 'generic' to travel innovation.

- As with Goal 4, talks about 'responding to' rather than 'planning for' – sounds reactive not proactive

- Respondents often times did not think of e-scooters, carpooling or on demand taxis in relation to these words

GOAL 5

Ensuring that we respond to uncertainty and change but also innovation and new technologies in the movement of people and goods.
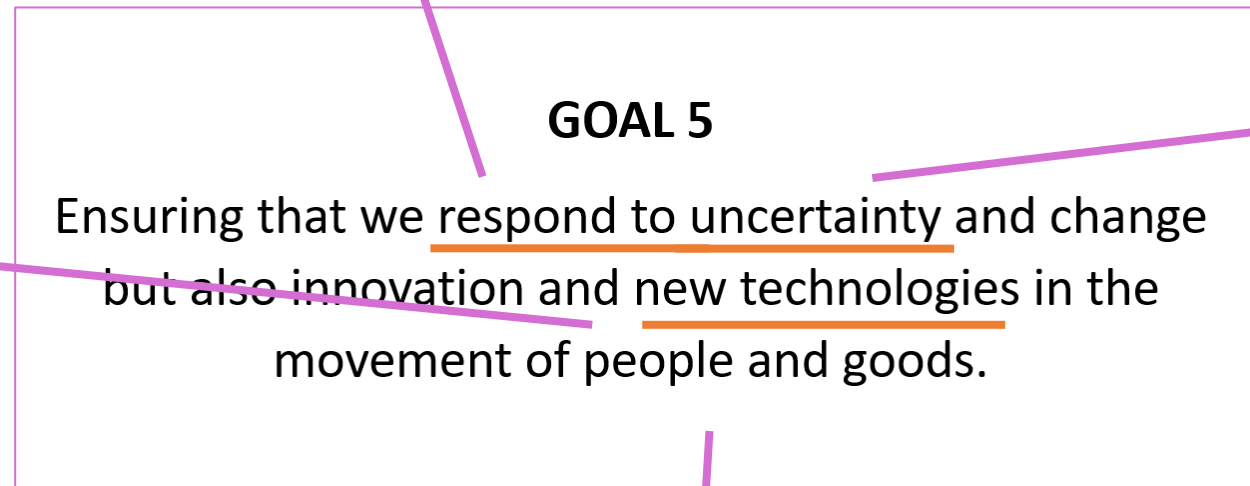
- Provokes questions – uncertainty about what? What are the uncertainties – COVID or everyday occurrences?

- Some sentiment from freight audience that this is a bit 'generic' – could be about any company or industry

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Other key feedback points

As this goal is about innovation, there's scope to be more bold with the language and show that the region is forward-thinking.

Take inspiration & talk about world class transport systems
Though we have to be careful not to promise anything unachievable, this goal should not shy away from saying it is taking inspiration from other countries and cities who do it well. As long as it says 'why', this shows that the region is willing to learn from others.

Use bold language
Again, we need to be wary of promising too much but language that is about being 'forward thinking' or 'progressive' lands well with our audience.

In the eyes of many, Liverpool is a progressive city so this language will resonate with them! |

Goal 5: In their words

GOAL 5

Ensuring that we respond to uncertainty and change but also innovation and new technologies in the movement of people and goods.

Become a forward-thinking region. Use innovation and new technologies to plan for change and improve the future travel in the region.

GUNNING FOG INDEX SCORE:
16 – College Level (17-18 yrs)

GUNNING INDEX SCORE:
9 = 14-15 year olds

SUMMARY & RECOMMENDATIONS

Overall Considerations and Recommendations

Some final thoughts from us…

Use shorter sentences – be more specific and explicit with what is being said

Don't use 'plans' or 'government' policy names – place it in their world.

Make sure it is always about DOING and not just SAYING

Use language around people and communities to resonate with all audiences

Better differentiate between Goals – Goal 2 covers the environment so it isn't needed in others, while Goals 4 & 5 feel too similar. Goal 4 can be about responding to climate change & Goal 5 then becomes about innovation and being progressive.

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QUANTITATIVE PHASE

Sample Framework: Quantitative – General Public (1)

630 respondents –
all living in and travelling around the LCRCA region

19% 16–24	**14%** 25–34	**13%** 35–44

AGE

12% 45–54	**16%** 55–64	**20%** 65–74	**6%** 75+

Knowsley: **19%** n=122

Liverpool: **19%** n=119

Wirral: **16%** n=102

St Helens: **16%** n=100

Halton: **15%** n=95

Sefton: **15%** n=92

45% Male

55% Female

(1 person 'preferred not say' – <0.5%)

Liverpool City Region Combined Authority

Sample Framework: Quantitative – General Public (2)

26%
ABC1

74%
C2DE

90%
White British

10%
Ethnic minority

70%
No disability

23%
Physical disability

5%
Mental health disability

(2% prefer not to say)

ONLINE SHOPPING BEHAVIOUR

Online Shopping in the UK

Online shopping is extremely popular in the UK, and we know that the number of deliveries per person is on the rise in recent years. More than 8 in 10 shop online to some extent, with 3 in 5 doing so for their grocery shop.

+25%
Increase in UK e-commerce market expected by 2025

5.4bn
Parcels generated in the UK in 2021 – up 9% from 2020

82%
Of the UK population bought at least one product online in 2021

60%
Of Brits do at least some of their grocery shopping online

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Online Shopping Habits

Half of Liverpool City Region residents interviewed say that they shop online – with general online orders for things such as household items the most popular. There's an indication that those in Knowsley receive more orders, as well as those in younger age groups.

Average deliveries in a week...

**50%
Shop
Online**

**Groceries
0.7 times**

1.7 Halton

**Clothing
0.9 times**

1.4 Knowsley

**Takeaways
0.9 times**

1.2 Sefton
1.4 16–24s
1.3 25–34s

**General orders
1.0 times**

1.8 Knowsley
1.6 25–34s

Q. Firstly, do you ever shop online? / In an average week, how many times a week do you receive the following from online purchases?
Base: Total (630)

Online Shopping: What's important? (1)

Cost is unsurprisingly front of mind for most when online shopping. Just under half say that they consider the location and distance of a product to be important when purchasing online – with a third saying both are unimportant.

Location product is made

18	
29	
13	
33	
7	

47% Important

% Respondents

Distance product travels

15
30
16
33
6

45% Important

Cost

55
33
4
4
4

88% Important

■ 1 – Very unimportant   ■ 2 – Unimportant   ■ 3 – Neither important, nor unimportant   ■ 4 – Important   ■ 5 – Very important

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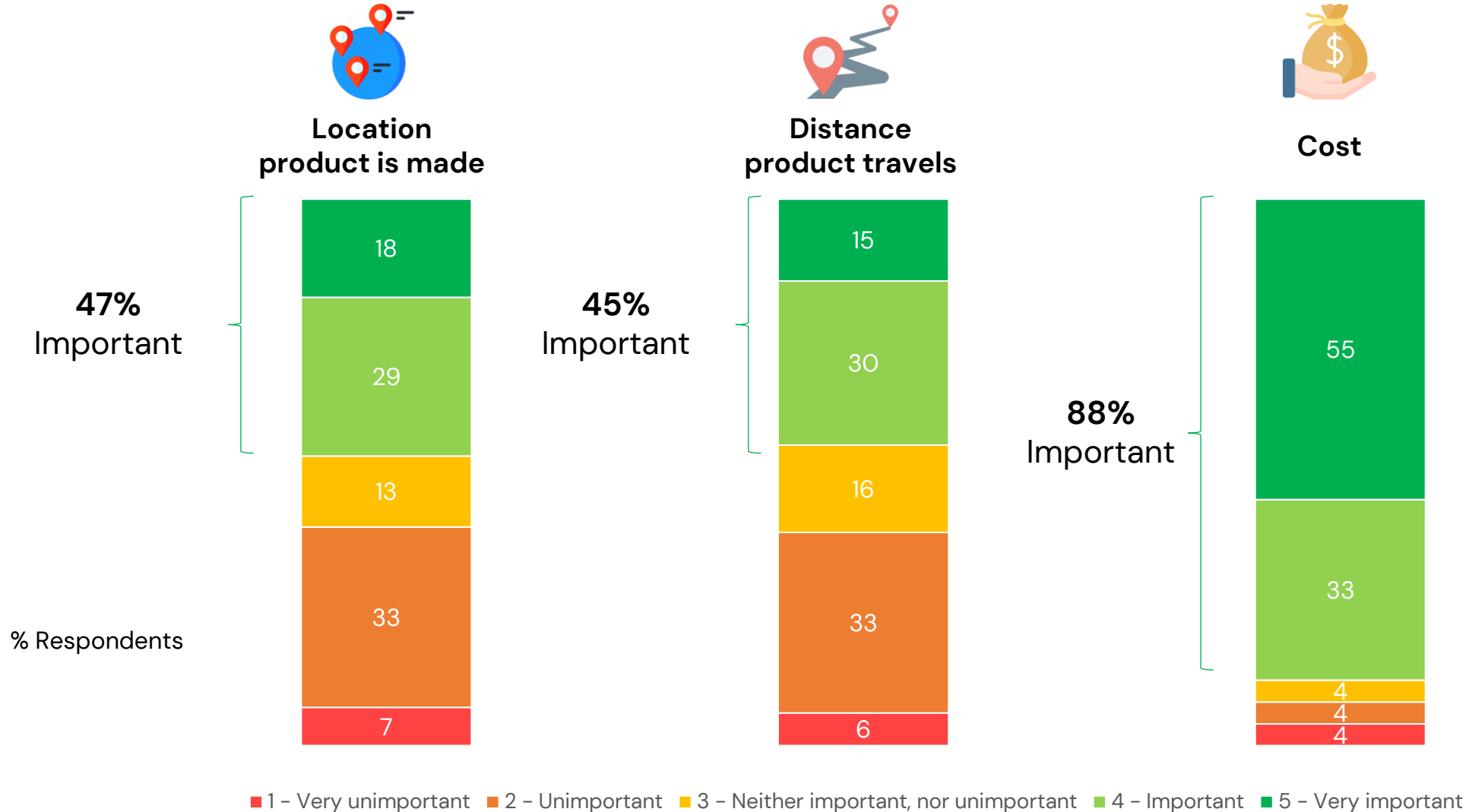
Online Shopping: What's important? (2)

The location and distance travelled of a product is much more important for older residents of the Local Authority, as well as for those in the boroughs of Knowsley, Liverpool and St Helens.

Location product is made

18
29
13
33
7
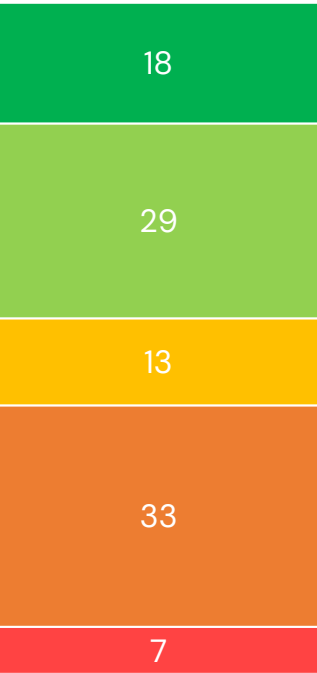
% Respondents

Those significantly more likely to NET agree…

Those from Knowsley **(64%)** and Liverpool **(65%)** cf. 47% total

Aged 65–74 **(61%** cf. 47% total**)**

Those from Halton are significantly more likely to NET disagree (75% cf. 40% total**)**

Distance product travels

15
30
16
33
6
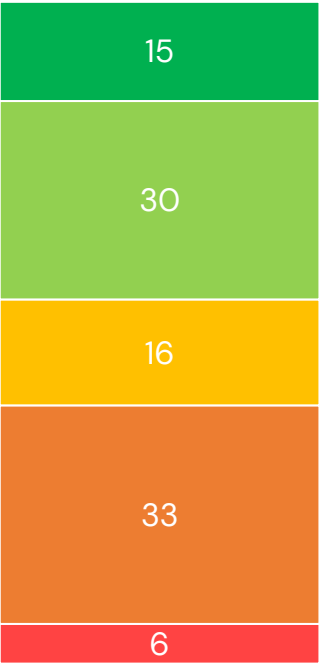
% Respondents

Those significantly more likely to NET agree…

Those from Knowsley **(60%)**, St Helens **(60%)** and Liverpool **(61%)** cf. 45% total

Aged 65–74 **(61%** cf. 45% total**)**

Those from Halton are significantly more likely to NET disagree (67% cf. 39% total**)**

Q. When purchasing online, how important are the following to you? Please use the below scale where 1 is 'Very unimportant' and 5 is 'Very important'
Base: Total (630)

Cf. = compared to

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Online Shopping: What's important? (3)

Although cost is important for all, it is seen as more important when online shopping in particular for younger age groups (those aged 16–34). Knowsley and Liverpool residents place very high importance on cost, too.

Cost

55
33
4
4
4

% Respondents

Significantly more likely to say Very Important…

Those from Knowsley **(77%)** and Liverpool **(65%)** cf. 55% total

Those aged 25–34 **(67%** cf. 55% total**)**

Significantly more likely to say Important…

Those from Sefton **(53%)** and Wirral **(44%)** cf. 33% total

Those aged 16–24 **(41%** cf. 33% total)

Q. When purchasing online, how important are the following to you? Please use the below scale where 1 is 'Very unimportant' and 5 is 'Very important'
Base: Total (630)

Cf. = compared to

Online Shopping: Summary Points

→ Such a large increase in online purchases and deliveries means more freight transport is needed, likely to cause a strain on road and transport systems

→ Over half of respondents don't place much importance on where their products are made and travelling from – meaning they may not know much about the impact of their deliveries

→ Respondents are likely to be receiving 5+ deliveries a week – with younger age groups and those in Knowsley the most likely to be receiving multiple deliveries of each type

→ Despite this, it's the older demographics who are more mindful of where their product is made and how far it is travelling – whereas cost is more important for younger age groups

→ With those aged 16–34 being more engaged with things such as fast fashion and instant deliveries, it's likely that how the product travels is not front of mind

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TRAVEL BEHAVIOUR

Travel Mode Preference

In the qualitative stage of our research we found that public transport is a preferred option for nearly all respondents, with the car serving as a 'back-up' for specific scenarios. Walking and cycling were also options for those within a short distance of destinations.

Car

Reasons for using cars varied from convenience, preference over public transport (because of price or general dislike) or as a last resort over other travel options.

Some who had cars tried to be mindful about how much they used them, using other options when available. One respondent also prefers taxis over buses – as they're cheaper.

'I do drive and I've got my own car. But if I go into Liverpool, I do get the train. But that's the most public transport. I don't really use the bus because the bus prices are really high. I put the bus fare into petrol in the car."
Female, 40, Sefton, D

Public Transport

Public transportation was commonly used even for those who had their own car – with buses being the most common transport taken when travelling within their local area, simply out of convenience or value for money.

Trains were preferred when travelling outside of their home town or to a nearby city.

"I will take the car, but if I can get a train that's direct and quick or a bus that goes through my area, then I will always choose public transport over the car."
Male, 43, Liverpool, C1

Walking / Cycling

For a few respondents primary travel was done via walking, although this could be dependent on how 'nice' the area they need to walk through is, along with how central they live in their town or city.

Cycling was also frequently mentioned, with people seeing it as a good and healthier alternative to getting to places like work – though it is heavily dependent on the weather and time of day.

"I go to places like restaurants to meet up with my friends. A lot of times like that, as I said, luckily for me, I can just walk to them. But if I was to go into town for like food, or shopping, I'd usually get the train for that."
Female, 19, Liverpool

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Travel in the Region

Our survey on travel around the region confirms travel modes. Just over half of respondents have access to a car in their household, meaning public transport usage and walking are common. There is low uptake of e-scooters, while 1 in 10 cycle at least once a month.

51%
Have at least one car in the household

67%
NET car usage (driver or passenger)

3%
NET van usage (driver or passenger)

Used to travel within the region, at least once a month

81%
Walking

70%
Bus

56%
Train

37%
Car (passenger)

30%
Car (driver)

23%
Taxi / Uber

11%
Cycle

2%
Van (driver)

1%
Motorbike

1%
Van (passenger)

1%
E-scooter

Q. Which of the following do you use to travel within the region, at least once a month?
Base: Total, 630

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Cycling: What prevents them?

Infrastructure does not appear to be the main reason people don't cycle more often. Improving access to bikes, and increasing confidence on safe central routes for cycling could be key to encouraging greater uptake.

Reasons for not cycling

Reason	%
No access to a bike	39%
Disability	24%
Physical safety concerns	16%
Weather	11%
Ability to ride a bike	10%
Distance	8%
Time it takes	5%
Lack of car free routes	4%
Lack of places to safely park bike away from home	3%
Hills	2%
Lack of place to safely store bike at home	2%
Time of day	1%
Minimal or lack of street lights	1%
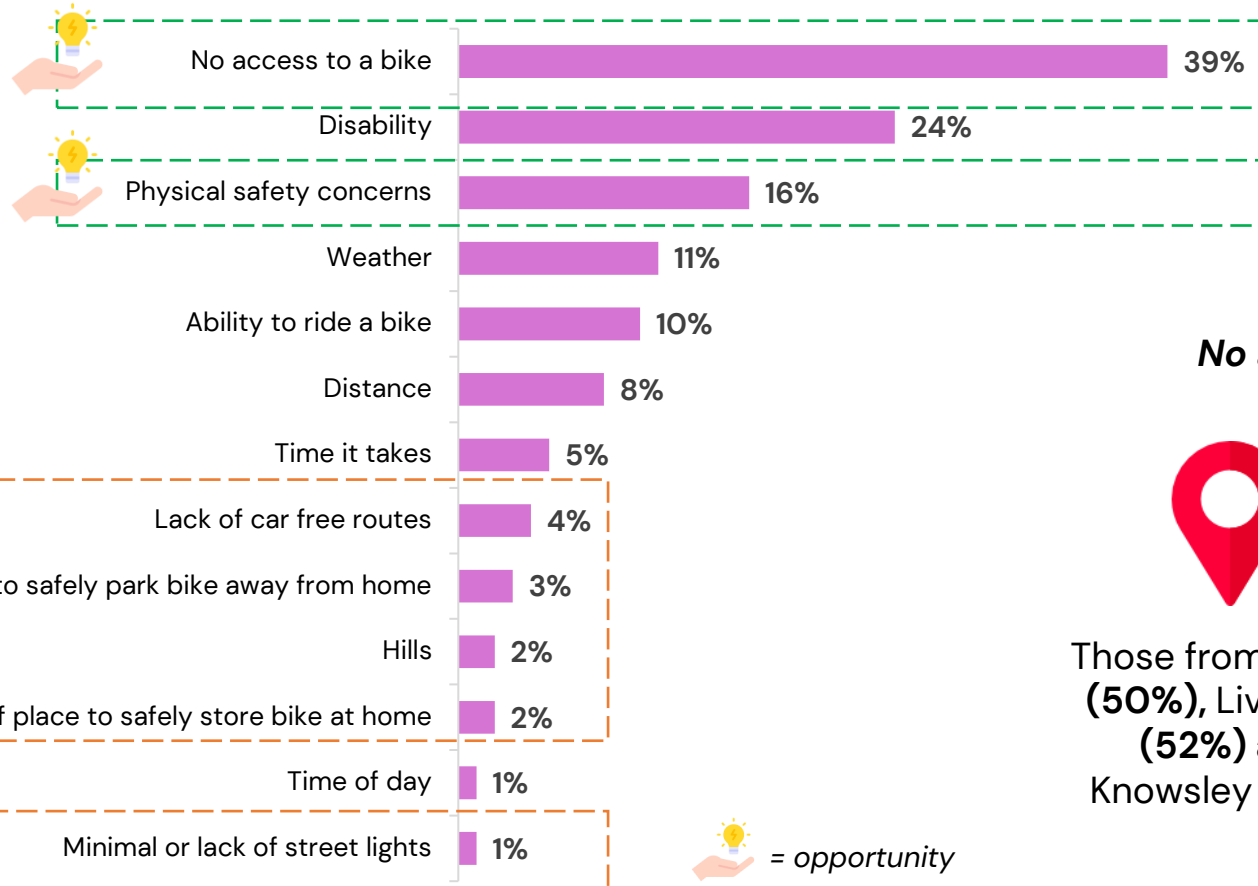
💡🤲 = opportunity

No access to bike significantly more prevalent for...

Those from Sefton **(50%)**, Liverpool **(52%)** and Knowsley **(56%)**

Ages 16–24 **(50%)** and 25–34 **(55%)**

Non–white residents **(52%)**

Cycling: Barriers by disability status

Looking at reasons for not cycling by physical ability, we can see that not having access to a bike is still the main barrier for those without a disability. There is no significant increase in citing infrastructure barriers for those who are physical able to ride a bike.

Reasons for not cycling, by disability status

Legend: ■ No Disability (439)   ■ ANY Disability (181)   ■ Physical Disability (147)

Reason	No Disability	ANY Disability	Physical Disability
No access to a bike	46%	21%	17%
Physical safety concerns	18%	10%	12%
Weather	14%	5%	5%
Distance	10%	2%	2%
Ability to ride a bike	10%	10%	9%
Time it takes	6%	2%	2%
Disability	6%	65%	76%
Lack of car free routes	5%	1%	
Lack of places to safely park bike away from home	4%	1%	1%
Lack of place to safely store bike at home	3%		
Hills	3%	1%	1%
Minimal or lack of street lights	1%	2%	2%
Time of day	1%	1%	

Q. What, if anything, stops you choosing to cycle?
Base: In brackets

Walking: What prevents them?

Nor is infrastructure a major barrier to walking more often. Safety concerns can be addressed amongst particular demographics to increase the frequency in which they walk. Halton residents appear to have more issues with car-free routes.

Reasons for not walking _more often_

Reason	%
Already walk enough	29%
Weather	25%
Distance	24%
Disability	18%
Time it takes	13%
Physical safety concerns	7%
Time of day	3%
Lack of car free routes	3%
Hills	2%
Minimal or lack of street lights	2%
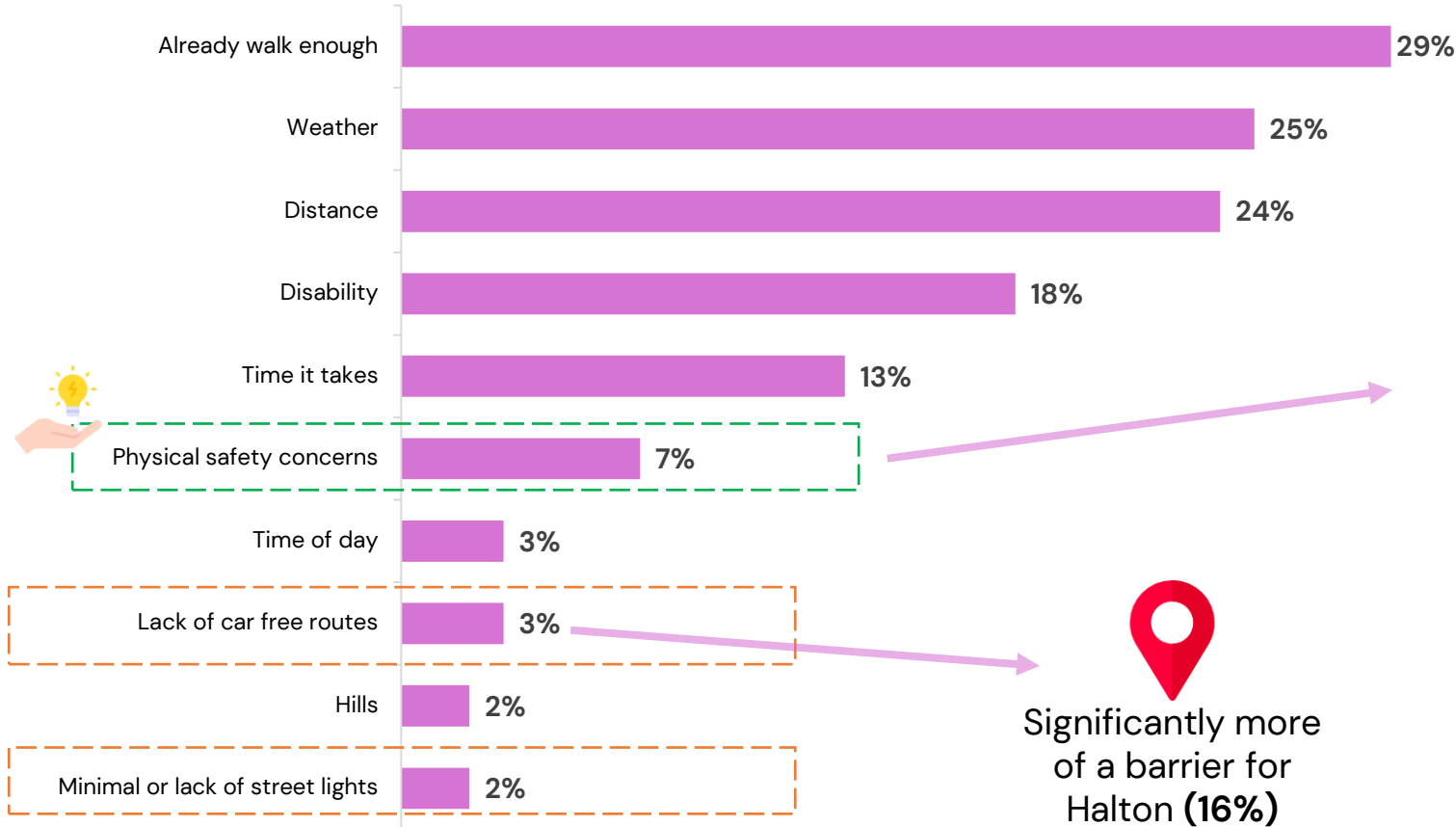
Significantly more likely to be a barrier for...

Ages 16-24 **(12%)**

Non-white residents **(18%)**

Halton residents **(30%)**

Significantly more of a barrier for Halton **(16%)**

LIVERPOOL CITY REGION COMBINED AUTHORITY

Q. What are the reasons you currently don't walk more often?
Base: Total (630)

= opportunity

Walking: Barriers by disability status

Weather, distance and time are much more of a barrier to walking more often for those without a disability. Concerns around things such as physical safety, a lack of car free routes and minimal street lights are very similar no matter respondents' ability.

Reasons for not walking <u>more often</u>, by disability status

Legend: ■ No Disability (439) ■ ANY Disability (181) ■ Physical Disability (147)

Category	No Disability	ANY Disability	Physical Disability
Distance	28%	16%	16%
Weather	28%	20%	19%
Time it takes	15%	8%	8%
Physical safety concerns	6%	7%	7%
Lack of car free routes	3%	2%	3%
Time of day	3%	3%	2%
Disability	3%	54%	65%
Minimal or lack of street lights	2%	2%	1%
Hills	2%	3%	3%

Q. What are the reasons you currently don't walk more often?
Base: In brackets

Walking: What prevents them?

Those living in Halton appear significantly more adverse to walking, and are more likely to cite barriers as to why they don't do so more often. It's likely that being further out of the city means they have less on their doorstep and are more reliant on cars.

Reasons for not walking <u>more often</u>

	Overall (630)	Halton (95)
Weather	25%	40%
Distance	24%	32%
Time it takes	13%	25%
Disability	18%	24%
Lack of car free routes	3%	16%
Minimal / lack of street lights	2%	7%
Concerns over physical safety	7%	30%

At least 1 car in HH

53% Overall

80% Halton

Q. What are the reasons you currently don't walk more often?
Base: In brackets

LIVERPOOL CITY REGION COMBINED AUTHORITY

Important for travel in the region

On an overall level, there is little difference between what is **most important** to focus on. However, we can see a need to connect the different Local Authority areas with frequent services – whether that's via train lines or new bus routes.

Most important for travelling whenever and wherever...

22%
More train lines to areas without a train

22%
More bus routes **within** local authority areas

21%
More frequent services

20%
More bus routes **between** different local authority areas

5%
Later running services

4%
Earlier running services

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Important for travel in the region – differences by location

We can see similarities in views between Sefton and St Helens – for whom frequent trains are likely to be a priority. Halton residents may feel disconnected from other boroughs, and would like more routes **between** areas.

Most important for travelling whenever and wherever…

22%
More train lines to areas without a train

22%
More bus routes **within** LA areas

21%
More frequent services

20%
More bus routes **between** different LA areas

26% Sefton

47% St Helens

33% Knowsley

49% Wirral

33% Sefton

27% St Helens

39% Halton

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COMBINED AUTHORITY

Public Transport Frequency: Expectations

For buses and trains, frequent travel is considered less than half an hour – with buses expected every 10 minutes by a significant proportion. There is more flexibility with ferries, expected every 45 minutes or more by 29% of respondents.

What does a frequent service look like for...?

Bus

10 mins or less	36%
11 to 20 mins	57%
21 to 30 mins	7%
Over half an hour	0%

Under half an hour	100%
More than half an hour	0%

Train

10 mins or less	15%
11 to 20 mins	66%
21 to 30 mins	17%
Over half an hour	2%

Under half an hour	98%
More than half an hour	2%

Ferry

10 mins or less	4%
11 to 20 mins	18%
21 to 30 mins	33%
Over half an hour	45%

Under half an hour	55%
More than half an hour	45%

Public Transport Frequency: Higher Expectations

There's an indication that those in the Sefton and Wirral boroughs have higher expectations of frequent services. While those age groups and social grades likely to be most reliant on services for work or education also expect more frequent public transport.

What does a frequent service look like for...?

	Overall (630)	Sefton (92)	Wirral (102)	Age 16–24 (122)	Age 35–44 (79)		ABC1 (164)	C2DE (456)
Bus <10 mins	36%	**48%**	26%	37%	**44%**		27%	**39%**
Train <10 mins	15%	17%	**28%**	15%	**25%**		12%	15%
Train 11–20 mins	66%	**79%**	66%	**73%**	58%		59%	**69%**
Ferry <30 mins	55%	**74%**	**85%**	**64%**	60%		43%	**59%**
Ferry <10 mins	4%	**11%**	**8%**	4%	5%		0%	**5%**

Q. What does a frequent service look like to you in terms of the following transport types?
Base: In brackets

Travel in the Region: Summary Points

Public transport usage is high in the region, and a preferred mode for many – promote the high quality of connections that already exists

Highlighting safer routes and increasing confidence in active transport modes (E.g., cycling and walking) could help increase uptake in both

Low uptake of cycling and walking is likely down to areas beyond the control of LCRCA

Disconnect from further afield boroughs (such as Halton) means the focus for them should be on connecting **between** areas – helping them feel better connected

Frequent services are of more interest to lower SEGs and younger age groups who rely on public transport for work and education and are more likely car passengers than drivers

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CITY REGION
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LTP UNDERSTANDING

Draft vision: Original Stimulus Tested

DRAFT VISION

To plan for, and deliver a clean, safe, resilient, accessible and inclusive London-standard transport system for the movement of people, goods and freight in a way that delivers our economic, social and environmental ambitions, and in particular, a net zero carbon emitting city region by 2040 or sooner.

**GUNNING FOG INDEX SCORE:
29.2 = above graduate level**

Vision

Three quarters of respondents found the original text easy / very easy to understand. More than 1 in 3 find it 'Very Easy' to understand – significantly more likely to be socio demographics ABC1. Older respondents are more likely to struggle with understanding.

% Respondents
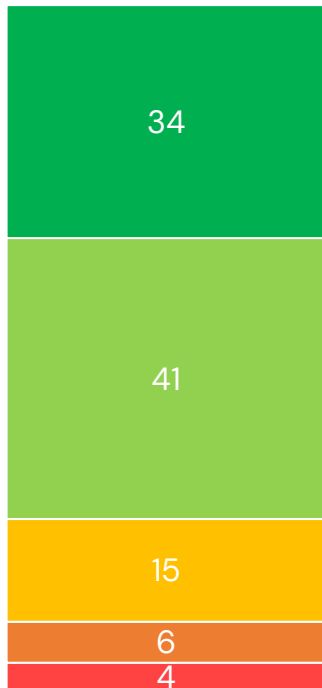
34	
41	**75%** Easy / Very easy to understand
15	
6	
4	

■ 5 – Very easy to understand

■ 4 – Easy to understand

■ 3 – Mixed understanding

■ 2 – Hard to understand

■ 1 – Very hard to understand

Those who found it 'very easy' to understand included…

Those from St Helens
75% cf. 34% total

Aged 35–44 years of age
44% cf. 34% total

ABC1s
44% cf. 34% total

Those who found it 'very hard' to understand included…

Those from Halton
15% cf. 4% total

Aged 65-74 years of age
8% cf. 4% total

Q. Overall, having read this vision, to what extent do you feel you understand what it means?
Base: Those that viewed the original draft vision (312)

Cf. = compared to

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Vision: What <u>doesn't</u> work?

In the qualitative research, we know that people struggled with complicated words and phrases that didn't feel like they were for 'everyday people'. This included phrases such as **goods and freight, resilient** and **economic.**

- Resilient was widely seen as a word that people didn't understand as much – especially in this context

DRAFT VISION

To plan for, and deliver a clean, safe, resilient, accessible and inclusive London-standard transport system for the movement of people, goods and freight in a way that delivers our economic, social and environmental ambitions, and in particular, a net zero carbon emitting city region by 2040 or sooner.

- People also questioned what 'economic' means – it's hard to define & hard to know how travel can help economically

- Seen as less relatable than the rest of the vision, what does 'goods and freight' mean to most people?

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Vision

Feedback from interviewers carrying out the street interviews on how they thought the respondents understood the vision reiterated these qualitative findings – with respondents commenting that there were too many "big", complicated words and phrases used.

"Carbon neutral or free city was hard to get their head around"

"Too long winded, didn't understand some of the big words and it should be simplified"

"Words in Transport Plan difficult to understand generally"

"Didn't understand scientific words like zero carbon emissions"

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Reminder: Findings from Qualitative Research

Regarding the vision, and language used throughout the LTP Goals…

Use shorter sentences – be more specific and explicit with what is being said

Don't use 'plans' or 'government' policy names – place it in their world

Make sure it is always about DOING and not just SAYING

Use language around people and communities to resonate with all audiences

LIVERPOOL CITY REGION COMBINED AUTHORITY

Draft vision: Simplified

Using this, we drafted a simplified version of the stimulus to test against the original.

To plan and deliver a future facing, clean, safe and accessible transport system that is built to last.

It will focus on moving people, goods and freight around the region in a way that delivers our local ambitions. Particular focus will be on a net zero carbon emitting city region by 2040 or sooner.

**GUNNING FOG INDEX SCORE:
10.9 = GCSE Level**

Simplified Vision

Overall level of understanding increased by 9% amongst those shown the revised vision text – though the number finding it 'Very Easy' to understand remained the same. Males and those aged 45–54 found it particularly easy to understand.
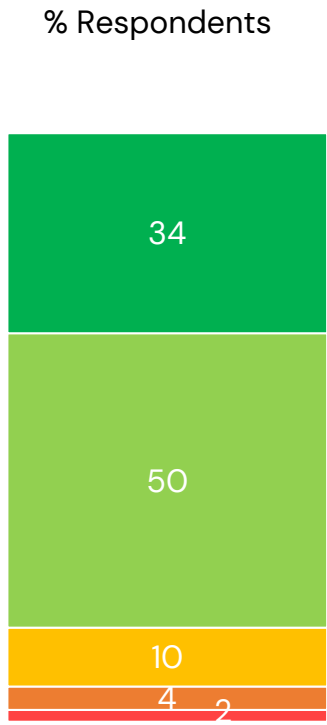
% Respondents

34
50
10
4	2

- 5 – Very easy to understand
- 4 – Easy to understand
- 3 – Mixed understanding
- 2 – Hard to understand
- 1 – Very hard to understand

84%
Easy / Very easy to understand

+9%
Compared to original stimulus

Those who found it NET easy to understand included…

Aged 45–54 years of age
93% cf. 84% total

Those who identify as having a mental disability
93% cf. 84% total

Those from St Helens
92% cf. 84% total and
Sefton **89%** cf. 84% total

Males
89% cf. 84% total

Those who found it NET hard to understand included…

Those who identify as having a physical disability
13% cf. 6% total

Those from Halton
16% cf. 6% total

Encouragingly, understanding increased amongst C2DE respondents. From **73%** who found the **original** version easy to **83%** for the **simplified** vision.

Q. Overall, having read this vision, to what extent do you feel you understand what it means?
Base: Those that viewed the simplified draft vision (318)

Cf. = compared to

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LTP Vision: Summary Points

A **+9%** increase in understanding from the draft to simplified LTP vision, suggests our previous recommendations should go some way to increasing the overall understanding of the LTP document.

Encouragingly, it also reduced differences between social grades. ABC1 were significantly more likely to understand the **original** version, whereas it was more balanced for the **simplified version and we recorded improvements in understanding amongst C2DE.**

Interviewer feedback suggests that people still found the 'big' words in our original version to be confusing – there was much less mention of this for the simplified version.

However, it is important to note that the number who found it 'Very Easy' to understand did not shift – the simplified version likely makes it easier to digest rather than 'understand'.

PRIORITISING LTP POLICIES

LTP Inspiration

"We can not become what we want by remaining what we are."

_____

Max De Pree (American businessman and writer)

Original Vision: Feedback

Initial feedback from our qualitative research suggested that respondents would like to see more 'forward-thinking' language included in the LTP – making it feel more in line with the innovative and progressive nature they see from Liverpool City Region.

Use bold language

Again, we need to be wary of promising too much but language that is about being 'forward thinking' or 'progressive' lands well with our audience.

In the eyes of many, Liverpool City Region is a progressive region so this language will resonate with them!

> *To me, you're saying that they are looking at the steps ahead to ensure that they are trying to be on top of the ball, or for new technologies that are coming into effect, new innovations on how certain things can be done. It does make a lot of sense, and it's great. Making sure that we've got an action plan in place.*
> Male, 33, Knowlsey, C1

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LTP Focus: Present or the future?

However, when directly asked – residents overwhelmingly think plans should be balanced between the present and future. There's a difference in age groups, with younger respondents wanting a focus on the future and older respondents preferring the present.

10%
Think the focus should be on the <u>present</u>

11%
Think the focus should be on the <u>future</u>

78%
Think they should be focussed on the same

Those significantly more likely to choose this option...

75 years of age and over
26%

Those from St Helens
19%

Those significantly more likely to choose this option...

Non-white residents
22%

Those from Halton
20%

Aged 16–24
19%

Those significantly more likely to choose this option...

Aged 25–34 and 35–44
84%

Q. In the context of plans for local transport and travel, do you think it is more important for the Liverpool City Region Combined Authority to mainly focus on the present, the future, or both?
Base: Total, 630

Don't know/unsure: 1%

LIVERPOOL CITY REGION
COMBINED AUTHORITY
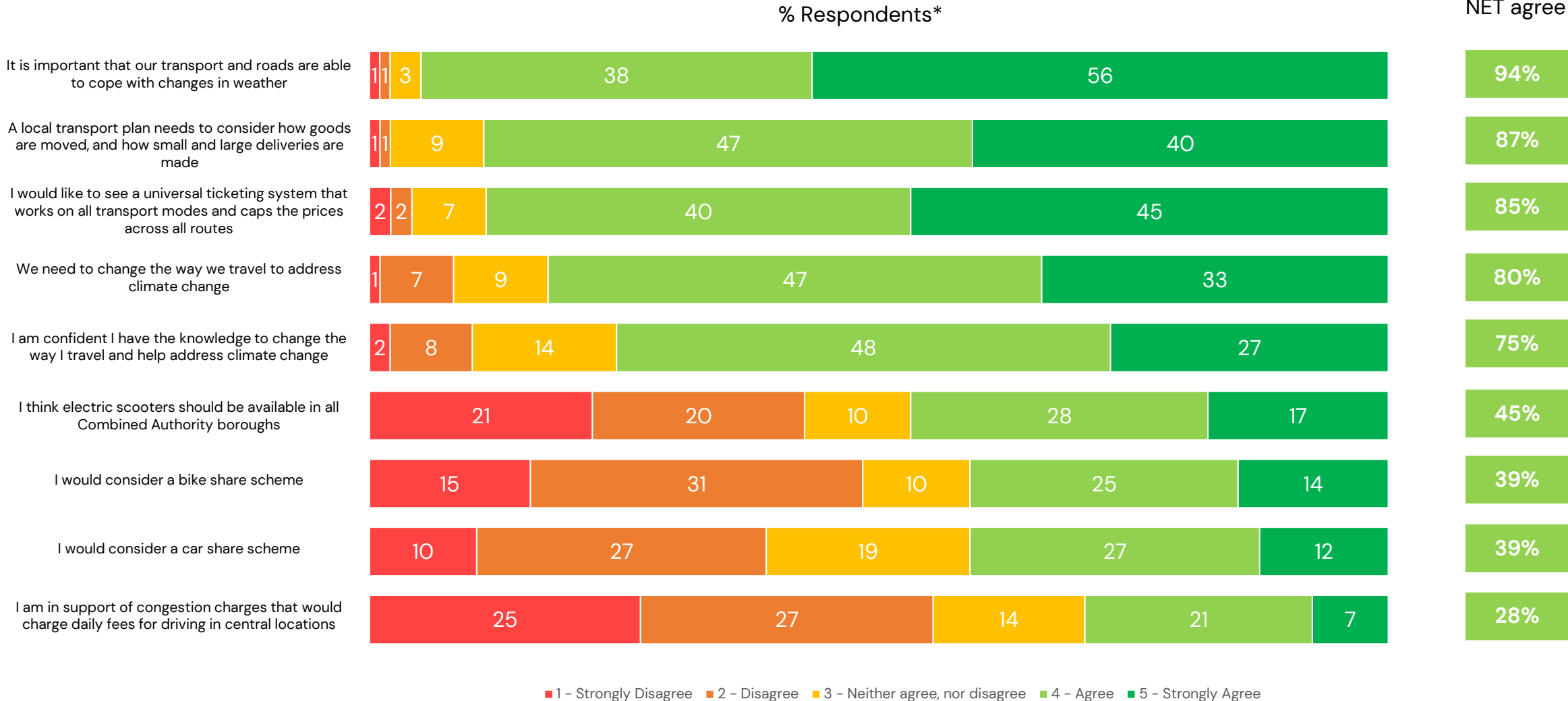
LTP Policies: Priorities

There's a suggestion that climate change policies can be prioritised, alongside universal ticketing and a consideration for goods and deliveries. Though overall interest for transport-sharing policies is lower, a sizeable proportion still show interest in these.

% Respondents*

Statement	1 – Strongly Disagree	2 – Disagree	3 – Neither agree, nor disagree	4 – Agree	5 – Strongly Agree	NET agree
It is important that our transport and roads are able to cope with changes in weather	1	1	3	38	56	94%
A local transport plan needs to consider how goods are moved, and how small and large deliveries are made	1	1	9	47	40	87%
I would like to see a universal ticketing system that works on all transport modes and caps the prices across all routes	2	2	7	40	45	85%
We need to change the way we travel to address climate change	1	7	9	47	33	80%
I am confident I have the knowledge to change the way I travel and help address climate change	2	8	14	48	27	75%
I think electric scooters should be available in all Combined Authority boroughs	21	20	10	28	17	45%
I would consider a bike share scheme	15	31	10	25	14	39%
I would consider a car share scheme	10	27	19	27	12	39%
I am in support of congestion charges that would charge daily fees for driving in central locations	25	27	14	21	7	28%

■ 1 – Strongly Disagree ■ 2 – Disagree ■ 3 – Neither agree, nor disagree ■ 4 – Agree ■ 5 – Strongly Agree

Resilience of transport and Universal ticketing: Deep Dive

With the vast majority of sub-groups agreeing, it's important to have a plan for coping with weather changes. The idea of a universal ticketing system is also widely popular, with more than 8 in 10 agreeing that they would like to see one in the region.

It is important that our transport and roads are able to cope with changes in weather*

94% NET agree
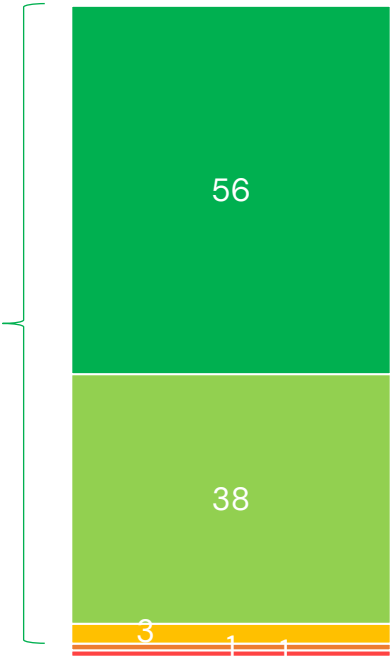
Value
56
38
3
1
1

I would like to see a universal ticketing system that works on all transport modes and caps the prices across all routes

85% NET agree
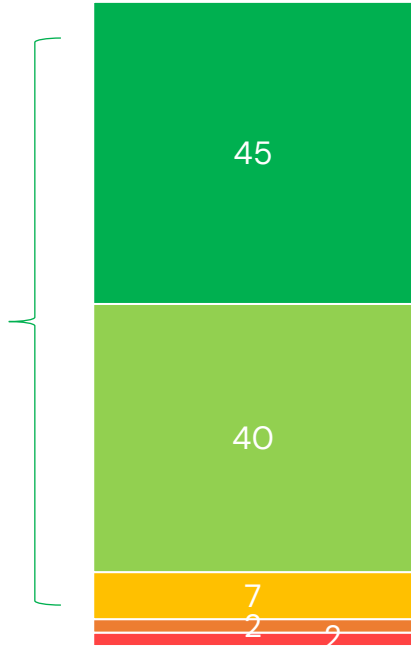
Value
45
40
7
2
2

% Respondents

Those significantly more likely to NET agree…

Those from Sefton **97%** cf. 85% total

Females **91%** cf. 85% total

Legend:
- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neither agree, nor disagree
- 4 – Agree
- 5 – Strongly Agree

*May not total 100% due to DK / Unsure

*No significant differences to report

Cf. = compared to

LIVERPOOL CITY REGION COMBINED AUTHORITY

Universal Ticketing System

Labelling this as a London standard system in the original vision caused confusion – and people didn't fully understand what it would be. Moving towards 'universal ticketing' with a simple description seemingly helped it feel more appealing.

London Standard
In the qualitative phase, some questioned whether a London standard system meant something like an Oyster card and universal ticketing system. The fact it was labelled as 'London standard' made it more confusing, however.

Universal Ticketing
The high level of agreement with a universal ticketing system shows that this language is preferred and will cause less confusion. The further description in the statement likely also made it much easier to envisage and understand.

Deliveries: Deep Dive

There's strong agreement that deliveries need to be considered in an LTP – across all segments. It's likely that with the number of online deliveries people are receiving nowadays that this is seen as something important.

A local transport plan needs to consider how goods are moved, and how small and large deliveries are made
% Respondents

87% NET agree

40	(5 – Strongly Agree)
47	(4 – Agree)
9	(3 – Neither)
1	
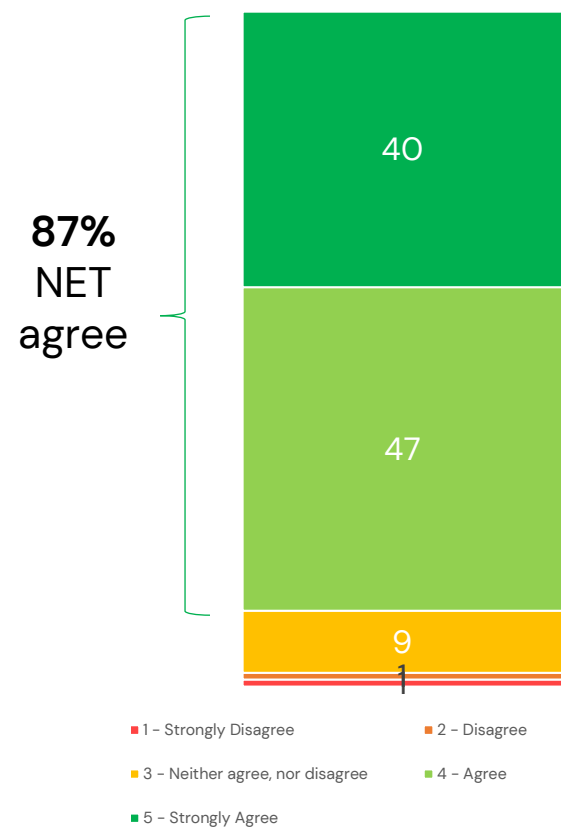
Those significantly more likely to NET agree…

Those from St Helens **98%** cf. 87% total

Those aged 55-64 **95%** cf. 87% total

- ■ 1 – Strongly Disagree
- ■ 2 – Disagree
- ■ 3 – Neither agree, nor disagree
- ■ 4 – Agree
- ■ 5 – Strongly Agree

*May not total 100% due to DK / Unsure

Cf. = compared to

Q. In the context of the Liverpool City Region Combined Authority, to what extent do you agree with the following statements.
Base: Total, 630

LIVERPOOL CITY REGION COMBINED AUTHORITY

Climate Change Views: Deep Dive

Climate change policies are also widely popular. However, alongside their interest in focussing on the future, the need to address climate change is more of a priority for younger respondents – those aged 16-24.
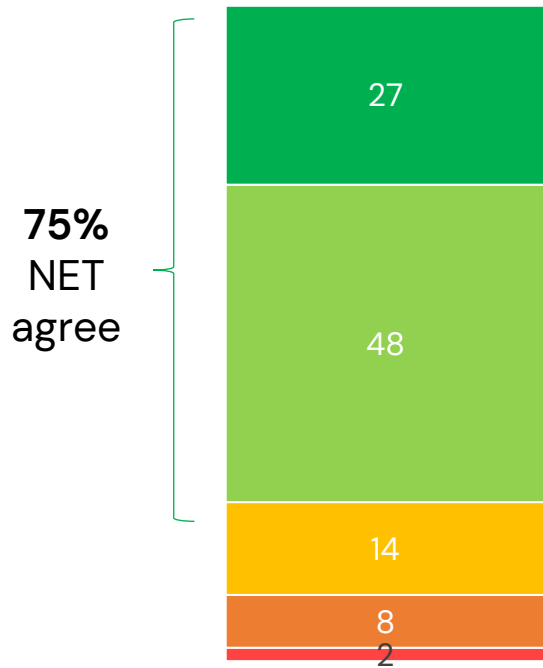
I am confident I have the knowledge to change the way I travel and help address climate change

75% NET agree

- 27
- 48
- 14
- 8
- 2

Those significantly more likely to STRONGLY agree…

Those from St Helens **50%** cf. 27%

% Respondents

■ 1 – Strongly Disagree ■ 2 – Disagree
■ 3 – Neither agree, nor disagree ■ 4 – Agree
■ 5 – Strongly Agree

We need to change the way we travel to address climate change

80% NET agree

- 33
- 47
- 9
- 7
- 1
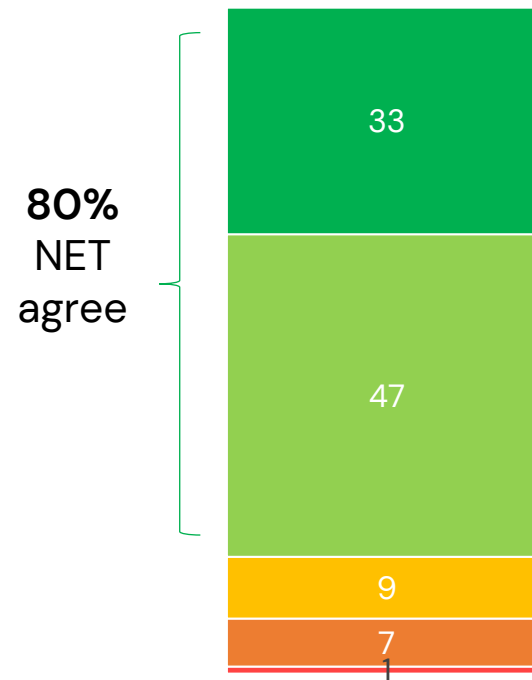
Those significantly more likely to NET agree…

Those from Halton **91%** cf. 80% total

16-24 years **86%** cf. 80% total

■ 1 – Strongly Disagree ■ 2 – Disagree
■ 3 – Neither agree, nor disagree ■ 4 – Agree
■ 5 – Strongly Agree

*May not total 100% due to DK / Unsure

Cf. = compared to

Q. In the context of the Liverpool City Region Combined Authority, to what extent do you agree with the following statements.
Base: Total, 630

Climate Change: How to help

The focus on climate change here is undoubtedly a positive. However, everyday people need more help in feeling confident that they can help tackle climate change – this is about suggesting easy-to-use alternatives and making it feel more achievable.

Climate Focus

Qualitative research picked up that there is a clear focus on the environment and tackling climate change. It's seen as a positive for most, and good to see that it is a priority. This is now more evident with such high numbers agreeing that we need to change the way we travel.

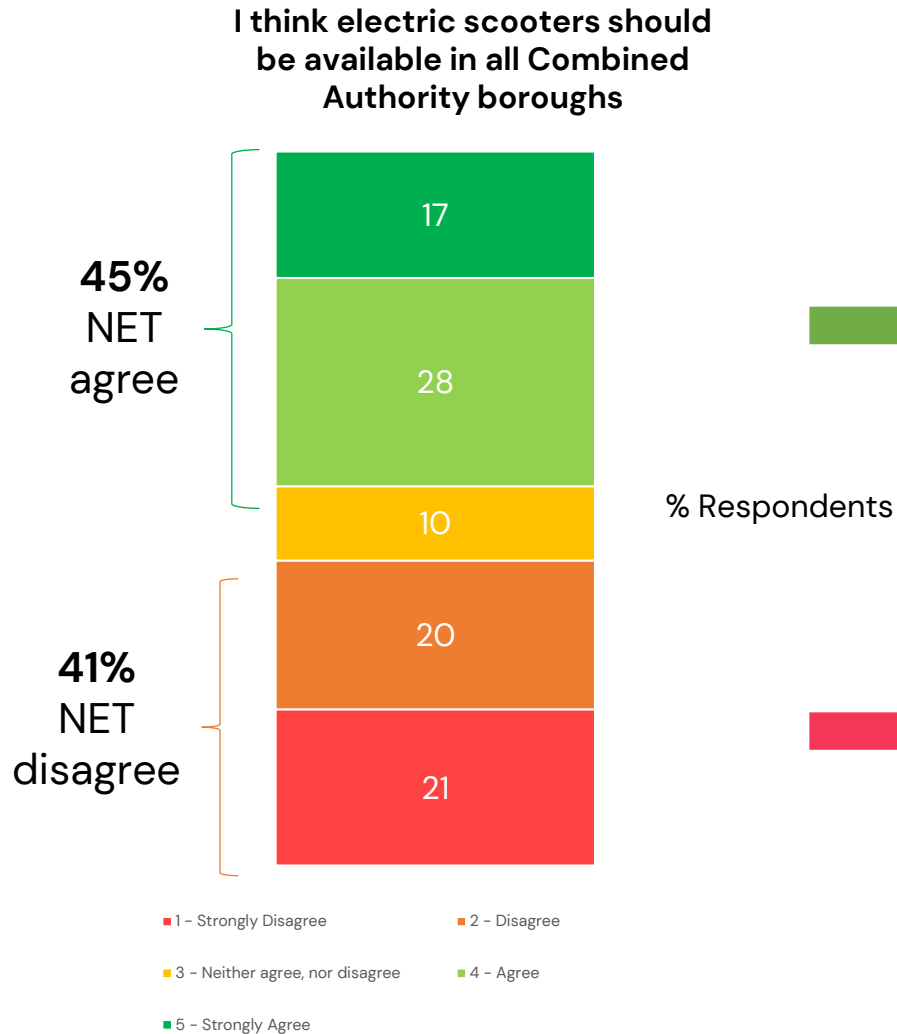## Suggest alternatives to cars / vehicles

However, also picked up in the qualitative research and now apparent quantitively is that people need more help to feel confident in helping tackle climate change. This should be about focusing on easy-to-use alternatives in order to make it feel more 'achievable' and 'believable'. This is especially necessary for freight audiences – how can they help achieve this?

E-Scooters: Deep Dive

With such low uptake at this point, overall interest in more e-scooters is low. However, at a deeper level we can see that there is much more appeal for younger age groups. There's potentially more needed to be done to educate on the benefits e-scooters.

I think electric scooters should be available in all Combined Authority boroughs

45% NET agree

17

28

10

% Respondents

41% NET disagree

20

21

Those significantly more likely to NET agree…

16-24 years of age **77%** cf. 45% total

C2DEs **48%** cf. 35% ABC1

Those significantly more likely to NET disagree…

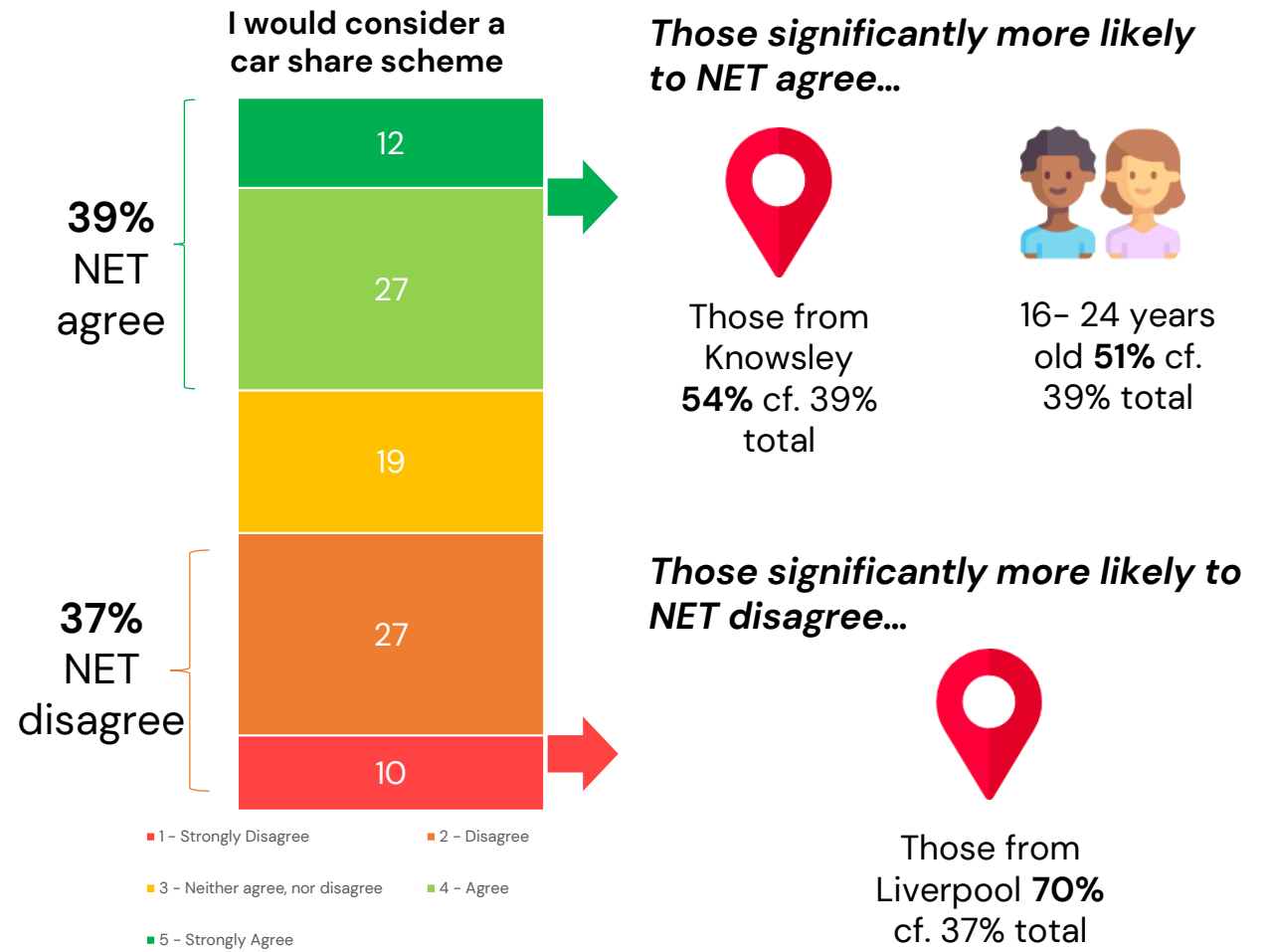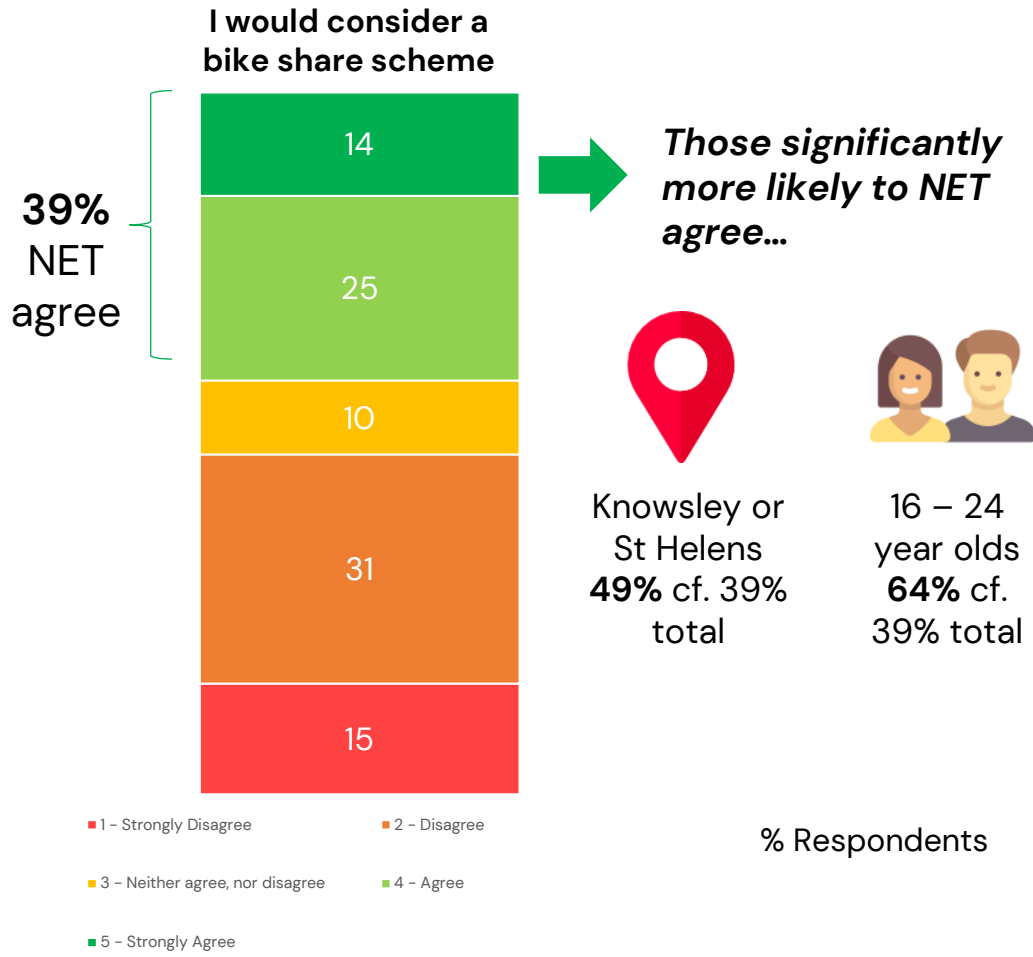Those from St Helens and Liverpool **56%** cf. 41% total

■ 1 – Strongly Disagree   ■ 2 – Disagree
■ 3 – Neither agree, nor disagree   ■ 4 – Agree
■ 5 – Strongly Agree

*May not total 100% due to DK / Unsure

Cf. = compared to

LIVERPOOL CITY REGION COMBINED AUTHORITY

Bike and car scheme consideration: Deep Dive

Similarly, more could be done to promote the benefits of car and bike share schemes. They currently appeal more to 16-34 year olds, though people living in a central location are more adverse – likely as they have less of a need for such schemes.

I would consider a bike share scheme

Value
14
25
10
31
15

39% NET agree

Those significantly more likely to NET agree…

Knowsley or St Helens **49%** cf. 39% total

16 – 24 year olds **64%** cf. 39% total

% Respondents

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neither agree, nor disagree
- 4 – Agree
- 5 – Strongly Agree

I would consider a car share scheme

Value
12
27
19
27
10

39% NET agree

37% NET disagree

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neither agree, nor disagree
- 4 – Agree
- 5 – Strongly Agree

Those significantly more likely to NET agree…

Those from Knowsley **54%** cf. 39% total

16– 24 years old **51%** cf. 39% total

Those significantly more likely to NET disagree…

Those from Liverpool **70%** cf. 37% total

*May not total 100% due to DK / Unsure

Cf. = compared to

LIVERPOOL CITY REGION COMBINED AUTHORITY
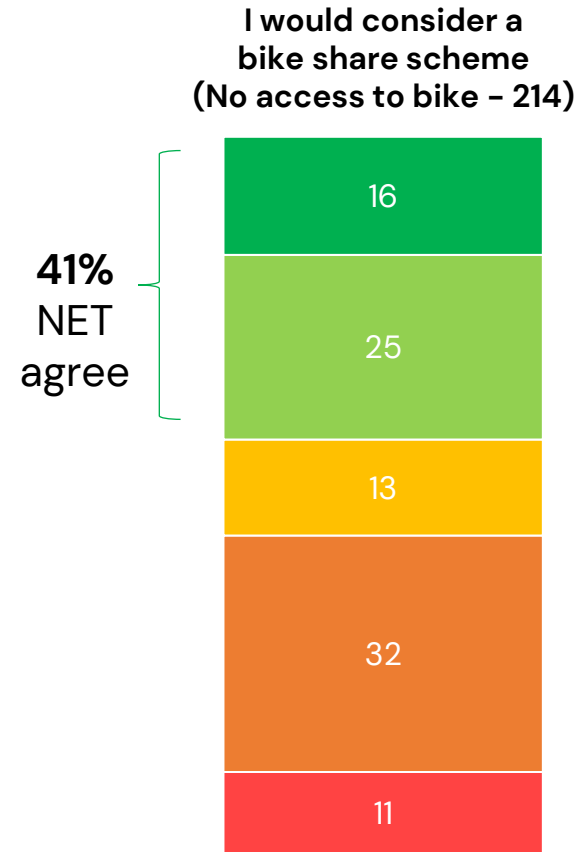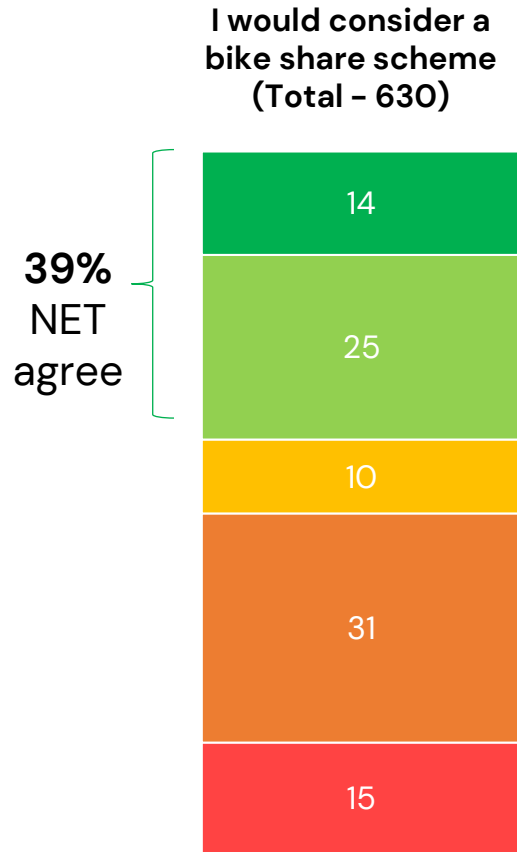
Bike share scheme consideration: No access to bike

Those who had previously said the reason they don't cycle is because they don't have access to a bike are only slightly more likely than the total sample to be interested in a bike share scheme.

I would consider a bike share scheme (Total – 630)

Value	Category
14	5 – Strongly Agree
25	4 – Agree
10	3 – Neither agree, nor disagree
31	2 – Disagree
15	1 – Strongly Disagree

39% NET agree

I would consider a bike share scheme (No access to bike – 214)

Value	Category
16	5 – Strongly Agree
25	4 – Agree
13	3 – Neither agree, nor disagree
32	2 – Disagree
11	1 – Strongly Disagree

41% NET agree

% Respondents

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neither agree, nor disagree
- 4 – Agree
- 5 – Strongly Agree

*May not total 100% due to DK / Unsure

Cf. = compared to

Q. In the context of the Liverpool City Region Combined Authority, to what extent do you agree with the following statements.
Base: In brackets

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Car share scheme consideration: No car in HH

Similarly, those with no car in their household are actually slightly less likely to agree that they would consider a car share scheme. This suggests that interest in these schemes does not correlate with a lack of access to those transport modes.

I would consider a car share scheme (Total – 630)

39% NET agree	12
	27
	19
37% NET disagree	27
	10

■ 1 – Strongly Disagree   ■ 2 – Disagree
■ 3 – Neither agree, nor disagree   ■ 4 – Agree
■ 5 – Strongly Agree

% Respondents

I would consider a car share scheme (No car in HH – 296)

37% NET agree	12
	25
	20
36% NET disagree	28
	8

■ 1 – Strongly Disagree   ■ 2 – Disagree
■ 3 – Neither agree, nor disagree   ■ 4 – Agree
■ 5 – Strongly Agree

*May not total 100% due to DK / Unsure

Cf. = compared to

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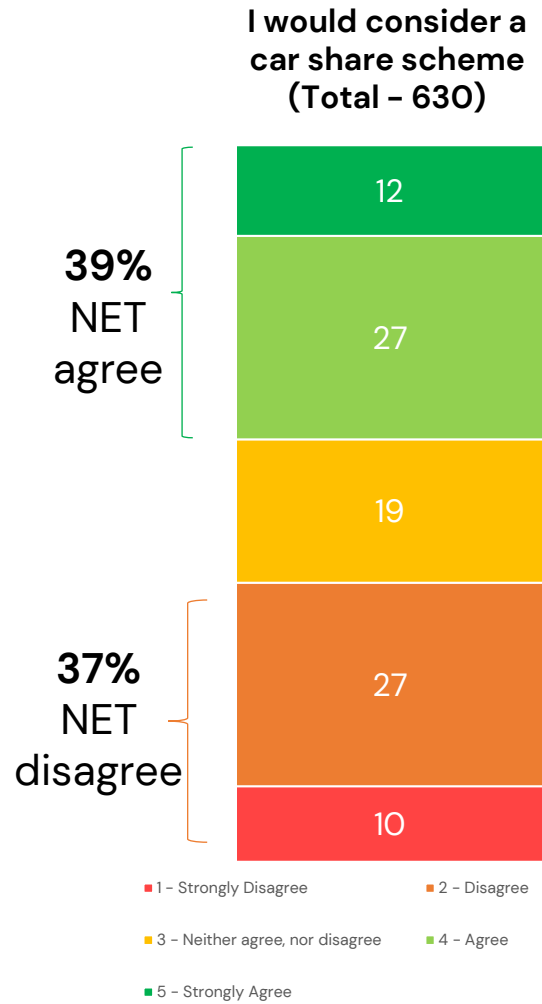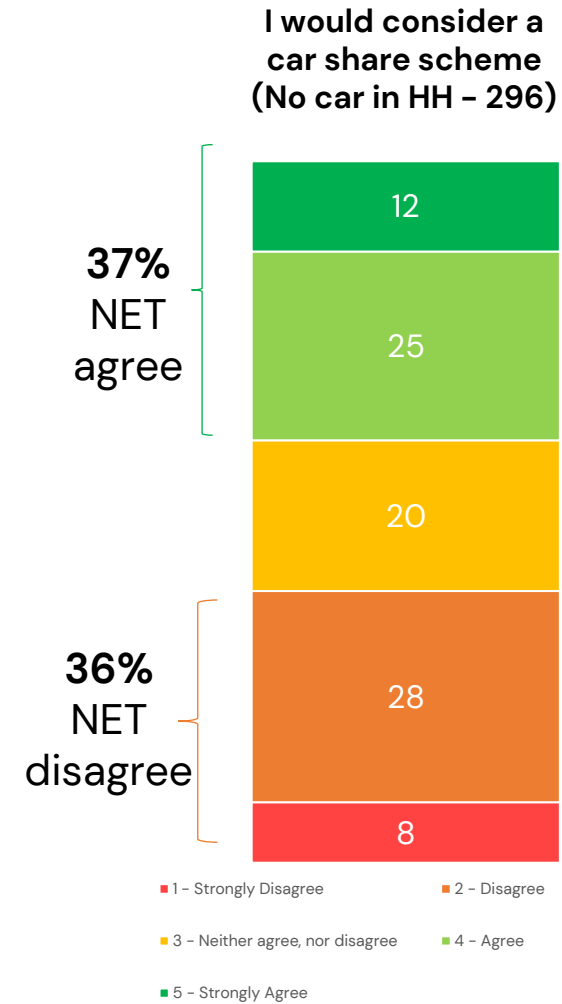
LTP Specifics: Summary Points (1)

When prioritising goals, the impacts of climate change should be front of mind – setting out plans for how people can help themselves, and what will be done to cope with changing weathers

We see encouraging interest in e-scooters and bike or car share schemes – this can be built upon by educating residents on the importance of such policies and how they can impact the wider plan. **Show them how these little things positively impact the bigger picture!**

Outside of this, with the idea of better connecting local areas in mind, a universal ticketing system proves to be very popular and many would like to see one put in place

Interest in car and bike share schemes does not correlate with a lack of access to these travel modes, meaning messaging to promote these needs to also be for those **with** cars and bikes already

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LTP Specifics: Summary Points (2)

Differences appear amongst segments, and we can see that younger audiences (16-24) are much more focussed on the future with climate change and sustainable modes such as e-scooters

Older respondents and those living more centrally want to focus more on the present, and are more against things such as congestion charges, improving access to e-scooters and car share schemes

There's also a suggestion that those living in the St Helens regions are much more engaged with travel plans, showing strong opinions on 5 of the statements

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SUMMARY & RECOMMENDATIONS

Overall Considerations and Recommendations

Some final thoughts from us...

Take into consideration findings from our qualitative research to improve overall understanding of the LTP – we can see that simplifying phrases and sentence structure helps with the literacy of the text

Opportunities exist to better educate the public on matters such as climate change and sustainable modes – and how the 'little things' such as uptake of e-scooters, share schemes and congestion charges can help the bigger picture for climate change

If prioritising LTP policies, those that focus on climate change or a better connected service and ticketing system for 'our' region are most important to the public

The importance of deliveries cannot be undermined, and the general public see this as an important part of any plans.

Changing Behaviours

States of Change Model: Assumes change is a process not an event

Thinking about the LTP as a document for change and behaviour shifts…

Stage	Process	Action
Pre-contemplation	Awareness raising	Discuss / make aware of the problems associated with climate change and travel behaviours
Contemplation	Recognising the benefits of change	Discuss / make aware the potential benefits of proposed changes in travel behaviour (e.g., towards e-scooters and share schemes)
Determination	Identification of barriers	Aid in identifying barriers that may be faced and how these can be addressed
Action	Programme of change	Develop a plan of action that is easily understood
Maintenance	Follow-up and continuing support	Provide follow-up to ensure there is no 'relapse' into former behaviour

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Overall Considerations and Recommendations

Some final thoughts from us…

Balance the language between the present and future – but make sure it has a focus on the future in terms of climate change and what will be done to deal with the impact

A universal ticketing system is popular, if this includes modes such as car and bike shares or e-scooters then this will more naturally help people consider these as transport options

Consider the nuances of boroughs – e.g., don't make it all feel like a plan for those living central. There's an indication of differing views and needs for Halton and Knowsley in particular, as well as across social grades

The differing needs of age groups and social grades cannot be ignored, either. If the LTP is for everyone then their reliance on frequent public transport for work and education should be considered within the LTP

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LOCAL TRANSPORT PLAN 4: SCHOOLS ENGAGEMENT AND RESEARCH
August 2022 Report

Key Takeaways – 1/3

Pupils were asked to give their views on the following four key terms from the Local Transport Plan vision and rank them in order of importance when they think about getting around. Here is a headline summary of their feedback:

SAFE

Base: 320

28%
ASSOCIATE THE WORD WITH CRIME PREVENTION AND SECURITY MEASURES

26%
ASSOCIATE IT WITH ROAD AND VEHICLE SAFETY AND/OR PEDESTRIAN SAFETY

Ranking: **1st**

CLEAN

Base: 319

71%
THINK IT MEANS HYGIENIC/TIDY.

35%
ASSOCIATE IT WITH ECO-FRIENDLY.

Ranking: **2nd**

INCLUSIVE

Base: 314

61%
GAVE A RESPONSE RELATED TO PROVIDING SUPPORT AND ADJUSTMENTS TO PEOPLE OR INCLUDING PEOPLE NO MATTER WHO THEY ARE

Ranking: **3rd**

RESILIENT

Base: 319

26%
WERE UNABLE TO UNDERSTAND WHAT THE WORD 'RESILIENT' MEANT.

WIDE VARIETY OF SUGGESTIONS ALSO INDICATING MEANING WAS NOT CLEAR.

Ranking: **4th**

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Key Takeaways – 2/3

Participants were asked to share one thing that would make cycling and/or walking more appealing to them and one thing that would make public transport more appealing. Their top three suggestions for each were:
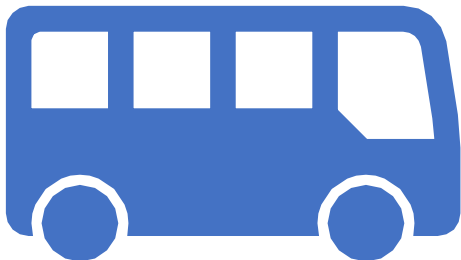
Base: 329

CYCLE/WALK:

21% - FOR THE HEALTH BENEFITS

20% - IF ROUTES WERE SAFER

15% - IF THERE WERE MORE/BETTER BIKE LANES

Base: 325

USE PUBLIC TRANSPORT:

23% - IF THERE WAS IMPROVED CLEANLINESS

14% - IF IT WAS SAFER/MORE SECURE

14% - IF IT WAS CHEAPER

Key Takeaways – 3/3

Pupils also shared their views on driving, the idea of transferring road space from cars to pedestrians/cyclists and public transport vehicles, and informed us how regularly they received home deliveries. Headline feedback is as follows:
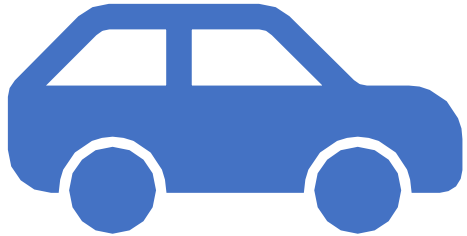
88% WANT TO LEARN TO DRIVE WHEN THEY ARE OLDER.

Base: 295
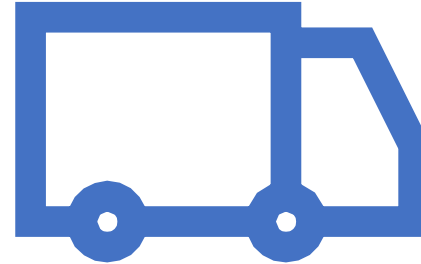
83% STATED THEIR FAMILIES HAD A PARCEL FROM AN ONLINE RETAILER DELIVERED TO THEIR HOME AT LEAST ONCE PER WEEK.
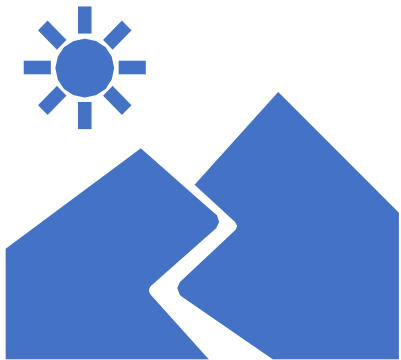
Base: 326

48% HAPPY WITH IDEA OF ROAD SPACE BEING TRANSFERRED FROM VEHICLES TO BIKES/PEDESTRIANS.

29% WERE UNSURE.

Base: 327

50% HAPPY WITH IDEA OF ROAD SPACE BEING TRANSFERRED FROM VEHICLES TO PUBLIC TRANSPORT MODES.

25% WERE UNSURE.

Base: 327

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Project Team

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Suzanne Cain, Transport Policy Coordinator
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Research & Engagement
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With support from:
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Chris Murphy, Engagement Officer
Annie-Mae Caples, Community Connector
Ben Lane, Community Connector
Ben Langton, Community Connector

Notes

- This report covers the findings from 16 Local Transport Plan workshops which took place in primary and secondary schools. All workshops were with young people in school years 5 to 10 with the majority in years 5 to 8.

- A total of 336 respondents took part in the workshops. However, not all answered every question. Throughout the report, the term 'base: xx' has been used. The 'base' refers to the people who answered a particular question.

- Due to rounding and multiple response questions some graph percentages may not add to 100%.

- Feedback was collected in three separate ways. The methodology section provides details on these. Throughout the report, symbols are used to indicate the method used for reference.

Contents

Background

The Liverpool City Region Combined Authority (LCRCA) is in the process of developing a Local Transport Plan (LTP), a key document which will help to shape improvements in local transport between now and 2040. The Transport Policy Team are in the process of undertaking engagement with citizens to inform the development of the LTP.

Following a presentation at a LCRCA Transport Committee meeting in March 2022, Members emphasised the importance of talking to young people as part of the overall engagement approach. This is particularly important given that the plan will run until 2040 when these young people will be adults and users of the transport network.

Engagement with schools was, therefore, included within the scope of the overall Research and Engagement Plan. Key objectives of the workstream included understanding young people's views on the draft LTP vision; their attitudes towards driving and the use of road space; opinions on improvements to public transport and active travel infrastructure; and their views on deliveries.
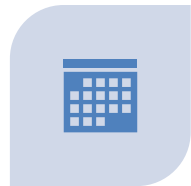
FIELDWORK PERIOD
Monday 7th June 2022 – Wednesday 13th July 2022

336 PARTICIPANTS TOTAL
204 Primary School Aged
132 Secondary School Aged

1-hour workshops were delivered in eight primary schools and eight secondary schools in the Liverpool City Region, with engagement taking place in at least one primary and one secondary school in each of the six local authority areas.

This report brings together the findings of those workshops so that the voice of this generation is able to inform the development of the Local Transport Plan.

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Methodology & Recruitment

During the workshops, feedback was captured from participants in three ways:

RECRUITMENT & METHODOLOGY

- At least 1 primary school and 1 secondary school in each local authority area.
- 8 schools recruited directly and 8 schools recruited via partners.
- Over-recruitment of schools in Halton and St Helens as participation in these boroughs tends to be lower.
- Delivered workshops in two separate Liverpool secondary schools which are part of the same academy trust.

POST IT NOTES
Pupils were asked to record their notes on post-it notes to make the session interactive and to enable them to be creative in their response to the vision questions.

WORKSHEETS
For four questions, pupils were asked to submit their response to mainly 'closed' questions on a worksheet, which enabled us to obtain feedback in a systematic way. E.g. questions on the number of deliveries they receive.

DISCUSSION
Feedback was also yielded through whole-group discussions and 'hands up' exercises. This was the case for questions on driving and the use of road space, for example.

Who We Engaged With

Workshops took place in a total of 16 schools.

- Of these, 8 were primary schools and 8 were secondary schools

- The average number of participants per workshop was 21, with the fewest workshop attended by 11 pupils and the largest 31.

- Primary school groups tended to be larger (mainly whole classes with an average of 24.4 pupils per group) and comprised pupils of mixed abilities, whereas most secondary school workshops consisted of young people who had been selected from different classes (average of 16.5 pupils per group).

- The main determiner in the selection of schools was their individual availability and willingness for their pupils to participate in an LTP4 workshop. The Engagement & Research Team utilised their existing networks to recruit schools, either directly or via partners, including local authority contacts, Employment and Skills Team colleagues and St Helens Chamber of Commerce.
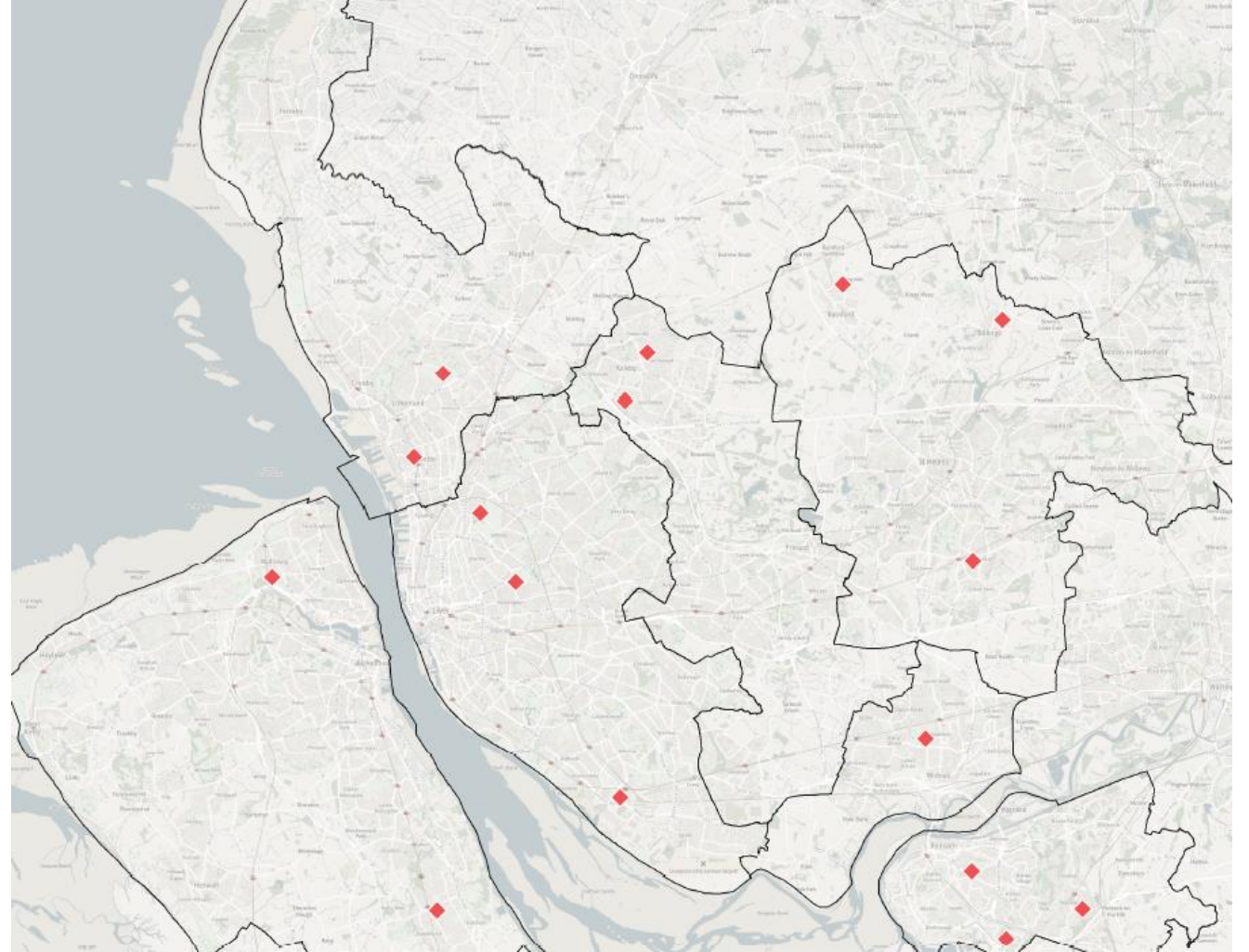
336 Pupils Took Part

- In primary schools, teachers provided demographic information on behalf of pupils whereas, in secondary schools, participants provided this information themselves by means of a survey.

- 61% percent of participants were primary school pupils, all in years 5 or 6 and 39% were at secondary school. Of the latter, the majority were in years 7 or 8 but at one school, the teacher invited a broader mix of pupils (from years 7 to 10).

Respondent Age Profile
Base: 336

Age	Percentage
9	6%
10	33%
11	30%
12	20%
13	8%
14	2%
15	1%

Respondents by school type
Base: 336

School type	Percentage
Primary	61%
Secondary	39%

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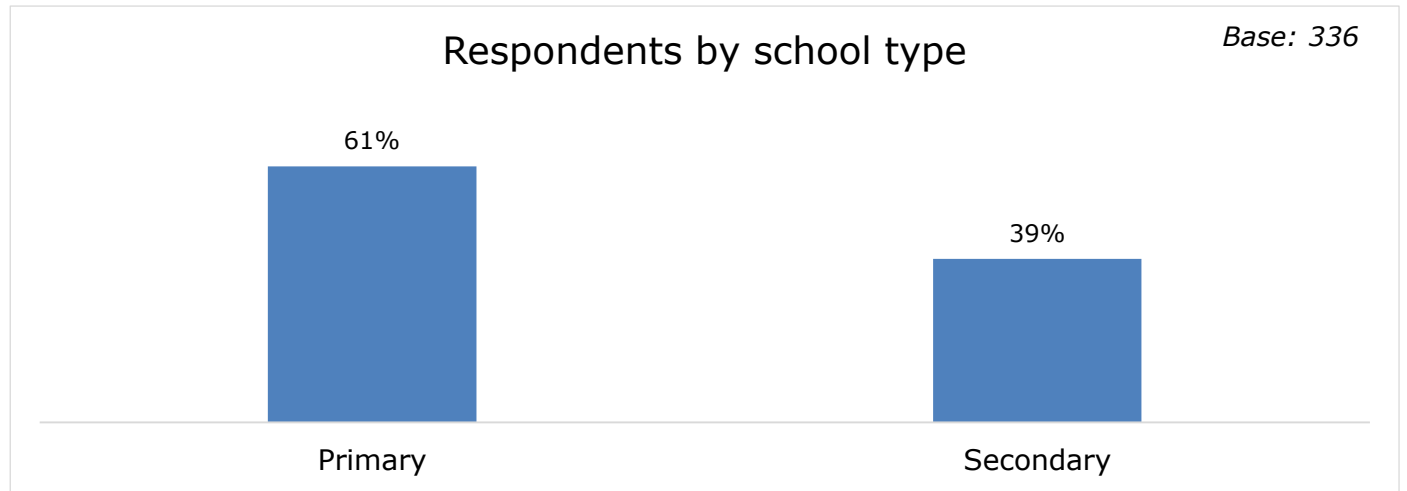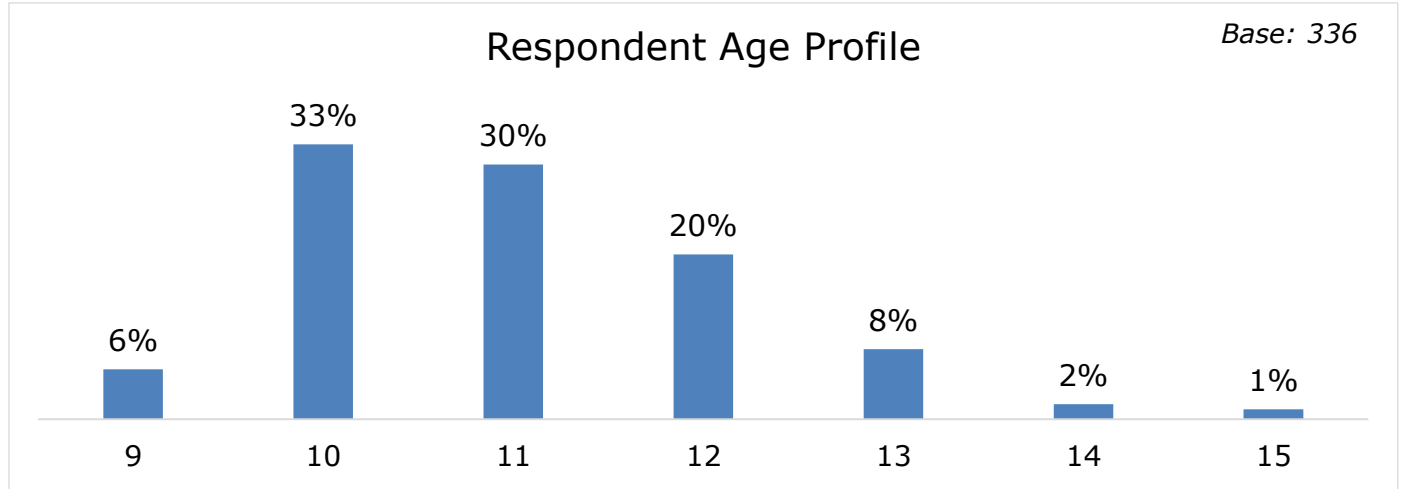
The borough with the highest participation was Halton.

- We over-engaged in Halton, delivering workshops in four schools instead of two. However, this is a borough which is usually under-represented in our engagement and research. We also over-engaged in St Helens, visiting two primary schools instead of one.

- It should be noted that, while the majority of workshop participants were resident in the same borough in which their school is located, this was not always the case. For example, a primary School we attended in St Helens is very close to the border with Wigan, which explains why 1% of pupils were from outside of the city region.

LAs Respondents Live In

Base: 336

Halton	Knowsley	Liverpool	Sefton	St Helens	Wirral	Other	Did not answer
27%	11%	15%	11%	21%	13%	1%	1%

LAs Respondents Live In By Primary & Secondary

Primary
Base: 204

Secondary
Base: 132

	Halton	Knowsley	Liverpool	Sefton	St Helens	Wirral	Other	Did Not Answer
Primary	25%	10%	13%	10%	26%	15%	1%	
Secondary	30%	14%	18%	13%	13%	11%		2%
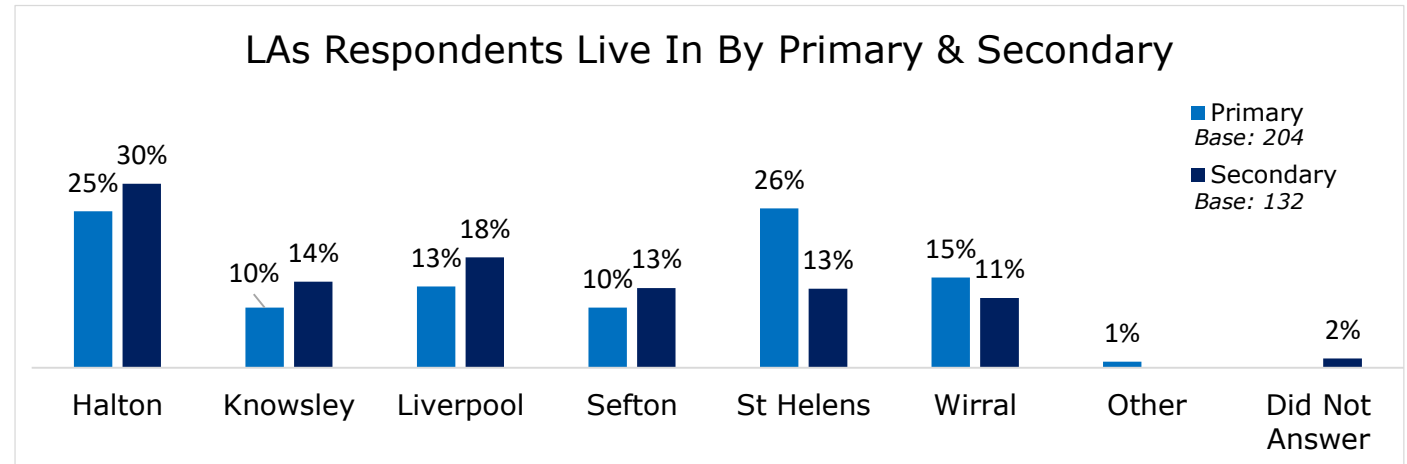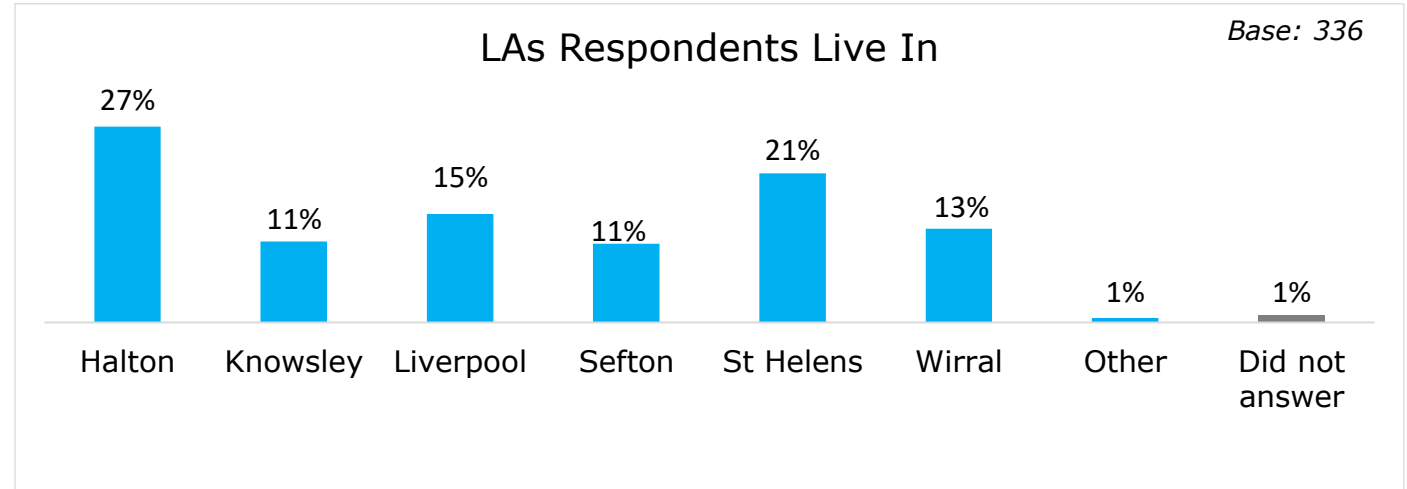
Slightly more males (+6%) took part than females, however, one of the schools attended was an all-boys school.

- 52.7% percent of workshop participants were male and 46.7% female. 0.6% preferred not to state their gender.

- 82.4% were white with 7.2% being from ethnic minority backgrounds.

- 9.5% noted having a disability. Of those who disclosed the nature of their disability, just over 2 in 5 (41%) reported a learning disability and just under 1 in 4 (24%) reported a mental health condition.

Ethnicity of Respondents
Base: 336

Category	%
White	82.4%
Mixed or Multiple Ethnic Group	3.0%
Asian or Asian British	0.3%
Black, Black British, Caribbean or African	2.7%
Other (please say)	1.2%
Prefer not to say	0.6%
Don't know	0.9%
Did not capture	8.9%

Disability Type
Base: 37*
*Caution low base size

- 24% Mental health
- 19% Sight impairment
- 11% Physical Disability
- 41% Learning Disability
- 5% Other

Disability Status
Base: 336

- 9.5% Yes
- 79.2% No
- 1.2% Prefer not to say
- 2.1% Don't know
- 8.0% Did not answer

Respondent Gender
Base: 336

- 46.7% Female
- 52.7% Male
- 0.6% Prefer not to say

Q: What is your gender?
Q: Which of the following best describes your ethnic group or background?
Q: Do you consider yourself to have a disability?
Q: If you have answered yes, which of the following conditions do you have?

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The Findings

After a short presentation, which introduced participants to the Liverpool City Region Combined Authority and Local Transport Plan, participants were introduced to the draft LTP vision and asked to provide their opinion on four of the key terms in it: Clean, Safe, Resilient and Inclusive.

- Each participant was given four post-it notes, one for each of the key terms. With 5 minutes per word, they were asked to write down what clean, safe, resilient and inclusive meant to them, in relation to transport and getting around.

- After completing each post-it note, they were asked to stick their note onto the relevant flip chart paper so that their feedback could be collated. Each piece of feedback has been analysed and categorised and the results documented on the following slides.

- The pupils were then asked to rank the key terms from 1 to 4 in order of importance on their worksheets. The overall rankings for each are also presented in the next section.
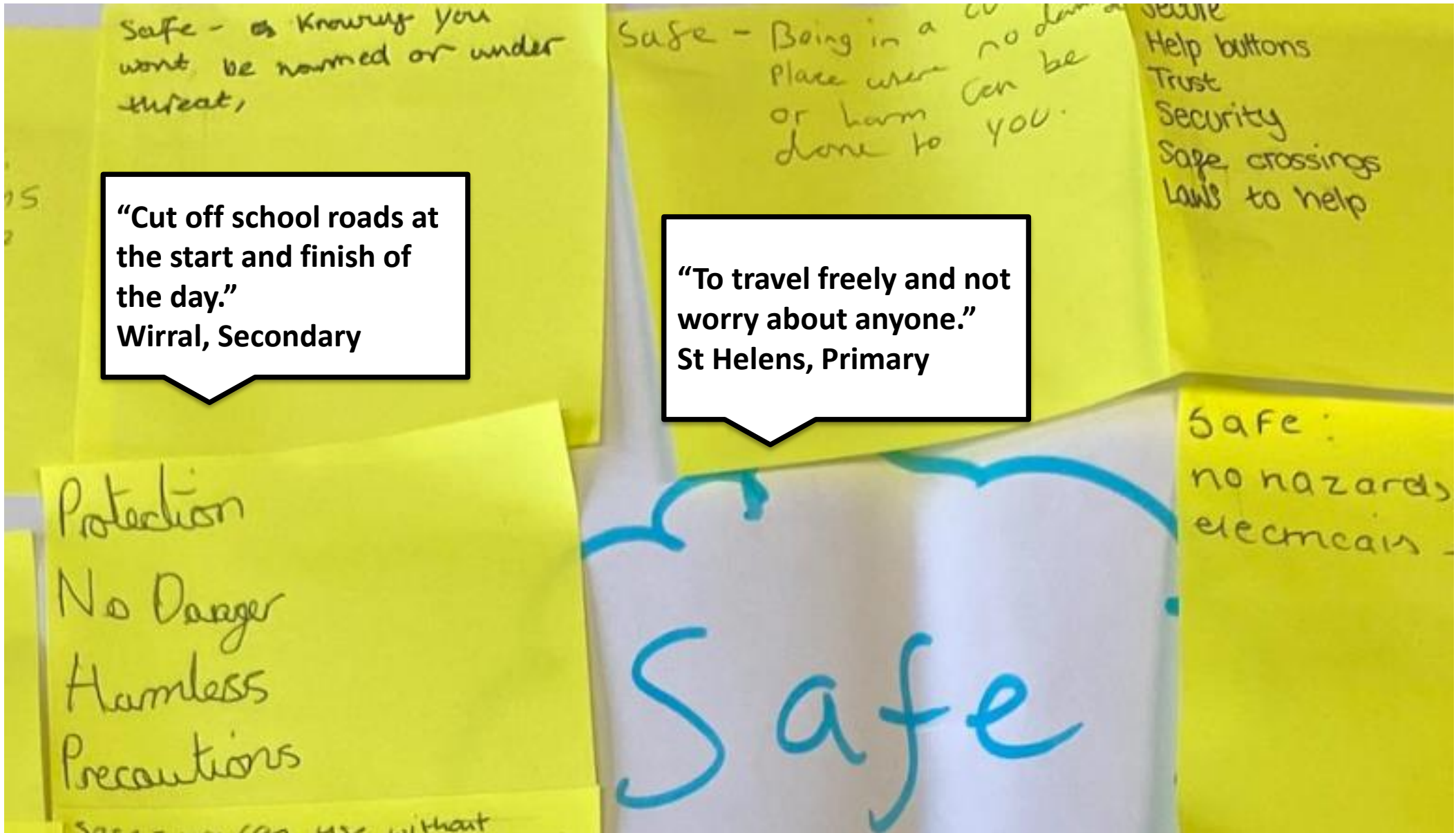
For 28% of respondents, the word 'Safe' prompted them to write about crime prevention and security measures and just over 1 in 4 (26%) wrote about safety in the context of road and vehicle safety and/or pedestrian safety.
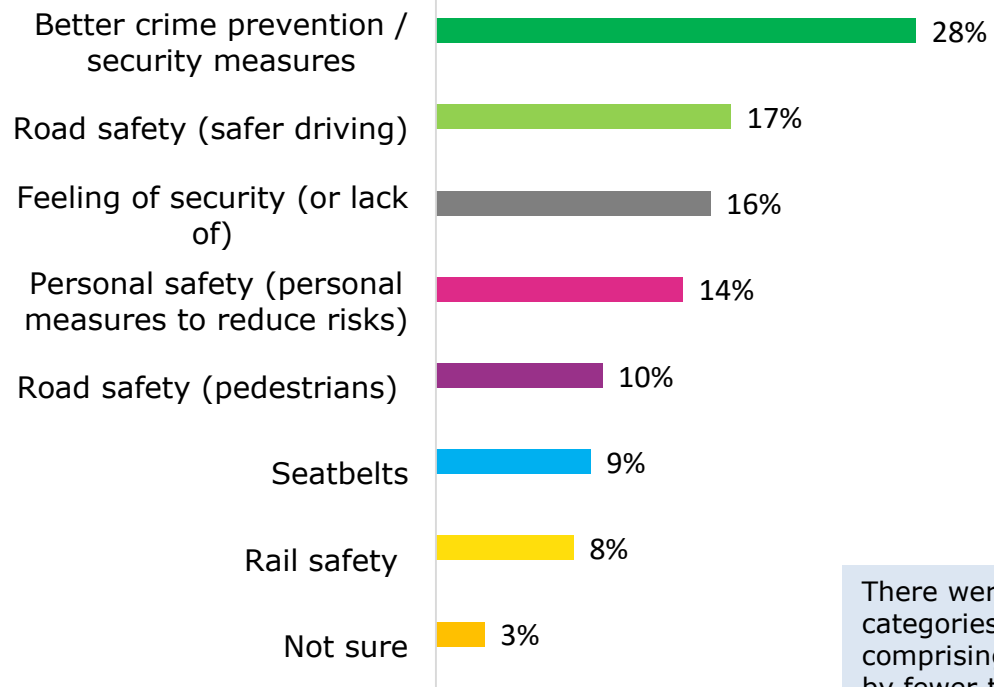
- In terms of crime prevention, respondents frequently cited the need for more staff, security staff and police on and around the public transport network. In addition to staff, they also cited other measures that would make them feel safer including better lighting, more CCTV and having a secret code for use during an emergency.

- 16% noted comments related to 'feelings of security' with answers which included more generic terms for what makes them feel safe or unsafe, such as the feeling of being relaxed and not anxious when travelling on the network.

- 17% who wrote about safety in the context of road and vehicle safety, with lots of references to crashing and measures to prevent this, including driving more slowly and ensuring that bus drivers drive carefully.

- And of the responses concerning pedestrian safety, they alluded to crossing roads carefully and the provision of more pedestrian crossings.

- In all, 97% were able to offer a view on what 'safe' meant to them, indicating that the word is well understood.

Base: 320

Pupils' understanding of the word 'Safe' in relation to getting around.

Category	%
Better crime prevention / security measures	28%
Road safety (safer driving)	17%
Feeling of security (or lack of)	16%
Personal safety (personal measures to reduce risks)	14%
Road safety (pedestrians)	10%
Seatbelts	9%
Rail safety	8%
Not sure	3%

There were a further 9 categories of response, each comprising feedback shared by fewer than 5% of respondents. Details can be found in the Appendix 1.

Q: What does safe mean to you in relation to getting around ?

18

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Of the four key terms in the Vision, 'Safe' was ranked as the most important consideration by the pupils when thinking about getting around. 83% of respondents ranked it in first position.

Average Ranking

Base: 328 Total   83% 14%   **1.21**

■ 1   ■ 2   ■ 3   ■ 4

Base: 199 Primary   84% 13%   **1.20**

Base: 129 Secondary   82% 15%   **1.22**

Q: From 1 to 4, rank the vision words "Clean", "Safe", "Resilient and "Inclusive" in order of importance when you think of getting around with 1 being the most important and 4 being the least important.

19
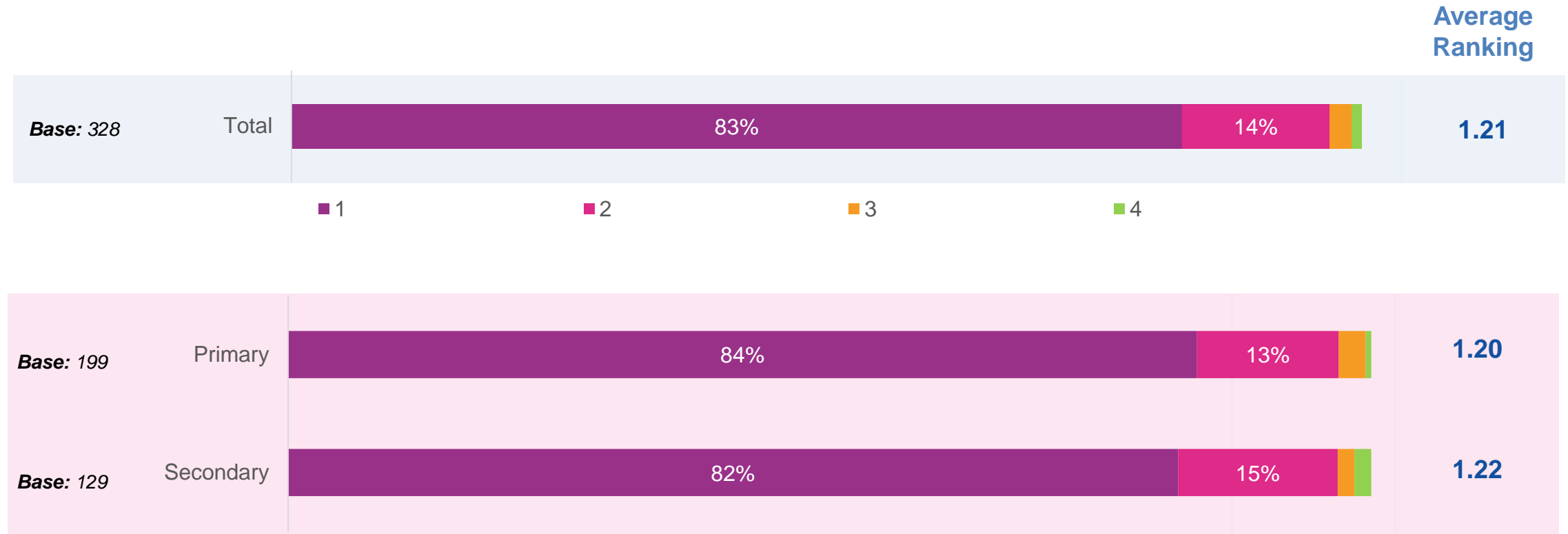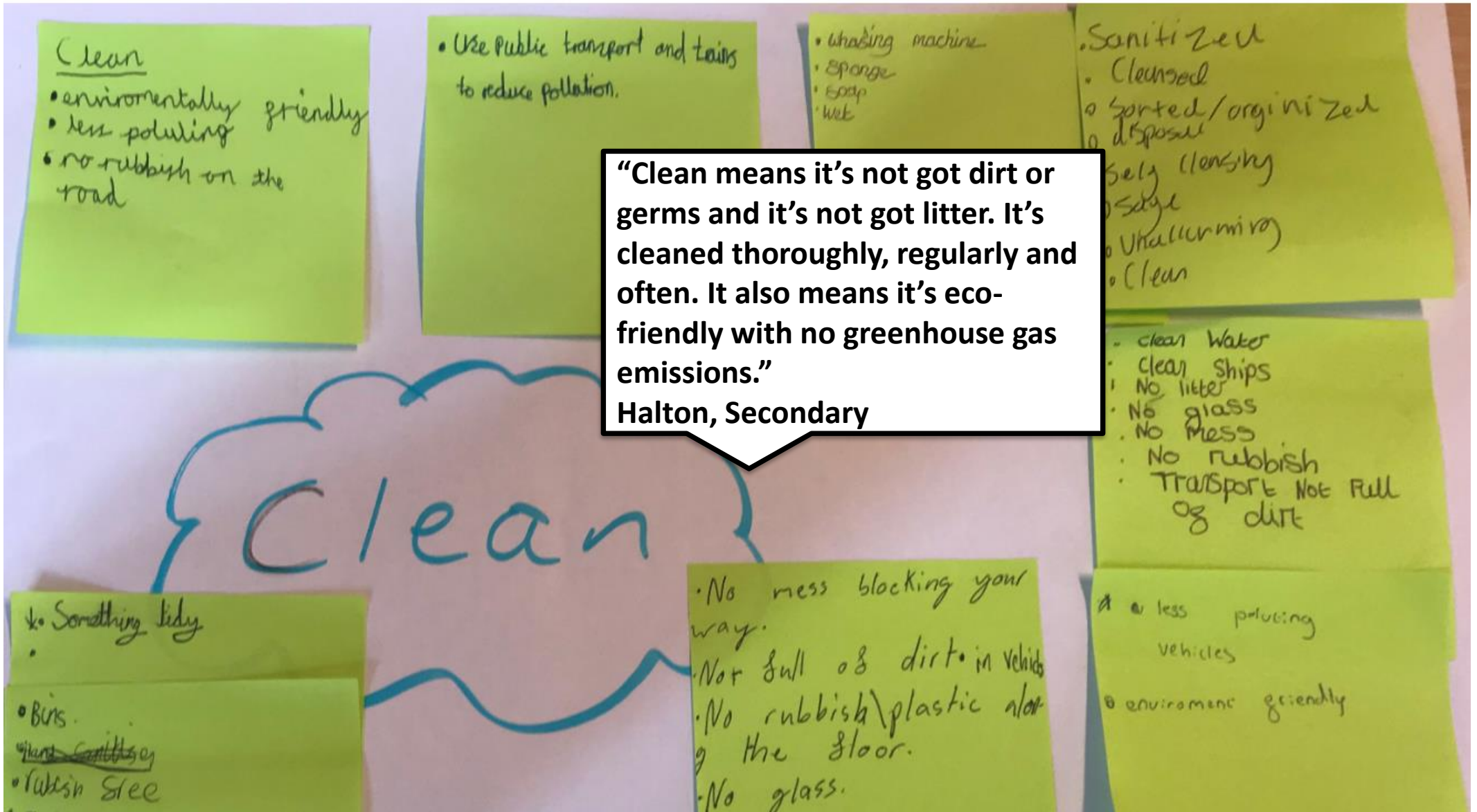
"Clean means it's not got dirt or germs and it's not got litter. It's cleaned thoroughly, regularly and often. It also means it's eco-friendly with no greenhouse gas emissions."
Halton, Secondary

Q: What does clean mean to you in relation to getting around ?

20

97% of all respondents were able to offer an opinion on what the word 'Clean' means.

- Just over 7 in 10 participants (71%) associated it with the cleanliness and hygiene of transport and transport infrastructure. This included comments relating to general tidiness (e.g. litter) but it also included general feedback in terms of measures to improve cleanliness like providing more bins on the transport network.

- The cleanliness and hygiene category also included comments relating to odours and graffiti. Words like "grime", "dirt", "sterile" and "sanitary" were frequently referenced in this category.

- However, a little more than one-third of workshop participants (35%) associated the word with making the transport network more eco-friendly.

- The comments in this category primarily focused on air quality and transport-related measures that could be taken to reduce pollution, including using public transport to get around, rolling out electric cars and references to active travel.

Base: 319

Pupils' understanding of the word 'Clean' in relation to getting around.

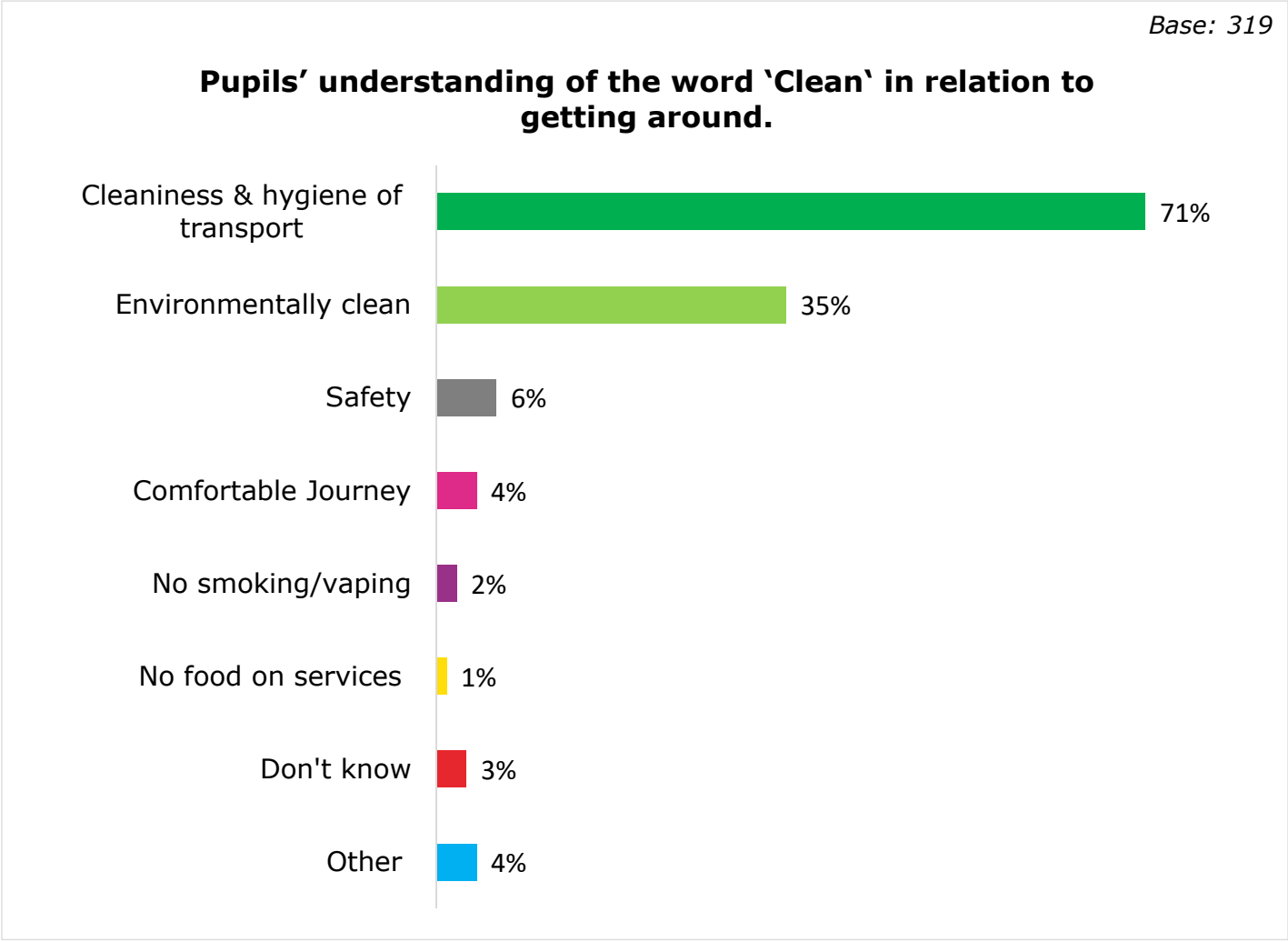| Category	%
Cleaniness & hygiene of transport	71%
Environmentally clean	35%
Safety	6%
Comfortable Journey	4%
No smoking/vaping	2%
No food on services	1%
Don't know	3%
Other	4%

Q: What does clean mean to you in relation to getting around ?

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Overall, participants ranked 'Clean' as the second most important consideration by the pupils when thinking about getting around out of the four key terms in the Vision with an average score of 2.45. Secondary school pupils were more likely to rank it first (+6%) than primary pupils.

Base		1	2	3	4	Average Ranking
Base: 328	Total	9%	49%	29%	13%	2.45

Legend: ■ 1 ■ 2 ■ 3 ■ 4

Base		1	2	3	4	Average Ranking
Base: 199	Primary	7%	50%	28%	16%	2.53
Base: 129	Secondary	13%	48%	32%	7%	2.32

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Q: From 1 to 4, rank the vision words "Clean", "Safe", "Resilient and "Inclusive" in order of importance when you think of getting around with 1 being the most important and 4 being the least important.

"Bigger buses because local buses are small, especially because I use the number 17. It's really small, there's no room for my wheelchair and the bus is always filled."
Halton, Secondary

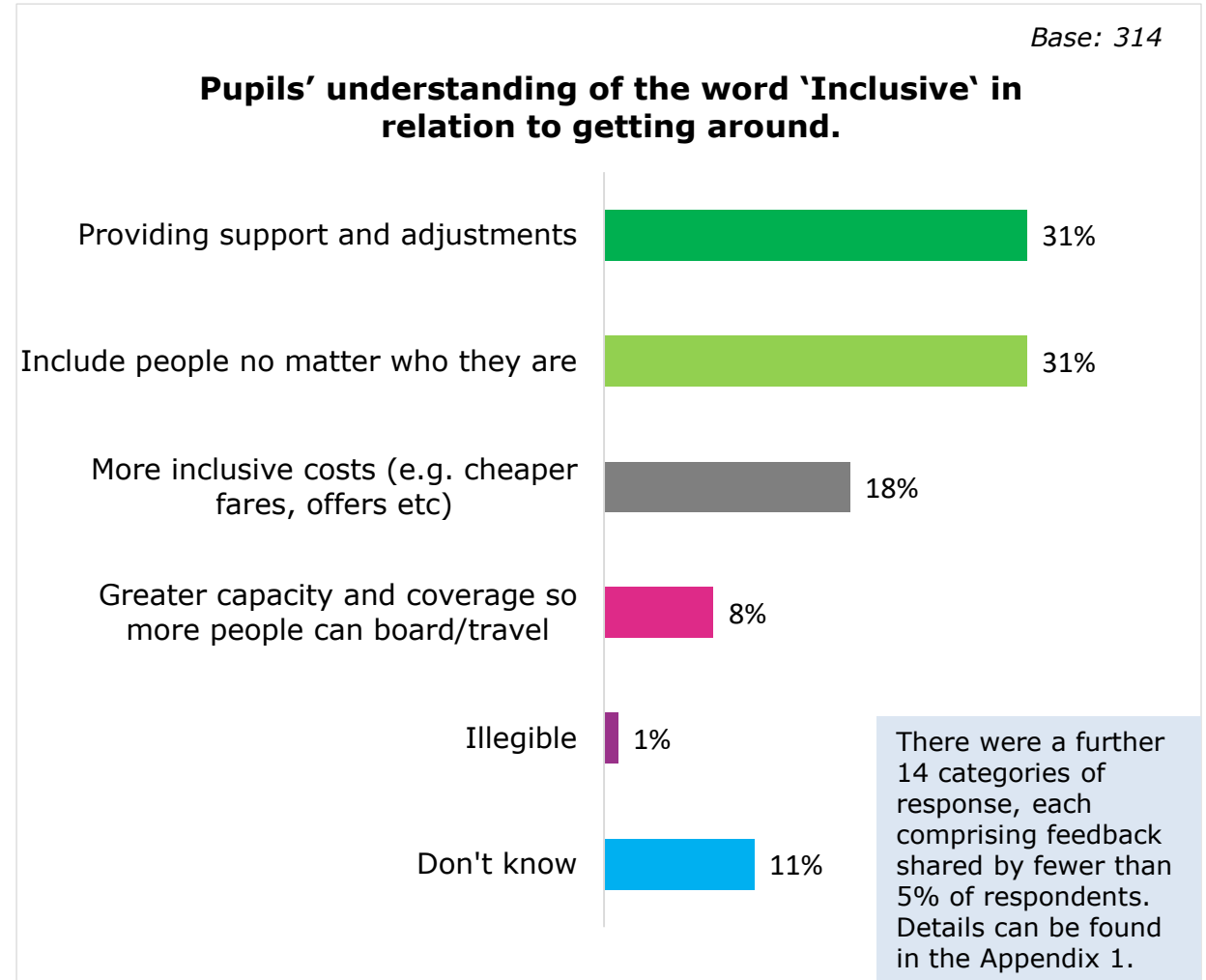Q; What does inclusive mean to you in relation to getting around ?

23

Just over 6 in 10 (61%) defined 'Inclusive' in relation to transport as either providing support and adjustments to people or including people no matter who they are.
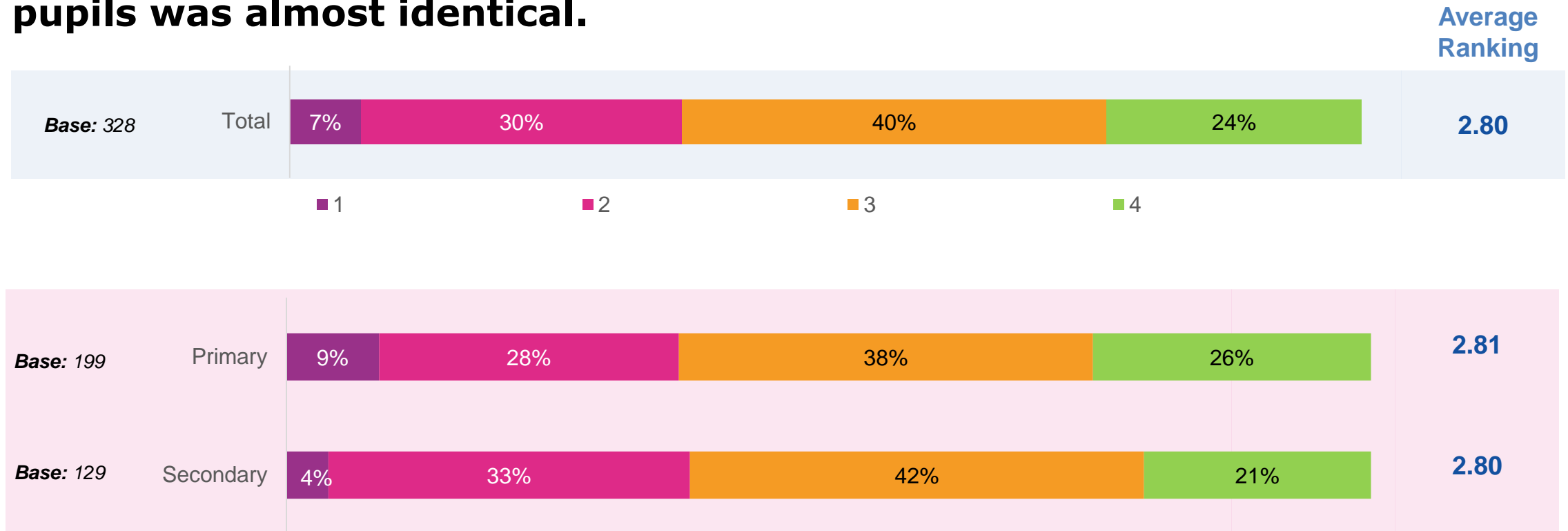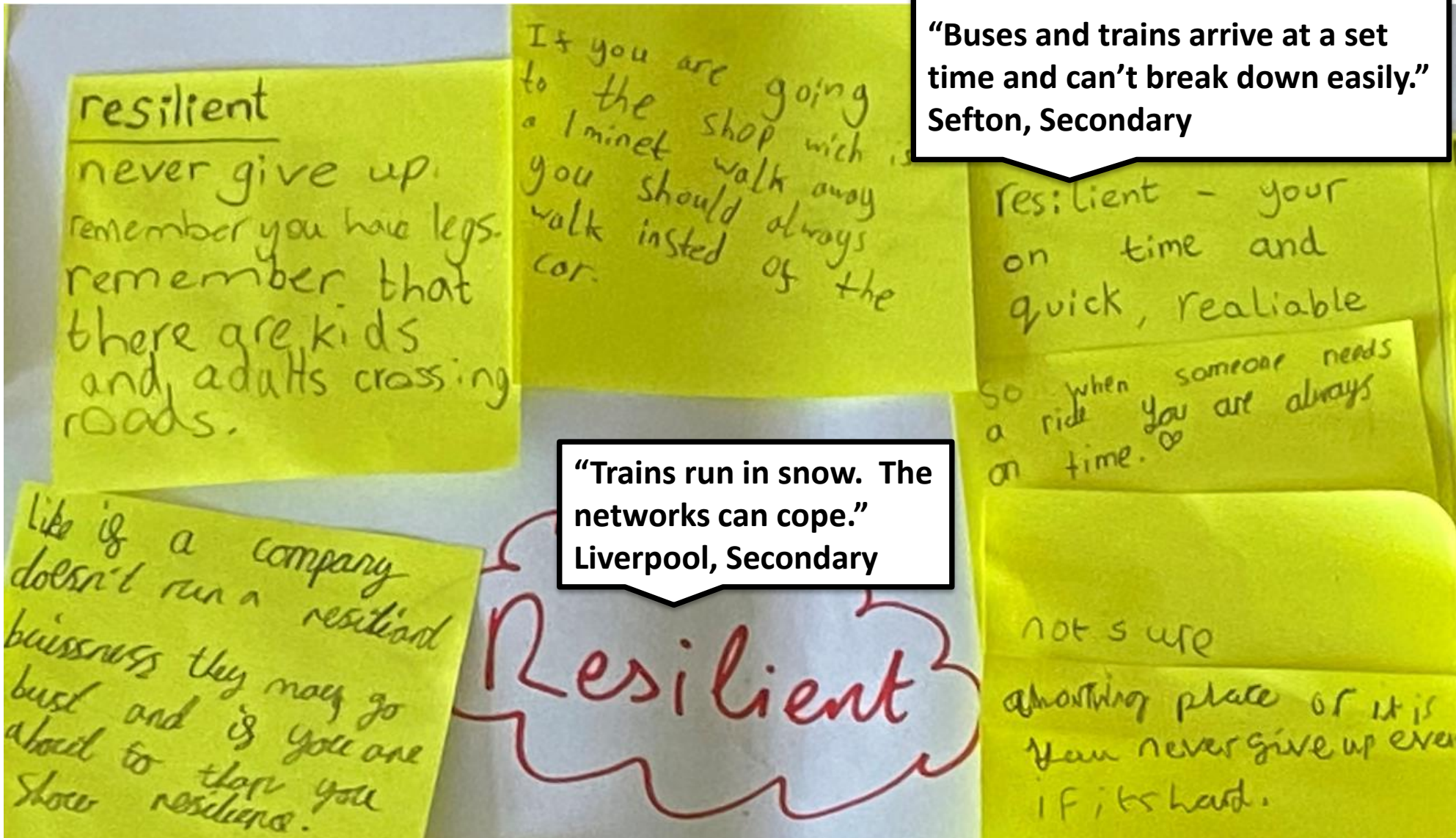
- 31% specifically refer to providing support and adjustments, with the majority of comments referencing measures to improve accessibility for disabled people, e.g. through the provision of ramps for those who use wheelchairs. The accessibility for prams was also mentioned by several respondents.

- 31% of respondents specially stated that 'inclusive' meant including people, no matter who they are, in the context of protected characteristics.

- Just under a fifth (18%) cited cost as having a bearing on the inclusivity of transport. The general sentiment expressed by these respondents was that transport costs are a barrier and that costs should be reduced to enable more people to use public transport.

- **Just over 1 in 10 (11%) of participants were not able to provide a response to what 'inclusive' meant to them.**

Base: 314

Pupils' understanding of the word 'Inclusive' in relation to getting around.

Category	%
Providing support and adjustments	31%
Include people no matter who they are	31%
More inclusive costs (e.g. cheaper fares, offers etc)	18%
Greater capacity and coverage so more people can board/travel	8%
Illegible	1%
Don't know	11%

There were a further 14 categories of response, each comprising feedback shared by fewer than 5% of respondents. Details can be found in the Appendix 1.

Q: What does inclusive mean to you in relation to getting around?

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Overall, participants ranked 'Inclusive' as the third most important consideration by the pupils when thinking about getting around out of the four key terms in the Vision with an average score of 2.80. The average score given by primary school pupils and secondary school pupils was almost identical.

Average Ranking

		1	2	3	4	
Base: 328	Total	7%	30%	40%	24%	**2.80**
Base: 199	Primary	9%	28%	38%	26%	**2.81**
Base: 129	Secondary	4%	33%	42%	21%	**2.80**

■ 1   ■ 2   ■ 3   ■ 4

Q: From 1 to 4, rank the vision words "Clean", "Safe", "Resilient and "Inclusive" in order of importance when you think of getting around with 1 being the most important and 4 being the least important.

Q: What does resilient mean to you in relation to getting around ?

Just over 1 in 4 (26%) participants were unable to understand what the word 'Resilient' meant.

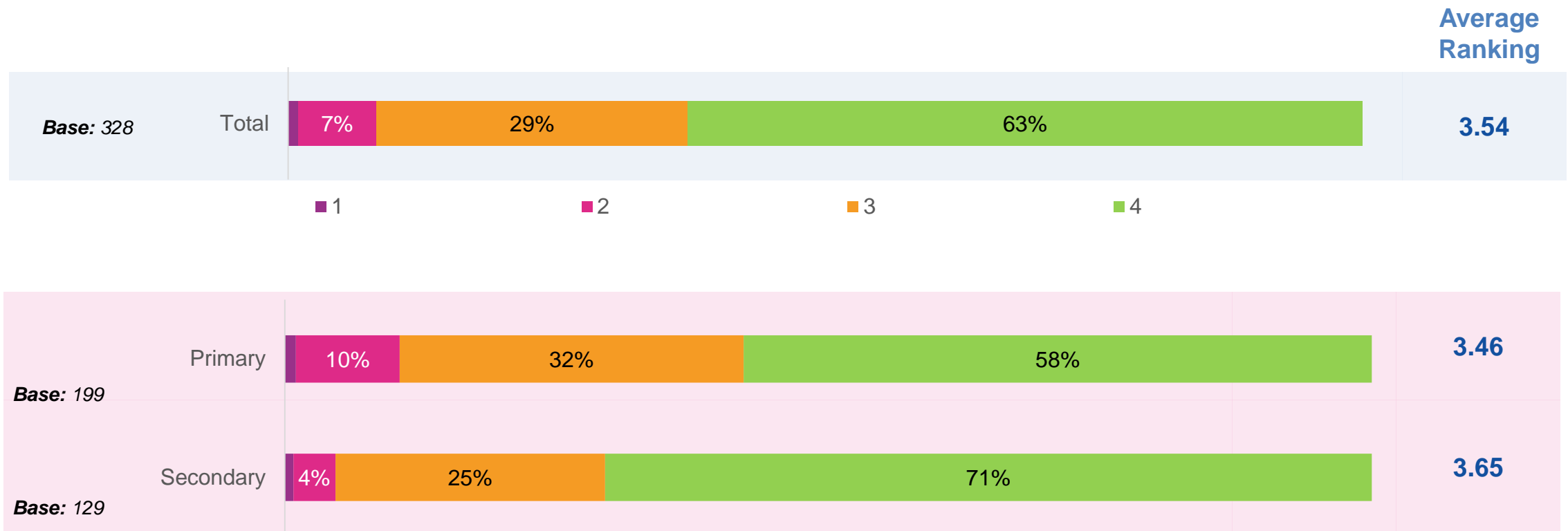- Only around 37% of the responses we received clearly related to getting around, so while young people were able to offer a synonym, they were not able to articulate the meaning in the context of transport.

- 1 in 5 (20%) of respondents stated that resilient meant 'never giving up' or 'trying your best'.

- Of those responses that were transport-related, 'Resilient' was considered to relate to reliability with 13% of participants referencing reliable services and staff, particularly services which arrive on time. For 11% of respondents, resilient meant strong infrastructure. Examples given include vehicles not breaking down, roads being built better and transport running during adverse weather.

- There was a broad range of responses, 27 different themes in total, signifying that there was not a common understanding of what resilient means.

Base: 319

Pupils' understanding of the word ' Resilient ' in relation to getting around.

Never giving up	20%
Reliable service /staff	13%
Strong infrastructure	11%
Security	6%
Durable (not transport related)	5%
Supportive staff	5%
Don't know	26%

There were a further 20 categories of response, each comprising feedback shared by fewer than 5% of respondents. Details can be found in the Appendix 1.

Q: What does resilient mean to you in relation to getting around?

Overall, participants ranked 'Resilient' as the least important consideration by the pupils when thinking about getting around out of the four key terms in the vision with an average score of 3.54. This is perhaps a result of the fact that a significant number of respondents were unable to understand what the word meant in transport terms.

Average Ranking

Base: 328

Total

| 7% | 29% | 63% |

3.54

■ 1   ■ 2   ■ 3   ■ 4

Primary

| 10% | 32% | 58% |

Base: 199

3.46

Secondary

| 4% | 25% | 71% |

Base: 129

3.65

Conclusions on the vision words

Safe

- 'Safe' was considered by far the most important of the four. 'Safe' primarily related either to a feeling of security in terms of crime prevention and security measures, or in the context of road and vehicle safety/pedestrian safety.

Clean

- 'Clean' was a concept that was widely understood. However, it evoked two distinct meanings, 'hygienic/tidy' and 'environmentally friendly'. The former was more dominant.

Inclusive

- While more widely understood than 'Resilient', the meaning of 'Inclusive' was not as clear to young people as 'Clean' or 'Safe'. For those that offered a transport-related response, it meant making transport more accessible in terms of infrastructure but also coverage; and making it cheaper.

Resilient

- A term that was not well understood by participants was 'Resilient'. Only 37% were able to offer a suggestion of its meaning in the context of transport. The most commonly-cited (by just 13%) description in terms of transport was reliability.

In addition to ranking the key terms in the vision, a worksheet was used by participants to record their ideas on what would make walking and cycling and public transport more appealing to them.

- Their comments have been collated, categorised, and analysed and the findings are provided in this section.

- Participants also used the worksheet to tell us how many times per week their family received specific types of home delivery. This information is presented in the final section of the report, alongside findings from a whole group discussion about the pros and cons of freight and home deliveries in terms of the transport network.

Just over 1 in 5 (21%) of participants stated that the health benefits of cycling and walking would make it more appealing to them to use as a way of getting around.

- Similarly, a fifth (20%) specifically made reference to the safety of cycling and walking routes and 15% spoke about the provision of cycle lanes.

- In relation to route safety more broadly, better lighting, a greater police presence, wider paths and fewer cars were cited as potential improvements.

- Some responses offer an insight into what would motivate young people to cycle or walk and, while they don't relate to infrastructural interventions that could be made to increase cycling or walking, they might be useful in informing messaging for promotional campaigns to increase cycling and walking among younger age groups. For example, for 12% of respondents, better scenery would make them more likely to cycle or walk.

- Just over a third of responses were placed into categories which were offered by fewer than 5% of participants. Among those were comments related to the weather, routes being more direct, and cycling and walking being a faster means of getting around than the alternatives.

Base: 329

One thing named by participants that would make cycling or walking more appealing to them.

Category	Percentage
Health, exercise and fresh air	21%
Safer Routes (e.g. street lighting, fewer cars)	20%
More and better bike lanes	15%
Nicer/cleaner environment or better scenery	12%
To help the environment	6%
When going with friends and family	5%
For fun/recreation	5%
Illegible	1%
Don't know	3%

There were a further 18 categories of response, each comprising feedback shared by fewer than 5% of respondents. Details can be found in the Appendix 2.

Q: Tell us one thing that would make cycling or walking more appealing to you.

2. Tell us one thing that would make cycling or walking more appealing to you?

level and wider paths so. I can ride around people without gang over bumps or gang on the road or bike paths.

Halton, Secondary

2. Tell us one thing that would make cycling or walking more appealing to you?
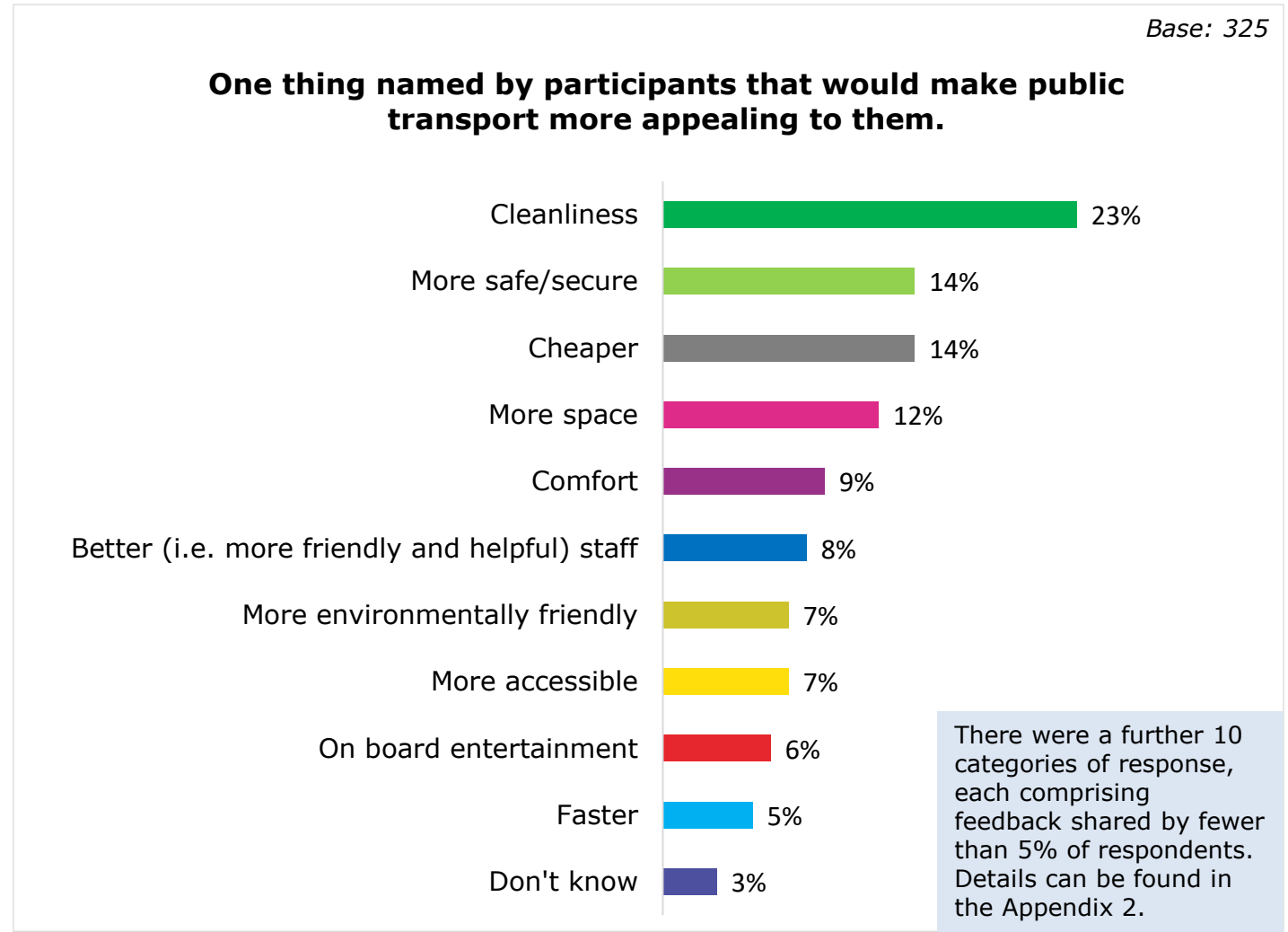
Safer Travel —
- more only walking or dycling paths
• Thicker paths
• Less MERRY close to roads
• Even paths

Knowsley, Secondary

Q: Tell us one thing that would make cycling or walking more appealing to you.

In terms of public transport, 23% told us that improving cleanliness was the one thing that would make it more appealing to them.

- In line with the vision exercise on the word 'clean', this concept related to things like litter and chewing gum but it also incorporated comments around public transport being germ free.

- For 14% of respondents, the one thing that would make public transport a more attractive option was to make it more safe and secure in terms of crime. The provision of extra security staff was mentioned by a number of respondents in this category.

- 14% of respondents also stated that reducing the cost of public transport would make it more appealing to them.

- Around 29% of respondents provided suggestions that were raised by fewer than 5% of total participants. Comments around punctuality (4%), more extensive routes (4%) and better provision of information (4%) were among these.

Base: 325

One thing named by participants that would make public transport more appealing to them.

Category	%
Cleanliness	23%
More safe/secure	14%
Cheaper	14%
More space	12%
Comfort	9%
Better (i.e. more friendly and helpful) staff	8%
More environmentally friendly	7%
More accessible	7%
On board entertainment	6%
Faster	5%
Don't know	3%

There were a further 10 categories of response, each comprising feedback shared by fewer than 5% of respondents. Details can be found in the Appendix 2.

Q: Tell us one thing that would make public transport more appealing to you.

3. Tell us one thing that would make public transport more appealing to you?
- more comfortable seats
- more busses
- childrens not being supposed to pay

Liverpool, Secondary

3. Tell us one thing that would make public transport more appealing to you?
Cleaner and more eco-friendly buses. Lower carbon emmisions.

Halton, Secondary

Q: Tell us one thing that would make public transport more appealing to you.

In the final part of each workshop, participants took part in whole class discussions about driving, the use of road space and home deliveries.

- Participants were presented with a series of scenarios in relation to learning to drive; transferring road space from cars to cyclists and pedestrians; and transferring road space to public transport vehicles. They were asked to raise their hands to vote on whether they were in favour, against or unsure about the concept.

- Participants were asked to share their reasons for voting as they did. The results of these discussions are presented in the following slides.

- Finally, participants were also asked to share their views on the pros and cons of home deliveries and these views are also summarised in this section, alongside data provided by pupils on their worksheets about the quantity of home deliveries that their households receive.

Overall, 88% of all participants stated that they want to learn to drive when they are older, rising to just over 9 in 10 (91%) among secondary school participants. The overwhelming majority of participants believed that they would not need to worry about any negative environmental impacts because all cars would be electric in future.
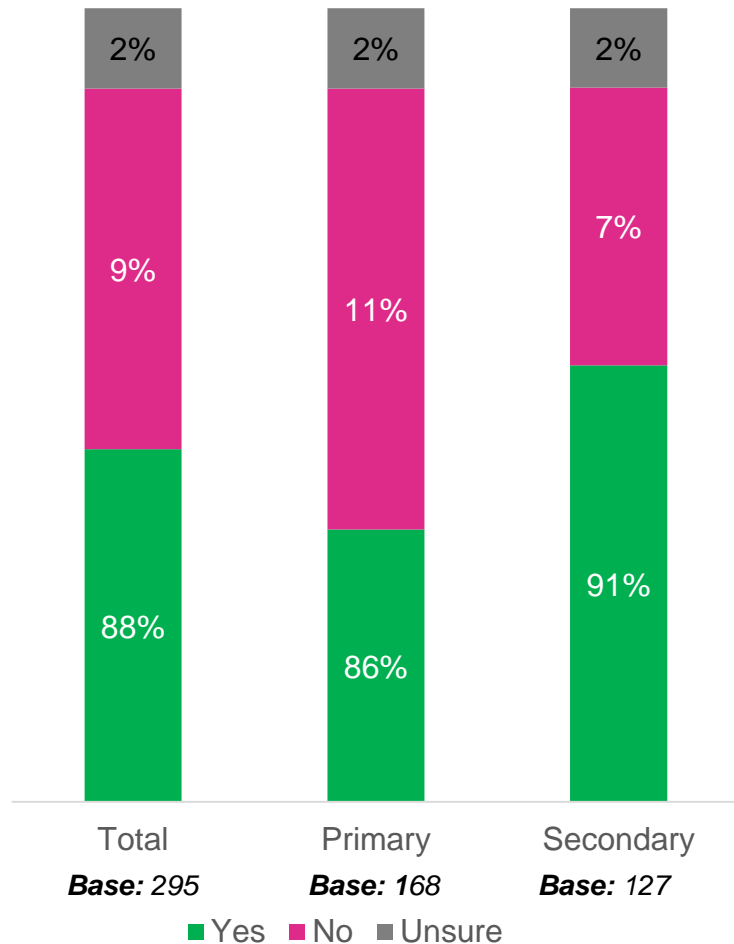
Reasons given by those who want to learn to drive:
- More flexible for jobs and college (enables you to travel further).
- Quicker than other transport.
- Driving is safer.
- Certain jobs require you to be able to drive.
- Gives you control and freedom. You don't have to plan.
- Cheaper than other transport.

Reasons given by those who don't want to learn include:
- More eco-friendly to walk, cycle or take public transport.
- Nervous of other drivers/ worried about crashing.
- It's expensive.
- It makes you become lazy. Walking and cycling are healthier.

Reasons given by those who are unsure:
- Pros and cons. Like the benefits but worry about crashing.
- Ditto but worry about environmental impacts.

Total — Base: 295
Primary — Base: 168
Secondary — Base: 127

■ Yes ■ No ■ Unsure

Q: Do you want to learn to drive when you are older?

Overall, a little under half (48%) expressed support for the idea of transferring some road space from cars to walkers and cyclists. A greater proportion of secondary school participants (+7%) were unsure about the idea compared to primary school pupils.

Total
Base: 327

Primary
Base: 199

Secondary
Base: 128

■ Yes ■ No ■ Unsure
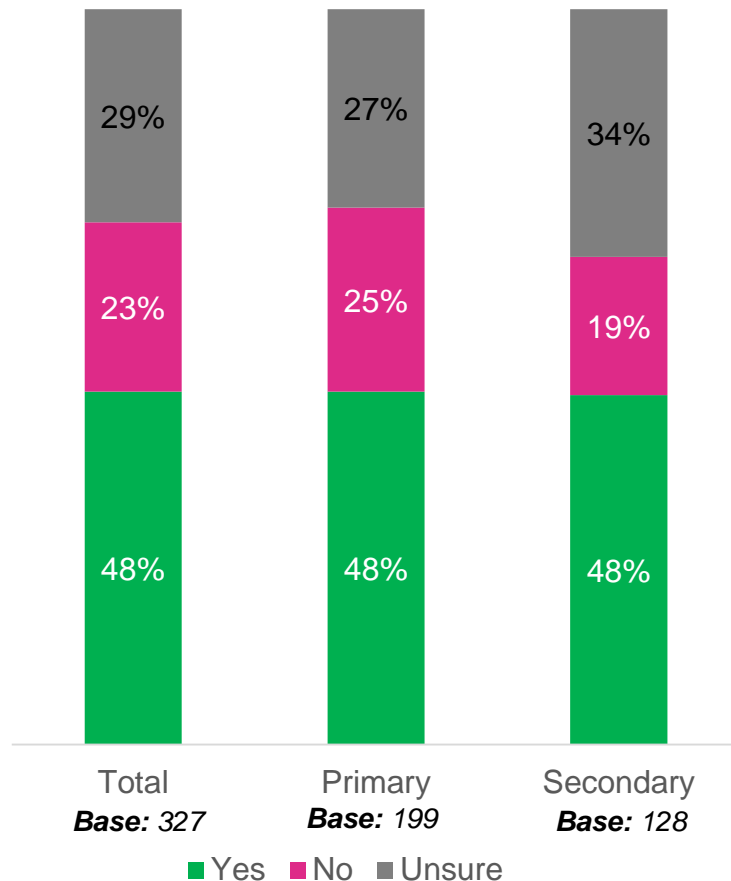
Reasons given by those in favour include:
- Makes the journey safer for cyclists and pedestrians.
- Would make journeys for cyclists and pedestrians quicker.
- It would encourage more people to choose a greener way of getting around.
- It would reduce the use of fossil fuels.
- It would reduce pollution.

Reasons given by those against include:
- It would cause more car accidents.
- Lead to an increase in congestion.
- Reduction in space for emergency vehicles.
- Make life more difficult for those who can't cycle or walk far.
- Overall, it would make travel slower.

Reasons given by those unsure include:
- Can see pros and cons so unable to make up mind.

Q: Are you in favour of a scenario where you would transfer existing road space over from cars to cyclists and pedestrians (e.g. segregated cycle lane or wider pavements)?

37

Similarly, 1 in 2 (50%) were in favour of transferring road space to public transport vehicles, however there was a large variation in the views of secondary school participants who were more in favour (+22%) than those in primary school.

	Total	Primary	Secondary
Unsure	25%	29%	19%
No	25%	30%	19%
Yes	50%	41%	63%
	Base: 327	Base: 199	Base: 128

Legend: ■ Yes ■ No ■ Unsure
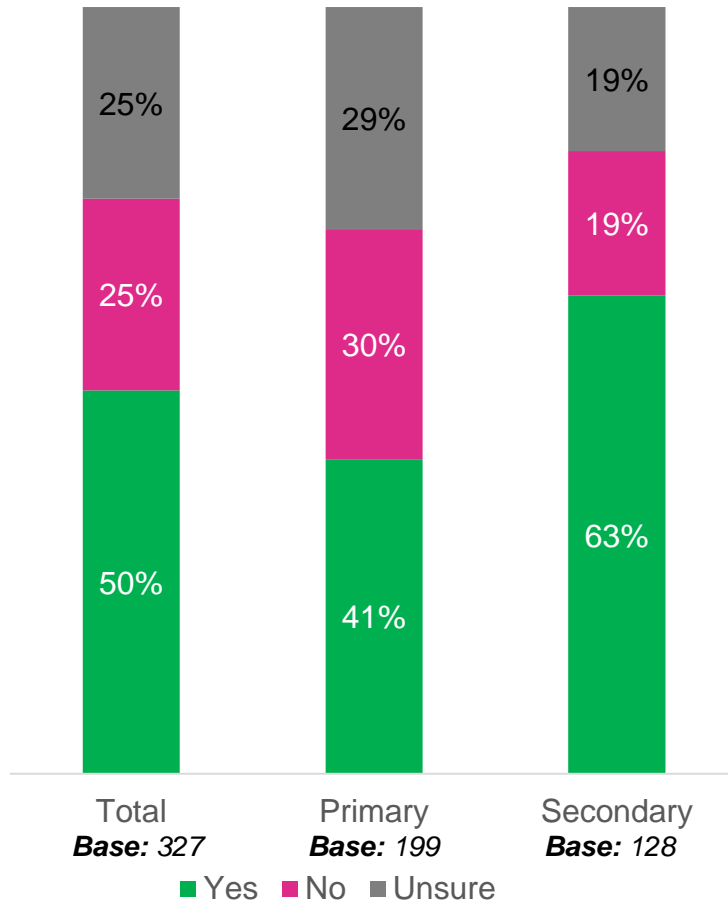
Reasons given by those in favour include:
- Would speed journeys up for those without a car.
- Fewer people would be late for school or work due to increased punctuality of services.
- It would make public transport safer.
- It would lead to an increase in the number of bus users.

Reasons given by those against include:
- Would increase congestion.
- Lead to an increase in the number of car accidents.
- Cost of implementation would outweigh benefits.
- People won't respect them so it wouldn't work.
- Generally not needed.

Reasons given by those unsure include:
- Like the sound in theory but it won't work in practice.

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METRO MAYOR LIVERPOOL CITY REGION

Q: Are you in favour of a scenario where you would transfer existing road space over from cars to just public transport vehicles (e.g. a bus lane)?

38

Workshop participants also provided details of how many times per week their households received deliveries of different types. The average number of deliveries for each category are:

Base: 326

**ONLINE SHOPPING
2.08 PER WEEK**
83% of respondents receive online shopping, e.g. from Amazon.

**TAKEAWAYS
0.93 PER WEEK**
68% of respondents stated that their households receive takeaway deliveries.

**SUPERMARKET
0.72 PER WEEK**
48% of pupils stated that their families receive supermarket deliveries.

**OTHERS
0.55 PER WEEK**
27% stated that their families receive other delivery types e.g. medicine.

Pros of home deliveries:
- Results in fewer vehicles on the road, i.e. one van delivering parcels equals multiple fewer cars driving to the shops/takeaways.
- Saves petrol/fare for you if you don't have to make a journey.
- Generally more convenient.
- Makes products more accessible for older or disabled people.

Cons of home deliveries:
- More vehicles on the road, leading to increased pollution.
- Often have to send things back because you haven't tried them. Doubles travel impact.
- Buy from much further afield so products travel a longer distance - bigger carbon footprint.
- Causes shops to lose customers so not good for local economy.
- Can cause isolation, stops people from going out to get exercise.

Q: How many times per week does your family get the following types of delivery at home?

Conclusions on active travel, public transport, road space and home deliveries

What would make public transport more appealing?

- Cleanliness of public transport was cited most frequently as what would make it more appealing, followed by improved safety. Reducing the cost would also make public transport appealing for a number of pupils.

What would make active travel more appealing?

- A number of pupils noted the appeal of cycling and walking for their health reasons, to exercise and get fresh air. These insights could help to inform future promotional campaigns to encourage young people to choose active travel modes. Again safety was noted, with road safety (e.g. segregated cycle lanes) being the next most cited topic area for making active travel more appealing.

Driving

- The overwhelming majority of young people engaged with (88%) want to learn to drive when they are older. Few worry about any negative environmental impact as they believe that the shift to electric vehicles will eliminate this.

Road Space Active Travel

- 48% were in favour of the idea of transferring road space from cars to pedestrians and cyclists with the remainder either being against or unsure. Improved safety was cited as a benefit and slower journeys for motorists cited as a drawback.

Road Space Public Transport

- Exactly half (50%) were in favour of transferring road space from cars to the exclusive use of public transport vehicles. This rose to 63% among secondary school pupils, more of whom regularly used the bus to get to school and so liked the idea of quicker, more punctual journeys.

Home Deliveries

- Convenience was cited as a key benefit of home deliveries. 82% of participants lived in households which received home deliveries from general retail (e.g. Amazon, Asos). Some thought home deliveries were good for the environment (reduction in shopping centre journeys) while others thought it was bad (increased number of vans on the road).

Overall conclusions and recommendations (1)

- The term 'clean' elicited two different definitions (i.e. hygienic/tidy and eco-friendly). If either of these definitions is not intended in the vision then potentially more specific terminology is needed. The predominant meaning for young people is tidy/hygienic. Cleanliness is an important consideration for them and was in fact the most cited improvement that would make public transport more appealing to them.

- Safety and security of the transport network also came out strongly in a number of areas, not only when specifically discussing the term 'safe'. It was also, on average, the most important consideration by the pupils when thinking about getting around (out of the 4 key terms presented). Aspects of safety ranged from that of better crime prevention to feeling safe on the road to street lighting.

- The word resilient is little understood by young people in the context of transport. It may be worth considering revisiting this word in the vision to more clearly articulate the intended concept. Of those who did express a transport-related opinion about the word, it meant 'reliable'.

- Inclusive was broadly understood but young people expressed a wide range of interpretations, e.g. physically accessible and inexpensive. More specific language could be used to clearly communicate what the vision for inclusive transport is.

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Overall conclusions and recommendations (2)

- The vast majority of young people engaged with want to learn to drive (88%) when they are older. A number were not discouraged by the environmental impact of driving and believed that the transition to electric vehicles would eliminate any negative consequences. The LTP should take into consideration people's aspirations and levels of knowledge about the transition to inform travel choices, especially in light of the fact that petrol cars are still likely to exist in 2040.

- Young people's answers in relation to what would make active travel more appealing to them were illuminating in terms of what motivates young people to cycle and walk. These insights (e.g. for health benefits, because it's more sociable and better for the environment) could help to inform future campaigns to increase rates of active travel among young people.

- Terminology used in the LTP was sometimes difficult to understand. For example, words such as freight were not well understood despite many receiving deliveries at home. When developing the final LTP document, accessible language and more widely understood alternatives should be considered and, where possible, specialist terminology should be explained.

- Consideration could also be given to asking young people to 'youth-read' the document to ensure that the content is meaningful to them.

If you have any questions or would like to hear more, please contact:
philip.prescott@liverpoolcityregion-ca.gov.uk.

Report prepared by:
Phil Prescott, Engagement Project Lead
August 2022

Appendices

Appendix 1: Interpretation of vision words (Additional category lists)

Safe

Theme	Proportion of participants
Cycling infrastructure/ safety	4.69%
Lighting	4.38%
Better maintenance/safety of transport and infrastructure including capacity	4.06%
CCTV cameras	3.13%
Not sure	2.81%
Environment	2.19%
Face masks/cleanliness	0.94%
Safe for everyone including disabled/vulnerable people	0.94%
School streets	0.63%
Other	0.63%

Inclusive

Theme	Proportion of participants
Other	4.14%
Team work, togetherness, and community	2.23%
Making cycling easier (bikes for hire at lower cost, space for bikes on more transport options, more cycle lanes)	1.59%
Cleaner (In terms of hygiene but some may also be green related though unclear)	1.59%
Dealing with un-inclusive people or people breaking rules in general or appearing 'dodgy'	1.59%
Safer transport	1.91%
More comfortable transport	0.96%
Having various ways to move around	0.96%
Wider / unclutter pavements (e.g no parking on them)	0.64%
More toilets (including onboard)	0.64%
Less stairs (at stations & on transport)	0.64%
More walking/cycling so less cars (seems like this is about Clean not Inclusive)	0.64%
Slower speeds/drivers (not clear or public transport of travel in general)	0.64%
Alert people to the upcoming stop on public transport	0.64%

Q: What does safe mean to you in relation to getting around?
Q: What does inclusive mean to you in relation to getting around?

Resilient

Theme	Proportion of participants
Always having transport available/ frequency	3.45%
Being courteous and respectful of others	2.82%
Other	2.82%
Less pollution/more eco-friendly	2.82%
Fixing mistakes/solution focused	2.51%
Not being scared/having confidence	2.51%
Strong in general (not transport related)	2.19%
Learning to ride a bike safely/cycling more	1.88%
Safer roads/driving	1.88%
Don't let yourself be stopped	1.88%
Bouncing back	1.88%
Self-care	1.25%
Respecting transport, i.e. not doing harm to it	1.25%
Cleanliness	1.25%
Fewer strikes	0.94%
Capacity	0.94%
Speed of getting around	0.94%
Operating in bad weather	0.94%
Not taking easiest option	0.63%
Cost of fuel	0.63%

Q: What does resilient mean to you in relation to getting around?

Appendix 2: Improvements to make cycling and walking and public transport more appealing (Additional category lists)

Cycling and walking

Theme	Proportion of participants
Shorter/quicker / easier routes	4.26%
Other	3.65%
Not sure/don't know	3.34%
The right weather	3.04%
Because it is quicker than alternatives	3.04%
Cheaper than alternatives	2.43%
I already walk or cycle	1.82%
Smoother roads & pavements (no bumps)	1.82%
Motivation	1.82%
If cars were discouraged or if the car was unusable	1.52%
Get to explore and see new things	1.52%
If more people cycled and walked	1.52%
Ability to ride a bike	1.52%
Cheaper bikes	1.22%
Gamification	1.22%
Electric / Automatic bikes	1.22%
If parents let me	0.91%
Quicker bikes	0.91%
Listening to music	0.61%

Public transport

Theme	Proportion of participants
Faster travel	4.62%
On time	4.31%
Information	3.69%
More stops/better routes	3.69%
More frequent	3.69%
Better road/vehicle safety	2.77%
Bus lanes	2.77%
Not sure	2.77%
Long journeys	1.85%
Unable to drive/don't want to walk/out of necessity	1.85%
Better aircon	1.54%

Q: Tell us one thing that would make cycling or walking more appealing to you.
Q: Tell us one thing that would make public transport more appealing to you.

LCR - LOCAL TRANSPORT PLAN 4

CONSULTATION WITH PEOPLE LIVING WITH DEMENTIA

REPORT

SEPTEMBER 2022

thred CiC

Facilitated by: **Thomas Dunne BEM, Paul Hitchmough, Pat Broster**

Analysis & Support by: **Victoria Robbins BA**

Contents

Foreword by Tommy Dunne

Liverpool City Region (LCR) Combined Authority is required by law to develop a Local Transport Plan (LTP) that will set out plans, policies and ambitions for transport services and transport investment in the Liverpool City Region until 2040.

As part of developing the LTP, LCR commissioned thred CiC* to specifically gather the views of people living with dementia (plwd) across the Liverpool City Region.

*thred CiC is a registered not for profit Community interest Company founded and run by two people living with dementia, Tommy Dunne BEM, and Paul Hitchmough, together with fellow director Pat Broster, a former carer and chair of the Liverpool Dementia Action Alliance transport group.

thred CiC has focused its work on improving **t**ransport -**h**ealth– **r**esearch – **e**conomy for the benefits of the **d**ementia community enabling them to continue to live well for longer and avoiding social isolation and ill health.

As part of the consultation process on behalf of LCR, thred CiC have carried out consultations across the six local authority district boroughs of:

- Halton
- Knowsley
- Liverpool
- Sefton
- St Helens
- Wirral

LCR also commissioned thred CiC to specifically get the views of people living with dementia in the Black Asian and Minority Ethnic (BAME) communities. To ensure that this was fully inclusive, thred CiC engaged interpreters to ensure that plwd from BAME communities were not excluded from the consultation because of language barriers.

The overall benefits of using people with shared lived experience to conduct the consultations was that trust and credibility was established with our peers.

We were able to open up and talk to our fellow peers with the respect that they deserved. Additionally, we knew how best to facilitate and adapt the sessions, ensuring that our peers were able to fully engage in the consultations. To achieve this, we used different approaches, methods and resources, i.e., illustrative visual and written materials.

There were many challenges when engaging people living with dementia, besides the obvious one of people being at different stages of their dementia, there was the challenge of ensuring that consultations were pitched at a level which would best engage those living with dementia. This also included ensuring that each person had water available to them, as people living with dementia get dehydrated when talking very easily.

One of the benefits that we found from all the groups was, they were happy that the consultations were being conducted by their peers, so they knew we had an understanding of the problems and issues they face.

There were challenges organising the sessions given the fact that Arriva buses were on strike for 29 days as well as rail strikes. Luckily, we were able to overcome these.

To ensure consistency across each of the district boroughs a standard set of questions were used at all the consultations.

The findings from the answers to those questions have been used to compile this report.

One of the most surprising things to come out of this consultation was the fact that not many people in the dementia community knew about a local transport plan or what it involved. Many people were surprised that there was already a local transport plan in place and had been for many years.

The majority of the people did not know what the Liverpool City Region Combined Authority consisted of and were surprised that it was made up of the six local districts.

While the majority did not know about the local transport plan, the majority did know who Metro Mayor Steve Rotherham was and that he wanted to make transport better and clean up the environment.

It was important that this consultation, amongst those living with dementia was carried out by those that had total empathy with their peers, as it ensured that we were able to let a person living with dementia speak when they wanted to.

Additional benefits of the LTP consultation among the dementia community are, it has raised the profile of what a LTP is and why its important people are consulted on it, but importantly, it raised awareness of what the LCR is and created a continuing interest in how transport provision will continue to be developed.

Engagement of people living with dementia

To ensure thred CiC could deliver the LTP consultation within the given timeframe thred CiC reached out to many local dementia organisations and individuals across the LCR to market the opportunity for people living with dementia to get involved, so their views and opinions could be included.

We prepared a marketing brief which was circulated across dementia and older people support organisations both large and small. Information to get involved was highlighted in local dementia newsletters etc.

In addition to this we contacted the media and secured a breakfast time slot on BBC Radio Merseyside with Paul Salt at 7.25am on the 9th of August '22 to promote and talk about the LTP 4. This interview helped raise the profile of the LTP consultation and promote the importance of getting people with 'lived experience of dementia' involved so that they were given an opportunity to contribute to developing local policies that affect them, while also highlighting the work of thred CiC.

To provide an incentive for organisations and plwd to take part, we offered a donation to organisations that could host a consultation session. Additionally, we provided £10 shopping vouchers for plwd who would engage in a 15-minute 121 interview.

Nine sessions were arranged across the LCR including two sessions with BAME communities. Group sessions were held in social clubs, libraries, community halls, local gyms and we thank those organisations and individuals who supported us in delivering this consultation:

- Alzheimer's Society
- Age UK Wirral
- BBC Radio Merseyside
- Chinese Wellbeing
- DEEP Multicultural Group Liverpool
- Dementia Together Wirral
- Everton in the Community
- House of Memories
- John Smith's Helping Hands
- Liverpool Dementia Action Alliance
- Mary Seacole House
- Sefton CVS

An online survey was also set up to gather input from those who preferred to contribute remotely. Further sessions were offered via zoom meetings and telephone interviews. Interpreters were engaged to help jointly facilitate some group sessions or speak directly with individuals from BAME communities.

Due to the promotion of the research and the survey, we also received emails and remote contact from plwd who reached out to us as they were unable to attend the scheduled meetings but were still very keen to have their voice heard. All providing valuable insight to their travel experience

Sessions held across LCR

District	Date	Time	Venue	Number involved
Wirral	Wednesday 10th August '22	10.00 am – 12.30pm	Thurstaston, Flissey's Cafe	4
Knowsley	Monday 15th August '22 Wednesday 17th August '22	1.30pm 1.30pm	Zoom Consultation Whiston Town Hall	5
St.Helens	Wednesday 17th August '22	10.00am – 12.15pm	Percival Suite, WA10 6RP	7
Sefton	Thursday 18th August '22	2.30pm – 4.00pm	Formby Library, Duke Street L37 4AN	4
Mary Seacole House Liverpool – Multicultural Group	Friday 19th August '22	10.30am	Mary Seacole House Kumani Centre Liverpool	15
Liverpool – Chinese Wellbeing	Mon/Tue 22nd/23rd August '22	Various	Telephone interviews	4
Liverpool	Wednesday 24th August '22	2.30pm	Everton in the Community	6
Halton	Friday 26th August '22	2.00pm	Ditton Community Centre Dundalk Road WA8 8DF	4
LCR Region	Monday 8th August '22		Online	10

Halton

Knowsley

Liverpool

Sefton

St Helens

Wirral

Multicultural Network – Mary Seacole House

Methodology

Information required for the consultation was broken down into five parts to help facilitate the sessions. Flip charts, prompt cards and illustrations were used to help facilitate the discussions. All group sessions were different but the most important part was explaining and discussing the interpretation of what the LTP was to plwd.

Plwd/carers involved in each session were provided with hard copy questionnaires/ information etc. which they could complete themselves or we helped facilitate this for them.

Part 1 - Demographic information

Part 2 - General transport information – how plwd travel, what mode of transport they use etc.

Part 3 – Understanding the Local Transport Plan

Part 4 – Understanding the Vision of the Local Transport Plan (we focussed on the key words used)
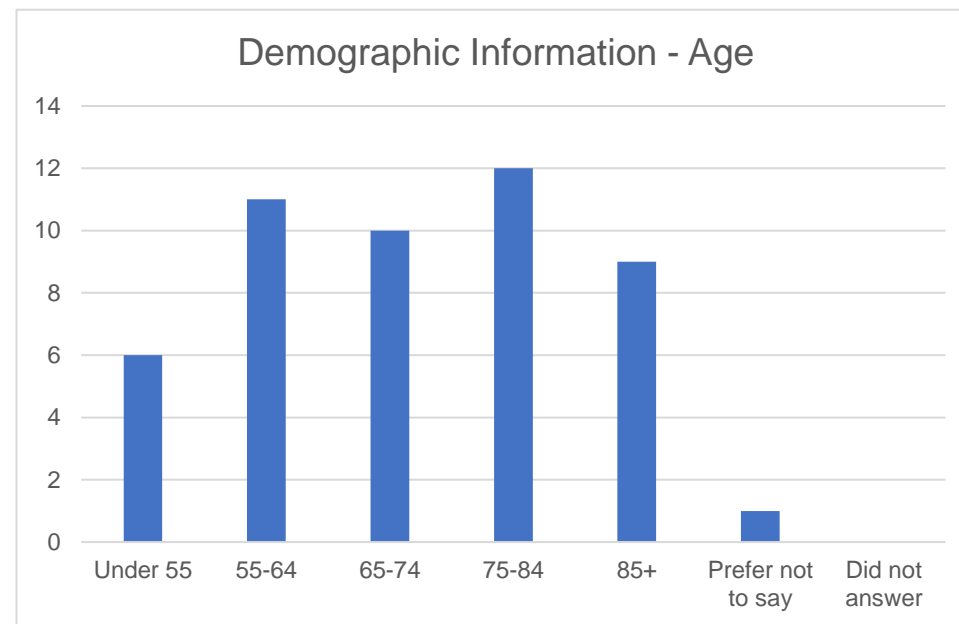
- CLEAN
- SAFE
- RESILIENT
- ACCESSIBLE
- INCLUSIVE

Part 5 - Understanding the Goals of the Local Transport Plan and what is important to you.

Data and Discussion

Part 1 - Demographic Information

Age
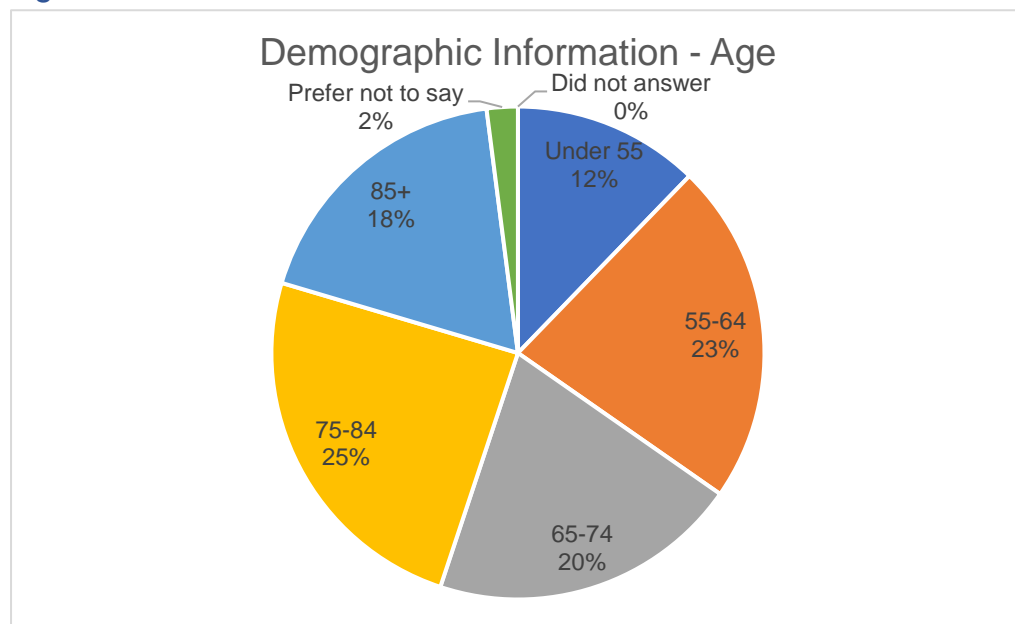
- Total respondents for this question: 49
- Shows fairly even distribution across age groups and therefore good representation across whole dementia community within Liverpool City Region
- Within the 85+ age group only 3 of the 9 respondents were aged 90 or over which may indicate plwd in the later stages of dementia are less independent and unable to engage in community activities

Gender Information

Gender Information

- 8%
- 41%
- 51%

Male Female Prefer not to say

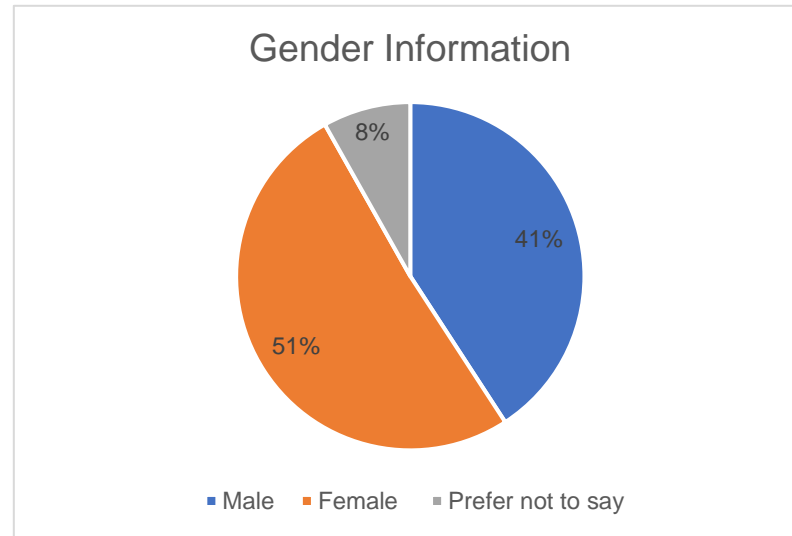- Total respondents for this question: 49
- 10% more female respondents than male, suggesting that if future research held then potentially more of a drive is needed for male participants to ensure data is as relevant to all plwd as possible.

Disability

Disability

- 22%
- 55%
- 23%

Yes No Prefer not to say
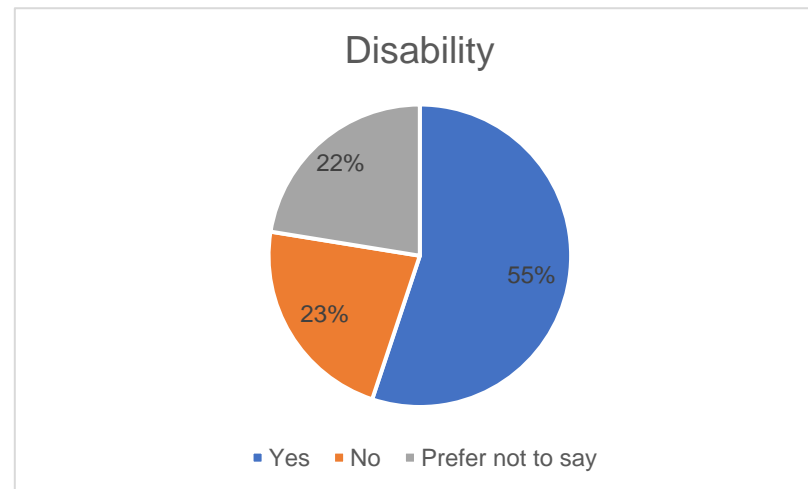
- Total respondents for this question: 49, some people living with dementia (plwd) prefer not to say (22%)
- Carers of people living with dementia have been critical to supporting plwd and have been included in collecting demographics

- The online survey (not depicted in the graph) was answered by 2 plwd and 8 carers who responded on behalf of the person they care for, meaning 20% of respondents for the online survey confirmed having a disability.

Health Conditions

Health Conditions
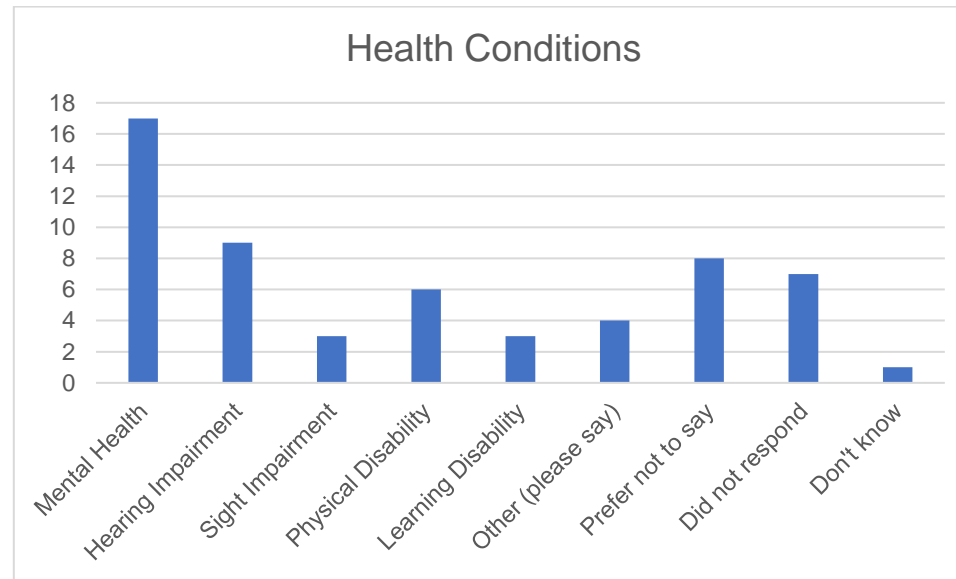
- Total respondents for this question: total of 42 conditions amongst at least 49 participants however due to ability to choose multiple answers the total number of responses for this question was 58.
- Some plwd have multiple disabilities or health issues, others have not responded or preferred not to say

Ethnicity

Ethnicity

Pie chart:
- White: 43%
- Asian or Asian British: 23%
- Black, Black British, Caribbean or African: 6%
- Other (please say): 8%
- Did not respond: 20%

Legend:
- White
- Mixed or Multiple ethnic group
- Asian or Asian British
- Black, Black British, Caribbean or African
- Other (please say)
- Prefer not to say
- Did not respond
- Don't know

Ethnicity

Bar chart (approximate values):
- White: 21
- Mixed or Multiple ethnic group: 0
- Asian or Asian British: 11
- Black, Black British, Caribbean or African: 3
- Other (please say): 4
- Prefer not to say: 0
- Did not respond: 10
- Don't know: 0

- Total respondents for this question: 49
- Highest proportion of respondents were white (nearly 50%), however as can be seen from the graphs there were respondents from multiple other ethnicities (Asian or Asian British/ Black, Black British, Caribbean or African/Iranian)
- There are many more social support groups for white, British people living with dementia who are fluent in English and understand the language

Discussions with plwd/carers and facilitators of local groups for Multi-cultural Network indicate that public transport is an issue.

We heard
- *A member of the local multicultural support group who is living with dementia has used public transport/buses. She stays on the bus for a round trip sometimes as she doesn't want to ask the bus driver where to get off if she isn't sure as she is worried about using English to ask for help* - Liverpool

Part 2 – General Travel Questions

How do you get about?
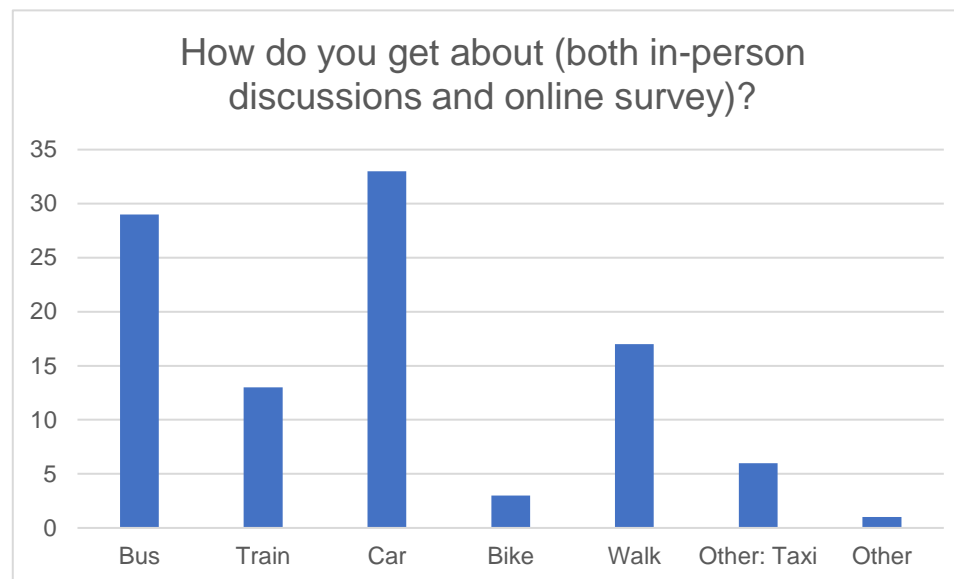
How do you get about (both in-person discussions and online survey)?

- Total respondents for this question: unsure due to ability to choose multiple answers however available to at least 49 through in-person discussions and 10 online survey respondents.
  - o Total responses: 102
- The responses indicate that travelling by car is the preferred mode of transport (nearly 56% of respondents), if this remains an option following diagnosis or with the support of a carer.
- The combined use and reliance of using bus or train (or both - 71%) indicates the continued importance of public transport to the dementia community.
- Qualitative feedback indicates that accessibility to main travel routes influence plwd using public transport
  - o Common themes in the qualitative feedback were that, in some areas, public transport may not be accessible, bus routes are disjointed, timetabling is inconvenient, and the distance to bus stops are a barrier
  - o Taxis used as a supplement to public transport but cost is an issue
- Use of bikes is higher where people stay local, this is more prevalent in ethnic minority groups including carers

Carers indicate that using a car is preferable to public transport –
We heard:
- ***'I wouldn't be able to get mum round to all her appointments and support groups if we used public transport'*** - Wirral

What types of places do you visit each week?

What types of places do you visit each week (both in-person discussions and online survey)?
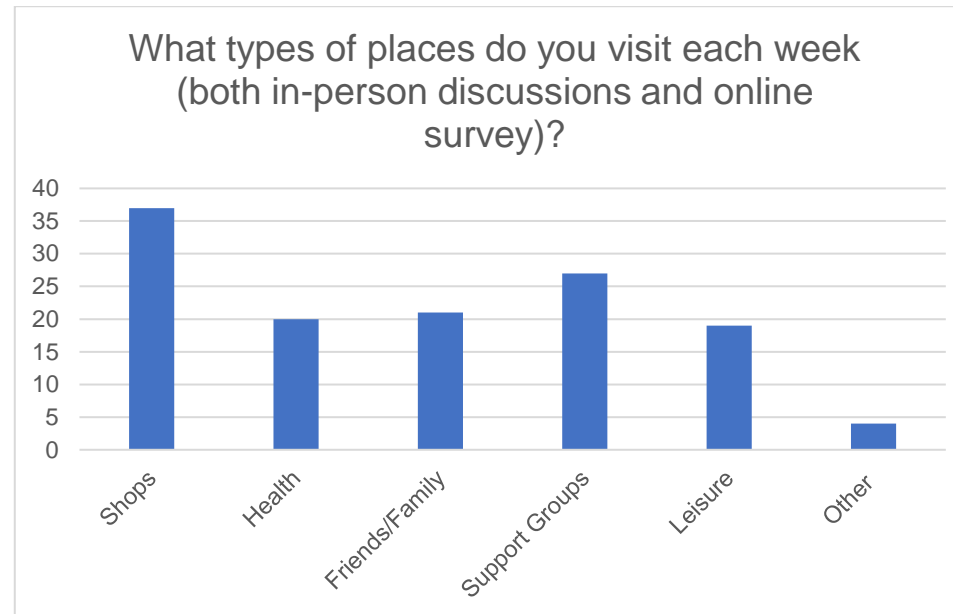

- Total respondents for this question: unsure due to ability to choose multiple answers however available to at least 49 through in-person discussions and 10 online survey respondents
  - Total number of answers: 128
- Other x4:
  - 'Men in Sheds'
  - 'Volunteering hubs/offices'
  - 'Dining out'
  - 'Dementia Activity meeting points'
- Health comment
  - 'isolating for the past 3 years'
- Shows that keeping plwd and their carers able to access the local community is extremely important not only for their own wellbeing, but also for the (local) economy, due to the high number of visits to shops each week.
- Health, friends/family, support groups, and leisure have similar levels of usage and therefore show that there needs to be adequate transport provision so that these can all be accessed.

We heard:

- *'I can't travel before 9.30am which means I miss the start of my support group. I haven't applied for a disability bus travel pass'* - Sefton

How often do you travel in a typical week?

How often do you travel in a typical week (both in-person discussions and online survey)?
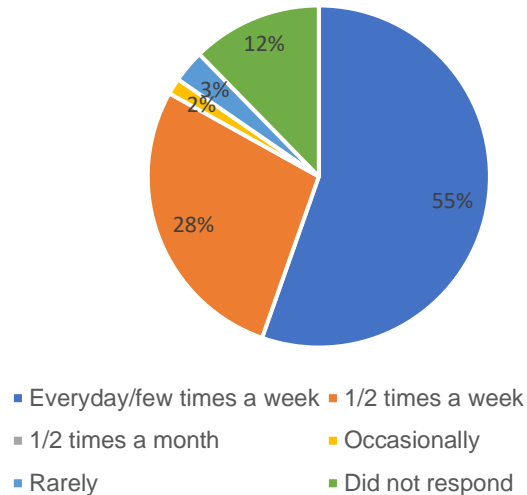
(Pie chart)
- Everyday/few times a week: 55%
- 1/2 times a week: 28%
- 1/2 times a month: 3%
- Occasionally: 2%
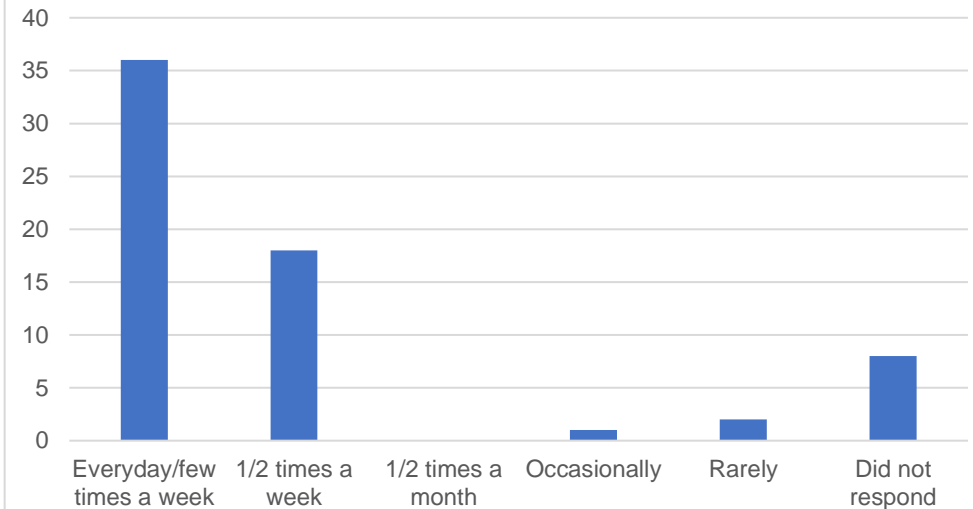- Rarely: 12% (Did not respond)

Legend:
- Everyday/few times a week
- 1/2 times a week
- 1/2 times a month
- Occasionally
- Rarely
- Did not respond

How often do you travel in a typical week (both in-person discussions and online survey)?

(Bar chart)
- Everyday/few times a week: 36
- 1/2 times a week: 18
- 1/2 times a month: 0
- Occasionally: 1
- Rarely: 2
- Did not respond: 8

- Total respondents for this question: 57 (not including 8 manually added 'did not respond') so 65 overall
- Highlights the importance of adequate transport provision due to 83% of respondents answering that they travel either everyday/few times a week or 1/2 times a week typically.
- Qualitative discussions indicate that there are challenges for some people living with dementia to conveniently access public transport regularly. This depends on transport provider, regularity of service, transport connections and location of where plwd live.
- It is often inconvenient and difficult to use public transport

We heard what influences plwd using public transport

- *'Unexpected changes in service'* - Liverpool
- *'Timetabling'* - Wirral
- *'Accessibility of information at bus hubs/lighting'* - Sefton
- *'Distance to bus stops from home - if I didn't use a car I would need a taxi to a bus stop!'* - Halton
- *'Frightened to alight bus if I'm not sure – English not good and do not want to ask bus driver'* – MCN, Liverpool
- *'Do not drive' and therefore means reliant on private or public transport –* *Wirral*
- *'Cannot speak English'* – Liverpool
- *Has dementia but won't admit it –* *St. Helens*
- *Covid lockdown speeded up the illness, my partner has deteriorated since Covid lockdown –* *St. Helens*

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Part 3 – Impact of COVID-19 and subsequent 'lockdowns' on travel habits

Changes in travel habits since COVID-19 'lockdowns'

Have your travel habits changed since COVID 'lockdown' (both in-person discussions and online survey)?
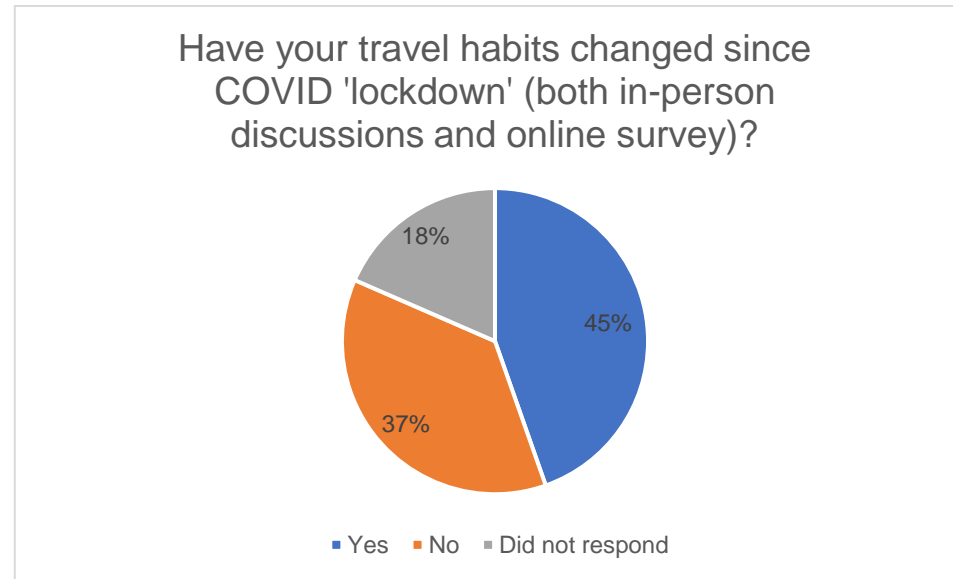
- Total respondents for this question: 53 (not including 12 manually added 'did not respond') so 65 overall
- Shows that despite the impact of COVID-19 on public transport and opening abilities of different services (closure of shops, leisure activities, reduced healthcare access), this only had an impact on the travel habits of half the respondents who chose to answer this question. This may suggest that those it did not impact could be due to not using public transport before COVID – whether this was a personal preference or a choice made due to poor provision/issues with public transport – however, again this may need investigating to see if that is the case.

- **We heard:**
  - *'Prior to Covid I acquired bladder cancer travelling between hospital, GP, so using more public transport'*
  - *'No car anymore, go out less, rely on daughter'*
  - *'Use supermarket late at night, mother not driving, dementia, daughter have to take her for everything'*
  - *'Only when buses on strike'*
  - *'Husband still able to drive; Try to go out daily back to where we were; Daily travel by train'*
  - *'Scared; health problems; I don't feel safe; afraid of catching Covid from other people while travelling on a bus; Don't feel safe going out.'*
  - *'Essential travel only, arranging pickup by car it's more reliable'*
  - *'Reliant on help with transport as less independent'*
  - *'Prefer online purchase'*
  - *'Yes I travel less now'*
  - *'Stay local, don't travel into town, buses on strike'*
  - *'Rail strikes'*

Have you changed your travel habits in any way for a particular journey?

Have you changed your travel habits in any
way for a particular journey?
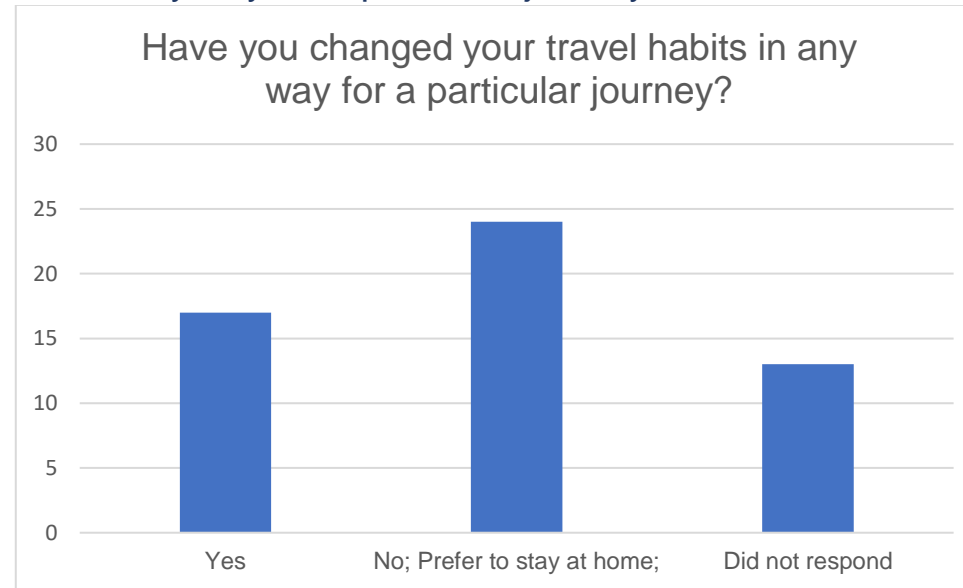
- Total respondents for this question: 41 (not including 13 manually added 'did not respond') so 54 overall
- Seems to agree with the previous inference in that COVID did not impact travel habits of those who may have already had to make changes to how they travelled regardless of COVID.

- ***Comments from 'yes' respondents:***
  - ***'Alzheimer's, not driving, struggle to get into town to bus not going further into town for shops and waterfront'-*** Liverpool
  - ***'Move if People coughing'*** - Sefton
  - ***'Travel to volunteer Men in Sheds'*** – Sefton
  - ***'Can't get out to shops in Halewood, buses every half an hour, quicker to walk if I go to Belle Vale - Garston return can't get home, no later buses'*** – Knowsley
  - ***'Costs – reduced going out'*** – Halton
  - ***'Health problems'*** – Liverpool (MCN)
- ***Comments from 'no' respondents:***
  - ***No longer take bus to Liverpool or Birkenhead for shopping, use online instead*** - Wirral

What has prompted these changes?
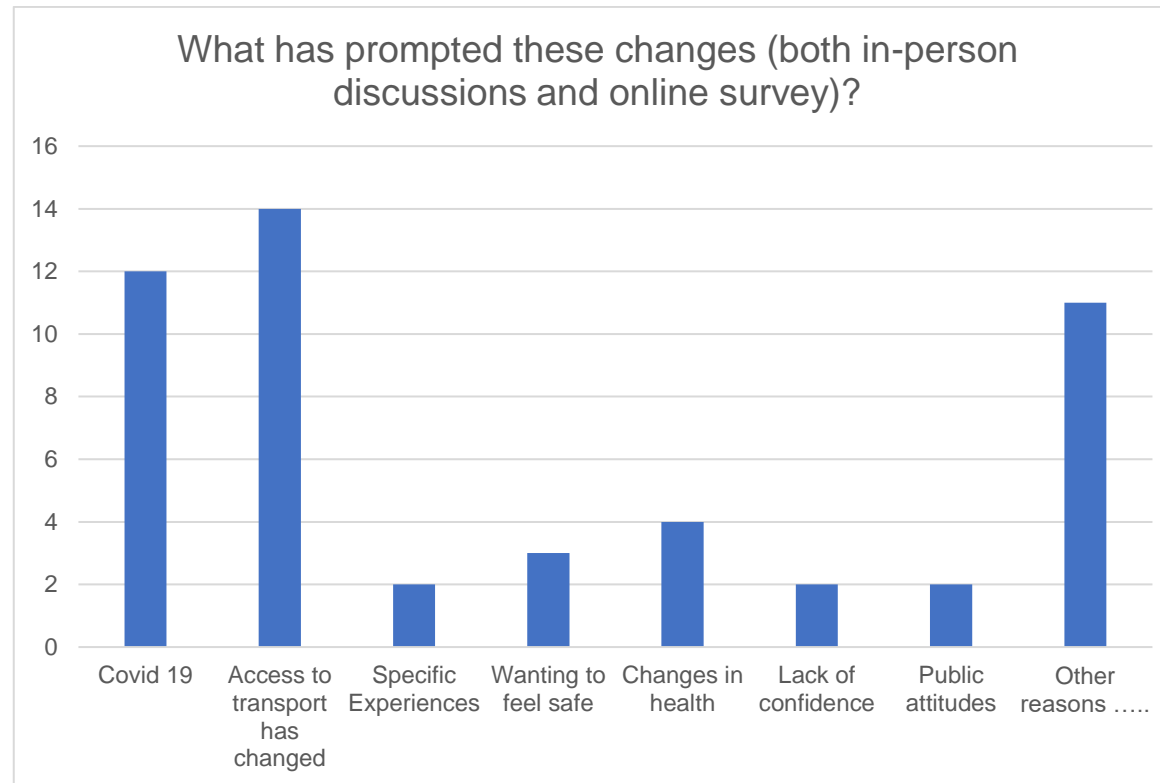
What has prompted these changes (both in-person discussions and online survey)?

- Total respondents for this question: unsure due to ability to choose multiple answers however available to at least 49 through in-person discussions and 10 online survey respondents
  - Total answers: 50

- *We heard (represented in graph under 'Other reasons…')*
  - *'Health/COVID'* – Knowsley
  - *'Don't feel safe'* – Liverpool (MCN)
  - *'I forget at times where I have to go'* – Liverpool (MCN)
  - *'Has had to give up driving since COVID'* – online survey

- o *'Husband has Alzheimer's and he gets anxious when sitting in the aisle seats gets knocked when passengers getting on and off bus. Too stressful'* - Wirral
- o *'Increased confusion, so more reliant on support'* – MCN - Liverpool
- o *'I got stuck at Speke South Parkway 188 return bus, told bus cancelled had to get a taxi home…expensive.'* – Knowsley

- Most cited reason for change is due to transport access having changed and therefore highlights the need for transport to be focused on now that we are post-COVID, to return them to pre-COVID provision. Suggests that before COVID transport was working well/better for plwd and their carers.
- Second most cited reason is COVID-19 which is not necessarily something that can be fully resolved by LCR however provisions could be put in place to mitigate – continuing social distancing on seats, compulsory masks, hand sanitiser provided etc. which then may decrease the concern around COVID-19 for plwd and their carers travelling on public transport

Despite these changes to public transport use it is important to remember there are people who still rely heavily on public transport after COVID as they have no other choice; one carer for a plwd from the Wirral reached out to us by email explaining how her and her husband rely heavily on public transport.

- **'I am emailing this in response to an email from Dementia Together Wirral. Without good public transport we could not get the support and care for my husband with Alzheimer's that we are now getting because we don't have a car. We go all over to meeting from Hoylake by bus and train. Bebington, Hooton, New Brighton, Moreton and Birkenhead. On days of disruption, it was as if we had lost our Lifeline. It is very important that Wirral West is not forgotten in the grand scheme of the Liverpool plan. I would have liked to be part of the group but I can't leave my husband and he would be disruptive if I brought him to a meeting. I wish you well with the work.'** – Wirral

Do you think this is a short-term change or permanent?
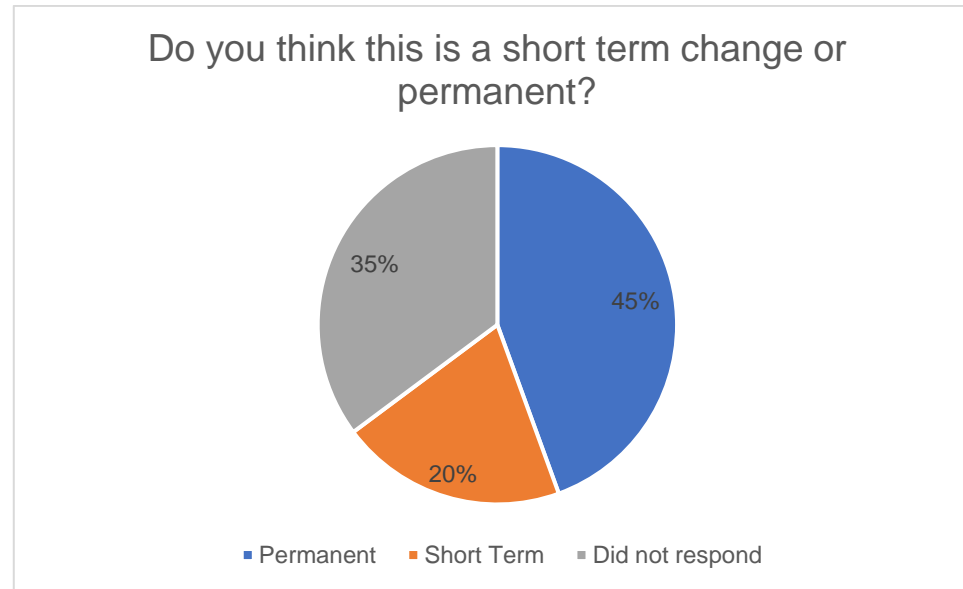
Do you think this is a short term change or permanent?

35% 45% 20%

■ Permanent   ■ Short Term   ■ Did not respond

- Total respondents for this question: 35 (not including 19 manually added 'did not respond') so overall is 54
- Shows that nearly 50% of respondents consider this to be a permanent change
- This percentage could also potentially be higher considering nearly the same amount of respondents did not respond to this question and therefore may also see this as a permanent change.

Home deliveries since COVID

Do you receive more home deliveries since COVID (both in-person discussions and online survey)?

- 37% Yes
- 47% No
- 16% Did not respond

■ Yes ■ No ■ Did not respond
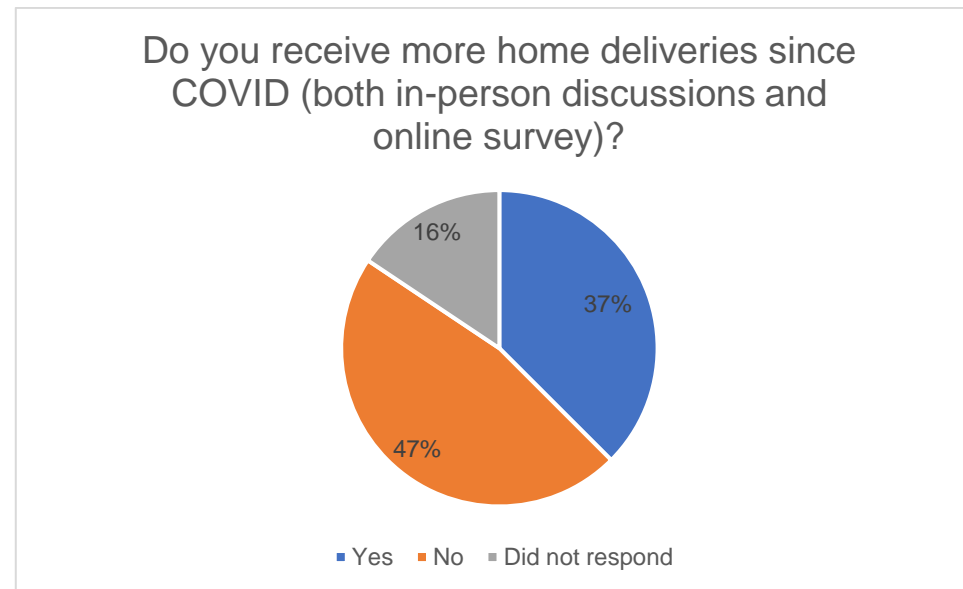
- Total respondents for this question: 54 (not including 10 manually added 'did not respond') so overall is 64
- Nearly 50% of respondents responded with 'no' rather than 'yes' suggesting that the importance of in-person shopping has not decreased within the dementia community in Liverpool since the onset of COVID-19. Therefore, ensuring that transport still provides the opportunities for plwd and their carers to access local shopping is important.

Impact of home deliveries on need for travel to shop locally

If so, has this reduced your travel for shopping locally?

- 28%
- 35%
- 37%

■ Yes   ■ No   ■ Did not respond

- Total respondents for this question: 37 (not including 14 manually added 'did not respond') so overall is 51
- Nearly the same amount of respondents answered 'yes' and 'no' (18 and 19 respondents respectively) and therefore makes it hard to infer the change in home deliveries in line with COVID and the impact this has subsequently had on the need for travel to local shops.
- Despite this, it still shows that 50% of respondents continue to rely on local shopping and therefore ensuring that transport still provides the opportunities for plwd and their carers to access local shopping is important.
- One of the respondents who answered 'no' stated that they answered 'no' as it has actually increased their travel for local shopping and therefore it shouldn't be assumed that no always means a decrease.

Part 4 - Understanding of the Liverpool City Region Local Transport Plan

Do you feel you have a good understanding of what the Local Transport Plan is?

(Before discussion) do you feel you have a good understanding of what the Liverpool Transport Plan is?
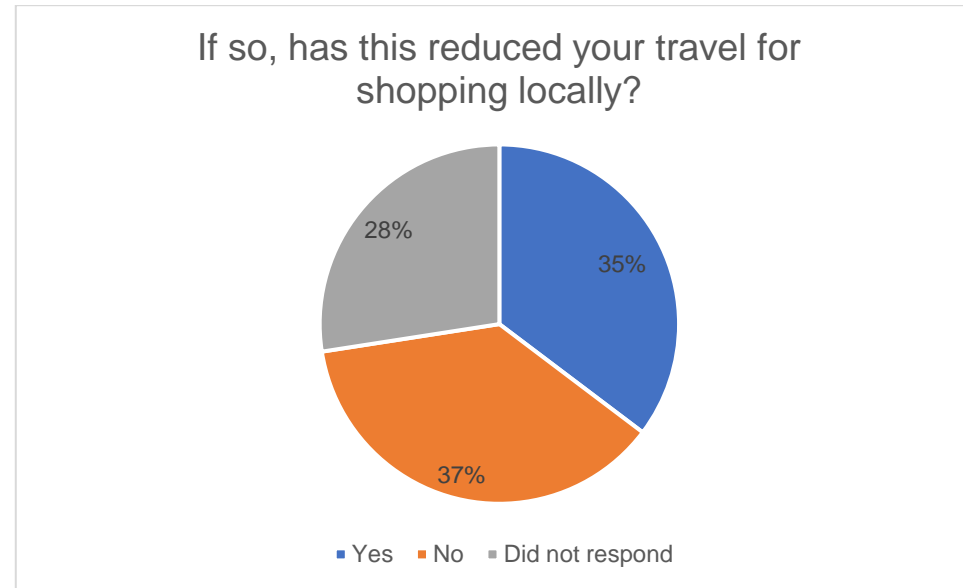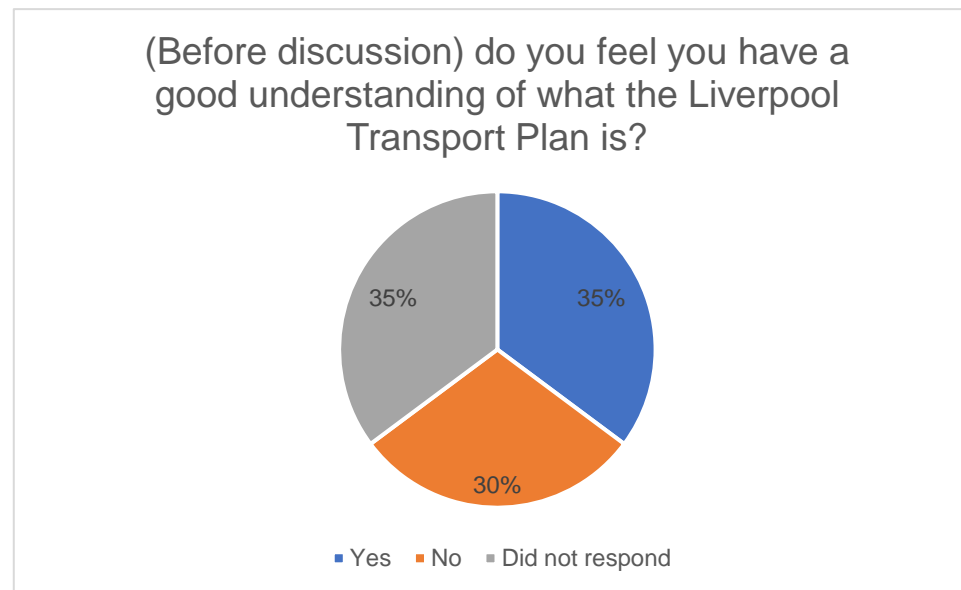
- 35%
- 35%
- 30%

■ Yes ■ No ■ Did not respond

- Total respondents for this question: 35 (not including 19 manually added 'did not respond') so overall is 54
- This question was asked in the in-person discussions/questionnaires.
- Shows that overall there is quite a lot of confusion surrounding what the LTP is; nearly 65% of respondents answered with no or did not respond to the question and therefore indicates there is a lack of awareness of previous and the current development of the LCR Local Transport Plan.

We heard:
- *'I didn't know about the LTP'* – many responses
- *'Are we in the Liverpool City Region?'* – Halton
- *'I don't understand' –* C/Welbeing - Liverpool
- *'It's complicated and too 'wordy''*- Wirral
- *'I don't know what some of these words mean'* – St. Helens
- *'I've heard about the LTPs'* – Sefton
- *'Language Issues, I do not understand. I always need help from my family and friends, I can't motivate myself??'* – Liverpool (MCN)

Combined Feedback from all LCR Districts

Part 3 – Understanding the Local Transport Plan

DO YOU UNDERSTAND WHAT A LOCAL TRANSPORT PLAN IS AFTER READING THE STATEMENT?

Comments:

Overall – there is a lack of awareness and understanding of the Local Transport Plan within the dementia community. Most people living with dementia and their carers had not heard of previous LTP's and had no knowledge of how this related to them. However, it was acknowledged that being invited to contribute was a positive move and it provided an opportunity for plwd/carers to have their views heard. The key message from both plwd and carers is that transport is an important issue helping keep the plwd connected to their families, communities, health services and support groups. People with dementia found the language used difficult to understand and without the help of their carers, for many, they would struggle to contribute. People with more advanced dementia would find it impossible. That is why it's important to hear the views from carers who have guided the person they care for along their dementia journey. Additionally, there are translation issues and language barriers to engage ethnic communities with the developing LTP across the LCR. The strategic context and language used is a barrier to people living with dementia to engage and contribute effectively. Conducting the consultation provided an opportunity to raise awareness of the LTP, why it is needed, and the benefits it will bring. Many contributors from the dementia community are keen to stay involved and welcome feedback from this consultation.

Which parts stand out and why?

Transport Investment is recognised as being important. If there is investment, then services will be able to respond to the needs of the dementia community. There was a recurring theme from plwd asking

- what is the detail?
- what does the Vision and Goals mean in practical terms?
- what are the detailed plans?
- what will be changing?

Some plwd/carers were also sceptical, asking will this happen. However, it was encouraging to know that plans are being developed and that the dementia community have been involved. Whilst there were many questions about the detail, there was also encouragement for an improved transport system. Individual comments include -:

Helpful!

Hopeful

Ambitious!

Grateful

Encouraging!

Why a London Standard Transport System?

Should aim to be world class!

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LCR Combined District Feedback - The Vision

SUMMARY

CLEAN

The **majority** of plwd understood what this word meant in relation to the LTP Vision and the transport they use. However, it was interesting to see that some responses considered 'clean' relating to carbon emissions, electric buses, clean air, and environmental impact. *(majority – more than 75%)*

SAFE

Most plwd understood what this word meant in relation to the LTP Vision. They highlighted situations when they don't feel safe, including staff attitudes and support, ease of journey, behaviour from other travellers, using passes etc. *(most – more than 50%, less than 75%)*

RESILIENT

The **majority** of plwd **did not** understand this word in relation to the LTP Vision. Of the few that commented it related to vehicles being 'hard wearing' or 'many choices'

(majority – more than 75%)

ACCESSIBLE

Minority of plwd recognised the physical barriers to travelling, others relate this to readable timetables etc. There was some confusion between 'accessible' and the word 'inclusive'. Some plwd found it difficult to distinguish between the two.

(minority – less than 50%)

INCLUSIVE

Most plwd identified practical examples of this word in relation to travel, although many confused 'inclusive with 'accessible'. A set of definitions for these words in relation to travel would provide better understanding. *(most – more than 50%, less than   75%)*

LONDON STANDARD TRANSPORT SYSTEM

The majority of plwd **did not** understand this phrase as they had not visited London or used public transport there. The overall guess was that it was probably good, and we should be aspiring to it or even better. *(majority – more than 75%)*

Goal 3 – Health and quality of life

The **majority** of plwd told us this is the most personal goal for them. Health and quality of life was the clear preference across all districts. *"Everybody is entitled to a life being able to get out". -* St. Helens

"By improving the transport system, it can improve my life". – Chinese Wellbeing - Liverpool

Goal 2 – Environmental

Many plwd had a clear understanding of the importance of reducing carbon emissions and looking after the planet. This was the second popular preference across the LCR, although a few chose this as their first choice.

"Achieving zero carbon by 2040 will be better for the environment and our health" – St. Helens

Goal 1 – Improving journey times, costs, access

Some plwd understood that this goal would improve the practicalities of using, accessing, and paying for public transport. *"Buses must serve more routes" -* Liverpool

"Timetabling needs improvement and better connections" - Wirral

*"Information needs to be more accessible and easier to understand, including lighting at bus stops" -*Wirral

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General Feedback- *"What is a Spatial Development Plan?" -* Sefton

"They (Goals) are too woolly, and Goal 1 is too strategic as examples".- Knowsley

"I do not understand it all" - Wirral

"Too complicated to understand" - Sefton

"They (Goals) are too wordy". – Knowsley

The learning points

- People living with dementia were interested in knowing about the LTP and are keen to stay involved. This has created an interest and opportunity to gather continued input from a lived experience viewpoint, helping making the LCR public transport system fully accessible

- There is a need to create consultation information in different languages so that all parts of the LCR community can contribute

- Providing information in illustrative or pictorial form may be easier to understand. Many plwd stressed that the language used in the LTP Vision and goals was prohibitive to them understanding what the LTP is setting out to achieve.

- Using references ie 'London transport system' isn't necessarily recognised by many plwd. Some have not visited London or used the transport system so have nothing to measure or compare this to. An explanation of how the London Transport System integrates and is responsive ie. 'just in time' model for the public would provide a clearer understanding.

"Should add how much we enjoyed talking with Pat, Paul and Tommy from thred, the fellas were inspirational ...life does go on!" - Sefton

'Format given to you isn't great but Tommy and Paul have done a great job of making it a bit more dementia friendly' - Knowsley

"Looking forward to seeing the final report. You're all doing a fantastic job' - Knowsley

"The 121 Zoom with Stan worked really well and the insight was astonishing' - Knowsley

"Both Paul and I were inspired (not too strong a word) by Tommy and Paul… both great examples of how to live life well with dementia' - Sefton

"Welcome to come back anytime' – St. Helens

Local Transport Plan 4 (LTP4) Workshops Aug-Oct 2022

Liverpool City Region Residents Aged 55 and over

Report By:

Neil Johnson, Engagement Project Lead

With support from:
Billy Bradshaw, Engagement Officer
Chris Murphy, Engagement Officer
Ben Lane, Community Connector
Morag Haddow, Research Project Lead

LIVERPOOL CITY REGION COMBINED AUTHORITY

METRO MAYOR LIVERPOOL CITY REGION

Notes

- Throughout the report, the term 'base: xx' has been used. The 'base' refers to the people who answered a particular question.

- In total 39 respondents took part in the workshops. **As the base size is low caution should be taken when reading the results.**

- Due to rounding and multiple response questions some graph percentages may not add to 100%.

Contents

Background

The Liverpool City Region Combined Authority (LCRCA) is in the process of developing a Local Transport Plan (LTP), a key document which will help to shape improvements in local transport between now and 2040. The Transport Policy Team are in the process of undertaking engagement with citizens to inform the development of the LTP.

Among the sectors identified were LCR citizens aged 55+ as ONS population projections suggest a significant increase in the older population over the duration of the Local Transport Plan.

Four one hour workshops were held in Sefton, Halton, Wirral and Knowsley, involving 39 people aged 55 and over. We intended to include all six regions of the city region but were unable to secure events in Liverpool and St Helens during the consultation period. Of the four areas included, three – Halton, Sefton, Wirral – have over 55 populations higher than the national average.

This report brings together the findings of those workshops to help inform the development of the Local Transport Plan.

Methodology & Recruitment

- We have existing relationships with a number of community groups that represent older residents across the city region and all were invited to participate. Four organisations accepted and sessions were held between August and October 2022.

- Workshops were held in community locations suggested by the participating organisations.

- Each organisation circulated an open invitation to their service users.

- There was no selection process beyond a requirement to be 55 and over.

- No incentives were offered.

- Workshops lasted one hour following the discussion guide (see Appendix 1)

- There was a presentation which mirrored the discussion guide, though not all venues had presentation equipment so this was not used at every session.

- Each session was lead by Neil Johnson, Engagement Project Lead, Liverpool City Region Combined Authority.

Respondent Demographics

- 39 people participated in the four sessions.

- Where attendees did not complete the demographic information in full or in part they have been marked 'Did Not Answer'.

- 59% identified as female, 31% male, 10% did not answer.

- 51% considered themselves to have a disability, 36% no disability and 13% did not answer

- 90% of participants described their ethnicity as white. 10% did not answer.

Base: 39

AGE GROUP

Age Group	Percentage	Count
55-64	21%	8
65-74	44%	17
75-84	23%	9
85+	3%	1
Did Not Answer	10%	4

GENDER *Base: 39*

Gender	Percentage	Count
Male	31%	12
Female	59%	23
Did Not Answer	10%	4

Q: How old are you?
Q: What is your gender?
What best describes your ethnic group?

LIVERPOOL CITY REGION COMBINED AUTHORITY

METRO MAYOR LIVERPOOL CITY REGION

Demographic Information cont.

DO YOU HAVE A DISABILITY?

Base: 39

- Did Not Answer 12%
- 5
- Yes 51%
- 20
- No 36%
- 14

TYPE OF DISABILITY

Base: 20

- Mental Health 3%
- Did Not Answer 5%
- Hearing Impairment 10%
- 2
- 1
- 4
- 4
- Sight Impairment 10%
- Physical Disability 36%
- 14

Q: Do you consider yourself to have a disability?
Q: If you have answered yes, which of the following conditions do you have?

7

Findings

For participants, travel by car was the most used form of transport when usually traveling about.

However, people used whatever was most convenient for the journey purpose and some used a variety of travel modes.

72% (28) travel by car

64% (25) travel by bus

51% (20) travel by train

46% (18) travel on foot

3% (1) travel by bike

Base: 39

And, shopping was the main reason to travel.

However, social activities combined (visiting family/friends and leisure) was also a key reason to travel accounting for 74%.

77% (30) shopping

44% (17) leisure

36% (14) social

33% (13) medical

5% (2) work

Base: 39

Most participants (85%) report to be traveling regularly (four or more days a week).

However, 14 people noted travelling less since Covid and the majority of them said that change is permanent. Yet, the reasons suggested for these changes in travel habits were varied, some citing a change in personal circumstances and some citing lingering concerns about Covid and their personal safety. There would need to be further study in this area to better understand the long-term impact and what, if anything, may need doing as the base size is too small to draw conclusions. Two respondents also noted they are travelling more since Covid and that is a permanent change.

Travel Frequency   *Base: 39*

NO REPONSE	
1 OR TWICE A WEEK	5
A FEW TIMES A WEEK	33

0   5   10   15   20   25   30   35

Travel change since Covid lockdown   *Base: 39*

MORE	2
LESS	14
SAME	23

0   5   10   15   20   25
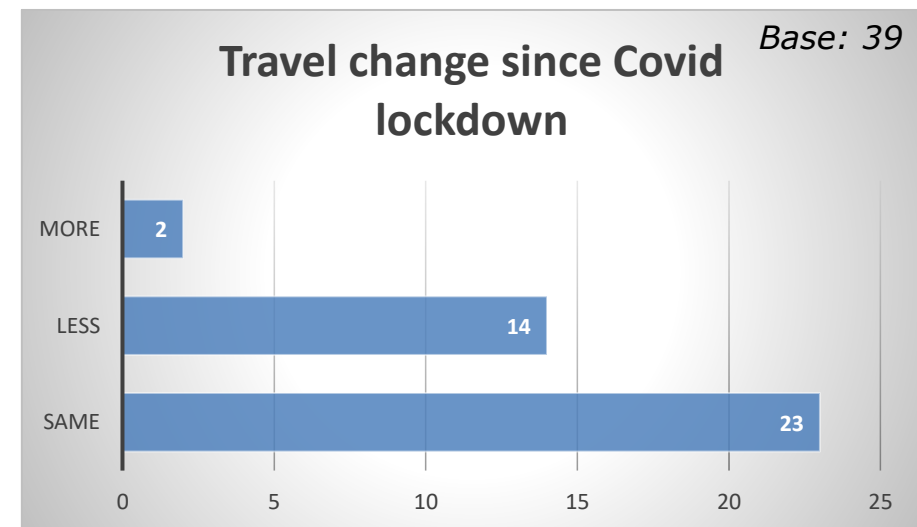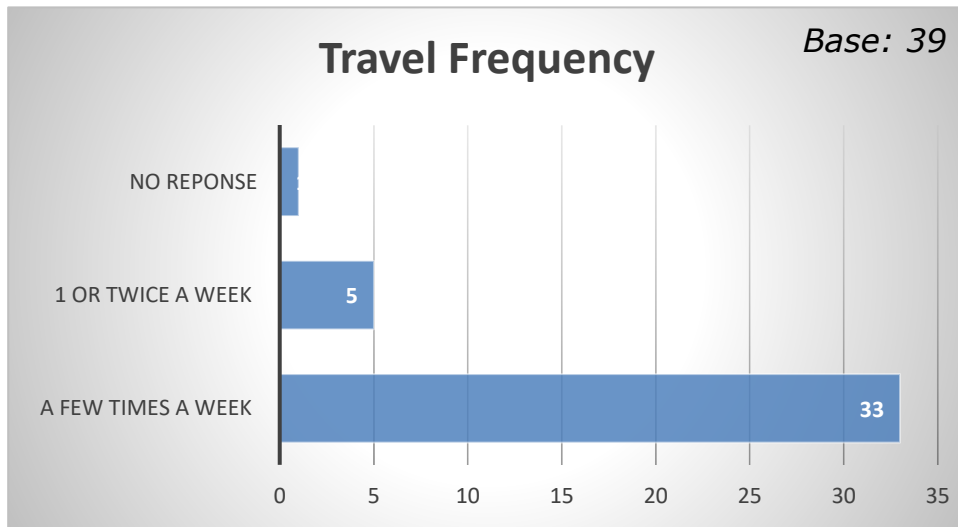
Once it was read to participants, 95% said they understood the purpose of the LTP, but anecdotally there was little prior awareness.

In addition, 92% said they understood the Vision, but some key words were immediately challenged, for example Resilience and London standard particularly around what they meant.

What is a Local Transport Plan?

"*The purpose and role of an LTP is to set out plans, policies and ambitions for transport services and transport investment over a period of time. The Combined Authority is required by law to develop a LTP to guide its transport programmes and to have regard to these policies in making decisions.*"

95%
understand

Local Transport Plan 2040 Vision

"*To plan for, and deliver a clean, safe, resilient, accessible and inclusive London-standard transport system for the movement of people, goods and freight in a way that delivers our economic, social and environmental ambitions, and in particular, a net zero carbon emitting city region by 2040 or sooner*"

92%
understand

Base: 39

Q: Do you understand what the LTP is?
Q. Do you understand the Vision for LTP4?

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Testing the understanding of particular words in the Vision, as with the other engagement and research undertaken, some words were less understood (e.g. Resilient), whilst others meant different things to different people.

In summary:

Base: 39

- Just under 7 in 10 (69%) associated '**CLEAN**' with environmental issues, and just under half (49%) associated the word with cleanliness issues.

- 38% associated '**SAFE**' with staff visibility and anti-social behaviour, and a third (33%) were concerned about vehicle maintenance.

- Only 23% associated '**RESILIENT**' with robust/adaptable services, 28% with service improvements and 31% did not know.

- The terms '**ACCESSIBLE**' and '**INCLUSIVE**' seemed interchangeable for many. Meeting the needs for all passengers and accessibility for all were the main themes, including aspects of vehicle design and service improvement.

- 36% did not know what '**LONDON STANDARD**' meant. 35% associated with better services/cheaper and simpler ticketing and 8% reacted negatively.

For more detail see Appendix 2-7.

Of the goals, two of the five LTP goals (5 & 3) resonated more than others, with them being selected as top priority by 3 out of six groups.

Goal no.1 was not selected as top or second priority by any group.

Goal 1
"Ensure that transport supports recovery, sustainable growth and development, and that our transport plan, Plan for Prosperity, Climate Action Plan and Spatial Development Strategy are fully aligned."

"We don't know what the Plan for Prosperity, Spatial Development etc are. They don't mean anything to us."

Goal 2
"To achieve net-zero by 2040 or sooner, whilst safeguarding and enhancing our environment."

"No.3 is people focussed, its means something to us now as older citizens" (female Wirral)

Goal 3
"Improving the health and quality of life of our people and communities through the right transport solutions, including safer, more attractive streets and places used by zero emission passenger and freight transport"

Three groups (total 19 people) selected Goal 3 as their top priority, and one group (4 people) as their second priority.

Goal 4
"Ensuring that our transport network and assets are resilient, responsive to the effects of climate change, and are well maintained"

"No 3 is about looking after the quality of life" (male Knowsley)

Goal 5
"Ensuring that we respond to uncertainty and change but also innovation and new technologies in the movement of people and goods"

"technology is moving so fast we need to keep pace or risk falling further behind economically" (Male Wirral)

Three groups (total 18 people) selected Goal 5 as their top priority, and one group (8 people) as their second priority.

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Overall Conclusions and recommendations

- Anecdotally there was little prior awareness of the LTP by participants prior to the sessions. As with other findings from other demographics and the public in general, consideration may be needed as to how to communicate about the LTP and bring citizens on the journey.

- 92% said they understood the Vision, but some key words were immediately challenged, for example Resilience and London standard particularly around what they meant. Some words were also interpreted differently by different participants. This is similar to the findings in the Youth work and the outsourced agency work. As with those, again, consideration should be given to the wording used particular in any documents or communications written for the public.

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Appendix 1: Workshop Approach

- We introduced ourselves, Liverpool City Region Combined Authority and its purpose and membership, and the Metro Mayor and the Mayoral priorities
- We then asked participants to introduce themselves
- We asked participants to complete a short demographic questionnaire
- We then asked a series of questions about current transport habits
    - Q1. How do you usually travel about?
    - Q2. What is your main reason to travel?
    - Q3. How often do you travel?
    - Q4. Have your travel habits changed since pre-Covid to now?
    - Q5. IF they have changed, do you think that change is permanent or not?
- We introduced the Local Transport Plan and asked if people understood what it is.
- We introduced the Vision for LTP 4 and asked if they understood it.
- We then asked participants to consider what the following words meant to them and write their responses on post it notes:
    - 1. Clean
    - 2. Safe
    - 3. Resilient
    - 4. Accessible
    - 5. Inclusive
    - 6. London Standard
- We introduced the five Goals for LTP 4 and asked each group to collectively prioritise the goals from 1 (most important) to 5 (least important).
- We asked each group to state why they had selected this order.

Appendix 2:
What do you understand by the word CLEAN?

Base: 39

What does clean mean to you?	Number	Percentage
ENVIRONMENTAL ISSUES (in total not double counting those who fell into more than one category)	**27**	**69%**
- Environmentally friendly/clean environment/pollution saving	9	23%
- Low or zero emissions/pollution or carbon free/clean & green	15	38%
- Electric buses and trains	2	5%
- More cycling	1	3%
CLEANLINESS ISSUES (in total not double counting those who fell into more than one category)	**18**	**49%**
- Cleaner vehicles, windows & seats/no stains/hygienic	17	44%
- No litter/neat & tidy	6	15%
- No feet on seats	1	3%
Vehicle Maintenance	2	5%
Don't Know	1	3%

Appendix 3:
What do you understand by the word SAFE?

Base: 39

What does safe mean to you?	Number	Percentage
Bus Issues (in total not double counting those who fell into more than one category)	19	49%
- Vehicle maintenance	13	33%
- Driver training	5	14%
- CCTV	1	3%
- Improved comfort	1	3%
- Regulated services	1	3%
RAIL - staff presence	8	21%
Covid Issues (general public transport)	2	5%
Anti Social Behaviour (ASB) Issues (general public transport)	7	18%
Highways/public realm (lighting/cycle lanes/pot holes)	3	8%
Access Issues (bus implied but not specified)	4	11%
Not travelling at night	1	3%

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Appendix 4:
What do you understand by the word RESILIENT?

What does resilient mean to you?	Number	Percentage
ABILITY TO COPE (in total)	**9**	**23%**
- weather/volume/emergencies	5	13%
- adaptable	2	5%
- well designed/designed to last	3	8%
- Back ups available	1	3%
SERVICE PROVISION (in total)	**11**	**28%**
- Reliable services	7	18%
- regular/better timetable	4	10%
DON'T KNOW	**12**	**31%**
ACCESSIBLE	**4**	**10%**
Support for ASB/Safety of Staff	**2**	**5%**
Stopping adequately	**1**	**3%**
Costs of fuel	**1**	**3%**
Small local problem	**1**	**3%**

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Base: 39

Appendix 5:
What do you understand by the word INCLUSIVE?

What does inclusive mean to you?	Number	Percentage
MEETS THE NEEDS OF ALL PASSENGERS	**14**	**36%**
BETTER ACCESSIBILITY (in total)	**9**	**23%**
- Easier for wheelchair users/buggies	7	18%
- Better information for disabled people	2	5%
TICKETING (in total)	**8**	**21%**
- reduced/affordable tickets	7	18%
- Simpler ticketing	1	3%
DON'T KNOW/NO RESPONSE	**5**	**13%**
GEOGRAPHICALLY ACCESSIBLE	**2**	**5%**
IMPROVED/MORE SERVICES	**3**	**5%**

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Appendix 6:
What do you understand by the word ACCESSIBLE?

What does accessible mean to you?	Number	Percentage
BUS DESIGN ISSUES (in total)	**13**	**33%**
- Low step/easier to board & disembark	5	13%
- More room for wheelchairs/buggies	6	15%
- Improved interior (not specified)	4	10%
- Next stop audio	1	3%
ACCESS FOR ALL	**12**	**31%**
BUS SERVICE PROVISION (in total)	**6**	**15%**
Regular service	5	13%
Better connectivity	1	3%
BUS STOP LOCATION (in total)	**4**	**10%**
- Distance to stop	3	8%
- More stops on estates	1	3%

What does accessible mean to you?	Number	Percentage
STAFF presence/response	**4**	**10%**
- Response to Anti-social behaviour	2	5%
- Assistance for passengers	2	5%
- Time to board/disembark	1	3%
RAIL STATION ACCESS	**3**	**8%**
Cheaper Fares	**1**	**3%**
More Public Transport	**3**	**8%**
More charging points for electric vehicles	**1**	**3%**
No response	**2**	**5%**

Appendix 7:
What do you understand by the word LONDON STANDARD?

What does London standard mean to you?	Number	Percentage
DON'T KNOW WHAT IT MEANS	**14**	**36%**
SERVICE PROVISION (in total)	**8**	**21%**
- Integrated services/better connectivity	6	15%
- Reliable bus services	2	5%
Access for all/meets peoples need	**3**	**8%**
TICKETING (in total)	**7**	**18%**
- reduced/affordable tickets	4	10%
- Simpler/transferable ticketing	4	10%
LONDON IS POOR/LIVERPOOL IS BETTER	**3**	**8%**
AS GOOD AS LONDON/NOT 2ND CLASS	**4**	**10%**
Easy	**2**	**5%**
Public transport as 1st choice	**1**	**3%**

Appendix 8:
Comments on the five LTP4 Goals

	LTP 4 goals	Comments
1	"Ensure that transport supports recovery, sustainable growth and development, and that our transport plan, Plan for Prosperity, Climate Action Plan and Spatial Development Strategy are fully aligned"	"We don't know what the Plan for Prosperity, Spatial Development etc are. They don't mean anything to us."
2	"To achieve net-zero carbon emissions by 2040 or sooner, whilst safeguarding and enhancing our environment"	"If the others happen No. 2 will happen anyway" "we need to tackle climate change"
3	"Improving the health and quality of life of our people and communities through the right transport solutions, including safer, more attractive streets and places used by zero emission passenger and freight transport"	"No.3 is people focussed, its means something to us now as older citizens" "No. 3 is about improving peoples lives" "No 3 is looking after the quality of life"
4	"Ensuring that our transport network and assets are resilient, responsive to the effects of climate change, and are well maintained"	"we need cleaner, greener transport"
5	"Ensuring that we respond to uncertainty and change but also innovation and new technologies in the movement of people and goods"	"technology is moving so fast we need to keep pace or risk falling further behind economically"