Your city centre is changing... Analysis of 2018's public conversation







Salford City Council



City Centre Transport Strategy Conversation: Summary

Key points highlighted in the conversation were:

- 90 per cent of respondents identified air quality as an important issue;
- 80 per cent agreed that improving cycling, walking and public transport infrastructure would be the best way to improve air quality;
- Congestion and traffic was identified as one of the biggest problems when travelling into and around the city centre;
- 69 per cent felt that reducing levels of traffic was the best way to create a high-quality city centre;
- Expanding the public transport network, cheaper and discounted travel and more frequent and reliable services were highlighted as being needed to encourage more people to use public transport to access the city centre;
- Safety and parking were major issues when it came to cycling, with 80 per cent of respondents indicating they felt unsafe when cycling around the city centre;
- Half of people felt that pedestrians had too little space on the city centre's streets and sixty four percent of respondents felt cyclists had too little space; and
- Deansgate was highlighted as the main street in the city centre that has too little space for pedestrians.



Methodology and sample

The City Centre Transport Strategy conversation was launched on 8th August 2018 and closed on the 17th October 2018. The online survey was open to all and **3715** respondents completed and submitted their responses. The response profile was broadly similar to the GM area with the following main exceptions:



Women were underrepresented – 40% of respondents were women compared to 55% men.



Respondents aged 25-54 were overrepresented. Respondents over 65 were underrepresented.



The response was highest in the districts closest to the City Centre, the highest response being from Manchester (35%), Salford (13%), and Trafford (12%).



Use of the city centre

Respondents were asked how they currently use the city centre.



Project R134 | Data downloaded 18th October 2018 | Base 3712 | All responses | Q1. How do you currently use the City Centre? (Respondents could select more than one answer)

Respondents identifying themselves as living in the city centre or surrounding area were distributed as shown.

Transport for



Project R134 | Data downloaded 18th October 2018 | Base 3712 | All responses | Q1. How do you currently use the City Centre? (Respondents could select more than one answer)



Getting into and around the city centre





A higher percentage of respondents were using public transport to regularly travel into the city centre than were driving. Respondents were most likely to have used Metrolink, bus or train at least once a week or more. A higher than expected percentage of respondents cycled regularly.



Project R134 | Data downloaded 18th October 2018 | Bases against each mode | All responses | Q2. How often do you use the following ways to get into the city centre?



Travelling around the city centre

Walking was the most popular method of getting around the city centre amongst respondents to the conversation, but just over a quarter used Metrolink once a week or more.



Project R134 | Data downloaded 18th October 2018 | Bases against each mode | All responses | Q3 How often do you use the following ways to get around the city centre?





74% of respondents who had used a car to get into the City Centre stated that they always or sometimes had an alternative.



Improvement to public transport (in particular the expanded public transport networks, more frequent services and more reliable services) was the most frequently cited factor that would encourage respondents to reduce their car travel into the city centre. The same theme was most popular in the congestion conversation.



Cheaper tickets on public transport was the second most popular factor that would discourage car use (also the second most popular factor in the congestion conversation.)

Project R134 | Data downloaded 18th October 2018 | Base 2509 (excludes respondents never using a car to travel into the city centre) | All responses | Q4. When travelling to the city centre by car, how often do you have an alternative to using a car? AND What sort of things might we do for travel into and around the city centre that would encourage you to use alternatives to your car, or discourage unnecessary car use in general?

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What would it take to encourage you to use public transport more frequently?



Project R134 | Data downloaded 18th October 2018 | Base 2675 | All responses | Q6. What would it take to encourage you to use public transport more frequently? (coded open comments – comments could be coded to more than one topic, so may not add up to 100%)

Transport for Greater Manchester

Encouraging more frequent cycling

The availability and upkeep of cycle routes was the main factor that would encourage more cycling into the City Centre.

A third of respondents (33%) claimed EXPANDED cycle routes, would encourage them to cycle more frequently into the city centre. Amongst non-cyclists, 26% suggested that if these were improved they would be encouraged to cycle more frequently.

A quarter (24%) of respondents would be encouraged to cycle more frequently if cycle lanes were IMPROVED. Younger respondents aged 16-34 were significantly more likely to suggest this.



Project R134 | Data downloaded 18th October 2018 | Base 2675 | All responses | Q7. What would it take to encourage you to cycle more frequently? (coded open comments – comments could be coded to more than one topic, so may not add up to 100%)



Challenges when travelling into or around the city centre



The main challenge when travelling into or around the city centre was perceived to be congestion and traffic. Over two fifths (42%) of respondents felt that there was too much congestion/traffic. Those who frequently drive into the city centre were significantly more likely to feel this way than those who drive infrequently or never (55% compared to 42% and 39% respectively).

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One in ten respondents (10%) highlighted the cost of ticketing as a challenge to getting into and around the city centre. This was significantly more likely to be an issue for 16-34 year olds, with 13% commenting on ticket prices (compared to 9% of 35-54 year olds and 6% of those aged 55+). 6% of respondents highlighted issues of integrated ticketing.

Project R134 | Data downloaded 18th October 2018 | Base 3432 | All responses | Q8 What are the main challenges when travelling into and around the city centre? (coded open comments – comments could be coded to more than one topic, so may not add up to 100%)

[%]



Creating a high quality city centre



Respondents were asked how best to create a high quality city centre. Within the survey, respondents were given three initial options, 'Reduce levels of traffic', 'Keep traffic at current levels' or 'Something else'. Following recoding of the 'Something else' responses, the results were as follows.

Frequent users of bus, train, tram and cycling to get into the city centre were all significantly more likely than those who don't use those modes to think levels of traffic should be reduced, whilst frequent car drivers were significantly more likely than nondrivers to think traffic should be kept at current levels (21% compared to 8%).

Project R134 | Data downloaded 18th October 2018 | Base 3701 | All responses | Q9. Which of the following do you think would be the best way to create a high quality city centre whilst still making sure that people can get into and around the city centre?

Respondents were given three main options (shown in the red box) to reduce the impact of travel into the city centre on neighbouring areas, together with a 'something else' option for alternative suggestions. These suggestions have been coded by theme, the main themes are shown in the graph below.



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> Respondents with a car in the household were significantly less likely to feel that these three options would help reduce the impact of the city centre on neighbouring areas than those without a car in the household. (55% compared to 74%, 47% compared to 60%, and 39% compared to 48% respectively).

Project R134 | Data downloaded 18th October 2018 | Base 3564 | All responses | Q10. People travelling into the city centre can have an impact on neighbouring areas. Which of the following will help reduce the impact?



Respondents were given three options for managing car parking in the city centre and an open comment box to provide alternative suggestions. These comments are summarised by theme in the red box below.



Project R134 | Data downloaded 18th October 2018 | Base 3568 | All responses | Q11. Which of the following do you think would be the best way to manage the amount of car parking in the city centre?



Improving access to train stations



Project R134 | Data downloaded 18th October 2018 | Base 2433 | All responses | Q12. What sort of things might we do in the city centre that would improve access to rail stations? (coded open comments – comments could be coded to more than one topic, so may not add up to 100%)



City Centre Transport Strategy (CCTS) Conversation

Your streets, your space

Stanecoach

The largest percentage of respondents felt that pedestrians and cyclists had too little road space in the city centre.

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Project R134 | Data downloaded 18th October 2018 | Bases against each option. | Q14. When you are moving around the city centre's streets, how much space do you think do you think the following road users have?



Particular streets in the city centre that have too little space for pedestrians or are difficult to cross.

Respondents were asked to name the streets in the city centre where 1) there was too little choice and 2) where it was difficult to cross.



Project R134 | Data downloaded 18th October 2018 | Base 1605 | All responses | Q15 Which particular streets in the city centre would you say have too little space for pedestrians? AND Q18: Are there particular streets in the city centre that you find difficult to cross? (both questions were open choices)



Safety in the city centre was an issue for respondents, both in terms of safety from traffic and personal security.

Very safe	Safe	Ne	ither	safe or un	isafe	Unsafe	V	'ery unsafe		Safe Unsafe
How safe do you feel fro around the city		valking	7%		35%	3()%	23%	5%	42% 28%
How safe do you feel from traf the city centre?		around		13%	37	%		43%		7% 80%
How safe do you feel being i evening? For example waitir Metrolink and walking around	ng at a bus stop,	using		25%		29%	3	2%	12%	28% 43%

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Priorities for the space next to the kerb



78% of respondents felt there wasn't enough green space in the city centre (Q22). Younger respondents were particularly likely to think this.

56% of respondents also felt that the existing parks and green spaces were unattractive or very unattractive (Q23). Those who live in the city centre were significantly more likely to find very unattractive than those who don't (34% compared to 21%).

78% of respondents felt there wasn't enough cycle storage in the city centre (Q21). Regular cyclists were particularly likely to think this.

Project R134 | Data downloaded 18th October 2018 | Base 3651 | All responses | Q16. Thinking about the space next to the kerb, please choose the THREE uses from the following list that you think should be prioritised



Importance of improving air quality in the city centre





Ways to improve air quality in the city centre





The most popular option amongst regular drivers was to improve the cycling, walking and public transport infrastructure and capacity (68%), whilst those who never drive were significantly more likely to prefer removing traffic from more streets in the city centre (64%), relocating car parking to adjacent areas to the inner ring road (50%), and limiting vehicles in the city centre to low emission / electric vehicles (52%).

Project R134 | Data downloaded 18th October 2018 | Base 3338 | All responses | Q25. Which of the following do you think would be a good way to improve air quality in the city centre?



City Centre Transport Strategy (CCTS) Conversation

Our vision

Stadecoach



'Our vision is for a well-connected city centre at the heart of the North, offering our residents, employees and visitors a great place to work, live in and visit.'



Project R134 | Data downloaded 18th October 2018 | Base 3700 | All responses | Q31. 'Our vision is for a well-connected city centre at the heart of the North, offering our residents, employees and visitors a great place to work, live in and visit.' To what extent do you agree or disagree with our vision?

Transport for Greater Manchester A high level of support for the CCTS supporting ambitions

Creating a city centre environment that feels safe and secure (3603)	72	25 2	
Introducing more high quality public green spaces and improving canal and river walking and cycle routes (3612)	71	22 5 1	
Removing barriers and expanding the capacity and coverage of the public transport, walking and cycling networks to better connect the wider city centre area (3620)	62		26 7 2
Reducing transport emissions in the city centre to provide everyone with cleaner air to breathe (3628)	57	3	1 8 <mark>2</mark>
Ensuring the city centre is ready and can adapt to changes in transport innovations (3605)	46	39	11 1
Creating "Streets for All" which balance the movement of people and goods and create more people friendly places (3626)	41	44	9 3
Ensuring new developments are designed to minimise unnecessary car use (3575)	54	28	10 4
Accommodating the growth in travel demand through non-car modes, to make best use of limited highway capacity (3609)	53	28	9 4
Supporting the city centre's freight and servicing needs to be more efficient and sustainable (3596)	31	48	15 1
Managing car parking to balance the need for good access to the city centre with encouraging more sustainable travel behaviour (3601)	35	40	15 5
Maximising the benefits of HS2 / NPR through integration into the city centre transport network (3590)	37	<mark>24</mark> 19	9 5
Strongly support Support Neith	er support nor oppose 🛛 Oppose	Strongly oppose	n't know

Project R134 | Data downloaded 18th October 2018 | Base noted by question | All responses | Q30/32

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For further details please email yourcity@tfgm.com