

Appendix 10 – Engagement Results

Community Panel Survey

A Community Panel Survey undertaken by Telford and Wrekin Council in January 2015 provided the views of panel members on cycling and walking in the Borough. People aged 55 and over were over-represented in the survey, whilst those under 24 were under-represented. The survey was repeated as a Young Persons survey specifically targeting residents from the Under 24 age range. **Table 1** the findings from the two surveys.

Table 1: Survey Findings

	Community Survey	Young Persons Survey (Under 24)
<i>Participation in some form of cycling</i>	38% of respondents	76% of respondents
<i>For leisure purposes</i>	77%	53%
<i>For commuter purposes</i>	11%	19%
<i>Reasons for not cycling</i>	1. Health Reasons (47%)	1. Not liking cycling (31%)
	2. Concerns over safety (44%)	2. Not able to ride a bike (24%)
		3. Cost of buying a bike (21%)
<i>Respondents who thought improving infrastructure would encourage more people to cycle</i>	-	38%

The survey results are complemented by the results of the British Social Attitudes Survey (2014) that focuses on public attitudes to transport;

- 39% had participated in cycling in the last 12 months
- 66% of respondents never travel by bike
- The proportion of cyclists significantly decreases for older age groups (55+)
- 64% of all respondents said that they agree or strongly agree with the statement 'it is too dangerous for me to cycle on the road'

Stakeholder Engagement

The Strategy and the Action plan have been developed with stakeholder input, through the means of a workshop. The workshop highlighted a number of areas of focus for the Strategy and vision and has informed where funding should be directed. This is summarised below.

The five major focuses for the strategy:

- Improving accessibility to all routes
- Reducing reliance on the car as the only mode of transport
- Improving the health and wellbeing of residents through a more active lifestyle
- Making active transport modes more attractive and attainable
- Focus on increased leisure use and tourism to promote economic regeneration

Messages on cycling:

The five major barriers to cycling in the Telford and Wrekin Council are:

- Lack of bike storage and facilities at businesses and at major transport hubs
- Crossing of major roads and roundabouts are difficult/non-existent in sections
- Lack of information of available routes
- Confidence, safety and darkness/weather conditions
- Car is a preferable mode of transport in terms of time and comfort

The five most popular initiatives to encourage more cycling are:

- Electric bike scheme with frequent charging hubs available
- There should be a focus on improving the present network, 'plugging gaps' and updating signage
- Cycle parking to be more secure and plentiful
- Apps/media use for all routes to be made available in the region
- Highway verge maintenance

Messages on walking:

The five major barriers to walking in the Telford and Wrekin Borough are:

- Safety and weather conditions
- Lack of consistent signage throughout the network
- Crossing of major roads and roundabouts difficult/non-existent in sections
- Lack of information of available routes
- Car is a preferable mode of transport in terms of time and comfort

The four most popular initiatives to encourage more walking are:

- Signage to specify time to walk to destinations as well as distance
- Consistent and high quality maintenance of the network Information made more readily available on leisure routes
- More involvement with local and national organisations teaching in schools about the health benefits of walking
- Incorporate walking campaigns and fundraising in the local community

To enable stakeholder engagement, a workshop was undertaken on 30th November 2016 at Telford Council, with 16 attendees and 4 presenters. Minutes for this workshop are below:

Minutes of the Telford and Wrekin Cycling and Walking Strategy Stakeholders Workshop		
Date Wednesday 30 th November 2016	Time 12.30-14.30	
Where Telford Council House, Addenbrooke House, Ironmasters Way, Telford, TF3 4NT		
Hosts	With thanks given to Telford Council AECOM staff – Lydia Barnstable (Technical Director) Timothy McCann (Project Manager) Siân Spear (Graduate Consultant) Sakhi Sumaria (Graduate Consultant)	
Attendees List	Dominic Proud (speaker) Helen Onions (speaker) David Balme Heather Bolton Sian Skelton Naomi Wrighton Alexander Ford Benjamin Smith Malcolm Morris Alison Hughes Paula Doherty Chris Child Robert Wade Cadi Price Susan Homden Becki Cox	Telford & Wrekin Council Telford & Wrekin Council Telford & Wrekin Council Telford & Wrekin Council Telford & Wrekin Council Wellington Walkers are Welcome NHS Trust Cycle Experience Local Access Forum Transition Town Telford Energize Shropshire, Telford and Wrekin Ironbridge Clarions Cycling Club Severn Gorge Countryside Trust Wheels2Work Living Streets
Session	Notes	Speaker
	Attendees were split into 3 groups to discuss and partake in the exercises conducted. All notes in these minutes are representative for overall feedback rather than being split by individuals or groups.	
Welcome / Introductions	Welcome outlining importance of strategy to the Telford and Wrekin region.	Dominic Proud
	Welcome of AECOM team and an overview given of the purpose of the strategy. AECOM's work done so far was outlined. The importance of the strategy in being integrated and led by other policy documents such as the Telford Infrastructure Plan, Emerging Local Plan and Access Forum were highlighted.	Lydia Barnstable

	<p>The importance of encouraging more walking and cycling in the borough for the health benefits was discussed, with particular statistics outlining the high levels of obesity in the area in comparison to the rest of the West Midlands and also at a national level.</p>	Helen Onions
Barriers	<p>Groups were given resources of a map of Telford, maps showing statistics for indicators of poor health, sports participation rates, indications of near market areas, work flows to different industrial parks, cycling audit of quality vs. importance, walking audit of route use and a summary of the three central focal areas of the strategy (the active north, the attractive centre and the accessible south). They were also provided with a list of major barrier issues which prevent people from walking and cycling and asked to annotate the map accordingly.</p> <p>Outcomes: A number of issues were raised between all groups, some of which included –</p> <ul style="list-style-type: none"> ○ More signage needed throughout the network ○ Old A5 road needing a cycle lane ○ Electric bike scheme could be ideal but then implications around costings, having regular and accessible charging points ○ Market towns, centres and industrial estates all difficult to access and have lack of bike storage ○ Leaf fall and maintenance issues ○ Public transport stations and space do not allow/have restricted and often unsafe storage for bikes ○ Lack of information or promotion of available routes ○ No defined routes for walking or cycling ○ Physical infrastructure gaps in the network ○ Confidence of cycling on roads a barrier ○ Safety issues and darkness major deterrents ○ Lack of road space for cyclists ○ Need of more integrated technology with information e.g. a cycling and walking map ○ Time as a main barrier – car more appealing ○ The Silkin Way Ironbridge new bridge is an issue ○ Roundabouts and major roads with no way of crossing ○ Security issues and lack of a route when off the Silkin Way 	Timothy McCann
Vision	<p>Groups were given a list of visions and asked to choose their top 5 focuses for the strategy. The option of creating their own initiatives was also welcomed.</p> <p>Outcomes: Overall, the groups came up with a combined list of visions, of which shall be used to supplement the aims and objectives also in the strategy –</p>	Timothy McCann

	<ul style="list-style-type: none"> ○ Improving accessibility – all access routes; identification; management and improvements of routes (x2) ○ Reducing reliance on the car – particularly fossil fuel powered cars ○ Improve air quality ○ Integrating a cycling and walking strategy into other strategies/ policies/development plan ○ Encouraging healthy lifestyles ○ Improving health and wellbeing of residents and employees (x2) ○ Supporting growth sustainability (x2) ○ Making active transport modes more attractive ○ Supporting the local economy (x2) ○ More active/lower obesity ○ Enjoy environment ○ Considering Active Travel 	
Solutions	<p>Groups were given a table of some solutions with regards to where funding could be targeted to help encourage more cycling and walking. They were then asked to prioritise these by 'ticking' up to 10 options they thought would be best to target funding to.</p> <p>Outcomes: After discussion, particular themes and focusses with all groups came up. The major solutions which were prioritised included –</p> <ul style="list-style-type: none"> ○ Improving present walking and cycling route connections rather than creating new routes ○ Improving signage throughout the network ○ Maintaining and documenting any issues on routes ○ Cycle parking to be more secure at railway stations and exist at bus stations/at major bus stops ○ Have cycle hubs outside of shops/supermarkets ○ Highway verge maintenance ○ Create campaigns, connect to local and national events and more fundraising activities ○ Have an app of all cycling and walking routes in the region ○ Encourage and teach more in schools about the benefits of cycling and walking, leading to a long-term behavioural change ○ Get more involvement with the active travel network, such as energize, sustrans, sports England etc. ○ Local businesses to donate and lend temporary use of e-bikes and walking boots ○ More involvement with local businesses, smaller local authorities and community groups ○ Need to make a long-term travel behaviour change ○ Encourage more volunteering to sustain maintenance of all routes 	Timothy McCann

Overview	Participants thanked for their time and contributions.	Timothy McCann
Next steps	AECOM endeavours to keep all stakeholders involved in the progression of this strategy. Any additional resources or thoughts are welcomed.	

Stakeholders List

Local Authorities and Organisations

Telford & Wrekin Council
 Shrewsbury and Telford Hospital Trust
 Cycle Experience
 Local Access Forum
 Transition Town Telford
 Energize Shropshire, Telford and Wrekin
 Severn Gorge Countryside Trust
 Destination Telford, Tourist Information Centre
 Business Environmental Support Scheme for Telford
 Wellington Local Agenda 21 Group
 Safer Roads Partnership in Warwickshire and West Mercia
 Ironbridge Gorge Museum Trust
 Shropshire Rural Community Charity
 The Marches Local Enterprise Partnership

Local Community Groups

Ironbridge Clarions Cycling Club
 Ramblers Footpath Group
 Wrekin Sports Cycling Club
 Wellington Walkers are Welcome
 Newport Shropshire Cycling Club
 Severn Spokes
 Walkabout Wrekin

National Partnerships

Sustrans
 Living Streets
 Department for Transport (DfT)
 Chamber of Commerce