

Barnsley Draft Transport Strategy

Consultation Evaluation Report

July 2022



BARN斯LEY
Metropolitan Borough Council

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Executive Summary

Barnsley Council recently consulted on the Barnsley draft Transport Strategy and its associated documents.

The purpose of this document is to set out and respond to the consultation feedback and outline the revisions that will be made to the Transport Strategy in light of the comments that have been made.

There were three main elements to the consultation: Initial consultation with officers and members prior to and during development; consultation on associated documents with key stakeholders and statutory consultees and the public consultation on the draft documents. This report focuses on the feedback received during the main public consultation period

The full public consultation lasted for 4 weeks, from 13th of June 2022 until 10th of July 2022. Engagement events were held in each of Barnsley's 6 areas giving the opportunity for face to face engagement, as well as online via a survey accessible through the Council's web page.

Consultees were asked to complete a series of questions alongside being given the opportunity to provide free text feedback on any of the consultation documents. Feedback could be provided at the venue, online, via post, telephone or face to face. Comments identified on social media were also collated, recorded and analysed.

Residents were also asked to complete a series of equality and diversity monitoring questions – to assess whether the responses received were representative of the county's population and to ensure vulnerable groups were not underrepresented.

A copy of the consultation questionnaire, including the equality and diversity monitoring questions can be found in **Appendix A – Transport Strategy 2022 Survey**.

The starting point is to acknowledge and thank all those people who gave up their time to attend meetings, consider the draft strategy and who responded to the consultation. The consultation generated a good volume of feedback, with more than 130 responses from individuals or organisations across the online survey, email and the consultation events.

Background

The purpose of the strategy is to identify the general principles that should underlie the future development of the borough's transport network so that Barnsley can continue to thrive as a town that meets the needs of the local people and as a place of employment and a visitor destination. Once adopted, the strategy will provide an updated local policy document that supplements the Local Plan and enable future funding bids

The strategy identifies and responds to the significant current and future challenges facing the borough's transport system such as congestion, air quality, modal shift, bus and rail patronage, pressure from housing and employment development and balancing the needs of local residents and visitors to Barnsley. The strategy should be viewed as a framework or basis from which a more effective transport system can be developed.

Consultation

Barnsley Council's Cabinet endorsed the draft Transport Strategy and approved the consultation in March 2022.

The public consultation was launched on the 13th of June 2022 and was widely publicised in the local media and on social media. A series of public meetings were held in each area of the borough as well as an online survey held on the Council's website. The consultation closed on the 10th of July 2022.

Copies of all the consultation documents, associated assessments and response form were available for download from: <https://www.barnsley.gov.uk/services/roads-travel-and-parking/transport-projects/transport-strategy/>

Paper copies were available on request. Due to the amount of associated paperwork, hard copies of the documents were not circulated to consultees but were available upon request. Paper copies of the response form were also available on request.

The documents were also available in alternative formats on request; however, no requests were made.

Consultation Events and meetings

The following table displays information on where and when the consultation events were held.

Date	Venue	Village	Area	Time
13/06/22	Goldthorpe Library	Goldthorpe	Dearne	9am – 5pm
14/06/22	Elsecar Heritage Centre	Elsecar	South	12 – 8pm
16/06/22	The Darton Centre	Darton	North	9am – 5pm
20/06/22	Ardsley Church	Ardsley	Central	12 – 5pm
23/06/22	Penistone Library	Penistone	Penistone	11am – 7pm

27/06/22	Library @ Lightbox	Town Centre	Central	9am – 7pm
04/07/22	Cudworth Library	Cudworth	North East	9am – 7pm

In addition, on the 20th of June officers attended a Youth Council meeting in which the Transport Strategy was discussed.

The following information was available at each location:

- Display boards providing information on the consultation
- A hard copy of the consultation documents
- Response forms

Consultation Communication

Press Release

Press releases were produced, providing information on the consultation – including timeframe and response methods. Press releases were issued to local media and publicised on the Council’s website on the 6th of June

Copies of the press release can be found in **Appendix D – Transport Strategy Consultation Communications**

A further press release will be published once the Transport Strategy is finalised.

Social Media

The consultation was also promoted via the Council’s social media channels – Facebook and Twitter. Multiple social media posts were made, often before a consultation event to raise awareness. Examples of the social media content can be found within **Appendix D – Transport Strategy Consultation Communications**

Stakeholders

There is a statutory duty to consult with a range of stakeholders, including:

- bus operators
- rail operators
- public transport user groups
- National Highways
- Natural England, Historic England and the Environment Agency – in particular with regards to the associated strategic environmental assessment scoping report (SEA).
- Natural England, Historic England, the Environment Agency and Forestry Commission – in particular with regards to the habitat regulations assessment (HRA)
- any other individuals or groups considered appropriate (e.g. environmental organisations, disability groups)
- residents.

Appendix B – Transport Strategy Stakeholder List provides a full stakeholder list.

Letters and emails were used to notify ward members, parishes and other stakeholders (excluding residents and visitors), this provided:

- details of the consultation time frame,
- details of where the documents could be viewed (including availability of hard copies), and information regarding response methods.

Due to the size of the consultation documents, hard copies were not provided – however, stakeholders were made aware that they could request a copy.

Project Management and Decision Making

The Strategic Transport Board (STiB) were used to provide updates and ascertain project steer during the development of the draft Transport Strategy

Strategic Transport Board meetings are held on a monthly basis and provided an opportunity to update members on progress against the project programme and for members to provide project steer. STiB is attended by the Executive Director and Service Directors (Place), Heads of Service and project managers.

Analysis of the Consultation Feedback

The following sections of this report consider the feedback to the consultation on the draft Transport Strategy and explain how the strategy will be amended in light of the comments made. This section will not detail and respond to every comment or suggestion made but will instead focus on those subject areas that provoked a substantive volume of comments. The discussion of the consultation feedback is organised in the same way as the strategy and the strategy consultation survey form.

Unless stated otherwise all percentages provided within each theme relate to the total number of respondents who provided comments to each theme, they are not representative of the overall response to the consultation.

Response to Engagement

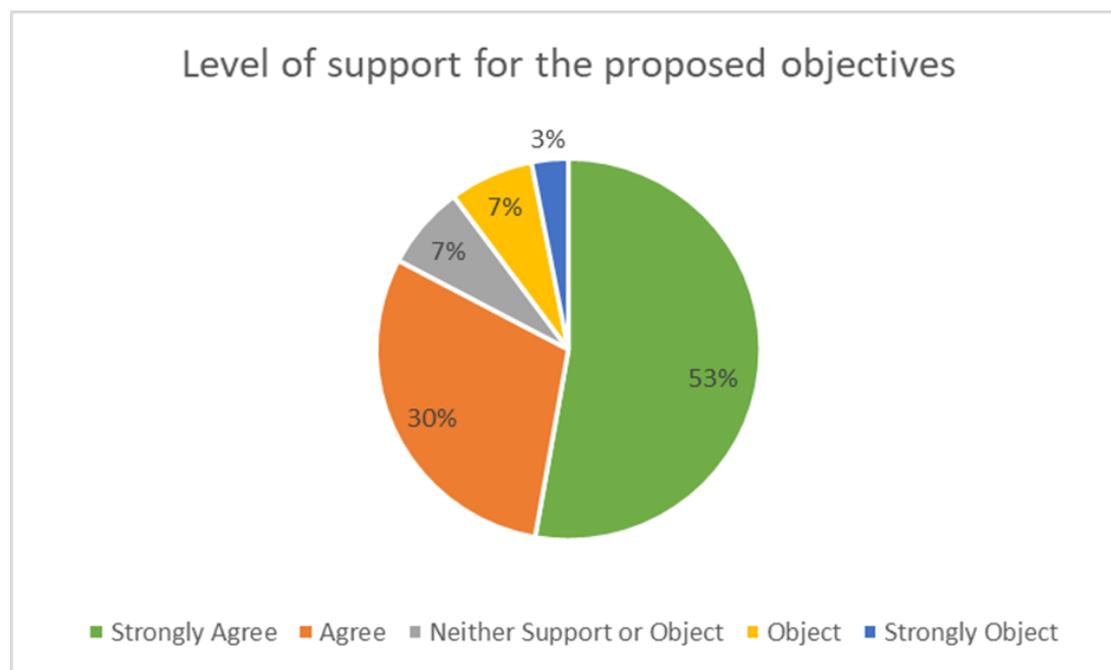
Strategic Objectives

The first part of the consultation survey asked for feedback on the five objectives proposed in the strategy – these were:

- Objective 1 – to transform our streets and places to enable an increase in cycling and walking
- Objective 2 – to support Economic Growth and Regeneration
- Objective 3 – to reduce conventional vehicular trips on the network for journeys of less than 2 miles
- Objective 4 – to reduce and mitigate the impact of transport-based emissions and noise in Barnsley
- Objective 5 – to reduce Killed and Seriously Injured (KSI) and slight accidents on our roads

Whilst the survey asked 5 separate questions on the respondents level of support for each individual objective, the following graph has collated these responses to show the overall levels of support for the objectives as a group. For a specific break down of the responses please see **Appendix C – Online Survey Response**. 65 people completed the survey.

Figure 1 - Level of Support for the Proposed Objectives



Conclusion

In total 83% of respondents (53% strongly agree, 30% agree) supported the proposed objectives, and only 10% of respondents were against them (3% strongly object, 7% object). The data suggests that in general the strategy is aligned with the majority of the public's transport expectations, and that efforts to make transport within Barnsley greener, safer and more inclusive will gain support. It should be mentioned that the most supported objective was Objective 5 – Reduce Killed and Seriously Injured (KSI) and slight accidents on our roads, and comments in response to questions on this objective related heavily to speeding. Measures that are perceived to improve road safety should be highlighted within the strategy.

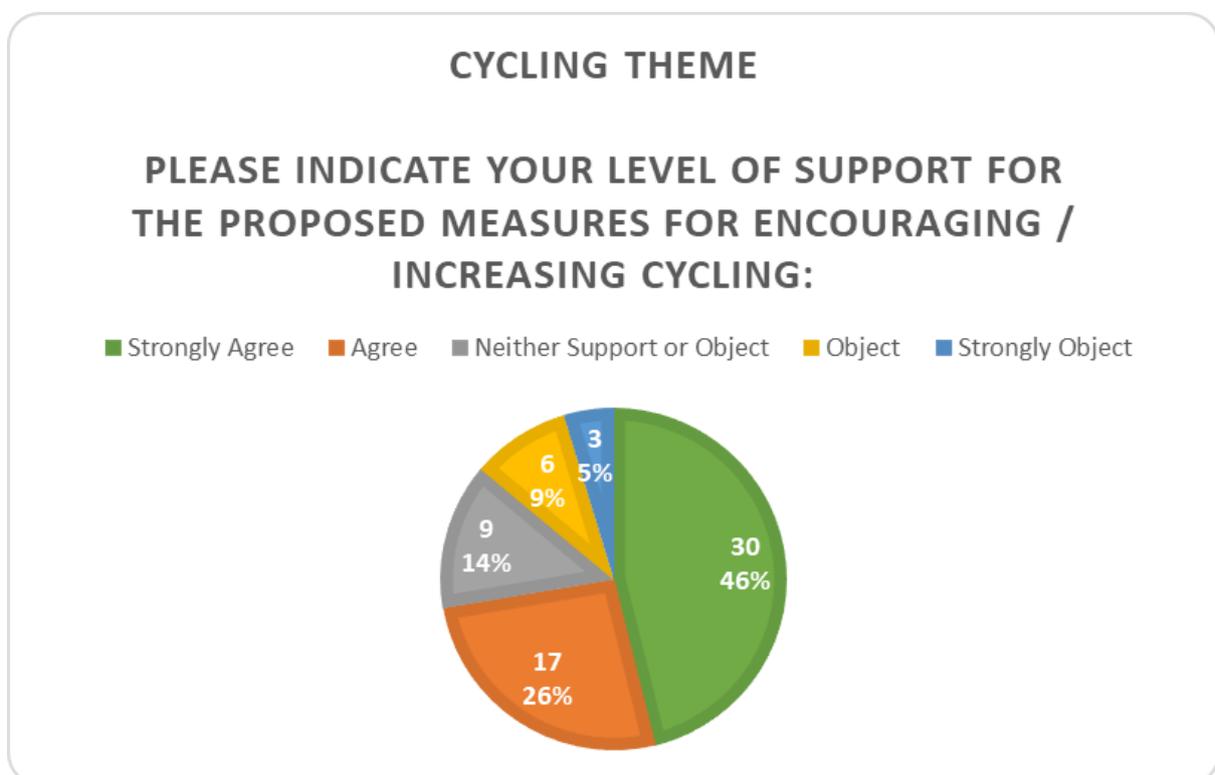
Themes

Theme 1 - Cycling

People were asked to indicate their level of support for the proposed measures for encouraging / increasing cycling

- Increase our cycling network aimed at journeys to work / connections to key employment sites
- Deliver the DfT Active Travel routes
- Delivery of the schemes identified in the Transforming Cities Fund
- Delivery of the schemes identified in the SCR Recovery plan
- Improve cycle parking facilities in Council premises / Schools / colleges
- Ensure new developments include cycling routes / connections / facilities
- Create an exemplar Active Travel hub
- Increase bikeability training
- All principal towns to have an e-charging Hub

Figure 2 - Level of Support and Objection for the proposed cycling measures



Conclusion

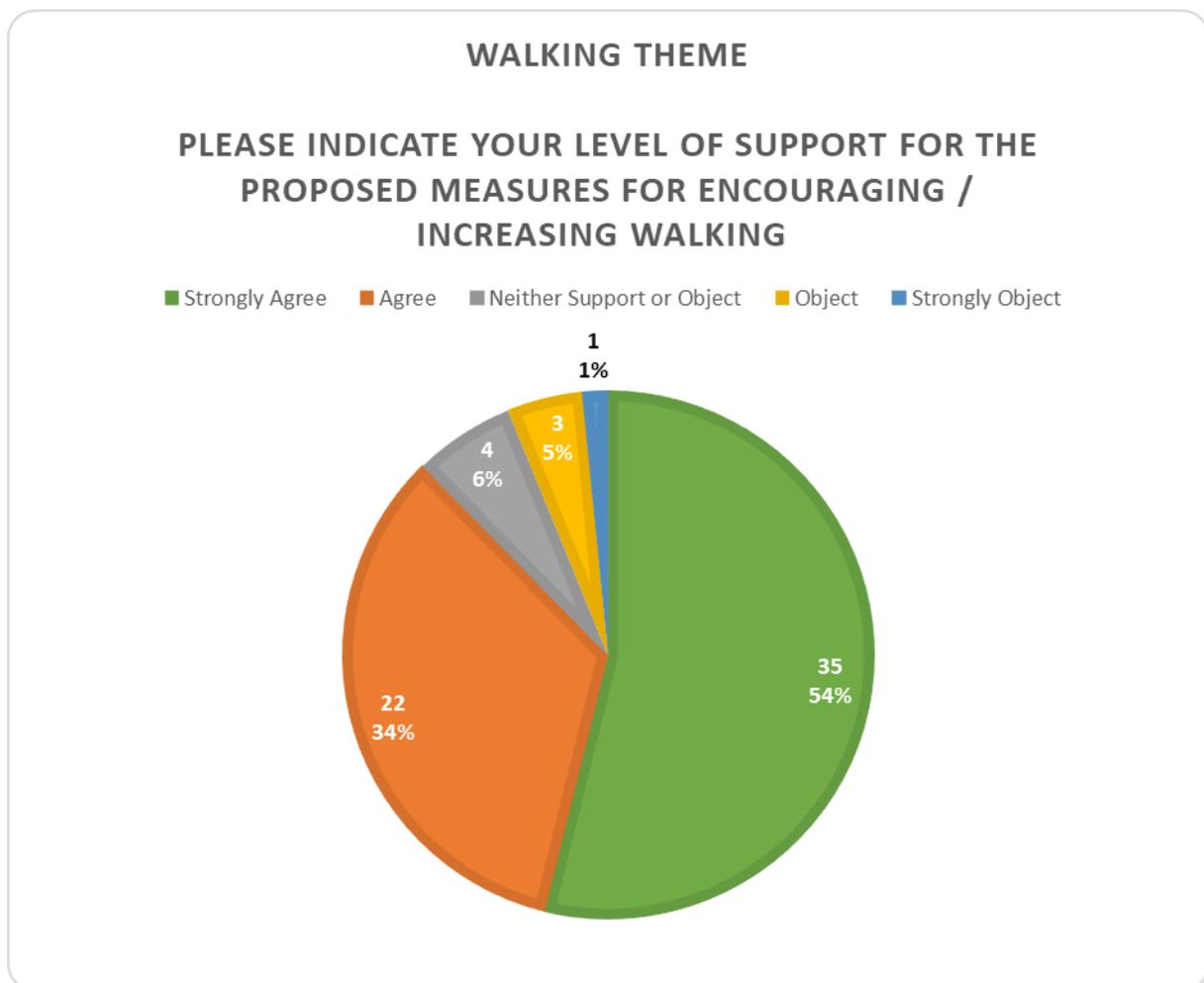
Data suggests that support for proposed measures to encourage and increase cycling is present amongst Barnsley residents (72%). This is supported by many comments made at consultation events by residents and councillors. Related concerns were raised within the survey's comments over Barnsley's challenging topographical gradients, meaning benefits to cycling improvements will be somewhat limited. The strategy may look to improve cycling education and implement behavioural change methods to best enable and encourage cycling within Barnsley.

Theme 2 - Walking

People were asked to indicate their level of support for the proposed measures for encouraging / increasing walking

- Prioritise resources on those walking routes that best connect our Principal Towns to opportunities
- Ensure new developments include walking routes linking to existing communities and key destinations
- Revisit the Rights of Way Implementation Plan (ROWIP)
- Develop an App of our Active Travel routes
- Market and incentivise more Active Travel

Figure 3 - Level of Support and Objection for the proposed walking measures



Conclusion

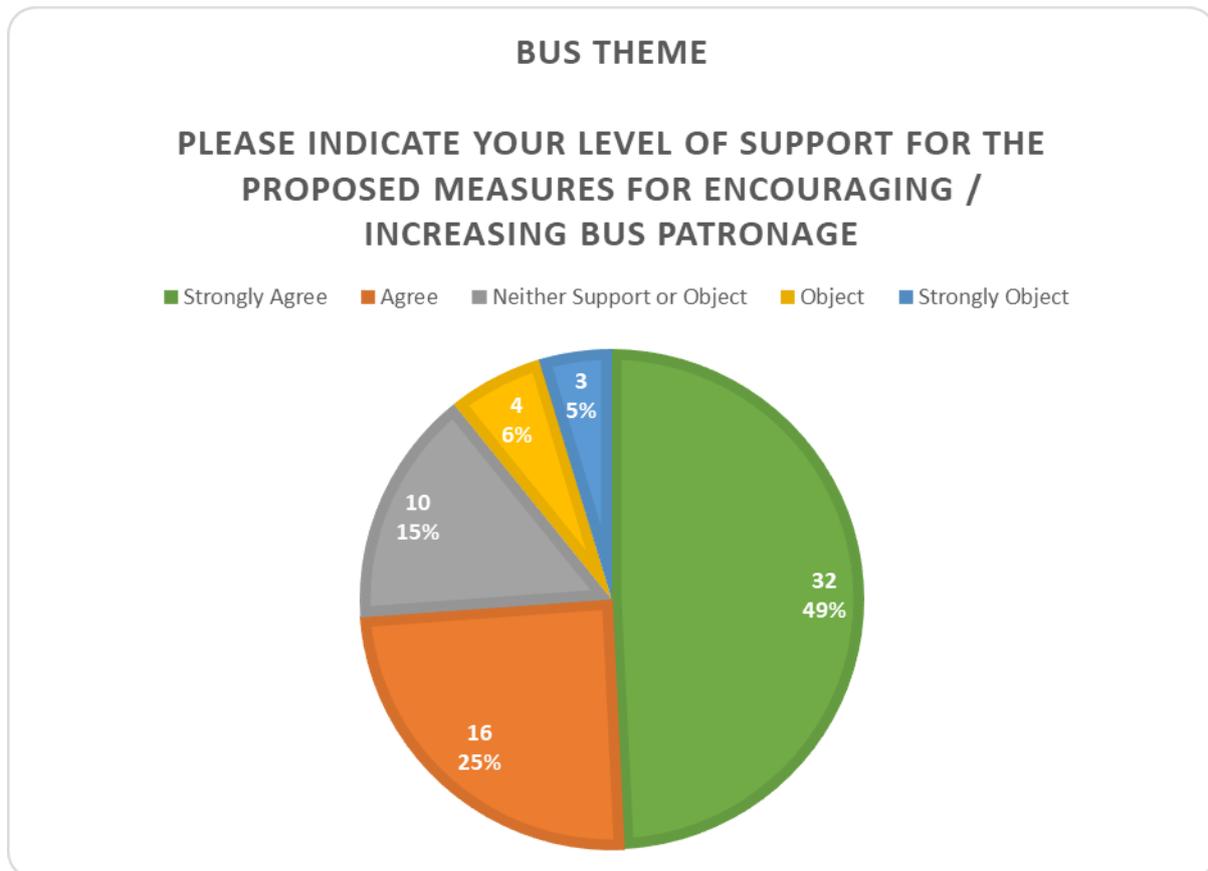
88% of respondees were supportive of the proposed measures to improve walking within the borough. This response aligns with consultation comment themes around willingness to walk. Specifically, it suggests there is a willingness within Barnsley to walk, but various barriers exist which limits participation. The data suggests strategized measures to improve walking within the borough will receive strong support.

Theme 3 - Bus

People were asked to indicate their level of support for the proposed measures for encouraging / increasing bus patronage

- Support the delivery of the Bus Review
- The delivery of the A61 bus improvement corridor
- The delivery of the Bus Rapid Transit on the A635
- The delivery of improvements on the A628
- Improve bus shelters along routes to include Real Time Information
- Improve walking links from communities to local bus hubs
- Develop Smart Ticketing

Figure 4 - Level of Support and Objection for the proposed walking measures



Conclusion

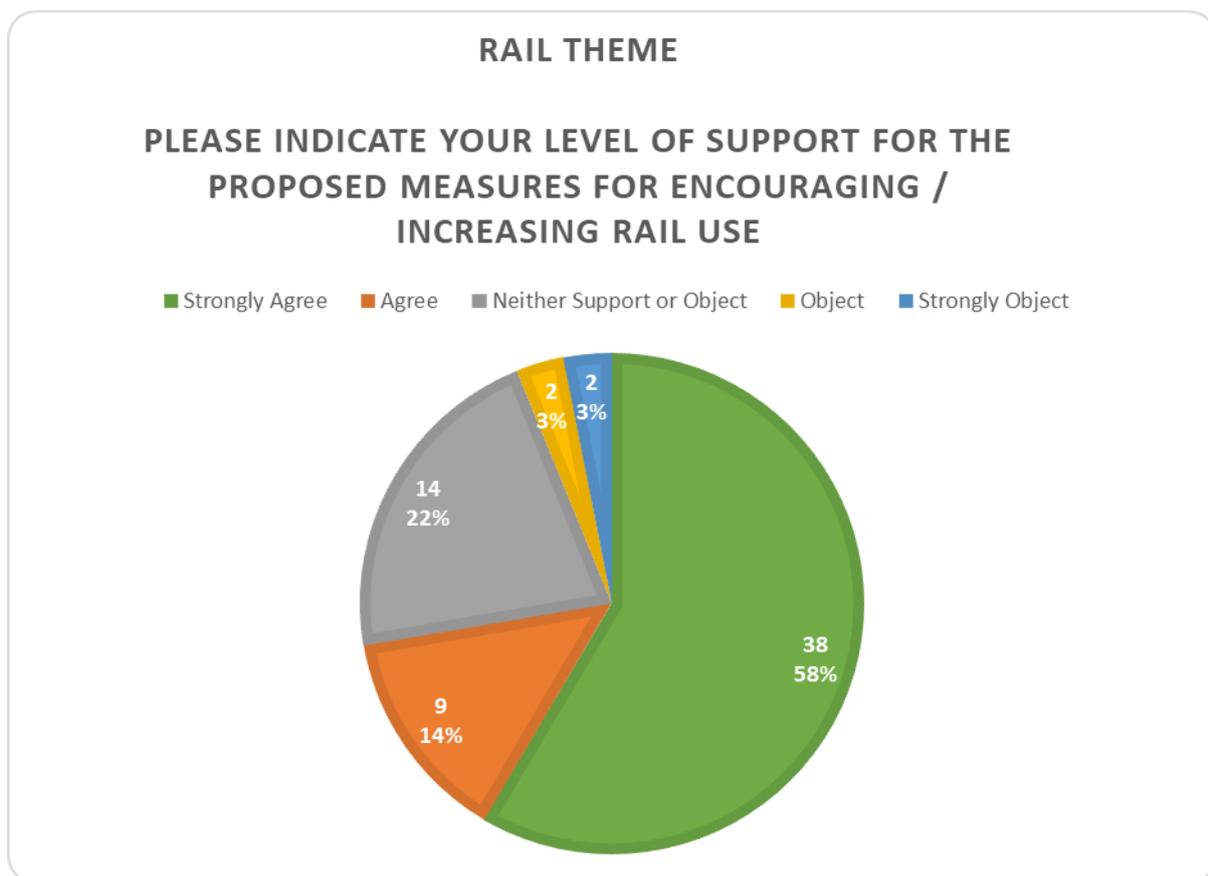
76% of respondents were supportive of the proposed bus improvement measures. Bus improvements were perhaps the most commonly and urgently requested measures at consultation events across the borough by residents. As stated at the events, those without a private car rely heavily upon Public Transport, and this feeling is reflected within the high level of 'Strong' support (49%). The finalised transport strategy should set clear and measurable bus related outcomes on service quality and cost. Given the consultation feedback, strategy measures set to positively impact the bus service would be well supported.

Theme 4 - Rail

People were asked to indicate their level of support for the proposed measures for encouraging / increasing rail use

- The delivery of the new Dearne Valley Parkway station at Goldthorpe
- Improvements to Bolton, Darton, Goldthorpe, Elsecar and Thurnscoe stations
- Submission of Re-opening of the Barnsley – Royston line bid
- Extensions to platforms at Barnsley to enable longer trains to stop
- Support the SCR with the re-opening of the Sheffield – Stocksbridge line and links to Penistone
- Penistone Station Park & Ride
- Investigate opportunities for Tram – Train
- Support smart ticketing

Figure 5 - Level of Support and Objection for the proposed rail measures



Conclusion

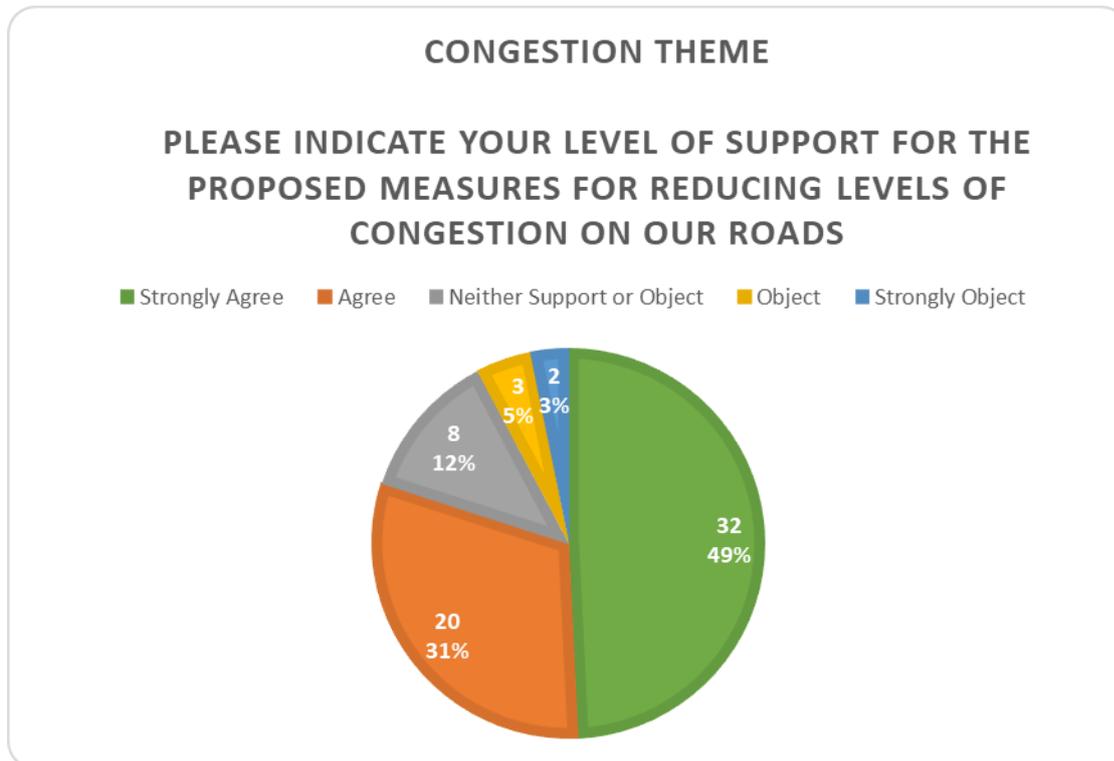
The proposed rail measures received the highest level of 'strong' support amongst all 8 themes (58%), as well as the joint lowest level of objection (4%). This result is reflective of consultation event comments and themes which pertained to a desire within the public to use rail services for all aspects of travel (commute, leisure etc.), but a lack of ability to do so due to cost and service quality. Residents highlighted the difficulties and barriers impacting cross-border rail travel and a resulting overuse of the private car to cover the services short fall. The transport strategy should look to display the vision for service quality improvements as well as the already stated infrastructure improvements.

Theme 5 - Congestion

People were asked to indicate their level of support for the proposed measures for reducing levels of congestion on our roads

- Review the traffic modelling evidence to understand the impact of congestion
- Support solutions for congestion relief across the borough
- Balance the impact on the wider transport network and promote sustainable travel options
- Promote sustainable travel options to relieve local congestion hotspots

Figure 6 - Level of Support and Objection for the proposed congestion measures



Conclusion

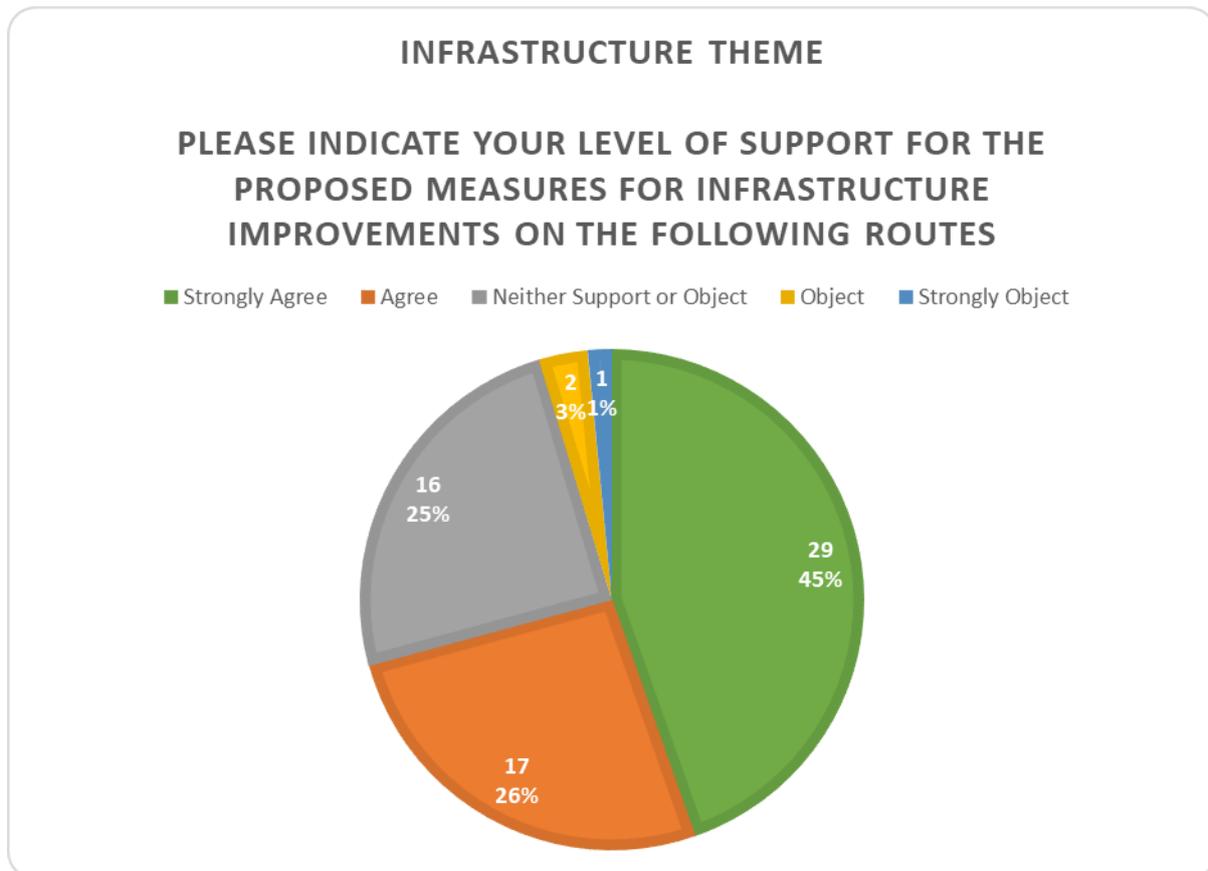
80% of respondents support the proposed measures affecting congestion. Congestion was an issue raised at many of the consultation events and is widely perceived as a detriment to communities and an inducer of social isolation as it leads to less efficient journeys by other modes. Across the survey and event responses there is a wide agreement that congestion is an issue impacting transport in Barnsley, but there is a conflicting reluctance to measures that directly target reducing traffic levels. The transport strategy should set a clear vision for congestion levels and avoid being overly idealistic in its approach. Improvement should be made gradually through scheme delivery.

Theme 6 - Infrastructure

People were asked to indicate their level of support for the proposed measures for infrastructure improvements on the following routes:

- A635 Bus Quality Corridor
- A628 Bus Quality Corridor
- Improvements to bus infrastructure
- Active Travel Hubs
- Active Travel Corridors
- Improvements to the Trans-Pennine Trail
- Royston / Carlton Relief Road
- Highway Improvements in Penistone

Figure 7 - Level of Support and Objection for the proposed Theme 6 measures



Conclusion

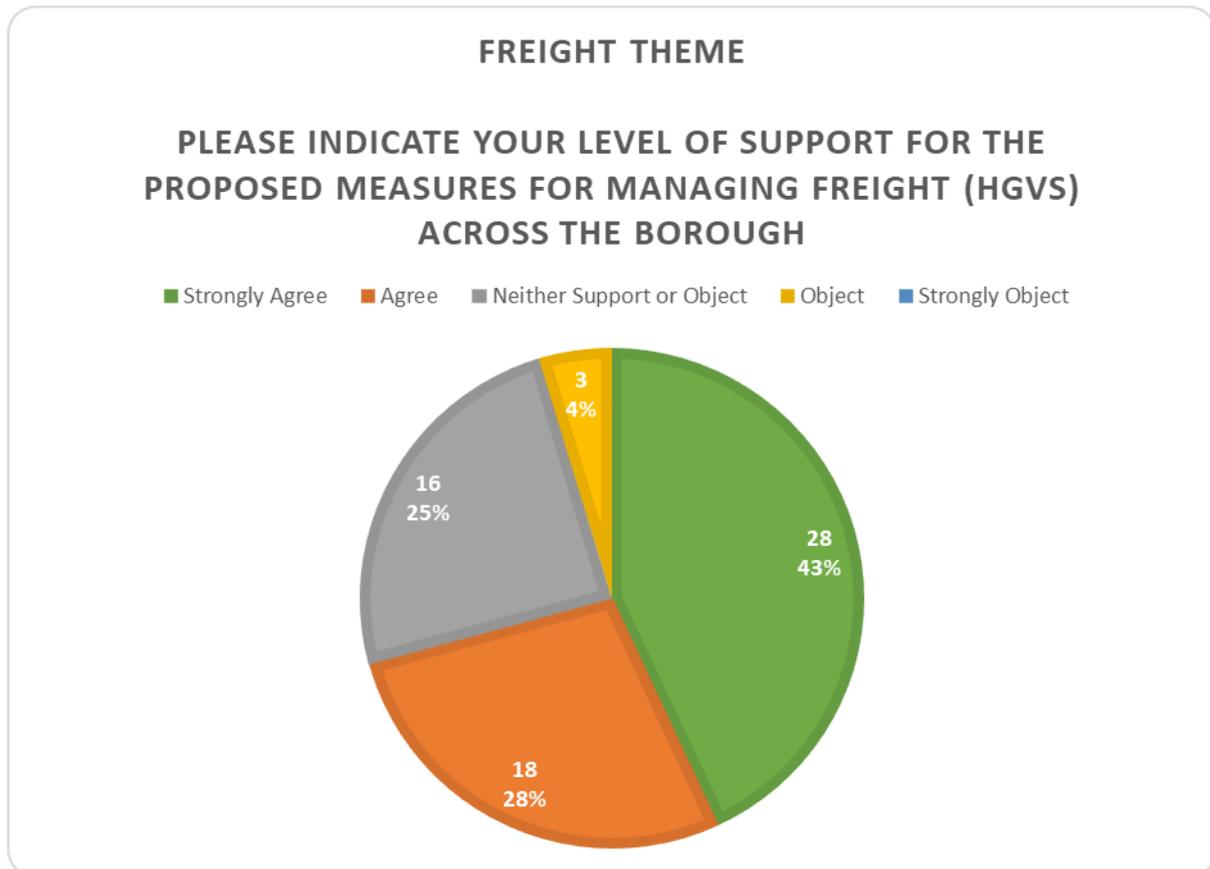
Good level of support from the public for the proposed measures (71%). Concerns over joint highest level of 'neither support or object' (25%), possibly meaning measures have been not been fully understood / made clear enough. Infrastructure Improvement themes were by far the most common response to questions later in the survey asking people how the borough can be made more active travel friendly (see **figure 12 – Improvement Suggestions**) and so the strategy should reflect this level of support and its infrastructure vision should be more understandable than as drafted.

Theme 7 - Freight

People were asked to indicate their level of support for the proposed measures for managing freight (HGV's) across the borough

- Support the delivery of a Barnsley / SCR Freight Strategy
- Investigate rail freight / water freight opportunities Review and map freight routes with clear directional signage
- Review loading restrictions to reduce congestion

Figure 8 - Level of Support and Objection for the proposed Theme 7 measures



Conclusion

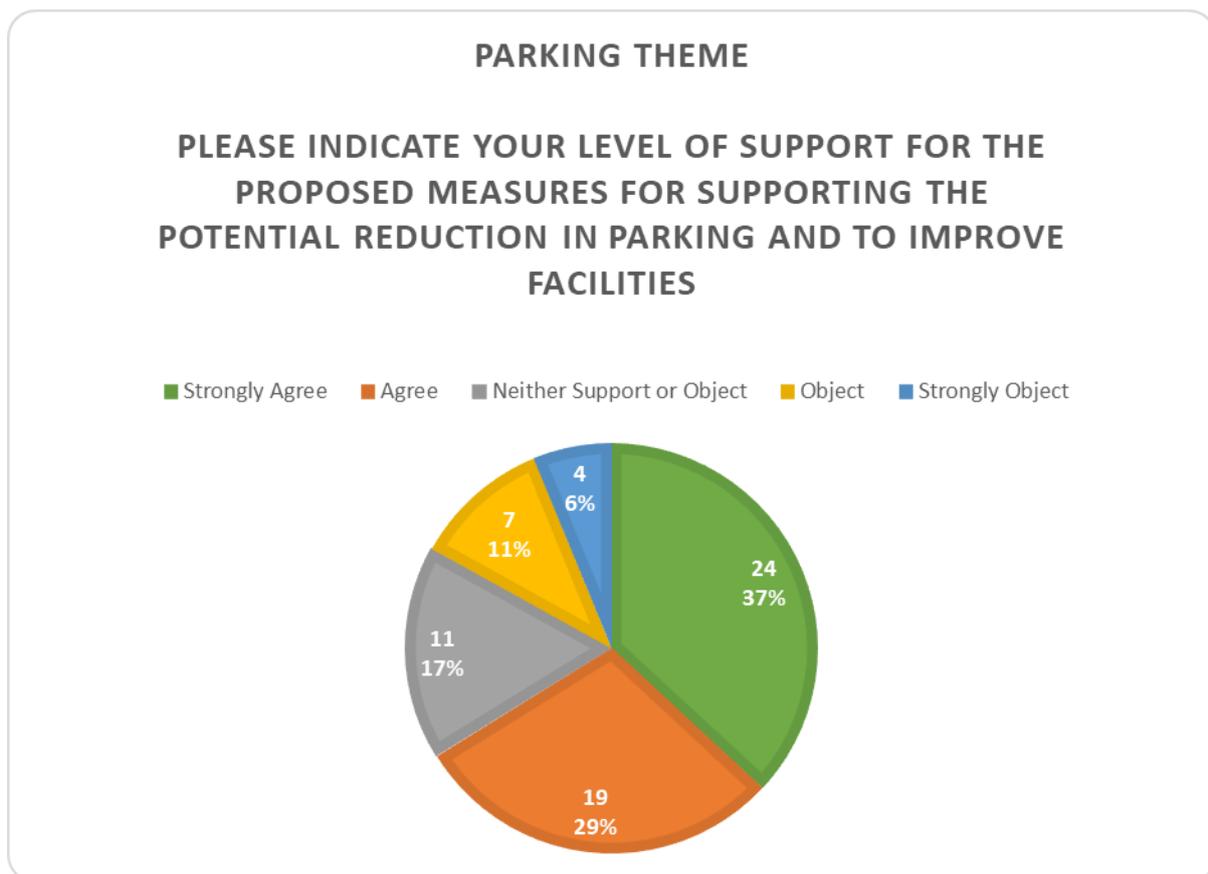
71% of respondents support the proposed freight measures. Concerns over joint highest level of 'neither support or object' (25%), possibly meaning measures have not been fully understood or that it is low in public interest. This theme has the joint lowest level of objection (4%) and no strong objection. Concerns raised by 2 councillors in person and via email related to overnight HGV parking, which may become a growing issue as the borough welcomes warehousing infrastructure and business investment. The strategy should be aligned with the business aspirations of the borough so that freight requirements are being proactively met.

Theme 8 - Parking

People were asked to indicate their level of support for the proposed measures for supporting the potential reduction in parking and to improve facilities

- Develop smart parking opportunities in town signposted from gateways to landing centres
- Improve cycle and motorcycle parking facilities at key destinations
- Review staff parking policy for Council officers
- Introduce electric car and cycle charging points as part of new developments and in Principal Towns, ensuring that these are accessible to all out residents

Figure 9 - Level of Support and Objection for the proposed Theme 8 measures



Conclusion

The proposed measures impacting parking proved to be the least supported of the 8 themes with just 68% support, and 17% objection. Common themes throughout survey response and consultation event comments were that the public would like to see parking reduced, however deficiencies in the public service offering leads to greater usage in the private car, and a subsequent reliance on parking. Measures to remove parking without a cultural shift away from the private car may receive considerable backlash. Any reduction in parking should consider disabled residents needs who may have limited alternative options. Specific issues were raised regarding Hospital parking and the issues around lack of availability. The strategy should look to address this issue directly.

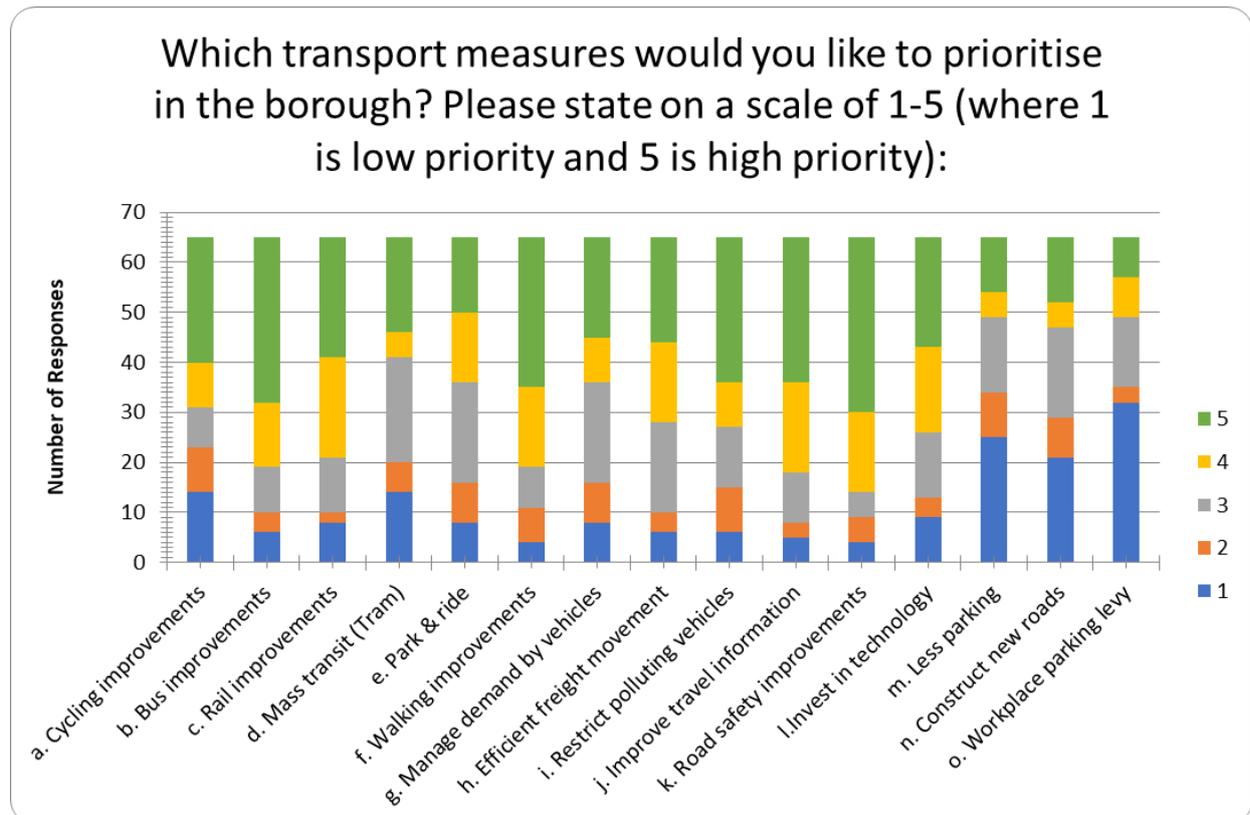
General

People were asked questions that aimed to gather their feelings towards transport within Barnsley, ways in which they believe it can / should be improved, and the priority level in which they view it.

Priority

Figure 10, below, displays the priority in which respondents would like to see transport measures addressed.

Figure 10 - Priority of Transport Measures



Conclusion

Respondees suggest that Road Safety improvements should be of the highest priority. This theme of safety and its importance is prevalent throughout other responses and should be strongly considered within the Strategy. Additionally, Bus, Travel Information and Walking improvements were also listed as being high priority.

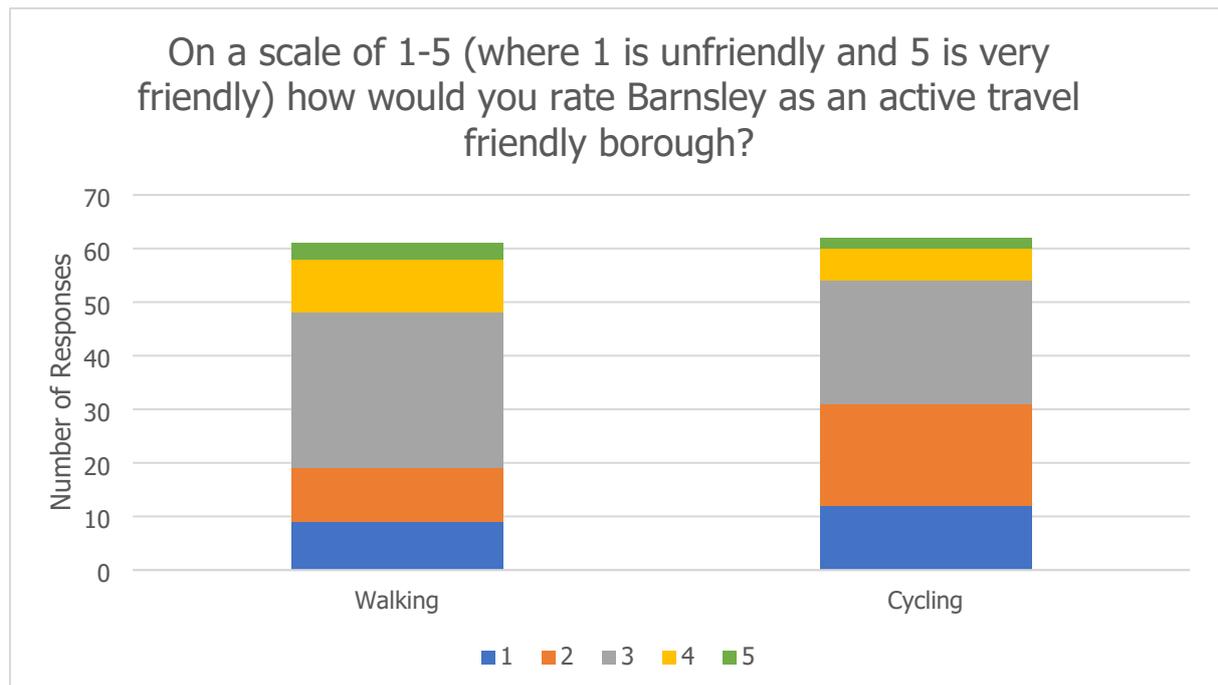
Measures such as reducing parking, the workplace parking levy and the construction of new roads were seen as the lowest priority by respondents.

Attitudes

We asked the following 2 questions in order to gain an understanding of how the friendly the public believe the borough is with regards to walking and cycling:

1. On a scale of 1-5 (where 1 is unfriendly and 5 is very friendly) how would you rate Barnsley as a "pedestrian friendly borough?"
2. On a scale of 1-5 (where 1 is unfriendly and 5 is very friendly) how would you rate Barnsley as a cycle friendly borough?

Figure 11 - Attitudes towards Active Travel



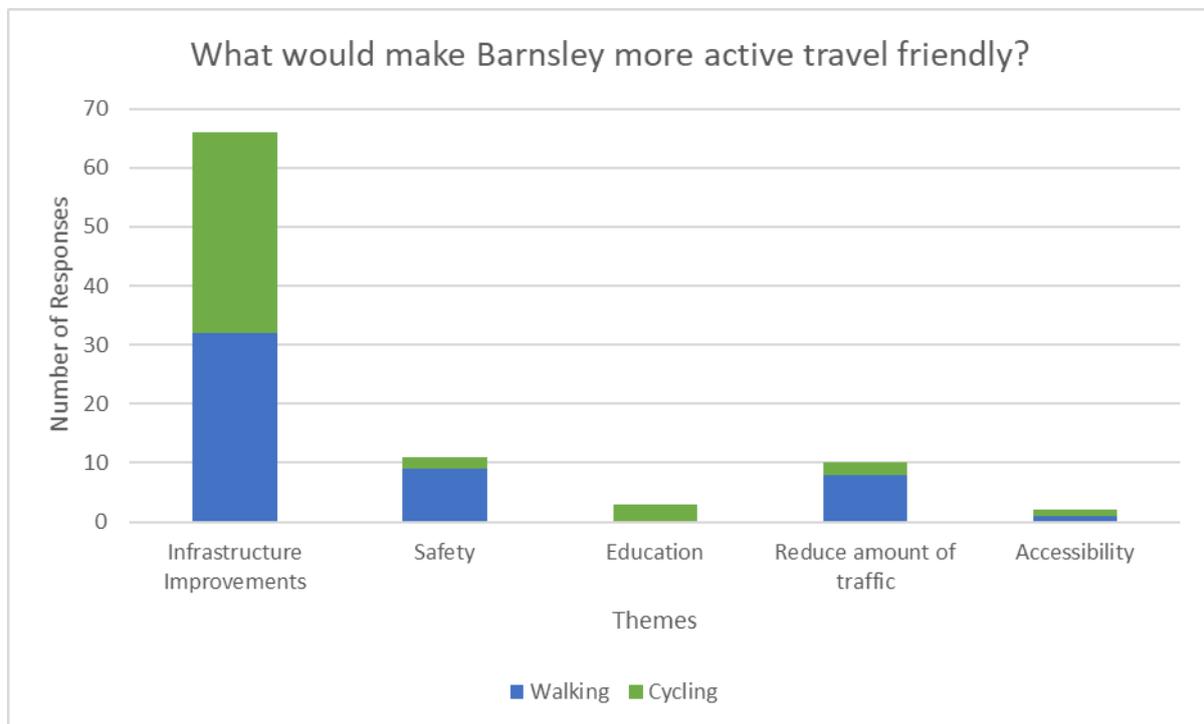
Improvement Suggestions

Respondees were asked to comment ways in which active travel within Barnsley could be made more friendly and encouraging, through the following 3 questions:

3. What would make Barnsley more walking friendly?
4. What would make Barnsley a more cycling friendly
5. What would encourage you to walk or cycle more

From the written responses, themes were identified, and a count was done to see how frequently they emerged. The following graph displays the results for both questions.

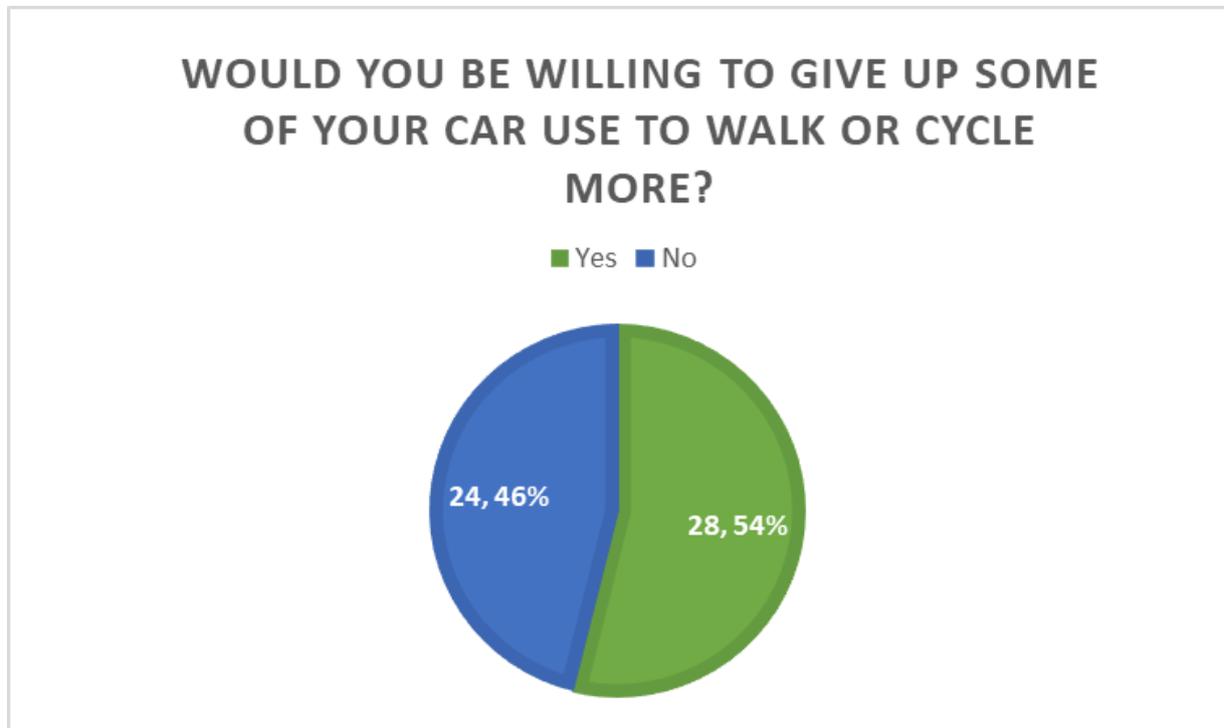
Figure 12 - Improvement Suggestions



Willingness to change

In order to somewhat gauge and forecast how accepted and well received the strategy's outputs may be, people were asked about their willingness to reduce car usage in favour of walking and cycling.

Figure 13 - Willingness to reduce car usage in favour of Active travel



Equality & Diversity

A series of Equality and Diversity questions were asked at the end of the survey so that levels of representation within the response to the engagement can be monitored and known. The questions covered the respondees age, gender, ethnicity, religion and disability status.

Figure 14 - Age

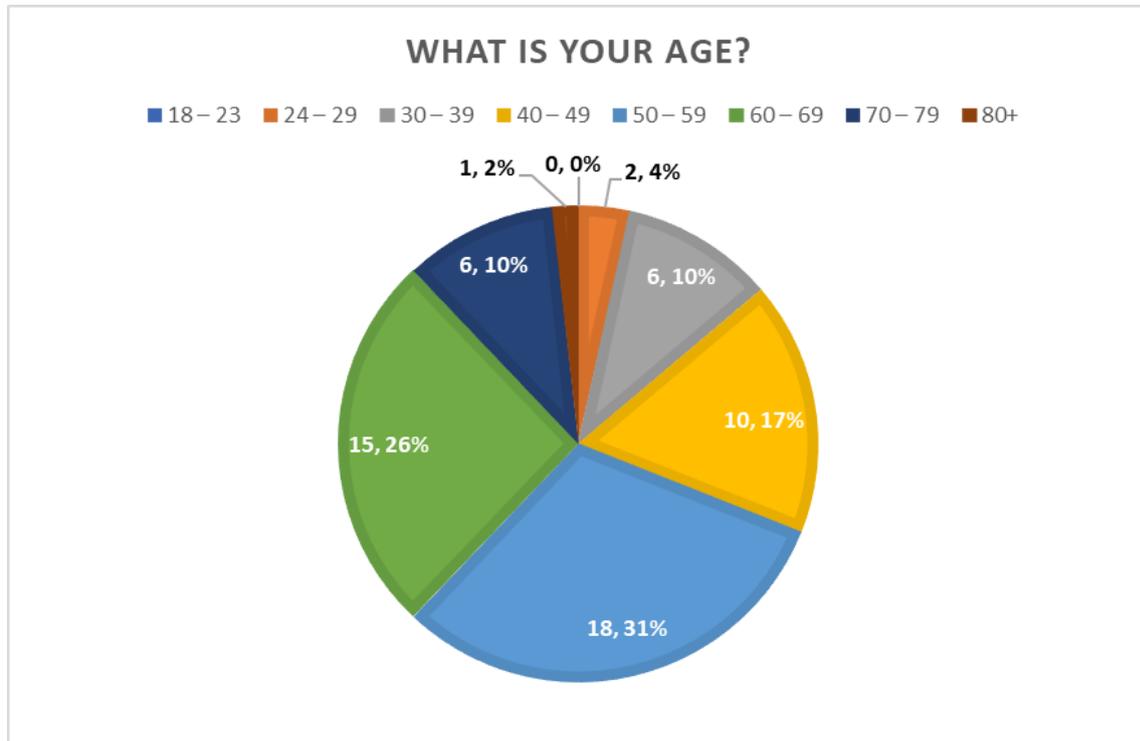


Figure 15 - Gender

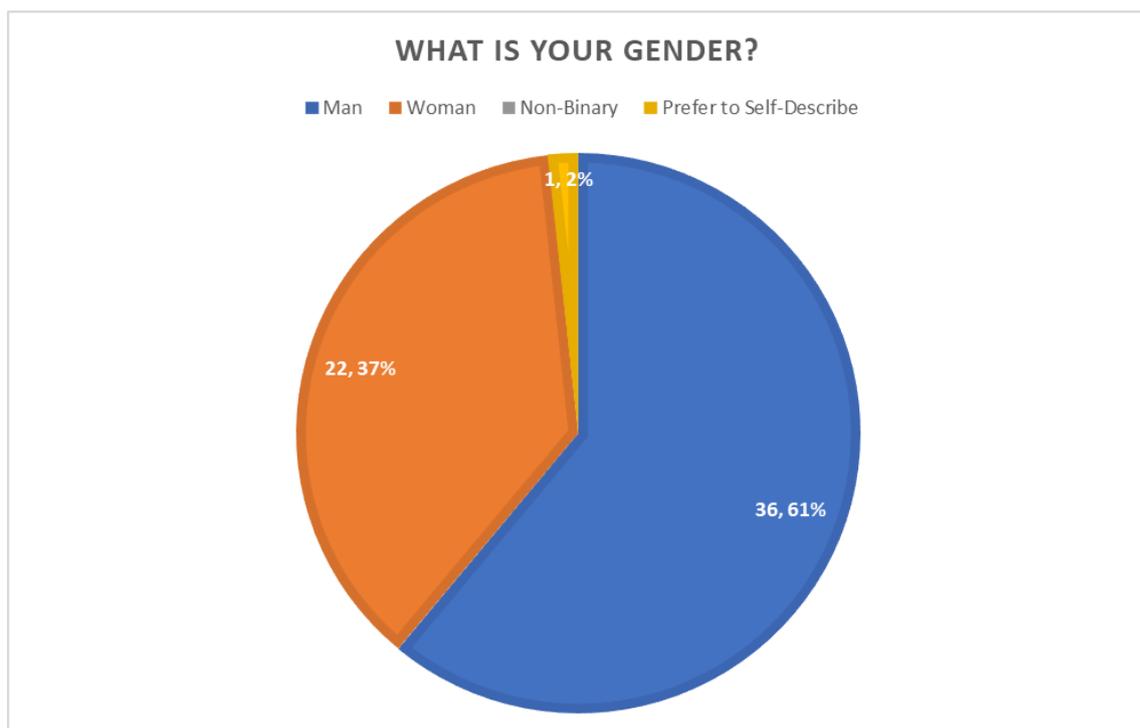


Figure 16 - Disability Monitoring 1

DO YOU HAVE A PHYSICAL OR A MENTAL CONDITION WHICH HAS A SUBSTANTIAL AND LONG-TERM IMPACT ON YOUR ABILITY TO DO NORMAL DAY TO DAY ACTIVITIES? (LONG TERM MEANS LASTING OR EXPECTED TO LAST 12 MONTHS OR MORE)

■ Yes ■ No ■ Prefer not to say

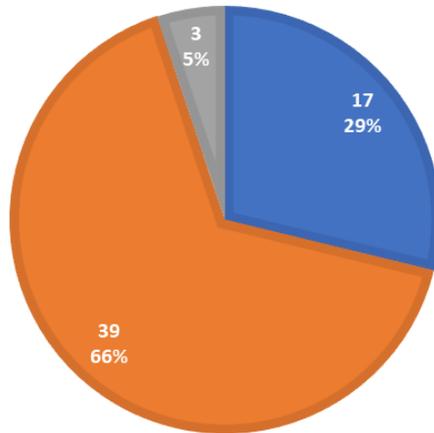


Figure 17 - Disability Monitoring 2

IF YOU ANSWERED YES TO THE ABOVE QUESTION, PLEASE DESCRIBE THE TYPE OF DISABILITY:

■ Sensory ■ Learning / Cognitive ■ Physical
 ■ Long-standing illness ■ Mental Health / Psychological ■ Prefer not to say
 ■ Other (please specify):

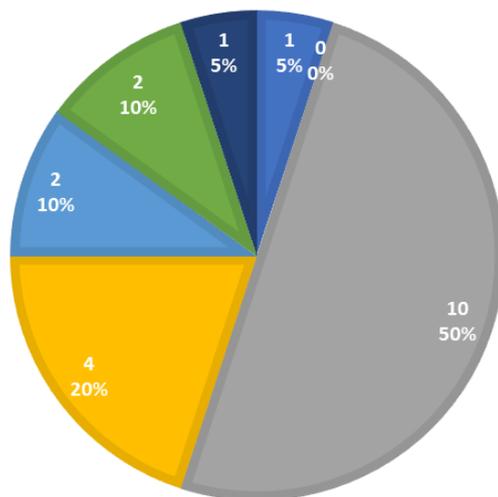


Figure 18 - Ethnicity

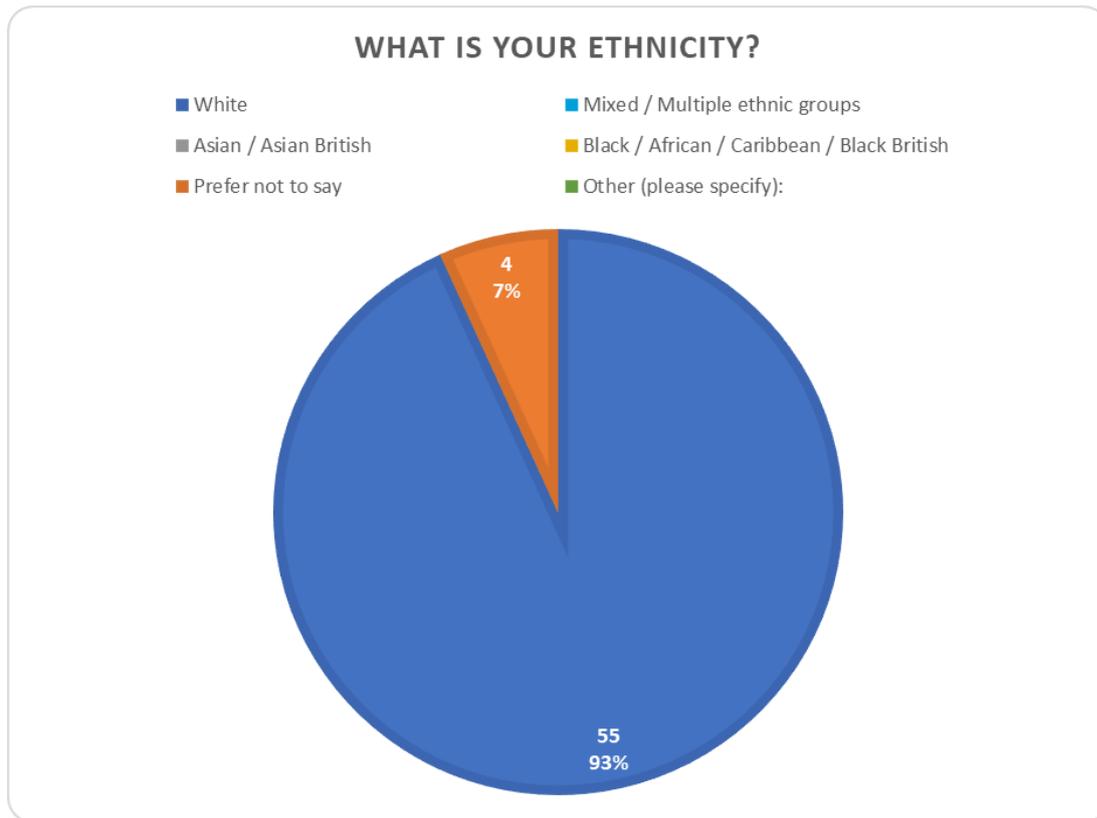
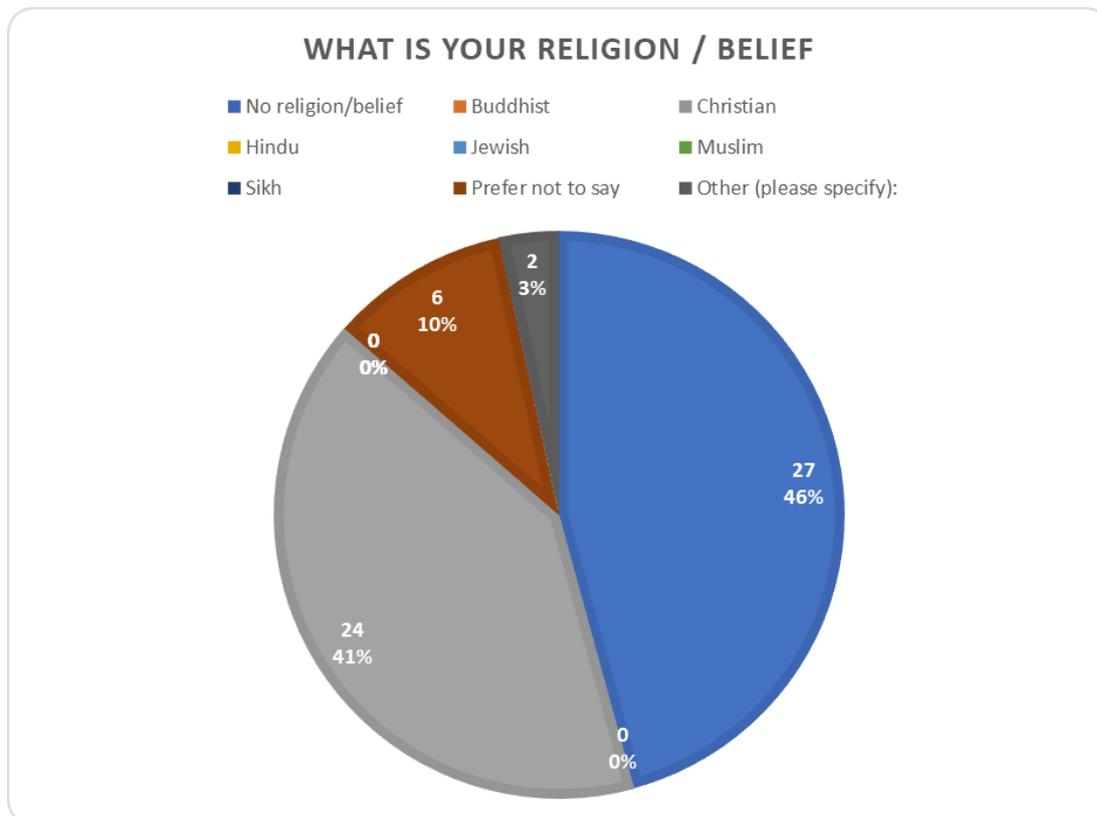


Figure 19 - Religion



Consultation Conclusion

The main objectives, vision and key themes within the draft transport strategy 2022 displayed during the June consultation was widely supported and is for the most part aligned with the desires of Barnsley's residents and stakeholders. Whilst Specific and key themes such as a strategic shift away from the private car and towards active travel and public transport that underpin the strategy were understood and accepted, concerns do exist around the capability of the alternative travel methods. The strategy must display clear infrastructure and public transport service improvement objectives so that the boroughs residents and stakeholders can more conveniently and effectively alter their travel methods.

In terms of equality and diversity, on characteristics such as age, gender and disabled status, data would show that the response is diverse and inclusive, with proportionate levels of each group with completing the online survey. However, many minorities ethnic and religious groups have not engaged with the consultation, resulting in a risk of underrepresentation. More should be done to engage with minority groups and to understand their transport needs. If the finalised transport strategy 2022 is to be effective, then it is crucial that it reflects Barnsley's communities.

Alterations to the draft strategy will be developed from the most commonly or severe suggestions made by residents and stakeholders via the different communication platforms (survey, events, email). These items have been compiled within **Appendix E – Transport Strategy Consultation Action Log**.

Appendix

Appendix A – Transport Strategy 2022 Survey

Appendix B – Transport Strategy Stakeholder List

Appendix C – Online Survey Response

Appendix D – Transport Strategy Consultation Communications

Appendix E – Transport Strategy Consultation Action Log