

A56 Consultation

**Consultation report document produced by Commonplace
for Amey Consulting & Trafford Council**

April 2022



Section 1: Introduction

Overview

Trafford Council installed a series of temporary pop-up cycle lanes during the Covid lockdown in 2020. The lanes, on the A56 Chester Road, Bridgewater Way and Edge Lane, were installed to encourage social distancing and facilitate non-motorised transport choices for shorter journeys, such as cycling, walking and mobility scooters.

Trafford Council deployed Amey Consulting with Commonplace to capture local feedback about the measures that had been deployed along the A56. The results of this consultation will support decision making for creating a safe, sustainable route that meets the needs of the local population, now and into the future.

Background

The Department for Transport's Gear Change document sets out a clear vision for a transformation of our transport system, with half of all journeys in towns and cities expected to be cycled or walked by 2030. To enable this, the document makes clear that cyclists must be separated from both volume traffic (at junctions and stretches of road) and pedestrians to ensure they can travel in a safe and secure way.

The Greater Manchester Transport Strategy 2040 also sets out an ambitious new approach to planning for the region's transport system, which prioritises sustainable transport modes. The long-term vision is for the 'right mix' of transport modes on the network, requiring 50% of trips to be made by sustainable modes, with no net increase in motor vehicle traffic by 2040. This will only be possible if significant improvements are made to the active travel and public transport networks, enabling people to make more sustainable choices.

The A56 is identified as an investment priority for both active travel improvements and bus priority measures by the Greater Manchester Strategy 2040 Five Year Transport Delivery Plan 2021 - 2026. Identification of the route reflects its strategic importance, and is a substantial opportunity to encourage active travel on a route which is currently heavily car-dominated.

During the early stages of the Covid-19 pandemic in 2020, and as part of the Emergency Active Travel Funding, Trafford Council installed temporary cycle lanes on the A56 and Edge Lane.

As Covid-19 restrictions have reduced, the Council is seeking to remove the temporary cycle lanes and consult the public on a permanent solution for the route that best meets the needs and expectations of a diverse local population, both for current and future generations.



This includes 3 key options for residents to feed back on:

1. The creation of a permanent lane for buses and bicycles only, to replace the temporary cycle lane. Cyclists would be sharing the lane with buses and will have a painted lane of their own. The cycle-only lane will be cordoned off for cyclists. The last option means the lanes will be removed.
2. The creation of a permanent lane for bicycles only, to replace the temporary cycle lane. The creation of a permanent lane for buses and bicycles deliver a lane with a width of 4.5m, which would comprise of a minimum 1.5m for cycling and 3.0 for buses. Where there are isolated sections where 4.5m cannot be achieved, the lane would be shared by buses and for people to cycle. The creation of a permanent lane for bicycles deliver a protected lane with a width of 3.0-3.5m.
3. To remove the temporary cycle lane and revert to the pre-Covid 19 structure with all lanes open for motorists.



Objectives

Safety

Trafford Council wants all users on the A56 to travel safely. The public showed immense support for the pop-up cycle lanes and many people have expressed that the provision of new lanes has provided them with an opportunity to take up cycling again and venture out with families, and improved feelings of safety on the A56.

Improving air quality

Whilst being a key access road for vehicle traffic, the route also needs to provide reliable public transport links and integrate with the GM-wide Bee Network for cycling and walking.

Increasing the mode share for active travel and public transport will also help to deliver improved air quality, through the accompanying reduction in emissions from petrol and diesel vehicles. The Greater Manchester Clean Air Plan seeks to bring nitrogen dioxide (NO₂) levels on local roads within legal limits by 2024 and data on the Clean Air Greater Manchester website indicates that significant stretches of the A56 within Trafford are at risk of exceeding legal nitrogen dioxide limits. This includes the A56 from Davyhulme Road East to White City Junction and A56 both north and south of the junction with the A5145 (Edge Lane).

Air quality on the A56 is averaging 21.62µg/m³ in 2021, compared to 30.12µg/m³ in 2019.



A sustainable future

The overarching framework being developed for the A56 seeks to establish a sustainable future for the route, this will take into account competing transport demands and anticipated developments in the area. Development proposals are being prepared for Stretford Town Centre via the Stretford Masterplan / Area Action Plan and the Future High Streets funding. The A56 passes through the centre of this area, therefore improved access and movement will be critical to the success of these proposals and to reduce the dominance of motor vehicles in Stretford.



Section 2: Engagement Overview

Methodology

This report analyses data from <https://a56consultation.commonplace.is/>, which ran from November 5th 2021 until December 17th 2021.

Respondents were invited to read the information about the scheme on the 'A56 consultation' page of the website (<https://a56consultation.commonplace.is/proposals/title-1/step1>), and then answer a series of questions on the 'Questionnaire' page (<https://a56consultation.commonplace.is/proposals/title-2/step1>). A breakdown of the question format is shown in section 4.

The headline figures for the project website are shown in the table below, followed by an explanation of the different terms used.

Headline figures

Website visitors	16,038
Online surveys completed in total	5,378
Online surveys completed by verified respondents	3,997
Online surveys completed by respondents pending verification	488
Online surveys completed by anonymous respondents	893
Agreements	2,063
Free text comments	25,466



Respondent breakdown

	Total (Verified + Pending)	Verified	Pending	Anonymous
Including those who made agreements but did not complete the survey	4,317	3,828	489	964 (est.)
Excluding those who made agreements but did not complete the survey	4,270	3,792	478	893 (est.)

Definitions of the terms used above:

- *Verified Respondent: a person who provided an email address and clicked the verification link in an email sent to them.*
- *Pending Respondent: a person who provided an email address but did not click the verification link sent to them. Comments by pending respondents are not shown publicly.*
- *Anonymous Respondent: a person who did not provide an email address (and therefore was not taken through to provide their demographic information). Comments by anonymous respondents are not shown publicly. The anonymous respondent totals above are estimates - because these respondents are not linked to an email address, it is not possible to differentiate between, for example, one anonymous respondent adding comments separately from their phone and their laptop.*
- *Online Survey: An online survey is counted when a respondent submits their answers, regardless of the number of questions they completed. Respondents were able to complete the online survey multiple times (for example, if they had forgotten something they wanted to include in their previous submission).*
- *Agreement: Respondents were able to agree once with any Online Survey response, other than their own.*

Respondent comment distribution

Of the 4,270 ‘verified’ and ‘pending’ respondents who completed the survey, 180 respondents (4%) completed the survey more than once. 22 (0.5%) of these 4,270 respondents completed the survey more than twice, and the greatest number of surveys completed by an individual respondent was 6.



Completion of the survey multiple times by a single respondent is not inherently suspicious, and there are a number of legitimate reasons to provide follow-up comments - for example, having forgotten something that you intended to include in your first comment (Commonplace does not permit users to edit their own comments once they have been made), or your opinion having changed since your initial comment).

While multiple survey completions by a single respondent are permitted, Commonplace utilises a number of anti-gaming mechanisms to prevent malicious use of the platform.



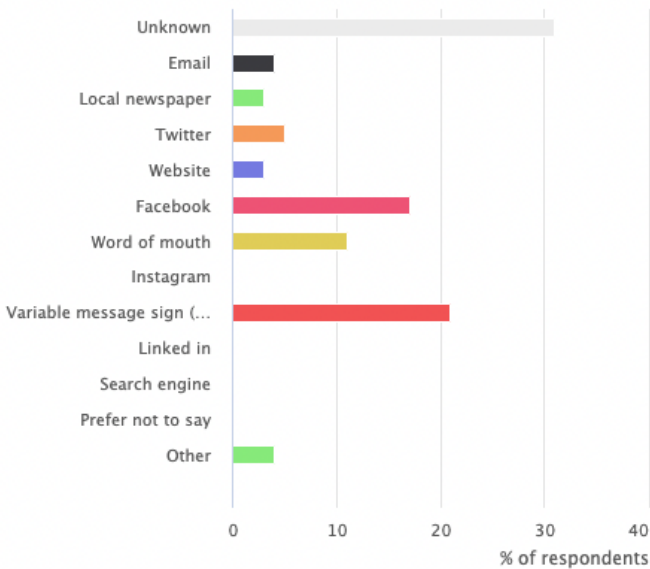
Section 3: Visitor & Demographic Analysis

Overall, engagement was extremely active with a high number of responses. Respondents to the consultation came from a variety of channels with the top 3 performing channels being highlighted below.

Channel	Visitors	Responded
Direct traffic	7,906	1,088 (14%)
Referral - trafford.gov.uk	4,177	2,172 (52%)
Facebook	3,318	946 (29%)

Respondents self-reported hearing about the consultation through a number of channels. Some channels, such as variable message signs (i.e. roadside electronic displays) would be reported as direct traffic in the table above.

How did you hear about this consultation?



Respondents used desktop, mobile and tablet devices to engage with the consultation with mobile being the largest percentage:

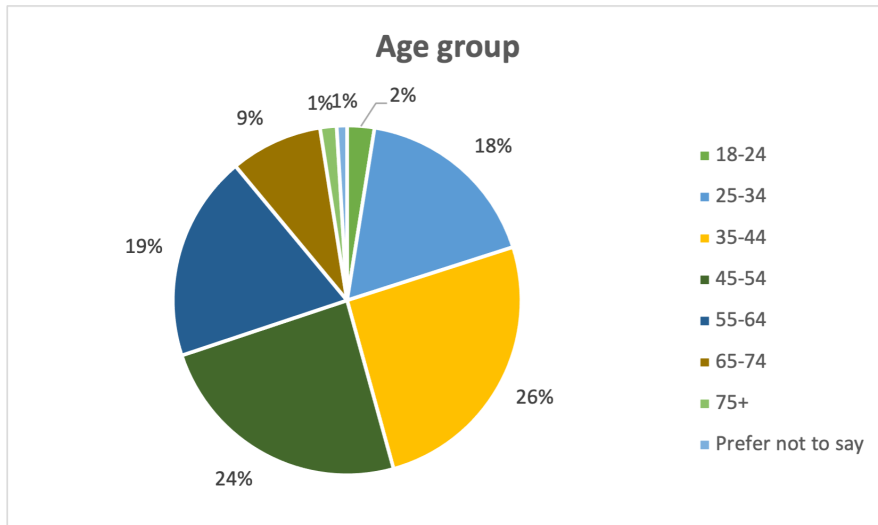
Device	% of respondents
Mobile	68%
Desktop	24%
Tablet	8%

Respondents were asked a number of demographic questions, the results of which are shown below - all demographic questions were optional.



Age group

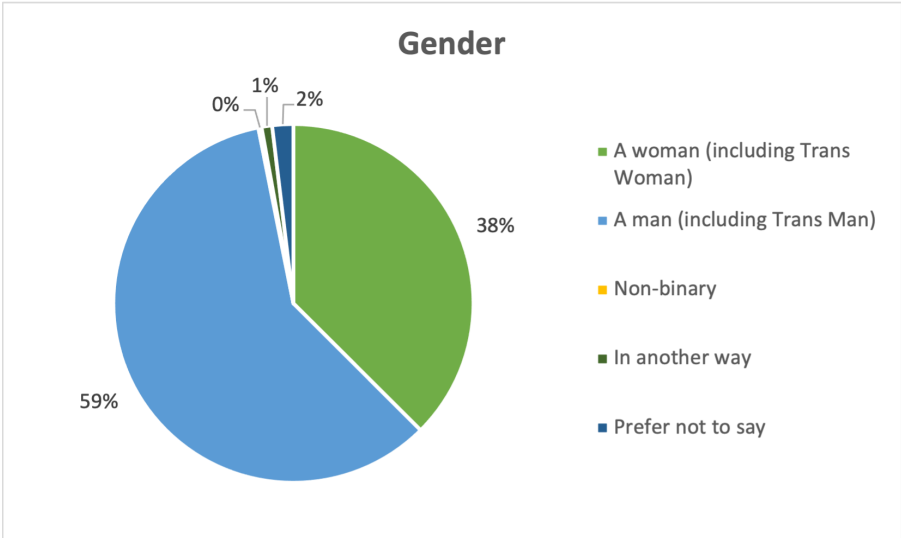
50% of respondents were between the ages of 35 and 54. A small number of respondents identified themselves as under 13 - following guidance from the Information Commissioner's Office, we have excluded these respondents. The ICO deems under 13s as being unable to provide informed consent.



Category	Total
18-24	74
25-34	514
35-44	751
45-54	709
55-64	558
65-74	251
75+	45
Prefer not to say	28



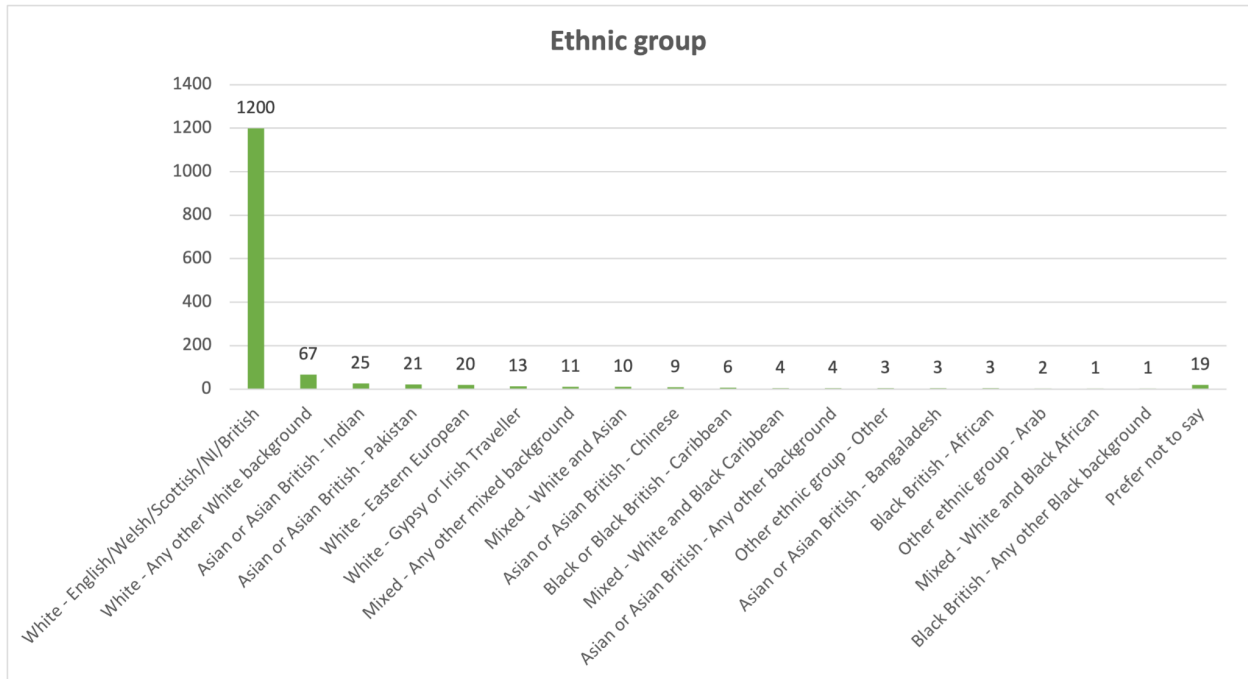
Gender



Category	Total
A woman (including Trans Woman)	515
A man (including Trans Man)	815
Non-binary	4
In another way	13
Prefer not to say	26



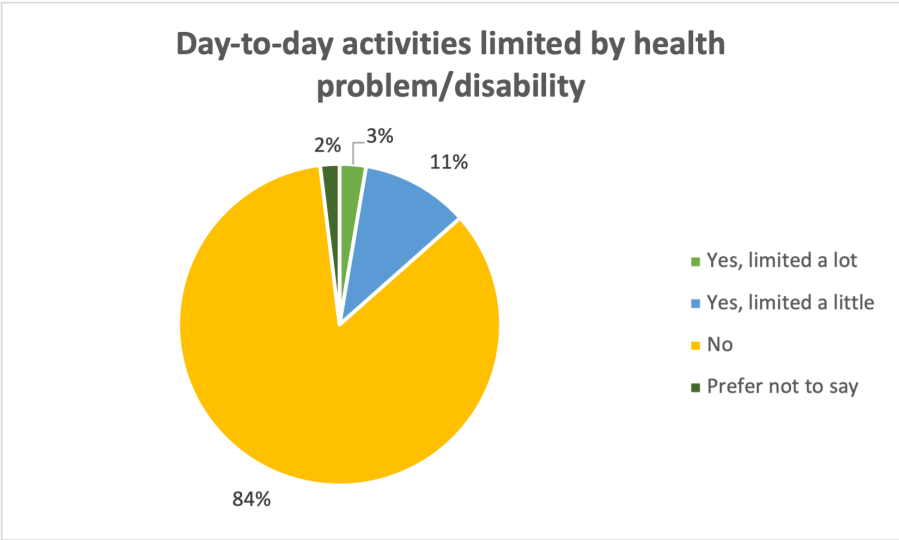
Ethnicity



Category	Total	Category	Total
White - English/ Welsh/ Scottish/ NI/ British	1200	Mixed - White and Black Caribbean	4
White - Any other White background	67	Asian or Asian British - Any other background	4
Asian or Asian British - Indian	25	Other ethnic group - Other	3
Asian or Asian British - Pakistani	21	Asian or Asian British - Bangladeshi	3
White - Eastern European	20	Black British - African	3
White - Gypsy or Irish Traveller	13	Other ethnic group - Arab	2
Mixed - Any other mixed background	11	Mixed - White and Black African	1
Mixed - White and Asian	10	Black British - Any other Black background	1
Asian or Asian British - Chinese	9	Prefer not to say	19
Black or Black British - Caribbean	6		



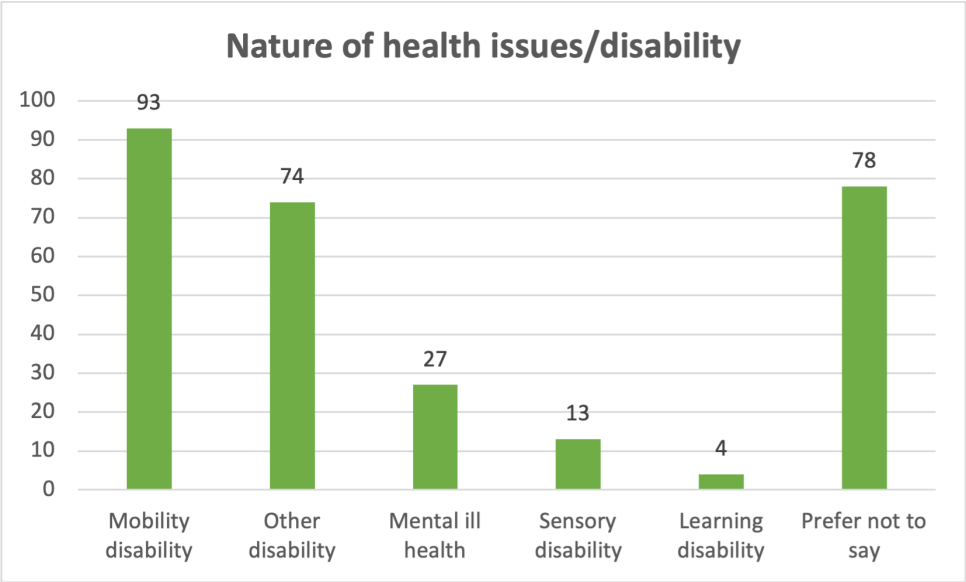
Day-to-day activities limited by health problem/disability



Category	Total
Yes, limited a lot	37
Yes, limited a little	151
No	1184
Prefer not to say	27



Nature of health issues/disability



Category	Total
Mobility disability	93
Other disability	74
Mental ill health	27
Sensory disability	13
Learning disability	4
Prefer not to say	78



Postcode

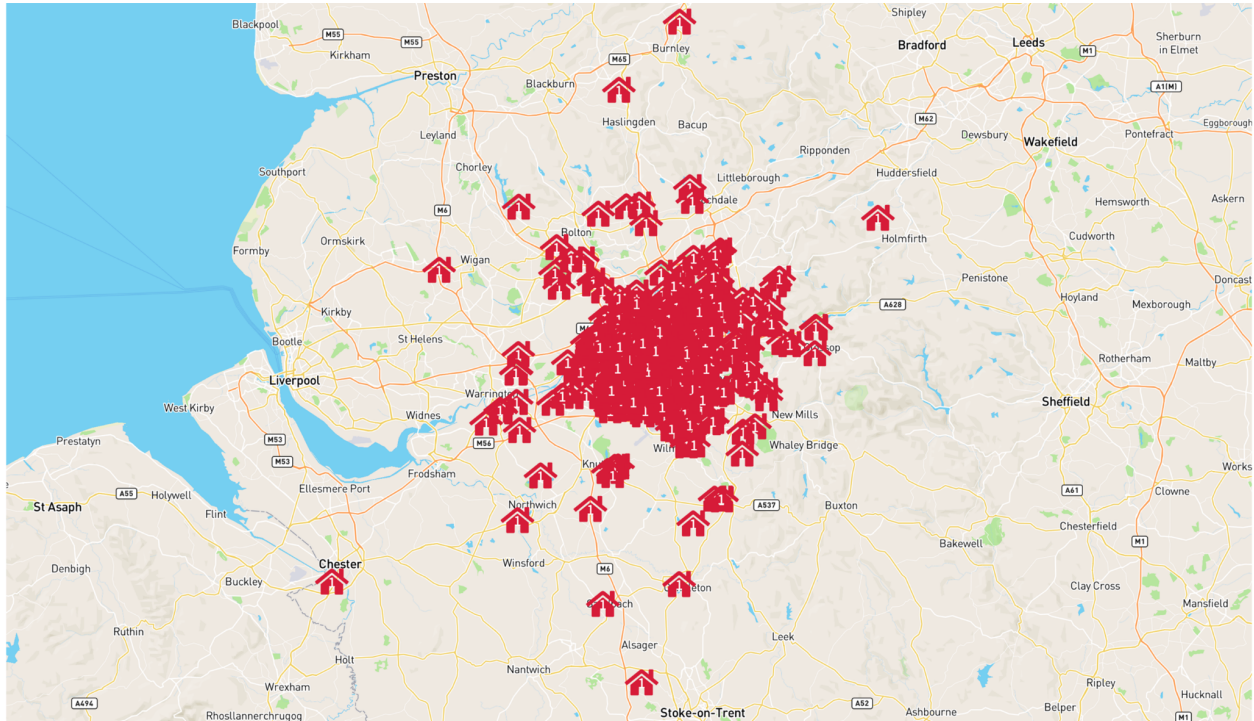
The table below shows respondents' postcodes. Only postcodes with more than one respondent are shown in the table below.

Prefix	Total	Prefix	Total	Prefix	Total	Prefix	Total
M33	959	M50	11	SK4	5	CW12	2
M32	708	M30	9	SK5	5	M24	2
M41	327	M1	8	WA	5	M25	2
WA14	172	M19	8	WA4	5	M44	2
M21	151	M34	8	M18	4	M7	2
WA15	132	M22	7	M27	4	M8	2
M16	114	M40	7	SK10	4	N/A	2
M15	62	SK3	7	M11	3	OL5	2
M23	22	WA13	7	M17	3	OL7	2
M5	21	M12	6	M28	3	SK11	2
M3	19	SK6	6	M35	3	SK12	2
M31	17	SK9	6	OL9	3	SK16	2
M20	16	WA16	6	SK	3	SK2	2
SK8	13	M14	5	SK13	3	SK7	2
M4	11	M6	5	SK14	3	WA2	2
M43	11	M9	5	BL8	2	WA3	2



Postcode map

Each house icon on the map below represents a postcode. The postcode question was optional. The number on the icon represents the number of respondents from that postcode. A live version is available for project admins at <https://a56consultation.commonplace.is/v4/dashboard/postcode-map>.



Section 4: Survey Analysis

Respondents were asked a number of qualitative and quantitative questions.

These questions were used to gain broad understanding of community needs and to support aggregation at scale for travel patterns, impact and sentiment.

Analysis on the following free text questions - Q7, Q8, Q9, Q10, Q11, Q12 - was conducted via a machine learning-driven Natural Language Processing (NLP) tool. A sample of the total comment set was manually analysed to identify common topics and sentiments (either positive, negative or neutral), and then an artificial intelligence was trained on the sample comments to apply topics and sentiments to the remaining comments. Topics were manually grouped into related themes (for example, 'congestion' and 'traffic' were grouped together into 'congestion/traffic'. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific theme - for example, "I am disappointed".

A breakdown of the survey question format is shown below. All of the survey questions were optional.

Question number	Question	Format	Options (if relevant)
1	How do you currently travel on the A56?	Multiple choice	By car, bike, on foot, mobility scooter, other
1	If you selected 'Other', please specify	Free Text	
2	Would you cycle on the A56 if there was a protected space for cycling?	Single choice	Yes, No, Unsure
3	If you selected 'Unsure', please state your reasons	Free Text	
4	Are you concerned about air quality on the A56?	Single choice	Yes, I am extremely concerned; Yes, I am moderately concerned; Yes, I am slightly concerned; No, I am not concerned at all
5	Why or why not?	Free Text	
6	Bearing this in mind, to what extent do you agree or disagree with this approach?	1-5 Rating Scale	1 -Disagree, 2-Somewhat Disagree, 3 - Neutral, 4- Somewhat Agree, 5 - Agree
7	Why do you say this? Please state	Free Text	
8	What would be the impact on you, your	Free Text	

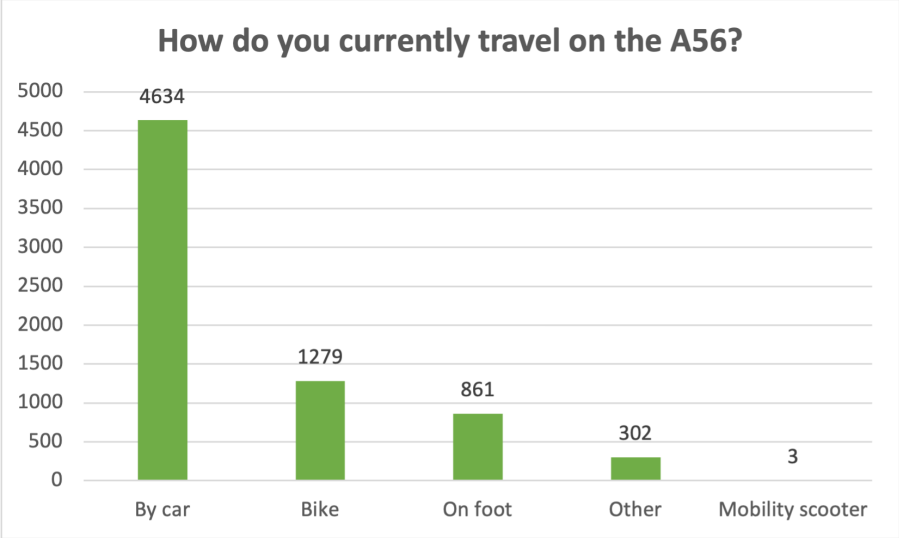


	family or your business if a permanent protected CYCLE/MOBILITY LANE was introduced on the A56?		
9	What would be the impact on you, your family or your business if the current temporary cycle/mobility lanes on the A56 were REMOVED?	Free Text	
10	What would be the impact on you, your family or your business if a permanent SHARED BUS AND CYCLE/MOBILITY LANE was introduced on the A56?	Free Text	
11	Do you have any further comments about the options for the A56 that you would like to share?	Free Text	
12	Could you please give us your thoughts on providing a cycle/bus facility along the A56 (or alternative routes) towards Altrincham in the future?	Free Text	



Q1. How do you currently travel on the A56?

Respondents were able to select from five options (on foot, by car, bike, mobility scooter and other) - multiple options could be selected. The table and chart below show the total selections of each of these options. It was not specified whether 'bike' refers to a bicycle, motorcycle, or both.

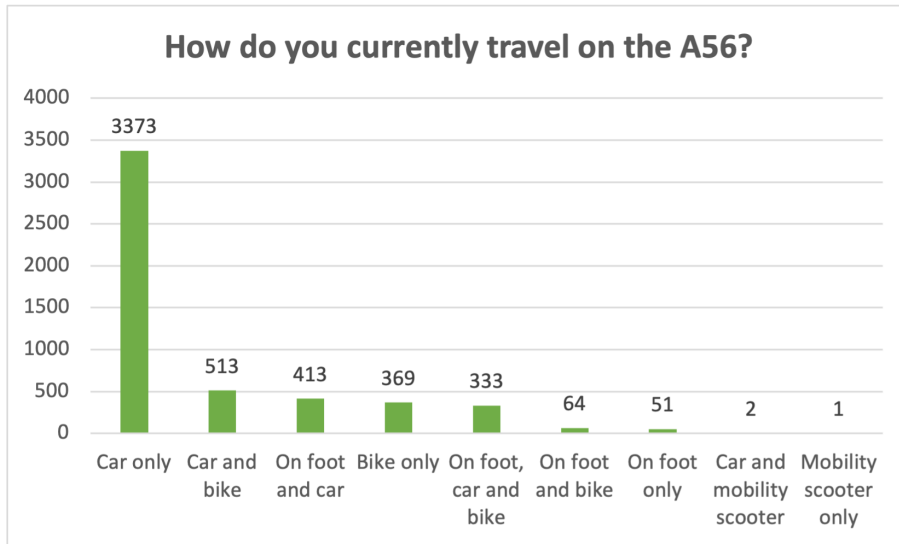


Category	Total
By car	4634
Bike	1279
On foot	861
Other	302
Mobility scooter	3



The chart below shows the different permutations for responses where the person uses multiple transport modes - permutations not included in any responses are not shown.

A large majority of responses were from people who travel only by car.



Category	Total	% of total number of responses
Car only	3373	63%
Car and bike	513	10%
On foot and car	413	8%
Bike only	369	7%
On foot, car and bike	333	6%
On foot and bike	64	1%
On foot only	51	<1%
Car and mobility scooter	2	<1%
Mobility scooter only	1	<1%



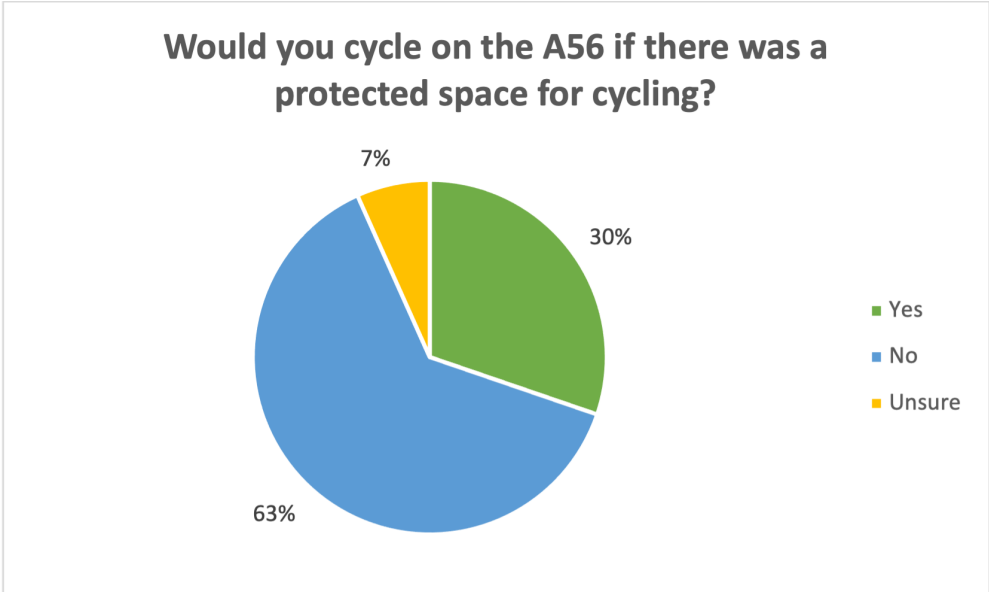
Respondents were also able to specify other modes of transport they use via an 'if other, please state' free text field - the table below is not exhaustive, as some free text responses provided information beyond simply the transport mode they use. A number of responses here included bus travel, perhaps indicating that this is an option that should be included in future surveys.

Category	Total
Bus	192
Motorcycle	35
Van/HGV	20
Tram	12
Taxi	7



Q2. Would you cycle on the A56 if there was a protected space for cycling?

30% of responses stated that they would cycle on the A56 if there was a protected space for cycling. Given that 24% of responses stated that they currently travel by bike on the A56 (see Q1 above), this may represent a small potential for an increase in cycle usage. However, as mentioned beneath Q1, 'bike' was included as an option without specifying whether this referred to a bicycle or motorcycle, meaning that the proportion of responses made by people who already cycle may be lower - potentially indicating a greater potential for modal shift.

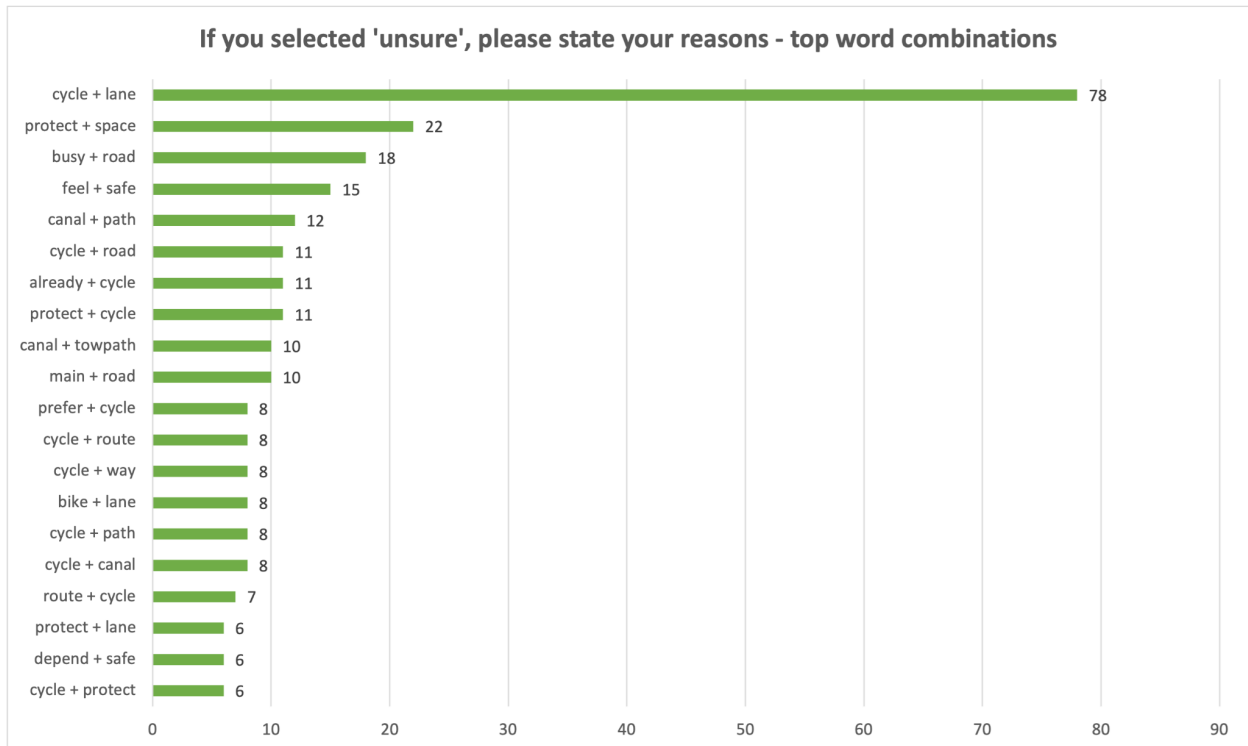


Category	Total
Yes	1452
No	3026
Unsure	322



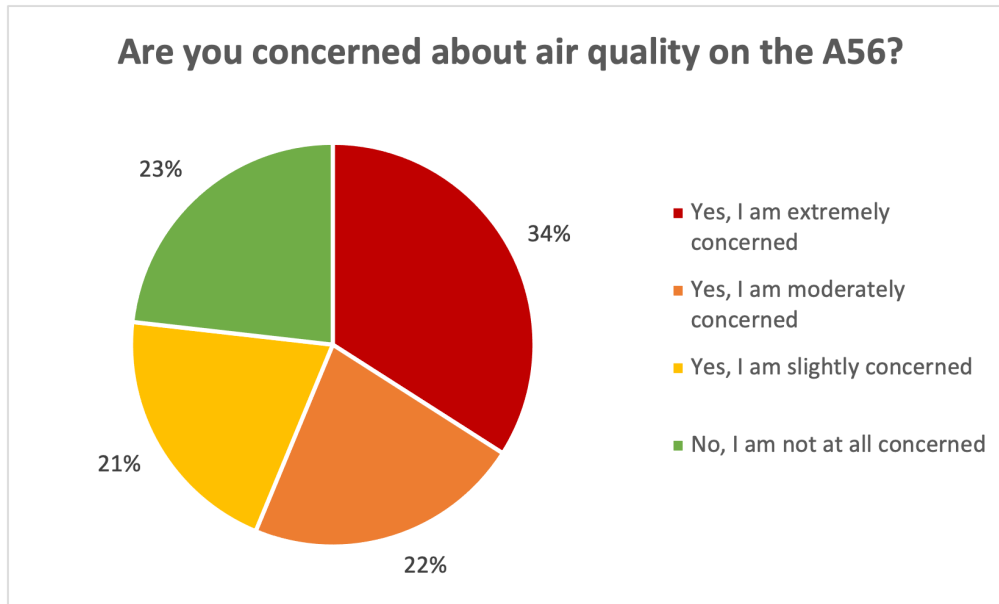
Q3. If you selected 'Unsure', please state your reasons

Due to the narrow focus of this question, it was not suitable for the data model used for the machine-learning analysis conducted on Q7-Q12, and therefore an alternative approach was used. A simple text analysis system was used to identify the top pairs of words mentioned in the responses - the top 20 of these pairs are shown below.



Q4. Are you concerned about air quality on the A56?

More than 75% of responses expressed concern about the air quality on the A56 - looking at the overall response holistically, this may indicate that users of all transport modes are mostly in agreement that there is an issue with air quality, but disagree on the best approach to address that issue.



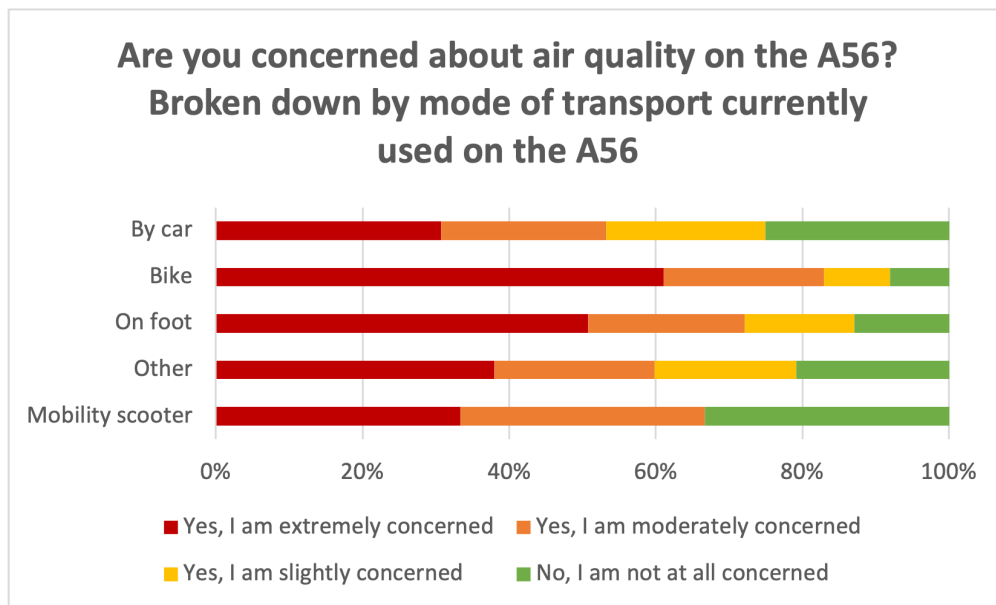
Category	Total
Yes, I am extremely concerned	1630
Yes, I am moderately concerned	1063
Yes, I am slightly concerned	984
No, I am not at all concerned	1111



Q4. Are you concerned about air quality on the A56? - Transport mode breakdown

The table and chart below show the question above, broken down by the respondent's transport mode. Respondents were able to select multiple transport modes. The number of responses selecting each option varied, but the chart below extends all bars to equal length in order to more easily distinguish proportions.

Proportionally, cyclists and pedestrians were most concerned about air quality, however it was also a concern for car users. As shown in Q1, 63% of responses overall came from individuals who travel exclusively by car on the A56, meaning that even car users who don't also travel by bike/on foot were concerned about air quality.



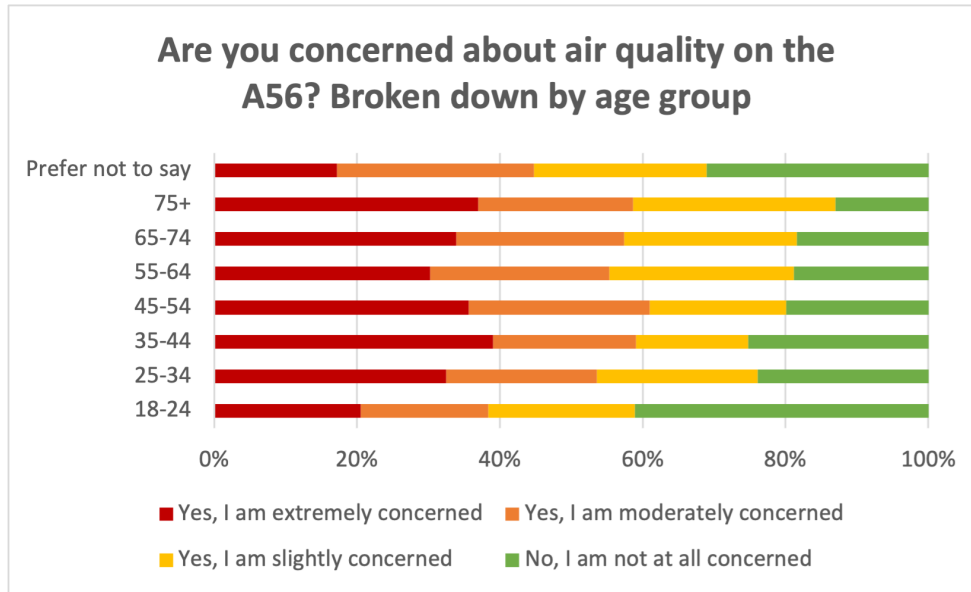
	On foot	By car	Bike	Mobility scooter	Other
Yes, I am extremely concerned	408	1272	723	1	104
Yes, I am moderately concerned	172	936	259	1	60
Yes, I am slightly concerned	120	900	107	0	53
No, I am not at all concerned	104	1038	95	1	57



Q4. Are you concerned about air quality on the A56? - Age breakdown

The table and chart below show a breakdown of Q4 by the respondent's age group. The number of responses selecting each option varied, but the chart below extends all bars to equal length in order to more easily distinguish proportions.

There was no significant difference in concern about air quality amongst respondents of different age groups. It is important to note that there were relatively few respondents below the age of 24 and over the age of 75.

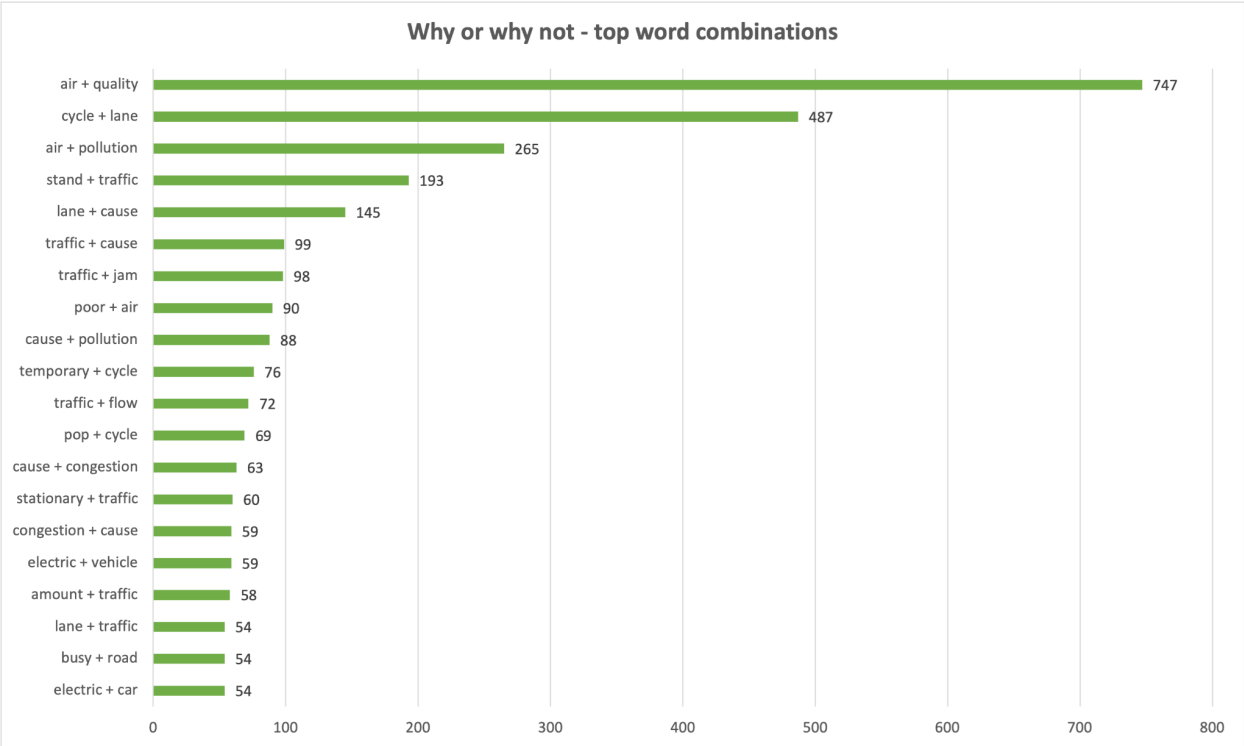


	18-24	25-34	35-44	45-54	55-64	65-74	75+	Prefer not to say
Yes, I am extremely concerned	15	163	276	242	156	105	17	5
Yes, I am moderately concerned	13	106	141	172	129	73	10	8
Yes, I am slightly concerned	15	113	111	130	133	75	13	7
No, I am not at all concerned	30	120	178	135	97	57	6	9



Q5. Why or why not?

Due to the narrow focus of this question, it was not suitable for the data model used for the machine-learning analysis conducted on Q7-Q12, and therefore an alternative approach was used. A simple text analysis system was used to identify the top pairs of words mentioned in the responses - the top 20 of these pairs are shown below.

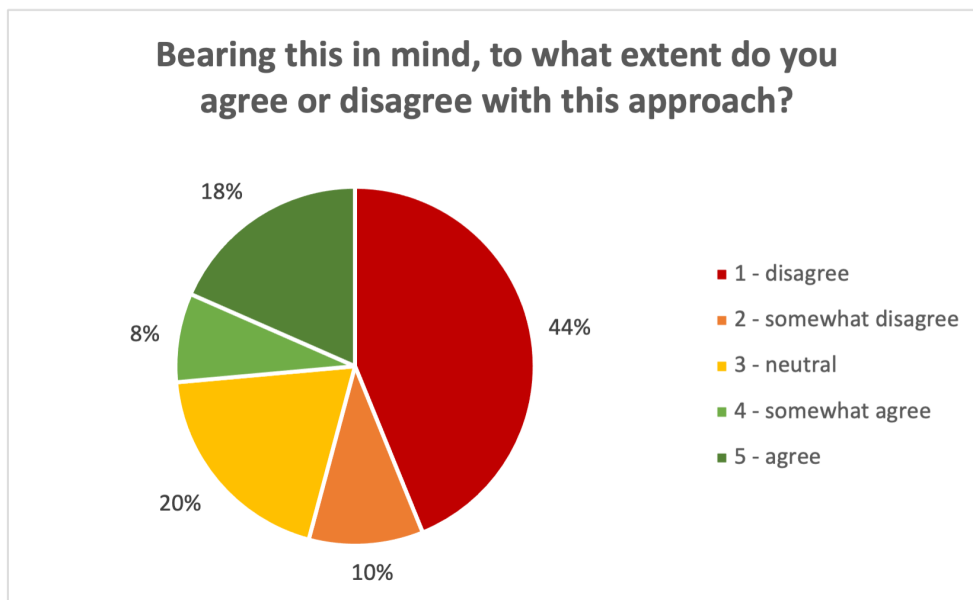


Q6. Bearing this in mind, to what extent do you agree or disagree with this approach?

This question related specifically to the temporary removal of a small section of the cycle/mobility lanes on the north side of Edge Lane, rather than to the whole A56.

54% of responses disagreed with the approach to some degree. It is worth noting that the wording of this question may have led to ambiguity about its meaning - as an example, a respondent who disagreed with the approach may have done so because they believed the section of cycle lane should not have been removed, or because they believed the entire cycle lane should have been removed.

It was not possible to perform cross-tabulation by transport mode for this question, as the transport mode question referred to the transport mode used on the A56 itself.



Category	Total
1 (disagree)	1958 (44%)
2 (somewhat disagree)	460 (10%)
3 (neutral)	867 (20%)
4 (somewhat agree)	358 (8%)
5 (agree)	822 (18%)

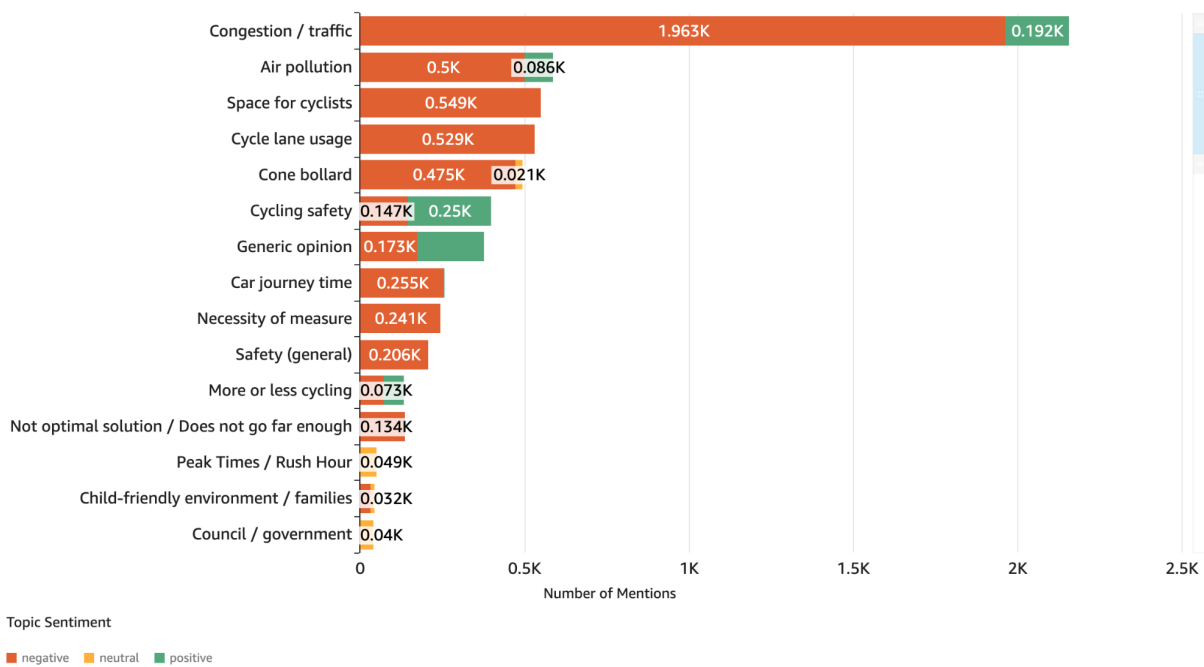
Q7. Why do you say this? Please state

This question asked users to elaborate on their response to Q6 - as with Q6 it related to the cycle/mobility lanes on Edge Lane only, rather than the whole A56.

The chart below shows the top 15 topics most frequently mentioned in response to this question, and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

Congestion/traffic was by a significant margin the most frequently mentioned topic. Sentiment assigned to this topic, and most of the top mentioned topics, was heavily negative. The only topic where the sentiment was more balanced was cycling safety.

Why do you say this? (Edge Lane)



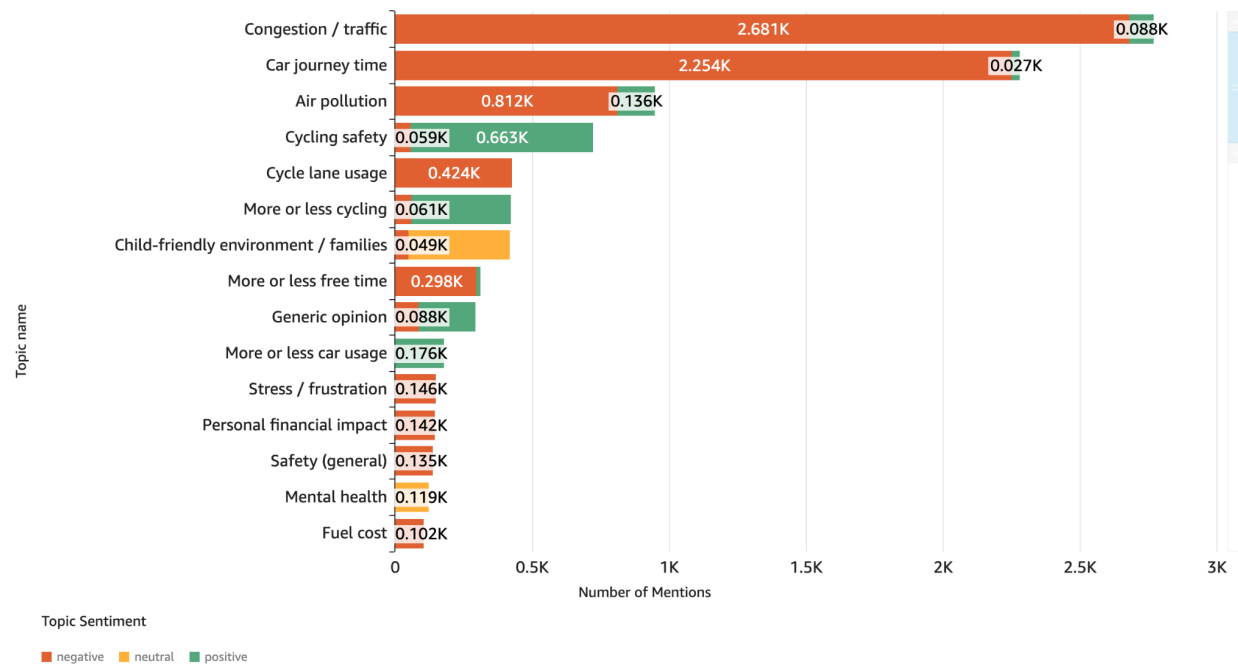
Q8. What would be the impact on you, your family or your business if a permanent protected CYCLE/MOBILITY LANE was introduced on the A56?

The chart below shows the top 15 topics most frequently mentioned in response to this question, and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

By a significant margin, the two most frequently mentioned impacts were congestion/traffic and car journey times, both with a very negative sentiment associated.

However, the impact on cycling safety ranked highly and had very positive sentiment.

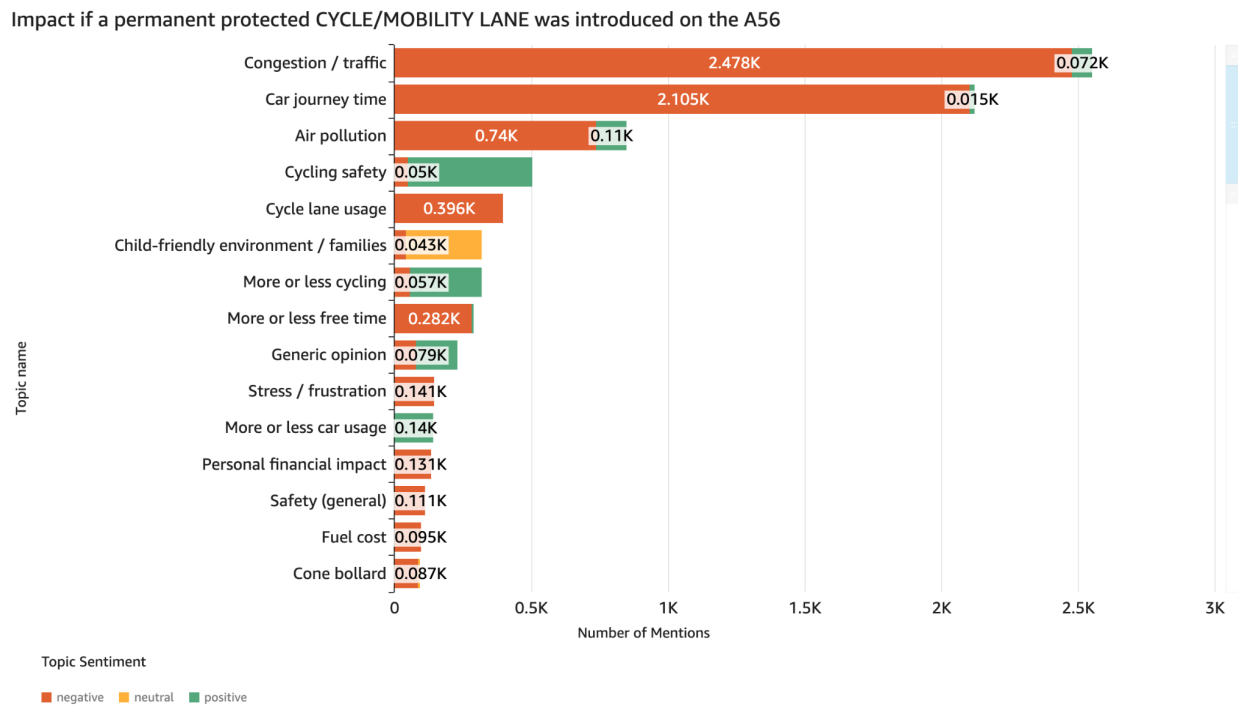
Impact if a permanent protected CYCLE/MOBILITY LANE was introduced on the A56



Q8. What would be the impact on you, your family or your business if a permanent protected CYCLE/MOBILITY LANE was introduced on the A56? - Car users

The chart below shows the top 15 topics most frequently mentioned in response to this question by car users - please note that this includes anyone who uses a car, including those who also use other modes of transport - and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

Due to the large response by car users the topics here fairly closely mirror the top topics across users of all transport modes.

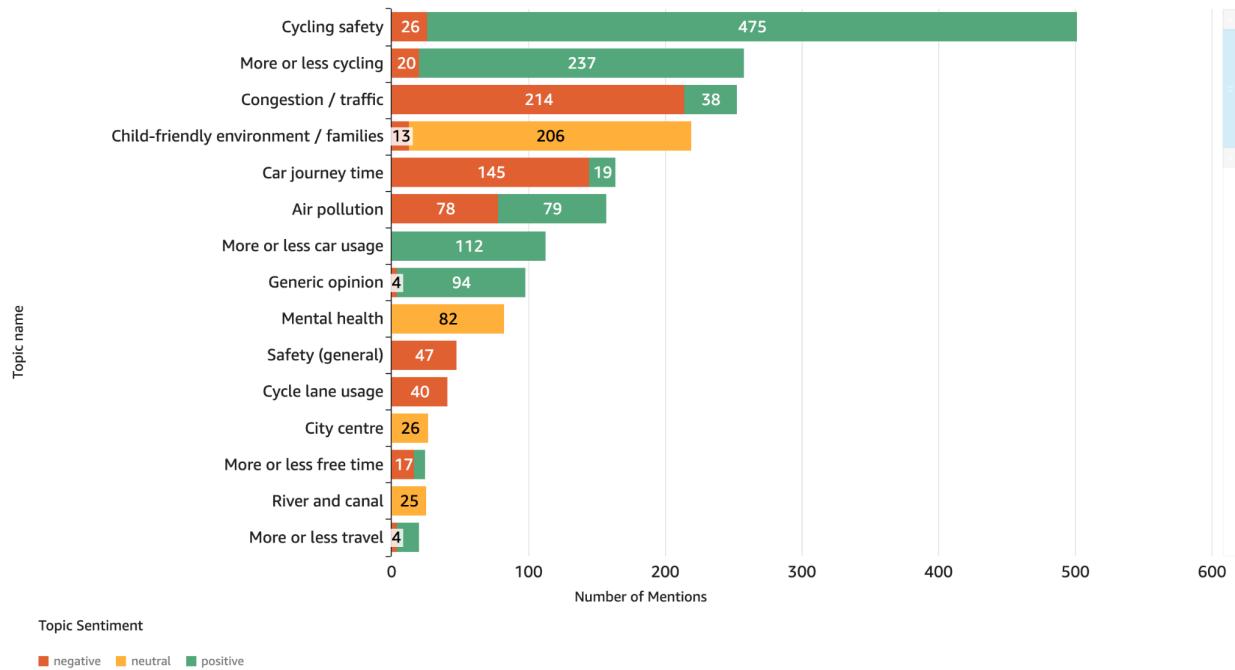


Q8. What would be the impact on you, your family or your business if a permanent protected CYCLE/MOBILITY LANE was introduced on the A56? - Bike users

The chart below shows the top 15 topics most frequently mentioned in response to this question by bike users - please note that this includes anyone who uses a bike, including those who also use other modes of transport - and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

Cycling safety was the most frequently mentioned impact for bike users, with a very positive sentiment associated - indicating that bike users felt very strongly that a permanent protected cycle lane would have a positive effect on cycling safety. However, cyclists appear to share car drivers' concerns regarding increased congestion - this may relate to the impact of air pollution, on which bike users' responses are evenly split.

Impact if a permanent protected CYCLE/MOBILITY LANE was introduced on the A56

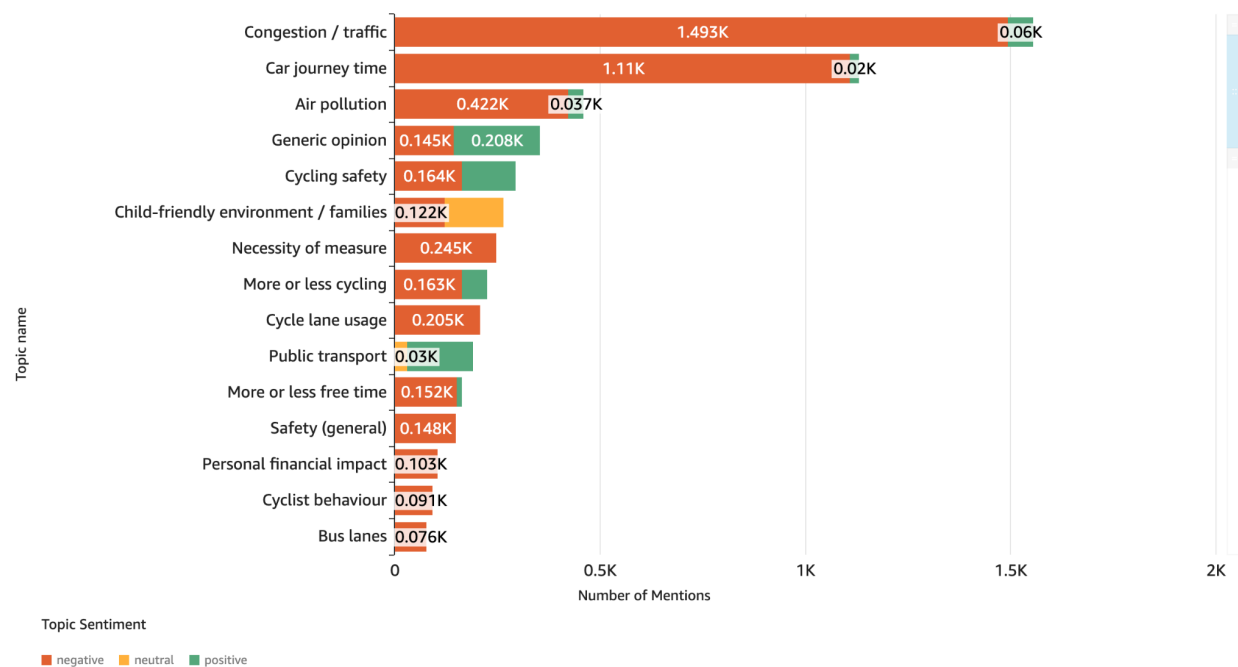


Q9. What would be the impact on you, your family or your business if a permanent SHARED BUS AND CYCLE/MOBILITY LANE was introduced on the A56?

The chart below shows the top 15 topics most frequently mentioned in response to this question, and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

The top impacts listed were similar to those of the previous question (Q8) - however, the sentiment towards impacts on cycling safety and child-friendly environment was more mixed than the previous approach (a permanent protected cycle lane), and increased cycle usage was proportionally mentioned less frequently in comparison to Q8.

Impact if a permanent SHARED BUS AND CYCLE/MOBILITY LANE was introduced on the A56

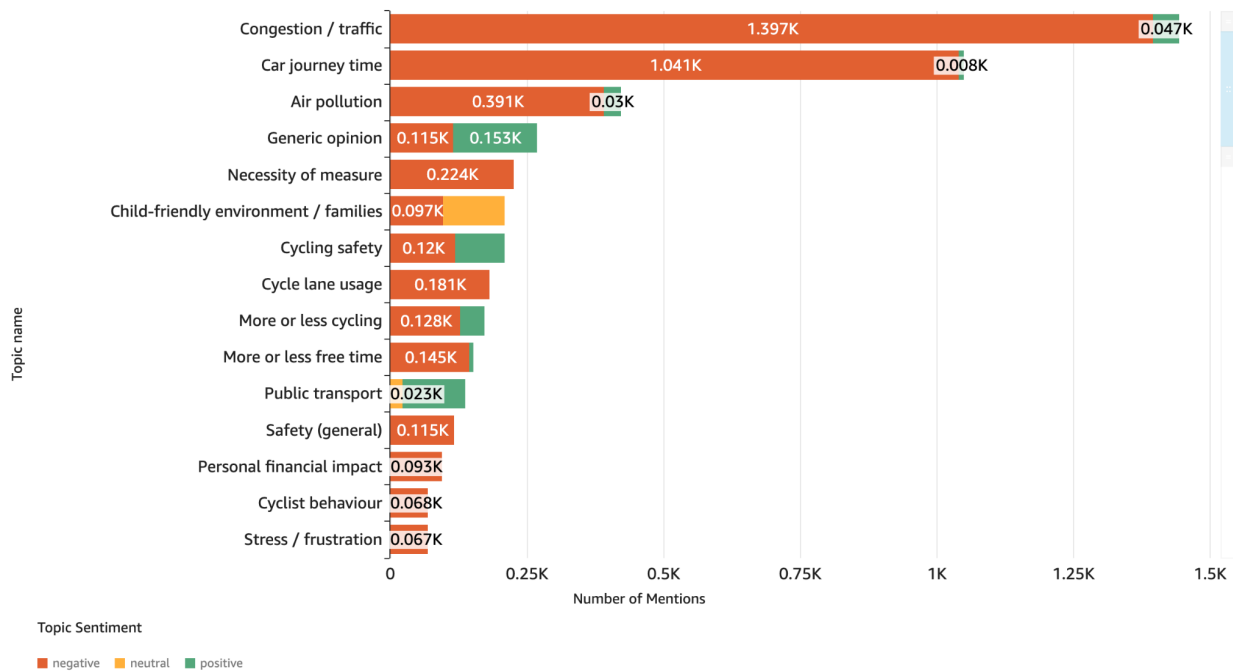


Q9. What would be the impact on you, your family or your business if a permanent SHARED BUS AND CYCLE/MOBILITY LANE was introduced on the A56? - Car users

The chart below shows the top 15 topics most frequently mentioned in response to this question by car users - please note that this includes anyone who uses a car, including those who also use other modes of transport - and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

As with Q8, due to the large response by car users the topics here fairly closely mirror the top topics across users of all transport modes.

Impact if a permanent SHARED BUS AND CYCLE/MOBILITY LANE was introduced on the A56

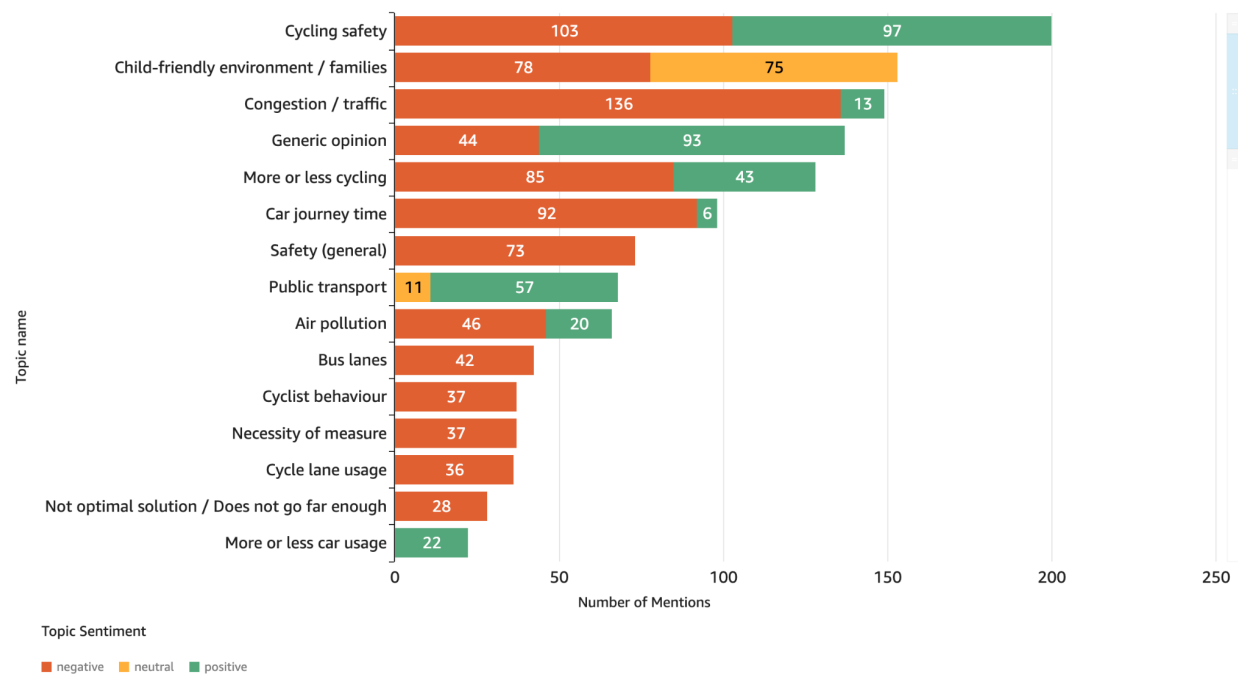


Q9. What would be the impact on you, your family or your business if a permanent SHARED BUS AND CYCLE/MOBILITY LANE was introduced on the A56? - Bike users

The chart below shows the top 15 topics most frequently mentioned in response to this question by bike users - please note that this includes anyone who uses a bike, including those who also use other modes of transport - and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

Sentiment here is less consistently positive than Q8 (the permanent protected cycle lane) - particularly notable is the much more mixed sentiment around cycling safety.

Impact if a permanent SHARED BUS AND CYCLE/MOBILITY LANE was introduced on the A56

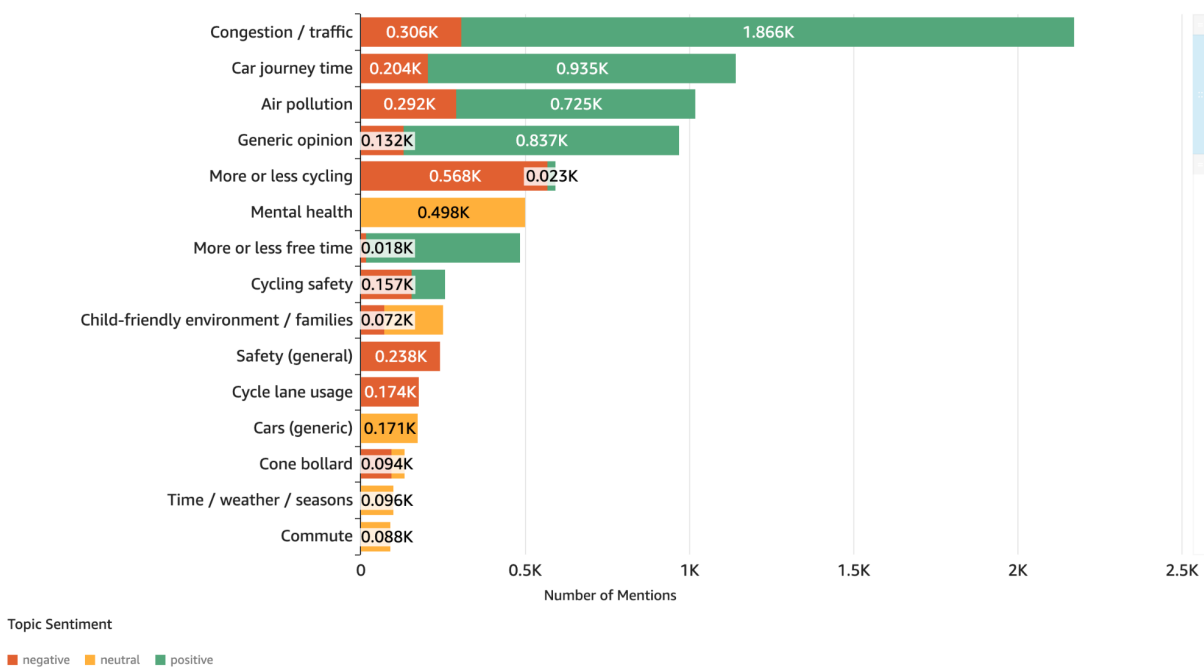


Q10. What would be the impact on you, your family or your business if the current temporary cycle/mobility lanes on the A56 were REMOVED?

The chart below shows the top 15 topics most frequently mentioned in response to this question, and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

While the topics mentioned track the previous two impact questions relatively closely, the sentiment breakdown is substantially different - sentiment relating to congestion/traffic, car journey times and air quality is much more positive, indicating that respondents felt that the impact of removing the temporary cycle/mobility lanes would have a positive effect on those issues.

Impact if the current temporary cycle/mobility lanes on the A56 were REMOVED

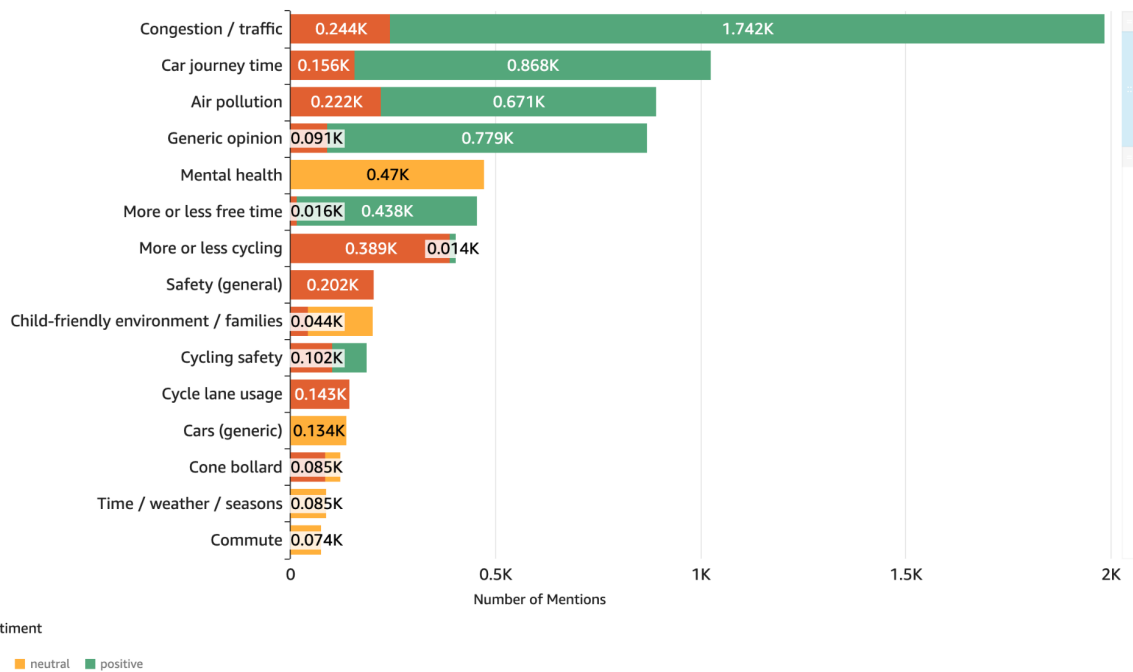


Q10. What would be the impact on you, your family or your business if the current temporary cycle/mobility lanes on the A56 were REMOVED? - Car users

The chart below shows the top 15 topics most frequently mentioned in response to this question by car users - please note that this includes anyone who uses a car, including those who also use other modes of transport - and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

As with Q8 and Q9, due to the large response by car users the topics here fairly closely mirror the top topics across users of all transport modes.

Impact if the current temporary cycle/mobility lanes on the A56 were REMOVED

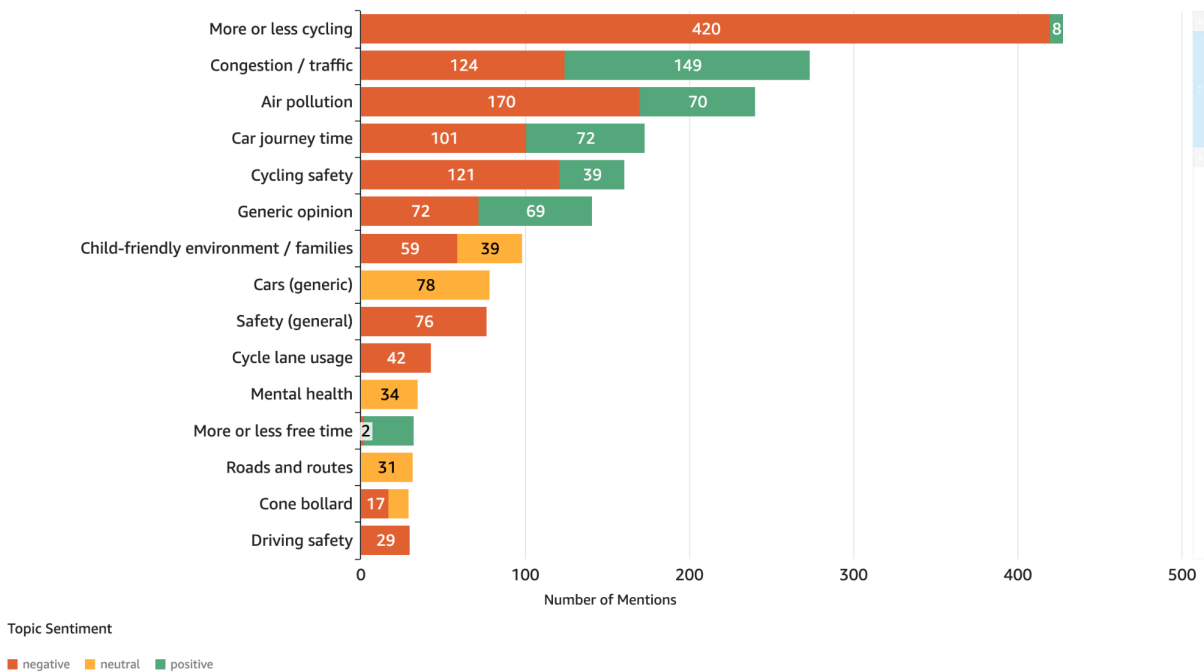


Q10. What would be the impact on you, your family or your business if the current temporary cycle/mobility lanes on the A56 were REMOVED? - Bike users

The chart below shows the top 15 topics most frequently mentioned in response to this question by bike users - please note that this includes anyone who uses a bike, including those who also use other modes of transport - and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

Sentiment relating to congestion/traffic was much less positive than when looking at responses from all transport modes, perhaps indicating that bike users were less confident that removing the measures would have a positive impact on congestion. Additionally, sentiment relating to more/less cycling is extremely negative, indicating that cyclists felt that the removal of the measures would lead to less cycle usage - possibly due to a reduction in cycle safety, a topic which also ranks highly.

Impact if the current temporary cycle/mobility lanes on the A56 were REMOVED



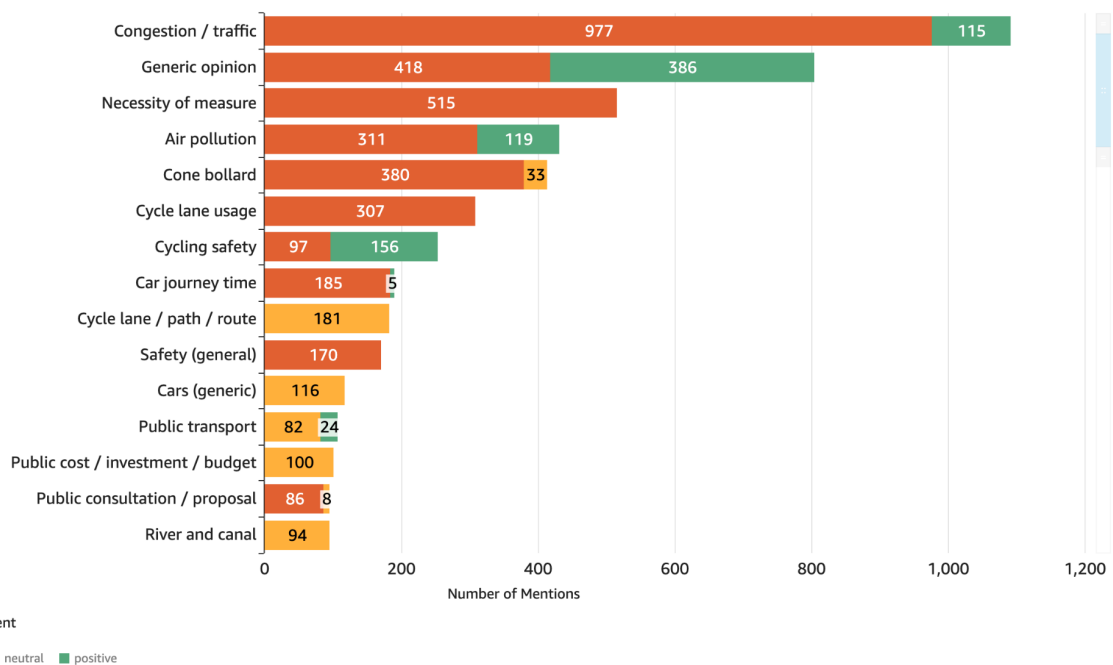
Q11. Do you have any further comments about the options for the A56 that you would like to share?

The chart below shows the top 15 topics most frequently mentioned in response to this question, and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

The general nature of this question means that many of the topics raised in response to the previous questions re-occur here, as well as a high quantity of 'generic opinion' (i.e. opinions made not in relation to any specific topic).

Whilst generic opinion is relatively polarised, overall there is a large amount of negative sentiment in relation to congestion, air pollution, the use of cones/bollards and the overall necessity of the measures.

Do you have any other comments?

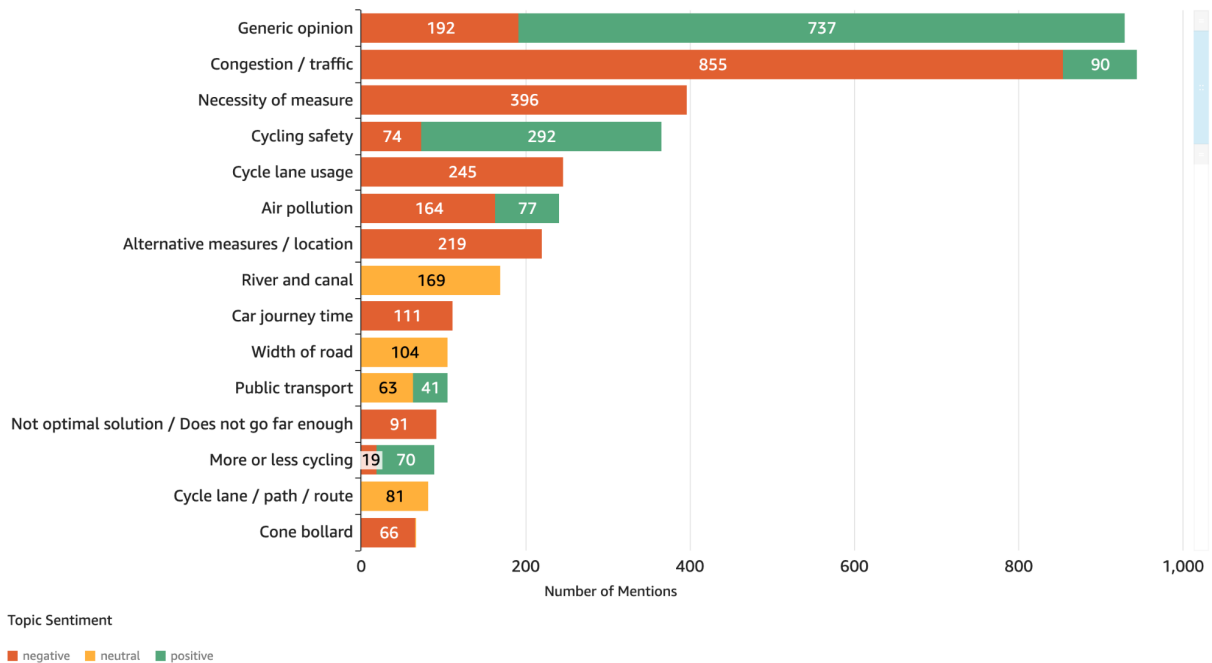


Q12. Could you please give us your thoughts on providing a cycle/bus facility along the A56 (or alternative routes) towards Altrincham in the future?

The chart below shows the top 15 topics most frequently mentioned in response to this question, and a ‘sentiment’ assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where ‘generic opinion’ occurs as a topic, this was a general opinion not given in relation to any specific topic.

There is a high proportion of positivity in relation to cycling safety and ‘Generic opinion’ (i.e. opinions made not in relation to any specific topic), suggesting that respondents are not entirely opposed to the idea of a cycle/bus facility in principle, rather the execution of the measures already implemented.

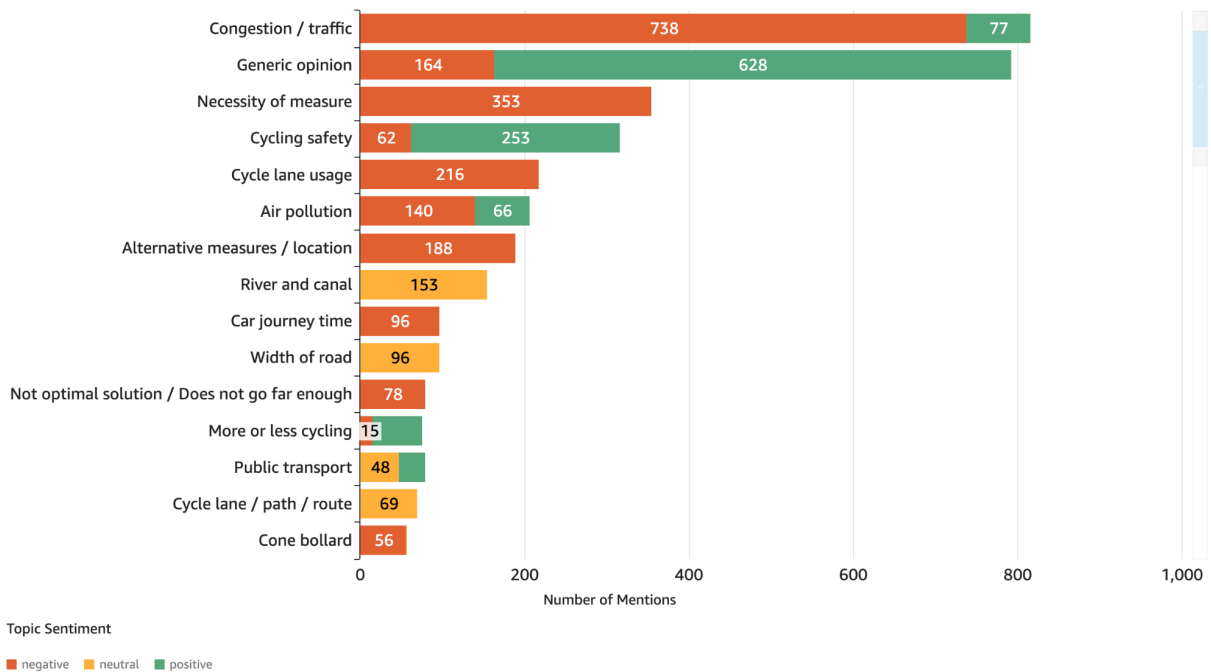
Thoughts on providing a cycle/bus facility along the A56 (or alternative routes) towards Altrincham in the future



Q12. Could you please give us your thoughts on providing a cycle/bus facility along the A56 (or alternative routes) towards Altrincham in the future? - Car users

The chart below shows the top 15 topics most frequently mentioned in response to this question by car users - please note that this includes anyone who uses a car, including those who also use other modes of transport - and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

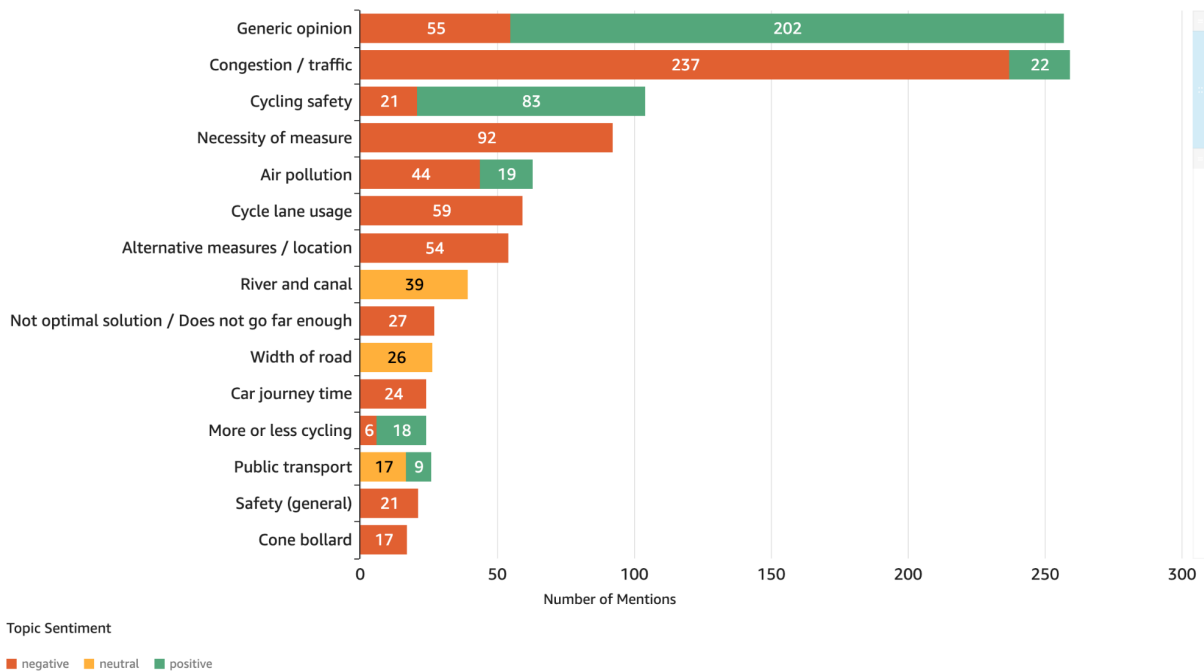
Thoughts on providing a cycle/bus facility along the A56 (or alternative routes) towards Altrincham in the future



Q12. Could you please give us your thoughts on providing a cycle/bus facility along the A56 (or alternative routes) towards Altrincham in the future? - Bike users

The chart below shows the top 15 topics most frequently mentioned in response to this question by bike users - please note that this includes anyone who uses a bike, including those who also use other modes of transport - and a 'sentiment' assigned to the context within which the topic was mentioned. A key for the sentiment colours is shown below the chart. Where 'generic opinion' occurs as a topic, this was a general opinion not given in relation to any specific topic.

Thoughts on providing a cycle/bus facility along the A56 (or alternative routes) towards Altrincham in the future



Section 5: Conclusions

Feeling towards active travel schemes is often heavily polarised, with strong sentiment both in support of and in opposition to a scheme.

Analysis of the A56 consultation data has found that there is a significant divide in feeling between car users and bike users.

Looking at car users only, in response to questions about the impact of a permanent protected lane and a shared lane (Q8 & Q9), congestion/traffic, car journey times and air quality dominated the conversation with strongly negative sentiment associated with each, indicating that car users typically opposed both a permanent protected cycle lane and a shared bus and cycle lane, and favoured the removal of the temporary measures. It is worth noting that a large proportion of responses (more than 60%) came from people who travel on the A56 only by car.

Bike users meanwhile spoke much more positively about the impacts of a permanent protected or shared cycle facility, indicating that bike users were generally supportive of these measures, and opposed to the removal of the temporary measures.

One area in which car and bike users were less divided was air quality (see Q4), where more than 75% of all responses (and more than 65% of responses from car users) expressed at least slight concern about air quality on the A56. This may indicate that users of all transport modes are generally in agreement that there is an issue with air quality, but disagree on the best solution to addressing that issue.

Looking at Q12 (thoughts on providing a cycle/bus facility along the A56 (or alternative routes) towards Altrincham in the future), there is a high proportion of positivity in relation to cycling safety and 'Generic opinion' (i.e. opinions made not in relation to any specific topic), suggesting that respondents are not entirely opposed to the idea of a cycle/bus facility in principle, rather the execution of the measures already implemented.

It is also worth noting that the survey response may not have been representative of all types of local people - of respondents who provided their demographic information:

- 59% were male
- 50% were between the ages of 35 and 54
- 89% were White.



Limitations

Edge Lane questions

Part of the survey (Q6 & Q7) related specifically to Trafford Council's temporary removal of a small section of the cycle/mobility lanes up to Kings Road on the north side of Edge Lane. As mentioned under Q6, it was not possible to perform cross-tabulation by transport mode for this question as the transport mode question referred only to the transport mode used by the respondent on the A56 itself. Additionally, the wording of Q6 may have led to ambiguity about its meaning - as an example, a respondent who disagrees with the approach could do so because they believe the section of cycle lane should not have been removed, or because they believe the entire cycle lane should have been removed.

Further limitations/recommendations for future consultations

- Respondents were asked whether they would cycle on the A56 if there was a protected space for cycling (Q2). While there was a follow-up question asking them to explain their answer, the way this was worded specifically only asked for explanations from respondents who selected 'unsure'. It may have been advantageous to ask respondents to explain their answers regardless of which answer they selected for the previous question - for example, respondents might be unable to cycle due to personal health/disability concerns rather than objections to the scheme, or may feel that there is a cycle route that would be more appropriate than the A56.
- The formulation of the survey meant that measuring the level of support for each measure was conducted almost exclusively via free text responses - while this gave respondents the opportunity to share their views in a more open-ended way, a quantitative question relating to level of support for each measure followed by a 'why?' qualitative question may have achieved a more accurate measurement of sentiment.
- 'Bus' was not included as one of the pre-set options for transport mode - as this was one of the most frequently provided responses under the 'if other, please state' field it would be logical to include this option for future consultations.
- 'Bike' was included as a pre-set option for transport mode without elaborating as to whether this referred to bicycles, motorcycles, or both - for future consultations the two options should be included separately.

