

OFFICIAL



PENINSULA TRANSPORT

DRAFT TRANSPORT STRATEGY CONSULTATION

CONSULTATION AND ENGAGEMENT SUMMARY REPORT

FEBRUARY 2024

**Prepared by Coast Communications on behalf of
Peninsula Transport Sub-National Transport Body**



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Executive Summary

Peninsula Transport launched the draft Peninsula Transport Strategy for the region (Cornwall, Devon, Plymouth, Somerset and Torbay) and opened a public consultation on the strategy in December 2023. The draft transport strategy set out four outcomes and a route map to achieving a strategic transport network that works for everyone – from businesses to communities and visitors. The final transport strategy will be used to guide regional transport investment decisions through to 2050.

The consultation was predominantly digital-based given the geographic spread of the peninsula. A consultation space was set up online through the Peninsula Transport website with a dedicated survey designed to collate the information required. Offline activity and briefing events took place as well as a webinar series. From the outset the project endeavoured to maximise every opportunity to raise awareness of the strategy and encourage people to have their say. Ultimately the aim of the consultation was to understand the level of support for the draft strategy from stakeholders as well as the wider public before being finalised.

The online survey received 339 responses in total and a further 16 written responses were received. Over 51% of respondents were supportive of the strategy as a whole, with a further 37% neutral. Overall, there was good support (strongly support or support) for each of the strategy outcomes:

- Easier journeys – 89%
- Going electric – 44%
- A connected peninsula – 84%
- Completing the transport network – 78%

One of the key parts of the consultation was to determine what was missing or could be improved in the draft. Key themes raised were the Tamar Bridge/Crossings tolls (120 mentions), improving public transport (56), developing walking and cycling infrastructure (34), comments on electric vehicles (29), and upgrading rail infrastructure and services (25).

Other notable points included improving roads, shifting transport modes from private car usage to public and active transit, addressing bus and coach deficiencies, improving rural connectivity, the need for better parking facilities, stronger environmental commitments, tackling congestion hotspots, reducing the need to travel, and ensuring the strategy coordinates with other policy areas such as planning and social equity. Concerns were raised about digital exclusion, over-reliance on cars, lack of infrastructure specifics in the strategy, and conducting more inclusive consultations.

A full analysis of the online survey and written responses is available in the 'feedback analysis' section of this document.

Following the analysis of responses, the strategy will be updated where possible, and a final draft will be submitted to the Peninsula Transport Board in March 2024 to approve its adoption. Once the strategy is adopted it will be published and submitted to the Department of Transport. The final strategy will be used as the foundation of a Strategic Investment Plan which will be developed in Spring 2024.



Introduction

Peninsula Transport and the draft Peninsula Transport Strategy

Peninsula Transport, is the Sub-national Transport Body (STB) for Cornwall, Devon, Plymouth, Somerset and Torbay councils. The STB provides a collective regional voice about the strategic transport and infrastructure needs of the region in order to boost economic growth. The partnership works directly with the Department for Transport and also involves both the Heart of the South West and Cornwall and the Isles of Scilly Local Enterprise Partnerships, alongside National Highways, Network Rail and Homes England.

Sub-national Transport Bodies were established as part of the Cities and Local Government Act 2016. Peninsula Transport's role is to guide and advise government on regional transport priorities and investment by producing and then maintaining a regional transport strategy.

In December 2023, Peninsula Transport launched the draft Peninsula Transport Strategy for the region and opened a public consultation on the strategy. The draft transport strategy set out four outcomes and a route map to achieving a strategic transport network that works for everyone – from businesses to communities and visitors.

By 2030 the desired outcomes were:

- **Easier journeys:** integrating walking and wheeling with the bus and rail network, to make getting around without a car easy.
- **Going electric:** affordable zero-emission transport through a reliable electric vehicle charging network.
- **A connected peninsula:** safe, reliable and resilient road and rail travel within the peninsula and beyond.

These outcomes would ultimately lead to the key objective of:

- **Completing the network:** improved connections within a growing and fully integrated transport network on a path to net zero.

The final transport strategy will be used to guide regional transport investment decisions through to 2050 and will be the foundation of a Strategic Investment Plan which will be developed in Spring 2024.

Consultation overview

Consultation purpose and approach

The purpose of the consultation was to understand the level of support for the draft strategy from stakeholders as well as the wider public before being finalised.

The consultation ran from 11 December 2023 to 5 February 2024 and was accessible via the Peninsula Transport website www.peninsulatrtransport.org.uk. The consultation was predominantly digital-based given the geographic spread of the peninsula. A consultation space was set up online through Peninsula Transport's website with a dedicated survey designed to collate the information required.



All consultation materials were available online but it was also essential to offer offline alternatives through face-to-face meetings, engaging with representative groups, postal responses and print advertorial. Documentation was available as a hard copy on request with alternative versions (easy read and audio versions) available readily on the website.

Communications and engagement aimed to raise the awareness of the draft transport strategy, manage expectations and support the consultation with activity planned to encourage feedback from a wide representation of stakeholders from across the peninsula. In order to achieve this, communications used a mix of channels to promote the consultation and a cascade approach to promotion was taken, intended to reach STB stakeholders, and also to utilise partners' and stakeholder's own channels. Materials enabled stakeholders to respond but also to understand and promote the STB's work easily.

Overview of engagement activity

Online consultation space

A single space for the consultation was created on www.peninsulatransport.org.uk to facilitate central coordination. This space included the strategy, links to the evidence base, a stakeholder toolkit (see below for details), link to the survey, an easy read version of the strategy, an audio version of the strategy as well as the project FAQs. An image of the consultation space page is available in Appendix 5.

Stakeholder engagement

MPs and Prospective Parliamentary Candidates: MPs were invited to a drop-in surgery session at Portcullis House Monday 11 December 2023. This was also supported by a written briefing issued to all MPs with a constituency covering the Peninsula Transport geography. Prospective Parliamentary Candidates (PPCs) were invited to a zoom session on 11 January 2024, as an opportunity to introduce the STB and its work, learn more about the strategy and raise any questions or concerns. All PPCs who have been announced at the time of the consultation received a written briefing.

Transport Forum: the Peninsula Transport Stakeholder Forum came together for a workshop in Exeter on 17 January 2024. The group received a presentation followed by a question and answer (Q&A) opportunity. Attendees also took part in breakout groups to discuss the four priority outcomes of the strategy and if there was anything to add, emphasise more or change for each. The workshop was attended by 11 members of the forum.

Key discussion points in the Q&A session included:

- Strategy implementation
- Learnings from the implementation of other initiatives to speed up delivery – i.e., integrated ticketing
- The need to emphasise safety
- Resilience – the balance between enhancement and resilience and also data on the required levels of resilience
- The strategy timeline was welcomed
- Lack of detail around benefits in delivering the strategy, also any quick wins
- Linking in with planning



- Draw out the peninsula's unique points more
- Emphasis on optimising economic benefits

A full summary of the break out session discussions is available in Appendix I.

Webinar series: three webinars were held via MS Teams during the morning, afternoon and evening to maximise attendance and accessibility. The online webinars were public, free and offered a virtual presentation about the strategy, followed by a Q&A session.

The first webinar was held on 16 January 2024 between 10:00-12:00, the second on 18 January between 12:00-14:00 and the final webinar was held on 24 January 2024 between 18:00 – 20:00. In total, 74 attendees came to all three webinars. The table below provides a breakdown of attendees, questions asked and the topic areas covered during Q&A session for each webinar.

16 January webinar	18 January webinar	24 January webinar
19 attendees	28 attendees	27 attendees
15 questions asked	12 questions asked	9 questions asked
Topics included: <ul style="list-style-type: none"> • Funding • Cycling • HGV facilities • Accessibility • Bus services • Public toilets • Education access • Alternative fuels for public transport • Freight modal switch 	Topics included: <ul style="list-style-type: none"> • Traffic 'rat runs' • Safety • Devolution • Collaboration • Active travel connectivity • Role of rail • Future engagement 	Topics included: <ul style="list-style-type: none"> • Coordination and support for other plans • Reporting back results of consultation • Road connectivity • Tamar Crossings • Accessibility • Resilience • Parking

Other meetings: Vision Zero South West Invited Peninsula Transport to present the strategy to their Board on 14 December 2023.

Promotion

Email campaign: on 12 December 2023, the email campaign started and emails were issued to all the relevant stakeholders regarding 'Peninsula Transport seeking your views: consultation on regional transport strategy launched'. The emails were also designed to encourage onwards sharing to maximise our stakeholders' channels.

Further reminder emails and the webinar dates were issued between 5 January 2024 – 12 January 2024, which allowed attendees to register for the webinars. From this information, webinar links were distributed to the registered attendees on 11 January 2024. Further stakeholders and networks were engaged as opportunities were identified through the consultation. Final email reminders were issued on 29 and 30 January as a last chance to have your say.



Over 1,190 contacts received emails over the course of the email campaign. Groups included member authorities, neighbouring local authorities, co-opted members, transport industry and operators, business networks, STBs, Parish Councils, Peninsula Rail Task Force and its stakeholder advisory group, South West Freight Forum, disability groups, tourism representatives, higher and further education organisations and those who had fed back on Peninsula Transport Vision in 2021.

Social media: a supporting social media campaign was implemented to amplify the public consultation. Both X (formerly Twitter) and LinkedIn was used to promote the strategy, consultation and webinar events. On X, there were 13 posts relating to the consultation and strategy, these posts started on 12 December 2023 and finished on the 6 February. On LinkedIn, there were nine posts relating to the consultation and strategy which also started on 12 December 2023 and finished on 6 February 2024.

Media releases: were issued on 11 December 2023 to launch the consultation and also 29 January 2024 as a final call for responses. The launch release was issued to local and region media outlets across the South West as well as key transport trade outlets. The final call was issued to local and region media outlets across the South West.

- Peninsula Transport seeks your views – consultation on regional transport strategy launched: <https://www.peninsulatrtransport.org.uk/news-articles/peninsula-transport-seeks-your-views-consultation-on-regional-transport-strategy-launched/>
- Not long left to share your views with Peninsula Transport on regional transport strategy: <https://www.peninsulatrtransport.org.uk/news-articles/not-long-left-to-share-your-views-with-peninsula-transport-on-regional-transport-strategy/>

Print and digital advertorial: paid for advertorial was placed in the Western Morning News as the key print outlet covering the entire geography of Peninsula Transport. Adverts were half page insertions and were placed on a Saturday (13 January 2024 and 27 January 2024). A four week digital advertorial campaign was also run using geotargeting technology to users with a postcode in the Peninsula Transport region. This ran throughout January 2024. Appendix 2 sets out the assets used.

E-newsletter: Peninsula Transport's first e-newsletter was launched in January 2023, this contained key information relating to the draft transport strategy and was issued to over 350 contacts signed up.

- Newsletter: <https://mailchi.mp/b5c80197b3ad/peninsula-transport-news?e=cc4bb30f28>

Partner channels: the STB communications were issued to each local authority press offices to help promote the work more widely through channels such as residential newsletters.

Supporting documentation

Graphics: a number of graphics were produced to support the consultation. These were suitable for social media and were used by the STB but also available to on our website as part of the stakeholder toolkit for those who were wanting to share their own content. The graphics can be found in Appendix 6.



Communications toolkit: provided information and graphics for stakeholders to help spread the word. This included key links, key messages, stakeholder briefing, information on webinars and graphics. The stakeholder toolkit was available on the website and was also linked during the email campaign: <https://www.peninsulatrtransport.org.uk/peninsula-transport-strategy-consultation-communications-toolkit/>

- Key messages: https://www.peninsulatrtransport.org.uk/wp-content/uploads/2023/12/PT_TS-core-script_FINAL.pdf
- FAQs: <https://www.peninsulatrtransport.org.uk/transport-strategy-faqs/>
- Stakeholder briefing: https://www.peninsulatrtransport.org.uk/wp-content/uploads/2023/12/PT_TS-consultation-stakeholder-briefing_FINAL.pdf

Accessible options: Peninsula Transport used a PO Box for anyone wanting to respond the consultation by post. In addition, easy read and audio versions of the draft strategy were also produced. Anyone further assistance or alternative versions were encouraged to get in touch: info@peninsulatrtransport.org.uk.

- Easy read: <https://www.peninsulatrtransport.org.uk/wp-content/uploads/2023/12/Peninsula-Transport-Strategy-01-12-23-EASY-READ-V2-accessible.pdf>
- Audio: <https://www.peninsulatrtransport.org.uk/transport-strategy-audio-version/>

Presentation: the same presentation was used for all audiences. The presentation covered the role of STBs, Peninsula Transport's remit, Peninsula Transport's achievements to date, evidence base, strategy for the user and a summary of each priority outcome: easier journeys, going electric, a connected peninsula and completing the transport network. A copy of the presentation is available: http://www.peninsulatrtransport.org.uk/wp-content/uploads/2024/02/PT_strategy-presentation.pdf

Feedback analysis

The survey was publicly available and open to all who were interested in feeding back on the draft Peninsula Transport Strategy. In total 339 responses were submitted via the online survey and 17 written responses were sent via email. No responses were received by post. Each data set was coded and analysed for recurring themes. The following analysis is based on themes raised rather than individual replies to take into account one individual raising a number of issues.

The breakdown of demographic data is available in Appendix 3.

Responses to the online survey

In total 339 responses were received to the survey. This included the removal of one data repeat. The responses to the online survey are summarised below.

View of the strategy

Question: What do you think of the Peninsula Transport Strategy?

To assess the extent of support for the strategy, respondents were asked to indicate their level of support for the transport strategy overall. 51% of the 339 respondents indicated

support for the strategy, with a further 37% neutral in their support. Only 9% of respondents opposed the strategy overall with a further 3% opting not to answer.

	Number	%
Strongly support	51	15
Support	123	36
Neutral	125	37
Oppose	16	5
Strongly oppose	15	4
No answer	9	3
Total	339	100

Views of the priority outcomes

Question: When considering transportation needs, to what extent do you support the four priority outcomes set out in the strategy?

Respondents were asked to indicate their level of support for of the priority outcomes, easier journeys, going electric, a connected Peninsula and completing the transport network. Overall good support (strongly support or support) for each of the strategy outcomes:

- Easier journeys – 89%
- Going electric – 44%
- A connected peninsula – 84%
- Completing the transport network – 78%

Full breakdowns of each priority outcome is set out below.

Easier journeys

	Number	%
Strongly support	222	65
Support	81	24
Neutral	23	7
Oppose	1	0
Strongly oppose	3	1
No answer	9	3
Total	339	100

Going electric

	Number	%
Strongly support	75	22
Support	74	22
Neutral	120	35
Oppose	26	8
Strongly oppose	30	9
No answer	14	4

Total	339	100
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A connected peninsula

	Number	%
Strongly support	182	54
Support	103	30
Neutral	40	12
Oppose	2	1
Strongly oppose	3	1
No answer	9	3
Total	339	100

Completing the transport network

	Number	%
Strongly support	181	53
Support	86	25
Neutral	53	16
Oppose	1	0
Strongly oppose	5	1
No answer	13	4
Total	339	100

Views of proposals

Question: When considering how Peninsula Transport delivers the strategy to 2030, to what extent do you support the proposals set out under each area of transport?

Respondents were asked to indicate a level of support for the proposal under each mode section of “A Strategy for the User” roadmap.

Proposal	% Strongly Support/Support
Walking and wheeling	68%
Bus and coach	86%
Rail	85%
EV infrastructure	51%
Roads	74%
Airports and ports	56%
Digital, technology: EV demand forecasting	41%

Digital, technology: delivery of pilot schemes in freight and rural mobility	51%
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A full breakdown of the level of support for proposals under each of the transport areas is in Appendix 4.

Missing elements

Question: Looking at the challenges, priority outcomes and proposals, is there anything that you feel is missing from the Transport Strategy?

262 said they felt there was something missing from the strategy with 259 respondents providing further feedback. Respondents took the opportunity to share current challenges, suggest missing elements or improvements as well as raise general concerns or critiques about the strategy.

Key themes raised were removing Tamar Bridge/Crossings tolls (120 mentions), improving public transport (56), developing walking and cycling infrastructure (34), comments on electric vehicles (29), and upgrading rail infrastructure and services (25).

Other notable points included improving roads, shifting transport modes from private car usage to public and active transit, addressing bus and coach deficiencies, improving rural connectivity, the need for better parking facilities, stronger environmental commitments, tackling congestion hotspots, reducing the need to travel, and ensuring the strategy coordinates with other policy areas such as planning and social equity. Concerns were raised about digital exclusion, over-reliance on cars, lack of infrastructure specifics in the strategy, and conducting more inclusive consultations.

Broad theme	Mentions
Tolls	120
Public transport	56
Walking and wheeling	34
Electric vehicles	29
Rail	25
Roads	22
Modal shift	17
Bus and coach	16
Parking	15
Environmental	14
Strategy	13
Congestion	11
Poor connectivity	6
Coordination with other policy areas	6
Resilience	5
Car reliance	4
Reducing the need to travel	4

Airports	4
Consultation	3
Digital exclusion	2
Other	15

Looking at each theme in more detail

Tamar Tolls: the responses were dominated by single issues responses in relation to removing the Tamar Tolls. 120 responses in total referred to the Tamar Tolls, these tended to refer to the Tamar Bridge referenced were also made to Tamar Crossings as a whole. Eight of the responses under congestion were in reference to the Tamar Crossings. One comment under 'other' mentioned upgrading the Tamar Ferry.

Example: "Toll free tamar bridge (sic) crossing or at least Free crossing for local residents (eg.PL postcodes) reduce travel time, congestion and eases access to hospitals, schools and other essential services." PT119

Public transport: a total of 56 responses mentioned public transport in general. Responses relating specifically to rail as well as bus and coach modes are explored separately. 13 responses make reference to current issues with public transport frequency, coverage and services. Where specifics are mentioned, locations include rural provision, Clay Villages, Greater Bideford, Widegates, and Ivybridge. Building on the current challenges, 12 responses suggest improvements are needed to public transport frequency and coverage. Where mentioned specifics include rural provision and South Hams.

Ten responses wanted to see better coordination between bus and train services with one response mentioning Sherford specifically. The cost of public transport is mentioned by six responses either as a current challenge or an improvement to be made. A further six responses reference the need for better information. Four responses focus on public transport accessibility and the need to ensure accessibility is included in the strategy; one response also mentions that active travel can be detrimental to disability groups. Two responses mention the need for integrated ticketing.

Example 1: "Much of our area is rural so I believe the priority should be to provide an integrated, reliable and most importantly frequent public transport network. An example is in North West Devon. We now have an excellent hourly train service that links Okehampton to Exeter and the rest of the country. However the bus service to Okehampton station from Bude, Holsworthy and Halwill has been reduced to only every three hours. The result is that people are forced to use their cars more and more if they wish to take advantage of the train service. Not integrated or frequent!" PT005

Example 2: "Buses which are planned to connect to trains! Or even through ticketing where bus and train ticket is combined. Probably impossible but it would be wonderful!" PT226

Example 3: "There is nothing in there to support the disabled, many like myself are reliant on our cars as access to public transport is severely limited, I cannot use a bus or train unless I am guaranteed a seat, similarly people in wheelchairs have very limited access many bus drivers ignore them in favour of people with prams taking precedence." PT042

Walking and wheeling: a total of 34 responses related to walking and wheeling, these responses could be broken down in a key number of sub-themes. Seven responses suggested that it should be easier to take a cycle on public transport. Two responses were concerned by the current lack of cycling infrastructure and 14 responses wanted to see the development of cycling routes. Many of these responses gave specific areas including between towns, beyond public transport hubs, Exeter to Crediton, Liskeard to Bodmin, the National Cycle Network, to public transport hubs, rural areas, a strategic network, Teign Estuary, and Teignmouth to Newton Abbot. Four responses suggested walking routes should be developed. Safety in relation to walking and wheeling was mentioned by seven responses either describing a current concern or suggesting improvement was needed.

Example: “Providing plenty of spaces on trains and buses for bicycles without prior booking being required. This will encourage people to cycle further if they know they can get public transport back to their starting point. Providing cheap mini buses running frequently in rural areas, replacing the double-deckers that are so often almost empty and too big for the roads. Increasing the number of off road cycle lanes and tracks to encourage families to cycle in safety. The existing few are very popular. Making public transport as easy to use as possible, eg providing joined up access to the hospitals from rural areas.” PT250

Electric vehicles: a total of 29 responses mention electric vehicles. Two responses mention the need to decarbonise public transport fleets while four responses called for electrification of the rail network. One response mentions the National Grid infrastructure and a further two discuss charger installation funding and subsidy. Three responses suggest e-bikes and e-scooters should be included relating to either use or charging facilities. Four responses suggested that hydrogen should be included in the strategy. 13 responses expressed concern for electric vehicles, principally cars, several of these responses mention costs and environmental impact as well as EVs simply replacing petrol/diesel cars like for like.

Example 1: “The strategy does not reference national grid infrastructure and generation or transmission of energy, including hydrogen on which the strategy is silent.” PT025

Example 2: “Needs to be more emphasis on modal shift - road to rail, car to bus. Electric vehicles are all very well, but private transport continues to be a massive drain on resources. Manufacturing millions of electric cars is not the answer to climate change.” PT265

Rail: a total of 25 responses mentioned rail specifically. Four of these responses suggested improvements to existing rail infrastructure. Where specifics were given, these included Dawlish, main lines, and the redoubling of Salisbury to Exeter. Six responses wanted to see an improvement to rail services or timetabling, one response focussed on the need for a Sunday morning service. The remaining responses wanted to see the rail network expanded either through new stations, new lines or the reopening of disused lines. Where specifics were given, these included an alternative route between London and Penzance via Dartmoor, Barnstable and Tiverton Parkway; Barnstaple platform; Coleford junction; Langport and Somerton; Okehampton to Bere Alston; a route over Dartmoor; Plymouth to Okehampton; Barnstaple to Ilfracombe; and Plymouth to Tavistock to Okehampton. One response suggested issues with connectivity and accessibility of Plymouth Train Station.

Example: "Should priorities (sic) current stations in your rail strategy, before or alongside new. Many need improvements in terms of their infrastructure and accessibility. Too much emphasis on new new new, ignoring the current which are there to support communities, but often don't. Same for service enhancements, more at current stations before new stations. What about electric trains or emissions from current trains, including 40 year old HST' still being retained." PT331

Roads: a total of 22 responses mention roads. Road improvements are suggested in 12 of the responses. Where details are given, specifics include A38, A385, A303, A358, A35, A38 Carkeel and Trerulefoot, bypass for Landrake and Tideford, bypass from bridge to Trerulefoot, and the North Devon Link Road. Seven responses mention road maintenance as either a current concern or a needed improvement. One response suggested that road capacity needs to be increased and the final responses in this theme mentioned road space reallocation and traffic management.

Example 1: "The A38 needs up grading for any plan to work." PT169

Example 2: "Dualling the A303 trunk road. Strategies to remove freight from road to rail. Proper maintenance of the existing road network - not just repairing potholes." PT256

Modal shift: a total of 17 responses fall under a modal shift theme. Six responses highlight a need to increase the amount of freight moved by rail, five responses recommended a reduction of car numbers, three suggested the emphasis should be on modal shift and other responses included increasing active travel, prioritising walking and cycling as well as public transport.

Example 1: "Alternative fuels for Logistics Sector. Addressing the need for extra freight capacity of the rail network." PT332

Example 2: "Stop investing in new road capacity. Where is your demand reduction strategy? Strongly object to: "Prioritise enhancement of strategic road links to and through the peninsula". Where is your transport carbon reduction strategy? Where is your road space reallocation strategy to support making: "Walking, wheeling and public transport are the preferred choice for most journeys" and "Sustainable travel ,in to the peninsula becomes the preferred choice for private journeys"?? Where is your strategy to accelerate modal shift to sustainable transport?" PT024

Bus and coach: a total of 16 responses specifically mention either bus or coach services. 13 responses suggest improving bus service frequency and services. Where specifics were mentioned, these were both rural and urban. The need for longer distance coach services was mentioned by two responses. One response mentioned bus stop improvements.

Example: "Keep the buses running, do not axe routes. Do not close bus depots, drivers need a base near their home. Too many bus companies have closed depots, this in turn effects passengers, old & young." PT255

Parking: a total of 15 responses mention parking. Improved provision was called for at park and ride, short term stay, as well as cycle parking facilities. The cost of parking was mentioned in six responses and the availability of parking mentioned in two responses. One response suggested the use of a work place levy.



Example: "Make it possible for people living in rural areas to get to work and back by public transport. Make sure Park and ride is available at all entry points to cities." PT300

Environmental: a total of 14 responses commented on environmental factors. Five responses called for stronger commitment to climate change and emission reduction, two suggested that decarbonisation should be sooner in the timeline. Five responses are concerned that road improvements will undermine carbon emissions reduction and two responses were concerned by the environmental impacts of airports.

Example: "Statement about reducing carbon emissions with target percentage reduction." PT070

Strategy: the strategy itself was mentioned in 13 responses, these were largely critiques including, lack of infrastructure schemes mentioned, lack of vision or ambition, realism, underestimation of challenges, lack of detail, strategy should be demographically led, and national relevance content.

Example: "Lamentable ambition and lack of any real substance! A transport strategy needs to lay new transport infrastructure, but there's little if any, and that's to 2050! Ye Gods! For instance, we need more rail routes and stations! A second line around Dartmoor down to Plymouth, rail connectivity from Barnstable to Ilfracombe and to Bideford! This plan needs to reverse Beeching cuts, it doesn't. Its largely a triumph of form over substance." PT035

Congestion: 11 responses mention congestion, with the majority focussed on congestion as a current issue. Specific areas mentioned include A30, A385, Tamar Bridge, Tamar Crossings, and urban areas.

Example: "I think the strategy is good. However, connectivity will increasingly be a challenge due to congestion on the A30, the main route along the peninsula. Until something is done to ease the long queues at the Loggans Moor roundabout and the congestion caused by the traffic lights at St. Erth station, no amount of transport improvements in the very South West can really be accomplished." PT008

Poor connectivity: six responses mention poor connectivity as a current challenge. Several responses gave further details of including, connectivity nationally and internationally, North Devon, rural, and Greater Bideford.

Example: "Connection from this area to rest of UK. Existing rail options to Midlands in particular are poor & incredibly expensive, especially when compared to options for getting to London. Air links from region haven't recovered from effects of Covid pandemic." PT016

Coordination with other policy / areas: six responses in total suggest that the strategy has a role in other policy areas. Two mention the need to coordinate the development of transport with planning and future development. A further two responses suggests that the strategy has a role in addressing deprivation and one response raised concern about capacity in relation to house building.



Example: "The role transport can play in addressing the severe socio-economic difficulties facing much of the Peninsula." PT315

Resilience: five responses mention resilience needing to be a priority. Four of the five responses focus specifically on the resilience of the rail network.

Example: "I think there should be specific reference to making railways resilient to flooding. At the moment rail services are heavily disrupted when there are floods, but roads are much less vulnerable." PT321

Car reliance: four responses expressed concerns around car reliance, either that the strategy was too focussed on moving people away from using a car or that for part of the peninsula, particularly rural areas, a car was necessary.

Example: "Realism - it is unrealistic to conceive that rural communities will ever achieve the level of connectivity that can be achieved in urban areas or larger communities; it would be unaffordable. The heavily subsidised bus service running through our village does not remove the need for reliance on car ownership for most day to day functions and only serves a very small proportion of the population of a rural parish. The nearest train service is 17 miles away and no direct bus service." PT281

Reducing the need to travel: four responses suggested that the need to travel should be reduced. This also included two mentions of 15-minutes communities.

Example: "Actively reducing the need to travel in the first case....eg promoting local shops and services near new housing. There is a total lack of joined up thinking in promoting this strategy and yet supporting a planning system that allows new housing on green field sites away from jobs and services." PT044

Airports: four responses mentioned airports, one suggested better airport connectivity in general, there were two calls to reopen Plymouth Airport and a further response suggested that Newquay Airport could be supported better.

Example: "Re-opening of Plymouth Airport." PT302

Consultation: three responses focussed on the consultation. One expressed issue with the survey, one requested the STB engage with those with disability and poor mobility and another response suggested that ideas should be collated first before the strategy developed.

Example: "It would be nice to have the region's peoples and business views and ideas first rather than the other way around. On the whole I imagine people are concerned with their own transport issues and you then look at the strategic overview. By improving the roads it encourages more people to use them not less, you need to get people out of their cars and so have to make bus alternative more attractive by focusing on regular good routes. This is not happening for me, living in a rural area, quite the reverse." PT009

Digital exclusion: two responses raised concerned relating to digital exclusion.



Example: "Digital exclusion will isolate many residents from using public transport." PT305

Other: a total of 15 responses mentioned items that were standalone and did not fall easily into the priority themes. These included:

- The challenges of air link recovery, rural decarbonisation, rural mobile connectivity, and safety
- Missing elements of alternative fuels for freight; car sharing and car clubs; easy, cheap and sustainable travel; for the user; sensible transport types; Torpoint ferry upgrade; and quantifiable targets
- Critiques of less studies more action, digital connectivity not a replacement for lower skilled workforce, and funding source.

General comments

Question: Do you have any comments on the draft Peninsula Transport Strategy?

Engagement

Of the 339 survey respondents, 199 left general comments (59%). The subsequent percentages in this section are measured against the total number of comments made, as opposed to the total respondents. The majority raised one issue in their general comments, however:

- 46% of the comments raised two or more points
- 23% raised three or more points

Positive/negative spread: 16% of comments were clearly positive. 39% were mixed/neutral, and 45% had a negative sentiment.

Concerns: respondents tended to use this section to raise concerns, the main themes from these comments relating have been summarised below.

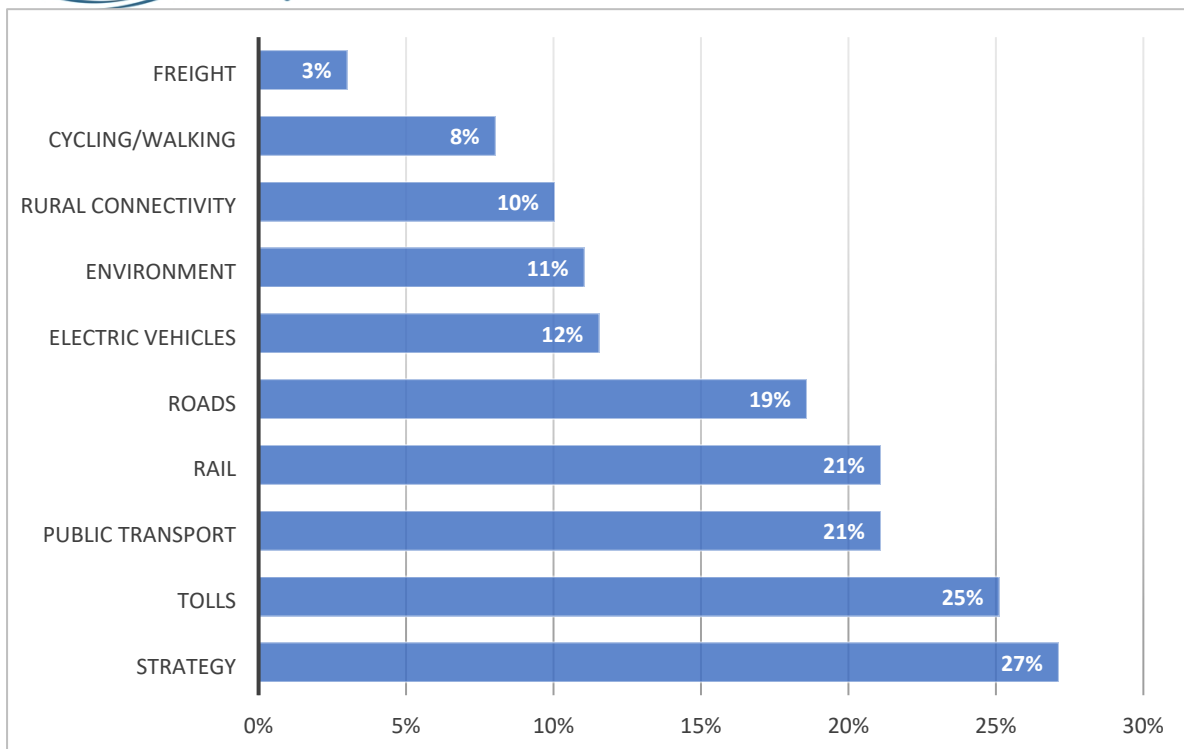


Figure 1: Key themes recognised in relation to concerns expressed during general comments of the strategy.

Looking at each theme in more detail

Strategy:

- Had a diverse range of comments, ranging from questioning the scope to the presentation and engagement involved to outright support of the whole strategy (10%).
- 16% of strategy-based concerns raised questions over how the strategy would be implemented.
- 11% of these concerns raised concerns over economic factors such as cost and affordability.

Tolls:

- These were all comments in objection to the Tamar Bridge (and Tamar Crossing) toll, with a couple raising issues other than cost, such as the congestion arising from the toll booths.

Public transport:

- There was a diverse range of comments spanning reliability, connectivity, cost, frequency and integration. The biggest concern with 14% of transport comments was connectivity, such as how public transport connected with major transport links.

Rail:

- Of the respondents mentioning rail by far the biggest concern was surrounding infrastructure (45%), including need for improvements, suggested tracks to reopen or improve.



Roads:

- 51% of comments relating to roads were about congestion, followed by suggestions for specific improvements of stretches of roads (24%).

Electric vehicles:

- This covered a range of opinions on electric vehicles, many questioning the validity of perusing EV, and a small number questioning the specifics of the roll-out of chargepoints.

Environment:

- Environment issues were diverse ranging from air quality, bio-diversity, climate change and emissions, flooding resilience and travel corridors.

Rural connectivity:

- This category crosses over into many of the others such as rail and public transport but includes those who specifically mentioned issues in rural areas.

Cycling/walking:

- Largely support of improving cycling and encouraging walking, and developing trails where possible. There were also mentions of need for allowing cycles on public transport.

Freight:

- These comments were about the use of freight on both rail and road, and questioned the best methods to either reduce, or push more onto rail.

Written responses

A total of 16 written responses were submitted to the STB via email. No responses were received via post. Responses were received from a range of organisations including local authorities, industry organisations, other STBs, community transport groups and individuals.

Nine responses expressed support for the strategy or priority outcomes. A number of responses suggested document changes to diagrams, wording and emphasis. All responses took the opportunity to either set out general comments, missing elements, provide further information or improvements as well as some critiques as summarised below:

- Improvements to **bus services** and the role of **coach services**
- Focus on **active travel** infrastructure particularly the improvement of cycling infrastructure including cycle access on trains, secure parking, adapt buses, segregated cycle paths, road layout
- More emphasis on **safety** including rural road junction improvements for safety
- References needed to the **evidence base**
- Less reliance on **EVs and technology**
- Look at **wider connectivity** issues such as A31 and A35 congestion; deliver Yeovil South Chord rail link and noting importance of **cross-border connections**
- Improve transport **accessibility** including access for disabled people

- Describe the **benefits** of delivering the strategy
- Including **measurements of success**
- Business case **evidence** for rail route reinstatement (the Northern Route) and the Peninsula Transport 2022 survey results relating to bus routes in south-east Cornwall
- **Public transport fleet decarbonisation**, addressing how to move away from our existing diesel fleets and the need for electric public transport
- Critical of **lack of urgency** reflected in outcomes - prioritise walking, cycling, public transport; bold measures to enable active/public transport preference. Existing carbon reduction commitments, investment rebalancing was identified as missing
- The strategy needed budget details
- **Parking** incentive for public transport as well as parking information provision
- Suggestions for **freight mode shift**
- Need for the strategy to **support net zero goals of local authorities and national targets**
- **Impact assessments**
- Note the challenges around **integrated ticketing and coordinated information** across the peninsula
- The **STB's role** going forward
- Fifth objective **“Optimising the Economic Benefits of the Network”**
- **Lack of detail**

Conclusion and next steps

Peninsula Transport's aim was to determine the level of support for the draft transport strategy with key stakeholders and the wider public. From the outset the project endeavoured to maximise every opportunity to raise awareness of the strategy and encourage people to have their say.

Online information was provided through the project website, social media and email, with local media providing a forum for information sharing. A dedicated postal address allowed people without access to the internet to get in touch. Online engagement events through the webinar series were supplemented with face-to-face opportunities such as meetings and briefings were appropriate.

Reaction to the strategy has been considered positive overall, there is particularly good support for the priority outcomes. Easier journeys, going electric, a connected peninsula and completing the transport network. Ultimately, there were no significant issues raised to the strategy.

Following the analysis of responses, the strategy will be updated where possible and a final draft will be submitted to the Peninsula Transport Board in March 2024 to approve its adoption. Once the strategy is adopted it will be published and submitted to the Department of Transport. The final strategy will also be used as the foundation of a Strategic Investment Plan which will be developed in Spring 2024.

Appendices

Appendix I: Transport Forum: breakout session discussion points

Easier journeys

Group 1

- Integration: resilience, reliability, if they can't rely on it, they won't use it.
- Shared bikes and scooters, in Bournemouth to Plymouth. More work with the rail industry.
- Create an identity: what is that area? Have one website where all the information Bournemouth to Plymouth is all there.
- This is the integration: How do you set something up that is sustainably funded, to plan your journey other than Apple maps and Google maps etc.
- Linkage for other STBs – travel line. Be able to go to a place for information – how other STBs are developing with instant links to others.
- London- we want to sponsor Uber.
- Big companies, disposal make sure what you have is okay.
- Have shared bikes at the station.

Group 2

- Want to see emphasis on accessibility.
- Demand responsive transport particularly in rural areas could offer flexibility and could put into the document under integrated ticketing.
- Active travel – safety is one of the biggest barriers to getting more people to use active modes.
- Buses are not available.
- The themes are not universal, for example, cycling is impossible in rural areas but great in cities. Information however is universal and must be across the whole peninsula.
- Should it include parking information – it is a transport strategy and not a public transport strategy.
- A lot of investment will come from the private sector and therefore we need to be looking at what works for them.
- Need to consider where the information is shared, where do people access this information the most?
- Real time information is a key phrase (under easier journeys) and alternatives in the event of delays – integrated information hub.
- There is work in Scotland at the moment around motorbikes looking at positioning on the road.
- Is safety STB or local authority level?
- Intermodal freight, the last part of the journey – is that part of the STBs remit? There is a need for intermodal freight terminals.

Group 3

- Would be good to use the technology of 'ticket split' (but across all modes) to get the best price.
- Good idea, generally agreed with.

- The interchange between modes is really important:
 - Especially in regard to active travel. Walking and cycling is good for first and last mile so having the confidence of lit footpaths/signs/cycle parking.
 - Often, when you leave a train station, it's a bad introduction to a place. They need to be welcoming places where people feel comfortable.
 - This needs to be year-round as well. Consideration needs to be taken to how people act in the rain etc.
 - There is a domino effect – if you see other people doing it, you're more likely to do it.
 - Cycling (for example) needs to be embraced and become a normal part of society.
 - Needs to be attractive enough to try, once people try it, they're more likely to try it again.
- Timetabling is very important – should be *ticketing and timetabling* or added to the *interchange* bullet.
 - Timetabling between modes and within the same mode (for example, trains could be lined up better) will be key to integrating services.
- Something is needed to say that 'active modes' are the preferred option.
 - Whilst also balancing the fact that in some parts of the region the car will remain the most used mode/necessary mode.
- There's a lot of reliance on digital/technology which makes it not hugely accessible to all.

Going electric

Group 1

- Discussion about the phrase 'going electric': we have decided to stick with it, as EV vehicles are the main priority now, but we are not excluding alternative vehicles.
- Could be a bit clearer, don't cut off the future – such as alternative fuels within freight.
- There is a huge increase in postal delivery services – Amazon and smaller industries, such as the food industry.
- Slow freight, carriage and equipped for small parcels, Amazon would jump on the back of, smaller vehicles and Amazon in terms of electric vehicles.
- Lots of opportunities for freight: rail business talk about train loads of freight not small businesses for freight.
- The highlands postal bus still takes people along on the journeys.
- For example, in New Zealand parcel deliveries in an Amazon van, etc have a few spare seats that someone can jump on the back of.
- There is no reference to the South West: clean energy. The message should be, 'we can generate this energy why are we not showing that we can use it in the South West'.
- Sea and the wind can still generate that energy, cable, and infrastructure.
- Main grid connections, Bristol to Reading – Western Gateway: The South West's USP is clean energy: electric.
- Hydrogen is also included, brown hydrogen, green hydrogen, and the need for clean energy. Green hydrogen – energy can be converted. A hydrogen plan should be put in place.
- EV charging- how are we going to get higher.

- Take freight into the railway, electrification enables more capacity, don't have to invest in additional traffic, services, and maintenance.
- With the right incentives, the availability to charge your EV. Bristol airport could cover their parking with EV charging, as well as supermarkets.
- Could be advertised as, come to Bristol to charge your EV and be green.

Group 2

- Decarbonisation – is there a value to the savings made using rail over road when EV trains are very unlikely in the peninsula currently.
- Might be worth putting hydrogen in the strategy.
- Going electric is a really important thrust of the of the strategy as it is influencing very current decisions and the STB must champion this for the area.
- There should be a fifth outcome in optimising the economic benefits of the network – this is what we need because we are doing X – what is the economic argument or is this in the delivery plan?
- Relationship with the local authorities needs to be clear i.e. STB works to bring schemes forward that connect communities to the network.
- What are the outcomes and the interventions that sit behind them?

Group 3

- Reference to open source charging vs Tesla (or similar) charging
 - Open source gives greater confidence to the general user groups – universality.
 - If Tesla (for example) has taken the easy energy source it makes open source charging more difficult to get in place and therefore more expensive.
 - Accessibility
- *Going Electric* is the outcome but not sure this is the correct outcome. *Decarbonisation* should be instead.
 - For example, in some cases hydrogen may be a more appropriate alternative fuel.
 - This would then also capture active travel.
 - TW details that *going electric* was chosen to make it a priority which can be achieved whereas *decarbonisation* is huge – lots of conversations are had but individual things get lost.
 - The outcome/priority goal is then the opposite of the first bullet points (alternative fuels)
 - Including the active travel aspect then confuses the priorities again.
 - Suggestion of '*Alternatives to traditional fuels*'
- This is strategic but has there been any consideration of residential charging.
 - It should encompass it – it should be an all-encompassing network. However, strategic is the main focus, and beyond that support should be given to local authorities.
 - Need to make sure that residential (beyond strategic) is not forgotten.
 - Local authorities and the peninsula need to consider the strategic gaps where the private sector may forget.
- *Standards and Information* are mentioned in *Easier Journeys* but are a key part of *Going Electric* too.
 - Wider conversation about information would be needed too – from government down about how information is shared/disseminated.

- Increase confidence and customer experience
 - And the private sector has an invested interest in this.
- *Going Green* as an alternative name for the priority.
- Pilot schemes could be run at train stations or interchanges, and motorway service stations (for example).

A connected peninsula

Group 1

- There is no reference to other STBs – there needs to be a reference for uniformity.
- Along the south coast as well as, Devon, Dorset, Southampton.
- Western Gateway is more north south, Waterloo, must go through three places, are different areas required to go through different priorities.
- For each route a sponsoring STB is needed – Peninsula lobbying the other two STBs – we can assume those conversations are happening.
- Bristol airport: easier journeys through ticketing, going across boundaries.
- The STB must break into the interchanges. Target specific routes that are priorities – such as Bristol airport.
- 20% of Bristol airports flows of people are coming from the South West, it is hard to know how much are going to the South West, this is difficult to capture.
- Connectivity is dreadful for those that travel from abroad, how can we make travel easier for them.
- Bath 3rd most visited destination / city.
- Modernise some of our integration modes, link to Western Gateway maybe.
- Having not booked and not being able to get a space on a coach – National Express, the frustration of having to find an alternative method.
- Improving bus links to the airports.
- Small bits of money to get those small bits done such as ticketing.
- Could have 6/7 good buses, that require a little bit of money.
- The reality is small steps, create good opportunities.
- The influence of an STB needs to be considered.
- High profile activity – the selling of this strategy – especially for key members of parliament is essential.
- Influence for the South West. Bring in bigger players from the private sector.
- Help MPs get the message across, prominence is needed.
- The government tends to say the South West is affecting two STBs.

Group 2

- Does the strategy make enough emphasis on out port facilities for freight movements in the South West i.e. Millbay Quay strengthening.
- Better access to Bristol Airport by road and public transport needs improvement.
- All outcomes will require digital connectivity, 4G as a minimum across the region.
- Emphasis on the need for a reliable and sustainable energy supply, battery storage might be an option but also look at opportunities around Hinkley. Look at strategic hubs for DNO connectivity.

Group 3

- Something should be said, in particular, about safety – such as the safety challenges, or safety outcomes.
 - Safety is engrained in everything but it being specifically pulled out would be good.
 - Safety will move towards more resilience.
- Boiling down what *a connected peninsula* actually means for different users?
 - Within the Peninsula? In and out of the Peninsula?
 - It's about making sure people are connected properly.
 - Need to identify the main generators of movement and making sure there is facilities for that.
 - Unclear exactly what it means
 - Perhaps a summary sentence for each priority would be useful.
- Some understanding/reference for seasonality.
 - Making sure people have knowledge of connections before they come to visit (for example, instead of everyone driving down to the Peninsula for their summer holiday)
 - Different challenges through the year.
 - Reliability all year through, capacity in the summer for example.
 - Strategic versus lived experience.
- *Information* is also a key part of this.
 - Allowing people to make an informed decision.
 - This is applicable for daily journeys (such as how rush hour peaks may affect commuter journeys) and tourism (how when your holiday is may affect congestion).

Completing the transport network

Group 1

- The A38 – to south Cornwall, the priority for this is safety, make a dual carriage way on the A40 – would this be suitable?
- This is down to this definition of this priority, what does it mean?
- Make it clear that this is ongoing process and not the last completed stage.
- Something the strategy is pointing towards, such as resilience – refocused around it, refine this in a better way.
- One thing for everybody, and link this back to the same strategy.
- Modernising issues – what is freight? Two carriageways.
- The structure to the railway is an issue.
- Self-harm issue is a main issue and needs to be addressed. Local authority bridges- should have higher up fencing. It is a social problem. The stresses and strengths of other social networks. For example, the man who was recently awarded for saving several lives on railway platforms from self-harm. Potentially having someone for these people that they can talk to on the platforms where they can be directed for help.
- What is the reporting process for self-harm? The specified treatment and measures in place? From National Highways and Network Rail. This issue indicates the need for more support.

Group 2



- Customer confidence.
- Mobile signal is needed for getting real time information.
- Reducing the reliance of the car.
- Need to show the value of the area.

Group 3

- Didn't get to discussing this.

Appendix 2: advertorial assets

Western Morning News

URN: 226389485-01 Date: 2024-01-13 Section: Main
 Advertiser: COAST COMMUNICATIONS LTD Page: 18/56



18

Saturday, January 13, 2024 WESTERN MORNING NEWS

WMN2

Flavour of the farm sees restaurants up for award



TWO restaurants in Cornwall are in the running for the 'best farm to table' restaurant title in The Good Food Guide Awards 2024. Coombeshead Farm, near Lantegon and Crocodon in St Mellion have made the shortlist among four other restaurants.

The Good Food Guide will celebrate its annual awards on Tuesday, January 30, when winning eateries over the country will be crowned by the Institution. The guide, in partnership with F&S, will host the awards which will see more than 200 guests from across the country gather to hear which restaurants will be crowned the best in their categories.

The Good Food Guide, an institution of 73 years standing, was acquired in 2021 by Knife & Fork Media, which owns hospitality trade media platform CODE. Publisher Adam Hyman said: "I was delighted that we were able to become the new owners of The Good Food Guide and provide a future for such an iconic brand."

"We've had to make some big

MOLLY SEAMAN
 Molly.Seaman@reachplc.com

changes; the Guide is now digital only, our editorial has expanded and we have introduced events for our readers. We have a fine balance to strike between modernising the guide for a new audience and retaining the importance of long-form restaurant criticism."

Over the past two years, The Good Food Guide has set its inspectors to work, anonymously inspecting and reviewing thousands of restaurants in all corners of the country. All inspection meals are paid for in full by the guide to protect its legacy of honest, unbiased criticism. With an overhauled scoring system, establishments that pass muster are now awarded a rating of local gem, good, very good, exceptional and world class. Only 30 restaurants across Britain will hold the rating of exceptional or world class, reflecting the extraordinary level of excellence required to reach this level.

Elizabeth Carter, editor of the



Coombeshead Farm restaurant

guide for the past 17 years, commented: "New ownership, a modernised Good Food Guide. It's a new era and, along with a revamped rating system, our awards have been overhauled to reflect the fast-paced changes in Britain's current gastronomic landscape. The Good Food Guide Awards 2024 are all about the sheer pleasure of good food in all its diversity. Our shortlisted restaurants are setting the standard by which all others should be measured."

The Good Food Guide Awards 2024 will be hosted at the Theatre Royal Drury Lane whose owner Lord Lloyd Webber, is a long-time advo-

cate of The Good Food Guide. He comments: "As someone who met The Good Food Guide founder Raymond Pooagate and owns a copy of every published Good Food Guide, I am thrilled that The Good Food Guide has made its way into the capable hands of Adam and the team at Knife & Fork Media. It's an institution and a guiding light in the industry of food criticism and restaurant discovery."

Set amongst 66 acres of meadows, woodland and oak-lined streams, Coombeshead Farm is a guesthouse, bakery and working farm offering glorious isolation and farmhouse comforts in the heart of Cornwall's rural countryside. Open as a farm shop, restaurant and guesthouse, visitors to the farm can fully immerse themselves in the site, or just enjoy a tasty meal.

Crocodon is another example of impeccable local farm turned restaurant that prioritises products sourced from the site. In their own words, they are "a soil-centric farm with a restaurant at its heart". The

menu is led by the produce grown on the land and they believe that the better the quality of the soil the better it produces a better taste of produce.

The complete shortlist of special award nominees is as follows:

Best New Restaurant

- Doecian, London; Higher Ground, Manchester; Lark, Suffolk; Mountain, London; Myse, North Yorkshire;

Transforming the economic performance of the South West

Peninsula Transport Strategy

Your chance to have your say

Peninsula Transport, the sub-national transport body for Cornwall, Devon, Plymouth, Somerset and Torbay is seeking views on its draft regional transport strategy.

A route map to achieving a strategic transport network that works for everyone – from businesses to communities and visitors.

Easier Journeys

Going Electric

A Connected Peninsula

Completing the Transport Network

Get involved and find out more by visiting our consultation space: www.peninsulatrtransport.org.uk

- Read the strategy and tell us what you think through our survey
- Register for one of our free webinars:
 - 16 Jan: 10:00 - 11:30
 - 18 Jan: 12:00 - 13:30
 - 24 Jan: 18:00 - 19:30

Consultation closes 5 February 2024

Get involved and find out more by visiting our consultation space: www.peninsulatrtransport.org.uk

Western Morning News

URN: 226389485-03 Date: 2024-01-27 Section: Main Advertiser: COAST COMMUNICATIONS LTD Page: 19/52



WESTERN MORNING NEWS Saturday, January 27, 2024

19

WMN2



Clive Myrie will explore how his family history has influenced his world view

the first opportunities for deep mathematical insight into the world, how understanding maths can help us play games better, and how both maths and games are integral to human psychology and culture. Former head of the international affairs think tank Chatham House, Sir Robin Mblett talks about his new book which focuses on the tensions between the US and China and what he sees as the new Cold War, whilst journalists Sam Peters and Hannah Barnes will be exploring why investigative journalism is more important than ever. Both are behind two of the biggest news investigations of the recent era: Sam Peters was the journalist who first raised the issue of the potential link between concussion in sport and early onset dementia and brain damage; Hannah Barnes led the BBC Newsnight team behind the NHS's Gender Identity Development Service, based at the Tavistock and Portman Trust in North London.



Peet Simon Armitage will be talking about his creative process

dents from the region at a free event earlier in the day subsidised by the Festival's outreach work. Professor Marcus du Sautoy is widely known for his work to popularise mathematics. He appears reg-

ularly in the media and has written numerous academic articles and popular books on mathematics. He'll be talking about his new book, Around the World in 80 Games, investigating how games provided

Tickets, already on sale to Festival Friends, will be on general sale from January 28. All events take place in St Peter's Church, Budleigh Salterton. To book call 0333 666 3866 or visit budlifest.org.uk

Advertisement for Peninsula Transport Strategy consultation. Includes logo, map of the South West, and text: 'Peninsula Transport Strategy Your chance to have your say'. It details a consultation period ending on 5 February 2024 and lists key goals like 'Easier Journeys', 'Going Electric', 'A Connected Peninsula', and 'Completing the Transport Network'.

Appendix 3: breakdown of demographic data

Total: 339 (one repeat identified and removed)

Organisation - What type of organisation do you represent?

Type	Number	%
Individual	263	78
Local government	23	7
Other stakeholder	25	7
Business	23	7
No answer	5	1
Total	339	100

Organisation Size - How big is your organisation?

Of the 66 answers provided

Size	Number	%
Small - fewer than 10 employees	32	48
Medium - 10 to 99 employees	15	23
Large - 100 or more employees	19	29
Total	66	100

What is your postcode?

Postcodes have been sorted into areas as well as local authority area.

Area	Number
Bristol, City of	2
Cornwall	125
Dorset	3
East Devon	11
Exeter	17
Mid Devon	11
North Devon	10
Plymouth	24
Somerset	7
South Hams	18
Swindon	1
Teignbridge	10
Torbay	10
Torridge	12
West Devon	15
No answer	63
Total	339

Local Authority	Number	%
Cornwall Council	125	37
Devon County Council	104	31
Plymouth City Council	24	7
Somerset Council	7	2
Torbay Council	10	3
Other	6	2
No answer	63	19
Total	339	100

Age - What was your age on your last birthday? Please select the most appropriate category.

Category	Number	%
16 - 19 yrs	1	0
25 - 34 yrs	6	2
35 - 44 yrs	22	6
45 - 54 yrs	32	9
55 - 64 yrs	89	26
65 - 74 yrs	60	18
75 - 84 yrs	35	10
85 or over	1	0
Prefer not to say	17	5
No answer	76	22
Total	339	100

Sex - Please can you tell us your sex?

Gender	Number	%
Male	135	40
Female	110	32
Prefer not to say	18	5
No answer	76	22
Total	339	100

Disability - Are your day to day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Category	Number	%
No	194	57
Yes, limited a little	38	11
Yes, limited a lot	6	2
Prefer not to say	24	7

No answer	77	23
Total	339	100

Ethnicity - Please tell us your ethnicity? Please tick the box which best describes your ethnic group or background.

Category	Number	%
Different ethnic group	5	1
Mixed or Multiple ethnic groups	4	1
White	216	64
Prefer not to say	33	10
No answer	81	24
Total	339	100

Respondents providing further clarity on 'Different ethnic group' included Cornish, White British and unspecified.

Dependants - Do you have children under 16 years of age?

Category	Number	%
Yes	38	11
No	199	59
Prefer not to say	22	6
No answer	80	24
Total	339	100

Carer - Do you consider yourself as a carer for a relative or friend?

Category	Number	%
Yes	38	11
No	198	58
Prefer not to say	23	7
No answer	80	24
Total	339	100

Employment - What is your current employment status? Please select the most appropriate category.

Category	Number	%
In full time education	1	0
In full time employment (30+ hours a week)	74	22
In part time employment (less than 30 hours a week)	21	6
Look after the household/children/other relatives	3	1
Other	8	2
Prefer not to say	23	7
Retired	104	31
Self employed	22	6

Unable to work due to long term sickness or disability	3	1
Unemployed	4	1
No answer	76	22
Total	339	100

Respondents providing clarity on 'Other' included volunteering, unpaid work and using saving/investments.

How did you hear about this consultation? (Max. 250 letters)

Category	Number	%
Borough Council	1	0
Council communications	33	10
Email	45	13
Email - Board Member	6	2
Email - indirect	9	3
Email - previous consultation	3	1
External group	32	9
Local MP news letter	5	1
Media	19	6
Local radio	5	1
Online	21	6
Parish Council	15	4
Social media	12	4
Social media - indirect	48	14
Stakeholder	5	1
Town Council	7	2
Unclear	9	3
Website	2	1
Word of mouth	16	5
No answer	46	14
Total	339	100

Contact organisation - Organisation (if applicable) – online survey

Alwington Parish Council
 Ashburton Town Council
 Barnstaple Town Council Rock Park Skate Park
 Bridgwater Transport Forum
 Chartered Institute of Logistics and Transport
 Chief Executive, Wollens
 Cornwall Council
 Crediton Town Council
 Destination Plymouth
 Ermington Parish Council
 EVs Ltd



Exeter & Teign Valley Railway
 Exmoor National Park Authority
 Exmouth Town Council
 Freightliner
 Halwill Parish Council
 Hennock Parish Council
 Launceston Town Council
 Lewdown Grouped Parish Council
 Logistics UK
 Newton Abbot CTA
 NHS England
 Northern Devon Cycling Campaign (NDCC)
 Osborns Models Ltd.
 PL:21 Transition Town Initiative
 Plymouth Cycling Campaign
 Ponsanooth Parish Council
 Private individual house owner
 Rail Freight Group (RFG) - London
 Railfuture Secretary, Devon & Cornwall regional branch
 Royal Cornwall Hospitals Trust
 Safe38
 Saltash Tennis Centre
 Signs Express Exeter
 South West Friends of the Earth
 South Western Railway
 SPC
 St Erth Parish Council
 St Neot Parish Council
 Stowford Parish Council
 Sustainable Tiverton
 Taw & Torridge TUC
 The Bristol Port Company
 The Ivybridge Chamber of Commerce
 TMAR Bridge group
 Torbay Rail Line User Group
 Totnes Town Council
 Transition Tavistock
 Transition Tavistock Travel Action Group
 Travel Watch South West
 Trew Rail Limited
 TTAG
 University Hospitals Plymouth NHS Trust
 Visit Exmoor
 VZSW
 Water Filtration & Pump Services
 WC FoE
 XR
 Yealm Community Energy Ltd



Organisations that submitted written responses / feedback

Dorset Council

Exeter Cycling Campaign

Heart of the South West LEP

Joint rail industry (Network Rail, GWR, South Western Railways, CrossCountry)

National Highways

Plymouth Cycling Campaign

Somerset Bus Partnership

South West Infrastructure Partnership

St Germans & Area Public Transport Group

Sustrans

Torbay Council

Transport Action Network

Transport for the South East

Western Gateway

Appendix 4: full break down of level of support for the proposals under each transport area

Walking and Wheeling: Walking and cycling enhancements at public transport hubs

	Number	%
Strongly support	131	39
Support	99	29
Neutral	76	22
Oppose	14	4
Strongly oppose	8	2
No answer	11	3
Total	339	100

Proposals - support or oppose - Bus and Coach: Integrated timetabling, ticketing and information

	Number	%
Strongly support	178	53
Support	112	33
Neutral	36	11
Oppose	2	1
Strongly oppose	2	1
No answer	9	3
Total	339	100

Proposals - support or oppose - Rail: Service enhancements, new stations and resilience schemes continuing to progress

	Number	%
Strongly support	210	62
Support	77	23
Neutral	39	12
Oppose	3	1
Strongly oppose	2	1
No answer	8	2
Total	339	100

Proposals - support or oppose - Electric Vehicle (EV) Infrastructure: Expanding the EV charging network including in rural areas, to meet forecast demand

	Number	%
Strongly support	80	24
Support	91	27
Neutral	102	30
Oppose	31	9
Strongly oppose	24	7

No answer	11	3
Total	339	100

Proposals - support or oppose - Roads: Enhancement, safety and maintenance schemes on the major and strategic road networks

	Number	%
Strongly support	149	44
Support	101	30
Neutral	58	17
Oppose	11	3
Strongly oppose	7	2
No answer	13	4
Total	339	100

Proposals - support or oppose - Airports and Ports: Improved surface access to airports and ports for passengers and freight

	Number	%
Strongly support	83	24
Support	109	32
Neutral	111	33
Oppose	15	4
Strongly oppose	11	3
No answer	10	3
Total	339	100

Proposals - support or oppose - Digital, Technology and other Enablers: EV demand forecasting, carbon quantification and other technical support to local authorities

	Number	%
Strongly support	47	14
Support	93	27
Neutral	148	44
Oppose	20	6
Strongly oppose	17	5
No answer	14	4
Total	339	100

Proposals - support or oppose - Digital, Technology and other Enablers: Delivery of pilot schemes in freight and rural mobility

	Number	%
Strongly support	74	22
Support	100	29
Neutral	135	40



Oppose	6	2
Strongly oppose	8	2
No answer	16	5
Total	339	100

Appendix 5: image of the consultation space page

Peninsula Transport Strategy: Consultation Space

The Peninsula Transport region is an amazing place to live, work and visit with considerable diversity from large towns and cities to market towns, villages and very rural locations.

Good transport connections are vital for a vibrant community and continued growth – the Peninsula Transport Strategy sets out our ambition to improve our transport system for everyone.

We are consulting on [our draft strategy](#). The strategy will be used to guide regional transport investment decisions and will be the foundation of an investment plan set to transform transport for the peninsula by 2050 and beyond.

By 2030 the desired outcomes are:

- **Easier journeys:** integrating walking and wheeling with the bus and rail network, to make getting around without a car easy.
- **Going electric:** affordable zero-emission transport through a reliable electric vehicle charging network.
- **A connected peninsula:** safe, reliable and resilient road and rail travel within the peninsula and beyond.

These outcomes will ultimately lead to the key objective of:

- **Completing the network:** improved connections within a growing and fully integrated transport network on a path to net zero.



[Download the strategy](#)

- [Peninsula Transport Strategy: audio version](#)
- [Peninsula Transport Strategy: easy read document](#)
- [Frequently asked questions](#)

Get involved and have your say

Feedback

Peninsula Transport wants to hear from everyone living, working and travelling in the peninsula. Read our strategy and let us know if it meets your transportation needs using the [survey form](#). The survey closes 5 February 2024. You can also write to us: Peninsula Transport Strategy Consultation, PO Box 359, Saltash, PL12 9AS.

Webinars

Come along to one of our free webinars in January 2024, open to anyone interested in finding out a bit more about the strategy. There are three sessions scheduled, each sessions will feature the same presentation followed by a Q&A from the audience. Pre-register your interest for any session using our [webinar form](#). Direct links will be issued to sign-ups in the new year for all three sessions, attendees will be free to choose which they attend.

- 16 January 10:00 – 11:30
- 18 January 12:00 – 13:30
- 24 January 18:00 – 19:30

Share

Help spread the word and share our consultation with others, we have put together a [communications toolkit](#) to help you put together materials across your own channels and will be posting regularly on our social media so please feel free to share.

Evidence base

In 2021, we consulted on and finalised our vision, which also set out a series of high-level goals for the STB to take forward. Since then, we have produced our comprehensive evidence base to create a strong understanding of how the peninsula works and what will bring the biggest benefits to the region. The recommendations and priorities identified in individual pieces of technical work were brought together to define the four key outcomes in the draft strategy and develop a route map to achieving a better strategic transport network.

[Full evidence base](#)

Appendix 6: graphics



Peninsula Transport
Cornwall • Devon • Plymouth • Somerset • Torbay
Strategy to 2050

HAVE YOUR SAY

www.peninsulatrtransport.org.uk

The graphic features a collage of transportation-related icons: a person on a bicycle, a person walking with a backpack, a high-speed train, an electric car at a charging station, a bus, a location pin, a leaf, and a power plug. The background is a mix of blue and green geometric shapes.



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Strategy to 2050

**HAVE
YOUR
SAY**



Webinars

16 January • 10am - 11:30am

18 January • 12pm - 13:30pm

24 January • 6pm - 7:30pm

Register at: www.peninsulatrtransport.org.uk



Cornwall • Devon • Plymouth • Somerset • Torbay

Strategy to 2050

HAVE YOUR SAY

Going Electric



Easier Journeys



A Connected Peninsula

Completing the Transport Network



www.peninsulatrtransport.org.uk