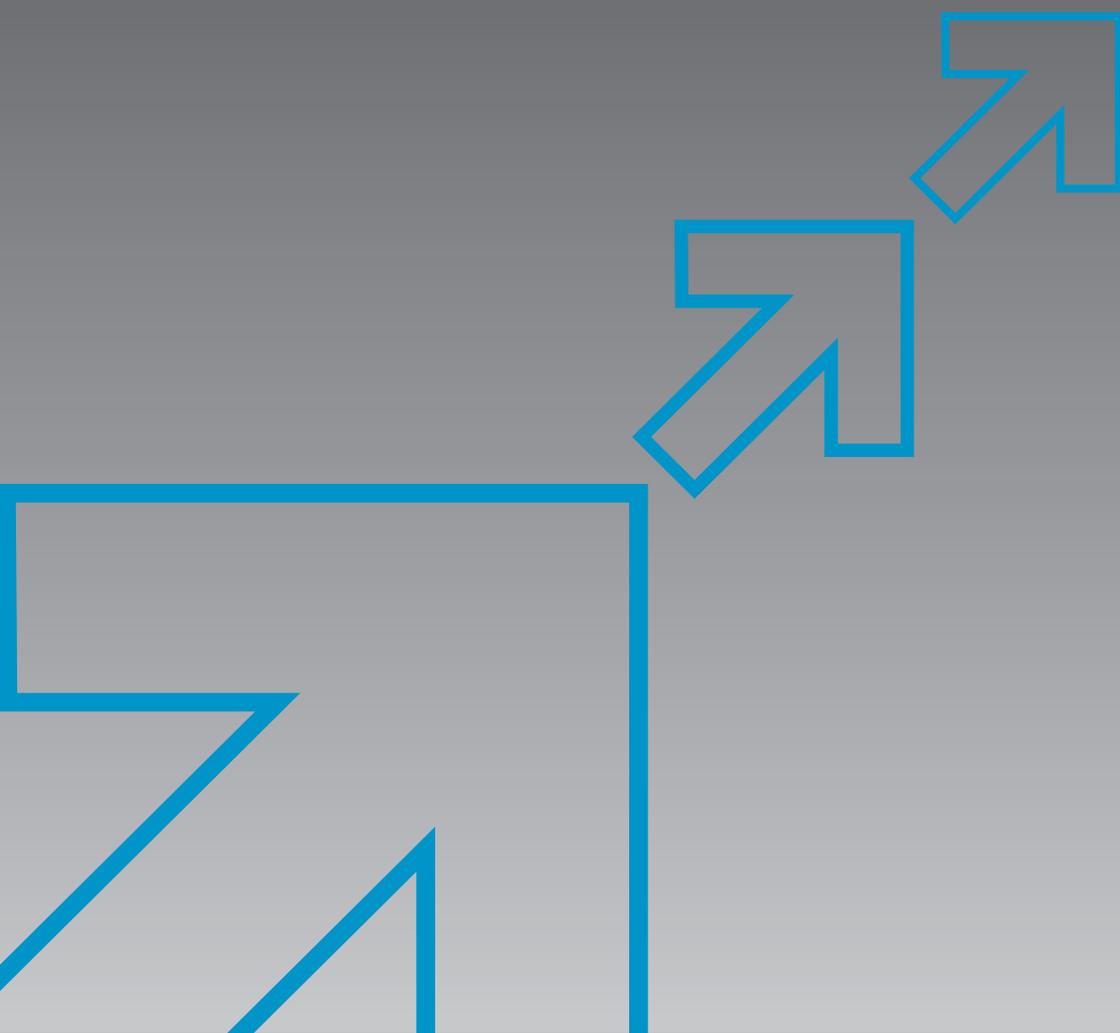


# A SUSTAINABLE JOURNEY TO WORK IN SOUTH YORKSHIRE

ANNEX 5: ENGAGEMENT WITH  
THE BUSINESS SECTOR



SHEFFIELD  
**City Region**



SOUTH YORKSHIRE  
INTEGRATED TRANSPORT  
AUTHORITY

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# 1. INTRODUCTION

## 1.1. THE ANNEX DOCUMENTS

This document forms part of the series of Annex documents, which are presented here to support our Local Sustainable Transport Fund (LSTF) Business Case. This series of documents presents a substantial body of supporting information and analysis that we have compiled to develop the Business Case, which is the final submission to the Department for Transport, following our successful “key component” bid.

## 1.2. THIS DOCUMENT

This document is the Annex describing our Engagement with the Business Sector. In fact, it presents consultation with businesses as well as partners and stakeholders in other sectors, and also with the general public. The name of the Annex reflects the fact that we see the insights that come from the business community as particularly meaningful.

In this Annex we summarise feedback received during the development of our LSTF programme, as well as the methodology for collating this feedback. The main Business Case document, which this document is appended to, is the outcome of the processes summarised here.

Chapter 2 describes our approach for the business and public consultation and for stakeholder engagement. Chapter 3 describes the stakeholder consultation, which has taken place during the production of the Business Case. Chapter 4 summarises the main findings of the business consultation. Chapter 5 summarises conclusions for the whole consultation process, outlining how this has helped shape our final submission.

## 2. APPROACH TO CONSULTATION

### 2.1. INTRODUCTION

This chapter describes the overall consultation process and lists the main types of stakeholders who contributed to this process.

The consultation process started early in 2011. Formal and informal engagement with a wide range of stakeholders across the Sheffield City Region (SCR) took place continuously until December 2011. Consultation with businesses and the general public took place over a one month period, from 3 October to 31 October 2011, during which our “initial proposal” and other supporting documents were available for the public to view for further information.

### 2.2. SCOPE

At each stage of the process of developing our LSTF programme, we have engaged with a range of stakeholders to ensure we are targeting the right problems with the right solutions. During the “key component” development, this was a wide ranging consultation to identify all potential solutions.

As the bidding process continued, the consultation narrowed to specific solutions and priorities. For the full Business Case, the consultation focused on the solutions included in the “initial proposal”, which represented a narrow range of solutions compared to where the process began.

**Figure 2.1** presents the main bodies that have been consulted during this process, including businesses, commercial and voluntary sectors partners, as well as including statutory bodies. It is important to note that not all contributors to the process are listed, since some responses have been received from anonymous businesses or members of the public.

**Figure 2.1 Organisations that have been consulted and their role within the LSTF Partnership**

<b>Role / Responsibility of body</b>	<b>Organisation that has been consulted</b>
<b>Representing Business Needs</b> Ensuring we make the most of our LSTF investment by putting business needs at the heart of our activity	Sheffield City Region Local Enterprise Partnership (LEP), Engineering Employers Federation, South Yorkshire Chambers of Commerce.
<b>Helping people into work or training</b> Organisations that will deliver interventions to help people enter work or training	Jobcentre Plus, Lifelong Learning, Employment & Training Links Ltd, Job Steps, Nacro, Sheaf Training, SYTG Training Ltd, SERCO, University of Sheffield, Sheffield Hallam University
<b>Bringing in local knowledge</b> Organisations that will ensure our LSTF work is focused where the need is, contributing cross-sector knowledge into design and delivery	NHS Barnsley, NHS Doncaster, NHS Rotherham, NHS Sheffield, South Yorkshire Police, South Yorkshire Safer Roads Partnership, Roadsafe
<b>Delivery partners</b> Organisations that will deliver elements of our LSTF schemes or are committed to the promotion of sustainable travel in South Yorkshire	First Group, Stagecoach, CTC, Peak District National Park Authority, Sustrans, Pedal Ready, Sheffield Community Transport, Network Rail, Northern Rail, Park That Bike, CO2 Sense.
<b>Enthusiastic participants</b> Organisations that want to be involved in the implementation of the solutions and benefit from investment in sustainable transport modes	Dearne Valley Eco-vision, Sheffield & District Advanced Motorcyclists, Edriving solutions, City Car Club, The Ramblers, Transport & Travel Research Ltd, E.ON, Living Streets, The Source, Southey & Owlerton Area Regeneration, Kelvin Media Productions, Sheffield Transport User Group, South Yorkshire Transport User Advisory Group, The Dearne ALC, Natural England, Norton Finance, TATA Steel, Rotherham Transport User Group, Walking Forum, Diva.
<b>Delivery coordinators</b> Organisations that will steer and lead the full programme or elements of it	South Yorkshire ITA, South Yorkshire Local Transport Plan Partnership, Barnsley Metropolitan Borough Council, Doncaster Metropolitan Borough Council, Rotherham Metropolitan Borough Council, Sheffield City Council, South Yorkshire Passenger Transport Executive

### 2.3. FORMS OF CONSULTATION

To ensure that a broad range of views and different geographical parts of SCR are taken on board when developing the Business Case, several different media were used to receive feedback.

As part of the initial consultation we held a series of **meetings and workshops**:

- Two large workshops with participants from businesses in March and September.
- Regular meetings with Jobcentre Plus, Serco and Public Transport Operators.
- Periodic meetings with county officers in Derbyshire and Nottinghamshire.
- Weekly meetings of the LSTF project group, including representatives from each district and the Chambers of Commerce.
- Monthly meetings of South Yorkshire’s Strategic Leadership Group (SLG).
- Monthly meetings of the SCR LEP Board.

These were complemented by written communication with councillors and authorities outside SCR.

**Briefing letters** were sent to all these, providing regular updates on the progress of the Business Case development process and requesting their feedback.

The consultation on the Business Case, once ready for further prioritisation, was published on the internet. The general public, businesses, employers and business groups were invited to provide comments in writing, or using an online questionnaire.

The commencement of the public consultation was announced through different media:

- **Electronic media.** Links to the consultation webpage were published on the websites of all SCR districts, counties and other partners. Links were sent to businesses and employers through the network of the Chambers of Commerce in South Yorkshire.
- **Local press.** The Business Case and the public consultation were covered by local newspapers, by the transport trade press and by local radio stations (see **Figure 2.2** below).
- **Community access points.** We circulated 2,500 leaflets to community access points, inviting feedback and help to prioritise schemes.
- **Circulation by stakeholders.** Consultation leaflets were also distributed to stakeholders on request, for them to distribute to their local contacts as they found appropriate.

Figure 2.2: 'Have your say on transport' Rotherham Advertiser



## 3. STAKEHOLDER CONSULTATION

### 3.1. INTRODUCTION

This chapter summarises the feedback received from stakeholders throughout the consultation process. We highlight here important messages which were identified during this stage and how this helped to shape our bid.

The workshops held with stakeholders had an important role to play in this process, and we therefore summarise here key messages from these workshops separately from the other channels of consultation.

### 3.2. WORKSHOP 1

#### Overview

This section summarises the methodology of workshop 1 including: the aims and objectives, the identification of transport problems in South Yorkshire and the overall organisation of the day.

#### Approach

Workshop 1 was held on the 7 March 2011 at Sheffield Town Hall. This was the first opportunity to bring together our partners in South Yorkshire and discuss the most significant problems that need to be overcome. We provided an open invitation to the event to ensure we captured a wide range of stakeholders, many of which had not previously been part of our mainstream activities. This included placing greater emphasis on the private sector.

The aims and objectives of workshop 1 were to:

- Explain the objectives of the fund to our partners;
- Explain what we can and cannot bid for;
- Establish the problems our partners see as most critical;
- Gain buy-in to a focus on Sustainable Journeys to Work; and
- Identify support for the bid from across South Yorkshire, including the private and voluntary sectors.

As this was the first opportunity to explore what the LSTF could do for South Yorkshire partners, it was important to establish the objectives and guidance for the fund. The first half of the day was used to explain the purpose of the fund, describe the focus of the fund on sustainable journeys to work and the justification for this focus.

The most important part of the day was based on a 'speed dating' concept. We grouped together the types of transport investment under broad headings and invited our partners to discuss the problems they face and how the transport investment could be developed to overcome these problems. The groups were:

- Active travel
- Traffic management
- Car sharing
- Public and flexible transport
- Alternatives to travel.

#### Outcome

The event provided a lively debate and helped the project team understand the range of problems that will need to be overcome. The workshop also identified a number of key information sources from local studies and plans, such as the Eco Vision for the Dearne Valley. These were used in the creation of the "key component" and "large project initial proposal" to provide evidence of the need for investment.

As a result of the workshop we were able to begin the process of signing up stakeholders to support the bid and work with them to focus the investment where it is most needed.

The workshop was also used to help identify those schemes that could be delivered early, and therefore would be suitable for our "key component" submission. Whilst the final decision was based on a range of factors, this additional information provided by stakeholders was an important part of the decision making process.

Overall, the success of the first workshop established a strong support base for the production of the key component and large project initial proposal. The evidence of problems and the solutions that could overcome them was significantly enhanced by our stakeholders and the design of our solutions, particularly the activities in the Dearne Valley, was directly influenced as a result of this engagement.

### **3.3. WORKSHOP 2**

#### **Overview**

This section summarises the methodology of workshop 2 including: the aims and objectives, the development of transport problems in South Yorkshire and the overall organisation of the day.

#### **Approach**

Workshop 2 was held on the 28th September 2011 at Sheffield Town Hall. The aims and objectives of the workshop were to:

- Discuss our initial analysis of constraints to economic growth in South Yorkshire, which need to be overcome;
- Refine the list of transport problems that had been identified in the "initial proposal", to identify the priorities that the final bid will address;
- Discuss the lessons learnt from the DfT feedback on our "initial proposal";
- Assist with the prioritisation of suggested investments, by identifying what types of investment are most likely to mitigate the identified growth constraints;
- Identify which schemes stakeholders can help deliver;
- Identify further sources of evidence that can strengthen the final Business Case; and
- Ensure that we are fully aware of any other ongoing activities, which support or complement the activities we were proposing to include in the final bid.

To make the workshop more effective, suggested reading and "thinking material" were circulated to participants in advance. During the workshop, participants were divided into 4 groups, each group focusing on one of the four objectives presented in our "initial proposal".

- Sustainable Commuting
- Wider Labour Markets
- Higher Business Productivity
- Low-Carbon Travel Culture

The activities during the workshop included interaction between the different groups in order to identify solutions that meet more than one objective; to attach more importance to problems that are faced by more organisations; to further challenge issues of deliverability and partnership; and to identify different solutions which could be grouped into one and thus improve efficiency and focus.

#### **Outcome**

The group discussions in the workshop have led to several decisions that fed directly into the final Business Case. These are summarised in the following table.

**Figure 3.1 Decisions made during or following workshop 2**

Topic	Decision
<b>Programme objectives</b>	The 4 previously-agreed objectives still summarise what we want to achieve, but it was agreed that the “Low-Carbon Travel Culture” is in fact an element of all other objectives rather than an independent objective. We will therefore use this as a cross-cutting theme but not an objective.
<b>Making the most of what we already have</b>	It was widely agreed that it is often more cost-effective and sensible to make the most of existing or new infrastructure or services before introducing additional solutions. This strongly links to cases where employers, employees, businesses and jobseekers are not sufficiently aware of sustainable travel options which already are available. It also relates to cases where increased use of sustainable modes can be achieved through training (e.g. cycle training) or general support to increase confidence. All activities that are aimed at maximising the use of existing or new sustainable travel options will be packed together under the BEST project (see main bid document).
<b>Growth constraints</b>	The discussions at the workshop have helped us defining the final list of growth constraints that are described in the bid: <ol style="list-style-type: none"> <li>1. Reducing unemployment</li> <li>2. Tackling deprivation and disadvantage</li> <li>3. Addressing access to strategic employment sites</li> <li>4. Promoting skills development</li> <li>5. Reducing congestion and improving journey time reliability</li> <li>6. Responding to the carbon challenge.</li> </ol>
<b>Jobconnector services</b>	It is widely agreed that solutions like the Jobconnector bus service in the “key component” bid are effective in the immediate term in achieving all objectives of our programme. It is agreed that the Jobconnector approach will be expanded in the full programme. It is also agreed that a particular problem to be tackled is that services operated commercially struggle to match the needs of shift workers. These types of services need a boost through LSTF pump-priming which will help them become commercial later, as we have previously seen.
<b>Cycling infrastructure</b>	It is widely agreed that gaps in the connectivity of the existing cycle network mean that many users cannot make use of what we already have invested in, despite the high quality of existing cycling facilities. There is a visible, significant appetite for commuting by bike, for bike parking at tram stops, for bike parking at workplaces and so on, but this potential remains unlocked due to relatively small bits of remaining investment that are currently unaffordable. It is agreed that making these should make a large part of our LSTF programme.
<b>Public transport fares</b>	The price of using public transport has also been considered an issue for jobseekers and employees in South Yorkshire, and this has already been the focus of various successful schemes in the past. Nevertheless, it was agreed that some aspects of it cannot be easily dealt with using LSTF. It was agreed that the Bus Boost scheme, as part of the BEST project, would help address this problem although additional activities would be required outside the LSTF programme.
<b>Electric vehicles – “Plugged in South Yorkshire”</b>	There is substantial interest amongst local businesses in the trial electric vehicles scheme, with quite a few already signed up to participate. A major difficulty is that the ERDF funding that should cover a major part of the scheme is not yet secured. The decision is expected in January and our chances seem to be very high, but this is not formally confirmed yet. Partner’s decision on this is to include it in the LSTF programme part of the overall scheme that can be delivered as stand-alone, independent of ERDF funding.
<b>Car clubs and car sharing</b>	There clearly is support for such initiatives amongst our stakeholders, although questions remain as to their fit to the LSTF requirements as well as their appropriate place on our priority list, assuming that funding is limited. The

	workshop has left this question open for further consideration. At a later stage it was decided not to include these in the final programme.
<b>Congestion and Traffic Management</b>	In line with our agreed objective of improving business productivity, private sector delegates see congestion as a threat to their efficient operations and to the attractiveness of the area to new businesses. It was agreed that LSTF is not aimed at improving highway infrastructure per se, and agreed that encouraging shift to sustainable modes would closely match their objectives. An aspect of the urban traffic management that meets LSTF objectives and has strong local support is the upgrade of our existing Intelligent Transport System (syITS), especially at locations where this would benefit local bus and tram reliability. Given that much of the infrastructure for the syITS system is already in place, investment in “bus congestion hot spots” could provide some quick wins. Following this discussion, this has later been included in the Targeted Corridor Enhancements schemes in the main Business Case document.
<b>Travel to school</b>	There clearly is support amongst stakeholders for initiatives providing travel education to children or dealing with travel choices to/from school. Nevertheless, questions remain as to the fit of such schemes to the LSTF requirements. The workshop has left this question open for further consideration. At a later stage it was decided not to include these in the final programme.

In addition, some follow-up steps were identified in the workshop, with actions for some of the partners. These actions related both to the process of preparing the full Business Case submissions and to the delivery of the programme if funding is obtained. Some key actions are listed below.

**Figure 3.2 Summary of how organisations that attended suggested they could help further**

Organisation	Description
<b>Bus operators</b>	<b>Stagecoach’s</b> representative highlighted the link between LSTF activities and the ongoing partnership work between themselves, First and SYPTe on the Optio corridor (Optio is the local brand used for the partnership operated along that corridor which includes coordination of schedules and ticketing between operators). This includes the next Optio route that will be implemented on the route to Woodhouse, which is the bus key route scheme proposed as part of the LSTF programme. This comment has led to further work with the operators after the workshop, to tie together all activities planned along this busy bus corridor and achieve the best possible outcome.  <b>First’s</b> representative highlighted First’s national marketing campaign which is being delivered via various media types and how this fits in with the activities planned for the BEST project.
<b>Organisations promoting environmental goals</b>	Delegates from the <b>Dearne Valley Eco Vision</b> team suggested that there are a number of local interest groups that we could use to engage with to further involve businesses in the Dearne Valley. This was followed up after the workshop, with some additional work done with local businesses.
<b>Other companies or charities in the transport sector</b>	Various partners expressed willingness to take part in the delivery of the programme, combining work that needs to be procured, work that requires extension of existing contracts, and some additional partnership work on a voluntary basis. These include provision of cycle training by <b>Pedal Ready</b> ; marketing work by <b>CO2 Sense</b> ; and others.
<b>Other organisations</b>	Other participants in the discussion confirmed their support and suggested delivery roles. This was used to update our overall partnership working plan as reflected in <b>Figure 2.1</b> and also to inform the arrangements described in the Management Case in the main Document.

### 3.4. OTHER CONSULTATION CHANNELS

Throughout the consultation process, we have received very high levels of support from other public and private sector partners. Letters of support were appended to the “key component” and “initial proposal” bids. We received 70 letters from a wide range of organisations including all the Chambers of Commerce in South Yorkshire, Universities and local businesses. These letters of support are still available at [www.syltp.co.uk](http://www.syltp.co.uk). In addition, we received many verbal expressions of support. A selection of quotes is provided below:

*“South Yorkshire’s LSTF bid is closely aligned to the priorities of driving economic activity and supporting wealth creation.”*

South Yorkshire Chambers of Commerce

*“A successful bid will encourage people to broaden their job search horizons.”*

Ian Hanks, Jobcentre plus

*“Communities in the Dearne Valley and the businesses resident in the area will benefit from a joined up transport network, offering low-carbon travel options”*

Joanne Wehrle, Dearne Valley Eco-Vision

*“As a local employer, any assistance that would benefit our employees or future employees would be seen as a benefit.”*

Julie France, Group Human Resources Manager, Norton Finance.

*“Supporting our employees take up other forms of transport would not only reduce congestion on the roads, but allow us to continue our growth”*

Victoria Marks, One Call Insurance.

*“The bid will support many communities and businesses surrounding Rotherham town centre by providing improved sustainable access to employment and training opportunities”*

Cllr Gerald Smith, ITA Member and Cabinet Member, Rotherham

*“Investment in local and sustainable public transport in the Sheffield City Region is vital as we look to support existing business and attract new businesses to the area”*

Russell Burnet, HSR Law

*“We wholeheartedly welcome any investment in public transport that will reduce congestion and offer alternative forms of travel to our employees.”*

Simon English, Hannah Reed

*“Encouraging our employees to walk to work can actually prevent people being late and increase the productivity of our business”*

Caroline Abbott, Doncaster Chamber of Commerce.

*“The bid supports one of the primary objectives of the business sector. We believe it will have the added advantage of reducing carbon emissions as vehicles move more efficiently and public transport is used more.”*

*Richard Wright, Executive Director, Sheffield Chamber of Commerce and Industry*

Other expressions of support are also included in a short film that can be seen at [www.syltp.org.uk](http://www.syltp.org.uk).

### 3.5. CONCLUSION

Consultation with stakeholders has highlighted specific elements of infrastructure and public transport services that would help fill in **gaps in the existing provision** in the area. The insights we got on these gaps have been used in the later stages of our prioritising process of the LSTF programme contents, with a particular focus on the needs of local businesses.

The second workshop also gave us clear feedback that providing information on travel options should be central to our bid and also that it should be managed jointly, to deliver a clear message about sustainable travel. This relates to all marketing, training, travel planning and engagement activities. Ensuring that businesses, employers, employees and jobseekers can have access to varied information about sustainable travel alternatives, including those enabled by the LSTF programme, would be vital to the success of the programme. Furthermore, through this engagement process, it became clear to us that our objective to provide a Low-Carbon Travel Culture was actually an **overriding requirement** of what stakeholders wanted us to deliver through all objectives. This resulted in the **creation of the BEST project**.

The support for the three other objectives included in the initial proposal and the feedback on how we should develop them helped shape the full Business Case. It was clear that these three objectives (Sustainable Commute, Wider Labour Markets and High Business Productivity) provided a focus that is **fully endorsed by our stakeholders**.

In the second workshop we have also identified some additional ways to further involve stakeholders in future delivery stages, and also learnt about some additional evidence that we have now used for preparing the Business Case.

## 4. BUSINESS CONSULTATION

### 4.1. INTRODUCTION

This chapter details the findings of the consultation with businesses on the proposed LSTF objectives and projects. This formal consultation included engagement with businesses, training providers and job agencies, alongside the general public and voluntary organisations.

### 4.2. APPROACH

#### Overview

The consultation consisted of two parts, firstly with providers of the Work Programme in South Yorkshire via one of the main contractors, SERCO. The second was a wider consultation which was commenced on the 1st October 2011 and ran until 31st October.

#### Work Programme

Our consultation with providers of the Work Programme was coordinated via one of the main contractors for the service, SERCO. We designed a short questionnaire to identify the issues that are faced by job seekers who have been out of work for over a year. The questionnaire was sent to the organisations, which help to support these people back to work, in order to identify which of our planned investment will support their activities.

#### Business and Public

For the wider consultation with businesses and the public, targeted emails were sent out to business members through our partnership with the South Yorkshire Chambers of Commerce in Sheffield, Rotherham, Barnsley and Doncaster. Sheffield City Region members and our links with SERCO and the jobcentre were utilised.

The survey was made available on the South Yorkshire Local Transport Plan website and hard copies were also distributed to a number of libraries and post offices throughout South Yorkshire.

This consultation was undertaken to:

- Ensure stakeholders are given the opportunity to be involved in the development of the Business Case
- Provide evidence to support the development of the Business Case
- Provide inputs to strengthen the deliverability of the Business Case

### 4.3. WORK PROGRAMME CONSULTATION

#### Overview

This section of the consultation report summarises the feedback received via SERCO. This represents the feedback from professionals who work on the front line in supporting people back to work.

#### Summary of Results

The response we received to this consultation has shown that our investment will support people looking to return to work and training. The providers indicated that of the 700 people that are seen every week, 1 in 5 have a transport-related barrier to accessing employment, equivalent to 140 people per week.

The highest priority for investment identified was in providing information on accessing employment locations and raising confidence in using public transport.

Both of these priorities are met by our Business and Employer Sustainability Toolbox. This project includes travel training, personalised travel planning and improved information.

In the response the provider identified that they “frequently experience significant transport barriers to achieving these ends [getting people back to work] owing to a lack of transport links, which means that, although employers have jobs they need to fill, we have customers who want to

return to work in these jobs, our customers simply can't get to the employers owing to poor transport links."

This statement supports our planned investment in the Jobconnector services and we have worked with SERCO and their providers to ensure the delivery of the Jobconnector services can meet the barriers identified for their clients. This has already shown to be successful with the delivery of the Jobconnector in the key component.

## **4.4. BUSINESS AND PUBLIC CONSULTATION**

### **Overview**

This section of the consultation report summarises the feedback received from businesses and members of the public through consultation, and highlights to the Business Case team the importance of schemes.

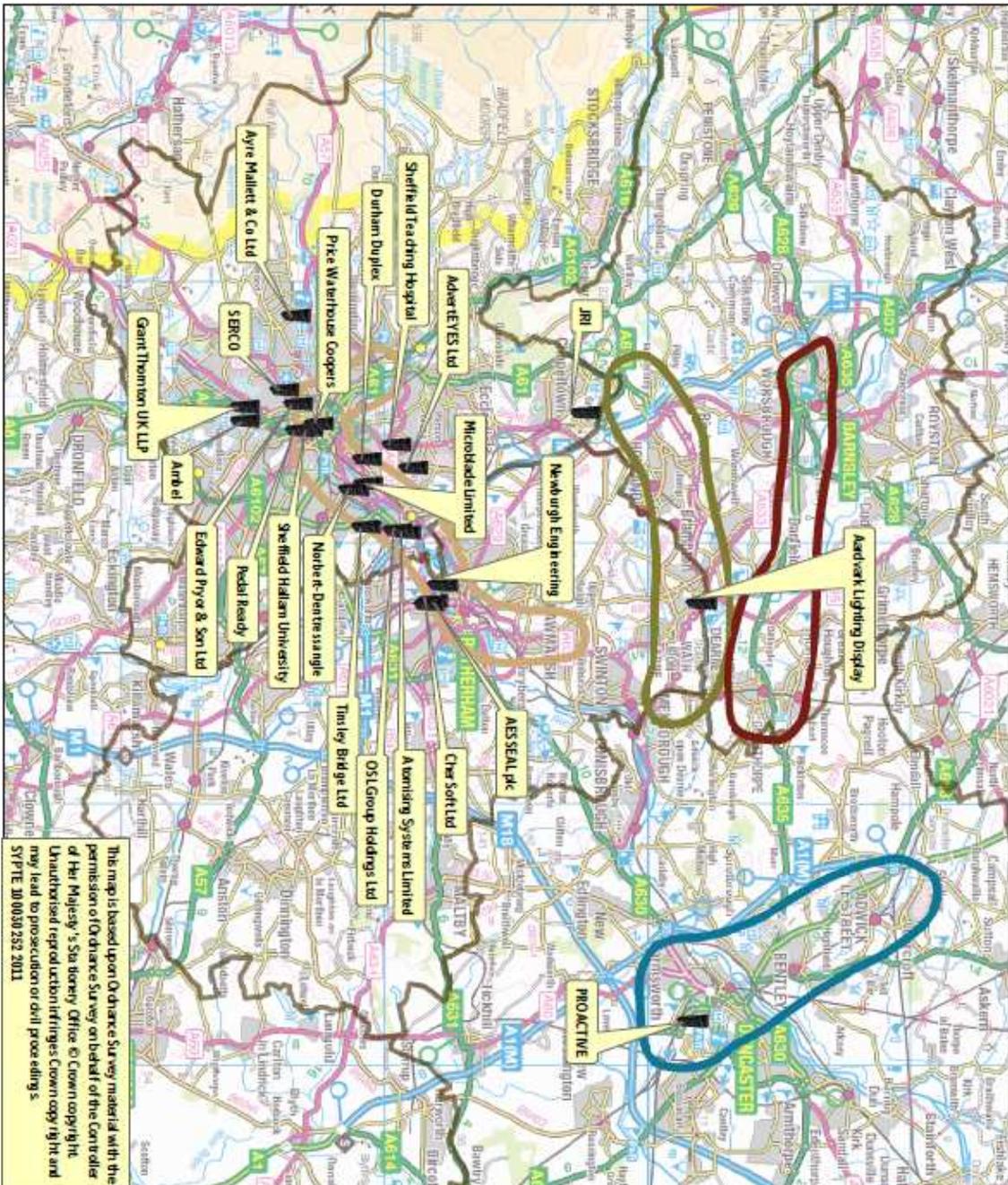
### **Response rate**

A total of 204 responses were received from business leaders and members of the public. This includes 16 hard copy response slips from the consultation leaflet, 188 online responses from the consultation website. A wide range of businesses were consulted with responses received from the: manufacturing, service, freight, financial, high tech, transport, higher education and health care sectors. Some of the participants are listed in **Figure 4.1**. Note that this list only contains those businesses where respondents chose to state the name and postcode of their business; other businesses took part but preferred for their details not to be published.

**Figure 4.1 Businesses that responded to the consultation (and shared their names)**

<b>Business</b>	<b>Sector</b>
Aardvark Display Lighting	Manufacturing
advertEYES Ltd.	Service
AESSEAL plc	Manufacturing
Ambel	Service
Atomising Systems Limited	Manufacturing
Axiom Rail / DB Schenker Rail UK	Freight
Ayre Mallett & Co Ltd	Financial
B.Braun Medical Limited	Service
BELLYVISION	Service
C02 Sense	Service
CherSoft Ltd	High Tech
Durham Duplex	Manufacturing
Edward Pryor & Son Ltd	Manufacturing
Grant Thornton UK LLP	Financial
Highlander Business Solutions	Service
JRI	Manufacturing
Microblade Limited	Manufacturing
Newburgh Engineering	Manufacturing
Norbert-Dentressangle	Transport
OSL Group Holdings Ltd	Manufacturing
Outokumpu Stainless Distribution	Manufacturing
Pedal Ready	Service
PricewaterhouseCoopers	Financial
PROAKTIVE	Financial
SERCO	Service
Sheffield Hallam University	Higher Education
Sheffield Teaching Hospital	Health Care
Tinsley Bridge Ltd	Manufacturing

Figure 4.2: Map of business responses in South Yorkshire



- Key**
- Bamsley Accessibility Growth
  - Dearne Valley Enterprise
  - Doncaster Regeneration
  - Don Valley Enterprise

This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. SY/TE 20/0030/252 2011

Figure 4.3: Consultation Leaflet

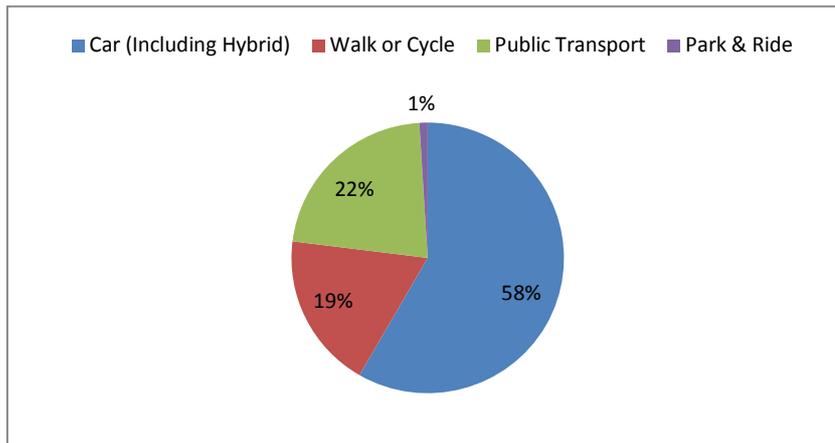


## Summary of Results

The results from the Business and Public consultation are summarised below. The results provided us with further evidence that supports the bid development.

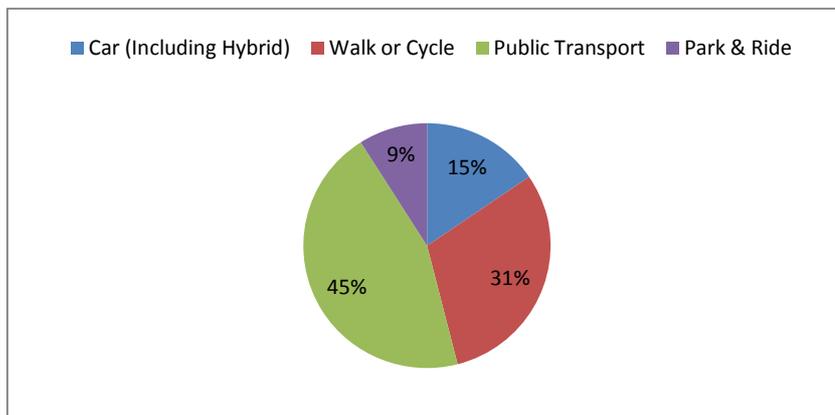
The results from Question 1.1 show us that currently, the majority of residents in South Yorkshire travel to and from work by car, with **58%** of respondents stating they used a car. The mode share for walking and cycling is modest at just 19%.

**Figure 4.4 Question 1.1: Which of the following do you use most often to travel to and from work?**



The results from Question 1.2 demonstrates that if the LSTF bid is successful there is the potential to reduce the mode share of the car to just **16%** for work trips. Essentially, people in South Yorkshire would **prefer not to drive** to work if improvements are made to other modes. Public transport, walking or cycling and Park & Ride would all be expected to rise substantially.

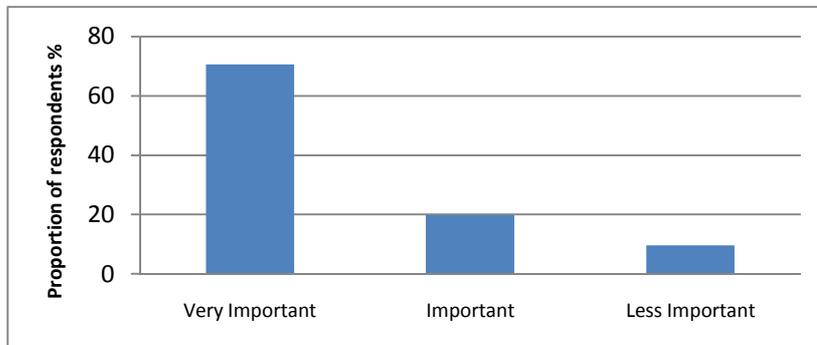
**Figure 4.5 Question 1.2: If you were to change the way you travel, which of the following would be your first choice?**



**Question 2: Thinking about your own methods of travel which of the 4 objectives described in our initial proposal is most important to you?**

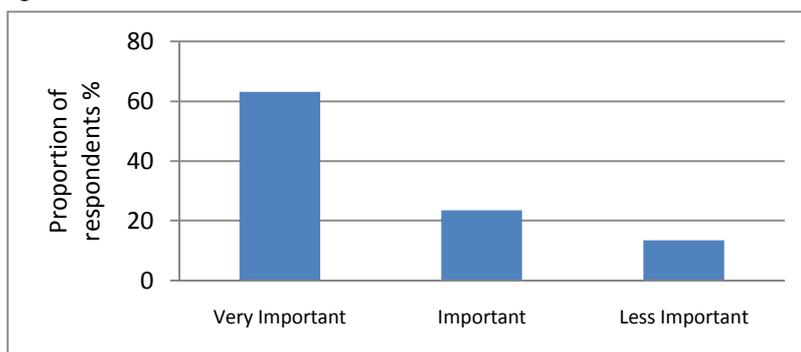
**Figure 4.6** shows that the Sustainable Commuting objective was highly regarded with **over 70%** of business respondents rating it as 'very important'. This has provided us with increased confidence that this objective will be successful in achieving the goals of LSTF.

**Figure 4.6 Sustainable Commuting**



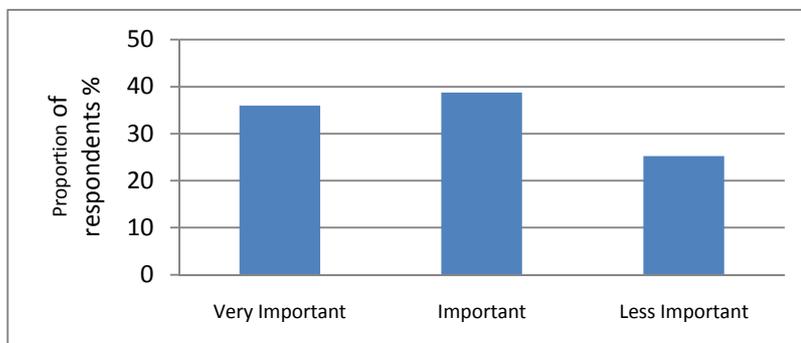
The results below suggest that businesses also felt Wider Labour Markets was important with **over 85%** rating it as 'Very important' or 'important'. This has re-affirmed the belief that Wider Labour Markets is an essential objective our bid.

**Figure 4.7 Wider Labour Markets**



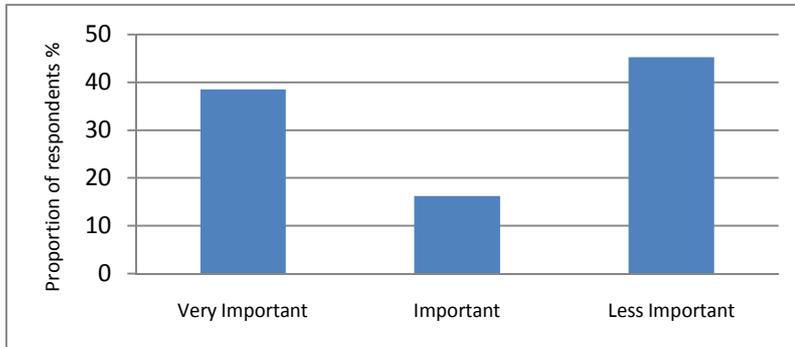
Results from **Figure 4.8** show that the **majority** of businesses consider the High Business Productivity objective to be either 'very important' or 'important'. This provides further evidence to support the addition of this objective as part of the full Business Case,

**Figure 4.8 High Business Productivity**



The results below suggest that businesses felt that Low-Carbon Travel Culture was 'less important'. This supports the outcome of the workshop event where our stakeholders identified that the Low-Carbon Travel Culture theme is not an objective in its own right, **but should be part of everything we do**. Therefore through engagement with both stakeholders and businesses it has become clear that to provide a Low-Carbon Travel Culture is actually an **overriding requirement** of all the schemes we will deliver. Subsequently the **BEST project** has been created to address this need.

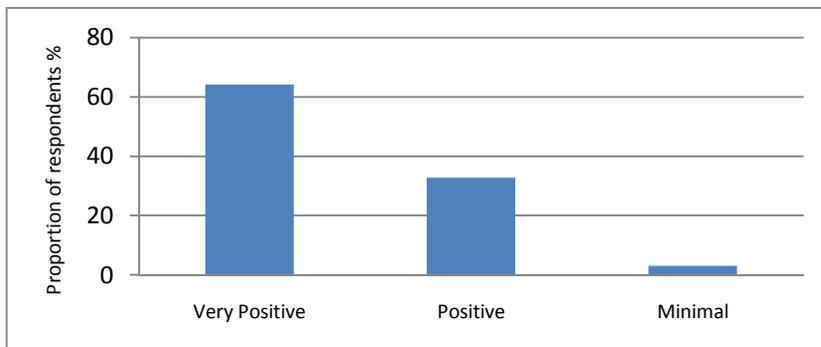
**Figure 4.9 Low-Carbon Travel Culture**



**Question 3: Within the objectives there are 6 different types of projects. Which of these 6 types do you think will have the most positive impact on the economy and environment?**

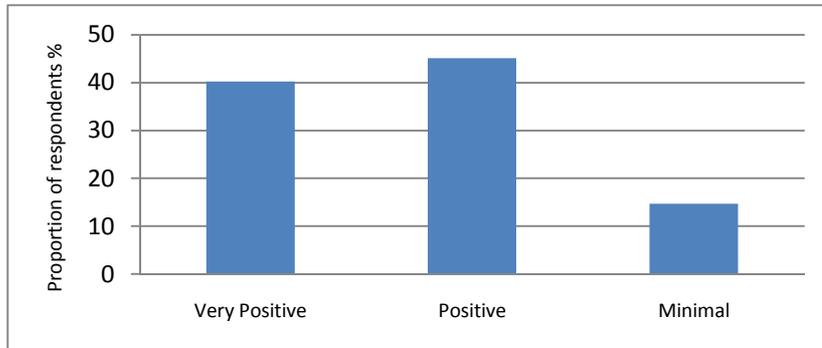
These results clearly show that businesses felt investment in public transport would make a very positive impact on both the economy and environment. Less than **5%** of respondents felt this project would have a 'minimal' impact. This evidence has been used to increase the emphasis of public transport investment in our bid. There are now **10** public transport related work packages in the full Business Case.

**Figure 4.10 Public transport**



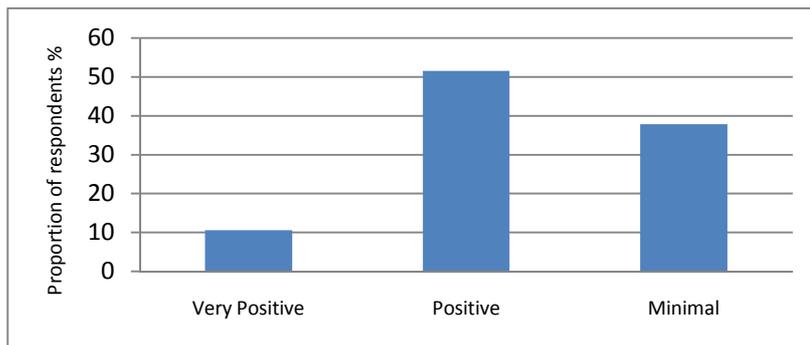
**Figure 4.11** shows that the Traffic management project type was considered important by businesses. **85%** of respondents believed this project would have a 'very positive' or 'positive' impact. These results have ensured that the Targeted Corridor Enhancements schemes have been included in all four priority corridors.

**Figure 4.11 Traffic management**



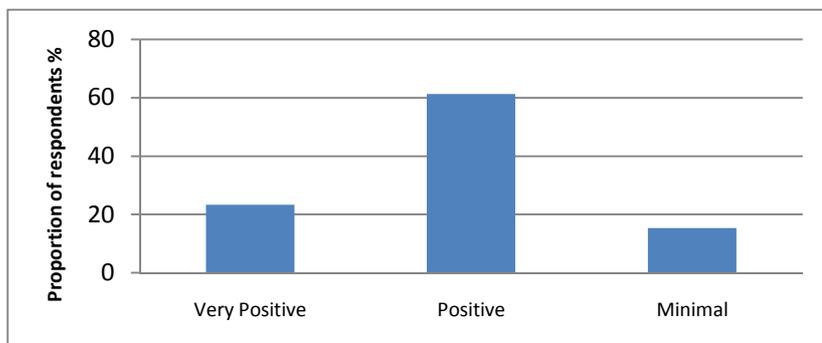
Results show that businesses regard walking and cycling as fairly essential with **50%** of respondents stating it would have a 'positive' impact. This project type was also considered **very important** by stakeholders during the workshop event. Our recognition in the importance of this project type is shown by the level of investment in cycling and walking in this bid.

**Figure 4.12 Walking and cycling**



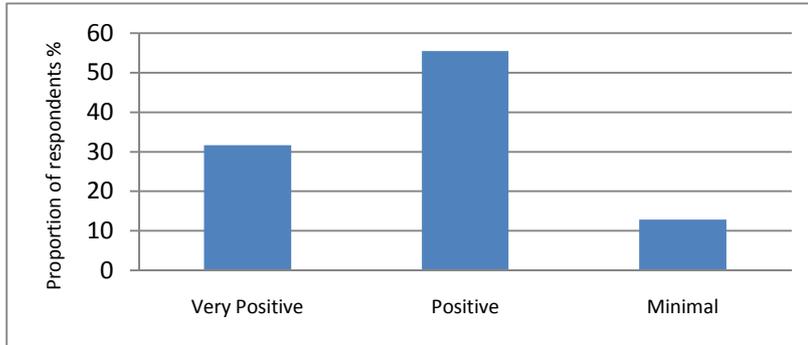
The results below reveal that Changing travel behaviour was rated highly by businesses, **60%** of respondents believed it would have a 'positive' impact. Along with the outputs from the workshop event, this has provided further evidence to support the creation of the BEST project.

**Figure 4.13 Changing travel behaviour**



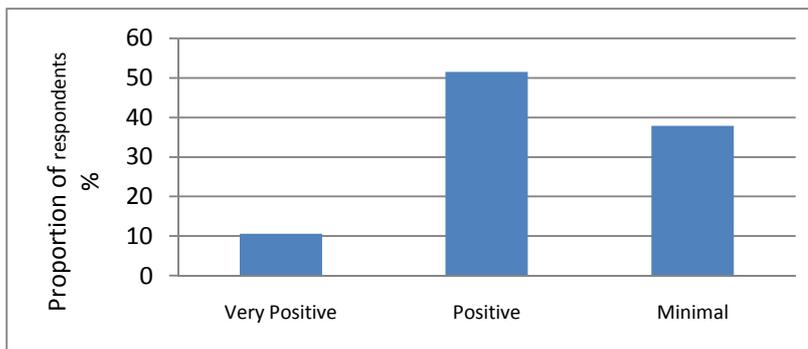
Results on from **Figure 4.14** show that businesses felt this project type would have a positive impact on both the economy and the environment. Only **12%** believed it would have a 'minimal' impact. This further supports the inclusion of the Digital Region scheme within the BEST project.

**Figure 4.14 Using technology to reduce the need to travel**



**Figure 4.15** reveals that the **majority** of businesses felt that supporting business uptake of electric vehicles would have a 'positive' impact on South Yorkshire's economy and environment. This has provided further evidence to include the 'Plugged in' schemes in each of the four corridors.

**Figure 4.15 Supporting business uptake of electric vehicles**

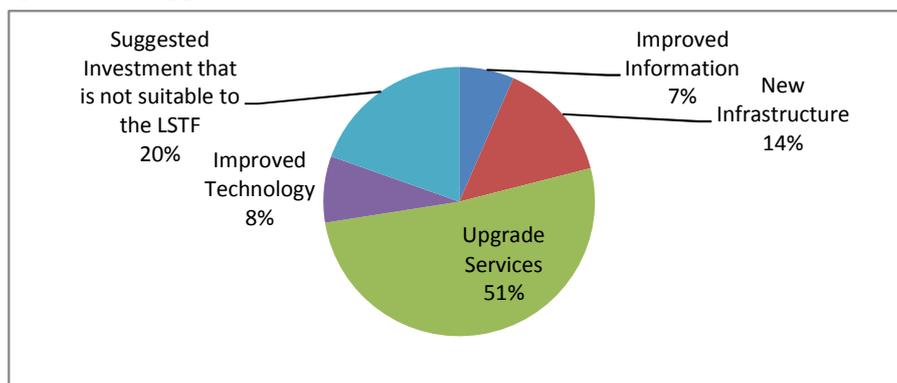


These results suggest that businesses and the general public clearly believe that the projects we plan to invest in would have a highly positive impact on the economy and environment. There is also a desire to travel to work by more sustainable modes justifying our investment in public transport, cycling and walking and Park & Ride. These results also confirm what we learnt from our stakeholder workshops, in that we are planning to invest in activities that will make a real difference to businesses in South Yorkshire.

**Question 4: What kind of transport investment would be the most effective in supporting the growth of businesses in your area? Remember that the fund can only be used for specific purposes.**

Responses were grouped into 5 broad categories ‘Improved Information’, ‘New Infrastructure’, ‘Upgrade Services’, ‘Improved Technology’ and ‘Suggested investment that is not suitable to the LSTF’. The results are summarised below:

**Figure 4.16 Suggested Transport Investments**



Suggestions that could not form part of the LSTF fund, such as cross-boundary projects were duly noted and will be considered as part of the wider Local Transport Plan delivery. The majority of suggestions for transport investment focussed on upgrading and improving existing services.

A number of responses suggested providing bus services that suit shift patterns at employment sites, for example:

*“My staff would like Buses that run at times that help shift change in manufacturing businesses. Generally we are quite well served with Public Transport but they would like it so that buses sync with normal shift patterns in industrialised areas so that shifts changing at 1800 hrs do not always miss the 1755 bus and have a 50 min wait for the next one. This forces them onto cars when they would prefer to use a bus.”*

*“How about support public transport for people that work in shifts or unsocial hours?”*

These types of suggestions provide justification for the Jobconnector bus services.

Suggestions on improving infrastructure mainly focussed on the regions cycle network, for example:

*“Better cycling and walking infrastructure”*

*“Creation of dedicated cycle-ways i.e. not shared with pedestrians or cars”*

*“Improving the take up of cycling by providing links to trunk cycle routes from local areas of Sheffield”*

These types of suggestions will form a major part of the bid with numerous cycle paths proposed in 3 of the 4 priority corridors.

A number of responses suggested encouraging travel behaviour change, for example:

*“Information, marketing and education around travel options”*

*“A business based social marketing campaign”*

These types of suggestions will be a part of the bid within the Marketing and Communications scheme which aims to encourage people across South Yorkshire to switch to more sustainable travel modes.

Finally, there were a number of comments on Improving Technology:

*“Improving broadband and other data communication systems to improve and enable more employees to work from home for a proportion of their work time. This would simply take traffic off the roads.”*

*“Traffic management combined with flexible public transport system to take the pressure away at busy times”*

These comments provide justification for the Digital Region proposal and the Targeted Corridor Enhancements schemes in the Don Valley, Doncaster Regeneration and Barnsley Accessibility Growth Corridors.

All the responses received to question 4 are listed below:

**Figure 4.17 Responses to the open question**

Response	Category	LSTF scheme that will address this
Growth of businesses like mine is not much affected by transport. We do have staff commuting from 10-20miles away, and one of 24 uses public transport, one scooter and one walks/jogs/cycles 2 miles, another cycles 7 miles in summer only. So vast majority use cars. To encourage less car use we need to promote car-sharing, not mentioned above. This becomes easier as our numbers increase, but so far is very modest	Information	n/a
To encourage a low carbon culture & thus sustainable commuting	Information	BARN 2,3,4, DEAR 2,3,4,5,6, DONV 2,3,4,5,6,7, DONC 2,3,4, BEST (All)
More publicity about City Car Club and making bus travel easier. Whatever happened to the introduction of an Oyster type card? Some people are put off bus travel by always having to carry change for their ticket.	Information	BEST 2,6
Information, marketing and education around travel options. Better enforcement of travel plans	Information	BEST (All)
A business based social marketing campaign	Information	BEST (All)
Integrated Ticketing Structure for Public Transport. Co-ordinated Information about travel options. Improved infrastructure for cycling and walking	Information	BARN 2, DEAR 2,4, DONV 5,6, BEST 2,6
Having a helpline open whilst bus services are running. One Sunday recently I had been waiting for 20, mins for a bus service that runs hourly. The bus company were closed and SYPT were not able find out whether the service had been cancelled. This was my first attempt to use a bus in 4 years and unfortunately will be my last... Unless some funding goes into customer service.	Information	BEST 6
If more people were to travel to clients together it would reduce carbon emission.	Information / Not in bid	BEST 1,2,5
improvements to park & ride facilities: larger car parks at Barnsley or Meadowhall, or more frequent services from rail stations such as Darton or Penistone to make park & ride more viable	New Infrastructure	DEAR 3
Creation of dedicated cycle-ways i.e. not shared with	New	BARN 2, DEAR 2,4,

pedestrians or cars	Infrastructure	DONV 5,6
Improving the take up of cycling by providing links to trunk cycle routes from local areas of Sheffield.	New Infrastructure	BARN 2, DEAR 2,4, DONV 5,6
Invest in proper segregated cycle lanes (i.e. not ridiculous pavement ones like we've seen so far springing around Sheffield). Learn from the mistakes made on the extremely badly designed and implemented Penistone Road cycle lane. Reasons for it:  <a href="http://sheffieldcyclist.co.uk/penistone-road-cycle-lane-why-we-dont-use-it/">http://sheffieldcyclist.co.uk/penistone-road-cycle-lane-why-we-dont-use-it/</a>  Contact the local CTC or any other cycling group and consult them on a design, don't just leave it to some petrol-head highway engineer who probably never cycled in his life.	New Infrastructure	BARN 2, DEAR 2,4, DONV 5,6
Cycling safety infrastructure and enforcement (lanes, crossings, parking). Increasing awareness of drivers.	New Infrastructure	BARN 2, DEAR 2,4, DONV 5,6, BEST 2,5
Improving the cycle network and making alternatives to private car use more attractive.	New Infrastructure	BARN 1, BARN 2,
Creating proper cycle lanes. Rather than squeezing them onto the side of the road where there is no room for them, and people park in them and block them to use a whole lane/half of the road. This would need to be sectioned off from the traffic on the other side of the road (which would have to become 1 way if it is a standard 2 lane road), and would be able to have cycle traffic in both directions. For cycling to become more popular and widely used, it needs to be easier for people to cycle than to take the car, and the way to do this would be to change road use from motor vehicle use to cycle use, as they have the common sense to do in other countries. Transport investment should not be driven by the needs of business, but by the need of the environment around us. Sometimes the right decision is not always the most popular one at first, which gets lost by a lot of politicians.	New Infrastructure	BARN 2, DEAR 2,4, DONV 5,6
Cycle paths, having more spaces on trains for bikes, having cycle racks on buses to carry bikes.	New Infrastructure	BARN 2, DEAR 2,4, DONV 5,6, BEST 4
Dore & Totley station park and ride.	New Infrastructure	n/a
The cycle routes are poor. You often get sent down routes having to zigzag over roads to different lanes and then the cycle route just ends and you are left wondering where you go next.  You need dedicated cycle lanes all the way down main routes right into the town centre and other areas where people work particularly at busy junctions, traffic lights etc.  If you look at places where people cycle a lot and then compare it to Doncaster you soon realise why. The roads	New Infrastructure	BARN 2, DEAR 2,4, DONV 5,6

are properly set up to help not half measures which we have.  Many people live close enough to cycle into work which would then ease traffic congestion and help business. Do it properly though or not at all.		
Sustainable commuting	New Infrastructure, Upgrade Services	BARN 2,3,4, DEAR 2,3,4,5,6, DONV 2,3,4,5,6,7, DONC 2,3,4, BEST (All)
Investment in promotion of cycling and cycle training. Help and Support / info for businesses wishing to engage their staff in active travel	New Infrastructure, Upgrade Services	BEST (All)
Introduction of more routes, especially where they can concentrate to business locations. For example, Take the village of Great Houghton in Barnsley. There are 2 big development sites for employment (Along the Darfield/Cudworth bypass, and Manvers). Can anyone in this village take one bus direct to these sites? No, they have to take really daft routes to get their. Something which takes literally 5 minutes in a car would take in some cases, an hour to get their on a bus (i.e. more than one transfer in some cases).  We need a co-ordinated public transport system linked with lanes for cycles. The support New Infrastructure, Upgrade Services should be there to help people to get out of their cars and on to public transport. Support should be there to bring down the cost of travelling by public transport; it is at the moment cheaper to go by car.	New Infrastructure, Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 2,3,4, BEST 2,3,4
Access to bus/tram stops in the industrial area could be improved. By the side of the main road there is often no footpath. Even the tram stops are only accessed from one direction. The verges have ample room for cycle/footpaths where people who work in the Holbrook area could be encouraged to use public transport etc. School children walk on the tram tracks in wet weather due to the lack of footpaths from Westfield School. On rural routes the pedestrian often has to cross a busy road because the footpath often stops and is continued on the other side. This does not encourage people to gain the exercise involved in walking/cycling from one place to another.	New Infrastructure, Upgrade Services	DONV 3, BEST 2,3,4
Better cycling and walking infrastructure.  Improve the ticketing systems and reliability of public transport.  Make information about alternative modes of transport more easily available.	New Infrastructure, Upgrade Services	BARN 1,2,4, DONC 1,4, DEAR 1,2,3,4,5, DONV 1,2,3,4,5,6,BEST (All)
Further investment in bus priority measures and ensuring that a reasonable level of public transport service is provided, particularly to support travel to and from work.	New Infrastructure, Upgrade Services	BARN 1, DONC 1, DEAR 1, DONV 1
I would like to see communities in Sheffield City Council	New	BARN 1, DONC1,

area which are more than 10 minutes walk from a good public transport links to be provided with more regular services to link them into the network - e.g. linking Mosborough Village (Station Road / Windmill Greenway) down to the tram stop at Halfway. Further measures to improve bus travel times (e.g. through the Fulwood Road / Broomhill corridor) - at the moment buses have to queue with cars - if we can introduce bus priority measures at bottlenecks this might persuade people to shift out of their cars as the bus would be quicker.	Infrastructure, Upgrade Services	DEAR 1, DONV 1
Electric Vehicle Infrastructure -rapid chargers. Vehicle Trials. Cycle Infrastructure. Help businesses plan greener travel.	New Infrastructure, Upgrade Services, Technology	BARN 3, DEAR 6, DONV 7, DONC 4,
Reducing road congestion. Improvements at roundabouts (filter lanes).  4 lanes on the M1,M18 & A1(M)  Converting all out of town footpaths to be 50% cycle lane; 50% footpath  Putting single use cycle lanes between urban areas (not shared with other road users)  Setting up a network or roadside re-charging options for electric vehicles  Promoting electric vehicles through cross subsidisation - taxing petrol vehicles and subsidising electric vehicles  Abolish subsidies on all bus services where the bus is less than 25% full (i.e. most services) including fuel subsidy as well as subsidies to the bus companies	New Infrastructure, Upgrade Services, Technology, Not in the bid	BARN 1,2 DONC 1, DEAR 1,2,4, DONV 1,5,6
Better roads	Not in the bid	BARN 1, DONC 1, DEAR 1, DONV 1
Electric Bikes. Supporting Bike Buddy	Not in the bid	BEST 4
Increasingly banning on-street car parking to improve traffic flow, particularly on side roads, matched with more car parks, preferably underground.	Not in the bid	N/A
Smoother flow of traffic and more places to park to use to local shops.	Not in the bid	BARN 1, DONC 1, DEAR 1, DONV 1
Opening a link road from the M18 to Doncaster airport	Not in the bid	N/A
Improving the Midland Mainline An all weather dual carriageway from South Yorkshire to Manchester  Improving the freight line connectivity of Humberside/Grimsby to the east coast mainline		
less traffic altogether	Not in the bid	Whole Bid
Not sure	Not in the bid	N/A
Better train links to Leeds	Not in the bid	N/A
High speed rail links in the North, particularly between	Not in the bid	N/A

Leeds, Manchester and Sheffield.		
More accessible and cheaper parking closer to the city centre.	Not in the bid	N/A
It should be easier to travel between Sheffield and both Leeds and Manchester to help support businesses and the mobility of people. Both cities are difficult to travel to, either due to the volume of traffic on the roads, or the unattractive nature of public transport (be that due to a lack of seats going to Manchester, or poor journey times to Leeds).	Not in the bid	N/A
Congestion relief along arterial routes	Not in the bid	N/A
Not sure. very small contract with few team members needing cars to get around	Not in the bid	N/A
The widening of the tram, system to Barnsley & Rotherham, this would enable myself and family, friends to travel to Sheffield by public transport as opposed to the car	Not in the bid	N/A
To extend the supertram to the Northern part of the city.	Not in the bid	N/A
Better rail network between Sheffield and Leeds	Not in the bid	N/A
Expand the tram lines to more of the local small towns on the outskirts of Sheffield	Not in the bid	N/A
improving contact from Sheffield City Region to other commercial centres (Leeds, Manchester, London) as well as to local airports	Not in the bid	N/A
Creation of a tram hub at Advance Manufacturing Park and associated Enterprise Zone.	Not in the bid	N/A
Consider the comfort of public transport users - some bus companies use their oldest buses on the longest runs e.g. Sheffield to Dinnington. Please consider the older generation even though they have bus passes. We use public transport thus saving the environment.	Not in the bid	BEST 2
Light Railway	Not in the bid	N/A
Better quality roads bypassing residential areas	Not in the bid	N/A
Better traffic management to improve flow	Technology	BARN 1, DONC 1, DEAR 1, DONV 1
Traffic flow management into and within cities	Technology	BARN 1, DONC 1 DEAR 1, DONV 1
Improving broadband and other data communication systems to improve and enable more employees to work from home for a proportion of their work time. This would simply take traffic off the roads.	Technology	BARN 3, DONC 5, DEAR 6, DONV 7
Electric vehicle charging stations	Technology	BARN 3, DONC 5, DEAR 6, DONV 7
traffic management combined with flexible public transport system to take the pressure away at busy times	Technology	BARN 1, DONC 1, DEAR 1, DONV 1
My experience that people use car to travel in the area, therefore the best way to decrease carbon emissions is to use more carbon efficient fleets can have the biggest contribution	Technology	BARN 3, DONC 5, DEAR 6, DONV 7
Investment in and encouragement of remote working arrangements due to the long distances we have to	Technology	BARN 3, DONC 5, DEAR 6, DONV 7

travel to work day-to-day. The times that we don't have to be out and about could be utilised by staying at home instead of travelling into the office.		
Better connections from communities to Attercliffe as this has become the industrial hub of Sheffield	Upgrade Services	DONV 2,3,6
Evolving transport timetables to match shift patterns	Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 4
Improved Bus Lanes, Improved Park and Ride capacity at local rail stations	Upgrade Services	BARN 1, DONC 1, DEAR 1,4, DONV 1
Continuation of regular public transport, and to make it more affordable for a wider range of people. Networks need to be integrated, making it easier for people to transfer between different types of transport e.g. bus/tram/train.  Reduce time taken at bus stops - introduce a top-up card, like the London Oyster card, facilitating quicker journeys. Flat payment per journey or say within zones?  Repair the roads and improve the road infrastructure - stop closing roads and narrowing them to the benefit of the pedestrian - improve the through routes for the city. Make some of the small roads which were formerly farm tracks on the West side of the city for light traffic only.	Upgrade Services	N/A
EFFICIENT, CLEAN AND RELIABLE PUBLIC TRANSPORT OPERATING AT CONVENIENT TIMES.	Upgrade Services	BARN 1,4, DONC 1,4, DEAR 1,5, DONV 1,2,4
Better public transport to get workers from surrounding areas close to our Business on Shepcote lane	Upgrade Services	DONV 2
My staff would like Buses that run at times that help shift change in manufacturing businesses. Generally we are quite well served with Public Transport but they would like it so that buses sync with normal shift patterns in industrialised areas so that shifts changing at 1800 hrs do not always miss the 1755 bus and have a 50 min wait for the next one. This forces them onto cars when they would prefer to use a bus.	Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 2,4
At the moment the driving distance between my home and workplace is 15 minutes, but due to the fact that to get there by public transport I need to get two buses, it takes me an hour each way. This is not right. There should be more peripheral buses that go between suburbs and not via the city centre.	Upgrade Services	BARN 1, DONC 1, DEAR 1, DONV 1
Provide better transport links from residential areas to town centres where most work places are, rather than focusing on town centre to town centre, which seems to be the focus recently. I'm sick of hearing about new ways to travel from Rotherham to Sheffield, but the point that people have to travel to these centres first seems to be lost. Most people need to get to and from home to town centres, not from e.g. Rotherham to Sheffield centre and vice versa. Better out of town links would also benefit businesses growth, where office space is cheaper, but might not have the space to accommodate parking for all staff.	Upgrade Services	BARN 4, DONC 4, DEAR 3,5, DONV 2,3,4
more regular buses	Upgrade	BARN 4, DONC 4,

	Services	DEAR 5, DONV 2,4
improving bus journey times	Upgrade Services	BARN 1, DONC 1, DEAR 1, DONV 1
How about support public transport for people that work in shifts or unsocial hours? People have very little choice in this circumstance, and frankly may feel safer in a car.	Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 2,4
Better bus links.	Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 2,4
More transport improvements in local areas rather than just the key city areas. Not everyone commutes to the city to work. Also fare structures need looking at. More special deals for weekly /monthly tickets that can be used on all service providers and trains/trams, etc. If you cannot even afford to travel to work, what's the point?	Upgrade Services	BARN 1,4, DONC 1,4, DEAR 1,5, DONV 1,2,4
It is vital to have wider labour markets. Public Transport has to be provided for workers to get to their place of work.  The AMP is a classic example as the transport links other than by car are awful.  This will enable businesses to invest in other key areas for reducing emissions etc.	Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 2,4
Early & late bus services connecting industrial estates with residential centres (NOT interchanges)	Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 2,4
Improving bus journey times and regularity. Regular buses start too late and finish too early for many commuters.  Real time bus information in Sheffield isn't 'real' - the information that indicates a bus is due just disappears when it's obvious that the bus isn't going to turn up. It is unreliable and untrustworthy.  Integrated ticketing needed across south Yorkshire. I want to be able to buy a (good value) ticket on the bus that will allow me to travel by bus, train and tram. The daily pass that I buy in advance from the transport interchange ought to be available to buy on the bus. (I work part time so a weekly pass is not good value for me).	Upgrade Services	BARN 1,4, DONC 1,4 DEAR 1,5, DONV 2,4, BEST 2
Train and light rail (tram) as these modes will attract users whereas bus based schemes don't do to socio perceptive behaviours	Upgrade Services	N/A
I live and have a business in Sheffield. Public transport is too expensive. It's cheaper for me to drive to work than get the bus. Public transport can't compete if it is less pleasant, slower, less convenient *and* more expensive.  I live in Woodseats, and it costs over a fiver to get to town and back by bus. Clearly that's ridiculous - if the family goes it's over a tenner. Or about £1 plus parking in the car. Or £2 to go to Meadowhall by car. Four of us went to the Trafford Centre on Sunday. It cost less than if we'd gone 3 miles to Sheffield by bus. Is it any wonder the shops not in Meadowhall suffer and the buses are under used?	Upgrade Services	N/A

<p>We need a public transport culture. Elsewhere in Europe a monthly town pass is peanuts (£3 for three months when I lived in Czech Republic in 1997) and the trams ran like water. It would have been stupid to go by car in town, so no one did.</p> <p>I know prices are out of your control, but they are the issue. Public transport is an inferior good, so has to be cheap. Tell the government please.</p>		
<p>Joined-up, reasonably priced public transport options (city/area wide rickety validity as a standard rather than all operators with their own tickets) with easy transfers and express options for long routes. Reducing car commuters to leave roads freer for buses and business drivers.</p>	Upgrade Services	BEST 2,3,4,5,6
<p>* Retiming buses and trains so that you can use them in an integrated fashion rather than see them disappear just as you get off your previous mode of transport.</p> <p>* Reopen Sheffield Victoria station</p>	Upgrade Services	N/A
<p>Better connections to an from different places were work is e.g. better night time services from Manvers into Rotherham</p>	Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 2,4
<p>local reliable bus services that people can rely on to attend work, appointments or catch other connections when going on to other journeys</p>	Upgrade Services	BARN 1,4, DONC 1,4, DEAR 1,5, DONV 1,2,4
<p>Improving the routes of public transport links (e.g. so that journeys across the city are the most direct - not having to go via the city centre).</p> <p>Improving ticketing arrangements (similar to the Optio pilot) so that tickets can be used across different operators on the same route or getting around the City all day - Oyster card model.</p> <p>Improving information about all the different types of travel - so that car parking, park and ride, cycling, walking routes are altogether on line - using such as Google maps type technology etc.</p>	Upgrade Services	BEST 2,6
<p>Better public transport options. More buses available.</p>	Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 2,3,4
<p>More flexible public transport links;</p> <p>Subsidy support to employers not based in town centres to run their own shuttle bus services from train / bus stations;</p> <p>I don't feel that the purposes of the fund could address the chasm between the cost and convenience of travelling by car compared to the relatively higher cost for significantly less convenience to travelling by public transport. For a 1 bus journey from a city suburb to the city centre it took me 70 minutes each way door to door and cost £3.60 compared to a 20 minute car journey each way door to door and an estimated cost of £2.50. The bus journey was uncomfortable, hot and shared with raucous school children in the morning. However,</p>	Upgrade Services	BARN 3, DONC 5, DEAR 6, DONV 7

improvements to the capability and promoting of the use of working from home would negate the need to travel completely cutting carbon emissions completely, apart from maybe those used to heat the home and the slightly higher electricity use. I think a campaign and material improvements to the broadband network would provide a good return from an investment from the fund.		
It would be more beneficial that tram lines were extended to more locations so that I could use this facility.	Upgrade Services	N/A
I think Wider Labour Markets. In my Ward there is a lot of Villages whose residents are unable to catch any bus to go to work or return home at night. One bus a day is no use to them so all homes have at least one car.	Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 2,4
Public transport services geared to getting staff to work at shift start times	Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 2,4
Extending the park and ride car parks further up the Stocksbridge valley and adding more link buses between 7-00 and 9.30 and 5.00 - 7.00. Extending the link bus timetable beyond 7pm to 11pm on all routes it applies to.	Upgrade Services	DONV 4
Good public transport links, especially local buses.	Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 2,3,4
Investment which reduced the costs of transport to businesses - both in employees travel to work (which would increase the range of staff available to a business) and in their operations. Measures to reduce fuel and other operating costs and the time spent in congestion.	Upgrade Services	BARN 1,2,3,4, DONC 1,4,5, DEAR 1,2,3,4,5,6, DONV 1,2,3,4,5,6,7, BEST (All)
Connecting more residential areas to affordable public transport. The Supertram park & ride for example is virtually the same cost as driving and parking in town and takes much longer. The only way more people will use public transport is to make it more affordable and connect it more widely from residential areas to businesses. Encouraging more businesses to locate out of city locations would ease traffic management and also strain on key public transport routes. This doesn't mean however putting them all on a business park where the only possible option is to drive to them.	Upgrade Services	BARN 4, DONC 4, DEAR 5, DONV 2,4
In our area there are many businesses but public transport is not available to some of the population. Businesses are located in rural areas and often require shift work. Potential employees in these areas however are limited to travelling by public transport which is not available at certain times. This means these jobs cannot be filled unless the employee has a car.  Better planning and use of roads by local authorities to prevent bottle necking of traffic approaching towns centres would also help reduce congestion.  More availability of safe cycle routes would also encourage people to bike to work. By safe I mean not a silly line painted on the road that puts both car and cyclist at risk of accident.	Upgrade Services	BARN 1,2,4, DONC 1,4, DEAR 1,2,3,4,5, DONV 1,2,3,4,5,6

Improving public transport links into Barnsley.	Upgrade Services	BARN 1,4
There should be focus on people travelling to and from work as well as those commuting. Making it more effective for them to get to their place of work in an efficient and effective manner.	Upgrade Services	BEST 2
Transport from residential areas to places of economic growth	Upgrade Services	BARN 1,2,4, DONC 1,4, DEAR 1,2,3,4,5, DONV 1,2,3,4,5,6
wider labour markets	Upgrade Services	BARN 2,4, DONC 2,3,4, DEAR 2,3,4,5, DONV 2,4,5,6, BEST (All)
Better connectivity between public transport types (bus, tram, rail) and through ticketing (e.g. so visitor arriving at railway station does not have to pay extra £1.50 for 3 stops on the tram to Cathedral)	Upgrade Services	N/A
Improving journey times and making public transport more regular and accessible from a wider area	Upgrade Services	BARN 1,4, DONC 1,4, DEAR 1,5, DONV 1,4
Sustainable commuting	Upgrade Services	BEST (All)
More frequent public transport, which is cheaper.	Upgrade Services	BARN 4, DONC 4, DEAR 4, DONV 2,4, BEST 2
Congestion is the main problem in my area and so encouraging people to use their cars less and providing more bus route options would probably be the most effective	Upgrade Services	BARN 4, DONC 4, DEAR 4, DONV 2,4
More regular bus services	Upgrade Services	BARN 4, DONC 4, DEAR 4, DONV 2,4
more reliable public transport with more bus lanes and access to tram	Upgrade Services	BARN 1, DONC 1, DEAR 1, DONV 1, 3
More bus routes / times for travel between Wickersley and Sheffield	Upgrade Services	N/A
Better buses	Upgrade Services	BARN 1,4, DONC 1,4, DEAR 1,
wider labour markets	Upgrade Services	BARN 2,4, DONC 2,3,4, DEAR 2,3,4,5, DONV 2,4,5,6, BEST (All)
Improvements to public transport ticketing interoperability, routing and service frequency.	Upgrade Services	BARN 1, DONC 1, DEAR 1, DONV 1
Improving the busses running locally, closer tram stops or easier access to them.	Upgrade Services	BARN 1, DONC 1, DEAR 1, DONV 1, 3
Better Sunday Services and better links from Maltby to Sheffield for Shift Workers	Upgrade Services	N/A
Improving journey reliability in all forms of transport	Upgrade Services	BARN 1, DONC 1, DEAR 1, DONV 1
Ensuring there are effective travel connections to business centres throughout the region.	Upgrade Services	BARN 1,2,4, DONC 1,4, DEAR 1,2,3,4,5, DONV 1,2,3,4,5,6
Free bicycles; Car sharing systems; Subsidised public transport; integrated walk, bike, train, tram, bus, taxi booking system with carbon miles displayed to help	Upgrade Services, Not in bid, information,	BEST (All)

choice decisions	technology	
Increased free parking out of town and reliable transport links.	Upgrade Services, Not in bid	N/A
Transport Links to Business Estates. Promotions at Park & Ride Stations. Ticketing Links between GMPTE area and SYPTE area	Upgrade Services, Not in bid	DEAR 3
Extend Supertram, more buses	Upgrade Services, not in bid	BARN 4, DONC 4, DEAR 5, DONV 2,4
<p>Congestion is a major issue in Sheffield, traffic management to help flow of traffic, supported by fast and reliable transport links.</p> <p>Overcrowding on public transport - some trains are ridiculous so much so not everyone can get on transport. Trains impacted are those linking the major cities in the north.</p> <p>Affordable travel - people need to be able to afford to travel to work if have economic growth. The balance is wrong when it is cheaper to drive to work than to travel on public transport.</p>	Upgrade Services, Technology	BARN 1, DONC 1, DEAR 1, DONV 1

## 5. CONCLUSION

Consultation with businesses and other partners has been central to the development of the South Yorkshire LSTF bid. Throughout the process, we have worked extensively to ensure a wide range of organisations have been engaged in the process and helped to develop solutions to the problems faced in South Yorkshire.

The consultation has allowed our team to **understand the most significant growth constraints** in the investment corridors defined in the main bid document. It has also allowed us to match these constraints to the objectives we have set and identify potential solutions that can be delivered within the funding timescale.

At the earlier stage, consultation helped us determine which schemes were more suitable for early delivery and therefore most likely to be successful in our “key component” submission. More recently, in developing our full bid, we have gained strong buy-in from an even wider range of partners, drawn from the business, commercial and voluntary sectors wherever possible, as well as including statutory bodies. A key role that is in common to all partners is assisting in the careful targeting of our interventions and the **exact identification of businesses, individuals and places with the highest chances of benefiting from this programme**. The feedback we received helped to prioritise our solutions to identify those schemes that are most likely to have a significant impact in addressing the growth constraints.

The consultation undertaken for the full Business Case has provided us with vital evidence to support the development of the bid. Our stakeholders have provided inputs to strengthen the deliverability of the proposed programme and have been involved, for example, in **specifying delivery roles and partnership arrangements, which are now described in the Management Case** of the main bid document. Results from the second workshop also allowed us to identify those schemes with the highest level of local commitment, and this formed part of the advanced prioritising process described in Annex 4.

Our stakeholders helped us agree that activities involving training, marketing, engagement and travel planning need to form a **single coordinated project, containing a range of services with integrated management**. This has led to the creation of our Business and Employer Sustainability Toolbox (BEST), described in the main bid document.

Following these discussions with a range of partners and stakeholders, we are confident that the correct solutions have been included in the final form of our LSTF programme. We are also confident that our partnership demonstrates **a level of enthusiasm about achieving green growth which will not be found elsewhere**.

