

# STAGE 1 PUBLIC CONSULTATION

## DIDCOT LCWIP

### STAGE 1 PUBLIC CONSULTATION – TECHNICAL NOTE



# DIDCOT LCWIP – STAGE 1 PUBLIC CONSULTATION

## IDENTIFICATION TABLE

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<b>Study</b>	Stage 1 Public Consultation
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## APPROVAL

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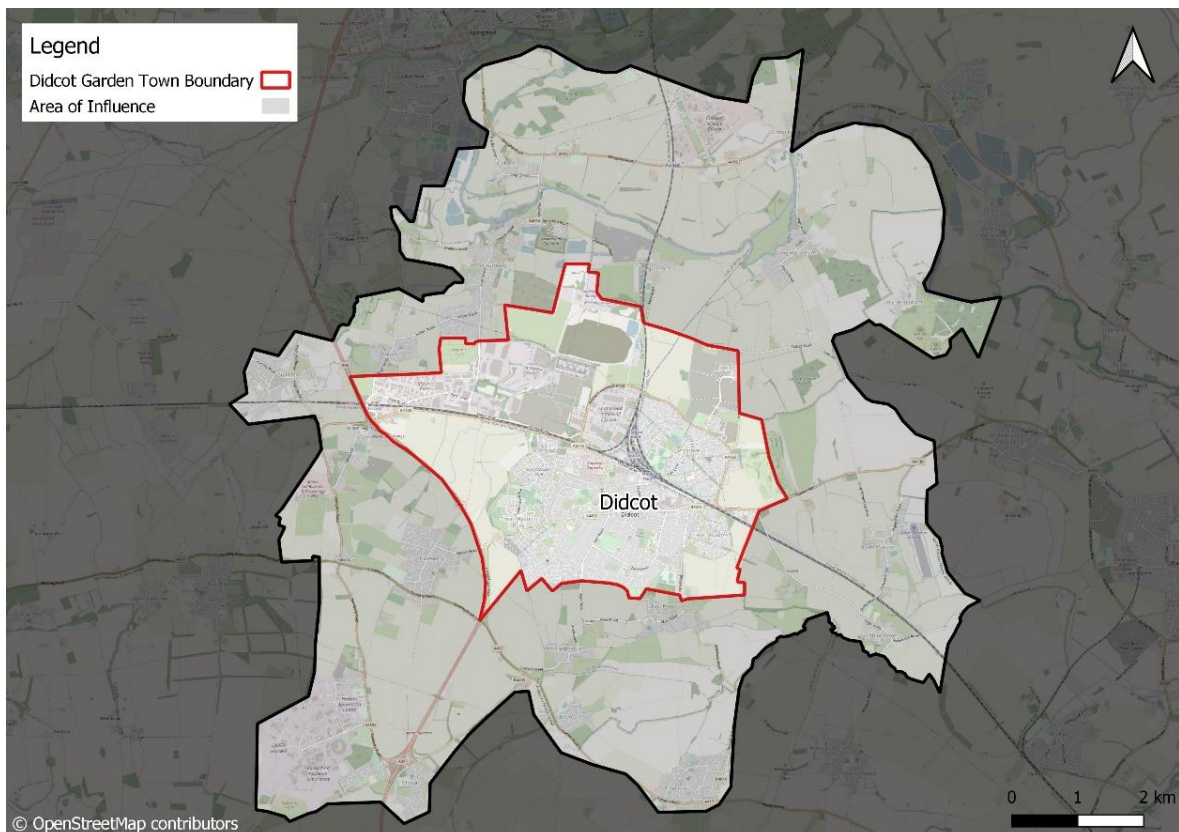
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# 1. INTRODUCTION

## 1.1 Project Background

- 1.1.1 In 2017, the Government published its first Cycling and Walking Investment Strategy. The Strategy set out the Government’s ambition to make walking and cycling the natural choices for shorter journeys, or as part of a longer journey.
- 1.1.2 As part of The Strategy, Local Cycling and Walking Infrastructure Plans (LCWIPs) are a way of identifying cycling and walking improvements required locally. LCWIPs form a vital part of the Government’s strategy to increase the number of trips made on foot or by cycle.
- 1.1.3 South Oxfordshire District Council (SODC) and Vale of White Horse District Council (VWHDC) have commissioned SYSTRA, an independent transport consultancy, to develop a LCWIP for Didcot.
- 1.1.4 This LCWIP will focus on the ‘Didcot Garden Town Masterplan Boundary’. Consideration will also be given to the connection of cycling and walking routes to the wider area and villages. These villages are Milton, Steventon, Harwell, Upton, West Hagbourne, East Hagbourne, Blewbury, South Moreton, North Moreton, Little Wittenham, Chilton, Long Wittenham, Appleford, Culham, Clifton Hampden and Sutton Courtenay.

**Figure 1. Didcot LCWIP area of interest**



## 1.2 Community engagement

- 1.2.1 Engagement with communities and stakeholders is essential for developing a strong, connected cycling and walking network.
- 1.2.2 The stakeholder engagement for this project includes ongoing discussions and workshop sessions with Council Officers and Members, Parish Councils, Residents, Local Bicycle User Groups and Walking Groups, and representatives from organisations promoting sustainable travel.
- 1.2.3 The wider community engagement for this project will include two stages of consultation, both undertaken using an interactive online tool called Placechangers.
- Part A: an open-feedback exercise, allowing respondents to leave comments regarding walking and cycling within any location within the Didcot LCWIP area. This stage will open at 00:00 on Monday 27 February and close on 23:59 Sunday 19 March 2023.
  - Part B: following the collection of comments from Part A, this second stage will provide the opportunity to feedback on specific designs, locations and priority improvements.
- 1.2.4 The feedback collected by SYSTRA through all the engagement on this project will help build a more detailed understanding of the areas where cycling and walking infrastructure could be changed or improved. This in turn will inform the development of the LCWIP.
- 1.2.5 The purpose of this technical note is to outline the methodology for an online public consultation as part of developing the Didcot LCWIP.

## 2. METHODOLOGY

### 2.1 Obtaining respondent feedback

2.1.1 To obtain feedback from respondents, an interactive online tool called Placechangers was used to aid the data collection. Placechangers allows respondents to drop pins into maps, and provide comment on specific proposals and visualisations once more detailed plans are developed.

2.1.2 The consultation materials were designed collaboratively between SYSTRA, SODC and VWHDC.

2.1.3 The first consultation stage was open from Monday 27<sup>th</sup> February to Sunday 19<sup>th</sup> March 2023. The second consultation stage is anticipated to go live from May 2023, once the feedback from the first stage of consultation has been reviewed, and more detailed proposals have been developed.

2.1.4 Respondents were presented with an introductory page, which gave details regarding:

- Why the LCWIP was being developed;
- The geographic area of interest for the project;
- The timescales for each stage of the public consultation;
- Data protection information, including privacy policies for SODC and VWHDC; and
- A guide for how respondents could provide feedback.

2.1.5 For the first consultation stage, respondents were subsequently directed to the interactive map, where they could drop pins in any location within the Didcot LCWIP area of interest. To aid the interpretation of comments, respondents were asked to classify their comments into one of three categories:

- Comments on cycling;
- Comments on walking; or
- General comments on maintenance issues.

2.1.6 Once respondents had provided their comments, they were asked to provide some demographic details about themselves, to provide an understanding of the sample profile of those responding to the consultation. Respondents were under no obligation to complete these demographic questions, and could skip them if they wished.

2.1.7 In addition to the Placechangers consultation (the primary method for collating feedback), a handful of respondents submitted feedback via email or through document attachments. This feedback has also been incorporated into the analysis recorded in this document.

### 2.2 Promotion of the consultation

2.2.1 The first consultation stage was promoted through various channels to maximise the response rates, to ensure that a wide range of people had the opportunity to provide their views on walking and cycling within the study area of interest. These channels included:

- The Councils' social media platforms;

- These channels gained a lot of traction, with the link to the Placechangers site subsequently being shared by residents; local interest groups; Milton Park; and the Harwell Science Campus.
- Steering group members sharing the hyperlink and promoting the consultation through their communications platforms;
- The Councils' SVBS team, to promote responses from businesses;
- LinkedIn; and
- The Oxford Mail newspaper.

## 2.3 Analysis and Reporting

2.3.1 For open (qualitative) responses, SYSTRA's approach was to code (assign a broad theme to comments) based solely on what the responses stated, and not to interpret or assess whether their comments were valid. This was to ensure that the process of coding was as objective as possible. This process of coding helps to categorise a broad range of comments and suggestions a more succinct list of core items.

2.3.2 In addition to the summary of themes, SYSTRA granted access to SODC and VWHDC to the analysis dashboard within Placechangers, allowing them to view more detailed comments provided by respondents.

2.3.3 As with all analysis of qualitative data, it should be noted that:

- The views and opinions reported are the views and perceptions of respondents and are not necessarily factually correct;
- Qualitative data, particularly in instances where the sample is self-selecting, does not provide a statistically representative sample. Instead, it ensures the views and opinions of different types of people are heard; and
- Whilst SYSTRA provides numbers to illustrate the prevalence of each sentiment, this engagement process cannot be seen as a 'vote' and we do not attempt to draw conclusions about what the 'best' suggestion might be, based on the number of people offering positive or negative comments about a particular suggestion.

2.3.4 The analysis reported within this technical note has been produced to provide a high-level summary of the key themes arising from the first stage of consultation feedback, and is therefore a broad overview of the key findings. A detailed breakdown of the full comments and individualised sentiments for each pinpointed location is available to view within the Placechangers online tool, which SYSTRA has granted moderator access to for the client.

## 2.4 Profile of Participants

2.4.1 A total of 400 people responded to the consultation. A good spread of responses was received across different age groups, sex, and disability status. The ethnic profile of the sample was heavily comprised of white ethnicities. The full demographic characteristics of the consultation sample are provided in **Appendix A**.



### 3. STAGE 1 PLACECHANGERS CONSULTATION RESULTS

#### 3.1 Comments on cycling

3.1.1 925 comments labelled by respondents as being related to cycling were submitted using the Placechangers tool. Overall, the themes raised by respondents could be classified into the following groups, sorted in descending order of prevalence by number of individual comments:

- Comments on cycle routes – 615;
- Cyclist safety – 141;
- Crossings for cyclists – 58;
- Maintenance of cycle infrastructure – 32;
- Amendments to the road network – 32;
- Comments on the physical environment – 27;
- Accessibility – 18; and
- Unspecific comments on cycling – 2.

3.1.2 Within these overall themes, sub-themes were captured to provide additional detail around the specific types of comments being made. Table 1 below includes the full list of codes applied to the Stage 1 Placechangers consultation data for cycling, with the codes sorted in descending order of prevalence by number of individual comments.

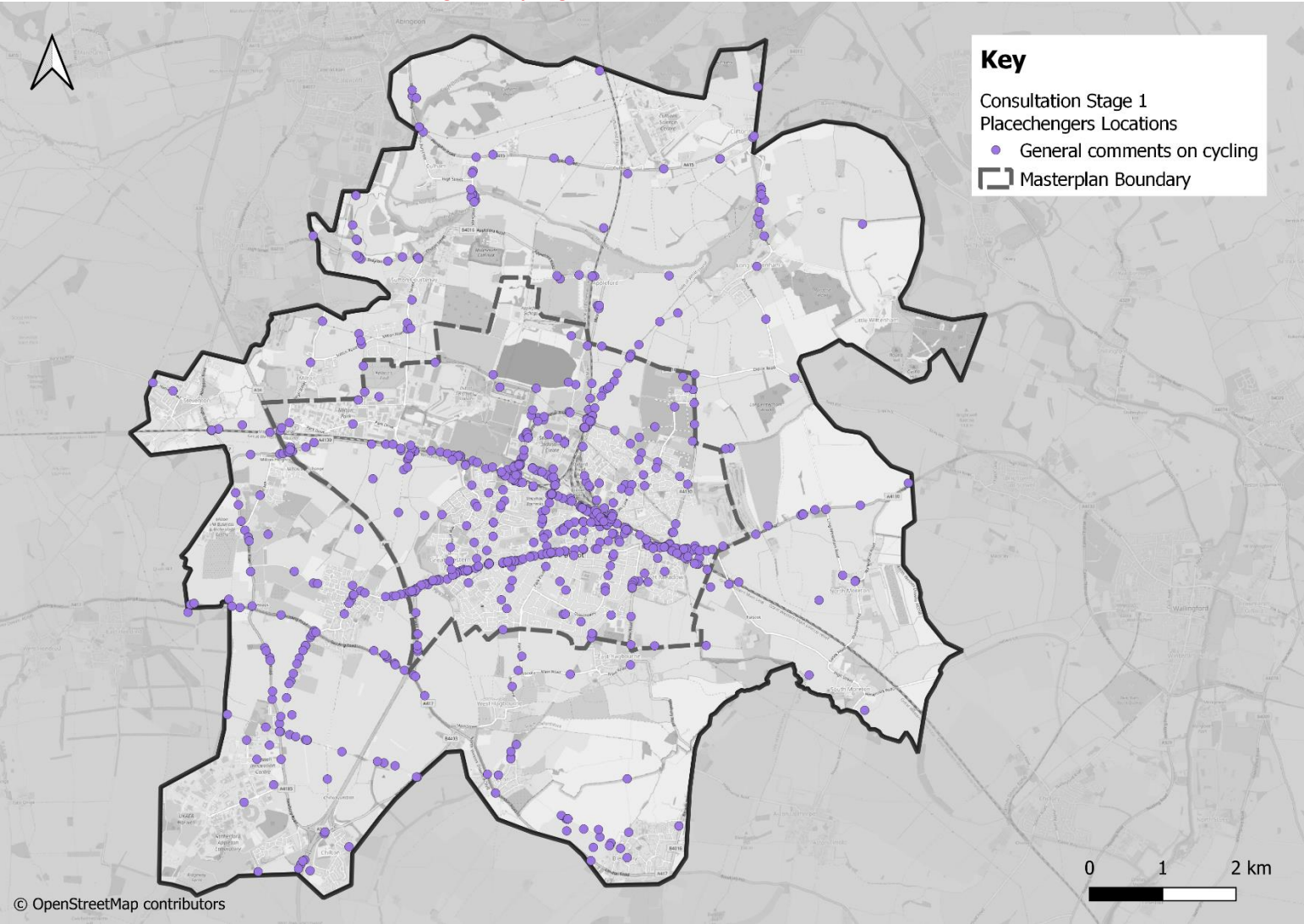
**Table 1. Stage 1 Placechangers comments on cycling**

Theme	Comments
Cycle routes - add segregated cycle path/cycle track	148
Cycle routes - improve surface	92
Cycle routes - officially designate existing walkway as cycle/shared path	53
Cycle routes - more direct routes to popular locations/follow desire lines	50
Cycle routes - extend/ connect existing routes	47
Cycle routes - cyclist priority	33
Cycle routes - improve roundabout	31
Safety - narrow cycle lanes	28
Crossings - new crossing	26
Cycle routes - add on-road cycle lane	26
Cycle routes - add/improve lighting	25
Crossings - improve crossing	24
Roads - reduce speed limit/traffic calming	23
Safety - poor visibility	22
Cycle routes - improve junction design	20
Cycle routes - widen shared use cycle & pedestrian path	19
Physical environment - better signage/wayfinding	19
Cycle routes - widen cycle lane/cycle path	18
Safety - vehicle speeds too fast	17
Maintenance - repair surfaces	16

Safety - illegal/dangerous parking	16
Cycle routes - existing good example	14
Safety - HGVs/buses/other large vehicles	14
Cycle routes - introduce two-way routes	13
Cycle routes - add dropped kerb	10
Safety - debris on cycle paths/lanes	10
Safety - traffic too heavy	10
Accessibility - cycle parking/ hire location	9
Maintenance - clear overgrown bushes/trees that block routes/reduce sight lines	9
Safety - proximity to traffic	9
Crossings - crossings easier/quicker to use/on desire lines	8
Accessibility - improve cycle parking quality	7
Cycle routes - too steep/need ramps	7
Maintenance - surfaces need cleaning/sweeping/clearing	7
Physical environment - flooding	6
Cycle routes - remove obstacles	5
Roads - improve sightlines/reduce blind spots	5
Safety - injury to user/damage to cycle	4
Safety - bridge too small	3
Safety - cycle theft	3
Safety - more enforcement	3
Roads- cyclists using road instead of cycle lanes	2
Safety - have no cycle zones	2
Unspecific comment on cycling	2
Accessibility - improve ability to take cycles on trains	1
Accessibility - upgrade paths before development is built	1
Cycle routes - add bike ramps	1
Cycle routes - better promotion of routes	1
Cycle routes - have footpath and cycle path at different heights	1
Cycle routes - reduce congestion/too crowded	1
Physical environment - cycle path should not cede access to the drainage basin	1
Physical environment - do not add lights in rural area	1
Roads - increase capacity for motor vehicles	1
Roads - remove bridge	1

3.1.3 The locations of labels with comments around cycling are shown in Figure 2.

Figure 2. Cycling Comments Locations



### 3.2 Comments on walking

3.2.1 386 comments labelled by respondents as being related to walking were submitted using the Placechangers tool. Overall, the themes raised by respondents could be classified into the following groups, sorted in descending order of prevalence by number of individual comments:

- Comments on walkways – 180;
- Crossings for pedestrians – 80;
- Pedestrian safety – 45;
- Maintenance of walking infrastructure – 36;
- Amendments to the road network – 21;
- Comments on the physical environment – 13;
- Accessibility – 6; and
- Unspecific comments on walking – 5.

3.2.2 Within these overall themes, sub-themes were captured to provide additional detail around the specific types of comments being made. Table 2 below includes the full list of codes applied to the Stage 1 Placechangers consultation data for walking, with the codes sorted in descending order of prevalence by number of individual comments.

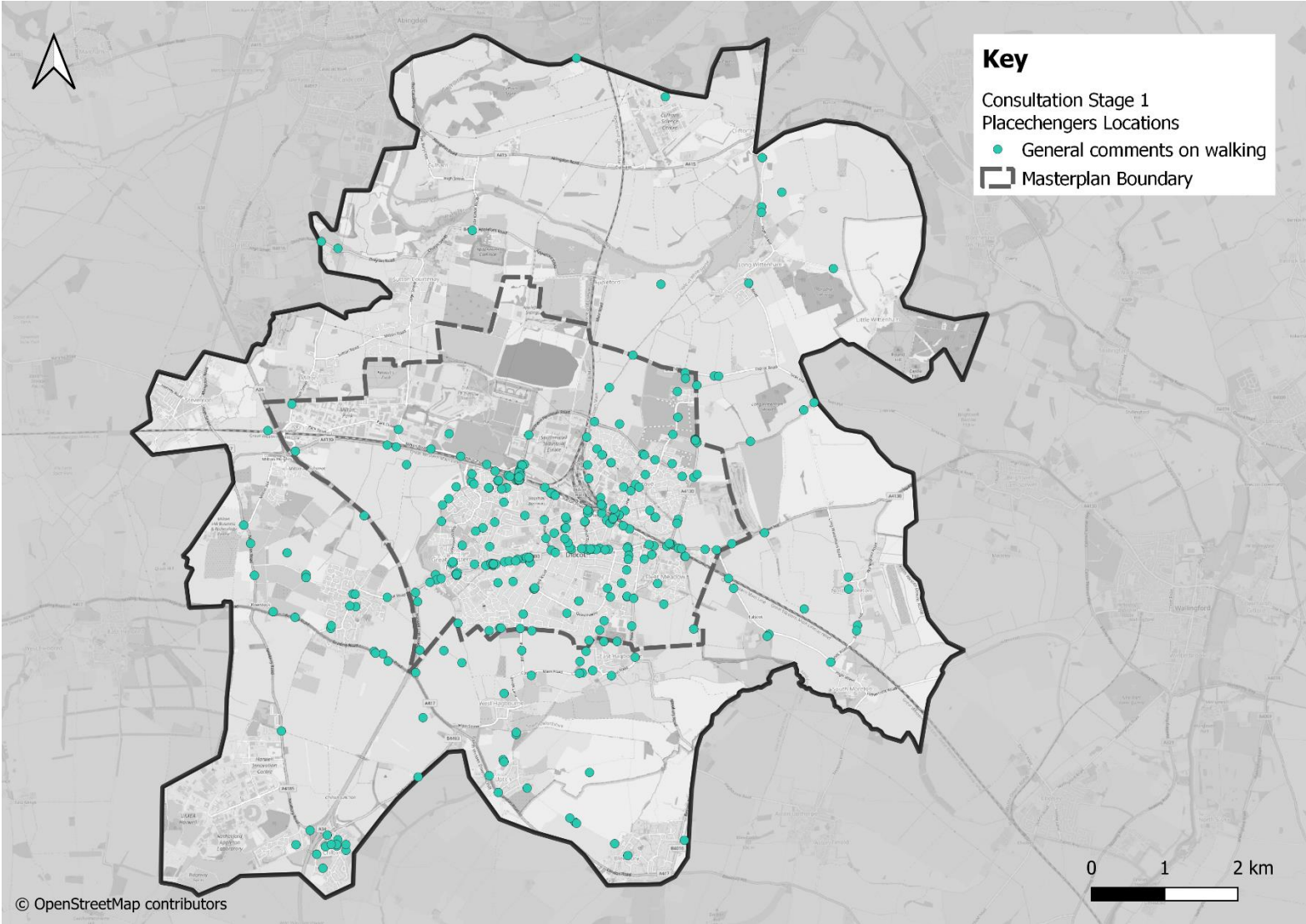
**Table 2. Stage 1 Placechangers comments on walking**

Theme	Comments
Walkways - new pavement/path	70
Crossings - new crossing	49
Crossings - improve crossing	27
Walkways - extend/connect existing walkways	26
Walkways - wider pavement	16
Safety - illegal/dangerous parking	15
Maintenance - repair surfaces	14
Walkways - improve surface	14
Walkways - more direct routes to popular locations/follow desire lines	14
Maintenance - clear overgrown bushes/trees that block routes/reduce sight lines	13
Walkways - add/improve lighting	12
Safety - vehicle speeds too fast	10
Roads - reduce speed limit/traffic calming	9
Accessibility - unsuitable for buggies/wheelchairs/infirm	6
Physical environment - reduce dog fouling/litter/public urination	6
Roads - close 'rat runs'	6
Walkways - new bridge/tunnel/underpass	6
Maintenance - surfaces need cleaning/sweeping/clearing	5
Safety - hazardous junctions	5
Safety - slippery surface	5
Unspecific comment on walking	5
Walkways - new access point to specific locations	5

Crossings - crossings easier/quicker to use/on desire lines	4
Maintenance - resolve flooding issue	4
Roads - remove shared spaces (blended road and pavement)	4
Safety - dangerous interactions between cyclists and pedestrians	4
Walkways - add dropped curb at crossing place	4
Walkways - pedestrian priority	4
Physical environment - make more pleasant	3
Physical environment - add greenery	2
Safety - design is unsafe/dangerous	2
Safety - proximity to traffic	2
Safety - spaces feel unsafe/attract anti-social behaviour/crime	2
Walkways - enforcement of single use paths	2
Walkways - establish right of way for pedestrians	2
Walkways - positive comment	2
Physical environment - improve air quality/reduce pollution	1
Physical environment - make more people-friendly/less car-focused	1
Roads - narrow/close junctions	1
Roads - provide parking spaces on the road	1
Walkways - new signage needed	1
Walkways - reduce pedestrian congestion/walkway too crowded	1
Walkways - run through private land	1

3.2.3 The locations of labels with comments around walking are shown in Figure 3.

Figure 3. Walking Comments Locations



### 3.3 Comments on general maintenance issues

3.3.1 386 comments labelled by respondents as being related to general maintenance issues were submitted using the Placechangers tool. Overall, the themes raised by respondents could be classified into the following groups, sorted in descending order of prevalence by number of individual comments:

- General comments on maintenance – 162;
- Comments on cycle routes – 25;
- Comments on walkways – 17;
- Amendments to the road network – 13;
- Comments on crossings – 4;
- Comments on safety issues – 4;
- Comments on the physical environment – 2; and
- Comments on unspecified surfaces – 1.

3.3.2 Within these overall themes, sub-themes were captured to provide additional detail around the specific types of comments being made. Table 3 below includes the full list of codes applied to the Stage 1 Placechangers consultation data for general maintenance issues, with the codes sorted in descending order of prevalence by number of individual comments.

**Table 3. Stage 1 Placechangers comments on general maintenance issues**

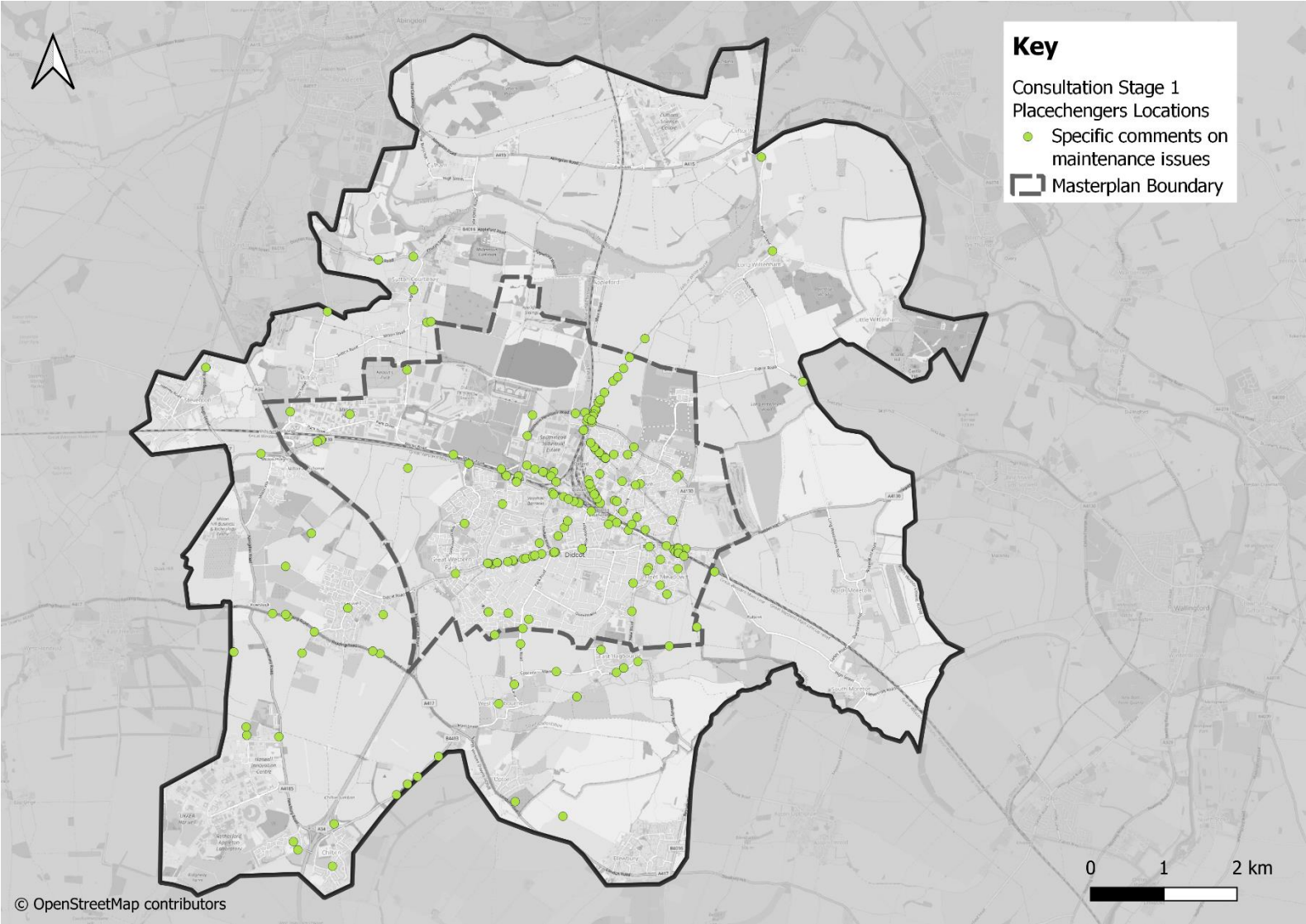
Theme	Comments
Maintenance - repair surfaces	99
Maintenance - clear overgrown bushes/trees that block routes/reduce sight lines	28
Cycle routes - improve surface	12
Maintenance - surfaces need cleaning/sweeping/clearing	12
Walkways - improve surface	10
Maintenance - drainage/flooding	8
Maintenance - fix lighting	5
Crossings - new crossing	3
Cycle routes - add/improve lighting	3
Cycle routes - add on-road cycle lane	3
Maintenance - fix fencing/safety barrier	3
Maintenance - fix signage	3
Maintenance - repaint markings	3
Roads - improve sightlines/reduce blind spots	3
Roads - reduce speed limit/traffic calming	3
Walkways - add/improve lighting	3
Cycle routes - add dropped curb	2
Cycle routes - add segregated cycle path/cycle track	2
Roads - move bus gate/bus station	2
Roads - remove speed limit	2
Safety - illegal/dangerous parking	2

Walkways - new pavement/path	2
Crossings - improve crossing	1
Cycle routes - create shared use cycle & walking highway	1
Cycle routes - introduce two-way routes	1
Cycle routes - widen shared use cycle & pedestrian path	1
Maintenance - cycle storage	1
Physical environment - add play spaces for children	1
Physical environment - make more pleasant	1
Roads - close 'rat runs'	1
Roads - increase capacity for motor vehicles	1
Roads - remove parking	1
Safety - design is unsafe/dangerous	1
Safety - spaces feel unsafe/attract anti-social behaviour/crime	1
Surfaces - damage to vehicles	1
Walkways - establish right of way for pedestrians	1
Walkways - wider pavement	1

3.3.3 The locations of labels with comments concerning general maintenance are shown in Figure 4Figure 3.



Figure 4. General Maintenance Comments Locations



## 4. STAGE 1 OTHER RESPONSES RESULTS

### 4.1 Responses from other channels

4.1.1 In addition to the feedback received through Placechangers, several respondents to the consultation submitted free-form responses via email. These responses were coded largely into similar categories as the feedback received through Placechangers, but are presented separately due to the different feedback channel used.

4.1.2 120 comments were responded to by respondents through other channels. Overall, the themes raised by respondents could be classified into the following groups, sorted in descending order of prevalence by number of individual comments:

- Comments on walkways – 37;
- Comments on cycle routes – 33;
- Comments on the physical environment – 10;
- General comments on maintenance – 10;
- Comments on crossings – 8;
- Comments on safety issues – 5;
- Considering all types of users – 4;
- Amendments to the road network – 4;
- Ensuring active travel networks are integrated – 3;
- Comments on equestrians – 3;
- Accessibility – 2; and
- Ensure ongoing consultation – 1.

4.1.3 Within these overall themes, sub-themes were captured to provide additional detail around the specific types of comments being made. Table 3 below includes the full list of codes applied to the Stage 1 Placechangers consultation data for general maintenance issues, with the codes sorted in descending order of prevalence by number of individual comments.

**Table 4. Stage 1 comments from other channels**

Theme	Comments
Walkways - improve surface	13
Walkways - wider pavement	13
Physical environment - better signage/wayfinding	8
Cycle routes - officially designate existing walkway as cycle/shared path	7
Maintenance - repair surfaces	7
Crossings - improve crossing	5
Cycle routes - add segregated cycle path/cycle track	5
Cycle routes - widen shared use cycle & pedestrian path	5
Cycle routes - extend/ connect existing routes	4
Roads - reduce speed limit/traffic calming	4
Walkways - new pavement/path	4
Crossings - new crossing	3
Cycle routes - improve surface	3

Cycle routes - too steep/need ramps	3
Maintenance - clear overgrown bushes/trees that block routes/reduce sight lines	2
Safety - design is unsafe/dangerous	2
Safety - HGVs/buses/other large vehicles	2
Walkways - add fence/safety barrier	2
Accessibility - cycle parking/ hire location	1
Accessibility - improve ramp	1
Build integrated networks - across local authorities	1
Build integrated networks - between new and existing rights of way	1
Build integrated networks - clear signage/mapping	1
Consider all types of users - Bridges	1
Consider all types of users - Crossings	1
Consider all types of users - Cycle routes	1
Consider all types of users - Walking routes	1
Cycle routes - consider numbers of cyclists	1
Cycle routes - improve safety	1
Cycle routes - more direct routes to popular locations/follow desire lines	1
Cycle routes - remove obstacles	1
Cycle routes - widen cycle lane/cycle path	1
Cycle routes - Realign existing cycle path	1
Ensure ongoing consultation	1
Equestrians - access between urban and rural areas	1
Equestrians - benefit from reduced vehicle access	1
Equestrians - provide segregation from vehicles	1
Maintenance - resolve flooding issue	1
Maintenance - surfaces need cleaning/sweeping/clearing	1
Physical environment - add greenery	1
Physical environment - make more pleasant	1
Safety - vehicle speeds too fast	1
Walkways - improve safety	1
Walkways - add/improve lighting	1
Walkways - more direct routes to popular locations/follow desire lines	1
Walkways - new access point to specific locations	1
Walkways - new bridge/tunnel/underpass	1

## 5. STAGE 1 SUMMARY AND NEXT STAGES

### 5.1 Summary of Stage 1 key themes

5.1.1 Overall, this technical note presents the broad themes and sub-themes from a high-level coding exercise undertaken on the responses received to the Didcot LCWIP Stage 1 consultation exercise. This technical note supports the full detailed breakdown of individual sentiments allocated to specifically pinpointed locations on a map, which is available to view through the Placechangers online tool.

5.1.2 In summary, the number of responses under each topic area, and the key themes within each of the topic areas were as follows:

#### ***Comments on cycling***

- Top three themes:
  - Comments on cycle routes (615 comments);
  - Cyclist safety (141); and
  - Crossings for cyclists (58).
- Top five codes:
  - Cycle routes - add segregated cycle path/cycle track (148);
  - Cycle routes - improve surface (92);
  - Cycle routes - officially designate existing walkway as cycle/shared path (53);
  - Cycle routes - more direct routes to popular locations/follow desire line (50); and
  - Cycle routes - extend/ connect existing routes (47).

#### ***Comments on walking***

- Top three themes:
  - Comments on walkways (180);
  - Crossings for pedestrians (80); and
  - Pedestrian safety (45).
- Top five codes:
  - Walkways - new pavement/path (70);
  - Crossings - new crossing (49);
  - Crossings - improve crossing (27);
  - Walkways - extend/connect existing walkways (26); and
  - Walkways - wider pavement (16).

#### ***Comments on general maintenance issues***

- Top three themes:
  - General comments on maintenance (162);
  - Comments on cycle routes (25); and

- Comments on walkways (17).
- Top five codes:
  - Maintenance - repair surfaces (99);
  - Maintenance - clear overgrown bushes/trees that block routes/reduce sight lines (28);
  - Cycle routes - improve surface (12);
  - Maintenance - surfaces need cleaning/sweeping/clearing (12); and
  - Walkways - improve surface (10).

***Comments received from other channels***

- Top three themes:
  - Comments on walkways (37);
  - Comments on cycle routes (33); and
  - Comments on the physical environment and General comments on maintenance (10).
- Top five codes:
  - Walkways - improve surface (13);
  - Walkways - wider pavement (13);
  - Physical environment - better signage/wayfinding (8);
  - Cycle routes - officially designate existing walkway as cycle/shared path (7); and
  - Maintenance - repair surfaces (7).

5.1.3 The next stage of the Didcot LCWIP commission will be for the SYSTRA technical team to review the consultation responses alongside the previous data reviews they have undertaken, and begin to develop a sub-set of proposals for further consultation with the public in Summer 2023.

## Appendix A – Didcot LCWIP Consultation Demographic Profile of Respondents

Table 1. Age

Theme	Count	Percent
16-24	13	3%
25-34	71	18%
35-44	94	24%
45-54	67	17%
55-64	56	14%
65-74	26	7%
75+	7	2%
Prefer not to say	66	17%
<b>Base</b>	<b>400</b>	<b>100%</b>

Table 2. Sex

Theme	Count	Percent
Female	103	26%
Male	185	46%
Prefer not to say	112	28%
<b>Base</b>	<b>400</b>	<b>100%</b>

Table 3. Ethnic Group

Theme	Count	Percent
Asian or Asian British - Indian	4	1%
Mixed/Multiple Ethnic Groups - Any other Mixed/Multiple background	1	0%
Mixed/Multiple Ethnic Groups - White and Asian	2	1%
Mixed/Multiple Ethnic Groups - White and Black African	1	0%
Other Ethnic Group - Other	4	1%
Prefer not to say	105	26%
White - Any other White background	20	5%
White - English, Welsh, Scottish, Northern Irish, British	262	66%
White - Irish	1	0%
<b>Base</b>	<b>400</b>	<b>100%</b>

**Table 4. Disability identified**

Theme	Comments	Percent
Yes	41	10%
No	250	63%
Prefer not to say	109	27%
<b>Base</b>	<b>400</b>	<b>100%</b>

**Table 5. Condition or disability impacting day to day activity**

Theme	Count	Percent
Yes, a lot	3	1%
Yes, a little	44	11%
Not at all	252	63%
Prefer not to say	101	25%
<b>Base</b>	<b>400</b>	<b>100%</b>

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**Other locations:**

**France:**

Bordeaux, Lille, Lyon, Marseille, Paris

**Northern Europe:**

Astana, Copenhagen, Kiev, London, Moscow, Riga, Wroclaw

**Southern Europe & Mediterranean: Algiers, Baku, Bucharest,**

Madrid, Rabat, Rome, Sofia, Tunis

**Middle East:**

Cairo, Dubai, Riyadh

**Asia Pacific:**

Bangkok, Beijing, Brisbane, Delhi, Hanoi, Hong Kong, Manila,  
Seoul, Shanghai, Singapore, Shenzhen, Taipei

**Africa:**

Abidjan, Douala, Johannesburg, Kinshasa, Libreville, Nairobi

**Latin America:**

Lima, Mexico, Rio de Janeiro, Santiago, São Paulo

**North America:**

Little Falls, Los Angeles, Montreal, New-York, Philadelphia,  
Washington

The SYSTRA logo is rendered in a bold, red, sans-serif typeface. The letters are thick and closely spaced, with a distinctive design where the 'S' and 'Y' have a slightly irregular, hand-drawn quality. The 'A' at the end is also bold and red, matching the rest of the brand name.