

THE FUTURE OF SUPERTRAM PUBLIC CONSULTATION

TOPLINE REPORT



Sheffield
City Region

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1. Executive summary

This report presents the findings of the Future of Supertram consultation, undertaken by South Yorkshire Passenger Transport Executive (SYPTTE) between 19 September and 30 October 2016.

The consultation sought comments and suggestions from residents, groups and businesses across Sheffield City Region (SCR) about the future of the existing Supertram system. It asked for public and stakeholder opinion on Supertram as a transport option, how the existing network could be developed or improved, the benefits it could bring and how it might fit with other transport in the next 30 years.

Responses will inform recommendations for an Outline Business Case for future investment in Supertram as part of SCR's delivery of a Mass Transit Network.

1.1 Key highlights

- 2,001 consultation responses were received, 1,942 from individuals and 59 from groups. 96.8% (1,936) of responses were submitted online, 3.2% (65) on paper forms.
- 83.3% of all respondents are current users of the tram.
- 94.8% of all respondents think that the tram is an important mode of transport for the region in the future.
- 91.2% think the tram will bring benefits to the region in the future, such as supporting economic growth, connecting people to employment and reducing traffic congestion.
- 83% rate the tram overall as very good or good, citing reliability, convenience, cleanliness, conductors, journey time, affordability, disabled accessibility, and reduced environmental impact as deciding factors.
- Feedback submitted by groups and individuals focused on the same key development themes of network extension, new rolling stock and technology, infrastructure and ticketing upgrades, transport integration and service changes.

2. Methodology

The Future of Supertram consultation was undertaken by SYPTE over six weeks between 19 September and 30 October 2016. The consultation sought to determine public and stakeholder opinion of Supertram as a transport option, how the existing network could be developed or improved and how it could fit with other transport, in order to inform recommendations for future investment. Respondents were asked about the importance and benefits Supertram could bring to the region in future, and what the existing tram system should look like in the next 30 years.

Participants could respond as an individual or on behalf of a group or organisation, online at travelsouthyorkshire.com/tramfuture or in a paper form available on request or from an Interchange. Responses submitted in paper forms until 7 November 2016 are included in the analysis report.

The Future of Supertram consultation reached an audience of approximately 900,000. The following promotional activities were undertaken as part of the consultation process.

2.1 Online

The consultation was hosted on a dedicated webpage on the Travel South Yorkshire (TSY) website (travelsouthyorkshire.com/tramfuture). A news story and banner on the TSY website and Supertram website raised awareness during the consultation period. A direct link to the consultation webpage was supplied on all forms of communication. Website analytics (views, visits and visitors) for travelsouthyorkshire.com/tramfuture are unavailable at the time of writing due to technical issues.

2.2 Paper forms

2,250 paper consultation forms were produced and made available from the Customer Service Desks at Sheffield, Meadowhall, Hillsborough, Arundel Gate, Rotherham, Barnsley and Doncaster Interchange or upon request. People could contact Traveline or email the dedicated consultation email address communications@sypte.co.uk if they required information in an alternative format or a paper form posting out.

2.3 Media

Three news releases were issued about the consultation on 16 September, 18 October and 25 October. The releases were sent to publications across the SCR region and print coverage in local newspapers, including the Sheffield Star, Sheffield Telegraph and Rotherham Advertiser, had an article reach of over 189,360 people and an Advertising Value Equivalency (AVE) of £20,168.07. The consultation was covered on BBC Radio Sheffield (276,000 weekly listeners). Community websites such as Cycle Sheffield and Disability Sheffield included details of the consultation. Sheffield's talking newspapers were included in the news release distribution list.

2.4 Social media

TSY Twitter and Facebook accounts were used throughout the consultation to promote participation. 14 Tweets signposting to the consultation from the @TravelSYorks Twitter account were seen by 46,947

people (referred to as Tweet 'impressions'). 914 people engaged with the Tweets (including 49 Retweets to an additional 246,783 accounts, and 19 likes). 432 clicked through to the consultation webpage (travelsouthyorkshire.com/tramfuture). Ten TSY Facebook posts promoting the consultation reached 31,323 people and achieved 1,274 clicks, 195 link clicks, 47 likes, 45 comments and 14 shares. A discussion thread about the consultation on Sheffield Forum received 6,471 views and 95 posts.

2.5 E-marketing

A news story about the consultation was included in the September and October TSY email newsletters. The newsletters were delivered to a total of 104,731 contacts via the TSY e-marketing platform (Click Dimensions). The newsletters had an average open rate of 40.5% (% opens of delivered) and average clicks-opens rate of 19.4%, achieving above average email marketing standards.

2.6 Posters

Over 100 posters were displayed at Interchanges, on board Supertram vehicles and at tram stops that encouraged people to take part in the consultation via the website or in a paper form from an Interchange.

2.8 Community groups

298 emails or letters were sent to various community groups and touch points about the consultation, including Sheffield 50+, Together Housing Group and Job Centre Plus. Contacts within the local authorities were asked to promote it through their community links. Many of these groups included people with protected characteristics, such as age.

70 emails or letters went out to a variety of disability groups, including The Alzheimers Society, The National Autistic Society, The Stroke Association and Transport 4 All. The letter asked groups to share the consultation with their members and provided information about how to request consultation information in an alternative format if required.

70 emails or letters were sent to five Transport User Groups that exist in South Yorkshire. The members of these groups represent various community groups and disabled, young and older people. Transport User Groups were asked to respond to the consultation and to help promote it within the wider community.

2.9 Local Authorities and Chambers of Commerce

Five emails or letters were sent to Local Authorities and Chambers of Commerce asking them to help to promote the consultation and encourage participation by passing details of the consultation on to their business contacts. Emails were sent to all SCR Transport Committee and Transport Executive Board members informing them that the consultation was taking part and asking them to encourage colleagues and constituents to take part. 358 emails or letters were sent to MPs, Councillors and Parish Councillors asking them to take part and to encourage their constituents to give their views.

2.10 Businesses and Local Enterprise Partnership

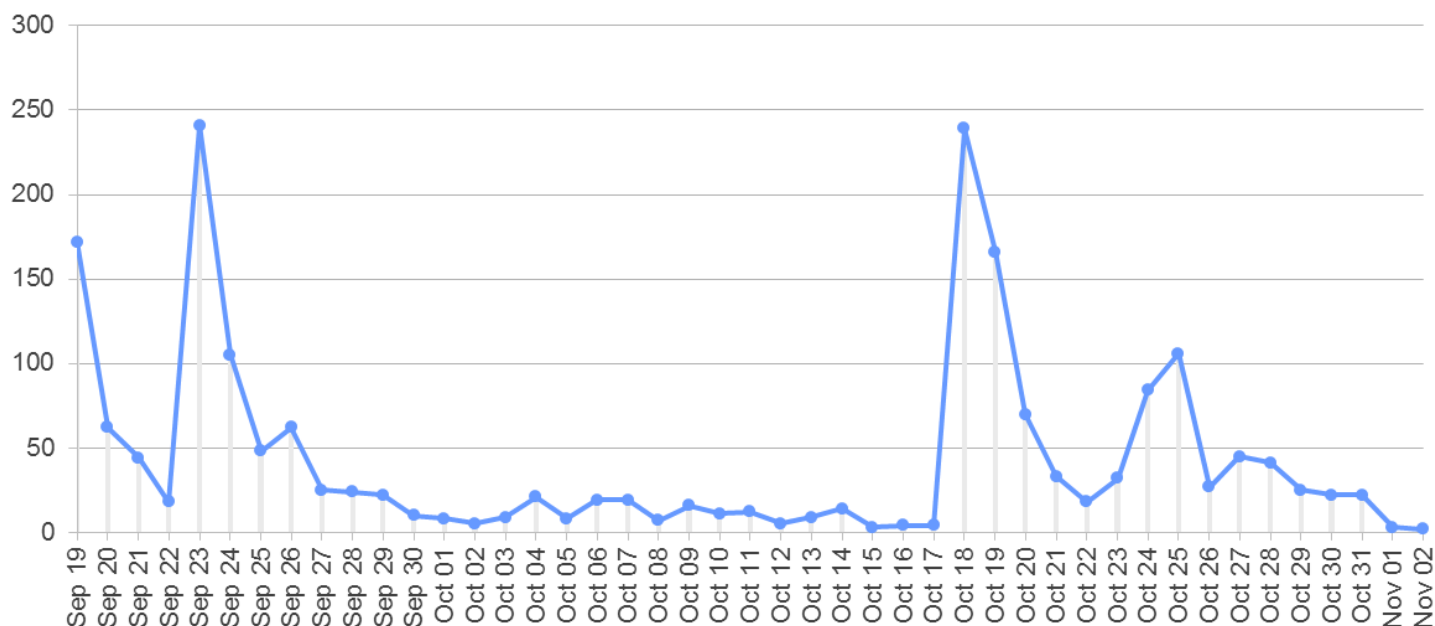
1,180 emails or letters were sent to businesses in SCR including ASDA and British Gas asking them to complete the consultation and to encourage their employees to take part. Emails and letters were also sent

to SCR's top ten employers, including Irwin Mitchell, Wilko Retail Limited and Keepmoat. 14 emails or letters were sent to hospitals, and nine emails were sent to colleges and universities in SCR. 19 emails were sent to SCR LEP Board Members asking for their support in completing and encouraging participation in the consultation.

3. Analysis of public questionnaire

3.1 Rate of response

1,942 responses to the public consultation were received. A peak of 241 submissions is noted on 23 September and nearly 250 submissions on 18 October, correlating to consultation media coverage.



3.2 Demographics

Gender	Not Stated	16-24	25-34	35-44	45-54	55-59	60-64	65-74	75+	TOTAL
Female	2	71	126	144	174	62	70	82	20	751
Male	7	136	199	210	193	89	91	183	33	1,141
Other	0	0	0	1	0	0	0	0	0	1
Prefer not to :	0	2	4	0	5	1	2	3	0	17
Not Stated*	5	4	5	6	4	5	1	2	0	32
TOTAL	14	213	334	361	376	157	164	270	53	1,942
	0.7%	11.0%	17.2%	18.6%	19.4%	8.1%	8.4%	13.9%	2.7%	

Source	Not Stated	16-24	25-34	35-44	45-54	55-59	60-64	65-74	75+	TOTAL
Web	14	211	330	355	370	151	157	250	43	1,881
	0.7%	11.2%	17.5%	18.9%	19.7%	8.0%	8.3%	13.3%	2.3%	
Paper	0	2	4	6	6	6	7	20	10	61
	0.0%	3.3%	6.6%	9.8%	9.8%	9.8%	11.5%	32.8%	16.4%	
TOTAL	14	213	334	361	376	157	164	270	53	1,942
	0.7%	11.0%	17.2%	18.6%	19.4%	8.1%	8.4%	13.9%	2.7%	

The below tables detail the most frequently quoted postcode areas.

Postcode Area	Respondents	
Not Stated	460	23.7%
S6	213	11.0%
S8	129	6.6%
S10	111	5.7%
S36	94	4.8%
S35	90	4.6%
S20	83	4.3%
S11	79	4.1%
S12	75	3.9%
S2	57	2.9%
S5	54	2.8%
S7	46	2.4%
S13	41	2.1%
S9	36	1.9%
S17	34	1.8%
S60	33	1.7%
S26	26	1.3%
S3	25	1.3%
S21	21	1.1%
S14	19	1.0%
S66	18	0.9%
S61	18	0.9%
S4	15	0.8%
S18	13	0.7%
S25	13	0.7%
S63	10	0.5%
S1	10	0.5%

Postcode Area	Respondents	
Sheffield	1585	81.6%
Rotherham	147	7.6%
Barnsley	48	2.5%
North East		
Derbyshire	45	2.3%
Doncaster	39	2.0%
Other (Please specify)	36	1.9%
Didn't state	24	1.2%
Chesterfield	8	0.4%
Bassetlaw	6	0.3%
Bolsover	3	0.2%
Derbyshire Dales	1	0.1%
TOTAL	1,942	

Area - Other comments	Respondents	
Wakefield	4	7.1%
Dinnington	3	5.4%
Stocksbridge	3	5.4%
west yorkshire	2	3.6%
MANCHESTER	2	3.6%
High Peak	2	3.6%
Leeds	2	3.6%
Penistone	2	3.6%
GOOLE	1	1.8%
Anston	1	1.8%
Lancashire	1	1.8%

Disabled?	Respondents	
Yes	246	12.7%
No	1,696	87.3%
TOTAL	1,942	100.0%

Disability Type	Respondents	
Mobility	69	8.0%
Hidden	31	3.6%
Mental Health	21	2.4%
Hearing	18	2.1%
Visual	14	1.6%
Other	9	1.0%
Learning	9	1.0%
Prefer not to say	8	0.9%
Speech/Language	2	0.2%
<i>All who ticked at least one of the above</i>	122	14.1%
TOTAL RESPONDENTS	866	

*1 respondent stated "Yes" but didn't tick any boxes

Disabled?	Not Stated	16-24	25-34	35-44	45-54	55-59	60-64	65-74	75+
Yes	3 21.4%	20 9.4%	35 10.5%	22 6.1%	49 13.0%	25 15.9%	21 12.8%	53 19.6%	18 34.0%
No	11 79%	193 90.6%	299 89.5%	339 93.9%	327 87.0%	132 84.1%	143 87.2%	217 80.4%	35 66.0%
TOTAL	14	213	334	361	376	157	164	270	53

3.3 Tram travel

The majority of respondents think that the tram is an important mode of transport for the region in the future.

Do you think the tram is an important mode of transport for the region in the future?	Not Stated	16-24	25-34	35-44	45-54	55-59	60-64	65-74	75+	TOTAL	% of responses	% of respondents
Yes	9	208	316	351	352	146	151	256	52	1,841	95.5%	94.8%
No	2	4	16	10	24	9	10	10	1	86	4.5%	4.4%
TOTAL	11	212	332	361	376	155	161	266	53	1,927	100.0%	99.2%
Didn't state	3	1	2	0	0	2	3	4	0	15		0.8%

Similarly, the majority also think that the tram will bring future benefits to the region.

Do you think the tram will bring future benefits to the region?	Not Stated	16-24	25-34	35-44	45-54	55-59	60-64	65-74	75+	TOTAL	% of responses	% of respondents
Yes	8	203	308	344	331	140	147	240	51	1,772	93.0%	91.2%
No	3	7	20	14	39	13	14	21	2	133	7.0%	6.8%
TOTAL	11	210	328	358	370	153	161	261	53	1,905	100.0%	98.1%
Didn't state	3	3	6	3	6	4	3	9	0	37		1.9%

Over 83% of respondents are current users of the tram.

Do you currently use the tram?	Not Stated	16-24	25-34	35-44	45-54	55-59	60-64	65-74	75+	TOTAL	% of responses	% of respondents
Yes	9	199	263	300	301	125	134	240	47	1,618	84.1%	83.3%
No	2	12	68	58	74	30	28	27	6	305	15.9%	15.7%
TOTAL	11	211	331	358	375	155	162	267	53	1,923	100.0%	99.0%
Didn't state	3	2	3	3	1	2	2	3		19		1.0%

Nearly the same number of respondents travel by tram daily, weekly and monthly. More people travel yearly than fortnightly or never. Those who never travel by tram are represented by the smallest numbers.

How often do you travel by tram?	Not Stated	16-24	25-34	35-44	45-54	55-59	60-64	65-74	75+	TOTAL	% of responses	% of respondents
Daily	2	72	84	75	85	25	25	37	6	411	21.2%	
Weekly	3	45	68	72	58	40	41	104	20	451	23.2%	
Fortnightly	0	17	23	25	29	13	22	26	8	163	8.4%	
Monthly	4	52	71	103	95	33	40	55	12	465	23.9%	
Yearly	3	21	58	64	69	27	17	32	2	293	15.1%	
Never	2	6	30	22	40	19	19	16	5	159	8.2%	
TOTAL	14	213	334	361	376	157	164	270	53	1,942		

Social/leisure is the most frequently chosen journey purpose on the tram, this is followed by shopping and work.

For what purpose(s) do you use tram?	Not Stated	16-24	25-34	35-44	45-54	55-59	60-64	65-74	75+	TOTAL	% of responses	% of respondents
Work	2	77	165	182	172	58	34	21	3	714	15.7%	36.8%
Education	0	78	25	20	17	4	6	11	2	163	3.6%	8.4%
Shopping	2	129	180	181	191	68	102	191	36	1,080	23.8%	55.6%
Visiting friends/relatives	0	93	121	78	74	34	38	86	16	540	11.9%	27.8%
Personal business	1	44	76	59	51	27	52	77	16	403	8.9%	20.8%
Hospital/Doctors	0	33	50	44	45	20	32	73	14	311	6.9%	16.0%
Social/Leisure	5	142	195	241	229	96	110	204	39	1,261	27.8%	64.9%
Other	1	10	9	11	7	6	8	9	5	66	1.5%	3.4%
TOTAL	11	606	821	816	786	313	382	672	131	4,538		1,942

Over 83% of all respondents consider the tram very good or good while 11% think it is average. A combined 4.3% think it's poor or very poor.

How would you rate the tram overall?	Not Stated	16-24	25-34	35-44	45-54	55-59	60-64	65-74	75+	TOTAL	% of responses	% of respondents
Very Good	5	69	105	138	148	58	84	155	34	796	41.7%	41.0%
Good	2	114	167	170	148	66	57	86	11	821	43.0%	42.3%
Average	3	26	47	41	50	17	10	14	2	210	11.0%	10.8%
Poor	0	1	8	9	15	7	4	4	1	49	2.6%	2.5%
Very Poor	0	3	4	1	8	7	4	4	1	32	1.7%	1.6%
TOTAL	10	213	331	359	369	155	159	263	49	1,908		98.2%
Didn't state	4	0	3	2	7	2	5	7	4	34		1.8%

How did you hear about this consultation?	Not Stated	16-24	25-34	35-44	45-54	55-59	60-64	65-74	75+	TOTAL	
Social Media	1	86	181	174	165	41	31	42	2	723	35.9%
Email	7	73	43	62	101	58	88	133	21	586	29.1%
Newspaper	1	15	43	50	34	16	16	44	10	229	11.4%
Other	1	19	24	30	21	16	6	21	7	145	7.2%
Poster	0	13	22	22	13	6	6	7	2	91	4.5%
Word of mouth	2	8	16	16	17	9	6	13	3	90	4.5%
On board tram	0	8	13	16	13	5	9	15	4	83	4.1%
Advertising	1	16	20	7	12	3	2	7	1	69	3.4%
TOTAL	13	238	362	377	376	154	164	282	50	2,016	

3.4 Comments

Participants were asked to respond to some questions about the future of Supertram in free text form. These comments have been categorised as containing “positive”, “neutral” or “negative” opinions of the current or future tram network in order to ascertain the general attitude towards Supertram. A comment is classed as neutral unless it is expressing a clear positive or negative opinion. *It should be noted that evaluation of a comment's positive, neutral or negative nature is subjective to the evaluator and can potentially be assessed differently by others. Summarising verbatim comments is a manual exercise therefore subject to some error.*

Main topics have been identified. Most comments refer to more than one main topic therefore quantitative analysis could only be done with a substantial margin of error. **Therefore topics were not quantified and analysis was primarily qualitative.**

3.4.1. - Q1.5: What would you like the future of the existing tram system to look like, thinking ahead the next 30 years?

A total of 1,648 comments were received in response to Q1.5, 18 of which are positive, 1,542 neutral and 88 negative. Most comments suggest how the network could be managed and have therefore been classed as neutral. Main topics in the comments are in order of how frequently they were mentioned, they include:

- *Extension of the network:* A wide range of locations were quoted by respondents where they'd like Supertram to be extended to. Respondents envisage an integrated tram system that links to other major public transport modes and potentially replaces some bus routes therefore also contributes to reduction of traffic on roads. Respondents would like the tram to run primarily off-road which they think would speed journey times up. While some respondents are afraid of the effects that a potential extension of the network would cause on already congested roads others would consider this a small price to pay in exchange for new network links. A very small portion of respondents would not like the tram routes to be extended; however the overwhelming majority thinks the tram is "in desperate need of expansion".
- *Cyclists:* A large number of comments were received from respondents that reported accidents while cycling on Sheffield roads due to having to cross tram tracks which become dangerous in wet weather. Cyclists suggested building cycle paths into the rear of platforms, and creating safe cycle lanes alongside the tram lanes. However, this is also considered dangerous by some. Respondents requested the ability to carry bicycles on the tram which is currently not allowed. Respondents stated tram track related accidents are considered the main source of danger to cyclists in Sheffield and a barrier to more people cycling.
- *Technical upgrades:* The general perception is that the current trams are outdated and new rolling stock is needed which will be cleaner on the inside and more attractive looking on the outside. Some see free Wi-Fi, air conditioning, electronic real-time displays, contact and cashless payment schemes, un-manned and automated services and a contactless, silent and magnetic rail system in the future of the network. Some think that the tram can only be effective and successful if the tracks are off-road which would increase journey times drastically. A few would like the tram to be more accessible for disabled users, with special carriages that are able to transport wheelchairs and mobility scooters.
- *Ticketing:* Most respondents who commented on ticketing would like a modernised system such as Oyster cards used in London or a smart phone application and for tickets to be truly affordable as they are currently considered expensive. They would like to see an integrated pricing system that supports those who use park and ride sites with discounted tickets and also offers "one-journey" tickets that are valid for buses close to tram links. Some respondents would also like to be able to pay by card as they consider cash a nuisance and a risk. Students would like discounted tram tickets. A few think that more conductors are needed to reduce the number of people not paying for the tram and to give an increased sense of security to passengers.
- *Park and Ride:* Respondents would like to see more, potentially free, park and ride sites en route to the city centre. They see it as an essential element of future changes to the network that would encourage drivers to start using public transport for part of their journeys. Specific locations mentioned are Herdings Park, Leighton Road, Rotherham Road, The Magna, Meadowhead and Norton. Some respondents have a critical opinion of the location and size of currently existing park and ride sites as normally those wanting to use them would have to get through heavily congested areas such as Junction 34, Sheffield Parkway or A6178 and they're generally considered too small.
- *Links and integration to other transport modes:* People would like the tram network to link to buses and national rail and be part of an integrated public transport system as a whole. Links are needed between town centre and major conurbations and rural communities to the North and South of Sheffield. Some say the tram only serves one side of the city and needs to connect to the other. Many would like to have a comprehensive, integrated network that provides easy connections with other modes and the tram system to be frequent and have priority over other vehicles on the road.

- *Frequency:* Respondents would generally like the tram to be more frequent especially at peak times.
- *Environment:* Some respondents would like future trams to use green fuel or electricity generated in a sustainable way (e.g. solar power) that will make car use optional.
- *Capacity:* The future tram network is expected to have larger capacities, as currently in peak times the tram is very congested and some people don't feel like that it's necessarily worth the increased price. Some would like to see more seats designated for passengers with mobility problems.
- *24 hour service:* Those who work late and early shifts would like to have trams that are on a 24 hour schedule or possibly just overnight with an early starting time such as 6 AM.
- *Remove the service:* A small number of respondents would like the tram network to be scrapped and substituted by buses or trolleys.
- *Keep as is:* A few respondents think that the tram system is good as it is now and they would not want to change it.
- *Other comments:* Some comments mentioned dogs should be allowed on the tram.

Locations where respondents would like tram routes to be extended to were extracted and summarised from text comments. "General" locations are cases where respondents stated "more surrounding areas", "stretches into more towns" and similar. The below table shows the top 50% of locations mentioned (list combines locations from individual *and* group consultations).

Locations	Frequency	
General	272	8%
Rotherham	189	6%
Stocksbridge	163	5%
Hospitals	141	4%
Northern General Hospital	128	4%
Dore	103	3%
Hallamshire Hospital	78	2%
All over Sheffield	76	2%
Ecclesall Road	73	2%
Totley	70	2%
Meadowhead	67	2%
South Yorkshire	58	2%
Abbeydale Road	56	2%
Doncaster	52	2%
Other parts of Sheffield	45	1%
Chesterfield	41	1%

3.4.2. - Q1.2: Please tell us why you think the tram is an important mode of transport for the region in the future?

A total of 1,592 comments received, 1,269 of which are positive, 249 neutral and 74 are negative. Main topics in the comments are in order of how frequently they were mentioned, they include:

- *Travel experience:* The general perception of the tram is that it is a reliable, convenient, clean, fast and affordable mode of public transport that can move large amounts of people in an effective manner even when weather conditions would restrict other modes of transport. Respondents consider the off-road sections of the tram route to be one of its biggest advantages. Many think the tram is the way forward and every major city should have an extensive light rail system which is essential for a modern city. The general perception is that the tram is much more effective at

achieving modal shift from car than buses. People also think that the tram is part of a good public transport offer and it is a fundamental part of a well organised, integrated public transport system.

- *Environmentally friendly:* Respondents think that the tram is a much greener option for the city than buses and cars as it runs on electricity rather than carbon-based fuels. The tram is perceived as a transport method that lowers pollution in the city and eases traffic congestion on roads.
- *Reduces congestion:* Many respondents think that the tram contributes to lowering the number of cars on the road as it is capable of transporting more people than cars or even buses. *The tram is better than the bus/cars:* The main perceived benefit of the tram compared to the bus is the speed of travel, capacity to transport large amounts of passengers and not being held up by congested roads. Many also think that the tram is more reliable than buses and they provide a sense of security on roads where bus routes can be/have been changed or removed. It is also perceived as a non-polluting alternative to cars and it allows people to save on parking fees. Some are exclusive users of the tram and would not want to travel by bus and they also think buses are not able to achieve modal shift from cars while the tram could do so - if it was more widely available.
- *Tram routes should be extended:* Respondents feel that as the population of the county grows the tram network must be extended in order to drive economic growth, link people to workplaces, reduce the number of private vehicles on the road and link to other modes of public transport to create an integrated public transport system. They also think that light rail has advantages that no other mode of transport has and it should be complementary to bus and local rail services, not in competition.
- *Links to vital areas of the city/region:* Many think that the tram connects business and residential areas together and provides quick and quality travel between opposite ends of the city. The tram is a real alternative to buses and trains, for some even to cars – or it would be if it was expanded to more areas according to some respondents. A few think that it is useless because it only covers a small region.
- *Boosts the economy:* It is generally thought that being close to a tram stop is attractive for businesses and expansion of the network would bring further economic growth and investment as well as more jobs for people living in the area.
- *Disabled and mobility friendly:* Respondents with mobility problems said they find it easier and more comfortable to travel on the tram and they might not always be able to get on a bus. People think the tram is easily accessible, especially for wheelchair and pushchair users.
- *Dogs and bicycles should be allowed:* A few complaints were received that bicycles and dogs are not allowed on trams. As a comparison respondents said bicycles could be carried on trains for free. Comments detailing the dangers the tram poses to cyclists were also received similarly to Q1.5.
- *Easy travel for those with disabilities:* The tram is considered a disabled friendly mode of transport; easy to access for those with wheelchairs and mobility scooters and the audio announcements are very helpful for those with visual impairment.
- *Presence of conductors:* One feature of the tram that respondents especially like is the presence of conductors on board which gives passengers a sense of security. Some also mention that having a conductor makes travelling easier for those with additional needs. Most of those who mentioned conductors thought they were helpful, informative, friendly and polite.
- *Those against the tram:* A number of respondents think that the tram is too big for Sheffield roads and is a danger to two wheeled traffic and cars when having to drive over rails. Some say the tram causes major congestion where the route is not off-road and the tram isn't any quicker than other modes of transport on roads where it hasn't got priority. Some think that the extension of the network would have a detrimental effect on buses, especially for those who can't afford to travel on the tram and it currently serves only for a privileged section of the population.

3.4.3. – Q1.4: Do you think the tram will bring future benefits to the region?

1,388 comments received. Main topics include:

- *Extension of the network:* this will boost economy and attract tourists. Ticketing however needs to remain competitive while some would like it to be much cheaper. The tram needs to be part of an integrated system.
- *Links to other areas:* it will offer mass transit to areas that aren't accessible by heavy rail; it will allow people from deprived areas to access opportunities. It will connect people to work and leisure facilities.
- *Environmental benefits:* The tram will contribute to lowering pollution levels and emissions from fossil based fuels in the area. It will allow for greener and sustainable travel.
- *Reduce congestion:* it will ease congestion on roads and reduce travelling times.
- *Economic growth:* An efficient tram network will improve access to Sheffield and bring greater diversity of skills which will help attract business.
- *Better than bus:* Respondents think that people are more likely to use the tram than a bus. Buses are generally viewed as unreliable and much less attractive.
- *Generic opinions:* Many comments submitted are generic views of the tram, such as "it portrays Sheffield in a good light", "the tram is a sign of the future, present and past" and "it shows strategic thinking on part of those in charge of the region".

3.4.4. – Q2.2: How would you rate the tram overall?

1,405 comments received. Over 83% of all respondents consider the tram good or very good. Features of the tram that most respondents are satisfied with:

- Cleanliness
- Accessibility
- Disabled friendly
- Journey time
- Punctuality
- Affordability
- Comfort
- Convenience
- Efficiency
- Environmentally friendly
- Frequency
- Safety
- Capacity
- Non-dependent on weather
- Information provision

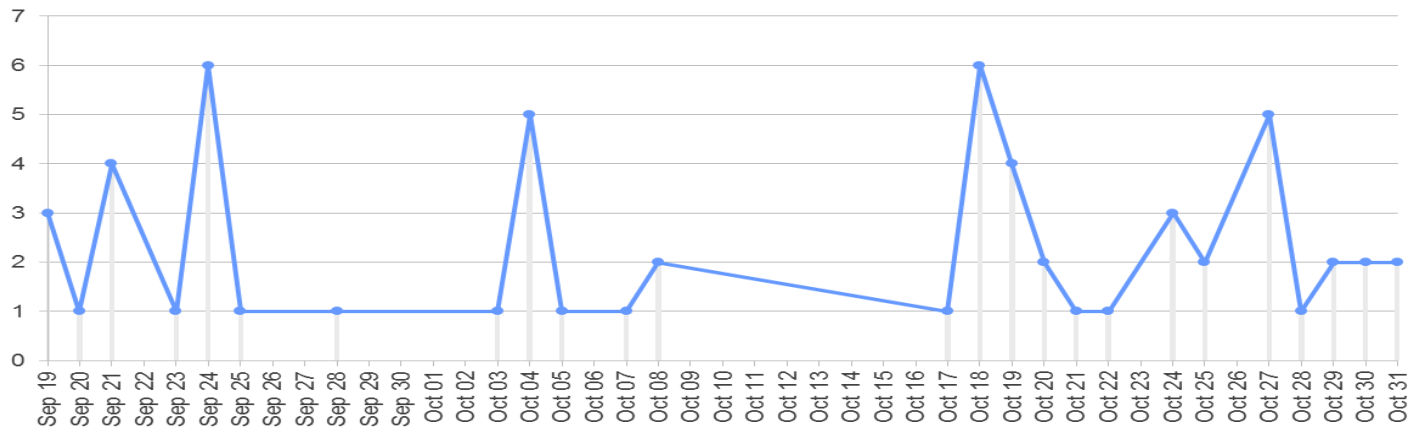
Features of the tram that some respondents are dissatisfied with:

- Journey time
- Punctuality
- Ticket prices
- Reliability
- Comfort
- Convenience
- Frequency
- Safety (from other passengers refusing to pay)
- Capacity
- Lack of early and late services
- Information provision
- Can't carry dogs and bicycles

4. Analysis of group questionnaire

4.1 Rate of response

A total of 59 group responses were received; 4 on paper and 55 online.



4.2 Demographics

Which of the following best describes your organisation?	No. of responses	
Other (please specify)	14	23.7%
Community Group	8	13.6%
Education	6	10.2%
Transport user group	5	8.5%
Charity	4	6.8%
Health	4	6.8%
Bus operator	3	5.1%
Didn't state	3	5.1%
Local Authority	3	5.1%
Councillor	2	3.4%
Business institute/chamber	2	3.4%
Manufacturing	1	1.7%
Construction/Building industry	1	1.7%
MP	1	1.7%
Political Party	1	1.7%
Retail/Haulage/ Logistics/Distributi	1	1.7%
TOTAL	59	

Which of the following best describes your organisation? - Other comments	No. of responses	
Individual	2	10.5%
ok	2	10.5%
CIC working with local people and	1	5.3%
Civil servant	1	5.3%
Commuter	1	5.3%
commuter! (pensioners)	1	5.3%
Construction & Demolition	1	5.3%
Don Valley Railway, a campaign g	1	5.3%
Member of the public	1	5.3%
yes	1	5.3%
NHS	1	5.3%
passenger	1	5.3%
Private citizen enthusiast	1	5.3%
Rail User Group	1	5.3%
Sheffield Civic Trust	1	5.3%
Sheffielder	1	5.3%
Joe Public council tax payer	1	5.3%
TOTAL	19	

Does your organisation have a particular geographic interest?	No. of responses	
Sheffield	43	76.8%
Rotherham	5	8.8%
Other	5	
Barnsley	1	1.8%
Doncaster	1	1.8%
North East Derbyshire	1	1.8%
TOTAL	56	
Didn't state	3	

Does your organisation have a particular geographic interest? - Other comments	No. of responses	
ok	2	18.2%
National	1	9.1%
East Lancashire and South Yorkshire	1	9.1%
yes	1	9.1%
Rail line from Huddersfield to sheffield	1	9.1%
South Yorkshire and Chesterfield	1	9.1%
Stocksbridge	1	9.1%
The Upper Don Valley specifically	1	9.1%
Whole of SOuth Yorkshire and the Peak District	1	9.1%
But with interests across the City Region	1	9.1%
TOTAL	11	

Number of employees / members in your organisation	No. of responses	
Not Stated	12	20.3%
Other	10	16.9%
1 to 10	10	16.9%
Over 200	8	13.6%
11 to 20	7	11.9%
51-100	6	10.2%
21-50	5	8.5%
101-200	1	1.7%
TOTAL	59	

Number of employees / members in your organisation - Other comments	No. of responses	
ok	3	21.4%
Voluntary	1	7.1%
S36 2PA	1	7.1%
None	1	7.1%
Mental health Issues	1	7.1%
Just me	1	7.1%
4 volotorys	1	7.1%
18,000	1	7.1%
15,000	1	7.1%
1200 members representing 90,00	1	7.1%
1000's	1	7.1%
0	1	7.1%
TOTAL	14	

4.3 Tram travel

Do you think the tram is an important mode of transport for the region in the future?	No. of responses	
Yes	56	96.6%
No	2	3.4%
TOTAL	58	100%
Didn't state	1	

Do you think the tram will bring future benefits to the region?	No. of responses	
Yes	53	91.4%
No	5	8.6%
TOTAL	58	100%
Didn't state	1	

How would you rate the tram overall?	No. of responses	
Very Good	21	36.8%
Good	27	47.4%
Average	7	12.3%
Poor	0	0.0%
Very Poor	2	3.5%
TOTAL	57	100.0%
Didn't state	2	

How did you hear about this consultation?	No. of responses	
Social Media	21	34.4%
Email	16	26.2%
Other	6	9.8%
Newspaper	5	8.2%
Word of mouth	5	8.2%
Advertising	4	6.6%
On a tram	3	4.9%
Poster	1	1.6%
TOTAL	61	

How did you hear about this consultation? - Other comments	No. of responses	
50 plus news letter	1	12.5%
Facebook	1	12.5%
I saw the leaflet at the information bus office - Sheffield	1	12.5%
Looking on Facebook	1	12.5%
Meadowhall	1	12.5%
Presentation at group meeting	1	12.5%
Radio Sheffield	1	12.5%
various of above	1	12.5%
TOTAL	8	

4.4 Comments

4.4.1. - Q1.5: What would you like the future of the existing tram system to look like, thinking ahead the next 30 years?

52 comments received, 49 neutral, 2 positive and 1 negative. Main topics in the comments in order of how frequently they were mentioned include:

- *Extension of the network:* Groups, similarly to individuals, think that the network is in dire need of extension and a range of locations were mentioned where groups would like the tram to go to.
- *Danger to cyclists:* Some groups are concerned with cyclist safety when it comes to having to cross the rails in wet weather. A few groups also mentioned they would like to be able to carry bicycles on the tram.
- *Environment:* Groups would like to see as much green energy used for the operation of the tram as possible.
- *Integrated, modern public transport:* Group respondents would like the region's public transport to be integrated, well maintained and connecting the whole region.

4.4.2. Q1.2: Please tell us why you think the tram is an important mode of transport for the region in the future?

A total of 44 comments received, 34 positive, 7 neutral and 3 negative. Main topics in the comments in order of how frequently they were mentioned include:

- *Travel experience:* Groups think that the tram provides a quick and easy means to travel across the city. It is perceived as comfortable and able to deal with hilly topography, unlike heavy rail.
- *Environmentally friendly:* the tram helps to lower pollution levels and contributes to improvement of the city's air.
- *Links to vital areas of the city/region:* Groups operating from Stocksbridge emphasised the importance of being able to use the tram, as the area is otherwise isolated with not many bus services running there.

4.4.3. Q1.4: Do you think the tram will bring future benefits to the region?

45 comments received. Main topics include:

- *Extension of the network:* groups also think that an expansion would boost the region's economy especially as SCR are planning on regenerating the region with new jobs and housing and they think the tram could help make travelling culture shift away from cars to public transport, walking and cycling.
- *Reduce congestion:* it will ease congestion on roads and reduce travelling times.
- *Economic growth:* An efficient tram network will improve access to Sheffield and bring economic growth.

4.4.4. Q2.2: How would you rate the tram overall?

42 comments received. Over 84% of groups consider the tram good or very good. Features of the tram that most groups are satisfied with:

- Journey time
- Cleanliness
- Affordability
- Punctuality
- Accessibility
- Safety
- Staff
- Environmentally friendly
- Capacity

Features of the tram that some respondents are dissatisfied with:

- Danger to cyclists
- Ticket prices
- Punctuality
- Capacity