

CONSULTATION ON THE FUTURE OF SUPERTRAM



1 Executive Summary

This report presents the findings of the Consultation on the Future of Supertram, undertaken by South Yorkshire Passenger Transport Executive (SYLTE) between 24 September and 5 November 2018.

Around £230m of investment is needed to allow Supertram to operate after 2024, when the current concession agreement ends. The consultation sought the views of residents, the community, special interest groups, visitors and businesses across Sheffield City Region on three options for the future of the Supertram system:

- Maintaining Supertram as it is through ongoing essential repairs
- Renewing and modernising Supertram's tracks, vehicles and information systems
- Exploring alternative options to Supertram.

1.1 Key highlights

- Overall the report shows that amongst those who responded, the tram is a highly used form of transport which the public wouldn't want to lose.
 - Overall respondents are overwhelmingly in support of renewing and modernising the Supertram, with 88% in favour of this option.
 - There is also a strong level of support for maintaining and repairing the Supertram, with 67% of the public also in favour of this option.
 - In contrast to this the majority of the public (78%) would oppose exploring other alternatives to the Supertram model.
 - If the tram was no longer available the majority of respondents would use the bus or their car to travel, indicating that we would potentially lose a significant amount of public transport users to the car if the tram was not continued in the future.
 - Tram is the top mode used by respondents for many activities such as shopping, getting to work and socialising (note this is based on mainly Sheffield residents as they form the majority of the sample).
 - A significant proportion of respondents who have moved or relocated recently did so to be nearer to a tram route.
- Insight and comments were received about why we should support renewal of the Supertram, including many comments around the significant benefits of this mode of transport such as its environmental benefits and efficiency as an alternative mode of transport. Many are passionate about the Supertram staying within Sheffield City Region and in fact support extension of the system even further.
- Residents from all four South Yorkshire districts had equal opportunity to take part in the consultation.
 - Respondents predominantly reside in the Sheffield area (72%) and were very regular tram users (55% at least a weekly user).

- The sample achieved a good spread of demographics between the ages of 25-75. Fewer young people responded to the consultation. 18% of respondents had a disability. A higher proportion of respondents were male (56.0%) than female (29.8%).

2 Methodology

The Consultation on the Future of Supertram was undertaken over a six-week period between 24 September and 5 November 2018. The consultation sought to determine public and stakeholder opinion on three options for investment in the current Supertram system. Participants were provided with supporting information and asked to indicate their views on each option by ticking one box on a six-point scale between strongly support and strongly oppose. Participants were also asked about their travel patterns and could choose to complete a section about themselves. A free-text comments field was provided at the end of the consultation.

Participants could respond to the consultation as an individual or on behalf of a group or organisation, online at travelsouthyorkshire.com/futuretram or in a paper form available on request or from an Interchange. Responses submitted in paper forms until 9 November 2018 are included in the analysis report.

Details of the promotional activities undertaken as part of the consultation process can be found in Appendix A.

3 Report

3.1 Demographics

Response types

Overall the majority of respondents answered the survey as an individual. We received 19 responses which were representing a group.

Figure 1

Respondent Type		
Individual	2546	88.2%
Group	19	0.7%
Not Stated	323	11.2%
TOTAL RESPONDENTS	2888	

Gender and Age

The consultation was completed by a higher percentage of male respondents (56.0%) than females (29.8%). We received responses from all age categories although a lower response rate was achieved from the younger age categories (16-17 and 18-24) in comparison to the general population.

Figure 2

Gender	Respondents	
Female	861	29.8%
Male	1617	56.0%
In another way	21	0.7%
Prefer not to say	68	2.4%
Not Stated	321	11.1%
TOTAL RESPONDENTS	2888	

Age Category	Respondents	
16-17	41	1.4%
18-24	147	5.1%
25-34	446	15.4%
35-44	481	16.7%
45-54	465	16.1%
55-59	216	7.5%
60-64	189	6.5%
65-74	451	15.6%
75+	119	4.1%
Not Stated	333	11.5%
TOTAL RESPONDENTS	2888	

District

The majority of responses came from members of the public who resided in the Sheffield area (72.1%). Fewer responses were received from other South Yorkshire districts.

Figure 3

Local Authority	Respondents	
Barnsley	88	3.0%
Doncaster	57	2.0%
Other	152	5.3%
Rotherham	196	6.8%
Sheffield	2082	72.1%
Not Stated	313	10.8%
TOTAL RESPONDENTS	2888	

Disability

We received a significant response (18.2%) from members of the public who have a disability. Their 3 main disabilities are either mobility related, hidden disability or mental health condition.

Figure 4

Disability	Respondents	
Yes	526	18.2%
No	1930	66.8%
Prefer not to say	97	3.4%
Not Stated	335	11.6%
TOTAL RESPONDENTS	2888	

Disability Type	Respondents	
Mobility-related	256	8.9%
Visual-related	50	1.7%
Hearing-related	58	2.0%
Hidden disability	180	6.2%
Learning disability	34	1.2%
Mental Health condition	102	3.5%
Speech / language impediment	7	0.2%
Prefer not to say	34	1.2%
Other	58	2.0%
<i>All who ticked at least one of the above</i>	526	
TOTAL RESPONDENTS	2888	

3.2 Support for the options presented

Respondents were presented with 3 options on the future of the Supertram. The findings show that some respondents supported more than one option.

Option 1

The first option (figure 5) asked respondents to what extent they would support the use of maintenance and repairs to keep the current Supertram network continuing to run safely.

Overall 67.3% of respondents would support this option (43.7% would strongly support and 23.6% would tend to support). Only 18.9% would oppose this option.

Figure 5

To what extent, if at all, do you think that we should focus on maintenance and repairs to keep the current Supertram network continuing to run safely for as long as possible?	Respondents	
Strongly support	1262	43.7%
Tend to support	681	23.6%
Neither support nor oppose	314	10.9%
Tend to oppose	343	11.9%
Strongly oppose	203	7.0%
Don't know	55	1.9%
Not Stated	30	1.0%
TOTAL RESPONDENTS	2888	

Option 2

The second option (figure 6) asked respondents to what extent they would support the renewal and modernisation of Supertram to enable it to continue to operate into the future.

Overall, the majority (87.5%) of respondents would support this option (73.3% would strongly support and 14.3% would tend to support). Only 6.2% would oppose this option.

Figure 6

To what extent, if at all, do you think that we should look to renew and modernise Supertram to enable it to continue operating well into the future?	Respondents	
Strongly support	2117	73.3%
Tend to support	412	14.3%
Neither support nor oppose	85	2.9%
Tend to oppose	66	2.3%
Strongly oppose	114	3.9%
Don't know	16	0.6%
Not Stated	78	2.7%
TOTAL RESPONDENTS	2888	

Option 3

The third option (figure 7) asked respondents to what extent they would support exploring other alternatives to the Supertram model.

Overall only 11% of respondents would support this option (6.9% would strongly support and 4.1% would tend to support). The majority (78.4%) would in fact oppose this option, with 62.4% strongly opposing it.

Figure 7

To what extent, if at all, do you think that we should explore other alternatives to the Supertram model?	Respondents	
Strongly support	200	6.9%
Tend to support	118	4.1%
Neither support nor oppose	159	5.5%
Tend to oppose	463	16.0%
Strongly oppose	1801	62.4%
Don't know	31	1.1%
Not Stated	116	4.0%
TOTAL RESPONDENTS	2888	

3.3 Public transport use

A range of questions were asked about the use of public transport within South Yorkshire.

Q4 How do you normally travel in South Yorkshire?

Figure 8 shows that the tram is the top mode used by respondents for travelling around South Yorkshire in many of the key activities listed, such as shopping (62.1%), socialising (59.0%), and getting to work (40.3%). It is noted the majority of respondents live in the Sheffield area, which may influence a higher use of the tram.

Car and bus are the other main transport modes used. Car is the top mode used for visiting friends (62.3%). Walking is the main mode used for visiting doctors / healthcare (55.9%).

Figure 8

How do you normally travel in South Yorkshire to visit friends or family?			How do you normally travel in South Yorkshire to go shopping?			How do you normally travel in South Yorkshire to go on a night out?		
Bus	1089	41.0%	Bus	1025	38.3%	Bus	1078	40.7%
Tram	1460	55.0%	Tram	1660	62.1%	Tram	1561	59.0%
Train	510	19.2%	Train	294	11.0%	Train	252	9.5%
Car	1654	62.3%	Car	1515	56.7%	Car	653	24.7%
Walk	1069	40.3%	Walk	872	32.6%	Walk	589	22.3%
Cycle	210	7.9%	Cycle	136	5.1%	Cycle	55	2.1%
Other	32	1.2%	Other	18	0.7%	Other	231	8.7%
Never/(N/A)	62	2.3%	Never/(N/A)	37	1.4%	Never/(N/A)	207	7.8%
All who ticked at least one of the above	2653		All who ticked at least one of the above	2673		All who ticked at least one of the above	2646	
TOTAL RESPONDENTS	2888		TOTAL RESPONDENTS	2888		TOTAL RESPONDENTS	2888	

How do you normally travel in South Yorkshire to get to and from work?			How do you normally travel in South Yorkshire to get to your place of education?			How do you normally travel in South Yorkshire to get to a doctor or other healthcare?		
Bus	674	25.9%	Bus	233	9.2%	Bus	625	23.6%
Tram	1048	40.3%	Tram	386	15.2%	Tram	585	22.1%
Train	240	9.2%	Train	65	2.6%	Train	45	1.7%
Car	863	33.2%	Car	173	6.8%	Car	917	34.6%
Walk	428	16.5%	Walk	188	7.4%	Walk	1483	55.9%
Cycle	191	7.3%	Cycle	37	1.5%	Cycle	98	3.7%
Other	41	1.6%	Other	20	0.8%	Other	40	1.5%
Never/(N/A)	586	22.5%	Never/(N/A)	1846	72.6%	Never/(N/A)	197	7.4%
All who ticked at least one of the above	2600		All who ticked at least one of the above	2542		All who ticked at least one of the above	2653	
TOTAL RESPONDENTS	2888		TOTAL RESPONDENTS	2888		TOTAL RESPONDENTS	2888	

How do you normally travel in South Yorkshire to get to leisure or sports facilities?		
Bus	743	28.1%
Tram	1208	45.7%
Train	178	6.7%
Car	1131	42.8%
Walk	819	31.0%
Cycle	187	7.1%
Other	23	0.9%
Never/(N/A)	322	12.2%
All who ticked at least one of the above	2643	
TOTAL RESPONDENTS	2888	

Q5 How frequently do you travel in South Yorkshire by public transport?

Amongst respondents the car is used most often for travelling around South Yorkshire with 88% using the car regularly. Of the 3 main modes of *public transport*, respondents are using the tram most often.

Tram usage

Figure 9 shows that over half of tram passengers (55.8%) use the tram at least once a week. Approx. 1 in 5 respondents (21.7%) are using the tram very regularly on 5 or more days a week. The majority of respondents, 82.2%, use the tram at least once a month.

Figure 9

How frequently do you travel within South Yorkshire by tram?		
5+ days a week	568	21.7%
3 to 4 days a week	391	14.9%
1 or 2 days a week	504	19.2%
Once a fortnight	306	11.7%
Once a month	384	14.7%
Once every six months	225	8.6%
Once a year	105	4.0%
Never/(N/A)	137	5.2%
<i>All who selected tram</i>	2620	
TOTAL RESPONDENTS	2888	

Train usage

Figure 10 shows 13.3% of respondents use the train at least once a week. The majority (59%) of respondents use the train once a month or less frequently.

Figure 10

How frequently do you travel within South Yorkshire by train?		
5+ days a week	97	3.9%
3 to 4 days a week	67	2.7%
1 or 2 days a week	169	6.7%
Once a fortnight	274	10.9%
Once a month	576	22.9%
Once every six months	586	23.3%
Once a year	322	12.8%
Never/(N/A)	425	16.9%
<i>All who selected train</i>	2516	
TOTAL RESPONDENTS	2888	

Bus usage

Approx. 46% of respondents use the bus at least once a week. 16.5% use the bus 5 or more days a week. 70.5% use the bus once a month or more.

Figure 11

How frequently do you travel within South Yorkshire by bus?		
5+ days a week	429	16.5%
3 to 4 days a week	306	11.8%
1 or 2 days a week	459	17.7%
Once a fortnight	266	10.2%
Once a month	370	14.2%
Once every six months	301	11.6%
Once a year	152	5.9%
Never/(N/A)	314	12.1%
<i>All who selected bus</i>	2597	
TOTAL RESPONDENTS	2888	

Car usage

Figure 12 shows that over half of car passengers (75.1%) use the car at least once a week. Approx. a third of respondents (33.5%) are using the car 5 or more days a week. The majority of respondents (85%) use the car at least once a month.

Figure 12

How frequently do you travel within South Yorkshire by car?		
5+ days a week	861	33.5%
3 to 4 days a week	494	19.2%
1 or 2 days a week	574	22.4%
Once a fortnight	137	5.3%
Once a month	119	4.6%
Once every six months	57	2.2%
Once a year	28	1.1%
Never/(N/A)	298	11.6%
<i>All who selected car</i>	2568	
TOTAL RESPONDENTS	2888	

Q6 If you use the tram now but it was no longer available as an option how would you travel?

The majority of respondents stated they would use the bus (55.8%) or use a car (54.1% car driver, 14.2% car share or passenger) to travel if the tram was no longer available.

Figure 13

If you use the tram now, but it was no longer available as an option, how would you travel? (please choose all that apply)	Respondents	
Bus	1461	55.8%
Run / Walk	481	18.4%
Bike	199	7.6%
Train	284	10.9%
I would not travel	284	10.9%
Taxi, car-share or as a regular car passenger	371	14.2%
Car driver / Motorcycle rider	1416	54.1%
Other	16	0.6%
N/A	81	3.1%
All who ticked at least one of the above	2616	

Q7 If you have moved house, or relocated a business, did the presence of the tram network influence your decision?

Figure 14 shows that over a quarter of respondents stated they moved or relocated to be nearer to a tram route. Figure 15 shows that of the 690 respondents who stated they moved or relocated, the majority (61%) cited they wanted to be closer to a tram route.

Figure 14

If you have moved house or relocated a business, did the presence of the tram network influence your decision?	Respondents	
Yes - I/we moved to be closer to a tram route	419	28.3%
Yes - I/we moved to be further away from a tram route	7	0.5%
No - it made no difference to my/our thinking	264	17.8%
N/A - I did not move house or relocate a business	666	44.9%
Not Stated	127	8.6%
TOTAL RESPONDENTS	1483	

Figure 15

If you have moved house or relocated a business, did the presence of the tram network influence your decision?	Respondents	
Yes - I/we moved to be closer to a tram route	419	60.7%
Yes - I/we moved to be further away from a tram route	7	1.0%
No - it made no difference to my/our thinking	264	38.3%
TOTAL RESPONDENTS WHO MOVED OR RELOCATED	690	

3.4 General Comments

In total 1349 comments were received in response to the consultation.

The comments have been grouped into 3 main categories (Support for renewal, Opposition to renewal and other including cost issues). The majority of comments are showing support for renewal of Supertram.

Support for renewal - (1158 comments, 85.8%)

Generally, there are a range of positive comments in relation to Supertram and how it should be kept either through renewal or maintenance. A common theme also is that many of the respondents who support the continuation of Supertram want it to be expanded into other areas. Many people are very strongly opposed to it closing.

Comments also highlight the negative impact of closing the tram and that congestion would be an issue within the city.

Opposition to renewal - (107 comments, 7.9%)

A small group of comments were based around opposition to renewal. These comments include poor operation and limitations of route. Some respondents commented that the tram network is a waste of resources.

Other including neutral comments and comments in relation to cost – (84 comments, 6.2%)

Comments about cost questioned why ongoing costs had not been considered before Supertram was built or while it was running, and why the operator is not responsible for some of the renewal costs.

4. Next Steps

The results of this consultation will help us to recommend an option for the future of the Supertram system. This will be presented in an Outline Business Case that will be considered by the Combined Authority and the Department for Transport. Further consultation will be held during the next stage of project, when the Outline Business Case is complete.

Appendix A – Consultation Methodology

5.1 Online

The consultation was hosted on a dedicated webpage on the Travel South Yorkshire (TSY) website (travelsouthyorkshire.com/futuretram). A news story and banner on the TSY website homepage raised awareness during the consultation period. A direct link to the consultation webpage was supplied on all forms of communication. Website analytics show travelsouthyorkshire.com/futuretram received 5,103 views and 4,223 unique views over the consultation period (24 September – 5 November 2018), with visitors spending an average of 2 minutes 46 seconds on the page. The top 5 sources for these views were, direct to the page, Google, Mobile Facebook, Twitter and the SYPTTE website. Two peaks in visits occurred on 25 September and 2 November. The web banner received 253 clicks.

5.2 Paper forms

500 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 call Traveline, email a dedicated consultation email address, or speak to Interchange Customer Service staff if they required information in an alternative format or a paper form posting out.

5.3 Media

Two news releases were issued about the consultation, on 24 September and 30 October. The releases were sent to publications across the SCR region. Print coverage in newspapers had an article reach of over 100,443 people and an Advertising Value Equivalency (AVE) of £48,296. The consultation was covered on BBC Radio Sheffield (276,000 weekly listeners) and BBC Look North, the BBC's regional television news service for West, South and North Yorkshire and northern parts of Nottinghamshire and Derbyshire.

5.4 E-newsletters

A standalone news story about the Supertram consultation was sent on 9 October to TSY newsletter subscribers across South Yorkshire. The newsletters were delivered to a total of 4,207 contacts via Click Dimensions and had an average open rate of 78% (3,285 opens) and average click-open rate of 14% (451 clicks), which is above industry average benchmarks.

5.5. Social media

Travel South Yorkshire Twitter and Facebook accounts were used throughout the consultation to promote participation, with a total of 17 posts published across the channels. 11 tweets published received 16,875 impressions and 344 engagements, with an average engagement rate of 1.9%. 6 Facebook posts reached 8,125 people and achieved 378 engagements.

5.6. Posters

18 posters were sent out for display at TSY Interchanges. 65 posters were sent out for display on Supertram services.

5.7. Stakeholders

Emails or letters were sent to Local Authorities, Chambers of Commerce, MPs, Councillors and Parish Councillors asking them to help to promote the consultation and encourage participation by their colleagues and constituents.

Emails or letters were sent to SCR LEP Board Members and businesses across SCR asking them to complete the consultation and to encourage their employees to take part, including hospitals and universities.

A dedicated letter was sent to the leaders of Local Authorities and stakeholders including highway authorities, planning authorities, rail network and tram operators. An analysis of responses received from these stakeholders is being prepared as a separate report.

5.8. Community groups

Emails or letters were sent to various community groups and touch points about the consultation. 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.

Emails or letters also went out to a variety of disability groups, including 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.

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 to promote it.