

An executive summary to Cheshire East Council's

Local Transport Delivery Plan Surveys

DRAFT

Introduction

Purpose of the surveys

Cheshire East Council are working on developing a series of Local Transport Delivery Plans following the adoption of the Cheshire East Local Transport Plan 2019 - 2024 (LTP) in October 2019. As part of this process, between 23rd November 2020 and 31st March 2021, Cheshire East Council ran eleven surveys, one for each major town and key service centre as follows:

- Alsager
- Crewe
- Congleton
- Handforth
- Knutsford
- Macclesfield
- Middlewich
- Nantwich
- Poynton
- Sandbach
- Wilmslow

Respondents were invited to view the draft plans, which set out a range of options designed to improve the transport network and support the recovery of town centres. Respondents could provide comments on the draft objectives and associated schemes and there was also an opportunity to suggest further objectives and or schemes if they considered that any key ones had been missed.

The draft plans were presented via an [interactive story](#) to aid respondents in visualising where draft scheme options were in relation to each town.

This executive summary provides a summary of the number of responses received during the survey process and the next steps.

Methodology and number of responses

The surveys were mainly hosted online, due to the current Covid-19 restrictions, with paper versions being made available upon request. As libraires continued to remain closed for the duration of the period, the feedback period was extended by two months to enable printed materials to be issued and returned. A number of respondents preferred to email their response, and these will also be included as part of the analysis.

The surveys were promoted via:

- A press release at the beginning of the period, a reminder release in early January and then a further press release at the end of January to promote the extension of the period to the end of March.
- Promotional information hosted on the Council's home, consultation and transport webpages;
- Email briefings to CEC Councillors, Town / Parish Councils and MPs;
- Emails to statutory bodies and all known community groups and umbrella organisations;
- Social media promotion through the Council's Facebook and Twitter channels; and
- Reaching out to harder to reach groups through the Council's Connected Communities teams.

In total, 1,041 valid responses were received, including:

- 881 online survey responses
- 31 paper survey responses
- 129 email responses

A breakdown of responses by area is shown in Table 1 below: -

LTP Area	Online Survey Responses	Paper Survey Responses	*Email References	Total
Alsager	39	-	4	
Congleton	56	-	17	
Crewe	59	-	8	
Handforth	21	-	13	
Knutsford	119	29	14	
Macclesfield	122	-	15	
Middlewich	90	2	11	
Nantwich	70	-	16	
Poynton	149	-	12	
Sandbach	75	-	9	
Wilmslow	81	-	11	
Poynton Relief Road / B5358	-	-	12	
Overall borough / general	-	-	4	
Total response	881	31	129	

* Some emails responses referred to more than one area and therefore email references will add to more than the total response.

Appendix 1 provides information on the number of views the interactive story received for each area.

A breakdown of demographics for the online & paper surveys can be viewed in Appendix 2.

Next Steps

The Research and Consultation team will now start the process of analysing all the views and comments received during the survey process in liaison with the Transport team. Results of this analysis will be published later on in the year.

Appendix 1 – Interactive Story: Number of views

The draft plans were presented via an [interactive story](#) to aid respondents in visualising where draft scheme options were in relation to each town. The below table (Table 2) shows how often each towns page within the Local Transport Plan story site was viewed. Whilst we cannot detect if this was by separate individuals it still indicates that engagement was reasonable for each area.

Area	Views	Average Views per Day
Alsager	861	6.67
Congleton	801	6.21
Crewe	852	6.6
Handforth	480	3.72
Knutsford	931	7.22
Macclesfield	944	7.32
Middlewich	567	4.4
Nantwich	642	4.98
Poynton	1113	8.63
Sandbach	653	5.06
Wilmslow	675	5.23
Overall Hub Page	7137	55.33

Appendix 2 – Demographic breakdown of respondents (online & paper surveys)

A number of demographic questions were asked at the end of each survey to analysis to be undertaken to assess if there was a wide range of views from across different groups, these results can be seen in Tables 3 to 8. All of the questions were optional and therefore won't add up to the total number of responses received.

Table 3: Number of survey respondents by representation

	Count	Percent
As an individual (local resident)	544	88%
As an elected Cheshire East ward councillor, or town/parish councillor	29	< 5%
On behalf of a local business	14	< 5%
On behalf of a group, organisation, or club	16	5%
As an elected member of Cheshire East	< 5	< 5%
Other	9	< 5%
Grand Total	616	100%

Table 4: Number of survey respondents by gender

	Count	Percent
Male	312	54%
Female	222	39%
Other gender identity	< 5	< 5%
Prefer not to say	37	6%
Grand Total	572	100%

Table 5: Number of survey respondents by age group

	Count	Percent
16-24	18	< 5%
25-34	32	6%
35-44	80	14%
45-54	85	15%
55-64	113	20%
65-74	161	28%
75-84	50	9%
85 and over	< 5	< 5%
Prefer not to say	37	6%
Grand Total	579	100%

Table 6: Number of survey respondents by ethnic origin

	Count	Percent
White British / English / Welsh / Scottish / Northern Irish / Irish	505	88%
Any other White background	9	< 5%
Asian / Asian British	< 5	< 5%
Black African / Caribbean / Black British	< 5	< 5%
Mixed: White and Black Caribbean / African / Asian	< 5	< 5%
Other ethnic origin	7	< 5%
Prefer not to say	46	8%
Grand Total	573	100%

Table 7: Number of survey respondents by religious belief

	Count	Percent
Christian	254	45%
Buddhist	< 5	< 5%
Muslim	< 5	< 5%
Other religious belief	15	< 5%
None	201	36%
Prefer not to say	86	15%
Grand Total	560	100%

Table 8: Number of survey respondents by limited activity due to health problem / disability

	Count	Percent
Yes	77	13%
No	452	79%
Prefer not to say	42	7%
Grand Total	571	100%

Report produced on 22nd April 2021 by the Research and Consultation Team, Cheshire East Council, Email RandC@cheshireeast.gov.uk for further information.