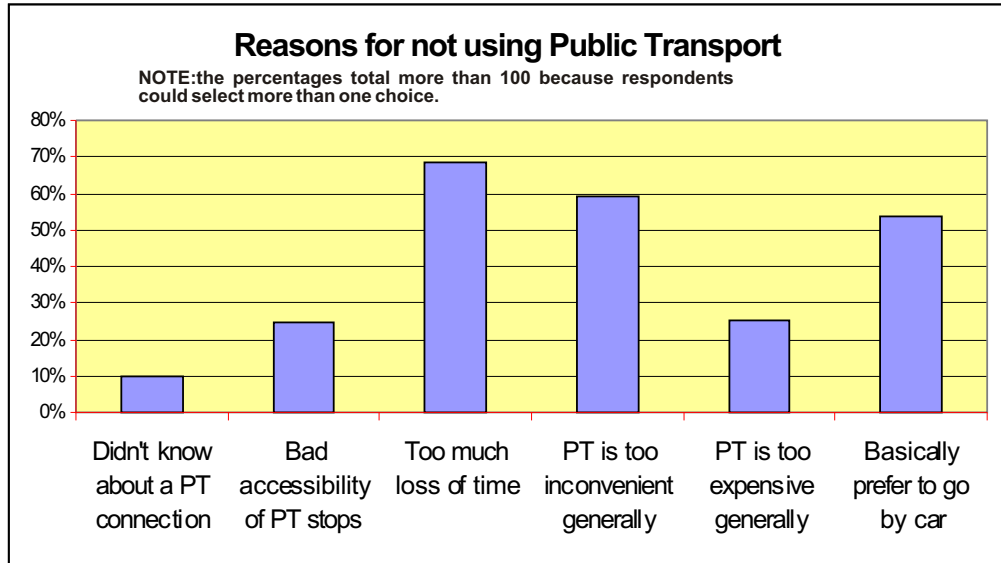


# Surveys

You will recall in our last newsletter that we reported on the revealed preference survey, first stage of the household survey, which saw 800 questionnaires returned out of 3,000 sent out.

Using the results of this survey, the second stage of the household survey, the stated preference survey, was carried out in January, a little later than planned because of the rail problems that we felt may influence respondents answers. Previous respondents were asked to complete a questionnaire stating their preferred travel arrangements in 9 different scenarios.

The response was excellent with a 56.6% return rate giving over 5,000 observations with which to calibrate the computer model. One of the major results emerging from the analysis is shown below.



The "too much loss of time" was checked out and found to be more than just a perception. Public Transport generally was shown to take twice as long as a comparable car journey.

Improvement of speed of Public Transport services will obviously be a very important factor if significant modal shift is to be actioned.

# Freight Survey

At the Freight Industry Seminar a straw poll was taken of measures that delegates thought would improve their transport situation with the following results.



# Prize Draw

We are pleased to announce that the winner of our £250 prize draw for the household survey was:-  
Ms A Powell of Wollaton

Runners up each receiving £50 were:-  
Ms F Aitken of Sherwood  
Mr E Butler of Bilborough

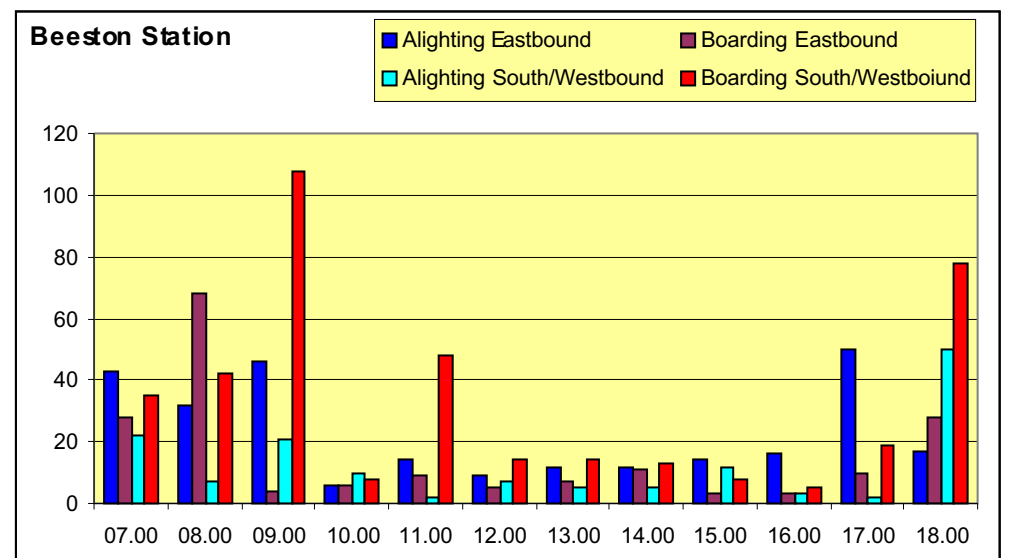
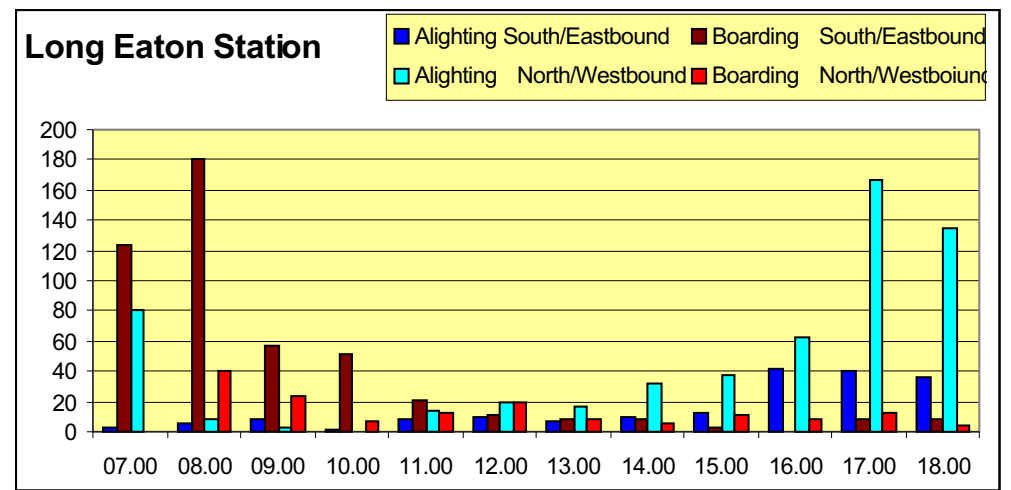
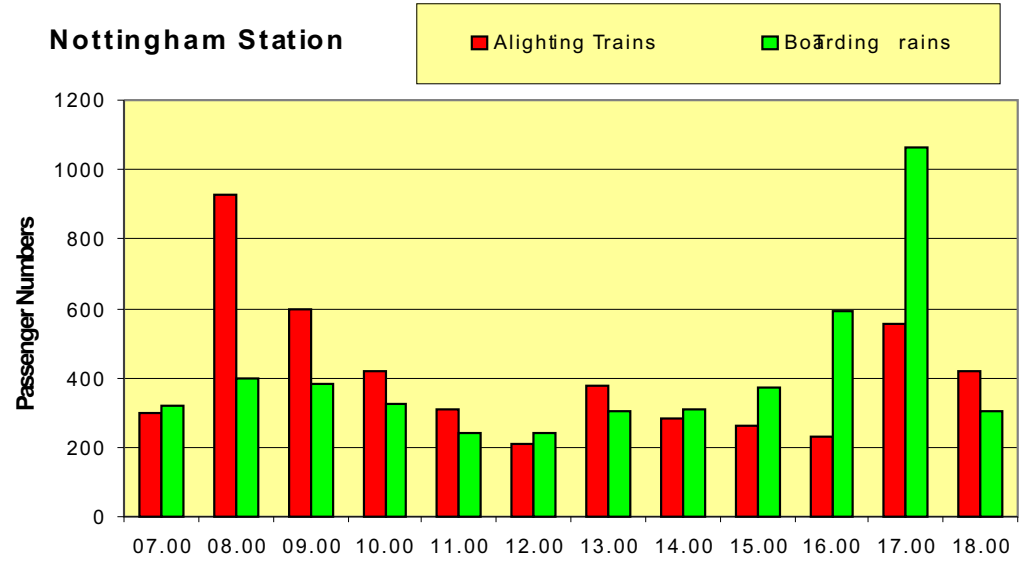
Ms K Slack of Clifton  
Mr K Smith of Woodthorpe  
Ms E James of Gotham  
Mr D Newbury of Clifton  
Ms E Baxter of Sherwood  
Ms D Connelly of Bulwell  
Mr & Mrs T Petryczka of Nottingham  
Mr R Green of Nuthall

# Rail Journeys - Passenger Numbers

Rail passenger surveys were undertaken at all stations in the Region on a typical weekday during the period Monday 3rd July to Thursday 20th July (except GNER stations which were surveyed in October 2000).

The survey involved the distribution of self-completion questionnaires to passengers using the stations between 7am and 7pm together with counts of the numbers of boarding and alighting passengers in each direction.

As well as the passenger numbers, information was sought on origin and destination journey purpose, mode of travel to access the station, ticket type, car availability and party size, age group and gender, and origin and destination address. The distribution of passenger numbers at the 3 main stations in the study corridor are shown below.



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**Language/Reading Difficulty**  
If you know of anyone with language or reading difficulties who would like the Newsletter in a different form please contact the Project Manager.



# Website (www.a453multimodal.com)

Regular use of the website continues with some 1,462 visits up to the end of April. However, the site has had well over 20 thousand hits since its launch. We have noted that the download time for the newsletter is longer than we would have liked. This is due to the complex

formatting and graphics used in Inclusion.

Don't forget general information on multi-modal studies can be found on the GOEM website at [www.go-em.gov.uk](http://www.go-em.gov.uk).

# INCLUSION

## THE A453 MULTI-MODAL STUDY NEWSLETTER

ISSUE 3 AUGUST 2001

### Dear Reader

*In this third edition of our A453 newsletter we provide further results from our transport surveys and describe the current status of strategy development. In addition we have reports on several of the ongoing consultations that have taken place and which are a continuing feature throughout the study process.*

*You will recall in Issue 1 that we gave an open invitation to anyone to provide constructive comment and offered to field representative's from the study team to give short presentations to collective groups such as PTA's, transport companies, environmental or other representative groups. That invitation still stands. Please contact me to register your interest.*

*The past 6 months may have seemed to be a quiet period in the study process, but behind the scenes the study team have been assembling the multi-modal computer model which will be used to test the effect of different transport strategies, in the short term (now) medium term (2011) and long term (2021). We have also been hard at work translating the hundreds of ideas put forward into meaningful schemes for analysis. These ideas range from far-reaching national policies to influence travel behaviour, through regional and local concepts for improving public transport to the review of previous proposals for improvements to the A453 itself. All are analysed to a stage where they are either taken forward for more detailed scrutiny or set aside as not meeting strategy objectives.*

*The process from hereon will involve the evolution of a preferred option by a process of testing, evaluation and refinements along with consultation at key stages. Public Consultation will follow on the emerging shortlist. All comments can then be embraced in the final appraisal process before a preferred package of proposals is put forward for consideration.*

*Whilst we have a programme to meet to complete the study, its never too late to come up with a good idea. So if you think the study team has missed something, or if you spot something in the newsletter that prompts comment we'd be pleased to hear from you. If you don't want to write, then either myself or one of the team will always be willing to listen at one of the future consultation events.*

*Peter Webster - Project Manager*

### Strategy Development

Based on the early information obtained from surveys and consultations, 6 possible strategies were put forward to the Wider Reference Group at a seminar in December 2000. The WRG was taken through the complex strategy development procedures used by the study team to arrive at the strategies and were encouraged to participate in workshops to extend, amend or reject the strategies put forward.

Carrying out in one afternoon session a task that had taken the study team weeks to complete was a tall order but the results were extremely encouraging and all participants are to be congratulated on their efforts.

From the results of the seminar and from more recent and ongoing consultation with the PMG, local authorities and other organisations, the original 6 strategies have been refined into 4 for further appraisal, namely:-

- A - *Make best use of the existing road and rail networks and all the other transport infrastructure in the study area.*
- B - *Maximise the use of public transport and walk/cycle modes through major investment and a high degree of innovative demand management*
- C - *Encourage mode choice in the corridor through moderate investment in public transport together with some demand management.*
- D - *Improve highway capacity (including a major scheme).*

These four different strategies will be used to focus schemes or groups of schemes into a limited number of Options to be tested on operational, economic and environmental grounds recognising possible changes to land use within the study corridor.

Without wishing to pre-judge the outcome, it is highly unlikely that any of the strategies as presently envisaged will turn out to be the preferred one. Rather a combination of parts from two or more will emerge as the front runner once testing is underway.

#### Language/Reading Difficulty

*If you know of anyone with language or reading difficulties who would like the Newsletter in a different form, please contact the Project Manager.*

### Lord Whitty visits A453

On 2 March 2001, Lord Whitty, the then Minister for Roads, met the A453 Project Management Group at a PMG meeting at the Strathdon Hotel. Peter Webster gave a short presentation to the Minister who

then held open house for questions finishing with a press interview before continuing his whistle stop tour in the East Midlands.

### Meeting with Local Elected Members, MP's and MEP's

In January 2001 a combined presentation with the M1 study team was given to an invited audience of local elected members from interested authorities and MP's and MEP's with local constituencies.

on the progress to date on the two schemes.

A lively debate followed with very differing views on the way forward expressed from the floor, emphasizing the complex nature of these multi-modal studies.

Over 50 delegates were updated on the study process by Government office and

### Meetings with the Business Community

On 15 January 2001 a presentation was given to Nottingham Development Enterprise and on 1 February this was repeated to the Greater Nottingham Business Alliance.

variety of issues with a heavy emphasis on the need for something to be done to relieve the A453.

The heavy congestion on the A453 was generally perceived as a very negative influence for people visiting or doing business in Nottingham.

### Seminar with Environmental Groups

On the evening of 28 June 2001 a seminar was held with various groups representing environmental interests in the area under the auspices of the East Midlands Transport Activists Roundtable. Following an introduction by Bettina Lange of EMAR, Peter Webster gave a presentation on progress to date, emerging transport strategies for assessment and an outline of the way forward to determine a preferred solution. Peter emphasised the way in which an integrated multimodal solution

was sought and outlined current thinking on the scope of environmental assessment envisaged.

There followed a wide ranging discussion of many environmental issues relating to the corridor ranging from the impact of moving traffic and road safety, severance, the implications of new construction of possible growth in air traffic at East Midlands Airport and the implications of road freight and potential for transfer to rail.

### Freight Industry Seminar

Boots The Chemists played host on their Beeston site to a Seminar for invited guests organised by the A453 and M1 study teams in association with the Freight Transport Association. Chairman Rodger Bird welcomed some 50 attendees to the event at which 6 key speakers presented papers relevant to freight movement in the M1 and A453 corridors.

activities have changed to meet customer demands and traffic congestion with an emphasis on environmental improvements. Jon Walker from 'Out Of This World' (a small co-operative supermarket chain) confirmed that even with a policy of buying local products as a priority, transport movements still remain an issue. The final paper by Andy Brooks, a representative on Leicestershire's Quality Freight Partnership explained the benefits that could accrue from bringing all stakeholders together to address freight issues.

In the morning session Peter Scriven from Boots The Chemists outlined their transport and distribution policy followed by Allen Marsden from EWS who explained the increasing role that rail is having on freight movement in the UK and also its limitations. Julie Maxwell from EMDA closed the session by outlining the regional planning policy and its interface with freight.

The afternoon session was chaired by Brian Dean, A453 Project Director, who encouraged a lively question and answer session prompting delegates to respond to some of the more controversial issues that need to be addressed in the multi-modal studies.

In the second session Nicola Ellen explained how Safeway's transport

### Future Consultations

As the study team reach the next stage of option assessment, as with the strategies, comment and input on the appraisal process will be sought from local representative groups and the general public.

Seminar. This will be followed later in the year by a wider public consultation involving exhibitions showing the findings to date.

The consultations will begin in September with meetings with elected members and a Wider Reference Group

The next edition of Inclusion will include feedback from the Wider Reference Group Seminar and details of the public consultation exercise.