
Project:	Lancaster & Morecambe Transport Vision and Strategy	Job No:	52552 TALT/ws140
Subject:	Public Consultation Summary	Date:	30 November 2007

1.1 Introduction

As part of the development of the Transport Vision and Strategy for the Lancaster District, a series of consultation events were staged in late October/early November. Three staffed exhibitions were held, two in Lancaster at St. Nicholas Arcade and one at the Arndale Centre in Morecambe. In addition, a number of unstaffed exhibitions were organised at various locations throughout the District, including Lancaster University and Lancaster Library, and for those unable to attend, members of the public were also invited to participate via the study website.

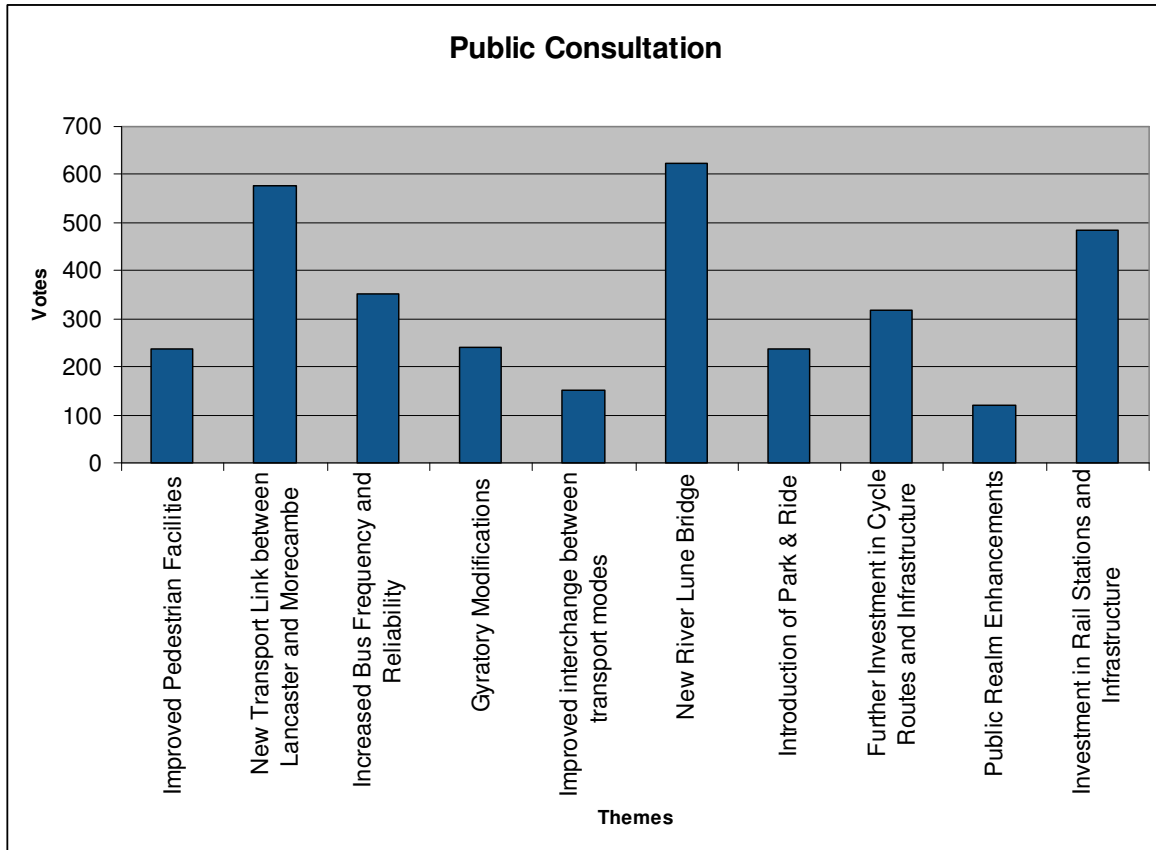
The consultation offered the public the chance to view the initial thinking in the development of the strategy and provided an opportunity to prioritise themes for future transport investment.

At the various public consultations, respondents were asked to prioritise the transport schemes that they deemed of most significance by allocating funding to investment themes. Members of the public were asked to assume that they had £100 of public money and could vote using poker chips representing £10 each and a series of tubes representing the various categories. The list they were presented with contained the following categories: -

- Improved Pedestrian Facilities;
- New Transport Link between Lancaster and Morecambe;
- Increased Bus Frequency and Reliability;
- Gyratory Modifications (One-way system review);
- Improved Interchange between Transport Modes;
- New River Lune Bridge;
- Introduction of Park and Ride;
- Further Investment in Cycle Routes and Infrastructure;
- Public Realm Enhancements (e.g. Morecambe Promenade, Dalton Square Enhancements); and
- Investment in Rail Stations and Infrastructure.

Participants could use all tokens for one improvement, or spread them more evenly over a number of other issues most important to them. Overall, 334 participated in the voting exercise via the various consultation methods. It was found that the 'new River Lune Bridge' was the most popular scheme, closely followed by the 'new transport link between Lancaster and Morecambe' and 'investment in rail stations and infrastructure'. The next highest scoring theme was 'increased bus frequency and reliability'.

The results of the consultation (shown in the following chart and table) reflect the views of those who attended/participated and chose to vote.



Theme	Number of Votes
New River Lune Bridge	621
New Transport Link between Lancaster and Morecambe	575
Investment in Rail Stations and Infrastructure	484
Increased Bus Frequency and Reliability	352
Further Investment in Cycle Routes and Infrastructure	317
Gyratory Modifications (One-way system review)	241
Introduction of Park and Ride	239
Improved Pedestrian Facilities	238
Improved Interchange between Transport Modes	153
Public Realm Enhancements (e.g. Morecambe Promenade, Dalton Square Enhancements)	120
Total	3,340

To summarise the findings of the consultation exercise as a whole, it may be noted that the three most popular themes within the priority questionnaire are the ‘new River Lune Bridge’ with 621 votes, a ‘new transport link between Lancaster and Morecambe’ with 575 votes and ‘investment in rail stations and infrastructure’ which received 484 votes. It may be reasonably assumed that the popularity of these schemes above others is a reflection of the access difficulties currently experienced by the people of Lancaster and Morecambe, especially between the two main centres. There is a perception that the main road and rail routes between these two destinations are inadequate either as a result of congestion on the Morecambe Road and across the existing Lune Bridge bridges, or as a result of poorly maintained, inefficient and infrequent rail services. This is especially problematic at peak times given the large number of commuters observed to travel between Lancaster and Morecambe in the morning and evening rush hour periods.

The consultation provides an indication of the public perception of the transport solutions required in the District and will be used to inform the strategy and vision. However, it is important to note that the public views revealed here may not necessarily reflect the views of the wider population of the area, as the consultation was with a relatively small sample of people who attended the events and participated via the website.