



Newcastle City Council's Movement Strategy:

Public Consultation Findings

January 2025

"The city needs a bold vision where it's transformed from a choked urban car network to a greener city for people to live in and enjoy."

"It's important to focus on reducing car traffic and encouraging short journeys by bike, walking or public transport."

"We need affordable, reliable and safe public transport."

"When you refer to 'inclusive' this needs to include those who have to use a car."

"These are excellent key principles and you have got this absolutely right in my view. We just need rapid progress towards them now."

"We are deeply supportive of the promotion of sustainable growth, the focus on low emissions travel and climate resilience."

"Do it! Do it properly with no half measures. The age of motor dominance is ending."

Consultation Respondents



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Introduction

This report presents feedback from a public consultation to support the development of Newcastle City Council's Movement Strategy.

The Movement Strategy focuses on how people and goods move around the city and what can be done to make this more efficient, sustainable, safe, accessible and inclusive.

The Movement Strategy will guide Newcastle's transport development until 2045, aiming to reduce private vehicle use, improve public transport, promote active travel like walking, wheeling and cycling, and reduce carbon emissions, all the while ensuring the transport system works for residents, businesses and visitors.

A public consultation to inform the Movement Strategy ran for seven weeks - from the 14th October to the 29th November 2024.

Compiled independently of Newcastle City Council, this report analyses and presents over 1,300 pieces of consultation feedback from individuals, organisations and businesses across Newcastle and beyond.

It's worth highlighting at this point that EVERY recorded survey response, email and meeting detail was analysed, to accurately reflect public opinion on the Strategy.

Grateful acknowledgements are extended to everyone who participated.



Executive Summary



This report presents an analysis of public consultation feedback to help develop Newcastle City Council's Movement Strategy. The consultation, which took place across October/November 2024, aimed to gather views and ideas to assist with the development of a Strategy which will guide Newcastle's transport development for the next two decades.

Over 1,300 individuals, organisations, businesses and other interested parties gave their views - providing a wealth of comments and ideas to consider. People of all ages participated in the consultation - most typically 45-54 (20%), White (86%), with no physical or mental health condition (72%), heterosexual (69%), with no religion (50%) and residents of Newcastle (78%).

Statistical findings should be regarded only as a possible indication of public opinion, rather than statistically representative - due to factors which are explained within the appendix of this report.

Feedback suggests that walking is currently the most frequent form of travel in and around Newcastle - with 84% walking at least weekly, compared to 63% using a car, motorcycle or van, 47% using a bus and 34% cycling.

Improving public transport emerges as the number one transport network priority - identified as important by over 90% of respondents. This was accompanied by a clear need to improve safety for all road users (89%) and to improve accessibility for disabled people (84%) as the top three priorities.

Support for the proposed main vision of the Movement Strategy - to move to an inclusive, green, healthy and thriving Newcastle - was expressed by almost 80% of respondents, many of whom **STRONGLY** supported this vision. Note also, that majority support was evident among users of each and every transport mode, relationship to the city and each and every demographic group.

Furthermore, each of the four proposed principles guiding the Strategy were also applauded by around 80% of respondents, while the actions springing from these principles drew similarly high levels of (majority) support.

Additional feedback from respondents often reiterated and underlined a need to progress the actions set out within the Strategy. Themes of being bolder and more ambitious, working with urgency, ensuring realism and non-bias and proactively enabling (rather than just promoting or encouraging) active transport should be noted.

Suggestions to provide greater clarity and depth (for example, giving more context, demonstrating other transport policy alignment, spotlighting targets and explaining monitoring and evaluation of success), to adjust and expand the scope and emphasis of the Strategy, to maximise collaborative working, and to reduce car ownership/usage were also forthcoming.

10 Key Messages





1

The Movement Strategy and its public consultation drew feedback from over 1,300 people

This feedback was extremely valuable in gauging opinion on the Strategy, clarifying broad feeling while additionally providing a raft of very practical suggestions.



2

Improvements to public transport are seen as the number one priority

Over 90% underline the importance of this priority. Improving affordability, reliability, geographical coverage and connectivity across service providers are seen as key requirements.



3

However, a number of other important priorities sit alongside improved public transport

Increased road safety for all users, together with enhanced accessibility for disabled people in environments with better air quality and reduced traffic congestion are also strongly highlighted as accompanying needs.



4

Strong support for the vision of the Movement Strategy is both evident and overarching

Almost 80% support this vision - many expressing strong support - with majority support expressed by people of a wide range of demographic groups and current transport behaviours. This **clear support for the Movement Strategy** is the golden thread running through consultation feedback.



5

There is a perceived need by some to adopt a bolder, more ambitious and more urgent approach

This is a view which applauds the vision and its principles/actions, but which suggests a need to amplify ambitions and speed the process of implementation and behaviour change.



The four key principles of the Strategy are seen as important and appropriate

Their collective ethos is one which clearly appeals, underpinning and enabling the Strategy vision to come to fruition.



Active transport should be proactively enabled, rather than just encouraged or promoted

There is a perceived need to increase infrastructure and improve transport systems to be highly conducive to behaviour change - with an emphasis on more active forms of travel and the emphasis put firmly on people rather than vehicles.



The 12 actions which drive the Movement Strategy's principles also have broad appeal

While ALL are regarded as important - note that two drop below the 70% mark: the promotion of low-emission vehicles, and reduced private vehicle usage.



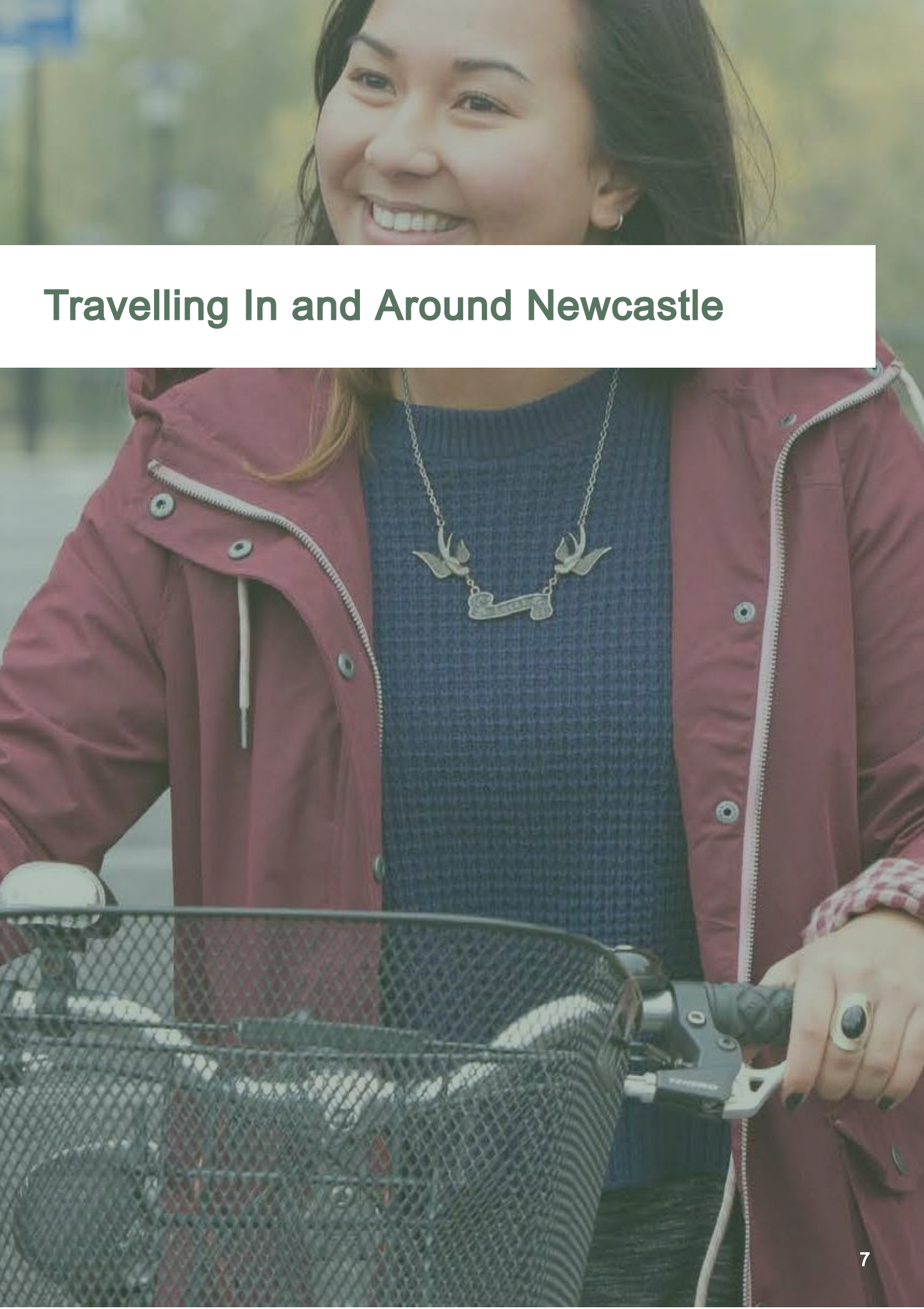
There are some concerns that car users are not being offered the same levels of 'inclusivity' as other groups

Here, comments focus on concerns that the practical needs of car users were being eclipsed by a biased green agenda which gave unfair advantage to other groups such as cyclists.



The provision of greater clarity and increased depth is requested by some

Suggestions focus on underpinning the broad elements of the Strategy with additional context, policy alignment, targets and monitoring and evaluation mechanisms, alongside increased practical action details.



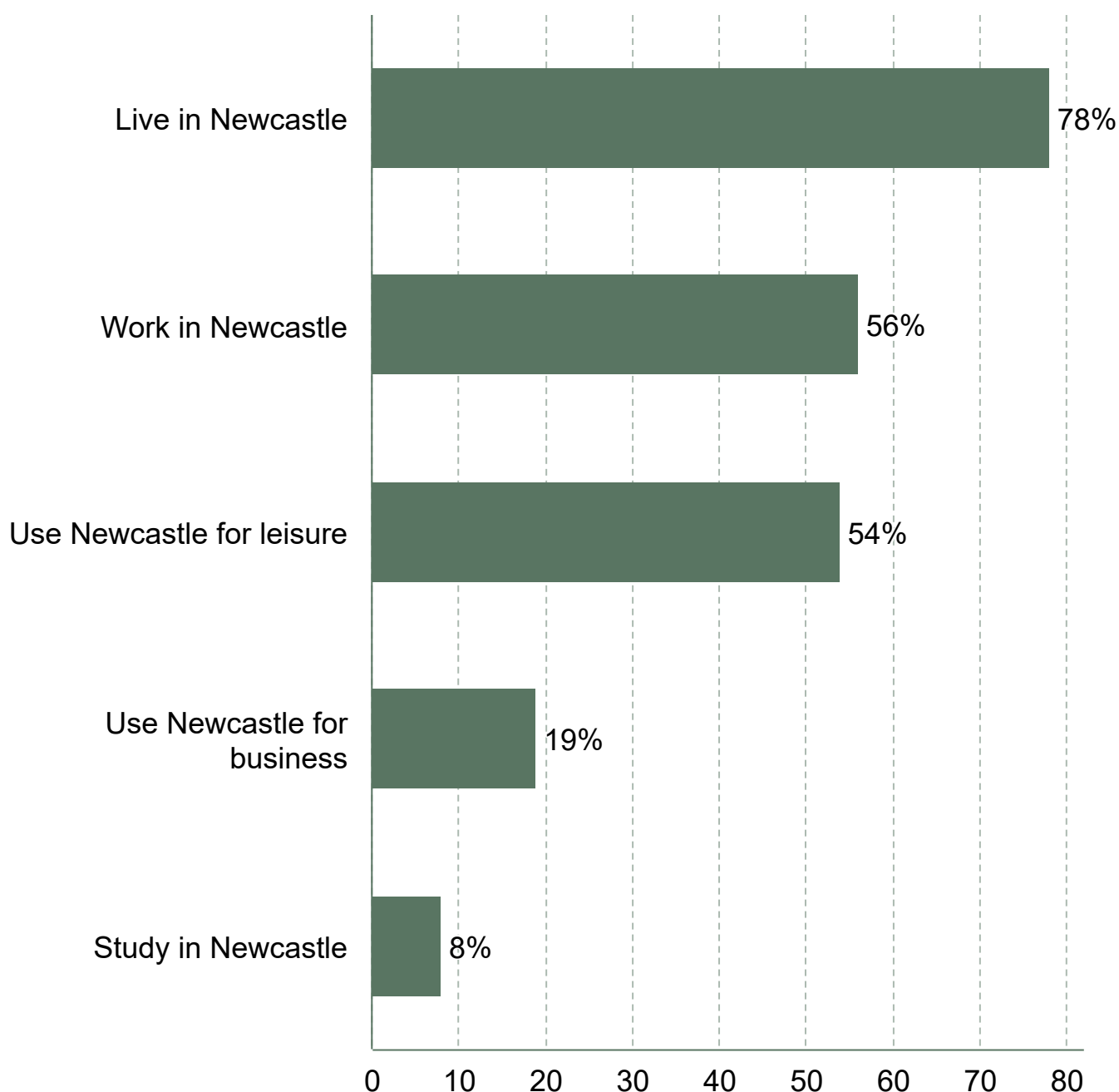
Travelling In and Around Newcastle

Respondents' Relationship with the City

Prior to considering travel modes around Newcastle, it's worth establishing respondents' relationship with the city. Some respondents responded as individuals, others on behalf of an organisation or business.

Over three-quarters of all survey respondents (77%) lived in Newcastle. Many also worked in the city and/or used it for leisure purposes. Other respondents visited Newcastle for business or study.

Respondents often indicated more than one relationship so percentages exceed 100%.



Modes of Travel in and around Newcastle



WALKING

66%

walk every day

A further 18% walk weekly, making this the most frequent mode of travel in Newcastle.



CAR, MOTORCYCLE or VAN

27%

use every day

A further 36% use weekly, making this the second most frequent mode of travel in Newcastle.



BUS

16%

use every day

A further 31% use weekly, making this the third most frequent mode of travel in Newcastle.



CYCLE

18%

cycle every day

A further 16% cycle weekly, making this the next frequent mode of travel in Newcastle.



METRO

7%

use every day

A further 26% use weekly, making this the next frequent mode of travel in Newcastle.



TAXI

1%

use every day

A further 7% use weekly, making this the next frequent mode of travel in Newcastle.



E-SCOOTER

1%

use every day

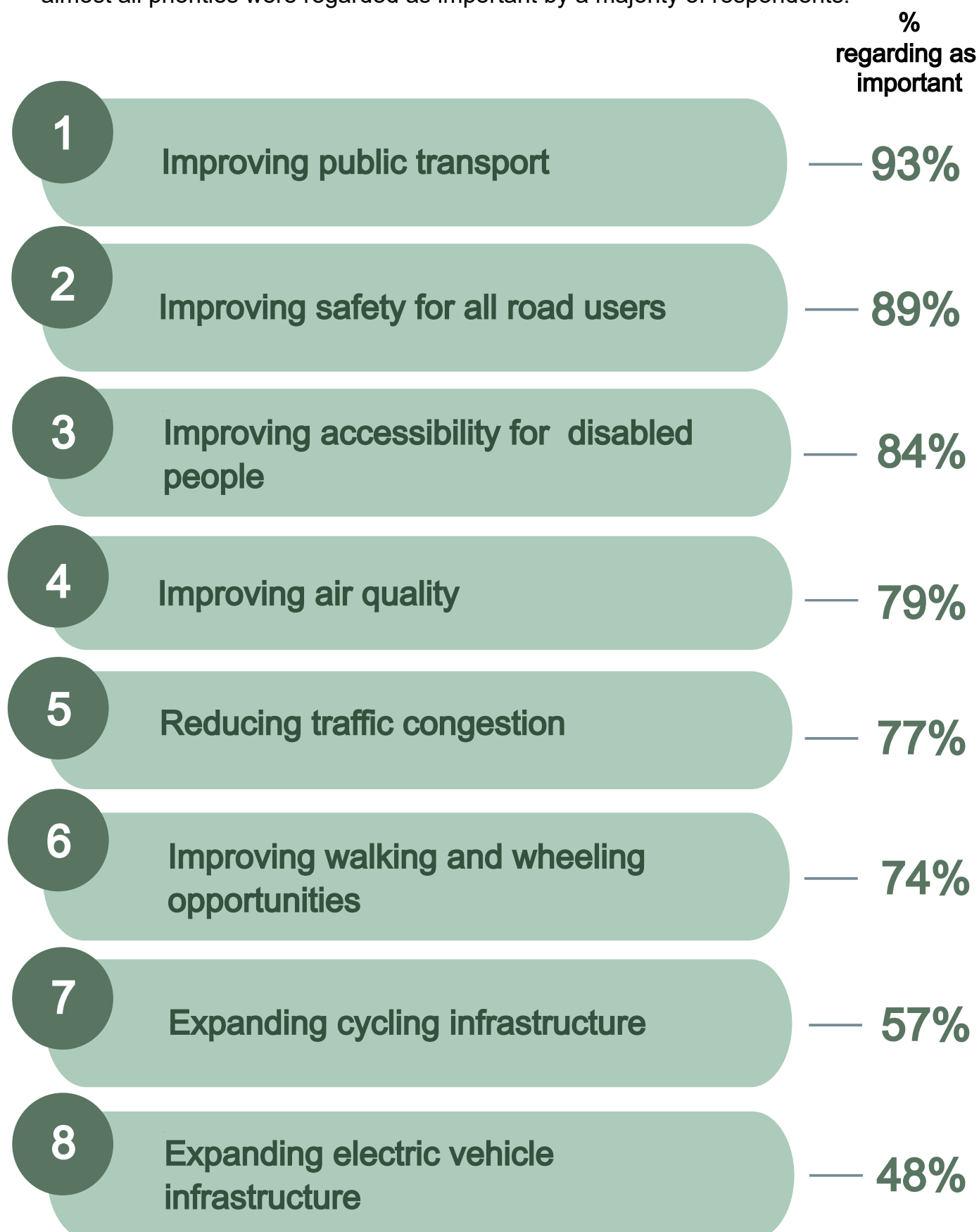
A further 1% use weekly, making this the least frequent mode of travel in Newcastle.

A nighttime photograph of Newcastle, Australia. The top half of the image shows the iconic Newcastle Harbour Bridge, illuminated with green lights, spanning the harbour. Below the bridge, the city lights of Newcastle are visible, reflecting on the water. In the foreground, a small, ornate lighthouse structure sits on a bridge deck, with a red staircase leading down to the water. The overall scene is a vibrant display of urban and maritime architecture at night.

Future Priorities for Moving Around Newcastle

Improving the Transport Network

Respondents were asked to rate the importance of the following transport network improvement priorities - with collective feeling putting a clear emphasis on public transport and road safety, together with accessibility for disabled people. Note that almost all priorities were regarded as important by a majority of respondents.



Additional and Reiterated Priorities

38% of survey respondents suggested additional priorities - or reiterated the priorities above - which they would like to see embedded within the Movement Strategy. These were most frequently related to public transport and the environment and were repeated throughout the consultation feedback in many of the open-ended comments.

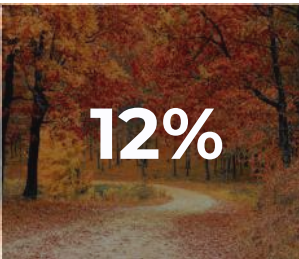


Public transport-related priorities

The most frequent additional public transport-related priorities suggested included:

- Increasing reliability
- Improving bus operator/service connections
- Increasing affordability
- Expanding the bus network
- Expanding the Metro network

Each specified by no more than 3% of respondents

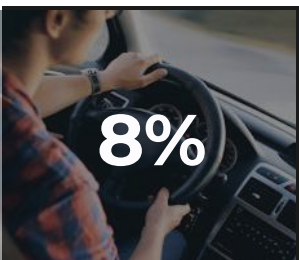


Environment-related priorities

The most frequent additional environment-related priorities suggested included:

- Providing safer walking routes
- Preventing pavement parking
- Reducing traffic congestion
- Restricting e-scooter/bikes
- Considering the efficacy of low traffic neighbourhoods
- Improving road/pavement maintenance

Each specified by no more than 4% of respondents

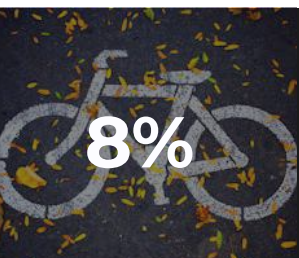


Car-related priorities

The most frequent additional car-related priorities suggested included:

- Reducing car numbers and usage
- Improving accessibility for car users
- Accepting necessary car usage
- Increasing car parking provision

Each specified by no more than 3% of respondents



Cycling-related priorities

The most frequent additional cycling-related priorities suggested included:

- Improving cycle safety
- Increasing cycle lanes
- Improving cycle lane connectivity
- Segregating pedestrians and cars from cyclists
- Removing unused cycle lanes

Each specified by no more than 3% of respondents

Respondent Thoughts

"Introduce faster, more frequent and affordable transport options."



"Remove cars from the city centre."

"Cars are a solution to accessibility."

"Give us a more reliable, frequent and extended Metro system."

"Transport should be linked up."



"We need pedestrian safety on shared pavements."



"We need improved safety and protected routes for cyclists."

The Proposed Movement Strategy Vision & Principles



Support for the Proposed Vision

The Movement Strategy sets out the City Council's main vision of:

➤ **Moving to an inclusive, green, healthy and thriving Newcastle**

Support for this vision was expressed by a clear majority (78%) of respondents. Just 8% opposed this vision, while 14% expressed a neutral sentiment.

Aggregated opinion on the Movement Strategy vision



■ Support ■ Neutral ■ Oppose

We can also see the **strength** of support and opposition expressed, as follows:

Detailed opinion on the Movement Strategy vision



■ Strongly support ■ Support ■ Neutral ■ Oppose ■ Strongly oppose

Majority support for the Movement Strategy vision was clearly evident among people of a wide range of demographics.

However, four groups of people were more likely than others to **STRONGLY** support the Movement Strategy vision with higher than average levels of **STRONG SUPPORT**. These groups were:

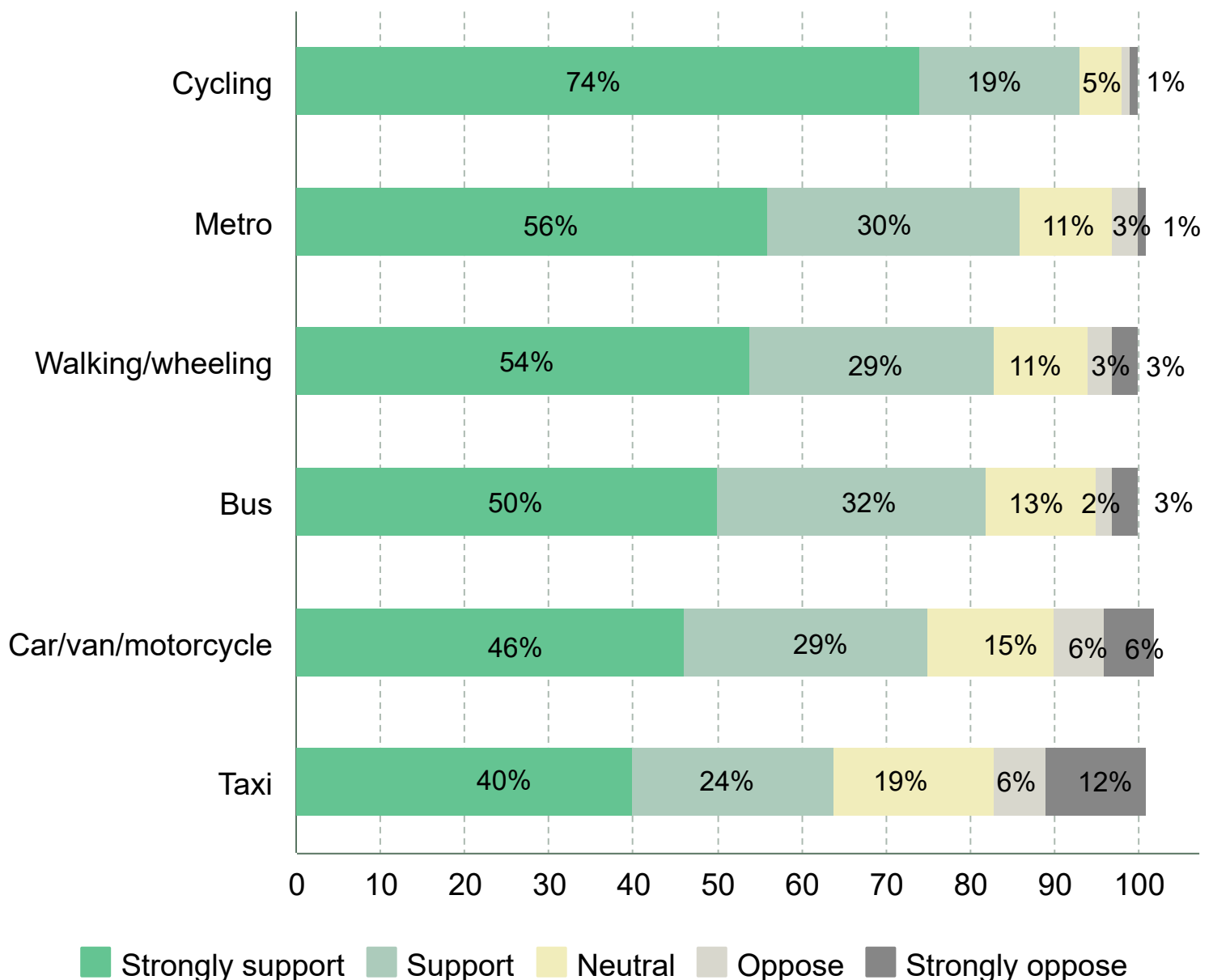
- Students (67% strongly support).
- Younger people - up to the age of 35 (63% strongly support).
- People with no religion (60% strongly support).
- Newcastle residents (53% strongly support).

How Views on the Proposed Movement Strategy Vision Vary According to Frequent Transport Use

If we look at the types of transport being used frequently (at least weekly) by respondents - and acknowledging that many people use more than one type of transport frequently - we can see that across ALL frequent transport modes a majority of users support the Movement Strategy vision.

This support clearly peaks among those who are frequent cyclists, among whom over 90% support the vision, with almost three-quarters (74%) expressing STRONG support.

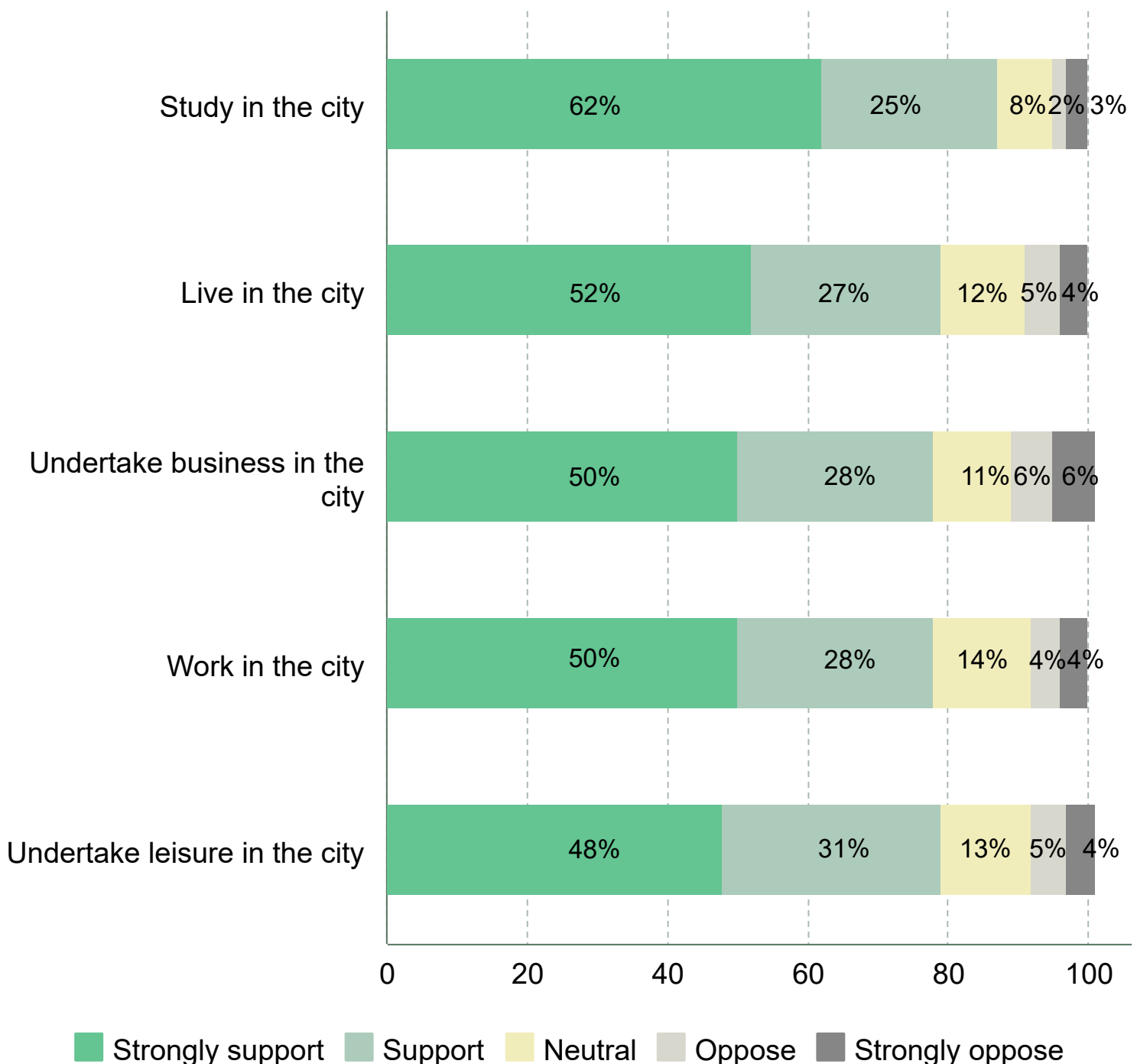
A lower level of support is evident among those who frequently use a car/van/motorcycle and/or taxi - though this support still nudges the 75% mark.



How Views on the Proposed Movement Strategy Vision Vary According to Relationship to Newcastle

If we also look at relationship to the city - again acknowledging that many people have more than one relationship - we can see across ALL relationship types that a majority of users support the Movement Strategy vision.

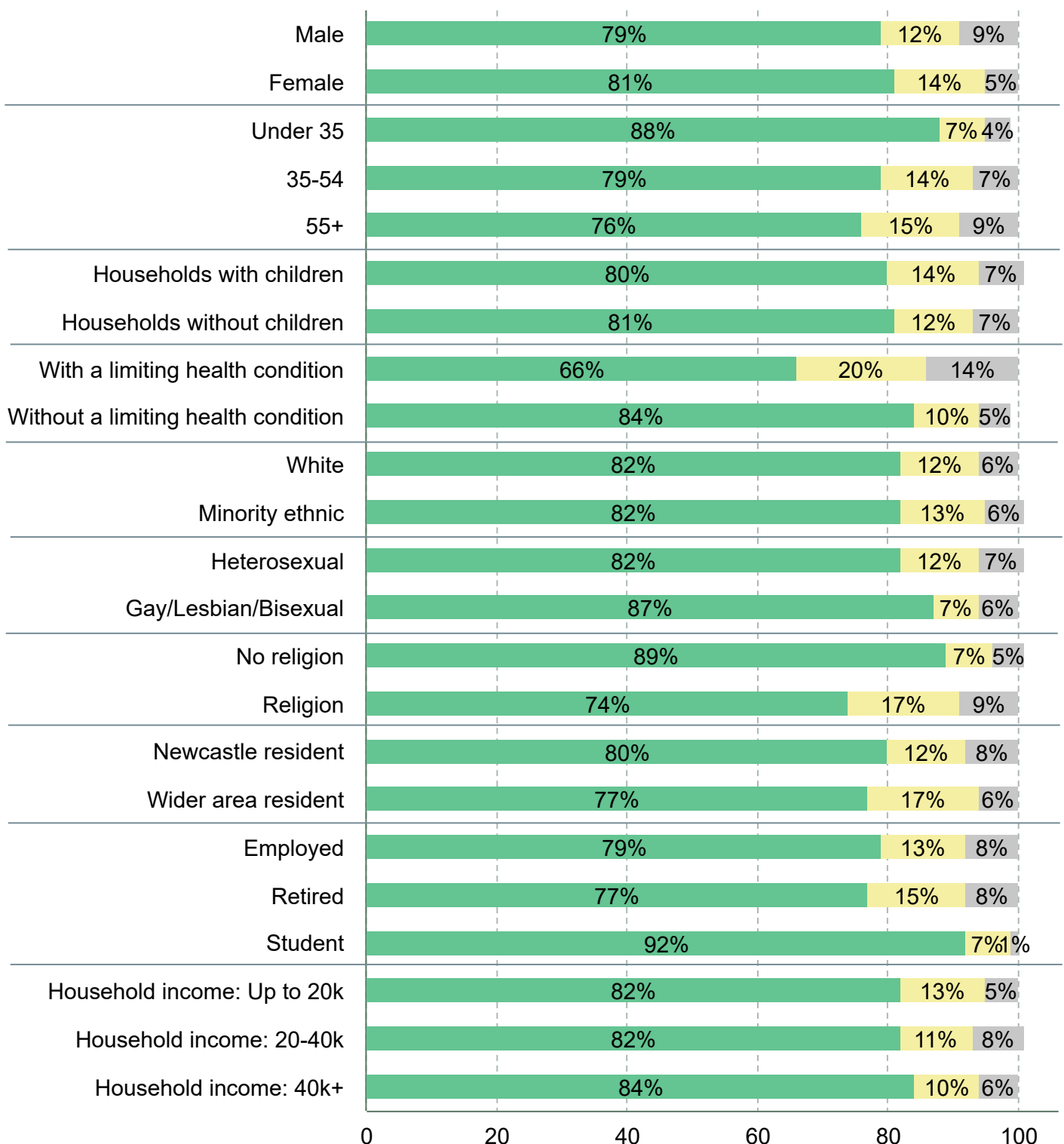
This support clearly peaks among those who study in the city, among whom almost 90% support the vision, with over 60% expressing STRONG support.



How Views on the Proposed Movement Strategy Vision Vary According to Demographic Characteristics

We can also look at how views on the vision vary according to demographics. Here we see that majority support is again evident across each and every demographic group.

This support clearly peaks among those who study in the city, while neutral/opposing views are highest among those with a physical or mental health condition.

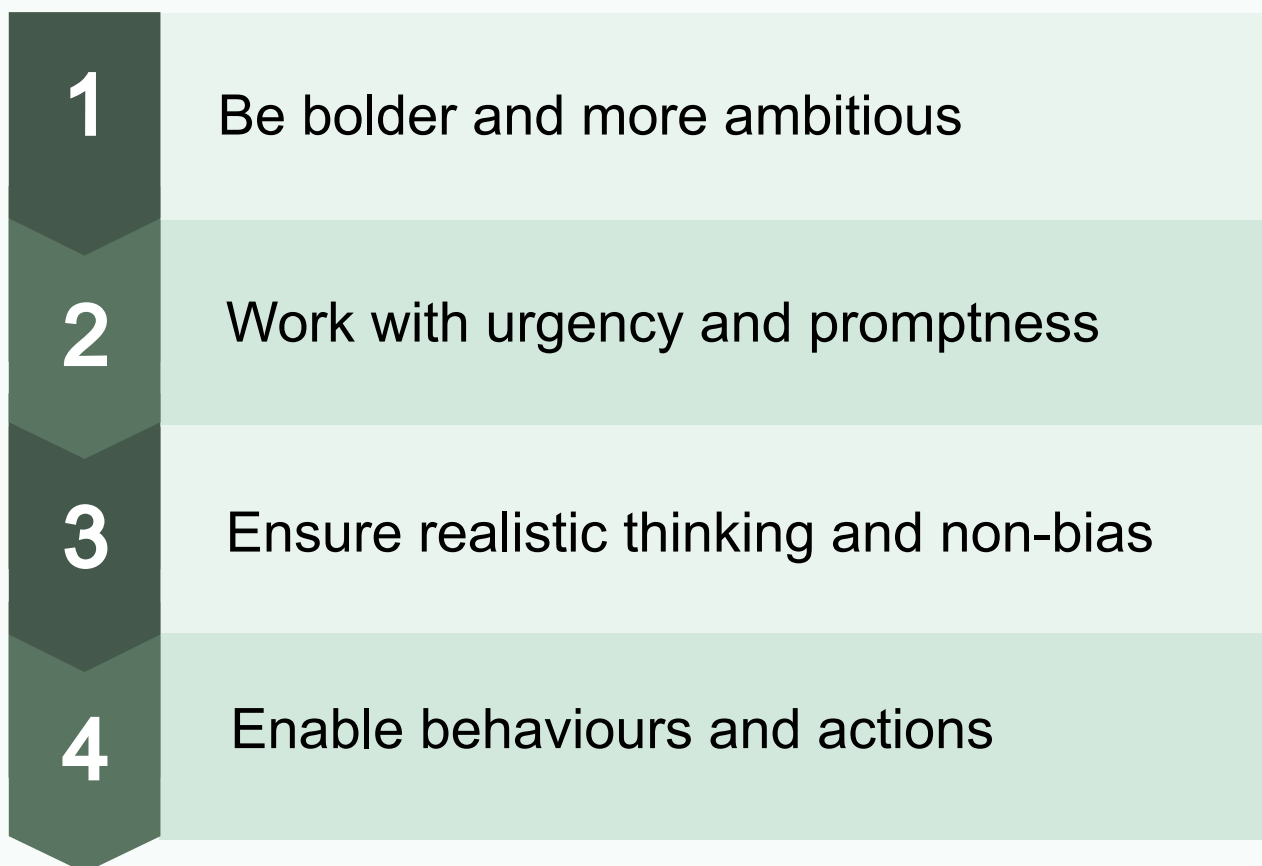


Comments about the Proposed Vision

448 respondents (35%) made further comments about the proposed overall vision of the Movement Strategy.

A significant proportion of these comments reiterated and underlined the need for additional priorities/emphasis within the Movement Strategy as identified on page 12.

Leaving this reiteration aside, together with general, non-specific praise and criticism, four types of comments most frequently emerged relating specifically to the vision. Note that these total around 170 comments, and so represent a fairly small slice of public opinion in relation to this question, but also featured in other open-ended question responses throughout the consultation feedback.

- 
- 1 Be bolder and more ambitious
 - 2 Work with urgency and promptness
 - 3 Ensure realistic thinking and non-bias
 - 4 Enable behaviours and actions

Overleaf, we expand on the detail of these comments.

The Detail Behind Comments on the Proposed Vision



Be bolder
and more
ambitious

- Go for bold! Focus on people (walking and wheeling), not cars.
- Reach for transformational targets which look to more radically reduce car usage.
- Take inspiration from UK cities and other countries/cultures.
- Provide more detail and context with ambitions.
- Work with partners to achieve ambitions.
- Consult extensively and diversely.



Work with
urgency
and
promptness

- Turn thinking into prompt actions. 20 years is too long a timescale - make it 10 years and make it happen!
- Hold your nerve in the face of criticism and avoid U-turns on successful schemes.



Ensure
realistic
thinking and
non-bias

- Don't allow green initiatives to impede motorist accessibility.
- Balance strategic aims with the practical needs of individuals.
- Remove anti-car rhetoric; respect motorists.
- Remove the focus on cycling.
- Don't impede access to businesses.
- Avoid undue influence from campaign groups.



Enable
behaviours
and
actions

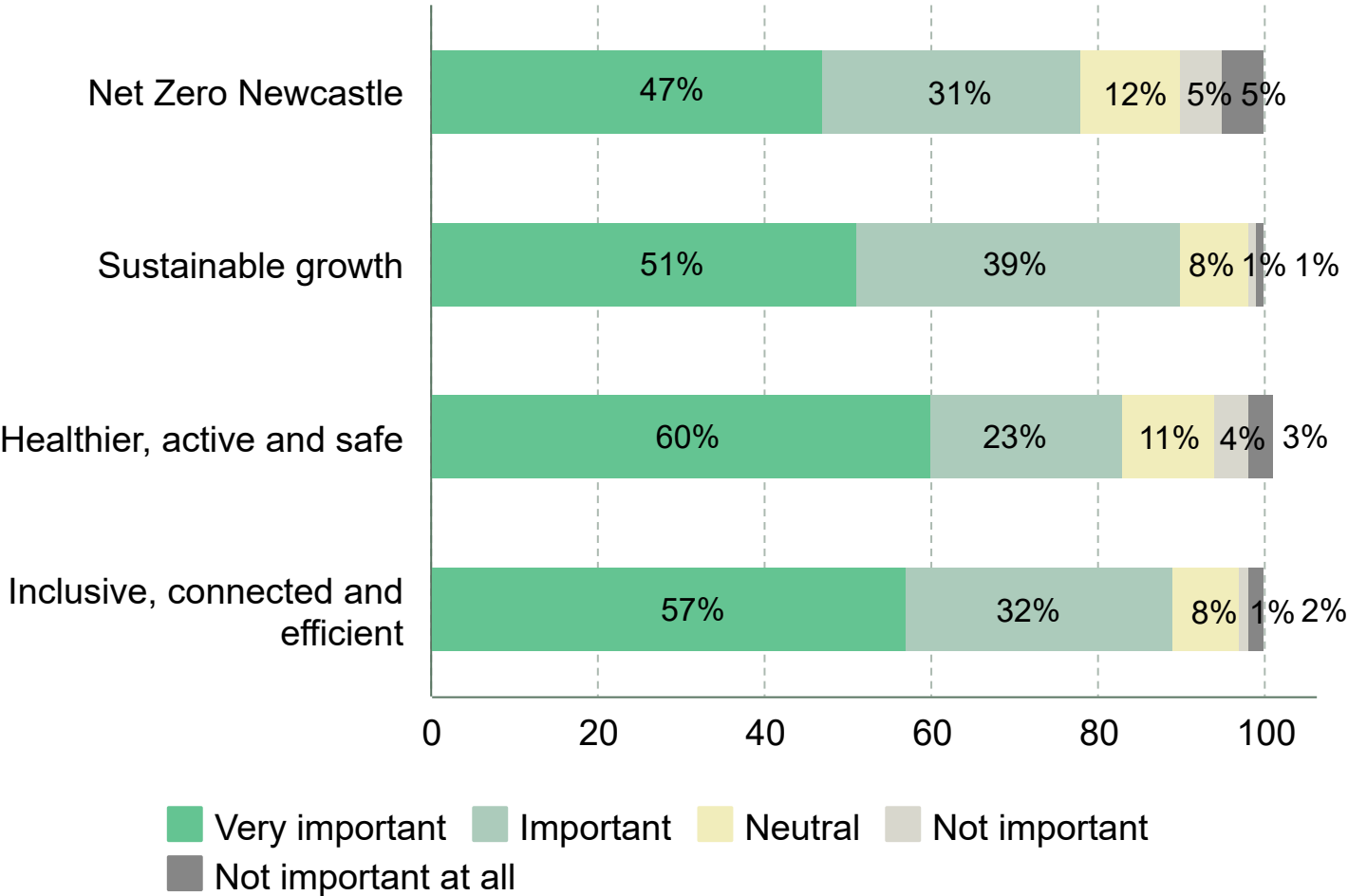
- Clarify benefits, offer incentives, discounts and improvement to enable greater public transport use.
- Increase public education.
- Provide infrastructure to enable active workplace and leisure travel/movement.
- Reduce car dependency via measures such as reduced parking spaces, to promote car-free lifestyle changes.

Thoughts on the Proposed Four Key Principles of the Movement Strategy

Majority support was also expressed in relation to each of the proposed four key principles of the Movement Strategy.

Support was highest in relation to the principle of sustainable growth (90%) and making Newcastle inclusive, connected and efficient (89%).

Note also, high levels of support for making Newcastle healthier, active and safe (83%) and pursuing a Net Zero Newcastle (78%). Across each of the four principles, opposition did not exceed 10%.

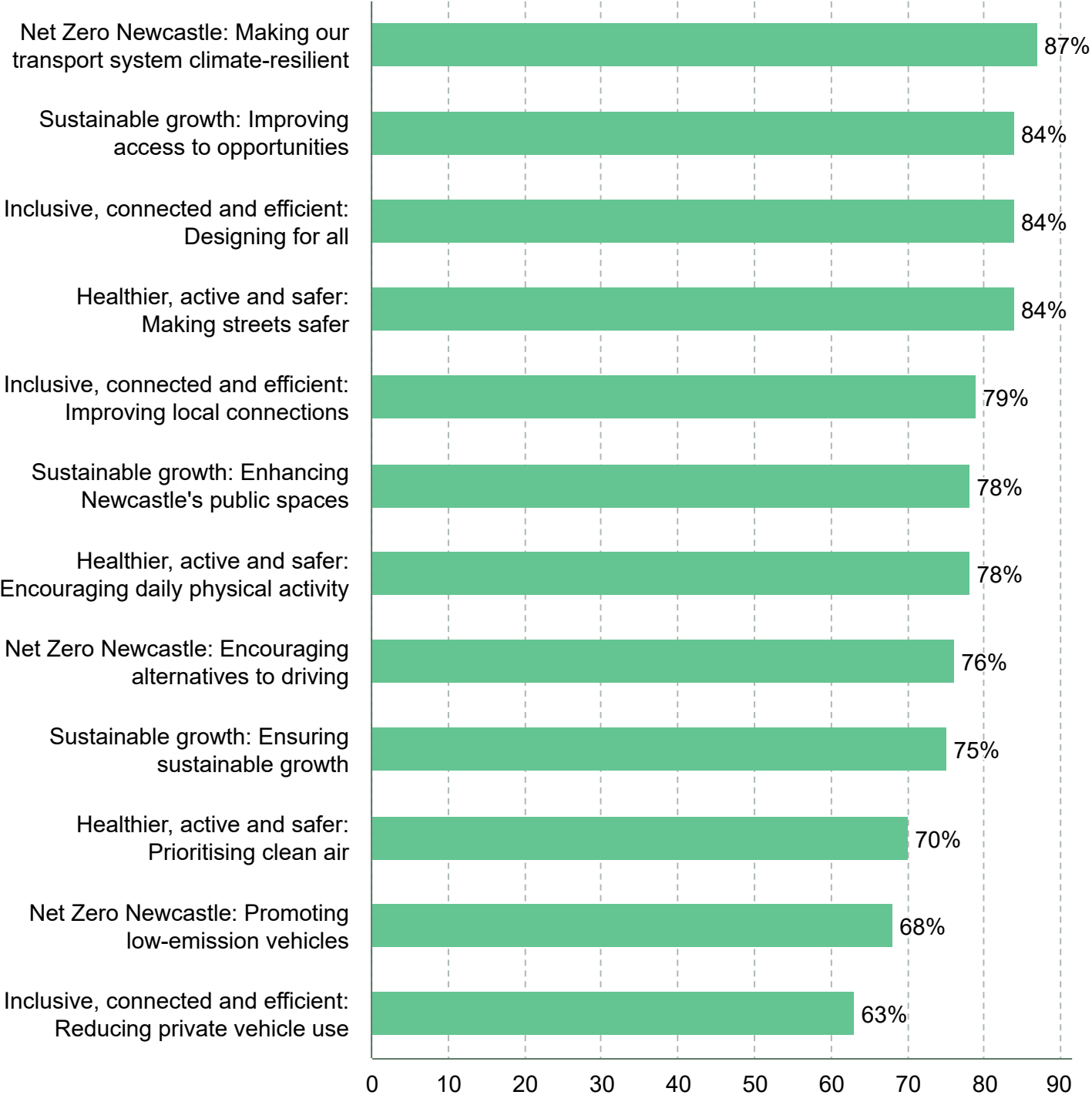


When asked for suggestions for additional principles, respondents again tended to refer back to the comments and ideas they had made in relation to transport priorities and the Movement Strategy vision. Thus, a majority of the 290 comments were within the parameters of previous suggestions, often spotlighting practical actions, rather than principles.

Summary of the Perceived Importance of Proposed Key Actions within the Strategy

Here we see a summary of perceived importance of each of the proposed actions within the four Movement Strategy principles.

While the highest level of importance focused on making the transport system climate-resilient, ALL actions received majority support, with 9 of the 12 actions regarded as important by at least 75% of respondents.



The following sections explore the perceived importance of each individual action in more detail.

22

Net Zero Newcastle



Net Zero Newcastle:

Making our transport system climate-resilient



We'll ensure our transport network can handle challenges from climate change by:

- Proactively maintaining roads and using materials that can withstand extreme weather.
- Implementing Sustainable Urban Drainage* systems and green infrastructure** to reduce flooding.
- Designing streets that provide shade and shelter.
- Creating a network of streets and spaces that collectively introduce blue and green infrastructure.

*Sustainable Urban Drainage is a system that manages rainwater by absorbing water through green space, ponds and permeable surfaces such as gravel and grass.

** Green infrastructure is green space, such as trees and parks, which provides a number of benefits such as play space and shelter.

These were actions viewed as **IMPORTANT** by 87% of respondents, with comparatively few - at just 10% - disagreeing. 3% of respondents had a neutral opinion on these actions.

Making our transport system climate-resilient



■ Very important ■ Important ■ Neutral ■ Unimportant ■ Very unimportant

Perceptions of these actions as being **IMPORTANT** were evident among a wide spectrum of demographics.

However, five groups of people were more likely than others to feel that climate-resilience actions were **VERY IMPORTANT**. These groups were:

- Students (72% view as very important)
- Younger people - up to the age of 35 (63% view as very important)
- People with no religion (63% view as very important)
- Minority ethnic people (62% view as very important)
- Employed people (58% view as very important).

Net Zero Newcastle:

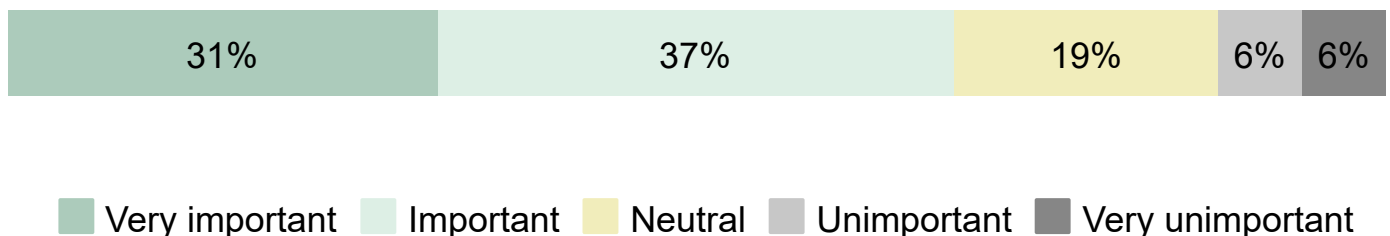
Promoting low-emission vehicles

We'll support the use of low-emission vehicles by:

- Increasing the number of electric vehicle (EV) charge points.
- Setting an example with the council's own fleet and travel policies.
- Reviewing parking fees to encourage sustainable alternatives to the private car.
- Ensuring freight and delivery services use ultra-low emission vehicles.

These were actions viewed as important by slightly fewer (68%) respondents. However, again there was comparatively less disagreement at just 12%. Note that almost one in five (19%) of respondents had a neutral opinion on these actions.

Promoting low-emission vehicles



Perceptions of these actions as being **IMPORTANT** were evident among a wide spectrum of demographics.

However, six groups of people were more likely than others to feel that actions to promote low-emission vehicles were **VERY IMPORTANT**. These groups were:

- Minority ethnic people (53% view as very important)
- People with a household income of up to £20,000 (39% view as very important)
- Retired people (38% view as very important)
- People looking after a home/family (38% view as very important)
- Older people - aged 55+ (36% view as very important)
- People with no disability (35% view as very important).

Net Zero Newcastle:

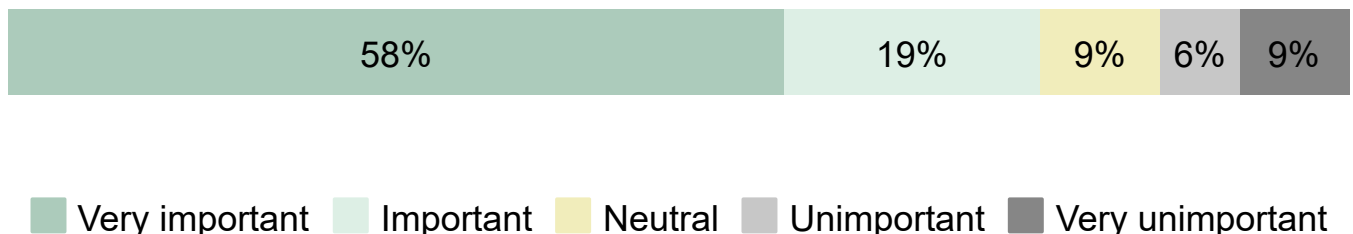
Encouraging alternatives to driving

We'll support sustainable alternatives like walking, cycling, and public transport by:

- Connecting communities, schools, and shopping areas with a network of walking and cycling routes in low-traffic areas.
- Providing services like car clubs, bike, and scooter hire.
- Investing in infrastructure that makes it easier to walk, cycle, and use public transport.

These were actions viewed as important by over three-quarters (77%) of respondents, with comparatively little disagreement at just 15%. 9% of respondents had a neutral opinion on these actions.

Encouraging alternatives to driving



Perceptions of these actions as being **IMPORTANT** were evident among a wide spectrum of demographics.

However, again perceptions of importance peaked among certain groups who were more likely than others to feel that actions encouraging alternatives to driving were **VERY IMPORTANT**. These groups were:

- Students (77% view as very important)
- Younger people - up to the age of 35 (69% view as very important)
- People with no religion (69% view as very important)
- Those with a household income of £40,000+ (64% view as very important)
- Minority ethnic people (64% view as very important)
- Gay/Lesbian people (64% view as very important)
- People with no disability (63% view as very important).

Sustainable Growth



Sustainable Growth:

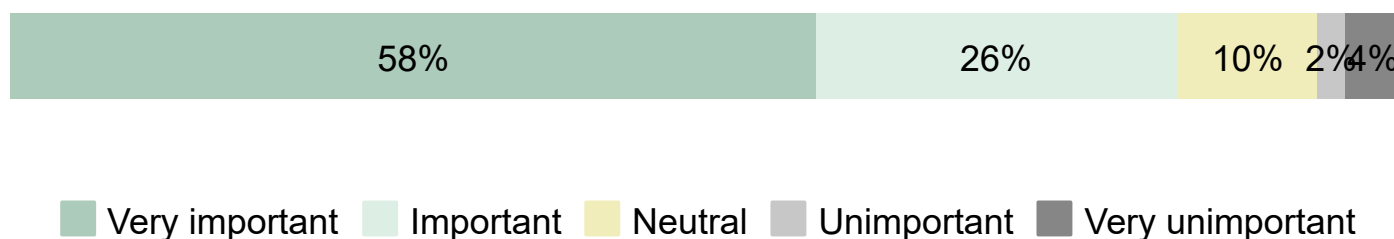
Improving access to opportunities

We'll help people access jobs, education, green spaces and services by:

- Creating a high-quality walking and cycling network connecting neighbourhoods and shopping areas.
- Working with large employers to promote active travel and public transport.
- Advocating for reduced public transport fares for those in need.
- Advocating for better public transport to hard-to-reach employment areas.

These were actions viewed as important by 84% of respondents, with comparatively little disagreement at just 6%. 10% of respondents had a neutral opinion on these actions.

Improving access to opportunities



Perceptions of these actions as **IMPORTANT** were evident among a wide spectrum of demographics.

However, four groups of people were more likely than others to feel that actions to improve access to opportunities were **VERY IMPORTANT**. These groups were:

- People with no religion (78% view as very important)
- Students (76% view as very important)
- Younger people - up to the age of 35 (71% view as very important)
- Minority ethnic people (71% view as very important).

Sustainable Growth:

Enhancing Newcastle's public spaces



We'll improve Newcastle's public spaces by:

- Working with partners to invest in shopping areas and business districts to attract businesses and visitors.
- Introducing more place making destinations*
- Publishing guidelines for designing streets with a focus on accessibility.
- Ensuring parking doesn't dominate public spaces, prioritising alternative uses like cycle parking and green spaces, while still providing enough disabled parking.

* A 'place-making destination' is somewhere designed to be welcoming and attract people to spend time in the local area, rather than being just functional.

These were actions viewed as important by almost 80% of respondents, with comparatively little disagreement at just 10%. 12% of respondents had a neutral opinion on these actions.

Enhancing Newcastle's public spaces



■ Very important ■ Important ■ Neutral ■ Unimportant ■ Very unimportant

Perceptions of these actions as being **IMPORTANT** were evident among a wide spectrum of demographics.

However, four groups of people were more likely than others to feel that actions to improve public spaces were **VERY IMPORTANT**. These groups were:

- Minority ethnic people (64% view as very important)
- Gay/Lesbian people (61% view as very important)
- Students (59% view as very important)
- Younger people - up to the age of 35 (56% view as very important).

Sustainable Growth:

Ensuring sustainable growth



We'll focus on sustainability in housing and employment growth by:

- Using development powers to improve infrastructure around new developments, such as better bus services, cycling paths and footpaths.
- Promoting car-free lifestyles and reducing car ownership.
- Managing traffic during construction to keep areas safe and accessible for walking and cycling.
- Reviewing some of our roadside space (where parking often occurs) to provide other opportunities such as low-emission vehicle bays, bike parking, seats and shelters.
- Advocating for better bus services with increased reliability and coverage.
- Restricting vehicle access in high pedestrian or cycling areas.

These were actions viewed as important by three-quarters (75%) of respondents, with comparatively little disagreement at just 15%. 10% of respondents had a neutral opinion on these actions.

Ensuring sustainable growth



■ Very important ■ Important ■ Neutral ■ Unimportant ■ Very unimportant

Perceptions of these actions as being **IMPORTANT** were evident among a wide spectrum of demographics.

However, five groups of people were more likely than others to feel that actions to ensure sustainable growth were **VERY IMPORTANT**. These groups were:

- Students (68% view as very important)
- Gay/Lesbian people (66% view as very important)
- People with no religion (60% view as very important)
- People with household incomes of up to £20,000 (59% view as very important)
- Younger people - up to the age of 35 (58% view as very important).

Healthier, Active and Safer Newcastle



Healthier, Active and Safer Newcastle:

Making streets safer



We'll prioritise safety, especially for vulnerable road users, by:

- Implementing schemes to reduce collisions in high-risk areas.
- Ensuring all street investments improve safety and access.
- Providing training and education programs to encourage safer behaviours, focusing on schools and underrepresented groups.
- Working with schools to reduce traffic, improve air quality, and increase active travel.

These were actions viewed as important by 85% of respondents, with comparatively little disagreement at just 4%. 11% of respondents had a neutral opinion on these actions.

Making streets safer



■ Very important ■ Important ■ Neutral ■ Unimportant ■ Very unimportant

Perceptions of these actions as being **IMPORTANT** were evident among a wide spectrum of demographics.

However, five groups of people were more likely than others to feel that actions to make streets safer were **VERY IMPORTANT**. These groups were:

- Students (65% view as very important)
- Minority ethnic people (63% view as very important)
- Younger people - up to the age of 35 (61% view as very important)
- People with no religion (60% view as very important)
- Households with a child/children (59% view as very important).

Healthier, Active and Safer Newcastle:

Encouraging daily physical activity

We'll make it easier for people to stay active by:

- Connecting communities, schools, and shopping areas with a network of walking and cycling routes in low-traffic areas.
- Providing services like car clubs, bike, and scooter hire.
- Investing in infrastructure that makes it easier to walk, cycle, and use public transport.

These were actions viewed as important by 78% of respondents, with comparatively little disagreement at just 8%. 13% of respondents had a neutral opinion on these actions.

Encouraging daily physical activity



■ Very important ■ Important ■ Neutral ■ Unimportant ■ Very unimportant

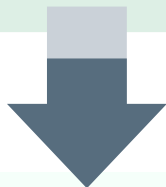
Perceptions of these actions as being **IMPORTANT** were evident among a wide spectrum of demographics.

However, some groups of people were more likely than others to feel that actions to encourage daily physical activity were **VERY IMPORTANT**. These groups were:

- Students (68% view as very important)
- People with no religion (64% view as very important)
- People with household incomes of £40,000+ (63% view as very important)
- Households with a child/children (61% view as very important)
- Gay/Lesbian people (61% view as very important)
- Minority ethnic people (60% view as very important)
- People aged 35-54 (60% view as very important).

Healthier, Active and Safer Newcastle:

Prioritising clean air

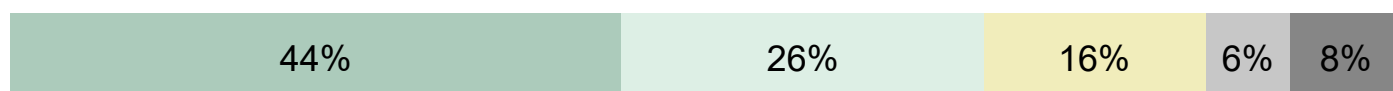


We'll improve air quality by:

- Reducing motor traffic.
- Increasing the use of electric vehicles or other technologies that reduce pollution.

These were actions viewed as important by 70% of respondents, with comparatively little disagreement at just 14%. 16% of respondents had a neutral opinion on these actions.

Prioritising clean air



■ Very important ■ Important ■ Neutral ■ Unimportant ■ Very unimportant

Perceptions of these actions as being **IMPORTANT** were evident among a wide spectrum of demographics.

However, five groups of people were more likely than others to feel that actions to ensure prioritising clean air were **VERY IMPORTANT**. These groups were:

- Students (56% view as very important)
- Minority ethnic people (54% view as very important)
- People with no religion (53% view as very important)
- People with household incomes of £40,000+ (49% view as very important)
- Residents of Newcastle (48% view as very important).

Inclusive, Connected and Efficient Newcastle



Inclusive, Connected and Efficient Newcastle:

Designing for all

We'll ensure our streets and spaces are accessible to everyone, including disabled people, older people, and children by:

- Improving physical access with features like step-free access, wide footways, and disabled parking spaces.
- Prioritising pedestrians, with crossings where needed and emphasising their priority at side roads.
- Prioritising parking for people that need it the most.

These were actions viewed as important by over 80% of respondents, with comparatively little disagreement at just 6%. 10% of respondents had a neutral opinion on these actions.

Designing for all



■ Very important ■ Important ■ Neutral ■ Unimportant ■ Very unimportant

Perceptions of these actions as being **IMPORTANT** were evident among a wide spectrum of demographics.

However, some groups of people were more likely than others to feel that designing for all is **VERY IMPORTANT**. These groups were:

- Students (72% view as very important)
- Minority ethnic people (71% view as very important)
- People with household incomes of up to £20,000 (62% view as very important).
- People with no religion (60% view as very important)
- Younger people - up to the age of 35 (59% view as very important)
- Households with a child/children (57% view as very important).

Inclusive, Connected and Efficient Newcastle:

Improving local connections

We'll improve connections from residential areas to services and schools by:

- Improving spaces around public transport stations and stops.
- Prioritising buses and cycles on main roads and ensuring efficient movement of goods.
- Working with transport operators to improve bus and Metro services.
- Removing barriers to walking, cycling, and public transport with new crossings, junction improvements, and traffic reduction measures.
- Implementing traffic reduction schemes in neighbourhoods.

These were actions viewed as important by almost 80% of respondents, with comparatively little disagreement at just 13%. 8% of respondents had a neutral opinion on these actions.

Improving local connections



■ Very important ■ Important ■ Neutral ■ Unimportant ■ Very unimportant

Perceptions of these actions as being **IMPORTANT** were evident among a wide spectrum of demographics.

However, four groups of people were more likely than others to feel that actions to improve local connections were **VERY IMPORTANT**. These groups were:

- Students (83% view as very important)
- Younger people - up to the age of 35 (72% view as very important)
- People with no religion (67% view as very important)
- People who describe their ethnicity as white (61% view as very important).

Inclusive, Connected and Efficient Newcastle:

Reducing private vehicle use

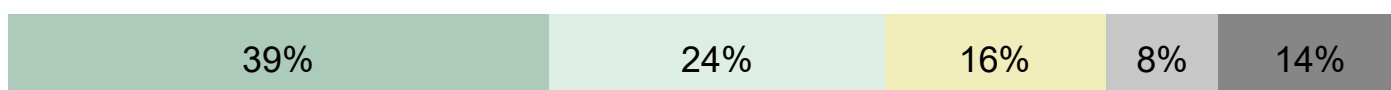


We'll reduce the reliance on private vehicles by:

- Working with neighbouring areas to promote regional freight and construction consolidation.
- Developing strategies with neighbouring authorities to manage traffic demand.
- Supporting better digital connectivity to reduce the need for travel and encourage new transport services.
- Reviewing road network functions to prioritise the movement of people and goods over cars, considering the needs of disabled people who rely on cars.

These were actions viewed as important by 63% of respondents, with disagreement standing at 22%. 16% of respondents had a neutral opinion on these actions.

Reducing private vehicle use



■ Very important ■ Important ■ Neutral ■ Unimportant ■ Very unimportant

Perceptions of these actions as being **IMPORTANT** were evident among a wide spectrum of demographics.

However, four groups of people were more likely than others to feel that actions to reduce private vehicle use were **VERY IMPORTANT**. These groups were:

- Minority ethnic people (50% view as very important)
- Gay/Lesbian people (50% view as very important)
- Students (49% view as very important)
- Younger people - up to the age of 35 (45% view as very important).



Email & Outreach Feedback

Email Feedback from Individuals

10 emails were received from individuals within the consultation period.

These emails highlighted the following suggestions/needs:

- **Improve the user-friendliness of EV charging points** in Newcastle car parks – with a comparatively easier experience in North Tyneside.
- **Prevent erosion of the existing public realm** (both privately and publicly owned) – for example, signage/barriers/planning applications which restrict access.
- **Thoroughly consult with those preferring car usage** to fully understand their rationale and resistance to potential change.
- **Increase the frequency of bus transport** into the city centre from Gosforth and East Benton Rise.
- **Revisit Movement Strategy priorities to make them more ambitious**, clearer and non-competing.
- **Include additional priorities** which focus on:
 - Reducing the need to travel, particularly by less sustainable means.
 - Enabling car-free lifestyles.
 - The liveability of streets and neighbourhoods.
 - The safe and independent movement of children.
 - Achieving Net Zero transport emissions.
 - A Vision Zero strategy and target of zero deaths/serious injuries on the city's roads.
- **Consider and support the equine community of horse riders** in the context of the Strategy's priorities – ensuring that their practical needs are addressed and included within the Strategy, and sourcing more inclusive Strategies produced by other local authorities as examples.
- **Adopt a 'whole system disabled persons mobility service'** approach.
- **Consider new city logistic infrastructure and methods** – such as open terminals - receiving goods from large vehicles coming from outside the city centre, and handing them over to smaller vehicles, better suited to last mile delivery, e.g., electric cargo cycles.

Emails from Organisations and Groups

13 emails from organisations and groups were received. Contributors included:

- Dwellbeing Shieldfield
- Hazlerigg Parish Council
- NE1
- Space for Gosforth
- Stagecoach
- Newcastle Cycle Campaign
- Newcastle Elders Council
- Newcastle University Academics and Researchers
- Newcastle University Sustainable Travel Society
- Newcastle Vision Support
- Nexus
- North East Combined Authority
- North East Public Transport Users Group.

There was significant support expressed by organisations and groups for the ethos of the Movement Strategy and its vision. Contributors were often encouraged by the overarching principles of the Strategy, underlining the importance of these, and clearly welcoming the opportunity to give their feedback. There was also felt to be an element of alignment and connection with parallel transport initiatives and organisation commitments. However, some organisations suggested a need for increased clarity, detail and information, a greater urgency, and a realigned emphasis. The following suggestions summarise the views of organisations.

Provide Greater Clarity and Increased Depth

- **Provide city and regional context, statistics and depth behind principles and intended actions.** For example, how 'climate-resilient' relates to Net Zero, and the practical nature of 'improvements to areas around public transport stations and stops' including how, when, why and for whom. A further example is providing cost estimates and benefit to society in relation to different transport modes. For example, the cost of road harm, the amount the area benefits for each pound spent on public transport and how many people have access to local amenities – each adding important context.
- **Demonstrate alignment.** Detail how the Movement Strategy aligns with other transport plans, policies, and commitments (i.e., the NECA Plan, Tyne and Wear County Council's Integrated Transport Strategy Plan, the Spatial Plan, the Future Core Strategy, the Greener Journeys Decision Tree, and the Net Zero Strategy) both internal and external to the City Council.
- **Detail targets, indicators and metrics that will measure progress** against the Movement Strategy. For example, the practical commitment to achieving Net Zero, together with the consequences of not hitting Net Zero by 2030. E.g. Glasgow City Council's Transport Strategy explicitly targets a 30% reduction in car vehicle kilometres by 2030. Additionally, provide figures showing required road mileage reduction.

Provide Greater Clarity and Increased Depth (continued...)

- **Detail monitoring and evaluation mechanisms.** Many of the actions outlined in the Movement Strategy are felt to be intrinsically agreeable (like motherhood and apple pie), but are felt by some to be very broad, difficult to measure progress against, and neglecting to detail timescales for delivery nor evaluation of delivery and success.
- **Clearly set out details of how public feedback will be assessed and acted on** to enable outcomes to be achieved.
- **Highlight added value.** Demonstrate how the Movement Strategy will make a real difference in its delivery, given the many consultations already completed and transport policies already adopted. For example, “Planning for the Future Core Strategy and Urban Core Plan” was adopted by Newcastle and Gateshead Council on 26 March 2015, and contains substantially similar transport objectives.
- **Replace buzz words and broad phrasing** i.e., ‘blue and green infrastructure’, ‘removing barriers to active travel and public transport’, ‘place-making destinations’, ‘efficient movement of goods’ and ‘groups in need’ with clearer, more meaningful terminology.
- **Be open and transparent.** Transport schemes are often contentious with opposing viewpoints, requiring clear messaging and communication ensures understanding of benefits, costs, and limitations of any scheme.

Adjust and Expand Strategy Scope and Emphasis

- **Be bolder and more urgent to address the climate crisis.** Use the Movement Strategy to prioritise urgent action now, rather than 'blue-sky policy' making with no real-world impact. Stand firm with leadership willing to implement the Strategy in the face of potential disagreement.
- **Be more ambitious.** If the plan is to replace existing policy, ensure that the new Strategy is even more ambitious, including actions from the DAP and other policy documents that are still relevant. If applicable, it should also explicitly state which policies it replaces. Keep pace, or exceed the ambitions of comparable UK cities.
- **Frame actions as actively ‘enabling’ outcomes**, rather than just 'encouraging' or 'promoting' them.
- **Reducing private vehicle use should be the overarching goal** of the entire Movement Strategy, not the last point in the document (refer to Glasgow City Council's Movement Strategy). Encouraging alternatives to driving should ideally be changed to ‘reducing driving.’ This is necessary to make meaningful change. Strengthen the commitment to encouraging alternatives to driving and include revenue-based interventions such as behaviour change campaigns. The regional ‘Go Smarter, Go Active’ campaign and improved fares and ticketing delivered through the BSIP are relevant regional examples that can help promote alternatives to driving.

Adjust and Expand Strategy Scope and Emphasis (continued...)

- **Focus on zero emission, rather than low emission travel. Put the emphasis on people** – the current transport system favours the use of the car at the expense of all other modes ensuring that it is neither inclusive nor efficient. Adopt a hierarchy of road users starting with walkers, then cyclists, then public transport users. As the City Council already has a hierarchy of road users – include a statement on how the Council is going to implement this. Pedestrians should be clearly prioritised (see Sheffield's example).
- **'Avoid, Shift and Improve'** – adopting a policy of **Avoid**: Reduce the amount of driving needed by better land-use practices and urban design. **Shift**: Encourage alternative modes of transport such as walking, biking, and public transit. **Improve**: Promote more efficient fuel and vehicles, including electric vehicles.
- **Adopt a principle of "Vision Zero"**. Acknowledge and act on the belief that it can never be ethically acceptable that people are killed or seriously injured when moving within the road transport system. In other words, life and health can never be exchanged for other benefits within the society. Road safety should be non-negotiable, and not tradeable for other benefits. The Council should consider how both Councillors and Council officers can increase residents' understanding of Vision Zero and why it is important.
- **Commit to meeting and exceeding the objectives set out in the Government's Local Cycling and Walking Infrastructure Plan (LCWIP) guidance** including the aim for cycling that adjacent routes within the network should not be any more than 400m apart.
- **Actions that support all principles should be given the highest priority**, for example, a safe accessible, all age and ability cycle network would improve safety, improve health, cut emissions and pollution. Likewise, actions that have a negative impact on multiple objectives, e.g. increasing road capacity for vehicles, should not be pursued.
- **Adopt a Strategy for Streets and Good Quality Places** - rather than just movement. Roads are not only used for movement. Gosforth High Street, for example, is a destination and should be designed as such and not as a traffic-thoroughfare. This aligns with the proposed action 'enhancing Newcastle's public spaces'.
- **Add to the principles a 'child-centred city'** - ensuring the transport network is mapped from the viewpoint of a child, is safe, connected, accessible and enables independent movement. Enabling children to travel independently and safely on foot or by cycling to school, especially High School children who are expected to travel independently over quite long distances.
- **Reconsider actively discouraging travel on a local scale**, given the wider regional messaging of increased physical activity, focus more on the ability of digital connectivity, enhancing and augmenting how people travel.
- **Include specific references to the student population** – there is no reference to students despite Newcastle having a student population of over 40,000.

Adjust and Expand Strategy Scope and Emphasis (continued...)

- **Include references to cycle lanes and school streets** in the Strategy – given that the government is funding local authorities to implement such measures this seems like a notable omission.
- **Refer to and acknowledge the role of coaches** as a mode of transport. Address the issue of coach passengers who make up many public transport users. A new coach station could be provided as part of the Pilgrim Street East redevelopment and linked to a new bus station for terminating services from south of the Tyne.
- **Ensure that the experience of visitors is catered for.** Newcastle is a major hub for entertainment, shopping, and employment, all of which attract a proportion of older visitors from outside the city. Movement within, into, and out of Newcastle is as important for these visitors as it is for residents.
- **Develop a Kerbside Strategy**, following in the footsteps of Lambeth Council.
- **Consider more carefully/prominently the role of rail services and the Metro** as modes of travel. Refer to the role of Manors Railway Station (soon to be served by a 30-minute frequency service with the introduction of trains on the Northumberland Line) as an obvious station to serve the new Pilgrim Street East development and the many thousands of jobs that will bring.
- **Investigate the creation of a Tyne Clipper ferry service**, providing a river ferry from the mouth of the Tyne, to Newburn. This ambitious project would improve regional connectivity, boost the region's tourism experience, and reduce pressure on the existing transport network.
- **Explore the provision of tram services** to areas not served by the Metro - as deliverable within the 2045 window.
- **Use the term 'older people'** rather than 'the elderly', with accompanying visual representation/icons which do not suggest consistent mobility problems.



Maximise Collaborative Working

- **Adopt a joined-up approach** to transport infrastructure investment and spatial planning to support the development of an integrated network, discussing the importance of ensuring that different modes of transport/local connections are integrated.
- **Re-establish the Transport Forum** - enabling discussions to happen and consensus to be found.
- **Consider a Citizens' Assembly approach** to discuss the future of transport in the city and ensure representative discussion.
- **Lengthen (time) and widen (venues) the consultation process**, to encourage increased participation and discussion.
- **Work with city-based transport and place interest groups** to test ideas and develop policies.
- **Work with bus providers** such as Stagecoach and Nexus to improve infrastructure and regional connectivity.
- **Work with universities and student unions** to shape policy in the city and establish student needs and travel patterns. Increase engagement with students to get early 'buy in' and involve students in the creation and maintenance of pocket parks, the promotion of car free lifestyles and reduction of car ownership within the student population. This could include specific bonuses for students living in flats with no parking or personal vehicles.
- **Work with NECA** particularly in the context of the development of franchised bus services, to develop a set of integrated, clear, simple, and affordable fares across public transport services
- **Work with the local Police and Crime Commissioner and Northumbria Police** to ensure improved enforcement of speed limits, drink and drug driving limits, roadworthy vehicles, and street safety.
- **Work with and empower NE1, communities and businesses** to activate and invest in and activate public realm projects that meet their communities' specific needs.
- **Work with others** to identify options for the future expansion of mass rapid transit to the West of Newcastle.
- **Work with neighbouring local authorities** to improve periphery routes, for example the PROW from Brunswick to Hazlerigg provides connectivity for local communities but could benefit from enhancement to make this a more attractive option.

Reduce Car Ownership and Usage

- **Provide greater clarity on how the Council will reduce private car use** through restricting parking, introducing bus gates, pedestrianising streets, closing vehicular access to streets, workplace parking levy (e.g. see Nottingham), charging private cars in the CAZ, cycle lanes, low traffic neighbourhoods, school streets, etc. Reviewing parking fees is also very vaguely outlined – this could be changed to increasing parking fees and reducing the space allocated for Council operated parking (which could free up space for alternative uses and activities for social and economic benefit, apart from blue badge holders).
- **Introduce measures to reduce driving** - research shows that carrots and sticks are necessary to reduce traffic. Include a target for traffic reduction. This could be achieved by measures such as adding private cars to the CAZ and extending the area that this covers, a workplace parking levy, park and ride sites at Metro stations on the periphery. The best way to encourage alternatives to driving is to make driving less attractive, by reducing speed limits, removing parking spaces, introducing bus gates, enforcing existing traffic restrictions and identifying locations where car access should be removed, including on the Bus Loop (a core area where traffic wouldn't be allowed but which allows services to continue to operate close to passenger destinations to ensure reliability of services).
- **Car parking fees**, both in the Urban Core and in other local employment or retail centres, must be priced to discourage the use of private cars and thus ensure a balance in favour of greater public transport use. Currently many district centres have free car parking, encouraging the use of unsustainable modes of transport above more sustainable options.
- **Do not normalise the use of cars** and their associated health and safety issues.
- **Acknowledge the economic and sociological need for cars** within Newcastle's transport network.
- **Consider the role of Park and Ride in Newcastle**, with such facilities offering great potential in reducing the number of people driving into the city centre.
- **Enable new residential developments to be car-free** by removing the minimum parking requirement from the Development and Allocations Plan. In addition, explore the use of planning restrictions to limit paving over front gardens for use as car parking. Residential parking permits could also limit car ownership.

Improve Public Transport

- **Make public transport more** competitive – improving affordability, convenience, user experience and integration. Adopt '**Reliability, Regularity and Rideability**' as the core requirements for provision of these services to the public, alongside better connections across the city.
- **Allow university students free/discounted access** to public transport in the area.
- **Increase the availability of late-night buses and Metro services to align with the operating hours of night-time businesses** – advocating this improvement with relevant authorities.
- **Use bus gates to reduce through motor vehicle traffic** in residential areas but ensure public transport connectivity is maintained (e.g. on Heaton Park Road, on Hunters Road, on Nuns Moor Road).
- **Ensure bus services continue to run during bad weather** - essential to a resilient transport system. If bus services are unable to bypass private car congestion during extreme weather events, then those services will not be resilient.
- **Commit to increased bus priority on key corridors** where services are known to be impacted by traffic congestion. This should take priority over inconvenience to car drivers.
- **Widen bus lanes** in order for them to function and move more efficiently better – incentivising their use over cars.
- **Consider the creation of a new bus station** in the city on the Pilgrim Street East site, allowing buses from south of the river to terminate without needing to pass through the city to Eldon Square or lay over on the streets between services.
- **Ensure that bus travel is easier via a series of practical, quality of life improvements**, including:
 - Introducing a speaker system on every bus to announce the upcoming stop. This would benefit passengers with a visual impairment along with tourists to the region or even just those using the bus who are unfamiliar with the route.
 - Simplifying the multi-bus company scenario which is complicated and chaotic.
 - Ensuring buses consistently stop for people at bus stops with a white cane, regardless of whether signalling.
 - Providing an announcement system at bus stops to tell people which bus is arriving.
 - Improving training for bus drivers to yield better understanding of the support needs of visually impaired passengers – including the provision of local area service information.
 - Considering integrated ticketing, simplification of fares and a high-quality information app.
 - For older people, abolishing the 9:30 a.m. travel restriction on buses and the Metro would be particularly advantageous.

Enable Active Transport

- **Create high pedestrian and cycling areas by removing traffic.** Not waiting till people start getting killed and seriously injured before this happens. This is especially needed in areas where students are walking and wheeling to university such as Sandyford Road and Osborne Road.
- **Expand on shared and active mobility options** such as e-scooter and bicycle rental schemes.
- **Implement sustainable travel schemes** - encourage and incentivise businesses to make the transition to greener travel – for example, ‘Go Smarter’ successfully worked with businesses to advise and financially support (part funded) on methods to improve staff accessibility to public and active transport - grant schemes for businesses to invest in changes to buildings to encourage active transport (shower facilities, bike racks, etc.). Consider also new initiatives that aim to encourage shoppers to use public transport – schemes such as home delivery for purchases may encourage shoppers to travel through public or active transport means, especially at peak times of year.
- **Newcastle lacks major pedestrian priority areas in the city core.** This inhibits the city’s ability to host major events and bring the community together at key times of the year. The pedestrianisation of Blakett Street remains council policy and should be delivered, but careful consideration needs to be given to the mixed vehicle demands such as servicing and bus transit. As such, looking at a shared space and full pedestrianisation option would be desirable in delivering a successful outcome for the city and its residents.
- **Embed active transport principles within new residential and commercial developments** ensuring that developments are not delivered ahead of/without active travel infrastructure such as bus stops, pavements, etc. in place.



Enable Cycling

- **Acknowledge that cycling is the mode of transport least catered for currently in Newcastle**, with the greatest potential to enable more people to travel safely and sustainably with minimal cost outlay. To achieve this, routes need to be safe, direct, and designed in accordance with LTN1/20 to be useable by all ages and abilities.
- **Maintain the Local Cycling and Walking Infrastructure Plan (LCWIP)** to ensure that space on main roads planned to be used for walking and cycling is reserved for that purpose and not used for alternative purposes. The networks will also need to link with neighbouring authorities to achieve the NE-wide regional active travel network referred to in the draft NE Transport Plan.
- **Provide a city-wide network of safe, segregated routes** (compliant with LTN 1/20) which connect neighbourhoods, services, schools, green spaces, and transport hubs to enable cycling in the city to become a real choice for everyone.
- **Make improvements to cycling infrastructure design, particularly at crossings.** This includes better detection systems for cyclists, where beg buttons must be used, they should be easily accessible before any stop lines. Crossings should allow cyclists and pedestrians to cross together for longer or more frequent crossing intervals.
- **Ensure that segregated cycle routes reach public transport hubs** to facilitate a connected transport network. Prioritisation of cycles on main roads is not sufficient unless it is by creating segregated infrastructure. Bus lanes are not safe cycling infrastructure. Construct a high-quality network for cycling. Such a network will need to include features such as protected cycle lanes on main roads and low traffic or traffic-free streets.
- **Implement secure bicycle parking locations** promptly, providing secure, on-street cycle storage as an option to ensure that storage is not a barrier to cycling, and secure storage in shopping and leisure areas to support sustainable travel for work and leisure. There must also be clear docking stations, strictly enforced in busy areas and which take space from motor vehicle parking rather than pedestrian space.
- **Remove physical barriers to cycling** such as bollards, gates, pavement parking, etc. ensuring cycling is accessible to everyone and particularly in relation to non-standard cycles such as trikes, recumbent cycles, etc. that are also often used as mobility aids.
- **Review current usage of cycle lanes** to establish their value.
- **Integrate bicycle hire schemes with the wider public transport network**, with whole-city coverage and ideally with an integrated interface such as Pop.
- **Proactively maintain footpaths and cycleways** to ensure that any network reaches its full potential and it meets the needs of all users.

Optimise Electric Vehicle Usage

- **Ensure EV charge points are equally distributed across the city** and that they are present at major hub destinations, as well a commitment to introduce more on-street charging.
- **Ensure any new charging points do not impinge on pavement space.**
- **Prioritise EV charging points for car club bays or fleet operators**, not private car owners.
- **Set an example at the City Council** – replacing car parking spaces with EV spaces and charging points. Ensure all vehicles working for the Council and other large institutions are low emission, with safety features such as speed limiters.
- **Promote and encourage zero emission buses.**
- **Refer to Ljubljana's Electric Vehicle Initiative** - considering additional measures, such as accessible transport options for those who are less mobile.
- **Do not regard electric vehicles as a panacea.** It should be recognised that electric vehicles still produce air and water pollution from brake and tyre wear. A reduction in travel demand is needed to improve air quality rather than a focus solely on technology.

Consider Additional Practical Actions

- **Improve timetabling by academic institutions** to reduce the number of days with short class lengths. Thousands of students travel into the centre of Newcastle each day for one or two hours of lectures. Encouraging longer, fewer days would reduce the burden on the transport system.
- **Introduce a temporary Blue Badge scheme for individuals** with short-term mobility challenges, without a lengthy application process.
- **Explore last mile delivery solutions for freight vehicles**, streamlining trade waste services and considering current access restriction times.
- **Address the existing network challenge of residential and trade waste containers** - amending the waste container policy to prevent waste containers being on key streets in the city centre.
- **Address the existing network challenge of delivery bikes** (Deliveroo, Uber, etc.) – often cycling at high speeds on busy pedestrianised streets. Delivery companies must take more responsibility and be accountable for the issues/risk their cyclists' cause.
- **Include a target for school streets and protected cycle lanes** on main roads outside schools to support education trips.
- **Review speed limits across the city** to introduce more 20mph limits in residential areas.

Consider Additional Practical Actions (continued...)

- **Introduce more traffic light crossings** (rather than zebra crossings) to improve safety.
- **Ensure road lines and bollards are freshly painted** to make them as visible as possible to those with a visual impairment.
- **Encourage clear pavements**, free of vehicle obstacles and hazards.
- **Work towards every school having a School Street and/or reduced speed limits**, together with safe, direct crossings and safe cycling routes to school.
- **Ensuring freight and delivery services use ultra-low emission vehicles** should also include enabling the use of cargo bikes for freight as an alternative to small vans.
- **Narrowing junctions** as a relatively cheap way to improve safety and reduce crossing distances for people walking.
- **Ensure taxis are accessible to visually impaired people**, consistently accept guide dogs, and disembark passengers with a visual impairment in a safe and appropriate place once at the destination.
- **Enhance the blue-green infrastructure in transport/pedestrian corridors** - making active efforts along footpaths and cycleways to mitigate for flooding, absorb harmful pollution and support biodiversity. Utilise additional tree/hedgerow planting to absorb harmful particulate matter and improve air quality, together with rain gardens and sustainable drainage systems to reduce flooding.
- **Remove taxis** - as major pollutants - from bus lane priority.
- **Carefully consider biodiversity** when establishing new transport routes to prevent habitat fragmentation and adverse effects on wildlife. Balance the impact of light pollution on the health of humans and wildlife (for example, the street lit footpath through Havannah and Three Hills Local Nature Reserve).



Feedback from Outreach Activities/Meetings

Pre-consultation awareness raising meetings were undertaken from late September onwards, with presentations and accompanying discussions at The North East Chamber of Commerce – Newcastle Networking Meeting, Ouseburn Transport Group and Blakelaw, Parklands and West Fenham annual ward meetings.

During the formal consultation period, communication channels included:

- An answerphone line
- A static exhibition at the City Library - with self-service consultation materials, a post box for hard copy response forms and periodic staffed pop-up sessions.
- A mail out to Stakeholder Event Invitation list with Strategy consultation resources.
- A subsequent stakeholder event with a presentation of the Strategy and discussions across eight sector themed tables with a request for representatives to cascade the consultation messages across their networks.

Further outreach activities collected feedback from:

- Active Travel Forum
- Age Friendly City Partnership
- Annual ward meetings for Castle, Dene and South Gosforth, Denton and Westerhope, Gosforth, Heaton, Kenton, Lemington, Ouseburn, South Jesmond
- Climate Change Forum
- Dementia Voice Group
- Elders Council Neighbourhood Network Meeting
- Eldon Square Community Quarter Pop ups (x2)
- Full City Council meeting
- Grainger Market Pop ups (x2)
- NE1 webinar
- Newcastle Disability Forum Meeting
- North East Action on Transport Group (Vision Support)
- Older Voices radio interview
- RVI Level 2 Pop ups (x2)
- Youth Council Meeting.

Outreach channels facilitated presentations of the Strategy and accompanying consultation opportunities, and an appeal for individuals and organisations to cascade information (flyers, social media and newsletter text, hard copy leaflets and brochures) to their networks and peers.

Feedback - detailed overleaf - was also collected.

Feedback from this active outreach of the consultation drew addition valuable input, with a number of broad themes and an even larger number of more disparate and detailed suggestions, ideas, questions, concerns and issues. Here, we concentrate on the broader themes.

Strategy Planning

- **Ensure city-wide**, rather than just city centre investment.
- **Ensure alignment and linkage** between the Movement Strategy, the Regional Transport Plan, local transport plans of neighbouring Local Authorities and other stakeholders such as National Highways.
- **Commit to pursuing the Strategy**, regardless of future political change.
- **Encourage the involvement of young people** in the shaping and development of the Strategy.
- **Consider the role of heavy rail** in the Strategy.
- **Explore opportunities to use the river** to mitigate against transport exclusion.
- **Consider sources and relevance of funding streams** for current and future transport schemes as part of the Movement Strategy.
- **Scheme implementation** – frustrations expressed from business community about the length of time that schemes are taking and the compound effect of schemes happening at the same time.



Improve Public Transport

- **Improve the quality, regularity, reliability and cleanliness** of public transport.
- **Improve affordability** - lower the cost of bus fares. Reinststate the cap on fares.
- **Encourage integration** across bus companies – utilising a joined-up approach in relation to ticketing and bus pass usage.
- **Review bus services** - some areas currently have limited service provision and connections, leading to isolation.
- **Provide a central source** for increased travel information (currently spread across multiple company websites).
- **Provide an extended network of bus routes** not just direct routes into the town centre.
- **Simplify bus numbers** and ensure visibility across all sides.
- **Improve passenger accessibility** – i.e. no lift or escalator at Byker Metro.
- **Ensure that public transport systems can handle or be expanded to cope with increased demand** – i.e. relocation of staff from the Ministry will put further stress on the present public transport systems.
- **Pursue the possibility of public ownership** of public transport services.
- **Extend Metro provision** to the outer west of the city.
- **Reintroduce trams** from Lemington into the city centre.
- **Provide incentives** to use buses.
- **Electrify buses.**
- **Hospitality and the night time economy** – look at potential actions to address the lack of late-night public transport, the closure of multi-storey car parks at 10pm and issues with where taxi ranks are located. There is a safety issue for staff and customers to consider.
- **Improve bus connections** to schools.
- **Improve access to information about public transport** including bus timetables – accuracy, legibility for VI travellers, the need for digital displays and spoken information on all buses (currently only on new models of buses).
- **Offer bus service apps** to provide additional information on services.
- **Improve security** (particularly on the Metro) with better training for operatives and security features on bus stops in isolated areas.
- **Provide express services** to places lacking good connections.
- **Refresh disability awareness/diversity training** for bus drivers.
- **Explore park and ride opportunities** (i.e. at Lemington).



Enable Cycling

- **Improve cycle routes** to, and between, the hospitals to encourage staff to cycle to work.
- **Provide secure cycle parking**, changing facilities, lockers and showers for city centre workers (for example at the RVI).
- **Provide lights on cycle lanes** (possibly motion sensor activated).
- **Enforce a behavioural change for cyclists** to adhere to the Highway Code.
- **Increase promotion of the benefits** of cycling.
- **Provide safer and well-connected cycle routes** across the whole city.
- **Manage delivery cyclists** and their cycling behaviours.
- **Review the location of current cycle lanes.**
- **Regularly maintain and grit** cycle lanes.
- **Enforce parking restrictions** in cycle lanes and poor driver behaviour around cyclists.

Enable Safe and Active Travel

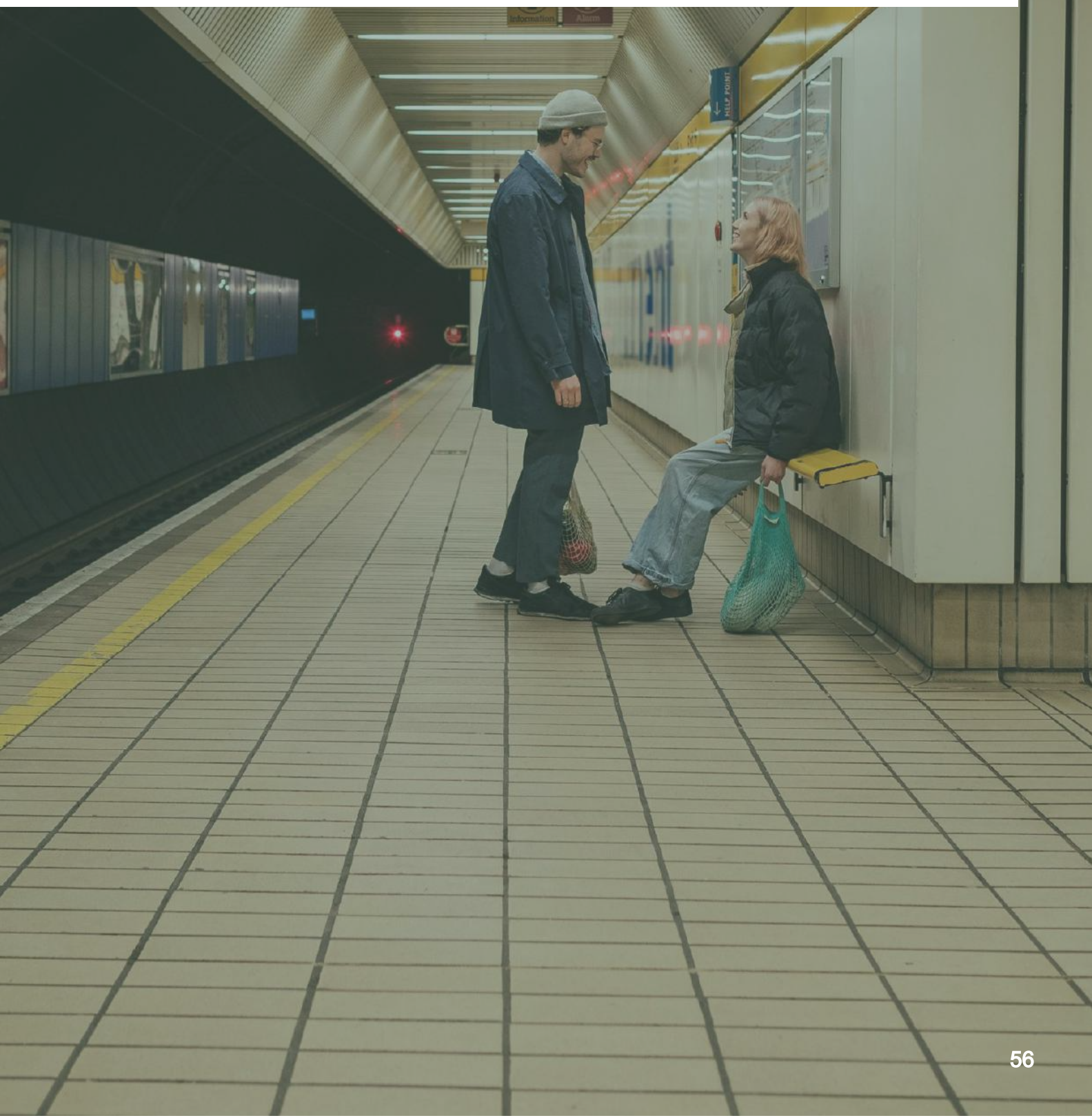
- **Ensure good street lighting** is in place to improve pedestrian safety.
- **Increase the number of electric charging points** – ensuring their accessibility.
- **Enforce speed limits.**
- **Minimise road closures** which concentrate traffic into a smaller number of roads, increasing pollution and congestion.
- **Provide more accessible information** on when road works and closures are happening.
- **Improve and maintain pavements** throughout the city.
- **Improve school walking routes.**
- **Enforce school street restrictions.**
- **Prevent pavement parking.**
- **Provide an accessible infrastructure** prior to the development of new homes.
- **Give more consideration to street design and signage** to make it wholly user- friendly.
- **Commit to the role of LTN's / active travel** in reducing emissions and improving child respiratory health.
- **Protect green spaces** and consult regarding the safety risk of implementing shared bike/pedestrian paths within open spaces or parks.

Consider the Needs of Drivers

- **Develop a car parking strategy** to meet the needs of businesses, professional services, city centre retail and city centre residents in terms of convenient access to car parking.
- **Address a lack of parking** (short stay) around the Grainger Market – leading to reduced footfall.



Appendix 1: Background & Consultation Notes



The Consultation Methodology

Those wishing to participate in the Movement Strategy consultation could directly email, write to, or telephone the City Council. They could also use the Let's Talk Newcastle online platform, which invited people to view and comment on the overarching vision of the Movement Strategy and its principles, priorities and actions. Participants could choose to leave feedback by responding to the questions asked, leaving comments as necessary.

The Quality and Reliability of the Data

Whilst the consultation was not designed independently, the data from it was presented to Eljay Research, who have analysed and reported on this, independently of Newcastle City Council. This ensures a clear impartiality of consideration and presentation.

Findings have thus been independently collated, analysed, detailed and summarised within this report. In considering the quality and reliability of the data collected, there are a number of salient points to bear in mind:

Firstly, the consultation exercise was self-selecting, and as such, the data should be regarded as a snap-shot of possible or indicative opinion on the Movement Strategy, rather than a robust, systematically sampled data-set. This self-selection may have resulted in a bias of participation by those with particular views or concerns, skewing the representativeness of participants in the context of the wider community.

Secondly, what is also uncertain, is the degree of statistical accuracy - particularly related to quoted percentages - in the context of not only this self-selection, but also in the absence of the demographic characteristics of many contributors and the demographic profile of the intended audience. As the consultation was open to anyone with a connection to, or interest in the area, we are unable to quantify the actual demographic characteristics of this group, so we have no actual reference point from which to report on potential bias in the overall consultation data.

When interpreting the findings within this report, they should therefore be regarded as an indicative, rather than robustly representative, snapshot of opinion.

Next Steps

Using feedback from all those who took part in the consultation, the final community-led Movement Strategy will be presented to Newcastle City Council's Cabinet in Spring 2025.

This will be followed by an Implementation Plan to make the vision a reality.

To Note

- Percentages have been rounded and may therefore not total exactly 100. Percentages have also been calculated excluding missing responses.
- Data was sliced and analysed by a range of variables. Notable differences in the behaviours and attitudes of people with varying demographic characteristics have been highlighted throughout the report, when evident. Many contributors chose not to provide demographic information.
- Participants have been quoted anonymously to preserve confidentiality, and using their own words to preserve authenticity. Quoted comments have been used to provide examples of common themes and feelings.



A wide-angle photograph of a busy pedestrian street in a city. In the background, a large building with a prominent red dome and a golden finial is visible. The street is lined with historic stone buildings. On the right, a modern storefront with large glass windows and a curved awning is visible. A tall, vertical sign with the word 'enwick' in green letters is attached to the building. Further down the street, a red sign with 'TK Maxx' in white letters and a blue sign with 'SPORTS DIRECT' in white letters are visible. The street is filled with people walking in both directions. In the foreground, a woman in a dark coat and a child in a blue jacket are walking away from the camera. The overall atmosphere is that of a bustling urban environment.

Appendix 2: Participant Demographics

There were 1,291 participants in the online survey. 1,262 of these were participating as individuals and 29 on behalf of an organisation or business. A list of these organisations and businesses can be found on page 66.

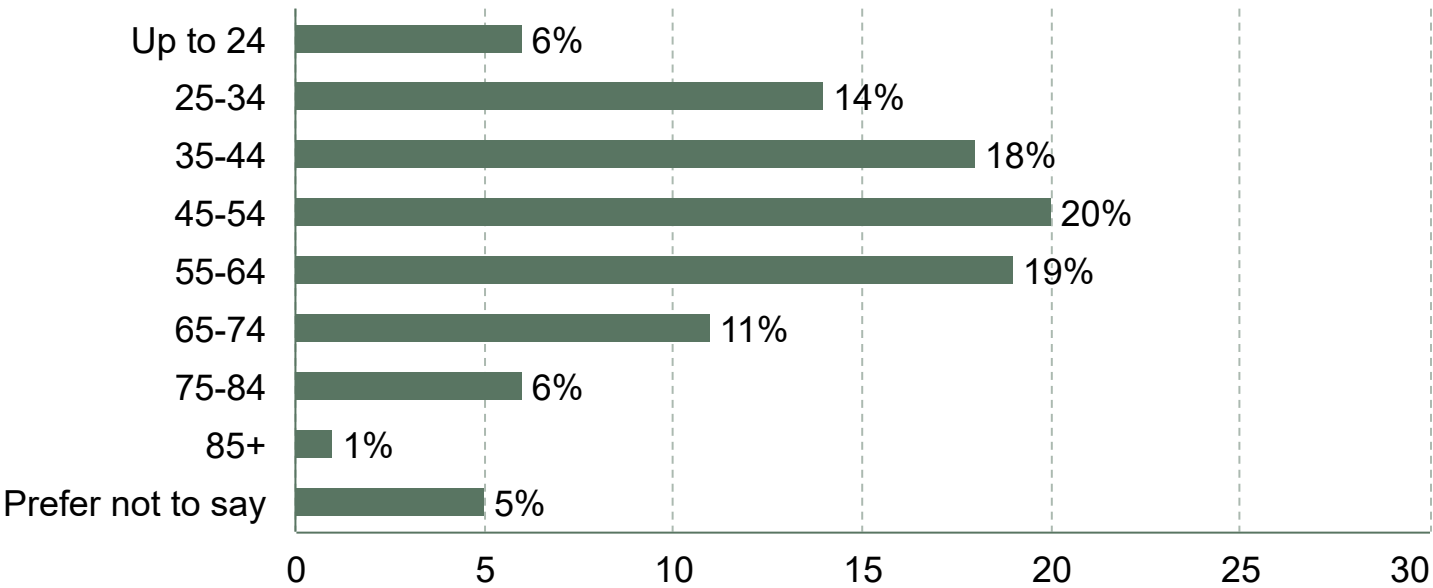
The Gender of Respondents

Slightly more males (49%) than females (45%) participated in the consultation. Remaining respondents (6%) chose to describe their gender in other terms, or chose not to provide this information.



The Age of Respondents

20% of respondents were under 35; 38% were aged 35-54 and 37% were aged 55+. 5% of respondents preferred not to specify their age.



Households with Children

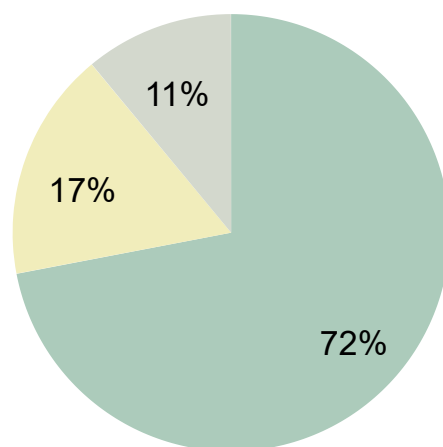


of respondents lived in a household with at least one child.



Physical and Mental Health Conditions

17% of respondents indicated that they had a physical or mental health condition or illness expected to last at least 12 months which reduced their ability to undertake day-to-day activities.



No (72%) Yes (17%)
Prefer not to say (11%)

Ethnicity

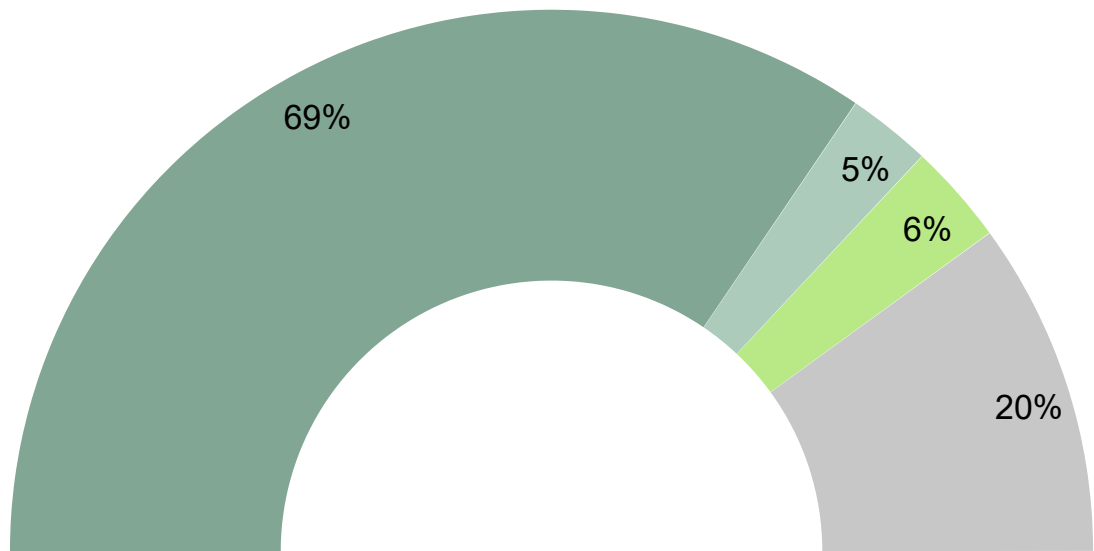
86% of respondents described their ethnicity as White.

4% were of a minority ethnicity - including Asian or Asian British, Mixed or multiple ethnic groups and Black, Black British, Caribbean or African.

10% preferred not to specify their ethnicity.

The Sexual Orientation of Respondents

Just under 70% of participants indicated that they were heterosexual. 5% were Gay or Lesbian, 6% were Bisexual or had another sexual orientation and 20% chose not to provide this information.



■ Heterosexual/straight (69%) ■ Gay or lesbian (5%) ■ Bisexual or other (6%)
■ Prefer not to say (20%)

The Religion of Respondents



50% of respondents said that they had no religion.

31% were Christian and 3% specified another religion.

17% of respondents preferred not to provide this information.

The Residence of Respondents - Across the Region

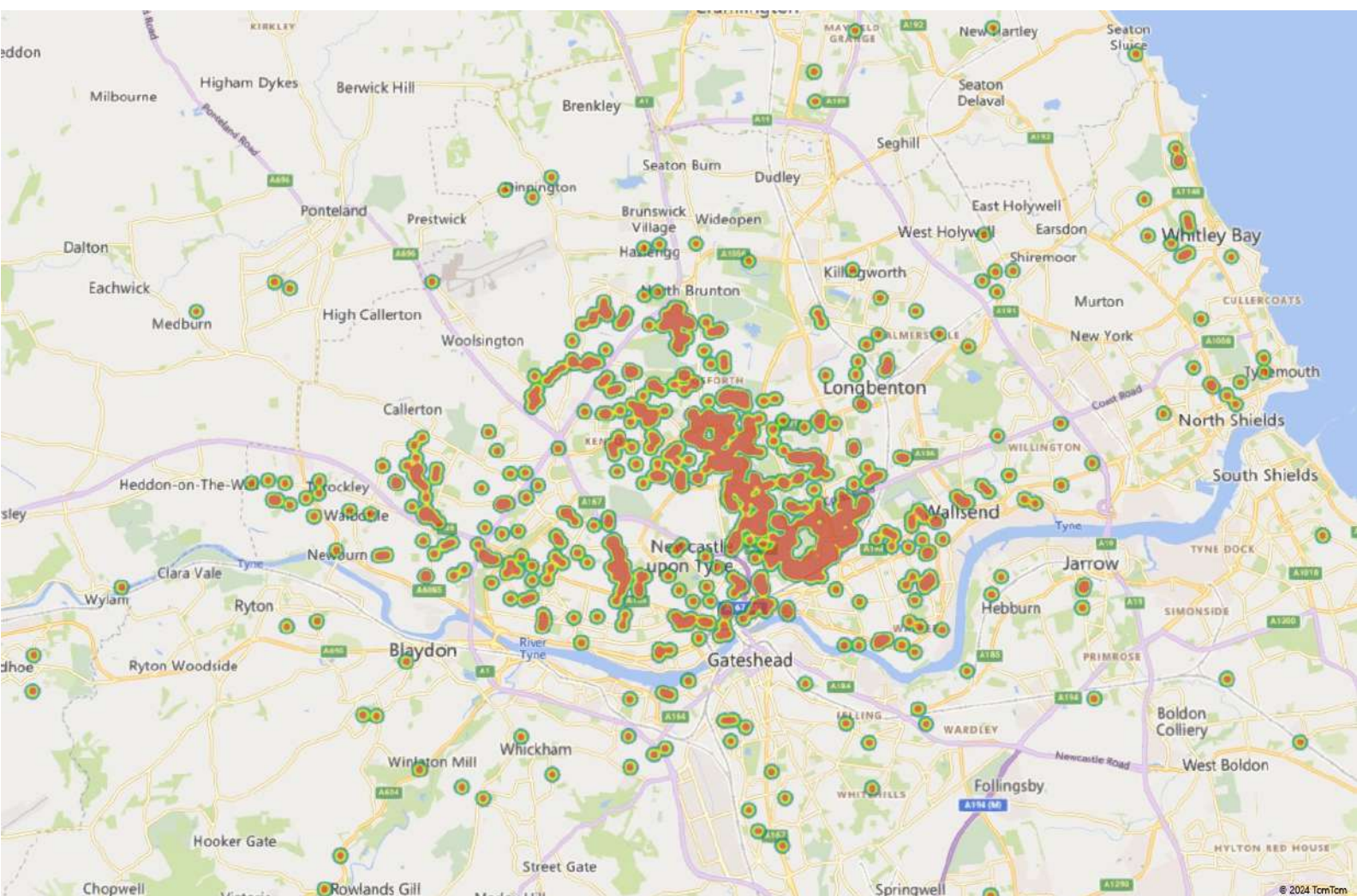
1,116 of the 1,291 respondents provided their residential postcode.

Among these respondents, 78% of respondents were residents of Newcastle.

16% were residents of the rest of Tyne and Wear, while 6% were from the wider North East region - including Durham, Northumberland and Teesside.

Less than 1% were from outside of the North East region.

Here we see a heat map of participation, plotting the postcode of those who chose to provide this information. Due to scale, participation from further afield is not shown.



Highest density



Medium density

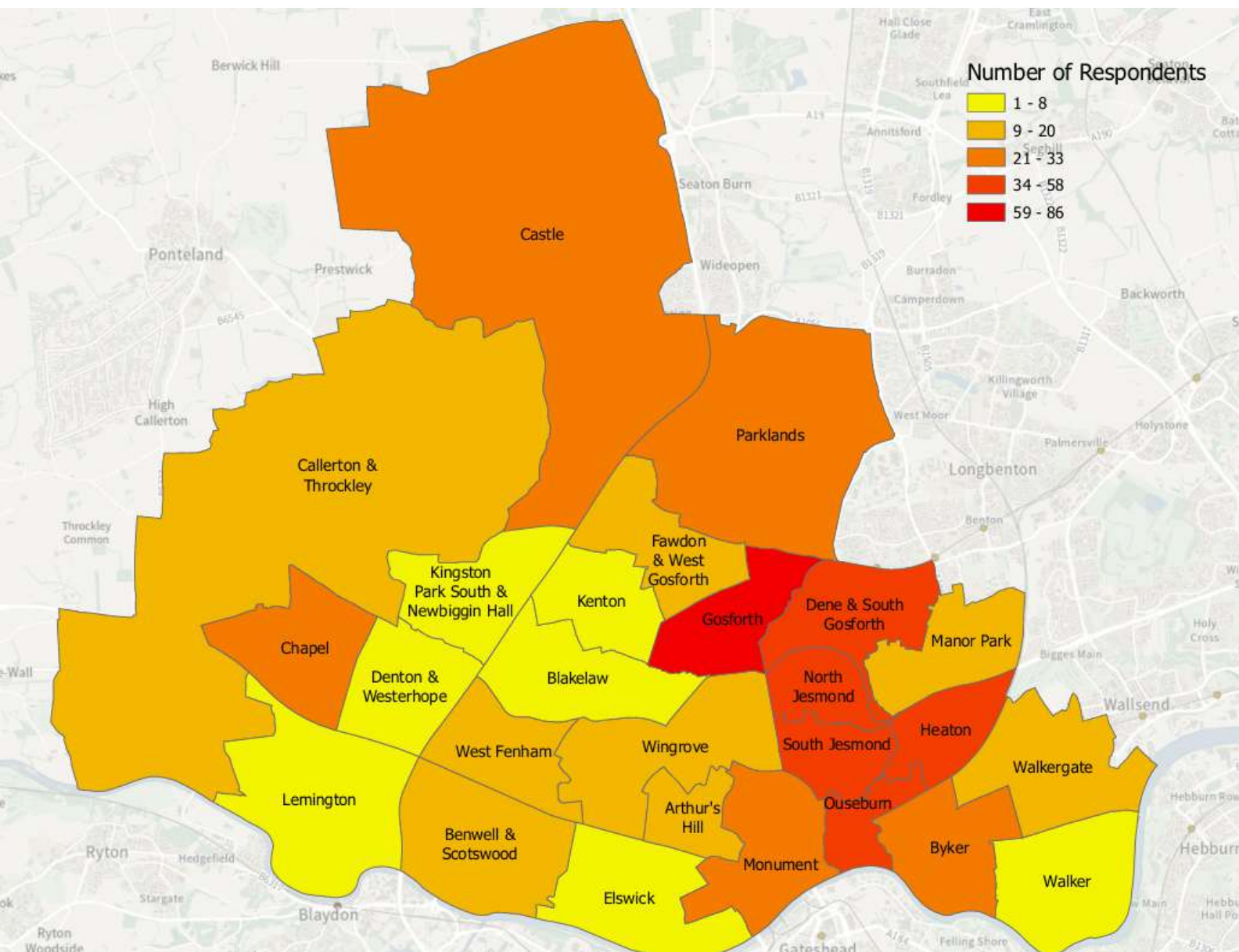


Lower density

The Residence of Respondents - Within Newcastle

We are also able to look at the distribution of responses across the city's 26 wards.

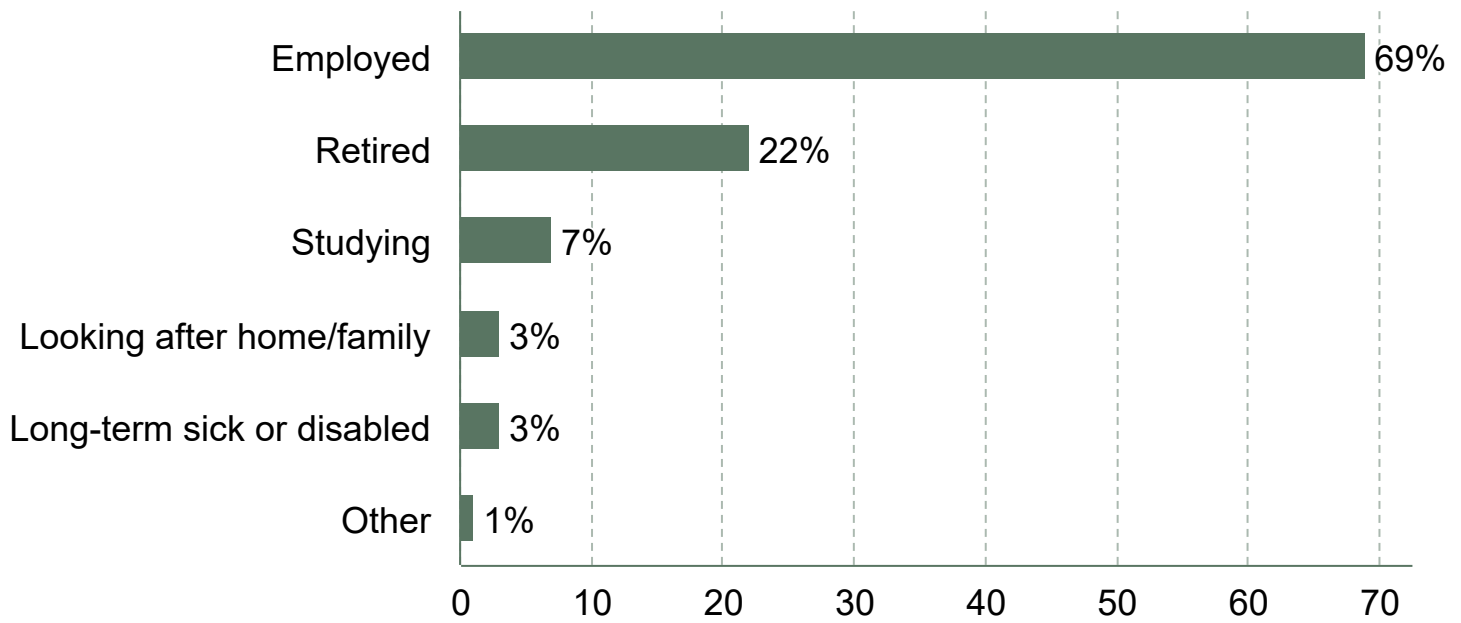
This shows a concentration of responses within the wards to the immediate north of the city centre, including Gosforth and North and South Jesmond, alongside Ouseburn, Dene & South Gosforth and Heaton wards to the East.



The Employment Status of Respondents

Respondents were most likely to be employed - with almost 70% in this category - far ahead of those who were retired (22%), studying (7%) or within any other category.

(More than one employment status category was sometimes specified so percentages exceed 100%).

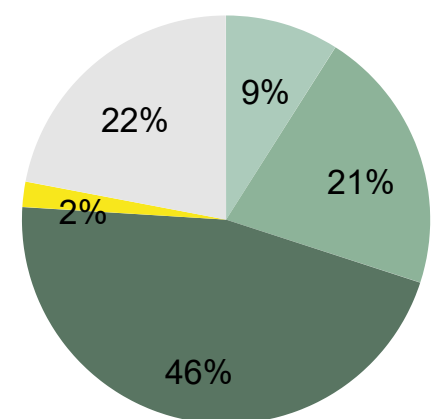


Respondents' Household Income

Respondents were most likely to have a total household income in excess of £40,000.

46% of respondents were in this category, while 30% indicated a household income of less than £40,000.

Almost a quarter (24%) preferred not to specify, or were unsure.



- Up to £20,000 (9%)
- £20,001-£40,000 (21%)
- More than £40,000 (46%)
- Unsure (2%)
- Prefer not to say (22%)

Organisations and Businesses who Participated in the Online Survey

- Alexander Millar Fine Art Ltd.
- Chillingham Road Primary School
- Citizens Advice Newcastle
- Co Wheels Car Club
- Confederation of Passenger Transport (CPT)
- Cycling UK
- Flow Mobile Surveying
- Gosforth and Jesmond Community Minibus
- Harper Perry
- Hennessy Living Group
- Henrys Newcastle Ltd.
- International House
- L2 Business Consulting Ltd.
- Neuron Mobility
- Newcastle Carers
- Newcastle City Council Licensing Authority
- Newcastle Theatre Royal
- Newcastle University
- North East Action on Transport
- Partypods Limited
- Royal Station Hotel
- The British Horse Society
- The Hustler Pool and Snooker Club
- The Literary and Philosophical Society of Newcastle upon Tyne
- Tyneside Cargo Bikes
- Urban Futures IDRT (Northumbria University)
- Valkhard Group
- ZeroLight

1 participant did not provide the name of their organisation/business.

Some Final Thoughts from Respondents

"Don't be afraid to move forward and action ambitious targets."



"Please do it all as soon as possible."

"All of the constant attacks on motorists are a joke."

"I'd like more cycle paths. It would be great to ride my bike to ruby and football and to meet friends."

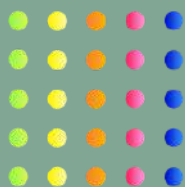
"Implementation is key."



"I'm an essential car user for health reasons. I'm concerned I won't be considered in all of this."



"Support, simplify and improve public transport."



eljay research

January 2025