



Department  
for Transport

# Better Connected

A Strategy for Integrated Transport

## Call for Ideas

Summary of responses



April 2026

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# 1 Background

As part of the development of Better Connected, the Department for Transport undertook a series of policy engagement exercises and analysed recent evidence to shape our approach:

## Regional Roadshow

A series of “town-hall” style events to gather views from regional professional stakeholders on transport priorities, opportunities and explore how our approach could support improvements.

## People’s Panels

A series of sessions held with members of the public from groups whose voices are often underrepresented in transport policy and planning.

## Call for Ideas

An open exercise inviting views from members of the public, frontline transport workers and organisations about their experiences of transport and suggestions for improvement.

## Review of relevant evidence and analysis

An internal exercise reviewing evidence from established data sources and research, examining travel patterns, people’s experiences across the transport network and the role of transport in supporting economic growth and access to opportunities.

This report summarises the key findings from the Call for Ideas. The results from the Regional Roadshow, People’s Panels, as well as the findings from our review of relevant evidence and analysis have been published separately. The above exercises have been complemented by additional targeted stakeholder engagement.

This strategy has also been informed by informal engagement with local leaders and mayors, transport advocacy groups and local authority partners.



## 2 Executive summary

The Better Connected<sup>1</sup> Call for Ideas ran between 28 November 2024 and 20 February 2025. It sought views from members of the public, frontline transport workers and organisations about their experience of transport in England and what the Department for Transport (DfT) could do to make it better. Participation was voluntary, so the perspectives and opinions expressed reflect only those who chose to respond. The purpose of the Call for Ideas was to gain a nuanced understanding of views on the transport system, as part of a wider suite of engagement carried out by DfT to inform our work. For completeness, we have included a full summary of the responses received below, although some responses fell outside the scope of this strategy.

A total of 6,340 responses were received: 5,737 from members of the public, 430 from organisations, and 173 from frontline transport workers. Of the public respondents, 42% were

over 60, 70% were male, 87% were white British and 45% lived in an urban environment. This sample is not representative of the wider population, and readers should consider this when looking at the results. Among the frontline transport workers, 52% worked in the roads sector, and 38% in rail. Most organisations that responded had over 1,000 employees. The full list of questions can be found [here](#) or in the Annex of this document. Different sets of questions were asked of each group, which are specified below.

Analysis of open question responses was supported by the DfT Consultation Analysis Tool (CAT), an AI-powered tool developed by the department's data scientists to extract insights from government consultations and calls for evidence. A human review of a sample of responses for each question was conducted for quality assurance.



# Summary of responses

## Modal experience

Members of the public were asked about their general experience of the transport network. 41% reported being dissatisfied with the network. This may reflect self-selection bias, as those with stronger opinions were more likely to respond. The same members of the public were asked about **what would improve their transport experience** across several modes. The top themes for each mode were:

### Cars, vans, motorcycles, and mopeds

- **Improved road maintenance** including pothole repairs, resurfacing, drainage improvements, signage, and markings.
- **More measures to reduce traffic congestion**, such as improving public transport, enabling more walking and cycling to divert people away from using cars, managing traffic flow and discouraging unnecessary car trips.
- **More measures to improve road safety** through updated road design measures (e.g. better junctions) and reduction and better enforcement of speed limits.

### Train, underground, metro, and tram

- **More reliable rail services**, with fewer cancellations, delays and disruptions.
- **More affordable rail fares** to encourage greater use of public transport, especially for families, groups and commuters.
- **Better integration between rail and other modes of transport**, including better integration of timetables and bus stops near stations
- **Increased capacity** to tackle overcrowding and improve passenger comfort.

### Bus, minibus, and coach

- **More frequent bus services** throughout the day, evenings and weekends.
- **More reliable bus services** with fewer cancellations, better adherence to timetables, and improved communications about delays and disruptions.
- **Better bus timetables** to support more integrated and sustainable journeys.

### Cycle, e-bike, and e-scooter

- **More segregated cycle lanes** separated from other traffic and pedestrians.
- **More connected cycle routes**, linking destinations and transport hubs.
- **More space allocated to cyclists on roads**

### Walking and wheeling<sup>2</sup>

- **Reduced pavement obstructions** including banning or restricting pavement parking and other obstructions, such as bins, street furniture and parked bikes, to ensure clear and accessible pavements for pedestrians.
- **Better maintenance** and improved condition of pavements, footpaths and street furniture.
- **More connected network of paths and walkways**, including filling gaps in existing routes and providing more footpaths along rural roads.

### Other modes

Members of the public were also asked whether they had any comments on other modes of transport. The top three themes were:

- **Improve low-carbon transport options**
- **Increased promotion of motorcycling**, as a sustainable and efficient mode of transport.
- **Discourage frequent flyers**, along with **discouraging or banning short-haul flights** where rail alternatives exist.

## Transport information

Members of the public were asked what information they use when planning and undertaking a journey. When planning a journey, 81% of respondents use Google Maps, 63% use train apps or websites, such as Trainline or National Rail, and 42% use bus apps or websites. Most respondents (80%) said the travel information they receive is “accurate” or “very accurate”. Only 5% said it was “inaccurate” or “very inaccurate”.

Members of the public were also asked what additional information would help improve their journeys. The top themes raised were:

- **Clear, consistent and accessible travel information**, including better signage and online resources.
- **Better real-time information about public transport**, including accurate arrival and departure times, delays, cancellations, platform changes and service disruptors.
- **Integrated journey planning, across cycling, walking and public transport**, with clear information on connections, fares, multi-modal options and accurate transport times.

## Frontline transport worker experience

Frontline transport workers were asked about the challenges they face in their role, and what changes would improve their ability to carry out their job. Most respondents (90%) said they experience challenges with the transport network that affect their ability to do their job. The main challenges were:

- **Inadequate transport infrastructure**, including outdated track and signalling systems, not enough capacity, passenger overcrowding and poorly maintained rolling stock and stations. These issues restrict service quality and growth.
- **Traffic congestion**, including heavy traffic, roadworks and poorly planned diversions, which cause delays and disrupt journeys.

- **Unreliable transport services, including buses and trains** - staff shortages, ageing fleets and poor management lead to delays, cancellations and overcrowding.

Frontline transport workers were then asked about what changes to the transport network would improve their ability to carry out their job. The top three suggestions were:

- **Greater investment in transport infrastructure and maintenance**, including rail electrification, rolling stock, platform extensions, and better signalling.
- **Better integration between transport modes**, such as improved bus and rail connections, integrated timetables, simpler and integrated ticketing and less fragmentation.
- **More public transport capacity and more frequent services** to meet growing passenger demand and improve connectivity to workplaces.

## Join-up across the transport network

Members of the public were asked to select the two most important ways the transport network could be better joined-up. Across all responses, the top three selected options were:

- **Integrated ticketing**
- **Timetable alignment**
- **Better interchanges**

Frontline transport workers and organisations were asked how they thought the transport network could be better joined-up. The top themes were:

- **Better connections between different modes of transport** (bus, train, bike, etc.) through improved interchanges, timetabling, and infrastructure.
- **Greater collaboration** between government departments, local authorities, and transport providers is needed to align policies and create seamless travel across boundaries.
- **Better integration of walking, wheeling and cycling infrastructure with public transport** would encourage active travel for the first and last mile of journeys.

## Use of technology and data

Members of the public were asked how technology could improve their experience of the transport network. The top themes were:

- **Accurate and up-to-date passenger information**, including announcements, alerts about disruption, estimated arrival times and onboard information.
- **Better connectivity between different transport modes and services**, including smaller buses or alternative modes to link up larger bus routes and train stations.
- **A single, national integrated transport app** that provides journey planning, ticketing, real-time updates, and integrates different transport modes.

Frontline transport workers and organisations were asked about how technology could be used to improve the transport network. Their responses were similar to those from the public, with some slight differences. The top themes were:

- **More digitisation** – converting information into digital formats to improve processes, infrastructure, operations and asset management.
- **Better real-time information across all transport modes**, including live tracking, updates about delays, cancellations and disruptions.
- **Multi-modal journey planning tools** and apps to give users and freight companies comprehensive route options across modes.

Frontline transport workers and organisations were asked how data could be used to improve the transport network. The top themes were:

- **Better use of data to inform transport planning and policy decisions**, including setting targets, prioritising investment, understanding passenger and freight flows, and user needs.
- **Real-time reliable updates on transport** including delays, disruptions and alternative routes.
- **Clear, accurate and accessible information about transport options** at stops, stations and through mobile apps.

## Decision-making

All respondents were asked how they would improve decision-making about the transport network. The main themes were:

- **Decisions about the transport network should be made in consultation with the public, transport workers, industry experts and local communities.** Their lived experience and knowledge of local needs should be valued.
- **Public and active transport modes**, including walking, wheeling, cycling, and public transport, **should be prioritised.**
- **Transport decisions should be integrated across different modes**, including rail, bus, and active travel, **to create a more seamless and connected transport network.**

## Other comments

Finally, all respondents were asked if they had any other comments to add. The top themes were:

- **Improve public transport services**, including reliability, affordability, frequency, coverage, and integration across different modes.
- Implement policies to **reduce car dependency**, such as congestion charges, parking restrictions, and promoting alternatives like public transport and active travel.
- Support and encourage people to **change their travel behaviours** to use more sustainable transport options.



### 3 Responses received

A total of 6,340 responses were received from a range of members of the public (5,737), organisations (430) and frontline workers (173) (Figure 1).

Participation in the Call for Ideas was entirely voluntary and not incentivised. The survey was accessible through GOV.UK while it was open, and was promoted through DfT social media and a press release. There was no proactive recruitment of underrepresented groups, we instead engaged directly with underrepresented groups through our People’s Panels. People who responded were likely to be more motivated or interested in the topic. This means the results may reflect self-selection bias. Therefore, the responses are more likely to show the views of those with stronger opinions or a particular interest, rather than the wider population. However, the purpose of the Call for Ideas is to acquire a nuanced understanding of views and perspectives on the transport system and is part of a wider suite of engagement that has been carried out by DfT to inform Better Connected.

#### Members of the public

Of the members of the public – 42% were over 60, 70% were male, 87% were white British and 45% lived in an urban environment (Figure 2). This is not representative of the wider population and readers should consider this when looking at the results.

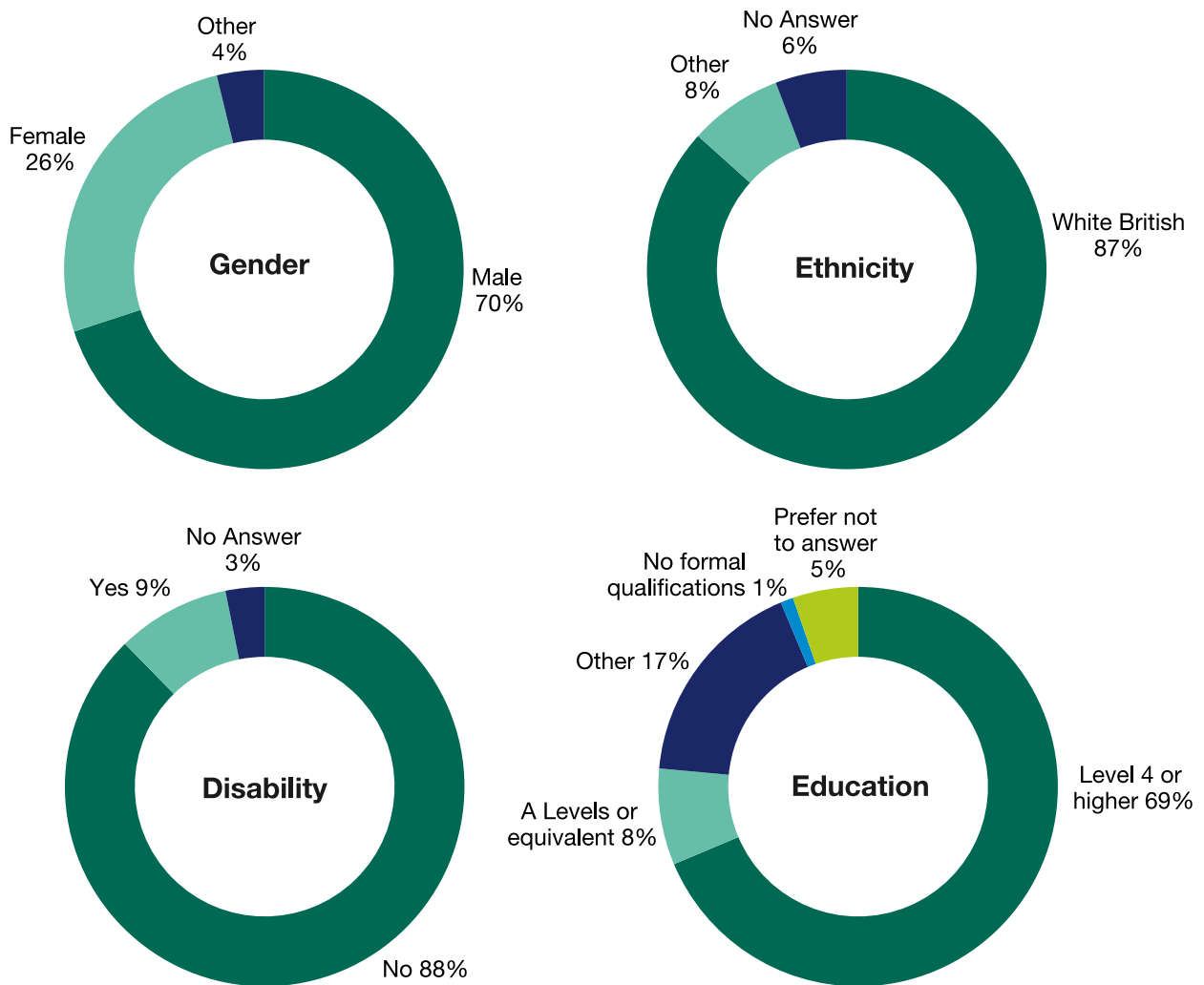
The number of respondents increased as age increased, with males responding more than females for every age group (Figure 3). Males aged 60 years above were the largest single group of respondents forming 32% of the total responses, this compares to just 12% in the latest ONS population estimates for England. While the proportion of female respondents aged 50 to 59 was more representative of the female population at 7%, males aged 50 to 59 were again overrepresented at 17%. Conversely, those aged 29 and under were vastly underrepresented, making up 9%, a quarter of the identical age group in the ONS figures. Those aged 11-16 formed the smallest age cohort of responses, with males in this age group forming only 1% of responses and females less than 1%.

Figure 1: Proportion of responses by respondent type, Call for Ideas



Note: Percentages may not sum to zero due to rounding.

**Figure 2:** Demographic breakdown of public respondents



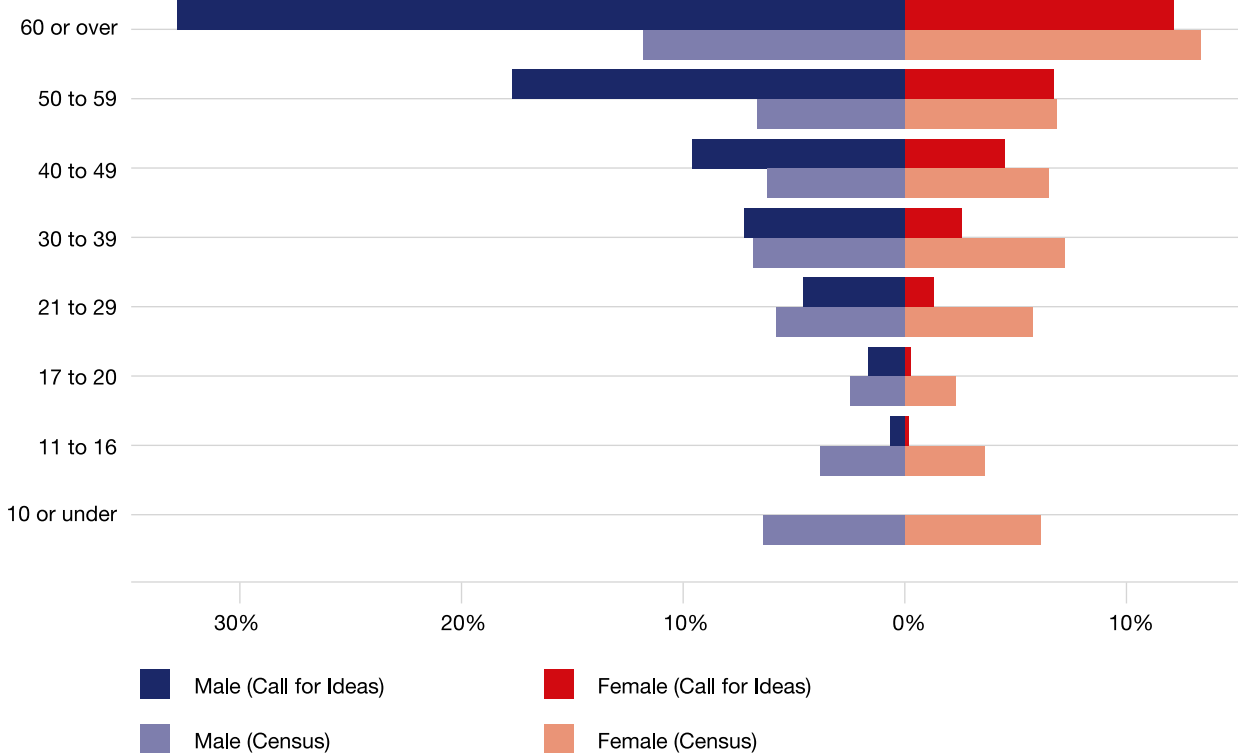
Four ring charts showing the breakdown of respondents by (from left to right) gender, ethnicity, disability, and level of education.

Note 1: The question specifically asked if the respondent has a disability or long-standing health problem that makes it difficult for them to use the transport network. Some respondents with a disability or long-standing health condition may have answered no if they feel this did not impact their ability to use the transport network.

Note 2: A level 4 or higher qualification include a Higher National Certificate, Higher National Diploma, bachelor's degree, post-graduate qualifications, or equivalents. Other qualifications include GCSE's, Apprenticeships, vocational or work-related qualifications.

Note 3: Percentages may not sum to zero due to rounding.

**Figure 3:** Call for Ideas age and gender distribution, as compared to population estimates for England, 2023



Mid-year population estimates use a baseline from the 2021 Census for England. Call for Ideas data does not include those who selected “Prefer not to answer” to either the age or gender question, nor “Other” for the gender question. Females 20 and younger are shown as 0% as they are below 1%. [n=5,518].

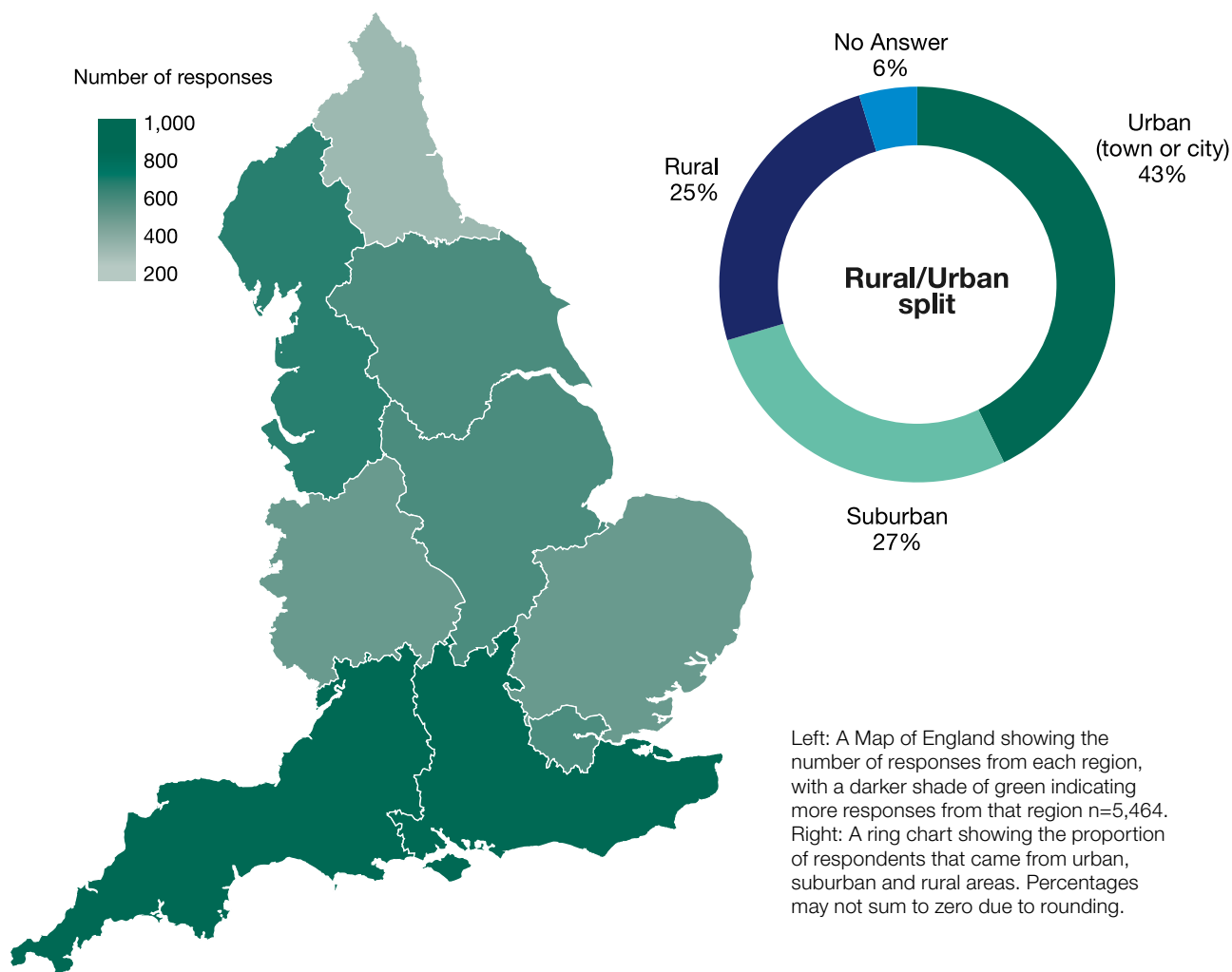
Only 13% of respondents were not White British. 2% of respondents were Asian, while less than 1% were Black. This compares to 10% and 4% respectively for those ethnicities in the wider English population. Therefore, the Call for Ideas data is not representative enough to make meaningful statements based on ethnicity.

9% of respondents reported having a disability or long-standing health condition that made it difficult for them to use the transport network,

with a further 3% choosing not to respond. This is significantly lower than the proportion of the population who have a disability in England, but some of the difference could reflect disabilities that do not impact the person’s ability to use the transport system.

69% of respondents had a Level 4 qualification, such as a Higher National Diploma, Higher National Certificate, bachelor’s degree or higher.

**Figure 4:** The regional distribution and rural/urban split of public respondents



43% of responses came from those in urban areas, 28% from suburban areas, and 25% from rural areas (Figure 4). This is broadly reflective of England where 17% of the population live in rural areas. Respondents lived in all regions of England. The South East and South West had the highest number of responses. The spread of responses can be shown in the map in Figure 4. Compared to the 2023 population estimates, the

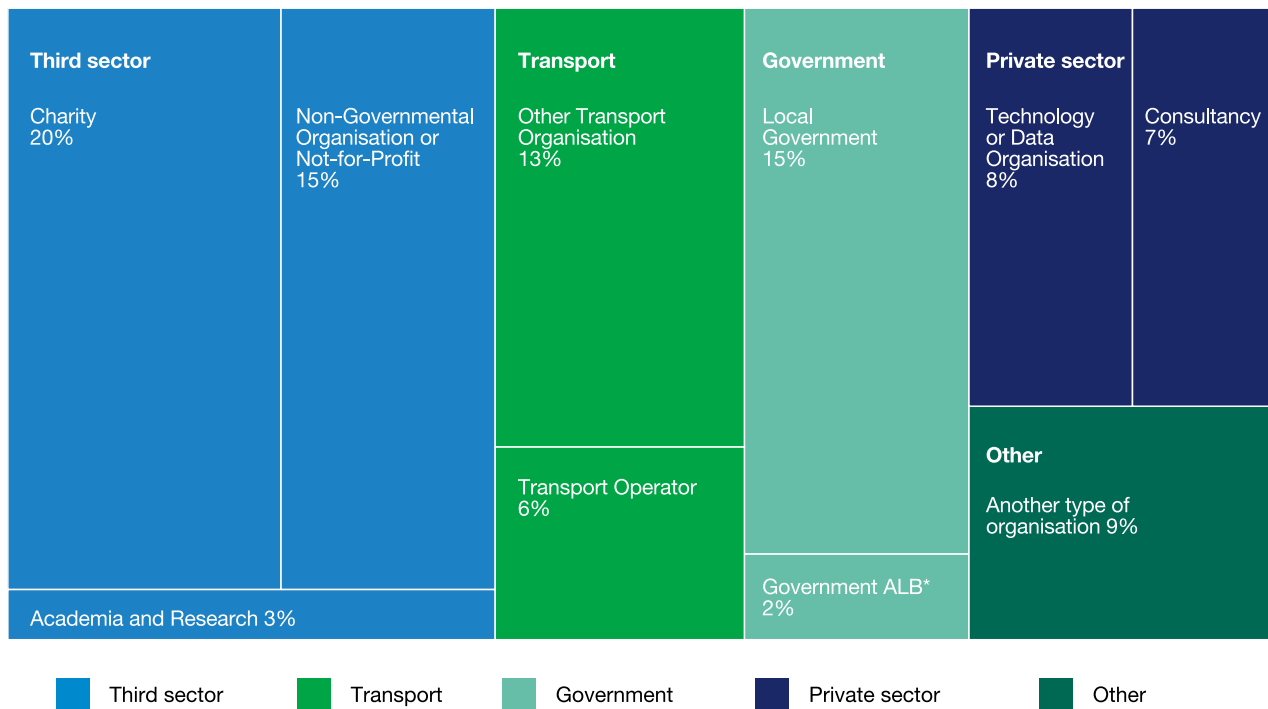
East of England, North East and London were underrepresented, with response rates more than 30% lower than their share of the population. The South West was overrepresented, making up 20% of responses, double its population share.

## Organisations

Of the 430 responses received from organisations, around 38% were third sector organisations, followed by the transport sector (19%), government (17%) and the private sector (15%). Over half of the third sector responses were from charities, with the rest made up of non-governmental organisations such as campaign and advocacy groups. Transport organisations included a vast range of organisations including operators, think tanks, trade associations and trade unions. The

remaining 9% of organisations were classed as “other”, this included campaign groups and think tanks whose remit was not predominantly related to transport, for example, housing or clean air campaign groups. 2% of respondents did not confirm the type of organisation. The chart below shows the share of organisational responses by sector, the larger the area, the bigger the number of responses: Over 60% of responses were from small or medium-sized organisations (249 or fewer employees). 30% were from large organisations (more than 1,000 employees).

**Figure 5:** Proportion of responses from organisations by type and sub-type



Note: \*Government Arm’s Length Body. Where an organisation could fall into more than one category (e.g. a transport research charity) it will only be represented once as selected by the respondent.

**Figure 6:** Responses by size of organisation

Size of organisation (number of staff)	Percentage of sample
1	7%
2 to 9	21%
10 to 49	17%
50 to 249	14%
250 to 499	5%
500 to 1,000	3%
Above 1,000	28%
Skipped question	5%

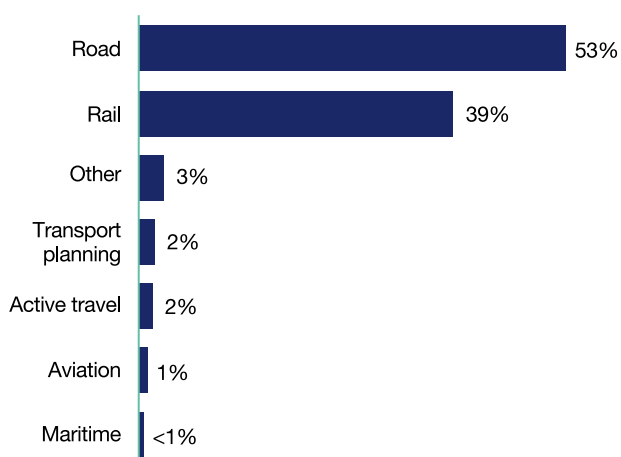
n = 430. Respondents self-identified as answering on behalf of their organisation. Multiple responses were permitted in cases where more than one employee wished to respond.

## Frontline transport workers

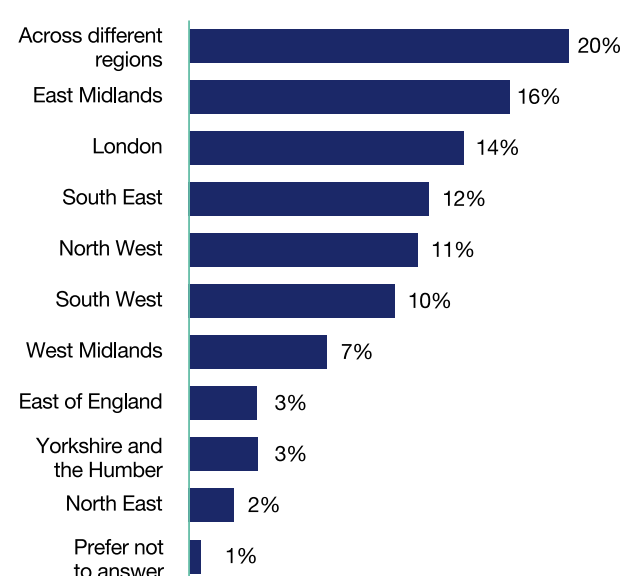
Most respondents who identified as frontline transport workers worked in either road or rail (rail includes light rail and tube workers), as flagged in the graph below. The other category includes those working across multiple sectors.

20% of frontline workers worked across different regions. 16% worked in the East Midlands, 14% in London and 12% in the South East.

**Figure 7:** Frontline transport workers by employment sector



**Figure 8:** Frontline transport workers by region of work



# 4 Analysis methodology

## Overview

The Call for Ideas survey included both closed and free text responses. Analysing closed questions involved calculating a summary count and percentage statistics. The following sections explain how DfT’s AI Consultation Analysis Tool (CAT) was used to thematically analyse 19 free text responses.

## Background to the Consultation Analysis Tool (CAT)

DfT data scientists and social scientists, in collaboration with the Alan Turing Institute, developed the CAT – an AI-powered tool for conducting thematic analysis of free text responses. Following DfT (2023) research<sup>3</sup>, this product was developed for DfT’s internal AI programme, aimed at harnessing AI to improve the efficiency of the department. The CAT was piloted on a number of live consultations, and the evaluation can be found [here](#).

## High level overview of the CAT process

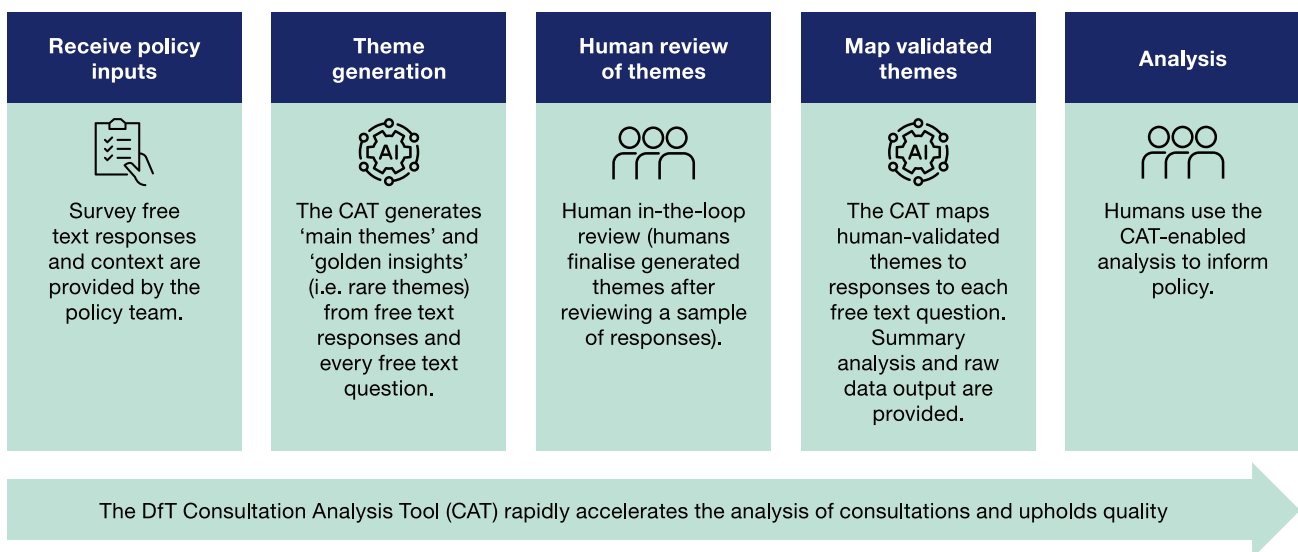
Figure 9 summarises the key steps of the CAT-enabled process to thematically analyse free text questions. The CAT leverages an ensemble of large language models (LLMs), social research knowledge on thematic analysis, human-in-the-loop (HITL) review, and data science approaches to generate themes and map themes to responses. The CAT-enabled analytical outputs are then provided to policy teams and used to inform policy.

## How do the key CAT stages work in more detail?

### Theme generation

The CAT takes context about a consultation and free text responses as an input and then extracts a set of themes per question. Each theme contains a title and description.

**Figure 9:** Process overview of the CAT





This methodology uses a multi-analyst LLM approach where the CAT makes multiple LLM calls (each representing a different “analyst”) to independently identify themes from the same dataset<sup>4</sup>. This leads to significant duplication of themes across analysts but a more diverse set of themes. Subsequent LLM pipelines deduplicate and consolidate the themes to make a cohesive final set of main themes for human review. “Golden insights” (i.e., rare themes) are also extracted.

### **Human review of themes**

DfT officials reviewed a random sample of responses for each question. This review process led to: a) removal of themes that were deemed to lack policy utility; b) adding new themes that the CAT was deemed to have missed; c) confirming that the final CAT themes were accurately represented in the responses; and d) minor changes to the wording of themes. This human oversight helps to ensure that the final set of themes reflects both the systematic analysis of the CAT and the nuanced judgment of human reviewers. This resulted in a final set of human-validated themes for the 19 free text questions.

### **Map human-validated themes to responses**

The CAT maps the human-validated themes to responses by using LLM pipelines to conduct multi-label classification. This involves classifying which themes are represented in which responses (by question). More than one theme can be mapped to a given response. The outcome is a rich, structured dataset that maintains the depth of qualitative insights while enabling the analytical power of quantitative approaches. This resulted in a dataset with 19 free text questions with every response tagged with a 1 (indicating presence of a theme) and 0 (indicating absence of a theme) for all themes. Analytical descriptive statistics are also provided, including estimated theme prevalence rates.

### **Key caveats**

All questions were answered on a voluntary basis and respondents were able to “skip” questions throughout the survey. Therefore, the total number of responses (to both closed and open questions) varies between questions.

The survey responses were self-selecting so cannot be interpreted as representative of a broader population.

# 5 Question-by-Question breakdown

## Modal

### Car, van, motorcycle or moped (not e-bikes)

#### In the last six months, how often have you used a car, van, motorcycle or moped (not e-bike)?

This question was answered by 5,708 members of the public. 76% used a car, van, motorcycle, moped at least once a week. 9% said they never used one.

Men used these vehicles more frequently than women. 64% of men used them three times a week or more, compared to 48% of women. The highest usage was among men aged 50-59 (72%) and 60 and over (67%). For women in these age groups, the figures were 53% and 47%

respectively. The highest percentage of adult non-users was women aged 21-29 (16%).

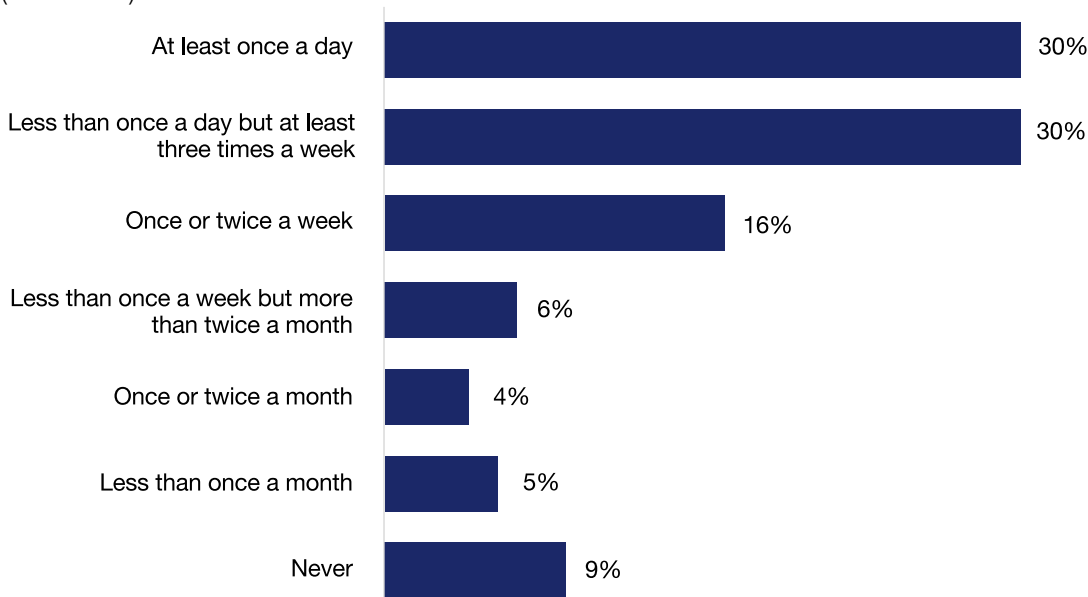
People in rural areas were most likely to use these vehicles three times a week or more (76%), followed by those in suburban areas (65%) and urban areas (45%).

#### What changes, if any, would improve your experience when using a car, van, motorcycle or moped (not e-bike)?

#### Summary of respondents

This question was answered by 4,548 members of the public who have used a car, van, motorcycle or moped (not e-bike) in the past six months. The demographics of respondents to this question were broadly similar to all public respondents.

**Figure 10:** "In the last six months, how often have you used a car, van, motorcycle or moped (not e-bike)?"



Less than 1% responded "Don't know" and "Prefer not to answer".

## Top themes

The top three themes were improving road maintenance, reducing traffic congestion, and safer road design.

Improving road maintenance was the most common theme raised amongst respondents from rural areas, whereas the most common theme raised by those living in urban areas was reducing traffic congestion. Respondents in suburban areas raised improving road maintenance as the most common theme, but this was closely followed by reducing traffic congestion.

The most common theme for women was reducing traffic congestion, whereas the most common theme for men was improving road maintenance.

## Further detail on top themes

The most common theme was improving road maintenance, including pothole repairs, resurfacing, drainage improvements, signage, and markings, to ensure safe and efficient journeys for all road users. Several comments specifically referenced the roads *“generally being poor, and in some cases dangerous”* (Male, aged 50-59, South East), with potholes being seen as a *“big problem”* (Male, aged 60 years and over, North East). Some respondents also called for *“proper repairs not temporary botch jobs which need redoing after a short space of time”* (Female, aged 50-59, South East). These views were expressed particularly strongly by motorcycle users. Some responses felt that there should be *“sensible road tax levels for all vehicles based on their environmental and road use impact”* (Male, aged 50-59 years old), or *“based on the weight of vehicles”* (Female, aged 50-59, South East). One respondent noted *“I have seen a lot of fixing activity and many of the problem areas have at least been started”* (Male, aged 40-49, North West), but many respondents complained about *“the way road works are planned... causing major disruption”* (Male, aged 21-29,

South East) with asks for *“better co-ordination so all work is undertaken at the same time”* (Male, aged 40-49, South East).

The second most common theme was implementing **more measures to reduce traffic congestion, such as improving public transport, promoting walking and cycling, managing traffic flow, and discouraging unnecessary car trips**. Several responses noted they would like to *“not have to use it [car, van, motorcycle or moped] so much and have a functional public transport solution”* (Male, aged 40-49, North East). Responses also called for *“reduced traffic”* (Male, aged 60 years and over, North East) and *“fewer other cars”* (Male, aged 21-29, London). Some responses mentioned that they would like to be able to *“easily hire one [a car] for short periods”* (Male, aged 30-39, South West). Suggestions to enable this included *“restructuring car insurance so a car may be more easily and cheaply shared”* (Female, aged 60 years and over, North West) and *“more car club bays in convenient locations”* (Male, aged 21-29, Yorkshire and the Humber). Respondents also called for better public transport to enable people to rely less on their vehicles with one saying *“I want to use my car less. I would cycle more if it was safe to do so. I would also use public transport if it was more available.”* (Female, aged 50-59, South West).

The third most common theme was **improving road safety through road design measures and speed limits** with one respondent noting *“I would rather slow everyone down and have a more reliable safe journey”* (Male, 21-29, West Midlands). There were very conflicting views on 20mph speed limits, with some respondents being strongly in favour, and other strongly against. Other topics raised included:

- Improving **road safety for motorcyclists** by addressing potholes, allowing access to bus lanes, and increasing driver awareness.
- Addressing **poor driver behaviour** through stricter enforcement, education campaigns, improved training and testing, and measures to reduce aggressive driving, promoting a culture

of courtesy and respect for all road users.

- Increasing **support for motorcycling** through measures like allowing bus lane access, providing secure parking, and promoting its environmental and congestion-reducing benefits.
- **Improving parking facilities**, including increasing availability, providing more secure options, designated areas for different vehicles, simplifying payment methods, and more affordable or free options.
- **Road network capacity** needs to be expanded and improved.
- Implementing **better cycling infrastructure** to reduce conflict between cyclists and drivers.
- **Improving rural transport** with better roads that accommodate the needs of both motorcycles and cars and investment in charging infrastructure for EVs.
- Improving access to the countryside for motorised vehicles, particularly motorcycles, **by maintaining and expanding access to byways and green lanes**.
- **Reducing on-street parking** where it is creating congestion on narrow streets or impacting accessibility of pavements.
- Expanding and improving the **electric vehicle charging infrastructure**, including increasing the number of chargers, standardising connectors, offering alternatives to app-based payments, and ensuring reliability.
- **Reducing the number of HGVs** on the road.

## Why have you not used a car, van, motorcycle or moped (not e-bike) in the last six months?

### Summary of respondents

This question was answered by 478 members of the public who had not used a car, van, motorcycle or moped (not e-bike) in the last six months. Respondents were more likely to be from urban areas (68% compared to 43% overall) and more likely to be female (40% compared to 26% overall).

### Top themes

**The top three themes were: not having access to a car, not needing to or wanting to drive, and preferring public transport or walking, wheeling and cycling.**

All the themes identified for this question related to not having access to a car, preferring other modes or not being able to use a car.

Residents of rural areas were more likely to cite having no access to a car compared to urban respondents. Those in rural areas were less likely to report not needing or wanting a car as a reason, with not being able to drive the second most common theme amongst rural residents. In contrast, for residents in both suburban and urban areas, not needing or wanting a car was the second most common reason. This likely reflects greater car dependency and lack of public transport in rural areas, noting the proportion reporting a preference for public transport or walking and cycling for both urban and rural residents was very similar.

Women were more likely to state they preferred to use public transport or walking and cycling than men, with it being the second most common theme behind not having access to a car.

Not being able to drive due to their disability or health reasons and not having access to a car were the most common themes raised by disabled respondents.

### Further detail on top themes

The most common theme was **not owning or having access to a car, van, motorcycle or moped**. Many respondents cited environmental concerns as a reason for not owning a vehicle. One respondent noted they *“prefer to be environmentally friendly with [their] travel choices... and sold my car over 12 years ago and do not need one”* (Female, aged 60 years and over, London) and another shared that they *“gave up driving 5 years ago for environmental reasons”* (Female, aged 60 years and over,

*South East*). Cost was another common reason. Some respondents said that owning and insuring a car was too expensive. One respondent said that they gave up access to their car *“2 years ago; it was too expensive to run and could not afford to run an old car [or] replace it with an electric”* (Female, aged 60 years and over, South East). Another respondent noted *“the rising cost of purchasing a car, coupled with increasingly high insurance premiums, makes it too expensive for me to afford at present and in my near future”* (Male, aged 21-29, North West). Some respondents said they did not need a car because they had good public transport options, particularly respondents who live in London. One commented *“I grew up in Hackney and now live in Tottenham. I have never seen the need to learn to drive or ride a motorcycle”* and another explaining *“In London it makes far more sense to use the tube, my bike or buses”* (Male, aged 21-29, London). Other respondents flagged that they will get a lift from friends or use taxis when needed, such as *“occasionally [being] driven to medical appointments in a car”* (Female, aged 60 years and over, East Midlands).

The second most common theme was **not needing to or wanting to drive**. Many respondents indicated that they didn't need or want a private vehicle and preferred alternative modes of transport. Some respondents raised safety concerns, especially about motorcycles and mopeds, with one respondent sharing that *“they are exceptionally dangerous... I am frightened of motorbikes and mopeds as are many people of my age”* (Respondent aged 60 years and over, North East). The perceived stress of driving was also raised as a reason that people didn't need, or want, to own a private vehicle. For example, *“I have a license but do not enjoy driving because it is stressful... and [bad] for the community”* (Female, 40-49, Yorkshire and the Humber).

**Preferring public transport** or walking, wheeling and cycling was also a common theme. Several respondents noted that they wanted to live in places with less vehicle traffic *“[places would be] safer, pleasanter and less frustrating for everyone if more road-space was allocated to...walking, cycling, buses and trams”* (Male, aged 60 years and over, South West). Many others simply commented preferred other modes, for example *“prefer to walk where needed and use buses and trains”* (Male, aged 21-29, Yorkshire and the Humber), and *“cycling is a better way to get around”* (Female, aged 60 years and over, South East).

Other topics raised were variations on the most mentioned themes, and included:

- **Inability to drive due** to a disability or health condition, no driving licence, or don't/can't drive but did not provide a reason.
- **Not being able to afford the costs** associated with owning or using a car, van, motorcycle, or moped.
- Avoiding car use due to **environmental concerns**, including air pollution and climate change.
- **Inadequate public transport provision**, particularly in certain areas, forcing reliance on private vehicles despite preferences for other modes.

## Train, underground, metro or tram

### In the last six months, how often have you used the train, underground, metro or tram?

This question was answered by 5,710 members of the public. The most common usage was less than once a month (31%). Only 22% used the train, underground, metro or tram at least once a week, compared to 76% for car, van, motorcycle and mopeds. 18% reported that they never used the train, underground, metro or tram; double that of car, van, motorcycle and moped users who responded to the Call for Ideas.

Women used the train, underground, metro or tram slightly more often than men, with 12% of women using them three times a week or more, compared to 11% of men. Among age groups, the highest usage was by women aged 21-29 (32%) and men aged 21-29 (29%). The highest

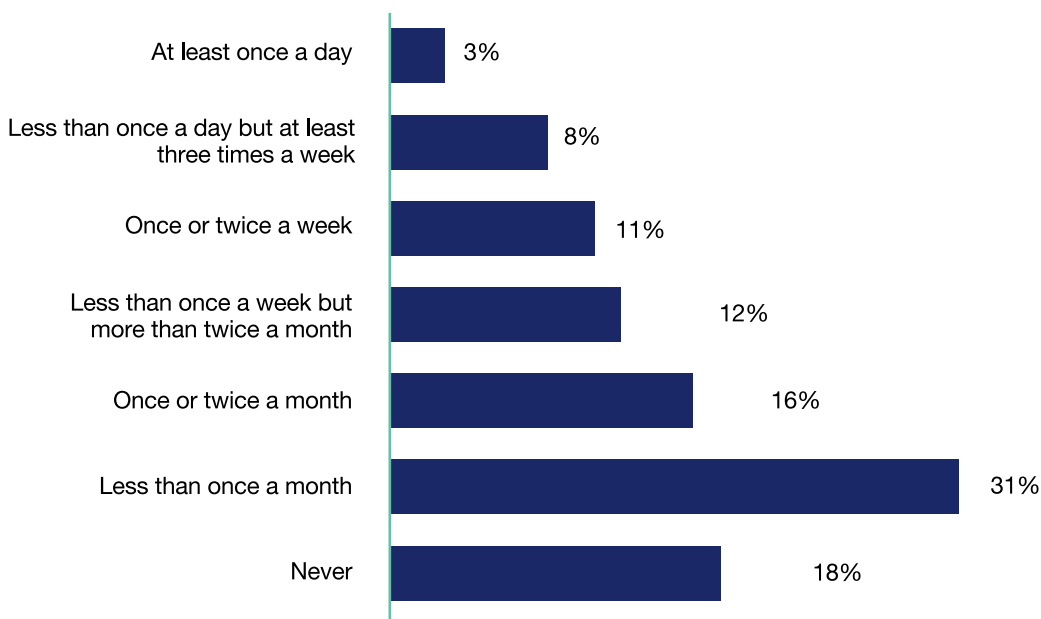
percentage of adult non-users in the last six months was men aged 60 years and over (23%).

### What changes, if any, would improve your experience when using the train, underground, metro or tram?

#### Summary of respondents

This question was answered by 4,154 members of the public who had used the train, underground, metro or tram in the past six months. The demographics were broadly similar to all respondents. Slightly more women (29% compared to 26% overall) and slightly fewer men (68% compared to 70% overall) answered this question compared to the overall sample. Slightly fewer respondents to this question were from rural areas compared to overall (21% compared to 25% overall).

**Figure 11:** “In the last six months, how often have you used the train, underground, metro or tram?”



Less than 1% responded “Don’t know” or “Prefer not to answer”.

## Top themes

The top themes raised across all responses were a more reliable rail service, more affordable rail fares, better integration with other modes, and increased capacity.

Across age ranges, those aged 30-49 were more likely to prioritise affordable fares over reliable services and increased capacity. Those aged 17-29 prioritised reliable service over affordable fares and increased capacity. For those aged 50 and over, the top themes were consistent with the overall results.

The themes were consistent across rural, suburban and urban areas. For rural areas, the third most raised theme was better integration, whereas for urban areas, the third most raised theme was increased capacity.

For those with a disability, reliable services was the most raised theme, followed by better station facilities, and then affordable fares. Better integration of transport was the fourth most common theme mentioned regardless of disability status, however better station facilities was mentioned much more often by those with a disability than for non-disabled respondents.

### Further detail on top themes

The most common theme raised across all responses was a **more reliable rail service** which included issues such as frequent cancellations, delays, disruptions impacting travel plans and making planning journeys difficult. One respondent wrote that their local train service to London is usually *“good when it runs on time, but there are fairly frequent, often significant delays, connections are often missed by a few minutes”* (Male, aged 30-39, Yorkshire and the Humber). Other responses noted that a high number of cancellations results *“in a loss of confidence that we will be able to complete the journey”* (Female, aged 50-59, West Midlands). Some suggested that operators should communicate better when delays or cancellations have occurred, providing

passengers with a reason. As one respondent stated, *“people are more understanding of cancellations if they are told why they have happened rather than just a delay message or a cancellation message”* (Male, aged 40-49, North West).

The second most common theme was **making rail fares more affordable** to encourage greater use of public transport, especially for families, groups and commuters. One respondent from a rural area noted that they *“always opt to take a car than a train due to the cost”* (Male, aged 50-59, South West). Many respondents suggested changes to how rail tickets are priced including distance-based pricing, ensuring pricing is consistent and removing demand pricing. One respondent recommended reform to *“make singles always cost half a return, too many singles are 10p to £1 less than a return”* (Male, aged 30-39, South East). Over 100 responses raised comparisons with European public transport pricing where schemes of lower or subsidised fares have proved successful in increasing use of services. Some respondents suggested that passengers could be incentivised to use train, underground, metro or tram systems including by having *“a card for about £40 that allows use of all public transport for a month”* (Female, aged 50-59, South West).

The joint third most raised theme among respondents was **better integration between rail and other modes** to facilitate seamless journeys, including better integration of timetables and bus stops near stations. Better timetabling to support multi-modal journeys was included in several responses, with one respondent suggesting that there needs to be *“integration between bus, train and other modes as much as possible”* including having *“a regular bus service (the same frequency as the train) five minute or less walk away to easily integrate timetables”* (Male, aged 20-29, East). Other responses suggested having bus stops nearer to train stations to facilitate easier journeys and integrated connections, with the distance being regularly cited as a reason people choose to travel by car either for their full journey or to the train station. One respondent, with a disability

impacting travel, wrote that *“convenient, passenger-friendly bus interchanges are essential”* (Male, aged 40-49, East).

Along with the above, jointly third most raised was to **increase capacity to tackle overcrowding and improve passenger comfort**. Responses raised suggestions such as including more carriages per train, particularly non-reserved. As one respondent stated, *“the train is often overcrowded, with standing room only, and very cramped. Extended trains would make it much improved. More non-reserved carriages would be useful to cater for those trips made at short notice”* (Female, 40-49, South West), and more frequent services throughout the day. Several respondents highlighted the impact that overcrowding has on their satisfaction with the journey *“it is not always possible to get a seat, therefore the journey is stressful and uncomfortable”* (Female, aged 50-59, East). There were also concerns raised as to the consideration of large events in capacity planning – *“consideration is not given to when trains might be busier outside of typical commutes - for example, football fans heading to a scheduled match”* (Female, aged 50-59, East).

Several other themes were also raised by respondents, these included:

- **Simplified ticketing** with tickets that allow for more flexibility, can be used across operators, have consistent pricing, and are integrated across different transport modes.
- **Improving station facilities** through more affordable car parking, increased cycle parking, more seating, shelter and toilets, and real-time information displays.
- **Increased train or tram calling points** to better serve transport users.
- **Enhance onboard comfort and experience** including through improved cleanliness, comfortable seating, enhanced Wi-Fi and more plug sockets.

- **Extending service hours** to include evenings and earlier services on Sunday to enable broader access to leisure and social activities.
- Encouraging multi-modal travel through the **better provision for carrying cycles on trains and trams**, including more spaces, easier booking systems, and suitable storage facilities.
- Supporting **improved accessibility** across the transport network for disabled passengers, those with luggage, or buggies, or cyclists, including step-free access, maintaining lifts and providing more assistance.
- Addressing anti-social behaviour, fare evasion and passenger safety concerns through **increased security** at stations and on trains.

## Why have you not used the train, underground, metro or tram in the last six months?

### Summary of respondents

This question was answered by 981 members of the public who have not used the train, underground, metro or tram within the past six months. Those who responded were more likely to be from rural areas - 39% compared to 27% overall. Respondents to this question were more likely to be male, at 75% compared to 70% overall.

### Top themes

**The top three themes raised across all responses were inconvenience, lack of local services and cost.**

These top three themes were consistent across all age ranges; however, the most common theme raised amongst respondents aged 60 years and over was a lack of local services.

A lack of local services was also the top theme raised by respondents from rural areas, followed by inconvenience and cost. Themes raised by

respondents from suburban and urban areas were consistent with the top three themes raised overall.

The top three themes differed between male and female respondents. The top three themes for male respondents align with the top three themes overall; however, for female respondents, lack of local service was the most raised theme, followed by inconvenience and then by the fact they had no requirement to travel by these modes.

The most common theme raised by disabled respondents was inconvenience, followed by lack of accessibility and then lack of local services.

### Further detail on top themes

The most common theme raised across all responses was the **inconvenience** of train travel due to infrequent services, indirect routes, limited destinations and inflexible timetables. Several responses referenced the lack of direct train routes to destinations they wish to travel to, including workplaces, local services and other transport hubs, and the negative impact using the train has on overall travel time. One respondent wrote: *“we have no local metro or underground, and the local trains would extend my journey time significantly due to the train routes, and as my local station is over 3 miles from my workplace it really isn’t feasible”* (Male, aged 50-59, South West).

The second most common theme was a **lack of rail service** near where respondents lived, especially in rural locations. Many respondents expressed the distance to their closest train station, with many being beyond walking distance, requiring a car to access them. In some cases, train stations have been closed, limiting access to local train services. Over 50 respondents from rural areas cited the lack of a convenient public transport connection between their home and rail services as an additional factor, limiting their use of trains. One respondent wrote that *“the station that is reasonably local is much more than a reasonable walk away and requires two buses to get there”* (Female, aged 60 years and over, West Midlands).

Another flagged *“it’s just not accessible without driving, and if I’m going to drive, I may as well drive for the whole journey”* (Female, aged 50-59, South West).

Another common theme raised among respondents was the **cost of train travel** being too expensive, particularly compared to driving or other modes of transport. Several respondents referenced the difference in cost between train services and travelling by car, with high prices making journeys by rail inaccessible and unrealistic - *“to commute to work in a neighbouring town by train (around 15 miles) would cost around £30 a day (compared to <£10 by car) and as I work shifts would not allow me to get to work. For leisure journeys the price again is very high”* (Male, aged 30-39, East Midlands). The high cost of train station car parking was also cited as a hindrance to traveling by rail, with one respondent expressing that it seemed to *“ensure that no journey is ever cheaper by rail than by driving”* (Male, aged 21-29, South West).

Several other themes were also raised by respondents, these included:

- They had **no requirement to travel by these methods** of transport within the timeframe.
- Train services often being **unreliable** due to cancellations, delays, alterations and strikes, making them untrustworthy for time-sensitive journeys.
- **Safety concerns** on public transport being a deterrent to use, with references to violence, intimidation, lack of cleanliness, crime, overcrowding and feelings of personal vulnerability.
- A **lack of accessibility**, at train stations and on services, for disabled passengers including wheelchair users, those with mobility issues and inconsistent ramp provision, and lack of assistance.
- Uncomfortable and unpleasant journeys due to **overcrowding** on trains.

## Bus, minibus and coach

### In the last six months, how often have you used the bus, minibus or coach?

This question was addressed to members of the public and answered by 5,703 respondents. The proportion of respondents who used the bus, minibus or coach at least once a week was slightly higher than that for rail modes, at 25% (compared to around 22% for rail and 76% for cars, vans, motorcycles and mopeds). The most common usage was less than once a month (27%). Over a third of respondents used the bus, minibus or coach less at least monthly. Almost a quarter of respondents reported that they never used the bus, minibus or coach, higher than that for rail and almost three times as many as cars, vans, motorcycles and mopeds.

Women were more frequent users of buses, minibuses or coaches, with 16% using them 3 times a week or more compared to 10% of men. 28% of male respondents reported never using them in the last six months. Among age groups, the most frequent users were 17-20 years old, with almost half reporting usage three times a

week or more. The largest share of non-users was among men aged 50-59 (37%).

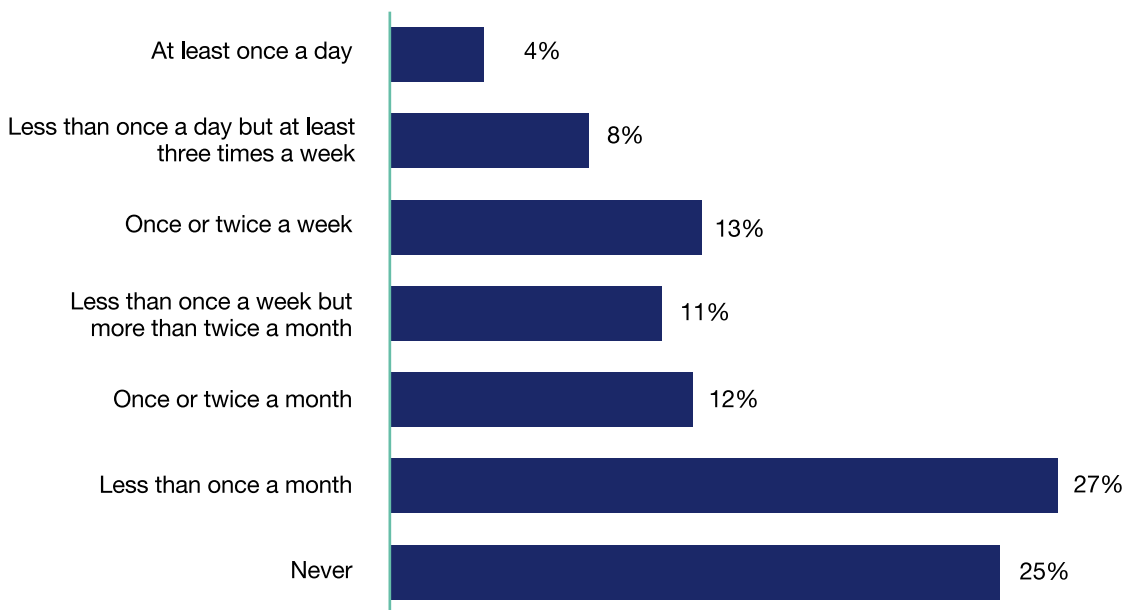
Urban residents were also more frequent users, with 17% reporting usage at least three times a week, compared to those in suburban (11%) and rural areas (5%). However, 17% of urban respondents said they had not used the bus, minibus or coach at all in the last six months. This compares with 24% and 37% of respondents in suburban and rural areas respectively.

### What changes, if any, would improve your experience when using the bus, minibus or coach?

#### Summary of respondents

This question was answered by 3,615 members of the public who had used the bus, minibus or coach in the past six months. Female respondents made up 31% of answers to this question, compared to 26% overall. Male respondents made up 65% of answers to this question compared to 70% overall. 48% of responses to this question were from people from urban areas, compared to 43% overall. 20% of responses to this question were from people from rural areas compared to 25% overall.

Figure 12: "In the last six months, how often have you used the bus, minibus or coach?"



## Top themes

The top three themes raised across all responses were **bus service frequency, bus service reliability, and improved bus timetables.**

The top three themes raised by those aged 60 years and over were consistent with the top three themes overall. Among responses from those aged under 60, the top two themes were the same, but the third most common theme was cheaper fares.

The top two themes were consistent across all types of areas, but in rural areas, the third most raised theme was expanding network coverage, and in urban areas, the third most raised theme was cheaper fares.

### Further detail on top themes

The most common theme raised across all responses was the **frequency of bus services**, including increasing services throughout the day, evenings and weekends to provide a more viable alternative to private vehicles. Several respondents expressed that extending and increasing bus services would encourage more people to travel by bus. *“More frequent services – so I can travel when I need to travel, rather than when there might be a bus” (Male, aged 40-49, North East).* Suggestions for improvements included late night services, buses running at off peak times, and services operating seven days a week. One respondent wrote that their local service frequency prevented them from commuting to work via bus: *“There is a service to my village, but it is only once every two hours and only between 9am and 5pm, with no service at weekends” (Male, aged 50-59, Yorkshire and the Humber).* Infrequent bus services in rural communities was raised by a large number of respondents, with many referencing cuts to services in recent years. Several respondents suggested that smaller, more regular buses should operate for extended hours to better serve rural communities. One respondent wrote *“a regular medium sized*

*minibus service around town would be really beneficial and not so route constrained as a larger bus” (Female, aged 50-59, West Midlands).* Some responses suggested subsidised travel *“to ensure services are available to all irrespective of location” (Male, aged 60 years and over, East).*

The second most common theme was **bus service reliability**, including reducing the number of cancellations, better adherence to timetables, and improved communication about delays or disruption. Some respondents noted that *“providing real-time updates on delays or cancellations would greatly enhance the user experience” (Male, aged 50-59, London).* One respondent suggested that *“providing live bus data in an open format should be a requirement for a company bidding to run a bus service”* to ensure real-time departure information is available for all services *(Male, aged 40-49, South East).* Several responses raised the need for buses to operate to timetable to prevent situations where passengers have *“regular 1-2 hour waits for a 20-minute schedule” (Male, aged 30-39, North West).*

Another common theme was **improving bus timetables** so that buses run when people need them, supporting more integrated and sustainable journeys. Some respondents said timetables should meet the needs of workers who commute by bus. Others said timetables should ensure people can access local services, such as hospitals, when needed. Respondents also wanted timetable *“to be better integrated, including rail and other public transport connections”* to support multi-modal journeys *(Female, aged 60 years and over, East Midlands),* for example timetables being *“synced with the train arrival time so that users have time to change modes” (Male, aged 21-29, South West).*

Several other themes were also raised by respondents, these included:

- **Improving bus routes** with more direct and quicker routes available, better connectivity between destinations, and extended coverage to underserved areas.

- Making **bus fares cheaper** and more affordable, such as through fare caps, discounts, or integrated ticketing options.
- **Expanding the bus network** to underserved areas, particularly rural communities and suburban areas to improve accessibility and reduce car dependency.
- Supporting passenger awareness and convenience through **better information provision**, including providing real-time information at bus stops and online and improved journey planning tools.
- Enhancing the passenger experience with **improved buses**. Modern, clean, and comfortable buses with amenities like Wi-Fi and charging points, accessible features and more electric or hybrid buses.
- Simplifying travel by **better integration of bus services with other modes of transport**.
- Making bus journeys faster and more reliable through **bus priority measures** such as dedicated bus lanes, bus gates, and signal priority.
- Improving **bus stops** with better shelters, seating, real-time service information and improved accessibility.
- **Integrated ticketing systems**, including multi-operator and multi-modal options, would simplify travel and make travelling by bus more convenient.
- Addressing **anti-social behaviour** on buses to create a more pleasant and safe environment for passengers.
- **No improvements are needed** where bus users are content with the services operating in their area

## Why have you not used the bus, minibus or coach in the last six months?

### Summary of respondents

This question was answered by 1,333 members of the public who have not used the bus, minibus or coach in the last six months. Female respondents were less likely to answer this question (18% responses to this question compared to 26% overall), and male respondents were more likely to answer this question (79% responses to this question compared to 70% overall). Fewer respondents were from urban areas (29% responses to this question compared to 43% overall), and more from rural areas (38% compared to 25% overall), while the proportion of respondents from suburban areas remained consistent with the overall responses.

### Top themes

**The top three themes raised across all responses were use of alternative modes, inconvenient routes, and limited coverage.**

The top three themes were consistent for respondents with a disability and for both male and female respondents. For those living in rural areas, limited coverage was the most commonly raised theme, followed by use of alternative modes and infrequent service. For respondents who live in suburban and urban areas, the top two themes matched the overall results, but the third most common theme was not needing a bus services.

The top three themes were consistent for those aged 50-59. For those aged 60 and over, limited coverage was the second most common theme, followed by inconvenient routes. For those aged 21-49, the top two themes were use of alternative modes and inconvenient routes, with the third most common theme being that they do not need a bus service.

## Further detail on top themes

The most common theme raised across all responses was **the use of alternative modes**. Bus journeys were often described as inconvenient, lengthy and not providing the same independence compared to journeys using other modes such as walking, cycling or driving. When asked about travelling by bus, minibus or coach, one respondent said *“there are no convenient services close to my house that offer a realistic alternative to either the car or train” (Female, aged 40-49, South West)*. Several respondents said that bus routes often do not fit their travel plans, and other options provide more freedom. One respondent wrote that *“buses don’t provide the services I need for longer more dispersed trips e.g. into rural areas” (Male, aged 50-59, North East)*.

The second most common theme was **inconvenient routes** stopping people using buses. Journeys often require multiple changes, lengthy detours, and excessive travel times compared to alternative transport. Several respondents said that the journeys they want to make would require multiple changes across different buses to achieve, one respondent from rural North East England highlighted that *“links between the North East and North West of England are poor”* using the example of travelling from Durham to Chester requiring two separate coaches *(Male, aged 60 years and over, North East)*. One respondent wrote that *“the bus network is very out of date and has not adapted to the changes in workplaces and residential areas” (Female, aged 50-59, East)*.

Another common theme raised among respondents was **limited coverage** of the bus network, especially in rural and suburban areas. Respondents said it fails to connect key destinations such as workplaces, hospitals, train stations, neighbouring towns and other places people want to travel to. One respondent said *“there are many small towns and villages near by which you are completely cut off from because no bus or train goes there and the only way to get there is drive” (Male, aged 30-39, North West)*. Many respondents said that they are not close to an active bus stop,

with nearby stops no longer being served. One respondent said that their *“nearest (active) bus stop is a forty-minute walk away and buses are infrequent with the last (return) bus arriving at 6:00pm” (Male, aged 60 years and over, North West)*.

Several other themes were also raised by respondents, these included:

- **No need to use bus service** by people who are travelling.
- **Bus services are too infrequent**, making them impractical for regular use or time-sensitive commitments.
- **Unreliable bus services** resulting from cancellations, delays and inconsistent adherence to timetables, lead to distrust and frustration among potential passengers.
- Personal vehicles are a more economically viable option for many where **bus fares are too expensive**, particularly for short distances, families, or occasional use.
- **Unpleasant onboard experiences** resulting from overcrowding, lack of cleanliness, anti-social behaviour, poor ventilation and uncomfortable seating.
- **Poor integration with other modes of transport**, such as a lack of bus stop near train stations or difficulty transferring between bus services, makes multi-modal journeys inconvenient.
- Unsafe bus stop locations, crime, anti-social behaviour, and a lack of policing on buses discourages individuals from using public transport due to **security and safety concerns**.
- Buses and bus stops are **inaccessible** for disabled people and people who face barriers to mobility, with limited wheelchair spaces, infrequent deployment of ramps, and difficulty boarding.
- Potential passengers struggle to plan and execute their bus journeys due to a **lack of information** on routes, timetables, fares and accessibility options.

## Bikes, e-bikes, and e-scooters

### In the last six months, how often have you used a bike, e-bike or e-scooter?

This question was answered by 5,692 members of the public. Over a third of respondents (38%) had not used a bike, e-bike or e-scooter in the past six months. This is over four times as many as those who have not used a car, van, motorcycle or moped in the same time frame. Among those who had used a bike, e-bike, or e-scooter over the past six months, the most common frequency was less than once a day but at least three times a week (17%).

Men were more frequent users, with 44% reporting usage of once a week or more, compared to 24% of women. Almost half of women said they had not used a bike, e-bike or e-scooter compared to 35% of men. Among age groups, the most frequent users were men aged 40-49, with a third reporting usage of at least three times a week. Women aged 21-29 were the most likely to not use a bike, e-bike or e-scooter, with 57% reporting that they had not used a bike, e-bike or scooter at all in the last six months.

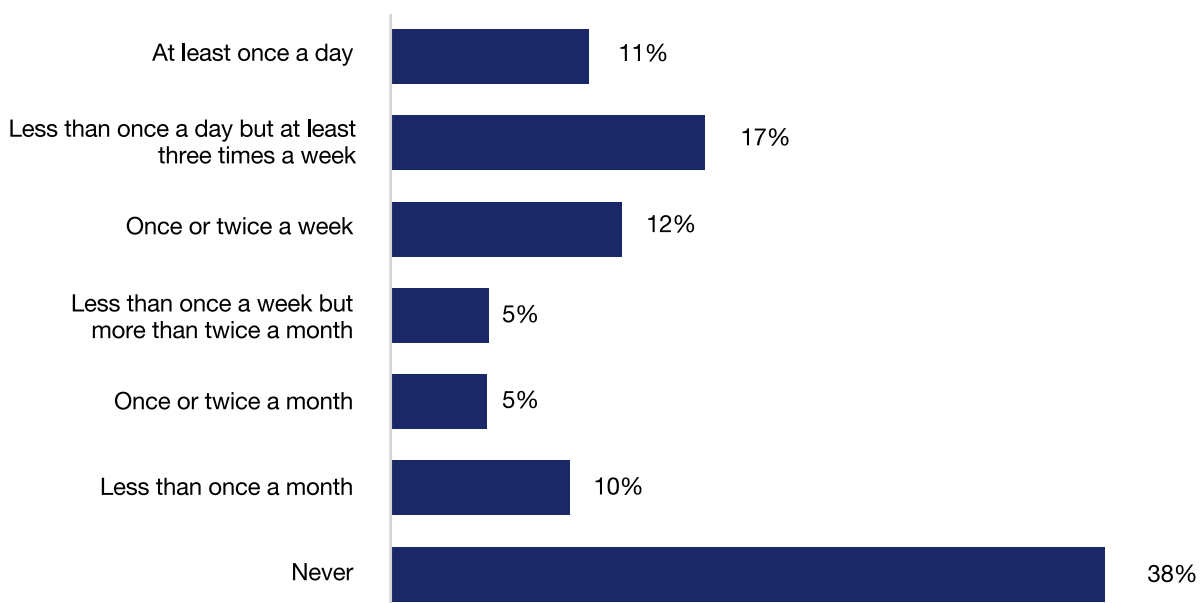
The impact of rurality on bike usage was less pronounced compared to public transport; however usage as a whole was more prevalent in urban areas. 34% of urban respondents reported usage three times a week or more, compared to 26% in suburban areas and 20% in rural areas. 36% of urban respondent said they had not used a bike, e-bike or e-scooter at all over the last six months, compared to just over 40% of those in rural areas.

### What changes, if any, would improve your experience when using a bike, e-bike or e-scooter?

#### Summary of respondents

This question was answered by 3,195 members of the public who have used a bike, e-bike or e-scooter over the past six months. Male respondents were slightly overrepresented (73% of responses compared to 70% overall), and female respondents were slightly underrepresented (23% of responses compared to 26% overall). Urban respondents made up 45% of responses (compared to 43% overall), and rural respondents made up 24% of respondents (compared to 25% overall).

**Figure 13:** “In the last six months, how often have you used a bike, e-bike or e-scooter?”



## Top themes

**The top three themes raised across all responses were increased provision of segregated cycle lanes, more connected cycle routes, and more road space allocated to cyclists.**

The top two themes were consistent across age, gender and rurality types. Motorist awareness and education was the third most common theme for women, but only the fifth for men. Reduced speed limits were also mentioned more often by women than by men.

Secure bike parking was more important for younger age groups. For those aged 20-29, it was among the top three themes raised. For those aged 60 and over, road surface improvements were almost as important as the re-allocation of road space.

Those living in rural areas were more likely to raise road surface improvements compared to those living in suburban and urban areas.

### Further detail on top themes

The most common theme was **increasing the provision of cycle lanes separated from other traffic and pedestrians**. This was particularly raised in the context of providing additional safety to cyclists. One parent from an urban area wrote *“I want to feel safe, I want to be able to bike with my child without feeling like I’m risking their health”* (Male, aged 30-39, East Midlands). Several respondents emphasised the need for separation via physical infrastructure, rather than just road markings. One urban respondent said, *“even within the dashed marked cycle lanes, I am shouted abuse by cars for cycling too slowly. Other cars pass by too fast and too quick, meaning it is dangerous”* (Male, aged 30-39, Yorkshire and the Humber). Another rural respondent added *“dedicated bike routes would encourage me to ride more, NOT just painted bike lanes on an existing road, which are far too dangerous”* (Male, aged 60 years and over, South East).

The second most common theme was to **create more connected cycle routes**, where cycle routes, destinations and transport hubs are all connected. One respondent called for *“cycleways along paths that link up to main destinations - too many around me just “run out”* (Male, aged 60 years and over, South East). Another respondent expressed their desire to have *“a better network of safe cycle routes through and around town and connecting with other towns”* (Female, aged 40-49, South East).

The third most common theme was to **allocate more space to cyclists on roads** where cyclists have priority over other road users. This was typically raised in a similar vein to introducing segregated cycle routes, however some respondents suggested that this should include *“reallocation of parking spaces to provide spaces for cycling routes – especially in town centres and along main arterial routes”* (Male, aged 21-29, East).

There were several other themes raised by respondents, these included:

- **Motorist awareness and education**, along with public awareness campaigns to encourage more considerate behaviour towards cyclists.
- **Improved road surface maintenance** with a focus on filling potholes and improving surfaces for cyclists.
- **Increased provision of safe and secure cycle parking facilities**, including supervised parking for cycles at railways, bus stations and city centres, and stricter enforcement against theft.
- **Cycle-conscious town planning**, ensuring cycle infrastructure is properly considered when planning new developments.
- **Reduction of traffic volumes, or removal of traffic** in urban areas.
- **Redesign or improve road crossings** (including junctions and roundabouts) so they are safer for cyclists.
- **Implement lower speed limits** in urban and residential areas to improve cycling safety.



- **Greater penalties and enforcement for dangerous driving behaviour**, or for motorists who kill or seriously injure cyclists.
- **Better integration of cycling with public transport**, e.g., ensuring adequate parking at stations, cycle storage provision on trains.
- **Establish clear regulations and enforcements for e-bikes and e-scooters** to ensure safety and responsible use.
- **Better provision of information**, including signage on cycleways, such as “rights of way”.
- **Ban motor vehicles from parking in cycle lanes.**

### Why have you not used a bike, e-bike, or e-scooter in the last six months?

#### Summary of respondents

This question was answered by 1,998 members of the public who have not used a bike, e-bike or e-scooter in the past six months. Female respondents were more likely to answer (34% responses to this question compared to 26%

overall), and male respondents were less likely to answer this question (62% responses to this question compared to 70% overall). Fewer respondents to this question were from urban areas (40% responses to this question compared to 43% overall), and slightly more from rural areas (27% compared to 25% overall).

#### Top themes

**The top three themes raised across all responses were road safety concerns, cycle ownership and access, and other transport preferences or needs.**

Road safety was the top theme amongst all age groups. For those aged 21-49, lack of cycling infrastructure, journey distance and cycle ownership or access were also common themes. For those aged 60 years and over, “individual barriers to travel” (such as age, health, disability, or lack of confidence), was the second most common theme.

Road safety was the most common theme across all area types. In rural areas, lack of cycling infrastructure was the second most common theme, followed by cycle ownership. In suburban areas, “individual barriers to travel” was the third most common theme.

The themes raised by male respondents aligned with the most common themes overall, however for female respondents, the second most common theme raised was “individual barriers to travel”.

### Further detail on top themes

The most common theme raised across responses was **concerns that roads are too dangerous for cycling** due to aggressive drivers, speeding vehicles, poor road conditions and a lack of sufficient, safe and connected cycling infrastructure. One respondent said that *“It’s too dangerous. Potholes on roads, impatient car and van drivers, etc, are a lethal combination”* (Male, aged 50-59). Several rural respondents raised the importance of maintenance, for example - *“rural roads in such disrepair especially at the edges which means as a cyclist you need to be well out in the road which isn’t safe on rural roads”* (Male, aged 50-59, North East).

The second most common theme raised across responses was **lack of cycle ownership or access to cycles**, including suitable adapted cycles for disabled users, and convenient and affordable rental schemes. Some responses raised the prohibitive cost of purchasing a bike, or e-bike as a barrier, and that local cycle-hire schemes rarely include alternative bikes, such as those that are disability suitable or cargo cycles. One respondent stated that they expressed a prior interest in renting an e-bike, but *“they removed my local docking station”*, and that *“it was also too expensive to rent them”* (Female, aged 21-29, Yorkshire and the Humber).

The third most common theme was that **other modes of transport are preferred** or better suited to individual needs and circumstances, such as cars, motorcycles, public transport and walking. One respondent said that, *“For short distances I prefer to walk. My commute is*

*too far to cycle and would be difficult to take my bike on public transport for parts of the journey”* (Male, aged 50-59, North West).

Others raised the challenge of multi-modal with a cycle, especially taking bikes on buses and trains – *“you also can no longer take many of these on trains which limits their use”* (Female, aged 21-29, West Midlands). Several respondents also mentioned the challenge of using a cycle for people who are *“carrying heavy shopping or other luggage”* or *“with babies or young children”* (Male, aged 60 years and over, South West).

There were several other themes raised by respondents, these included:

- **Individual barriers to travel** such as age, health conditions, disabilities and lack of confidence in cycling prevents individuals from using cycles.
- **Lack of high-quality, well-maintained, continuous and connected cycling infrastructure**, particularly segregated cycle lanes, making cycling inconvenient and unsafe.
- **Cycling is impractical for some journeys**, such as when journey distance is too long, if goods need to be carried, and weather conditions.
- **Concerns with e-bikes and e-scooters** around their safety (including fire safety when charging), legality, regulation, cost, practicality and perceived nuisance.
- **Fear of cycle theft and a lack of secure storage at home**, at transport hubs, and destinations, deter people from owning or using cycles.
- **The cost of e-bikes and the expense of cycle rentals** are barriers to accessing these modes of transport.

## Walking and wheeling

### What changes, if any, would improve your experience when walking or wheeling?

#### Summary of respondents

This question was answered by 4,327 members of the public. Male respondents were less likely to answer this question (68% responses to this question compared to 70%), and female respondents were slightly more likely to answer this question (30% responses to this question compared to 26% overall). The proportion of respondents from different area types answering this question aligned with the overall sample.

#### Top themes

The top three themes raised across all responses were reduced pavement obstructions (including a ban on pavement parking), improved maintenance, and creating a more connected network of paths and walkways.

The top three themes were consistent across genders and those with a disability. For those aged 50 years and over, the top three themes remained consistent. For those aged between 20-49, the top two themes were consistent with the overall results, but the third most common theme raised was reducing car dominance in urban areas.

In rural areas, the top three themes matched the overall results. In suburban and urban areas, reduced pavement obstructions was the top theme, followed by maintenance and reduced car dominance.

#### Further detail on top themes

The most common theme was **reducing pavement obstructions**. Within this, there was a particularly strong call to **ban pavement parking**. One respondent said that *“pavement parking is a real issue... my father is in a wheelchair and I have to push him in the road”* (Female, aged 50-59, West Midlands). Another said that pavement parking is *“a horrendous issue in our village and causes accessibility and safety issues, especially for older and disabled people. [A pavement parking ban] is long overdue and would make an immediate difference to lots of people”*. (Female, aged 30-39, South East). Respondents also wanted other obstructions addressed, such as bins, street furniture and parked cycles to ensure clear and accessible pavements for pedestrians. One respondent said that *“Pavements are now littered with street furniture, tables and chairs I, A-boards, pop up stalls etc. I regularly walk with somebody who is partially sighted and it’s like working your way through a maze. E-Scooters, bike racks etc add to the problem.”* (Male, aged 50-59, South East). Some respondents suggested that landowners should be penalised for blocking or neglecting public rights of way (PROW), including hedge and shrubbery overgrowth. One respondent highlighted his desire to *“make it a legal requirement to keep trees and shrubs from encroaching rights of way. Far too many times the encroachment of wildlife prevents the safe use of a path.”* (Male, aged 60 years and over, East Midlands).

The second most common theme was **better maintenance and improved condition of pavements, footpaths and street furniture**. Respondents wanted uneven surfaces and trip hazards addressed, as well as overgrown foliage and trees. One said *“mending the pavements, lots of trip hazards and uneven paving slabs, cambers on paths, overhanging foliage and trees”* (Female, aged 60 years and over, South East). Some raised the issue of standing water on pavements with one respondent saying *“If the roads and drainage infrastructure were maintained, there would be less chance*

*of getting soaked by vehicles passing and driving through standing water. This is a real issue when walking locally and vehicles have an impossible task to avoid all the puddles and standing water caused by potholes and blocked drains safely. For this reason, I invariably end up taking the car even for local trips within my town” (Male, aged 50-59, South West).*

The third most common theme was to **create a more connected network of paths and walkways**, including filling gaps in existing routes and providing more footpaths along rural roads. One respondent said *“I would be able to walk much further if footpaths and pavements connected to a town or place of interest” (Female, aged 60 years and over, East)*. Others highlighted the importance of having this network in rural areas – with one respondent raising that there should be *“more footpaths along country lanes” (Male, aged 50-59, North East)*. Some mentioned the opportunity to create and maintain more riverside paths for improved walking access, and *“green routes - away from traffic noise and smells” (Female, aged 50-59, North West)*. To better enable this, several respondents flagged their desire for the consideration of pedestrian impact in road planning and development to be required – one respondent stated *“Planning departments need to put sustainable travel (walking, cycling and bus network) at the top of the list when approving new builds. The network and infrastructure need to be in place before any building starts and it all needs joined up thinking across local boroughs/counties. It’s all too piecemeal currently and so unfortunately people still use their cars for very short journeys.” (Female, aged 50-59, East)*.

There were several other themes raised by respondents, these included:

- **Reduce car dominance in urban areas** by reallocating space for pedestrians, traffic calming measures, and promoting alternative modes of transport.
- **Improve the safety and accessibility of road crossings**, prioritising pedestrians

and implementing design changes like continuous pavements and raised crossings, making crossings safer and more convenient. There were also suggestions to implement yellow “Swiss-style” crossings to empower pedestrians and maintain walking rhythm.

- **Increase the number of pedestrian crossings**, particularly zebra and pelican crossings, and improve their placement and timing (including improving the synchronisation of green lights at complex junctions for smoother pedestrian crossings).
- **More enforcement of existing traffic and road safety laws**, alongside more policy visibility in pedestrianised areas to improve the perceived safety, particularly for women.
- **Widen pavements and footways** to provide ample space for pedestrians, wheelchair users, and other pavement users.
- **Lower speed limits** in urban and residential areas, particularly to 20mph to improve pedestrian safety and create a calmer environment.
- **Educate drivers about pedestrian priority**, alongside Highway Code changes and considerate road use.
- **Create more pedestrianised areas** in towns and city centres to improve the walking environment and reduce traffic congestion.
- **Segregate active travel modes** (i.e., cyclists, pedestrians, e-bike and e-scooter riders) to reduce risk of conflict between modes
- **More considerate cyclists**, including not cycling on pavements, using bells and obeying traffic signals.
- **Improve street lighting on pavements and footpaths** to enhance safety and visibility at night.
- **Regulate and restrict the use of e-scooters and e-bikes on pavements**, ensuring pedestrian safety.
- **More dropped kerbs** to improve wheelchair access to pavements, and ensuring they are aligned with ramps and other accessible infrastructure.

## Other modes

### Are there any other modes of transport you would like to comment on?

This question was answered by 1,805 members of the public. Nearly 40% of respondents were men aged 60 years or over. If yes, what additional comments do you have on other modes of transport?

#### Summary of respondents

This question was answered by 1,805 members of the public. Men made up 75% of responses to this question, compared to 70% overall. Women made up 21% compared to 26% overall. Nearly 40% of respondents were men aged 60 years or over. Among men aged 50-59, 21% chose to comment, compared to 17% overall. Only 5% of respondents were aged 29 or under. Respondents from urban areas were less likely to answer this question (39% responses to this question compared to 43% overall), and respondents from rural areas were more likely

to answer this question (28% responses to this question compared to 25% overall).

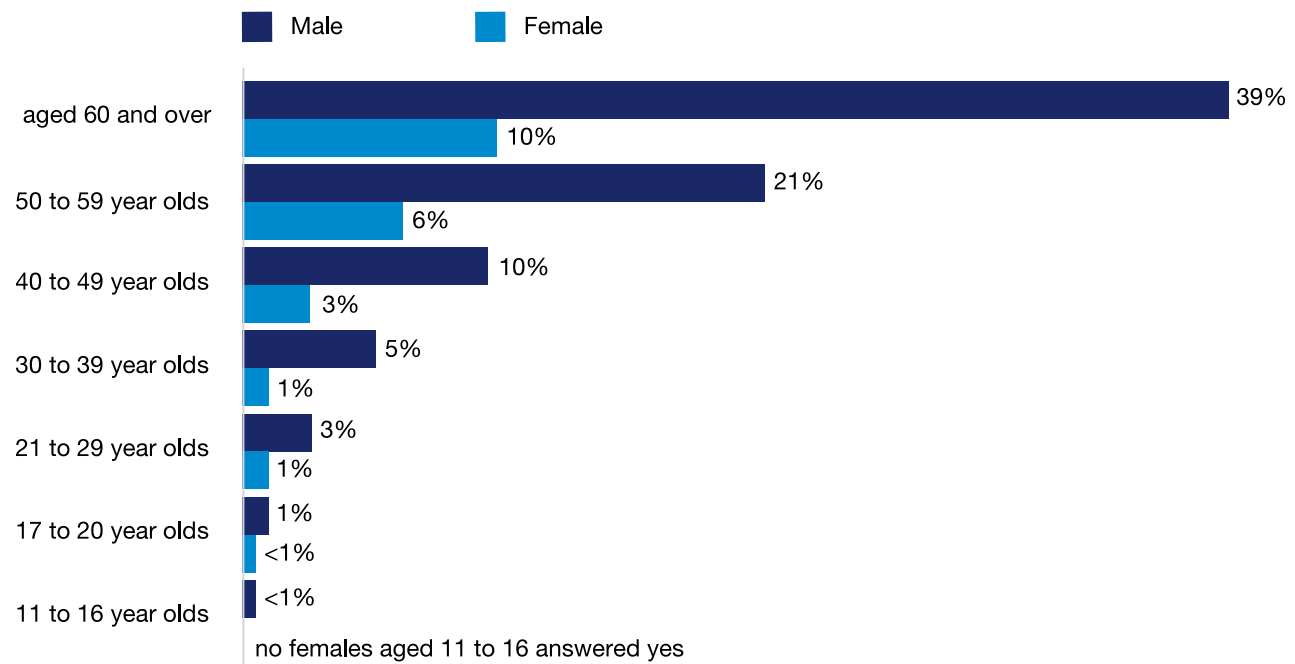
#### Top themes

**The top three themes raised across responses were improving low-carbon transport options, supporting motorcycling and discouraging of frequent flying, including banning short-haul flights where rail alternatives exist.**

The top themes were consistent across rural, suburban and urban respondents. The top themes were similar for men and women, except that supporting motorcycling was the least mentioned amongst women across all themes.

When considering the top themes by age – the top three themes were consistent across respondents aged 30 or above. For those aged 21-29 years old, the top three themes were improving low-carbon transport options, discourage frequent flyers, alongside reduce short-haul flights, and improve accessibility for disabled passengers.

**Figure 14:** Proportion of respondents who wished to comment on other modes



Note that there are a small number of respondents who skipped one or both of the gender or age question instead of selecting "Prefer not to say" so are excluded from this breakdown. Those who identified as other genders or selected 'Prefer not to say' are not included in the chart above for reasons of disclosure control.

Respondents with a disability or long-standing health problem prioritised improving accessibility for disabled passengers. They also mentioned rural transport improvement and prioritising pedestrians more often.

## Further detail on top themes

The most common theme was **improving low-carbon transport** options. While this related to improvements across the transport system, rather than a comment on an additional mode, it was the most common theme raised. It included comments relating to decarbonisation of modes covered in earlier questions, with one respondent stating that there *“should be mass electrification of train/rail network”* (Male, aged 21-29, Yorkshire and the Humber), and another suggesting that there should be *“incentives/requirements to move to electric vehicles”* (Female, aged 60 years and over, London) for the freight sector. Several respondents raised the potential to travel more sustainably through changing behaviours, such as car sharing – *“Car sharing is a great way of reducing transport impacts whilst still being able to get where you need to. I’ve car shared for work for over 10 years, and it works very well, halves commuting costs and means I have company on the way to and from work”* (Female, 30-39 years-old, South East).

The theme second most frequently raised across responses was **supporting motorcycling**. Several respondents felt that the government does not adequately consider motorcycles in policymaking, with one male respondent, aged 50-59 years old saying that *“there has never been any encouragement from the government to promote motorcycle riding”* (Male, aged 50-59). There were several suggestions about how the motorcycle experience could be improved, including the consistent use of bus lanes, road surface maintenance and secure parking (particularly at rail stations) – this was summarised by respondent *“Road condition is positively dangerous for motorcyclists, with potholes that can literally throw you off your bike, plus gravel and mud... Better parking*

*arrangements, consistency over bus lane use, simpler licence arrangements would all enhance motorcycling”* (Male, aged 50-59, South West). Some respondents raised the positive impact that motorcycling had on their overall well-being, with respondent stating *“I am a keen motorcyclist and use a motorcycle to boost my mental health as I find the motorcycling community friendly and supportive”* (Male, aged 50-59).

The third most common theme was **discouraging frequent flying**, including **discouraging or banning short-haul flights** where rail alternatives exist. Respondents also said rail services should be improved to compete with flights. There were several suggestions to tax frequent flyers and invest this revenue into public transport and walking and cycling, with one respondent stating that they would like the *“introduction of frequent flyer tax and subsidise cycling and trains with the money”* (Male, aged 30-39, East). Some respondents called for a similar approach to France, where *“the UK should ban short haul flights where train alternatives exist”* (Male, aged 60 years and over, Yorkshire and the Humber). Some respondents added to this, with one stating *“there is little justification for operation of domestic flights within the mainland of Great Britain, given the relatively short distances between cities. If rail networks were more reliable and train fares cheaper, combined with proper taxation of air travel (both domestic and international), the demand for domestic air travel could be significantly reduced”* (Male, aged 21-29, East).

There were several other themes raised by respondents, these included:

- **Water transport (e.g., boats, ferries) should be further developed** and integrated into the transport network.
- Better **provision** and **safety measures** for **equestrian transport**
- **Regulation of taxis** (including pricing and accessibility) and **promotion of ride-sharing**.
- Investment in **sustainable aviation fuel** and **carbon removal technologies**.



Some themes were relevant across modes. These included:

- **Improvement of rural transport**, including financial assistance for volunteer organisations, better hub connections, and more affordable options. Further, consider autonomous transport for on-demand transport in rural and semi-rural areas.
- **Improve accessibility for disabled passengers.**
- **Improve union connectivity**, as well as international travel including ferry and rail links.

Some themes were raised that had been previously raised in responses to other questions, these included:

- **Regulations and enforcement are needed for e-bikes and e-scooters**, addressing illegal modifications, pavement riding, and licensing. *This was also raised in response to “What changes, if any, would improve your experience when using a bike, e-bike or e-scooter?”*
- **Better infrastructure for cyclists** is needed, including segregated cycle lanes, more cycle parking, and more spaces for bikes on trains. *This was also raised in response to “What changes, if any, would improve your experience when using a bike, e-bike or e-scooter?”*
- **Improvements to footpaths and pedestrian infrastructure** are needed, as well as giving pedestrians greater priority at crossings and junctions. *This was also raised in response to “What changes, if any, would improve your experience when walking or wheeling?”*
- **More freight should be shifted from road to rail.** *This was also raised in response to “What changes to the transport network, if any, would improve your ability to carry out your role?”*

# Information

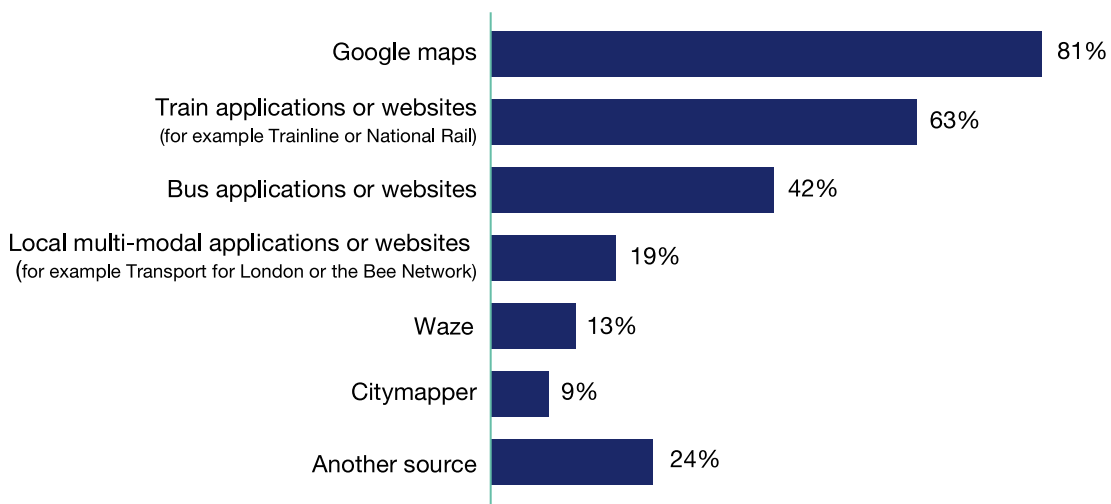
## When planning your journey, where do you get your travel information from?

5,690 members of the public were asked which about information sources they used for planning journeys. The most common source respondents reported using was Google Maps, referenced by 81% (4,611) responses. Over 60% (3,603) indicated that they use train apps or websites such as Trainline or National Rail. A sizable minority (42% - 2,284 responses) said they used bus apps or websites.

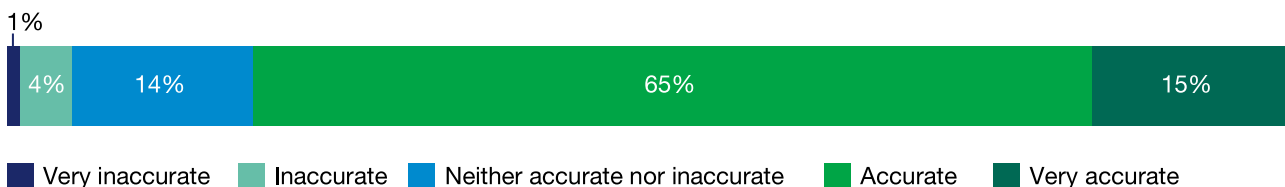
## How accurate or inaccurate is the information you receive about your travel?

This question was answered by 5,671 members of the public provided a view on the accuracy of the information they received about their travel. Nearly 80% said the information was accurate or very accurate. Of these, 15% said it was very accurate, and 65% said it was accurate. Just over 5% said the information was inaccurate, with less than 1% indicating that it was 'very inaccurate'.

**Figure 15:** "When planning your journey where do you get your travel information from?"



**Figure 16:** "How accurate or inaccurate is the information you receive about your travel?"



n=5,671

Excludes those who selected "Don't know".

## What additional information would you need to improve your journey

### Summary of respondents

This question was answered by 3,242 members of the public. Women were slightly more likely to answer this question (29% responses to this question compared to 26% overall), and men were slightly less likely to answer this question (67% responses to this question compared to 70% overall). The proportion of respondents from different area types matched the overall sample.

### Top themes

The top three themes raised were: **clear, consistent and accessible travel information, better real-time information about travel options (including disruptions) and improved integrated journey planning.**

The top three themes were consistent across area type, disability status, gender. The top three themes were the same across age groups, however for respondents aged 17-29, real-time information was the most common theme, followed by clear and accessible travel information.

### Further detail on top themes

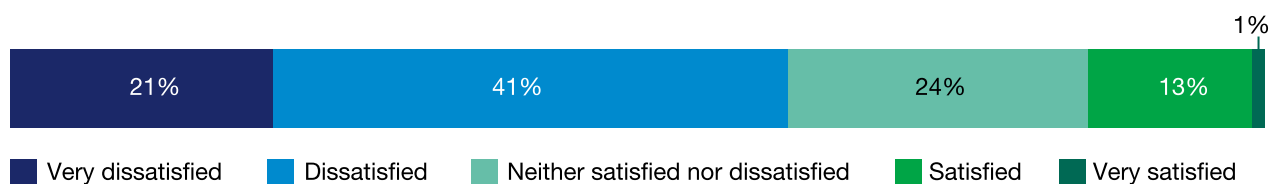
The most common theme was **travel information that is clear and accessible.** Respondents said travel information, including signage and online resources, should be clear, consistent, easy to understand, and accessible to all. Responses suggested that often information is hard to find easily, and contained suggestions for how information could be made clearer and more accessible, for example *“Information boards that mean I can easily identify the next train for my destination, rather than (often the case) the final destination of the train.... On buses, as on trains, consistent use of audible updates about the next stop”* (Male, aged

*30-39, South West*). This theme also applied to road signage – *“Improve signage, make it more visible, often last minute and you end up in wrong lane”* (Female, aged 50-59, Yorkshire and the Humber).

The second most common theme was improved **real-time information.** Respondents wanted accurate arrival and departure times, updates about delays, cancellations, platform changes, and service disruptions. Many said communication about delays and disruptions should be improved, with timely updates and clear explanations. One respondent said that *“Train timetables update so last minute that sometimes in the 10-minute walk to the station my train that was on time has been cancelled”* (Male, aged 60 years and over, Yorkshire and the Humber). Others highlighted frustrations when information is not updated to accurately reflect reality – *“Real-time bus and train information. It’s all very well saying a bus or train is due but if it doesn’t turn up, that’s actually worse”* (Male, aged 60 years and over, Yorkshire and the Humber). Several responses noted the lack of timely and accurate information for buses, both online and at stops – *“real time bus information is of an extremely poor quality and does not allow for journey planning”* (Male, aged 50-59, West Midlands) and the frustration when the information provided is inaccurate – *“even at a bus stations, where buses should have precise departure times, the waiting time until the next bus is pretty much random”* (Female, aged 30-39, London).

The third most common theme was in relation to **integrated journey planning.** Respondents wanted journey planning tools that combine multiple modes of transport, including cycling, walking, and public transport, with clear information on connections, fares, multi-modal options, accurate transfer times, and consideration of factors such as safety, accessibility, and cost.

**Figure 17:** “How satisfied or dissatisfied are you with the transport network overall?”



n= 5,698

“Don’t know” was selected by 0.5% of respondents and is not shown above.

Many wanted a single tool or app for all information - *“everything needs to be integrated together, and then be accessible in one place (Male, aged 60 years and over, London), and the ability to plan for the use of multiple different modes for one journey – “better planning for multi-modal journeys - e.g. driving to the edge of the city, taking a bus from there into the city centre, then walking to your destination” (Male, aged 40-49, Yorkshire and the Humber).*

Other topics raised included:

- **Planned road maintenance and related information**, such as road conditions, potholes, roadworks, closures, and diversions, needs to be improved, with better communication, accuracy, and timeliness of information.
- **Cycling/walking infrastructure and related information**, such as cycle/walking routes, cycle parking, safety of cycle and walking paths, and integration with other transport modes, needs significant improvement and better integration into journey planning tools.
- **Integrated ticketing and fares** across different transport modes need to be simplified, integrated, and made more transparent and affordable.
- **Accessibility information and assistance** for disabled passengers, including step-free access, lift status, wheelchair spaces, and staff support, needs to be improved and made more readily available and reliable.

- **Staffing and customer service** at stations and on public transport need to be improved, with more staff presence, better training, and more helpful and accessible support for passengers.

## Overall satisfaction with the transport network

### How satisfied or dissatisfied are you with the transport network overall?

A total of 5,698 members of the public gave their views on overall satisfaction with the transport network. Just under two thirds (62% - 3,545 respondents) indicated they were dissatisfied, with over 20% (1,206 respondents) indicating that they were very dissatisfied. Less than 14% indicated that they were satisfied, with just 35 (>1%) respondents indicating that they were very satisfied. It should be noted that responses to the Call for Ideas are not from a representative sample of the public, and those dissatisfied with the system may have been more likely to respond.

## Transport worker experience

These questions were asked of frontline transport workers only. By frontline transport worker, we mean people working in any part of the transport industry – air, maritime, road or rail, passenger or freight. We asked frontline transport workers to provide their views on specific frontline working issues only, rather than responding as a member of the public.

### As a frontline worker, do you currently experience any challenges with the transport network that affect your ability to carry out your role?

173 frontline transport workers answered this question. Around 40% of these were drivers, with almost 60% of respondents in road driving HGVs, vans or taxis. However, the roles in rail were more diverse, with around 20% of workers being train or tube drivers and the rest in other frontline occupations such as signallers, engineers, controllers or conductors.

**Around 90% of respondents to this question said they experience challenges with the transport network that affects their ability to carry out their role.** There was little difference for this figure between frontline workers in rail or road.

### If yes, what challenges do you currently experience with the transport network that affect your ability to carry out your role?

#### Summary of respondents

This question was answered by 152 frontline transport workers who said they experience challenges with the transport network. Over half (51%) of came from those working in the roads sector, 39% from those working in the rail sector, and 2% from those working in the aviation or maritime sectors. This is broadly reflective of the overall sample.

#### Top themes

**The top three themes were inadequate infrastructure, traffic congestion and unreliable services.**

#### Further detail on top themes

The most common theme raised was **inadequate infrastructure**. For rail, this included outdated track infrastructure and signalling systems, insufficient capacity, passenger overcrowding due to shorter trains, and poorly maintained rolling stock and stations. A train signaller highlighted *“budget and funding cuts to maintenance teams exacerbate infrastructure faults and issues cause delays in rectifying issues”*. Some responses highlighted insufficient capacity for rail freight in particular, resulting in excessive long-distance freight being moved by road which is less environmentally sustainable. For roads, inadequate infrastructure was linked to poor road conditions and layouts, creating safety hazards and delays. A bus driver commented that *“The roads are a disgrace, potholes everywhere, this creates an issue with passengers due to the bouncing around all of the time or being late due to the state of the roads”*. This also impacts non-road sector workers, for example, a rail engineering technician said *“the introduction of bus and cycle lanes makes attending emergency faults and preventative maintenance tasks difficult, it delays attendance to faults that cost the Railway money and delays passengers”*.

The second most common theme was **traffic congestion**, mainly on roads. Respondents said that heavy vehicle traffic, roadworks, and poorly planned diversions cause significant delays and disruptions to journeys. A Road Traffic Management Officer wrote *“If the Government is serious about promoting a more sustainable, integrated network, it needs to reduce the number of cars on the road to create much needed space for other modes*

*of transport. We're completely out of room!*". A Road Service Technician stated that *"the roads are getting oversubscribed by cars, vans and lorries. As more houses and people arrive, the ability to get somewhere in an efficient manner has gone. I am stood in traffic all the time"*.

The third most common theme was **unreliable services – i.e. transport services being frequently delayed, cancelled, or overcrowded due to various factors such as staffing shortages, aging fleets, and poor management.**

Transport workers said that unreliable services make travelling to and from work difficult. A train engineer wrote *"I am unable to get to site via public transport. There are infrequent train services and a lack of bus routes"*. A Freight Train Driver commented, *"Delayed and overcrowded trains make traveling stressful, before and after taking charge of a train I'm working"*.

The issue of infrequent public transport services at certain times of the day was raised. A Cabin Crew worker stated *"Often there is no public transport option for me to use early/late in the day. I am governed by CAA Flight Time Limitations which includes a provision for time allowed commuting to work, travel times using public transport would exceed by quite a margin the 90 minutes allowed by the CAA"*.

There were also several other themes raised by respondents, these included:

- **Lack of integration** between different modes of transport makes journeys more complex and time-consuming, often leading people to choose private vehicles.
- **Lack of funding** for transport improvements and maintenance exacerbates existing problems and limits the development of sustainable solutions.
- **Challenges in decision making and governance**, stemming from the influence of protocols and groups, such as unions, hinder effective decision-making and governance.
- **Poor communication** between transport providers and users, as well as within organisations, leads to confusion, frustration, and difficulty in managing disruptions.

- **Anti-social behaviour**, including violence, abuse, and harassment, creates a hostile environment for both transport staff and passengers.
- **Car dependency in planning**, planning policies prioritise car use, hindering sustainable transport options.
- **Driver behaviour and lack of enforcement**, including dangerous driving, illegal parking, creating unsafe conditions for vulnerable road users.
- **Rolling stock issues**, including short trains leading to overcrowding, aging fleets with unreliable systems, and poorly maintained units with cleanliness and functionality problems.
- **Lack of walking and cycling infrastructure**, including insufficient, unsafe, and poorly designed infrastructure.
- **Staffing issues**, including shortages, inadequate training, and low pay, contribute to service disruptions and safety concerns.
- **Complicated ticketing systems** and inconsistent enforcement create confusion and frustration for passengers.

## What changes to the transport network, if any, would improve your ability to carry out your role?

### Summary of respondents

This question was answered by 162 frontline transport workers. Just under half (49%) worked in the roads sector, 37% in the rail sector, 2% in the aviation or maritime sectors, and 6% in another sector. This is broadly reflective of the overall sample.

### Top themes

The top three themes raised across all responses were investment in infrastructure, improved integration between transport modes and networks, and increased public transport capacity and frequency.

## Further detail on top themes

The most common theme raised was **greater investment in infrastructure**. This was raised most often by rail workers, who emphasised the need for long-term investment in infrastructure and maintenance, including rail electrification, rolling stock, platform extensions and signalling. This was seen as crucial for improving the network's capacity and efficiency. A Track Maintenance Manager said that *"Greater investment tied to long term benefits is needed - not just chasing the very short term. There are a lot of projects where I work that would be expensive but would offer huge benefits over the long term and would allow growth to return to the rail industry. Some bold vision combined with a sensible understanding of what investment means and what it is needed for"*. A Train Driver wrote that *"New trains which are better equipped to deal with the many types of weather-related occurrences are needed"*.

The second most common theme was **improved integration between transport modes and networks**, such as better bus and rail connections, integrated timetables, simplified and integrated ticketing and reducing fragmentation. Respondents said this could encourage public transport use, reduce congestion, and improve the passenger experience. A Regional Delivery Advisor for roads stated that there should be *"much greater integration between the national networks and other types of transport providers. For example, bus and train hubs attached to motorway junctions. Open up rail lines which mirror strategic road routes to enable people to switch modes"*. A Train Driver said to *"Integrate the public transport network to provide overlapping coverage and a "bottom line" contingency plan to provide a minimum service when things go wrong"*. Building on this point, a Rail Customer Service Assistant suggested that *"If a train is cancelled or severely delayed, the passenger's ticketing app should send them a new Anytime Day Single, valid on all operators, which they can then use on any reasonable route to complete their journey"*. Several respondents

also wanted better passenger information and communication, including providing real-time updates and clear communication during disruptions. Respondents felt that this would improve the passenger experience and make their own jobs easier, as they are directly involved with assisting passengers during these times.

The third most common theme raised was to **increase public transport capacity and frequency**, in particular buses and trains, to meet growing passenger demand and to improve connectivity to workplaces. Several bus drivers suggested more bus priority measures, including increasing the number of bus lanes and priority traffic lights to make driving safer and smoother while ensuring passengers reach their destination on time. An airline pilot suggested *"More frequency and services before 4am and after midnight"*, and a Bus Operations Supervisor said *"I would like to avoid having to use my car to go to work. I work for a bus company, and I can't use the bus to go to work because the frequency and the time it takes to get from home to work is ridiculously high"*.

There were also several other themes raised by respondents, including:

- **Improving management** in the transport sector to create a more efficient and accountable system, by fostering cooperation between teams and organisations, prioritising health and safety of staff, being less resistance to change and focusing on passengers instead of profit.
- **Improved road maintenance and management**, including faster repairs, better communication about roadworks, and more efficient traffic light systems, are crucial for a smoother transport network.
- **Improved driver training and road safety**, including addressing issues such as parking regulations, promoting Highway Code awareness and setting sensible speed limits.
- **Long-term vision and funding**: Establishing a bold and long-term vision for the transport system with sufficient investment focused on long-term benefits.



- **Enhanced staff training, support and expertise**, including more driver education and access to better resources and information, as well as investing in skilled professionals to ensure organisations have the right expertise.
- **Improved transport staff welfare**, including better facilities for transport staff such as access to toilets and shelter, are needed to improve working conditions and staff welfare, leading to improved customer service.
- **Increased transport staff safety and security**: Increased safety and security measures for transport staff, including stricter penalties for offenders, increased transport policy and security personnel, and better reporting systems, are vital for protecting staff from violence and abuse.

## Join-up across the transport network

### In your opinion, how best could the transport network be better “joined-up” (select your two most important options)?

This question was answered by 5,550 members of the public. The most common answer for how the network could be more joined up was by using one ticket across multiple modes of transport (44%), followed by better timetable alignment across modes (40%).

While almost a quarter selected another option not listed, suggestions differed widely and were either mode specific or reflected elsewhere.

### In your opinion, how could the transport network be better “joined-up”?

#### Summary of respondents

This question was answered by 563 respondents – this consisted of 155 frontline transport workers and 406 organisations.

#### Top themes

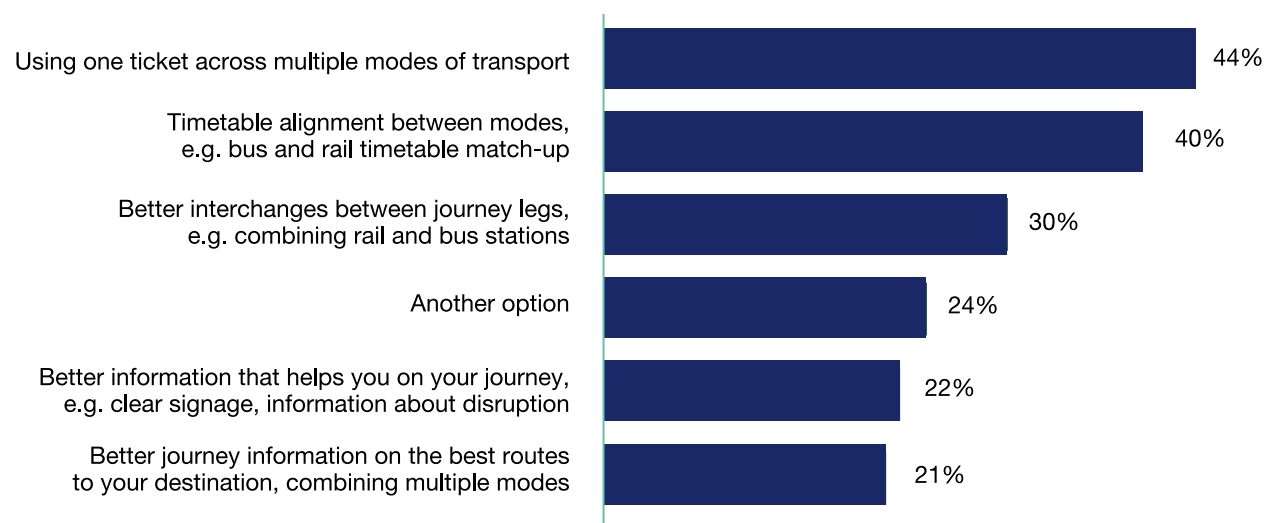
The top three themes were enhanced connections between different modes of transport, greater collaboration between government departments, local authorities and transport providers, and better integration of walking, cycling and wheeling infrastructure with public transport.

The top three themes were consistent across all types of organisations. For frontline transport workers, the top two themes remained the same, however the third most raised was integrated ticketing and fares.

#### Further detail on top themes

The top theme was **enhanced connections between different modes of transport** (bus, train, bike, etc.), achieved through improved interchanges, timetabling and infrastructure.

**Figure 18:** “How best could the transport network be better “joined-up”?”



Some respondents only selected one way in which the network could be better joined up.

Respondents suggested improving cycle storage at bus and train stations, with one bicycle mechanic writing *“Secure bicycle parking at major transport interchanges to facilitate multi-modal journeys with active travel. Current bicycle parking facilities are too prone to theft”*. Several responses referred to the importance of having accessible information at interchanges to ensure a smooth experience, with one charity writing *“railway stations, bus stations, and interchanges should provide more multimodal passenger information. In Japan and South Korea, railway stations provide the same audiovisual announcements for bus arrivals/ departures as rail, a more integrated, accessible system that encourages awareness of different travel modes and access to them”*. Some suggested aligning timetables across modes, particularly in rural areas, with one consultancy advocating for *“timetables for different transport modes connecting up, particularly in rural areas where services are less frequent”*. Some suggested the possibility of mobility hubs, with one charity writing that these are beneficial as *“places that bring together active, public and shared modes of transport – to facilitate interchange between modes, including shared transport options”*.

The second most common theme raised was **greater collaboration between government departments, local authorities and transport providers**. One data organisation wrote that this join-up *“would ensure consistent planning and implementation across boundaries”*. One technology organisation added to this, stating that *“there is a lack of connection between public sector departments which mostly operate in silos... this is inefficient as it discourages the holistic view required to efficiently enable better transport”*. One local government organisation echoed this, stating at present, the transport system *“is characterised by fragmentation, with services and infrastructure operated by multiple organisations. This disjointed approach can sometimes lead to siloed working, where stakeholders focus on isolated parts of the network rather than cohesive, cross-boundary solutions”*.

The third most common theme raised was **better integration of walking, cycling and wheeling with public transport**. This included several responses relating to bus and rail stations, with one housing developer saying we should look to *“expand secure cycle storage and hire schemes at train and bus stations to encourage sustainable onward travel. Promotion of micro-mobility options such as e-bikes, and scooters, ensuring safe docking at transport hubs for seamless multimodal travel would help to enhance first and last-mile connectivity, particularly for rural and suburban areas”*. Some responses touched on this from a digital angle, with one Charity stating that *“current apps such as Google maps fail to effectively incorporate active travel and micromobility modes. Apps that plan seamless journeys across modes should be available. It should show a variety of options including active travel and should assure reliability of a journey e.g. certain availability of cycle storage space on a train or secure storage space at a station”*.

There were also several other themes raised by respondents, including:

- **Develop local transport hubs** with integrated ticketing and good walking and cycling links.
- **Integrated ticketing systems** to make using public transport easier.
- A clear and consistent **national vision for transport**, with long-term funding is needed to guide investment decisions.
- Local authorities need **greater control and devolution of powers**, alongside **flexibility in decision-making** and **long-term funding settlements** which would empower them to make more effective, targeted transport investments.
- **Improve accessibility and inclusion across all modes** to ensure that everyone can travel with confidence and ease, especially for disabled people with better access to information, assistance, and step-free access. This includes **improving the availability and reliability of passenger assistance**, including for those with mobility impairments or other needs.



- **Better information for passengers**, provided in a simple format that allows people to plan their journey across modes more easily.
- **Bus services need to connect effectively with rail stations**, with coordinated timetables and integrated ticketing.
- **Enable more widespread sharing of data between operators, authorities and between modes** to join up the network and increase the usage of public transport.
- **Integrating transport and land use planning** by building new developments near transport links and encouraging higher-density housing would make sustainable travel more convenient.
- **Improved rail connectivity between cities**, without always needing to go through major hubs, is needed.
- **Alignment of local growth plans** across regions.
- **Freight transport needs to be better integrated into the transport network**, with a focus on efficiency and sustainability.
- **Community transport should be integrated into policy and planning**, with better funding and regulatory support.
- **Airports need better integration with the wider transport network**, with a focus on sustainable access options.

## Technology and data

### What ways if any, can you think of how technology could be used to improve your experience with the transport network?

#### Summary of respondents

This question was answered by 3,668 members of the public. The gender and area breakdown matched the overall sample.

#### Top themes

The top three themes were improved passenger information, better transport connectivity and establishing an “integrated transport app”.

The top three themes were consistent across area types and genders.

#### Further detail on top themes

The top theme raised was **accurate and up-to-date passenger information**, including announcements, disruption alerts, estimated arrival times and onboard information. Several respondents raised this in the context of better physical information and signage at bus and rail stations, with one respondent suggesting that *“all buses and trains should be accurately tracked and displayed on screens at stops/stations”*. (Female, aged 21-29, South East). In addition, several respondents raised this in the context of having this easily available on their mobile phones, with one respondent advocating for *“Live updates on departure/arrival times on an app covering multiple transport modes”* (Male, aged 60 years and over, East). However, some respondents flagged the risks of digital exclusion with this – with one respondent reflecting that *“You have to have an internet connection to check for delays and cancellations and to access tickets on the go, otherwise you*

*need to use mobile data (which can be very expensive), having the ability to check this freely “offline” would help so many people”* (Male, aged 21-29, Yorkshire and the Humber). It was recognised throughout responses that up-to-date information should incorporate that relating to accessibility, with one respondent suggesting that *“Transport apps should provide real-time updates on lift and escalator outages, step-free routes, and accessible bus/tram/train availability”*, in addition to the view that apps *“should also display real-time availability of wheelchair spaces on trains, trams, and buses. Passengers should be able to pre-book wheelchair spaces to guarantee availability and avoid being turned away”*. The same respondent added that *“The Passenger Assistance app should be universally adopted across all train operators, ensuring a seamless way to request assistance”* (Female, aged 30-39, South West).

The second most common theme was **improved connectivity between different transport modes and services**, including smaller buses or alternative transport modes to link up to larger bus routes and train stations. This was raised amongst several respondents to encourage greater uptake of public transport options, with one respondent stating *“given the challenges in reducing car use in outer London, which has much lower population density, it would be interesting to see trials of things like e hailing mini buses which run on a more flexible route, and other shared mobility options”*. (Female, aged 50-59, London). Another respondent added that *“we desperately need more lift sharing”* (Male, aged 60 years and over, South East). Several responses touched on the importance that new mobility options are accessible and inclusive, with one disabled respondent stating that they would like to see *“Development of autonomous, wheelchair-accessible transport options, such as self-driving minibuses or on-demand shuttle services for passengers who cannot access mainstream transport”*. (Female, aged 30-39, South West).

The third most common theme was a **single, national, multimodal transport app** that provides journey planning, ticketing, real-time updates, and integrates various transport modes. Several respondents advocated for this to simplify using the transport network, with one respondent in favour of *“one UK-wide (or England wide) app for all transport.... At the moment you have to have so many different apps for one journey, whereas combining those into one app and ticket across the country would simplify the process”* (Male, West Midlands). On this, another respondent added their desire for *“One simplified app. Only one app to buy tickets on, stop allowing every one to sell tickets. Make it one app, and only one provider of railcards (Male, aged 21-29, South East)*. Some respondents raised the possibility of incorporating car parking apps into this, with one respondent on this stating on car parking apps that *“they’re a pain to download and use, they’re all different”* (Female, aged 50-59, Yorkshire and the Humber). Some respondents raised local initiatives that have been successful in this space, with one respondent saying *“we’re lucky here in the Solent to already have a multimodal app that goes across companies and even national rail, rental scooters and bikes and to buy any through the same app”* (Male, aged 40-49, South East).

Other themes which were raised in this answer include:

- **Simplifying ticketing and fares**, including integrated ticketing across different modes, clearer fare structures, and easier online booking.
- **Greater use and roll out of new types of transport**, such as e-scooters, e-bikes or autonomous vehicles.
- **Use technology to better enforce traffic laws**, such as speeding, illegal parking, and mobile phone use.
- Using technology to **improve integration of cycling with public transport**, including easy bike space booking on trains and bike hire at transport hubs.

- **Increased rollout of contactless payment** and ensuring the ability to link railcards.
- **Better electric vehicle charging facilities** and better apps for showing up to date info on chargers, with automatic fault reporting.
- **Ensure there is Wi-Fi on trains.**
- **Improving stopped vehicle detection technology** on smart motorways and providing regular updates to breakdown/rescue services.

## How could technology be used to improve the transport network?

### Summary of respondents

This question was answered by 504 respondents – consisting of 128 frontline transport workers and 374 organisations.

### Top themes

The top three themes raised across all responses were digitisation, availability of real-time information and multi-modal journey planning.

For frontline transport workers, the most common themes were digitisation, real-time transport information, and journey planning and multi-modal integration.

For data organisations, the most common themes were digitisation, data-sharing and standardisation, and real-time transport information.

For public sector organisations (specifically government ALBs and local government), the most common themes were digitisation, journey-planning and multi-modal integration and real-time transport information.

For transport operators, the most common themes were digitisation, electric vehicle infrastructure and transition, and real-time transport information.

## Further detail on top themes

The most common theme raised across all responses was **digitisation** – i.e., converting information into a digital format and its role in improving processes, infrastructure, operations and asset management. One freight trade association wrote that digitisation *“has the potential to improve on existing computer-based systems to ensure the optimal tracking of goods and road passengers to ensure they can reach their end-destination as efficiently as possible”*. Some respondents noted that the surrounding infrastructure needed to be sufficient to enable a transition to digitisation. One train manager wrote *“Staff cannot use apps that are implemented by railway companies because the Wi-Fi is so bad so our apps do not work”*.

The second most common theme was improving and expanding the **availability of real-time information** across all transport modes, including live tracking, information about delays, cancellations and disruptions. One train technology organisation wrote *“Passengers need accurate, timely updates based on real-time information, including the number of affected customers, available capacity on alternative modes, and disruptions elsewhere in the network. This allows operators to offer actionable advice, such as re-routing options or adjusted timetables”*. Some suggested the potential for open data to enable this transition, with one local government organisation stating, *“more open data on planned street works should be shared with the public, which in turn will help in the planning and management of street works, as well as improve journey planning for the road-based public transport and logistics vehicles”*. Several responses also raised the importance of implementing this in rural areas, where services are more sporadic. One local government organisation flagged that in their area *“cancelled services can only be updated centrally by County Hall in person”*.

The third most common theme was the potential to develop **multi-modal journey planning tools** and apps to provide users and freight companies with comprehensive route options,

combining various modes of transport like cycling, micromobility (including e-bikes and e-scooters), walking and public transport to promote sustainable travel. Several responses also mentioned that incorporating payment into such a tool would be useful, with one local government organisation stating *“Joining-up travel information using open data and consolidating into one app would help to increase the public’s trust and confidence in public transport as a reliable and viable alternative to car travel”*.

Participants’ understanding of what is meant by technology varied, therefore there were a variety of themes raised under this topic which could be seen as broader than technology itself. Other topics raised included:

- **Standardising and sharing transport data** across different platforms and organisations to enable better planning, analysis and service optimisation.
- Utilising **data and digital twins** to improve transport planning, network management, and service optimisation, including simulating scenarios, optimising infrastructure investments and understanding travel patterns.
- Supporting the **transition to electric vehicles** by expanding charging infrastructure, addressing charging costs and access, and promoting technologies that allow residents to link their vehicles to home energy tariffs.
- Develop **integrated ticketing and payment systems** that work seamlessly across different transport modes and operators nationwide.
- Explore and regulate the **integration of autonomous vehicles**, focusing on safety, accessibility, and potential impacts on congestion.
- **Improve road safety through technology**, including speed cameras, AI detection systems and driver assist technologies.
- Some suggested **upgrading traffic signal technology** with agile and flexible solutions allows for dynamic optimisation, rapid implementation of changing priorities, and increased public trust.

- **Integrate and regulate micromobility** options like e-scooters and e-bikes, addressing safety concerns and providing appropriate infrastructure.
- **Improve accessibility for disabled passengers**, including accessible apps, communication systems, and real-time information on facilities so people know what to expect and can pivot their plans accordingly.
- **Enhance transport connectivity in rural areas** through technology and innovative transport solutions like demand-responsive transport and on-demand services.

## How could data be used to improve the transport network?

### Summary of respondents

This question was answered by 520 respondents – consisting of 136 frontline transport workers and 383 organisations.

### Top themes

**The top three themes were data for transport planning and policy, real time information and updates, and passenger information and communication.**

For frontline transport workers, the most common themes were passenger and freight flow optimisation, passenger information and communication, real-time information and updates and data-driven service planning and pricing.

For public sector organisations, the most common themes were data for passenger and freight flow optimisation, data for real-time information and updates, and data for strategic transport planning. The importance of monitoring and evaluation was also raised frequently.

For transport operators, the most common themes were data for strategic transport planning, data for transport planning and policy and data for passenger and freight flow optimisation.

### Further detail on top themes

The most common theme was the need to utilise **data to inform transport planning and policy** decisions. This included using data to set targets, prioritise investment and better understand user needs. One track maintenance manager wrote that data could be used to gain a *“better understanding of when and where people want to travel as well as where untapped demand exists should be used to support investment and development of transport networks”*. The importance of including freight data was also raised, by a transport planner to better understand the *“impact of deliveries on the transport network”* and by a Rail Freight worker to *“plan our future freight requirements”*. However, there is a clear need to ensure that all users are considered in the move to increasingly data-driven planning and policy, with one community organisation noting that *“data only comes from devices - the people who are least served by current policy are least likely to carry them”*. Many organisations raised challenges with sharing data and called for Government to take a leading role in helping to realise more of the opportunities that data can provide, with one technology organisation suggesting a *“central data hub”*. Linked to this, many respondents called for open data by default across all transport modes, building on the work of the Bus Open Data Service (BODS) and Rail Data Marketplace (RDM) as two examples. One subnational transport body suggested that there should be a *“requirement placed on all local authorities to make all of their transport data freely available to the public sector in accessible formats, unless there is a compelling privacy or commercial reason not to do so”*.

The joint second most common themes included providing passengers with **real-time reliable updates** on transport including delays, disruptions and alternative routes, and **providing clear, accurate, and accessible information** about transport options at stops, stations and through mobile apps. This was also a popular theme in responses about how technology could be used to improve the transport network, with

a focus on how data underpins the technology solutions that make the data accessible to passengers. One bus station supervisor noted the value of real-time data in enabling them to *“monitor persistent problems on a route and determine if an intervention is needed to amend the timetable or routing to improve reliability”* and communicate with passengers *“much more proactively, giving them more confidence, even when things go wrong”*. A single source for passengers to access this data was also referenced, with a freight train driver noting that passengers currently have to *“go to each different operator’s website”* and a light rail performance and delivery manager saying that information *“is currently too complex and varied”*. One NGO also noted *“a bewildering number of apps available...[and] these many apps tend to present information in different ways”* making it harder for passengers to access the information they need.

Other themes which were raised in this answer include:

- Using data to understand **passenger and freight flows**, improve timetabling, optimise routes, and adjust services to meet real-time demand.
- Using data for **long-term strategic transport planning**, including modelling, forecasting, and evaluating investments in infrastructure and services.
- Using **multi-modal data insights** on customer searches, behaviour, and price sensitivity **to inform service planning, route optimisation, and fare structures**.
- Developing **integrated journey planning apps** that provide comprehensive information across multiple transport modes, simplifying travel planning and ticketing.
- Establishing **data standards for transport** to enable the joining up of different data sources for a holistic view of the network, including ensuring the data is appropriately protected and that it is consistent, reliable and has interoperability across different datasets and systems.

- Using **data to enhance customer engagement** through personalised information, environmental awareness initiatives, and targeted discounts or promotions.
- Ensuring the network is capable enough to respond to **increasing digitalisation and connectivity** needs, including data requirements and protection of data.
- Developing **integrated ticketing systems**, including Mobility-as-a-Service (MaaS) platforms, to facilitate seamless multimodal journeys.
- Using data, such as cycling and pedestrian counts, to identify **active travel patterns and needs**, which can inform investment in infrastructure like cycling paths.
- To maximise the benefits of data in an integrated transport system, there **needs to be the right capacity and capability in data and digital skills across the sector**.
- Improving **accessibility data** on features like step-free access, wheelchair spaces, and other amenities, integrating this information into journey planning tools. Ensuring the transport network is accessible to everyone, including disabled, elderly, and vulnerable passengers was also raised.
- Providing funding to support the development and maintenance of **transport data infrastructure**.

## Decision-making

### How, if at all, would you improve the way decisions are made about the transport network?

#### Summary of respondents

This question was answered by 5,150 respondents –90% of responses were from members of the public, 7.5% were from organisations and 2.5% were from frontline transport workers.

#### Top themes

**The top three themes were public consultation, prioritisation of public transport and active travel, and integrated transport decision making.**

For members of the public, the most common themes were prioritise public and active transport; public consultation; and integrated transport decision-making (reflecting the top themes across all responses).

For frontline workers, the most common themes were public consultation; simplified, quicker and joined-up decision making; and integrated transport decision-making.

For organisations, the most common themes were integrated transport decision-making; the importance of having a national transport strategy; and longer-term decision making.

#### Further detail on top themes

The most common theme was that **decisions about the transport network should be made in consultation with the public, transport workers, industry experts, and local communities**, valuing their lived experience and knowledge of local needs. A number of responses highlighted the desire for the public who use the transport under consideration to be more involved in decision making. For example, *“Talk to local people who actually use transport”* (Male, aged 60 years and over,

*South West*), *“Ask for ideas or information from members of the public who actually travel or live in the areas needing improvement”* (Male, aged 50-59, North West) and *“Passengers are often excluded from decision making when it comes to buses but often have an unrivalled knowledge of local routes (Transport Operator)”*.

The second most common theme was to **prioritise public and active transport** i.e. public and active transport modes, including walking, cycling, and public transit, should be prioritised over private car use. While this theme relates more to the content of decision-making (rather than ‘how’ decisions are made) it does indicate a preference amongst respondents for the prioritisation of public and active transport in future decisions around transport. For example, one respondent noted *“While most people use cars, the transport network should be used to nudge people away from cars where buses could be used instead.”* (Male, aged 30-39, East Midlands) whilst another said *“I would love to be less car-dependent, so really just widening what is available, the times to get to work etc would be brilliant.”* (Male, aged 30-39, East Midlands).

The third most common theme was **integrated transport decision making** i.e. transport decisions should be integrated across different modes, including rail, bus, and active travel, to create a more seamless and connected transport network. For example, people highlighted the difficulties integrating cycling and use of the train *“Ensuring bicycles can be taken on train. Often there is very little bike storage and you cannot book it”* (Female, aged 60 years and over, South West). One transport operator noted *“Links between transport modes are, typically, not currently the core business of transport organisations who focus on the modes for which they have responsibility. Steps to improve how transport network decisions are made need to recognise this and find ways to make integration a board-room priority”*.

Other topics raised ranged from suggestions around the type of decisions that should be made, for example:

- **Long-term funding and investment for transport:** Increased and sustained investment in the transport network is necessary, prioritising projects that align with national transport goals and address regional disparities.
- **Address rural transport needs** i.e. transport decisions must consider the specific needs of rural communities, addressing issues such as limited-service provision and poor connectivity.
- **Consider motorcycles in transport planning:** Motorcycles should be explicitly considered in transport planning and policy, recognising their potential to reduce congestion and emissions.

Whilst a number of themes were raised around how decisions should be made, for example:

- **All passengers at the forefront of decision making:** What is in the best interest of all passengers (including those with accessibility needs) should be at the forefront of decision making, rather than profit or commercial interests.
- **Simplified, quicker and joined-up decision making** i.e. decision making should be simplified, quicker and there should be a clearer division of responsibilities, ensuring all those involved in decision-making are clear on their role.
- **A long-term national transport strategy is needed** to provide a clear vision and direction for transport planning and investment, and there should be mechanisms to ensure local alignment with national priorities and goals.
- **Longer-term decision making** i.e. decisions around transport investment (and subsequent monitoring) should be based on long-term goals, rather than short-termism.
- **Devolve transport decision making:** Greater devolution of transport decision-making powers to local and regional authorities is needed to enable more tailored solutions and improve local accountability.
- **Reform of the transport appraisal system and business case development** i.e. how transport schemes are appraised and expectations around business case

development should be revised to ensure the benefits of a potential scheme beyond the economic case are captured and valued.

- **Effective cross-boundary collaboration** i.e. Local Transport Authorities need to work effectively together on transport which crosses boundaries, particularly where we want to achieve integration.
- **Effective cross-government collaboration** i.e. Government departments need to work more effectively together, recognising transport as an important enabler for wider ambitions around issues such as housing and planning, health and the environment.
- **Look at other countries transport systems** i.e. we should look to other countries transport systems to see what is achievable or as examples of best practise.

## Other comments

### Any other comments?

### Summary of respondents

There were 3,400 responses to this question - 88% were from members of the public, 9.5% were from organisations, and 2.5% were from frontline transport workers.

### Top themes

**The top three themes were: improve public transport, reduce car dependency and encourage behaviour change.**

The top three themes were consistent with the top themes raised by members of the public in response to this question.

For organisations and frontline transport workers, the top three themes were improve public transport, devise a national transport strategy vision, and improve transport decision-making.

## Further detail on top themes

The top theme raised was **improve public transport services, including reliability, affordability, frequency, coverage, and integration across different modes**. This was a running theme throughout several of the responses to the Call for Ideas. One respondent summed this up, stating *“Public transport needs to be cleaner, more efficient, accessible, reasonably priced, arrive on time, it needs to be joined up in terms of interchanges, and ticketing needs to be simple and clear”* (aged 50-59, London). Several respondents also raised that they want to use public transport, but face barriers that lead to increased private vehicle use. One respondent said *“I want to use public transport more but it’s too expensive or simply not available at the right time”* (Female, aged 40-49, South East), and another stating *“I’m very frustrated by wanting to use sustainable transport for as many journeys as possible, but then finding the timetabling, cost and unreliability lead me to using car instead”* (Male, aged 60 years and over, West Midlands). Some respondents raised the importance of accompanying improvements to public transport with active promotion – *“an integrated network alone is not enough; it must be actively promoted to win over new passengers and retain existing ones. Public transport has faced decades of negative perceptions and entrenched habits, requiring innovative approaches to incentivise change and drive awareness”*. (Transport Technology Organisation).

The second most common theme was to **implement policies to reduce car dependency**, such as congestion charges, parking restrictions, and promoting alternatives like public transport and active travel, making driving more expensive and less convenient. Several respondents raised this in the context of congestion charges and workplace parking levies, with one respondent saying *“greater use of congestion charges and workplace parking levies are needed to fund public transport improvements - but these need to be done nationally because one city will not do it if it*

*thinks it will lose out to a neighbouring city or out of town development”* (Male, aged 60 years and over, East Midlands). Several respondents highlighted their desire to have communities better served by public transport and walking, wheeling and cycling so they are not required to use a car, with one stating *“I’m not anti-car, I do have one and use it, but it seems everything being built now requires driving. Out of town shops and workplaces can’t be served by public transport and are generally large distances away, making cycling difficult”* (Male, aged 60 years and over, East). Some respondents highlighted successful local active travel initiatives for school-children, embedding healthy and sustainable habits from a young age - *“Leytonstone has a brilliant no cars zone, so the roads around the school is full of children walking, scooting and cycling. Wonderful! And much safer and healthier”* (Female, 60 years and over, South West).

The third most raised theme was to **support and encourage people to change their travel behaviours**. Several respondents linked this to improving public transport options, making them a more attractive option compared to private vehicles. Many discussed choosing the right mode for the right journey type, with one organisation writing *“Walking or wheeling is available to almost everyone, and cycling is the low-cost liberator of transport. More than 70% of trips are under 5 miles, and most of these could be walked or cycled. This would remove congestion and pollution, improve public health and reduce NHS workload all without the cost of car ownership, which pushes millions of people into financial stress”*. One local authority stated the importance of long-term funding for behaviour change programmes - *“revenue funding is needed to support sustained behaviour change programmes - lessons learnt from pilots are that this can give transformative results with significant and lasting economic, health and social benefits”*. A sub-national transport body added comments regarding the importance of considering behaviour change in the planning process *“people will not change their behaviours unless the options available to them are*

*attractive and there are benefits to them shifting their travel patterns. This requires a whole scale change of the approach to planning and delivering transport”.*

Other themes include:

- **Decarbonise the transport network** and make it more environmentally sustainable to tackle climate change and meet net zero goals.
- **Develop a clear national vision for transport** that prioritises sustainability, accessibility, and affordability and aligns with other government strategies.
- **Invest in active travel infrastructure**, such as cycling and walking networks, and integrate this with other modes of transport to promote healthier lifestyles and reduce emissions.
- **Improve transport decision-making processes.**
- **Improve safety and security on public transport.**
- **Address transport inequalities** by ensuring equitable access to transport services for all, regardless of location, income, or disability.
- **Improve rail services**, including affordability, reliability, frequency, connectivity, particularly for services in the North and North-South connections.
- **Address road maintenance issues**, such as potholes and poor surfaces, and improve road safety for all users, including cyclists and motorcyclists.
- **Make public transport more affordable.**
- **Improve bus services** by including additional routes, improving reliability and making fares more affordable.
- **Increase transport investment and improve transport services outside of London**, addressing regional disparities and providing equitable access to transport across the country.
- **Promote and integrate motorcycling as a sustainable mode of transport**, addressing the needs of motorcyclists, such as parking, access, and greater consideration in transport planning.
- **Address the specific transport needs of rural areas**, including improving bus services, rail access, workforce access, connectivity to essential services and tourism.
- **Learn from other countries and cities** who have implemented successful public transport networks.
- **Funding arrangements should be more flexible and longer-term for local authorities** so they can spend the money in the best way for their area.
- **Simplify train fares and ticketing**, making them easier to understand, more transparent, and more affordable, with particular attention paid to peak fares and turn-up-and-go fares.
- **Develop integrated ticketing systems that work across different modes of transport**, such as bus, train, and tram, to simplify journeys and encourage public transport use.
- **Promote local devolution** of transport services.
- **Consider the role of freight** in the development of the Strategy.
- **Preserve and maintain access for motor vehicles on byways, green lanes, and other unsealed roads** for responsible recreational use and access to the countryside.
- **Improve working conditions for staff** on the transport network to increase satisfaction and retention of skills.
- **Legalise and regulate private e-scooters** to promote their safe usage.



## 6 Endnotes

- 1 Previously referred to as the “Integrated National Transport Strategy”.
- 2 Refers to moving as a pedestrian by wheeling unaided or using a wheeled mobility aid including wheelchairs, mobility scooters, walking frames, prams or buggies.
- 3 Department for Transport (2023). *Public attitudes to the use of AI in DfT consultations and correspondence*. Available at: <https://www.gov.uk/government/publications/public-attitudes-to-the-use-of-ai-in-dft-consultations-and-correspondence>
- 4 For each analyst, responses are randomly shuffled to mitigate bias related to the position and responses are batched.

# Annex - Full list of questions

## Questions for frontline transport workers

### What sector do you work in?

- Road
- Rail
- Aviation
- Maritime
- Another sector (specify)

### What is your frontline transport role?

### Do you work within England?

- Yes
- No
- Prefer not to say

### If you work within England, what region do you work in?

- North East
- North West
- Yorkshire and the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East
- South West
- Across different regions
- Prefer not to answer

### If you work within England, how would you best describe the area you work in?

- Urban (town or city)
- Suburban
- Rural
- No fixed region
- Prefer not to answer

As a frontline worker, do you currently experience any challenges with the transport network that affect your ability to carry out your role?

- Yes
- No
- Don't know

If yes, what challenges do you currently experience with the transport network that affect your ability to carry out your role?

What changes to the transport network, if any, would improve your ability to carry out your role?

In your opinion, how could the transport network be better 'joined-up'?

How could data be used to improve the transport network?

Data in this context can mean having better information about journeys, such as but not limited to departure times, journey planning, traffic information, accessibility information.

How could technology be used to improve the transport network?

Technology in this context can mean new and innovative ways to complete journeys, for example the use of autonomous vehicles, electric scooters, e-hailing rides.

How, if at all, would you improve the way decisions are made about the transport network?

Any other comments?

## Questions for members of the public

### How old were you on your last birthday?

- Less than 11 years old
- 11 to 16 years old
- 17 to 20 years old
- 21 to 29 years old
- 30 to 39 years old
- 40 to 49 years old
- 50 to 59 years old
- 60 years or above
- Prefer not to answer

### Your gender is best described as?

- Male
- Female
- Non-binary
- Transgender female
- Transgender male
- Another gender type not listed (specify)
- Prefer not to answer

### Your ethnicity is best described as?

- Asian or Asian British
- Black: Black British, Caribbean or African
- Mixed or multiple ethnic groups
- White: England, Welsh, Scottish, Northern Irish or British
- Other ethnic group (specify)
- Prefer not to answer

### What is the highest level of education you have completed?

- No formal qualifications
- One to four GCSE passes (grade A\*-C or grade 4 and above) and any other GCSEs at other grades, or equivalent qualifications
- Five or more GCSE passes (grade A\*-C or grade 4 and above) or equivalent qualifications
- Apprenticeships
- Two or more A Levels or equivalent qualifications
- Higher National Certificate, Higher National Diploma, bachelor's degree or post-graduate qualifications

- Other (for example vocational or work-related qualifications) (specify)
- Prefer not to answer

### Do you have any disability or long-standing health problem that makes it difficult for you to use the transport network?

- Yes
- No
- Prefer not to say

### If yes, what transport modes does your disability or long-standing health problem make difficult to use (multiple answer)?

- Walking
- Cycling
- Bus, mini-bus or coach
- Train, tram or local metro service
- Car
- Other (specify)

### Do you live within England?

- Yes
- No
- Prefer not to say

### If you live within England, what region do you live in?

- North East
- North West
- Yorkshire and the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East
- South West
- Prefer not to answer

### If you live within England, how would you best describe the area you live in?

- Urban (town or city)
- Suburban
- Rural

- Prefer not to answer

**In the last six months, how often have you used a car, van, motorcycle or moped (not e-bike)?**

- At least once a day
- Less than once a day but at least three times a week
- Once or twice a week
- Less than once a week but more than twice a month
- Once or twice a month
- Less than once a month
- Never
- Don't know
- Prefer not to answer

**If yes, what changes, if any, would improve your experience when using a car, van, motorcycle or moped (not e-bike)?**

**If never, why have you not used a car, van, motorcycle or moped (not e-bike) in the last six months?**

**In the last six months, how often have you used the train, underground, metro or tram?**

- At least once a day
- Less than once a day but at least three times a week
- Once or twice a week
- Less than once a week but more than twice a month
- Once or twice a month
- Less than once a month
- Never
- Don't know
- Prefer not to answer

**If yes, what changes, if any, would improve your experience when using the train, underground, metro or tram?**

**If never, why have you not used the train, underground, metro or tram in the last six months?**

**In the last six months, how often have you used the bus, minibus or coach**

- At least once a day
- Less than once a day but at least three times a week
- Once or twice a week
- Less than once a week but more than twice a month
- Once or twice a month
- Less than once a month
- Never
- Don't know
- Prefer not to answer

**If yes, what changes, if any, would improve your experience when using the bus, minibus or coach?**

**If never, why have you not used the bus, minibus or coach in the last six months?**

**In the last six months, how often have you used a bike, e-bike or e-scooter?**

- At least once a day
- Less than once a day but at least three times a week
- Once or twice a week
- Less than once a week but more than twice a month
- Once or twice a month
- Less than once a month
- Never
- Don't know
- Prefer not to answer

**If yes, what changes, if any, would improve your experience when using a bike, e-bike or e-scooter?**

**If never, why have you not used a bike, e-bike or e-scooter in the last six months?**

**What changes, if any, would improve your experience when walking or wheeling?**

**'Wheeling' includes using a wheelchair, powered wheelchair, mobility scooter or rollator.**

**Are there any other modes of transport you would like to comment on?**

- Yes
- No
- Prefer not to say

**If yes, what additional comments do you have on other modes of transport?**

**When planning your journey, where do you get your travel information from?**

- Google maps
- Citymapper
- Waze
- Bus applications or websites
- Train applications or websites (for example Trainline and National Rail)
- Local multi-modal applications or websites (for example Transport for London and the Bee Network)
- Another source (specify)

**How accurate or inaccurate is the information you receive about your travel?**

- Very accurate
- Accurate
- Neither accurate or inaccurate
- Inaccurate
- Very inaccurate
- Don't know

**What additional information would you need to improve your journey?**

**How satisfied or dissatisfied are you with the transport network overall?**

- Very satisfied
- Satisfied
- Neither satisfied, nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

**In your opinion how best could the transport network be better 'joined-up' (select your 2 most important options)?**

- Timetable alignment between modes, for example bus and train timetables match-up
- Using 'one ticket' across multiple modes of transport
- Better journey information on the best routes to your destination, combining multiple modes of transport
- Better information that helps you on your journey, for example clear signage, information about disruption
- Better interchanges between journey legs, for example, combining rail and bus stations
- Another option (specify)

**What ways if any, can you think of how technology could be used to improve your experience with the transport network?**

Technology in this context can mean new and innovative ways to complete your journey, for example the use of autonomous vehicles, electric scooters, e-hailing rides and so on.

**How, if at all, would you improve the way decisions are made about the transport network?**

**Any other comments?**

## Questions for organisations

**What is the approximate total number of employees in your organisation?**

- 1
- 2 to 9
- 10 to 49
- 50 to 249
- 250 to 499
- 500 to 1,000
- Above 1000 (specify)

**What best describes your organisation?**

- Charity
- Non-government organisation
- Transport operator
- Other transport organisation
- Housing organisation
- Technology organisation
- Data organisation
- Government department
- Government arm's length body
- Local government
- Public affairs
- Consultancy
- Academia
- Research
- Another type of organisation (specify)

**In your opinion, how could the transport network be better 'joined-up'?**

**How could data be used to improve the transport network?**

Data in this context can mean having better information about journeys, such as but not limited to departure times, journey planning, traffic information and accessibility information.

**How could technology be used to improve the transport network?**

Technology in this context means new and innovative ways to complete journeys, for example but not limited to the use of autonomous vehicles, electric scooters and e-hailing rides.

**How, if at all, would you improve the way decisions are made about the transport network?**

**Any other comments?**

