

Our Big Conversation

Phase 2: Focus Group Discussions Findings Report



Produced by Brightsparks Agency on behalf of City of York Council



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I. Executive Summary

This report synthesises findings from the Our Big Conversation Focus Groups and surveys conducted between May and June 2022. It investigates the responses from specific demographics of York residents, who were identified by the council as traditionally under-represented or under-heard groups, to three key City of York Council strategies, ([CYC Carbon Reduction Strategy \(41 pages\)](#), [Local Transport Strategy \(1 page\)](#) and [CYC Economic Strategy \(2 pages\)](#).)

It also explores attitudes toward the current transport infrastructure of the city. The report shows that York citizens have strong views on the topics discussed and about the council itself. It raises key questions about the implementation of these strategies and about how the council engages with residents on these topics going forward.

As part of this project, commissioned by the City of York Council, [Brightsparks Agency](#) conducted ten focus groups with residents from traditionally under-represented or under-heard groups.

These groups were:

- **Students in York**
- **16-24-year-olds in York**
- **Members of York's LGBTQIA+ community**
- **Blue-collar workers in York**
- **Parents of children aged 0-10 in York**
- **People with disabilities in York**
- **Members of York's BAME community**
- **People in York who are currently not in education, employment or training**



Discussion ranged across three topic areas - environment, economy and travel - with equal weight given to each area. Below summarises the leading trends from across the demographic groups that have emerged from the analysis.

Themes

The focus group findings are summarised below. They have been grouped into themes with each theme linking to a strategic area, as demonstrated in the below table. Within each theme, the numbered list reflects how strongly the findings came through in the focus groups, with number 1 being the most strongly supported area.

THEME	STRATEGIC AREA
Theme 1: Greener Choices: Motivating Factors, Barriers to Change, and Perceived Responsibility	Environment
Theme 2: Zero-carbon by 2030: Ambition and Achievability	Environment
Theme 3: Green Initiatives: Citywide Changes and Implications for Residents	Environment
Theme 4: Housing: Affordability, New Builds, and Green Energy Solutions	Economy
Theme 5: Economy & Work: Cost of Living, Economic Growth and Local Independent Business	Economy
Theme 6: Transport: Infrastructure, Car Usage, and Congestion	Transport
Theme 7: Amenities: Tourism in York, Out-of-Town Amenities, and Affordable Shopping	City Centre
Theme 8: Equity: Inclusivity and Access to Services for all York Residents	Additional findings
Theme 9: Engagement: Transparency, Accountability and Joined-Up Thinking	Additional findings

Environmental Themes

Theme 1

Greener Choices: Motivating Factors, Barriers to Change, and Perceived Responsibility

1. Cost was seen as one of the largest barriers to change, but all participants expressed a desire to make changes where they could. They felt that changes would be more likely to be adopted by a larger number of people if it was more convenient and people were better educated as to their role.
2. Respondents felt that there was too much emphasis placed on the actions of individuals in reducing their impact on the environment and that those least able to make meaningful changes were being made to feel most responsible. Respondents went on to describe that they felt that the Government and large corporations bore the highest-burden of responsibility.

Theme 2

Zero-carbon by 2030: Ambition and Achievability

1. Respondents were clear that there was a strong desire for change and improvement, particularly around transport, but that any changes should be equitable and beneficial to everyone.
2. Respondents were strongly in favour of the council taking climate action but there were mixed feelings about the achievability of the strategy as it stands. Concerns tended to fall into the following categories:
 - a. **mistrust of the Council's ability to deliver;**
 - b. **the strategies being too ambitious; and**
 - c. **too many factors left outside the Council's control.**

Theme 3

Green Initiatives: Citywide Changes and Implications for Residents

1. The residential recycling service was perceived to be poor by residents and there was a lack of clarity around what could be recycled and when. Respondents reported a strong appetite for more kerbside recycling to include things like soft plastics and food waste.
2. Respondents were generally open to making changes where possible but there was a strong level of feeling from respondents that initiatives such as solar panels, ground source heating pumps etc were beyond the means of most ordinary people, even if subsidies were available.
3. Respondents distrusted carbon offsetting as a way of reducing carbon impact, feeling it should be used only after all other carbon reduction activities had been carried out. There was also little faith in how much recycling was actually recycled within the city.

4. Respondents felt that City of York Council should lead by example, by ensuring that council buildings and new builds in the area had forms of sustainable heating etc installed as standard. They also wanted the council to put in place regulations that would mean landlords implement green energy solutions whilst making sure appropriate safeguards are in place, to avoid landlords pushing the cost onto renters.

Economic themes

Theme 4

Housing: Affordability, New Builds, and Green Energy Solutions

1. Housing was of great concern to respondents with the cost of housing being seen as too high both for renters and buyers. The building of more and more luxury flats and an influx of wealthy buyers from other areas of the country were both seen to be reducing residents' ability to find and buy or rent affordable housing.
2. There was concern that new builds need to have green energy solutions built-in as standard and that there should be more help available to retrofit existing housing stock. New builds should also be the right type of housing, in the right place.

Theme 5

Economy & Work: Cost of Living, Economic Growth and Local Independent Business

1. The cost of living in York was perceived to be high with some respondents suggesting a 'living wage' or indeed a 'York living wage'. They felt that York had a high number of low-paid, insecure jobs.
2. There was strong support voiced for local, independent businesses coupled with frustrations about empty properties in the city centre. Respondents wanted to see the council make use of disused spaces to offer affordable premises for start-ups, small businesses and freelancers in the city centre.
3. Respondents felt that there was a lack of diversity of industry in York to support higher-paid work and that other cities had better jobs, lower cost of living and better transport networks. Respondents across the groups most often pointed to Leeds as a nearby city with better jobs and a lower cost of living.
4. Whilst some felt that it was important to grow York's economy, some felt that any growth was in contradiction to sustainability goals. This tension was present in a number of the discussion groups.
5. Apprenticeship opportunities were seen as necessary and a good thing, however, there was some concern about the exploitation of young people and a lack of support for providers. Better support is needed for job seekers of all ages, especially those with young children.
6. The pandemic was seen to have changed working habits, bringing improvements to work-life balance, but it has also raised concerns about job security in retail and hospitality work. Respondents also noted that the pandemic has led to an increase in people living in York but working elsewhere. This was not strongly expressed by any individual group however when the findings from each group were considered together, this perception became apparent. This was generally seen as neither negative nor positive but some respondents expressed concern about inflated house prices as a result of this increase.

Transport Themes

Theme 6

Transport: Infrastructure, Car Usage, and Congestion

1. The infrastructure for both public transport and cycling was not considered adequate for York's needs. Concern around safety for both pedestrians and cyclists was high as was frustration about the cost, reliability, frequency and reach of buses.
2. Generally, respondents felt that car usage should be discouraged and that York should move to de-emphasise its reliance on cars as a means of transport, however, significant changes especially to the cost, reliability and accessibility of public transport were felt necessary to tempt people away from their cars. At the moment cars are considered the easy option and public transport is considered both more difficult and more expensive.
3. York was considered very congested by respondents and this was a concern for them both in terms of traffic delays and air quality. They felt that City of York Council has the opportunity to do something radically different to address this, however, there was a lack of trust in the council and its ability to deliver such radical solutions.
4. There was a feeling that the council needed to understand that car usage was necessary for some groups, i.e. disabled people, and concern that any plans enacted considered this and did not unfairly penalise this group.

City Centre Themes

Theme 7

Amenities: Tourism in York, Out-of-Town Amenities, and Affordable Shopping

1. Tension between residents and tourists was a concern for respondents of the focus groups. They highlighted that they felt there was an overreliance on a tourist and nighttime economy and that these things would harm York's ability to diversify in the future. They also resented what they perceived to be a focus on the needs of tourists over those of residents.
2. Respondents felt that the city centre suffered from empty shops, that access issues caused by the removal of blue badge parking and addition of street seating for cafes and bars were not sufficiently addressed, and that the city centre was the domain of tourists and not residents.
3. Out-of-town amenities are often hard to reach for those reliant on public transport. "Bishy Road" and Haxby were cited as good examples of community building with amenities and there was an appetite for further parts of York to be developed along these lines, replicating their success.
4. However, residents also cautioned that some areas of the city have little access to affordable shopping, and any plans around specific areas should focus on making sure that there were affordable options provided, or within easy access.

Additional themes

Theme 8

Equity: Inclusivity and Access to Services for all York Residents

1. Equity and access for all were significant concerns for respondents. They felt very strongly that all groups should be treated fairly and that any changes that the Council makes must work for everyone, not excluding those who are disadvantaged or disabled. Access to services and amenities was of concern to all focus groups and positive change was seen as necessary in this area.

Theme 9

Engagement: Transparency, Accountability and Joined-Up Thinking

1. Accountability and transparency of council, and other policymakers' decisions and plans were highly valued but respondents did not feel that this was achieved currently. They also had a very low level of trust in the council's ability to affect change and they perceived contradictions in the council's actions compared to their stated aims

2. There was a significant desire to see joined-up thinking and actionable plans rather than "box-ticking" and "lip service". Respondents did not trust generic consultation and called for strategies to be co-produced along with residents.

It should be noted that the themes identified above from the 10 focus groups broadly substantiated the overall findings and comments from the surveys which received over 200 responses from across the region.

Summary of recommendations

Respondents were largely in favour of the goals laid out in the two strategies discussed. Dissent occurred mainly around the council's ability to achieve these goals and to do so in a way that included and benefited all residents. As such the following recommendations focus on how to gain public buy-in. A detailed list of recommendations is also included at the end of this report.

- The council needs to build trust with residents to gain active support for its climate and economic strategies.
- Investing in genuine co-production activities will give residents satisfying opportunities to shape strategies and actions, and by extension, the city they live in.
- An improvement in communications would make a significant difference to public opinion. It was clear that some of the negative comments and perceptions expressed across the focus groups were down to poor communication and action should be taken to address this issue.
- An improvement in communications would also help to overcome negative perceptions held by some members of the public. Enlisting advocates from the local population could help to drive positive change within the city.
- The council should work to improve transparency. Adding milestones and clear actionable objectives to strategies and openly sharing these with residents will help to build trust and a sense that the council has a path to achievement.

2. Research Context and Aims

Our Big Conversation research aimed to engage with residents of York about three key priority areas for City of Council:

Climate strategy

Economy strategy

Transport in the city

A survey had already been commissioned and received 234 responses from people in the City of York Council boundary, with a supplementary survey for blue-collar workers receiving 35 responses. The purpose of the focus groups was to gain greater insight into the views and opinions of residents, particularly those in under-heard or under-represented groups. Survey responses were segmented according to the 7 key groups identified by City of York Council. A separate report was produced and supplied containing an analysis of the key themes and trends from the survey respondents in these groups. This report can be found [here](#).



3. Focus Group Methods and Participants

City of York Council (CYC) commissioned Brightsparks Agency (BSA) to conduct a series of focus groups across York from May to June 2022. A total of 10 focus groups were held; each lasting approximately 90 minutes. A total of six sessions were conducted in person, these were audio-recorded and fully transcribed, with the consent of the respondents. Another four group feedback sessions took place over Zoom, these were video-recorded and fully transcribed with the consent of the respondents. Each respondent received a £50 high-street voucher as an incentive for their participation. The participant information sheet and consent forms can be found in Appendix A and B respectively.

Each 90-minute session began with a brief introduction to the project and participants were asked to introduce themselves. Participants were given three written documents to read before attending the sessions. These were [CYC Carbon Reduction Strategy \(41 pages\)](#), [Local Transport Strategy \(1 page\)](#) and [CYC Economic Strategy \(2 pages\)](#). Not all participants read the material before the sessions. In these cases, the focus group facilitator gave a brief overview of each document. Participants were then asked a total of six questions, two on the climate strategy, two on the economic strategy, and a further two on transport around the city. A mixture of pre-prepared and ad-hoc prompts was used to reach a deeper understanding of respondents' views.

The full focus group schedule can be found in Appendix C.

Recruitment for the groups was conducted by Brightsparks Agency and targeted the specific demographics of under-represented groups via organic and pay-per-click social media campaigns, community outreach, and referral emails to those who had previously completed the survey.

In all, 51 participants attended the 10 sessions as shown in the table below:

DEMOGRAPHICS	NUMBER OF PARTICIPANTS
Students/16-24-year-olds	7
Students/16-24-year-olds	7
LGBTQI+ (2x sessions)	10
Blue-collar workers	4
Young Families (2x sessions)	5
Disabled	6
BAME	8
NEETs	4

Although attendance numbers for some groups were lower than expected, namely the blue-collar workers and the NEET group, a cross-check of participants across all of the groups showed some overlap between target groups, bringing numbers for both of these groups to 9.

4. Findings

The different demographic groups were broadly similar in attitudes and approaches, however, there were some key differences identified.

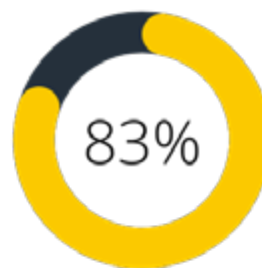
Students and Young People

Environmental - Headline survey statistics

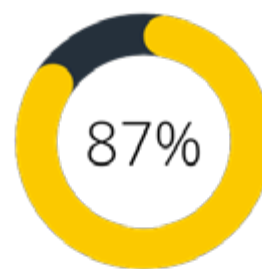
- **58%** of students strongly agreed with CYC's ambition for York to become a zero-carbon city by 2030; **32%** of 16-24-year-olds strongly agreed with this.
- **58%** of students also strongly agreed with CYC employing carbon offsetting to achieve zero carbon by 2030; **51%** of 16-24-year-olds slightly agreed.
- Students felt that the top 3 objectives to be considered in York's climate strategy were:
 - » Improve health and wellbeing
 - » Fair and inclusive
 - » Efficient and affordable transport system
- 16-24-year-olds felt the top 3 objectives to be considered in York's climate strategy were:
 - » Improve health and wellbeing
 - » Delivered at the best value
 - » Fast and reliable internet access
- **67%** of students and **47%** of 16-24-year-olds said that they had already made changes to their travel to reduce their carbon footprint
- **71%** of students and **49%** of 16-24-year-olds have already made changes to their purchasing habits
- **68%** of students and **56%** of 16-24-year-olds have

reduced their amount of waste

- **55%** of students and **48%** of 16-24-year-olds have not yet made improvements to their home (but planned to make them in the future)
- **43%** of students said that lack of infrastructure was the primary barrier to reducing their carbon footprint; **62%** of students said that cost was the primary barrier to reducing theirs.
- **40%** of students said that cost was preventing them from preparing for the impacts of climate change; **53%** of students said that lack of time was preventing them from doing so.



of students said that it was very important for large private businesses to take responsibility for zero carbon in York



of students said it was very important for the National Government to take responsibility for zero carbon

Focus group findings:

For the purpose of these focus groups, students and 16-24-year-olds were considered as one group since all 16-24-year-olds also identified as students.

Motivation and perceived responsibility

Respondents in this focus group cited cost, convenience and knowledge as key barriers to making climate-friendly decisions. Making green decisions the easiest choice, better education and clear engagement were all suggestions for encouraging residents to be greener.

Respondents felt that the Government and large businesses bore more responsibility than individuals in taking climate action. Personal choice was valued and blanket legislation was viewed with caution.

Barriers:

Cost

Respondents felt that cost was a major barrier to making greener choices.

“I think when you’re a student, you don’t have loads of money, so it’s cost savings generally that you’re looking at, on a day-to-day basis.”

“I’m always in favour of green energy but if it’s cheaper or better, then that’s the thing that’s going to happen.”

Out of the 7 target groups, students were most likely to live in rented accommodation and found this to be expensive and restrictive, leaving them dependent on landlords to make choices on their behalf relating to the environment.

“I think a lot of people do care about climate and stuff and having to spend money on gas when we would rather have an insulated home where we don’t have to be, like, contributing to that factor. But when you don’t have a choice about the house, you don’t have a choice about how you go about it.”

Ease and convenience

Respondents wanted it to be easier to make greener choices. Some felt that there were too many calls on

their time for them to be able to take extra time to make decisions or complete additional tasks.

“I think the answer to this is just making life easier and making the easiest option more environmentally friendly.”

“How much time will it take me and how much effort will I have to put into something? I have loads of things to do. I don’t have time to stop and think about something that isn’t directly related to me getting a degree.”

Knowledge and education

This was related to convenience, but respondents also expressed a desire for clear communication from the council and educational institutions to include climate action as part of their curriculum.

“It’s kind of difficult for me to see my role in it... Say maybe there’s clear expectations, clear aims that they have and then they’re like, ‘oh, we need you to do this bit’, then it’s easier for me to see, ‘okay this is what you need me to do and this how I’m going to’. I have a role in the changes that you want to implicate.”

“If that would work, it would be really good because we would be teaching students about this and they’d go out into the world knowing about these issues and being able to do something about it.”

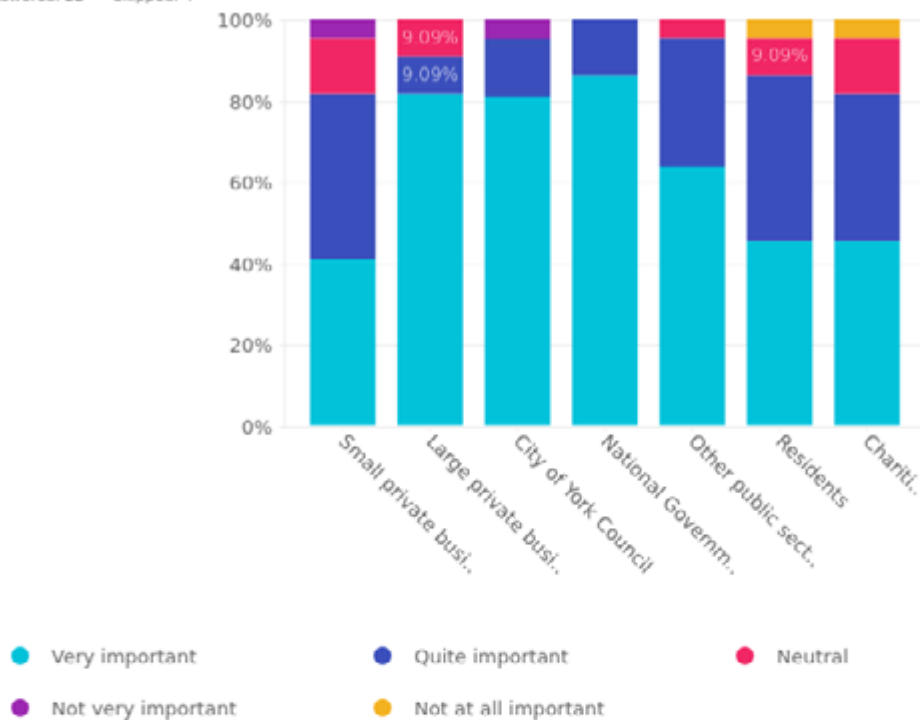
Perceived responsibility

Students in this group expressed a belief that the government and large businesses hold greater responsibility for making changes. This is in line with the survey where **100%** of student survey respondents and **79%** of 16-24-year old survey respondents felt it was either very important or quite important for the government to take responsibility for delivering zero-carbon. **91%** of student survey respondents and **74%** of 16-24 survey respondents thought it was either very or quite important for large independent businesses to take responsibility for this.

Responses from students in answer to the question, how important is it for each of the following to take responsibility for delivering zero-carbon in York?

How important is it for each of the following to take responsibility for delivering zero carbon in York?

Answered: 22 Skipped: 4

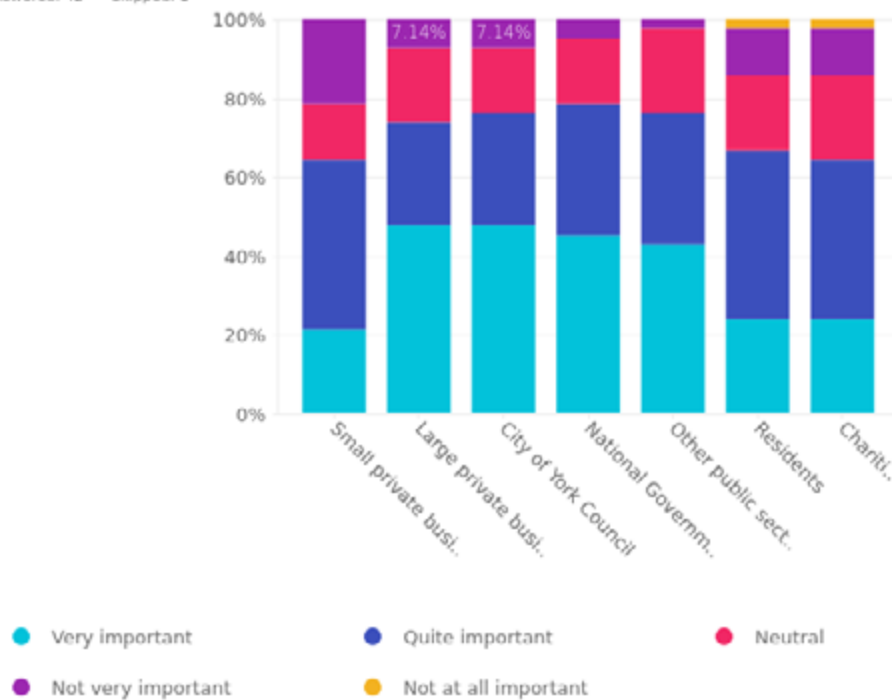


Row	Very important	Quite important	Neutral	Not very important	Not at all important	Response count
Small private businesses	40.91% (9)	40.91% (9)	13.64% (3)	4.55% (1)	0.00% (0)	22
Large private businesses	81.82% (18)	9.09% (2)	9.09% (2)	0.00% (0)	0.00% (0)	22
City of York Council	80.95% (17)	14.29% (3)	0.00% (0)	4.76% (1)	0.00% (0)	21
National Government	86.36% (19)	13.64% (3)	0.00% (0)	0.00% (0)	0.00% (0)	22
Other public sector organisations	63.64% (14)	31.82% (7)	4.55% (1)	0.00% (0)	0.00% (0)	22
Residents	45.45% (10)	40.91% (9)	9.09% (2)	0.00% (0)	4.55% (1)	22
Charities and community groups	45.45% (10)	36.36% (8)	13.64% (3)	0.00% (0)	4.55% (1)	22
Any additional comments?						7

Responses from 16-24-year-olds in answer to the question, how important is it for each of the following to take responsibility for delivering zero-carbon in York?:

How important is it for each of the following to take responsibility for delivering zero carbon in York?

Answered: 42 Skipped: 1



Row	Very important	Quite important	Neutral	Not very important	Not at all important	Response count
Small private businesses	21.43% (9)	42.86% (18)	14.29% (6)	21.43% (9)	0.00% (0)	42
Large private businesses	47.62% (20)	26.19% (11)	19.05% (8)	7.14% (3)	0.00% (0)	42
City of York Council	47.62% (20)	28.57% (12)	16.67% (7)	7.14% (3)	0.00% (0)	42
National Government	45.24% (19)	33.33% (14)	16.67% (7)	4.76% (2)	0.00% (0)	42
Other public sector organisations	42.86% (18)	33.33% (14)	21.43% (9)	2.38% (1)	0.00% (0)	42
Residents	23.81% (10)	42.86% (18)	19.05% (8)	11.90% (5)	2.38% (1)	42
Charities and community groups	23.81% (10)	40.48% (17)	21.43% (9)	11.90% (5)	2.38% (1)	42
Any additional comments?						4

“I think it’s actually unfair to put pressure on the population as a whole because we don’t have the political power to decide and usually, the big corporations and big governments are not liable or socially responsible, so why should the responsibility shift to individuals?”

“People who can influence it much more, tend to put the responsibility on the many who can’t make as many decisions.”



Whilst participants were in favour of legislation that encouraged or enforced corporations to be more socially and environmentally responsible, they had mixed feelings about legislation that may apply to citizens.

Some felt laws applied to the public were necessary to create meaningful change:

“I think we have far too much freedom to choose whether we should do it or not, while

the government doesn’t enforce or doesn’t make mandatory laws.”

“Climate change, it’s an inevitable thing unless we change things now and so I agree, that kind of has to come from the governmental things to change it otherwise people aren’t going to react in time.”

Others were wary of blanket legislation:

“I think it would depend on the consequences. Like when we had the sugar tax, were people aware that we were going to get a sugar tax before? Is there anything to, like, offset the fact you have to pay 5p more for sugar, which doesn’t solve a lot?”

“I don’t want to be vegetarian or vegan. I think it’s really good for people who are. I think it’s really good but, like, I don’t want to make that change. I’ll make other changes in my life.”

Net-zero

Respondents were largely in favour of the ambition for York to become Carbon neutral by 2030 but had concerns about the achievability of the goal. There was also concern about the impact of some changes on residents who already faced certain challenges e.g. working-class, disabled or minority residents.

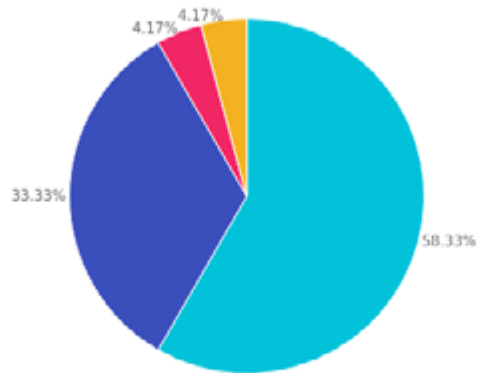
Achievability

Participants largely felt that the goal of achieving net-zero by 2030 was positive and that urgent climate action was necessary. This is in line with the survey results where **92%** of student respondents and **60%** of 16-24-year old respondents either agreed or strongly agreed with the ambition for York to become carbon neutral by 2030.

Responses from students in answer to the question how strongly do you agree with the ambition for York to become a zero carbon city by 2030?

How strongly do you agree with the ambition for York to become a [zero carbon city](#) by 2030?

Answered: 24 Skipped: 2



- Strongly agree
- Slightly agree
- Neutral
- Slightly disagree
- Strongly disagree
- Don't know

Responses from 16-24-year-olds in answer to the question how strongly do you agree with the ambition for York to become a zero carbon city by 2030?

How strongly do you agree with the ambition for York to become a [zero carbon city](#) by 2030?

Answered: 42 Skipped: 1



- Strongly agree
- Slightly agree
- Neutral
- Slightly disagree
- Strongly disagree
- Don't know

Respondents felt that achieving net-zero by 2030 was unlikely to happen but that it was important to try, and that missing the goal was better than not taking any action

“Yeah, I don’t think it will happen if I’m honest, not at all.”

“I don’t know how achievable it would be to do all of them”

“I definitely think York has more chance than other places in the UK”

“I do feel like there is a level of, like, honesty that should be there... So, like, ‘hey, we are aiming for this, but realistically this is probably where we are going to end up’.”

Impact on residents

Participants expressed concern about the impact of the changes necessary for the city to achieve net-zero by 2030 on marginalised or financially insecure residents

“That’s what concerns me about this kind of strategy, is how much modification will come from this? Like, yeah, it’s great to talk about, ‘oh let’s switch to bamboo toothbrushes’, but how expensive are they? And if we see council strategies to deal with violence or deal with clean energy, it always comes with gentrification of spaces so central areas become more expensive... You know, will bus fares be more expensive if York goes 100% electrical and how will that impact students or students that come from minority backgrounds who already have so much financial pressure with transportation. So I wonder how classist a project like this, even though it is urgent, it is necessary...”

Green initiatives

Participants had a mixed response to carbon offsetting. Some see it as a reasonable part of a larger

strategy to reach net zero, others feel that it was not a viable solution. This was in contradiction to the survey, in which **58%** of student survey respondents and **45%** of 16-24 survey respondents strongly agreed that City of York Council should employ carbon offsetting to achieve zero carbon by 2030.

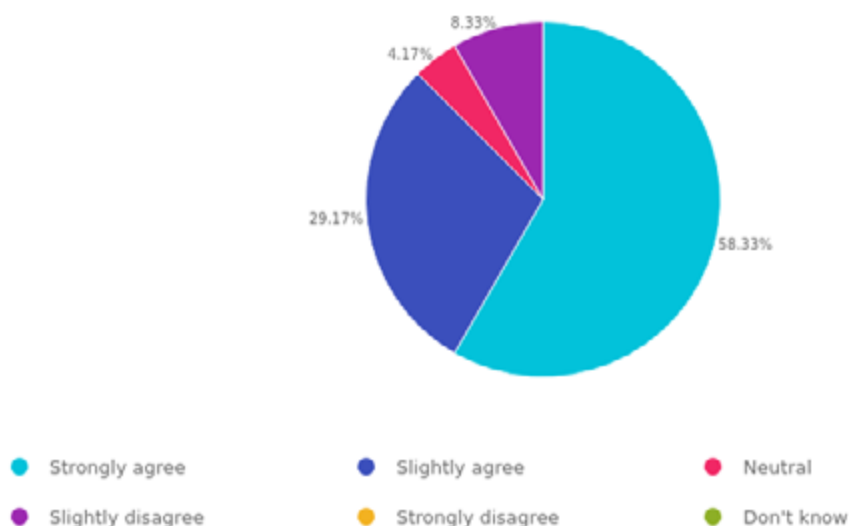
58% of student survey respondents strongly agreed that City of York Council should employ carbon offsetting to achieve zero carbon by 2030.

45% of 16-24 survey respondents strongly agreed that City of York Council should employ carbon offsetting to achieve zero carbon by 2030.

Responses from students in answer to a question asking to what extent do you agree that City of York Council should employ carbon offsetting in order to achieve zero carbon by 2030?:

By 2030, there will be some carbon emissions that we cannot remove. We can 'offset' these remaining emissions to achieve our zero carbon ambition. To what extent do you agree that City of York Council should employ carbon offsetting in order to achieve zero carbon by 2030?

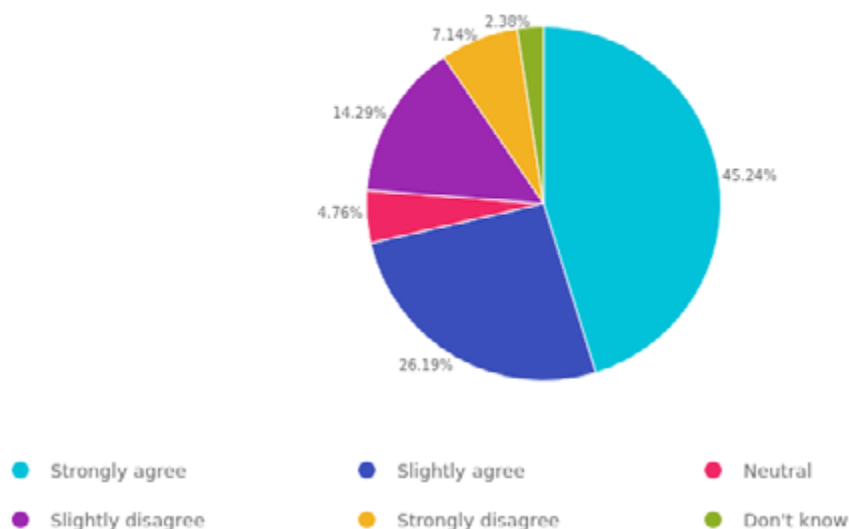
Answered: 24 Skipped: 2



Responses from 16-24-year-olds in answer to a question asking to what extent do you agree that City of York Council should employ carbon offsetting in order to achieve zero carbon by 2030?:

By 2030, there will be some carbon emissions that we cannot remove. We can 'offset' these remaining emissions to achieve our zero carbon ambition. To what extent do you agree that City of York Council should employ carbon offsetting in order to achieve zero carbon by 2030?

Answered: 42 Skipped: 1



“Offsetting doesn’t help climate change at all because planting trees won’t stop climate change and relying on technology like carbon capture and storage is very dangerous because it doesn’t work at the moment. So why should it work in ten years’ time?”

“It’s like having a stab wound and then putting a little plaster on it”

“I don’t think it’s a bad idea like you know, the carbon offsetting stuff. They talk about reclaiming bits of farmland and turning it into forest and stuff. I don’t necessarily think it’s a bad thing. I think it’s quite a good thing, you know, like, it’s not a bad thing to have more trees. But you’re right in that carbon offsetting does not get rid of the initial problem which is that you’ve got too much carbon production in the first place. So you kind of need to focus on reducing the amount you produce as opposed to trying to balance the books.”

Other green initiatives were felt to be out of reach for this demographic. A move away from gas central heating was especially felt to be unachievable.

“Researcher: And how would you all feel about moving away from gas central heating systems?...”

“Participant: (As a student) You’re so rarely in control of how the place you are in is heated or lit or anything”

“I wish we could make that decision but we are at the mercy of landlords, basically on the government line. That’s why I said I think it should be compulsory for landlords to make their homes’ energy efficient.”

Transport infrastructure and recycling were

identified as areas where improvements would allow participants to make greener decisions. Participants discussed how improvements in the city’s transport infrastructure could help residents make greener travel decisions.

“So, if you organise the city in a way that makes it easier and faster to use transport that is environmentally friendly, we can look at that instead of the other stuff because we are just picking the easiest option.”

Participants agreed that recycling could be improved by offering a wider recycling service including soft plastics and food waste, and by offering more regular collections. They also agreed that the current recycling system was confusing and could be improved with clearer messaging.

“It needs to be emptied more often. Even the recycling, because you want to recycle but when it’s full, we just put it in the normal waste.”

“We don’t even have a separate food waste bin.”

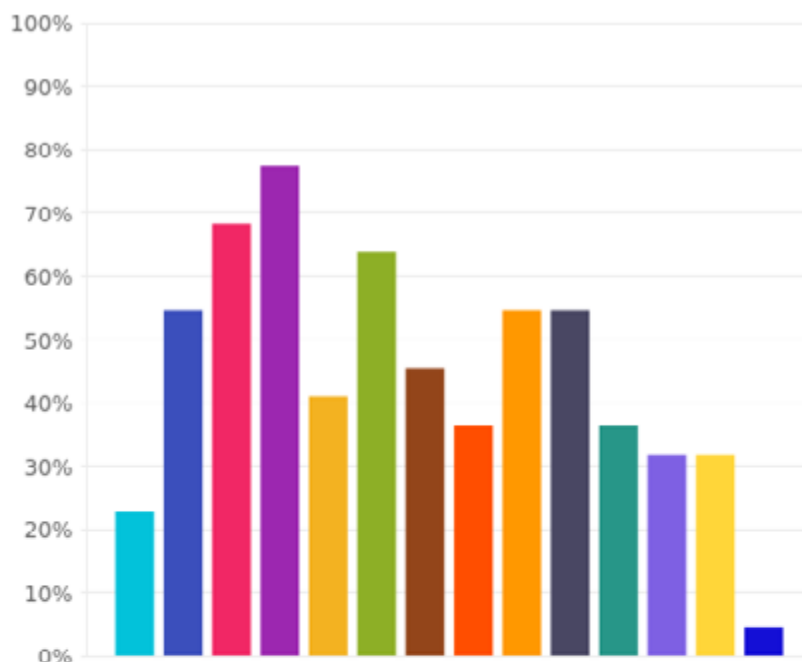
“I feel like they don’t really engage people on how to recycle and how York’s recycling works”

This is in line with the survey in which **64%** of student survey respondents and **33%** of 16-24 survey respondents identified increased recycling rates as a priority for supporting York’s carbon zero goals.

Responses from students in answer to the question, what actions should we, as a city, prioritise for supporting our zero carbon ambition?

What actions should we, as a city, prioritise for supporting our zero carbon ambition?(Tick all that apply)

Answered: 22 Skipped: 4

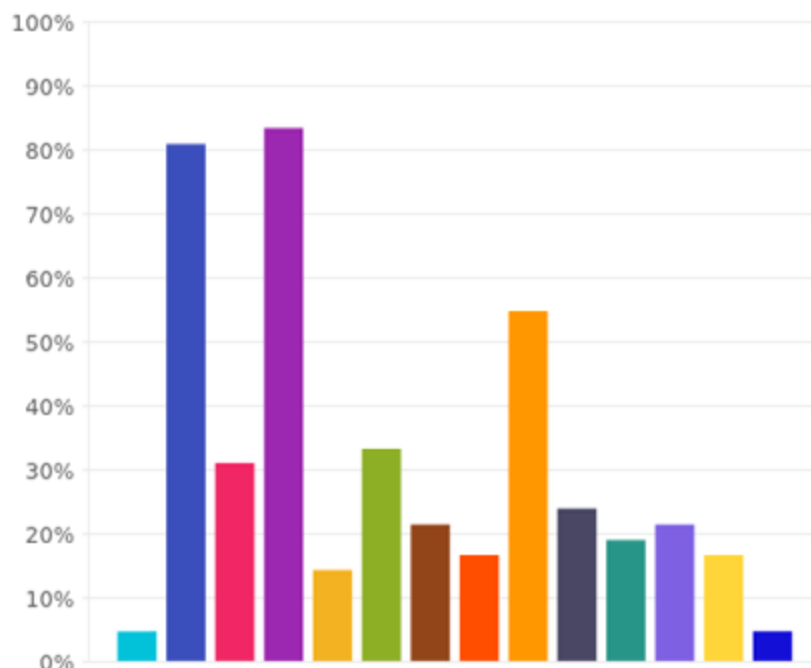


- Discourage the use of private vehicles
- Increase support for electric vehicles
- Provide more opportunities for walking and cycling
- Promote the use of public transport
- Reduce the amount of waste we produce
- Increase recycling rates and make it easier for households and businesses to dispose of their waste in a sustainable way
- Increase the amount of renewable generation technologies, such as solar photovoltaics
- Enforce minimum energy efficiency standards in the private rented sector
- Retrofit the city's homes and buildings to improve their energy performance
- Buy green energy
- Improve the sustainability of local food production
- Include a measure of carbon emissions for making purchasing decisions
- Identify more land for tree planting
- Other (Please specify)

Responses from 16-24-year-olds in answer to the question what actions should we, as a city, prioritise for supporting our zero carbon ambition?:

What actions should we, as a city, prioritise for supporting our zero carbon ambition?(Tick all that apply)

Answered: 42 Skipped: 1



- Discourage the use of private vehicles
- Increase support for electric vehicles
- Provide more opportunities for walking and cycling
- Promote the use of public transport
- Reduce the amount of waste we produce
- Increase recycling rates and make it easier for households and businesses to dispose of their waste in a sustainable way
- Increase the amount of renewable generation technologies, such as solar photovoltaics
- Enforce minimum energy efficiency standards in the private rented sector
- Retrofit the city's homes and buildings to improve their energy performance
- Buy green energy
- Improve the sustainability of local food production
- Include a measure of carbon emissions for making purchasing decisions
- Identify more land for tree planting
- Other (Please specify)

Economy - Headline survey statistics

- **50%** of students said that they are shopping online slightly more than before the pandemic; **25%** of 16-24-year-olds are shopping online slightly more than before the pandemic.
- The majority of students and 16-24-year-olds said that they have worked from home and at their usual workplace since the start of the pandemic
- **52%** of students and **26%** of 16-24-year-olds expect to work from home slightly more than before in the future
- **32%** of students said they could handle a major unexpected expense 'quite well'; **36%** of 16-24-year-olds said that this statement does not describe them very well
- **36%** of students were neutral about the statement 'I am just getting by financially', **31%** of 16-24-year-olds said that this statement describes them 'quite well'.
- **32%** of students and **36%** of 16-24-year olds were neutral about the statement 'I am worse off financially than I was 12 months ago'
- Students felt more optimistic about their future career prospects and the career prospects of their family than they did about the security of their job or business. 16-24-year-olds felt slightly optimistic about their own future career prospects, their job security, and the future career prospects of their family.
- **68%** of students and **62%** of 16-24-year-olds were not interested in starting their own business. Time constraints / existing commitments were the biggest barriers
- **50%** of students and **35%** of 16-24-year-olds undertook some form of work-related training in the past year

Focus group findings:

Living in York

This group had strong concerns around housing and how this affected their ability to live and work in the city, and their ability to make choices about or participate in green initiatives. A high proportion of participants did not feel they could continue to live in York beyond their studies.

"Definitely, the housing... because it's definitely a huge problem, like, if I started now to look for a place, I wouldn't have a lot of options that are 1) affordable, and 2) give me access to the things that I need day to day."

"I don't know, it's just, it's nice, it's not a terrible place to live. It's nice but it just feels like a lot of things are just too hard for no reason. Like, it's too hard to find a place to live, it's too hard to find a place where you need to get a job that pays well, it's too hard..."

"York is a really great tourist destination, you know, it's so busy on the weekends and stuff and it sort of feels like as a student, I've been a tourist here... it's not really my home because it feels like there's nowhere for me to go after, it feels like I'm just here for my degree and then I'm going to have to go because there's nothing for me here."

"I don't think I'll live in York after university, even though I love the city. 1) it's so expensive, but 2) I don't think there are any jobs here for me. Like, if it's going to be cheaper to live in Leeds and there are more jobs that focus on what I want to do, that's where I'm going to go."

Jobs and pay

Participants in this group felt York was both expensive to live in and lacked the prosperous, subject-specific work they required on graduation.

There was support for a York Living Wage and deep concern that people were paid enough to live in the city. This extended beyond their own demographic to other residents who may be struggling financially. They were keen to see training opportunities that did not exploit the trainee, and that offered fair pay.

Expensive to live

“It’s a hard city to live in, in terms of rent and that’s not including other things you have to pay for. So I think it links, so you have to make sure that if you have a thriving local workforce, they actually need to be able to live in the area.”

Not the right kind of job

“I think it’s quite difficult finding a full-time job at quite a high level as well. I don’t know, I think finding a graduate job in York is quite difficult.”

“I feel like tourism is the main industry. And there’s not another industry that stands out whereas you’ve got other cities in the UK, they’ve got multiple things.”

Fair pay

“I’d love a York Living Wage. Not a national living wage because I think York’s a lot more expensive than some [other places].”

“I think it’s a good idea to have it [York Living Wage] because it is actually quite a lot more expensive, just in terms of rent to live and work.”

Training and apprenticeships

“I think that [apprenticeships] are only going to work out if it provides routes for people to get jobs at the end. Because sometimes, companies will use internships, and so there needs to be some kind of accountability on that...so it does actually result in people getting jobs.”

“If they’re going to get more apprenticeships they

need not to be at the apprenticeship wage because that’s basically slave labour. It’s £3-£4 an hour, you can’t live off that.”

Economic development

This group was extremely keen to support and to see the council support, local, independent businesses. They were particularly frustrated about the closure of Spark and were critical of the council for allowing this to happen.

There were mixed feelings about growing York’s economy with some discussion about how economic growth directly contradicted the sentiment of the climate strategy.

Supporting local businesses

“If we’re talking about local small businesses, something people will have to finally accept, like higher-ups, will finally have to accept is that you have got to go easier on those businesses because they are struggling.”

“So the council wants lots of independently run businesses but then they’re going to shut Spark down to build housing there and I think that’s not the answer at all.”

“Spark is a really successful thing and brings so much amazing food and experiences to York. So getting rid of that to build more expensive housing...”

Growing York’s economy

“Well the thing is, to be sustainable, we need to depopulate economic growth that is free from natural resources, and that’s a whole other discussion point, but so far it’s not possible. So we are probably good to sustain the economic growth but not to increase it.”

“Also economic growth sounds fun, but it really just benefits the few. I think we should be more focused on riding it out rather than increasing, because every

time we have economic growth, what happens is the disparity gets bigger between poor and rich.”

Post-pandemic attitudes to work

Attitudes to post-pandemic work were mixed with widespread approval for what was seen as positive environmental and work-life balance impacts offered by hybrid or home working but with equal concern

that the pandemic made workers in low-pay, low-security sectors more vulnerable to financial distress. This is in line with the survey results in which **52%** of student survey respondents said they expected to work from home slightly more than before in the future and **26%** said much more. **36%** of 16-24 survey respondents said they expected to work from home slightly more than before and **12%** said much more.

“One of my friends... we were just discussing yesterday about living costs and thing is, she’s been able to hold onto a lot more money working from home than she would have been, had she been going in [to work].”

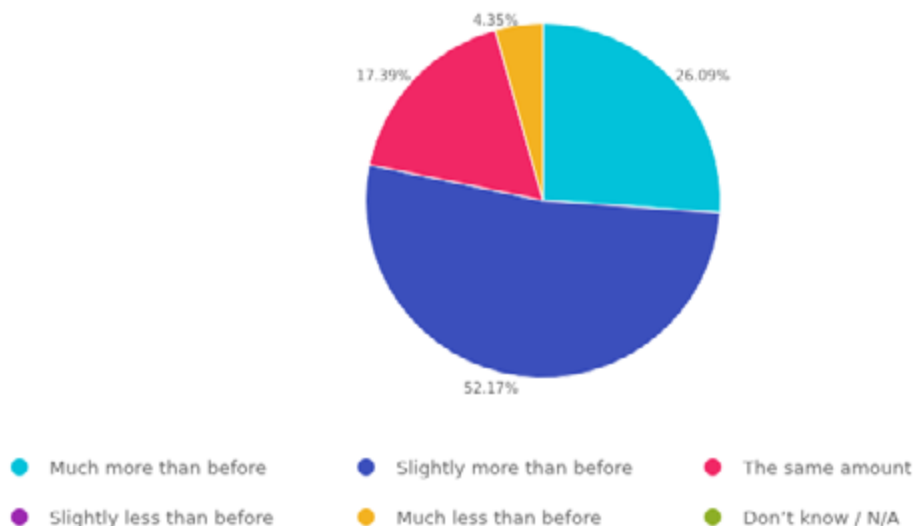
“Surely it’s more sustainable as well just to work from home? You’re not travelling to a workplace, the workplace you’re going to doesn’t need to be, it doesn’t need to use gas... It’s better off for everyone.”

“I think working from home is the way forward. I mean I have the opportunity to remote work when I start my graduate work but it’s also something I never would have discussed three years ago.”

Responses from students in answer to the question to what extent are you expecting to work from home in future compared to before the pandemic?:

To what extent are you expecting to work from home in future compared to before the pandemic?

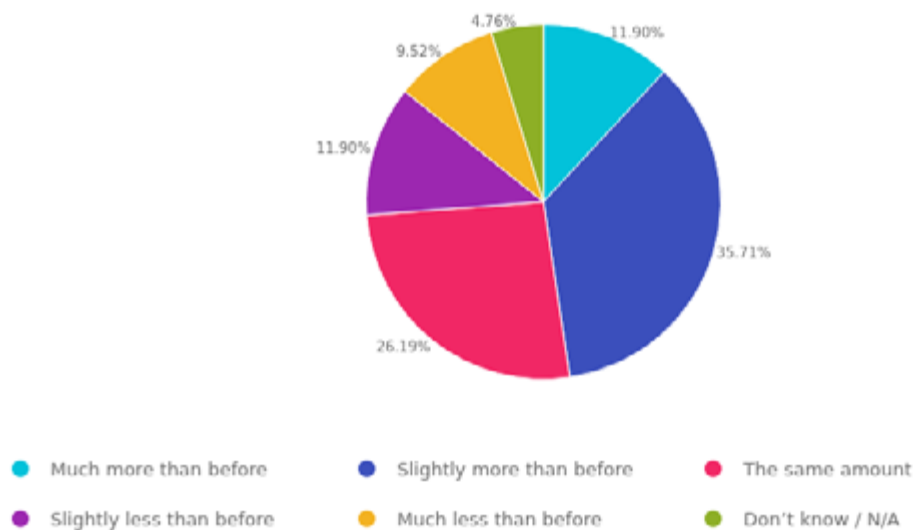
Answered: 23 Skipped: 3



Responses from 16-24-year-olds in response to the question to what extent are you expecting to work from home in future compared to before the pandemic?:

To what extent are you expecting to work from home in future compared to before the pandemic?

Answered: 42 Skipped: 1



Transport - Headline survey statistics

- **41%** of students said that less than **20%** of their journeys are made by car. 30% of 16-24-year-olds said that 20-39% of their journeys were made by car.
- **12%** of students and **16%** of 16-24-year-olds do not drive.
- **41%** of students said they would expect to use their cars slightly less than before over the next 5 year; **22%** of 16-24-year-olds said they expect to use their car the same amount.
- The majority of students said they would prefer to walk for the below journey:
 - » **Going to work**
 - » **Going to school or college**
 - » **Leisure or entertainment**
 - » **Visiting friends/relatives locally**
 - » **Shopping for small items**
- Most 16-24-year-olds said they would prefer to walk to school or college, to shop for small items, to leisure and entertainment, and to visit friends/relatives locally. For longer distance visits they would prefer to take rail or car and to shop for heavy items would prefer the car. They would prefer to take the bus to work.
- The top 3 most serious issues in York according to students surveyed are:
 - » **Congestion (81% said 'very' or 'fairly' serious),**
 - » **The impact of transport on climate change (71% said 'very' or 'fairly' serious)**
 - » **Local air pollution (65% said 'very' or 'fairly' serious).**
- The top 3 most serious issues in York according to 16-24-year-olds surveyed are:
 - » **Congestion (61% said 'very' or 'fairly' serious**
 - » **local air pollution from traffic (49% said 'very' or 'fairly' serious)**
 - » **Jointly: noise from traffic, and the impact of transport on climate change (46% said 'very' or 'fairly' serious).**
- The top 3 most effective measures to improve public transport in the eyes of students are:
 - » **More frequent bus service (81% said 'very' or 'quite' effective)**
 - » **More extensive bus network (81 said 'very' or 'quite' effective)**
 - » **Flexible/multi-bus ticketing (76% said 'very' or 'quite' effective)**
- The top 3 most effective measures to improve traffic in the eyes of students are:
 - » **More electric vehicle charging points (65% said 'very' or 'quite' effective)**
 - » **Increased residential parking zones (50% said 'very' or 'quite' effective)**
 - » **Further rollout of 20mph speed restrictions in residential areas (44% said 'very' or 'quite' effective)**
- The top 3 most effective measures to improve active travel in the eyes of students are:
 - » **Safer cycling routes (81% said 'very' or 'quite' effective).**
 - » **Jointly: more secure cycle storage and dedicated cycle routes (71% said 'very' or 'quite' effective)**
- The top 3 most effective measures to improve walking in the eyes of students are:
 - » **Dedicated walking routes away from busy roads (70% said 'very' or 'quite' effective)**
 - » **Jointly, easier crossing points on walking routes and well lit walking routes at night (65% said 'very' or 'quite' effective)**

- The top 3 most effective measures to reduce travel in the eyes of the students we surveyed are:
 - » Better space for working from home (71% said 'very' or 'quite' effective)
 - » More flexibility from employers to work from home (81% said 'very' or 'quite' effective)
 - » Jointly, a better range of shops and services near to where they live and better broadband (65% said 'very' or 'quite' effective)
- For 16-24-year-olds, the top 3 most effective measures to improve public transport are:
 - » Flexible multi-bus ticketing (63% said 'very' or 'quite' effective)
 - » More reliable bus services (58% said 'very' or 'quite' effective)
 - » Better quality/electric buses (56% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve traffic are:
 - » Increased resident parking zones (47% said 'very' or 'quite' effective)
 - » More electric vehicle charging points (44% said 'very' or 'quite' effective)
 - » Car sharing schemes (29% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve active travel are:
 - » Dedicated cycle routes (68% said 'very' or 'quite' effective)
 - » Safer cycling routes (50% said 'very' or 'quite' effective)
 - » More secure cycle storage (46% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve walking are:
 - » Dedicated walking routes away from busy roads (59% said 'very' or 'quite' effective)
 - » Jointly: well lit walking routes at night and easier crossing points on walking routes (51% said 'very' or 'quite' effective)

Focus group findings:

This group were less likely to own or have regular access to a car. They were highly critical of public transport in the city, citing cost, reliability and efficiency as areas of improvement. They were also the group most likely to compare York's transport options to other cities.

Car travel

Respondents felt that it should be harder to use a car in York than it currently is and that it should be a less appealing option than public transport. Participants felt that major changes to York's transport infrastructure were needed. These changes would be resisted by some but would be necessary to significantly reduce car use and in turn carbon emissions.

“I’m very much in favour of making it harder for cars to get where they want to go because a lot of people... they just need to think, what’s the easiest way to get there? And if that’s cycling or walking then they’ll do that. But right now, maybe it’s a bit too easy to go around York by car. And I know that there are loads of people on Facebook that get angry about the road closures and all that stuff but I think it’s just necessary. If you want to have a carbon-zero future, cars are not part of that. Even electric cars are not good for the environment, not as good as cycling, walking or public transport.”

“I feel like people want to use good public transport. People don’t really want cars that much anymore, I’m like 20, I can’t imagine owning a car ever if I live in a city that has good public transport systems. And at the end of the day, there are still carbon emissions, but it’s definitely better than if each individual is buying or using their own cars.”

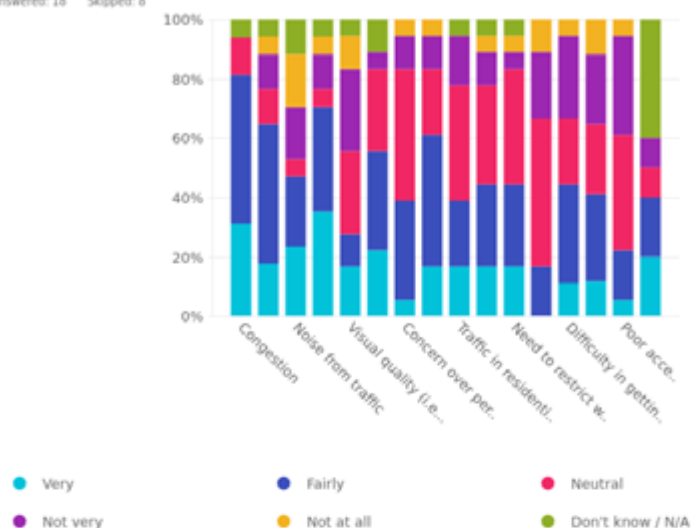
This is in line with the survey results where **71%** of student survey respondents and **46%** of 16-24 survey respondents felt that the impact of transport on climate change is a ‘very’ or ‘fairly’ serious problem.



Responses from students in answer to the question please indicate how serious you think each of the problems listed below is in York:

Please indicate how serious you think each of the problems listed below is in York

Answered: 18 Skipped: 8

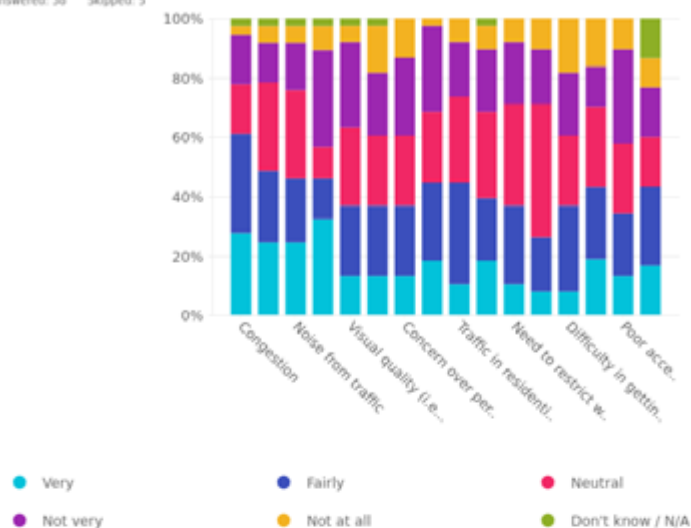


Row	Very	Fairly	Neutral	Not very	Not at all	Don't know / N/A	Response count
Congestion	31.25% (5)	50.00% (8)	12.50% (2)	0.00% (0)	0.00% (0)	6.25% (1)	16
Local air pollution from traffic	17.65% (3)	47.06% (8)	11.76% (2)	11.76% (2)	5.88% (1)	5.88% (1)	17
Noise from traffic	23.53% (4)	23.53% (4)	5.88% (1)	17.65% (3)	17.65% (3)	11.76% (2)	17
Impact of transport on climate change	35.29% (6)	35.29% (6)	5.88% (1)	11.76% (2)	5.88% (1)	5.88% (1)	17
Visual quality (i.e. spoiling the look of the local area)	16.67% (3)	11.11% (2)	27.78% (5)	27.78% (5)	11.11% (2)	5.56% (1)	18
Danger from traffic	22.22% (4)	33.33% (6)	27.78% (5)	5.56% (1)	0.00% (0)	11.11% (2)	18
Concern over personal security	5.56% (1)	33.33% (6)	44.44% (8)	11.11% (2)	5.56% (1)	0.00% (0)	18
Sharing of space with other users	16.67% (3)	44.44% (8)	22.22% (4)	11.11% (2)	5.56% (1)	0.00% (0)	18
Traffic in residential and shopping streets	16.67% (3)	22.22% (4)	38.89% (7)	16.67% (3)	0.00% (0)	5.56% (1)	18
Unduly large delivery vehicles	16.67% (3)	27.78% (5)	33.33% (6)	11.11% (2)	5.56% (1)	5.56% (1)	18
Need to restrict what others (e.g. children, elderly) do	16.67% (3)	27.78% (5)	38.89% (7)	5.56% (1)	5.56% (1)	5.56% (1)	18
Negative impact on physical fitness	0.00% (0)	16.67% (3)	50.00% (9)	22.22% (4)	11.11% (2)	0.00% (0)	18
Difficulty in getting to shops, health or leisure facilities	11.11% (2)	33.33% (6)	22.22% (4)	27.78% (5)	5.56% (1)	0.00% (0)	18
Feeling cut off from family or friends	11.76% (2)	29.41% (5)	23.53% (4)	23.53% (4)	11.76% (2)	0.00% (0)	17
Poor access for York's businesses	5.56% (1)	16.67% (3)	38.89% (7)	33.33% (6)	5.56% (1)	0.00% (0)	18
Other (please specify below)	20.00% (2)	20.00% (2)	10.00% (1)	10.00% (1)	0.00% (0)	40.00% (4)	10
Any additional comments?							4

Responses from 16-24-year-olds in answer to the question please indicate how serious you think each of the problems listed below is in York:

Please indicate how serious you think each of the problems listed below is in York

Answered: 38 Skipped: 5



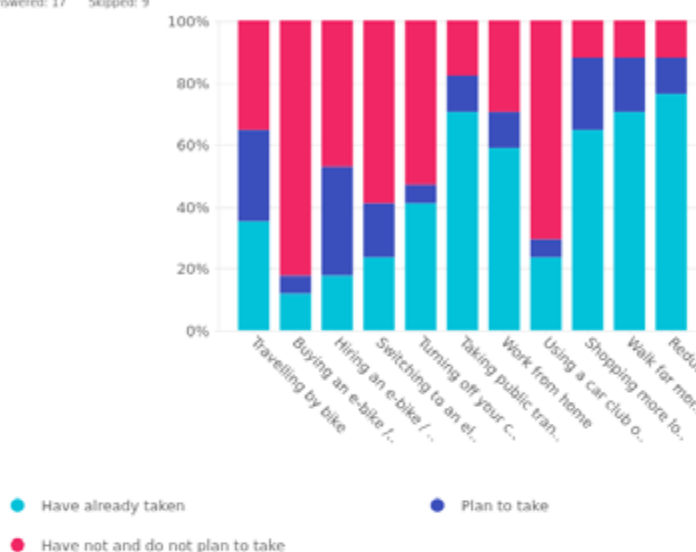
Row	Very	Fairly	Neutral	Not very	Not at all	Don't know / N/A	Response count
Congestion	27.78% (10)	33.33% (12)	16.67% (6)	16.67% (6)	2.78% (1)	2.78% (1)	36
Local air pollution from traffic	24.32% (9)	24.32% (9)	29.73% (11)	13.51% (5)	5.41% (2)	2.70% (1)	37
Noise from traffic	24.32% (9)	21.62% (8)	29.73% (11)	16.22% (6)	5.41% (2)	2.70% (1)	37
Impact of transport on climate change	32.43% (12)	13.51% (5)	10.81% (4)	32.43% (12)	8.11% (3)	2.70% (1)	37
Visual quality (i.e. spoiling the look of the local area)	13.16% (5)	23.68% (9)	26.32% (10)	28.95% (11)	5.26% (2)	2.63% (1)	38
Danger from traffic	13.16% (5)	23.68% (9)	23.68% (9)	21.05% (8)	15.79% (6)	2.63% (1)	38
Concern over personal security	13.16% (5)	23.68% (9)	23.68% (9)	26.32% (10)	13.16% (5)	0.00% (0)	38
Sharing of space with other users	18.42% (7)	26.32% (10)	23.68% (9)	28.95% (11)	2.63% (1)	0.00% (0)	38
Traffic in residential and shopping streets	10.53% (4)	34.21% (13)	28.95% (11)	18.42% (7)	7.89% (3)	0.00% (0)	38
Unduly large delivery vehicles	18.42% (7)	21.05% (8)	28.95% (11)	21.05% (8)	7.89% (3)	2.63% (1)	38
Need to restrict what others (e.g. children, elderly) do	10.53% (4)	26.32% (10)	34.21% (13)	21.05% (8)	7.89% (3)	0.00% (0)	38
Negative impact on physical fitness	7.89% (3)	18.42% (7)	44.74% (17)	18.42% (7)	10.53% (4)	0.00% (0)	38
Difficulty in getting to shops, health or leisure facilities	7.89% (3)	28.95% (11)	23.68% (9)	21.05% (8)	18.42% (7)	0.00% (0)	38
Feeling cut off from family or friends	18.92% (7)	24.32% (9)	27.03% (10)	13.51% (5)	16.22% (6)	0.00% (0)	37
Poor access for York's businesses	13.16% (5)	21.05% (8)	23.68% (9)	31.58% (12)	10.53% (4)	0.00% (0)	38
Other (please specify below)	16.67% (5)	26.67% (8)	16.67% (5)	16.67% (5)	10.00% (3)	13.33% (4)	30
Any additional comments?							3

Respondents were sceptical about the value of electric vehicles. The discussion touched on the sustainability of manufacturing, the difficulty of providing sufficient charging points, and expense. This is in line with the survey results where **58%** of student survey respondents and **24%** of 16-24 survey respondents said they have not and do not plan to buy an electric vehicle.

Responses from students in answer to the question which, if any, of the following steps have you taken or plan to take that will help ease congestion and reduce air pollution in York?:

Which, if any, of the following steps have you taken or plan to take that will help ease congestion and reduce air pollution in York?

Answered: 17 Skipped: 9

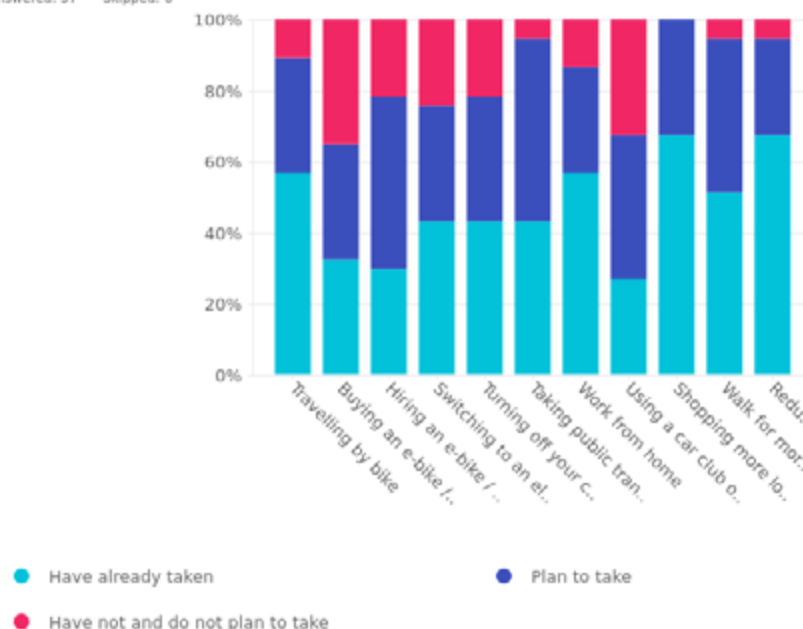


Row	Have already taken	Plan to take	Have not and do not plan to take	Response count
Travelling by bike	35.29% (6)	29.41% (5)	35.29% (6)	17
Buying an e-bike / e-scooter	11.76% (2)	5.88% (1)	82.35% (14)	17
Hiring an e-bike / e-scooter	17.65% (3)	35.29% (6)	47.06% (8)	17
Switching to an electric/hybrid vehicle	23.53% (4)	17.65% (3)	58.82% (10)	17
Turning off your car when stationary in traffic	41.18% (7)	5.88% (1)	52.94% (9)	17
Taking public transport (bus/Park and Ride/rail)	70.59% (12)	11.76% (2)	17.65% (3)	17
Work from home	58.82% (10)	11.76% (2)	29.41% (5)	17
Using a car club or car sharing	23.53% (4)	5.88% (1)	70.59% (12)	17
Shopping more locally and ordering online for large/heavy items	64.71% (11)	23.53% (4)	11.76% (2)	17
Walk for more of my trips	70.59% (12)	17.65% (3)	11.76% (2)	17
Reducing the number of trips I make (e.g. by combining several errands into one trip)	76.47% (13)	11.76% (2)	11.76% (2)	17
Any additional comments?				2

Responses from 16-24-year-olds in answer to the question which, if any, of the following steps have you taken or plan to take that will help ease congestion and reduce air pollution in York?:

Which, if any, of the following steps have you taken or plan to take that will help ease congestion and reduce air pollution in York?

Answered: 37 Skipped: 6



Row	Have already taken	Plan to take	Have not and do not plan to take	Response count
Travelling by bike	56.76% (21)	32.43% (12)	10.81% (4)	37
Buying an e-bike / e-scooter	32.43% (12)	32.43% (12)	35.14% (13)	37
Hiring an e-bike / e-scooter	29.73% (11)	48.65% (18)	21.62% (8)	37
Switching to an electric/hybrid vehicle	43.24% (16)	32.43% (12)	24.32% (9)	37
Turning off your car when stationary in traffic	43.24% (16)	35.14% (13)	21.62% (8)	37
Taking public transport (bus/Park and Ride/rail)	43.24% (16)	51.35% (19)	5.41% (2)	37
Work from home	56.76% (21)	29.73% (11)	13.51% (5)	37
Using a car club or car sharing	27.03% (10)	40.54% (15)	32.43% (12)	37
Shopping more locally and ordering online for large/heavy items	67.57% (25)	32.43% (12)	0.00% (0)	37
Walk for more of my trips	51.35% (19)	43.24% (16)	5.41% (2)	37
Reducing the number of trips I make (e.g. by combining several errands into one trip)	67.57% (25)	27.03% (10)	5.41% (2)	37
Any additional comments?				2

“People keep pushing electrical cars and they have their own issues, like their batteries, which are unsustainable.”

“If you live in a terraced house, you can’t charge your car at night... you’ve not got your driveway where you can have a charging station..”

“I think it is also worth saying that electric cars are not the answer to all these things, they’re just, they’re a very small part of the ultimate solution.”

Public transport

Respondents were critical of existing public transport in the city and expressed a belief that improved transport infrastructure would be both beneficial for residents and be a key driver in reducing carbon emissions.

Criticisms of the current system covered, availability, reliability, routes and cost.

“I take the bus all the time in London and the tube because there’s no point in driving and you know it’s a reliable service. Here, a lot of the time I take an Uber because it’s reliable whereas the buses aren’t - it’ll not show up, it’ll be 20 minutes late. Like why would I even try to get the bus when it’s not reliable?”

“I’m not served on a Sunday anymore. Used to be every hour but now they’ve got rid of it. And after 7 pm there’s nothing. It’s just not accessible.”

“Also with the buses, like during peak times, if I get a bus from campus back to... the city centre, it’s sometimes too full so there will be a full-on block of up to three hours during the day where there’s a full chance where the bus will just fully drive past you and then you and this massive group of people are waiting for the next bus.”

“If I wanted to get from Osbaldwick to Clifton Moor because there’s the cinema with the cheapest tickets. It takes me an hour on the bus. Because

that’s the thing, there is no bus that goes around the ring road. There are only buses going to the city centre, then from the city centre out again.

Researcher: I think I already know the answer to this, but how expensive is it to travel around York? Does it feel affordable?

Participant C: ... A return ticket has become a day ticket now. Which is £3.20 for a student, which is maybe okay, but it was £2.60 before I think.

Participant G: If that’s the student price, then what’s the non-student price?

Participant C: I think it’s £4.50 the normal one.

Participant G: See that’s not good.

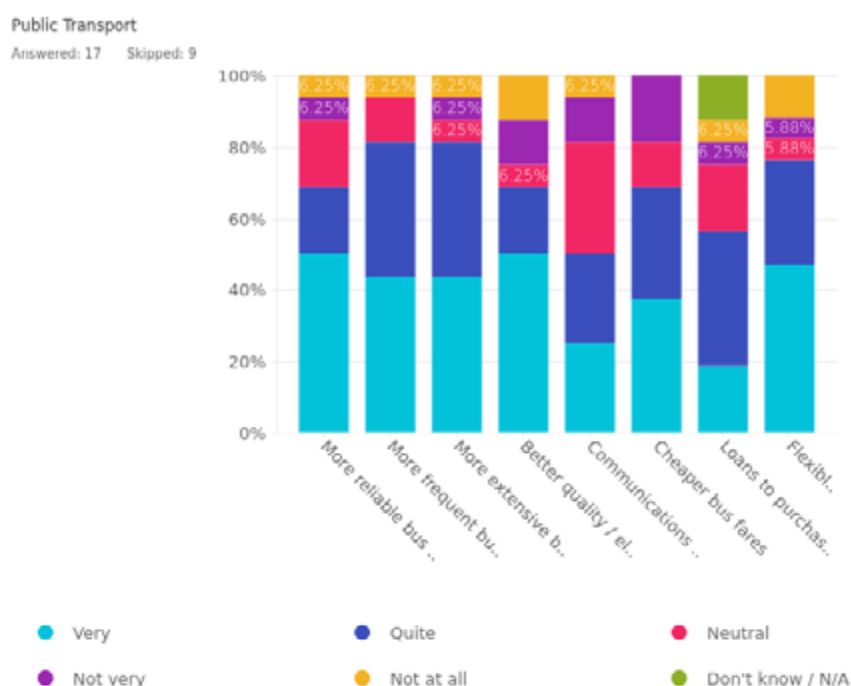
Participant F: Imagine being a worker trying to get into some place and it takes £4.50

This is in line with the survey results where respondents said the following measures would be either very or quite effective in encouraging them to travel more sustainably.

- **81%** (student) & **53%** (16-24) more frequent buses
- **81%** (student) & **44%** (16-24) more extensive bus network
- **76%** (student) & **62%** (16-24) more flexible ticketing options
- **69%** (student) & **58%** (16-24) more reliable bus service
- **67%** (student) & **47%** (16-24) cheaper bus fares

Within the focus group discussions, better quality & electric buses were not discussed as effective measures in encouraging sustainable travel. This contrasts with the data from the survey in which better quality/electric buses was ranked as a measure that would be effective for improving sustainable travel.

Responses from students in answer to the public-transport specific question, how effective would the following measures be in encouraging you to travel more sustainably?:

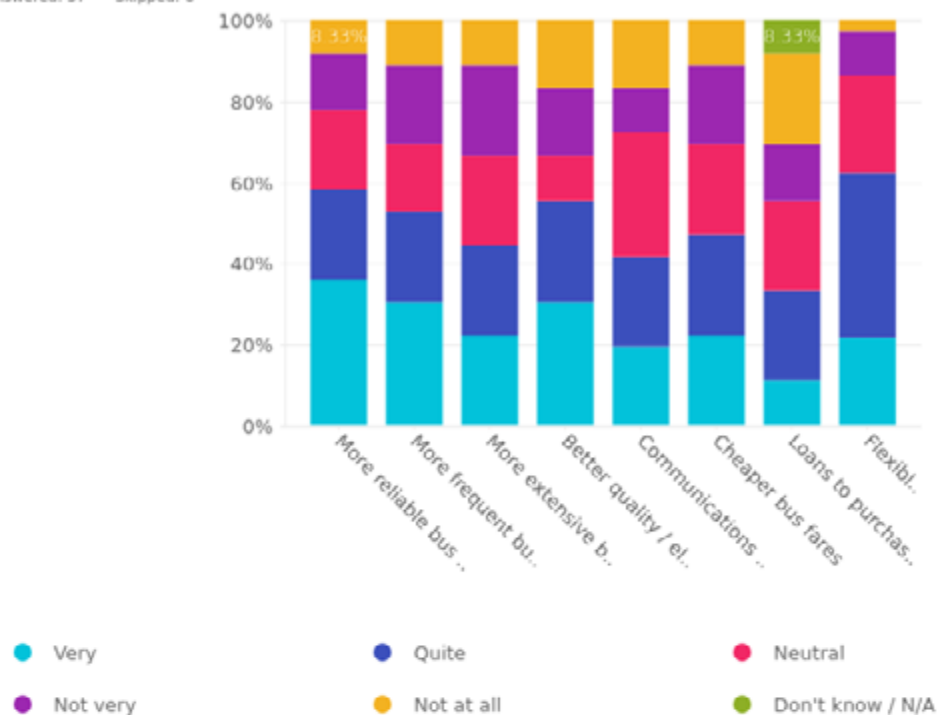


Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
More reliable bus service	50.00% (8)	18.75% (3)	18.75% (3)	6.25% (1)	6.25% (1)	0.00% (0)	16
More frequent bus services	43.75% (7)	37.50% (6)	12.50% (2)	0.00% (0)	6.25% (1)	0.00% (0)	16
More extensive bus network	43.75% (7)	37.50% (6)	6.25% (1)	6.25% (1)	6.25% (1)	0.00% (0)	16
Better quality / electric buses	50.00% (8)	18.75% (3)	6.25% (1)	12.50% (2)	12.50% (2)	0.00% (0)	16
Communications promoting bus safety	25.00% (4)	25.00% (4)	31.25% (5)	12.50% (2)	6.25% (1)	0.00% (0)	16
Cheaper bus fares	37.50% (6)	31.25% (5)	12.50% (2)	18.75% (3)	0.00% (0)	0.00% (0)	16
Loans to purchase a bus pass	18.75% (3)	37.50% (6)	18.75% (3)	6.25% (1)	6.25% (1)	12.50% (2)	16
Flexible multi-bus service ticketing	47.06% (8)	29.41% (5)	5.88% (1)	5.88% (1)	11.76% (2)	0.00% (0)	17
Any additional comments?							2

Responses from 16-24-year-olds in answer to the public-transport specific question, how effective would the following measures be in encouraging you to travel more sustainably?:

Public Transport

Answered: 37 Skipped: 6



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
More reliable bus service	36.11% (13)	22.22% (8)	19.44% (7)	13.89% (5)	8.33% (3)	0.00% (0)	36
More frequent bus services	30.56% (11)	22.22% (8)	16.67% (6)	19.44% (7)	11.11% (4)	0.00% (0)	36
More extensive bus network	22.22% (8)	22.22% (8)	22.22% (8)	22.22% (8)	11.11% (4)	0.00% (0)	36
Better quality / electric buses	30.56% (11)	25.00% (9)	11.11% (4)	16.67% (6)	16.67% (6)	0.00% (0)	36
Communications promoting bus safety	19.44% (7)	22.22% (8)	30.56% (11)	11.11% (4)	16.67% (6)	0.00% (0)	36
Cheaper bus fares	22.22% (8)	25.00% (9)	22.22% (8)	19.44% (7)	11.11% (4)	0.00% (0)	36
Loans to purchase a bus pass	11.11% (4)	22.22% (8)	22.22% (8)	13.89% (5)	22.22% (8)	8.33% (3)	36
Flexible multi-bus service ticketing	21.62% (8)	40.54% (15)	24.32% (9)	10.81% (4)	2.70% (1)	0.00% (0)	37
Any additional comments?							2

Active Travel

There was much discussion around active travel, particularly cycling. Some participants were regular cyclists but others felt unsafe cycling in the city and were less likely to do so. There was a consensus that cycle paths that were separate from roads and preferably also pedestrians were needed to make cycling a safe and viable option for cars. It was noted that existing cycle paths of varying quality don't always link up.

Safety

"They really need to fix potholes though if they want people to cycle more or use the e-scooters or e-bikes that are going on the road."

"I feel too scared because there's not enough, like, cycle lanes. I would if there was like a proper cycle lane."

"I feel like the cars in York, they take an issue with you being a cyclist... they'll drive really close to you or that sort of thing. I was cycling the other day and a car, like, it was so close. It made me feel so unsafe..."

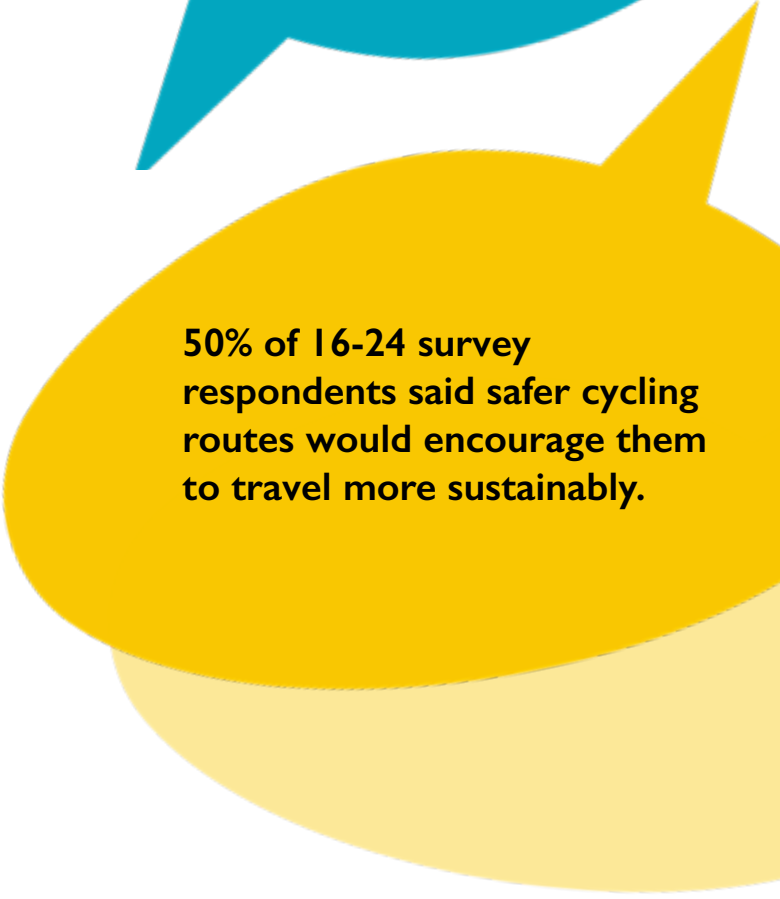
"I feel like people are always extremely angry, so they'll be more vocal about the fact that you're on the road with them on the bike. And then the people on the pavement are just not happy to see you but if you had a little lane, then I would feel safe enough to use it."

"I think the cycle lanes are very narrow as well so it doesn't feel safe at all."

This is in line with the survey where **81%** of student survey respondents and **50%** of 16-24 survey respondents said safer cycling routes would encourage them to travel more sustainably.



81% of student survey respondents said safer cycling routes would encourage them to travel more sustainably.

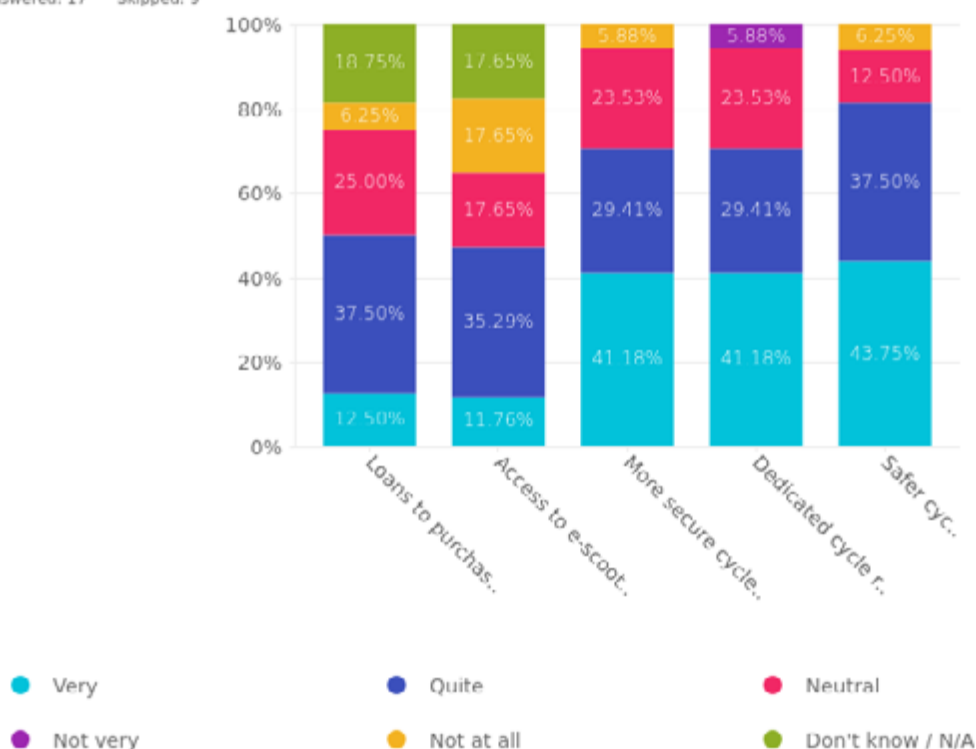


50% of 16-24 survey respondents said safer cycling routes would encourage them to travel more sustainably.

Responses from students in answer to the active-travel specific question, how effective would the following measures be in encouraging you to travel more sustainably?:

Active travel

Answered: 17 Skipped: 9

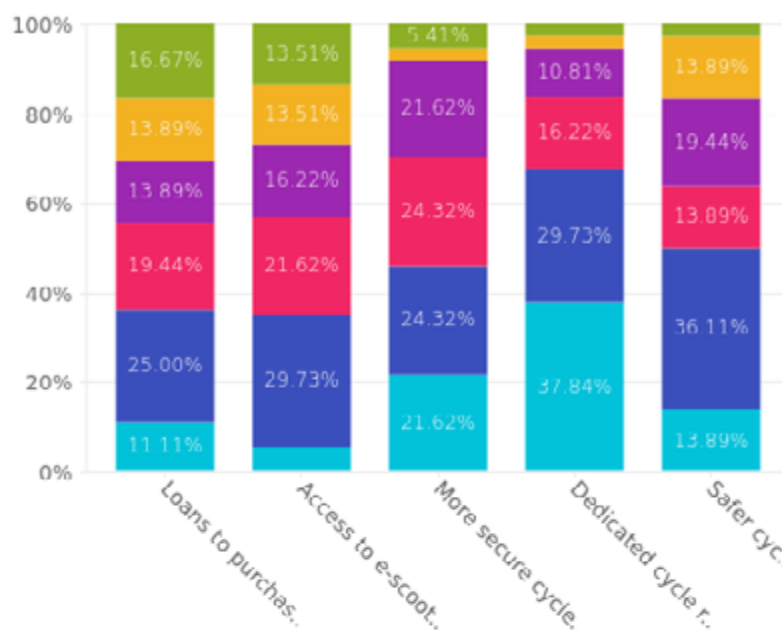


Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
Loans to purchase bikes/e-bikes	12.50% (2)	37.50% (6)	25.00% (4)	0.00% (0)	6.25% (1)	18.75% (3)	16
Access to e-scooters	11.76% (2)	35.29% (6)	17.65% (3)	0.00% (0)	17.65% (3)	17.65% (3)	17
More secure cycle storage	41.18% (7)	29.41% (5)	23.53% (4)	0.00% (0)	5.88% (1)	0.00% (0)	17
Dedicated cycle routes	41.18% (7)	29.41% (5)	23.53% (4)	5.88% (1)	0.00% (0)	0.00% (0)	17
Safer cycling routes	43.75% (7)	37.50% (6)	12.50% (2)	0.00% (0)	6.25% (1)	0.00% (0)	16
Any additional comments?							2

Responses from 16-24-year-olds in answer to the active travel specific question, how effective would the following measures be in encouraging you to travel more sustainably?:

Active travel

Answered: 37 Skipped: 6



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
Loans to purchase bikes/e-bikes	11.11% (4)	25.00% (9)	19.44% (7)	13.89% (5)	13.89% (5)	16.67% (6)	36
Access to e-scooters	5.41% (2)	29.73% (11)	21.62% (8)	16.22% (6)	13.51% (5)	13.51% (5)	37
More secure cycle storage	21.62% (8)	24.32% (9)	24.32% (9)	21.62% (8)	2.70% (1)	5.41% (2)	37
Dedicated cycle routes	37.84% (14)	29.73% (11)	16.22% (6)	10.81% (4)	2.70% (1)	2.70% (1)	37
Safer cycling routes	13.89% (5)	36.11% (13)	13.89% (5)	19.44% (7)	13.89% (5)	2.70% (1)	36
Any additional comments?							2

Dedicated cycle routes

In the same survey question, **70%** of respondents agreed that dedicated cycle routes would be effective in encouraging them to travel more sustainably. This was reflected in the focus group discussions:

“A cycle lane is not enough to make the roads safer for cyclists. What you need is a raised lane or, like, a shared pavement or something... so I think it's more about the language that you are giving to car users.”

“We should definitely move towards that kind of cycle path with a separate, like a pavement or something.”

Other cities

Participants in this group often mentioned other countries and cities as examples of better public and active transport infrastructure. Cities mentioned include; London, Manchester, and Amsterdam.

“I love cycling in London. I hate cycling in York.”

“It's like when you go to London, you go to the bus stop and you know that in the next ten minutes there's going to be a bus.”

“When I'm in Manchester I don't mind using transport because it won't cost me as much to just jump on the bus or like take a scooter or something. But York is kind of expensive so if I can walk I will.”

“If you look at cities like Amsterdam in Europe, over half of all journeys are made by bike and that's because the cycling infrastructure is far better than anywhere else.”

“In cities like Amsterdam where they make the routes very different for each transport that they use, so right now if I were... to cycle somewhere in York I'm probably following the same route I might drive. Whereas in Amsterdam they have different types of roads.”

City Centre

Headline survey statistics

- **87%** of students and **56%** of 16-24-year-olds feel that the city centre meets their needs in the daytime
- **63%** of students and **58%** of 16-24-year-olds feel that the centre meets their needs in the evening
- **75%** of students and **69%** of 16-24-year-olds have chosen to support more local and independent businesses since the start of the pandemic

Focus group findings:

There was very little discussion about the city centre but where it was discussed participants in this group felt that it was busy and more for tourists than residents:

“I also feel like Manchester has that level of local and tourist, it's a nice balance, but in York, it's very touristy in the city centre. I understand completely why it is, but sometimes it doesn't feel local at all.”

“I avoid the city when it's summertime if I can, or at weekends because it's so packed and there's so many people around.”

Focus group - further findings

Equity

Respondents in this focus group were very keen that any changes made in support of council strategies were fair and inclusive to all residents. Fairness ran as a thread throughout the discussion and covered a wide range of issues such as pay, rent, access to transport and the city centre, and the impacts of class, race and disability.

“So I do think the government and council can push things onto people but they do need to have a supporting pillar for people who might not be able to afford the same things or might have issues accessing different resources, for example.”

“Keep in mind that there are working class...”

“Because I think at the end of the day, all this that we are discussing, it’s not about making it zero, it’s about reducing and the best way to reduce it to make these things more accessible for everyone.”

“But not everyone can cycle so I think there needs to be accessibility with public transport, cars as well for the people who are disabled and can’t use public transport or other things. And it can’t just be cycle-heavy focused like it is in Amsterdam, it has to be like, thinking about everyone in that sort of sense, and I know there’s a lot of disabled people in York.”

Disabled residents

Environmental - Headline survey statistics

- **52%** of respondents strongly agreed with York’s ambition to become a zero-carbon city by 2030
- Regarding the top 3 objectives to be considered in York’s climate strategy:
 - » **63%** said fair and inclusive
 - » **67%** said to improve health and wellbeing
 - » **67%** said an efficient and affordable transport system
- **37%** of respondents strongly agreed with CYC employing carbon offsetting to achieve zero carbon by 2030
- **19%** strongly disagreed with CYC employing carbon offsetting to achieve zero carbon by 2030
- **46%** of respondents in this group have made improvements to their homes and **38%** plan to do so
- **65%** have made changes to their purchasing habits
- **70%** have reduced their amount of waste

- **65%** have made changes to their personal travel
- Cost (**67%**) was the primary barrier to reducing their carbon footprint
- The majority of respondents (**90%**) feel it is very important for CYC to take responsibility for zero-carbon in York

Focus group findings

Motivation and perceived responsibility

Cost was cited as a barrier to making greener choices in the focus group sessions. This is in line with the survey in which half of the survey respondents agreed cost was the primary barrier to them reducing their carbon footprint:



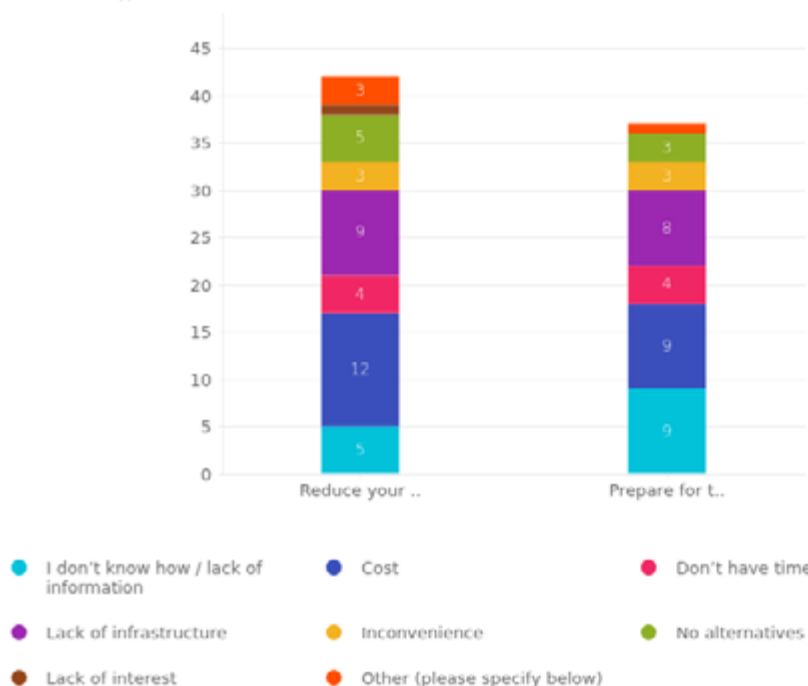
Researcher: What would motivate you to make changes around those greener objectives, if anything?

Participant A: The big one is always cost isn't it?

Responses from disabled residents:

Thinking about the areas listed above where you have not yet acted on, which, if any, of the following are preventing you from taking action to...? (Tick all that apply)

Answered: 24 Skipped: 5



Row	I don't know how / lack of information	Cost	Don't have time	Lack of infrastructure	Inconvenience	No alternatives	Lack of interest	Other (please specify below)	Response count
Reduce your carbon footprint	20.83% (5)	50.00% (12)	16.67% (4)	37.50% (9)	12.50% (3)	20.83% (5)	4.17% (1)	12.50% (3)	24
Prepare for the impacts of climate change	37.50% (9)	37.50% (9)	16.67% (4)	33.33% (8)	12.50% (3)	12.50% (3)	0.00% (0)	4.17% (1)	24
Any additional comments?									3

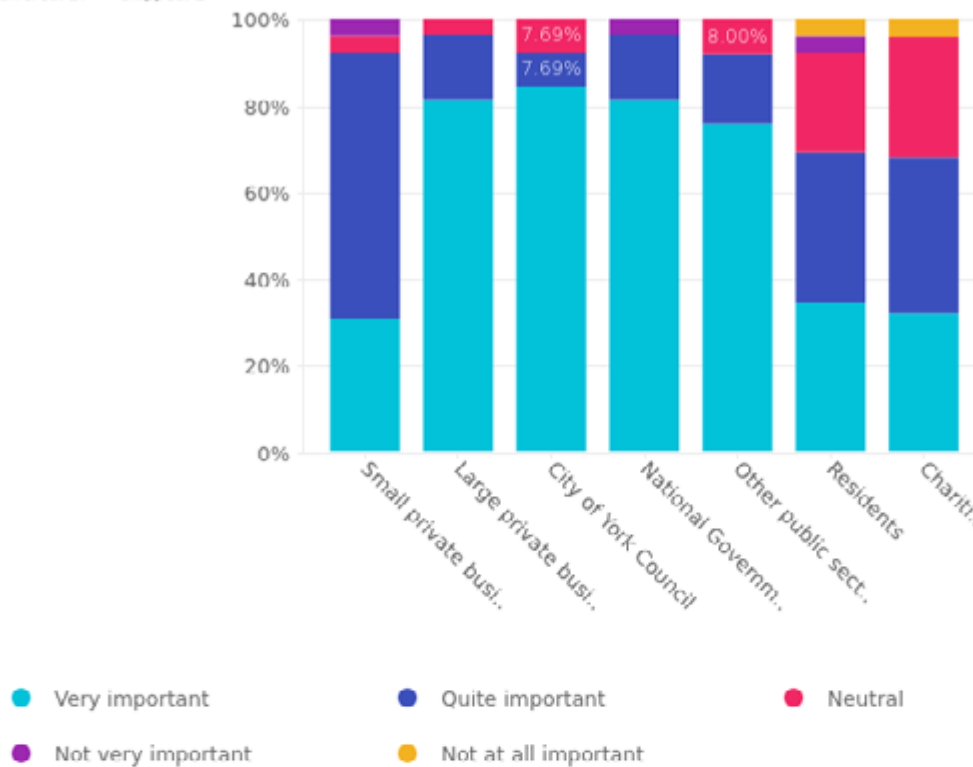
Perceived responsibility

Respondents in this focus group felt strongly that large corporations bore significant responsibility for the climate crisis. They were concerned that too much emphasis is put on individual action. This is in line with the survey data where **82%** of survey respondents said it was very important for large private businesses to take responsibility for delivering carbon zero in York. A further **15%** of survey respondents said it was quite important for them to do so:

Responses from disabled residents in answer to the question how important is it for each of the following to take responsibility for delivering zero carbon in York?:

How important is it for each of the following to take responsibility for delivering zero carbon in York?

Answered: 27 Skipped: 2



Row	Very important	Quite important	Neutral	Not very important	Not at all important	Response count
Small private businesses	30.77% (8)	61.54% (16)	3.85% (1)	3.85% (1)	0.00% (0)	26
Large private businesses	81.40% (22)	14.01% (4)	3.70% (1)	0.00% (0)	0.00% (0)	27
City of York Council	84.62% (22)	7.69% (2)	7.69% (2)	0.00% (0)	0.00% (0)	26
National Government	81.48% (22)	14.81% (4)	0.00% (0)	3.70% (1)	0.00% (0)	27
Other public sector organisations	76.00% (19)	16.00% (4)	8.00% (2)	0.00% (0)	0.00% (0)	25
Residents	34.62% (9)	34.62% (9)	23.00% (6)	3.85% (1)	3.85% (1)	26
Charities and community groups	32.00% (8)	36.00% (9)	28.00% (7)	0.00% (0)	4.00% (1)	25
Any additional comments?						2

“I think if the council wants to implement its strategy, it really needs to facilitate residents, citizens, to do the things that they can do. So some sort of department that allows people to, I don't know, access grants or facilitate mortgages like *name* did, so it counts sources of funding and that sort of thing.”

“There's so many of them lying around and they all fail on strategy. It's largely because in terms of something like this, in terms of climate change, one of the reasons it fails is because the ownership is put on the consumer, the individual, the cities, - to do something and there's not always a) the cost, b) the will and c) the knowledge on how to do it.”

“I feel that a lot of it is that it's all kind of dressing it up to make us all feel better, whereas it's really kind of multi-national and global companies that are the only ones that can really, actually, make a dent in what we need to do. We're all as you know, tinkering about and making ourselves feel better about it all.”

“We all do what we can, but it's global corporations that need to make the real change.”

“It is as you've said, it's really pointing at the wrong people, the people are all the global corporations.”



Net-zero

Respondents largely agreed that the ambition for York to be a zero-carbon city was a good one but there was concern across the group that the strategy as written would not deliver. They wanted to see a realistic plan with a clear route to achievement.

“The document says that it's not, it says it's going to manage 54% of the way... They're already saying that this is a failure. So it's kind of as a strategy, that is not a very good thing. As a strategy document, saying that we are going to fail, is a really strange strategy... I'd either be happy to have a strategy that was to get to net-zero by I don't know, 2037, or something and say how we are going to do it but keep it at a high level, but with a clear 'we will succeed' or a much more broken down - we are going to do this, this and this now to get it as low as we can by 2030.”

“Professionally, before I was unable to work I was involved with strategies for 30 or 40 years and the failure is always an implementation, writing down bullet points of what you're going to do at some point in the future somehow.”

Green initiatives

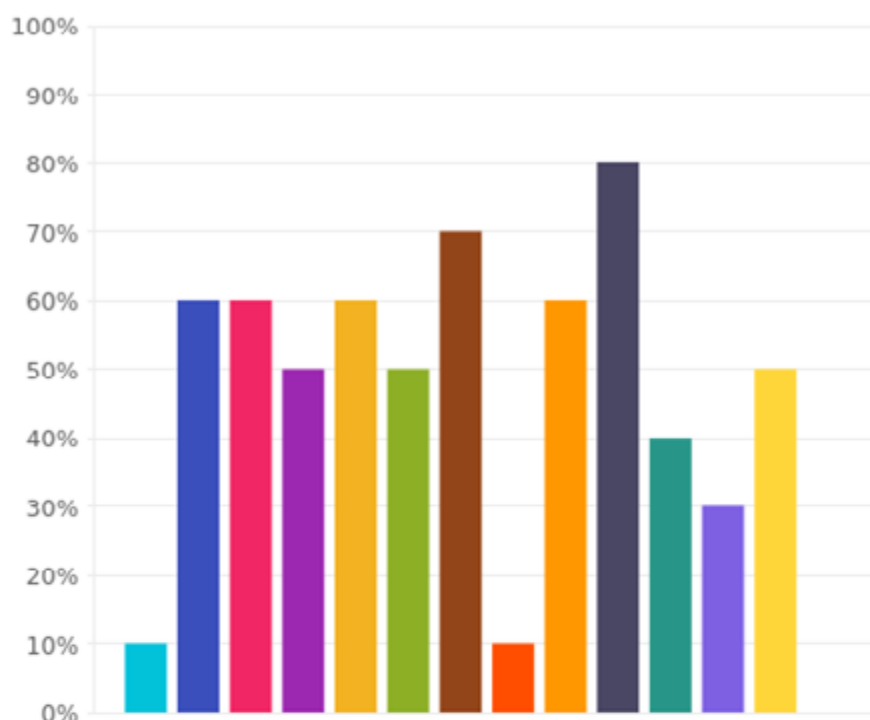
Recycling

Respondents were critical of the city's current recycling offer. Concerns covered the ability of residents to store recycling between collections, confusion over what can and cannot be recycled and the limited range of things that can be recycled at the roadside. This is similar to the survey results where **50%** of respondents said an increase in recycling rates was a priority action for supporting the city's zero carbon ambition.

Responses from disabled residents in answer to the question how important is it for each of the following to take responsibility for delivering zero carbon in York?:

What actions should we, as a city, prioritise for supporting our zero carbon ambition?(Tick all that apply)

Answered: 10 Skipped: 0



- Discourage the use of private vehicles
- Increase support for electric vehicles
- Provide more opportunities for walking and cycling
- Promote the use of public transport
- Reduce the amount of waste we produce
- Increase recycling rates and make it easier for households and businesses to dispose of their waste in a sustainable way
- Increase the amount of renewable generation technologies, such as solar photovoltaics
- Enforce minimum energy efficiency standards in the private rented sector
- Retrofit the city's homes and buildings to improve their energy performance
- Buy green energy
- Improve the sustainability of local food production
- Include a measure of carbon emissions for making purchasing decisions
- Identify more land for tree planting
- Other (Please specify)

“It’s more to do with, ‘where do you put it in your house because there’s only 3 boxes and the soft plastics isn’t catered for?’, technically. If you have got a lot to eat - because it does grow, the recycling - and I’m sure you’ll agree, when you do it pro-actively, the boxes sometimes aren’t enough. I find when I’m having this conversation with friends who don’t recycle, it’s because ‘I’ve got nowhere in my kitchen to store it’ and those little bins you can buy that split it into your glass etc, and I despair because I think it’s not that simple.”

“What frustrates me about the whole recycling thing is again, because I don’t have my own vehicle, so I’m entirely dependent on roadside recycling, I’m limited by what they will collect as a council as to what I can recycle.”

“We’re still having conversations about what kind of plastic you can put in, so I think it’s education, it’s what can you and what can’t you. Like you’re saying, if you’re reliant, like I am, on what’s curbside because I can’t drive, then you are a bit more limited to doing that wider recycling thing that I would do, because I haven’t got storage, I can’t do it roadside. It’s just councils thinking a little bit broader and it’s okay having those recycling at the depots but if we can’t get there then what can we do?”

“I came across a lady the other day when I was doing some recycling who didn’t understand what soft plastics was, just sort of veering off track there a little bit but if something that simple isn’t already embedded with recycling, then how are we going to do it all?”

Green energy

Green energy solutions such as solar panels and air source heating pumps were deemed financially out of reach for most respondents. It was noted that traditional means of financing such as loans or mortgages were not available to all, particularly to those in receipt of benefits.

“It [solar panels] cost me just over £11,000 to do it,

but I had to search around for a lender that would lend to me for the purpose and I tried to borrow more recently, I think it was 2017, which again, was a sustainable project and I was told that there were no lenders at all that would lend to me now, as a benefits recipient, for a capital project like that.”

“Maybe if there was sort of a social fund that one could borrow from, if one can get, you know, a mortgage or any other kind of loan to do that kind of work. I have gas central heating so when it comes to heat pumps, I mean there’s no way, nowhere, I would be able to afford to do that.”

Economy

Headline statistics

- **38%** of respondents are shopping online slightly more than before the pandemic
- **28%** of respondents have not worked since before the pandemic
- **40%** have worked both from home and from their usual workplace
- **74%** of respondents were not interested in starting their own business
- **37%** of respondents said that the statement ‘I could handle a major unexpected expense’ described them ‘quite well’
- **42%** said that the statement ‘I am just getting by financially’ also described them ‘quite well’
- **30%** were neutral about the statement ‘I am worse off financially than I was 12 months ago’. Respondents slightly agreed with the following statements:
 - » ‘I feel optimistic about the security of my job or business’ (**41%**)
 - » ‘I feel optimistic about my future career prospects’ (**44%**)

- » 37% were neutral about the statement 'I feel optimistic about the career prospects of my family'

Focus group findings:

Jobs and pay

Respondents did not feel there was a wide range of jobs available in York. It was felt that the majority of work in the city was in hospitality and retail and that jobs in these sectors were poorly paid and insecure.

"It's pretty limited, isn't it? It's higher education, tourism, what's left of the confectionery industry..."

"I think I arrived 15 years ago and at the time the university was in a close tie with Aviva with being the largest local employer, and it's not even close now. The university is the largest employer by quite a margin now and that diversity of quality jobs is really problematic."

"I think it depends on the type of job. If you're going for retail or cafes or that kind of thing, there's still quite a lot of availability and I think it's relatively simple from people I know to get those kind of jobs, but I'm not sure about other jobs that are higher up the ladder and better paid."

"I saw a tweet from one of the people involved in the trades of the centre saying that all traders in the centre are struggling to find people to take jobs. Which I think is a different nudge at maybe there's a mismatch in the jobs people want to do and the jobs that are available."

"Yeah, in many ways now, there's more jobs now than there has been for probably 15 years. They're just low paid jobs in hospitality and retail."

"It sort of says in the thriving workforce point about implementing more flexible ways of working - I was just wondering, would that be more zero-hour contracts? But then is there some sort of support given by the council for the lack of security

for these people who are in these jobs that aren't necessarily permanent?"

Economic development

Respondents were indifferent about economic growth as a priority. Some expressed concern that continued economic growth was in opposition to the city's climate goals. Others wanted to see an economy that was less dependent on tourism and could provide residents with better paid, more secure work.

"It depends what you mean by grow an economy. It depends if you mean GDP, we were talking about climate change earlier. Well that's one of the major contributors to climate change, is continued economic growth."

"A balanced economy, more so than growth... we need to move away, so we're moving away from the short-term gig tourist type economies."

Post pandemic attitudes to working

Respondents reported anecdotal changes in attitudes to work since the pandemic. They discussed changes in career and moves either to or out of York that were facilitated by an increase in working from home. It was noted that the pandemic opened up job opportunities for some disabled residents who benefited from changes in attitude to home working but that these changes were not necessarily secure.

"Friends that I know that were working through the pandemic were furloughed or were to work for home and I have 3 friends that I'm thinking of - I have changed careers because they decided through the pandemic that they didn't love their job and life was too short, but the other 2 have relocated because they have gone to places further out of York, into the countryside because they've found that they can work from home."

"I was reading that. I think there's also been a lot of people move to York from London looking for a different lifestyle. Whether it'll survive right, whether

employers are going to go well actually, no, we need you back in the office again... and we're all waiting to find out really."

"What does worry me slightly, focusing on us again as a group of disabled people, is the pandemic did in many ways provide a lot of opportunities because employers that were previously resistant to home working for disabled people were forced to embrace it, so it will be interesting to see what happens next. But again, I have a number of friends, not in York, but elsewhere and they are now having difficulties because they are clinically vulnerable so they want to continue to remain working from home, so there's now debate or argument in one case with employers about clinical vulnerability or an impairment that requires reasonable adjustment."

Transport

Headline survey statistics

- 26% of respondents said that less than 20% of their journeys are made by car and 22% said that 20-39% of their journeys are made by car.
- 37% of respondents said they expect to use their car the same amount as before over the next 5 years.
- Respondents would prefer to work from home (33%), take the bus to school or college, and leisure and entertainment trips, and drive to shop for heavy items (50%). The most serious issues in York according to people surveyed are:
 - » Congestion (81% said 'very' or 'fairly' serious)
 - » The impact of transport on climate change (73% said 'very' or 'fairly' serious)
 - » Local air pollution (62% said 'very' or 'fairly' serious).
- The top 3 most effective measures to improve public transport in the eyes of people in this group are:
 - » Cheaper bus fares (78% said 'very' or 'quite' effective)
 - » More reliable bus service (74% said 'very' or 'quite' effective)
 - » More extensive bus network (73% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve traffic are:
 - Increased resident parking zones (50% said 'very' or 'quite' effective)
 - More electric vehicle charging points (46% said 'very' or 'quite' effective)
 - Jointly: further rollout of 20mph speed restrictions and additional low traffic neighbourhood schemes (31% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve active travel are:
 - » Safer cycling routes (76% said 'very' or 'quite' effective)
 - » Dedicated cycle routes (69% said 'very' or 'quite' effective)
 - » More secure cycle storage (46% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve walking are:
 - » Jointly, well-lit walking routes at night and dedicated walking routes away from busy roads (77% said 'very' or 'quite' effective)
 - » Safer crossing points on walking routes (68% said 'very' or 'quite' effective)
- The top 3 most effective measures for travel reduction are:
 - » Jointly, better space for working from home, a better range of shops and services near to where I live and more flexibility from employers to work from home (73% said 'very' or 'quite' effective)

Focus group findings:

Car travel

There was little discussion around the pros and cons of car use in this focus group. Congestion and expensive parking were seen as reasons not to drive. It was noted that for some residents there was no alternative but to drive and that where this is the case people should not be penalised.

“I’m going to say straight away that essentially I’ve stopped travelling by car as much as possible in York. Not particularly because of any specific reasons but bluntly, I can no longer depend on it as a form of transport because I have a weak bladder and like many disabled people, I can get stuck in traffic jams, and that is an extremely uncomfortable experience.”

“It’s expensive and even if you use your car it’s expensive to park.”

Public transport

Respondents were critical of public transport. It was felt to be expensive with poor routes around the city. Respondents cited several access issues that impeded their use of public transport in the city, including lack of wheelchair space, ramps that are insufficient, a lack of opportunity to build confidence and bureaucratic obstacles.

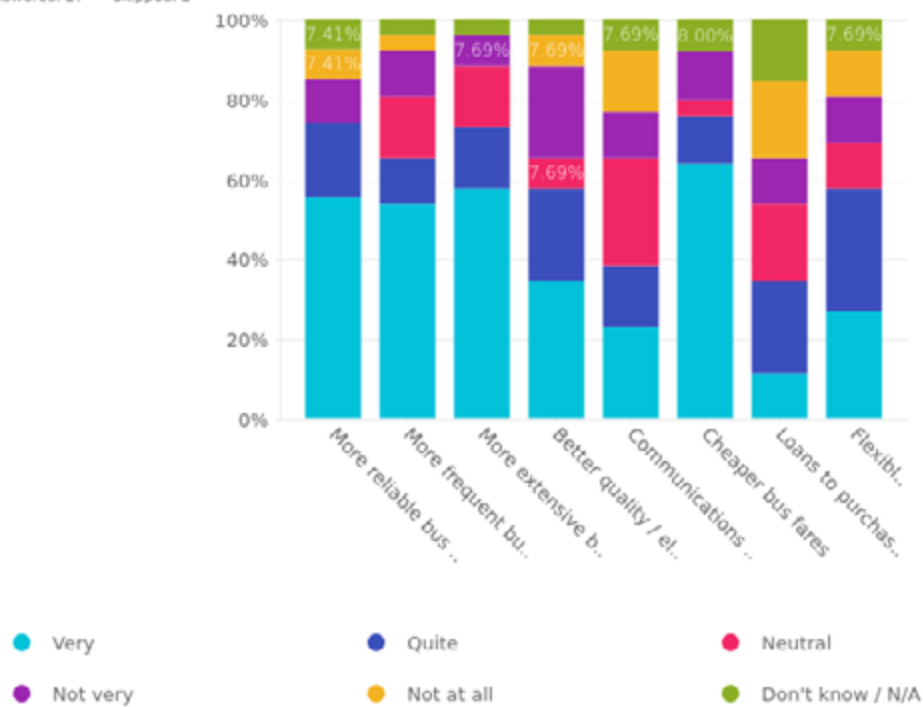
This is in line with the survey data where **76%** of respondents said that cheaper bus fares would be either very or quite effective in encouraging them to travel more sustainably, and **73%** said a more extensive bus network would be very or quite effective in encouraging them to travel more sustainably.



Responses from disabled residents in answer to the public-transport specific question, how effective would the following measures be in encouraging you to travel more sustainably?:

Public Transport

Answered: 27 Skipped: 2



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
More reliable bus service	55.56% (15)	18.52% (5)	0.00% (0)	11.11% (3)	7.41% (2)	7.41% (2)	27
More frequent bus services	53.85% (14)	11.54% (3)	15.38% (4)	11.54% (3)	3.85% (1)	3.85% (1)	26
More extensive bus network	57.69% (15)	15.38% (4)	15.38% (4)	7.69% (2)	0.00% (0)	3.85% (1)	26
Better quality / electric buses	34.62% (9)	23.08% (6)	7.69% (2)	23.08% (6)	7.69% (2)	3.85% (1)	26
Communications promoting bus safety	23.08% (6)	15.38% (4)	26.92% (7)	11.54% (3)	15.38% (4)	7.69% (2)	26
Cheaper bus fares	64.00% (16)	12.00% (3)	4.00% (1)	12.00% (3)	0.00% (0)	8.00% (2)	25
Loans to purchase a bus pass	11.54% (3)	23.08% (6)	19.23% (5)	11.54% (3)	19.23% (5)	15.38% (4)	26
Flexible multi-bus service ticketing	26.92% (7)	30.77% (8)	11.54% (3)	11.54% (3)	11.54% (3)	7.69% (2)	26
Any additional comments?							2

Bus Cost

“I’m going to throw something out there that’s revolutionary now, one thing you can do to improve the sustainability...of journeys is free public transport.”

“I start the training tour by asking them to come and meet me at the bus stop, and travel with me on the bus, and see the issues for disabled people trying to do that. Without exception, the three councillors that have done that, when they’ve actually paid the fares, they’ve gone, ‘how much?’.”

Bus Routes

“I mean from my perspective, the bus service is completely useless, both because I find it hard to get into them but also because they don’t go anywhere I want them to go because everything is broken in the centre of York... I went and got my disabled card which gives me free bus travel in York. I haven’t actually used it in 5 years, I’ve never found an incentive to use free bus travel in York.”

Bus Access

“I’ve never done a bus because I’m too terrified to do it. I hear too many stories about having to fight with the buggies for the disabled space.”

“It’s not easy, I mean, to be honest, because I’m visually impaired, even before I was a wheelchair user, I started off with sticks, and crutches, moved on to a row later, I was already aware of the dimensions of the bus so I got my brother to chalk it out on my hard paving at the back of my house. I put obstacles where the poles are and then I practised reversing into the space before I actually did it, but it’s hard because you’ve got 20 pairs of eyes on you, so this is something that I have suggested as well to bus companies is to have a day where they make a bus available at the depot for people to try without 20 non-disabled people viewing it as entertainment.”

“So I use a mobility scooter rather than a

wheelchair, and I was told I could get the pass from my local operator in York. So I applied to get a bus from the local operator and was told no, York doesn’t do it, but I’d instead have to go to the depot in Selby to do it and then I asked, how am I going to get to the depot in Selby? On a bus? They literally don’t want to hand out these things because they don’t actually want people on the buses with scooters really.”

“Well I think if there is an agenda or strategy to encourage us as disabled people to use the buses, then they need to facilitate a way to help us feel confident in doing that and that idea of being able to use the bus without lots of able-bodied people watching as we try and negotiate our wheels or our sticks or whatever, negotiate onto a bus then I think that would be a really good idea.”

“One thing that I have observed on buses in terms of getting a wheelchair on is related to the ramps, which don’t always come up as easily as they should and certainly don’t go back down as easily as they should. That means that the doors can’t close and the bus is delayed, it was delayed for about 10 minutes the other week. Of course, that means the disabled person in the wheelchair has everyone’s eyes on them, in terms of blame.”

Trains

Respondents discussed the creation of a new train station in Haxby. They are in favour of an extended rail network within the city but are critical of the council’s approach to planning.

“Then that brings us onto the latest project which is Haxby station, because from a sustainability perspective, wouldn’t it be better if people in the villages could be persuaded to use trains more, both to access York city centre or indeed further afield - Malton, Scarborough, Harrogate and Leeds in the other direction. What does the city council decide to do? Well, it buys a field in the middle of absolutely nowhere on not even a B road, it’s just a country lane that isn’t even listed, not on any kind of bus route, anywhere near a bus route, whereas

the alternative site was actually in a place that a lot of people could have walked or cycled to make the journey.”

“You’re going to have to drive to get there, well it seems to negate the point of it. I just think with a lot of these things, it just feels like it’s a tick box exercise - this ticks the sustainable thing.”

Active travel

There was less discussion about active travel in this focus group but frustrations centred around a lack of planning and poor infrastructure. A lack of safe places for pedestrians and cyclists to cross the inner ring road was one issue, another was the prioritisation of loading bays over pavements.

“The main problem I have is that it is impeded by poor infrastructure and sharing the roads with vehicles. Essentially York hasn’t had a transport plan since I’ve been here - 15 years - and it’s just got worse and worse.”

“I would say that one of the issues in York is that the inner ring road represents a huge barrier to anybody using anything but a car. So there are actually very few places where you can get across the inner ring road in a safe manner and they’re not always the best mode of active travel. So it talks about raising levels of walking and cycling but it’s actually quite hard to get into the centre so I think there’s a couple of bridges where you can get under and into the city centre area without crossing the inner ring road, but they are the exception rather than the rule and that’s a real issue on how that inner ring road is going to be structured.”

“There’s a scheme we’re looking at going into Piccadilly at the moment which is prioritising the loading bays rather than pavements or cycles on Piccadilly. We’re looking at Tadcaster Road which basically has no cycle provision on it whatsoever so the council is actively going against government guidance at the moment to provide alternatives to people. That’s what it’s about, it’s about providing

alternatives, it’s not about saying everybody has to do this but we need to be moving as many short journeys onto cyclists but most people cycle despite the infrastructure, not because of it at the moment.”

City centre

Headline survey statistics

- **79%** of respondents visit the city centre during the day on a weekday
- **69%** of respondents visit the city centre during the evening on a weekday
- **71%** of respondents visit the centre during the evening on a weekday and **50%** on a weekend
- **65%** have chosen to support more independent businesses since the start of the pandemic
- Accessibility improvements were a key theme throughout the responses to the question, what is the one thing you would most like to change about the city centre?

Focus Group Findings:

City centre use

Respondents wanted to see fewer empty shops in the centre (and beyond), and they wanted to see innovative uses for empty buildings in the city centre.

“I’m tired of seeing shops closing down in York and losing a lot. Not that I can get into town now, into York but even on the outskirts, you see shops closing.”

“It’s my personal belief that this city’s council is not helping itself. They’re basically commercialising every single last inch of public realm space with all the cafe licensing in the middle of the street or blocking the pavements, when you’ve got a whole host of empty premises. And yet you’ve also got temporary commercial vehicles like ice cream vans,

doughnut trailers, all of that sort of thing. So if they were enterprising and innovative, what they could maybe do would be to work with owners of empty premises, maybe say, maybe, a really big premises like the vacant Debenhams on Davygate and turn that into a food court and have all these tiny little micro-businesses all share the space.”

Amenities

Some of the participants were able to access amenities close to where they lived but still needed to travel to central York for certain activities. Others did not have good access to amenities without travelling. There was a desire to see a city-wide plan that addressed access either through better transport links or the development of amenities outside of the centre.

“So I’m fortunate that where we live, we can access Bishopthorpe Road and other shops that are nearby so I don’t have to go to the centre. But I think that is the exception rather than the rule.”

“I’m okay in Haxby but if I want to go to the bank, my closest or local bank is in town and it’s in the centre of town.”

“I live - I want to say close to Acomb - but I can’t access it unless I drive in and park in a Morrison’s car park or family drives in. It’s so near but yet so far. I mean there’s a few little shops around here, sparsely located but again, I can’t access them.”

“York has grown a lot but it is still a mono-centred place, it’s still basically a single-centred place, there is basically nothing else. There is small growths around Haxby and Acomb but essentially it’s the centre and it’s getting too big basically for that. So either it needs to have a really big investment in transport infrastructure, buses, trams, whatever and really think hard about that or it needs to actively develop sites outside of York. The cunning way to do this is a local plan, which I think is what the plan is regarded by every single other place in the entirety of the United Kingdom except York, which decides that it

isn’t going to have a ‘your local plan’. So essentially there is no plan at the moment for how to deal with the transport issues in York because there’s no local plan in which to base it on. We’re just set up to fail.”

Tourism

Participants in this focus group felt that the council prioritised tourists over residents and there was concern that future plans for the city would make this tension worse.

“Every 5 minutes there’s some new erection of tents and paraphernalia which for us as disabled people causes major access problems. Even from looking on Twitter, there’s a lot of non-disabled people who have said that it’s not what they want to see, they feel it’s kind of destroying the culture of the city”

“I would highlight that in priority 2, a global city, it explicitly says growing the value of tourism with the quality offer for visitors and locals. I would worry that that bullet point would be the only thing that’s delivered from the current strategy as written and actually as I think you’ve heard from everybody else here as well is that we explicitly don’t want that as a group.”

Access

A number of access issues within the city centre were identified by this focus group. Concerns centred around the effects of the restriction on blue badge parking, and the impediments caused by pavement cafes. There was concern about plans for future developments and that a lack of inclusion was being built into them. Respondents felt discriminated against and unwelcome in the city centre.

“I can no longer drive because I’m visually impaired and I have a physical disability, and as we all know blue badge holders can’t get into some places... It feels like disabled people are being barred from the city centre and when you’re reliant on a car to get you there, or even a taxi, the fact that they

can't drop you where you want to go, it just feels like us as a group of disabled people are just being discriminated against, it's ableist."

"The thing is, if you're on wheels and you're on a pavement trying to get through, my mum and dad were up and took me into town, I think I was on Stonegate or something, and I was ploughing along on a pavement and all of a sudden get to a pavement cafe that's blocking my way. There was no dropped kerb to get off and no room to turn round."

"I make my sustainable journey on the EV bus to the city centre and shop there. Which is why it's such a pain, all these pavement cafes and temporary structures set up everywhere because it impedes me basically going about my day-to-day business."

"So you get to the bottom and that's the point in which then I go up the dropped kerb and get onto the pavement on the left-hand side to cross the bridge, that's my route to Waitrose. Can't do that anymore since they've issued this licence, because they've granted it so that they can have the furniture the full width of the pavement. Now I'm sure as many of you all know, the problem with that is that the actual carriageway going over the bridge and for a very long extended bit, it's all sets and they're all really uneven sets. Then the opposite footpath on the right-hand side, the footpath there, if you're in a wheelchair, it basically tips you into the road so they have effectively made Fossgate impassible to me and this is totally against government guidance because in that guidance there is a no obstruction rule."

"So I have big concerns about the plans for the station frontage refurbishment because it again reduces the number of blue badge parking bays and it totally takes out all the ones that are short-term undercover at the moment... so for disabled people, they're building in inaccessibility which is so frustrating, which okay, yeah it might look prettier at the end of it but it's going to be a darn sight less convenient for everybody to use. That's the thing about inclusive design, you actually benefit everybody when you make things easier."

"They just keep coming up with reasons why they don't want disabled people in town which okay, that's their choice, but as a group of people, that's not great because I don't think any other minority group would let them get away with that. They wouldn't be saying we don't want any gay people in town or we don't want any people of colour, but for disabled people, apparently that's okay. So I do find that quite difficult."

Further focus group findings

Equity

Equity was very important to respondents in this group. It was clearly a topic which many participants felt very strongly about. This is in line with the survey data where 63% of respondents said that "fair and inclusive" should be one of the most important objectives of the city's climate strategy.

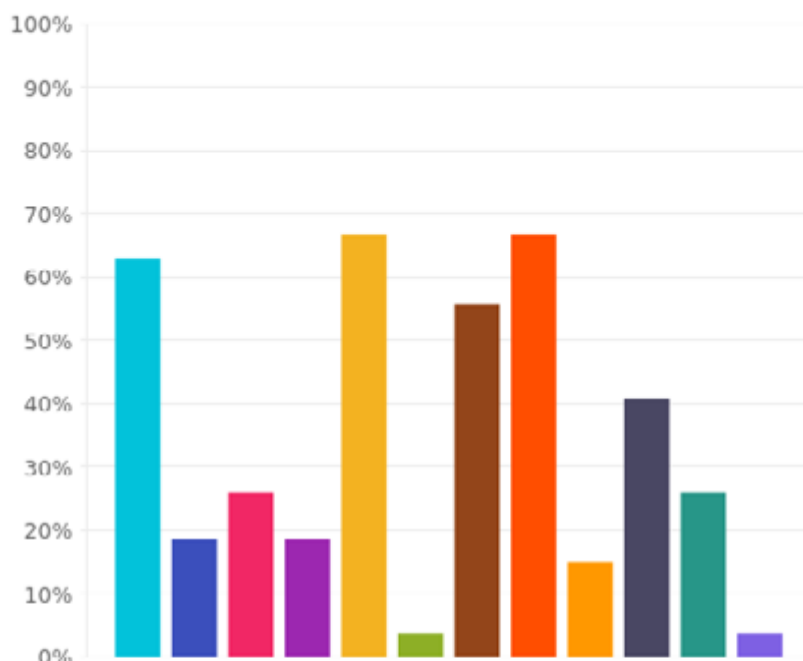
Respondents, however, cautioned against placing blame or shame upon those who were unable to make greener choices due to safety, disability or other characteristics beyond their control. They felt that alternatives needed to be prioritised to ensure equitable access and that a one-size-fits-all model would not be appropriate.

63% of respondents said that "fair and inclusive" should be one of the most important objectives of the city's climate strategy.

Responses from disabled residents:

Which of the following objectives do you think should be the most important parts of the city's Climate Change Strategy? (Select up to a maximum of 5)

Answered: 27 Skipped: 2



- Fair and inclusive
- Delivered at the best value
- Build sustainable communities
- Create new employment and investment opportunities
- Improve health and wellbeing
- Increase collaboration and co-operation
- Improved housing
- An efficient and affordable transport system
- Access to new learning and skills training
- Fast and reliable internet access
- Strengthening local communities
- Other (Please specify)

“Disabled people as a group are being made to feel additionally guilty, above and beyond the general population...I don't think we should be made to feel guilty for taking a lift when we cannot take the stairs. So it's a dangerous trend that we're moving towards.”

“They need to take more care in how they target these things when they're looking at the minority

groups. Essentially what they want to achieve for the general population is it sometimes has to take into account that even if it's not intended that way, it might have a disproportionate impact on minority groups.”

“It's almost like you've got the end goal in the document but then there's nothing filling it realistically, how you're going to get to that

destination, like exactly what you've said - it's kind of you know, sort of structuring it around what we would like but then being more productive in how we're going to do this. And also how the public, us, are going to achieve it and making it in small simple steps and then maybe we will get to that hopeful conclusion of we're doing better in regards of the environment, rather than this is what we really want, we're really excited, we want this, it's going to be zero, but you're not telling us how to do it properly."

"I think if there's not accessibility then social pressure doesn't really work. So I was reading the thing and it was saying about how we need to have a 33% increase in active travel but it's not necessarily an issue of people can't be bothered, there's other factors like do people feel safe walking home at night when there are places that aren't particularly well lit? And things like that. So you need to make sure there's other avenues available for people, not everyone can just obviously buy an electric vehicle. Not that that's what it's suggesting but I think definitely, if there's not accessibility then social pressure will just never work and it'll make people feel even worse and apathetic that there's not really anything they can really do to sort of change it."

"For many of us, a car is an essential vehicle... I do support a blue badge holder's right to be able to drive their vehicles and park close to their destinations because that is an essential vehicle and it is an essential journey."

Engagement

Respondents had little or no faith in the Council's desire or ability to enact policies that it puts in place. Joined-up thinking was a specific area of opportunity identified in the discussions, with the need for different departments to work together with a greater degree of visibility and commitment.

"I've been involved in strategies for sort of 30-40 years. I used to work for North Yorkshire council and those exact things were in their strategy 25 years ago. Nothing changes because they're not implemented, nobody looks into them. They

look like great bullet points on a piece of paper, world-class workforce and competitive economy and things like that and connections. It's really meaningless."

"So again it's another example of what we've all been saying - no joined-up thinking. They can have strategies but the reality of what they're doing in a piecemeal way, all working in separate silos means that nothing fits together and doesn't really make a great deal of sense."

"It's frightening how much worse it's got, if you look at the statistics, less people are cycling than they were 10 years ago in York. That's because of the active involvement of the council of not providing infrastructure for them to do so. The council reaps what it sows and it isn't providing for active travel and hasn't done for the last nearly 10 years and therefore people aren't using active travel, so it better be a better strategy, this."

Blue Collar Workers

Environmental

Headline survey statistics

- **58%** of respondents strongly agreed with the ambition to become a zero-carbon city by 2030
- **42%** of respondents also strongly agreed with City of York Council employing carbon offsetting.
- According to respondents, the top 4 objectives to be considered in York's climate strategy were:
 - » Improve health and wellbeing
 - » Build sustainable communities, an efficient and affordable transport system, and 'fair and inclusive' (jointly.)
- **42%** of respondents have already made improvements to their home and **42%** plan to do so in the future.

- **63%** of respondents have changed their personal travel, **27%** plan to make changes, and **9%** do not plan to make any changes.
- **79%** of respondents have made changes to their purchasing habits and **15%** plan to make changes in the future.
- **82%** of respondents have reduced their waste, and the remaining **18%** plan to do so.

- Cost (**63%**) was identified as the biggest barriers to reducing carbon footprints.
- Lack of infrastructure (**38%**) was the biggest barrier to preparing for the impacts of climate change
- **82%** of respondents said that it's 'very important' for large private businesses to take responsibility for delivering zero carbon in York, with the remaining **18%** saying it's 'fairly' important,

76% said that it's very important for the council to take responsibility for delivering zero carbon in York.

Focus group findings:

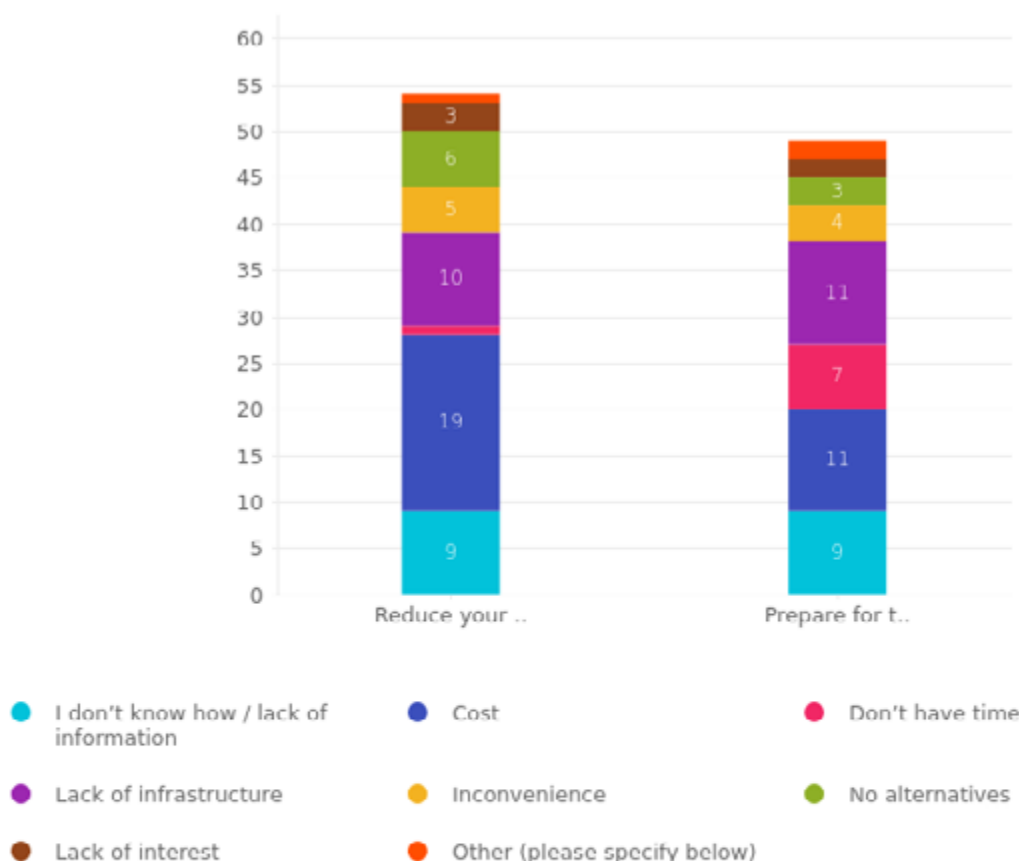
Motivation and perceived responsibility

There was little discussion in this group around motivation and perceived responsibility. The main barriers to making greener choices were seen to be cost and the availability of appropriate services or products. This is in line with the survey data where 63% of respondents said that cost prevented them from taking action to reduce their carbon footprint.

Responses from blue collar residents in answer to a question about the barriers to reducing their carbon footprints or preparing for the impacts of climate change:

Thinking about the areas listed above where you have not yet acted on, which, if any, of the following are preventing you from taking action to...? (Tick all that apply)

Answered: 31 Skipped: 4



Row	I don't know how / lack of information	Cost	Don't have time	Lack of infrastructure	Inconvenience	No alternatives	Lack of interest	Other (please specify below)	Response count
Reduce your carbon footprint	30.00% (9)	63.33% (19)	3.33% (1)	33.33% (10)	16.67% (5)	20.00% (6)	10.00% (3)	3.33% (1)	30
Prepare for the impacts of climate change	31.03% (9)	37.93% (11)	24.14% (7)	37.93% (11)	13.79% (4)	10.34% (3)	6.90% (2)	6.90% (2)	29
Any additional comments?									7

Researcher: So you mentioned there the cheapness of those products, does that affect what you...when you make a decision about what's green and what's not, does the cost impact on that a bit?

Participant C: Yeah, it does, I'll admit it does for me, absolutely.

Participant B: As I say, I think for some products it does, and then others, it doesn't...And I live quite close to a refill shop, so things like soaps and shampoos and home goods are more cost-effective to get refilled than not... But buying food there, I couldn't really, it's not sustainable, like, it's just not in terms of my bank balance, like, it's not, I can't do that.

Net-zero

Respondents in this group were sceptical about achieving zero carbon emissions by 2030. There was concern about how big the necessary changes would be and how they would impact residents:

Achievability

"So I don't know how we could be carbon zero because I just can't see in eight years, you're saying 2030... I just don't think it'll happen."

Participant B: I don't think there's a hope in hell.

Researcher: So you don't think it's achievable?

Participant B: No, not until 2050 or beyond.

Impact on residents

"I don't think you can just force carbon neutrality on everyone without having some, you know, plan in place, because not everybody's going to have an electric car by 2030... Or any of the other things. I doubt the council will even have the recycling sorted out by 2030"

Participant C: It would require a lot of changes, I think to the city, but I'm not sure it necessarily would be what everyone would...

Participant B: It would be a revolution

Green initiatives - Recycling

Participants were frustrated with the city's recycling offer and the amount of curbside recycling that is available. They wanted to see a wider range of things that could be recycled at the curbside such as tetrapaks and plastics.

"I think sorting out York's recycling would be a start, because at the minute, it all seems to go in the same van and we seem to spend quite a lot of time doing it on a Sunday night and then when they come up the street, they still seem to actually go in the same van."

"Tetrapaks, you can't recycle in the collection so if you want to recycle those, you've got to go and take them to some other point... We've driven them to the recycle plant so then it's, it would be more efficient if they were collected on the doorstep, rather than every person having to drive to a recycle plant."

"There's such a lot they won't take, that it's not a convenience thing, it's just I don't know what to do with it, other than put it in landfill."

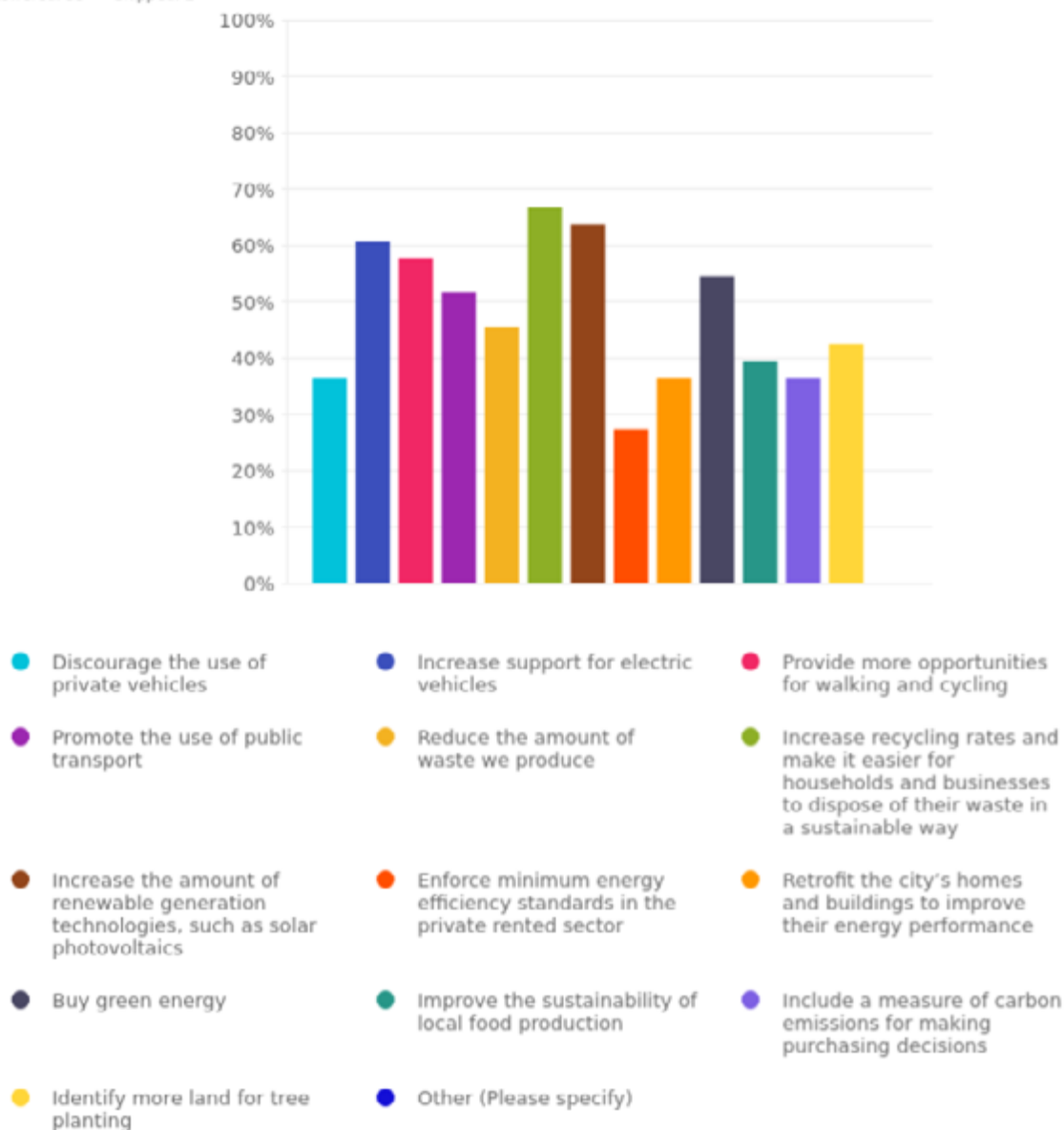
"And for me it's time as well. I don't have time to do... I'm a working mum, I don't have time to be driving here, there and everywhere to go and take different bits."

This is in line with the survey responses in which **67%** of respondents identified increased recycling rates as a priority for supporting York's zero carbon emissions.

Responses from blue collar residents in answer to the question what actions should we, as a city, prioritise for supporting our zero carbon ambition?:

What actions should we, as a city, prioritise for supporting our zero carbon ambition?(Tick all that apply)

Answered: 33 Skipped: 2



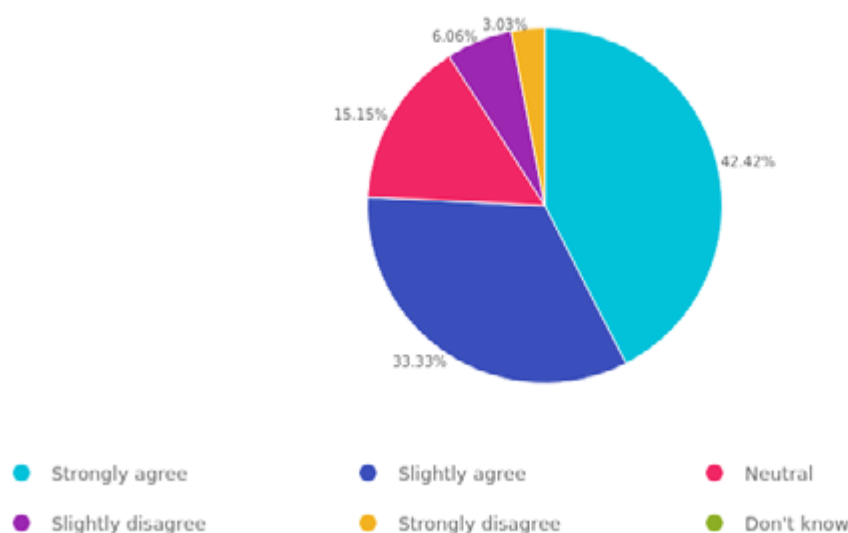
Carbon offsetting

There was some scepticism of carbon offsetting and a sense that it was shifting the problem elsewhere rather than solving it. This is in opposition to the survey data where **76%** of respondents agreed that the City of York Council should employ carbon offsetting in order to achieve zero carbon by 2030.

Responses from blue collar residents in answer to the question to what extent do you agree that the City of York council should employ carbon offsetting in order to achieve zero carbon by 2030?:

By 2030, there will be some carbon emissions that we cannot remove. We can 'offset' these remaining emissions to achieve our zero carbon ambition. To what extent do you agree that City of York Council should employ carbon offsetting in order to achieve zero carbon by 2030?

Answered: 33 Skipped: 2



“It means if you take a private jet somewhere, you can get somebody to plant a forest for you.”

“Well, they’re probably going to have to, aren’t they because they are not going to actually reduce the emissions, so they’re going to have to go somewhere else, get it done somewhere else to bring it down.”

Green energy

Respondents in this group would like to install green energy systems in their homes but do not feel they are financially viable or are restricted by the type of housing they live in. Participants were keen for there to be rules that landlords must make their properties more energy-efficient and that new build developments should have green energy solutions as standard. There was concern that this was achieved without passing costs to consumers, especially to renters.

“I think these initiatives as well, like solar panels and

boilers and electric cars, when they fit a charging point to your house they are reliant on you owning the house. I rent, so I can’t, that’s not feasible, and it won’t be feasible by 2030.”

“If you haven’t got the money you can’t implement these things.”

“I was looking, because they’ve got the nationwide scheme for like, £5000 incentive towards, like, getting an air source heat pump as a replacement for a gas boiler but even then... I looked into it because I need to get a new boiler, and a new gas boiler would be maybe £2500/3000 and even with that £5000 discount, an air source would be, like, £7000. So it makes it, the cost difference is not there, it’s not such that you could actually go, “oh well, I’ll do that.” If I do that, I’m going to need another £4000/5000 on top of that.”

“It’s for people who already have money and kind it’s, like, you don’t have to be kind of living in poverty to

kind of feel like your contributions are worthless.”

“All new builds and new developments should automatically, I think, be fitted with that (energy-efficient heating).”

“If there was something the council could implement, something where landlords had to reach a certain level on the EPC before they could rent the houses, insulation or whatever else so that people don’t have to overheat houses.”

“Just being cynical, like I can just see there would have to be a way to make sure that those costs weren’t being pumped into rents, which are already going up.”

Economy

Headline survey statistics:

- **48%** of respondents said that they are shopping online slightly more than before the pandemic.
- The majority of respondents (**56%**) said that they have worked from home and at their usual workplace since the start of the pandemic. 28% have continued to work in their usual workplace. 33% expect to work from home slightly more than before and 21% expect to work from home much more than before.
- **45%** of respondents in were interested in starting their own business
- Lack of finance was the biggest factor in not starting a business, with lack of knowledge coming second.
- **55%** of respondents felt slightly optimistic about the security of their job or business.
- **42%** felt slightly optimistic about their future career prospects
- **27%** said that they could handle a major

unexpected expense ‘not very well’, and **18%** said not at all well.

- **45%** of respondents said that the statement ‘I am just getting by financially’ describes them ‘quite well’, **6%** said ‘very well’, and **39%** were neutral.
- **39%** were also neutral about the statement ‘I am worse off financially than I was 12 months ago’, **18%** said this statement describes them ‘very well’ and **21%** said ‘quite well’
- **60%** of respondents said that they ‘slightly agreed’ with having enough opportunity to use their existing knowledge & skills in their current role.
- When asked how much they thought the skills needed in their current job will change over the next 2-5 years on a scale of 1 (not at all) to 10 (completely), respondents answered 6 on average.
- **44%** of respondents took some form of work related training in the last year, and **31%** in the last 2 years
- When asked how much they thought the skills needed in their current job will change over the next 2-5 years on a scale of 1 (not at all) to 10 (completely), respondents answered 6 on average
- **33%** of respondents took some form of work-related training in the last year, and **28%** in the last 2 years

Focus group findings:

Living in York

Participants in this group were concerned about housing in the city. They were keen for local people to be able to afford housing. They were critical of older or publicly owned buildings being sold off for luxury apartments that may be beyond the financial reach of ordinary residents.

“I think better, more affordable housing should be a priority and I think you’ve got to get your

infrastructure for the people that live here... Those are the things I think about for York. I want people that live here to have, to be able to afford their own home.”

“They’re talking about moving (All Saints School) and just creating a whole new building and then selling it off for flats. But again, that’s going to be, they can’t change the outside of it because of it being listed. So the people who can afford those are going to be people with a lot of money.”

Jobs and pay

Finding jobs

Respondents felt that it was hard to find work in York outside the hospitality and retail sectors and that other local cities such as Leeds offered better job prospects.

“It’s difficult to find jobs in York.”

“It depends what kind of job you want, doesn’t it, like, if you want to go and work in a bar or a restaurant or in the care industry, like, there are lots of jobs, but outside of that, I don’t know.”

“If you want to get involved at the big industries, you’re probably going to go and live in Leeds, because that’s where they are.”

Apprenticeships

Respondents thought apprenticeships were important and wanted them to be meaningful and worthwhile for both the apprentice and the employer. Respondents noted that more support was needed to help both apprentices and employers in finding and creating opportunities.

“You mentioned like, work placements and internships and kind of opportunities like that, what kind of infrastructure will there be provided by the council to make sure that people who are taking those up as opportunities are actually getting good

quantifiable work experience that contributed to their career development, and further the business and didn’t just leave them out of pocket for kind of an unpaid or underpaid opportunity for a few months, and, then, “off you go and get another one.”

“My daughter did an apprenticeship at the hospital, but it was quite hard to get that, it wasn’t easy to find, there used to be a place in Coppergate that was open for young people, and they would help, but that’s closed.”

“My brother’s a builder and he was interested in taking on an apprentice, but he was saying it’s actually a lot of work for him... because obviously his time is worth x amount per hour, and then to take time from that to work with his apprentice to teach them to do something, and they can’t do it as well or as quickly as he can, so it’s not just paying them... So he wants to do it because he did it, when he was young, he did an apprenticeship and that’s how he got into it and he wanted to do the same to get somebody else, but it needs to be incentivised... And making it easy for the process you have to go through to get the apprentice, it’s like, they haven’t got time to do it... he’s like, “Yeah, I’ve got to go and look at all these forms and do this, I haven’t got time.” So he just didn’t do it. So it’s the support for that employer to actually say, like, “Here’s what you need to do, we’re going to do all this for you, and here’s the support to get,” to make it more accessible for them as well to get more small businesses interested in helping young people.”

Economic development

Local businesses

Participants were passionate in their desire to make sure the economic strategy benefited the people that live and work in the city. They were particularly keen that local businesses were supported to grow and prosper.

Researcher: Do you think it is important to grow York's economy?

Participant A: I think it's important to move forwards, you can't stand still. But I think that should include everyone.

"If it means bringing in, like, a big bank or something into the Yorkshire region, that's yes, it's bringing lots of businesses, but it's not helping... whereas if you've got businesses that are kind of operating in the region that might need extra support in developing, then that, I think, is beneficial."

Affordable space

Respondents wanted to see affordable spaces for local businesses to rent. They particularly liked the model offered by Spark, feeling that it allowed local people to afford the space to try ideas and grow viable businesses.

"So something about building a business park on the periphery of York where it's affordable for businesses, so businesses could locate in York or something like that, and then it's easily commutable, like, they've got some bus routes or something so people can get out there easily."

"But if it's your own business and paying for a premises in York, it's bloody expensive. My friend's a photographer and she said about hiring a place at Spark, to be able to just get, just see how viable it is without having to take that commitment on of, like, long leases and expense of everything."

"I love the Spark ethos. Of, you know, helping small... and they're making it really affordable and a quite a few of them have actually moved onto premises, you know, I think that's really really nice."

Transport

Headline survey statistics:

- 27% of respondents make less than 20% of their journeys by car. 10% make none of their journeys by car
- 48% of respondents expect to drive the same amount as before over the next 5 years, 17% expect to drive slightly more than before
- Respondents would prefer to cycle to work, school, and college, walk to leisure/entertainment venues and to shop for small items, and use the car to shop for heavy items and visit friends/relatives long distance.
- The most serious issues in York according to respondents are:
 - » the impact of transport on climate change (77% said 'very' or 'fairly' serious)
 - » congestion and traffic in residential areas jointly (60% said 'very' or 'fairly' serious)
 - » local air pollution from traffic (67% said 'very' or 'fairly' serious).
- The top 3 most effective measures to improve public transport in the eyes of respondents are:
 - » Cheaper bus fares (90% said 'very' or 'quite' effective)
 - » Jointly, better quality/electric buses and more extensive bus network (83% said 'very' or 'quite' effective).
- The top 3 most effective measures to improve traffic were:
 - » Increased resident parking zones (57% said 'very' or 'quite' effective)
 - » More electric vehicle charging points (54% said 'very' or 'quite' effective)
 - » Additional low-traffic neighbourhood schemes (53% said 'very' or 'quite' effective).

- The top 3 most effective measures to improve active travel in the eyes of this group are:
 - » Dedicated cycle routes (83% said 'very' or 'quite' effective)
 - » Safer cycling routes (80% said 'very' or 'quite' effective)
 - » More secure cycle storage (70% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve walking were:
 - » Well lit walking routes at night (90% said 'very' or 'quite' effective)
 - » Safer crossing points on walking routes (87% said 'very' or 'quite' effective)
 - » Easier crossing points on walking routes (80% said 'very' or 'quite' effective)

"I moved to Yorkshire and I'm trying to explore more of the neighbouring region, and the beautiful walks and villages and, like such gorgeous green space, but there is absolutely no way to get to it unless you're driving."

"It's that thing, if you need to be somewhere early in the morning. And just doing multi trips because I've only got until three o'clock and then I pick up my little boy."

"I think it's very difficult without a car. I mean, my daughter works at the hospital... but they're talking about moving her out to Monks Cross, to one of the offices there. In fact a lot of the support staff. And if they do that I'm not sure how she's going to get there. I mean, it'll be at least two buses and she starts work at eight o'clock."

Focus group findings:

Respondents in this group were likely to own a car and less likely to be cyclists. They were critical of public transport citing cost, lack of routes, poor information and accessibility as barriers to use.

Car travel

Car use

There was little discussion around car use. Parking, particularly in the city centre was considered a downside, and whilst some respondents tried to avoid short trips or cycled, driving was considered a necessary option, especially for journeys outside of the city centre. Time constraints were also cited as a reason for driving.

"I don't think you could crowd cars out of York though. I think people still need to be able to use cars."

"I don't think it's particularly good travelling to the city centre in a car, but anywhere else, then I would go by car."



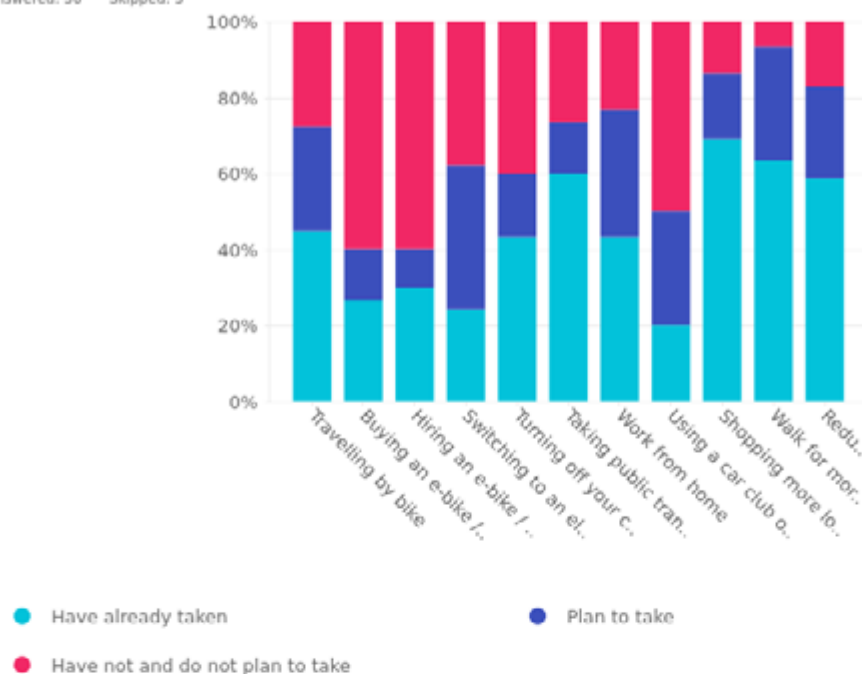
Electric cars

Electric cars were not seen as a viable transport option by respondents in this focus group. They were seen to be too expensive and difficult to charge. It was felt that large changes in infrastructure would be needed if the city wanted to support a move towards electric vehicles. This is reflected in the survey data where only **38%** of respondents planned to switch to an electric/hybrid vehicle.

Responses from blue collar residents:

Which, if any, of the following steps have you taken or plan to take that will help ease congestion and reduce air pollution in York?

Answered: 30 Skipped: 5



Row	Have already taken	Plan to take	Have not and do not plan to take	Response count
Travelling by bike	44.83% (13)	27.59% (8)	27.59% (8)	29
Buying an e-bike / e-scooter	26.67% (8)	13.33% (4)	60.00% (18)	30
Hiring an e-bike / e-scooter	30.00% (9)	10.00% (3)	60.00% (18)	30
Switching to an electric/hybrid vehicle	24.14% (7)	37.93% (11)	37.93% (11)	29
Turning off your car when stationary in traffic	43.33% (13)	16.67% (5)	40.00% (12)	30
Taking public transport (bus/Park and Ride/rail)	60.00% (18)	13.33% (4)	26.67% (8)	30
Work from home	43.33% (13)	33.33% (10)	23.33% (7)	30
Using a car club or car sharing	20.00% (6)	30.00% (9)	50.00% (15)	30
Shopping more locally and ordering online for large/heavy items	68.97% (20)	17.24% (5)	13.79% (4)	29
Walk for more of my trips	63.33% (19)	30.00% (9)	6.67% (2)	30
Reducing the number of trips I make (e.g. by combining several errands into one trip)	58.62% (17)	24.14% (7)	17.24% (5)	29
Any additional comments?				4


“At this current time, I have a hybrid, I wouldn’t want a full electric, if they gave me one tomorrow, it’s not set up enough, things aren’t set up enough yet.”

“There’s so many places in York where you couldn’t have one, you just can’t have one because you haven’t got anywhere to park your car, so I don’t know what you’d do about that.”

“I would have one if I could afford it.”

Public transport

The desire for cheaper bus travel and a more extensive bus network is in line with the survey data. When asked which public transport initiatives would encourage them to travel more sustainably, **90%** of survey respondents agreed cheaper bus fares would be either quite or very effective and **83%** agreed a more extensive bus network would be either quite or very effective.

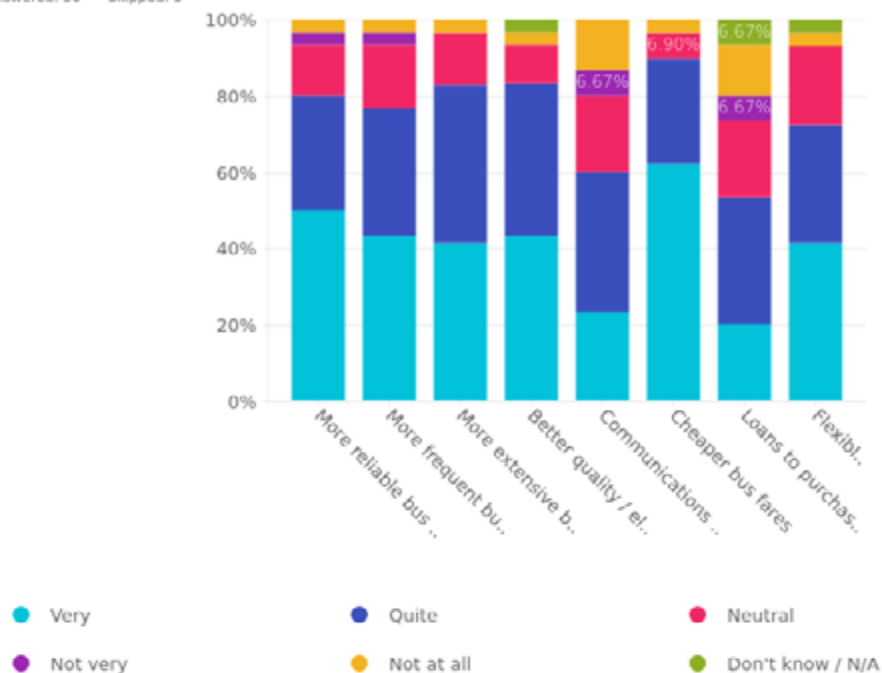


“It’s not even a case of if I could afford it because it just is so remote a possibility, like my manager’s thinking of getting [an electric car]...and she was saying about the monthly cost and I was like, “Oh, no” it’s, like, half my rent.”

Responses from blue collar residents in answer to the public-transport specific question, how effective would the following measures be in encouraging you to travel more sustainably?:

Public Transport

Answered: 30 Skipped: 5



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
More reliable bus service	50.00% (15)	30.00% (9)	13.33% (4)	3.33% (1)	3.33% (1)	0.00% (0)	30
More frequent bus services	43.33% (13)	33.33% (10)	16.67% (5)	3.33% (1)	3.33% (1)	0.00% (0)	30
More extensive bus network	41.38% (12)	41.38% (12)	13.79% (4)	0.00% (0)	3.45% (1)	0.00% (0)	29
Better quality / electric buses	43.33% (13)	40.00% (12)	10.00% (3)	0.00% (0)	3.33% (1)	3.33% (1)	30
Communications promoting bus safety	23.33% (7)	36.67% (11)	20.00% (6)	6.67% (2)	13.33% (4)	0.00% (0)	30
Cheaper bus fares	62.07% (18)	27.59% (8)	6.90% (2)	0.00% (0)	3.45% (1)	0.00% (0)	29
Loans to purchase a bus pass	20.00% (6)	33.33% (10)	20.00% (6)	6.67% (2)	13.33% (4)	6.67% (2)	30
Flexible multi-bus service ticketing	41.38% (12)	31.03% (9)	20.69% (6)	0.00% (0)	3.45% (1)	3.45% (1)	29
Any additional comments?							5

Cost

“I’ve just heard some people get on the bus and just from Acomb to York, it was, like, I think, was it £2.90 or something just one way, £2.90, and there was a few of them, they were, like, “oh we could have clubbed together and got a taxi because it would have been cheaper”.”

“I just wouldn’t do it. If it was a pound, then... when I used to live in Leeds, you used to be able to get a pound fare, which is what I did, you used to get into town for a pound, then I used to take that.”

“It’s better to have a full bus with 20 people (paying a pound) on than three people paying £3, isn’t it? I mean it’s better for everybody.”

“If you don’t have enough money to, you know, not just got loads of money hanging around to be able to go “well I’ll use the bus because it’s” or, like” I’ll use the train”. But it’s, like, the train’s going to cost me a fortune, so I’m not going to do it. It’s... I don’t see how you are going to get any uptake on it from people who don’t have the money.”

More extensive bus network

“If you want to get out to Clifton Moor or something, then you can’t just get a bus to Clifton Moor, you’ve got to... I think you’ve got to come into town, change buses and go out. So then it’s time and money.”

“I’m in Woodthorpe, and to just get to Naburn, which isn’t a million miles away, but it is in terms of the bus, because I’ve looked into it and it would be like, two buses and they’re not very frequent.”

Signage and information

“It just made me think of a poster full of writing and not knowing where to, you know, where to look. And then the 24-hour clock, I mean, it’s like you need a sort of degree to find out which bus you need to use.”

“It could be more clearly communicated, coloured routes then it’s easier to know exactly where to go... You just want a poster with a nice coloured line.”

Active travel

Respondents in this focus group were less likely to cycle, those that did cycle expressed a desire for safer cycle routes and dedicated cycle lanes. It was noted that many existing routes end in busy traffic or require dangerous road crossings. Routes with ‘share with care’ sections were also felt to be inadequate for both cyclists’ and pedestrians’ safety.

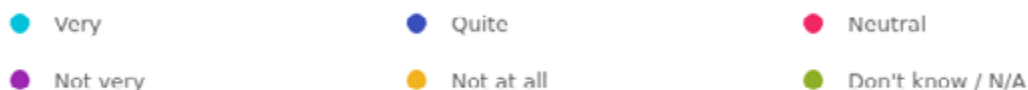
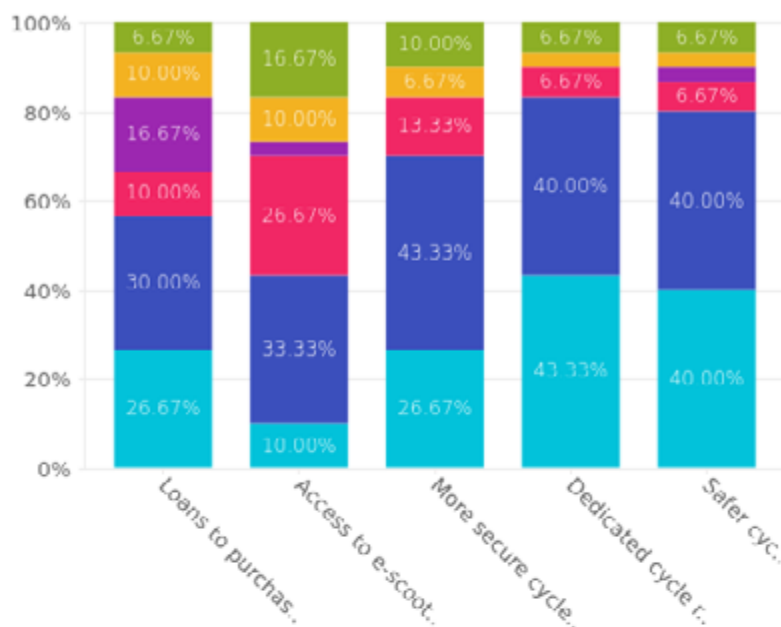
This is in line with the survey results. When survey respondents were asked which measures would encourage them to travel more sustainably, 83% agreed that dedicated cycle routes would be very or quite effective in encouraging them and 80% agreed that safer cycle routes would be very or quite effective in encouraging them.



Responses from blue collar residents to the active-transport specific question, how effective would the following measures be in encouraging you to travel more sustainably?:

Active travel

Answered: 30 Skipped: 5



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
Loans to purchase bikes/e bikes	26.67% (8)	30.00% (9)	10.00% (3)	16.67% (5)	10.00% (3)	6.67% (2)	30
Access to e-scooters	10.00% (3)	33.33% (10)	26.67% (8)	3.33% (1)	10.00% (3)	16.67% (5)	30
More secure cycle storage	26.67% (8)	43.33% (13)	13.33% (4)	0.00% (0)	6.67% (2)	10.00% (3)	30
Dedicated cycle routes	43.33% (13)	40.00% (12)	6.67% (2)	0.00% (0)	3.33% (1)	6.67% (2)	30
Safer cycling routes	40.00% (12)	40.00% (12)	6.67% (2)	3.33% (1)	3.33% (1)	6.67% (2)	30
Any additional comments?							6

Safety

“I ride a bike, but there’s a lot of the cycle lanes, especially the ones that are on the road are pretty poorly marked and it doesn’t feel like it’s really particularly safe riding on the road there.”

“It [the cycle path by the river] used to be marked, but then they took it away, and they put ‘share with care’ on, which is only at either end, so if you haven’t seen it at either end, and it’s usually... I mean, most people do, most people really do, but you only need one or two people that don’t and the child that’s swaying all over the road, for a really nasty accident to happen.”

Dedicated cycle lanes

“It feels more comfortable riding when it’s a dedicated path, when it’s on the road, especially on a busy road where people are driving 30 miles an hour, it doesn’t feel particularly safe, like, I would be more inclined to bike around it if it wasn’t in traffic.”

More dedicated cycle paths that aren’t on the roads, it’s more clearly marked, so we don’t get cars just driving in the cycle lane.”

E-scooters

Respondents felt the e-scooter scheme was fun rather than a viable green transport option. Existing infrastructure posed the same issues as cycling and the scheme was viewed as too expensive for regular use.

“I know that the electric scooters and things on the face of it are a really good initiative, but they’re not. It doesn’t actually change anything if there’s no change in the infrastructure.”

“They’re not cheap really, they’re quite fun, but I wouldn’t use it every day to just go in, because it’s expensive.”

City centre

Headline Survey statistics

- **86%** of respondents felt welcome and safe in the daytime in the city centre
- **45%** felt welcome and safe in the evening
- **28%** were unsure if they felt welcome and safe in the evening
- **79%** said that the city centre meets their needs in the daytime
- **59%** said it meets their needs in the evening
- **79%** have chosen to support more local and independent businesses since the start of the pandemic

Focus Group Findings:

There was little discussion in this session about the city centre but the group did discuss out-of-centre amenities and the idea of local high streets like Bishopthorpe Road, and how these are being, or could be created in other parts of the city.

Amenities

“I live in South Bank, I’ve got Bishopthorpe Road, which is really good, but I’m going to be moving to Tang Hall, and over there, there’s nothing really like that, like I wouldn’t be able to go, to just walk down to the greengrocers or, like... I don’t think there’s anything like the Bishy Weigh over there.”

“I think Acomb’s becoming the kind of new Bishy Road, so that’s really nice, and that’s just kind of is from Bluebird Bakery moving in and kind of how everyone’s, like... And then that attracts other businesses to think “Oh right, okay.”

“Derwenthorpe, that is actually in Tang Hall, more or less, it’s just the bottom of Fifth Avenue, and I’m sure that all the people there, everybody needs to

use the shop, don't they? I mean, I wonder if maybe they should have thought about that and put a little, you know, small... because it would be a success, like Bishopthorpe Road... It seems like a wasted opportunity that they didn't put something, because you are right Tang Hall doesn't have anything."

Members of York's LGBTQIA+ Community

Environmental

Headline survey statistics

- **57%** of respondents strongly agreed with York's ambition to become a zero-carbon city by 2030
- **33%** of respondents strongly agreed with CYC employing carbon offsetting to achieve zero-carbon by 2030
- Regarding the top 3 objectives to be considered in York's climate strategy,
 - » **64%** said improved housing
 - » **62%** said improve health and wellbeing
 - » **59%** said an efficient and affordable transport system
- **49%** of respondents in this group have not yet made improvements to their home but plan to do so in future
- **67%** have made changes to their personal travel
- **65%** have made changes to their purchasing habits
- **67%** have reduced their waste
- The majority of respondents said that cost (**54%**) was the primary barrier to reducing their carbon footprint
- **60%** said cost was the primary barrier to

preparing for the impacts of climate change

- The majority of respondents (**84%**) feel it is very important for CYC to take responsibility for zero-carbon in York

Focus group findings:

Motivation and perceived responsibility

Perceived responsibility

Respondents in this focus group felt that too much emphasis was placed on individual responsibility to make greener choices. Some participants felt big business needs to take responsibility for driving change, others wanted to see action from the council.

This is in line with the survey data where the majority of respondents said that it was either very important or quite important for large private businesses (**92%**) to take responsibility for delivering zero carbon in York. **95%** said it was either very or quite important for City of York Council to take responsibility.

"I think we need to be really cognisant that the drivers of climate damage are not primarily individual citizens living in our homes, not recycling enough. You know, the drivers of the damage are industry, agriculture, you know, mining, raw materials generation, you know, and all of this sort of thing. And strategies that rely upon, kind of, incentivising recycling and incentivising cleaner purchasing and things like that are both missing the point and ineffective."

"100% me taking the bus one day won't stop Nestle dumping plastic waste."

"You hear about all these words, and it's, like, 'Okay, that's great,' and people like us who care and we've come along today to talk about it, you know, I get frustrated, it's, like, okay, we've talked about it, what are you going to do? Because some of the things we've talked about are so easy to fix, like, really easy to fix, and are they...you can't predict the future,

but let's see, but let's see the council, which is Green/Lib Dem, so of all flavours, it should be them, let's see them do something."

"It's far too easy to put the onus on the individual and say, "Hey, it's you all's jobs to do that stuff," but actually if this is the strategy of your council, let's see what they're doing."

Net-zero

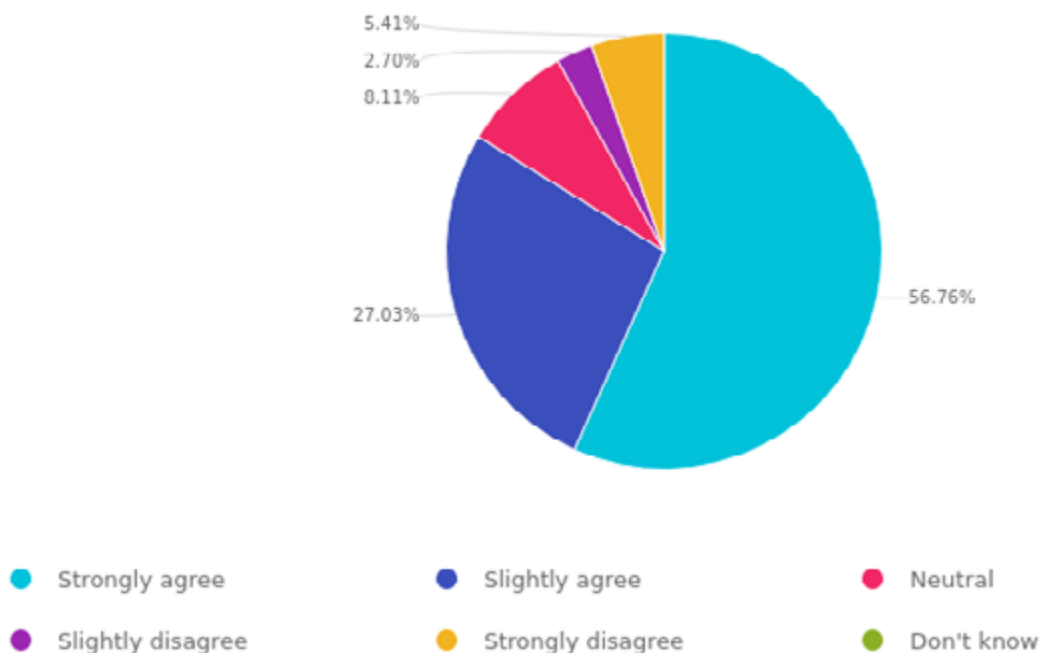
Approval

Respondents strongly approved of the ambition to become a zero-carbon city by 2030. Some even want to achieve it sooner. This is in line with the survey data in which 84% of respondents either agreed or strongly agreed with the ambition.

Responses from LGBTQI+ residents in answer to the question, how strongly do you agree with the ambition for York to become a zero carbon city by 2030?:

How strongly do you agree with the ambition for York to become a **zero carbon city** by 2030?

Answered: 37 Skipped: 2



“I can’t see anything that isn’t good about this plan.”

“I think we should do it sooner.”

“I don’t know what we’re waiting for, I think we should just get on with it, and I think, you know, you just walk around York and there’s so much easy wins that we could get, but seemingly we don’t do anything, so I don’t know what’s massive about 2030. What about now? I think get on with it.”

“I just wish we were doing more sooner, because the country as a whole is talking about this, for how long, I mean, it’s over a decade, right? And yet here we are in 2022 still thinking about it. I don’t know what we’re thinking about. We know what we need to do, why don’t we do it? And why don’t we just give it a go? Why don’t we make cyclists have priority over cars?”



Achievability

Although respondents agreed with the ambition to be a zero-carbon city by 2030, there were mixed opinions about the feasibility of achieving it. Some felt York was in a good position to make meaningful changes, especially around transport infrastructure. Others felt the scale of the climate crisis and a lack of clear, measurable objectives in the strategy meant it was unlikely to be achieved.

“I’m thinking we have to make changes like this is an existential question. And as a result, this is about pure necessity rather than anything kind of more wish-washy feelings aspirationally.”

“What we’re talking about, something like, you know, getting a transport network that gets people around, that’s a much smaller ask in York than a lot of places. Yeah, I think it’s definitely achievable.”

“So, it’s a great ambition to have, but the practicalities of the situation that we’re in are probably more severe than we’re able to influence, not to be terribly pessimistic.”

“I read the strategy and was like, great, but what are we going to do about it and how is it going to happen? The idea’s great but sort of where’s the detail?”

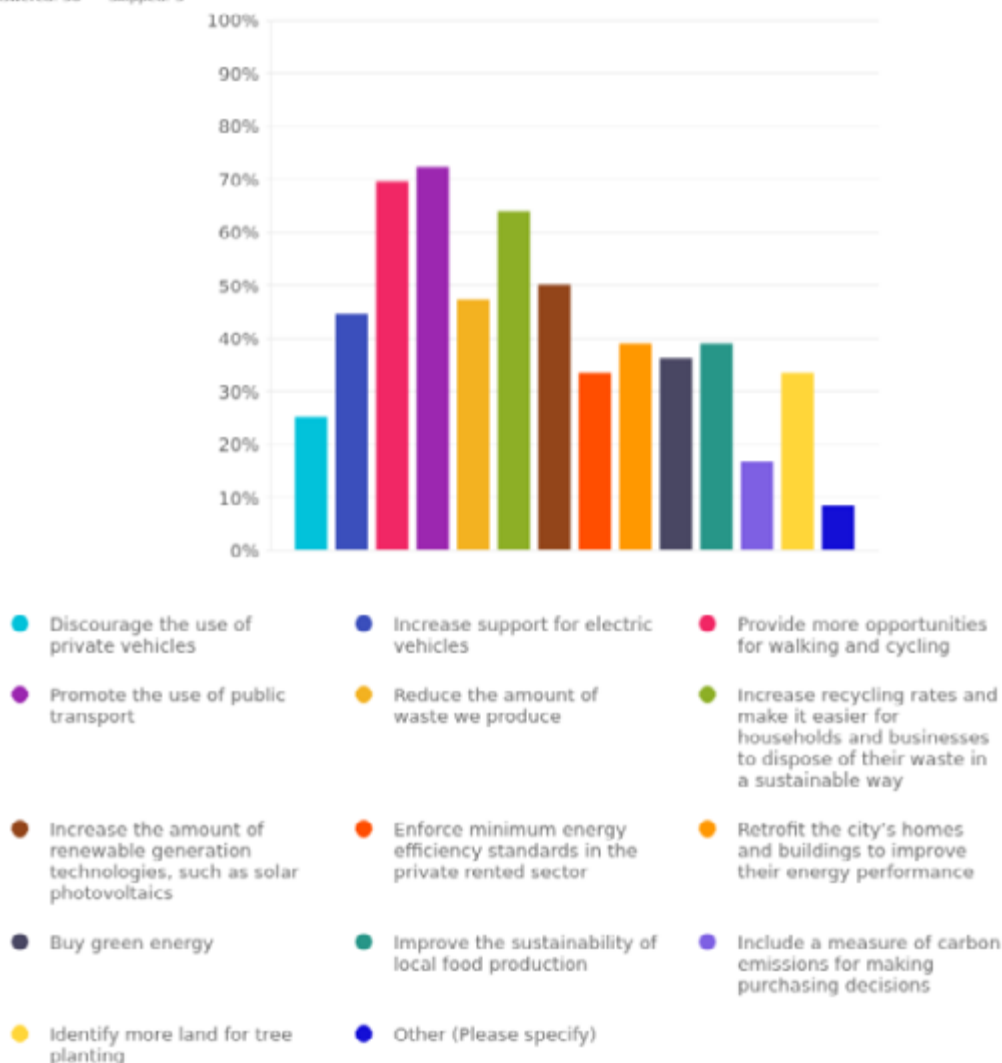
Green initiatives

Recycling

Respondents were critical of recycling in York. Most criticisms centred on the limited range of roadside recycling options. Respondents wanted to see roadside recycling extended to cartons, soft plastics and food. York was felt to be out of step with other parts of the country. This is in line with the survey data where **64%** of participants said increasing recycling rates should be prioritised to support the city’s zero carbon emissions.

What actions should we, as a city, prioritise for supporting our zero carbon ambition?(Tick all that apply)

Answered: 36 Skipped: 3



“Recycling is a disaster in York.”

“Like, they don’t take milk cartons and things like that, because they’re a certain type of plastic. And it’s, like, “Okay, so I’ll just put it into landfill then.”

“Wider recycling options from home, i.e. soft plastics.”

“And food, because they don’t take food as well.”

“I feel like there’s a really huge, missed opportunity there and I don’t understand why they’re so out of

step with the rest of the country on that.”

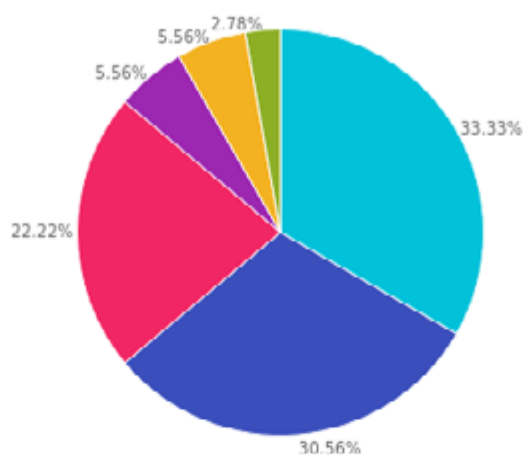
Carbon offsetting

Participants were critical of carbon offsetting as a means of achieving zero carbon. It was seen as a last resort and respondents felt money could be better spent on other green policies that reduced carbon use. This is contrary to the survey data where only **12%** of respondents said they either disagreed or slightly disagreed that York should employ carbon offsetting to achieve zero carbon by 2030.

Responses from LGBTQI+ residents in response to the question to what extent do you agree that City of York Council should employ carbon offsetting in order to achieve zero carbon by 2030?:

By 2030, there will be some carbon emissions that we cannot remove. We can 'offset' these remaining emissions to achieve our zero carbon ambition. To what extent do you agree that City of York Council should employ [carbon offsetting](#) in order to achieve zero carbon by 2030?

Answered: 36 Skipped: 3



- Strongly agree
- Slightly agree
- Neutral
- Slightly disagree
- Strongly disagree
- Don't know

Choices	Response percent	Response count
Strongly agree	33.33%	12
Slightly agree	30.56%	11
Neutral	22.22%	8
Slightly disagree	5.56%	2
Strongly disagree	5.56%	2
Don't know	2.78%	1

“Let’s actually produce less. And then if it came to the point where we were, like, “Oh look, there’s a tiny, tiny amount,” then we could... So I think it should go to the bottom of the list almost.”

“Zero carbon is a buzzword. Are we offsetting? Are we sending waste overseas? What does it mean in practice?”

“My understanding of carbon offsetting is you’re basically paying to offset the carbon you’ve not fixed, you’ve not addressed, and personally, I don’t really think that’s a good use of public funds to pay to do something that you were too lazy – and we’re doing air quotes here – to fix in the first place. But it’s also that that money goes into private companies, so why would you want to fund profits? I don’t understand what we get out of that apart from a label, with something like that. We don’t want a label, we want action.”

“If there’s a budget available, instead of spending it on carbon offsetting, help people buy bikes. They’re very expensive.”

Green energy

Respondents recognised that large-scale changes needed to be made to the way we heat our homes to reduce carbon use. Difficulties in retrofitting York’s housing stock were discussed, as were the best methods to reduce carbon use. The cost of some green energy initiatives, such as air source heat pumps, was felt to be financially out of reach.

“We need to change how energy-efficient homes are on a huge scale.”

“I mean, yeah, I have a gas boiler; would my house be better without it? Maybe. But first of all, maybe we deal with the fact that there’s a lot of Victorian housing stock that’s slightly damp and slightly cold in York. You know, I feel like you could make a much bigger difference to my home with insulation than you could make by changing the heating system.”

“I mean, I live in a Victorian property; it was built in 1875, and recently we’ve put a new boiler in and we hesitated, but what else do you do? We can’t put ducts in, you know, the posh warm air, there’s nowhere to put it. So we have no choice.”

“I mean, it’s just unaffordable... It’s tens of thousands.”

“I’m also concerned about the climate change where they want to retrospectively fit gas appliances in residential homes and also businesses and the cost impact of that because the cost of these isn’t cheap when you compare it to something like a gas boiler. You can get a new gas boiler for around £2,000. To get a renewable energy source such as, like, a heat pump, you’re looking at a minimum £8,000 and that is an awful lot of money.”



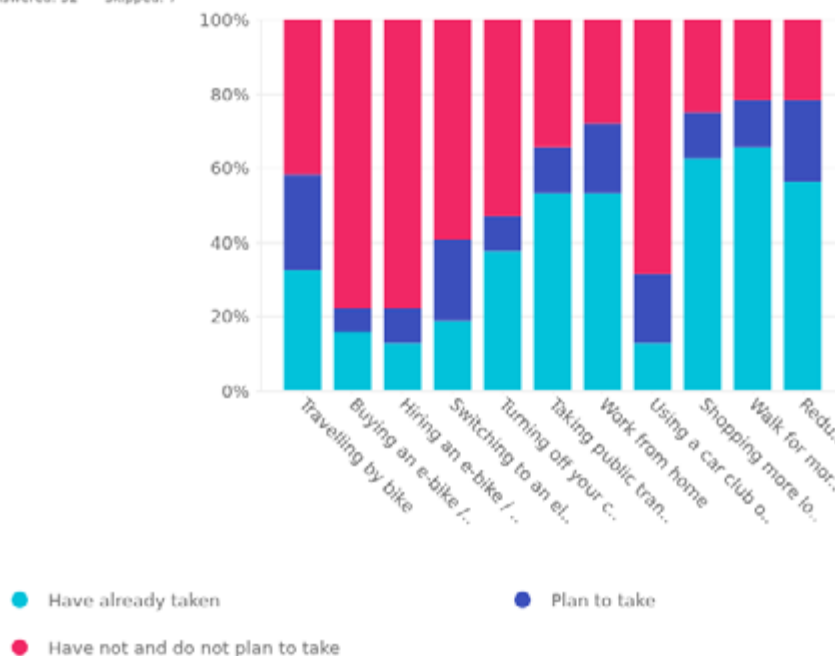
Electric cars

Participants were unenthusiastic about electric vehicles, citing the climate cost of batteries, charging infrastructure and cost as impediments. This is in line with the survey data where **63%** of participants said they have not and do not plan to switch to an electric/hybrid vehicle.

Responses from LGBTQI+ residents:

Which, if any, of the following steps have you taken or plan to take that will help ease congestion and reduce air pollution in York?

Answered: 32 Skipped: 7



Row	Have already taken	Plan to take	Have not and do not plan to take	Response count
Travelling by bike	32.26% (10)	25.81% (8)	41.94% (13)	31
Buying an e-bike / e-scooter	15.63% (5)	6.25% (2)	78.13% (25)	32
Hiring an e-bike / e-scooter	12.50% (4)	9.38% (3)	78.13% (25)	32
Switching to an electric/hybrid vehicle	18.75% (6)	21.88% (7)	59.38% (19)	32
Turning off your car when stationary in traffic	37.50% (12)	9.38% (3)	53.13% (17)	32
Taking public transport (bus/Park and Ride/rail)	53.13% (17)	12.50% (4)	34.38% (11)	32
Work from home	53.13% (17)	18.75% (6)	28.13% (9)	32
Using a car club or car sharing	12.50% (4)	18.75% (6)	68.75% (22)	32
Shopping more locally and ordering online for large/heavy items	62.50% (20)	12.50% (4)	25.00% (8)	32
Walk for more of my trips	65.63% (21)	12.50% (4)	21.88% (7)	32
Reducing the number of trips I make (e.g. by combining several errands into one trip)	56.25% (18)	21.88% (7)	21.88% (7)	32
Any additional comments?				3

“I feel a bit torn on this electric thing, because there aren’t enough raw materials in the world for us all just to decide that we’re going to go all-electric on the vehicles.”

“I am sure that I would like to have an electric vehicle, but I would be very surprised if I scraped together the money, that I would be able to afford one.”

“I live in a terraced house, like, it’s one thing if you’ve got a driveway...”

“I don’t think it’s really okay to start strewing the streets with charging cables.”

Economy

Headline survey statistics

- **43%** of respondents are shopping online slightly more than before the pandemic
- **34%** of respondents have continued to work in their usual workplace since the start of the pandemic
- **40%** have worked both from home and at their usual workplace since the pandemic
- **69%** of respondents were not interested in starting their own business
- **40%** of respondents said the statements ‘I could handle a major unexpected expense’ and ‘I am just getting by financially’ describe them ‘quite well’
- **23%** were neutral about the statement ‘I am worse off financially than I was 12 months ago’
- Respondents slightly agreed with the following statements:
 - » ‘I feel optimistic about the security of my job or business’ (**51%**)
 - » ‘I feel optimistic about my future career prospects’ (**46%**)

- » ‘I feel optimistic about the career prospects of my family’ (**38%**)

Focus group findings:

Living in York

Respondents felt like it was expensive to live in York and that housing prices were prohibitively high. There were concerns that ordinary residents were priced out of living in the city. One example cited teachers who could not afford to live near the school they taught in.

“Housing is very expensive in York, isn’t it?”

“In most of these lower-end jobs, you are going to run into the trouble of where are people going to live?”

“We’ve got a lot of expensive houses for middle-class professionals and a lot of jobs for minimum wage.”

“And it tends to be that, at least from the non-profit sector, that most of the qualified professionals can’t afford to live anywhere near the city or the communities that they’re supposed to be serving.”

“I know a secondary school teacher, they couldn’t afford to live in the community they taught in.”

Jobs and pay

Participants in this group felt that there is a narrow range of employment sectors, with the majority of jobs in the city falling in the retail and hospitality industry. These roles were considered poorly paid and insecure. It was felt that many people had to commute to nearby cities such as Leeds to acquire appropriate work.

“There does need to be a push for more diverse employment sectors closer to central York.”

“If your options for, for example, employment in

York are to effectively work in a shop, work in a bar, work in, you know, a museum, you know, your standard kind of customer-facing, customer service, retail and sort of food and drink industry jobs, that's actually an incredibly limited range of opportunities."

"Because yes, we're a tourism city and we've got hotels and B&Bs coming out of our ears, but what else do we have? We've got Nestle. What else do we really have as a city?"

"I mean, if I'm a youngster or anyone else in the city and I don't have a job, what would I look to do? The chances are you're going to probably have to commute out of York to do something."

"York has close to no jobs outside of the tourist industry and many people are forced to commute."

"The middle-class professionals typically commute to Leeds or Manchester, very few are working here. We're a pretty place to live, but I think we've got a local population that wants to work here, and we could do more to help them."

"There are no jobs and the jobs that there are, are often in business parks, like Clifton Moor, and getting there early or late without a car is impossible and unsafe. I used to commute from Acomb to Rawcliffe daily and just getting across the city centre as a disabled person who can't cycle meant two buses and a 90-minute commute each way, so you can see how that might be a barrier."

Apprenticeships and training

Respondents had mixed feelings about apprenticeships and training and about the city's current offer in this area. Internships were seen as important and the council were seen to be working to offer these. There were concerns that internships can be exploitative, poorly paid and inaccessible to some.

Opportunities for older residents that need to retrain to re-enter the job market were viewed less

favourably. There was felt to be little provision or support for out-of-work adults.

"I run a bed and breakfast, so I get an email, I think it's once a month, and it's always talking about internships and bringing people in and incentivising me. So that's great, I think that's wonderful. So I think they're doing that."

"Also on the subject of internships, I feel like sometimes we focus a lot on apprenticeships, which frankly are often very badly paid and not necessarily good for the people, and internships which are often unpaid and therefore only accessible to people whose parents will support them while they do them. And that also, we do think that those things were good for young people, whilst we have a large proportion of the workforce who aren't young people anymore."

"I am THE person they want to get back into the workforce, right? And every step of the way, it's hard... put it this way, York hasn't helped me, they haven't provided any training opportunities with childcare so that I can actually attend them, they haven't provided me with any advice that would help me get back into work, they haven't provided me with a space to work."

"My impression is that the foundation for this is not even... it doesn't exist in York, so if you're a person, young, middle-aged or whatever, and you want to get started, you'll find out in five minutes there's nothing, and I think the council can transform that."

Childcare

Respondents felt that childcare is expensive and difficult to find; childcare was seen as a barrier to gaining work.

"The childcare situation in this city is awful. And having got her a day a half a week and applying for jobs, and I can't apply for anything that requires flexible working because I've got a day and a half a week. Hopefully, when she's two, I might be able to

get her a full-time place, but then I can't apply for anything... I don't think that many people are in a position to take the financial gamble to put their kid in full-time childcare and then start applying for jobs. But equally, you can't apply for jobs and say, "Oh yeah, I will now begin to look for childcare." And it's a catch-22."

Economic development

Growth

When asked if they thought it was important to grow York's economy, participants in this group had mixed reactions. Some thought it was a definite priority, others were less sure. For those that had reservations, they centred around sustainability and growth for growth's sake.

"Yes. Was that a trick question?"

"I mean, in capitalism, if you're not growing, you're dying, right? That's how the system works. I wouldn't say it's at the top of my priority list."

"I would say sustainable growth because I mean growth does bring prosperity, more cash does generate more wealth, but it does have to be sustainable at this point. If it's built on exploitation, it's going to be another cycle of boom and bust. So, I would say aim for growth because that's the system in which we operate, but it's got to be sustainable at this point."

"I'm specifically not using the word growth here because what we should be aiming for is that everyone's needs are met and that that doesn't necessitate growth."

Support for local independent businesses

Respondents wanted better support for local independent businesses. Repurposing empty city centre properties to create low-cost spaces for start-ups and freelancers was a popular suggestion. The cost of operating in the city centre was seen to be

prohibitive.

"So I was thinking a little while ago of doing something else as a business, and it was just impossible. I got from...I got nowhere, there was nowhere to go...you can't lease a property in town unless you've got £100,000, so that's not happening. You can rent an office, you're around £30/40,000. Well, okay, so I'm not doing that either. It's just really difficult to get started, and so from that perspective, I think the council has failed, you can't get started."

"Most small business owners I know can't afford the rents and business rates."

"I don't think the council has thought it through, they haven't, I don't think, talked to entrepreneurs, "What do you need to get started and how can we help?" I don't think they've even started. So if it's on the list, fantastic, but they need to do something."

"I was looking for shared workspaces for freelance work, I mean, that actually probably wouldn't cost the council a lot to provide."

"So, it would be great that York did something there to boost kind of small business in the city."

Transport

Headline survey statistics

- **36%** of respondents said that less than **20%** of their journeys are made by car, and **15%** of respondents do not drive at all.
- **31%** of respondents said that they're expecting to use their car the same amount as before in the next 5 years.
- Respondents would prefer to walk when shopping for smaller items and when going to school visiting friends/relatives locally, and when visiting leisure or entertainment venues. They would prefer to cycle to work, and when shopping for heavier items respondents would prefer to use the car.

- The top 3 most serious issues in York according to people surveyed are:
 - » congestion (88% said 'very' or 'fairly' serious)
 - » the impact of transport on climate change (85% said 'very' or 'fairly' serious)
 - » local air pollution from traffic (72% said 'very' or 'fairly' serious).
- The top 3 most effective measures to improve public transport in the eyes of respondents in this group are:
 - » More frequent bus service (90% said 'very' or 'quite' effective)
 - » More extensive bus network (82% said 'very' or 'quite' effective)
 - » Cheaper bus fares (81% said 'very' or 'quite' effective)
- One respondent mentioned that they had been wary of using public transport since the COVID-19 pandemic.
- The top 3 most effective measures to improve traffic are:
 - » Increased resident parking zones (50% said 'very' or 'quite' effective)
 - » Further rollout of 20mph speed restrictions (44% said 'very' or 'quite' effective)
 - » More electric vehicle charging points (36% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve active travel are:
 - » Safer cycling routes (71% said 'very' or 'quite' effective)
 - » Dedicated cycle routes (62% said 'very' or 'quite' effective)
 - » More secure cycle storage (54% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve walking are:
 - » Dedicated walking routes away from busy roads (88% said 'very' or 'quite' effective)
 - » Well lit walking routes at night (85% said 'very' or 'quite' effective)
 - » Easier crossing points on walking routes (75% said 'very' or 'quite' effective)
- The top 3 most effective measures to reduce travel are:
 - » More flexibility from employers to work from home (76% said 'very' or 'quite' effective)
 - » Better space for working from home (72% said 'very' or 'quite' effective)
 - » A better range of shops and services near to where respondents live (66% said 'very' or 'quite' effective)

Focus group findings

Car use

Respondents in this focus group were keen to see car use significantly reduced, even if some residents may be resistant to it. They were strongly in favour of reducing the amount of roads cars were able to utilise, better enforcement of parking legislation and speed limits, and overall a strategy for the city which de-emphasised car usage, especially in the centre.

Reducing car use

"I just think it's built around traffic, it's around cars, and if you want to get to 2030 and improve it, you need to flip it."

"I think cycling isn't the easy choice and driving is the easy choice, and it ought to be the other way round, so driving should be hard."

"I would say there aren't enough cons, and I mean

that quite seriously sincerely, there should be more cons, there are too many cars. It's a small city, the city centre is very historic with very narrow roads. I don't understand why cars can access all the places they can."

"I think York has grown out with the car, with the motorist in mind, it hasn't thought about any other infrastructure, so this is the beginning of it, great, but it needs to be better."

Parking

"There's no enforcement (of parking fines), and so the drivers feel really entitled, they park on the pavements."

"We need enforcement and we need a change of

mindset as a whole city, and I don't think it's beyond our reach to get that."

"I think we've given over a huge amount of very expensive space to parking in York."

"Less parking. More roads that cars just can't get down... Low traffic neighbourhoods around schools would be a really good thing."

Congestion

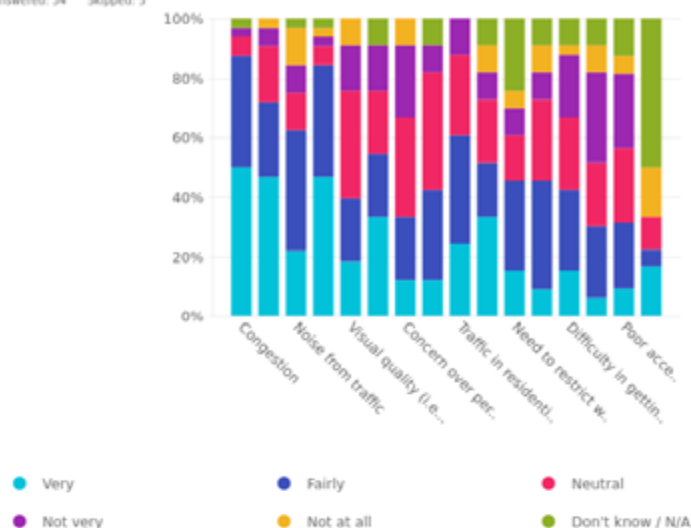
There was a general feeling that congestion in York is bad, and made worse with events such as the races. This is in line with the survey data where 87% of respondents said that congestion was a "very" or "fairly" serious problem.



Responses from LGBTQI+ residents in response to the question please indicate how serious you think each of the problems listed below is in York:

Please indicate how serious you think each of the problems listed below is in York

Answered: 34 Skipped: 5



Row	Very	Fairly	Neutral	Not very	Not at all	Don't know / N/A	Response count
Congestion	50.00% (16)	37.50% (12)	6.25% (2)	3.13% (1)	0.00% (0)	3.13% (1)	32
Local air pollution from traffic	46.88% (15)	25.00% (8)	18.75% (6)	6.25% (2)	3.13% (1)	0.00% (0)	32
Noise from traffic	21.88% (7)	40.63% (13)	12.50% (4)	9.38% (3)	12.50% (4)	3.13% (1)	32
Impact of transport on climate change	46.88% (15)	37.50% (12)	6.25% (2)	3.13% (1)	3.13% (1)	3.13% (1)	32
Visual quality (i.e. spoiling the look of the local area)	18.18% (6)	21.21% (7)	36.36% (12)	15.15% (5)	9.09% (3)	0.00% (0)	33
Danger from traffic	33.33% (11)	21.21% (7)	21.21% (7)	15.15% (5)	0.00% (0)	9.09% (3)	33
Concern over personal security	12.12% (4)	21.21% (7)	33.33% (11)	24.24% (8)	9.09% (3)	0.00% (0)	33
Sharing of space with other users	12.12% (4)	30.30% (10)	39.39% (13)	9.09% (3)	0.00% (0)	9.09% (3)	33
Traffic in residential and shopping streets	24.24% (8)	36.36% (12)	27.27% (9)	12.12% (4)	0.00% (0)	0.00% (0)	33
Unduly large delivery vehicles	33.33% (11)	18.18% (6)	21.21% (7)	9.09% (3)	9.09% (3)	9.09% (3)	33
Need to restrict what others (e.g. children, elderly) do	15.15% (5)	30.30% (10)	15.15% (5)	9.09% (3)	6.06% (2)	24.24% (8)	33
Negative impact on physical fitness	9.09% (3)	36.36% (12)	27.27% (9)	9.09% (3)	9.09% (3)	9.09% (3)	33
Difficulty in getting to shops, health or leisure facilities	15.15% (5)	27.27% (9)	24.24% (8)	21.21% (7)	3.03% (1)	9.09% (3)	33
Feeling cut off from family or friends	6.06% (2)	24.24% (8)	21.21% (7)	30.30% (10)	9.09% (3)	9.09% (3)	33
Poor access for York's businesses	9.38% (3)	21.88% (7)	25.00% (8)	25.00% (8)	6.25% (2)	12.50% (4)	32
Other (please specify below)	16.67% (3)	5.56% (1)	11.11% (2)	0.00% (0)	16.67% (3)	50.00% (9)	18
Any additional comments?							5

“The ring road is a nightmare. Central York was not made for cars.”

“York’s ring road is a pretty big disincentive. It’s way over capacity.”

“Pros - I get where I want to go on time without being rained on, cheaply, for very little money, safely and with lower energy as a disabled person. If I need to carry things, I can do that without difficulty.”

“I think on a standard day, York is fine for cars. But I think as soon as you throw school run into the mix, York becomes impossible. As soon as you throw the races into the mix, York becomes impossible. As soon as you throw the Christmas markets into the mix, York becomes impossible. And I think there’s a capacity issue around we put these things on because they’re great, they bring a boost, of course they do, some jobs, but actually they make being a resident really difficult and getting around. And so like, for example, on a races weekend, I don’t think any residents really hit the city. It’s the sort of time that you actively avoid it.”

“Surge events cause gridlock for residents.”

Air pollution

Respondents were concerned about air pollution in York, especially in relation to the fact that we have

a less heavy industry here than in other towns. Respondents’ concerns were centred around the pollution caused by road traffic. This is reflected in the survey data where 72% of respondents said that air pollution was a “very” or “fairly” serious problem.

“One of the things I want to say today is there’s so much pollution in York, and it’s not even an industrial town, you know, you can walk around the, you know, the city centre and just beyond and there’s a lot of pollution. I think even last week, there was a report that some parts of York are actually more in illegal limits of what the air pollution levels should be, and I don’t understand why we’re putting up with that.”

“I see how people get to school every day, almost everyone walks, and some parents drive to the kind of the bottom of the hill and drop the kid off there in a space where it’s safe to park, and some parents, you know, drive to the top, idle their car for several minutes while, you know, having a long conversation on double yellows while the children are weaving around between cars. Like, there’s...it’s very few people, and if we could make that behaviour seem really extreme.”

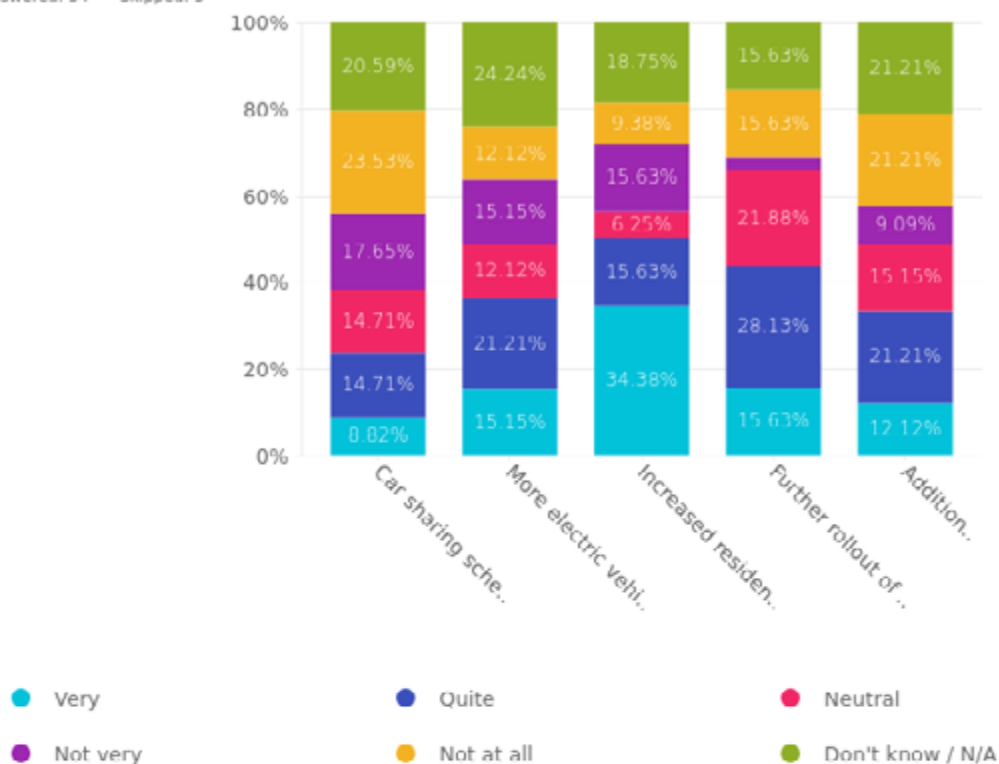
Car-sharing scheme

There was an appetite amongst respondents for a car club, and for innovative solutions such as car-sharing schemes and other ways to reduce the number of cars within the city. This is in line with the survey data where a quarter of respondents said that a car-sharing scheme would be “very” or “quite” effective at encouraging them to travel more sustainably.

Responses from LGBTQI+ residents in response to the traffic specific question, how effective would the following measures be in encouraging you to travel more sustainably?:

Traffic

Answered: 34 Skipped: 5



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
Car sharing scheme	8.82% (3)	14.71% (5)	14.71% (5)	17.65% (6)	23.53% (8)	20.59% (7)	34
More electric vehicle charging points	15.15% (5)	21.21% (7)	12.12% (4)	15.15% (5)	12.12% (4)	24.24% (8)	33
Increased resident parking zones	34.38% (11)	15.63% (5)	6.25% (2)	15.63% (5)	9.38% (3)	18.75% (6)	32
Further rollout of 20mph speed restrictions in residential areas	15.63% (5)	28.13% (9)	21.88% (7)	3.13% (1)	15.63% (5)	15.63% (5)	32
Additional Low Traffic Neighbourhood schemes	12.12% (4)	21.21% (7)	15.15% (5)	9.09% (3)	21.21% (7)	21.21% (7)	33
Any additional comments?							3

“I think what I would really like actually is a car club that isn’t Enterprise.”

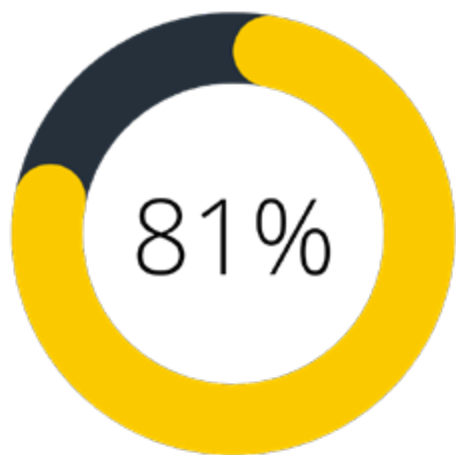
“When I lived in London, I didn’t have a car, and actually, like, a street away, there was a car, and you probably had to pay to use it, but how long do you want it for, you plug in the code, and you could go and do, well, you might go to B&Q and get some whatever. But that doesn’t exist here, does it?”

“I know a lot of people, like, where I live at the back, there’s a lot of houses that back onto one space at the back of their properties, and a lot of them don’t use their cars, but we had this conversation a while ago, “Why do we keep them?” It’s in case they need to have a car to go and pick up heavy this or whatever, and so a lot of the cars just sit around doing nothing for a long time, and if there were that kind of a car you could just rent for an hour or two hours, I think we’d all get rid of our cars, quite frankly.”

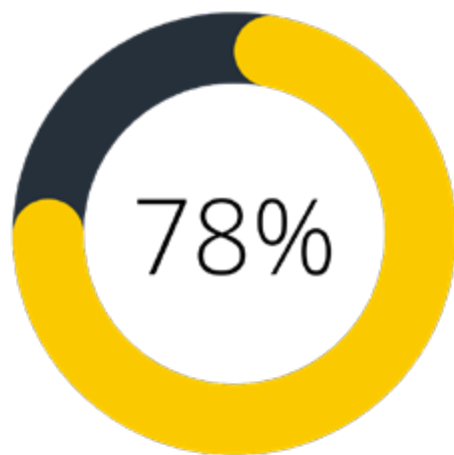
Public transport

Concerns around public transport fell were centred around cost, routes and reliability. A significant and recurring theme for respondents was the cost of public transport which they felt to be prohibitive to its use. The safety of public transport was also an issue which emerged in discussions. This ranged from feeling unsafe waiting at poorly lit bus stops to violence being reported on buses which made respondents unwilling to use public transport. A lack of reliability also put people off using public transport more.

These concerns are reflected in the survey data where respondents said that the following measures would be either very or quite effective in encouraging them to travel more sustainably.



Cheaper bus fares

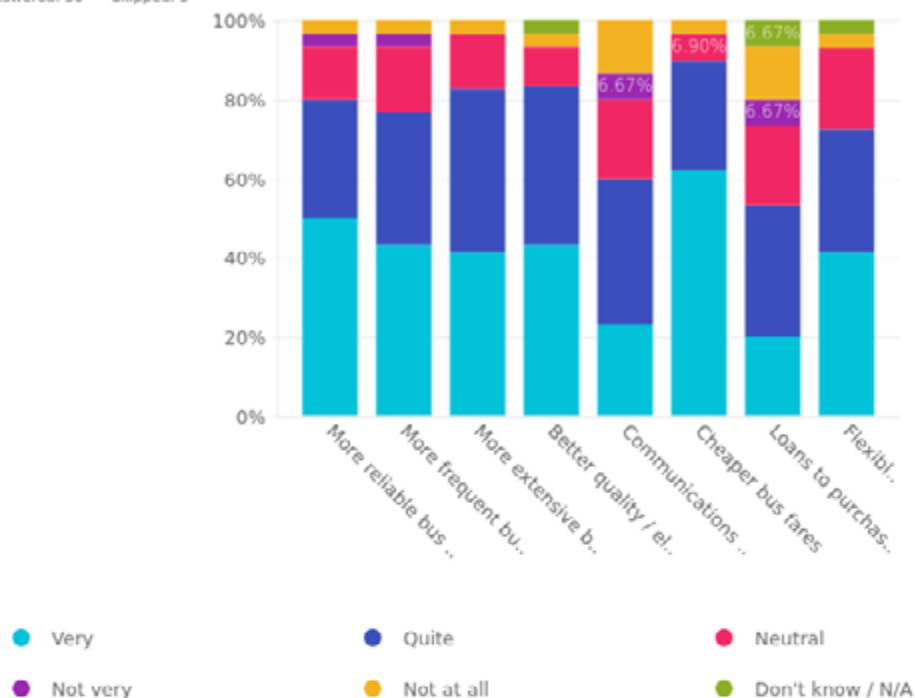


More reliable bus service

Responses from LGBTQI+ residents to the public-transport specific question, which of the following measures would be the most effective in encouraging you to travel sustainably?:

Public Transport

Answered: 30 Skipped: 5



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
More reliable bus service	50.00% (15)	30.00% (9)	13.33% (4)	3.33% (1)	3.33% (1)	0.00% (0)	30
More frequent bus services	43.33% (13)	33.33% (10)	16.67% (5)	3.33% (1)	3.33% (1)	0.00% (0)	30
More extensive bus network	41.38% (12)	41.38% (12)	13.79% (4)	0.00% (0)	3.45% (1)	0.00% (0)	29
Better quality / electric buses	43.33% (13)	40.00% (12)	10.00% (3)	0.00% (0)	3.33% (1)	3.33% (1)	30
Communications promoting bus safety	23.33% (7)	36.67% (11)	20.00% (6)	6.67% (2)	13.33% (4)	0.00% (0)	30
Cheaper bus fares	62.07% (18)	27.59% (8)	6.90% (2)	0.00% (0)	3.45% (1)	0.00% (0)	29
Loans to purchase a bus pass	20.00% (6)	33.33% (10)	20.00% (6)	6.67% (2)	13.33% (4)	6.67% (2)	30
Flexible multi-bus service ticketing	41.38% (12)	31.03% (9)	20.69% (6)	0.00% (0)	3.45% (1)	3.45% (1)	29
Any additional comments?							5

Cost

“if you’ve got a car, getting the bus is expensive, and you’ve already paid once to own this car. We went to a birthday party and we had to get the park and ride and I was astonished by the cost.”

“It’s too expensive.”

“And buses, make the buses much more...much cheaper.”

“I think it’s really expensive. I mean, when my mother comes to visit, she can’t walk properly, so we have to get the bus from the city centre to Clifton Green, which is about a mile, it’s about two bus stops, nearly three, and it’s £2.50.”

“there are places we do not go because I would have to pay the bus fare. It’s...yeah, it’s definitely too expensive.”

“I think the cost of public transport needs to be addressed somehow.”

“The price for the bus shouldn’t be more than it is for parking.”

Reliability

“The bus system is utterly unusable at the moment. They do not run on time or at all very often and they’re very expensive, and the bus shelters are unsafe and unsanitary, which puts them off standing there.”

“I just can’t rely on buses. You can get one in five minutes sometimes. Other times it’s an hour’s wait for a bus and they said it’s going to be five minutes. Then the bus sits on Shipton Road for an hour because the rugby club is holding an event and I’m late to wherever I’m going.”

“I find that the bus running times are... can be very awkward. Yeah, they’re quite unreliable sometimes.

Acomb and Clifton, which are traditionally areas of lower incomes and therefore higher uses of public transport, the buses never seem to run on time, but conveniently the central services are very often reliable.”



Safety

“I went out with a friend. Me and my friend live on opposite sides of town. I chose to get a taxi because I didn’t think that waiting at the bus stop where the lamp, the streetlight was out, by myself, as at the time I was a lone female, I did not feel safe just waiting for the bus for the 20 minutes that it would take because I came out of a gig slightly later than I intended to.”

“I get the bus a couple of times a week, and I, just in the last couple of months, I’ve had, you know, I’ve been in the middle of passengers shouting at other passengers saying they’re going to start a fight, that kind of thing. And it just really puts me off... I think, because it isn’t safe sometimes and I’ve had people...

I've gone to get off the bus and people have blocked me from getting off and especially if you're getting one late at night, that's not okay."

"Even taxis can feel unsafe if you're someone who is visibly other."

Flexi tickets

"I don't know if this is possible, I don't think it is, there's so many different bus companies, but you have to keep buying...you can't just buy, like, a pass for all of it, and it's just...it's complicated and you're forever paying £2+."

"More extensive bus network"

"I walk and cycle everywhere. Today I drove because I was running late, I still am guilty to myself, but where I live, there's no bus route, it doesn't exist, so I can't get the bus, it doesn't exist... I live in Clifton Green, it's not like, I'm not in Mars, so why isn't there a bus route regularly?"

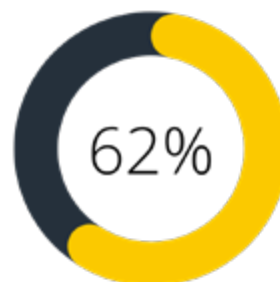
Access

"There's this competition on buses between wheelchair users and people with prams, and essentially that's two different people, two different sets of people with access needs, and it shouldn't be like that."

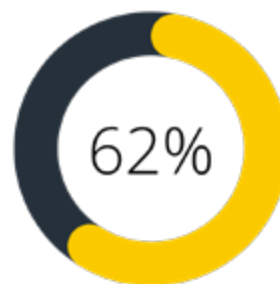
Active travel

Some respondents were happy with the quality and infrastructure of cycling in York, however, they were in a minority of respondents with the majority citing issues around lack of safe and secure bike parking and a lack of dedicated cycle routes which were well maintained and free from potholes. Many respondents felt unsafe cycling on the road due to traffic speeds and the attitudes of drivers. Respondents wanted to see more dedicated cycle lanes away from traffic.

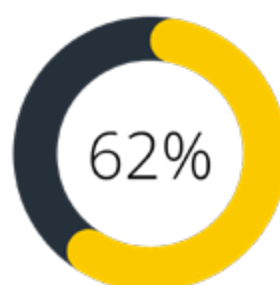
This is in line with the survey data in which



of respondents said that dedicated cycle routes would be "very" or "quite" efficient at encouraging them to travel more sustainably.



of survey respondents said that secure cycle storage would be "very" or "quite" efficient at encouraging them to travel more sustainably.

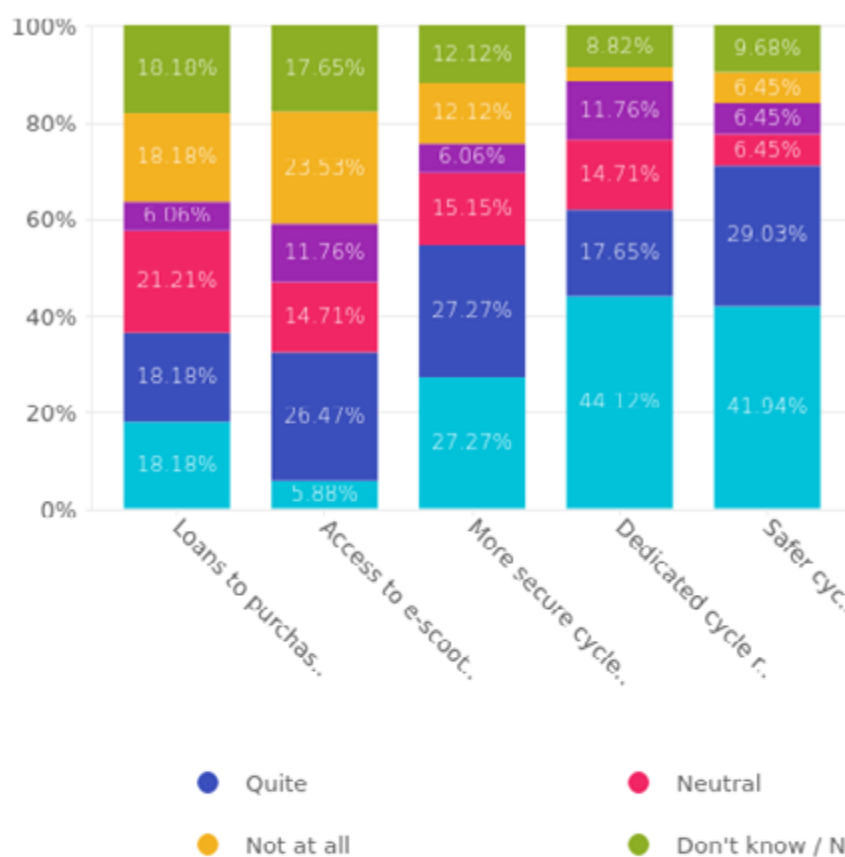


of respondents said that safer cycling routes would be "very" or "quite" efficient at encouraging them to travel more sustainably.

Responses from LGBTQI+ residents in answer to the active-travel specific question, how effective would the following measures be in encouraging you to travel more sustainably?:

Active travel

Answered: 34 Skipped: 5



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
Loans to purchase bikes/e-bikes	18.18% (6)	18.18% (6)	21.21% (7)	6.06% (2)	18.18% (6)	18.18% (6)	33
Access to e-scooters	5.88% (2)	26.47% (9)	14.71% (5)	11.76% (4)	23.53% (8)	17.65% (6)	34
More secure cycle storage	27.27% (9)	27.27% (9)	15.15% (5)	6.06% (2)	12.12% (4)	12.12% (4)	33
Dedicated cycle routes	44.12% (15)	17.65% (6)	14.71% (5)	11.76% (4)	2.94% (1)	8.82% (3)	34
Safer cycling routes	41.94% (13)	29.03% (9)	6.45% (2)	6.45% (2)	6.45% (2)	9.68% (3)	31
Any additional comments?							1

Bike parking

"If I take my bike into town, there's nowhere to park it, there's nowhere to lock it up and I feel safe that it's secure. So I don't because I don't want it to be stolen."

"I've got somewhere to put the bike when I get there, and there's nowhere to put it."

"There's hardly any cycle parking centrally."

Improvements to existing infrastructure

"York is really well set up for cycling actually, I would say that, in terms of, like, I managed to get here from home with hardly any drive on the road, it felt safe. So that aspect is pretty good, but there are also routes where I don't, where there ought to be an easier way to do it."

"It would be a lot easier to cycle in the city if there weren't so many potholes."

"Some of the cycle lanes are in really poor condition."

"Sometimes in York, it works fine, like, there are footpaths where they've been chosen and they're not very well used, and they're nice and wide, and, like, it's perfect. We're complaining a lot, but I'm actually really happy with the cycling infrastructure in York, I just think it could do with more."

"I think it should be easy to fix, they just need to tweak it, because a lot of the infrastructure is there, but improve what they've got."

"I think get a cyclist person to be actually improving these things. Not just some random person. Get someone who actually cycles to do it, because they understand what we're talking about."

Dedicated cycling routes

"Think about where we want people to go and

make routes to them."

"If there were more cycle paths, I'd definitely cycle more. I hate cycling on the road."

"I'm discovering more and more that I think there are cycle routes, but I haven't found an easy centralised source."

"It's about managing expectations maybe, and it's about the amount of space that's available, but just putting up a sign saying, "This footpath is now shared with cyclists," doesn't necessarily achieve the..."

"I think there are spaces where we need a separate side for cyclists with a barrier, that is impossible to park in, and I think that one of the things, like a lot of cities, that happens with cycling is you never... a cycle space where it's easy, and then as soon as you put a busy junction, and you actually need it to stay safe, it just disappears."

"I've heard about experiences where there is, as an example, there is the road for cars, there is a path for people walking and then there is a cycle lane for cycling. And it means you don't get run over by a car when you're cycling, you don't get hit by a bike when you're walking. You know, there is that separation so that you feel safe doing all three of those things, or as safe as you can."

Safety

"It's not safe cycling the city, and I much prefer to cycle lanes like the one next to the race course."

"What they should be motivated by is the convenience of it. So if I jump on my bike, I can safely get down Clifton and Bootham into town without negotiating transit vans and other very fast traffic, because that road, it's fast traffic and it shouldn't be."

"I think you have to be very confident to be a cyclist in York."

"I only learnt to cycle recently and the thing that is

putting me off is the danger and the cars.”

Walking

75% of survey respondents said that safer crossing points on walking routes would be “very” or “quite” effective in encouraging them to travel more sustainably.

“I’m not comfortable walking to some of the places. Like, I don’t really like crossing over some of the busier roads.”

“Walking can be hard if you’re using an aid, e.g. a walker or a cane, pavements are uneven, cobbles are hard and there’s no space to walk on the paths and the bridges when they’re full of people.”

Other cities

Other cities which were cited as good examples of sustainable transport models included Cambridge, Oxford, Helsinki and London.

“Like, if you go to Cambridge, you feel instantly, everybody owns a bike, it’s the most normal thing, and here it’s kind of not the most normal thing.”

“And then there is strength in numbers as well, Oxford is the one I always think of, where they just, like, cycle up the middle of the road.”

“Helsinki has excellent affordable public transport with clear signage.”

“I hate to say it, but London. The investment in the public transport down there is mega and taking the Tube is cost-effective and convenient and safe.”

Travel beyond York

Respondents highlighted that links to airports in the vicinity were poor and time-consuming to use.

“But it takes me two and a half hours on a train to get to Manchester Airport, I can get to London

faster. So that’s how well connected we are. It’s appalling. So where do you go from that? It’s because successive governments haven’t invested in the north of England.”

“I remember getting off a plane at Leeds Bradford, I was trying to get the bus to, well, towards Leeds, and there literally wasn’t one.”

Access

Providing access for disabled residents, or residents with other access needs was a large feature of these responses, especially in the light of climate change. It was also highlighted that there was a need to protect lower-income residents and ensure that they were not neglected in the transport provision.

“I’m worried that climate focus will disadvantage disabled folks who can’t walk or cycle when infrastructure’s being designed for that.”

“I wanted to echo what [name] said about like being cognisant of disabled movement around the city.”

“So, obviously, an example of that would be moving away from personal vehicles is kind of great on paper but then has a massive knock-on impact on people that, you know, can’t just take the bike down the newly made bike path, you know, or can’t just walk everywhere, or can’t reliably use road share or something like that, so that always needs to be kept in mind.”

“Those with lower incomes, disabilities, etc., are often having to take longer and more time in commutes. A 15-minute drive can easily translate into 45 minutes plus on a bus, which means fewer hours to rest, earlier starts, more energy or personal energy expenditure, etc., and a 9.00 to 5.00 becomes 7.00 to 7.00 quite easily for the people who can least afford that extra time and energy.”

“If you have one of a huge range of disabilities then being able to go from A to B under your own steam in the quickest and most efficient way possible and

the least... by efficient I mean like the least energy-intensive, personal energy-intensive way possible, is massive.”

“At busy times there isn’t enough space for wheelchair users and parents with prams. Friends have been asked to wait in the bus stop in a wheelchair because the bus was full of babies in prams.”

“It’s all very well, you get these cycle-to-work schemes or whatever, and it’s designed for one person to do a relatively simple journey, it’s not designed for you to do a weekly shop, and I’m, like, “And what if people actually have kids?” So I think we need to integrate the fact that people’s lives aren’t just one thing, into those sorts of schemes.”

City centre

Headline survey statistics

- **61%** of respondents visit the city centre during the day on a weekday
- **76%** of respondents visit the city centre during the evening on a weekday.
- **82%** of respondents feel welcome and safe in the city during the day,
- **42%** feel welcome and safe in the city at night
- **66%** of respondents said the city centre meets their needs in the day
- **44%** said that it meets their needs in the evening.
- **76%** have chosen to support more independent business since the start of the pandemic.

Focus Group Findings:

Amenities

Access to cheaper shops was a concern of

respondents. Many of them felt that the shops they could afford to purchase food and other goods from were too far out of town and relied on cars to access, as they did not feel that public transport links to them were good or reliable enough. There was a feeling that local shops did exist, and where they did, there was general positivity towards them, however, the cost was a huge concern for people as they felt that local shops can be more expensive.

“So this was one of my big shocks moving to York because I moved from somewhere where I had little sensible-sized Sainsbury’s in walking distance, and I could mostly live off yellow stickered meat and junk food. And now I’ve got two Sainsbury’s Locals, I’ve got all the lovely nice independent shops in Bishopthorpe Road, but you can’t go there and buy ordinary food... I could do with sensibly priced food near where I am.”

“I think the big supermarkets, where they’re located, you have to drive to them, and I think that’s... So where I am, I have to drive out to, like, the Clifton Moor area, to go to a big supermarket. And that’s because there’s nowhere else like you were saying, there’s nowhere else for me to go, and I think that’s a problem.”

“I keep coming across things I want to buy and I can’t because it’s, they’re up at Monks Cross... Places where you get cheap stuff, right, I actually need, you know, there’s lots of lovely things in York for tourists, but you know, I’m just trying to go about my everyday life, and I end up buying everything from Amazon.”

“And the other thing, as a parent, there’s a lot of things that aren’t that far outside York, that there isn’t easy public transport to, you know, there’s animal farms, “No, we can’t go to those,” you know, and I don’t have any money. There’s animal farms, there’s adventure play things, and there’s a little group of us who don’t have cars at my kid’s school who are always, like, “Oh, all the parents with cars are going to this, this weekend, but we’re not doing that with them.”

“You kind of brought it up before, this concept of 15-minute cities, where if everything you need is nearby, without having to get in a car, it increases the sense of wellbeing enormously.”

“I can’t do that walk and then reliably bring back whatever I have in bags, then it’s just not happening, which means I’m relying on the local Co-Op, which is incredibly expensive.”

“My personal ideal of, you know, how we do our grocery shopping is, you know, it’s your greengrocer’s, it’s your low-waste weigh shops and stuff like that.”

Tourism

Respondents reported an overreliance on the city’s economy as being based on tourism and they were keen to stress that locals’ needs should be considered alongside those of tourists. Improvements such as seating and better facilities in local neighbourhoods were highlighted.

“A big bulk of our income is from tourism but sometimes it feels like the city is optimised for tourists and not for residents.”

“It would be nice to have somewhere to sit and somewhere to be in the city centre which doesn’t feel like a big ask.”

“I think Bishy Road is a great example of what York needs to be more like.”

City centre uses

Tension between tourists and locals was also reported in this section. An overreliance on the nighttime economy was seen as a negative facet of York’s strategy. Respondents were keen to see disused and empty buildings in the city centre brought back into use such as pop-up shops. Respondents highlighted a need to diversify as a way that they felt York’s economy could be protected in the future.

“I quite rarely go into the city centre of York, mainly

because it is really busy and full of tourists and it’s a bit of a nightmare to get around.”

“I’d like to see... somebody mentioned in the chat about the empty spaces on Coney Street and like there’s that big area where Sports Direct used to be, for that to be used for like pop-up mini-marts, so like smaller independent businesses would be able to have a space within the city that isn’t just really high... that isn’t just fed by really high rents so that you could have the option.”

“Empty buildings from shops on Coney Street, etc., need to be used for something, even if it’s something short-term.”

“All these conversations are focused on commerce, but the high street is dying because of a lack of willingness to diversify. People are crying out for mixed-use community social spaces that aren’t bars.”

“Actually, if we’re to attract a more diverse and inclusive population into York, this heavy reliance on alcohol is going to be a thorn in our side and I would like to see more diverse spaces where people can spend time, co-working spaces, all of that kind of stuff where the city is used for the economy, used for socialising, used for everything, not just for boozing.”

“And it’s great that there is those spaces so that we’re not kind of looking like London, because I would not want York to look anything like London, but especially as we’ve got all these unused shops and open spaces, why aren’t we using them for this? And I actually saw a project by Social Vision, where they were having... they were letting out office space for I think it was like £2 a day or something and you could just go in and use that, and I think that would be such a good idea now because a lot of us aren’t using offices any more, but having that space to be able to go in would work really nicely.”

“Co-working spaces would bring daytime cash into the city centre as workers buy coffee and lunch and clothes, etc.”

Access to the city centre

Exclusion of disabled people was the main concern in this section with many respondents feeling that disabled people were under catered for in terms of transport and parking options.

“But everything I’ve heard about that has been negative because there’s been disabled people saying they couldn’t go into the city centre.”

“The disabled should be able to access the city centre, it seems so obvious, you know.”

“I’m just really concerned that we are unintentionally excluding quite a large group of people for the greater good without thinking of some of the other consequences.”

Further Focus Group Findings

Engagement

Respondents felt very strongly in this section that the council were not visible or transparent enough in their decision-making processes and also in how those decisions, strategies and plans were then communicated to the wider public. Participants reported frustration with the council’s communication of their activities and other councils were felt to be doing this much better than in York. Respondents wanted to see greater efficiency within the council, and for their concerns to be taken more seriously. It was noted that plans seem to lack substance. Respondents expressed a desire for transparency and accountability through target setting.

“For example, one thing that was in the survey, the very long survey before we all got here, there was something about how do you feel about the recent improvements in the city centre, and I sat there and thought, “What improvements in the city centre? What did you do?” And I wasn’t sure what they were talking about.”

“But it goes to the do we know what the council’s

doing? No. And it would be great to know.”

“But then keep a list of, “We’ve considered it, we’ve done a review, and this is where we’re at,” and then everyone knows and we can move to the next action, and make it more action-driven, you know?”

“I think it’s actually a really important step for the council to be visibly tracking steps on this.”

“Other places, other councils are getting this right.”

“I think it’s just words on a page, that’s my blunt opinion at the moment.”

“I mean, those are words on a page, but does it really understand what people need?... they’ve got to help, they’ve got to be more creative and they’ve got to be more plugged in to what the community needs, I think.”

“So I’m also an accountant, so what is the bigger context of what they’re talking about in terms of how they spend their budget? I once saw, not long ago, an exchange online, and somebody was saying that, like, a normal resident in York, “Why aren’t there more bins in the city centre?” And it’s true, there aren’t many bins in the city centre, and the reply from a councillor – and it was a Lib Dem, so they’re in power – a councillor, was, “Well, you have to choose, do we have more bins or do we close a library?” and I thought that was appalling, absolutely appalling. It’s, like, “Why don’t we review the full budget and see how we do things more efficiently across,” so I thought that was disgraceful, quite honestly, what that councillor said. But I think it shows how that money, you know, spend decisions are being made, I don’t know, but that gave me a lot of, you know, concern. So how are they even going to squeeze meeting this goal into everything else if that’s the attitude?”

“I don’t think York Council is very efficient, I think that’s... Some councils have got their stuff together and some don’t, and my interactions with the council, I try to... I own a business so I needed a

commercial bin collection; that took eight months to set up. And I was sending, I actually, in the end, wrote to the mayor and send a beg email, “Can someone please help me sort this out?” I mean, what is that? So that’s the council we’re dealing with.”

“I think they need to look at themselves and not take 20 years to do it, but look at how they deliver services and how they’ve allocated spend and budget and thought, “Is this right?” And then do talk to other councils, “How do you do it?” Because York is a disaster. It really is. It’s just no value for money, so if you want a hub in the city centre, forget it, because it’s not going to happen for another 20 years, is it? But anyway?”

“It’s a fantastic aspiration. I guess the... I work in comms and the thing that I miss most from this is the updates, the actions, so I love a strategy, I love a direction of travel, fantastic that it exists, but show me the receipts. Show me what’s actually changing. Show me the decisions and the actions that are being taken and make sure that those are communicated really clearly”

“Intentional impacts, like more regular updates and hopefully, that would help demystify the processes and invite more participation in monitoring.”

“One final point would just be about accountability and the people that are setting this strategy and hopefully setting some targets, like what is the accountability for if these targets aren’t met, what’s the governance around that? Who’s measuring it? Who’s observing it and making sure that if those targets aren’t met that change is brought in because, as people have said, it’s an imperative at this point.”

Equity

Respondents felt that there was inequity in how sustainable transport was delivered and developed, and even in how decisions were arrived at. There was a significant feeling that any decisions are taken as part of this process be equitable and work for everyone within the city, regardless of disability, income, car

ownership status and other factors.

“A lot of strategies that really focus on like a really normative view of what a citizen is like and what they’re able to do. So, ensuring that those burdens of action, those burdens of responsibility and cost don’t keep just trickling down and landing on those of us that are lower-income, those of us that are, you know, have things... struggle to engage with the systems that exist at the moment is really, really important.”

“What equality impact assessments are being done as part of this strategy stuff.”

Members of York’s BAME (Black, Asian & Minority Ethnic) Community

Environmental

Headline survey statistics

- **50%** of respondents slightly agreed with York’s ambition to become a zero-carbon city by 2030, with **39%** strongly agreeing
- **41%** of respondents slightly agreed with CYC employing carbon offsetting to achieve zero-carbon by 2030
- Regarding the top 3 objectives to be considered in York’s climate strategy,
 - » **56%** said ‘improve health and wellbeing’
 - » **44%** said ‘an efficient and affordable transport system’
 - » **44%** said ‘improved housing’
- **65%** of respondents in this group said that they have already reduced their amount of waste
- **61%** have already changed their purchasing habits

- 50% have made changes to their travel
- 44% said that they have not yet made improvements to their home but plan to do so in the future
- 40% have already made home improvements
- 33% said 'no alternatives' was the primary barrier to reducing their carbon footprint
- 61% of respondents said that it is very important for CYC to take responsibility for delivering zero carbon in York

Focus group findings

Motivation and perceived responsibility

Respondents in this group were motivated to make changes where possible. The responsibility of individuals vs the government was discussed and it was noted that some of the things that need to happen may be outside the control of the council.



"I think the thing that worries me is the individualising of this, which is, you know, "How am I" or "How are we as families", or, "How are we as homeowners going to change our behaviour?" I just think, in a way, it's sort of tackling this from the wrong angle... I mean, this sort of carbon plan, you know, it's so important, the planet is burning; these aren't options, right? We have to do this. So it can't be left up to us, and if you can afford it, well fine."

"I feel like most things nowadays, a lot of stuff about climate change is put on, like, individual responsibility. And whilst that can still be important, I think it should be the other way round for sure, and, like, most people at the moment, especially, are going to be looking for the cheapest and most convenient thing to do."

"If we're committed, then the government's got to spend the money because it's not cheap, is it, to do these things?"

"I did look through it (the climate strategy) and just kind of think, like "What can a council really do?" like, I don't know."

Net-zero

Respondents agreed that the goals of the climate strategy were important but there was concern that it may not be achievable as written.

"I feel like the language in the whole report feels a bit vague, I don't know what that means, it's not costed. I don't actually know that these are all things that the council can even do in terms of statutory kind of responsibility and delivery, like, I don't have a sense of that.

I kind of read through it as well and the vagueness kind of does get to me."

Green initiatives

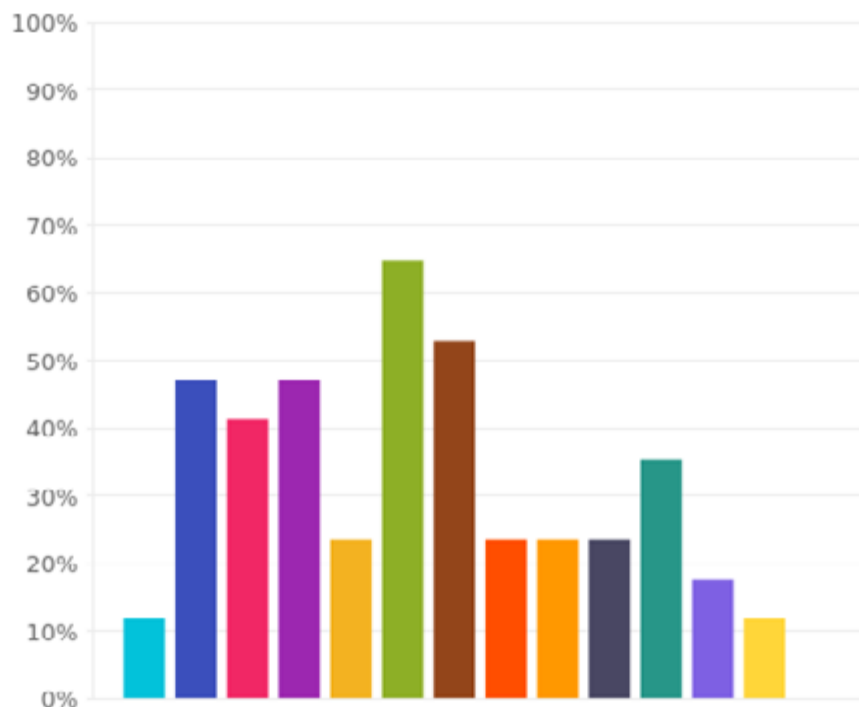
Recycling

Participants were critical of existing recycling services, particularly the range of curbside recycling on offer and the suitability of current recycling boxes. This is in line with the survey data where increasing recycling rates and making it easier for households and businesses to dispose of their waste sustainably was the top priority action for supporting York's zero-carbon ambition.

Responses from BAME residents:

What actions should we, as a city, prioritise for supporting our zero carbon ambition?(Tick all that apply)

Answered: 17 Skipped: 4



- Discourage the use of private vehicles
- Increase support for electric vehicles
- Provide more opportunities for walking and cycling
- Promote the use of public transport
- Reduce the amount of waste we produce
- Increase recycling rates and make it easier for households and businesses to dispose of their waste in a sustainable way
- Increase the amount of renewable generation technologies, such as solar photovoltaics
- Enforce minimum energy efficiency standards in the private rented sector
- Retrofit the city's homes and buildings to improve their energy performance
- Buy green energy
- Improve the sustainability of local food production
- Include a measure of carbon emissions for making purchasing decisions
- Identify more land for tree planting
- Other (Please specify)

“There are other councils in the UK that do, like, compost food waste collection, and I don’t know why York doesn’t do it, you know, why aren’t we... It doesn’t make sense to me that there are some councils that can do that and others that cannot. Either the facilities exist or they don’t.”

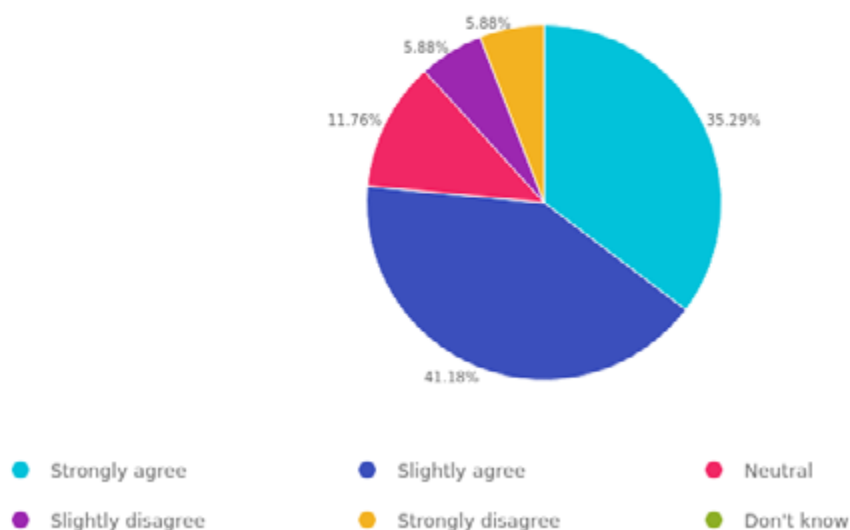
“Yeah, I mean, I’m a bit cynical, because, you know, when we moved to York, we couldn’t believe we had to split our recycling into these tubs, you know, and not actually a proper bin, you know, there’s stuff blowing all over the show.”

Carbon offsetting

Carbon offsetting was viewed with some scepticism. This is contrary to the survey data where only 12% of respondents disagreed that City of York Council should employ carbon offsetting in order to achieve zero carbon by 2030.

By 2030, there will be some carbon emissions that we cannot remove. We can ‘offset’ these remaining emissions to achieve our zero carbon ambition. To what extent do you agree that City of York Council should employ carbon offsetting in order to achieve zero carbon by 2030?

Answered: 17 Skipped: 4



“Carbon offsetting, there’s plenty of empirical evidence to show it doesn’t work, it’s just a kind of... that doesn’t mean you shouldn’t do things like plant trees, but you know, airlines that do things like that, it’s just a marketing thing... the science doesn’t back up carbon offsetting.”

“Actually, it needs a reduction in carbon emissions.”

Green energy

Green energy initiatives such as insulation were largely seen to be outside the reach of participants in this group without grants or subsidies to help.

“So we own a house, it’s quite an old house, I realise

it’s not very energy efficient. I would like to think that we will do something to sort of insulate the house and make it more energy-efficient, but I think you’ve got to look at it being cost-effective. So I think maybe having grants to support people to do that, or incentives, or ways to show how you can sort of budget for it and plan it in.”

“There’s no doubt that all the sorts of things that we’re being advised to do for our houses is, yeah, you can see the benefits of doing it, but it’s a big step... It’s a lot of money, so you know, you want everybody to really, the government to really give us the incentive to push us to do it really.”

Economy

Headline survey statistics

- **44%** of respondents are shopping online slightly more than before the pandemic
- **76%** of respondents have worked both from home and at their usual workplace since the pandemic
- **47%** of respondents said they could handle a major unexpected expense 'quite well'. However, **53%** also said that the statement 'I am just getting by financially' described them quite well. **29%** were neutral about the statement 'I am worse off financially than I was 12 months ago'
- **59%** slightly agreed with feeling optimistic about the security of their job or business, **35%** felt neutral about their future career prospects, and **31%** felt neutral about the future career prospects of their family. **47%** of respondents were not interested in starting their own business. Time constraints and existing commitments were the biggest barriers to starting a business in the past
- **59%** of people took work-related training within the last 2 years, and **24%** within the last year

Focus group findings:

Living in York

Respondents felt York was an expensive place to live.

"We are in the midst of a cost of living crisis, you know, huge rental sectors, housing is not affordable, and York has some of the worst kind of house price issues in Yorkshire, the most expensive house prices in Yorkshire, and lots of people are having to choose between heating and eating."

'I think [NAME]'s point about affordability generally is really important, so I think, you know, our wages match the cost of living and York's cost of living is

higher in Yorkshire, so it's cheaper to live in Leeds."

Jobs and pay

Respondents agreed that York has a limited range of employment sectors and that sectors that did well in York were likely to offer lower wages. One respondent felt like this was a national issue rather than specific to York.

"York is a big hospitality sector, isn't it, and so the sector, and usually when you're pushing that side of things, you look in town and almost every new business is kind of, like a cafe, a restaurant or a pub, you know, a bar or something like that. Which is fine, you know, but I'm all for all of the, you know, more jobs being created, but obviously by its nature, you tend to get maybe lower salary jobs in the service sector to start with."

"I think attracting different kinds of jobs, such as going for the, you know, this ambition of going for the Great Northern Railway thing, whatever it's called. Things like that, you know, where we get more variety of jobs, public sector jobs, private-sector jobs, just to increase the range, I think would help the job market in York and increase wages, I think, retaining our talent."

"No matter your qualification, you should be able to get a good job for yourself."

"But within that I don't think there's anything about York in particular that makes labour markets uniquely challenging; I think they're national challenges, aren't they?"

Economic development

There were mixed views around growing York's economy. The discussion covered, transport links beyond the city, education, growth vs sustainability and the benefits of connecting globally.

Researcher: Do you think it's important to grow the economy?

Participant C: Well, no, it's a contradiction in terms if you want to decarbonise, you literally cannot afford to do that. So if you're going to say you want to grow, then you have to be clear about how you're going to. So in other words, you can't have that climate strategy sitting separately from this economic growth strategy.

"I feel another way to better improve the lives of (the people) in York city is to boost income and then we also have to deliver an effective education standard, and raise skills, and then also make sure we develop a good system where people can benefit from it."

"I think if we had better transport some of those other (priorities) would follow. I mean, I cannot believe it's so difficult to get to the airport in Leeds... And why does it take so long to get to Manchester? I mean bring the transport in, make it affordable and maybe some other things will follow."

"A connecting global city is actually nice, because it connects cities to top-notch economic growth."

Post pandemic attitudes to working

Respondents discussed the benefits that working from home during and after the pandemic has brought but also some of the challenges, particularly for those with fewer resources. The conversation also covered how vulnerable York was during the crisis due to its dependence on retail and hospitality.

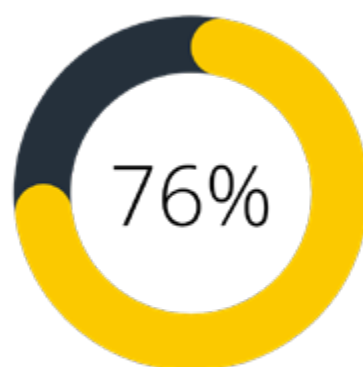
"It's obviously terrible to have the pandemic, and we're still in it, absolutely, but it has accelerated a

sort of culture of hybrid working, or working more from home if you're able to, and you know, if you're lucky enough to be able to access that and your job allows you to, I think it's made a huge difference to a lot of people. It certainly has for me, I mean, I actually work on Teesside, but I live in York, and whereas before I would travel 30-50 miles or so, five days a week, I only go twice a week now and do the rest from home. So the benefits for me and my family, you know, for my mental health has been enormous."

"I don't know that there's any sort of pre-pandemic place we can get to, so it's a good question, and to have the council have a specific kind of strategy that takes account of that changed context would be quite nice to see."

"I remember thinking in the pandemic, because York is very tourism-dependent, I didn't have a sense of it, but I assume that York was very negatively affected because the tourists weren't coming, and York is very dependent on tourism. And then what happens to all those service jobs?"

This seems to reflect the survey data where:

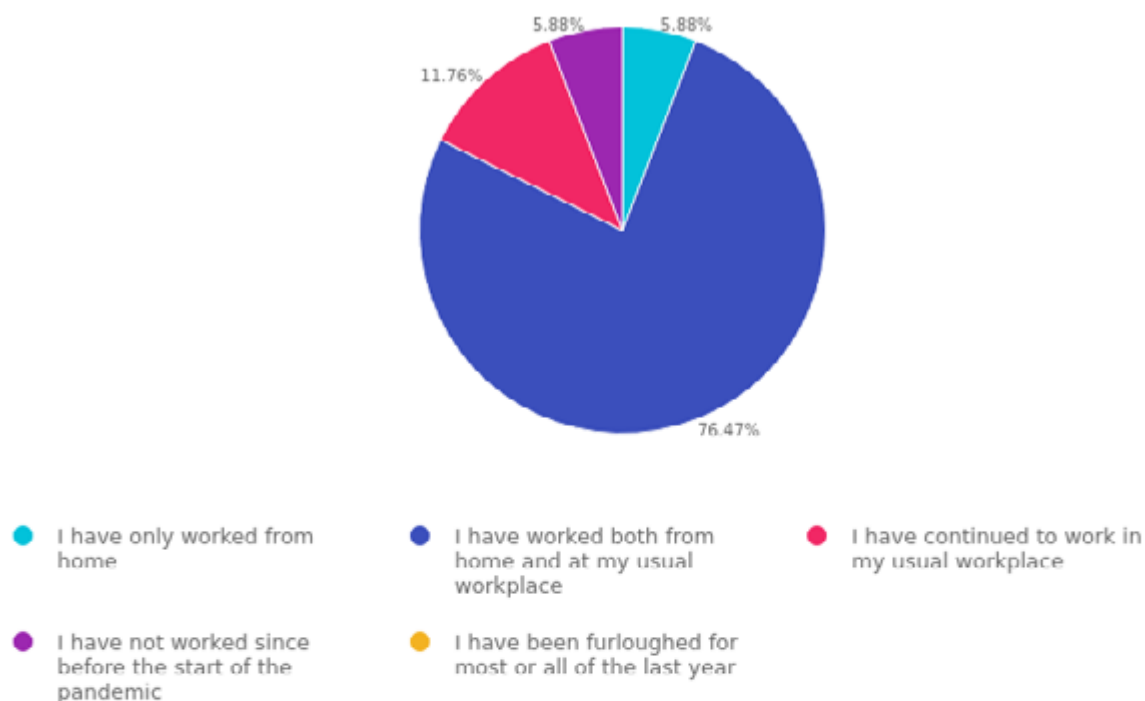


of respondents said that they have worked both from home and their usual workplace since the pandemic.

Responses from BAME residents:

Which of the following statements best describes your employment circumstances since the start of the pandemic?

Answered: 17 Skipped: 4



Choices	Response percent	Response count
I have only worked from home	5.00%	1
I have worked both from home and at my usual workplace	76.47%	13
I have continued to work in my usual workplace	11.76%	2
I have not worked since before the start of the pandemic	5.88%	1
I have been furloughed for most or all of the last year	0.00%	0
Any additional comments?		3

Transport - Headline survey statistics

- Most respondents said that **50-59%** of their journeys are made by car.
- **40%** of respondents said that they expect to use their car slightly more in the next 5 years.
- Most respondents said they would prefer to drive to work (**31%**) and take the bus to school or college (**38%**) as well as for leisure or entertainment trips (**31%**), **36%** of respondents would prefer to cycle to shop for small items and **31%** would prefer to cycle to visit friends & relatives locally. **38%** of respondents would prefer to use the park and ride to visit friends/relatives longer distance.
- The most serious issue in York according to people surveyed are:
 - » **Congestion (79%** said either 'very' or 'fairly' serious).
 - » **Local air pollution, visual quality, traffic in residential areas, and the impact of transport on climate change came jointly second (57%** of people said either 'very' or 'fairly' serious).
- The top 3 most effective measures to improve public transport in the eyes of people in this group are:
 - » **More frequent bus services (69%** said 'very' or 'quite' effective)
 - » **More extensive bus network (56%** said 'very' or 'quite' effective)
 - » **Jointly, cheaper bus fares and loans to purchase a bus pass (50%** said 'very' or 'quite' effective)
- The top 3 most effective measures to improve traffic are:
 - » **Increased resident parking zones (47%** said 'very' or 'quite' effective)
 - » **More electric vehicle charging points (40%** said 'very' or 'quite' effective)
 - » **Further rollout of 20mph speed restrictions in residential areas (33%** said 'quite' effective)
- The top 3 most effective measures to improve active travel are:
 - » **Dedicated cycle routes (63%** said 'very' or 'quite' effective)
 - » **Access to e-scooters (56%** said 'very' or 'quite' effective)
- Safer cycling routes (**53%** said 'very' or 'quite' effective)
- The top 3 most effective measures to improve walking are:
 - » **Well lit walking routes at night (67%** said 'very' or 'quite' effective)
 - » **Dedicated walking routes away from busy roads (64%** said 'very' or 'quite' effective).
 - » **Jointly, safer and easier crossing points on walking routes (50%** said 'very' or 'quite' effective)
- The top 3 most effective measures to reduce travel are:
 - » **Better space for working from home (67%** said 'very' or 'quite' effective)
 - » **Better space for working near to home (67%** said 'very' or 'quite' effective)
 - » **A better range of shops and services near to where respondents live (53%** said 'very' or 'quite' effective)

Focus group findings:

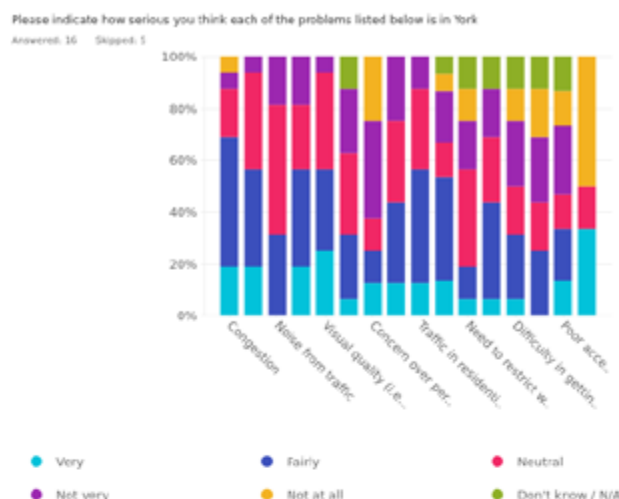
Car travel

Participants in this focus group were likely to own cars although many preferred not to drive where possible.

Congestion

Congestion and air pollution were considered to be major problems for the city. This is in line with the survey results where **69%** of respondents listed congestion as either very or fairly serious. **56%** of respondents listed local air pollution from traffic as either very or fairly serious.

Responses from BAME residents to the question please indicate how serious you think each of the problems listed below is in York:



Row	Very	Fairly	Neutral	Not very	Not at all	Don't know / N/A	Response count
Congestion	18.75% (3)	50.00% (8)	18.75% (3)	6.25% (1)	6.25% (1)	0.00% (0)	16
Local air pollution from traffic	18.75% (3)	37.50% (6)	37.50% (6)	6.25% (1)	0.00% (0)	0.00% (0)	16
Noise from traffic	0.00% (0)	31.25% (5)	50.00% (8)	18.75% (3)	0.00% (0)	0.00% (0)	16
Impact of transport on climate change	10.75% (3)	37.50% (6)	25.00% (4)	18.75% (3)	0.00% (0)	0.00% (0)	16
Visual quality (i.e. spoiling the look of the local area)	25.00% (4)	31.25% (5)	37.50% (6)	6.25% (1)	0.00% (0)	0.00% (0)	16
Danger from traffic	6.25% (1)	25.00% (4)	31.25% (5)	25.00% (4)	0.00% (0)	12.50% (2)	16
Concern over personal security	12.50% (2)	12.50% (2)	12.50% (2)	37.50% (6)	25.00% (4)	0.00% (0)	16
Sharing of space with other users	12.50% (2)	31.25% (5)	31.25% (5)	25.00% (4)	0.00% (0)	0.00% (0)	16
Traffic in residential and shopping streets	12.50% (2)	43.75% (7)	31.25% (5)	12.50% (2)	0.00% (0)	0.00% (0)	16
Unduly large delivery vehicles	13.33% (2)	40.00% (6)	13.33% (2)	20.00% (3)	6.67% (1)	6.67% (1)	15
Need to restrict what others (e.g. children, elderly) do	6.25% (1)	12.50% (2)	37.50% (6)	18.75% (3)	12.50% (2)	12.50% (2)	16
Negative impact on physical fitness	6.25% (1)	37.50% (6)	25.00% (4)	18.75% (3)	0.00% (0)	12.50% (2)	16
Difficulty in getting to shops, health or leisure facilities	6.25% (1)	25.00% (4)	18.75% (3)	25.00% (4)	12.50% (2)	12.50% (2)	16
Feeling cut off from family or friends	0.00% (0)	25.00% (4)	18.75% (3)	25.00% (4)	18.75% (3)	12.50% (2)	16
Poor access for York's businesses	13.33% (2)	20.00% (3)	13.33% (2)	26.67% (4)	13.33% (2)	13.33% (2)	15
Other (please specify below)	33.33% (2)	0.00% (0)	16.67% (1)	0.00% (0)	50.00% (3)	0.00% (0)	6
Any additional comments?							2

“I think driving in York is awful. We avoid it like the plague as much as we can, and I think [NAME]’s point about needing access is obviously super important, but in a way, you know, in a way, if you don’t need to, you shouldn’t.”

“I love it when you walk through the congested parts into the pedestrian areas, particularly in the summer months; it’s just such a lovely place to be, and as soon as you step out into the busier road areas, you know we all know where those are the pollution levels, you just notice it immediately, because there’s so much standing traffic at particular times, that you really do notice the difference in air quality.”

“There’s a lot of congestion at certain times, that’s like, a really, really big issue I’ve noticed.”

Reducing car use

Significantly reducing car use was seen as a necessary step to meet the City’s climate goals.

“So there’d be huge advantages to better transport infrastructure, including where people need to use cars will get round more quickly if the rest of us were on a bus or on a bike. So we do try to go to town, for instance, on bikes, but like with the kids, we end up on the pavement, because we’re in Fulford, there’s no obvious cycle lane and people are driving, or you’re cycling past, or there’s parked cars on the road, so there’s a cycle lane, but the cars are parked over it. And I think because York is an old city, I don’t think it was ever designed for this level of traffic, so it’s not that I even think there’s an infrastructure solution, but I think, you know, because there’s no space, the best thing, in my mind, seems to be to get cars off the road.”

“I as just reading about how, like, we need to create an infrastructure that may seem a bit, like, counterintuitive at first, to not have, like, more road spaces, but would work better for a greener environment and planet.”

Public transport

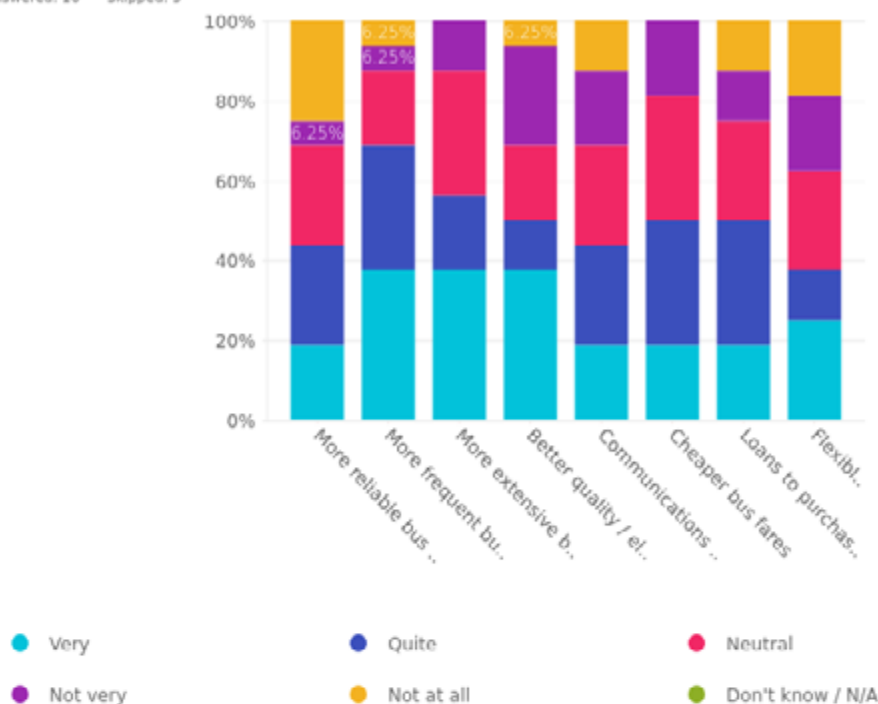
Respondents were critical of public transport within the city, citing cost, information, reliability and bus routes as issues. This is in line with the survey data where the following measures would be either very or quite effective in encouraging respondents to travel more sustainably:

- **56%** more extensive bus network
- **50%** Cheaper bus fares
- **44%** More reliable bus service

Responses from BAME residents in answer to the public-transport specific question, how effective would the following measures be in encouraging you to travel more sustainably?:

Public Transport

Answered: 16 Skipped: 5



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
More reliable bus service	18.75% (3)	25.00% (4)	25.00% (4)	6.25% (1)	25.00% (4)	0.00% (0)	16
More frequent bus services	37.50% (6)	31.25% (5)	18.75% (3)	6.25% (1)	6.25% (1)	0.00% (0)	16
More extensive bus network	37.50% (6)	18.75% (3)	31.25% (5)	12.50% (2)	0.00% (0)	0.00% (0)	16
Better quality / electric buses	37.50% (6)	12.50% (2)	18.75% (3)	25.00% (4)	6.25% (1)	0.00% (0)	16
Communications promoting bus safety	18.75% (3)	25.00% (4)	25.00% (4)	18.75% (3)	12.50% (2)	0.00% (0)	16
Cheaper bus fares	18.75% (3)	31.25% (5)	31.25% (5)	18.75% (3)	0.00% (0)	0.00% (0)	16
Loans to purchase a bus pass	18.75% (3)	31.25% (5)	25.00% (4)	12.50% (2)	12.50% (2)	0.00% (0)	16
Flexible multi-bus service ticketing	25.00% (4)	12.50% (2)	25.00% (4)	18.75% (3)	18.75% (3)	0.00% (0)	16
Any additional comments?							2

Cheaper bus tickets

Researcher: How expensive is it to travel around York, and do you think it's affordable? I've got some shaking heads. Does anybody think it is affordable? No. Okay.

"Most people, if they need to take more than one bus, like, you're paying an additional fare, rather than the same fare, for just one journey, which I think could be improved."

Signage and information

"I also think that we're missing a bit of a trick with the bus stops. You know, there's some fantastic bus stops that tell you when the bus is coming, and then there are other bus stops in York, no idea when the bus is coming. Not everyone has a smartphone or knows how to use the First app, you know, so, maybe just make it a little bit easier. There's no timetable up there and there's no describer board saying when the bus is coming, so they need to make it a little bit more consistent. So if you arrive at a bus stop, there's something there telling you, either paper or digital, when the bus is going to be coming, that might help a little bit. It's not rocket science."

"Looking at the board map, I don't know, they just feel like they're not quite giving you, like, where to get to. Even on the buses themselves, I'm like, when I first got here, I was constantly looking around, like, "Is this my stop?" and in the dark as well, especially, the buses don't announce the stop or anything like that, so it can be confusing, I'd say."

"I think they maybe need to promote times when it is a little bit cheaper. I mean, I caught the bus the other day and it was a lot cheaper in the evening... I think lots of people just don't know about things like that, so it's just, you know, there's lots of things

that just need to be promoted better really, that might encourage people."

More extensive bus network

"If I'm trying to get a bit further out, like when I'm going to work or something like that, you have to take a few buses and they're not all first buses."

"The issue isn't that you can't get there by bus, it's that it's very hard. So, like, for us to go from the south end, so we are Fulford, you've got to get a bus into town, it's with a different company, and then you've got to get another bus. So for instance, if we're going to Clifton Moor, there's no question that I'd get on a bus, because it would take us so long, whereas I can, even stuck in the traffic, just get in my own car, and getting to that end of... getting to Clifton Moor, those shops, I mean, those links really need to be better, you know, whether that's better buses, trams, I don't know what, but I would definitely not get on a bus because I have to go into town then go out again, there's just not... the service is not good enough."

Reliable bus service

"I'd get on a bus more often if it wasn't so extortionate to do it, and it was more reliable, it was more frequent."

"I think they're very unreliable, personally."

Active travel

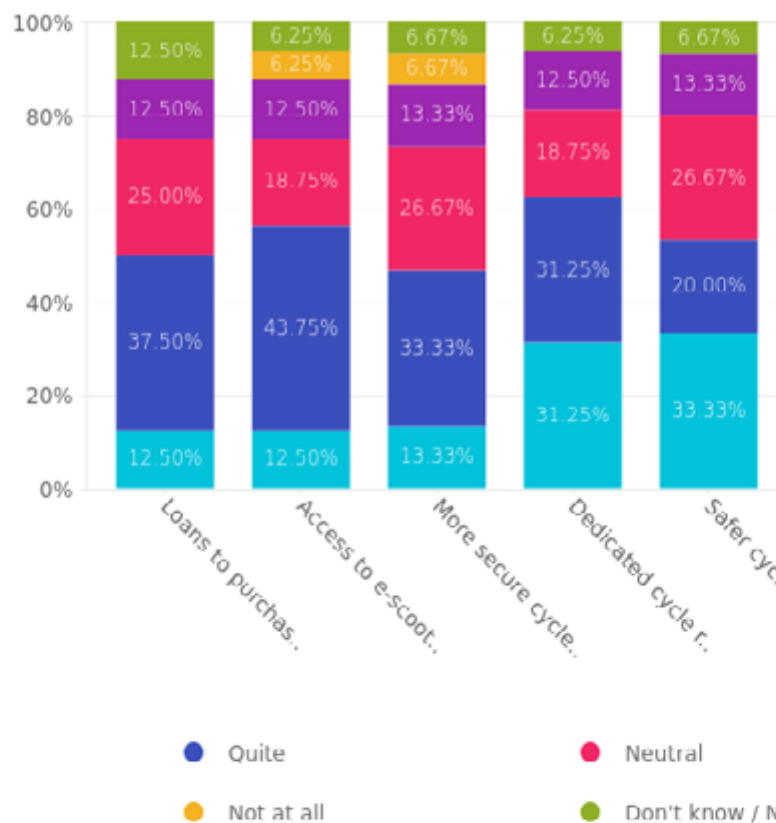
Participants that cycled were critical of cycle paths, saying that whilst some cycle paths in the city were good, there was a lack of consistency and some areas felt dangerous to cycle in. This is reflected in the survey data where respondents agreed that the following measures would be either very or quite effective in encouraging them to travel more sustainably:

- **63%** dedicated cycle routes
- **53%** safer cycling routes

Responses from BAME residents to the active-travel specific question, which of the following measures would be effective in encouraging you to travel more sustainably?

Active travel

Answered: 16 Skipped: 5



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
Loans to purchase bikes/e-bikes	12.50% (2)	37.50% (6)	25.00% (4)	12.50% (2)	0.00% (0)	12.50% (2)	16
Access to e-scooters	12.50% (2)	43.75% (7)	18.75% (3)	12.50% (2)	6.25% (1)	6.25% (1)	16
More secure cycle storage	13.33% (2)	33.33% (5)	26.67% (4)	13.33% (2)	6.67% (1)	6.67% (1)	15
Dedicated cycle routes	31.25% (5)	31.25% (5)	18.75% (3)	12.50% (2)	0.00% (0)	6.25% (1)	16
Safer cycling routes	33.33% (5)	20.00% (3)	26.67% (4)	13.33% (2)	0.00% (0)	6.67% (1)	15
Any additional comments?							3

“I think there are some really good paths, we’re really lucky there’s that path by the river to go up to town for Fishergate, there’s the planets to go up to, but actually around town, I mean, it just feels dangerous.”

“If it’s anywhere round the station, there are some parts where as well, people are driving quite fast, the roads are quite curved, and you’re sort of, like, I can totally see why you wouldn’t want to cycle around there. I think the problem in York is, it’s inconsistent.”

“I think sometimes it’s also about connections. So I’m thinking about where we are in Fulford, for instance, where it’s actually not great to get to the path, that’s then lovely.”

Electric vehicles

Respondents saw electric cars as a way to reduce the impact of driving on the environment and reduce air pollution but were cautious about relying on them as a solution to climate change. Price and charging infrastructure were considered potential barriers.

“We’ve had an electric car for six years, so we were well ahead of the curve, and it was about the environment, but I don’t know that everybody getting electric cars is the long-term option, we don’t kid ourselves that somehow we’ve solved this either.”

“I’m thinking of making my next purchase electric, or certainly some sort of hybrid style one. I’m aware that electric cars are still quite pricey in general compared to their fossil fuel counterparts. But I think that it is getting, over time, it should get better, and I’m just hopeful that we continue in that direction. Granted, you know, it’s not the only way, ideally you would walk and do that sort of thing, but I think as a method of just improving air quality around York... Making electric cars more cheap, ensuring the buses are electrified at least, would be good. But I think it feels like we’re building up towards it becoming more mainstream, for sure. So

yeah, I would like to make my next one an electric one, if I can afford it.”

“It’s not always that easy to park and we live in a terraced house, so just the charging... I mean, you don’t mind walking somewhere to charge it, but you’d need to know that there was all that infrastructure there to kind of support you charging it.”

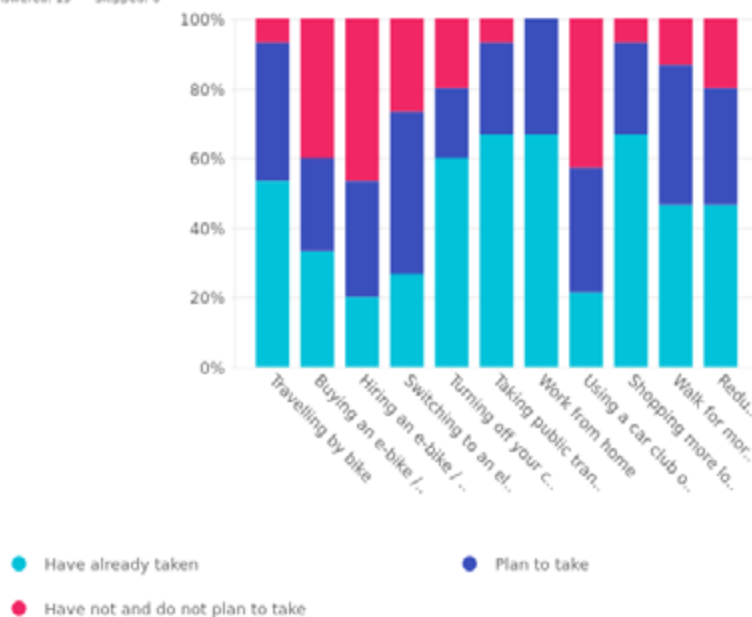
This was similar to the survey where **47%** of respondents said they planned to switch to an electric vehicle.

“Good quality, traffic-free routes are important, particularly considering the fact that cycling is good for health, and likewise walking.”

Responses from BAME residents in answer to the question, which, if any, of the following steps have you taken or plan to take that will help ease congestion and reduce air pollution in York?:

Which, if any, of the following steps have you taken or plan to take that will help ease congestion and reduce air pollution in York?

Answered: 15 Skipped: 6



Row	Have already taken	Plan to take	Have not and do not plan to take	Response count
Travelling by bike	53.33% (8)	40.00% (6)	6.67% (1)	15
Buying an e-bike / e-scooter	33.33% (5)	26.67% (4)	40.00% (6)	15
Hiring an e-bike / e-scooter	20.00% (3)	33.33% (5)	46.67% (7)	15
Switching to an electric/hybrid vehicle	26.67% (4)	46.67% (7)	26.67% (4)	15
Turning off your car when stationary in traffic	60.00% (9)	20.00% (3)	20.00% (3)	15
Taking public transport (bus/Park and Ride/rail)	66.67% (10)	26.67% (4)	6.67% (1)	15
Work from home	66.67% (10)	33.33% (5)	0.00% (0)	15
Using a car club or car sharing	21.43% (3)	35.71% (5)	42.86% (6)	14
Shopping more locally and ordering online for large/heavy items	66.67% (10)	26.67% (4)	6.67% (1)	15
Walk for more of my trips	46.67% (7)	40.00% (6)	13.33% (2)	15
Reducing the number of trips I make (e.g. by combining several errands into one trip)	46.67% (7)	33.33% (5)	20.00% (3)	15
Any additional comments?				2

City centre

Headline statistics

- **70%** of respondents visit the city centre during the day on a weekday
- **69%** of respondents visit the city centre during the evening on a weekday
- **38%** visit the city centre during the day on a weekend
- **54%** visit the city centre during the evening on a weekend
- **27%** do not feel welcome and safe in the city centre on an evening
- **56%** have chosen to support more independent businesses since the start of the pandemic

Focus Group Findings:

Amenities

There was little discussion in this group about the city centre but there was some conversation about local amenities.

“I don’t know how others feel, you know, but where we are in Fulford, for instance, we don’t have any local grocery. The closest one from this end of Fulford is probably a 20-minute walk and you’d have to be brisk, and then if you bought anything, you’ve got to carry it home. And that’s a good example of where the council could be more proactive in thinking about, say, you know, what’s being zoned in different places. I know it’s challenging, but it does seem to be, like, maybe there’s some sort of planning that could be encouraged, so yeah, that would be nice, I’d love to have more local groceries, to be honest.”

“So for instance, I’m thinking, there’s, like, language in one of the things about circular economy, but I’m

wondering, okay, well why don’t we have a concrete example, like, you’ve got Bishy Road, so here’s an example of quite a nice community, it’s got a nice high street, okay, so which bits of York don’t feel like that and what would it take to support more local economic activity like that? That kind of thing; there are examples, but I don’t feel like...it’s like luck – “If I happen to live near Bishy Road, it’s quite nice and I can walk everywhere and I can do stuff,” but otherwise, well, good luck to you, and that just feels quite strange.”

Further focus group findings

Equity

Equity was very important to respondents in this group, especially around transport and access to the city centre.

“If we were carbon neutral, I think we’d really have to think about access for people with disabilities and just to make sure that’s woven into any planning. So fine to not have cars, I don’t have a problem with that at all, but make sure you’ve got really good motability schemes or free scooters.”

“I would like to see a discussion about, you know, “what does accessibility mean”? To make sure that it’s as accessible to as many people as possible, I just don’t think cars and roads are the only way to do that, they can’t be. They can’t afford to be because the planet is burning.”

“I know it’s already really hard for blue badge holders to park in the city centre, and I’m not saying we have to, you know, bring that back, but then there’s some parking spaces in York we can give those over to people with disabilities, you know it’s kind of... It needs to be accessible; great to be green, but it needs to be accessible.”

“Any infrastructure that is going to be built in York city, people with disabilities have to be put into consideration.”

“And just about thinking about outside the box and what accessibility means, I saw a wonderful post on Facebook and it was from York Belles, who are, like, a cycling group in York, and they had this cycle, almost like a bucket on the front, and they were giving somebody older, just a cycle, you know, that isn’t well enough to cycle, like, a ride out on a bike, and she said, like, how amazing it was. I think for me, that just epitomises so much, it’s kind of, you can make things fun and doable without, you know, lots of money or cost, and make things accessible, but yeah, we need it to be safe for people, it doesn’t have to be, like xx was saying, cars everywhere. But it needs the money and it needs people at the top to put their hand in their pocket.”

Other cities

When asked if there were other cities or countries that York could learn from, respondents mentioned Copenhagen and Austria. Both examples focused on transport efficiency and climate-friendly solutions.

“I’m pretty sure it’s Copenhagen, anyway there are a couple of European cities anyway, that did reject this idea of the ring road, because it’s very car focused.”

“Austria’s good, especially quality of roads and transport efficiency, top scores on environmental sustainability.”

Engagement

Some respondents felt both climate and the economic strategy documents were vague. They wanted more clarity on the meaning of some terms and a clear actionable plan for implementing the strategies.

“So it feels, yeah, I don’t know, it’s not joined up with the climate strategy, so no, I don’t think that economic growth is what you want necessarily, unless I understand exactly how that links to decarbonisation,”

“I’ve looked at it, but it is also still vague. Like,

“Ensure that businesses and entrepreneurs receive high quality advice to support resilience, growth and prosperity.” I mean, what is that? What does it even mean? What is the action point there? So it does feel like a council that maybe has limited power, kind of some limited revenue raising capacity, trying to say lofty things that I’m just not sure they can deliver.”

“So I just think, you know, going back to the vagueness of the language in these reports, I just feel like it would be nice to get some clarity on, you know, “What do you mean by the circular economy?”



Parents with young children

Environmental

Headline survey statistics

- **36%** of respondents slightly agreed and **32%** strongly agreed with York’s ambition to become a zero-carbon city by 2030
- **51%** of respondents also slightly agreed with CYC

employing carbon offsetting to achieve zero-carbon by 2030

- Regarding the top 3 objectives to be considered in York's climate strategy,
 - » **70%** said 'improve health and wellbeing'
 - » **58%** said delivered at the best value
 - » **49%** said fast and reliable internet access
- **48%** have made improvements to their home
- **47%** have made changes to their personal travel
- **49%** have made changes to their purchasing habits
- **56%** have reduced their amount of waste
- Less than **10%** said that they do not plan to take any of these actions

- **62%** said cost was the primary barrier to reducing their carbon footprint
- **53%** said lack of time was the primary barrier preventing them from preparing for the impacts of climate change

Focus group findings:

Motivation and perceived responsibility

Motivation

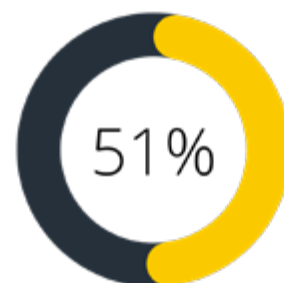
Respondents identified cost as the main barrier to them making greener choices. This is in line with the survey data in which cost was cited as the most significant factor that prevented respondents from taking action to reduce their carbon footprint.



of respondents feel it is very important for CYC and large private businesses to take responsibility for zero-carbon in York



of respondents said that it is quite important for charities and community groups to take responsibility for zero-carbon in York

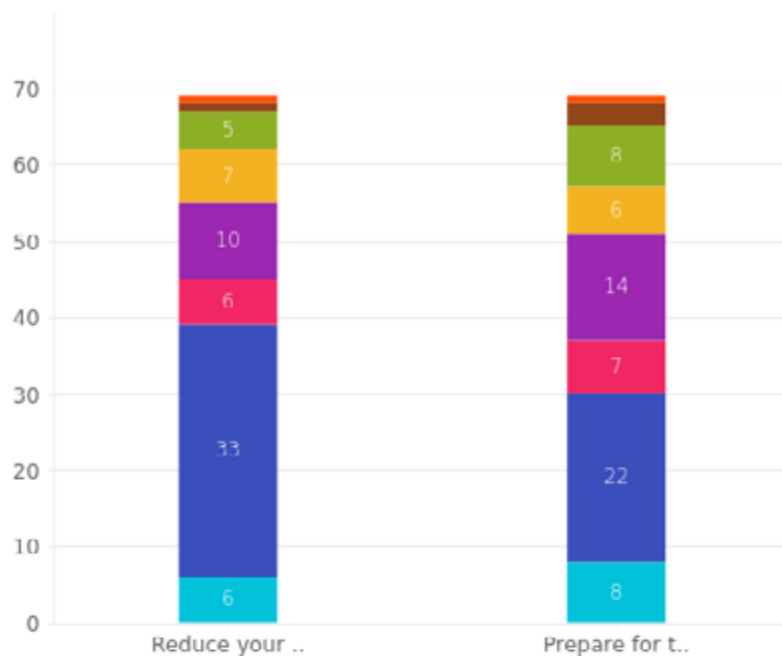


said it is quite important for residents to take responsibility for zero-carbon in York

Responses from families with young children:

Thinking about the areas listed above where you have not yet acted on, which, if any, of the following are preventing you from taking action to...? (Tick all that apply)

Answered: 42 Skipped: 6



- I don't know how / lack of information
- Cost
- Don't have time
- Lack of infrastructure
- Inconvenience
- No alternatives
- Lack of interest
- Other (please specify below)

Row	I don't know how / lack of information	Cost	Don't have time	Lack of infrastructure	Inconvenience	No alternatives	Lack of interest	Other (please specify below)	Response count
Reduce your carbon footprint	15.00% (6)	82.50% (33)	15.00% (6)	25.00% (10)	17.50% (7)	12.50% (5)	2.50% (1)	2.50% (1)	40
Prepare for the impacts of climate change	19.51% (8)	53.66% (22)	17.07% (7)	34.15% (14)	14.63% (6)	19.51% (8)	7.32% (3)	2.44% (1)	41
Any additional comments?									3

“If you could get the cost down, that would be amazing.”

“I’m interested in reducing my costs and being able to afford to live but I do want there to be... I don’t want the planet to be on fire when my daughter’s my age and that does concern me.”

“I think there’s also if you can afford to do it in the first place”

“Well I mean cost-saving is an important one.”

Perceived responsibility

There was not much discussion in this group about where the responsibility for reaching carbon zero lay, but respondents did identify a need for a national approach to greener transport.

“I do think in those cities or in those countries where they have greater control over whether the energy providers are nationalised, whether transport is nationalised, to make things like that happen because that’s how you stop people driving.”

Net-zero Achievability

Respondents in this focus group were supportive of York’s ambition to be a carbon-zero city. They hoped it would be achievable and felt that learning from other places that had made successful large-scale changes could help York to fulfil its aim.

“I hope so. I always hope, I would like to see it, I just hope it’s achievable.”

“But it would be really good to take ideas from those places or even other countries in the world that have radically changed their infrastructures and introduced all these different recycling schemes”

Green initiatives

Carbon offsetting

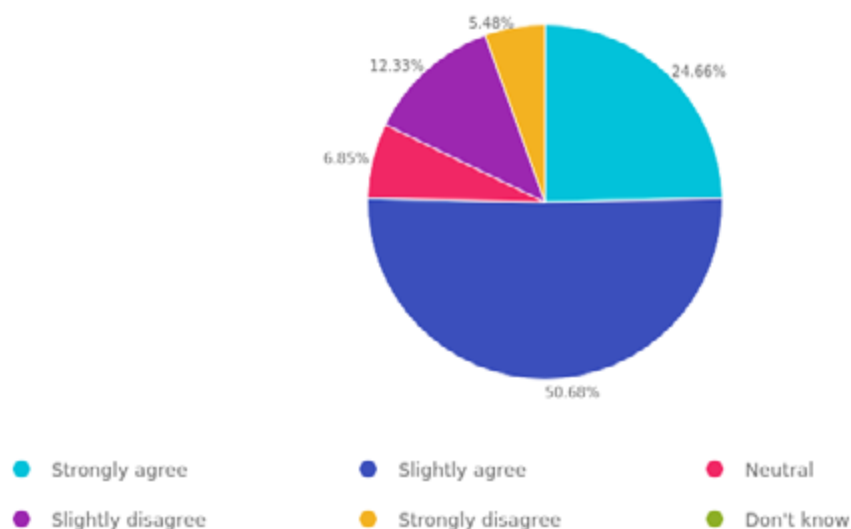
Respondents felt that initiatives to plant more trees and ‘rewild’ farmland were positive but they were less supportive of carbon offsetting as means to reaching zero carbon. Concerns were raised about greenwashing and it was felt that offsetting should be a last resort. This is in line with the survey data where **51%** of respondents slightly agreed that the council should employ carbon offsetting to achieve zero carbon by 2030.



Responses from families with young children in response to the question to what extent do you agree that City of York Council should employ carbon offsetting in order to achieve zero carbon by 2030?:

By 2030, there will be some carbon emissions that we cannot remove. We can 'offset' these remaining emissions to achieve our zero carbon ambition. To what extent do you agree that City of York Council should employ carbon offsetting in order to achieve zero carbon by 2030?

Answered: 73 Skipped: 2



“If it’s going to be done then it should be done as well as other methods and those methods should be established first to create a baseline. Then on top of that, you can add carbon offsetting but it shouldn’t be the first go-to to be able to reduce carbon. It seems like greenwashing a bit.”

“It sounds like an eco-friendly gas company except it’s not really.”

“What they’re doing near where I live is taking fields that they use for farming and returning it to woodland. It’s another strategy but if more people could get on board with that, that would be great. Like I said, it’s going to be on top of other things but like tree planting, I don’t understand why people aren’t encouraged to plant trees more.”

Green energy

Green energy initiatives such as air source heat pumps were seen to be out of the financial reach of participants in this group. Even with subsidies,

respondents felt that these choices were unaffordable.

“But the cost of trying to move to solar panels or underground heat pump energy or something is completely prohibitive.”

“I think it sounds expensive.”

“I find it hard to look beyond where we are, and I’m poor so if I’d had the money, I’d have gone for carbon-friendly heating systems in my house, I definitely would have done, but I don’t have the money. So it’s about making it affordable and appealing I guess.”

“We’re renovating our house at the moment and we’ve looked into an air source heat pump as did my friends, and for both of us, the cost is just prohibitive. If we could have done it in the first place. You know what, when we looked into it, even if we’d been able to set aside £20,000 to do it in the first place, we would have never have actually recouped that.”

“Even with the subsidy that the governments currently got in place, I don’t think it’s affordable for many people”

Economy

Headline survey statistics

- **34%** of respondents are shopping online slightly more than before the pandemic
- **34%** are shopping the same amount as before.
- **51%** of respondents have worked both from home and at their usual workplace since the start of the pandemic.

Focus group findings:

Living in York

Housing was an important issue for participants in this group. House prices in York were deemed to be high, prohibitively so for some residents. Concern was also expressed about holiday rentals inflating prices and removing affordable housing stock from the market.

“Stuff around housing is really important to me”

“I feel like there’s a bit of a housing issue going on here as well. I’ve lived in a lot of places in the world and I have the hardest time finding a rental in York. We own a house now but that was a nightmare and a half too. But when we first moved, I’ve lived in New York City and I found it hardest to rent here.”

“My 9-year-old should not be worrying, and he does, about being able to buy a house in the city that he wants to live in. He brought it up the other day, ‘I’m not going to be able to live in York when I’m older am I mummy?’”

“There’s a lot of Air BnBs isn’t there? A lot of people buy to rent them out and that’s obviously taken houses off the market. My streets got 3 of them on.”

Jobs and pay

Respondents felt that dependence on tourism and service jobs meant that jobs in the city were often poorly paid and insecure. They wanted to see a living wage in York. It was felt that other employment options had disappeared from the city and continued to do so. There was felt to be a mismatch between the jobs available and people’s skills and experience.

“I think a proper living wage is essential and it’s another thing for the council to be leading the way. The council should be like a beacon of good practice with employment.”

“There’s lots of zero-hour contracts in the service industry and in the retail industry and that shouldn’t be allowed. People should know what they’re working each week and what they’re going to earn each week. It’s really important.”

“I mean we’re very much a service city now and so, well you see that immediately in what happened in Covid. Nobody could work but so many of those businesses had to stand down because nobody was travelling and you shouldn’t have an economy that only exists for one purpose.”

“I feel like it’s pretty much hospitality and you have the small district hospital and Aviva.”

“There used to be opportunities to move straight into Terry’s or straight into Rowntree’s and those things have gone.”

“So it’s tricky finding the right job that fits your experience I guess.”

“I think the other thing as well is part-time jobs, not in hospitality but other part-time jobs, I’ve found there’s fewer. I don’t know compared to other places but compared to a range, I don’t feel like there’s a good range of part-time jobs.”

Training and apprenticeships

Apprenticeships were seen as important by participants in this group. They were keen that training opportunities were genuine and offered real value to the trainee. They were also keen to see opportunities extended beyond young people and that those who wish to retrain or re-enter the workforce are supported to do so.

“Finding apprenticeships can be tricky, there’s a lot of kids looking for a certain kind of work and the financial rewards aren’t necessarily brilliant at first. So I guess that’s a barrier - quality apprenticeship.”

“Oh yeah, it’s essential, but it’s making sure that they are real apprenticeships... That they’re actually learning skills and it’s not just a lower wage. One of my friend’s kids did an apprenticeship in an office but she wasn’t learning, she was doing basic office work and I don’t see how, for me, it felt like an excuse to be paying her less.”

“I think that giving opportunities to kids who don’t want to go to university is a good thing. Life-long learning is a good thing, people need to change skills throughout their life so if that could be a possibility then that would be good.”

“Not enough work experience, I think opportunities, a lot of people want you to have experience but if they don’t have that or work experience for young adults then they’ve got no chance. There’s not a lot of volunteering opportunities, there needs to be a lot more.”

“It’s not just for young people either, I feel like life changes, you might need a new career and I think it’s hard when you’re older as well to get back into something if your old career didn’t work or maybe you’re disabled and your ability changes. That needs to be supported as well.”

“also providing apprenticeships for people of any age and not just young people. It tends to be aimed at younger people, which is not a bad thing but like

you say, career changes, people with disabilities, they want to be able to experience different careers maybe.”

Childcare

Unaffordable child care was raised as an impediment to employment.

“And I know this is a UK-wide problem and not York but childcare is so expensive. So we’re talking about part-time work but it would be literally pointless for me to work full-time. Somehow bringing that cost down.”

Economic development

Growth

Respondents saw economic growth as desirable but stressed that it should be done in a sustainable way and that the benefits should help everyone.

“As long as it’s sustainable and it’s growing in the right way and for the right reasons.”

“I think it’s always good to grow”

Setting an example

Participants wanted to see the council act as an example for the ideas laid out in the economic strategy, making sure that their employment practices are exemplary and that they are leading by example to create a circular economy.

“I guess they talk there about doing business with good businesses, but just making sure that there’s not people that are employed by the council through a contract that aren’t being treated worse because of the fact that they’re part of the contractors, not doing things right... it’s making sure that York council is leading the way in more responsible practice and those sorts of things.”

“If you could invest in extended recycling and have

that done locally and that could be a big employer, it's all those things isn't it and then it's not relying solely on tourism. That's one example, I'm sure there are others. Using local firms to make new bike paths and others that will plant the trees, like who's being employed to do those things? And making sure that it benefits the local community I guess."

Spark

Respondents were disappointed by the council's lack of support for Spark which is seen as a rare and iconic development that benefits both residents and tourists alike. Spark is valued as a low-cost space for local residents to set up innovative small businesses and as an attractive retail and hospitality offering for residents and tourists alike.

"You need to give the people the ability to start up. Like one of the things that I think is absolutely tragic is Spark closing... I just can't get my head round why it's strategically a good idea to shut it. Yes, I really like going there but also it gives new businesses that are different from York's typical offering, the chance to get a foothold in York. From what I've seen then, they go out and take over retail units in York, which you want people to do because the high street is going downhill anyway. So why put any barrier in place of that?"

"And they've talked about re-purposing the old Argos building I think, as a replacement for it, but the thing about Spark is it's iconic isn't it? It looks a certain way, it's a really recognisable part of York I feel and I'm not sure that a building would have the same effect. But by all means, do as well, but don't replace something that's working."

Post pandemic attitudes to working

Respondents were positive about the increased flexibility of employers to allow home or hybrid working since the pandemic.

"I think it's proof that it's possible to be more flexible in employers' expectations and how often

you can work from home and when you work and different ways of communicating at work.

I think people are realising that actually, people do well at home in their home environment. They can actually do a really good job and businesses are starting to realise it."

"I work from home now, it's for a national company so I swapped to that during the pandemic but I'd never go back to it ever."

Transport

Headline survey statistics

- **39%** of respondents said that **20-39%** of their journeys are made by car.
- **38%** of respondents said that they expect to use their car the same amount in the next 5 years.
- Most respondents said they would prefer to cycle to work, school or college, to shop for small items and to visit friends/relatives locally. Most would prefer to take the bus to leisure & entertainment trips, for 'other journeys', and to shop for heavy items.
- The top 3 most serious issues in York according to people surveyed are:
 - » congestion (64% said 'very' or 'fairly' serious)
 - » traffic in residential areas (53% said 'very' or 'fairly' serious)
 - » local air pollution from traffic (49% said 'very' or 'fairly' serious)
- The top 3 most effective measures to improve public transport in the eyes of people in this group are:
 - » More frequent bus services (66% said 'very' or 'quite' effective)
 - » Flexible multi-bus ticketing (59% said 'very' or 'quite' effective)
 - » Jointly, more reliable bus services and better

quality/electric buses (58% said 'very' or 'quite' effective)

- The top 3 most effective measures to improve traffic are:
 - » Increased resident parking zones (45% said 'very' or 'quite' effective)
 - » More electric vehicle charging points (43% said 'very' or 'quite' effective)
 - » Jointly, additional low traffic neighbourhood schemes and further rollout of 20mph speed restrictions in residential areas (38% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve active travel are:
 - » Dedicated cycle routes (63% said 'very' or 'quite' effective)
 - » Safer cycling routes (51% said 'very' or 'quite' effective)
 - » More secure cycle storage (44% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve walking are:
 - » Jointly, safer crossing points on walking routes and easier crossing points on walking routes (57% said 'very' or 'quite' effective)
 - » Dedicated walking routes away from busy roads (51% said 'very' or 'quite' effective)
- The top 3 most effective measures for travel reduction are:
 - » A better range of shops and services near to where respondents live (64% said 'very' or 'quite' effective)
 - » Better space for working from home (51% said 'very' or 'quite' effective)
 - » Better broadband (49% said 'very' or 'quite' effective)

Focus group findings:

Car travel

Reducing car use

Respondents were largely on board with reducing car use in the city. They felt that current initiatives to reduce car use were good but did not go far enough.

"I do like Monks Cross though, how they've got a park and ride there, I really do think that it's a good idea. It takes away the pollution from the centre so people can just get the bus."

"I think it's set up for travel by cars and I can see that they're trying to make it cycle friendly but it's just not enough... They're trying to put a plaster over it and it's not quite working."

Attitudes to change

Participants acknowledged that there may be resistance to change from some residents but felt that despite this it was important to reduce car use if York is to become a carbon-zero city. Respondents felt resistance could be lessened if good, cheap alternative transport options were made readily available.

"It will really upset people about stopping cars coming in certain areas but if you couple it with much cheaper or even free buses. It has to be like drastic action plus a sweetener basically."

"There's a lot of pushback against any attempt to reduce the amount of cars in York. Well, it appears so if you read the Evening Press or the York Press and the comment section. But that's what I mean about I don't think the social pressure is there but I think that some of these things are unpopular but they have to be done anyway, so I think these are good targets for York to be aiming for and it would be good if they went further probably."

"I guess that's the point about making it financially viable, so if you're going to say no cars in the city

centre, then maybe buses should be free. It's offsetting those two things"

"If you have a family to take somewhere, say I wanted to take the boys into town, I could pay like £15 for the train to take them. I could pay for parking and it's cheaper and that feels the wrong way round."

Congestion and air pollution

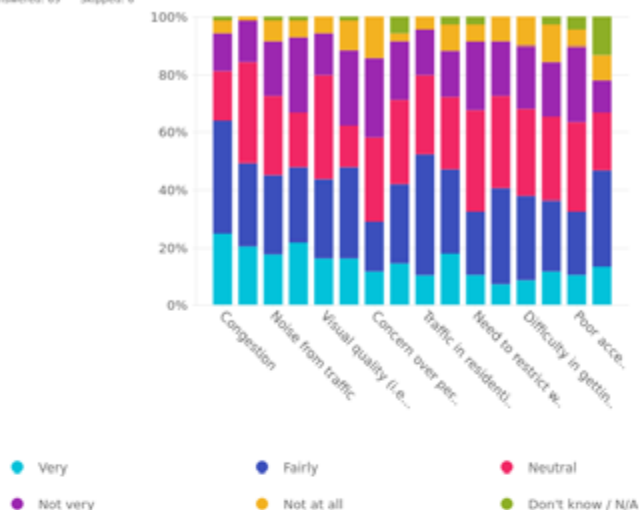
Congestion and air pollution were cited as areas of concern. This is in line with the survey data in which the majority of respondents said that congestion is either very serious or quite serious problems in York, and 49% of respondents said that air pollution is either very or quite a serious problem.



Responses from families with young children in answer to the question please indicate how serious you think each of the problems listed below is in York:

Please indicate how serious you think each of the problems listed below is in York

Answered: 69 Skipped: 6



Row	Very	Fairly	Neutral	Not very	Not at all	Don't know / N/A	Response count
Congestion	24.64% (17)	39.13% (27)	17.39% (12)	13.04% (9)	4.35% (3)	1.45% (1)	69
Local air pollution from traffic	20.29% (14)	28.99% (20)	34.78% (24)	14.49% (10)	1.45% (1)	0.00% (0)	69
Noise from traffic	17.39% (12)	27.54% (19)	27.54% (19)	18.84% (13)	7.25% (5)	1.45% (1)	69
Impact of transport on climate change	21.74% (15)	26.09% (18)	18.84% (13)	26.09% (18)	5.80% (4)	1.45% (1)	69
Visual quality (i.e. spoiling the look of the local area)	15.94% (11)	27.54% (19)	36.23% (25)	14.49% (10)	5.80% (4)	0.00% (0)	69
Danger from traffic	15.94% (11)	31.88% (22)	14.49% (10)	26.09% (18)	10.14% (7)	1.45% (1)	69
Concern over personal security	11.59% (8)	17.39% (12)	28.99% (20)	27.54% (19)	14.49% (10)	0.00% (0)	69
Sharing of space with other users	14.49% (10)	27.54% (19)	28.99% (20)	20.29% (14)	2.90% (2)	5.80% (4)	69
Traffic in residential and shopping streets	10.14% (7)	42.03% (29)	27.54% (19)	15.94% (11)	4.35% (3)	0.00% (0)	69
Unduly large delivery vehicles	17.65% (12)	29.41% (20)	25.00% (17)	16.18% (11)	8.82% (6)	2.94% (2)	68
Need to restrict what others (e.g. children, elderly) do	10.29% (7)	22.06% (15)	35.29% (24)	23.53% (16)	5.88% (4)	2.94% (2)	68
Negative impact on physical fitness	7.25% (5)	33.33% (23)	31.88% (22)	18.84% (13)	8.70% (6)	0.00% (0)	69
Difficulty in getting to shops, health or leisure facilities	8.70% (6)	28.99% (20)	30.43% (21)	21.74% (15)	10.14% (7)	0.00% (0)	69
Feeling cut off from family or friends	11.59% (8)	24.64% (17)	28.99% (20)	18.84% (13)	13.04% (9)	2.90% (2)	69
Poor access for York's businesses	10.29% (7)	22.06% (15)	30.88% (21)	26.47% (18)	5.88% (4)	4.41% (3)	68
Other (please specify below)	13.33% (6)	33.33% (15)	20.00% (9)	11.11% (5)	8.89% (4)	13.33% (6)	45
Any additional comments?							2

Public transport

Respondents felt buses in the city were expensive and unreliable. They heavily criticised the routes available, routes beyond York were deemed infrequent and inadequate. Travel routes to areas of York outside the city centre have to pass through the centre and are considered to be lengthy, expensive and inconvenient. This is in line with the survey data where the majority of participants said that a more reliable bus service (58%), cheaper bus fares (55%) and a more extensive bus network would be either very effective or quite effective at encouraging them to use more sustainable transport options.

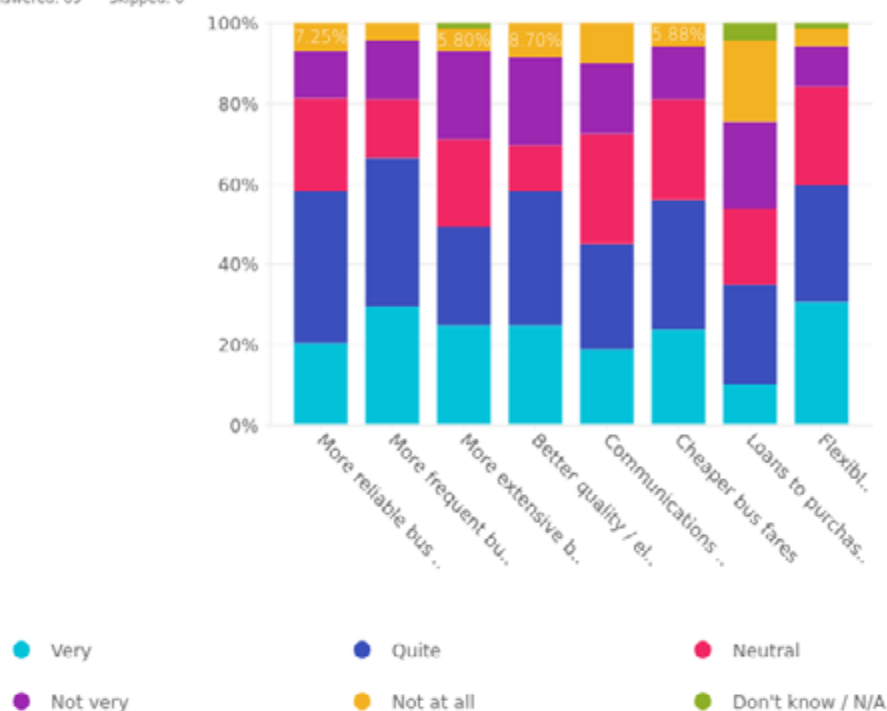
“I think there’s a lot of congestion in York, especially down Fulford Road, often down Tadcaster Road and places like that and it often takes a lot longer to get somewhere by car.”

“I live in one of the villages on the outskirts of York, but even I can smell the pollution when I’m walking them into school in the morning and I can’t imagine what that’s like in even busier areas.”

Responses from families with young children to the public-transport-specific question, how effective would the following measures be in encouraging you to travel sustainably?:

Public Transport

Answered: 69 Skipped: 6



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
More reliable bus service	20.29% (14)	37.68% (26)	23.19% (16)	11.59% (8)	7.25% (5)	0.00% (0)	69
More frequent bus services	29.41% (20)	36.76% (25)	14.71% (10)	14.71% (10)	4.41% (3)	0.00% (0)	68
More extensive bus network	24.64% (17)	24.64% (17)	21.74% (15)	21.74% (15)	5.80% (4)	1.45% (1)	69
Better quality / electric buses	24.64% (17)	33.33% (23)	11.59% (8)	21.74% (15)	8.70% (6)	0.00% (0)	69
Communications promoting bus safety	18.84% (13)	26.09% (18)	27.54% (19)	17.39% (12)	10.14% (7)	0.00% (0)	69
Cheaper bus fares	23.53% (16)	32.35% (22)	25.00% (17)	13.24% (9)	5.88% (4)	0.00% (0)	68
Loans to purchase a bus pass	10.14% (7)	24.64% (17)	18.04% (13)	21.74% (15)	20.29% (14)	4.35% (3)	69
Flexible multi-bus service ticketing	30.43% (21)	28.99% (20)	24.64% (17)	10.14% (7)	4.35% (3)	1.45% (1)	69
Any additional comments?							1

Cheaper bus fares

“I mean buses are so expensive, if buses were free and reliable, which they are quite reliable I think, we would be on the buses”

“We don’t subsidise the cost of buses, which is quite unusual, because most park and rides in cities are subsidised but ours is profitable and that’s why they’re happy to invest in the switching to electric.”

“If today instead of cycling, I was to go on the bus, it would be £4.50 for a day pass and that’s quite a lot of money. I would have to get that because I’d need to get 2 buses and then get 2 buses home again. So it’s an investment for quite a lot of time and then £4.50, that’s like my budget for a meal really.”

“I feel like the bus fares already kind of expensive and are you going to put it up if you get all new buses?”

“I think it’s expensive, I mean I came from London and the buses in London are cheaper than they are here and they’re a lot more frequent and a lot more reliable. It’s £1.75 to get the bus in London to anywhere.”

“I got a bus back with my mum and my nieces from town to Acomb and it cost £15 for 4 people, single, because we walked in. It’s £14 something, which again is a shock and I think that’s ridiculous.”

More extensive bus network

“I’m going to take my daughter this afternoon up to Monks Cross and that’s fine and it’s not too far on a bike. It’s much quicker to go on a bike because, by the time you’ve got the number 7 and the number 9, you’ve been on the bus for an hour.”

“Before I could drive, anytime my NCT group was doing something that wasn’t in the city centre, because that was pretty easy on the bus but if I was trying to get anywhere else, basically it’s just not going to happen.”

“I just think there’s been very little attention to get around the edge of York and just linking it up in that way. I just think that would make more of a difference to residents than tourists but it just seems completely neglected to me, that aspect of travel in York.”

“No, most of my family live in Ampleforth and that’s impossible to get to unless somebody gives me a lift. And it’s only 20 miles but if you can’t get there by public transport and they all drive into the city from there to do their shopping here. They would never be able to get a bus, I think there’s one bus everyday or something like that.”

More reliable bus service

“We have to use the bus or walk. Which is totally fine if the buses ran on time. There’s been a lot of issues with them recently and on our estate, because we live in an estate near Osbaldwick, the buses are once an hour on the estate.”

Access

Access to public transport was also a barrier for parents with young children. Limited space for prams often meant respondents had difficulty travelling by bus.

“with a pram it’s hard but we bought a pram that pops out really fast but hasn’t got brakes. You’ve got to pack it and unpack it, we got stuck in town on Saturday as well because we couldn’t get back on the bus”

“I was trying to get the bus with her but if I’m bringing the pram, then you can only fit one or two prams on the bus. I had an experience where I went to town and I could not get a bus back because there was always someone else in the pram spot.”

Active travel

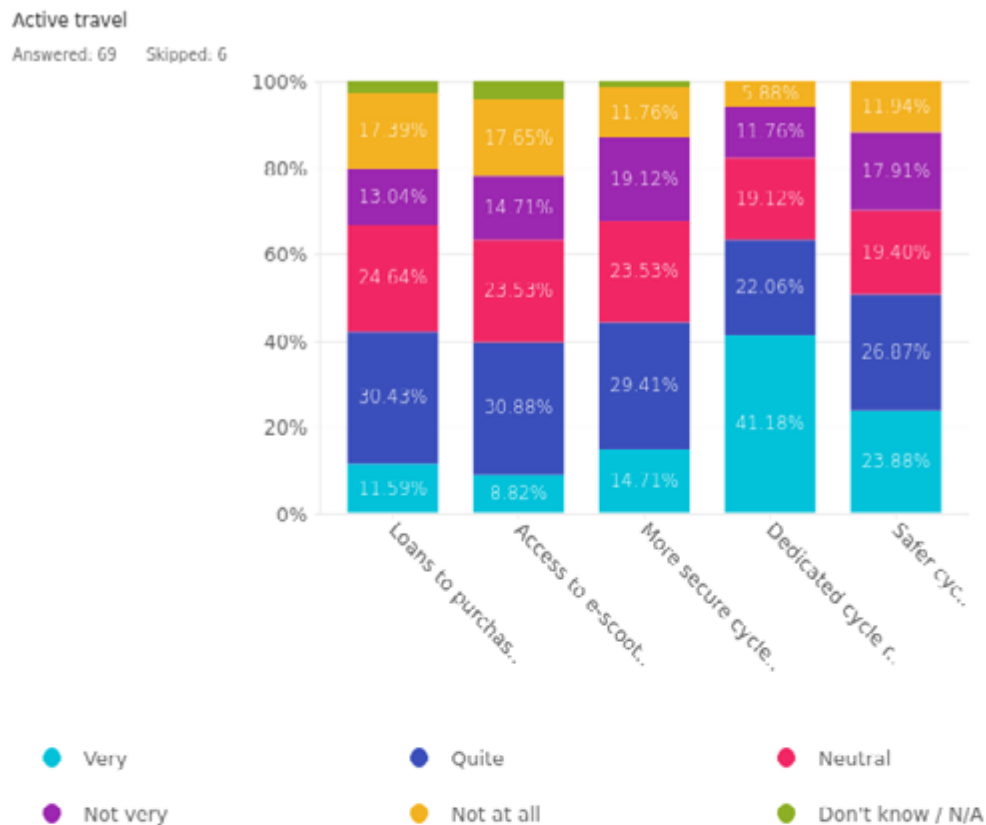
Respondents in this group reported feeling unsafe cycling in the city, particularly with their children. Poor

connections between cycle routes, busy roads and the attitudes of drivers were also areas of concern. In response respondents wanted to see more dedicated cycle lanes across the city. They also wanted to see the existing cycle network better connected to avoid traffic altogether.

This is in line with the survey results where the majority of respondents said that dedicated cycling lanes (**63%**) and safer cycling routes (**51%**) would be either very effective or quite effective in encouraging them to travel more sustainably.



Responses from families with young children in answer to the active-travel specific question, how effective would the following measures be in encouraging you to travel more sustainably?:



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
Loans to purchase bikes/e-bikes	11.59% (8)	30.43% (21)	24.64% (17)	13.04% (9)	17.39% (12)	2.90% (2)	69
Access to e-scooters	8.82% (6)	30.88% (21)	23.53% (16)	14.71% (10)	17.65% (12)	4.41% (3)	68
More secure cycle storage	14.71% (10)	29.41% (20)	23.53% (16)	19.12% (13)	11.76% (8)	1.47% (1)	68
Dedicated cycle routes	41.18% (28)	22.06% (15)	19.12% (13)	11.76% (8)	5.88% (4)	0.00% (0)	68
Safer cycling routes	23.88% (16)	26.87% (18)	19.40% (13)	17.91% (12)	11.94% (8)	0.00% (0)	67
Any additional comments?							1

Safer cycling routes

“It sort of concerns me more since I’ve had a child and with biking and stuff like that, we will bike around together and I worry about there’s a lot of spots in York where the bike paths suddenly run out and you find yourself on a busy main road and I’d like her to be able to be independent, like getting from our new house to where our parents live and things like that when she’s a bit older, but she won’t be able to do that because there’s a huge main road that she will end up on and that makes me very nervous.”

“Even if you’re comfortable as an adult doing it, I’ve got two children aged 7 and 9, and there’s just no way I would take them. We have a lovely time cycling from our village to another village because it’s off road and they’re good cyclists but I still wouldn’t take them on a road... It’s accessing that riverbank as well, so even if there is a path, getting onto it is difficult, we would have to go over the flyover that leads over the ring road. It’s so frustrating because it’s that short bit that stops us from doing so much.”

“I’d be afraid of cycling my trike with the two kids in front on one of the roads in York, I’d be really afraid to do that. I don’t think people would take the consideration and leave enough room.”

“I’m supposed to cross at the junction onto Fulford Road and it’s really busy, then cross back over. I don’t do that, I cycle on the path... so I’m illegally cycling for a block basically. But I don’t understand why it’s not extended for that one block, because I don’t want to cross twice over Fulford Road because it’s really dangerous, it’s a horrible road to be crossing over on a bike.”

“It’s just not very good cycle paths and half the time it’s just paved off half a pavement. So it’s the pavement split in two so you feel like you’re going to crash into people. If a pedestrian is walking side by side, they can’t, they have to move.”

Designated cycle lanes

“But again, that journey comes with quite a length of busy roads, which is a bit off-putting.”

“I don’t feel comfortable biking on the road with cars. But if there were actual bike paths...”

“I’ve been nearly knocked over a few times whilst cycling and there’s just not enough cycle lanes.”

“I’m so jealous when I see cities that have really nice greenways.”

City centre

Headline survey statistics

- **77%** of respondents visit the city centre during the day on a weekday
- **37%** of respondents visit the city centre during the evening on a weekday
- **79%** visit the city centre during the day on a weekend
- **35%** visit the city centre during the evening on a weekend
- **39%** do not feel welcome and safe in the city centre on an evening
- **33%** do not feel safe in the daytime
- **66%** do feel welcome and safe in the daytime
- **51%** do feel welcome and safe in the evening
- **52%** said that the city centre meets their needs in the evening
- **63%** say that it meets their needs in the daytime
- **67%** have chosen to support more independent business since the start of the pandemic

Focus Group Findings

Amenities

Participants felt there were several amenities, especially child-friendly ones that were only available to them by bike or car.

“So stuff like leisure facilities, you do have to go outside of the city a bit more, whether that’s cycling from Fishergate to Acomb to the swimming pool here or getting to Monks Cross. It’s not a 20-minute walk, it’s a 20-minute cycle ride.”

“There’s lovely things for kids like Beningbrough, piglets, but you have to be able to drive.”

Tourism

Respondents felt that resources were spent to attract tourists rather than spent improving things for residents, this particularly applied to public transport where services were felt to be better and cheaper on routes predominantly used by tourists.

“So we’re being penalised for living here.”

“Because they’re not trying to attract us in, but they are trying to attract tourists and I understand why because a lot of the economy is based on tourism but I feel like it should be fair on us as well to be able to use buses and trains.”

City centre use

Respondents were keen to see city centre buildings repurposed for community use rather than turned into expensive flats that were unlikely to be affordable to many residents.

“Why build flats right in the city centre?”

“There’s so many disused places around York. They knocked down all the garages and I’m sure they’re building flats. It just seems to be flats, apartments in spaces that could be done for other things, like you

say, why not repurpose buildings.”

Access

Participants in this group were concerned about access to the city centre for wheelchair users and other less able people. Raised kerbs and blue badge parking restrictions were both raised as concerns.

“I was going to mention, actually, wheelchair friendly accessibility. I don’t use a wheelchair but I have friends who use them and obviously it’s very similar to a pushchair, like the width, I find that a lot of doors aren’t big enough. Even like the kerbs, sometimes it’s not lowered so you have to go down a kerb and it’s a nightmare if you’re in a wheelchair.”

“If you’re in a wheelchair, most of York is so inaccessible.”

“Then there’s the new thing where York council have restricted parking to wheelchair users and other disabled people. It’s just increasing the effect of disabling them. I don’t understand it, I mean this is partly what I was talking about, about bringing people with you when making changes for like a climate strategy because I feel like York council has failed to bring disabled people with them on this.”

Further focus group findings

Engagement

Respondents wanted to see better engagement activities from the council. Ensuring fairness and helping residents feel part of the process of change were suggestions for ensuring the success of the strategies.

“I think as long as it’s accessible for everybody, I think you have to bring everybody with you on that, as far as is possible, for the fairness aspect of it but also you want people to feel like they’re part of a bigger movement and feel a part of a community rather than leaving people behind in it. They’re not going to be able to feel that way and you’re going to

get kick back on it so it kind of has benefits in both senses to make sure that everyone feels involved.”

“Getting people involved, having speakers saying this is what we’re doing, we would love your help, things like that.”

NEETs

Environmental

Headline statistics

- The majority (**67%**) of respondents strongly agreed with York’s ambition to become a zero-carbon city by 2030
- **42%** of respondents also strongly agreed with CYC employing carbon offsetting to achieve zero carbon by 2030
- Regarding the top 3 objectives to be considered in York’s climate strategy,
 - » **83%** said ‘improve health and wellbeing’
 - » **75%** said ‘an efficient and affordable transport system’
 - » **67%** said ‘fair and inclusive’

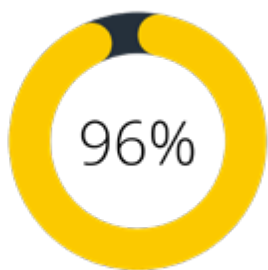
- **54%** have made improvements to their home
- Cost (**48%**) and having no alternatives (**39%**) are the primary barriers to reducing their carbon footprint
- **96%** of respondents said that it is very important for National Government to take responsibility for zero carbon in York
- **96%** said it is very important for large private businesses and 92% said it is very important for CYC to

Focus group findings

Net-zero

Respondents in this focus group were split over York’s ambition to be a zero-carbon city by 2030. Some felt it would not be beneficial to residents whilst others thought that the ambition was good but felt it would be difficult to achieve.

This is contrary to the survey data in which only **4%** of respondents did not agree with the ambition for York to become a zero-carbon city by 2030.



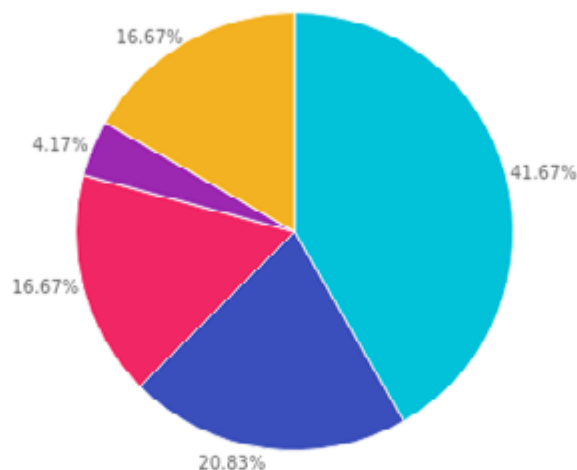
of respondents in this group said that they have already reduced their amount of waste

- **83%** have already changed their purchasing habits
- **75%** have made changes to their personal travel

Responses from NEET residents in response to the question to what extent do you agree that City of York Council should employ carbon offsetting in order to achieve zero carbon by 2030?:

By 2030, there will be some carbon emissions that we cannot remove. We can 'offset' these remaining emissions to achieve our zero carbon ambition. To what extent do you agree that City of York Council should employ [carbon offsetting](#) in order to achieve zero carbon by 2030?

Answered: 24 Skipped: 3



- Strongly agree
- Slightly agree
- Neutral
- Slightly disagree
- Strongly disagree
- Don't know

Researcher: So thinking about that, what do you think of this strategy? What do you think of the idea of York becoming a zero-carbon city by 2030 which is what this strategy wants to achieve?

Participant C: Yeah at what cost, of human quality of life to people?

Researcher: What do you think that the city might look or feel like in 2030 if they did achieve these aims? What do you think York would be like to live in if we were to become zero-carbon?

Participant B: Dead.

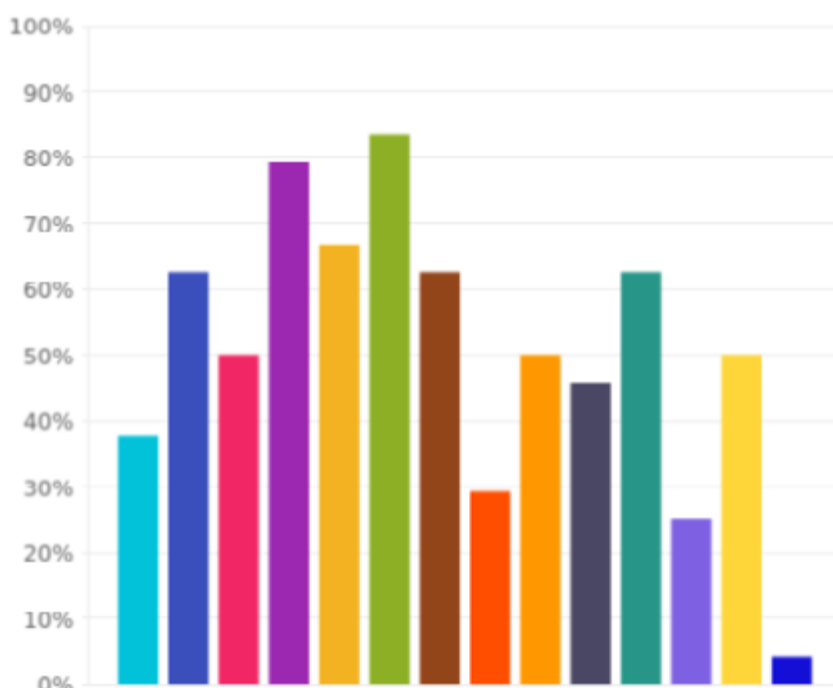
Participant D: I do think that it will not be a thriving city.

“I think these things are all interlinked. That’s part of the problem that in order to get B, you have to have done A and these run across so many departments that I can imagine it’s quite hard to get any joined dots thinking in it.”

“I completely agree that we need to have a fixed time, we need to be carbon zero, it’s just the way they go about things. You have to start at the bottom and build that structure up before you randomly start doing things.”

What actions should we, as a city, prioritise for supporting our zero carbon ambition?(Tick all that apply)

Answered: 24 Skipped: 3



- Discourage the use of private vehicles
- Increase support for electric vehicles
- Provide more opportunities for walking and cycling
- Promote the use of public transport
- Reduce the amount of waste we produce
- Increase recycling rates and make it easier for households and businesses to dispose of their waste in a sustainable way
- Increase the amount of renewable generation technologies, such as solar photovoltaics
- Enforce minimum energy efficiency standards in the private rented sector
- Retrofit the city's homes and buildings to improve their energy performance
- Buy green energy
- Improve the sustainability of local food production
- Include a measure of carbon emissions for making purchasing decisions
- Identify more land for tree planting
- Other (Please specify)

Green initiatives

Recycling

Participants were critical of the current recycling scheme. Some felt the communication around collections is poor. Bins would be preferable to boxes as these would be tidier and fit more recycling. This is in line with the survey data where 83% of respondents chose increased recycling rates as a top priority for supporting York's zero-carbon ambition.

“But recycling, what an absolute joke. So if we have to sort everything out into all the right boxes for the bin men and they sling it all in the same wagon.”

“So the decision now is you can throw anything in any box, apart from cardboard, but everything else now can go in one but they didn't tell anybody.”

“I agree, boxes on a windy day, everybody lost their lids ages ago, boxes blow around. Personally, I think for those properties that have the space, I'd rather have another big bin.”

“That's what Selby do, they have different coloured bins and it's easier, it's tidier, it's more convenient and the bin men aren't just throwing your boxes at your car and everything.”

Green energy

Green energy initiatives such as solar panels were seen as financially unachievable for residents. Participants discussed a desire to see green energy initiatives applied to council buildings and new build properties as standard.

“They [the council] should be better insulating their own buildings. When they're passing planning permission for new buildings, especially considerably sized ones, they shouldn't in my opinion get planning permission unless they are environmentally friendly. They should have solar panels on the roof and be recycling water, that should just be a standard now that any building that is now built in York should be

following.”

“I would love solar panels on my own house but I can't afford it.”

Economy

Headline survey statistics

- **45%** of respondents are shopping online the same amount as before the pandemic
- **44%** of respondents have not worked since before the start of the pandemic
- **27%** of respondents said they could handle a major unexpected expense 'quite well'
- **36%** were neutral about the statement 'I am just getting by financially'
- **36%** were neutral about the statement 'I am worse off financially than I was 12 months ago'
- **29%** felt slightly optimistic about the career prospects of their family and 62% felt neutral about their future career prospects
- **82%** of respondents were not interested in starting their own business and 44% said that they had never considered it before now
- **37%** last undertook some form of work-related training more than 5 years ago

Focus group findings

Living in York

Respondents in this focus group were very concerned about housing and affordability for residents.

“Making York the place of choice to locate in the north, well that's all very well but that means what is happening is that you have to develop more and more new-build flats, which attract people from the

south to invest in buy to let and it diminishes the amount of homes for local people. They should be concentrating on providing affordable homes for local people, not how to get everybody from the south to invest in York in buy to let because that's a good way for making money for people that are used to house prices in the south. So prices have gone up in York because of that, astronomically really. I mean how does any young person buy a home in York now?"

"Our daughter's 24, she's a barrister, still lives at home because she can't afford to live in York. She's looking at Leeds and she doesn't want to go to Leeds, but those prices are more achievable. You're driving people out who have worked here, invested in here, chose a career in York and been driven out."

"To live in York, you need to be paid a good amount and all these people on minimum wage and stuff, I don't know how they do it... It's just how much it costs to live here and what you have to earn and then with the cost of living going up, it's just bonkers."

Jobs and pay

Respondents felt there were few opportunities for work in the city beyond low-paid, insecure jobs in retail or hospitality. The loss of companies that were traditionally larger employers in the city was noted, although such losses were felt to be a national problem that was not specific to York.

"I can only speak from what I've seen but it seems to be a lot of zero hours."

"I think if you want temporary work or seasonal work, they want to employ students because they're cheap and of course, students come and go, we've got loads of students so they know that they can pay a pittance and they can pick and choose what they want to do. But I don't think for a typical family, I don't think the prospects are great."

"I think to me, the only local jobs that I can see are

either in tourism, retail or catering.

You want a career don't you, I mean a job's a job but actually we want people to thrive and live their best life and have opportunities. I just don't think they're there anymore."

"You can't name too many big employers. They've taken Nestle, they're probably not as big as they were back in the day."

"What is happening in York as far as I can see, it's a reflection of what is happening nationally and companies going to the wall is not because they're in York, it's because of the circumstances. People that I know that have lost their jobs because the company has gone to the wall, there's nothing particular about York."

Economic development

Respondents did not feel that growing York's economy was a priority. They were keen that any benefits of growth were felt by residents and wanted improvements to extend beyond the city centre.

Researcher: Do you think then that it's important to grow York's economy?

Participant C: Well, yeah.

Participant D: It is but it's not a priority.

Participant B: It's not just about the city centre, it's about growing those local hubs as well.

"I noticed in the economic growth is the global city which is growing the value of growing tourism but again it's very difficult, it's not easy. It's not easy at all, I'm sure for the council to marry those two interests, but the council must consider their first duty to residents."

Transport

Headline survey statistics

- Just over a quarter of respondents said that **60-80%** of their journeys are made by car
- **48%** of respondents said they would expect to use their cars the same amount over the next five years.
- Most respondents said they would prefer to work from home, and use the car for leisure and entertainment, as well as shopping for heavier items & visiting friends and relatives long distance. They would prefer to walk to shop for small items locally.
- The top 3 most serious issues in York according to people surveyed are:
 - » the impact of transport on climate change (91% said 'very' or 'fairly' serious)
 - » congestion (86% said 'very' or 'fairly' serious)
 - » local air pollution (86% said 'very' or 'fairly' serious).
- The top 3 most effective measures to improve public transport in the eyes of people in the NEET group are:
 - » Cheaper bus fares (87% said 'very' or 'quite' effective)
 - » More reliable bus services (81% said 'very' or 'quite' effective)
 - » More extensive bus network (77% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve traffic are:
 - » Further rollout of 20mph speed restrictions (59% said 'very' or 'quite' effective)
 - » Further rollout of 20mph speed restrictions in residential areas (59% said 'very' or 'quite' effective)
 - » More electric vehicle charging points (55% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve active travel are:
 - » Safer cycling routes (82% said 'very' or 'quite' effective)
 - » Dedicated cycle routes (77% said 'very' or 'quite' effective)
 - » More secure cycle storage (64% said 'very' or 'quite' effective)
- The top 3 most effective measures to improve walking are:
 - » Jointly, dedicated walking routes away from busy roads and well lit walking routes at night (86% said 'very' or 'quite' effective)
 - » Jointly, safer crossing points on walking routes and easier crossing points on walking routes (80% said 'very' or 'quite' effective)
- The top 3 most effective measures to reduce travel are:
 - » A better range of shops and services near to where I live (83% said 'very' or 'quite' effective).
 - » More flexibility from employers to work from home (70% said 'very' or 'quite' effective)
 - » Better broadband (63% said 'very' or 'quite' effective)

Focus group findings

Car travel

Car use

Whilst participants felt that a reduction in car use was necessary for limiting damage to the climate they also felt that car use could not be completely eliminated. It was seen as necessary for some people and some purposes.

“I have no choice, I have to travel by car. I’ve got a blue badge but I don’t come into the city because I can’t get into the city. Even with park and ride and local buses, they’re not reliable, you can’t get on them, they’re not very nice to be on to be honest and I need my car, because when I’ve had enough, I can go.”

“I mean it must occur to people that basically the council are putting in measures that are deterrent to motorists, like the local street closures. Which is

a deterrent, but if you’ve got to get there and like we said right at the beginning, it would just create traffic elsewhere.”

“I honestly don’t think it’s set up for any kind of transport. There’s a bit of this and a bit of that and there’s no end product to it.”

“I don’t think it’s set up for anything. Definitely not by car.”

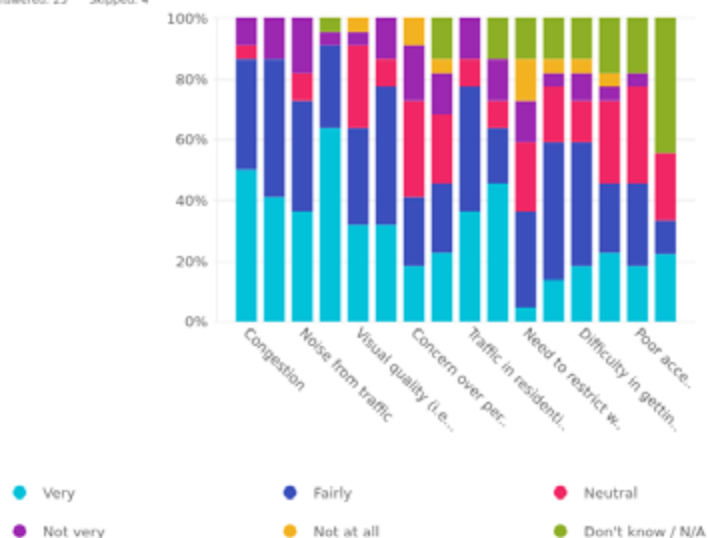
“I think there needs to be an acceptance that some journeys have to be made by car, so as to not to ignore car users.”

“But then we’ve got this paradox haven’t we, the easier you make it for people to use cars, the more that they use them. And we said at the beginning of the session, we need to be green, so I appreciate they are in a very, very difficult situation.”

Responses from NEET residents to the question please indicate how serious you think each of the following problems is in York:

Please indicate how serious you think each of the problems listed below is in York

Answered: 23 Skipped: 4



Row	Very	Fairly	Neutral	Not very	Not at all	Don't know / N/A	Response count
Congestion	50.00% (11)	36.36% (8)	4.55% (1)	9.09% (2)	0.00% (0)	0.00% (0)	22
Local air pollution from traffic	40.91% (9)	45.45% (10)	0.00% (0)	13.64% (3)	0.00% (0)	0.00% (0)	22
Noise from traffic	36.36% (8)	36.36% (8)	9.09% (2)	18.18% (4)	0.00% (0)	0.00% (0)	22
Impact of transport on climate change	63.64% (14)	27.27% (6)	0.00% (0)	4.55% (1)	0.00% (0)	4.55% (1)	22
Visual quality (i.e. spoiling the look of the local area)	31.82% (7)	31.82% (7)	27.27% (6)	4.55% (1)	4.55% (1)	0.00% (0)	22
Danger from traffic	31.82% (7)	45.45% (10)	9.09% (2)	13.64% (3)	0.00% (0)	0.00% (0)	22
Concern over personal security	18.18% (4)	22.73% (5)	31.82% (7)	18.18% (4)	9.09% (2)	0.00% (0)	22
Sharing of space with other users	22.73% (5)	22.73% (5)	22.73% (5)	13.64% (3)	4.55% (1)	13.64% (3)	22
Traffic in residential and shopping streets	36.36% (8)	40.91% (9)	9.09% (2)	13.64% (3)	0.00% (0)	0.00% (0)	22
Unduly large delivery vehicles	45.45% (10)	18.18% (4)	9.09% (2)	13.64% (3)	0.00% (0)	13.64% (3)	22
Need to restrict what others (e.g. children, elderly) do	4.55% (1)	31.82% (7)	22.73% (5)	13.64% (3)	13.64% (3)	13.64% (3)	22
Negative impact on physical fitness	13.64% (3)	45.45% (10)	18.18% (4)	4.55% (1)	4.55% (1)	13.64% (3)	22
Difficulty in getting to shops, health or leisure facilities	18.18% (4)	40.91% (9)	13.64% (3)	9.09% (2)	4.55% (1)	13.64% (3)	22
Feeling cut off from family or friends	22.73% (5)	22.73% (5)	27.27% (6)	4.55% (1)	4.55% (1)	18.18% (4)	22
Poor access for York's businesses	18.18% (4)	27.27% (6)	31.82% (7)	4.55% (1)	0.00% (0)	18.18% (4)	22
Other (please specify below)	22.22% (2)	11.11% (1)	22.22% (2)	0.00% (0)	0.00% (0)	44.44% (4)	9
Any additional comments?							4

“But going anywhere by car is an absolute nightmare. Sooner or later the council is going to have to accept that that ring road needs to be expanded. It’s got to be because there is no slack in the system and all it takes is one set of traffic lights to fail, a road to be blocked because of an accident and within half an hour or 45 minutes, the whole city has come to an absolute standstill.”

“We don’t go on the bypass after 2 o’clock. Between the hours of 2 o’clock and 7 o’clock, we don’t go out because I used to take my kids to music classes, we had to stop because I was sat an hour and a half on the ring road and we’d miss it. And just like if we went to Energise, you couldn’t do it.”

“And it’s getting dangerous because when you get to the Haxby roundabout, to go to the hospital, everyone goes up there and either goes round the roundabout twice or cuts in front and the amount of times I’ve had people cutting in front of me and then you know how they’ve made them where you can whip in and out, it’s like bumper cars. I hate going on there, so we just avoid it.”

“It’s bad news when you can get to London in two hours but it can take nearly that to get from one end of York to the other.”

Public transport

Whilst one participant felt the Park and Ride was a positive tool for reducing car use in the city, the bus system, in general, was criticised for its cost, reliability and frequency.

“I do applaud the fact that the park and ride exists and that’s a very good way for people to leave their cars outside of York.”

“It’s just the amount of traffic trying to get down Gillygate and stuff. If you’re on a bus, it’s going to take forever and I know that’s one of the reasons my daughter takes her car. If she’s off to the station, because she would rather pay an excessive amount for the car parking because she can get in quicker

than the bus and the bus that might not come. Or you’ve stood and waited for it and two have come at once and they smell and the bus drivers aren’t exactly great.”

“Our local stop which is right outside an old people’s home, there is no bus shelter so they’ve got to go out there in the winter and wait, if they’ve just missed a bus, they’re going to be waiting another half an hour in the freezing cold and the pouring rain because there’s no bus shelter. Nowhere to sit.”

“It’s a dreadful service and there’s one every half an hour, if they come. Nothing in the evenings.”

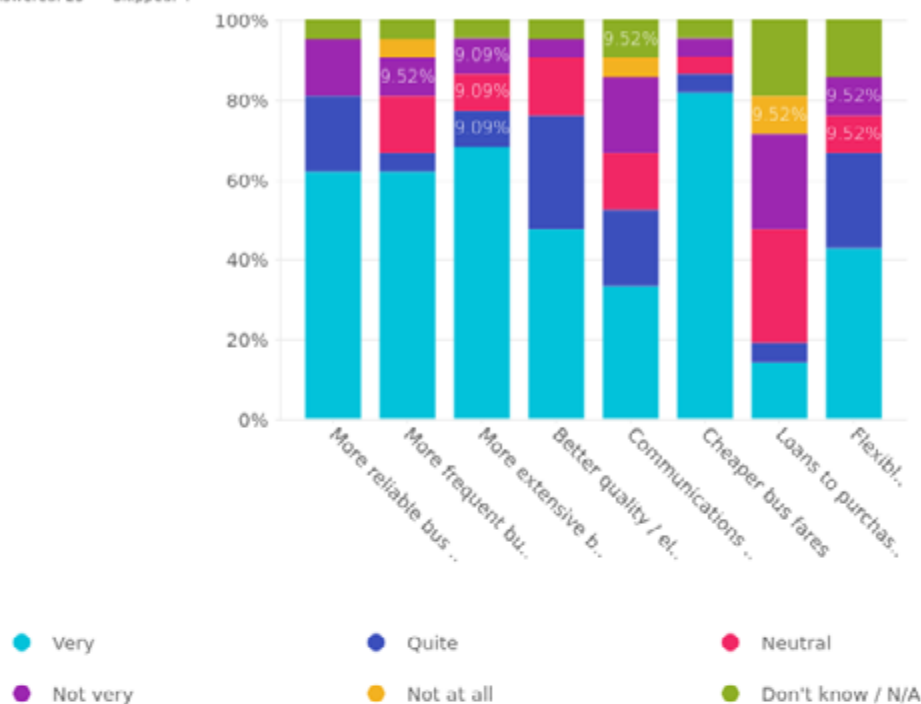
The cost was identified as a significant barrier to bus use. This is in line with the survey data in **82%** of respondents said that cheaper bus fares would be effective in encouraging them to travel more sustainably.



Responses from NEET residents in answer to the public-transport specific question, how effective would the following measures be in encouraging you to travel more sustainably?:

Public Transport

Answered: 23 Skipped: 4



Row	Very	Quite	Neutral	Not very	Not at all	Don't know / N/A	Response count
More reliable bus service	61.90% (13)	19.05% (4)	0.00% (0)	14.29% (3)	0.00% (0)	4.76% (1)	21
More frequent bus services	61.90% (13)	4.76% (1)	14.29% (3)	9.52% (2)	4.76% (1)	4.76% (1)	21
More extensive bus network	68.18% (15)	9.09% (2)	9.09% (2)	9.09% (2)	0.00% (0)	4.55% (1)	22
Better quality / electric buses	47.62% (10)	28.57% (6)	14.29% (3)	4.76% (1)	0.00% (0)	4.76% (1)	21
Communications promoting bus safety	33.33% (7)	19.05% (4)	14.29% (3)	19.05% (4)	4.76% (1)	9.52% (2)	21
Cheaper bus fares	81.82% (18)	4.55% (1)	4.55% (1)	4.55% (1)	0.00% (0)	4.55% (1)	22
Loans to purchase a bus pass	14.29% (3)	4.76% (1)	28.57% (6)	23.81% (5)	9.52% (2)	19.05% (4)	21
Flexible multi-bus service ticketing	42.86% (9)	23.81% (5)	9.52% (2)	9.52% (2)	0.00% (0)	14.29% (3)	21
Any additional comments?							2

“Why are bus tickets so expensive?”

“They want people to use it, well, make it affordable.”

“Even if it was a pound, just let’s make some sensible things, let’s trial it. You know, you shut a road no bother, let’s say all bus fares are a quid.”

“There’s lots of things that just make it not a pleasant experience on a bus but again, it’s cost, especially if you’ve got kids. I know they travel cheaper but when you work it out, there’s a family going in, I’ll always take the car because it’s more expensive.”

Access

Access to buses for less able users was heavily criticised by participants in this focus group. Barriers to use for wheelchair users and blind or partially sighted users were identified.

“...so although he can get about with a long cane, and he could just about find his way to the bus stop as someone who has no sight at all...he’s learnt to do that, but you can imagine when you get on a bus, generally speaking, the driver doesn’t help you if you’re on your own. He doesn’t say there’s a rail on the right or the seats at the front are empty or would you mind moving to let that gentleman sit in the front? There is no help whatsoever, so I’m in that rather jaundiced position. Together we do take the bus, we do have a blue badge but we endeavour to take the bus when we go into town.”

“So we’ve waited with a wheelchair and everything for a bus and there’s no room because there’s pushchairs on and I’m not anti-pushchair but if it can be folded down, the driver should politely ask them to. But where we live there’s a lot of supported living, there’s quite a lot of wheelchair users. You can only get one wheelchair on a bus and we’ve waited an hour before and given up.”

“If you’re in a wheelchair, they don’t drop the ramp

because there’s such a rush to get on and they’ve got a timetable to keep.”

“And also why do they have the restrictions on the bus pass, and I think this is something they could easily rectify, you can’t use your disabled bus pass before 9 o’clock in a morning. What if you’ve got a hospital appointment? And I just think that’s a barrier, that is something that they could so easily rectify.”

Travel beyond York

Travel beyond York was also criticised, although it was felt that this was an issue that needed attention at the national level.

“We haven’t mastered public transport in this country, they need to go to somewhere like Germany who have it off to a fine art. I mean in Germany, you can get a month’s travel ticket for 9 euros. So you can go anywhere in a month in the country by train or bus, they turn up exactly when they say they’re going to turn up, there’s more capacity. It’s just completely different to what we have.”

“Again, this is a national thing really. There should be nationally led, the transport system, all of it in this country.”

“The public transport system needs a complete overhaul at a national level.”

City centre

Headline survey statistics

- **94%** of respondents visit the city centre during the day on a weekday
- **67%** of respondents visit the city centre during the evening on a weekday
- **38%** visit the city centre during the day on a weekend

- **44%** visit the city centre during the evening on a weekend
- **73%** feel welcome and safe in the centre during the day
- **36%** feel welcome and safe in the evening
- **41%** do not feel welcome and safe in the centre in the evening
- **36%** said that the city centre does not meet their needs in the evening
- **77%** have chosen to support more independent businesses since the start of the pandemic.

Focus Group Findings

Amenities

There was strong support from participants in this group for investment in local shopping and services, as opposed to further investment in the city centre. It was felt that the development of local high streets would reduce car use and support local businesses by encouraging residents to spend locally.

“I’d like to see more investment in local high streets as well as town. They’re trying desperately in Acomb to try and generate that area. If you want to encourage people out of their cars, they’ve got to have things in their local area.”

“I mean Haxby is a great little area, whereas Huntington, not so good. We’ve now got a cafe and it’s absolutely heaving and you can’t get a table. This is what we need to do, we need to focus on local people.”

“Acomb’s got half a dozen charity shops, 3 bookmakers. But we have slowly started with Bluebird Bakery and the greengrocers, so I’d really like to see things like that to be encouraged.”

“It’s not just about the city centre, it’s about growing

those local hubs as well.”

“I think if they focus more on the surrounding areas and invest it in those areas, so you like you mentioned, there’s Acomb, there’s Huntington, there’s all these areas, all these little villages. If they invested in there, then the people that are living there, working there, then they will spend their money there and then they will still be spending it and not going off elsewhere.”

“We need more services, more facilities, but localised. Make it back to what we used to do. You shopped at your local corner shop or walked to school with your friend.”

Tourism

Tourism was understood to be an important economic driver for the city, but respondents in this group felt that tourism was developed in opposition to the needs of residents.

“The only reason they’ve done it is so they can then put tables and chairs in the middle of the street for people to sit on and to me, all they’re thinking about is the tourism. I don’t think they’re actually thinking about the local residents themselves.”

“I think York is in a difficult position, because it’s trying to appeal to tourists and it’s own residents and very often, those interests conflict.”

“I mean we all know York is a tourist city, but I don’t think the tourists themselves wouldn’t be too bothered if there was a car coming down with a blue badge.”

“I do think that the council always want to concentrate on the town centre. Town centre to get the tourists in. They seem to forget about all the surroundings.”

“I think we all love our city, I used to be proud to say I lived in York and I’m not now. That’s really quite sad. It just really doesn’t feel like our city anymore,

City centre

Respondents were critical of the city centre and the number of unused buildings, describing it as dirty and dated.

“That’s the word, if you had to describe York, it’s dirty. Dated, dirty.”

“I’m not convinced that the council has a long-term plan on what they’re going to do with York city centre because how people are using city centres is completely changing. There are only so many bars, coffee shops and restaurants you can have in one place and what’s happening is we’re left with just so many empty buildings. I for one think the middle of York is awful.”

“I think there should be more incentives to take existing buildings and to reuse them rather than to just buy the plot of land, knock it down and build something else.”

“We don’t want to be the London of the north and I think that’s the way the council are going.”

Access

Participants in this group were critical of the council’s provision for disabled access to the city centre. Recent restrictions to blue badge parking, pavements areas being used for seating and a lack of audio descriptors on local bus routes were all cited. Again, there was perceived to be a tension between the desire to attract tourists and the needs of residents.

“It is the government that introduced the blue badges, not City of York Council, so to me, if you’ve got a badge that the government have produced and given to you for a valid reason, then the City of York Council should not be able to stop you from parking.”

“What they’ve done, is allowed every conceivable cafe to colonise the space in front of the premises because people were reluctant to go inside because

of Covid. So there are streets in York now, for example, Fossgate, where it’s impossible to walk to walk down the street on the pavement because there are all these colonised areas. I know blind people who will not go down that street because they can’t. They’re just crashing into things”

“I have been extremely disappointed with the council provision of buses with audio-speaking bus stops. For people who don’t know where they are, because they can’t see, and in my arguments with the council about this, their defence is we’ve got audio-speaking buses now, but where are they? On the park and ride which serve mainly, I would just say, tourists. They’re not on our local bus route which is one every half hour, no buses in the evening, no buses on Sunday, there’s no suggestion that they’re going to put audio descriptors, so someone’s got to take you if you’re a blind person. God knows where you’d park now, because they’ve taken over all the blue badge space but again, it’s another small example of the priority being given to people outside of York, it is the local buses that will enable local disabled people to use them. They should have that facility, not these park and ride buses, which mainly go from A to B. They don’t need someone to tell them where to get off.”

5. Further Focus Group Findings

Engagement

Participants in this group expressed strong frustration with the council. Whilst largely agreeing that action needed to be taken regarding the climate, economy and York's transport systems they did not feel that the council could be trusted to deliver the right changes for residents. Criticisms included a lack of substance to plans they were seeing, the council's past actions having negative impacts, a lack of genuine engagement with residents, and concerns that money was being not spent in the best way to achieve their stated aims.

“No substance to plans.”

“It's the detail behind it that we're not convinced is there.”

“It's all just meaningless, it's just words.”

“There's just no plan, there's just no actual plan. It's fluffy words. They've done that because they've got to tick the box and I am sick of it. That's what I meant by the word consultation, it's a tick the box. We want to see actual actions. How are you going to do it? How are you going to develop it? Show me the nitty-gritty, I want an action point, I want this is what we think, this is what's going to happen, this is who's going to do it. Then I might start taking a bit of notice.”

Doing things the wrong way

“And sometimes I do think they go about things the wrong way, just shutting random streets tends to annoy people and turn people against the cause. I mean this is something I feel really strongly about but randomly shutting streets and causing people problems isn't the answer.”

“You know the foot streets in York that you can't drive into? They cut off, disabled people used to be able to park in the city centre. They went about that totally the wrong way and I understand why they did it but the money that they wasted instead of speaking to people. They were always going to do it and they used the terrorist thing, it's how they're going about it.”

“I just think there is no trust in the council anymore. I just can't be doing with them.”

Consultation

“It's alright having these great big ideas, which I'm fully behind, but you've got to get your normal person onboard. We all need to be making it, but the council have just totally driven people in the opposite direction because there is no 'what about us'. No one's thinking about us, no one's asking about the normal people.”

“They don't engage. Consultation is the word they bang around, but actually, we should be co-producing things together. That would be much, well, it's like today, we've come in along and we feed into things but

where's this going to go? Where's the evidence? Have we made a difference? If you're asking people for input, I want to see measured feedback. The council is supposed to work on targets and things but figures can be manipulated. I want direct feedback on you said this, we did that. We don't get that back from the council and they're just pouring money away."

"But it would have been very interesting to know how much it's going to cost the council and given the choice perhaps as a York citizen whether that money is best to go into this idea of four flagship developments or whether that money would be better spent on improving the stock of houses that is already here or to help individuals to improve their carbon footprint."

"Yeah, we're in the vanguard of building green developments but at the cost of helping everybody else."

"Well, the cost of one of those developments that you were talking about would probably provide insulation for a lot of us. That's got to be better because then it's cheaper for the individuals to heat their home, it's better for the environment. It's too much on tokenistic."

6. Summary and Recommendations

Public appetite for change

Throughout the discussions, there was a strong appetite for change. Respondents wanted to be empowered to make better choices in spheres they felt they could control. There was a clear message that efficient public transport and safe, dedicated cycle lanes could transform York from a congested, polluted and car-heavy place to one where residents felt able to move around the city by public or active transport for work and leisure without sacrificing time, money or energy. That by making cars the harder choice and providing a fit-for-use transport infrastructure York could 'flip' its transport imprint and vastly reduce its carbon emissions.

Improving recycling was also seen by residents as an 'easy win'. By extending the recycling offer and reducing confusion around how and what to recycle the council could enable residents to make choices that are more aligned with their principles.

Respondents across all groups were keen to see investment in the city centre that would benefit residents. They envisioned a space where empty buildings were repurposed for a variety of uses, including start-up spaces for small businesses, independent food markets and co-working and freelancer spaces. They wanted to see affordable, centrally located opportunities for residents to experiment with business ideas and get a 'foot in the door', often citing Spark as an attractive model that served both residents and tourists.

Equally present in discussions was the desire for investment in local community 'hubs' that replicate the success of 'Bishy Road' and Haxby. Such development was seen to be beneficial to residents, creating a sense of community, opportunity for small businesses and a reduction in travel as people could access more amenities locally.

Consensus and dissent

Respondents were largely in agreement across the different discussion groups. Respondents were in step around the majority of the larger principles discussed in all three areas of Environment, Economy and Transport. Topics, where a strong consensus across respondents was found, included:

A need for action around carbon reduction

- need for improvements to public transport, particularly a reduction in cost and an increase in reliability
- improvements to cycling infrastructure by implementing a network of dedicated cycle lanes
- equitable access to transport options and the city centre regardless of ability, socioeconomic group or other defining characteristics
- access to affordable housing for residents
- a need to tackle the poor diversity of industries in the city
- a lack of secure, well-paid work
- the desire to see genuine fairly paid apprenticeship opportunities for young people that lead to meaningful job opportunities

- support for local businesses, both through opportunities to shop with them or through innovations from the council to provide a financially viable environment for growth
- how green energy initiatives are financially out of reach of the majority of residents, even if subsidies are offered
- improvements to kerbside recycling
- that carbon offsetting should be a last resort method for reaching net zero to be considered only after all other carbon reduction activities have been carried out

There were, however, a few small areas of dissent between respondents. Topics of dissent included;

Car use

Most respondents were in agreement that car use needed to be drastically reduced but a small number of respondents expressed caution around a wholesale reduction in car use. These respondents felt that even a vastly improved transport system might not remove the need for journeys by car, especially for specific groups such as workers and those with access issues. There was concern that members of these groups were not demonised for necessary car use

Economic growth

Some respondents felt that economic growth was vital for York, others did not see it as a priority, especially where they felt it would not directly benefit residents, yet others felt the goal of economic growth was in direct opposition to the climate strategy

Common discursive themes

Certain themes run throughout the discussions and across the groups that do not immediately sit within the three areas of discussion (Environment, Economy and Transport). Many respondents expressed a distrust in the council. Expressions of this sentiment were both direct and implicit. Anecdotes of previously perceived failures by the council were used to illustrate a lack of faith in the council's ability to achieve the goals it was consulting on.

Related to the above point was the articulation of a strong desire for action and accountability around these strategies. Frustration with the strategies as written is high, words and phrases such as 'vague', 'tick box', 'lack of joined-up thinking' and 'empty words' appeared across the different groups.

Respondents also repeatedly indicated a desire for fairness and equity. They were clear that actions taken to support the council's strategies need to produce results that were just and inclusive. Criticisms levelled at the strategies were greater when respondents did not feel that the suggested aims would offer a direct benefit to residents or would disadvantage particular demographic groups. This included parents, disabled residents and those of lower socioeconomic standing.

A tension between the perceived needs of tourists and residents was evident. Respondents repeatedly voiced anger at the council's perceived focus on tourism and tourists at the cost of residents. Whilst some participants

acknowledged the difficulty of balancing the needs of these two often opposing groups, there was a clear call for the council to consider its first duty as being to residents.

Recommendations

Respondents were largely in favour of the goals laid out in the two strategies discussed. Dissent occurred mainly around the council's ability to achieve these goals and to do so in a way that included and benefited all residents. As such the following recommendations focus on how to gain public buy-in.

The council needs to build trust with residents to gain active support for its climate and economic strategies.

Investing in genuine co-production activities will give residents satisfying opportunities to shape strategies, actions and by extension the city they live in. It gives participants a sense of ownership and a greater understanding of the council's influence and its limitations. Co-production activities could include a citizen's climate assembly, a city-wide cycling review that allows participants to actively influence what solutions are implemented and how, and a resident-led equality review of the strategies. It is vital that in undertaking further engagement with residents the council learns to

- share power
- respect and value citizen's knowledge and expertise
- build and maintain meaningful relationships
- practice reciprocity

An improvement in communications would make a significant difference to public opinion. Regular updates on projects, with clear evidence of actions taken and how this relates to their wider goals would help residents feel invested and respected. Communicating the impact of engagement work will go a long way to reducing the feeling that the council is 'ticking boxes'. 'You said, we did', case studies, celebrating shared success, and in-person feedback are all ways the council can show the impact that genuine engagement has had on a project. It was clear that some of the negative comments and perceptions expressed across the focus groups were down to poor communication and action should be taken to address this issue.

An improvement in communications would also help to overcome negative perceptions held by some members of the public. Actively demonstrating where York is doing well against local and national benchmarks should have a positive impact on public opinion in certain areas. Finding advocates within the local population who already have positive feelings about key strategic actions and working with them to highlight and communicate York's successes will help to foster a sense of positive change and forward momentum.

The council should work to improve transparency. Adding milestones and clear actionable objectives to strategies and openly sharing these with residents will help to build trust and a sense that the council has a path to achievement. Co-creating these documents would only increase the public's confidence in the council. Honestly and frankly sharing setbacks and limitations is also essential to developing trust between the council and the citizens of York.

6. Appendices

Appendix A

Participant information guide City of York Council's 'Our Big Conversation'

Brightsparks Agency is running 'Our Big Conversation' on behalf of City of York Council, which wants to hear from York residents! City of York Council's 'Our Big Conversation' is your chance to get involved in a city-wide discussion, helping the city get to grips with some of the biggest challenges facing people in York

We would like to invite you to attend a 90-minute focus group covering 6 key questions to residents to inform 3 key strategies focusing on;

- Climate change
- Future transport priorities
- York's economy

How City of York Council addresses these core strategies will shape life in York for at least the next decade; including the way we make our city greener, the way we move around, and how we work.

Before you decide whether you would like to participate please read this information and add any questions about the process or the project for Brightsparks and their researchers or City of York Council in the form below.

What is the purpose of this project?

We would like to understand your views to help shape and validate the approaches that the council is taking with regard to carbon reduction, York's economy, and future transport priorities. This will include questions like; What are the things that are most likely to help and influence you and your family to reduce your personal carbon emissions? What do you think are the biggest barriers to employment in York? We are looking to gain the views of residents from York including Students and those in training, self-employed tradespeople, people with disabilities, young parents, people from the LGBTQ+ community, and people from different ethnic backgrounds.

Who is doing the focus groups?

The focus groups are being carried out by City of York Council facilitated by their contracted agency; Brightsparks Agency, who are conducting the research.

Why have I been asked to participate?

You have been asked to participate because you recently completed 'Our Big Conversation' online survey or have responded to a communication or social media advert in which you volunteered your time.

Do I have to take part?

Participation is entirely voluntary. You do not have to answer any questions you do not wish to answer, and you are free to leave the group at any time. If you wish to participate after you have read this information guide, please initial where appropriate and sign the consent form and hand it back to the moderator on the day of the group.

What will be involved if I take part in this study?

The focus group will last around 1-1.5 hours and will involve the researcher asking a number of questions about carbon reduction, York's economy, and future transport priorities. We simply want to hear your honest opinions, there are no right or wrong answers.

What are the advantages/benefits and disadvantages/risks of taking part?

You will be given a £50 high street voucher to thank you for your time, along with reimbursement of travel costs and parking. We do not believe there are any disadvantages/risks of taking part.

To claim your choice of high street voucher you will need to select this on the sign up form.

Vouchers will be distributed as e-vouchers no later than 30 working days of attending a focus group.

Can I change my mind?

Yes, you are able to withdraw at any time during the focus group. If you wish to withdraw after the focus group please let us know as soon as possible and with at least 48 hours notice of the session or 2 weeks after the session. Please note that every effort to remove your contribution to the focus group will be made but because it is not always possible to identify individuals in the recordings of focus groups your contribution may not be entirely removed.

Will the information I give be kept confidential?

The focus groups will be audio recorded only, so your words cannot be identified with you. From the audio recording, a transcript of the focus groups will be made which will be anonymised, and only authorised members of the research team will have access to the transcript. Both the original audio recording and the transcripts will be held securely in accordance with Brightsparks Agency Ltd and City of York Council data management procedures.

Privacy Notices:

Brightsparks Agency Ltd is the company that has been commissioned by City of York Council to conduct each focus group with York residents and subsequent data analysis. As such, Brightsparks Agency will be the data processor for the outputs of each focus group.

What happens to my data?

Your personal data and research responses will be stored on secure, password-protected servers and hard drives. At all times, we will manage your data in line with Brightsparks Agency's data protection policy and GDPR policy which is available upon request.

Your personal contact data will be kept for one year after the close of the project, at which point it will be deleted.

Your data will be anonymised in any research findings documents that are produced by Brightsparks Agency Ltd and as such, you will not be individually identifiable in the final research report. We may use some of your discussion points anonymously in written reports as quotes.

Brightsparks Agency Ltd may share both the anonymised and raw data collected and produced from this project with their approved contractors and their client, in this case City of York Council only. City of York Council's communications privacy notice is here <https://www.york.gov.uk/privacy/communications>.

If you have any questions regarding how we process or use your data, please contact hello@brightsparksagency.com.

If you are unhappy with the way in which the council has handled your personal data, you have a right to complain to the Information Commissioner's Office. For information on reporting a concern to the Information Commissioner's Office, see <https://ico.org.uk/make-a-complaint/data-protection-complaints/>.

What will happen to the results of the project?

We will be writing a report using the findings from this (of which some of your anonymised data may be used) and other focus groups to validate the approaches that the council is taking with regard to carbon reduction, York's economy, and future transport priorities. City of York Council will take into account useful, relevant responses, including strong public consensus on particular issues to inform current strategies. We may use anonymised statements in published reports detailing the responses to Our Big Conversation, however, we reserve the right to not publish comments deemed inappropriate or discriminatory.

We would love to share our findings with you, and will be publishing a report at www.york.gov.uk/OurBigConversation later this year

Who has reviewed this project?

This project has been revised and approved by City of York Council's communications team in support with the Heads of Service for: Carbon Reduction, Economic Growth and the lead officer for the Local Transport Plan

Who do I contact in the event of a complaint?

If you are unhappy with the way the focus group has been conducted please contact: newsdesk@york.gov.uk and please include 'OBC focus group feedback' in the subject so this can reach the correct team.

If you would like further information or have any questions or concerns about the project please contact: hello@brightsparksagency.com.

Appendix B

Participant Consent Form

City of York Council 'Our Big Conversation' Focus Group Participation

	Please confirm agreement to the statements by putting your initials in the boxes below AREA
I have read and understood the participant information guide	
I have had the opportunity to ask questions and discuss the project ahead of the focus group.	
I have received satisfactory answers to all of my questions.	
I have received enough information about the project	
<p>I understand that my participation in the focus group is voluntary and that I am free to withdraw from the project:</p> <p>1. At any time/up to two weeks after the focus group</p> <p>2. Without having to give a reason</p> <p>3. The research team will make every effort to remove my contribution to the focus group should I withdraw but I understand that this may not be possible due to difficulties in identifying individual speakers in the audio recording</p>	
I understand the focus group will be audio-recorded	
I understand that any information I provide, including personal details, will be kept confidential, stored securely and only accessed by those carrying out the study	
I understand that any information I give may be included in the published document but that all information will be anonymised	
I agree to take part in this study	
Participant signature:	Date:
Name of participant:	
Project representative signature:	Date:
Project representative name:	

Appendix C

Focus group schedule

9.00 - 9.15: Welcome and introductions

- Welcome participants
- Introduce the team and the topic
- Housekeeping and ground rules
- Consent forms
- Reimbursement information
- Focus group participants introductions
- Ice breaker exercise

9.15 - 10.15: Theme 1: Climate Change Strategy

Question 1:

Thinking about the objectives in the York Climate Change Strategy, what things are most likely to influence changes in your life?

Prompts:

- Cost savings
- Health improvements
- Convenience
- Social pressures
- Global / Local impacts from climate change

Question 2:

What do you think about CYC's proposed actions to reduce carbon emissions and become a zero carbon city by 2030?

Prompts:

What do you think about:

- Carbon offsetting i.e. tree planting and carbon capture.
- Moving away from gas heating systems and more environmentally friendly building methods.
- Reducing car journeys and switching to Electric vehicles
- Increasing recycling in the city
- What do you think will be different in 2030 if York is to be carbon neutral? How have buildings changed? How do you travel? Are you buying the same things? How are you getting rid of waste? How is energy produced? What has changed in the natural environment?

Theme 2: Economic Strategy

Question 1:

What do you think about CYC's 4 key priorities for the economy in York and what do you think is most important:

- **An economy powered by 'good' business** – embedding responsible business practises in line with York's Good Business Charter City accreditation; supporting businesses to decarbonise; and creating more work experience, internship and apprenticeship opportunities locally;
- **Creating the right conditions for sustainable growth** – providing high quality support to entrepreneurs and businesses to enable resilience and growth; improving access to affordable, good quality workspace; and FE and HE skills provision shaped by the needs of business;
- **A thriving local workforce** – access to training and upskilling support for all our residents and workers; broadening part time job opportunities across York's economy, thus improving career prospects; and providing more apprenticeships at higher levels and in STEM; and,
- **A globally-connected city** – supporting businesses to expand into new global markets; maximising existing linkages between York and cities/countries across the rest of the world; promoting the city's academic R&D strengths to attract private sector investment and support job creation; and act as a focal point for inward investment across the region by capitalising on York's existing assets and internationally-recognised brand.

Prompts:

- Why is it important to you?
- Do you think it is realistic?
- Which types of people/groups do you think will benefit the most?
- Do you think that growing the economy in York is important?

Question 2:

What do you think are the biggest barriers to employment in York and what things stop people from getting work and becoming successful and prosperous in work?

- Prompts:

Range of sectors in the local job market

- Competition from other local cities
- Types of jobs available skills/salaries
- Getting into the labour market
- How people feel about work after the pandemic

Theme 3: Transport Strategy

Question 1:

What do you think the pros and cons are of travelling by car in York and how do these things influence your travelling behaviour?

Prompts:

- Are the things you need or the places you need to go accessible close to where you live (within a mile/20 min walk)?
- What things in York are only accessible by car?
- What are the types of things/places that if they were available closer to where you live would stop you using a car?
- Cost and running of a vehicle?

Question 2:

What changes in York would make you more likely to use greener and more active forms of transport to travel around York?

Prompts:

- How expensive is it to travel around in York and do you think it is affordable?
- What would make you consider a move to an electric vehicle?
- What needs to change so more people use public transport?
- What would make you consider travelling more by walking or cycling?
- Do you think York is more set up for travel by cars or for active travel like walking, cycling etc.

10.15 - 10.30: Summary and close

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- Give a summary of the discussion
- Check if there are any final comments
- Remind participants how their data will be used
- Thank the participants for their time

Appendix D: Our Big Conversation Online Survey

The our big conversation survey can be viewed [here](#).