
Project:	Tyne and Wear Freight Partnership	Job No:	60153739
Subject:	Tyne and Wear European Freight Conference Feedback Analysis	Date:	03 March 2011

1. Introduction

The Tyne and Wear Freight Partnership held a European Freight Conference on Tuesday 22nd February 2011, providing an opportunity to share best practice and innovation regarding urban freight transportation. The conference was arranged by the Partnership, with financial assistance from CIVITAS, and was attended by transport operators, industry experts, trade associations and other stakeholders from the UK and Europe.

As part of the European Freight Conference delegates were asked to complete feedback forms. The analysis of these forms has allowed the Partnership to assess the effectiveness of the conference. From the conclusions of the analysis, the Partnership can make recommendations regarding the organisation of future events and also highlight possible future areas the Partnership should consider investing in.

2. Context

Before the feedback forms are analysed it is important to understand the range of delegates at the conference. In total 84 people registered to attend the conference, of these 58 delegates were registered at the conference at the beginning of the day.

This number included the speakers at the conference as well as members of the LTP team. Removing these people from the overall analysis gives a final number of 47 delegates from which feedback forms could have been expected. The following chart,

Figure 1, outlines the profession of each of the 47 delegates.

Figure 1 – Delegate Profile

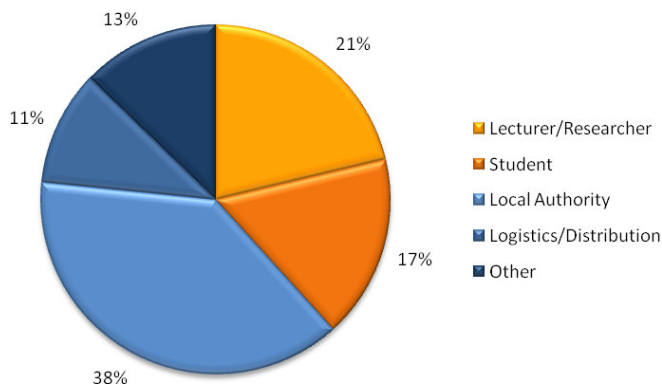


Figure 1 shows that the greatest proportion of delegates were local authority representatives. Lecturers/researchers and students made up a similar proportion of delegates, whilst those from logistics/distribution and other organisations were less well represented

Of the 47 delegates, 17 returned feedback forms; 15 on the day of the conference and two following email reminders. This gives an overall return rate of 36%. In terms of the email reminders two were sent one

thanking delegates for attending, the other sending the conference summary notes to delegates. Both emails asked delegates who had not already done so, to return their feedback forms.

The profile of the 17 delegates completing the feedback form is shown by job type in **Figure 2**.

Figure 2 – Delegate Profile (for those completing feedback forms)

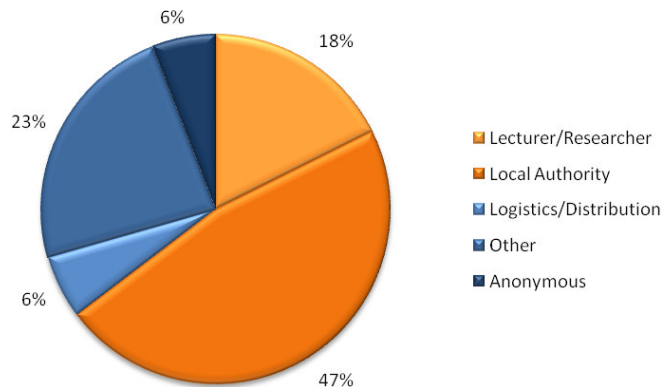


Figure 2 shows that of the 17 delegate forms completed the majority came from local authority representatives; this is to be expected given the number of delegates working in this field. Forms were also returned by lecturers/researchers and those from other fields. One feedback form was completed anonymously, and one further form was completed by an individual working in the logistics/distribution field. Notably there were no feedback forms returned by students.

Table 1 lists the number of delegates attending from each field and identifies from these, the number who returned feedback forms. The final column of the table gives a percentage for each field of those returning feedback forms.

Table 1 – Feedback form return

Delegate field	No. of delegates	No. of feedback forms returned	% of feedback forms returned by delegate field
Lecturer/Researcher	10	3	30%
Student	8	0	0%
Local Authority	18	8	44%
Logistics/Distribution	5	1	20%
Other	6	4	67%
Anonymous	-	1	-
Total	47	17	36%

The results in

Table 1 show that the overall return rate for feedback forms was 36%. Both those from other organisations (67%) and local authorities (44%) had feedback form return levels higher than the overall conference figure of 36%. The percentage of lecturers/researchers returning the feedback forms was marginally lower than the overall conference return rate, whilst those from the logistics/distribution field

had a percentage return of 20%. As shown in **Figure 2**, and noted in the table above no students returned the feedback forms.

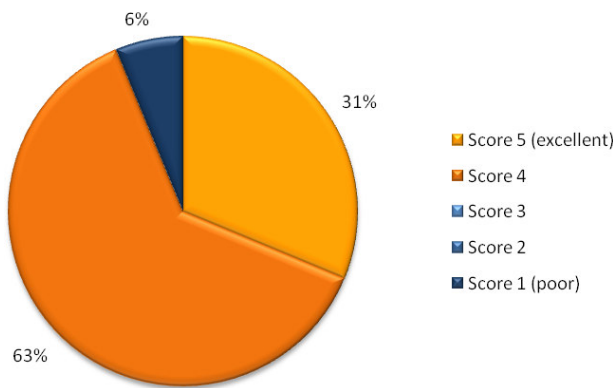
3. Analysis

A copy of the delegate feedback form is included at the end of this document. This analysis considers, in turn, the responses to each of the questions on the feedback form.

Question: How would you rate the registration process?

Each delegate was asked to rate the conference’s registration based on a five point scoring system, where a score of 5 is excellent and a score of 1 is poor. 94% of delegates responding to this question rated the registration process as a 4 or 5. This is shown in **Figure 3** below

Figure 3 – Registration Process Score



Question: How would you rate the presentations in terms of content and delivery?

During the conference six presentations were delivered. Delegates were asked to rate both the content and the delivery of each presentation. All presentations were well received, with all speakers gaining an average score of 4 for both the content and presentation quality. More detailed results for each speaker are shown below.

Brian Simpson

Brian Simpson gave the conference’s keynote speech, providing a European perspective on freight related issues. All scores from delegates ranged between 3 and 5, as shown in the figures below.

Figure 4 – Brian Simpson Presentation (Content)

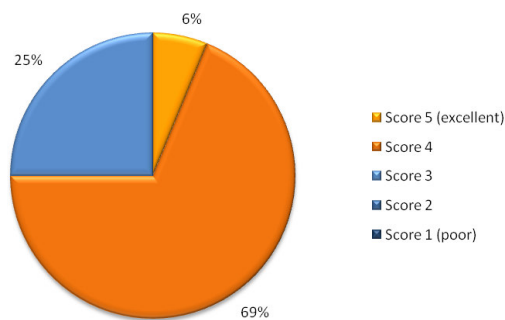
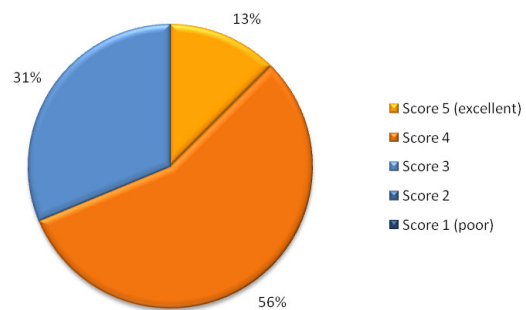


Figure 5 – Brian Simpson Presentation (Delivery)



John Hix

John Hix delivered a presentation on the Freight Operations Recognition Scheme (FORS) looking at how the Transport for London’s model can be implemented elsewhere. Again, all scores from delegates ranged between 3 and 5.

Figure 6 – John Hix Presentation (Content)

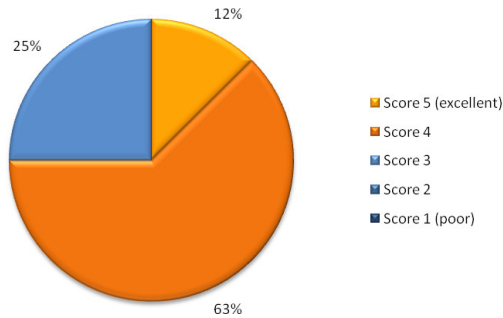
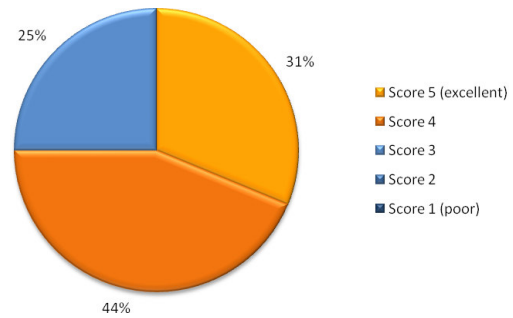


Figure 7 – John Hix Presentation (Delivery)



Thomas Kirpal

Thomas Kirpal’s presentation on Bremen’s perspective on urban freight was well received by delegates, particularly in terms of content. All scores for the content aspect of the presentation ranged between 3 and five, with 88% of delegates giving a score of 4 or 5. In terms of delivery all but one delegate provided scores ranging from 3 to 5. The detailed results are shown in the figures below.

Figure 8 – Thomas Kirpal Presentation (Content)

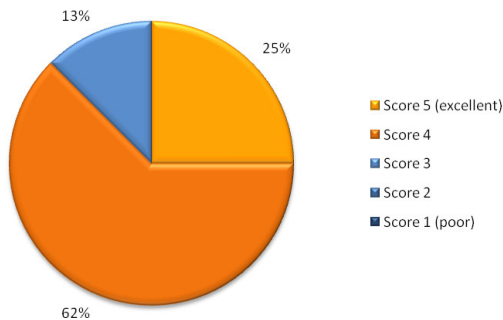
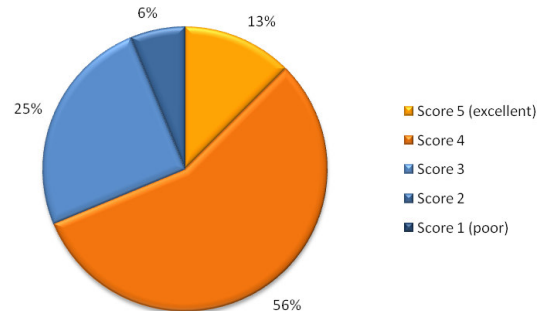


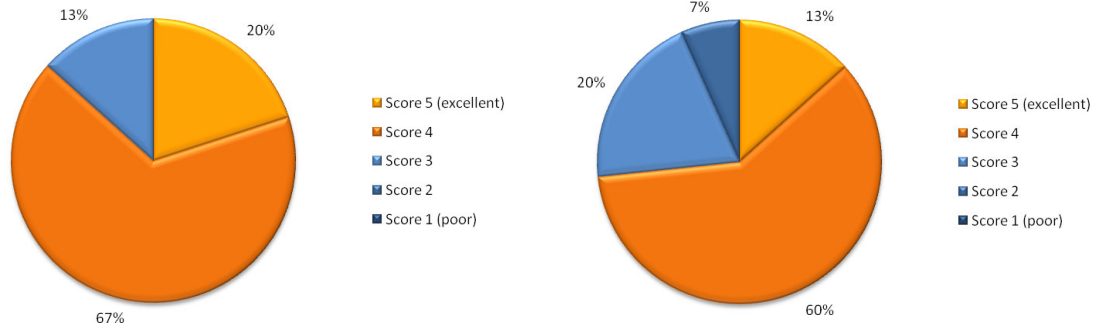
Figure 9 – Thomas Kirpal Presentation (Delivery)



Magnus Jaderburg

Magnus Jaderburg from the City of Gothenburg gave a presentation on the involvement of the Local Freight Network in urban planning. Again, in terms of content all delegates gave scores of between 3 and 5, whilst in terms of delivery all but one delegate gave scores between 3 and 5.

Figure 10 – Magnus Jaderburg Presentation (Content) Figure 11 – Magnus Jaderburg Presentation (Delivery)

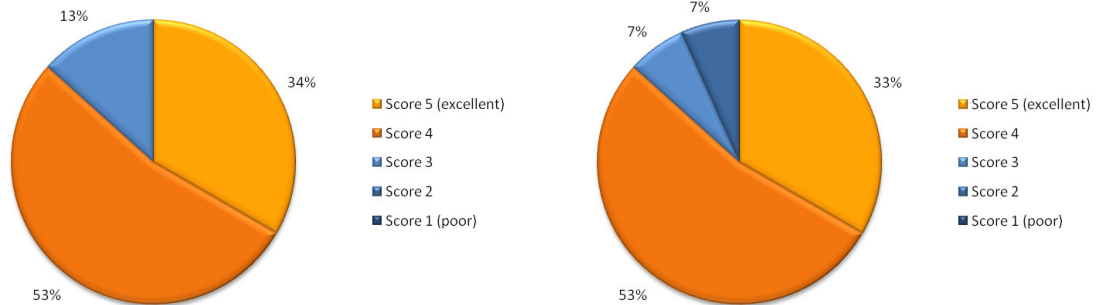


Tom Zunder

Tom Zunder delivered a presentation on Best Practice, Good Practice and Myths. Again the presentation was scored well in terms of content and delivery. All respondents gave a score for content ranging from 3 to 5, whilst in terms of delivery; all but one delegate gave a score ranging from 3 to 5.

Figure 12 – Tom Zunder Presentation (Content)

Figure 13 – Tom Zunder Presentation (Delivery)

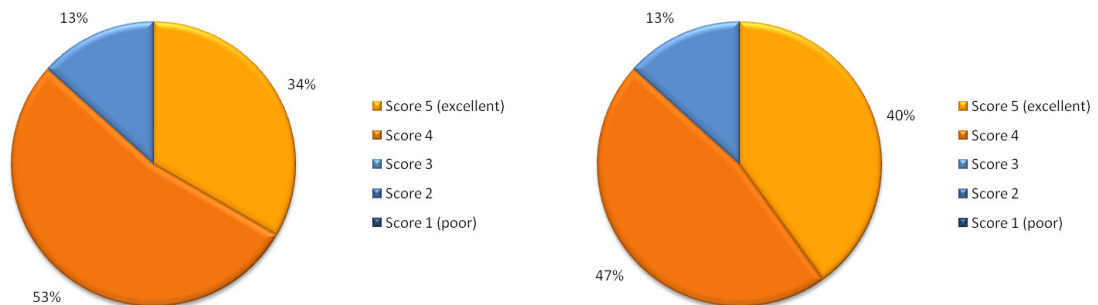


Sally Herbert

Sally Herbert gave a presentation on the Electric Vehicle Infrastructure and Innovation in Tyne and Wear. All scores from delegates for both presentation content and delivery ranged from 3 to 5, as shown in the figures below.

Figure 14 – Sally Herbert Presentation (Content)

Figure 15 – Sally Herbert Presentation (Delivery)



Question: How would you rate the length of the presentations?

Delegates were asked to provide an overall response as to the length of the presentations. Delegates were given the option to rate the presentations as too long, just about right or too short. All delegates providing feedback agreed that the length of the presentations were appropriate, giving the response as just about right.

Question: How would you rate the venue?

The conference was held in the Council Chambers at Newcastle Civic Centre. All delegates scored the venue as either a 4 or a 5. Of those 65% gave a score of 5 (excellent) whilst the remaining 35% of delegates scored the venue as a 4.

Question: What did you think was the most useful aspect of this conference and why?

This question gave delegates the opportunity to identify the aspects of the conference which were most useful to them. A range of responses were given, that can be broadly categorised into the following themes:

- Opportunity to network with other professionals
- Information on freight consolidation centres
- Perspectives and solutions to freight issues given by European speakers.
- Discussions in the afternoon workshop sessions

The range of responses given suggests that delegates viewed all aspects of the conference as being useful.

Question: Do you think the conference was well organised?

Delegates were asked to identify whether the conference was well organised. Delegates were asked to identify whether they strongly agreed, agreed, disagreed or strongly disagreed that the conference was well organised. All delegates either agreed or strongly agreed that the conference was well organised, with 59% of delegates stating that they strongly agreed and the remaining 41% stating that they agreed that the conference was well organised.

Question: What subject areas do you think the Tyne and Wear Partnership should concentrate on in the future?

As an open question, delegates were able to express their views and share their ideas regarding areas of future Partnership work. Listed below are the responses given by delegates, taken directly from the feedback forms, showing the broad range of subject areas suggested for future work.

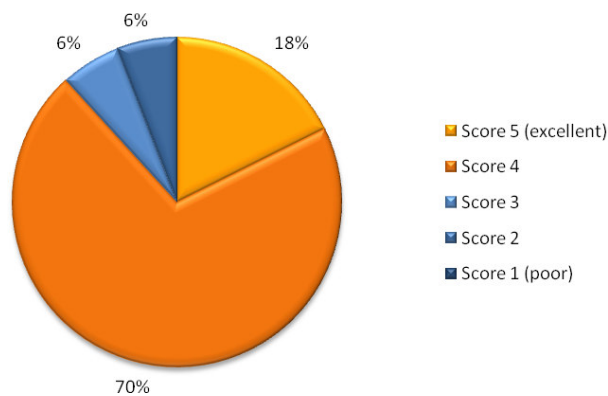
- Business case - making the financial/environmental/social case. nb. financial will be the key driver, so how do we show others impacts or benefits in financial terms?
- Similar topics - urban logistics. Invite more operators is a suggestion.
- Mapping/routes, low emission vehicles, rail freight options etc.
- Adopting some more strategic approach towards logistics such as quality management and systematic problem solving.
- Providing info/training to drivers.
- Maybe (as Bremen and Gothenburg) a more intensive drive to try and affect (and improve) urban freight in Tyne and Wear and longer term some work perhaps on issues around reducing lorry miles in Tyne and Wear?
- Low emission transport routes.

- Raising the importance of freight to reduce true 'no votes for freight' attitude that prevails at present.
- Low local pollution distribution in a pedestrian friendly manner.
- Develop rail freight to/from Tyne and Wear.
- Routing and mapping.
- A follow up conference on the success of the Urban Freight Consolidation Centre.

Question: Overall, how would you rate the conference in terms of usefulness?

To provide an overall assessment of the conference's value, delegates were asked to provide a rating, again based on the five point scoring system of 5 being excellent and 1 being poor. 88% of delegates scored the conference as either a 4 or a 5. The remaining delegates scored the conference's overall usefulness of either a 2 or a 3 (given the number of feedback forms received from delegates, this equates to one delegate for each score).

Figure 16 – Conference's Usefulness Score



Question: Can we use your comments for future marketing activities?

82% of delegates were happy for their comments to be used for future marketing activities. All delegates who did not want their comments used for future marketing activities were from Local Authorities. It is understandable that issues of confidentiality would arise from people's comments being used in marketing. In future, it may be prudent to ask if comments can be used for marketing purposes if the delegates' details remained confidential.

Question: Do you wish to be kept informed about the Tyne and Wear Freight Partnership?

88% of delegates stated that they wished to be kept informed about the Tyne and Wear Freight Partnership. Of those responding that they did not want to be kept informed about the Partnership, one was a representative from a local authority outside of the region, and the other delegate had completed the feedback form anonymously.

4. Observations

The event concluded with two site visits, this structure may have contributed to the lower number of feedback forms returned. Delegates were reminded throughout the day to complete their forms, but it may have been beneficial to allocate a short time period between the conference closing and the departure for site visits to give people additional time to complete the forms. Also, having a member the Partnership team to collect completed feedback forms at the conference exit, rather than respondents being asked to

leave their forms either on their seat or outside of the Council Chambers, may have increased the number of responses.

Delegates were emailed to remind them to return their feedback forms, firstly via a thank you email for their attendance, and secondly when the conference summary notes. Although the email approach resulted in additional feedback forms it was unlikely to contribute significantly to the total number received, as once outside of the conference environment people would be less inclined to complete the forms.

There was no charge to delegates for attending the conference. This is likely to have contributed to the higher number of people registering to attend the conference, compared to the number registering on the morning of the conference. Given the CIVITAS funding, having a free conference was considered to be the most effective way of interesting a broad range of attendees. In organising future events the balance between charging for events and attracting a large audience should be carefully considered.

5. Summary

Overall the conference was considered to be highly successful. The range of speakers at the event helped to provide an insight into a broad range of freight related subject areas. The views received from delegates via the feedback forms and also informal comments made during the day suggest that the conference was interesting and informative, well organised, and the conference's structure of presentations, workshops and site visits was particularly successful.