

Survey form

This survey form is based on the NW Quest on-line tool, which you can find at www.eco-region.org

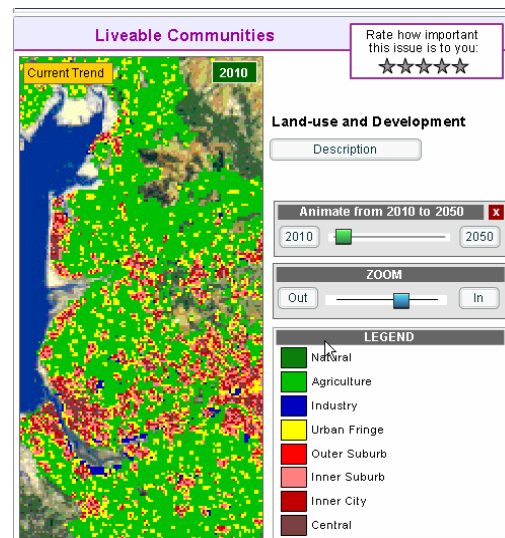
The responses from the interview program will be put together and run through the interactive NW Quest model. Although the survey does not depend on using it, sample outputs from the NW Quest are shown here for illustration.

This is the main user panel – deliberately very simple. Clicking on any part of this provides information and background, as copied below.

For the benefit of the ‘not sure’ thinkers on this survey we have inserted an extra option on each question.

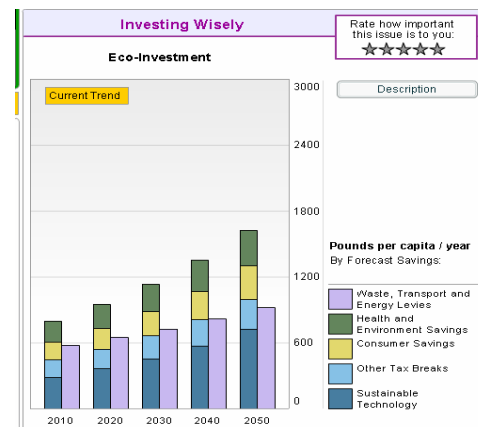
See what North West UK might look like in the year 2050!		
Urban Development	Housing Location	Waste Management
<input checked="" type="radio"/> Existing Trend <input type="radio"/> Higher Density	<input checked="" type="radio"/> Suburban Idyll <input type="radio"/> Urban Renaissance	<input checked="" type="radio"/> Existing Actions <input type="radio"/> Stronger actions
Local Environmental Quality	Transportation Options	Public Investment
<input checked="" type="radio"/> Maintain Programs <input type="radio"/> Stronger Programs	<input checked="" type="radio"/> Mainly Cars <input type="radio"/> More Alternatives	<input checked="" type="radio"/> Business as Usual <input type="radio"/> Green Economy

This is the main map output for the ‘liveable communities’ indicator – this one being a detailed model of urban development and land use change over the next 40 years. You can pan or zoom, run the animation, or click on the legend items for more information.



Finally, charts show the results on topical issues – such as this one on ‘investment’, on who pays and who gains, for competitiveness and sustainability.

There are 8 output indicators in all, showing a good range of issues – although it is acknowledged that many of the most important issues, such as trust or optimism, can’t be shown by software at all. So the software is a kind of ‘way in’ to a bigger debate on what really matters and why.



Below is the questionnaire. For each of the eight questions, the interviewer will ask you to choose one of three options. Each question has background and guidance notes.

1. URBAN DEVELOPMENT	EXISTING TREND	NOT SURE	HIGHER DENSITY
<i>How will new business and housing be developed?</i>	Focus on individual market solutions, with a high proportion of terraced and semi-detached houses, dispersed between low rise industrial & commercial estates.		Focus on liveable urban communities with higher density mixed use blocks and neighbourhoods on the European model.
<i>Business</i>			
<i>Housing</i>	Existing trends: More single-family homes with larger gardens. Greater privacy at home. Maintenance of open space within urban areas. Lower cost of housing.		Preservation of agricultural & natural land. Economic efficiencies in delivering municipal services. More people living closer to shops, transportation & work. Smaller ecological footprint.
2. HOUSING LOCATION	SUBURBAN DEVELOPMENT	NOT SURE	URBAN RENAISSANCE
<i>Where will people be encouraged to live in the North West?</i>	Suburban idyll: Those who can afford it want to move out of urban areas to rural developments on greenfield sites, in search of quality services and distance from urban problems.		Urban renaissance: Enhanced target of 90% of new housing built on previously developed or brownfield sites in or near urban centres.
	Existing trends: Potential to increase population in rural communities. Raise the profile of the natural environment. Increase tax revenues for rural communities. No need to spend money rehabilitating contaminated brownfield sites.		Brownfield locations: Increases tax revenues for municipalities with derelict land. Increases population in urban cores where energy, waste and transport infrastructure is most efficiently delivered. Better access to jobs and mass transit. Reduces commute times, traffic congestion, energy consumption, greenhouse gas emissions and lowers overall ecological footprint.
3. ENVIRONMENTAL POLICY	EXISTING ACTIONS	NOT SURE	STRONGER ACTIONS
<i>To what extent will programs aimed at reducing waste arisings be implemented?</i>	Existing actions: Current waste reduction programmes are continued but are offset by increased consumption.		Stronger actions: Dedicate more funding to require use of best practice to reduce waste arisings and recycle or reuse end-of-life materials.
	Existing programmes: No need to change consumption patterns. Continued avoidance of environmental costs associated with waste disposal. No need for industry to change production and packaging practices. Waste disposal sector continues to thrive. Avoided investment in waste material re-processing facilities.		Increase programmes: Opportunity for innovations in production, packaging and disassembly.

4. LOCAL ENVIRONMENT	EXISTING ACTIONS	NOT SURE	STRONGER ACTIONS
<i>To what extent will programmes aimed at protecting the local environment be implemented?</i>	Existing actions: High quality locations may be sold to the highest bidder so that urban and rural areas become segmented.		Stronger actions: Regional housing, transport & economic plans linked up to encourage smart growth & stronger protection of environmental resources.
5. TRANSPORT POLICY	EXISTING ACTIONS	NOT SURE	MORE ALTERNATIVES
<i>What types of transportation options will be available?</i>	<p>Mainly cars: "Building our way out of congestion" with expanded highways and car parking, while squeezing the space for public transport, cycling and walking.</p> <p>Mainly cars: Maintain the freedom and privacy that the car affords its occupants. Less tax revenue needed for public transit systems. Continue to realize a return on car infrastructure investments made to date.</p>		<p>More tram, bus and train: Increased funding for public trams, rail and bus, together with travel demand management and facilities for walking and cycling.</p> <p>More tram, bus & train: Reduced public expenditure on road network. Increased transport choice. Reduced greenhouse gas emissions. Less traffic congestion. Better air quality.</p>
6. PUBLIC INVESTMENT	EXISTING ACTIONS	NOT SURE	GREENER ECONOMY
<i>How much revenue from eco-levies will be dedicated to green investments like eco-infrastructure, R&D, renewable energy and energy efficiency?</i>	<p>Business as usual: Currently, eco-taxes are reducing in order to keep motorists and business happy, at the expense of investment in sustainable solutions.</p> <p>Business as usual: Polluters are required to pay something for polluting the environment. Motorists can continue motoring with no dramatic increase in user charges.</p>		<p>Shift to eco-taxes and eco-investment: Eco-investment in sustainable technologies, by shifting income taxes to eco-taxes, leading to substantial savings to households, public health and the environment.</p> <p>Shift to eco-taxes and eco-investment: Clear signals sent to encourage environmentally friendly activities and discourage environmentally damaging activities. Increased market efficiencies by way of supporting the user-pay principle. Opportunities for innovation and economic growth.</p>
7. GENERAL PROSPECTS	OPTIMISTIC	NOT SURE	PESSIMISTIC
<i>How much are you optimistic or pessimistic about the future in the NW region?</i>			
8. WHAT NEXT?	BUSINESS	COMMUNITIES	GOVERNMENT
<i>Who is mainly responsible for working towards a positive outcome?</i>			
ANY OTHER COMMENTS?	POSITIVE		NEGATIVE

Thank you for your time. We will be back in touch with some positive feedback on the results. Please feel free to explore the future of the NW region on www.eco-region.org