University of the West of England
BRISTOL

West of England Sustainable Travel (WEST) Baseline and Years One and Two (to 2013/14) Annual Outcomes Monitoring Report

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Executive Summary

The Local Sustainable Transport Fund was launched in January 2011 with the four West of England unitary authorities (Bath and North East Somerset, Bristol City, North Somerset and South Gloucestershire Councils) being awarded nearly £30 million by the Department for Transport from the fund on two separate but integrated project programmes. The West of England Sustainable Travel (WEST) 'Large Project' programme involves an integrated package of measures covering the entire West of England travel to work area to be implemented in 2012/13 to 2014/15. It follows the Key Commuter Routes (KCR) project programme which was implemented 2011/12 to 2012/13.

The context for the programme is that the West of England area has a high level of road congestion and significant anticipated growth in housing and jobs. The WEST project represents a complex intervention due to the dynamic environment in which it is being implemented, the interaction between different measures within an overall package, the targeting of multiple behaviours, the impacts potentially taking time to build up and the effects varying across the population.

This Annual Output Monitoring report for 2013/14 provides data on outcomes from the interventions that have been collected to date. The data presented is divided into five areas: aggregate data; business engagement; local communities; public transport and transitions.

Aggregate data

Area wide data is produced for the following: travel perceptions and satisfaction; travel behaviour; congestion and reliability; carbon emissions; access to employment and commercial centres; air quality and road casualties; physical activity; economic activity.

Satisfaction

The National Highways and Transport Survey shows continued slight increases in satisfaction with cycling. The picture so far as buses are concerned is more mixed because of levels of satisfaction with fares, and this is likely to be linked with a change in the structure of ticket prices in Autumn 2013. Satisfaction with public transport information has risen. Data from Passenger Focus on overall satisfaction, value for money and punctuality does not suggest improvement, however.

Mode share

The National Highways and Transport Survey shows around half of respondents walk and use the car daily. A lower proportion of respondents cycle regularly, with 2-10% cycling daily, weekly, or monthly for general use, and a further 1-12% cycling daily, weekly, or monthly for recreational use. The bus is also used less often than the car on a daily basis (by 5-10% of respondents), however, it is used by over a third of people on a slightly less-frequent basis (either weekly or monthly).

Vehicle flow data

National road traffic estimates suggest that in the four West LSTF unitary authorities, there are 49 million vehicles kilometres more in 2013 than in 2010 (an increase of 0.52%), but a reduction of 5 million car kilometres (a reduction of 0.07%). It should be noted that the increase of motor traffic on non-trunk roads, i.e. the roads managed by the four unitary authorities) is 21 million vehicle kilometres, or 0.35%. There is therefore less of an increase in motor traffic on non-trunk roads than has been the case on trunk roads. These changes compare with increases in vehicles kilometres for Great Britain of 0.18%, and in car kilometres of 0.08%.

Count data for the Bath and Bristol city centre cordons continue to show declines. Further work continues on collection and analysing count data for other cordons and screenlines.

Bus patronage and cycle flow data

Bus patronage across the West of England has increased. All four UAs saw an increase in levels of bus use. The current growth trend is slightly below the JLTP3 target for 2013/14. Following an issue with the recording of patronage data in 2012/13, the data for 2013/14 indicate a return to the previous increasing trendline recorded since the baseline of 2010/11.

Levels of cycling across three of the four UAs have risen to levels above target in 2013/14. In BANES, North Somerset, and South Gloucestershire, there has been an increase of approximately 12% since the 2010/11 baseline. A breakdown in the management of Bristol's cycle counter network in 2013/14 has meant that data for the current reporting period for this authority is not available.

Congestion and reliability

There has been no significant change in vehicle speeds in the reporting period; however there has been a slight reduction in speed across all four UAs, with Bristol experiencing the greatest reduction in speeds of 3.9% (from 15.5 mph to 14.9 mph). Generally speeds have remained relatively stable across the sub-region since 2010/11. Average speeds in BANES, Bristol, and South Gloucestershire remain below the national average, whilst in North Somerset they are above average.

The bus punctuality data show improvements in punctuality. There has been an improvement in the percentage of buses starting on time since the 2010/11 baseline, an improvement in the percentage of buses on time at intermediate starting points (albeit with this improvement being below the JLTP3 target figure), and a reduction in the average excess waiting time on frequent bus services.

Carbon emissions

The results for carbon emissions show reductions in carbon dioxide levels have surpassed the JLTP3 target. Reductions in carbon dioxide have been better than predicted, and at the sub-regional level, reductions in carbon dioxide emissions from road transport have fallen by 58.2 kilotonnes per annum over the period 2010-2012.

Employment rate

552,700 people are employed in the region in 2013/14, 9,600 more than in 2010/11.

Air quality and road casualties

There has been an improvement in air quality across reported AQMAs in all UAs in relation to the 2010 baseline. BANES reported a reduction of 5µg/m^3 Nitrogen dioxide within the extended AQMA from 2010 to 2013, Bristol has seen a reduction of 5.8µg/m^3 Nitrogen dioxide within the AQMA over the period 2010 to 2013, and South Gloucestershire has seen a reduction of 0.6µg/m^3 and 2.4µg/m^3 Nitrogen dioxide at its sites that exceed limits.

The data for road safety show a reduction in the number of killed and seriously injured (KSI) casualties in road traffic collisions across the sub-region since the 2010 baseline. In the WoE there has been an 8.3% reduction in the number of KSI casualties since 2010.

Business Engagement

Business engagement activity principally comprises of Area Travel Planning and employer grants promoted through roadshows and supporting activities. Other activities as part of business engagement include promotion of low emission vehicles and the consolidation of freight before final delivery.

Area travel plans and employers grants

Employers in the whole of the West of England area are in scope, however there has been a strong focus on three growth areas: Portside; North Fringe; and Bristol Airport. Site-specific packages to

enhance access by alternatives to the car may be categorised in three ways: grants to employers for on-site measures; off-site measures; and other support services. On-site measures have been principally cycling facilities (cycle parking, showers, changing facilities and electric bikes). Off-site measures include commuter coach services to the North Fringe and the A2 Airport Link Bus and cycle routes. Other support services include a variety of offers including roadshows and bike maintenance and repair visits.

104 employers were engaged with the project in Bristol in 2013/14, an increase on the 61 in 2012/13. 34 employers were engaged in North Somerset, 19 in BANES, 60 in South Gloucestershire and 18 in Portside (a mix of Bristol, South Gloucestershire and North Somerset). A total of 50 grants (35 to the private sector) were awarded in 2013/14 compared with 37 in 2013/14.

There were 178 Sustainable Travel Roadshows at employers sites in 2013/14 which engaged 4,211 individuals. 231 responses were received from questionnaires administered at the roadshows and the majority of participants gave a high rating to their interactions with the travel advisers and the quality of the materials they received. 48% indicated that they either had already made, or intended to make, changes to the way they travel, with increases in cycling the most common change mentioned.

In 2013/14, the following sets of data were collected and analysed: employee travel surveys, cordon counts and interviews with senior managers at employers in South Gloucestershire (including 15 North Fringe and 9 Portside employers forming part of the Strategic Employment Site evaluation) and employee travel surveys at Bristol Airport.

Responses from 9,684 employees (response rate 27%) in the Strategic Employment Site areas show a decrease in single occupancy car use in the North Fringe and Portside, from 58.3% in 2013 to 52.6% in 2014. It should be noted, however, that the responses in the two years are not drawn from exactly the same sets of employers. The largest increases were in car-sharing, which rose from 12.4% to 15.2%, and cycling, which rose from 9.1% to 11.7%. Nearly a third (32.3%) of commuters were 'quite satisfied' with their journey, whilst 16.1% were 'very satisfied'.

Peak arrival time cordon counts were carried out at 18 sites, covering 19 of the 24 SES case study employers, between 12th March and 2nd April 2014. There is a reasonably close correspondence in general between the modal share percentages from the cordon counts and employee survey.

Interviews with senior managers of 24 businesses were all supportive in principle of sustainable transport measures, and thought they could be of benefit to their business. Many thought that the benefit would be indirect in relation to employee satisfaction and contribution to a sustainability agenda. Some expressed the view that the LSTF should focus on improving infrastructure and public transport to the sites of employment, rather than subsiding on-site facilities. Others thought it should serve as a catalyst, encouraging and helping employers to 'move in the right direction'.

Promotion of low emission vehicles

Fifteen electric vehicle charging points, accounting for a total of 30 sockets, were constructed in 2013/14. Co-Wheels is an organisation that provides fleet management of very low and zero emission vehicles and administers staff travel and transport. Co-Wheels provision in 2013/14 was through eight employers, three more than the previous reporting year. Co-Wheels currently provides 16 pool cars, 7 electric cars, 10 conventional bicycles and 3 electric bicycles. Data for evaluation will be derived from scheme participants.

Consolidation of freight

DHL operates the Bristol/Bath consolidation centre near Junction 18 of the M5, and uses two electric delivery vehicles. LSTF funding is facilitating scheme expansion to additional retailers and others in BANES and Bristol. Thirty-one additional organisations used the scheme in 2013/14, bringing the

total number of organisations using the scheme to 145. There are estimated to be 2,298 fewer lorry trips into both city centres in the 2013/14 period, about the same number as the previous year.

Local communities

Local community projects comprise of the following: community grants and neighbourhood fund measures; walking and cycling infrastructure measures; and 20mph measures. South Gloucestershire Council's engagement in the Neighbourhood Fund began in 2013/2014 with 13 schemes being funded. Bristol City Council continued with their second round of scheme implementation (58 schemes compared with 22 schemes in the previous period). In addition to grants, Community Active Travel Officers (CATO, Bristol) and the Walk to Health Officer (South Gloucestershire) have engaged at community events and with community groups.

The evaluation is being undertaken as follows: bespoke monitoring of grants by Bristol; six community focus groups; and interviews with CATOs. In 2013/14 monitoring of community grant agreements took place as well as three focus groups.

Community grants

Analysis of the community grant agreements is on-going and will be provided in the 2014/15 AOMR. A case study for improvements to signing and lighting at an underpass at the Lawrence Hill roundabout shows improvements in perception of this important link in the local cycling and walking network.

The 'Art, Play, Environment (APE) project provides extremely popular cycling workshops for children and parents designed to reduce the cost barrier of cycling. Positive consequences include re-invigorated interest in cycling amongst adults and greater interest in the natural world and the local area. The scheme has not changed perceptions of road safety. The 'Playing out' project has facilitated local interactions in the community by providing safe places to play. 'Roll for the soul' is a community enterprise café that provides a centre for Bristol's cycling culture. The grant helped enhance the welcoming atmosphere of the café, which provides a free venue for cycling related activities and meetings, and space for bike maintenance and maintenance training.

Cycling and walking infrastructure

Cycling and walking infrastructure improvements include the following: Lawrence Weston link route; pinch point, parking and signing improvements to key centres; Portishead to Bristol cycle route; completion of links to access locations in Weston-super-Mare; Claude Avenue to Two Tunnels Greenway, Bath; crossing of M32 J1; Yate Spur cycle route; Little Stoke Park cycle and walk way; bike hire in Bath; Weston Town Centre Gateway.

Data to evaluate schemes are derived from automatic cycle counters, surveys and interviews. Full analysis will be contained in the 2014/15 AOMR.

20 mph measures

The introduction of 20mph areas across Bristol aims to improve road safety, increase active travel and enhance the local environment. The Central zone was the first to be introduced in January 2014. The two subsequent areas to be introduced were the Inner South zone in June 2014 and the Inner North zone in August 2014. Data collection for the 20mph measures is via before and after Household Interview Surveys. The first three Household Interview Surveys have been completed in 2013/2014, and the results of these and the subsequent surveys are being reported over the course of the monitoring period. Large majorities (>80%) of residents in the Central, Inner South, and Inner North zones reported that their own streets felt pleasant and relaxed, and it should be noted that this was in the period prior to implementation of the 20 mph schemes. The number of people who reported feeling that the area was safe for themselves and others as pedestrians varied dependent

upon age. Generally, support for the 20mph scheme was high for their application on local residential streets, but considerably lower for their application on local main roads.

Public Transport

Public transport improvements are to services and infrastructure. Service improvements comprise of the following: X18 commuter bus service Kingswood to Aztec West; express commuter coach service Weston-super-Mare to the North Fringe; X2 and X3 Bristol to Portishead (additional to existing X1); 19 and 13 university services; community transport and demand-responsive commuter services. Bus punctuality improvements include routes on the A4174, Little Stoke Lane and Emersons Way. Infrastructure improvements have been made on the 24/25 route and the 6/7 route in Bristol. Financial support to expand services, and the implementation of promotions, have included work on the 379 Midsomer Norton to Bristol route.

WEST LSTF and Better Bus Area funding is also improving the on-board environment, travel information, and the promotion of services. These measures include the following: improvements to Real Time Information (RTI) at stops and on buses; next-stop displays and audio announcements; bus priority measures in BANES; Wi-Fi installation on 300 buses

Data collection for public transport measures involve satisfaction surveys on corridors served by new or enhanced services, and collecting service-specific patronage figures. Since its introduction, the X18 service has experienced a steady growth in patronage. The Kings Ferry commuter coach service has seen steady patronage after the decline in use at the end of the initial free period. Survey feedback suggests that the service might be particularly attractive to older travellers, potentially in more senior positions in employment – which would fit with the 'executive' focus of the service. 44.7% of the passengers report previously using a car for their journeys as a driver, and a further 11.3% had been car sharers. 36.0% of X18 passengers, and 22.2% of Kings Ferry passengers had used RTI.

The university services 13 and 19 have seen growth in patronage. The data for levels of satisfaction on the X1 corridor show a general positive trend in levels of satisfaction since 2011, and this is consistent with the longer-term positive trend since 2007. The anomalous fall in satisfaction on the X2 and X3 corridors may have resulted from severe disruption on the day of the survey caused by a bridge failure.

In 2013 84.8% of respondents reported being satisfied, whilst only 2.3% reported being dissatisfied. 12.9% were neutral. Satisfaction with punctuality was also relatively high, at 71.4%. Satisfaction with the frequency of the service is mixed. Just over half of passengers (51.2%) reported being satisfied with the frequency of buses running on the service, whilst 28.7% were neutral, and 19.8% were dissatisfied. Satisfaction with value for money is also mixed. 55.1% of participants reported being satisfied with fares in 2013, whilst 18.4% were neutral and 26.5% were dissatisfied.

Transitions Projects

Four types of project are being carried out to encourage sustainable behaviour change at transition points in the lives of individuals in specific groups as follows: the move to secondary school; transition from compulsory education into jobs or further education and training; transition from College/Sixth Form to first year at university, and transition from first year hall of residence to second year private accommodation; and transition into a new home.

Move to secondary school

Interventions to encourage behaviour change in the move to secondary school have been implemented by Active Travel School Officers (ATSOs) employed by Sustrans and managed by all

four UAs. BANES activity is working in partnership with the *Go by bike* project rather than as part of WEST LSTF. Interventions have included a variety of social and educational activities including training on bicycle maintenance. North Somerset began activity in September 2013, while other UAs continued previous activity. In addition, Bikeability training is on-going with 2,910 pupils trained within 2013/14 across levels one, two and three. Data collected in 2013/14 to evaluate these interventions included 'hands-up surveys' to measure modal share.

Transition to work

Interventions to encourage behaviour change in the transition to work have been implemented by partner organisations with relationships with eligible people, such as job centres and further education institutions. Interventions include the following: free bus tickets; loan bikes; and loans to buy a motor-scooter. The Wheels to Work WEST scheme was launched in September 2013 and has delivered 1,173 free bus tickets, 5 loan bikes and 2 scooters. Data collection to evaluate these interventions comprises of interviews with recipients. Almost half of respondents (45%) claim they would not be able to make the journey without the intervention.

Move to university

Interventions to encourage behaviour change in the move to university and from year one to year two at university have been implemented in partnership with the University of Bristol and the University of the West of England, Bristol. Interventions include the following: an e-marketing strategy promoting existing route planners and travel apps, using social media, email and web-pages; developing a network of cycling champions to help normalise cycling and external agents to provide maintenance and personalised travel planning advice; and a bike loan scheme. Activity began in April 2013 and there was face-to-face engagement with 1429 students in 2013/14. Data collection comprises of the following: on-line survey of incoming first year and second year students; and focus groups with students. The baseline survey took place in August 2013 and included an on-line survey, a mobile 'rantbox' and encouragement of phone based video diaries. Journey costs and speed are important, with cost being more important to first years. It appears that the challenges that remain are getting students to 'want to cycle' more and making it easier for them to cycle.

Move to new home

Interventions to encourage behaviour change in the move to a new home have been implemented in partnership with the developers' sales teams at two sites: Cheswick Village (1,000 dwellings) and Charlton Hayes (2,200 dwellings). Interventions designed to reduce single occupancy car trips comprise of the following: provision of Travel Information Packs and associated publicity materials; personalised travel planning services and travel offers. Activities have included roadshows (including Dr Bike) and door knocking. Data collection comprises of the following: surveys of residents, principally to elicit mode of travel; in-depth interviews with residents. Interviews with respondents suggested that Travel Information Packs and incentives were useful, and they tend to support those currently travelling sustainably.

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1. Introduction

1.1 Introduction and purpose of report

The Local Sustainable Transport Fund was launched in January 2011 with the four West of England unitary authorities (Bath and North East Somerset, Bristol City, North Somerset and South Gloucestershire Councils) being awarded nearly £30 million by the Department for Transport from the fund on two separate but integrated project programmes. The West of England Sustainable Travel (WEST) 'Large Project' programme involves an integrated package of measures covering the entire West of England travel to work area to be implemented in 2012/13 to 2014/15. It follows the Key Commuter Routes (KCR) project programme which was implemented 2011/12 to 2012/13.

The WEST Outcome Monitoring Plan was produced in July 2013[1] and sets out how the WEST project programme will be monitored and evaluated in accordance with a Framework provided by DfT[2]. The first Annual Outcome Monitoring Report (AOMR) covering the period to March 2013 was published in December 2013[3]. That report also established the baseline position on outcomes, which is generally based on data for 2010/11 (the year prior to any LSTF investment) with results also presented for 2011/12 (the year preceding WEST programme and first year of two years of KCR programme). This is the second AOMR and covers the period to March 2014. Two other AOMRs will be produced to cover the periods to March 2015 and March 2016. As well as outcomes, this report (and its predecessor) contain a summary of progress with delivering elements of the programme to 2013/14, as this is necessary context for interpreting outcomes.

After the Introduction section, the evaluation approach and plan is summarised. Results are then presented on area-wide outcomes. This is followed by detailed reporting on progress with delivery of the programme, organised into four sections covering the business engagement, local communities, public transport and transitions project areas. Finally, a summary is provided on process evaluation which is being undertaken alongside monitoring of outcomes.

1.2 Overview of the WEST programme

The WEST project programme involves an integrated package of measures covering the entire West of England travel to work area which is being implemented in 2012/13 to 2014/15 and is aligned with the planned development of homes and jobs in priority growth areas up to 2030.

It has a main emphasis on influencing travel made at peak times of day with nine projects under the following three themes:

- Stimulating Growth in Priority Areas ('tackling congestion to get business and our economy moving' with aims to reduce peak-hour congestion, make it easier for employees to gain access to work and reduce carbon emissions)
    - Area Travel Plans
    - Key Commuter Routes (continuing work started with Key Commuter Routes LSTF project)
    - Business travel

[1] UWE (2013). West of England Sustainable Travel (WEST) Outcome Monitoring Plan (Version 3.0). University of the West of England, Bristol.
[2] DfT (2012). Local Sustainable Transport Fund Monitoring and Evaluation Framework. Department for Transport, London.
[3] UWE (2013). West of England Sustainable Travel (WEST) Annual Outcome Monitoring Report 2012-13. University of the West of England, Bristol.

- Connected and Thriving Centres ('completing end-to-end journeys' with aims to support the local economy, improve access to employment, training and education, encourage walking and cycling for local journeys and ensure that our town and city centres can continue to prosper)
    - Local economic activity in urban areas
    - Sustainable travel in key centres
- Transitions to a Low-Carbon Lifestyle ('Training, skills and securing long term benefits' which recognises that our interventions to change travel behaviour are more likely to be effective if they occur at times of change in people's lives, and focuses effort on influencing travel choice at these life transitions to taking advantage of life transitions as opportunities for behavioural change)
    - The move to secondary school
    - Access to work and skills
    - Universities
    - New developments

The West of England project area is shown in Map 0 with 11 key commuter routes ('key corridors') and three strategic employment areas (where Area Travel Plans are being developed) indicated.

The project programme is being delivered via dedicated LSTF teams in five delivery areas working with the four unitary authorities (which each have LSTF project managers):

- Business engagement
- Marketing and communications
- Public transport
- Support services
- Transitions

The context for the programme is that the West of England area has a high level of road congestion and significant anticipated growth in housing and jobs. It has the lowest peak period speeds on main routes of any major urban area in England and car-based commuting comprising 63% of journeys to work. Road transport is estimated to account for one third of carbon emissions generated in the area. The programme has a focus on priority growth areas which account for at least 70,000 of the 95,000 new jobs that are aimed to be created by 2030. Business leaders and the Local Enterprise Partnership (LEP) see good access to the labour market and talent pool as a priority for economic growth in the area.

The West of England represents a self-contained journey to work area with 89% of people living in the area also working in the area. 51% of the population of the area (550,000) live on the 11 Key Commuter Routes targeted by the programme. Both of these data highlight the good potential for interventions within the area to have an impact on commuting behaviour and congestion.

The KCR and WEST LSTF project programmes follow from previous major initiatives which have showed positive outcomes: Greater Bristol Bus Network and Cycling City in particular. WEST is being delivered within the framework of the West of England's Joint Local Transport Plan 3 (JLTP3) 2011-26 and five major transport schemes that are being implemented in the next ten years alongside JLTP3. Three West of England authorities have also been successful in 2013 with a Cycling City Ambition Fund grant application.

The different themes and projects in the WEST project are designed to interconnect spatially and support end-to-end journeys. WEST is aimed at achieving impacts in the short term (building on past

successful initiatives) and medium and long term (as new developments and transport infrastructure are completed and more people experience life transitions).

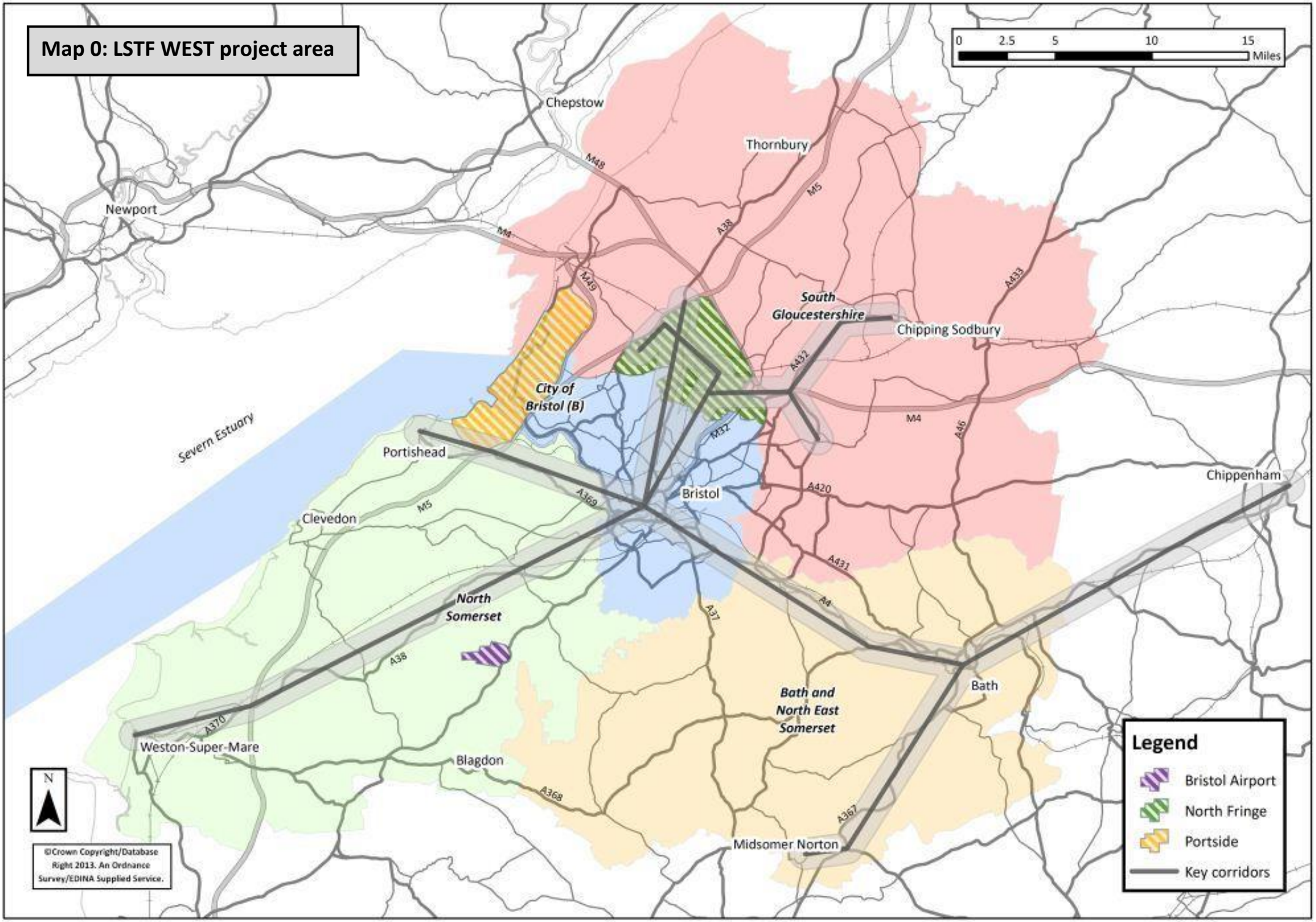
The national LSTF programme has the following two primary objectives:

- support the local economy and facilitate economic development, for example by reducing congestion, improving the reliability and predictability of journey times or enhancing access to employment and other essential services; and
- reduce carbon emissions, for example by bringing about an increase in the volume and proportion of journeys made by low carbon, sustainable modes including walking and cycling.

WEST also aims to address the four secondary objectives of the national LSTF programme:

- helping to deliver wider social and economic benefits (e.g. accessibility and social inclusion) for the community;
- improving safety;
- bringing about improvements to air quality and increased compliance with air quality standards, and wider environmental benefits such as noise reduction; and
- promoting increased levels of physical activity and the health benefits this can be expected to deliver.

A specific set of objectives were identified in the WEST funding bid based around the three programme themes. The objectives are shown in the Indicators Framework included in Section 2. They are consistent with the national LSTF programme objectives but specific to the three themes being pursued in the West of England area. The next section explains how the WEST project programme is being evaluated.


Map 0: LSTF WEST project area
0 2.5 5 10 15
Miles
Chepstow
Thornbury
Newport
M48
M5
M4
A38
M49
A433
South Gloucestershire
Chipping Sodbury
A432
City of Bristol (B)
M4
A46
M32
Severn Estuary
Portishead
A369
Bristol
A420
Chippenham
Clevedon
M5
A431
North Somerset
A4
A37
A38
Bath and North East Somerset
Bath
A370
Weston-Super-Mare
Blagdon
A368
A367
Midsomer Norton
N
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Legend
Bristol Airport
North Fringe
Portside
Key corridors

2. Monitoring and Evaluation of WEST Programme

2.1 Evaluation approach

As noted in the WEST Outcome Monitoring Plan (OMP) submitted to DfT in July 2013, the evaluation of LSTF projects is required to meet the following DfT objectives:

- to investigate the contribution of the fund to delivering economic growth and carbon reduction;
- to understand how the fund has delivered against some or all of the secondary objectives;
- to provide accountability to taxpayers and Parliament;
- to fill evidence gaps to inform the case for future local, national or third party funding for sustainable travel and to improve development and appraisal of future proposals; and
- provide an effective method for benchmarking and comparison.

DfT issued some common metrics it wishes LSTF Large Projects (including the WEST programme) to measure in its Monitoring and Evaluation Framework. These have been taken into account in developing the OMP.

The West of England authorities have additional aims from evaluation of the WEST programme:

- to assess the value for money of the programme by considering outcomes/impacts against local objectives;
- to learn about the effectiveness of different interventions in the local context to support improved design of future interventions;
- to test the effectiveness and impact of innovative approaches (e.g. the four projects in transitions theme); and
- to inform the future strategy for local sustainable transport from 2015/16 onwards.

This leads to the following research questions which provide the foundation for the evaluation:

1. What level of engagement was achieved with stakeholders and the public and what factors led to increased engagement?
2. What is the change in acceptance of using low carbon travel alternatives for commuting, education and local non-work journeys?
3. What is the overall change in use of different travel modes for commuting, education and local non-work journeys and how far can this be attributed to LSTF interventions?
4. How do changes in commuting, education and local non-work journeys contribute to wider impacts (carbon, economic growth)?
5. How are outcomes/impacts distributed geographically and by socio-demographic groups?
6. What measures have been particularly successful and why, and what measures have been less successful and why?
7. What indication is there that changes in use of low carbon travel alternatives will be sustained or grow beyond the investment period?
8. How can HEAT be applied to estimate the health benefits of increased walking and cycling?

The WEST project represents a complex intervention due to the dynamic environment in which it is being implemented, the interaction between different measures within an overall package, the targeting of multiple behaviours, the impacts potentially taking time to build up and the effects

varying across the population. It is therefore apparent that the evaluation needs to address the questions of how the intervention causes change, as well as what impacts are achieved.

The evaluation approach has been developed following the steps recommended in the DfT guidance on transport impact evaluation[4]. It has been determined that an *extended intervention logic evaluation* approach is appropriate. This is because the evaluation resources do not allow large-scale collection of primary data. The approach involves bringing in elements of a theory-based approach into a study of outcomes so that the evaluation can answer questions about why change was produced (as well as what change occurred). The main features of this approach are:

- Collection of routine secondary monitoring data relevant to the programme;
- Stakeholders provide views on connections between outputs and outcomes; and
- New data is collected where important gaps are identified and resources permit it.

A programme logic map was included in the OMP which provides a systematic and visual representation of how the interventions carried out are expected to achieve the programme objectives through engagement with target agents and users and modification of travel knowledge, perceptions, capabilities, behaviour and satisfaction. More specific logic maps have been produced for the four project areas of the WEST programme that have been defined for the purposes of monitoring and evaluation (business engagement, local communities, public transport, transitions). Section 2.2 explains how the logic maps enabled the identification of indicators to monitor in the WEST programme evaluation.

In addition to monitoring and evaluating the *outcomes* of the WEST programme, there is value in learning about the *process* of delivering the programme. Hence a *process evaluation* is being conducted. This involves documenting what happens in a programme in order to learn about the effectiveness of its delivery. Quantitative Information on the implementation of the WEST programme will be obtained through project management data on inputs and outputs. This will be complemented by qualitative data in the form of self-completion questionnaires completed by delivery managers every six months. These will seek to help answer:

- What interventions were implemented, by whom, and who were the recipients?
- What resources, including financial, were mobilised in each intervention?
- Which interventions worked well and why?
- Which interventions worked less well and why?
- What lessons have been learnt and how can these lessons help improve the design and delivery of future programme interventions?

Two forms have been designed to gain an understanding of objectives, activities, issues and thoughts during the reporting period. One form is designed to be completed by managers of specific work packages or measures within the WEST programme, with another form for those who manage wider project areas, tranches or themes.

Summary findings from the process evaluation are included in Chapter 8 of this report.

2.2 Indicators

Data requirements follow from the logic maps which show how interventions are expected to achieve objectives via delivery of projects (outputs), engagement of agents and users (participation), changes in travel perceptions, behaviour and satisfaction (outcomes) and benefits to society

[4] Hills, D. and Junge, K. (2010). Guidance for Transport Impact Evaluations: Choosing an Evaluation Approach to Achieve Attribution. Report to Department for Transport. Available at: http://www.dft.gov.uk/publications/guidance-for-transport-impact-evaluations/

(impacts). The outcome indicators represent the short to medium term changes in thoughts about transport and travel behaviour of people living, working and visiting the West of England. The Impact indicators represent the longer term effects for society. These are dependent on outcomes being achieved.

An Indicators Framework produced for the OMP is shown in Table 2.1. It is similar to the programme logic map but it itemises the set of outcome and impact indicators that we have identified as being priorities to monitor. Impact indicators are categorised according to different objectives and themes of the programme. The Indicators Framework shows which indicators are derived from data being collected centrally by DfT. The indicators in Table 2.1 are area-wide indicators that apply across the entire West of England area and population. There are also outcome and impact indicators which are being monitored for targeted sub-areas or sub-populations within the West of England area. These are considered in this report in the chapters relating to the four project areas (business engagement, local communities, public transport, transitions).

As part of the *extended intervention logic evaluation* approach, data is collected on inputs, outputs and external factors, as well as on outcomes and impacts. This is in order to test whether anticipated mechanisms for change occur. Indicators for inputs, outputs, outcomes and impacts are as follows:

1. Inputs – expenditure and resources are monitored monthly based on quarterly spend information. Information on this is reported to DfT at the end of each financial year with a summary included in the Annual Outputs Report. These data are not presented in this report.

2. Outputs (infrastructure and services) – infrastructure and services delivered are monitored internally based on monthly progress reports from work package managers with the information collated in monthly 'Highlights Reports' which record achievement or slippage of milestones. Summary of progress at the end of each financial year is reported to DfT in the Annual Outputs Report. This report includes more detailed information about outputs than included in the Annual Outputs Report as this is important for interpretation of results on outcomes.

3. Participation – engagement with agents (e.g. employers, communities, schools, and universities) and users (e.g. employees, students) is monitored based on project management data (e.g. number of employers applying for grants, number of residents participating in community events). Summary of progress is reported to DfT in the Annual Outputs Report. This report also includes more detailed information about participation than that included in the Annual Outputs Report, and this is again because this information is important for interpretation of results on outcomes.

4. Quantifiable Outcomes and Impacts – the Indicators Framework (Table 2.1) provides details of the area-wide indicators that are being monitored. As stated, there are also outcome and impact indicators for targeted sub-areas or sub-populations. A summary table of outcome and impact indicators is provided in Tables 2.2 and 2.3 (for area-wide indicators and key indicators for four project areas).

Table 2.1 - WEST Indicators Framework

<table>
<tr><th>Programme broad themes</th><th>Projects</th><th>Outcome indicators</th><th>Impact indicators</th><th>Local objectives (impacts)</th></tr>
<tr><td rowspan="3">Theme 1: Stimulating growth in priority areas</td><td>Area travel plans</td><td rowspan="8">1. Travel perceptions and attitudes
Perceptions of transport alternatives
Attitudes towards different modes

2. Travel behaviour
Mode use frequency for different journey purposes
Vehicle flows
Bus patronage
Cycling flows

3. Travel satisfaction
Satisfaction with transport services, facilities and information
Bus satisfaction</td><td rowspan="8">Economic growth – road congestion
• AM peak journey time per mile
• Variation in journey time
• Bus punctuality
Economic growth – employment
• Access to employment
• Access to commercial centres
• Modal split at workplaces
• Journey to work satisfaction
• Proportion of WEST area in employment
Carbon emissions
• Carbon emissions per capita associated with road transport
• Number of new alternative and conventional fuel vehicles
Quality of life
• Nitrogen dioxide concentration levels in AQMAs
• Road casualties (KSI)
Physical activity and health
• Walking level per person
• Cycling level per person</td><td>1.1
Widened lower carbon access to employment and improved economic growth through reduced congestion</td></tr>
<tr><td>Key commuter routes</td><td>1.2
Reduced carbon emissions per capita for journeys to work</td></tr>
<tr><td>Business travel</td><td>1.3
Improved health, reduced sickness levels and increased workforce productivity</td></tr>
<tr><td rowspan="2">Theme 2: Connected and thriving centres</td><td>Local economic activity in urban areas</td><td>2.1
Strengthened local economies</td></tr>
<tr><td>Sustainable travel in key centres</td><td>2.2
Improved sustainable transport links / access for employment, training, retail, education and leisure</td></tr>
<tr><td rowspan="4">Theme 3: Transitions to a low carbon lifestyle</td><td>The move to secondary schools</td><td>2.3
Increased physical activity and improved health through greater use of walking/cycling for local journeys</td></tr>
<tr><td>Access to work and skills</td><td>3.1
Improved sustainable transport access to work and training for young people</td></tr>
<tr><td>Universities</td><td>3.2
Increased use of sustainable transport among students and reduced congestion in adjacent points in the network</td></tr>
<tr><td>New developments</td><td>3.3
New sustainable travel habits among residents in new developments</td></tr>
</table>

Note: Indicators in *italics* are those that DfT require to be monitored (see DfT's LSTF Monitoring and Evaluation Framework)

Data collection strategies have been produced to collect the information identified above. Separate strategies have been produced for aggregate, area-wide data and for the four project areas:

- Business engagement
- Local communities
- Public transport
- Transitions

The data collection strategies are included in the OMP (Appendices 8-20). The main emphasis in the data collection strategies is in collecting quantitative data on outputs, participation and outcomes, but some qualitative research will be conducted with target groups where this is considered to be particularly valuable in understanding reactions to and experiences of interventions.

Table 2.2 - Area-wide indicators, metrics, and data sources

Outcome	Indicators	Metrics	Sources
"To improve perceptions, attitudes, capabilities with respect to transport alternatives"	Attitudes towards using different travel modes	Attitudes towards using different travel modes for journey to work	YouGov commissioned online survey
"To improve satisfaction with travel alternatives to single occupancy car use"	Satisfaction with transport alternatives	Satisfaction with transport services, facilities and information	National Highways Transport Survey
	Bus satisfaction	Bus passenger satisfaction	Passenger Focus – Bus Passenger Satisfaction Survey
"To change travel behaviours/patterns with greater use of bus, walking, cycling and other alternatives to single occupancy car use"	Mode share	Mode use frequency by journey purpose	National Highways Transport Survey
	Vehicle flows	Annual average number of vehicles/cars over 24 hours/7-10am	Traffic count data (ATCs and MCCs across 4 UAs)
	Bus patronage (JLTP3 primary indicator)	Number of passengers per year	Provided by bus operators
	Cycling flows (JLTP3 primary indicator)	Annual average weekly total of cycling counts	Cycle count data (ATCs and MCCs across 4 UAs)
Objective	**Indicators**	**Metrics**	**Sources**
"To reduce the costs of congestion on the regional economy"	Journey time (JLTP3 secondary indicator)	Average AM peak journey time per mile	Trafficmaster data held in Strategis database

Outcome	Indicators	Metrics	Sources
	Journey time variability	Variation in journey time on key corridors	Trafficmaster data held in Strategis database
	Bus punctuality (JLTP3 secondary indicator)	Proportion of buses starting on time, excess waiting time, and proportion of buses on time at intermediate and non-timing points	Data collected from operators by UAs and reported to DfT
"To tackle transport emissions of carbon dioxide"	Carbon emissions (JLTP3 primary indicator)	Carbon dioxide (CO_2) emissions per-capita associated with road transport	Data supplied by DECC
	Low emission vehicles	Number of new alternative fuel and conventional fuel vehicles	DVLA licensing data supplied by DfT
"To increase accessibility to employment and commercial centres"	Access to employment	Total number of households able to access employment area within 20/40 mins using PT/walking and cycling	Accessibility model
	Access to commercial centres	Total number of households able to access commercial centres within 20/40 mins using PT/walking and cycling	Accessibility model
	Modal split at workplaces	Number of commuting trips by mode per 100 staff	Employee surveys (conducted in selected areas)
	Journey to work satisfaction	Satisfaction with typical journey to work	Employee surveys (conducted in selected areas)
	Proportion of WEST area in employment	Job Seekers Allowance (JSA) claimant numbers	West of England Labour Market Report
"To improve air quality, quality of life, and security"	Public perceptions of air quality	Perceptions of traffic pollution	Bristol Quality of Life survey
	Nitrogen dioxide (NO_2) (JLTP3 secondary indicator)	NO_2 concentration levels	AQMA data
	Road casualties (JLTP3 primary indicator)	Road casualty killed and seriously injured	STATS19 data

Outcome	Indicators	Metrics	Sources
"To promote physical activity through active travel"	Walking level per person	Walk for 30 mins or more, walk at all)	Active People Survey
	Cycling level per person	Cycle for 30 mins or more, cycle at all	Active People Survey
	Cycling level of Bristol residents	Cycle in last week, cycle to work	Bristol Quality of Life Survey

Table 2.3 - Key indicators for four project areas

Project area	Outcomes	Key indicators	Sources
Business Engagement			
Area Travel Plans	Decreased single occupancy car journeys to work Increased satisfaction with journey to work More positive attitude towards using different modes for journey to work	Modal split at workplaces Satisfaction with journey to work Consideration of using different transport modes for journey to work	Employee travel survey
Low Carbon Vehicles	Increased usage of low carbon vehicles	Usage statistics	Project monitoring
Freight Consolidation	Reductions in emissions	CO_2, CO, NOx and PM emissions saved	Freight consolidation centre monthly reports
Local Communities			
Community Grants	Increased walking and cycling	Number of new walkers/cyclists and time spent walking/cycling	Community project grant monitoring forms
20mph	Reduction in vehicle speed	Average and percentile vehicle speeds	Key sites radar speed data
	Reduction in road casualties	Road casualty killed and seriously injured	STATS19 data

	Improved perceptions of traffic speed and road safety Increased walking and cycling	Perceptions of traffic speed and road safety in local neighbourhood Frequency of walking and cycling	Household interview survey (before and after)
Cycling and Walking Infrastructure	Increased number of cyclists	Number of new cyclists and time spent cycling	Cycle counters and user intercept surveys
Public Transport			
New/enhanced services	Increased satisfaction	Satisfaction with service	Bus passenger satisfaction survey
	Patronage sufficient for long-term financial sustainability	Number of passengers per month	Bus patronage aggregated data supplied by operators
Transitions			
The Move to Secondary School	Decreased single occupancy car journeys to school	Modal split at schools	Hands up survey
Wheels to Work WEST	Improved sustainable access to work and skills	Sustainable journeys to work/skills generated by project	Participant survey
Universities	Decreased single occupancy car journeys to university	Modal split at universities	University students survey
New Developments	Decreased single occupancy car journeys	Modal split at new developments	Residents survey

2.3 Annual Outputs Report

The Annual Outputs Report 2013/14 was submitted to the DfT in July 2014. It provides summary details about inputs and outputs delivered in the financial year and is organised under the following categories:

- Programme management and evaluation
- Business engagement
- Cycling and walking infrastructure
- Bus service improvement measures
- Community engagement
- Transitions
- Marketing and communications

The information provided for each of the above categories included the number of people reached and a summary of achievements.

Reference to the Annual Outputs Report 2013/14 is made in this report where appropriate. In some cases, additional information on inputs and outputs (both in terms of infrastructure/activities and participation delivered in 2013/14) is included in this report.

Each of the following chapters reports progress with delivery and data collection.

3. Area wide data

This section reports area-wide outcomes **for the period 2010/11 to 2013/14 –** with earlier historical results reported where available. The outcomes relate to:

- Travel perceptions and satisfaction
- Travel behaviour
- Congestion and reliability
- Carbon emissions
- Access to employment and commercial centres
- Air quality and road casualties
- Physical activity
- Economic activity

For the most part the results in this section are presented at the sub-regional level (West of England (WoE) area) or unitary authority (UA) level, although disaggregation to a more localised level will be reported where this is appropriate (for example, when investment has been focused on sub-areas).

3.1 Travel perceptions and satisfaction

The WEST programme is intended to increase positive perceptions and satisfaction with alternatives to single occupancy car use. This section reports results on travel perceptions and satisfaction from a number of different data sources.

NHTS – Satisfaction with transport alternatives

The National Highways and Transport Survey (NHTS) conducted by Ipsos MORI via a postal distribution of questionnaires to residential addresses in participating local authorities collects a variety of useful information at local authority level, including perceptions and satisfaction with local transport services, facilities and information (for different modes) and mode use frequency for different journey purposes. The survey has been conducted in the four UAs in WoE since it started in 2008, with response sample sizes in 2014 of 938 in BANES, 1229 in BCC, 994 in NSC and 951 in SGC. Mode use frequency is only available from 2011 onwards.

Presented below are the results from NHTS questions on satisfaction with transport alternatives. The results apply to calendar years with 2010 taken as representing the baseline (indicated with grey shading), but historical results back to 2008 are also shown.

Cycling

Table 3.1 - Satisfaction with cycle parking

	2008	2009	2010	2011	2012	2013	2014
BANES	43.0	44.4	45.9	55.3	52.5	55.0	54.1
Bristol	41.9	47.0	49.0	56.0	54.6	53.4	52.8
North Somerset	43.5	44.0	47.9	51.8	51.0	52.3	51.5
South Gloucestershire	48.4	49.8	53.0	56.3	56.3	56.8	54.7
WoE sub-region	44.2	46.3	49.0	54.9	53.6	54.4	53.3

Table 3.2 - Satisfaction with location of cycle lanes

	2008	2009	2010	2011	2012	2013	2014
BANES	N/A	N/A	N/A	N/A	52.6	54.3	53.3
Bristol	N/A	N/A	N/A	N/A	53.8	53.7	51.1
North Somerset	N/A	N/A	N/A	N/A	56.1	57.0	57.2
South Gloucestershire	N/A	N/A	N/A	N/A	60.6	63.0	58.0
WoE sub-region	N/A	N/A	N/A	N/A	55.8	57.0	54.9

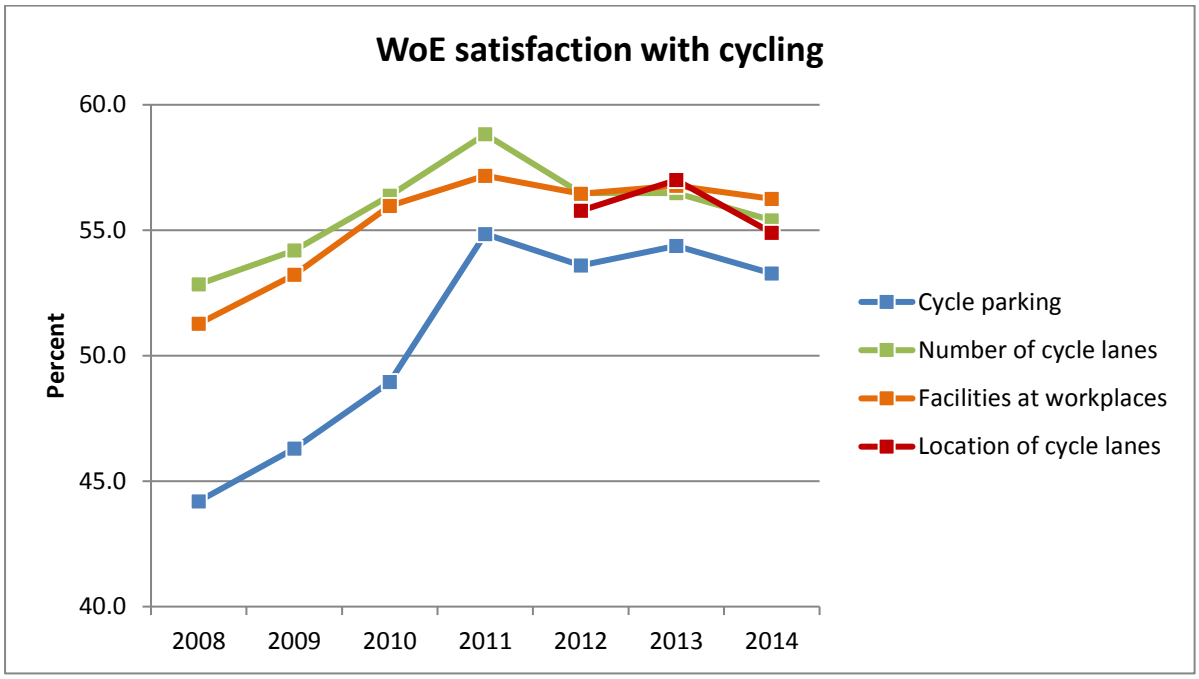
Table 3.3 - Satisfaction with number of cycle lanes

	2008	2009	2010	2011	2012	2013	2014
BANES	48.2	50.4	50.0	55.5	51.6	53.2	52.4
Bristol	49.5	51.6	53.8	57.3	56.8	53.6	51.9
North Somerset	51.3	53.4	57.7	57.7	55.6	56.2	56.6
South Gloucestershire	62.4	61.4	64.0	64.8	61.9	62.9	60.7
WoE sub-region	52.9	54.2	56.4	58.8	56.5	56.5	55.4

Table 3.4 - Satisfaction with cycle facilities at workplaces

	2008	2009	2010	2011	2012	2013	2014
BANES	48.4	51.0	53.1	54.7	53.5	53.5	54.2
Bristol	50.8	56.2	58.3	58.6	58.2	58.2	57.1
North Somerset	50.7	49.6	54.2	55.2	53.9	55.6	54.5
South Gloucestershire	55.2	56.1	58.3	60.2	60.2	59.8	59.2
WoE sub-region	51.3	53.2	56.0	57.2	56.5	56.8	56.3

Chart 1 - WoE sub-region levels of satisfaction with cycle provision



Note: For all analyses in this sub-section a satisfaction figure for the WoE sub-region has been estimated as the mean value of the individual authority figures. We are considering the development of a more precise population-weighted mean.

The results on satisfaction with cycling provision show a mixed picture. In two categories (cycle parking and cycle facilities at workplaces), levels of satisfaction have slightly increased since the 2010 baseline (Chart 1). This increase continues from the longer-term increasing trend in satisfaction in these categories since 2008. However at the same time, satisfaction with the number of cycle lanes and the location of cycle lanes have both fallen slightly (in the case of the latter, these are data only collected since 2012. This is despite both of these indicators of satisfaction rising to the previous year. There has been a slight decrease in satisfaction across all categories from the previous AOMR in 2013.

Of the four authorities, respondents in South Gloucestershire reported the highest levels of satisfaction across the four categories. At the aggregate level, the greatest positive change in satisfaction since 2010 has been with the number of cycle parking facilities available (+4.3%), whilst the greatest negative change in satisfaction has been recorded with the number of cycle lanes available (-1.0%).

Buses

Table 3.5 - Satisfaction with bus fares

	2008	2009	2010	2011	2012	2013	2014
BANES	29.5	31.9	29.9	32.1	29.1	29.2	33.2
Bristol	19.8	23.8	23.7	22.8	22.0	20.6	40.3
North Somerset	36.9	39.9	41.2	40.5	40.0	40.5	44.2
South Gloucestershire	23.9	29.4	32.5	31.0	32.6	32.9	41.3
WoE sub-region	27.5	31.3	31.8	31.6	30.9	30.8	39.8

Table 3.6 - Satisfaction with bus service frequency

	2008	2009	2010	2011	2012	2013	2014
BANES	57.2	57.1	56.2	58.2	59.3	62.1	61.6
Bristol	47.3	56.0	57.9	57.1	57.1	57.9	59.3
North Somerset	55.4	61.2	59.4	58.6	59.0	62.6	61.3
South Gloucestershire	46.9	52.5	56.3	55.8	56.6	59.1	59.0
WoE sub-region	51.7	56.7	57.5	57.4	58.0	60.4	60.3

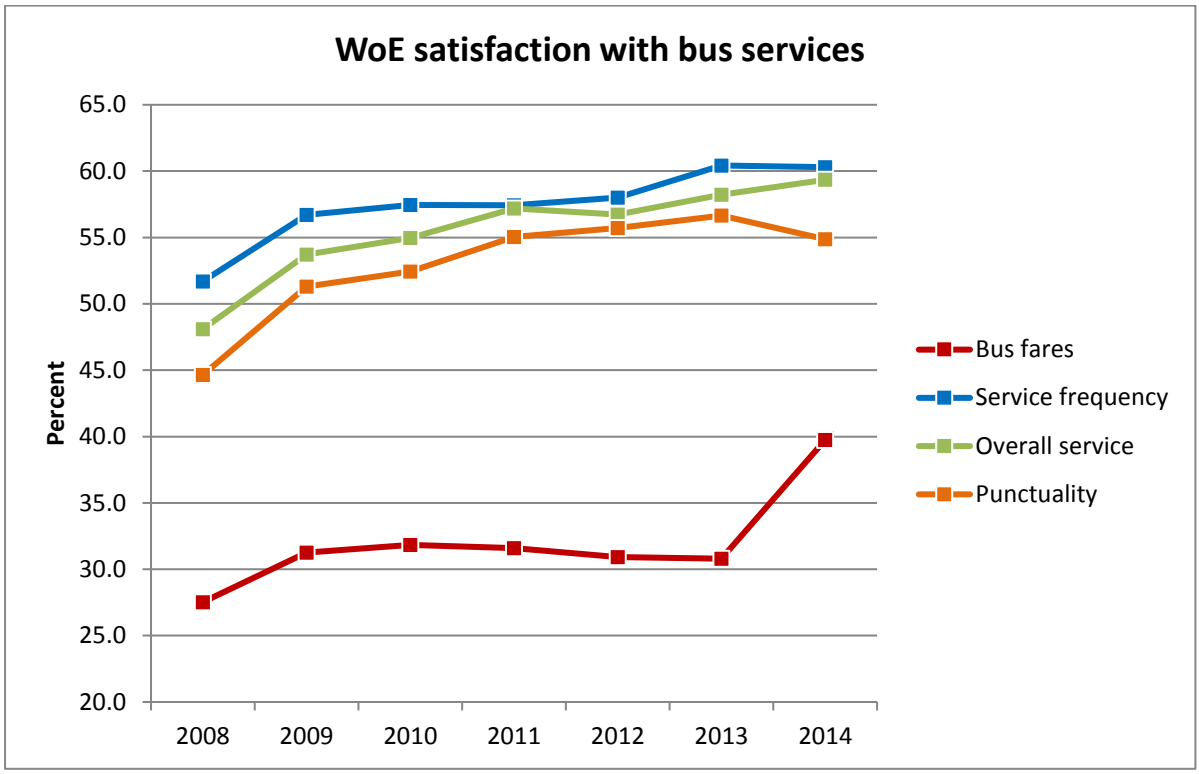
Table 3.7 - Satisfaction with bus service overall

	2008	2009	2010	2011	2012	2013	2014
BANES	54.0	54.7	54.5	57.3	57.5	60.1	61.2
Bristol	40.5	48.2	49.6	51.7	52.0	51.7	56.0
North Somerset	53.6	60.2	60.5	61.2	59.6	61.8	61.7
South Gloucestershire	44.3	51.8	55.3	58.6	57.8	59.3	58.5
WoE sub-region	48.1	53.7	55.0	57.2	56.7	58.2	59.4

Table 3.8 - Satisfaction with bus punctuality

	2008	2009	2010	2011	2012	2013	2014
BANES	52.0	53.9	50.6	55.8	57.2	59.1	57.4
Bristol	33.9	43.9	47.5	49.0	49.7	50.4	49.9
North Somerset	51.0	57.8	57.4	58.5	58.6	60.0	57.8
South Gloucestershire	41.7	49.6	54.2	56.9	57.4	57.1	54.4
WoE sub-region	44.7	51.3	52.4	55.1	55.7	56.7	54.9

Chart 2 - WoE sub-region satisfaction with bus service provision



The results on levels of satisfaction with bus services demonstrate that levels of satisfaction have risen since the 2010 baseline in all categories (Chart 2). The most significant change to passenger satisfaction in this AOMR is the near-doubling of satisfaction with bus fares in Bristol since 2013 (+19.7%). This is suggested to be a reflection of the recent changes to the fare structure on First services in Bristol, and it is evident that the impact of this on passenger satisfaction has been substantial. In the previous AOMR, satisfaction with bus fares was highlighted as a category in which the public were considerably less satisfied than in other areas. Whilst still lagging behind other factors in terms of satisfaction, it is fares that have made the most substantial positive increase across the sub-region. Improvements in satisfaction in all the four authority areas combined give a total of a 9% rise in satisfaction.

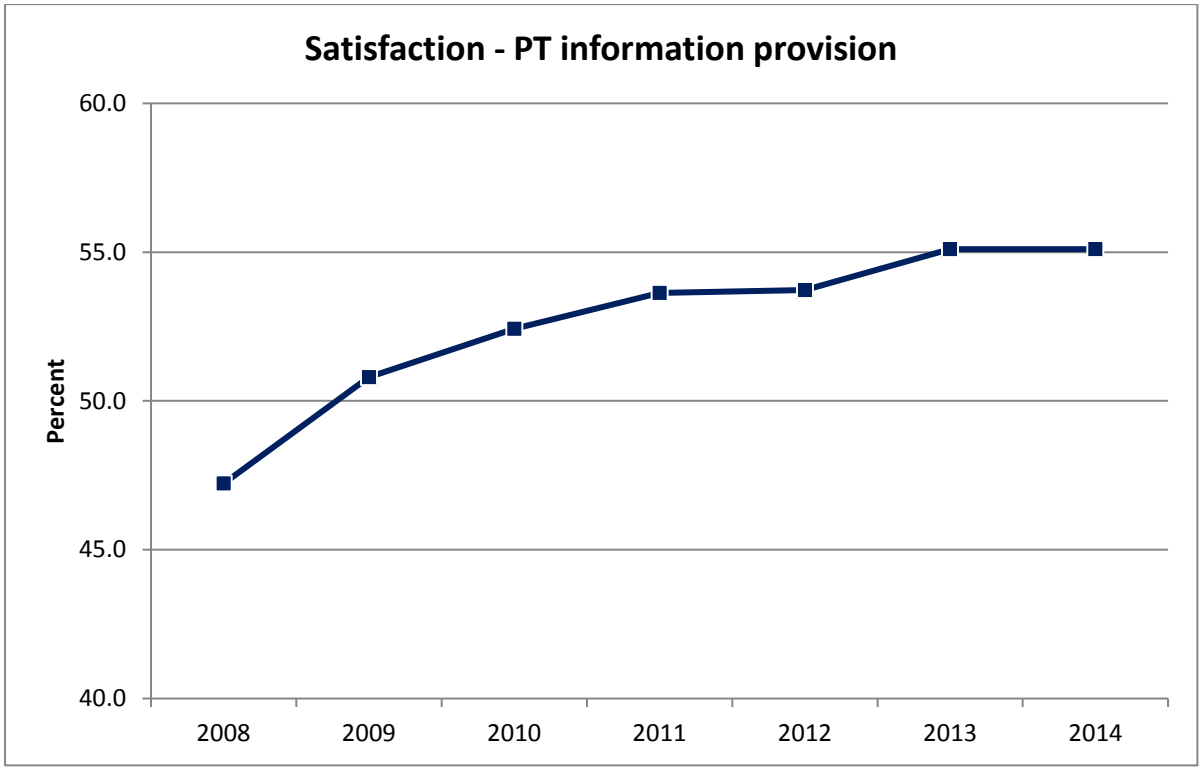
More generally, there have been gains in overall satisfaction with bus services in two of the UA areas over the past year: BANES (+1.1%) and Bristol (+4.3%). There have been slight decreases in overall satisfaction in North Somerset (-0.1%), and South Gloucestershire (-0.8%). Satisfaction in all UAs is greater than in 2010. There has been a sub-regional positive change in satisfaction of +4.4% since 2010. This is in line with an increase of +11.3% since 2008. A comparison between trends since 2008 and 2010 suggests that the rate of increase in levels of satisfaction with bus services is perhaps slowing for 'service frequency', 'punctuality' and 'overall service', but not fares. The greatest change in satisfaction across the sub-region since 2010 is seen in the fares category (+9.0%), and the lowest increase seen in the satisfaction with punctuality (+2.5%).

Public transport travel information

Table 3.9 - Satisfaction with public transport information provision

	2008	2009	2010	2011	2012	2013	2014
BANES	48.2	50.3	50.0	52.2	53.2	54.4	54.5
Bristol	45.5	50.7	51.3	52.4	50.8	51.8	53.9
North Somerset	49.6	52.1	53.1	56.3	55.8	57.6	57.2
South Gloucestershire	45.6	50.1	55.3	53.6	55.1	56.6	54.8
WoE sub-region	47.2	50.8	52.4	53.6	53.7	55.1	55.1

Chart 3 - WoE sub-region satisfaction with PT travel information provision



Satisfaction with public transport travel information provision is an area in which there has been an increase in satisfaction since the 2010 baseline. Since 2013 the sub-regional figure has remained stable at 55.1%. Across the WoE sub-region, there has been a change of +7.9%. Bristol is the local authority with the greatest change in levels of satisfaction since 2010, with a +4.5% rise. South Gloucestershire has experienced a slight decrease in satisfaction with information provision since the baseline (-0.5%), however it has also experienced the greatest positive increase of the four authorities since 2008 (+9.2%).

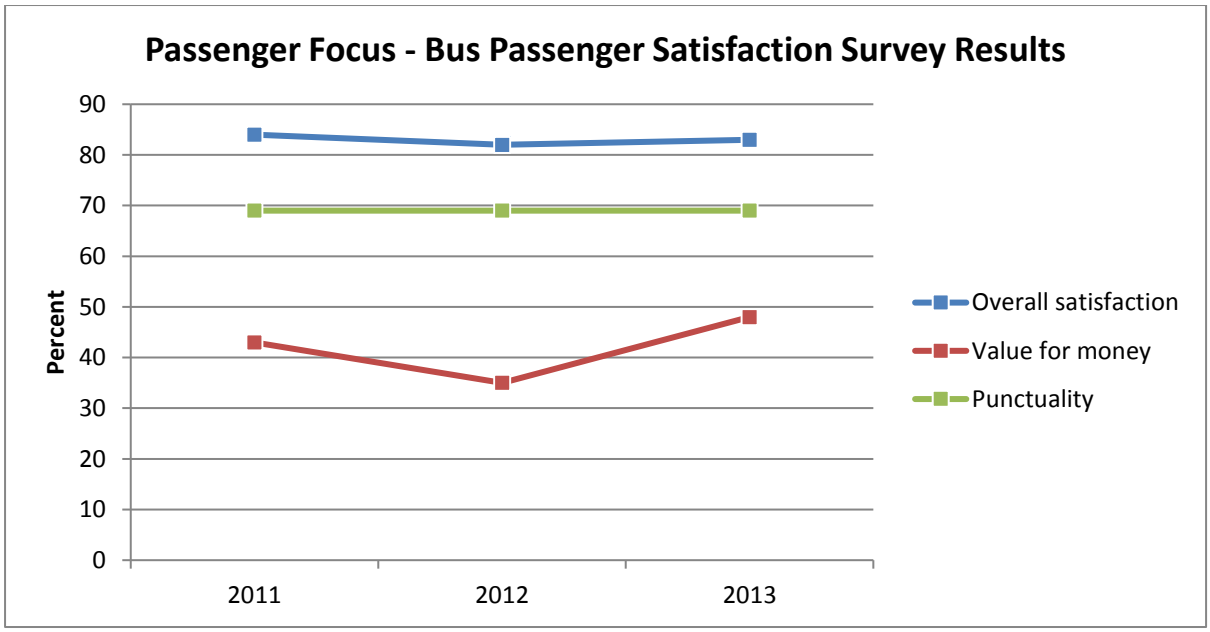
Passenger Focus Bus Passenger Satisfaction Survey – Bus satisfaction

Passenger Focus conducts a national annual survey of levels of satisfaction with bus services in the UK. These survey results are a valuable additional source of satisfaction data which can be used alongside the NHTS to create a fuller understanding of levels of public satisfaction with bus services. It needs to be noted that NHTS is conducted with residents while the Bus Passenger Satisfaction Survey (BPSS) is conducted with bus users. Data for 2014 will be available in the 2014/15 AOMR.

Table 3.10 - Passenger Focus - Bus Passenger Satisfaction Survey (WoE sub-region)

	2011	2012	2013
Overall satisfaction	84	82	83
Value for money	43	35	48
Punctuality	69	69	69

Chart 4 - Bus passenger satisfaction survey results



Data from the BPSS is only available since 2011. The survey results suggest a slight upturn in overall satisfaction (+1%) from 2012, whilst remaining one percentage point lower than the baseline in 2011. However, when examining the same time periods in each set of data, it is evident that levels of satisfaction were generally either stable or fell between 2011 and 2012 for NHTS. Satisfaction with punctuality has remained unchanged at 69%. The BPSS findings show a strong increase in satisfaction with fares, which have increased by 13% in the period 2012-2013 to 48%. This result may be linked to a significant change to the fare structure for First buses travelling in Bristol, which came into effect in Autumn of 2013.

YouGov Attitudes Survey – Attitudes towards using different modes

This section contains results from the 2012 YouGov attitudes survey which was commissioned by the WEST project to explore public attitudes in the West of England towards different transport modes for journeys to work. The survey sample is members of the YouGov panel who live in West of England area and are in employment and who accepted the invitation to complete an on-line questionnaire. The intention is for there to be a follow-up survey conducted in 2015 to assess how attitudes have changed over the course of the LSTF project. While these baseline data have been reported in the first AOMR, we repeat them here for reference. For the evaluation, responses to a number of relevant questions have been selected, with the focus on differences in attitudes to car travel and public transport use for work trips. Map 1 supplements this, and shows the postcode data collected in the survey. Over the course of the evaluation a spatial analysis of survey responses will be developed to explore how attitudes are distributed across the sub-region.

Table 3.11 - Consideration of public transport for work trips

Thinking about your journey to work, which of the following statements best describes your current thoughts about using public transport? (n = 554)

I haven't really thought about using public transport	31.9%
I have thought about using public transport but decided not to	39.7%
I am considering using public transport but haven't thought about when I will start	0.9%
I am considering using public transport more often sometime soon	0.7%
I tried to use public transport previously, but decided not to continue	16.4%
I do sometimes use public transport	10.3%

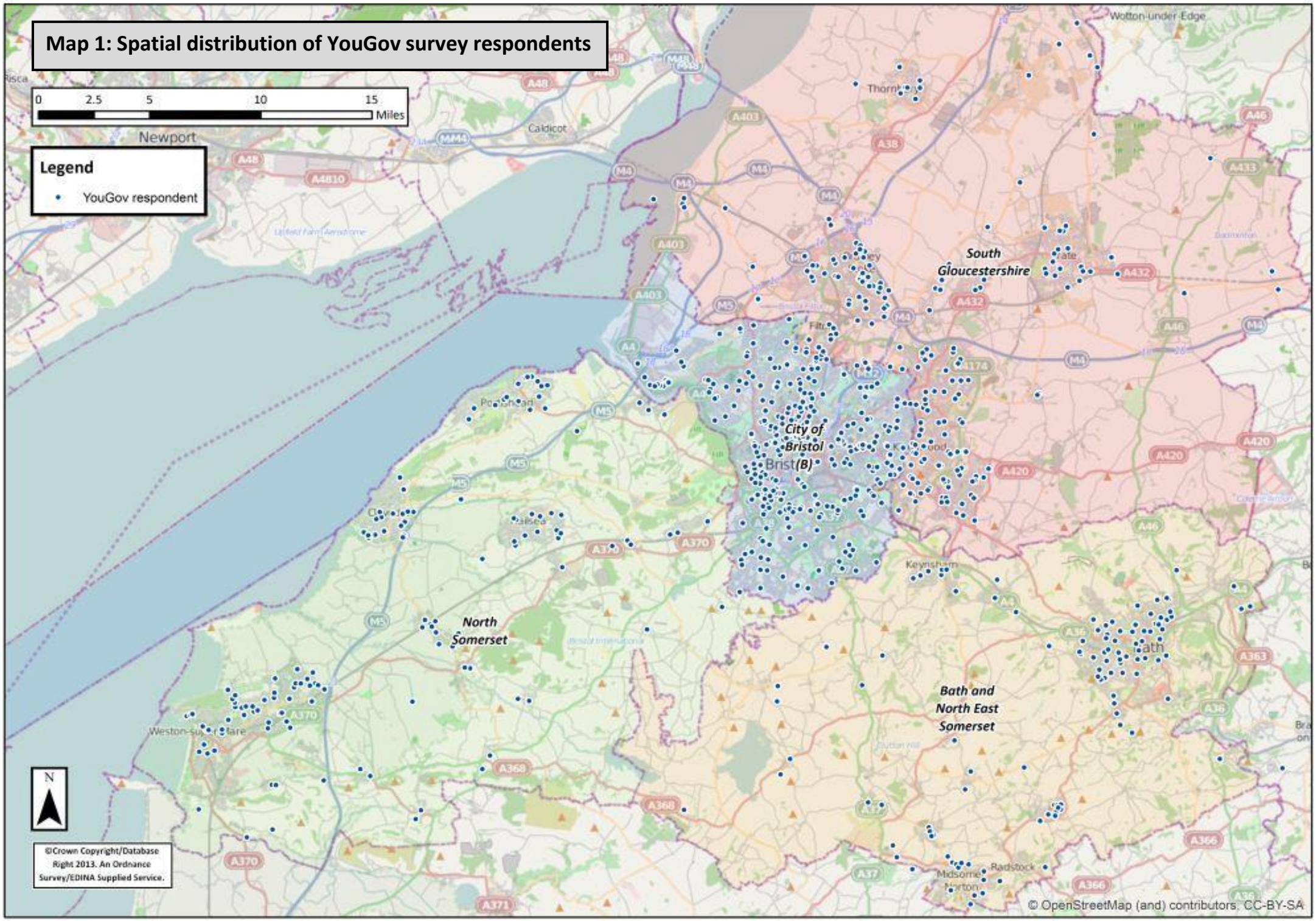

Map 1: Spatial distribution of YouGov survey respondents
0 2.5 5 10 15
Miles
Legend
YouGov respondent
Newport
Caldicot
Wotton-under-Edge
South Gloucestershire
City of Bristol (B)
North Somerset
Bath and North East Somerset
Keynsham
Weston-super-Mare
Radstock
N
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Table 3.12 - Views and attitudes on car use (percent)

	Definitely agree	Tend to agree	Neither agree or disagree	Tend to disagree	Definitely disagree	N/A	n
I enjoy driving	26.4	36.8	21.0	10.0	4.8	1.0	900
I find driving stressful	5.8	20.0	24.8	29.8	18.7	1.0	900
With rising costs, owning a car has become less appealing	15.8	47.6	19.8	12.2	3.9	.7	1000
If I could, I would gladly go without a car	11.5	22.9	16.0	24.5	24.5	.6	827
If I could, I would prefer to drive less than I do	12.0	31.2	28.2	18.6	8.7	1.3	827
There are no practical alternatives to travelling by car	33.0	32.2	13.3	13.5	7.7	.2	827
I would only travel by bus if I had no other choice	27.3	29.6	18.7	15.5	8.0	.9	1000
I think it is cheaper for me to go by car rather than use public transport	35.7	36.0	15.5	6.7	4.1	2.1	827
People should be able to use their cars as much as they like	24.3	33.9	19.6	15.8	6.0	.4	1000
Restrictions and charges should be implemented to discourage driving	7.8	16.7	18.8	20.9	34.9	.9	1000

Table 3.13 - Views and attitudes on public transport use (percent)

	Definitely agree	Tend to agree	Neither agree or disagree	Tend to disagree	Definitely disagree	N/A	n
I like travelling by bus	3.2	17.1	25.0	25.8	27.5	1.4	1000
I find travelling by bus stressful	18.3	32.3	22.0	18.6	6.6	2.2	1000
I find travelling by bus is expensive	48.2	32.6	10.5	4.6	1.4	2.7	1000
In general, when I have the choice I would rather walk or cycle than go by bus	32.3	34.6	16.9	11.4	3.9	.9	1000

Table 3.14 - Perceptions and experiences of consequences of not owning a car (percent)

	Definitely agree	Tend to agree	Neither agree or disagree	Tend to disagree	Definitely disagree	N/A	n
Not having a car *would* seriously damage my career prospects	29.5	24.5	17.9	16.0	10.9	1.2	827
Not having a car *has* seriously damaged my career prospects	9.8	14.5	22.5	20.2	28.9	4.0	173
People who don't own a car are at a disadvantage	17.5	44.7	20.3	11.4	5.8	.3	1000

The results reflect the levels of car use and public transport use reported in the following section. Interestingly, in terms of members of the public considering public transport use, the highest proportions of respondents have considered using public transport for their journey to work but have decided not to do so (39.7%).

Some light is shed on this by looking at views and attitudes about car use. The majority of respondents enjoyed driving (63.2%) and did not find it stressful (48.5%). About half of respondents would prefer to keep their cars (49%), but 43.2% would like to drive less if possible. The majority of respondents nonetheless felt that there is no practical alternative to the car for them (65.2%); despite a majority also feeling that the car is becoming less appealing as costs rise (63.8%). There remains a perception amongst people who drive to work that public transport is more expensive than car travel (71.7%). Amongst all respondents the majority are in favour of people being able to use their cars as often as they wish (58.2%), and there is disagreement that restrictions and increased charges should be imposed on drivers to encourage less car use (55.8%). These results suggest a situation in which there is some opportunity to encourage drivers to use their cars less for work trips – mainly due to the rising costs of car use – however this opportunity will be difficult to realise as public transport is not seen by the majority as a practical alternative.

Looking at views and attitudes towards bus use, the majority of respondents did not like travelling by bus (53.3%) and found the bus to be stressful (50.6%). An even stronger majority of respondents found the bus to be expensive (80.8%), and this mirrors the fears of car drivers in relation to the relative costs of bus travel and car travel. The majority of respondents would prefer to travel by bicycle or foot instead of the bus when given the choice (66.9%). However it should be noted that this is not an indicator of levels of cycling and walking, rather a stated preference about hypothetical alternatives to bus travel.

When looking at the disparity between perceptions of bus travel and the actual experience of bus travel, the majority of those who have a car imagined that it would negatively affect their career prospects if they did not have it (54%). However for those without a car, one half of respondents found that in their experience it had not negatively affected their career prospects (49.1%). In general, the majority of participants perceived those without a car to be at a disadvantage (62.2%).

As a whole, the data shows that there remains a strong affinity for car travel, and that the car is perceived positively in relation to public transport. There is a suggestion however that the rising costs of car travel are creating a potential challenge to these perceptions and attitudes, and that if, through LSTF measures, negative perceptions of bus travel can be countered there may be an opportunity to encourage greater use of public transport.

3.2 Travel behaviour

Modal shift from car to other modes is the main mechanism by which the WEST programme is intended to generate positive impacts relating to the economy and carbon. This section presents results on travel behaviour outcomes.

NHTS – mode share statistics

Presented below are the results of questions relevant to mode share. Note the data below are currently restricted to 2013 onwards and we will look to obtain historical data for 2011 and 2012 from Ipsos Mori.

In addition to the complete data presented by local authority in Tables 3.15 to 3.18, Charts 5-9 to show more clearly the changes in levels of use of key modes across the sub-region from the 2013 NHTS survey to the 2014 NHTS survey.

It should be noted that between the 2013 and 2014 NHTS rounds, the cycling category was split into two different categories – one for cycling more generally, and one specifically for recreational cycling. This should be taken into consideration when evaluating the results for general levels of cycling in 2014.

Table 3.15 - BANES: Frequency of mode use (percent)

	Daily			2-3 times p/w			Weekly			Monthly			Less/Never		
	2013	2014	% +/-	2013	2014	% +/-	2013	2014	% +/-	2013	2014	% +/-	2013	2014	% +/-
Walking	58	57	-1.0	22	19	-3.0	9	9	0.0	3	7	4.0	6	7	1.0
Cycling	*5*	*4*	*-1.0*	*6*	*4*	*-2.0*	*8*	*4*	*-4.0*	*9*	*2*	*-7.0*	*67*	*80*	*13.0*
Cycling (rec.)	*N/A*	*1*	*N/A*	*N/A*	*5*	*N/A*	*N/A*	*9*	*N/A*	*N/A*	*12*	*N/A*	*N/A*	*66*	*N/A*
Bus	7	7	0.0	17	16	-1.0	15	16	1.0	25	25	0.0	32	32	0.0
Car (or Van)	47	47	0.0	30	28	-2.0	8	9	1.0	2	9	7.0	11	10	-1.0
Motorcycle	1	1	0.0	1	1	0.0	1	1	0.0	1	1	0.0	91	91	0.0
Taxi/Minicab	1	0	-1.0	2	1	-1.0	5	4	-1.0	24	24	0.0	64	66	2.0
Train	2	2	0.0	2	2	0.0	4	5	1.0	23	18	-5.0	65	69	4.0
CT	0	0	0.0	0	0	0.0	1	1	0.0	1	1	0.0	94	93	-1.0
DRT	0	0	0.0	0	0	0.0	0	0	0.0	1	2	1.0	90	91	1.0
P&R	2	1	-1.0	2	2	0.0	6	7	1.0	21	19	-2.0	65	66	1.0
Mobility aid	1	N/A	N/A	1	N\A	N/A	1	N/A	N/A	0	N/A	N/A	93	N/A	N/A

Table 3.16 - Bristol: Frequency of mode use (percent)

	Daily			2-3 times p/w			Weekly			Monthly			Less/Never		
	2013	2014	% +/-	2013	2014	% +/-	2013	2014	% +/-	2013	2014	% +/-	2013	2014	% +/-
Walking	59	58	-1.0	21	21	0.0	9	8	-1.0	2	3	1.0	6	7	1.0
Cycling	*8*	*9*	*1.0*	*9*	*7*	*-2.0*	*7*	*2*	*-5.0*	*7*	*3*	*-4.0*	*64*	*73*	*9.0*
Cycling (rec.)	*N/A*	*3*	*N/A*	*N/A*	*3*	*N/A*	*N/A*	*8*	*N/A*	*N/A*	*10*	*N/A*	*N/A*	*66*	*N/A*
Bus	9	8	-1.0	17	17	0.0	14	16	2.0	27	26	-1.0	30	28	-2.0
Car (or Van)	41	39	-2.0	27	25	-2.0	12	12	0.0	4	4	0.0	13	15	2.0
Motorcycle	1	1	0.0	1	1	0.0	2	1	-1.0	2	2	0.0	90	90	0.0
Taxi/Minicab	1	0	-1.0	1	1	0.0	5	5	0.0	31	28	-3.0	57	61	4.0
Train	1	1	0.0	1	2	1.0	5	4	-1.0	24	20	-4.0	65	68	3.0
CT	0	0	0.0	1	0	-1.0	1	0	-1.0	2	1	-1.0	92	92	0.0
DRT	0	0	0.0	1	1	0.0	1	0	-1.0	1	1	0.0	92	92	0.0
P&R	1	0	-1.0	0	1	1.0	1	2	1.0	6	7	1.0	87	84	-3.0
Mobility aid	1	N/A	N/A	1	N/A	N/A	1	N/A	N/A	1	N/A	N/A	91	N/A	N/A

Table 3.17 - North Somerset: Frequency of mode use (percent)

	Daily			2-3 times p/w			Weekly			Monthly			Less/Never		
	2013	2014	% +/-	2013	2014	% +/-	2013	2014	% +/-	2013	2014	% +/-	2013	2014	% +/-
Walking	53	51	-2.0	26	23	-3.0	10	12	2.0	4	4	0.0	6	6	0.0
Cycling	*5*	*2*	*-3.0*	*6*	*3*	*-3.0*	*7*	*2*	*-5.0*	*10*	*3*	*-7.0*	*68*	*82*	*14.0*
Cycling (rec.)	*N/A*	*2*	*N/A*	*N/A*	*6*	*N/A*	*N/A*	*7*	*N/A*	*N/A*	*11*	*N/A*	*N/A*	*67*	*N/A*
Bus	7	5	-2.0	11	12	1.0	14	13	-1.0	23	25	2.0	43	41	-2.0
Car (or Van)	59	55	-4.0	24	23	-1.0	5	6	1.0	1	1	0.0	8	10	2.0
Motorcycle	1	1	0.0	1	1	0.0	1	1	0.0	1	1	0.0	92	89	-3.0
Taxi/Minicab	0	0	0.0	2	2	0.0	5	3	-2.0	20	19	-1.0	71	70	-1.0
Train	2	1	-1.0	1	1	0.0	2	2	0.0	16	15	-1.0	77	75	-2.0
CT	0	0	0.0	0	1	1.0	1	1	0.0	2	1	-1.0	94	92	-2.0
DRT	1	1	0.0	1	0	-1.0	0	0	0.0	1	1	0.0	93	91	-2.0
P&R	1	1	0.0	1	1	0.0	3	3	0.0	18	15	-3.0	72	74	2.0
Mobility aid	1	N/A	N/A	1	N/A	N/A	0	N/A	N/A	0	N/A	N/A	92	N/A	N/A

Table 3.18 - South Gloucestershire: Frequency of mode use (percent)

	Daily			2-3 times p/w			Weekly			Monthly			Less/Never		
	2013	2014	% +/-	2013	2014	% +/-	2013	2014	% +/-	2013	2014	% +/-	2013	2014	% +/-
Walking	53	47	-6.0	22	26	4.0	12	13	1.0	4	3	-1.0	6	7	1.0
Cycling	*6*	*3*	*-3.0*	*7*	*5*	*-2.0*	*7*	*5*	*-2.0*	*9*	*4*	*-5.0*	*66*	*79*	*13.0*
Cycling (rec.)	*N/A*	*2*	*N/A*	*N/A*	*5*	*N/A*	*N/A*	*9*	*N/A*	*N/A*	*13*	*N/A*	*N/A*	*65*	*N/A*
Bus	6	6	0.0	10	10	0.0	14	12	-2.0	26	26	0.0	39	41	2.0
Car (or Van)	59	58	-1.0	25	21	-4.0	5	6	1.0	1	1	0.0	7	10	3.0
Motorcycle	2	1	-1.0	2	1	-1.0	1	2	1.0	1	1	0.0	89	91	2.0
Taxi/Minicab	0	0	0.0	0	1	1.0	2	2	0.0	17	17	0.0	76	75	-1.0
Train	1	1	0.0	0	1	1.0	2	2	0.0	14	16	2.0	79	75	-4.0
CT	0	0	0.0	0	1	1.0	1	1	0.0	1	1	0.0	93	92	-1.0
DRT	1	0	-1.0	0	0	0.0	1	1	0.0	2	1	-1.0	92	93	1.0
P&R	0	1	1.0	1	1	0.0	2	1	-1.0	12	12	0.0	80	79	-1.0
Mobility aid	2	N/A	N/A	1	N/A	N/A	1	N/A	N/A	0	N/A	N/A	91	N/A	N/A

Chart 5 - Change in frequency of walking by UA

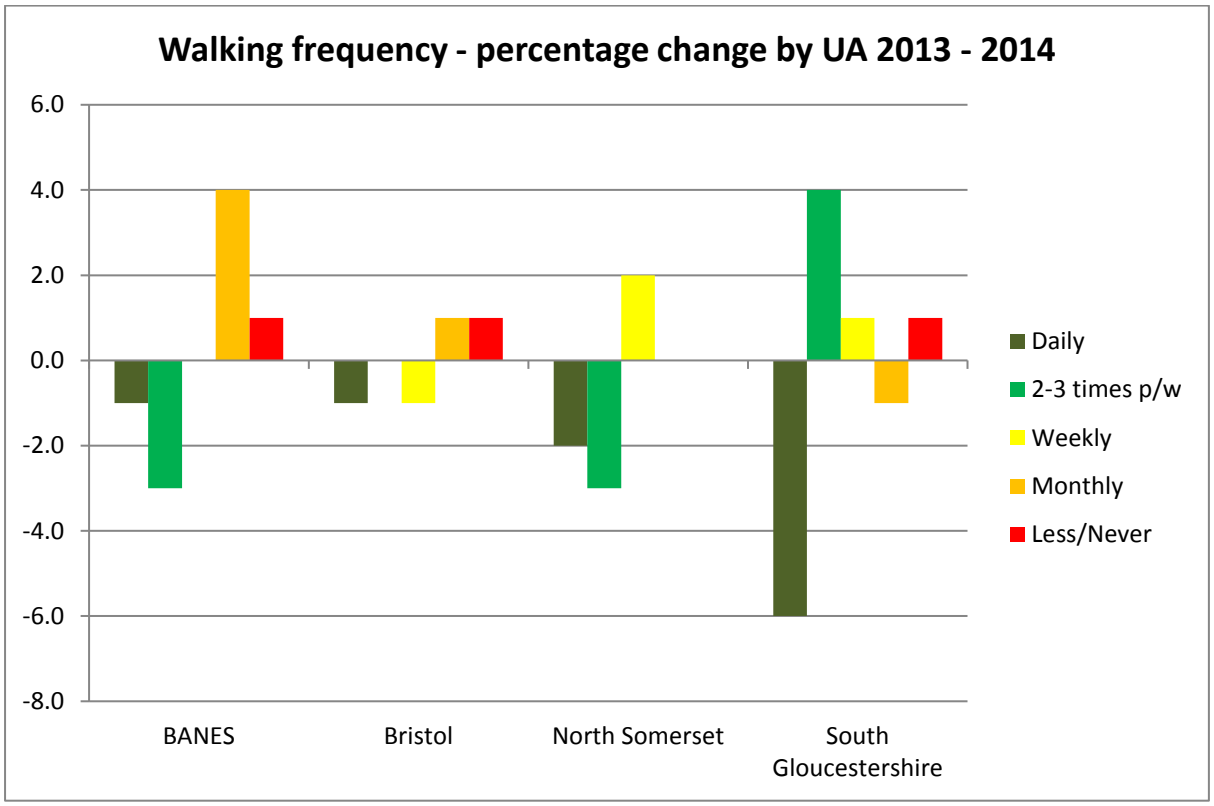


Chart 6 - Change in frequency of cycling by UA

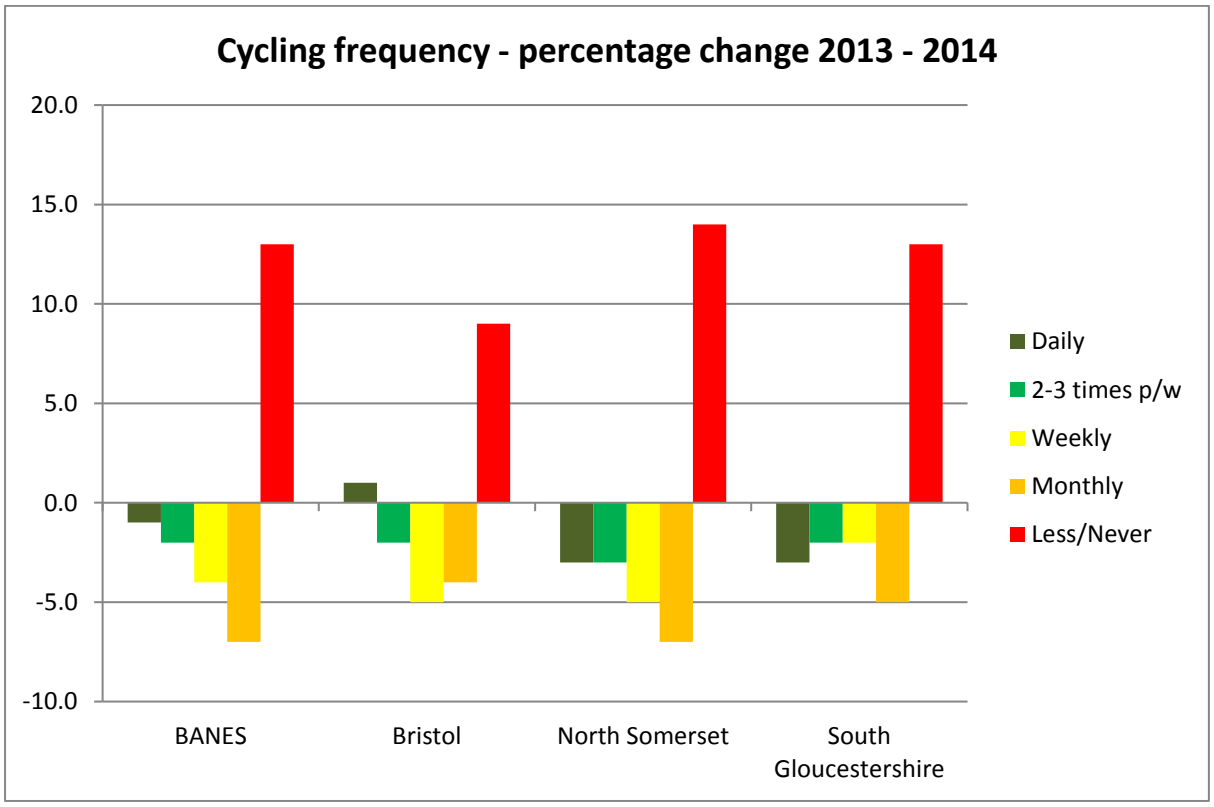


Chart 7 - Change in frequency of bus use by UA

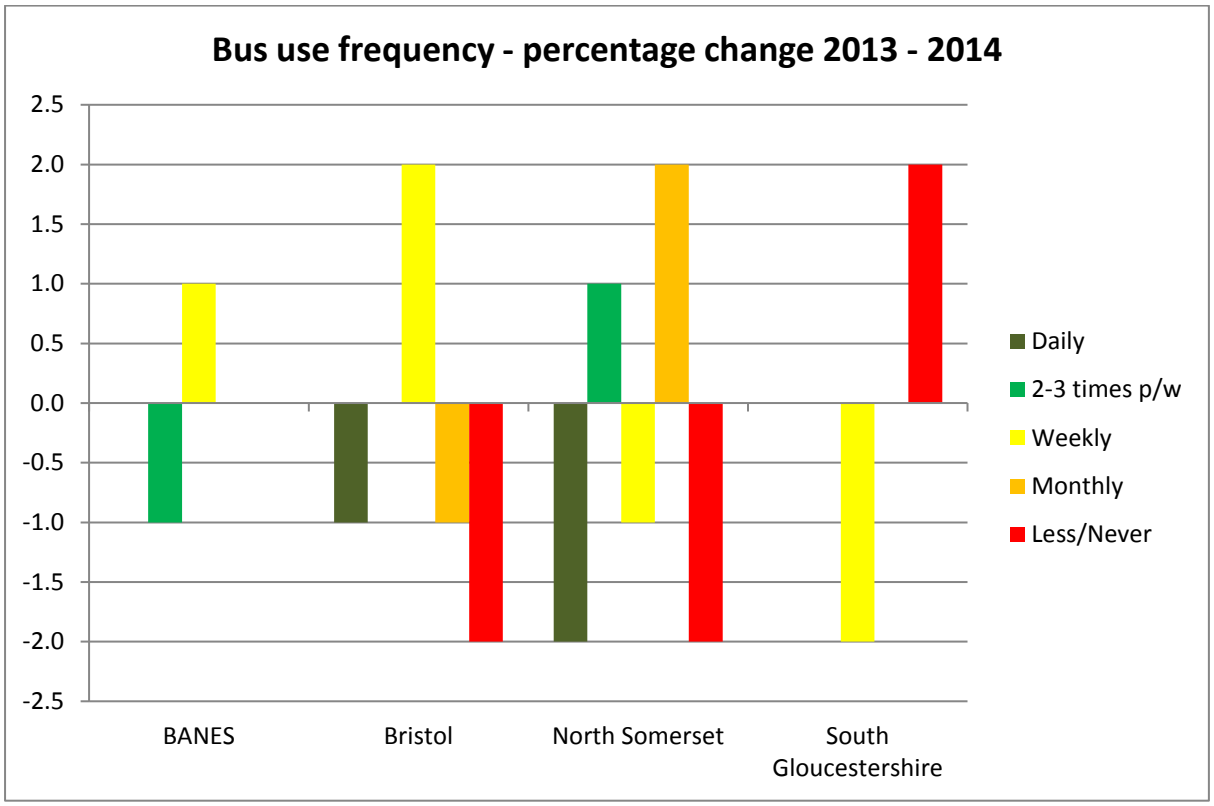


Chart 8 - Change in frequency of car use by UA

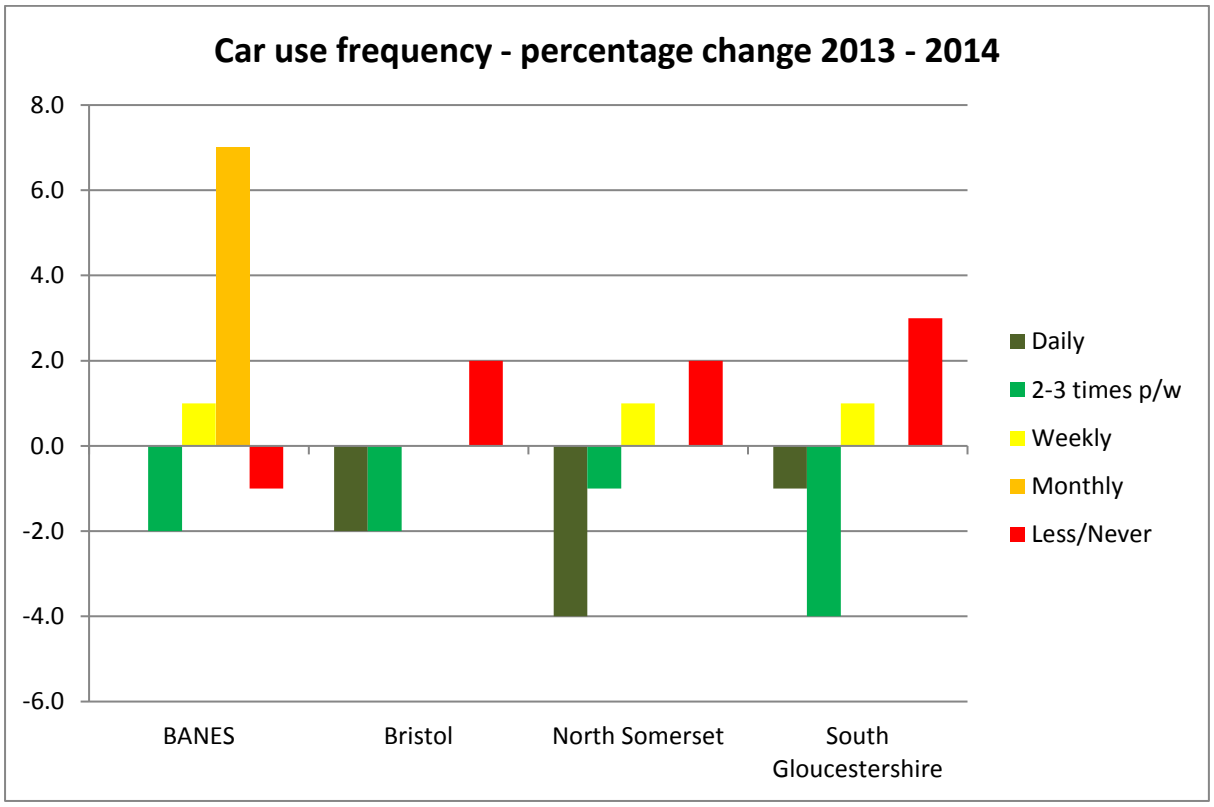
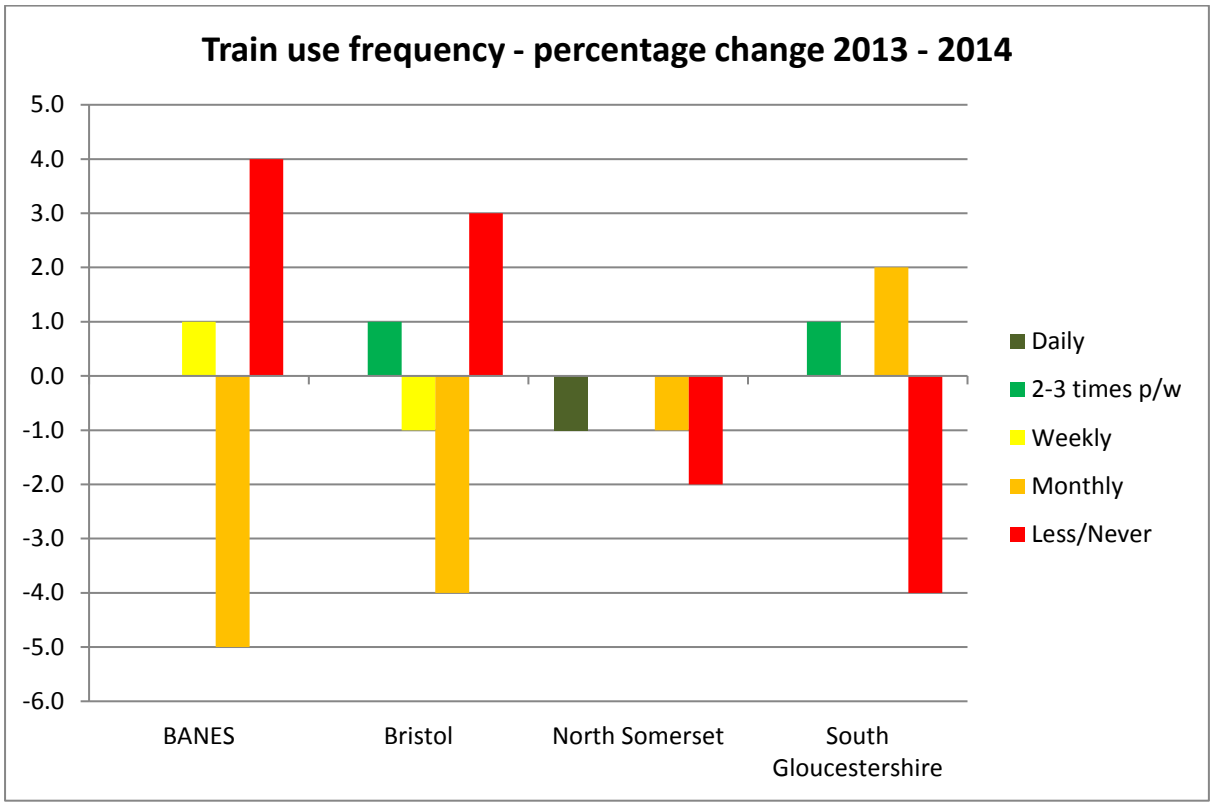


Chart 9 - Change in frequency of train use by UA



In terms of mode use in 2014, the data show that walking and car travel are the modes used most frequently, with approximately 40-60% of people using these every day. The bus is only used every day by 5-10% of people; however it is used by relatively high proportions of people on a less-frequent basis – either weekly or monthly. The results for cycling in 2014 when compared to 2013 have been affected by the splitting of the cycling category into two. For cycling generally, there have been reductions in the frequency of cycling across the daily, weekly, and monthly categories. This can be explained, however, by the new category of cycling for recreation, which approximately accounts for the reductions seen in 'general' cycling. As previously, however, the majority of people (approximately 60-70%) use a bicycle either 'rarely' or 'never'. Very low proportions of people use the train on a daily or weekly basis (less than 3%), however approximately 15-25% of people use the train on a monthly basis. The majority of respondents either rarely or never use the train (approximately 65-80%).

There is some variation in mode use frequency between the UAs. Daily walking is highest in Bristol and Bath, and daily cycling and bus use is highest in Bristol. Daily car use is highest in North Somerset and South Gloucestershire. This reflects the urban densities and transport networks of the different areas.

Generally there has been a trend for less frequent travel across most categories. Respondents reported slightly less frequent walking, cycling, car use, and train use in every UA. For bus use, BANES, North Somerset, and South Gloucestershire all appear to show less frequent use, whilst in Bristol there is more of a mixed picture, with a reduction in both more frequent (2-3 times per week) and less frequent (monthly/less/never) categories, and an increase in the middle category (weekly).

Vehicle flow data

Data from traffic counts form a significant part of the set of data used to analyse change in travel in the WoE sub-region. There are three main sources of data that will be used, as follows:

- National Road Traffic Estimates for each of the four UAs;
- Count data collected by the Department for Transport; and
- Count data collected by the four unitary authorities.

National Road Traffic Estimates

National Road Traffic Estimates are produced nationally from around 10,000 manual classified counts (MCC). The manual counts are undertaken on a neutral day between March and October over a twelve hour period. Each section of the major road network is assigned to a link and given a Count Point (CP) number and may be counted either every year, or every 2, 4 or 8 years. A representative sample of minor roads has counts undertaken every year. Expansion to 24 hour Annual Average Daily Traffic (AADF) is undertaken using expansion factors derived from Automatic Traffic Counters (ATC), and every ATC is assigned to one of 22 routes types. The median expansion factor for each of eleven vehicle types for all ATCs in each of the 22 categories is used. When a manual count has not had a count undertaken for the year in question (the reference year), a growth factor based on the ATC data is applied to a previous year's count. For major roads, each count point has a link length associated with it, and the total number of vehicle kilometres is estimated as the sum over all the count points of the link length multiplied by the AADF multiplied by 365 days. For minor roads, AADFs from the sample of links counted are applied to all other minor roads not counted, based on their category.

The following data are available for each of the four unitary authorities in the West of England LSTF area:

- Number of motor vehicle kilometres (Table 8904[5]);
- Number of car vehicle kilometres (Table 8905); and
- Number of motor vehicle kilometres excluding trunk roads (Table 8906).

We report these data for a period including five years before the baseline year of 2010/11. Our final analysis of the whole data set will extend this period back to 2001 and identify trends in these data and also, as a comparator, use the equivalent three series of data for all of Great Britain and for urban authorities in Great Britain. We plan to do this for the following urban areas: unitary authorities in the West Midlands, West Yorkshire, South Yorkshire, Merseyside, Greater Manchester, and Nottingham and Leicester, For simplicity and clarity, we do not include these data at this stage.

Table 3.19 - Motor vehicle traffic (vehicle kilometres) by local authority in Great Britain, annual from 1993

Million vehicle kilometres

Local Authority	2005	2006	2007	2008	2009	2010	2011	2012	2013
BANES	1,142	1,173	1,189	1,189	1,153	1,120	1,134	1,129	1,130
Bristol	2,242	2,261	2,325	2,312	2,292	2,228	2,257	2,253	2,248
North Somerset	2,238	2,232	2,326	2,369	2,309	2,252	2,237	2,269	2,283
South Glos	3,702	3,790	3,853	3,837	3,786	3,739	3,747	3,668	3,727
South West Region*	*48.7*	*49.7*	*50.2*	*50.6*	*49.9*	*49.2*	*49.1*	*48.6*	*48.9*
Great Britain*	*493.8*	*501.0*	*505.4*	*500.6*	*495.8*	*487.9*	*488.9*	*487.1*	*488.8*

(*Billion vehicle kilometres)

[5] This table and the others referred to are available at: https://www.gov.uk/government/collections/road-traffic-statistics

Table 3.20 - Index of Motor vehicle traffic (vehicle kilometres) by local authority in Great Britain, annual from 1993

Local Authority	2005	2006	2007	2008	2009	2010	2011	2012	2013
BANES	100	103	104	104	101	98	99	99	99
Bristol	100	101	104	103	102	99	101	100	100
North Somerset	100	100	104	106	103	101	100	101	102
South Glos	100	102	104	104	102	101	101	99	101
South West Region	100	102	103	104	103	101	101	100	101
Great Britain	100	101	102	101	100	99	99	99	99

Table 3.21 - Car traffic (vehicle kilometres) by local authority in Great Britain, annual from 1993

Million vehicle kilometres

Local Authority	2005	2006	2007	2008	2009	2010	2011	2012	2013
BANES	932	959	965	970	942	911	922	921	916
Bristol	1,822	1,839	1,879	1,875	1,869	1,807	1,834	1,832	1,820
North Somerset	1,827	1,818	1,882	1,921	1,871	1,826	1,813	1,833	1,832
South Glos	2,949	3,028	3,048	3,038	3,018	2,984	2,998	2,927	2,955
South West Region*	*39.0*	*39.8*	*39.8*	*40.2*	*39.9*	*39.2*	*39.1*	*38.8*	38.9
Great Britain*	*392.7*	*397.4*	*397.9*	*395.0*	*394.0*	*385.9*	*387.4*	*386.7*	386.2

(*Billion vehicle kilometres)

Table 3.22 - Index of car traffic (vehicle kilometres) by local authority in Great Britain, annual from 1993

Local Authority	2005	2006	2007	2008	2009	2010	2011	2012	2013
BANES	100	103	104	104	101	98	99	99	98
Bristol	100	101	103	103	103	99	101	101	100
North Somerset	100	100	103	105	102	100	99	100	100
South Glos	100	103	103	103	102	101	102	99	100
South West Region	100	102	102	103	102	101	100	99	100
Great Britain	100	101	101	101	100	98	99	98	98

Table 3.23 - Motor vehicle traffic (vehicle kilometres) excluding trunk roads by local authority in Great Britain, annual from 1993

Million vehicle kilometres

Local Authority	2005	2006	2007	2008	2009	2010	2011	2012	2013
BANES	1,044	1,073	1,084	1,085	1,050	1,024	1,039	1,031	1,031
Bristol	1,929	1,947	1,997	1,975	1,955	1,899	1,925	1,937	1,925
North Somerset	1,313	1,349	1,371	1,369	1,358	1,312	1,313	1,304	1,304
South Glos	1,849	1,876	1,832	1,833	1,791	1,750	1,737	1,727	1,746
South West Region*	*34.3*	*35.0*	*35.3*	*35.3*	*34.8*	*34.2*	*34.0*	*33.7*	33.9
England*	290.3	292.8	295.9	291.8	288.8	284.0	282.9	280.7	280.7

(*Billion vehicle kilometres)

Table 3.24 - Index of motor vehicle traffic (vehicle kilometres) excluding trunk roads by local authority in Great Britain, annual from 1993

Local Authority	2005	2006	2007	2008	2009	2010	2011	2012	2013
BANES	100	103	104	104	101	98	100	99	99
Bristol	100	101	104	102	101	98	100	100	100
North Somerset	100	103	104	104	103	100	100	99	99
South Glos	100	101	99	99	97	95	94	93	94
South West Region	100	102	103	103	102	100	99	98	99
England	100	101	102	101	99	98	97	97	97

In the four West LSTF unitary authorities, there are 49 million vehicles kilometres more in 2013 than in 2010 (an increase of 0.52%), but a reduction of 5 million car kilometres (0.07%). It should be noted that the increase of motor traffic on non-trunk roads, i.e. the roads managed by the four unitary authorities) have seen an increase of 21 million vehicle kilometres, or 0.35%. This contrasts with increases in vehicles kilometres for Great Britain of 0.18%, and in car kilometres of 0.08%.

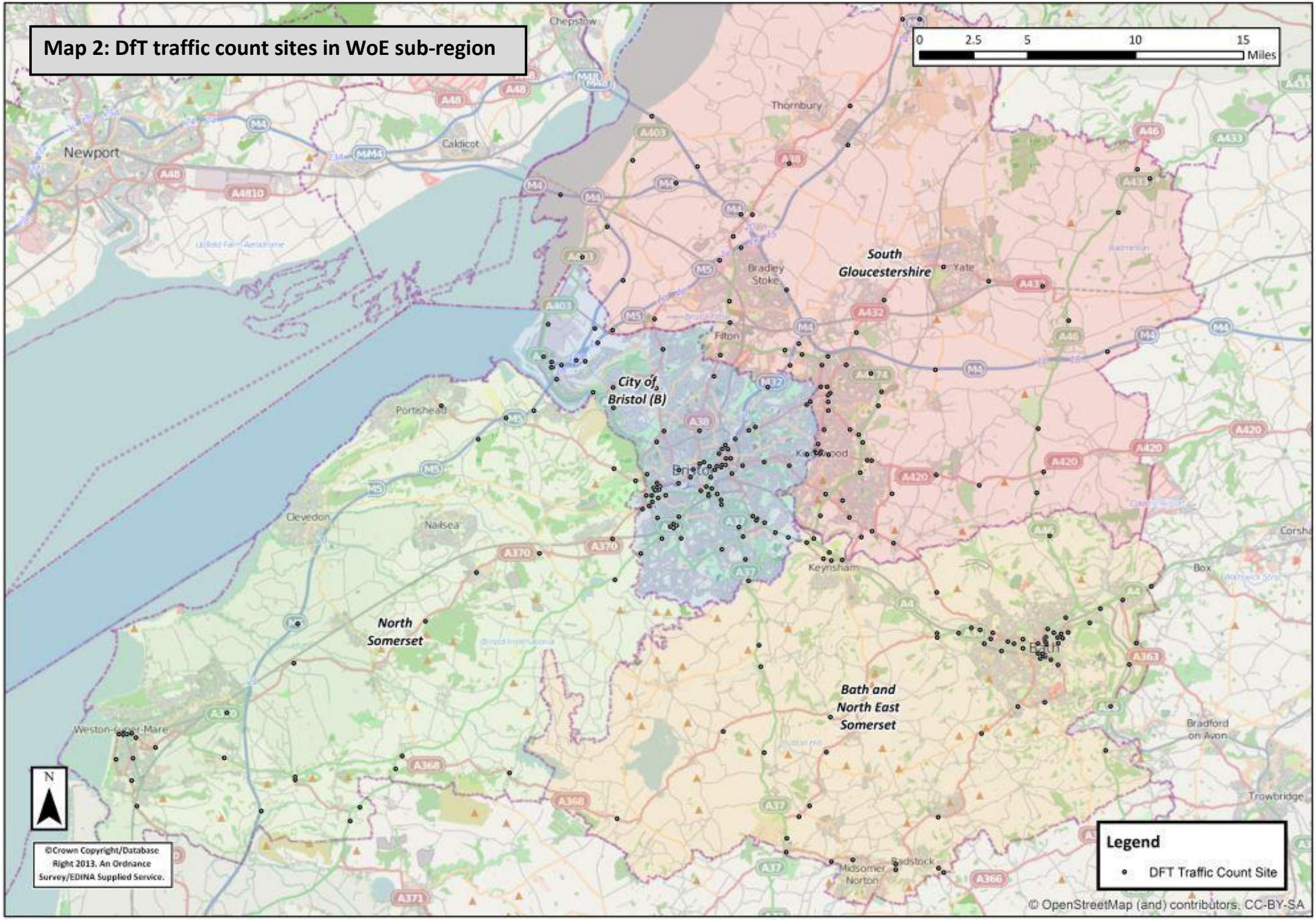
Count data collected by the DfT

Annual Average Daily Flows for the count point sites used by the Department for Transport in the production of the National Road Traffic Estimates are available. Map 2 shows the location of these counters. There are a total of 289 sites (figure correct for 2013). Table 3.25 shows the breakdown of the sites and indicates whether they are on the trunk road or principal road network.

Table 3.25 - DfT traffic count sites in the WoE sub-region

Area	Trunk Road	Principal Road	Total
BANES	6	72	78
Bristol	13	88	101
North Somerset	4	30	34
South Gloucestershire	18	58	76
Total	41	248	289

While the DfT has already used these counts to produce the National Road Traffic Estimates for each of the UAs, we will also use a sub-set of these counters to identify whether there are differences in trends for different parts of the WoE area.


Map 2: DfT traffic count sites in WoE sub-region
0 2.5 5 10 15
Miles
Chepstow
Newport
Caldicot
Thornbury
South Gloucestershire
Bradley Stoke
Yate
Filton
City of Bristol (B)
Portishead
Clevedon
Nailsea
North Somerset
Keynsham
Bath and North East Somerset
Weston-super-Mare
Midsomer Norton
Bradford on Avon
Trowbridge
N
©Crown Copyright/Database Right 2013. An Ordnance Survey/EDINA Supplied Service.
Legend
DFT Traffic Count Site
© OpenStreetMap (and) contributors. CC-BY-SA

Count data collected by the four Unitary Authorities

Count data is also from manual and automatic traffic counts conducted on cordons in Bath and Bristol. The results are shown below. Results for the Bath cordon are constructed from ATC data collected by the authority. Results for the Bristol cordon are composed of a virtual cordon created from the DfT counter network.

Table 3.26 – Traffic cordon count results

Location	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Bath	91878	95198	92543	85975	87267	83748	85389	80958	82212	See note 1
Central Bristol	182885	178660	178007	180696	182104	181472	178785	183080	185277	See note 2

Notes

1 *BANES did not undertake a cordon count in 2014 because of the closure of the A431 resulting from a landslip caused by adverse weather in Winter 2013/14.*

2 *2014 data for the Bristol cordon is not yet available, and will be included in the next AOMR. Note that the cordon data for Bristol is now based on a wider selection of DfT count sites and the numbers reported here for 2005 to 2013 are not the same as for the more restricted cordon reported in the 2012-13 AOMR,*

We are assessing the availability of counter data to identify a more comprehensive approach to monitoring vehicle traffic activity in the WoE sub-region. Map 3 shows the location of UA ATC sites and Map 4 presents the screenlines, cordons and routes which we have identified as being appropriate for assessing changes in vehicular traffic. Map 4 also shows the key corridors which were identified in the WEST programme bid.

We are liaising with the individual UAs on this issue, and below have provided a summary of the current state of data gathering in the four authorities:

BANES	We have confirmed what is available. Cordon count sites have been finalised and the process of collecting the data from these sites has been completed. BANES is not able to provide data to us in a patched format and so we have developed algorithms ourselves for patching these data.
BCC	We understand that the cordon count data has not been collected in the same way as it had been prior to 2010. We have been advised that the relevant cordon count data for BCC is not available, and as-such we are defaulting to the use of DfT count sites to compensate for this.
NSC	Cordon count sites have been finalised and the process of data transfer from the UA to UWE has been completed. These data have been provided in a patched format.
SGC	Cordon count sites have been finalised and the process of data transfer from the UA to UWE has been completed. These data have been provided in a patched format.

We recognise that the volume of data that we are requesting from the local authorities is substantial. We also recognise that this has been placing a significant additional burden on the individual staff involved in managing traffic counts. We have been working as closely as we can with them in order to ensure that the data is collected and transmitted to us in as efficient a manner as possible. In contrast, we would like to thank the UAs for their considerable help in interpreting their data and commenting on matters such as the screenlines. In some cases, this has resulted in slightly revised approaches.

We have identified six screenlines, to which we have given appropriate reference names as follows:

- **Patchway Screenline**, cutting across routes which emerge from the motorway network into the Cribbs Causeway, Aztec West, Bradley Stoke and Stoke Gifford areas of North Bristol.
- **North Bristol Screenline**, which cuts across routes from north of Bristol into the city centre

- **Bristol-Bath Screenline**, which cuts routes between Bristol and Bath
- **Chipping Sodbury Screenline**, which cuts routes south and west from Chipping Sodbury
- **Clevedon Screenline**, which cuts routes emerging from Clevedon; and
- **Weston-super-Mare Screenline**, which cuts routes emerging from Weston-super-Mare in the direction of Bristol and Bath.

We have identified two cordons as follows:

- **Bristol Central Cordon**; and
- **Bath Central Cordon**

We have identified two routes of interest:

- **Portishead route**; and
- **A370 route**

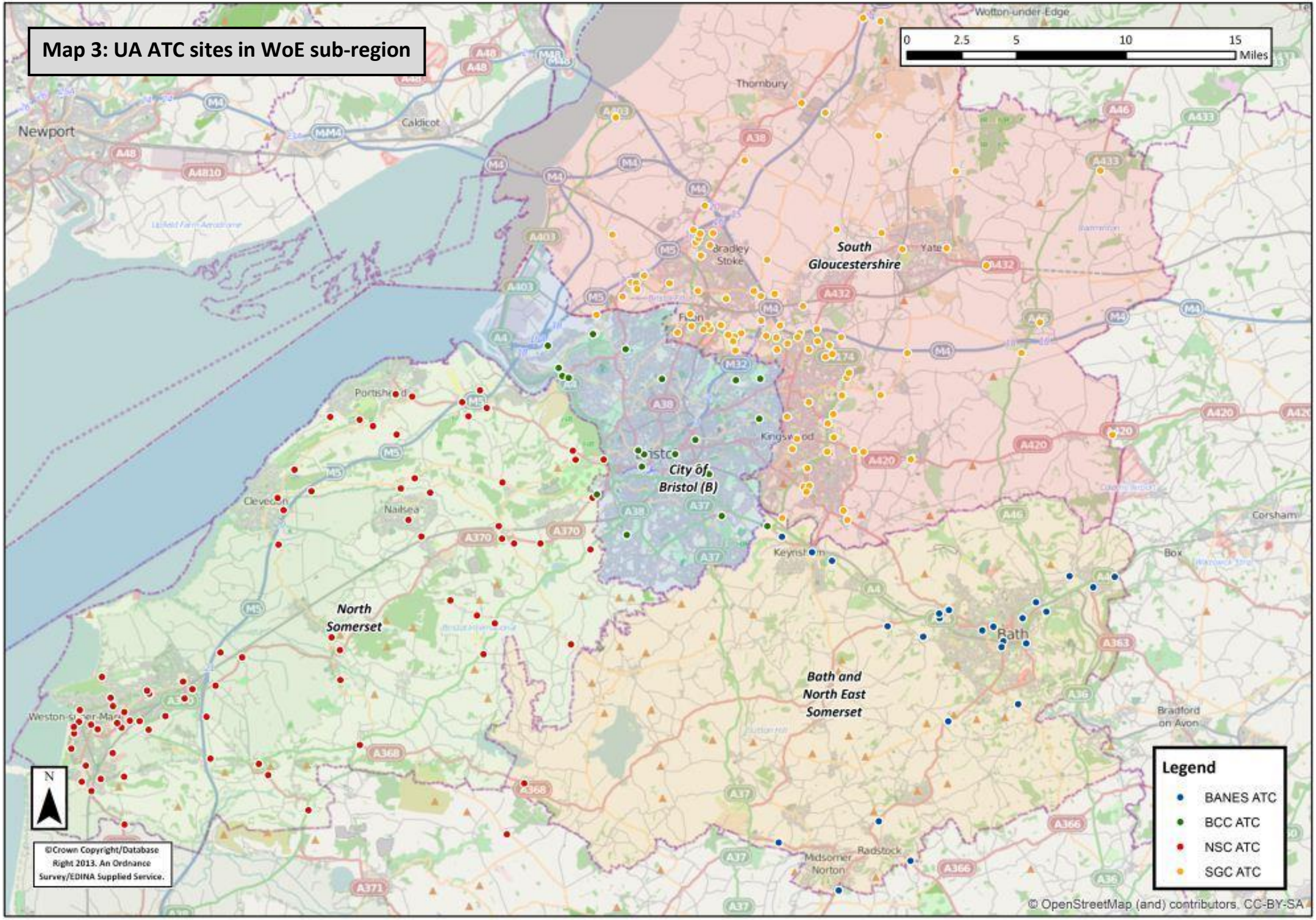
Taken together, these three amalgamations of counts will provide a useful basis for the analysis of count data. For the screenlines and cordons we will amalgamate counts to produce totals crossing the boundary. For the route, we will compare counts along the route to identify whether there are different trends in traffic volumes at different points along the route. Such an analysis may, for example, reveal a distance effect linked with the interventions, such that perhaps there is either a greater or lesser change in traffic volumes either nearer or further away from population centres.

We intend to make estimates of traffic volumes passing these screenlines, cordons and count sites on the routes of interest in the following three dimensions:

- Annual Average Daily Traffic (AADT);
- Annual Average Weekly Traffic (AAWT); and
- Annual Average Peak Traffic (AAPT) for the morning peak period of 7am to 10am.

The AADT will provide a baseline against which we can compare trends in AAWT and AAPT, and, broadly speaking, the differences will be due to differences in the impact of the LSTF measures on commuting travel versus total travel.

Manual Classified Counts will need to be factored to AADT, AAWT and AAPT as appropriate and we will adopt the same methodologies for making these adjustments as have been used by the respective UAs in the past.


Map 3: UA ATC sites in WoE sub-region
0 2.5 5 10 15
Miles
Wotton-under-Edge
Thornbury
Newport
Caldicot
Bradley Stoke
South Gloucestershire
Yate
Filton
Portishead
Kingswood
City of Bristol (B)
Clevedon
Nailsea
Keynsham
Corsham
Box
North Somerset
Bath
Bath and North East Somerset
Bradford on Avon
Weston-super-Mare
Midsomer Norton
Radstock
N
Legend
BANES ATC
BCC ATC
NSC ATC
SGC ATC
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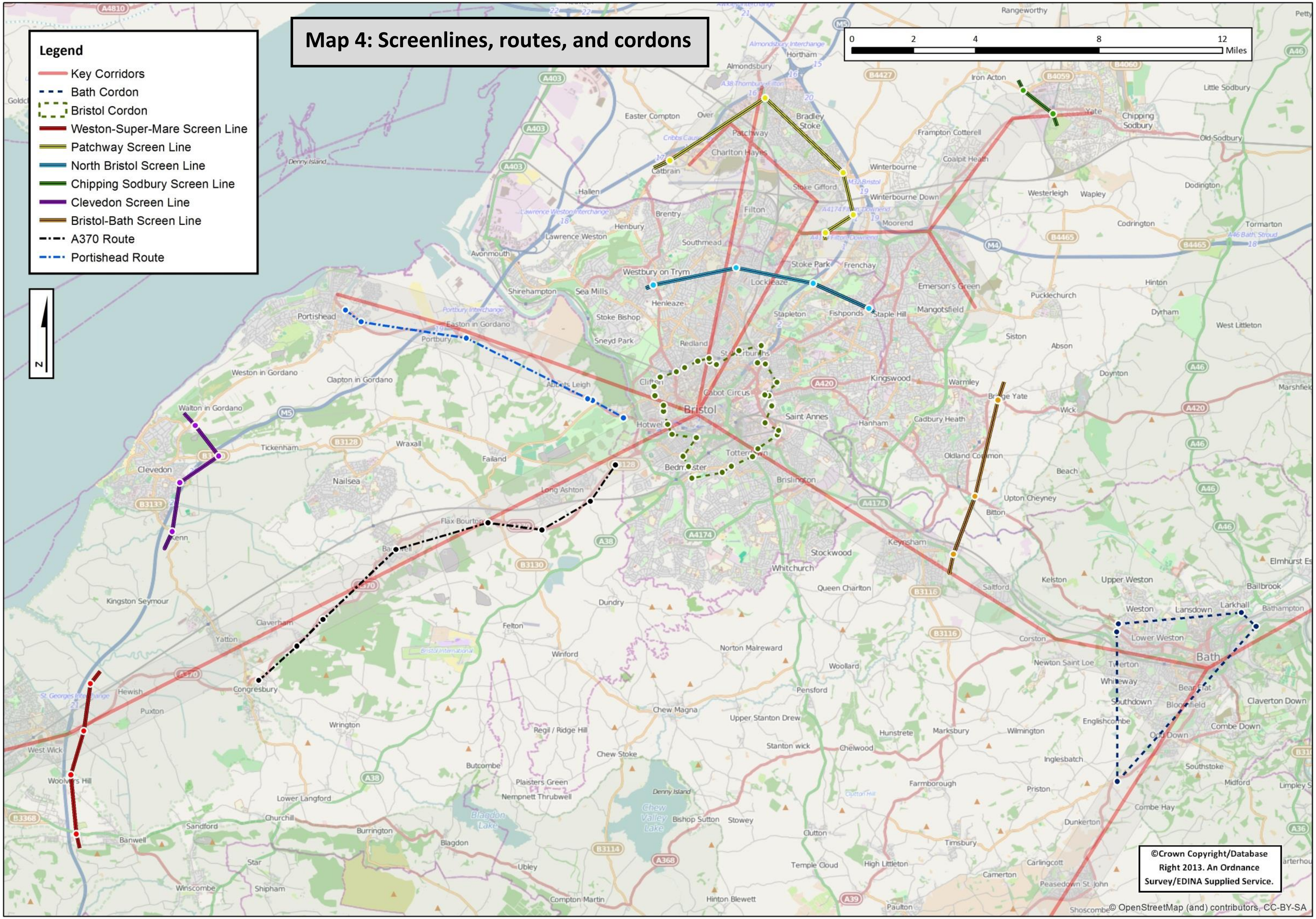

Map 4: Screenlines, routes, and cordons
Legend
Key Corridors
Bath Cordon
Bristol Cordon
Weston-Super-Mare Screen Line
Patchway Screen Line
North Bristol Screen Line
Chipping Sodbury Screen Line
Clevedon Screen Line
Bristol-Bath Screen Line
A370 Route
Portishead Route
0 2 4 8 12 Miles
N
Bristol
Bath
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Count data from LSTF-specific analysis areas

Table 3.27 - AADT - all sites

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	*2010-2013*
Bath cordon			73292	71668	83250	80923	83132	82358	77391	73788	77565	77187	78657	*1.07*
Bristol - Bath screenline	51085	53236	52930	52869	52405	49515	51537	50392	51037	50641	50147	50520	50452	*1.00*
Clevedon screenline			31336	30707	31496	33145	33527	32358	32186	31052	31907	31070	31067	*1.00*
W-s-M screenline									36152	36100	36516	36372	28738	*0.80*
Portishead route				57032	55270	55649	56627	55782	57330	55904	56512	54162	58645	*1.05*
A370 route									62984	59502	57231	59195	55818	*0.94*

Chart 10 - AADT at all sites

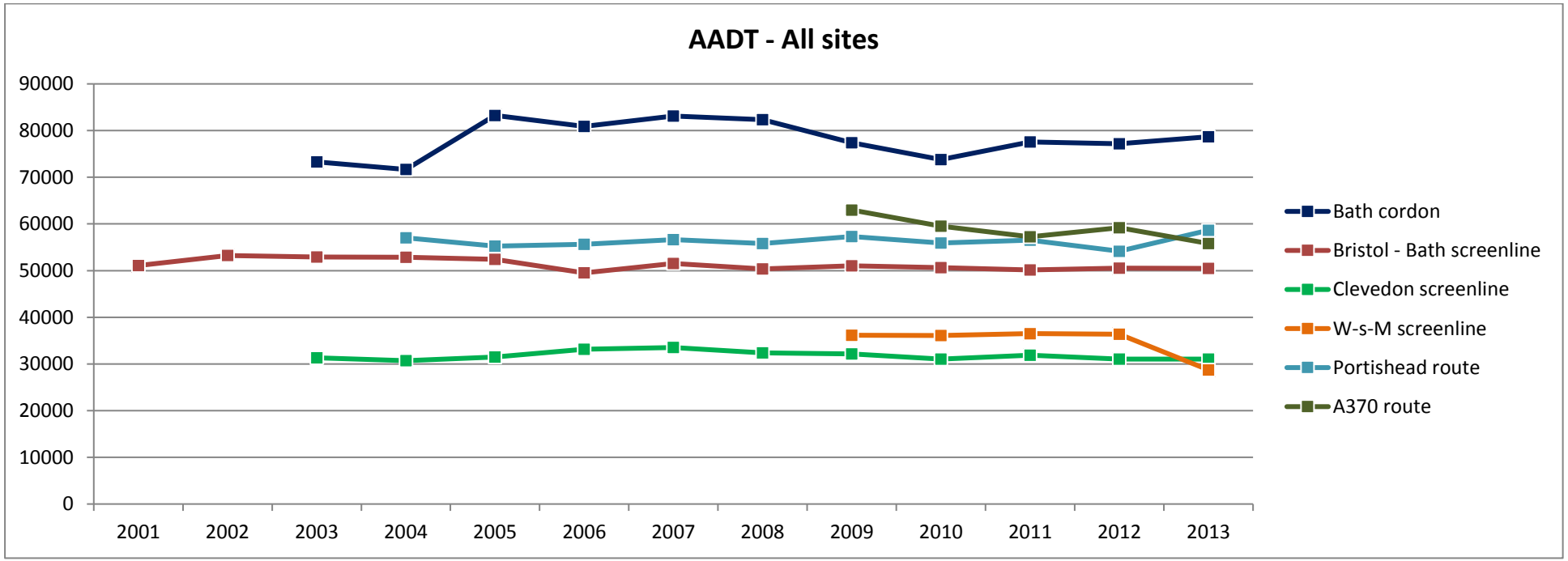
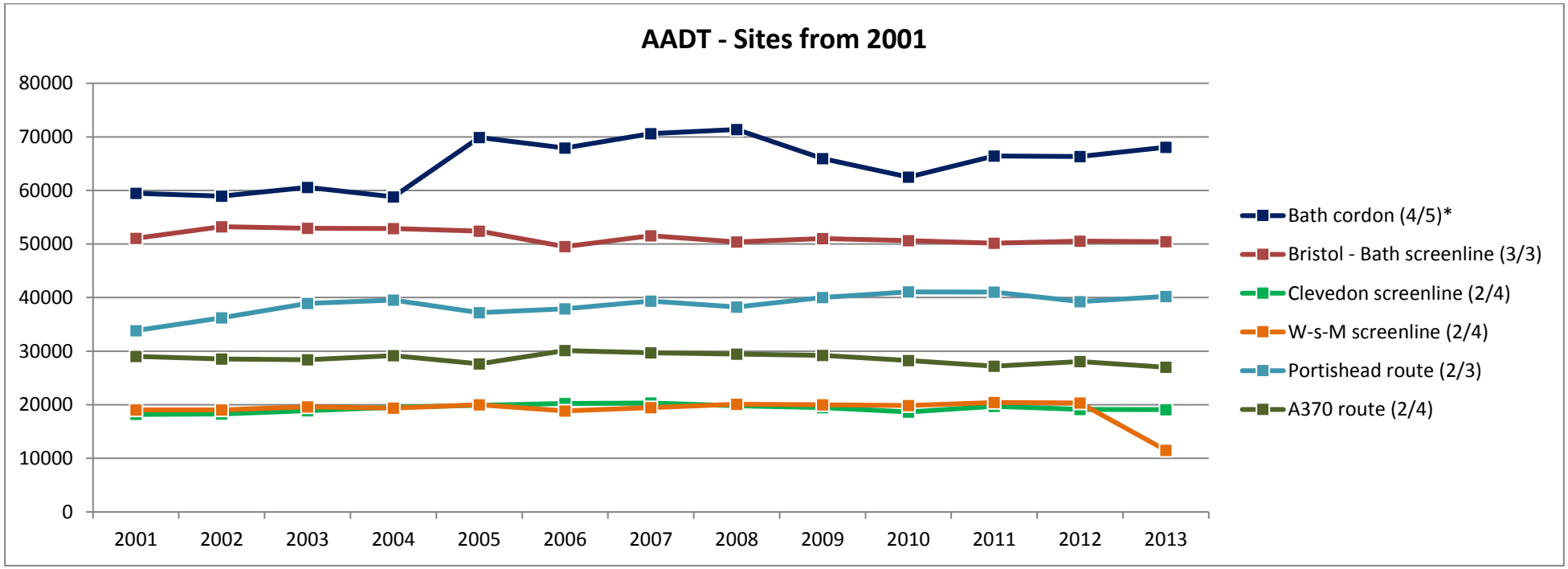


Table 3.28 - AADT - sites from 2001*

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	*2010-2013*
Bath cordon (4/5)	59474	58954	60569	58813	69894	67928	70614	71374	65944	62512	66440	66341	68060	*1.09*
Bristol - Bath screenline (3/3)	51085	53236	52930	52869	52405	49515	51537	50392	51037	50641	50147	50520	50452	*1.00*
Clevedon screenline (2/4)	18208	18283	18897	19536	19893	20227	20329	19816	19482	18656	19692	19136	19067	*1.02*
W-s-M screenline (2/4)	19065	19033	19605	19393	20017	18874	19460	20113	19980	19876	20422	20351	11516	*0.58*
Portishead route (2/3)	33845	36238	38898	39521	37171	37889	39354	38255	40008	41064	41052	39278	40212	*0.98*
A370 route (2/4)	29032	28541	28425	29180	27657	30114	29701	29443	29206	28267	27207	28077	27001	*0.96*

***Figures in brackets show number of sites within analysis area which have data going back to 2001 compared to total number of sites in the analysis area. Only these sites are included in the data in this table.**

Chart 11 - Sites with data back to 2001



Data in table 3.X shows traffic counts going back as far as data is available for all sites within the analysis area. Data in Table 3.XX presents traffic counts from only the sites within an analysis area which have data going back to 2001 – the proportion of sites included from each analysis area are shown following the name.

The data in table 3.X shows that since 2010, AADT has remained relatively stable across five of the six analysis areas. The Bristol-Bath screenline and the Clevedon screenline showed no change over the period. The Bath cordon showed a 7% increase in AADT since 2010, whilst the Portishead route showed a 5% increase. Conversely, the A370 route experienced a 4% reduction in AADT from 2010-2013. There was a larger decrease reported on the Weston-super-Mare screenline – which experienced a 20% reduction in AADT since the 2010 baseline.

As expected, the data in Table 3.XX from the sites going back to 2001 mirrors this trend between 2010 and 2013 – albeit with some larger variations (for example a reduction of 42% in AADT on the Weston-super-Mare screenline). This greater volatility in the figures is explained by the lower number of count points being used – making the figures more susceptible to fluctuations at a single counter. This demonstrates the importance of using data from as many count sites as possible in examining the routes, cordons, and screenlines, and suggests that the figures in Table 3.X are the most robust in terms of providing an accurate picture of changes in AADT in the different analysis areas.

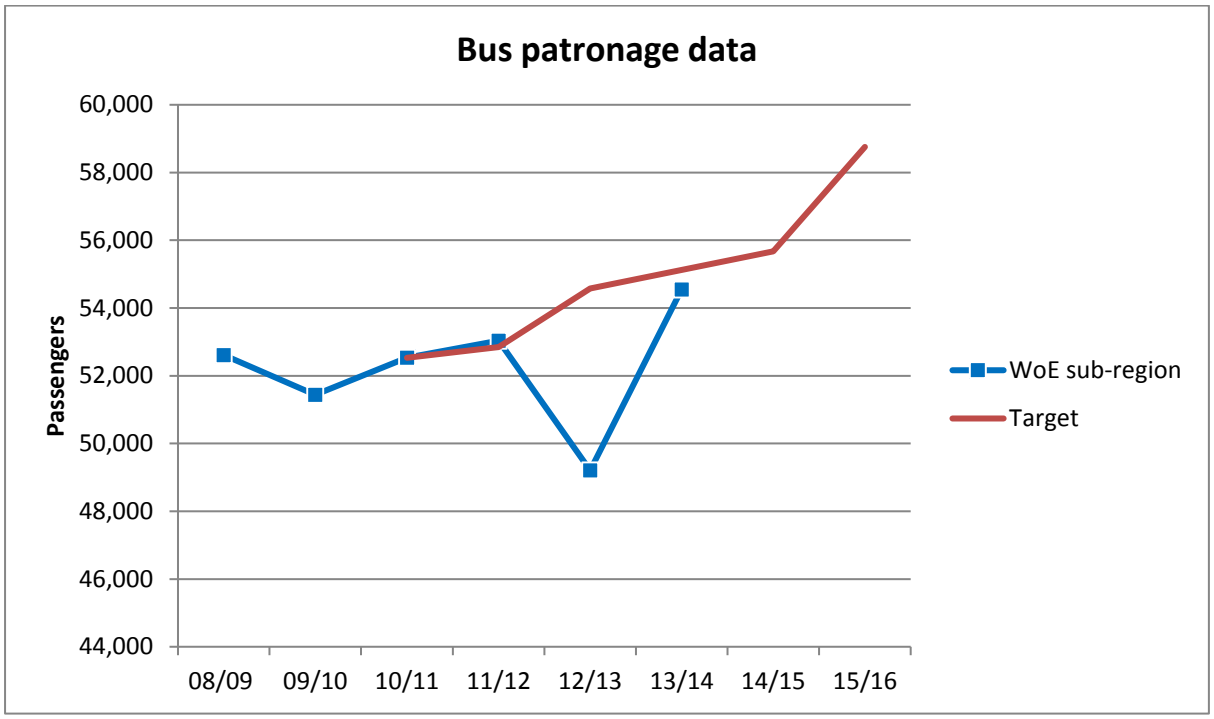
Bus patronage statistics – JLTP3 indicator

Presented below are the figures for bus patronage across the West of England authorities.

Table 3.29 – Bus patronage figures by UA/sub-region

	08/09	09/10	10/11	11/12	12/13	13/14	14/15	15/16
WoE sub-region	52,611	51,443	52,531	53,035	49,207	54,553		
Target			*52,531*	*52,846*	*54,576*	*55,122*	*55,673*	*58,756*
BANES	11,753	11,280	11,898	11,913	11,015	12098		
Bristol	27,451	27,908	28,011	28,475	25,804	28813		
North Som.	5,118	4,909	4,776	5,061	4,963	5399		
South Glos.	8,290	7,346	7,846	7,586	7,425	8243		

Chart 12 - JLTP3 bus patronage data



Note: 2012/2013 figures in Chart 12 are provisional.

The data shows an increase in bus patronage over the period 2010-2014. There was a sharp decrease in the period 2012-13 – First Bus, the principal local bus operator, has suggested this is due to under-reporting in 2012-2013 and is looking into this issue with the prospect of revised figures being issued. The figures for 2013-2014 resume the positive trend in bus patronage since 2010 and suggest that this explanation is correct, and that bus patronage continues to grow.

Cycling flows – JLTP3 indicator

Presented below are the figures for cycling flows across the UAs, as reported in the JLTP3 dataset for 2014. Level of cycling is an important outcome indicator and accurate aggregate data on levels of cycling in the sub-region will form an important part of the evaluation of the impacts of WEST measures aimed at increasing cycling.

Table 3.30 – WoE cycling data

Sub-regional combined AAWT & MCC cycling data

	08/09	09/10	10/11	11/12	12/13	13/ 14	14/ 15	15/ 16
Target*	*100*	*109*	*118*	*128*	*139*	*150*	*163*	*176*
Actual	100	108	112	131	139	*N/A*		

Note: Due to the breakdown of Bristol City Council's cycle counter network no data was collected in Bristol in 2013/14

Revised cycling target (excluding Bristol City Council)

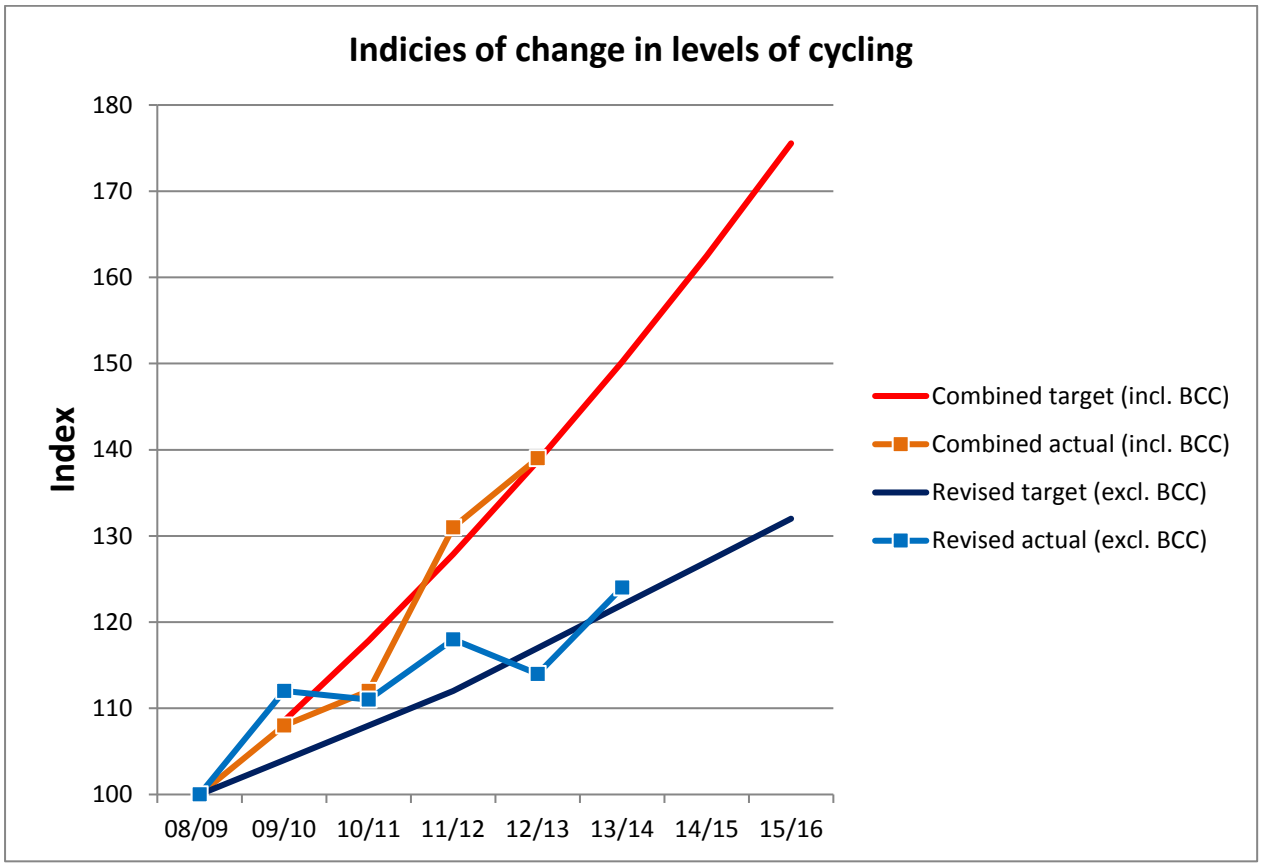
Target	*100*	*104*	*108*	*112*	*117*	*122*	*127*	*132*
Actual	100	112	111	118	114	124		

Actual trips

Rest of WoE	53575	59818	59366	63288	61014	66523		
WoE incl. Bristol	137726	150378	154267	180148	191913	*N/A*		

*Bristol City Council state that the cycling target is based on a combined trajectory with a 91% increase by 2015/16 for the Cycling City area (a 10% per annum) and monitoring sites that fall outside of this area will continue to aim for an annual 4% increase. When combined with the 'Cycling City' trajectory this equates to a 76% increase across the sub-region by 2015/16.

Chart 13 - Sub-regional index of changes in levels of cycling



Data for cycling flows show that, across the WoE sub-region, there was an increase of approximately 24% over the period 2010/11-2012/13. The issue with data collection in Bristol in the current AOMR reporting period has meant that it is not possible to include sub-regional index figures for the period 2013/2014. The most recent sub-regional figure from 2013 shows that the increase in cycle flows was meeting the target. Sub-regional trend reporting will be continued in the AOMR for 2015/16.

Looking at sub-regional data excluding Bristol, cycling flows have increased by approximately 12% since 2010/11. This trend dipped below the revised target in the period 2012/2013, however this recovered in the period 2013/14 and the target is currently being met.

3.3 Congestion and reliability

This section presents results relating to congestion and reliability.

Trafficmaster data – Average AM peak journey time by mile – JLTP3 indicator

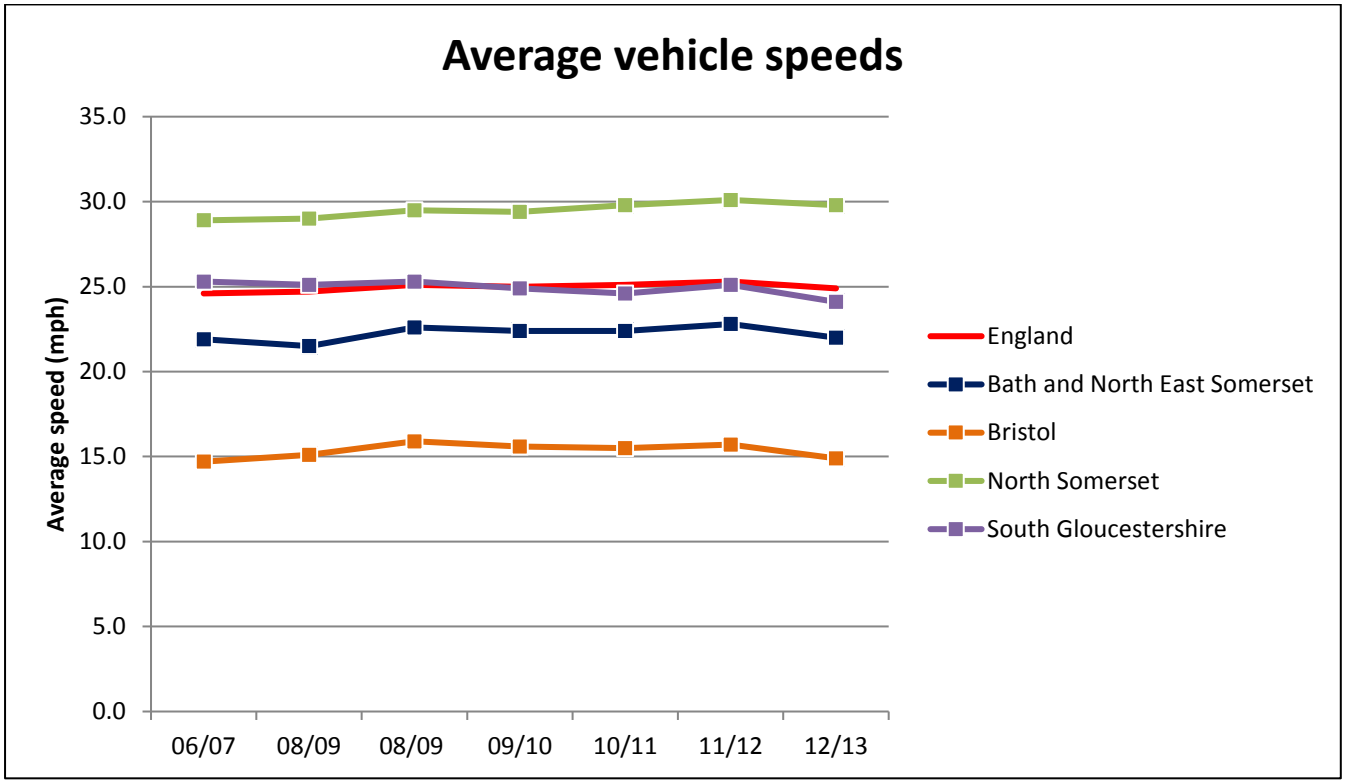
Presented below are the figures for average journey time by mile across the four WoE authorities along with national comparator data.

Table 3.31 – Average vehicle speeds during AM peak

Average speed (mph)

Area	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13	*(% +/-) 10/11- 13/14*
BANES	21.9	21.5	22.6	22.4	22.4	22.8	22.0	*-1.8*
Bristol	14.7	15.1	15.9	15.6	15.5	15.7	14.9	*-3.9*
North Som.	28.9	29.0	29.5	29.4	29.8	30.1	29.8	*0*
South Glos.	25.3	25.1	25.3	24.9	24.6	25.1	24.1	*-2.1*
England	*24.6*	*24.7*	*25.1*	*25.0*	*25.1*	*25.3*	*24.9*	*-0.8*

Chart 14 - Average vehicle speeds



Vehicle speeds are relatively stable over time, and this is to be expected. Vehicle speeds in Bristol fell by slightly more than in England as a whole and in the other three UAs, reducing by 3.9% over the period 2010/11-2012/13.

Vehicle speeds in South Gloucestershire were at the same level in 2012/13 and in 2010/11. Speeds dropped slightly across this period in the other UAs. Bristol has the lowest average vehicle speeds

(approximately 15mph), whilst North Somerset has the highest (approximately 29mph). This is a reflection of the different urban and transport network densities of the two areas.

Trafficmaster data – Journey time variability

We are in the process of designing a methodology to assess journey time variability and average delays from the raw Trafficmaster data. In the case of calculating average delays, we intend to use the DfT's recommended approach for comparisons with historic free flow speeds, using the 85th percentile speed (ranking speeds from low to high) at baseline (e.g. 2011). Percentage journey time delay is then estimated as follows being equal to ((free flow speed / average AM peak speed)-1)*100.

Bus punctuality data – JLTP3 indicator

Presented below are the figures for bus punctuality across the WoE sub-region. In addition to the average vehicle speeds data presented in the previous section, bus punctuality data is a further metric which can be used to evaluate the impact of the WEST programme on congestion and reliability.

Table 3.32 - Percentage of buses starting on time

	05/06	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14
Actual	66.5	74.6	64.1	75.7	77	79.4	80.9	83	85.7
Target	*66.5*	*67.5*	*68.5*	*70.5*	*71.5*	*74.5*	*78.4*	*82.3*	

Table 3.33 - Percentage of buses on time at intermediate timing points

	05/06	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14
Actual	51.5	58.6	56.2	61	61.8	70.2	70.9	71	71.3
Target	*51.5*	*53.1*	*54.8*	*58.4*	*60*	*64.6*	*71*	*77.3*	

Table 3.34 - Average excess waiting time on frequent bus services (min)

	05/06	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14
Actual	2.92	2.73	2.36	2.23	1.52	1.22	1.32	0.93	0.79
Target	*2.92*	*2.75*	*2.6*	*2.3*	*2.15*	*1.85*	*1.7*	*1.55*	*1.4*

Chart 15 - Percentage of buses starting on time

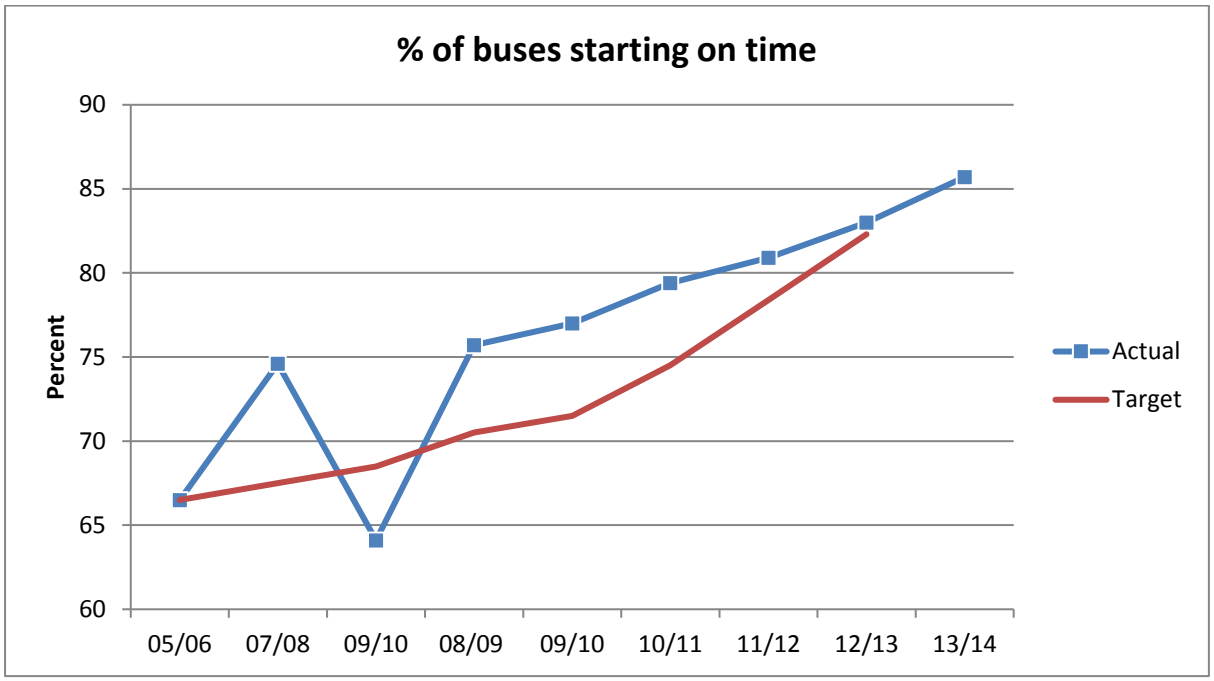


Chart 16 - Percentage of buses on time at intermediate timing points

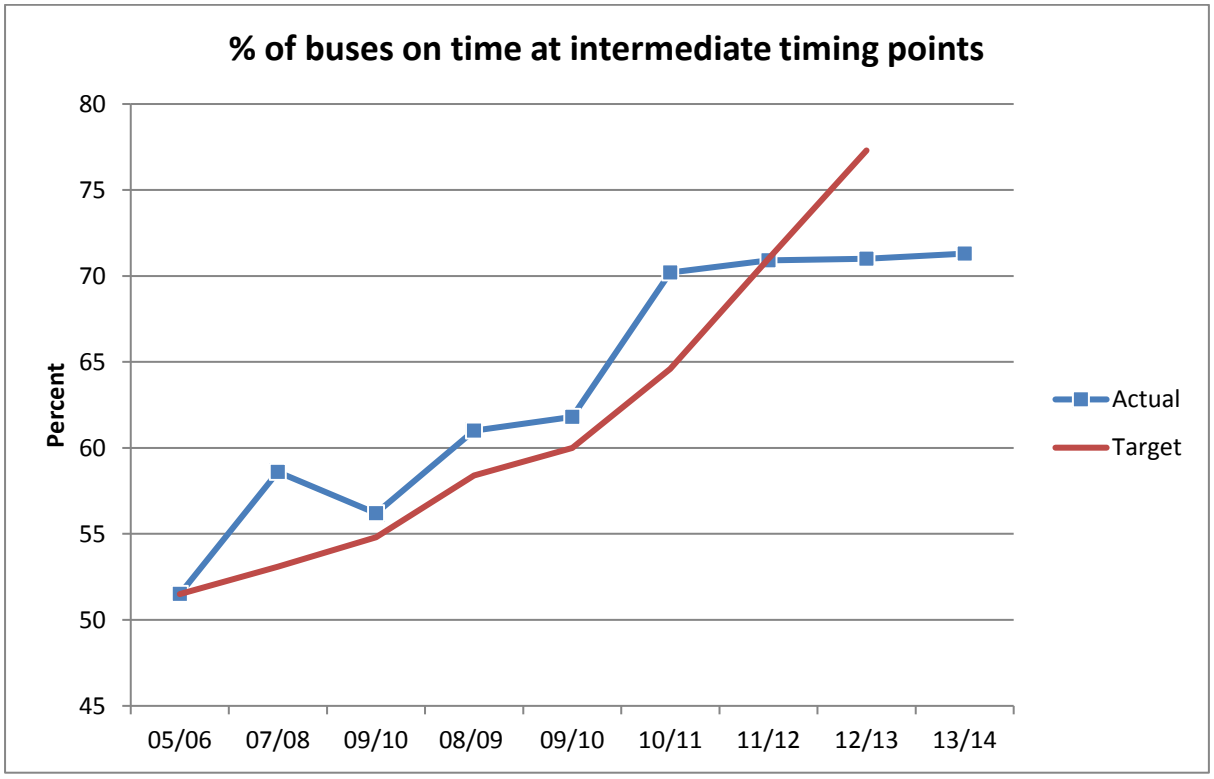
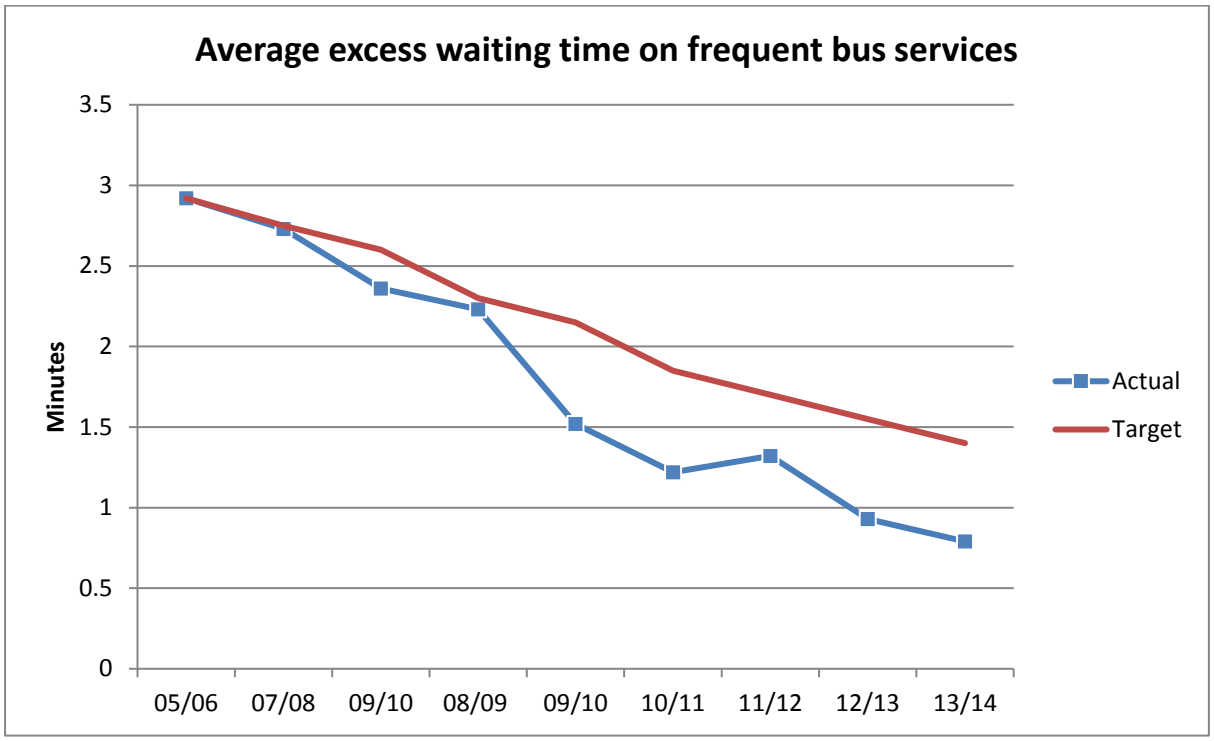


Chart 17 - Average excess waiting time on frequent bus services



The results for bus punctuality demonstrate that generally the WoE sub-region is ahead of target in this area. Improvements in bus punctuality have been made in the period 2010/11-2013/14, and this continues the positive trend since 2005/06.

Since 2010/11, 6.3% more buses are starting on time, 1.1% more buses are on time at intermediate timing points (although this figure dipped below the target in 2012/13 and currently remains approximately 6% below target), and average excess waiting times are down by 0.45 minutes.

To contextualise this trend – since 2005/06, 19.2% more buses are starting on time, 19.8% more buses are on time at intermediate timing points, and average excess waiting times are down by two minutes from almost three minutes in 2005/06 to just under 0.8 of a minute in 2013/14.

3.4 Carbon emissions

This section presents results relating to carbon emissions.

Carbon emission statistics – JLTP3 indicator

Presented below are the figures for levels of carbon dioxide emissions across the four UAs, and at the WoE sub-regional level.

Table 3.35 - Total Kilotonnes carbon dioxide for Road Transport

	2006	2007	2008	2009	2010	2011	2012
BANES	265.9	267.8	261.0	247.6	243.4	239.4	235.7
BCC	476.8	488.5	475.5	461.6	446.8	441.6	436.3
NSC	310.6	315.3	309.9	300.8	291.2	285.8	269.2
SGC	425.9	436.4	427.9	411.4	402.0	392.6	384.0
WoE	*1479.2*	*1508*	*1474.3*	*1421.4*	*1383.4*	*1359.4*	1325.2

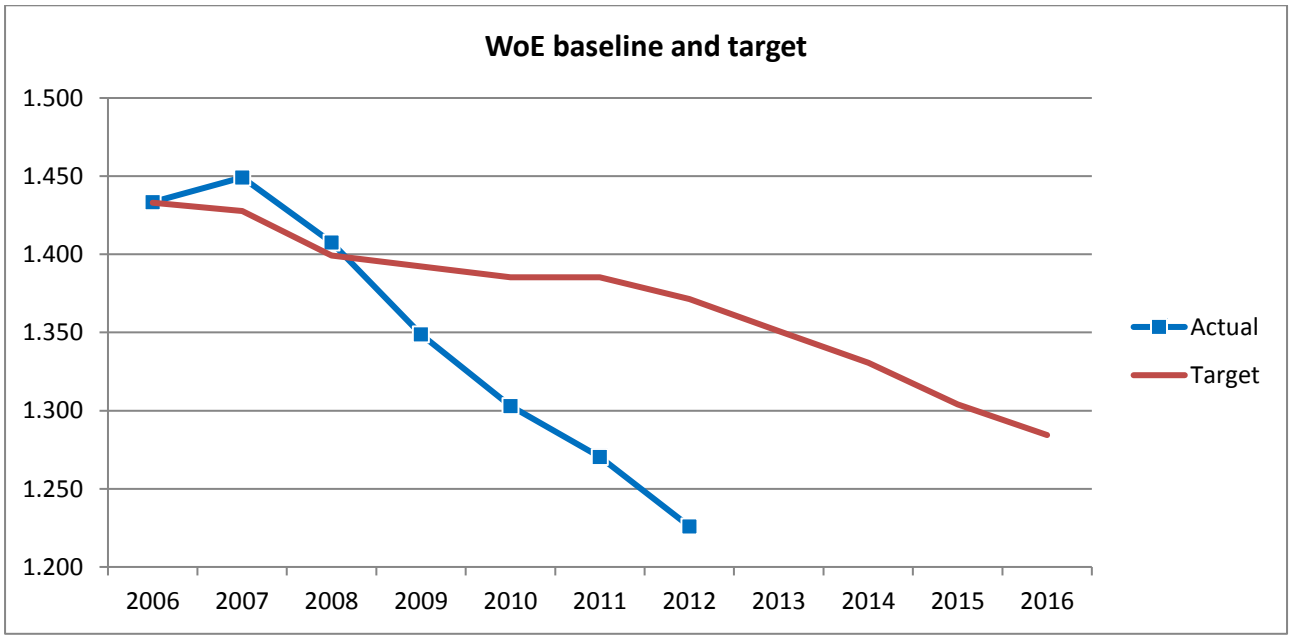
Table 3.36 – carbon dioxide per Capita Emissions: Transport

	2006	2007	2008	2009	2010	2011	2012
BANES	1.55	1.55	1.50	1.43	1.40	1.36	1.33
BCC	1.17	1.19	1.15	1.10	1.06	1.03	1.01
NSC	1.58	1.58	1.54	1.49	1.43	1.41	1.32
SGC	1.67	1.70	1.66	1.58	1.54	1.49	1.44
WoE	*1.43*	*1.45*	*1.41*	*1.35*	*1.30*	*1.27*	1.23

Table 3.37 - WoE baseline and target

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Actual	1.433	1.449	1.408	1.349	1.303	1.270	1.226	N/A	N/A	N/A	N/A
Target	1.433	1.428	1.399	1.392	1.385	1.385	1.371	1.351	1.331	1.304	1.284

Chart 18 – Carbon dioxide WoE baseline and target



The results for carbon emissions shows that after initially exceeding target values, since 2009 the WoE sub-region has reduced carbon emissions year-on-year to well beneath target levels.

Reductions in carbon dioxide emissions have been recorded across all four of the UAs, and at the area-wide levels emissions of carbon dioxide from road transport have fallen by 154 kilotonnes since 2006. This represents an overall reduction of 10.4%.

DVLA licensing data – Low emissions vehicles statistics

Low emissions licensing data from the DfT is supplied as standard at the UK level. A request for the regional breakdown of this data was submitted to DfT via the .gov.uk portal, and this regional data was provided. However, it should be noted that the data in the table below is from the South West region as a whole, and should therefore be considered as a provisional example whilst we liaise on the feasibility of extracting the specific West of England sub-regional data.

Table 3.38 - Ultra-low emission vehicles (ULEV)1 registered for the first time, South West: 2010 - 2013

	2010	2011	2012	2013
Plug-in-Grant Eligible Cars	19	151	261	594
Non Plug-in-Grant Eligible Cars	6	5	2	1
Quadricycles	0	0	40	24
All Cars (inc. quadricycles)	*25*	*156*	*303*	*619*
Motor cycles & tricycles	108	75	18	17
Plug-in Grant Eligible Vans	0	2	30	31
Non Plug-in Grant Eligible Vans	22	17	11	5
All Vans	*22*	*19*	*41*	*36*
Heavy goods	0	0	0	0
Buses and coaches	0	0	2	0
Other vehicles	11	13	6	11
Total	*166*	*263*	*370*	*683*
Index	100	158	223	411

NOTE: The Department for Transport uses the term 'Ultra-Low Emission Vehicles' to refer to vehicles with significantly lower levels of tailpipe emissions than conventional vehicles. In practice, the term currently refers to electric, plug-in hybrid and hydrogen fuel-cell vehicles. For the purposes of this indicator, vehicles with fully electric powertrains, and cars with tail-pipe emissions below 75 g/km of carbon dioxide have been included at this stage.

The data for ULEV shows that across the South West region as-a-whole, there has been an increase year-on-year in the number of low emissions vehicles licensed. Since the 2010 baseline there has been just over a fourfold increase in the number of new low emissions vehicles licensed – rising from 166 in 2010 to 683 in 2013. As mentioned, this is a regional trend, and the next AOMR will comment more specifically on the data for the WoE sub-region, if this breakdown is available.

3.5 Access to employment and commercial centres

Accession – Access to employment and key commercial centres

Accession is no longer in use, and a new accessibility model (TRAC) is being procured by Bristol City Council. We are liaising with the authorities to explore the feasibility of using a measure or measures from this model in the analysis.

Employee surveys – Modal split at workplaces

Results on modal split at workplaces are presented in the Business Engagement section of this report.

WoE Labour Market Report – Levels of employment

Presented below are figures for levels of employment and unemployment in the WoE sub-region. These data have been sourced from the West of England Partnership Labour Market report, and these data will provide a useful aggregate perspective on the state of the economy in the West of England sub-region.

Table 3.39 – Employment data for WoE sub region

Indicator	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014
Employment level	536,500	543,100	535,800	545,200	552,700
Employment rate	74.6	74.8	72.6	73.6	73.7
Unemployment level	36,400	36,400	44,400	40,100	34,300
Unemployment rate	6.3	6.3	7.7	6.7	5.8

Overall there has been an increase in the employment situation in the West of England sub-region since 2012/13. Looking at the changes in the longer-term, the labour market data show that since 2010/11 the West of England sub-region has seen an improvement in some of the metrics, but a decline in others. At the overall level, the employment level has risen – with 9,600 more people in employment in the sub-region. At the same time however, the employment rate remains slightly lower than in 2010/11, with a 1.1% decline in the proportion of people in the sub-region in employment. In terms of levels of unemployment, in 2013/2014 there were 2,100 fewer people unemployed, and the unemployment rate has fallen, with 0.5% fewer people in the sub-region unemployed in 2013/14 as compared with 2010/11.

This suggests that additional jobs have been created in the sub-region, and whilst the employment rate is not quite at its 2010/2011 levels, improvements have been made in the rates of unemployment meaning that a greater proportion of those able to work are in employment.

3.6 Air quality and road casualties

This section presents data relating to air quality and road casualties.

AQMA data – Nitrogen dioxide levels – JLTP3 indicator

Presented below are the figures for nitrogen dioxide levels in two AQMA areas, one in Bath, and one in Bristol. The AQMA in Bath was extended in area and both the original and extended areas are reported.

Table 3.40 – Bristol AQMA data

µg/m³ of nitrogen dioxide

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Actual	48.0	40.3	49.5	48.7	48.53	45.3	51.0	45.2	43.3	45.2
Target	*48.0*	*47.6*	*47.3*	*47.0*	*46.7*	*46.3*	*46.0*	*45.6*	*45.2*	44.8

Table 3.41 – Bath AQMA data

µg/m³ of nitrogen dioxide

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Old AQMA Actual	53	62	69	62	65	63	60	57	56	57
Old AQMA Target	53	52	51	50	49	48	47	46	45	44
Extended AQMA Actual	40	49	55	48	50	49	50	45	46	45

Chart 19 - Bristol AQMA data

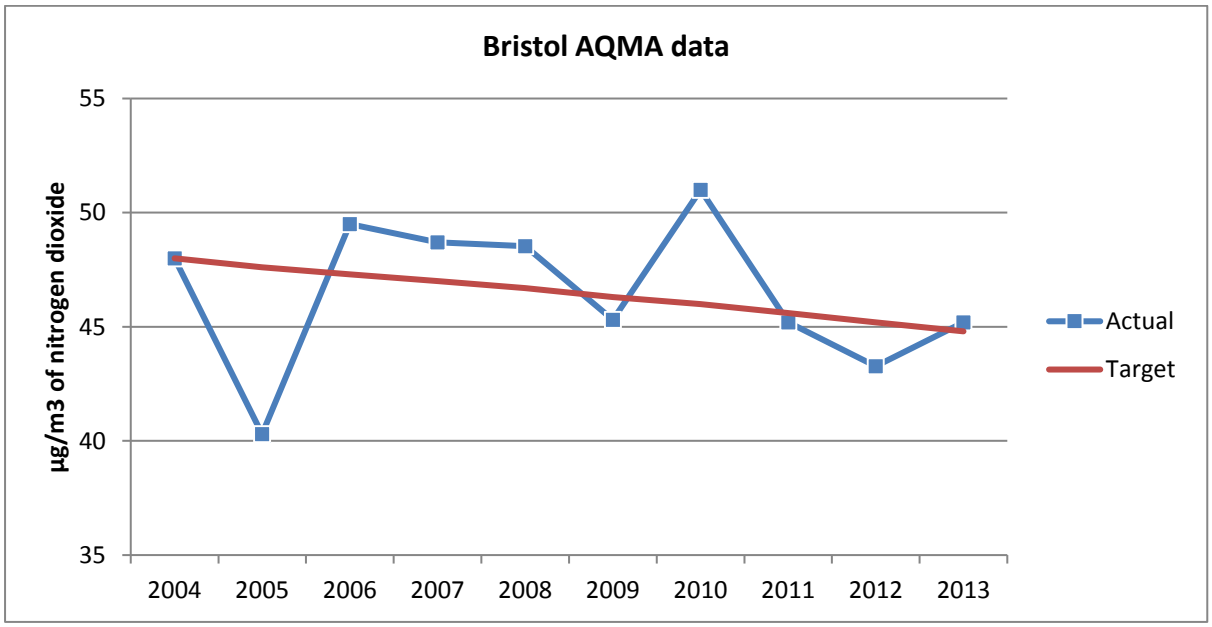


Chart 20 - Bath AQMA data

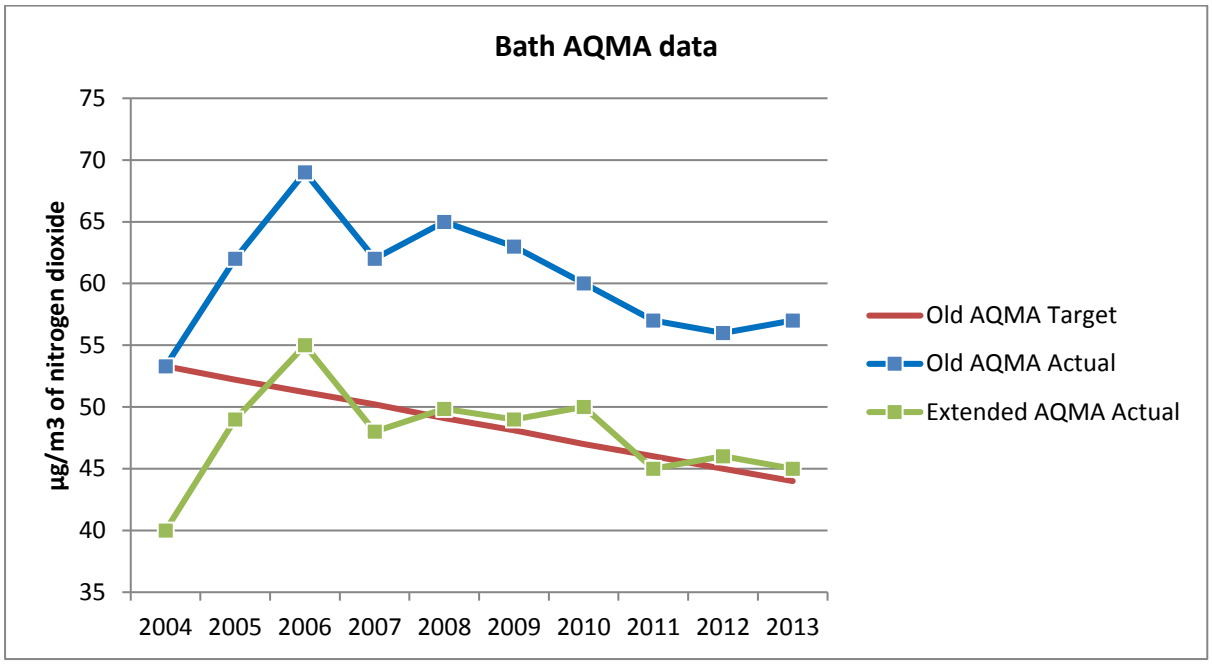


Table 3.42 – South Gloucestershire AQMA data

	Kingswood				**Staple Hill**			
Year	Average Annual Mean AQMA Sites (µg/m³)	**Average Annual Mean AQMA Exceeding sites (previously used for LTP3c)**	2012 Average Annual mean AQMA sites used in 2010	2012 Average Annual mean AQMA sites used in 2011	Average Annual Mean AQMA Sites	**Average Annual Mean AQMA Exceeding sites (previously used for LTP3c)**	2012 Average Annual mean AQMA sites used in 2010	2012 Average Annual mean AQMA sites used in 2011
	(µg/m³)				(µg/m³)			
2010	38.9	42.7	-	-	44.4	45.4	-	-
2011	36.7	42.9	-	-	39.9	41.7	-	-
2012	41.9	44.1	45.9	47.9	41.5	45	45.2	46.6
2013	-	42.1	-	-	-	43	-	-

The AQMA results for Bath, Bristol, and South Gloucestershire show a mixed picture.

In Bristol, there has been a general improvement in air quality since 2006, although there has been considerable fluctuation in levels of Nitrogen dioxide year-on-year. In Bristol, air quality was slightly worse in 2013 than in 2012, and this has pushed the latest figure slightly above the target, however since the baseline in 2010 there has been a reduction of 5.8µg/m^3 Nitrogen dioxide within the AQMA over the period to 2013.

In Bath, air quality has not seen an improvement since 2004 levels, although there has been an improvement over the period 2008-2013 from peak Nitrogen dioxide levels of 2006. The old AQMA

target for Nitrogen dioxide has not been met, and the extended AQMA result exceeds the target, albeit only slightly. In Bath since the baseline in 2010 there has been a reduction of 5µg/m^3 Nitrogen dioxide within the extended AQMA over the period to 2013.

In South Gloucestershire, there has been a decrease of 0.6µg/m^3 Nitrogen dioxide for exceeding sites in Kingswood from 2010-2013 and a decrease of 2.4µg/m^3 Nitrogen dioxide over the same period in exceeding sites in Staple Hill.

Bristol QoL survey – Perception of traffic pollution

Presented below are figures for the perception of traffic pollution by local residents in Bristol. Note these figures are taken from the Bristol Quality of Life (QoL) survey and as such represent only the perceptions of residents of Bristol and not the other three UAs.

Table 3.43 - Bristol Quality of Life survey - Public perceptions of traffic pollution

	2009	2010	2011	2012
Percentage of respondents who think air quality and traffic pollution is a problem in their neighbourhood	64	57	58	56

Since the previous AOMR, the question regarding perceptions of air quality and traffic pollution has been excluded from the 2013 Bristol QoL survey. Therefore it has not been possible to comment on current public perception of these issues.

STATS19 data – Road casualties KSI – JLTP3 indicator

Presented below are the figures for the numbers of road casualties killed or seriously injured (KSI) across the four UAs in the sub-region.

Table 3.44 – Road casualties KSI in the WoE sub-region

	Average 05-09	2010	2011	2012	2013	2014	2015	2016
Actual	358	312	258	286	283	N/A	N/A	N/A
Target	*358*	*348*	*339*	*329*	*319*	*309*	*299*	*289*

Table 3.45 - STATS19: Detailed statistics

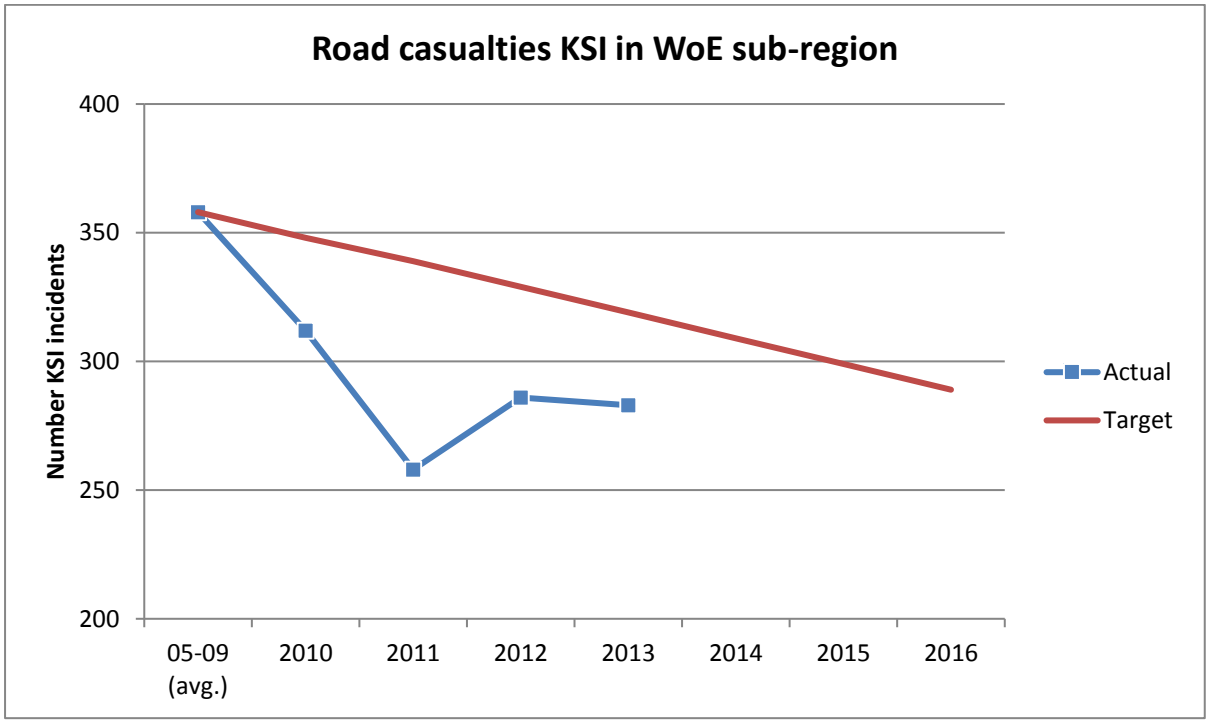
2013

	Fatal	Serious	KSI Total	Slight	Total
BANES	6	45	51	360	411
Bristol	12	94	106	1004	1110
N Somerset	4	63	67	492	559
South Glos	9	50	59	586	645
WoE Total	31	252	283	2442	2725

2012

	Fatal	Serious	KSI Total	Slight	Total
BANES	4	29	33	405	438
Bristol	7	139	146	1188	1334
N Somerset	6	50	56	495	551
South Glos	7	44	51	602	653
WoE Total	*24*	*262*	*286*	*2690*	*2976*

Chart 21 - Road casualties KSI with target comparator



The road causalities results shows a considerable reduction in the number of people killed or seriously injured on the roads in the WoE sub-region over the period 2005-2013. In total, in 2013 there has been a reduction of 20.9% in the number of road casualties from the 2005-2009 average. There has been a reduction of 8.3% in KSI incidents in relation to the 2010 baseline.

3.7 Physical activity

This section presents data relating to physical activity and health impacts.

Active People Survey – Levels of Walking and Cycling

We have concerns in relation to the sample size of the Active People Survey for demonstrating change over time. We are in the process of still considering these issues and we currently do not report any data. In addition, the questions have frequently changed from year to year.

Bristol Quality of Life Survey – Levels of cycling

Presented below are figures for levels of cycling amongst local residents in Bristol. Note these figures are taken from the Bristol Quality of Life survey and as such represent only the perceptions of residents of Bristol, and not the remaining three UAs.

Table 3.46 – Percentage of people cycling at least once a week

	2009	2010	2011	2012	2013
Percentage of respondents who ride a bicycle at least once a week	15.5	15.0	14.3	15.1	15.3

Table 3.47 – Percent of respondents using different modes for work

	2009	2010	2011	2012	2013
Car (as driver)	55	54	49	47	49
Car (as passenger)	5	5	7	7	7
Bus	10	10	14	13	13
Cycle	9	10	7	8	9
Walk	17	17	17	17	15

The data shows that the proportion of people cycling at least once a week has remained relatively stable since 2010. In terms of journeys to work, there has been a small 2% increase in the proportion of people driving to work over the period 2012-2013, however it is evident that there has been a decline in the proportion of people driving to work since 2010, with 5% fewer people travelling to work as the car driver. This has been matched by a rise in the proportions of people getting a lift to work as the passenger, and also using the bus. Levels of cycling in 2013 were up by one percentage point on 2012, however this remains one percentage point lower than in 2010. Proportions of people walking have declined by 2% from 17% to 15%.

4. Business Engagement

This section describes progress with delivery and collection of outcome data for the Business Engagement project area, reporting results where available. The section is broken down into the following areas of activity, reflecting the Outcome Monitoring Plan:

- Area Travel Plans and employer grants
- Low emission vehicles
- Freight consolidation

Area Travel Plans and employer grants represent the most substantial area in terms of funding.

4.1 Delivery progress with Area Travel Plans and Employer Grants

This section describes progress with delivery of Area Travel Plans and employer grants in the reporting period, including sustainable travel roadshows and supporting activities.

Employers across the whole WoE sub-region constituted the target group for business engagement activities, including visits from the Sustainable Travel Field Team (also referred to as the Roadshow Team) and implementation of on-site measures funded through employer grants. These interventions were implemented across the four UAs. Section 4.1.1 reports on level of engagement from employers across the four UAs in business support activities. Sections 4.1.2, 4.1.3 and 4.1.4 provide specific details on delivery of employer grants, roadshows and supporting activities.

There are three strategic employment areas which are a particular focus of LSTF business engagement and therefore of monitoring and evaluation: Portside, North Fringe and Bristol Airport. Area Travel Plans continued to be developed for each of these employment areas in 2013/14. Each of these areas has clusters of employers and is earmarked for growth in employment. The Area Travel Plans are intended to facilitate site-specific packages to enhance access by alternatives to the car. These include the provision of grants to employers to implement on-site measures and the implementation of off-site infrastructure measures such as new/enhanced bus services (e.g. the X18 and Kings Ferry commuter coach services to the North Fringe and the A2 Airport Link Bus) and cycle routes (see Chapters 5 and 6), as well as the support services outlined in 4.1.4 below.

The development of the Area Travel Plans is also aimed at developing existing networks of employers to work together to identify issues and solutions. In the North Fringe (South Gloucestershire), this has involved the continued development of close links between the LSTF team and North Bristol SusCom – the North Bristol Sustainable Commuting Network, comprising 19 employers with a total staff of approximately 40,000. During 2013-14, North Bristol SusCom and South Gloucestershire Council initiated a process of developing travel plans with clusters of businesses in each of the employment sub-areas in the Bristol North Fringe.

Engagement with Bristol Airport included meetings to plan the travel survey and to promote the new A2 bus service, support for travel planning materials for new staff and the take-up of trial smarter driving sessions.

4.1.1 Employers engaged through LSTF business support activities

Table 4.2 to Table 4-6 list, by UA, the employers with whom engagement took place[6]. These tables include, but are not limited to, employers located within the Area Travel Plan areas. There has been a considerable increase in the number of employers engaged with since 2012/13. The tables also show which employers received an employer grant, and which benefitted from 'intensive engagement'. Intensive and 'light-touch' engagement are explained in Box 4-1 and Box 4-2.

The services offered to employers across the sub-region include: sustainable travel roadshows; bike maintenance workshops; Dr Bike repair service; 'Smoothie Bike'; First Bus discounts; car club discounts; car share events; emergency cycle repair kits; electric loan bikes; electric vehicle charging points; smarter driving sessions; provision of travel maps; and employee postcode mapping.

Box 4-1 : Definition of 'intensive engagement'

- Large site, large number of employees (>150) and a range of site issues; congestion to site, lack parking on site, inadequate cycle parking, lots of meetings during the day in the local area, more staff moving to the site, etc.
- Initial contact made (phone, email, event, other).
- Engagement meeting set up and attended.
- Identify solutions to specific site issues and number them in an action plan in order of priority (no more than 4/5).

  For example:

  1. Travel to work survey.
  2. Car sharing scheme.
  3. Cycle parking (assist them to complete a grant application for example).
  4. Pool car / bikes set up.
  5. Maps of cycle routes to the site from some key local areas.

- Arrange another meeting and take the priority action plan to the business to agree.
- Baseline data captured/recorded – survey.
- Set up some dates against each solution and set some meetings in place to support their delivery (to a maximum of 5 meetings).
- Deliver/assist them to all solutions over a period of 8 – 12 months and reduce support to light touch engagement.
- Produce a case study with the business.

[6] Total number of employers is lower than the figure provided in the 2013/14 Annual Outcome Report because judgement has been used in removing some employers from the lists provided by the UAs where it is not clear that the minimum requirement for 'light touch' engagement was met during 2013/14.

Box 4-2 : Definition of 'light-touch engagement'

- Small–medium site, small number of staff (<150) and one or two key issues.
- Initial contact made (phone, email, event, other).
- Email of suggestions/information following initial contact, i.e.

    1. Send them a grant form and relevant supporting documents.
    2. Send them a link to the website for more information.
    3. Send them car sharing leaflet/information, etc.
    4. Add them to newsletter circulation list.
    5. Provide details of Roadshows.

- Follow up with a phone-call or email to progress grant form or car sharing enquiry, have a maximum of one engagement meeting (i.e. face to face).
- Monitor and evaluate as required.

Bristol: employers engaged with during 2013-14

The Bristol BEAMS (Business Engagement Account Managers) reported that the number of businesses active on the LSTF BEAM database had grown from 61 in 2012/13 to 153 by the beginning of 2014/15. Table 4.2 shows 104 employers with whom the BEAMs were engaging[7].

As an illustration of the services requested by the employers, the following details are provided for the 4th quarter of 2013/14 (services requested were not recorded before this date).

Table 4.1 : Business engagement services requested in Bristol, Q4 2013/14

Type of service requested	Number of employers requesting service
Postcode Mapping (Site specific)	4
Employee Travel Survey	6
Site Audit Survey	10
Roadshows	30
Bike Maintenance Workshop	4
Dr Bike	16
First Bus Discount Referral	5

[7] *This table is based on the BCC Engagement Tracker spreadsheet. Employers who are shown on the spreadsheet as having been approached but did not respond, or for whom no email correspondence was found, have been removed from the table.*

Car Club Discount Referral	3
EVCP referrals	2
Emergency Cycle Repair Kit Requests	21
DECC Bikes:	7
Electric Pool Bike	9
Resources (Repair kits, maps etc):	4

Table 4.2 : Employers engaged in Bristol, 2013/14

Employer Name	Grant Awarded 2013/14	Intensive Engagement 2013/14
A& J Training		
Accomodation Unlimited		
Amalgam	Y	Y
Arc		
Arup		Y
Askew Architects		
Avon and Somerset Police Bridewell & Steele House		Y
Avon Fire and Rescue Service	Y	Y
Axa - Marlborough Street Bristol		Y
Babcock International	Y	Y
Base Structures		
BBC		Y
Bishopston Medical Practice		
North Bristol NHS Trust (BRI)		
Bridewell Space/Meanwhile Creative	Y	Y
Bristol Bike Project		
Bristol City Council		
Bristol City Yoga/Backfields Lane		
Bristol Community Health	Y	
Bristol Zoo	Y	Y
Burges Salmon	Y	Y
Business West		
CentreSpace	Y	Y
City of Bristol College (Ashley Down, Soundwell, College Green)		
Clarke Willmott		
Clifton College		
Clifton Down Shopping Centre		
Clifton High School		
Coexist	Y	Y
College of Law		
Colstons Primary		
Computer Geeks		
Computershare	Y	Y
Create Centre		
Cube Studios (old ITV Studios Bath Road)	Y	Y
Curtins	Y	Y
DAS		Y

Docmail Local Post Team		
Environment Agency		
FCP Coffee		
Films at 59		Y
Filwood Green Business Park		
Food Couriers		
Fruit Me		
Garrad Hassan (now - DNV GL)		Y
Green Hat Design/Green Street/Backfield Lane	Y	Y
Greg Latchams LLP		
Hamptons International		
Harbourside No 1		
Hartnell Taylor Cook		
Health and Safety Executive		
Hengrove Leisure Centre (Hengrove Park)		
Highways Agency		
HMPS Bristol		
HR Training Solutions		
Hydrock		
John Thompson Architects	Y	Y
Jon Craig Photography		Y
Jones Lang LeSalle		Y
Lakota		
Lighting Services		
Lyons Davidson		Y
Magmatic	Y	
Nameless	Y	Y
North Bristol NHS Trust (Southmead Hospital)	Y (x2)	Y
Nuffield Health (Chesterfield Hosp)		Y
Oak Tree Mobility		
Paintworks		Y
Park View (BCC)		Y
Pedal Power	Y	
Peter Evans Partnership		Y
PH3 Design (Hamilton House)		Y
Pink Heating Company		
Places for People		Y
Planet Pizza		
Pukka Herbs		Y
Second Step	Y	Y
Seetru Ltd	Y	Y
Simply Health		Y
Source	Y	Y
South Bristol Community Hospital (Hengrove Park)		Y
South Bristol Skills Academy (City of Bristol College - Hengrove Park)		
St Anne's		
St John's Primary School		
St Monica Trust		
St Stephens Church	Y	Y

Stirling Dynamics		
Stride Treglown	Y	Y
Taxi Studio		Y
TCV (The Conservation Volunteers)		
The Bottleyard BCC		
The Natural Smile Dentist		
Tobacco Factory	Y	Y
Triodos Bank		
UHB Bristol (Marlborough Street)		
United Housing		
University of Bristol		Y
University of the West of England		
UNUM		
Veale Wasbrough Vizards		Y
Vehicle Certification Agency		Y
Wessex Garages		Y
Wind Prospect		

North Somerset: employers engaged with during 2013-14

Table 4.3 shows 34 employers with whom engagement took place in 2013/14. Services taken up by some of the employers include: sustainable travel roadshows; Dr Bike sessions; cycle to work scheme assistance; 'smarter driving' sessions; loan bikes, emergency bike repair kits, free 'taster' bus tickets and bus promotion.

Table 4.3 : Employers engaged in North Somerset, 2013/14[8]

Employer Name	Grant awarded 2013/14	Intensive Engagement 2013/14
ASC Recruitment	Y	
Alliance Homes	Y	Y
Avon and Somerset Police HQ		Y
Avon and Somerset Probation service		Y
B & Q		
Bristol Airport and business partners	Y	Y
Broadway Lodge	Y	
Cadbury House,		
Capita Symonds		Y
Castlan Group		
Castlebatch Primary School	Y	
Claverham Ltd/UTC areospace		
Edwards Ltd		
Fountain Forestry		
GE Oil and Gas		Y
Hutton Moor Leisure Centre		
Langford Vet School/Services		Y
Mendip Snowsport Centre		
Moraghan Mushroom Farm		
North Somerset Council & partners		Y
Portisfields Business Park		
Pure Offices		
Second Step		
SITA, Weston-super-Mare	Y	
Somerset Wood Recycling	Y	
St Martin's Primary	Y	
St Monica Trust		
St Peter's Hospice		
Strawberry Line Café		
The Hive		
Weston College		
Weston Hospital		Y
Weston Works		
Yeo Valley Farms Ltd		

[8] *Employers listed in the NSC employer engagement spreadsheet – any listed as 'not interested' or 'need to re-engage' were excluded from the table.*

Bath and North East Somerset: employers engaged with during 2013-14

Nineteen employers were engaged in BANES in 2013/14, some at multiple sites (e.g. Sirona Care). Three business grants were approved during this timeframe to support the creation of cycle storage facilities for employees. A new roadshow series was trialled with Sirona which involved a number of roadshows being booked each month, provided on a different day of the week to try and open the service to as many staff as possible. This proved to be a successful model and one that will be rolled out to more businesses in BANES.

Table 4.4: Employers engaged in BANES, 2013/14

Employer Name	Grant awarded 2013/14	Intensive Engagement 2013/14
University of Bath		Y
Royal United Hospital NHS Trust		Y
Bath Spa University		Y
Curo Group (formerly Somer Housing)		Y
Sirona Care and Health (+other NHS Staff)	Y	Y
Buro Happold Limited		
Gradwell Communications	Y	
City of Bath College		
Avon and Somerset Police		
Bath and NE Somerset Council		Y
Bath Riverside / Crest Nicholson		Y
Bath Chamber of Commerce		
Bath City Centre businesses		
Jollys (House of Fraser)		
Withy King (Solicitors)	Y	
BBA Architects		
Nash Partnership - Architects		
Integrity Print		
Avon Fire Service - re-locating Keynsham building		

South Gloucestershire: Employers engaged with during 2013-14 (includes North Fringe)

In total, 60 South Gloucestershire employers were engaged during 2013/14, some at multiple sites (e.g. the Avon and Somerset Constabulary and North Bristol NHS Trust). Of these, 38 businesses were newly engaged in 2013/14, of whom 27 were engaged intensively. The total number of additional staff covered was reported as 11,808. Services taken up included: Sustainable Travel Roadshows, Dr Bikes, loan bikes, emergency cycle repair kits, electric vehicle charging points, and assistance with employer grant applications.

Table 4.5 : Employers engaged in South Gloucestershire, 2013/14

Employer Name	Grant awarded 2013/14	Intensive Engagement 2013/14
Aardman Animations		Y
Agility Logistics Ltd		
Airbus Operations Ltd	Y	Y
Assystem		Y
Atkins		Y
Avon and Somerset Constabulary	Y	Y
Avon Magistrates Court		
Aztec Hotel & Spa		Y
Babcock	Y	Y
Bristol City College		Y
Boeing Defence UK		Y
Bristol & Bath Science Park	Y	Y
Capgemini	Y	Y
EE		
Filton 20: Airbus Innovations		Y
Filton 20: Altran Alliance		Y
Filton 20: BAE Systems ATC		Y
Filton 20 BAE Systems - Combat Vehicles (UK)		Y
Filton 20: BAE Systems - MAI-DI*		Y
Filton 20: BAE Systems - Maritime Submarines		Y
Filton 20: BAE Real Estate Solutions		Y
Filton 20: MBDA		Y
Filton20: Selex		
Forestry Commission		
Friends Life		Y
GE Capital Equipment Finance Ltd		
GKN Aerospace (Portside)	Y	Y
Goodman (Workman)		
Hewlett-Packard Ltd		Y
HEFCE		Y
HfT		
Hoare Lea		
Integral UK Ltd		
ISG Construction		Y
John Lewis		Y
Kendall Kingscott Limited		
Knorr- Bremse SfCV Ltd		

L-3 Communications Marine Systems UK		
Marine Current Turbines		Y
MITIE	Y	Y
MOD Abbey Wood North		Y
MOD Abbeywood South		Y
Motability Operations		
Mouchel		
MTI Independent Mortgages LTD		
NCC: National Composites Centre	Y	Y
South Gloucestershire Commissioning Group (previously NHS SG)		
NHS Blood & Transplant		Y
North Bristol NHS Trust;	Y (x3)	Y
NVIDIA Technology UK Ltd.		Y
Property Solutions		
Rolls Royce	Y	
South Gloucestershire & Stroud College		
South Gloucestershire Council		
ST Microelectronics		Y
Sysemia	Y	Y
Thales		
University of the West of England, Frenchay	Y (x2)	Y

Portside (South Gloucestershire, Bristol and North Somerset): Employers engaged with during 2013-14

A roadshow was held at ASDA following an office move to the area (involving a significant number of staff). Consultation began on the area wide travel plan being developed with the businesses.
Two businesses received an employer grant, one coming from Bristol City Council's employer grant allocation, and the other from South Gloucestershire. A total of 18 businesses were engaged in the area, although engagement was limited to participation in the travel to work survey for three of these.

Table 4.6 : Employers engaged in Portside, 2013/14

Employer Name	Grant awarded 2013/14	Intensive Engagement 2013/14
DS Smith Packaging		Y
Toyota UK		
Asda		Y
A-Gas UK (Ltd)		
Siniat		
Accolade Wines		
John Lewis		
Yankee Candle		
Elemis		Y
Nisbets		Y
Power-Sprays Ltd	Y (BCC)	
SITA UK		
Seabank Power Station		

La Patisserie Supreme Ltd		
GKN Aerospace	Y (SGC)	Y
Royal Mail[9]		
Geneco[10]		
Tocris[11]		

4.1.2 Employer grants

In 2013/14, 50 employer grants were awarded across the sub-region, compared with 37 in 2012/2013. The value of grants totalled £322,455 and this attracted an additional £378,160 of match funding from the businesses. The grants could be added to in the event of significant demand and surplus in other revenue budgets.

The largest number of grants was awarded for cycling facilities, principally cycle parking, showers, changing facilities and electric bikes. Other funded schemes included 'myPTP' credits, behaviour change research, electric car charging points, support for car-share schemes and electric pool cars.

Table 4.7 shows the distribution of grants across the UAs and by sector (public, private and third sector in both 2012/13 and 2013/14). These tables include, but are not limited to, grants awarded to employers located within the Area Travel Plan areas. Each of the UAs has seen an increase in the number of grants awarded apart from BANES where they are restricted by a minimal budget for grants.

The proportion of the employer grants budget allocated to each UA for employer grants was as follows:

BCC – 40%
SGC – 40%
NSC – 10%
BANES – 10%

The expenditure breakdown per UA was as follows:

Bristol
£122,124 awarded to 24 employers.

South Gloucestershire
£162,624 awarded to 15 employers

North Somerset
£28,145 awarded to 8 employers.

BANES
£9,562 awarded to 3 employers.

[9] Engagement comprised participating in the travel to work survey and cordon counts.
[10] Ibid
[11] Ibid

Table 4.7 : Number of employer grants by local authority and sector in 2012/13 and 2013/14

Number of employer grants												
Sector of recipient organisations	BANES		Bristol		North Somerset		South Glos.		Various		Grand Tota	
	12/13	13/14	12/13	13/14	12/13	13/14	12/13	13/14	12/13	13/14	12/13	13/1
Private		3	7	18	3	5	4	9			13	35
Public	9		5	4	2	2	4	6	1*		21	12
Third Sector	1		1	2	1	1					3	3
Grand Total	**10**	**3**	**13**	**24**	**6**	**8**	**8**	**15**	**1**	**0**	**37**	**50**

*Avon and Somerset Police – locations across the area.

BEAMS have begun to monitor the usage of the facilities/activities funded through the employer grants in 2013/14, but comprehensive data was not yet available at the time of writing this report.

4.1.3 Sustainable Travel Roadshows

The total number of Sustainable Travel Roadshows taking place 2013/14 was 357. Of these, 178 were held with employers (Business Roadshows)[12]. The remainder were held predominantly at public events, and in schools and universities, and have been categorised according to the relevant LSTF tranche.

The roadshows were staffed by the Sustainable Travel Field Team (STFT) and funded through the WoE LSTF programme. The STFT engaged with employees using motivational interviewing techniques to explore how far sustainable transport options including cycling, walking, buses, trains, car sharing, car clubs and motorcycling could be incorporated into employees' journeys to work. This was achieved with a range of 'Key Support Service Offers', including a loan bike scheme, cycle training, Personal Travel Planning, accompanied rides, bus and rail taster tickets, park and ride taster tickets, motorcycle accompanied rides, car share matchmaking services and Dr Bike sessions, as well as tailored advice and guidance, maps and other resources. In addition to the roadshows, the STFT also delivered and collected loan bikes on 28 occasions.

Table 4.8 shows the total number of Roadshows held in each local authority, separated into the relevant LSTF tranches.

[12] The number of Business Roadshows fell compared with 2012/13, but this could partly reflect a more accurate process of allocating roadshows to the different tranches in 2013/14.

Table 4.8 : All Roadshows, 2013/14: Authority and LSTF tranche

LSTF Tranche	Authority						
	BANES	Bristol	North Somerset	Portside	South Glos	West Of England	Grand Total
Access to work	1	7	1		2		11
Business	39	71	9	5	54		178
Communities	2	33	5		15	4	59
New Developments					7		7
Schools	6	20	9		5		40
Transitions	6	17	1		9		33
Universities	4	12	1		12		29
Grand Total	**58**	**160**	**26**	**5**	**104**	**4**	**357**

Table 4.9 shows the total number of Roadshows in each local authority (all tranches), and the number of individuals engaged during these events, either through 'exposure' or 'participation'. 'Exposure' refers to those with whom the advisers spoke about travel and behaviour change, but who did not want to leave contact details or take up one of the Key Offers. 'Participants' comprise those additional individuals who either left contact details, requested a Key Offer, or took up a Key Offer.

Table 4.9 : All Roadshows 2013/14: individuals engaged

Authority	Number of Roadshows (all tranches)	a) Number exposed	b) Number of participants	Total people engaged (a+b)
BANES	58	777	414	1191
Bristol	160	2540	1499	4039
North Somerset	26	391	168	559
Portside	5	83	11	94
South Glos	104	1343	879	2222
West Of England	4	264	262	526
Grand Total	**357**	**5398**	**3233**	**8631**

Table 4.10 provides the same information for the Business Roadshows only.

Table 4.10 : Business Roadshows, 2013/14: individuals engaged

Authority	Number of Roadshows (business tranche only)	a) Number exposed	b) Number of participants	Total people engaged (a+b)
BANES	39	382	275	657
Bristol	71	988	821	1809
North Somerset	9	148	86	234
Portside	5	83	11	94
South Glos	54	827	590	1417
Grand Total	**178**	**2428**	**1783**	**4211**

Dr Bike was the service most commonly taken up by those 'participants' who requested a key offer. The number of offers taken up in 2013/14 is shown in Table 4.11. The total number of offers accepted in 13/14 was 3025, of which 2,558 related to cycling.

Table 4.11 : All Roadshows, 2013/14: Key offers accepted by participants

Cycling offers		Bus offers		Other offers	
Key offer type	**Number accepted**	**Key offer type**	**Number accepted**	**Key offer type**	**Number accepted**
Dr.Bike completed	1474	**FirstWeek Given**	286	**Rail Taster Tickets Given**	0
Electric Loan bike completed	37	**First Day Given**	58	**Car Club Referral**	10
NS Loan Bike Referred	8	**X54 Tickets Given**	0	**Long Ashton P&R Tickets Given**	3
Loan bike completed	114	**X1 Tickets Given**	0		
BANES Loan Bike Voucher	161	**Portway P&R Tickets Given**	0		
Bristol LifecycleUK Referred	152	**First10 Given**	29		

SG cycle training Referred	38	**Wessex Day Ticket Given**	11		
Bath Cycle Instructor Referred	13	**Wessex £30 Cheswick Given**	26		
NS Lifecycle Referred	6	**Wessex Connect Ticket Given**	34		
Route Planning Given	549	**Wessex Red Ticket Given**	10		
Accompanied Ride Given	6				

The STFT Customer Satisfaction Surveys

The STFT team has a core Key Performance Indicator to undertake follow-up with at least 10% of all roadshow participants (i.e. those who had provided contact details). The survey was administered to the selected 10% of participants either online (for those who had provided an email address) or by telephone.

The sampling frame for the survey in this period comprised over 3000[13] roadshow participants, using the definition of 'participants' provided previously. 484 responses were obtained during 2013/14, thus exceeding the 10% target response.

Respondents answered a structured questionnaire covering topics such as: satisfaction with conversations with travel advisers; relevance of conversation/materials provided; whether this prompted them to change their travel behaviour; how they changed; and perceived benefits of change. The questionnaire was amended over the course of the year.

The majority of participants gave a high rating to their interactions with the travel advisers and the quality of the materials they received.

In Quarters 1 to 3, the questionnaire included a question asking whether respondents had changed, were intending to change, or had not changed anything about the way they travelled after talking to the roadshow team. Responses by tranche for Quarters 1 to 3 combined are shown in Table 4.12. Twenty six percent of respondents said they had made changes to the way they travelled, and a further 23% said they intended to do so.

In Quarter 4, respondents were asked only whether they had or had not changed anything about the way they travelled; see Table 4.13. Twenty seven percent responded that they had made changes to their travel.

[13] *The SDG reports for this period state that a total of 3,464 participants were 'in scope', but their spreadsheets show a total of 3,336 for the same period. Figures in* Table 4.9 *here show 3,233 because 103 people associated with loan bike deliveries were excluded (to avoid double counting, and because deliveries were not roadshows).*

Table 4.12 : Self-reported changes in travel behaviour, Quarters 1, 2 and 3 combined

Following your conversation with the travel advisor, have you changed anything about the way you travel?

	Business		Communities		Other		Transitions		Grand Total	
	N	**%**	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**
Have changed	57	25%	17	25%	15	52%	8	19%	97	26%
Intend to change	54	23%	19	28%	7	24%	5	12%	85	23%
No and don't intend to	90	39%	19	28%	5	17%	19	45%	133	36%
Don't know	23	10%	13	19%	2	7%	7	17%	45	12%
(blank)	7	3%		0%		0%	3	7%	10	3%
Grand Total	231	100%	68	100%	29	100%	42	100%	370	100%

Table 4.13 : Self-reported changes in travel behaviour, Quarter 4

Following your conversation with the travel advisor (or Dr Bike), have you changed anything about the way you travel?

	Business		**Communities**		**Other**		**Transitions**		**Grand Total**	
	N	**%**	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**
I've changed my travel choices	16	24%		0%	2	67%	6	33%	24	27%
I haven't changed my travel choices	52	76%	1	100%	1	33%	12	67%	66	73%
Grand Total	68	100%	1	100%	3	100%	18	100%	90	100%

It is also interesting to note *how* respondents had changed their travel behaviour. In Quarters 1 and 2, the 62 respondents who said they had changed their travel were asked whether they had increased or decreased their use of specific modes. The results are shown in Table 4.14 (this question was asked differently in Qs 3 and 4).

Table 4.14 : Increase/decrease in use of particular modes, Quarters 1 and 2

So that we can understand a bit more how you have changed the way you travel (please tell us whether you increased or decreased your use of these modes)

	Decreased use (N)	% of total who changed (N=62)	Increased use (N)	% of total who changed (N=62)
Cycle	1	2%	46	74%
Motorcycle	1	2%	0	0
Car club/car share	1	2%	5	8%
Car	25	40%	1	2%
Bus	3	5%	9	15%
Walk	4	6%	13	21%
Train	2	3%	2	3%

Seventy four percent (46 people) responded that they had increased their cycling, and 40% said they had reduced their use of a car. This corresponds with the finding reported above that 85% of the key offers taken up by people who visited the roadshows related to cycling.

4.1.4 Supporting Activities

Business engagement activities increased in 2013/14 compared with the previous year, largely because this was the first full year in which all the BEAMs were in post. Highlights from the four UAs are reported below:

Bristol

- Engagement meetings with 23 businesses (January - March 2014)
- Collaboration with Residents Parking Scheme/20mph/Enterprise Zone teams.
- Presented at Institute of Directors & Bristol Workplace Travel Network
- Short Travel Survey designed and applied in July.
- Developed a process locally to develop business focused postcode plotted maps.

North Somerset

- Engagement meetings with 15 businesses
- A new A2 shuttle bus launched to provide a link to Bristol Airport and surrounding businesses. A business breakfast to promote the service was held at the airport for employers along the A2 bus route.

BANES

- Bath and North East Somerset Employers' Travel Forum
- 2 schools (also engaged in the Transitions project) engaged as employers and awarded grants.

South Gloucestershire

- Engagement meetings with businesses: 50
- 6 area travel plan group sessions held with businesses to gather input and opportunity for comment.
- 5 employer network (North Bristol SusCom) meetings attended
- A 'behaviour change pilot' was run in two Employers, part-funded with employer grants. This was a piece of work to gauge success of intensive engagement and recommendations for future activity.
- A new commuter coach shuttle – the Kings Ferry Commuter Coach – was launched between Portishead/Weston-super-Mare and the North Fringe. A pilot scheme was subsequently launched to utilise the same coaches for a shuttle service among North Fringe businesses and to Parkway rail station during the day. Although the business shuttle was not subsidised by LSTF, this additional service could be seen as an indirect effect of the LSTF support for the commuter service.
- Feeding into creation of employer outreach resources (website/informative guides)
- Set up and design of intensive staff support package for Frenchay hospital closure.
- Collaboration in DfT Strategic Employment Sites LSTF Case Study.

Portside

- Engagement meetings with 8 businesses.
- 5 employer network meetings.
- Collaboration with lead staff on other projects such as the proposed M49 junction.
- Collaboration in DfT Strategic Employment Sites LSTF Case Study.
- Attendance at 7 regional meetings for the following projects: Travel Awards, Travel Challenge and the Strategic Employment Sites project.

West of England

- Sustainable Business Travel Awards were held in Bath with over 100 businesses in attendance.
- Jam Busting June commuter challenge. Over 1800 people took part from 102 businesses across the four UAs.

4.2 Data collection plan for Area Travel Plans

The data collection methods identified in the OMP for monitoring and evaluating ATPs are as follows:

- Employee travel survey
- Cordon counts
- Employer interviews
- Employee panel
- Employee focus groups

Although data is being collected on all three Area Travel Plans, the most intensive evaluation work is being carried out in the North Fringe and Portside areas as part of the DfT Strategic Employment Sites (SES) LSTF case study evaluation[14]. From December 2013 this ran in parallel with the main LSTF WEST monitoring and evaluation activities.

In 2013/14, the following sets of data were collected and analysed:

- Employee travel surveys across South Gloucestershire (including 15 North Fringe and 9 Portside employers forming part of the SES evaluation), and at Bristol Airport.
- Cordon counts at the sites of 19 of the SES employers.
- Qualitative interviews with one or more senior managers in each of the 24 SES employers.

The employee travel surveys and cordon counts are both designed to give an indication of modal share, while the employer interviews are designed to understand the perceptions of senior managers on how transport (including LSTF initiatives) affects business performance.

An employee panel survey started in July 2014 (with 1560 respondents from 3233 employees invited to participate from across the SES employers) and will be repeated every 3 months until December 2015. Interim findings from the panel study will therefore be reported in the 2014/15 AOMR. Follow-up interviews/focus groups were planned for 2015.

[14] 'LSTF Case Study: What are the impacts of sustainable transport interventions on strategic employment sites and business parks?' Study funded by the Department for Transport, 2013-16.

4.3 Results for Area Travel Plans

4.3.1 South Gloucestershire Council Travel to Work Survey (including the North Fringe and Portside ATP areas)

The 2014 South Gloucestershire Travel to Work survey was run during the week commencing 10 March. As in previous years, the 2014 survey was conducted across South Gloucestershire, with the majority of participating businesses located within the North Fringe Area Travel Plan area. To achieve consistency, employers in the Portbury, Avonmouth and Severnside areas were also invited to take part – these areas fall within the Portside Area Travel Plan. March 2014 provided an opportunity to introduce a revised methodology in order to obtain a more robust baseline for the SES case study. This involved the development of a protocol and 'hands-on' support for participating businesses in order to promote consistency and reduce response bias[15].

The survey achieved 11,609 responses, of which 9,684 were from employees in the 24 employer organisations participating in the Strategic Employment Sites case study. The case study employers constituted approximately one quarter of the total number of businesses which eventually took part, but their responses accounted for 84% of the total survey response. Nine of the SES businesses were in Avonmouth and Severnside (Portside), and 15 in the North Fringe. Whilst the majority of participating businesses in Portside were small (fewer than 100 employees), the North Fringe participants included several large public sector employers, two with approximately 10,000 staff. Consequently, responses from staff in the North Fringe SES organisations constituted 91.5% of the total response from SES organisations across the two areas.

Because a more robust survey methodology was used within those organisations participating in the SES case study, the 2014 results presented in the following table are those of the 24 SES employers rather than the full data set. The total number of employees within the 24 organisations was 35,578. The response rate (9,684/35,578) was therefore 27%. Both the number of responses and the response rate were higher than in the 2013 survey, although comparisons between the surveys should be treated with caution, due to the intensified support provided to SES employers in 2014. For the SES study, the 2014 survey results will serve as the baseline.

Table 4.15 shows mode share counts and percentages in 2013 and 2014 in both the North Fringe and Portside areas. In 2013 different surveys were carried out in the two areas, as reported in the 2012/13 AOMR. To achieve consistency across the two sets of 2013 results in the above table, 86 respondents who answered 'did not work today' were removed from the North Fringe data as presented in the 2012/13 report, and 28 respondents who did not answer were removed from the Portside data presented in the 2012/13 report.

Although caution should be used in comparing year-on-year changes in mode share (as the responses were drawn from two different sets of employers), the results suggest a decrease in single occupancy car use in both areas, from 58.3% in 2013 to 52.6% in 2014. The largest increases were in car-sharing, which rose from 12.4% to 15.2%, and cycling, which rose from 9.1% to 11.7%. The switch from single occupancy car use to car sharing was particularly marked in Portside, where car-sharing rose from 16.2% to 21.0%. There were modest increases overall in cycling, walking and train use.

[15] Full details of the administration and results of the survey of SES employers are provided in the Baseline Report for the 'LSTF Case Study: What are the impacts of sustainable transport interventions on strategic employment sites and business parks?'.

Table 4.15 : North Fringe and Portside: mode used to travel to work on the day of the survey - 2013 and 2014 comparison

How did you travel to work today?

			North Fringe		Portside		Total	
			2013	2014	2013	2014	2013	2014
Mode used to travel to work today	Car (alone)	N	3353	4550	560	545	3913	5095
		%	56.2%	51.3%	74.2%	66.5%	58.3%	52.6%
	Car share	N	710	1300	122	172	832	1472
		%	11.9%	14.7%	16.2%	21.0%	12.4%	15.2%
	Motorbike/scooter	N	93	160	20	10	113	170
		%	1.6%	1.8%	2.6%	1.2%	1.7%	1.8%
	Cycle	N	588	1086	26	46	614	1132
		%	9.9%	12.3%	3.4%	5.6%	9.1%	11.7%
	Walk	N	361	573	0	16	361	589
		%	6.1%	6.5%	0.0%	2.0%	5.4%	6.1%
	Bus/coach	N	380	541	8	6	388	547
		%	6.4%	6.1%	1.1%	0.7%	5.8%	5.6%
	Train	N	217	454	14	15	231	469
		%	3.6%	5.1%	1.9%	1.8%	3.4%	4.8%
	Work from home	N	148	115	1	2	149	117
		%	2.5%	1.3%	0.1	0.2%	2.2%	1.2%
	Other	N	111	86	4	7	115	93
		%	1.9%	1.0%	0.5%	0.9%	1.7%	1.0%
Total		N	5961	8865	755	819	6716	9684
		%	100%	100%	100%	100%	100%	100

Table 4.16 shows levels of satisfaction with commuting journeys in the 2014 survey. The results show that generally a higher proportion of people were satisfied than dissatisfied. Overall, 32.3% of commuters were 'quite satisfied' with their journey, whilst 16.1% were 'very satisfied'. This compares to 18.5% of people reporting themselves as 'quite dissatisfied', and 6.9% as 'very dissatisfied. When comparing the two employment areas, similar patterns between the two are evident with the North Fringe reporting slightly greater levels of dissatisfaction and the Portside reporting slightly greater levels of indifference.

Table 4.16 : 2014 Respondents' satisfaction with commute journey

			North Fringe	Portside	Total
How satisfied or dissatisfied are you with your journey to work?	Very satisfied	N	1391	138	1529
		%	16.0%	17.3%	16.1%
	Quite satisfied	N	2827	243	3070
		%	32.5%	30.4%	32.3%
	Neither	N	2218	264	2482
		%	25.5%	33.0%	26.2%
	Quite dissatisfied	N	1635	120	1755
		%	18.8%	15.0%	18.5%
	Very Dissatisfied	N	620	34	654
		%	7.1%	4.3%	6.9%
Total		N	8691	799	9490
		%	100.0%	100.0%	100.0%

4.3.2 Bristol Airport Employee Travel Survey

A small staff survey was undertaken at the airport between 16th September 2013 and 6th December 2013. 148 staff responded to the survey. The majority of respondents stated that they worked for Bristol Airport; a smaller number stated they worked for one of the businesses located within the airport. It is difficult to distinguish between the two categories as the airport encourages everyone to identify themselves as working at Bristol airport rather than for individual business partners.

Mode share results on a 'typical day' are shown in Table 4.17. The 44 businesses at the Bristol Airport site currently provide approximately 2,500 full-time equivalent jobs in the summer peak. As some staff work for the airport taxi operator and the Flyer bus service, not staff are permanently based at the Airport and therefore do not undertake a journey to work as such.

The survey was administered online and paper copies were available on request from the staff travel plan coordinator at the airport. Emails were also sent to managers across the airport and their business partners. Posters were also distributed designed to be left in rest rooms. A QR code on the poster took them to the survey.

Table 4.17 : Bristol Airport: Typical mode of travel to work, 2013

	N	%
Car solo	121	82.3
Car driver with passenger (car share)	12	8.2
Car passenger (car share)	1	0.7
Airport flyer service	3	2.0
Other bus i.e. 121, Greyhound	0	0.0
Walk	0	0.0
Cycle	5	3.4
Motorbike/scooter	4	2.7
Train	1	0.7
Work from home	0	0.0
Total	147	100.0

82% of respondents reported that they had travelled by car on their own, 8% car share – similar figures to those produced by the 2012 survey (car driver alone: 81%; car share: 6%).

Table 4.18 : How satisfied are you with your typical journey to work?

	N	%
Very satisfied	51	34.9
Fairly satisfied	54	37.0
Neither satisfied nor dissatisfied	24	16.4
Fairly dissatisfied	14	9.6
Very dissatisfied	3	2.1
	146	100

Satisfaction with the journey to work was relatively high among respondents, with 72% stating that they were either very or fairly satisfied.

4.3.3 Cordon Counts : North Fringe and Portside ATP areas

In the West of England, peak arrival time cordon counts were carried out at 18 sites, covering 19 of the 24 SES case study employers, between 12th March and 2nd April 2014. The Energy Technology Company was located within the Science Park which both comprised one site, although a separate count was undertaken for those working at the Energy Technology Company.

Findings: cordon counts

Table 4.19: Comparison of Cordon Count and Employee Survey Mode Share Results (%) - North Fringe 2014Table 4.19 **and**

Table 4.20 summarise the total counts of person arrivals by mode at each employment site for the period 07:15 to 09:30, and compares the modal share results from the cordon counts to those from the employee survey. There is a reasonably close correspondence in general between the modal share percentages from the cordon counts and employee survey. Possible reasons for differences between the two data collection methods are:

- Cordon counts were undertaken up to three weeks after the survey week and there may have been different travel conditions – however, no major differences due to weather or road works were known to apply.
- Observational issues may have led to under-recording/over-recording of certain modes in cordon count – formal access points were covered but it is possible that some people arrived at informal access points. It is not always easy to classify people arriving correctly. For example, it can be difficult to identify number of occupants of cars and buses and identify whether people arriving on foot have used another mode as the main mode (e.g. parking off site and walking into site).
- Users of certain modes may have been more likely to respond to survey – it is generally thought that non-car users are more likely to respond to travel surveys.

Table 4.19: Comparison of Cordon Count and Employee Survey Mode Share Results (%) - North Fringe 2014

Employment Site **North Fringe**	Cordon	Survey	Cordon	Survey	Cordon	Survey	Cordon	Survey	Cordon	Survey	Cordon	Survey	Cordon	Survey	Cordon	Survey	Cordon	Survey [16]	Total staff
	Car alone (%)		Car share (%)		Cycle (%)		Walk (%)		Bus (%)		Rail (%)		Motorcycle (%)		Other (%)		N	N	N
Aerospace manufacturer 1	52.7	49.3	12.9	14.0	8.5	18.6	15.0	7.5	6.0	4.8	0.1	1.5	1.9	3.1	2.9	1.4	1291	1031	4000
Engineering consultancy 1	60.5	43.1	7.2	16.1	9.6	16.1	5.4	4.4	13.0	15.7	0.0	2.4	1.0	1.3	3.2	0.9	499	459	1050
Engineering consultancy 2	55.1	50.9	22.7	29.0	4.0	8.3	11.7	2.4	2.8	5.3	0.4	1.2	0.8	2.4	2.4	0.6	247	169	400
Science Park	60.0	65.2	19.3	10.6	7.3	13.6	2.0	1.5	7.3	4.5	0.7	1.5	2.7	3.0	0.7	0.0	150	66	200
Technology consultancy	78.6	68.3	4.8	14.6	7.1	7.3	0.0	2.4	0.0	1.2	0.0	2.4	1.2	3.7	8.3	0.0	84	82	200
Financial services company	55.3	54.8	9.9	12.7	3.7	8.8	14.0	7.1	7.4	7.9	8.8	6.9	0.5	1.1	0.4	0.6	1963	897	3000
Technology Company 1	59.8	48.0	8.7	9.4	16.6	24.2	6.4	5.4	2.6	4.9	2.3	2.2	0.9	2.7	2.6	3.1	343	223	800
Construction company	91.2	85.6	0.0	10.0	0.0	1.1	1.8	0.0	1.8	0.0	2.6	1.1	1.8	2.2	0.9	0.0	114	90	300
Energy technology company	63.5	58.3	23.1	12.5	7.7	20.8	0.0	0.0	1.9	2.1	0.0	0.0	3.8	4.2	0.0	2.1	52	48	70
Large public sector employer[17]	38.8	47.1	14.7	20.9	8.4	8.9	10.4	6.1	2.5	3.1	20.3	11.5	1.7	1.5	3.1	1.0	4882	2618	10000
Technology Company 2	77.6	69.6	1.5	6.1	7.5	12.2	7.5	4.3	5.2	6.1	0.0	1.7	0.7	0.0	0.0	0.0	134	115	205
Total North Fringe	48.5	50.2	12.8	17.1	7.5	11.8	11.0	5.9	4.6	5.3	12.0	6.9	1.3	1.8	2.4	1.0	9808	5798[18]	20025

[16] Excluding working from home (115 (1.3%) in North Fringe and 2 (0.2%) in Portside

[17] An estimate based on security cameras is that 6776 people were on site on day of count. It is thought that a large number of people arrived by car before 07:15

[18] Total number of respondents and total mode share percentages differ from figures provided in Table 4.15 because 4 North Fringe SES employers did not have a cordon count.

Table 4.20: Comparison of Cordon Count and Employee Survey Mode Share Results (%) – Portside 2014

Employment Site **Portside**	Cordon	Survey	Cordon	Survey	Cordon	Survey	Cordon	Survey	Cordon	Survey	Cordon	Survey	Cordon	Survey	Cordon	Survey	Cordon	Survey [19]	Total staff
	Car alone (%)		Car share (%)		Cycle (%)		Walk (%)		Bus (%)		Rail (%)		Motorcycle (%)		Other (%)		N	N	N
Skincare products company	67.3	69.6	20.4	21.4	4.1	5.4	2.0	0.0	0.0	0.0	0.0	1.8	0.0	1.8	6.1	0.0	49	56	73
Aerospace manufacturer 2	87.0	83.8	0.0	9.1	4.3	5.1	0.0	0.0	0.0	0.0	1.4	1.0	1.4	1.0	5.8	0.0	69	99	370
Catering products company	60.6	59.0	25.5	25.0	6.0	6.5	1.4	4.5	1.7	1.4	1.9	2.2	0.5	0.8	2.4	0.6	419	356	800
Mail company	79.4	67.1	5.9	24.3	5.9	5.7	0.0	0.0	0.0	0.0	0.0	1.4	5.9	1.4	2.9	0.0	34	70	200
Power station	90.3	64.5	6.5	25.8	3.2	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	31	31	55
Waste recycling company 1	67.9	87.5	10.7	6.3	0.0	0.0	0.0	0.0	21.4	0.0	0.0	0.0	0.0	6.3	0.0	0.0	28	16	65
Bioscience manufacturer	73.5	76.9	17.6	12.8	8.8	5.1	0.0	0.0	0.0	2.6	0.0	2.6	0.0	0.0	0.0	0.0	34	39	55
Candle products company	86.0	66.0	12.9	24.5	0.0	3.8	0.0	0.0	0.0	0.0	1.1	1.9	0.0	1.9	0.0	1.9	93	106	180
Total Portside	69.5	66.4	18.8	21.6	4.8	5.7	0.9	2.1	1.7	0.8	1.3	1.8	0.7	1.2	2.4	0.5	757	773[20]	1798

[19] Excluding working from home (113 (1.3%) in North Fringe and 2 (0.2%) in Portside)

[20] Total number of respondents and total mode share percentages differ from figures provided in Table 4.15 because 1 Portside SES employer did not have a cordon count.

4.3.4 Senior Manager Interviews : North Fringe and Portside ATP areas

An interview was carried out by a UWE researcher with one or more senior managers in each of the 24 businesses/organisations participating in the SES case study evaluation. The aim was to obtain a senior level, 'corporate' perspective on the impact of transport on overall business performance, within the context of wider issues affecting their overall operations. Each interview covered the following areas:

- The relative importance of transport compared with other business concerns
- Identification of specific transport issues relevant to the business
- Commuter transport issues
- Awareness and views of LTSF

Twenty three interviews were carried out face-to-face, and one by telephone. The majority of interviews were between 45 minutes and 1 hour in length. An anonymised list of the managers' professional roles is provided in Table 4.21.

Table 4.21 : List of interviewees, senior manager interviews

Employer (North Fringe)	**Interviewee 1**	**Interviewee 2**
Aerospace Company 1	Vice President Engineering	
Engineering Consultancy 1	Managing Director, Atkins Communications	
Engineering Consultancy 2	Managing Director, Infrastructure	
Science Park	Chief Executive	
Technology Consultancy	Global Director for Corporate Responsibility and Sustainability	
Financial Services Company	Global Manager for Health, Safety and Environment	
Technology Company 1	Vice President and Director	
Construction Services Company	Sustainability Manager	
Retail Company	Department Manager	
Energy Technology Company	Finance Director	
Large Public Sector Employer	Ass. Head of Infrastructure	Facilities Manager
NHS Trust	Director of Facilities	Travel and Parking Manager
Technology Company 2	Senior Manager EMEAI Real Estate	Office Manager
University	Deputy Vice Chancellor, Operations	
Business Park	Facilities Manager	

Employer (Portside)	**Interviewee 1**	**Interviewee 2**
Aerospace Manufacturer 2	Head of Procurement and Logistics	Engineering Group Leader
Catering Products Company	Managing Director	Engagement Manager
Skincare Products Company	PA to the Operations Director	
Power Station	Production Coordinator	
Candle Products Company	Human Resources Director	
Bioscience Manufacturer	Operations Director	Health, Safety and Facilities Manager

Waste Recycling Company 1	Production Manager	
Waste Recycling Company 2	Organic Solutions Manager	
Mail Distribution Company	Head of Operations	

The full analysis of the interviews can be found in the SES Baseline Report. The following section reports on those findings specifically relating to managers' knowledge of and attitudes to LSTF and other sustainable transport measures.

Findings : Employer perceptions of LSTF

Most of the senior managers interviewed were aware of the LSTF but did not have a detailed knowledge of the interventions it supported. All interviewees were supportive in principle of sustainable transport measures and thought they could be of benefit to their business, although many thought that this was an indirect benefit in terms of improving employee satisfaction, or contributing to a sustainability agenda, rather than something which might bring tangible, quantifiable benefits to the business.

Nine of the 15 North Fringe employers had received an employer grant, and nearly all had been visited by the sustainable travel roadshow team. In the Portside area, all the businesses had engaged with either the LSTF business engagement manager or with SevernNet, but only one had benefitted from an employer grant. The minority of interviewees who were aware of specific measures supported by LSTF within their business were positive about them.

"They have bent over backwards to provide support and guidance and assistance in terms of meetings and really getting down to the very basic level of what the issues are, what the blocks are. And obviously the money has been fantastic because it's enabled us, through matched funding, to provide twice as much as we would have been able to, had we not had that." (Manager, NHS Trust)

The interviewees who were most positive about LSTF were also those whose organisations were actively engaged with the business networks (especially North Bristol SusCom – the more mature of the two networks). The SusCom members saw clear value in the information provided through the network: *"if we weren't part of SusCom, we wouldn't know most of this is going on."* (Manager, Technology Company 2). It was seen as an important opportunity to network with other employers, the local Council, and public transport providers, and ultimately to influence transport developments in the North Fringe. One such development in which North Bristol SusCom had played a significant role was the Kings Ferry commuter coach service; at the time of writing, the coaches were also operating as a shuttle service between businesses in the North Fringe for a two-month trial period.

Some expressed the view that LSTF should focus on improving infrastructure and public transport to the sites of employment, rather than subsiding on-site facilities. Others thought it should serve as a catalyst, encouraging and helping employers to move in the right direction. This was not just a matter of funding, but also of facilitating networks between employers and with local authorities and other agencies.

Whilst some disillusionment with transport development generally could be detected in the Portside area, some of the large employers which had benefitted from funding and advice in the North Fringe believed that the LSTF should simply continue in the way it has: *"Don't fix anything that's not broken" (Manager, Financial Services Company).* This is perhaps a reflection of the wider range of transport options already available in the North Fringe, compared with the Portside area, and the greater benefit which can therefore be obtained from behaviour change components of LSTF business engagement activities.

4.4 Delivery progress with Low Emission Vehicles

This section describes progress with delivery in the reporting period 1st April 2013 to 31st March 2014. This includes installation of electric charging points and expansion of Co-Wheels (formerly known as Go Low) across the sub-region.

Concerning **electric charging point infrastructure**, in the reporting period the following 15 charging points (accounting for 30 sockets overall) were delivered:

Public:

- Millennium Square, Bristol (1)
- Charlotte Street Car park, Bath (2)
- Odd Down Park and Ride, Bath (2)
- Lansdown Park and Ride, Bath (2)

At employment sites (staff/visitors only):

- Scrap Store, Bristol (1)
- BANES Lewis House Council Office (1)
- Bristol and Bath Science Park (3)
- Knowle West Media Centre, Bristol (1)
- Leigh Court, Bristol (1)
- Create Centre, Bristol (1)

Co-Wheels offers an innovative approach to the management of staff travel and transport for health and social care organisations. The service provides fleet management of very low emission and zero emission vehicles including cars, electric bikes and cycles leased or purchased at low cost which enables very low basic running costs to be passed on. Access to travel choices will be made through a single portal. The aim of Co-Wheels is to create a structure that allows maximum efficiency and return on all travel options. By having a shared resource controlled by via a single on-line portal, staff and users of the system can be flexible and serve different needs.

The health and social care organisations that have expressed interest in being stakeholders in the Co-Wheels scheme have over 50,000 staff members and currently pay business mileage for over 13 million miles of staff travel. A large proportion of this mileage is conducted by staff whose total claims are below 3,500 miles per year. This indicates that there is large potential for using shared vehicle resources. If the Go Low project has 100 low emission cars in operation this would be projected to account for 7.2% of the total business travel and make savings of 125 tonnes of CO2.

In 12/13, Co-Wheels began by setting up meetings with North Bristol NHS Trust, Avon Fire and Rescue Service, BANES council, Bristol PCT (now Bristol Community Health) and University of the West of England. Initial plans were to set up a steering group but this was pushed back by the businesses as they felt it may compromise objectivity. They were met with individually on an ad-hoc basis throughout the initial year of the project with roughly 10 meetings taking place. During 12/13, a total of 8 electric vehicles were leased for the project.

In 13/14, the Co-Wheels scheme confirmed its attractiveness to businesses, with Sirona Healthcare, North Bristol Trust and Royal United Hospital all agreeing to new contracts. Bristol Community Health also took delivery of their first hybrid car and electric bike. In 2013, the scheme won a 'Sustainable Business Award' awarded by Social Enterprise UK. During 2013/14, new engagement was carried out with CURO (one of the largest landlords in the West of England), Knowle West Media Centre and Bristol and Bath Science Park. Overall, Co-Wheels provided 16 pool cars, 7 electric cars, 10 conventional bicycles and 3 electric bicycles in businesses across the participating UAs.

4.5 Data collection plan for Low Emission Vehicles

Given the relatively smaller scale of these set of measures, compared with those affecting workplaces, the data collection plan focuses primarily with collecting outputs and participation data. In addition and subject to available resources, including in-kind support from the involved organisations, the UWE research team will seek to conduct an online survey of users of low emission vehicles to understand perceptions and attitudes towards the end of the project.

4.6 Results for Low Emission Vehicles

Table 4.22 summarises what the project delivered in terms of electric charging infrastructure and Co-Wheels low emission vehicles and bikes in the local authorities involved and provides the available usage data (e.g. number of charging sessions and total energy supplied). In the reporting period, 15 new charging points (accounting for 30 sockets overall) have been installed at key car parks and employment sites across the participating local authorities. Co-Wheels provided 16 pool cars, 7 electric cars, 10 conventional bicycles and 3 electric bicycles in businesses across the participating UAs.

Table 4.22: Summary of outputs delivered

Business / organisation	UA	No. of staff	EVCP project Y/N	Points installed yet?	Financial year installed	Co Wheels project Y/N	No. of charge points on site	Usage (Number of charging sessions / energy delivered)	Number of sockets	Status	Date of initial engagement	Number of Co Wheels meetings held
Sirona	BANES	300	Y	N		Y 2 cars, 1 e-bike	0	-	0	Ongoing	2011	15
RUH	BANES	1000	Y	N		Y 2 cars	0	-	0	Ongoing	2011	10
CURO	BANES	1000	Y	N		Y	0	-	0	Initial	2013	1
Bath Spa University	BANES	500	Y	N		Y	0	-	0	Initial	2013	3
Charlotte Street car park	BANES	-	Y	Y	13/14	N	2	28 / 172 kwh	4	Ongoing	2011	-
Odd Down Park & Ride	BANES	-	Y	Y	13/14	N	2	8 / 2 kwh	4	Ongoing	2011	-
Landsdown Park & Ride	BANES	-	Y	Y	13/14	N	2	7 / < 1 kwh	4	Ongoing	2011	-
Total BANES						5 cars, 1 e-bike	7		14			
Bristol and Bath Science Park	SGC	120	Y	Y	13/14	Y 3 e-cars	3	263 / 1366 kwh	6	Ongoing	2013	5
HP	SGC	750 – 1000	Y	Y	41609	Y 1 e-car	3	No data/ Not yet used	6	Ongoing	2012	2
MOD	SGC	10000	Y	N	-	Y	0	-	-	Initial	2013	1
UWE	SGC	29000	N	N	-	Y 1 car	0	-	-	Initial	2011	10
SUSCOM	SGC	40000	N	N	-	Y	0	-	-	Initial	2013	3
Total SGC						1 car, 4 e-cars	6		12			

Business / organisation	UA	No. of staff	EVCP project Y/N	Points installed yet?	Financial year installed	Co Wheels project Y/N	No. of charge points on site	Usage (Number of charging sessions / energy delivered)	Number of sockets	Status	Date of initial engagement	Number of Co Wheels meetings held
Avon & Somerset Fire & Rescue	BCC	1000	Y	Y	41609	Y 2 cars, 2 e-cars, 2 e-bikes	2	323 / 1208 kwh	4	Ongoing	2011	30
North Bristol NHS Trust	BCC	10000	N	N	-	Y 1 car	-	-	-	Ongoing	2011	10
CREATE Centre	BCC	200	Y	Y	13/14	Y 1 car	1	72 / 463 kwh	2	Ongoing	2012	5
Knowle West Media Centre	BCC	50	Y	Y	13/14	Y 1 e-car	1	74 / 173 kwh	2	Ongoing	2013	10
Bristol University	BCC	3000	N	N	-	Y	0	-	-	Initial	2013	2
Second Step	BCC	100	N	N	-	Y 1 car	0	-	-	Initial	2012	3
Bristol Community	BCC	1000	N	N	-	Y 4 cars, 4 bikes	0	-	-	Initial	2012	5
Engine Shed	BCC	50	Y	N	-	Y	0	-	-	Initial	2014	3
BBC	BCC	1000	Y	N	-	Y	0	-	-	Initial	2014	3
Millennium Square, Bristol	BCC	-	Y	Y	13/14	N	1	7 / 65 kwh	2	Ongoing	2013	-
Scrap Store, Bristol	BCC	44105	Y	Y	13/14	N	1	1 / <1 kwh	2	Ongoing	2013	-
Leigh Court	BCC	44105	Y	Y	13/14	N	1	5 / 13 kwh	2	Ongoing	2013	-
Total BCC						10 cars, 3 e-cars, 10 bikes, 2 e-bikes	7		14			
Total 13/14						16 cars, 7 e-cars, 10 bikes, 3 e-bikes	15	888 / 3941 kwh	30			

Note:

Ongoing – Still attending meetings and / or committed to having an EVCP point installed.

Initial – Only attended a few meetings, not sure if anything will be developed on site.

4.7 Delivery progress with Freight Consolidation

4.7.1 Overview of intervention

This project enhances the already operating joint Bristol/Bath freight consolidation centre with additional resources to facilitate the expansion of the service to further retailers and organisations across BANES and BCC. Urban freight consolidation centres reduce the number of large delivery vehicle journeys entering city centres by providing a facility on the edge of the city close to the strategic road network, where goods can be consolidated for onwards dispatch in smaller, fully-loaded delivery vehicles. DHL operates the Bristol/Bath consolidation centre at their depot, close to Junction 18 of the M5 Motorway at Avonmouth near Bristol. Goods are consolidated for onwards dispatch in pre-arranged time slots using two 'Smith Newton' 9 tonne electric delivery vehicles. The scheme will also be enhanced through priorities for consolidation centre vehicles in terms of parking bays, potential use of bus lanes and exemption from delivery restrictions. The first phase of delivery restrictions in Bath city centre have not yet been introduced.

4.7.2 Delivery Progress

In the period 1st April 2013 – 31st March 2014 the project has supported the operation of the centre. In Bath, the scheme attracted a further 7 retailers, taking the total number of participating retailers to 36 (from 29). In Bristol the scheme attracted 24 retailers, taking the total number of participating retailers to 109 (from 85). Overall, the scheme attracted 31 additional retailers in the reporting period.

The Business Engagement managers raised awareness about the consolidation centre and promoted its services across the targeted employers in BANES and BCC.

4.8 Data collection plan for Freight Consolidation

In accordance with the monitoring strategy set out in the OMP, evaluation of this particular project relies on the data collected by DHL, the contractor of the consolidation centre. DHL compiles monthly reports for both BANES and BCC, providing the following details:

- Total number of participating retailers
- Type and number of freight vehicles delivering to the consolidation centre
- No of trips from the consolidation centre (to Bath and Bristol) made by electric lorry
- Reduction on number of trips
- CO_2, CO, NO_x and PM_{10} emission reduction

The emissions figures by vehicle type are taken from the National Atmospheric Environmental Inventory (NAEI) website (www.naei.defra.gov.uk). This website gives figures relating to emissions per kilometre travelled by vehicle type. Every day, when a vehicle delivers to the consolidation centre a record is made by DHL of the vehicle type and whether or not the vehicle will be making other deliveries to Bath or Bristol. If the vehicle is making other deliveries, it is excluded from any calculation made. If the vehicle is not making a delivery to Bath or Bristol, a calculation of emissions reduced is made based on the distance the vehicle would have travelled from Avonmouth. As the consolidation centre uses an electric lorry to make consolidated deliveries into Bath and Bristol, there are no local CO_2 and other pollutant emissions.

4.9 Results for Freight Consolidation

Overall, the freight consolidation scheme serves a total of 145 retailers across Bristol and Bath and as a result of their participation in the scheme the consolidation centre has prevented over 4,600 delivery trips to both cities. The scheme achieved the following results, summarised in Table 4.23.

Table 4.23: Summary of results concerning freight consolidation

	BATH		TOTAL BATH	BRISTOL		TOTAL BRISTOL	TOTAL COMBINED
	2012-13	2013-14		2012-13	2013-14		
No of new participating retailers	9	7	36	5	24	109	145
CO_2 emission reduction (kg)	9993	9937	19930	14218	15180	29398	49328
CO emission reduction (kg)	63	62	125	89	95	184	309
NO_x emission reduction (kg)	325	323	648	462	493	955	1603
PM_{10} emission reduction (kg)	10	10	20	14	15	29	48
Absolute reduction in delivery trips	1156	1095	2251	1197	1203	2400	4651
Average delivery reduction	85%	81%		79%	79%		

The detailed results for each city are reported as follows.

4.9.1 Bath

Table 4.24reports the key indicators for the reporting period.

Table 4.24: Freight consolidation outcome indicators in Bath

		Indicator					Delivery Vehicles							
							Vehicles in				Vehicles out			
Year	Month	8 – CO_2 emissions reduction (kg)	9 – CO emissions reduction (kg)	10 – NOx emissions reduction (kg)	11 – Particulate emissions reduction (kg)	Number of retailers in Bath	Artic	18t	7.5t	Van	Electric	Euro 4 diesel	Reduction number	Delivery reduction %
2013	Apr	878.58	5.5	28.55	0.85	29	18	11	46	39	21	0	93	81.6
	May	864.46	5.41	28.09	0.84	29	18	7	43	47	23	0	92	80.0
	June	773.53	4.84	25.14	0.75	31	18	16	28	34	20	0	76	79.2
	July	891.45	5.58	28.97	0.86	31	16	32	30	37	23	0	92	80.0
	August	794.87	4.97	25.83	0.77	35	14	22	26	46	22	0	86	79.6
	September	776.99	4.86	25.25	0.75	35	12	18	33	46	21	0	88	80.7
	October	746.97	4.67	24.28	0.72	36	13	20	35	47	11	12	92	80.0
	November	778.47	4.87	25.3	0.76	35	9	31	36	34	19	2	89	80.9
	December	824.49	5.16	26.8	0.8	35	10	24	43	39	20	0	96	82.8
2014	January	882.66	5.52	28.69	0.86	35	14	22	46	36	24	0	94	79.7
	February	878.97	5.5	28.57	0.85	35	12	28	38	44	20	0	102	83.6
	March	845.64	5.29	27.48	0.82	36	13	23	37	43	21	0	95	81.9
Total	**Total for time period**	**9937.08**	**62.17**	**322.95**	**9.63**	**36**	**167**	**254**	**441**	**492**	**245**	**14**	**1095**	**80.8**

4.9.2 Bristol

Table 4.25 reports the key indicators for the reporting period.

Table 4.25: Freight consolidation outcome indicators in Bristol

		Emisions Indicator				Number of retailers	Delivery Vehicles							
							Vehicles in				Vehicles out			
Year	Month	8 – CO_2 emissions reduction (kg)	9 – CO emissions reduction (kg)	10 – NOx emissions reduction (kg)	11 – Particulate emissions reduction (kg)		Artic	18t	7.5t	Van	Electric	Euro 4 diesel	Reduction number	Delivery reduction %
2013	Apr	1388.18	8.69	45.12	1.35	86	47	19	31	43	29	0	111	79%
	May	1111.90	6.96	36.14	1.08	86	39	11	28	32	23	0	87	79%
	June	1117.00	6.99	36.30	1.08	86	39	20	23	31	20	4	89	79%
	July	1364.24	8.54	44.34	1.32	89	46	27	27	34	28	0	106	79%
	August	1147.41	7.18	37.29	1.11	92	39	23	22	28	24	0	88	79%
	September	1257.40	7.87	40.87	1.22	97	43	25	29	23	25	0	95	79%
	October	1378.33	8.62	44.80	1.34	107	50	25	28	46	16	15	118	79%
	November	1533.05	9.59	49.82	1.49	108	52	34	34	30	27	3	120	80%
	December	1046.67	6.55	34.02	1.02	108	33	29	28	10	20	0	80	80%
2014	January	1226.75	7.68	39.87	1.19	110	39	27	33	22	26	0	95	79%
	Feb	1358.75	8.5	44.16	1.32	109	41	30	36	33	26	0	114	81%
	Mar	1250.29	7.82	40.63	1.21	109	38	28	35	26	27	0	100	79%
Total		**15179.97**	**94.99**	**493.36**	**14.73**	**109**	**506**	**298**	**354**	**358**	**291**	**22**	**1203**	**79%**

5. Local Communities

This chapter describes progress with delivery and collection of outcome data for the Local Communities projects. It reports baseline results where available. The project area includes the following:

- Community grants and neighbourhood fund measures;
- Walking and cycling infrastructure measures; and
- 20mph measures.

5.1 Delivery progress with Community Grants and Neighbourhood Fund measures

5.1.1 Overview of interventions

Interventions in the Community Grants and Neighbourhood Fund category are predominantly related to the provision of funding and expertise to help improve travel within and between local communities. They are focussed on:

- Active Neighbourhood fund grants. These grants involve community engagement through providing funding to local community groups (including additional complementary funding for promotion, awareness-raising, and events) in Bristol City Council (BCC). The intent is to empower these groups to develop initiatives to address local barriers to sustainable travel.
- Priority Neighbourhood Fund capital grants. In a similar ways to the Active Neighbourhood Fund grants, this measure provides funding to local communities in South Gloucestershire Council (SGC).
- Community Active Travel Officers (CATOs) and Walking to Health officers. These measures provide funding for officers who will work closely with local communities and assist them in engaging with Active Neighbourhood Fund grants and in the uptake of active travel initiatives. The officers are divided between BCC and SGC.

5.1.2 Delivery progress

South Gloucestershire Council's engagement in the Neighbourhood Fund was scheduled to begin in the 2013/2014 reporting period, whilst Bristol City Council continued with their second round of scheme implementation. All fourteen Neighbourhood Partnerships within Bristol and all six Priority Neighbourhoods in South Gloucestershire have been actively engaged as a part of the programme.

- South Gloucestershire began implementation of eighteen approved scheme in its six Priority Neighbourhoods. Thirteen of these schemes are scheduled for implementation during the 2014/15 period.
- A third round of Active Neighbourhood Transport Grants was delivered by Bristol City Council between November 2013 and February 2014. These were small revenue grants of up to £3,000. All fourteen Neighbourhood Partnership areas were engaged with opportunities to apply for grants. The breakdown of application and awards are as follows:
    - Application received: 42 to a value of £99,614;
    - Applications awarded: 21 to a value of £46,293.
- The Community Active Travel Officers (CATOs) have supported community groups with the delivery of grant funded projects. The breakdown of projects delivered is as follows:
    - 28 grant projects have been delivered;
    - 9 grant projects are within the Highways delivery programme; and
    - 31 grant projects are ongoing engagement projects and due for completion by March 2015.

- The CATOs have supported 62 community events to disseminate sustainable travel information and actively engage local residents in walking and cycling activities.
- The CATOs have delivered added value in communities through building capacity and making vital links broadly as follows:
    - Supporting residents access to statutory and other processes for raising concerns relating to sustainable travel, for example through Neighbourhood Forums, Park Events team and the cycle forum;
    - Encouraged and supported groups to raise the profile of their activities through a range of online, social media and publicity channels; and
    - Linked projects together to offer support that meets their needs, for example through recruiting a team of Bike Maintenance Volunteers to support three bike loan fleets in East Bristol.

5.2 Data collection plan for Community grants and neighbourhood fund measures

The evaluation approach for the Community Grants and Neighbourhood Fund measures identified in the OMP consists of the following:

- Community Grant/Fund monitoring system: Bespoke monitoring requirements have been developed for the Community Grant schemes, and this is being managed by Bristol City Council. A similar approach is being developed for South Gloucestershire.
- Community focus groups: Six community focus groups are planned to run with a selection of the successful schemes. Work is underway to identify six schemes suitable to a community focus group approach – the intention is to conduct three focus groups in Bristol and three in South Gloucestershire.
- CATO interviews: CATO interviews are planned near the end of the project period.

This section reports on evaluation activities which have occurred in the 2013/2014 reporting period. These are as follows:

- Monitoring agreements from Community Grant schemes in Bristol; and
- Summary of three focus groups with organisers and beneficiaries of Community Grant schemes in Bristol.

As a result of the implementation schedule, monitoring activities for the South Gloucestershire Neighbourhood Fund schemes and the CATOs will be reported in the 2014/2015 AOMR.

5.2.1 Community Grant monitoring agreements

Bristol City Council has provided the data from the returned monitoring agreements completed by the Community Grant scheme organisers. The results of these are currently being analysed and will be included in the next AOMR alongside data from South Gloucestershire, once this becomes available.

A case study of the Lawrence Hill Underpass scheme is included below as an example of the data collected from the monitoring agreements.

Lawrence Hill Underpass

This scheme aimed to improve aspects of an underpass at the Lawrence Hill roundabout, which provides off-road pedestrian and cycle access across the busy junction of the A420/A4320 on the North eastern outskirts of the city centre. The crossing is an important point of access and links four

areas of the city that are divided by main roads. Initial survey work by the community group identified that local residents using the underpass felt that it was unwelcoming for a number of reasons, and that this was discouraging people from using the underpass, therefore reducing accessibility to the areas it connects. Points of particular concern were issues with feeling safe when using the underpass at night and confusion over which paths led to where.

Following this initial survey work, the group applied for funding to improve the lighting and signage in the underpass, and this work was completed in quarter three of 2013. New signage and lighting was provided, as well as regular cleaning of the underpass to make it a more desirable route, as shown in Figure 1.

Figure 1 - Photograph from monitoring agreement showing one of the underpass tunnels before and after the completion of the scheme

The table below provides summary data from a before and after survey conducted by the community group to understand how perceptions of the underpass have changed since the completion of the scheme.

Table 5.1 - Change in public perception of Lawrence Hill Underpass

	Rating				Use						Sample
	Positive		Negative		Okay to use		Didn't use		Other		
	n	*%*	*n*	*%*	*n*	*%*	*n*	*%*	*n*	*%*	n
2012	13	*11*	29	*25*	45	*39*	15	*13*	13	*11*	115
2013	30	*29*	0	*0*	51	*50*	15	*14*	9	*7*	105
% change	+18		-25		+11		+1		-4		

The data suggests that there has been a general improvement in perception since the completion of the scheme. Positive ratings of the underpass increased by 18% following the completion of the improvements, whilst negative ratings dropped by 25%. In terms of actual usage, there is a mixed picture, with 18% more respondents than previously stating that they felt happy to use the

underpass, however this is not reflected in a complementary fall in the proportion of people who did not feel happy to use the underpass.

Taken together, it is evident that these findings suggest that the scheme has had a positive impact on people's perceptions of the underpass, and has contributed to a rise in the proportion of people who feel happy using the underpass.

5.2.2 Community focus groups

Three focus groups were conducted in April/May 2014 with scheme providers and beneficiaries of LSTF WEST Community Grants. Whilst this strictly falls outside of the 2013/2014 reporting period, a summary of the initial findings is presented below. A more thorough qualitative analysis will be included in the 2014/15 AOMR. The aim of this summary is to identify the key themes arising from the discussion in the groups, and to understand the impacts of the community schemes.

Art, Play, and Environment (APE) project

In the school in which the focus group was conducted, participants considered the 'Art, Play, and Environment' (APE) project successful in creating high-visibility cycling workshops for children and parents. These workshops have proved increasingly popular, and attendance at them has grown as children and parents have become used to their regular presence at the school.

One of the key impacts of the scheme has been to help address the cost barrier associated with cycling for those families who might previously have been unable to afford the necessary bikes and equipment to get their children out cycling safely in their local area. By reducing this barrier through the provision of free or discounted bikes, it was suggested that a proportion of children who had previously been unable to cycle for cost reasons could now do so. As an aspect of this, the scheme was also credited by a number of participants with either creating or reinvigorating an interest in cycling amongst parents, with the suggestion that this would be beneficial to both them and their children.

The scheme also provided a range of extra-curricular outdoor activities for children related to the development of physical and social skills and to aspects of active travel – particularly walking and developing a greater appreciation for the natural world and the local area.

Whilst the scheme produced a number of positive impacts for beneficiaries, there were some challenges to be overcome and areas for development. Scheme providers explained that the popularity of the scheme has meant that they are now operating near capacity in the cycle workshops, and so there is arguably an issue in terms of extending the benefits of the scheme to more children if there is currently no additional space to accommodate them.

In addition to this, whilst the scheme had been successful in reducing the cost barriers to children and adults cycling in their local area, it had not changed people's perception of road safety in the local area, and consequently this remained a significant barrier for a number of parents when discussing cycling with their children.

Overall, however, the discussions with beneficiaries about the scheme were very positive, and with the main message being that the scheme is doing good things. There is an appetite and opportunity for it to do more.

Playing Out

The principal impact of Playing Out that was discussed by beneficiaries was its success in encouraging and facilitating social interactions between people in the local community. The scheme had given some local residents both the impetus and the space to socialise outdoors, and has

provided children with a safe space to play in their street – which for many was a novel experience. Previous to the introduction of the scheme, most parents had not felt that it was safe for their children to play and socialise in their street because of traffic, and would have taken them either further afield to a local park, or kept them indoors.

Participants discussed a general positive change in perception of the local area for both adults and children – particularly in relation to children playing outside. Whilst not supported by all local residents, *in general,* for those that had experienced the scheme, there was the suggestion of a greater connection to their local area, and a strengthening of the sense of community.

Perhaps the most concrete impact of this scheme was the perceived change in awareness and engagement with issues of road safety and traffic awareness amongst children as a result of the scheme. The scheme enabled children to experience their local street in a safe way, as opposed to simply being told that it was a place that was 'off-limits'. This activity engagement had prompted children and parents to discuss traffic and road safety, and some parents felt this had deepened their children's understanding and awareness of these issues.

However there were also some challenges to scheme implementation, particularly in relation to getting the support of neighbours that might be opposed to the schemes, and indeed a number of schemes had failed to get off the ground as a result of objections from local residents. Some parents also explained that whilst those who had experienced the scheme generally experienced benefits, there was some negative perception amongst those who had not experienced the scheme or were trying it for the first time. There is the potential that this issue will lessen as these schemes become more widespread and visible; however there is also the opportunity to consider ways in which more information might be delivered to local residents ahead of a proposed scheme being set up.

Roll for the Soul

The Roll for the Soul café was described by its users as having become the 'hub' of Bristol's cycling culture. Bristol has experienced decent growth in levels of cycling over the past decade, however in discussion with participants they felt that up until this point there had not been a focus for the city's emergent cycling culture, and that this was what Roll for the Soul provides.

The scheme provider listed the main positive impact of the café as its success in creating a welcoming atmosphere which has attracted a relatively diverse set of customers – both cyclists and non-cyclists. The café provides space free-of-charge for cycling-related events and meetings, and the scheme beneficiaries discussed a range of cycling events which they had attended at the venue. The focus of the scheme is firmly on cycling; however its function as a café has meant that it is a popular destination for non-cyclists. It is not possible to quantify the effect of this on people's travel behaviour (there is no robust way to examine a link between non-cyclists using the café and then subsequently being encouraged to take up cycling); however it was suggested that there was the strong potential for a positive impact on people's levels of active travel simply through being gently immersed in a cycle-focussed environment. At the very least non-cycling customers were sharing the space with a broad range of different cyclists, and also had the opportunity to see the cycle maintenance workshop in action and to experience cycle-related events.

In addition to being a café, the scheme provides a workshop, which allows people to bring their bikes in for fixing, and also to learn about basic bicycle maintenance themselves. The scheme provider explained this as one of the most direct routes through which the scheme is supporting and encouraging active travel. By providing cyclists with the opportunity to learn basic bike maintenance skills from the trained mechanics, the scheme was suggested to be reducing the cost barrier to cycling through allowing people to do their own repairs.

The scheme provider explained that whilst the scheme has social objectives it is nonetheless a social enterprise, and therefore the main concern is that it be financially sustainable. The current indications are that this is going to be the case; however the scheme provider highlighted the level of commitment and cost involved in a scheme such as this, and also the uncertainty surrounding any

new enterprise in its first years of operation. The scheme beneficiaries were generally very positive about the café, however they suggested that there was the opportunity to make a different use of the space by making the cycle repair shop more visible within café to increase non-cyclists' exposure to cycling culture.

5.3 Results for Community grants and neighbourhood fund measures

The evaluation methodology relies on outcome data collected towards the end of the project and no baseline is required.

5.4 Delivery progress with Walking and Cycling infrastructure measures

5.4.1 Overview of interventions

These measures concern the provision of new infrastructure to encourage greater uptake of active travel and enhance the public realm. These measures include:

- Cycling and walking infrastructure. A number of different measures are planned to improve infrastructure across the sub-region, including:
    - Lawrence Weston link route for cyclists and pedestrians using a new cycle/foot bridge on the Lawrence Weston Road.
    - Cycling and walking improvements in key centres. To include pinch point treatments, cycle parking and infrastructure works in the central area, and new/improved route signage.
    - A continuous cycle route (mainly off-carriageway), linking Portishead, Portbury Dock, Pill, and Bristol. The scheme will improve sections of route and signing, and provide missing links.
    - An Access to Work and Skills Infrastructure Scheme in North Somerset comprised of an off-road walking and cycling route linking to existing routes and helping people to travel safely to Weston Hospital, Weston College University Campus, industrial estates, local schools, local businesses, Weston town centre and new housing and business developments planned for the old Weston airfield site.
    - Bath schemes – Claude Avenue ramp to Two Tunnels Greenway, shared cycling/walking path as part of National Cycle Network Route 4 (NCN4) cycle path to Bath Spa University and Batheaston Bridge.
    - The M32 crossing to provide a safe route across the southbound on-slip of J1 of the M32.
    - The Yate Spur to improve the cycling connection between north Bristol to Yate.
    - The Little Stoke Park cycle and walk way, which will provide an entirely new route through Little Stoke Park.
- University bike hire hub (Bath): Docking stations will be installed at Bath University and Bath Spa University, linking them to Bath's cycle hire network.
- The Weston Town Centre Gateway. Linking with other Weston-super-Mare town centre developments, the project will seek to provide legible pedestrian routes and public realm improvements, including enhancements of footways, better access, and improved street scene. The parking management system will provide variable message signs to aid motorists in destination decisions. The system will help minimise traffic circulation and assist in town-centre traffic management.

5.4.2 Delivery progress

Progress with the delivery of Walking and Cycling infrastructure schemes which occurred in the 2013/14 reporting period is presented below (these tables also include schemes completed shortly after the reporting period). These tables contain a summary of scheme completions in the reporting period, full details are in the Annual Outputs Report 2013/14.

Table 5.2 - Walking and Cycling infrastructure projects delivered in BANES

Deliverable	Opening date
Bridge across River Avon at Batheaston	**15th July 2014**
Claude Avenue Ramp	**10th Sep 2014**
New Bath cycle hire operation (Nextbike in Bath)	**17th June 2014**

Table 5.3 - Walking and Cycling infrastructure projects delivered in Bristol

Deliverable	Completion date
Secure Cycle parking delivered at Avonmouth Railway Station as part of Portside growth area travel plan in partnership with First Great Western.	**2013/2014**
Clifton Suspension Bridge Gateway largely completed to improve pedestrian access to and across this historic asset and key transport corridor for walking and cycling .	**2013/2014**
Five on-street Cycle pumps delivered at key location such as Temple Quarter Enterprise Zone, the City Centre and Clifton Down.	**2013/2014**
Stokes Croft Gateway largely completed improving pedestrian and cycling access and road crossing at a key gateway point into the city centre. Scheme leading into St James Barton roundabout where at grade crossings and other improvements are planned 2014/2015.	**2013/2014**
Castle Park Gateway complete providing much improved at grade crossing from Old Market to the City Centre greenway. Leading in to Old Market roundabout where at grade crossings and other improvements are planned 2014/2015	**2013/2014**
Bartletts Road Railway Bridge, working with Network Rail to improve access across railway for pedestrians and cyclists.	**2013/2014**
Cycle Parking, over 80 stands delivered by local partner to shops, SMEs and others for installation off-highway	**2013/2014**
Small scale 'pinch point' schemes, preliminary designs for future schemes to be taken forward and capital improvement schemes to existing greenways. Pilot of solar studs on greenway.	**2013/2014**

Table 5.4 - Walking and Cycling infrastructure projects delivered in North Somerset

Deliverable	Completion date
Installation of new LSTF-funded cycle counters on Portbury Bridle Path, A369 Pill Road shared path, and Festival Way	**January 2014**
Phase one and two of the Portishead to Bristol cycle route completed	**2013/2014**

Table 5.5 - Walking and Cycling infrastructure projects delivered in South Gloucestershire

Deliverable	Completion date
The Westerleigh Road south side crossing and Follybrook footbridge elements of the Yate Spur scheme are complete	**2013/2014**
Small infrastructure improvements around business areas as part of Area Travel Plans have been completed – including lighting, signals upgrade, crossings, footways and signage	**2013/2014**

5.5 Data collection plan for Walking and Cycling infrastructure measures

In accordance with the OMP, cycle counters across the sub-region will be used to collect data on cycling levels. Below is an overview of new monitoring facilities introduced in relation to the schemes identified above.

BANES

- Automatic cycle count site on the A4 path
- A cycle counter has been installed at Batheaston Bridge.

Bristol

- Snap shot surveys to be completed or completed for all schemes over £100,000. These to constitute the baseline data.
- Ongoing scheme-specific cycle counts through existing or new ACC infrastructure for schemes over £100,000.

North Somerset

- Automatic Cycle counter on Portbury Bridle Path
- Automatic Cycle counter on A369 Pill Road shared path
- Automatic Cycle counter on Festival way
- Pill – Portbury path automatic counter has been in operation for a number of years as a part of the National Cycle Network and is included in this analysis

South Gloucestershire

- Automatic Cycle Counter on A4174 (M32 junction 1)
- Automatic Cycle Counter on A4174 (UWE north entrance)

5.6 Results for Walking and cycling infrastructure measures

The baseline position in relation to cycling levels at the WoE sub-region level is reported in Section 3 of this report. Below are presented the most recent available statistics for scheme-specific cycle count monitoring.

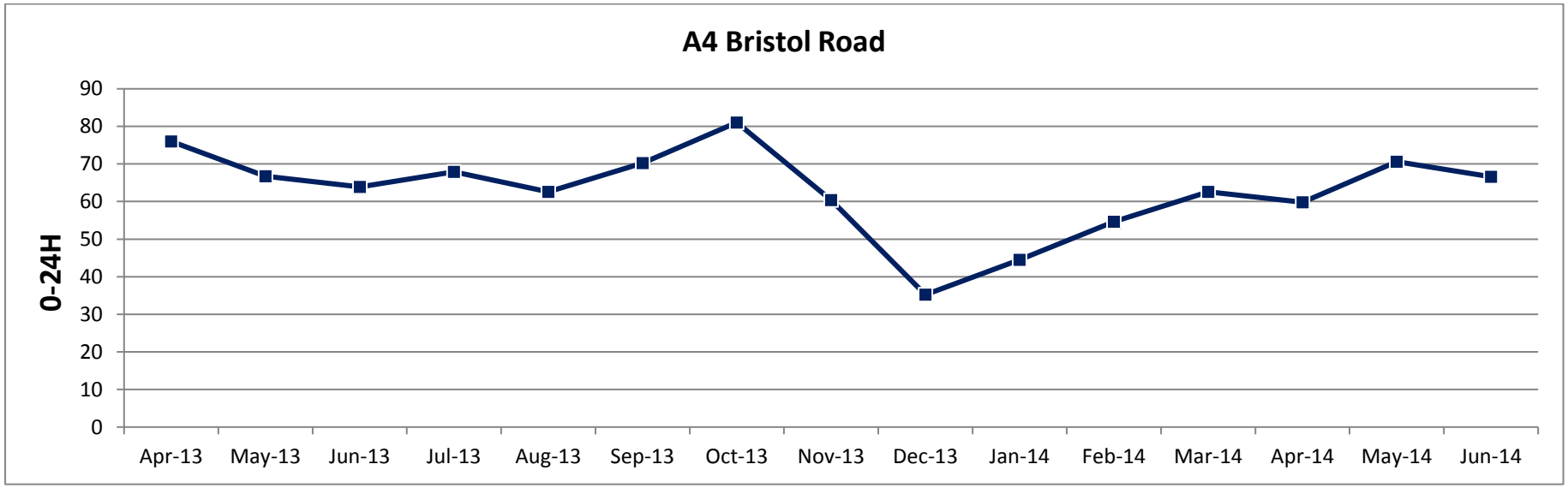
5.6.1 BANES

A4 Bristol Road cycle path

Table 5.7 – LSTF-specific cycle count data for BANES

	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14
24H 0-24	150	168	164	198	247	276	341	330	291	210	193	142	150	142	208

Figure 2 - LSTF-specific cycle count data for BANES

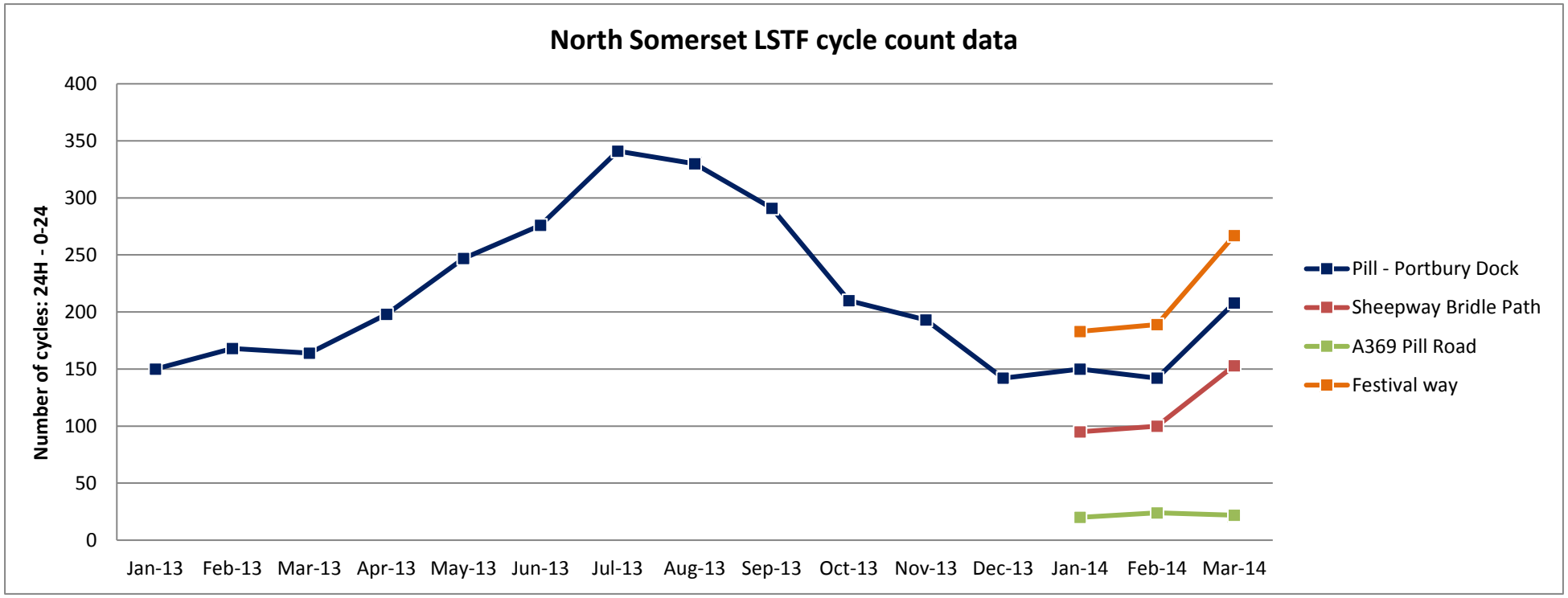


5.6.2 North Somerset

Table 5.7 – LSTF-specific cycle count data for North Somerset

	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14
Pill - Portbury Dock	150	168	164	198	247	276	341	330	291	210	193	142	150	142	208
Sheepway Path	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	95	100	153
A369 Pill Road	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	20	24	22
Festival way	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	183	189	267

Chart 22 – LSTF-specific cycle count data for North Somerset



5.7 Delivery progress with 20mph measures

5.7.1 Overview of interventions

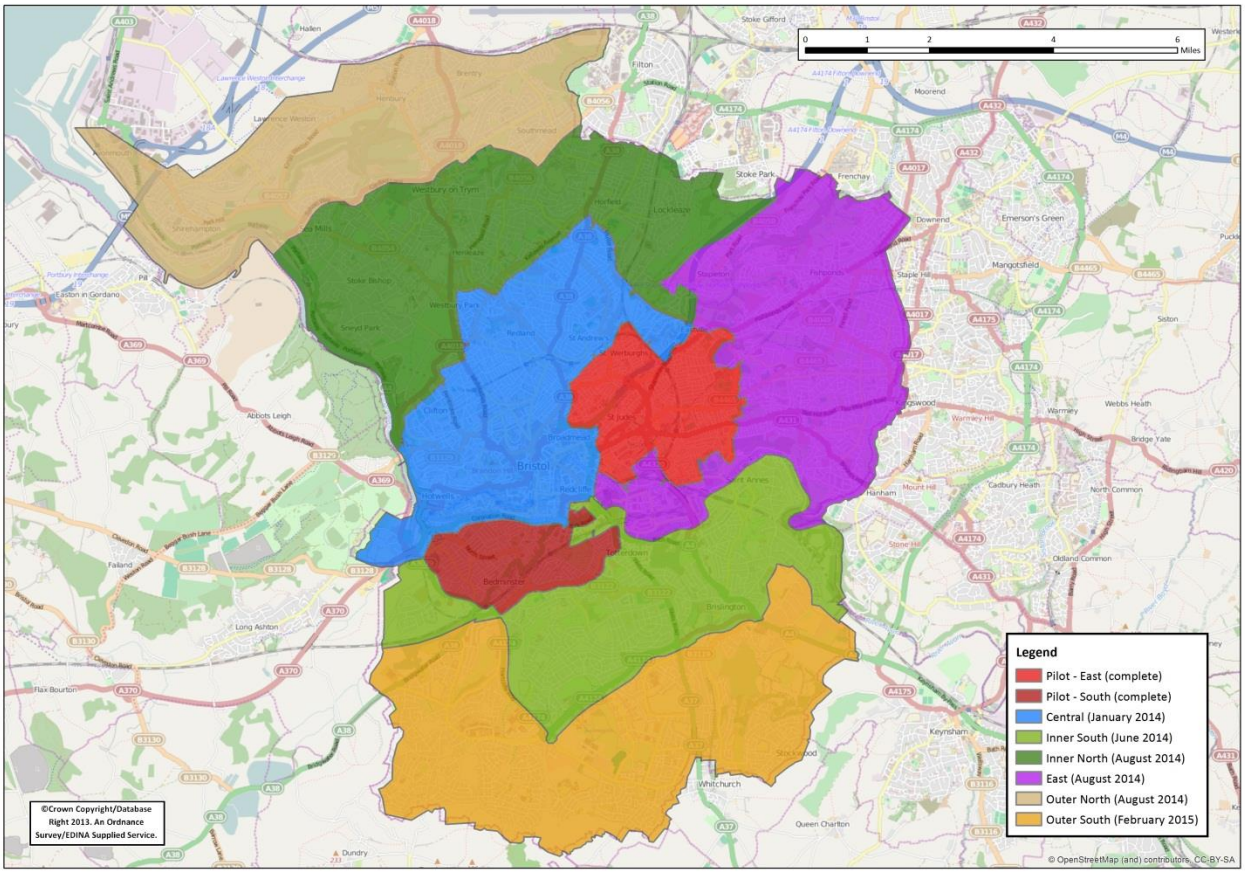
The introduction of 20mph areas across Bristol is intended to improve road safety, increase active travel and enhance the local environment. The current timetable for the roll-out of 20mph areas is presented below with Map 5.1 showing the locations of the areas.

Table 5.8 - Timetable for roll-out of 20mph measures

Phase	Date of introduction	Before HIS*	Post HIS*
Central	January 2014	20 July-3 Aug 2013	Jan 2015
Inner South	June 2014	14-27 Oct 2013	Feb 2015
Inner North	September 2014	15-28 Jan 2013	Apr 2015
East	February 2015	12-25 May 2014	Aug 2015
Outer North	April 2015	11-24 Aug 2014	Nov 2015
Outer South	June 2015	17-30 Nov 2014	Feb 2016

*Household Interview Survey

Map 5 - Phases of 20mph area roll-out in Bristol



5.7.2 Delivery progress

Progress with the delivery of the 20 mph schemes which occurred in the 2013/14 reporting period is presented below (these tables also include schemes completed shortly after the reporting period).

Table 5.9 - 20mph deliverables in Bristol

Deliverable	Completion date
Introduction of the first phase of the 20mph zone rollout across Bristol. The Central zone is now fully operational.	**January 2014**
Commencement of sustained marketing campaign throughout Bristol to encourage compliance with the new speed limits.	**2013/2014**

5.8 Data collection plan for 20mph measures

The data collection plan for 20mph is focussed on a series of before and after Household Interview Surveys (HIS) in areas in which the 20mph measures are being introduced (see Table 5.5), and on phase-specific traffic count monitoring. Use will also be made of vehicle speed data collected via TrafficMaster. The first three HIS have been completed in 2013/2014, and the results of these and the subsequent surveys will be reported over the course of the monitoring period.

5.9 Results for 20mph measures

5.9.1 Household Interview Surveys

For each of the six Phases of the 20mph rollout, a survey is being undertaken six months prior to and twelve months after implementation. Thus, 12 surveys are being carried out; 6 pre-implementation and 6 post-implementation. In each survey, a representative sample of around 250 adults living in the phase area is being interviewed face-to-face, in their homes. Quotas are set for each ward within the phase areas based on adult population density. Within each ward, quotas are then set for gender, age (16-24, 25-44, 45-64, 65+) and economic activity, based on Census data for that ward. To achieve a good geographical spread across each phase area interviews are conducted in all the Lower Level Super Output Areas within that phase area. The same questionnaire is being used in all the pre-implementation surveys. The post-implementation questionnaire is identical to the pre-implementation questionnaire in order to be able to track changes in behaviour and attitude, but with some additional questions specifically about the impact of the 20 mph speed limit.

The surveys in this reporting period were conducted in the Central zone, the Inner South zone, and the Inner North zone. The results presented here are a summary of the key findings from the full HIS reports. As no post-implementation surveys were scheduled for completion during the present reporting period, the figures below represent the baseline data for the areas surveyed. Further baseline data and comparator data from the scheduled post-implementation surveys will be included in the 2014/2015 AOMR.

Table 5.10 - Levels of cycling and walking in the local area

Central		Inner South		Inner North		East		Outer North		Outer South		Bristol total	
% pre	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*
Residents who cycle for ten minutes or more at least once per week in the local area													
31		11		15									
Residents who cycle for ten minutes or more most days in the local area													
16		4		5									
Residents who walk for ten minutes or more most days in the local area													
78		47		48									

There are similar levels of cycling in the Inner South and Inner North zones with 11% and 15% respectively cycling for ten minutes or more at least once per week, and just 4% and 5% respectively cycling most days. This is lower than in the Central zone where cycling is more popular, with 31% of people cycling for ten minutes or more once a week, and 16% cycling most days.

Similarly, of people from the Inner South and Inner North zones, 47% and 48% respectively walk for ten minutes or more on most days in their local area, this is contrasted against a higher proportion of those from the Central zone (78%) for this level of walking activity.

Table 5.11 - Levels of driving

Central		Inner South		Inner North		East		Outer North		Outer South		Bristol total	
% pre	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*
Residents who travel by car most days													
34		54		59									

The Inner North and Inner South residents have similar levels of daily car use, at 54% and 59% respectively. A smaller proportion of people who live in the Central zone use their cars most days (34%).

Table 5.12 - School travel

Central		Inner South		Inner North		East		Outer North		Outer South		Bristol total	
% pre	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*
Junior school age children who are driven to school													
9		37		35									
Junior school age children travelling to school not accompanied by an adult													
19		9		12									
Senior school age children who are driven to school													
13		12		23									
Senior school age children travelling to school not accompanied by an adult													
80		88		60									

For school travel there are some similar and some slightly different results across the three zones. Generally, as age increases far greater proportions of children are travelling to school unaccompanied by an adult. Across all the three zones there is a consistent shift of greater than 40% towards travelling unaccompanied between junior school age and senior school age. In terms of children being driven to school, for the Inner South and Inner North zones there is a consistent converse trend, where fewer senior school students are driven than junior school students. In the Central zone however this is not the case, and the results suggest that a greater proportion of senior school age children (13%) are being driven to school than junior school age children (9%).

Table 5.13 - Noise pollution from traffic

Central		Inner South		Inner North		East		Outer North		Outer South		Bristol total	
% pre	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*
Residents who are disturbed by the sound of passing traffic													
43		49		35									

Noise pollution from traffic is an issue in all three zones, with over a third of people in the Inner North zone reporting disturbance from noise (35%), rising through 43% of the Central zone residents, with finally almost half (49%) of Inner South zone residents reporting noise pollution as an issue.

Table 5.14 - Interaction with neighbours

Central		Inner South		Inner North		East		Outer North		Outer South		Bristol total	
% pre	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*
Residents who stop and speak to neighbours most days													
36		42		30									

Interaction with neighbours in the local area is lowest in the Inner North zone, where just under 1 in 3 people reported stopping to speak with neighbours most days. 36% of residents in the Central zone reported doing the same, whilst neighbourly interaction was highest in the Inner South Zone, with 42% of people stopping to chat most days.

Table 5.15 - Children's' social interaction in the local area

Central		Inner South		Inner North		East		Outer North		Outer South		Bristol total	
% pre	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*
Pre-school age children who meet or play with friends in a street near them													
25		2		19									
Junior school age children who meet or play with friends in a street near them													
71		33		43									
Senior school age children who meet or play with friends in a street near them													
66		60		62									

Around two-thirds of older children (of senior school age) meet or play with friends in the streets around them in all areas. For younger children (of junior school age), the findings show that social

interaction varies greatly by area; in the Inner South Zone 33% of junior school age children meet and play, whereas 43% do so in the Inner North Zone. In the Central zone, however, the findings suggest that 71% of children of this age meet or play with friends in local streets.

Fewer children of pre-school age across all zones would play in a street near them. In the Central zone it was reported that a quarter of children would do this (25%). In the Inner North zone this figure drops to just under a fifth (19%), whilst in the Inner South almost no children of pre-school age were reported to play on the streets in their local area (2%).

Table 5.16 - Perceptions of local area

Central		Inner South		Inner North		East		Outer North		Outer South		Bristol total	
% pre	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*
Residents whose own street feels pleasant and relaxed													
87		83		86									
Residents whose streets in the local area feel pleasant and relaxed													
86		78		81									
Residents who feel they belong in the local area													
86		88		79									
Residents who are satisfied with their local area as a place to live													
91		87		90									

Positive perceptions of the local area were generally high across the three areas. Large majorities (greater than 80%) of residents in the Central, Inner South, and Inner North zones reported that their own streets felt pleasant and relaxed. Similar proportions felt that other streets in the local area felt pleasant and relaxed, and in the Central zone 86% of people felt that they belong in their area, with 88% of those in the Inner South and 79% of those in the Inner North reporting the same. In terms of overall satisfaction with their areas, the proportions were particularly high across all the zones, with 91%, 87%, and 90% of people listing themselves as satisfied in the Central, Inner South, and Inner North zones respectively.

Table 5.17 - Perceptions of on-road safety in local area

Central		Inner South		Inner North		East		Outer North		Outer South		Bristol total	
% pre	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*
Residents who feel safe driving in local area													
89		90		87									
Residents who feel safe cycling in local area													
59		53		48									

The results suggest that most respondents feel safe driving (more than 87% of respondents), but smaller proportions feel safe cycling (between 48% and 59%). Perceptions of safety whilst driving were consistently high in all three areas (Central zone: 89%; Inner South zone 90%; Inner North zone 87%).

Table 5.18 - Perceptions of safety in local area

Central		Inner South		Inner North		East		Outer North		Outer South		Bristol total	
% pre	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*
Residents who feel safe crossing roads on foot in local area													
81		68		72									
Residents who feel local area is safe for elderly pedestrians													
58		54		53									
Residents who feel it is safe for children to play in the street on their own in the local area													
23		33		23									
Residents who feel it is safe for children to walk to school on their own in the local area													
50		48		41									
Residents who feel it is safe for children to cycle to school on their own in the local area													
29		28		21									

The number of people who reported feeling that the area was safe for themselves and others as pedestrians varied dependent on age. Relatively high proportions of respondents felt safe themselves with crossing roads in their area, with the greatest proportions of those in the Central zone feeling the most safe, at 81%. Fewer people felt that it was safe for elderly pedestrians to cross local roads. 58% of those in the central zone, 54% of those in the Inner South Zone, and 53% of those in the Inner North zone said they felt this was safe. Perceptions of the safety of children were generally less positive. First, in terms of playing out in the local area, just under a quarter (23%) of people in both the Central zone and the Inner North zone felt that this was safe for children; in the Inner South zone this proportion was higher at 33%. Greater proportions of respondents felt that it was safe for children to walk to school unaccompanied in their local area, with around half of those in the Central and Inner South zones reporting this as being safe (50%/48%), and 41% of those in the Inner North feeling the same. Perceptions of safety for children cycling to school unaccompanied however were again less positive, with 29% in the Central zone, 28% in the Inner South Zone, and 21% of those in the Inner North zones feeling this was safe.

Table 5.19 - Awareness of the 20mph scheme rollout

Central		Inner South		Inner North		East		Outer North		Outer South		Bristol total	
% pre	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*	*% pre*	*% post*
Residents who are aware of imminent introduction of 20mph limit to own area													
34		29		42									
Residents who are aware of introduction of 20mph limit elsewhere in the city													
N/A		62		79									

Generally, respondents were more aware of the 20mph rollout in other areas of the city than their own area. Awareness of the imminent introduction of the scheme in their own area was highest amongst residents in the Inner North zone, at 42%; residents in the Inner South zone were least aware at 29%, whilst 34% of those in the Central zone reported being aware. This is contrasted against levels of awareness of the 20mph zone in other areas: 62% of those in the Inner South and

79% of those in the Inner North were aware of the schemes rolling out in other areas, if not their own.

Table 5.20 - Perceptions of anti-social driving practices

	Central		Inner South		Inner North		East		Outer North		Outer South		Bristol total	
	% pre	% post	% pre	% post	% pre	% post	% pre	% post	% pre	% post	% pre	% post	% pre	% post
When residents think it is anti-social to drive over the speed limit on residential streets														
Always	88		85		80									
Some-times	11		12		18									
Never	0		1		0									
Don't know	0		3		1									
When residents think it is anti-social to drive over the speed limit on main roads														
Always	65		72		70									
Some-times	34		24		28									
Never	0		1		1									
Don't know	0		3		1									

Perceptions of the anti-social nature of breaking the speed limit in general became more negative on residential streets and less negative on main roads. Higher proportions of people across all of the areas felt it was sometimes acceptable to break the speed limit on main roads, and it was more acceptable than to do so on residential roads.

Table 5.21 - Support for 20mph scheme

Central		Inner South		Inner North		East		Outer North		Outer South		Bristol total	
% pre	% post	% pre	% post	% pre	% post	% pre	% post	% pre	% post	% pre	% post	% pre	% post
Residents in favour of 20mph in their own street													
74		77		72									
Residents in favour of 20mph on local residential streets													
80		76		73									
Residents in favour of 20mph on local main roads													
35		36		26									

Generally, support for the 20mph scheme was high on local residential streets, but considerably lower on local main roads. Whilst approximately 70-80% of respondents across the three areas expressed support for the 20mph scheme in both their own streets and other local residential streets, only a quarter to just over a third of people supported its rollout on local main roads.

6. Public Transport

This section describes progress with delivery and collection of outcome data for the Public Transport project area.

6.1 Delivery progress with Public Transport

6.1.1 Overview of interventions - Services and infrastructure

The majority of the WEST Public Transport measures fall into the category of improvements to services and infrastructure. These measures are focused on:

- The creation of new bus services. A number of new bus routes have been implemented:
  - The X18 commuter bus service running from Kingswood to Aztec West.
  - An express commuter coach service running from Weston-super-Mare to the North Fringe of Bristol.
  - An extension of the Greater Bristol Bus Network (GBBN) route to Portishead through the introduction of two new services, the X2 and the X3. These add to the already-existing X1 service, which was introduced as part of the Key Commuter Routes programme and was operational before the start of WEST.
  - The number 19 and number 13 university bus services. These services extend the universities' bus network to Bradley Stoke and the University of Bristol. In the case of the number 13 service, the LSTF scheme provided for an extension to the existing 13 service, moving the northern terminus from UWE Frenchay Campus to Bradley Stoke. As of September 2014, this extension of the 13 was discontinued by Wessex and replaced this part of the route with a new number X74 service.
  - Community transport and demand-responsive commuter services. Four minibuses have been provided to operate a community transport service and a demand-responsive service to link communities in North Somerset to each other and the GBBN, improving access to employment opportunities for residents.
- Bus punctuality improvements being implemented on a number of routes through infrastructure development including the following:
  - The A4174;
  - Little Stoke Lane; and
  - Emersons Way.
- Infrastructure improvements made on the 24/25 route and the 6/7 route in Bristol.
- Financial support measures providing funding for the expansion of services and the implementation of promotions, including:
  - GBBN service enhancements. This measure will provide financial support to increase services on the 379 (Midsomer Norton – Bristol)

6.1.2 Overview of interventions - On-board improvements and service promotion

A number of the WEST measures together with Better Bus Area funded schemes involve improvements to the on-board travel environment, the provision of travel information, and the promotion of services. These measures include:

- Improvements to Real Time Information (RTI) provision. These measures involve the implementation of new RTI units on buses and RTI displays at bus stops, as follows:
  - RTI on all buses in the sub-region. This measure aims to cover all services in all four authorities within the WEST sub-region. It should be noted that this is an umbrella measure containing all other individual RTI measures.

- Next-stop displays and audio announcements to be installed on at least 75 buses allocated to GBBN routes.
- Network management measures in BANES to improve bus priority at traffic signals and to improve RTI on services as described above.
- Wi-Fi installation on 300 buses in the WEST sub-region. The aim of this measure is to improve the passengers' experiences of riding the bus through the provision of free internet access for use during the journey.

6.1.3 Delivery progress

Progress with the delivery of Public Transport schemes which occurred in the 2013/14 reporting period is presented below (these tables also include schemes completed shortly after the reporting period).

Table 6.1 - Public transport projects delivered in 2013/14

Deliverable	Completion date
New Kings Ferry commuter coach service introduced. This is an express service linking Weston-super-Mare, Clevedon, and Portishead with large employer sites on the North Fringe.	**November 2013**
New service introduced linking Bristol Airport and other major employment sites to the strategic bus corridor and mainline rail.	**November 2013**
Kick Start funding enhanced the services between Portishead and Bristol, increasing the frequency to operate every 15 minutes with an upgrade in vehicles and a strong brand identity simplifying the service from 3 services into 2.	**March 2013 and September 2013**
Completion of a study into public transport priority at traffic signals on the A4 between Keynsham and Bath.	**January 2014**
A range of improvements to public transport infrastructure (including: bus shelters, RTI displays, and raised kerbs) in High Littleton, Marksbury, Paulton, and Keynsham.	**Phase 1 March 2014 Phase 2 2014/15**
Installation of bus punctuality improvements at Emersons Way	**September 2013**
Expansion of public transport information provision in Bath, with new rail timetables and a city centre map now available.	**2014/2015**
Commencement of improvements to the 24/25 route in Bristol, including bus shelter improvements.	**December 2013**

6.2 Data collection plan

Data collection for Public Transport measures involves satisfaction surveys on corridors served by new or enhanced services, and collecting service specific patronage figures.

The WEST bus passenger satisfaction survey has been developed from the existing GBBN satisfaction survey. This allows comparability to be maintained with historic GBBN satisfaction data, whilst at the same time allowing for the introduction of questions relevant to the WEST project. The data

collection schedule for Public Transport remains unchanged from that reported in Appendix 16 of the OMP.

Service specific patronage figures will be available for all services benefitting from LSTF funding. Work is underway to compile the data for these services and this will be reported in the 2014/15 AOMR.

6.3 Results for Public Transport

This section presents data collected during the reporting period. In some cases it has been appropriate to report summary patronage and satisfaction data before this period (where it is available) to show patterns of change.

6.3.1 Commuter bus and coach services

Bus user surveys were conducted in March 2014 on LSTF-funded bus and coach services serving the North Fringe employment area in the West of England. The surveys were aimed at understanding whether or not the new bus services have attracted car commuters and how satisfied users are with the services. It is planned to repeat the surveys in March 2015 to assess changes in user profiles.

Service context

There are two relevant services which have been introduced to provide enhanced public transport access to the North Fringe employment area in the West of England.

X18 Express Commuter Bus Service

The X18 is an express commuter bus service which was introduced in December 2012 and is operated by the FirstGroup. The X18 service links residential areas in the east of Bristol with large employer sites in the North Fringe of Bristol. A service diagram of the X18 route is included below.

The X18 service operates four services in the morning peaks inbound from Kingswood/Emersons Green to the North Fringe, and four services in the morning and afternoon peaks outbound from the North Fringe to Kingswood/Emersons Green. Both the morning and afternoon peak services run at half-hour intervals from 6.00am and 3.25pm respectively.

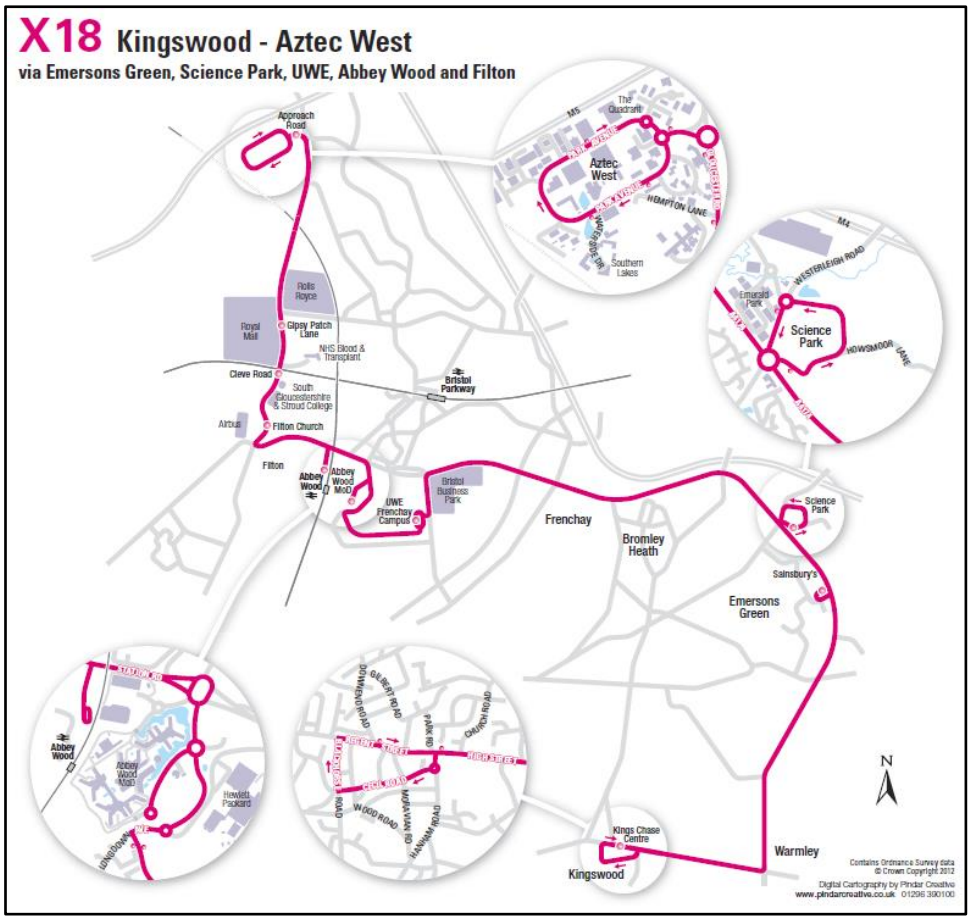


Figure 3 - X18 service diagram. ***Available from:***
www.travelwest.info/sites/default/files/documents/Route-X18.pdf

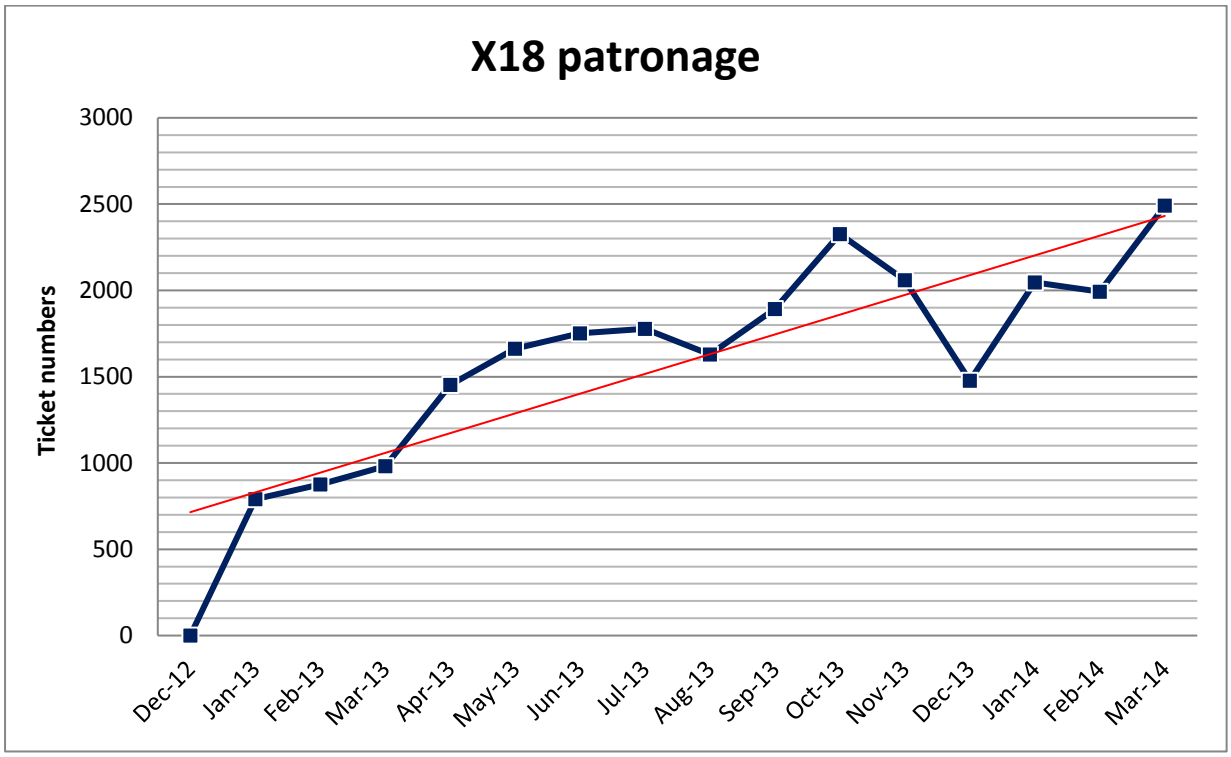
Since its introduction the X18 service has experienced a steady and significant growth in patronage, shown in shown in Table 6.2 and Chart 23 below.

Table 6.2 - X18 patronage figures

2013	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**	**Oct**	**Nov**	**Dec**	**Total**
	790	875	982	1452	1662	1752	1777	1629	1892	2326	2059	1476	**18672**

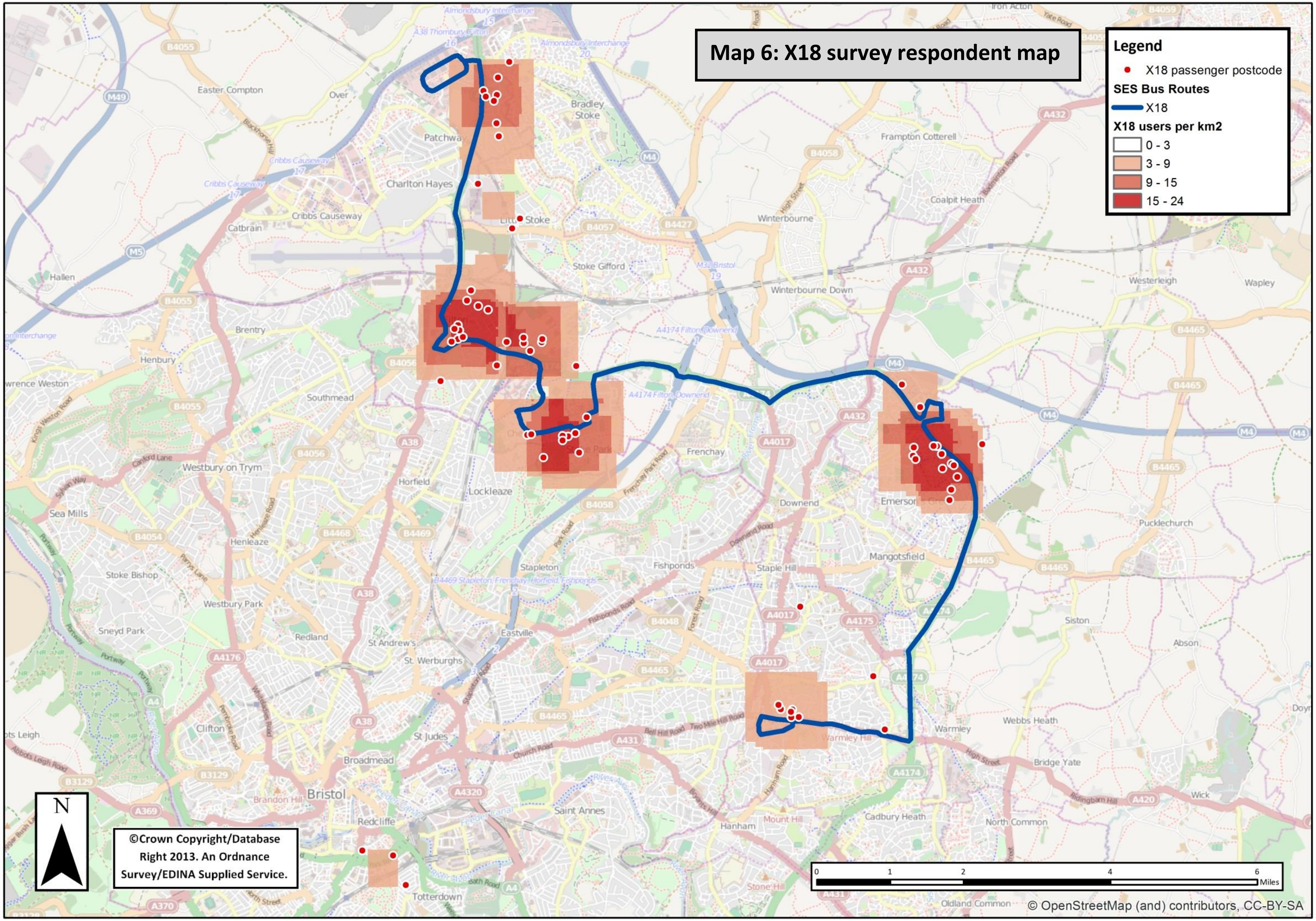
2014	**Jan**	**Feb**	**Mar**
	2047	1992	2491
% +/-	***61%***	***56%***	***61%***

Chart 23 - X18 monthly patronage data



The service is designed as a fast and hassle-free journey for commuters. Buses running on the X18 route are equipped with free Wi-Fi, on-board screens displaying next-stop announcements and BBC news, and comfortable seating with extended space. The aim of this approach is to provide a travel experience which will encourage commuters out of their cars and on to public transport for their journeys to and from work.

As a part of the LSTF bus satisfaction surveys, respondents are asked to provide their home postcode. This data has been used to understand where passengers are travelling from, and to map areas of higher and lower service demand. The spatial distribution of survey respondents on the X18 service is presented in Map 6.


Map 6: X18 survey respondent map
Legend
X18 passenger postcode
SES Bus Routes
X18
X18 users per km2
0 - 3
3 - 9
9 - 15
15 - 24
N
©Crown Copyright/Database Right 2013. An Ordnance Survey/EDINA Supplied Service.
0
1
2
4
6
Miles
© OpenStreetMap (and) contributors, CC-BY-SA
Easter Compton
Over
Bradley Stoke
Patchway
Charlton Hayes
Cribbs Causeway
Catbrain
Little Stoke
Stoke Gifford
Frampton Cotterell
Coalpit Heath
Winterbourne
Winterbourne Down
Westerleigh
Wapley
Hallen
Brentry
Henbury
Lawrence Weston
Southmead
Westbury on Trym
Horfield
Lockleaze
Frenchay
Downend
Emersons Green
Pucklechurch
Mangotsfield
Staple Hill
Fishponds
Stapleton
Sea Mills
Henleaze
Stoke Bishop
Westbury Park
Sneyd Park
Redland
St Andrew's
St. Werburghs
Eastville
Siston
Abson
Webbs Heath
Warmley
Warmley Hill
Bridge Yate
Wick
North Common
Cadbury Heath
Hanham
Mount Hill
Saint Annes
St Judes
Broadmead
Bristol
Clifton
Redcliffe
Brandon Hill
Totterdown
Oldland Common
Stone Hill
Iron Acton

Kings Ferry North Bristol Commuter Coach Service

The Kings North Bristol commuter coach service was introduced in November 2013 and is operated by Kings Ferry. The service links the towns of Portishead and Weston-super-Mare to the major employer sites in the North Fringe of Bristol. The service runs in the morning and afternoon peak times, and travels only inbound in the morning peak, and only outbound in the afternoon peak. The Kings Ferry service operates four services in the morning peak inbound from Weston-Super Mare to the North Fringe (6.15am, 6.45am, 7.15am, 8.08am), and then four return services in the afternoon peak (4.10pm, 5.15pm, 6.00pm, 6.30pm). It operates four services in the morning peak inbound from Portishead to the North Fringe (6.45am, 7.45am, 8.20am, 9.00am), and then four return services in the afternoon peak (4.00pm, 4.45pm, 5.15pm, 6.30pm).

The Kings Ferry service also aims to offer a premium service with the rationale that the desirable (or 'executive') travel experience offered on Kings Ferry coaches can attract commuters away from their cars. The Kings Ferry service offers an extended range of facilities on-board, including free Wi-Fi, reclining seats, air conditioning, refreshments, and toilets.

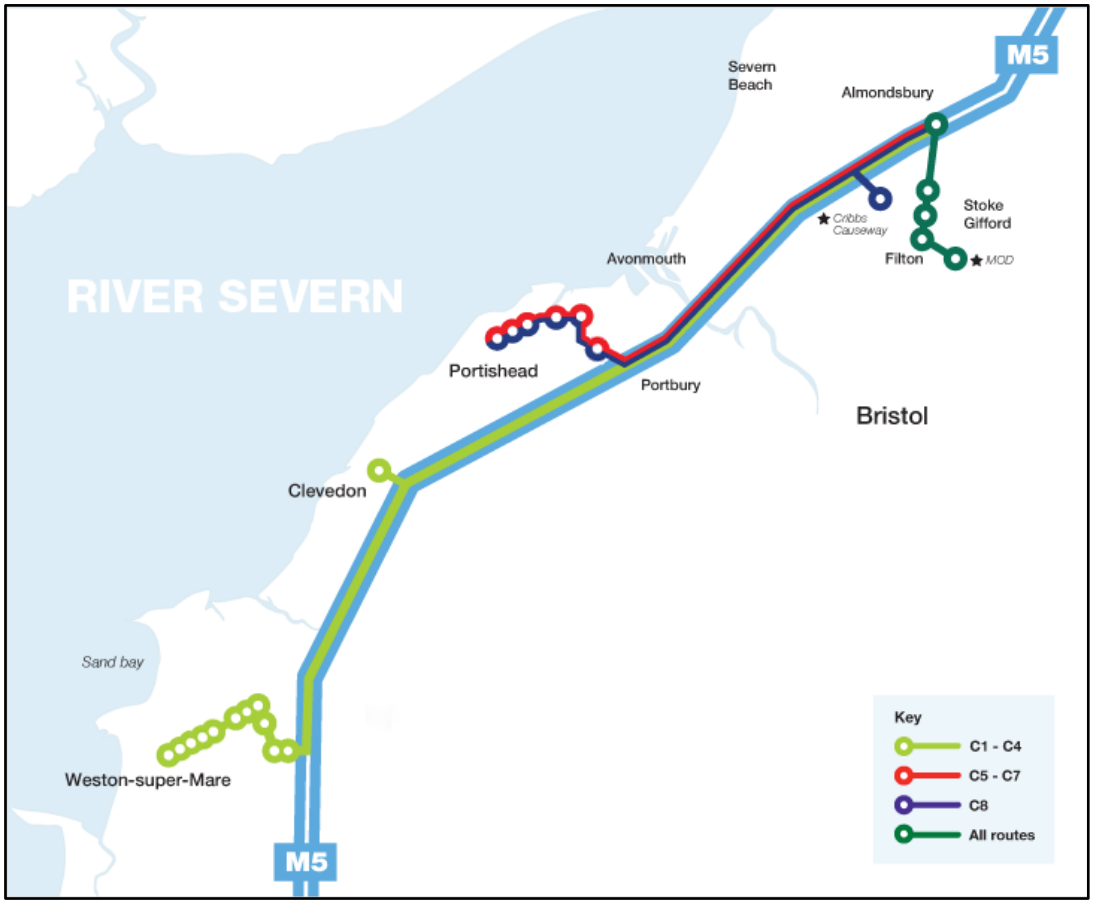


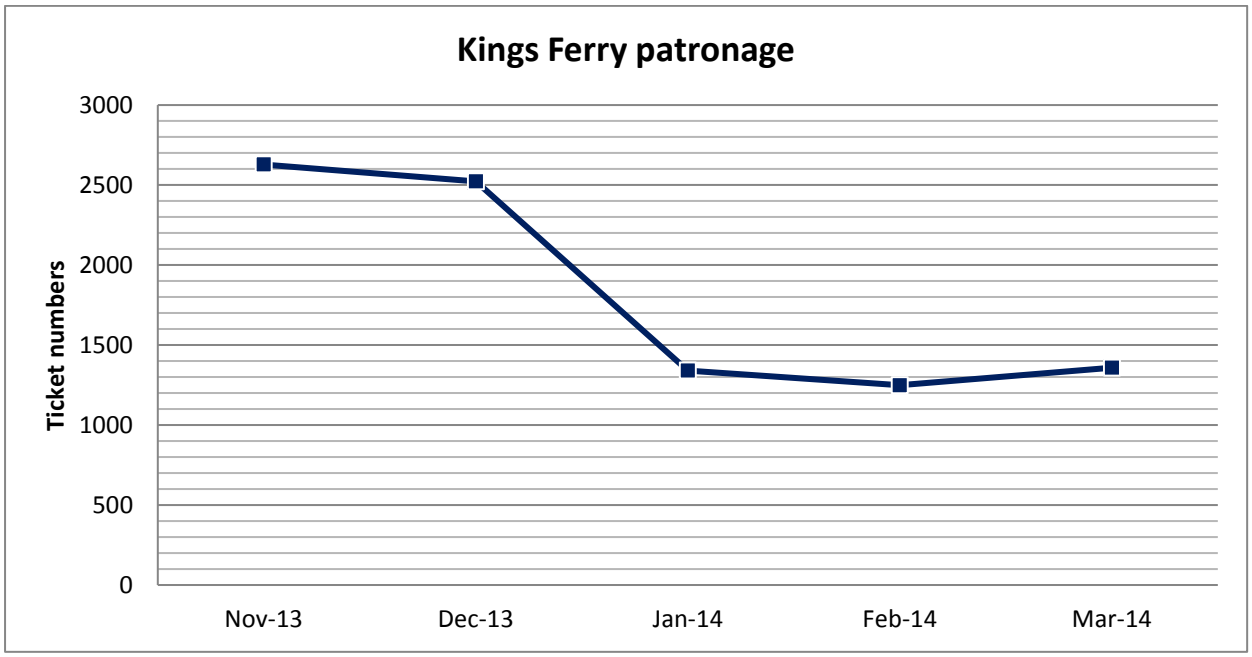
Figure 4 - Kings Ferry service diagram. ***Available from:*** ***www.thekingsferry.co.uk/north-bristol/route-map***

Between its inception in November 2013 and the end of the reporting period in March 2014, the Kings Ferry service recorded a total of 9,098 passenger journeys:

Table 6.3 – Kings Ferry patronage figures

Nov-13	Dec-13	Jan-14	Feb-14	Mar-14
2628	2522	1341	1249	1358

Chart 24 - Kings Ferry patronage data



It should be noted that as a part of the launch of the service, free fares were offered for the first two months of operation (November and December 2013). The data suggest that this offer was responsible for attracting particularly high levels of use during the first two months, followed by a drop in patronage when fares were introduced. In the three months of operation since the introduction of fares, levels of patronage have remained relatively stable. A clearer picture on trends in patronage on this new service will be available in the AOMR 2014/2015.

Conduct

The X18 satisfaction survey was conducted over two days (3rd and 4th March 2014), with all services in the morning peak surveyed on the first day, and services in the afternoon peak surveyed on the second day. The survey collected 133 valid responses; ticketing data for the journeys is being sought from the operators to provide an accurate response rate, however anecdotal feedback from the enumerators leads to an estimate of between 90 and 95% of passengers on surveyed services participating. The Kings Ferry satisfaction survey was conducted on a single day (6th March 2014) on all of the services in the morning peak. In total, 37 passengers travelled on these services, and 36 of these agreed to participate, giving a response rate of 97%.

6.4 Satisfaction survey results

Gender

Table 6.4 – Gender of survey respondents

All Gender	N	%	X18 Gender	N	%	Kings Ferry Gender	N	%
Male	90	*53.3*	Male	65	*48.9*	Male	25	*69.4*
Female	79	*46.7*	Female	68	*51.1*	Female	11	*30.6*
Total	169		Total	133		Total	36	

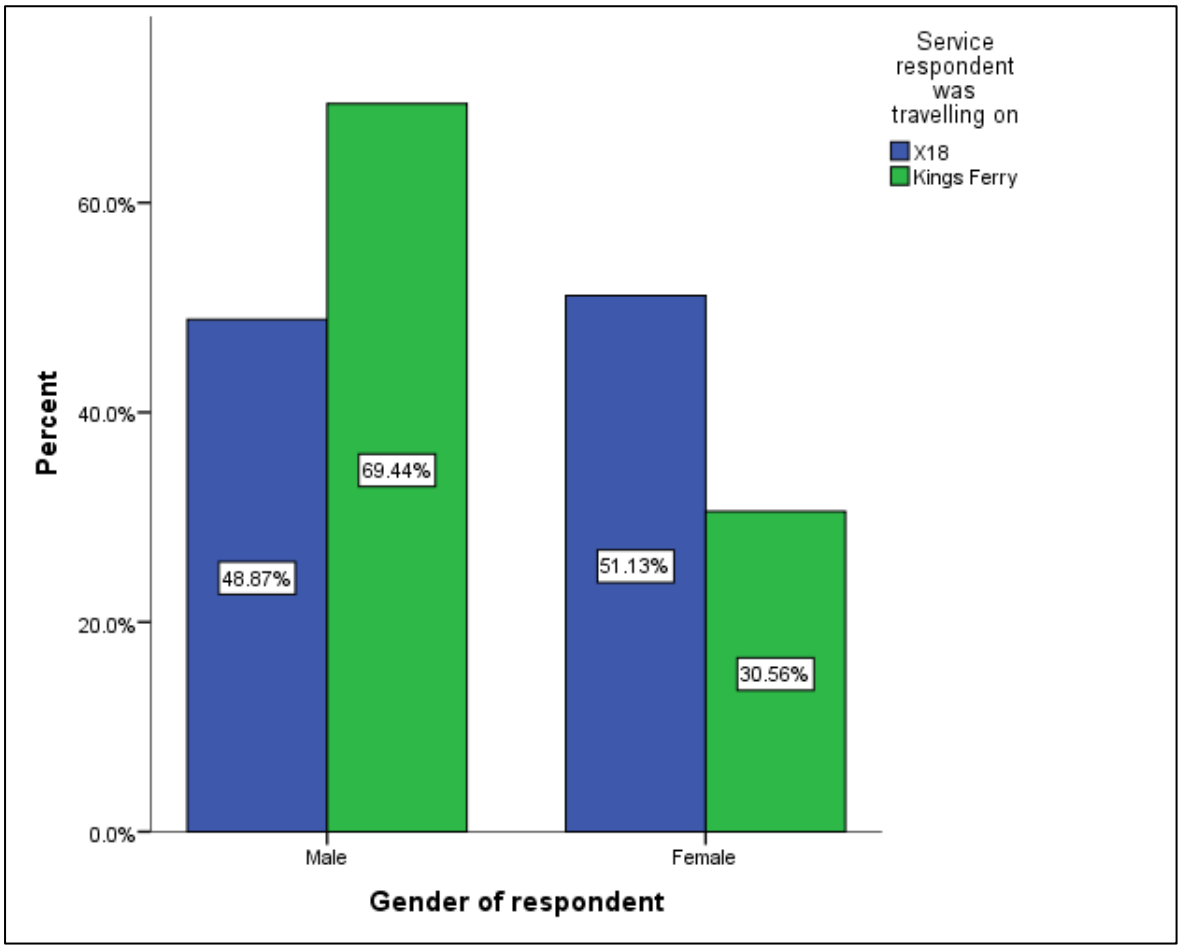


Chart 25 - Gender of survey respondents

The results for gender demonstrate that at the aggregate level there were slightly more men travelling than women, with 53.3% of respondents being male compared to 46.7% female. When the services are examined in isolation it is clear that this result is produced by a gender disparity on the Kings Ferry service – on which 25 men (69.4%) were travelling in comparison to 11 women (30.6%). On the X18 service the gender ratio is relatively even, with 65 men travelling (48.9%) compared to 68 women (51.1%).

The results suggest that either there is a higher proportion of men in the population of those making journeys from the areas served by the Kings Ferry into the North Fringe, or that the Kings Ferry service is particularly attractive to male passengers; however additional data is needed to better understand this suggestion.

Age

Table 6.5 – Age of survey respondents

All			X18			Kings Ferry		
Age	**N**	***%***	**Age**	**N**	***%***	**Age**	**N**	***%***
17-20	15	*11.3*	17-20	10	*10.3*	17-20	5	*13.9*
21-29	21	*15.8*	21-29	15	*15.5*	21-29	6	*16.7*
30-39	33	*24.8*	30-39	28	*28.9*	30-39	5	*13.9*
40-49	45	*33.8*	40-49	36	*37.1*	40-49	9	*25.0*
50-59	10	*7.5*	50-59	3	*3.1*	50-59	7	*19.4*
60-69	7	*5.3*	60-69	4	*4.1*	60-69	3	*8.3*
70+	2	*1.5*	70+	1	*1.0*	70+	1	*2.8*
Total	133		Total	97		Total	36	

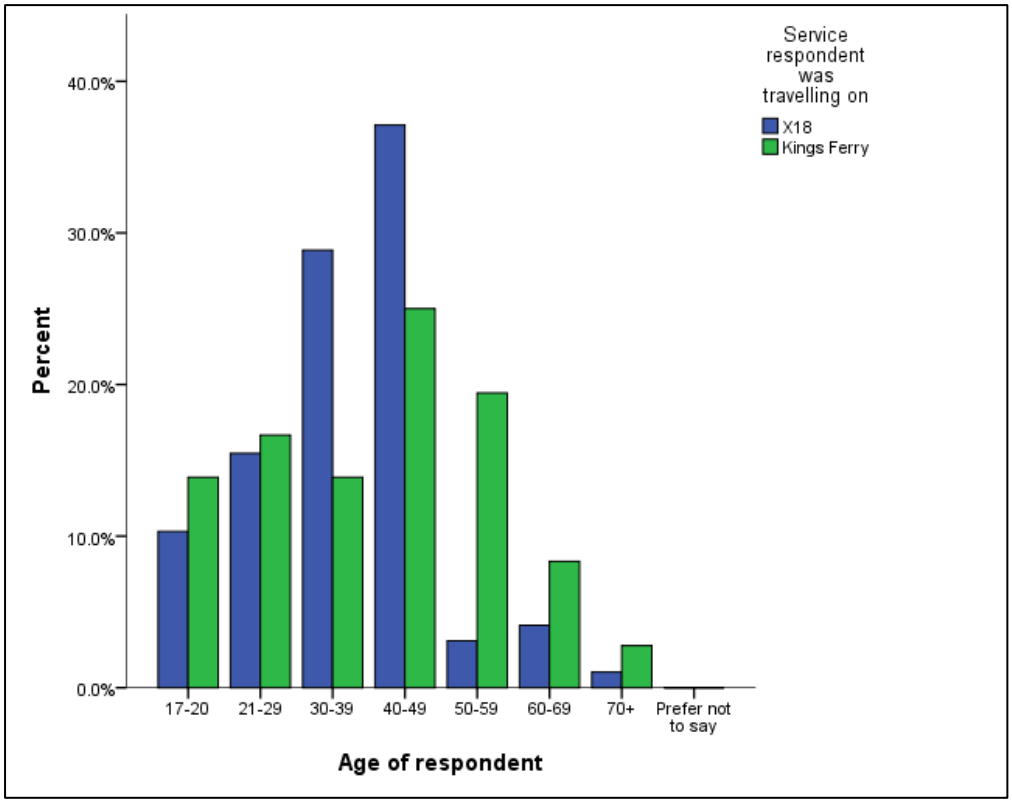


Chart 26 - Age of survey respondents

The results for age show that at the aggregate level the services are being used in the greatest number by people in the middle age ranges, with relatively fewer people from the older and younger ages travelling on the services. There are particularly low numbers of travellers aged over 60 using the services in comparison to other groups, and this is likely to be a result of the services being mainly used by commuters, with less patronage from those of retirement age.

When considered separately, it is evident that higher numbers of passengers travelling on the Kings Ferry are from slightly older age categories than those on the X18. On the X18, the numbers of passengers in the different age categories rises steadily from 17-20 (10 passengers/10.3%) through 40-49 (36 passengers/37.1%), however only 8.2% of passengers over 49 are recorded as travelling on the service. On the Kings Ferry, numbers of passengers are relatively stable through the younger age categories, before there is a peak at the 40-49 and 50-59 age groups, with reasonable proportions of passengers from the 60-69 age group also travelling.

This suggests that the Kings Ferry might be particularly attractive to older travellers, potentially in more senior positions in employment – which would fit with the 'executive' focus of the service. More data is required to interrogate this further however.

Journey purpose

Table 6.6 – Journey purpose of survey respondents

All Journey Purpose	**N**	***%***	**X18 Journey Purpose**	**N**	***%***	**Kings Ferry Journey Purpose**	**N**	***%***
Business	7	*4.2*	Business	0	*0*	Business	7	*20.6*
Commuting	130	*77.8*	Commuting	106	*79.7*	Commuting	24	*70.6*
Leisure	9	*5.4*	Leisure	7	*5.3*	Leisure	2	*5.9*
Education	14	*8.4*	Education	14	*10.5*	Education	0	*0*
Shopping	5	*3.0*	Shopping	4	*3.0*	Shopping	1	*2.9*
Other	2	*1.2*	Other	2	*1.5*	Other	0	*0*
Total	167		Total	133		Total	34	

In terms of journey purpose, the results demonstrate that both services are catering to a core ridership of commuters, with much smaller proportions of passengers travelling for education, leisure, and shopping.

Overall, 77.8% of passengers were travelling for the purposes of employment. On the X18, 79.7% of passengers were commuters, and on the Kings Ferry, 24 out of 34 passengers (70.6%) were travelling for employment, with a further 7/34 (20.6%) travelling for business.

These results show that both services have been successful in attracting their 'core' market of commuters, and it is evident that they are predominantly being used for the purposes of accessing employment.

Frequency of travel on service

Table 6.7 – Frequency of service use amongst service respondents

All Frequency of use	**N**	***%***	**X18 Frequency of use**	**N**	***%***	**Kings Ferry Frequency of use**	**N**	***%***
Almost every day	93	*60.4*	Almost every day	70	*58.8*	Almost every day	23	*65.7*
At least once a week	32	*20.8*	At least once a week	26	*21.8*	At least once a week	6	*17.1*
About 1-3 times a month	20	*13.0*	About 1-3 times a month	18	*15.1*	About 1-3 times a month	2	*5.7*
Less often	9	*5.8*	Less often	5	*4.2*	Less often	4	*11.4*
Total	154		Total	119		Total	35	

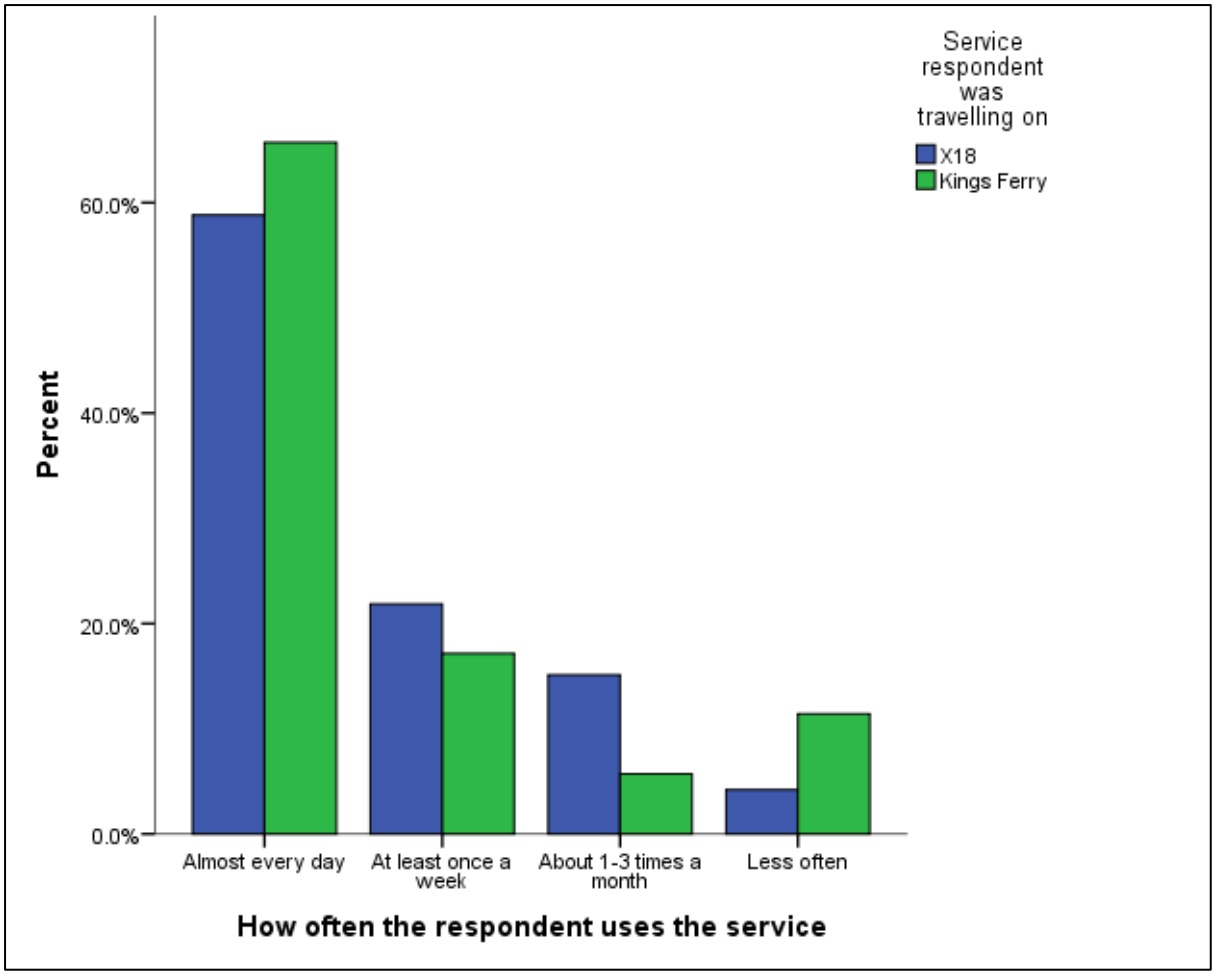


Chart 27 - Frequency of service use amongst survey respondents

The results show that the highest proportions of users across both services are very regular users. In total, 60.4% use the services almost every day, and a further 20.8% use the services at least once a week.

Passenger satisfaction

Table 6.8 – Overall standard of the service

All Satisfaction	**N**	***%***	**X18 Satisfaction**	**N**	***%***	**Kings Ferry Satisfaction**	**N**	***%***
Very satisfied	29	*17.5*	Very satisfied	4	*3.1*	Very satisfied	25	*69.4*
Satisfied	61	*36.7*	Satisfied	50	*38.5*	Satisfied	11	*30.6*
Neutral	66	*39.8*	Neutral	66	*50.8*	Neutral	0	*0*
Dissatisfied	10	*6.0*	Dissatisfied	10	*7.7*	Dissatisfied	0	*0*
Very dissatisfied	0	*0*	Very dissatisfied	0	*0*	Very dissatisfied	0	*0*
Total	166		Total	130		Total	36	

Table 6.9 – Punctuality of services

All Satisfaction	N	%	X18 Satisfaction	N	%	Kings Ferry Satisfaction	N	%
Very satisfied	21	*12.8*	Very satisfied	0	*0*	Very satisfied	21	*58.3*
Satisfied	37	*22.6*	Satisfied	26	*20.3*	Satisfied	11	*30.6*
Neutral	90	*54.9*	Neutral	86	*67.2*	Neutral	4	*11.1*
Dissatisfied	16	*9.8*	Dissatisfied	16	*12.5*	Dissatisfied	0	*0*
Very dissatisfied	0	*0*	Very dissatisfied	0	*0*	Very dissatisfied	0	*0*
Total	164		Total	128		Total	36	

Table 6.10 – Frequency of services

All Satisfaction	N	%	X18 Satisfaction	N	%	Kings Ferry Satisfaction	N	%
Very satisfied	15	*9.4*	Very satisfied	0	*0*	Very satisfied	15	*45.5*
Satisfied	45	*28.3*	Satisfied	30	*23.8*	Satisfied	15	*45.5*
Neutral	82	*51.6*	Neutral	80	*63.5*	Neutral	2	*6.1*
Dissatisfied	17	*10.7*	Dissatisfied	16	*12.7*	Dissatisfied	1	*3.0*
Very dissatisfied	0	*0*	Very dissatisfied	0	*0*	Very dissatisfied	0	*0*
Total	159		Total	126		Total	33	

Table 6.11 – Value for money of the journey

All Satisfaction	N	%	X18 Satisfaction	N	%	Kings Ferry Satisfaction	N	%
Very satisfied	13	*8.2*	Very satisfied	0	*0*	Very satisfied	13	*37.1*
Satisfied	47	*29.7*	Satisfied	35	*28.5*	Satisfied	12	*34.3*
Neutral	70	*44.3*	Neutral	64	*52.0*	Neutral	6	*17.1*
Dissatisfied	26	*16.5*	Dissatisfied	24	*19.5*	Dissatisfied	2	*5.7*
Very dissatisfied	2	*1.3*	Very dissatisfied	0	*0*	Very dissatisfied	2	*5.7*
Total	158		Total	123		Total	35	

Table 6.12 – Availability of timetable and route information

All Satisfaction	N	%	X18 Satisfaction	N	%	Kings Ferry Satisfaction	N	%
Very satisfied	23	*15.9*	Very satisfied	0	*0*	Very satisfied	23	*65.7*
Satisfied	26	*17.9*	Satisfied	19	*17.3*	Satisfied	7	*20.0*
Neutral	80	*55.2*	Neutral	76	*69.1*	Neutral	4	*11.4*
Dissatisfied	15	*10.3*	Dissatisfied	15	*13.6*	Dissatisfied	0	*0*
Very dissatisfied	1	*0.7*	Very dissatisfied	0	*0*	Very dissatisfied	1	*2.9*
Total	145		Total	110		Total	35	

Passenger satisfaction with the services is generally high across all of the categories measured. The data show that in general Kings Ferry passengers gave consistently high ratings of satisfaction, with very few instances of dissatisfaction with any aspect of the service recorded. On the X18, there is a greater spread of responses; however generally responses are positive.

The majority of passengers, 54.2%, were either satisfied or very satisfied with overall levels of services. On the X18, more passengers reported themselves as satisfied or very satisfied (41.6%) than dissatisfied (7.7%), although 'neutral' was the most common response (50.8%). On the Kings Ferry, all passengers reported either being satisfied or very satisfied, with the majority (25/36: 69.4%) reporting themselves as very satisfied.

Again, at the aggregate a higher proportion of passengers were either satisfied or very satisfied (35.4%) with the punctuality of the services than were dissatisfied (9.8%). Following a similar pattern, on the X18 the majority of passengers reported themselves as neutral (67.2%), however a higher proportion of passengers in this case reported themselves as more satisfied than as dissatisfied. On the Kings Ferry, satisfaction with punctuality was again high, with 32 out of 36 passengers (88.9%) reporting themselves as either satisfied or very satisfied.

For the frequency of services, the patterns are repeated: taken together, more respondents were either satisfied or very satisfied (37.7%) with the frequency of services than were dissatisfied (10.7%). When looking at the X18, the majority of passengers reported themselves neutral (63.5%), however a higher proportion of passengers listed themselves as satisfied (30/126: 23.8%) than as dissatisfied (16/126: 12.7%). In the case of the Kings Ferry, the vast majority of passengers reported good levels of satisfaction, with 30/33 (90.9%) listing themselves as either satisfied or very satisfied.

When considering satisfaction with value for money, there is slightly more dissatisfaction. At the aggregate level, a higher proportion of passengers remain either satisfied or very satisfied with value for money (37.9%) than are dissatisfied or very dissatisfied (17.8%). On the X18 the majority are again neutral (52.0%), with a greater number of passengers reporting themselves as satisfied (28.5%) than as dissatisfied (19.5%). In terms of the Kings Ferry, the majority of passengers still reported themselves as either satisfied or very satisfied (25/35: 71.4%), however here 6/35 passengers (17.1%) reported themselves as neutral, and 4 out of 35 passengers (11.4%) reported being either dissatisfied or very dissatisfied. The findings for value for money suggest that for the Kings Ferry service fares are a significant issue for a small proportion of passengers. It should be noted however that whilst it is worth looking into this issue in greater detail, the majority of passengers on the service were nonetheless satisfied with the value for money.

Finally, when considering satisfaction with the availability of timetable and route information, the previous pattern is resumed, with a higher proportion of passengers being either satisfied or very satisfied with the information provided (33.8%) than are dissatisfied (11.0%). On the X18, the majority were neutral (69.1%); whilst there was only a slightly higher proportion reporting being satisfied (17.3%) than dissatisfied (13.6%). This suggests that there is some ambivalence towards the service information provided to passengers. On the Kings Ferry the majority of passengers listed themselves as either satisfied or very satisfied (30/35: 85.7%), and only one passenger reported themselves to be dissatisfied with the information provided.

As a whole, the satisfaction results for the services are encouraging, and the data demonstrate a number of areas in which the services are either performing well, or could do with attention. On the X18, there is a generally neutral to positive overall perception of the service, with punctuality being the most important issue, whilst journey times are the service's best feature. The Kings Ferry enjoys a consistently high rating for satisfaction, showing it to be providing a quality service. However,

there is a suggestion that some attention could be paid to levels of satisfaction with fares amongst some of the passengers.

Previous mode of access

Table 6.13 – Previous mode of travel amongst survey respondents

All			**X18**			**Kings Ferry**		
Previous mode	**N**	***%***	**Previous mode**	**N**	***%***	**Previous mode**	**N**	***%***
Car	63	*44.7*	Car	45	*42.5*	Car	18	*51.4*
Car share	16	*11.3*	Car share	16	*15.1*	Car share	0	*0*
Other bus	17	*12.1*	Other bus	11	*10.4*	Other bus	6	*17.1*
Rail	8	*5.7*	Rail	0	*0*	Rail	8	*22.9*
Cycle	8	*5.7*	Cycle	8	*7.5*	Cycle	0	*0*
Walk	0	*0*	Walk	0	*0*	Walk	0	*0*
Didn't make trip	29	*20.6*	Didn't make trip	26	*24.5*	Didn't make trip	3	*8.6*
Total	141		Total	106		Total	35	

The findings for previous mode of access demonstrate that both services have been very effective in attracting travellers out of their cars and onto the bus/coach. Overall, 44.7% of the passengers using the services had previously used the car for their journeys as a driver, and a further 11.3% had been car sharers.

On the X18, there has been a strong shift from car use to bus use, with 42.5% previously using the car for their journey. In addition, a further 15.1% have switched to the service from a previous car-share, however the data cannot say whether this represents the removal of a car trip in these cases. It is also evident that the X18 has abstracted a small number of journeys from other public transport services (10.4%). The X18 has also facilitated a number of journeys which were not being made before (24.5%).

On the Kings Ferry, again the majority of passengers have switched from car travel for their journeys (51.4%). A sizeable proportion have also been abstracted from other public transport options: rail travel (8/35: 22.9%) and other bus routes (6/35: 17.1%), and a proportion of new journeys have been facilitated (3/35: 8.6%).

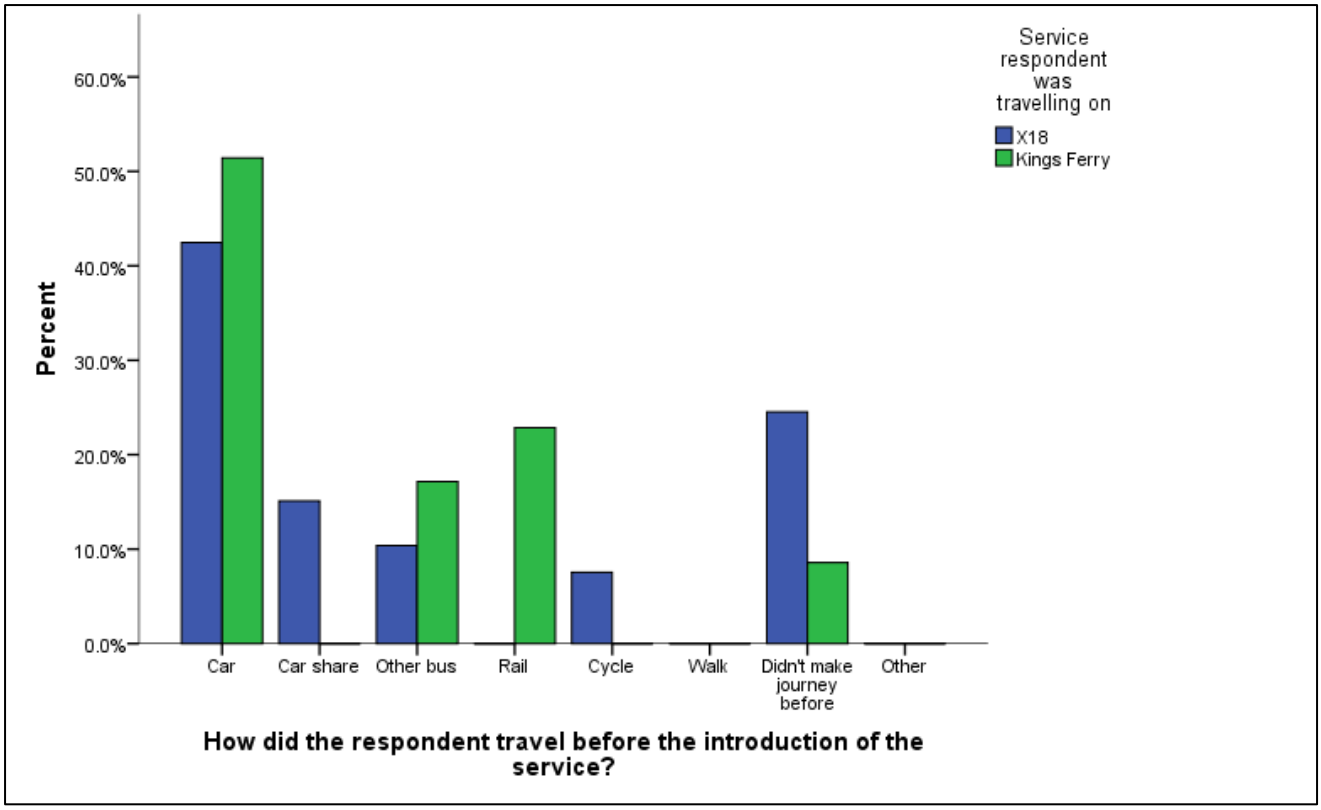


Chart 28 - Previous mode of travel amongst survey respondents

Overall, the data suggest that the services have been effective in their aim to attract car users out of their cars and on to public transport for their commute trips.

Car access

Table 6.14 – Car access for current journey amongst survey respondents

All **Could have used car for journey**	**N**	***%***	**X18** **Could have used car for journey**	**N**	***%***	**Kings Ferry** **Could have used car for journey**	**N**	***%***
Yes	76	*54.3*	Yes	51	*49.0*	Yes	25	*69.4*
No	64	*45.7*	No	53	*51.0*	No	11	*30.6*
Total	140		Total	104		Total	36	

With respect to car access, relatively high proportions of passengers on both services could have used a car for their journey, and this perhaps reflects the earlier finding that high proportions of passengers had switched to the service from using their cars.

Across both services, a total of 54.3% of passengers could have used a car for their journey. On the X18, there was an almost-even split, with 51.0% having a car available, and 49% not having a car available. On the Kings Ferry, a very high proportion of passengers could have used a car for their journey (25/36: 69.4%).

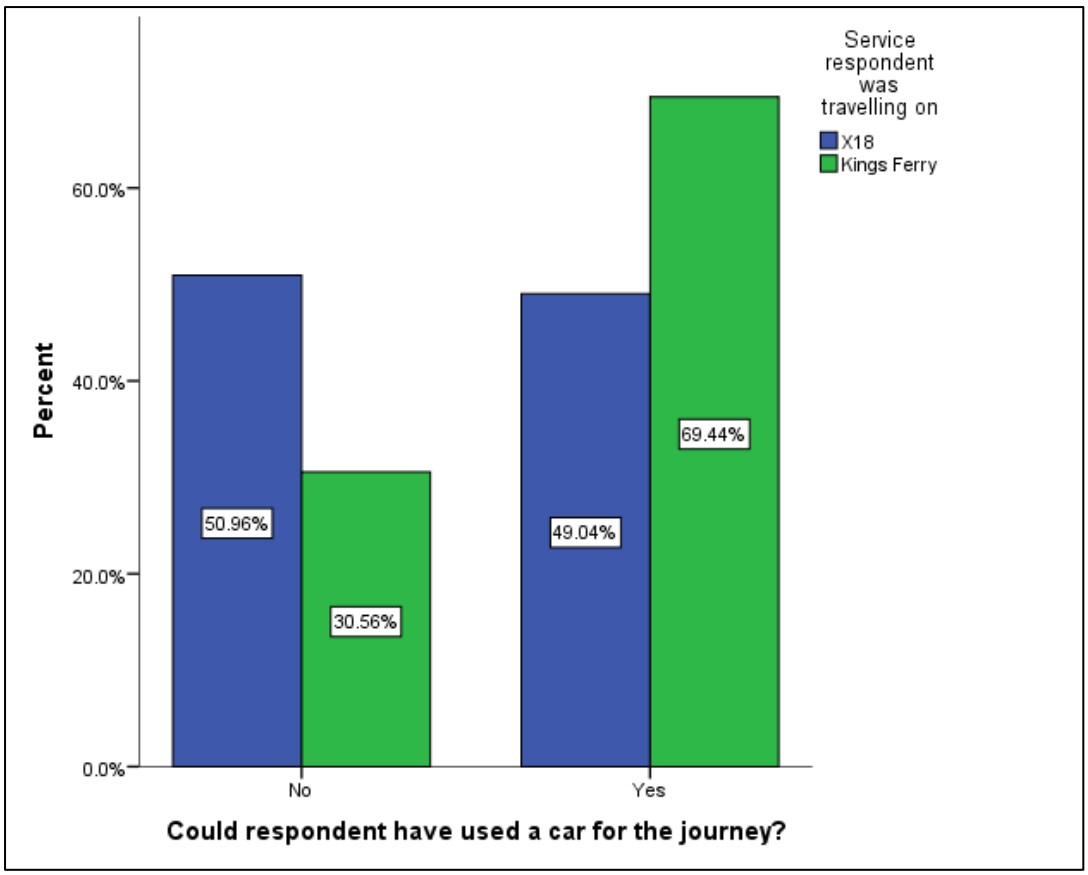


Chart 29 - Car access for current journey amongst survey respondents

The data here demonstrate that, for the majority of passengers, the services are providing an offer which is more attractive than using their car for these journeys.

RTI use

Table 6.15 – RTI use on the X18

Has respondent used RTI?	N	%
Yes	41	*36.0*
No	73	*64.0*
Total	114	

Table 6.16 – RTI use on the Kings Ferry

Has respondent used Kings Ferry Coach Tracker?	N	%
Yes, on website and mobile app	1	*2.8*
Yes, on website only	1	*2.8*
Yes, on mobile app only	6	*16.7*
No, have not used service	28	*77.8*
Total	36	

The results for the use of RTI (either at bus stop displays, on on-board displays, or through the internet) show that whilst a number of respondents were using the services, the majority were not. The RTI systems for the two services are different, and as such in this case it was necessary to ask different questions on the two services, therefore direct comparison has not been possible.

The results for the individual services show that on the X18, 36.0% of passengers had used RTI. On the Kings Ferry, a total of 8 out of 36 passengers (22.2%) had used one or the other form of RTI, with the mobile app being the most popular (6/36: 16.7%); the majority however again had not used RTI 28/36: 77.8%).

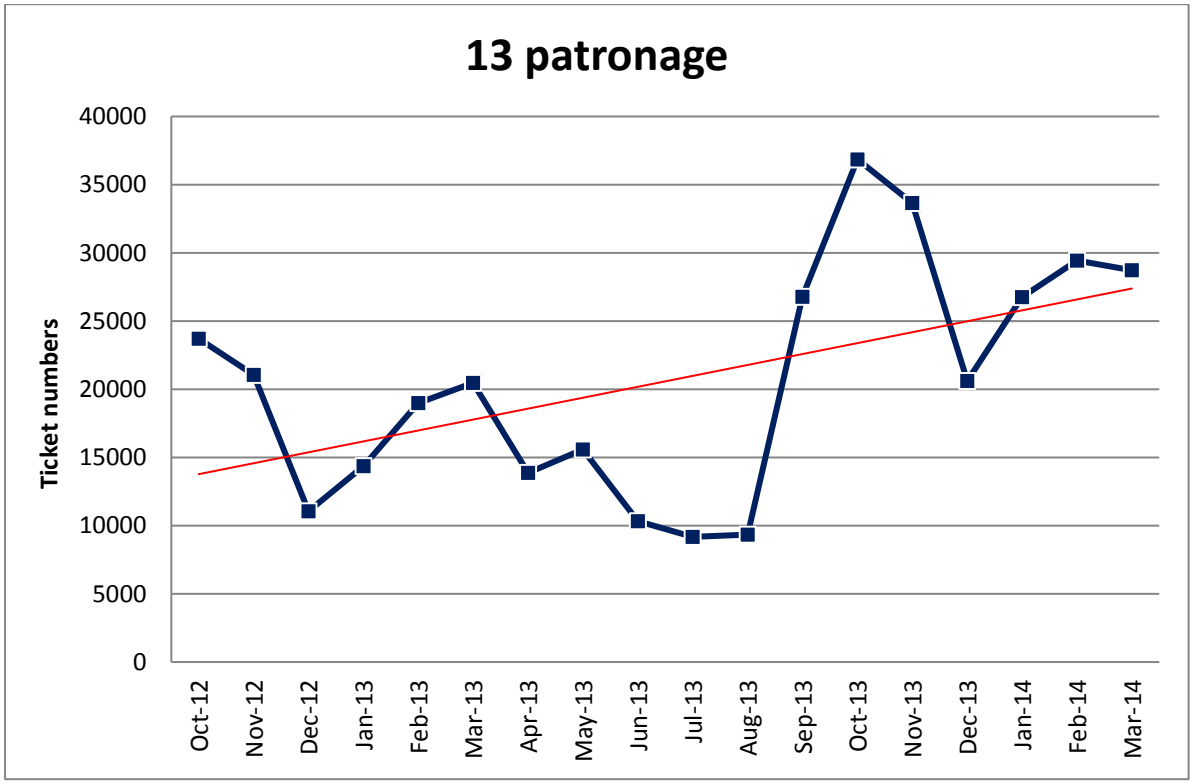
These results suggest that there is an opportunity to increase usage of RTI amongst passengers. This could be of potential benefit in increasing levels of confidence in using services and also potentially in addressing issues such as perceptions of punctuality and reliability.

6.4.1 Services 13 and 19

Table 6.17 - Service 13 patronage figures

2012		2013		2014		% +/-
		Jan	14364	Jan	26756	46%
		Feb	18993	Feb	29430	35%
		Mar	20464	Mar	28731	29%
		Apr	13876			
		May	15587			
		Jun	10319			
		Jul	9177			
		Aug	9336			
		Sept	26775			
Oct	23712	Oct	36857			
Nov	21049	Nov	33655			
Dec	11046	Dec	20617			
Total	***55807***	*Total*	***230020***			

Chart 30 - Patronage of service 13

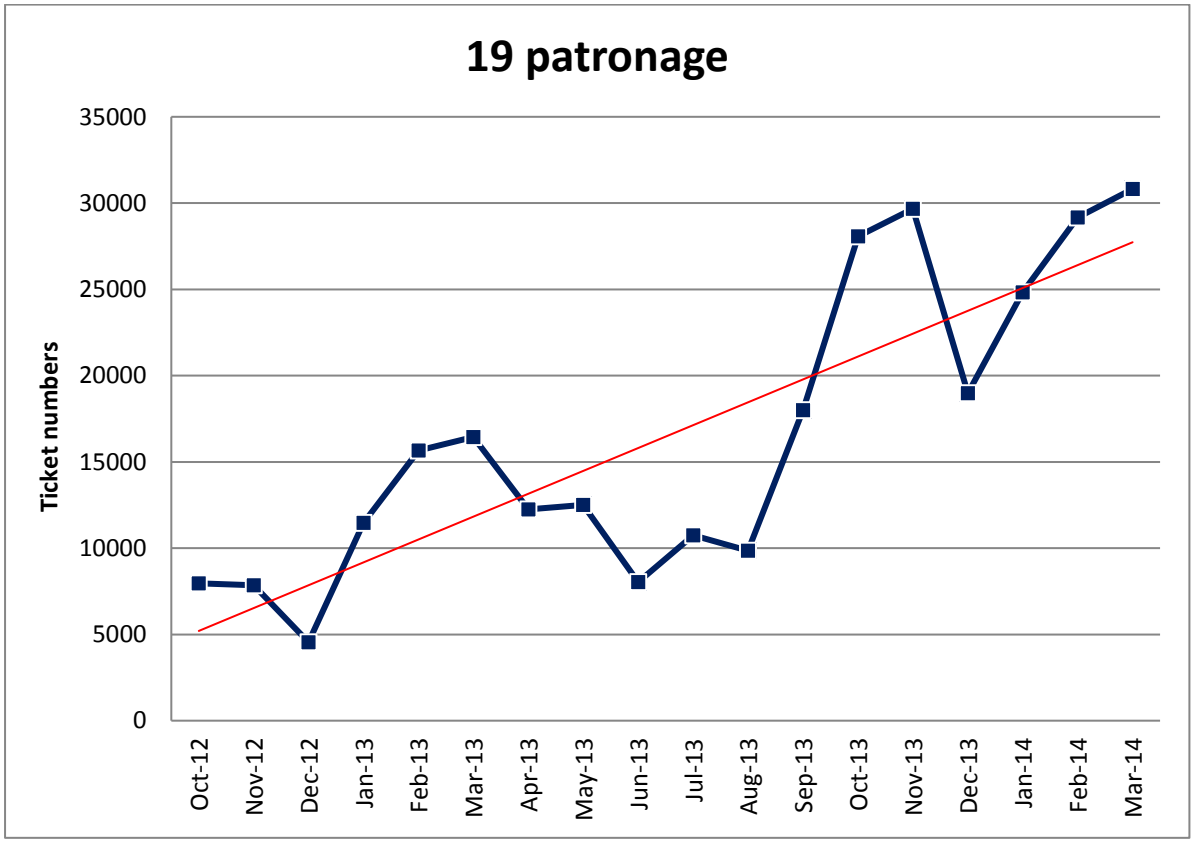


Note: These figures are for South Gloucestershire boardings only

Table 6.18 - Service 19 patronage figures

2012		2013		2014		% +/-
		Jan	11465	Jan	24827	54%
		Feb	15668	Feb	29172	46%
		Mar	16431	Mar	30817	47%
		Apr	12247			
		May	12509			
		Jun	8033			
		Jul	10753			
		Aug	9854			
		Sept	18004			
Oct	7956	Oct	28078			
Nov	7857	Nov	29665			
Dec	4550	Dec	18984			
Total	***20363***	*Total*	***191691***			

Chart 31 - Patronage of service 19



Note: These figures are for South Gloucestershire boardings only

6.4.2 GBBN Kickstart

Existing data for the GBBN Kickstart measures relate to bus passenger satisfaction surveys carried out on services operation on the X1, X2, and X3 corridors. Surveys on these corridors were conducted on a number of services in 2007, 2011, 2012, and 2013. The sample compositions and satisfaction data for these services are presented below.

X1 corridor sample composition:

599 responses on bus services 350, 351, 352, 353 and X1 in October 2007
316 responses on bus services 351, 352, 353 and X1 in March 2011
332 responses on bus services 352, 353 and X1 in October 2012
212 responses on bus services 1 and X1 in October 2013

X2/X3 corridor sample composition:

337 responses on bus services 358 and 359 in October 2007
251 responses on bus services 357, 358 and 359 in September 2011
323 responses on bus services 357, 358 and 359 in October 2012
352 responses on bus services X2 / X3 in October 2013

Chart 32 - X1 overall satisfaction

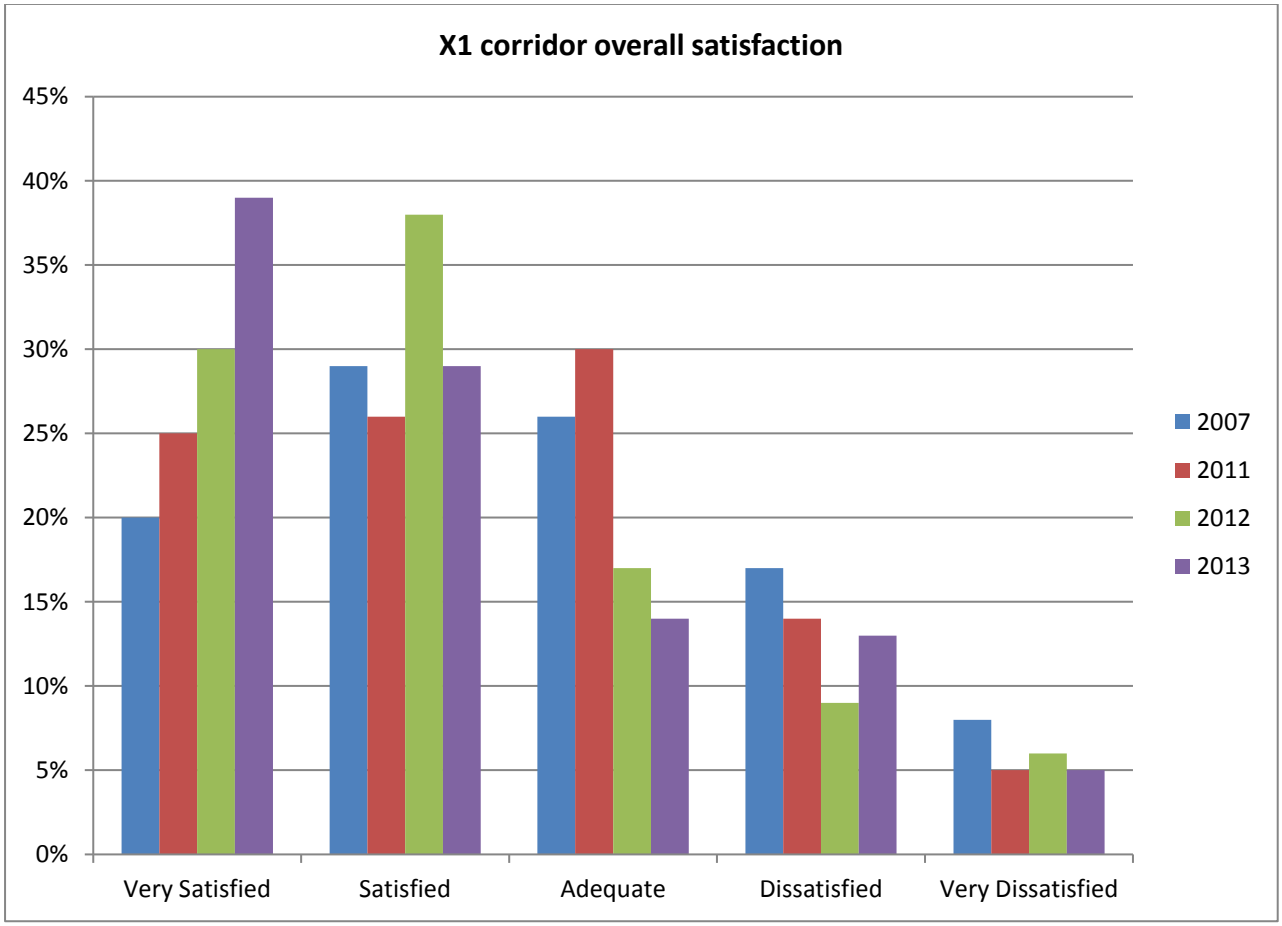


Table 6.19 - X1 corridor satisfaction

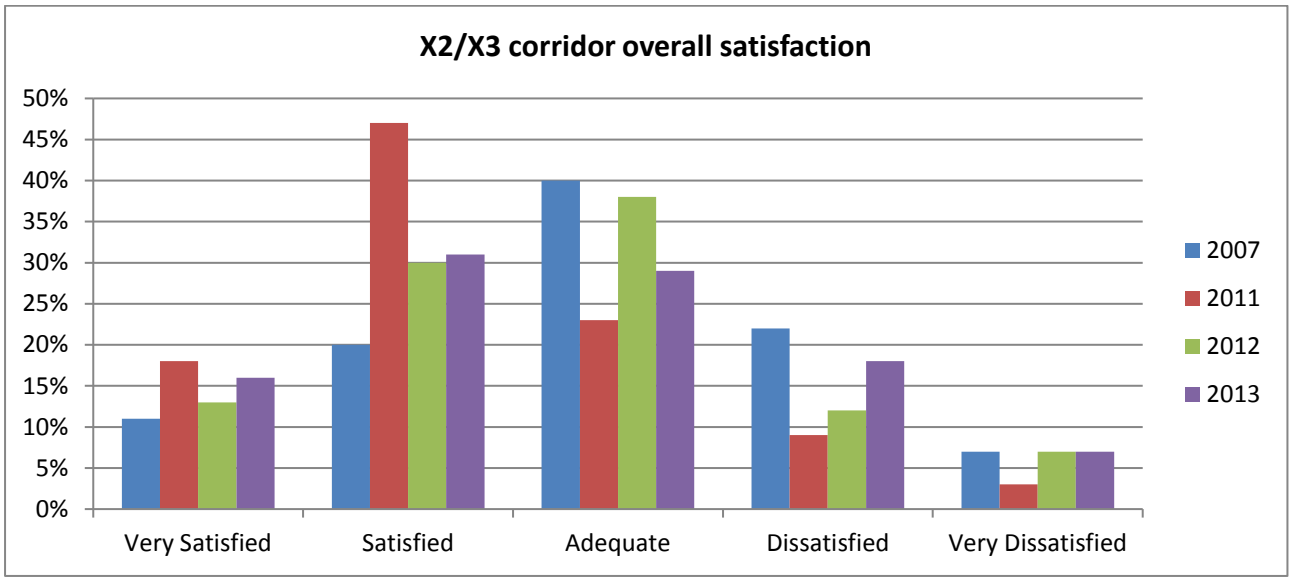
		Very Satisfied (1)	Satisfied (2)	Adequate (3)	Dissatisfied (4)	Very dissatisfied (5)
The overall quality of the bus service	2007	20%	29%	26%	17%	8%
	2011	25%	26%	30%	14%	5%
	2012	30%	38%	17%	9%	6%
	2013	39%	29%	14%	13%	5%
Whether buses arrive on time	2007	17%	26%	26%	20%	11%
	2011	24%	27%	28%	18%	3%
	2012	26%	26%	24%	16%	8%
	2013	28%	29%	21%	11%	10%
The frequency of the buses	2007	21%	24%	23%	21%	11%
	2011	23%	27%	26%	15%	9%
	2012	37%	29%	16%	10%	8%
	2013	41%	25%	13%	12%	9%
The value for money of the journey	2011	8%	19%	19%	31%	22%
	2012	21%	29%	18%	15%	17%
	2013	23%	23%	30%	10%	14%
The journey time to your destination	2007	25%	28%	19%	18%	10%
	2011	25%	32%	21%	14%	8%
	2012	39%	26%	19%	9%	7%
	2013	34%	31%	18%	11%	5%
The route the bus takes	2011	41%	26%	13%	10%	10%
	2012	43%	25%	16%	8%	8%
	2013	51%	22%	11%	5%	10%
The way the bus is driven	2011	32%	27%	21%	13%	7%
	2012	41%	33%	11%	8%	7%
	2013	44%	35%	9%	8%	4%
The comfort and cleanliness of the bus	2011	19%	33%	30%	13%	5%
	2012	34%	35%	18%	8%	5%
	2013	46%	27%	12%	9%	6%
How easy buses are to get on and off	2007	39%	23%	11%	14%	13%
	2011	47%	22%	12%	9%	10%
	2012	59%	23%	5%	5%	8%
	2013	59%	22%	6%	5%	8%
The quality of the bus stops and shelters	2007	19%	28%	27%	17%	9%
	2011	27%	34%	23%	10%	6%
	2012	37%	36%	12%	9%	6%
	2013	30%	35%	22%	8%	5%
The availability of timetable and route information	2007	18%	23%	29%	19%	11%
	2011	26%	28%	24%	13%	9%
	2012	37%	30%	16%	8%	9%
	2013	32%	32%	17%	12%	7%

Table 6.20 - X2/X3 corridor satisfaction[21]

		Very Satisfied (5)	Satisfied (4)	Adequate (3)	Dissatisfied (2)	Very dissatisfied (1)
The overall quality of the bus service	2007	11%	20%	40%	22%	7%
	2011	18%	47%	23%	9%	3%
	2012	13%	30%	38%	12%	7%
	2013	16%	31%	29%	18%	7%
Whether buses arrive on time	2007	8%	16%	24%	31%	21%
	2011	12%	36%	39%	9%	4%
	2012	8%	19%	36%	20%	7%
	2013	9%	24%	35%	24%	9%
The frequency of the buses	2007	9%	24%	35%	23%	9%
	2011	15%	22%	47%	10%	6%
	2012	16%	24%	32%	15%	13%
	2013	23%	25%	23%	19%	9%
The value for money of the journey (a)	2011	24%	16%	23%	24%	13%
	2012	5%	15%	36%	19%	25%
	2013	10%	16%	32%	23%	19%
The journey time to your destination	2007	15%	33%	25%	16%	11%
	2011	22%	45%	20%	8%	5%
	2012	18%	34%	28%	12%	8%
	2013	18%	32%	24%	18%	7%
The route the bus takes	2011	31%	43%	13%	8%	5%
	2012	26%	27%	27%	12%	8%
	2013	21%	31%	24%	14%	10%
The way the bus is driven	2011	27%	52%	12%	5%	4%
	2012	25%	32%	26%	8%	9%
	2013	29%	36%	17%	11%	8%
The comfort and cleanliness of the bus	2011	11%	43%	32%	10%	4%
	2012	8%	30%	34%	23%	5%
	2013	15%	37%	23%	17%	8%
How easy buses are to get on and off	2007	24%	20%	18%	22%	16%
	2011	39%	45%	5%	5%	6%
	2012	38%	30%	13%	9%	10%
	2013	46%	26%	7%	10%	10%
The quality of the bus stops and shelters	2007	10%	27%	40%	17%	6%
	2011	23%	52%	14%	6%	5%
	2012	22%	31%	27%	11%	9%
	2013	24%	34%	23%	14%	4%
The availability of timetable and route information	2007	14%	35%	24%	15%	12%
	2011	25%	27%	34%	9%	5%
	2012	22%	31%	24%	14%	9%
	2013	23%	25%	23%	20%	9%

[21] It should be noted that the X2/X3 corridor survey was conducted on a day on which the A370 swing bridge in Bristol suffered a mechanical failure that resulted in widespread traffic congestion and service disruption/delays.

Chart 33 - X2/X3 overall satisfaction



The data for levels of satisfaction on the X1 corridor shows a general positive trend in levels of satisfaction since 2011, and this is consistent with the longer-term positive trend since 2007. In terms of overall satisfaction, there has been a combined increase of 17% in the proportions of passengers reporting themselves as either 'satisfied' or 'very satisfied' from 2011 to 2013, and an increase of 9% in people reporting being 'very satisfied' since 2012.

Looking specifically at satisfaction with fares it is clear that passenger satisfaction with value for money on the X1 corridor has increased between 2011 and 2013, with higher proportions of passengers reporting themselves as either 'satisfied' or 'very satisfied'. Within the broader increase in satisfaction with fares however there has been a 6% decrease in the proportion of passengers reporting themselves as 'satisfied' over the period 2012-2013, and this has not been matched by a complementary increase in the amount of passengers reporting themselves as 'very satisfied' (+2% over same period). It will be interesting to monitor this indicator in the context of the recent FirstBus fare structure changes in the Bristol area reported in the aggregate data section (Table 3.5), and there may be merit in exploring differences between fare structures on this corridor and those across other services.

In contrast to the data from the X1 corridor, levels of satisfaction on the X2 and X3 corridor have fallen between 2011 and 2013. This result, however, appears somewhat anomalous in the context of the longer-term trend from 2007, in which satisfaction has risen over the period to 2013, and also the slight improvement in satisfaction over the period 2012-2013. Over the period 2011-2013, there was a combined fall of 18% in the proportions of passengers reporting themselves as either 'satisfied' or 'very satisfied'. Over the period 2007-2013, there has been an increase in overall satisfaction, with a combined rise of 16% in the proportions of passengers reporting themselves as either 'satisfied' or 'very satisfied'. As noted on the previous page, this result should be taken in the context of the service disruptions caused on the day of the survey by the failure of a bridge mechanism on the A370 in Bristol, which caused widespread disruption and delays, and *potentially* had a negative impact on ratings of satisfaction.

Focussing again specifically on fares, it is evident that the X2/X3 corridor has experienced a fall in satisfaction between 2011 and 2013, however there has been an improvement in satisfaction since the low point in 2012. In 2013, a fall of 14% is evident in the proportions of passengers reporting

themselves as 'very satisfied', whilst the proportion of those reporting themselves as 'satisfied' is has seen no change to the 2011 figure for value for money.

Further data will be necessary to understand the longer-term trends in satisfaction on this corridor.

6.4.3 GBBN Service enhancements (BANES)

Following the GBBN service enhancements implemented in BANES, annual satisfaction surveys have been conducted alongside patronage monitoring. The 2012-2013 results for these are presented below.

Following these results, the spatial distribution of survey respondents on the 379 service is presented in Map 7.

Table 6.21 – Gender of survey respondents

2012			2013			
Gender	**N**	***%***	**Gender**	**N**	***%***	**% (+/-)**
Male	48	*42.5*	Male	50	*47.6*	5.1
Female	65	*57.5*	Female	55	*52.4*	-5.1
Total	113		Total	105		

In terms of gender there is a relatively even split, with slightly more women travelling than men. The proportions of men and women travelling have become more evenly balanced during the period 2012-2013, and in 2013, 52.4% of respondents were female and 47.6% male.

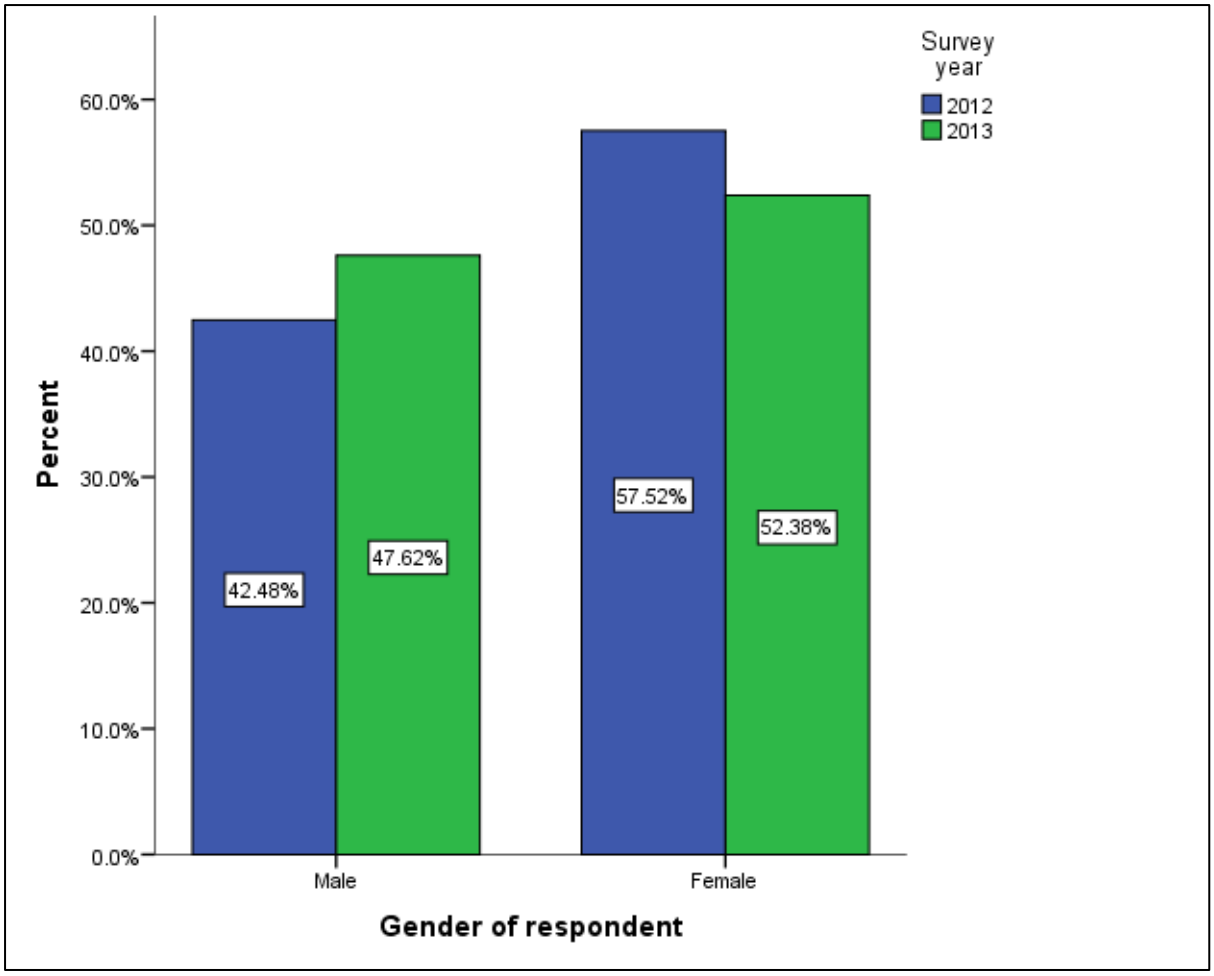


Chart 34 - Gender of survey respondents

Table 6.22 – Age of survey respondents

2012			2013			
Age	**N**	***%***	**Age**	**N**	***%***	**% (+/-)**
Under 18	17	*14.9*	Under 18	5	*4.8*	-10.1
18-24	17	*14.9*	18-24	13	*12.4*	-2.5
25-34	10	*8.8*	25-34	18	*17.1*	8.3
35-44	17	*14.9*	35-44	13	*12.4*	-2.5
45-54	14	*12.3*	45-54	12	*11.4*	-0.9
55-64	12	*10.5*	55-64	14	*13.3*	2.8
65+	27	*23.7*	65+	30	*28.6*	4.9
Total	114		Total	105		

The results show that age is split relatively evenly across most of the categories (18-64); between 11.4% and 17.1% of riders fell into each of the five categories in this range. A higher proportion of riders were aged 65 and over (28.6%), and a lower proportion of riders were aged under 18 (4.8%). Since 2012, the trend has been a reduction in the proportions of younger respondents, with 10.1% fewer under the age of 18, and 2.5% fewer in the range 18-24. There has been a rise of 8.3% in the 25-34 age group, and a rise of 4.9% in the 65+ age group over the period.

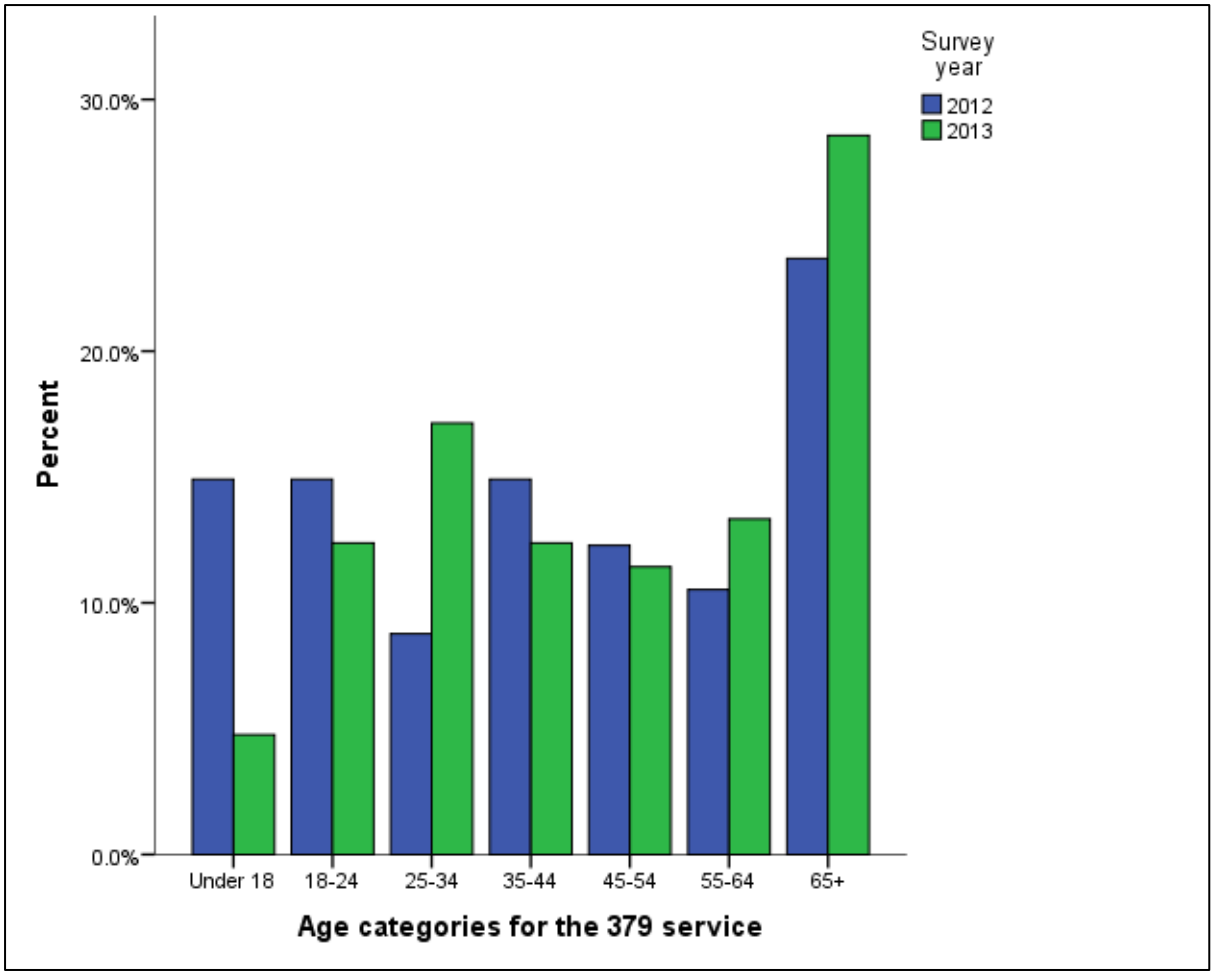


Chart 35 - Age of survey respondents

Table 6.23 – Journey purpose of survey respondents

2012			2013			
Age	**N**	***%***	**Age**	**N**	***%***	**% (+/-)**
Business	28	*23.7*	Business	23	*20.5*	-3.2
Commuting	6	*5.3*	Commuting	25	*22.3*	17.0
Leisure	23	*20.2*	Leisure	20	*17.9*	-2.3
Education	13	*11.4*	Education	6	*5.4*	-6.0
Shopping	39	*34.2*	Shopping	30	*26.8*	-7.4
Health/medical	5	*4.4*	Health/medical	3	*2.7*	-1.7
Other	1	*0.9*	Other	5	*4.5*	3.6
Total	114		Total	105		

For journey purpose, the highest proportions of participants were travelling for shopping (26.8%), commuting (22.3%) business (20.5%) and leisure (17.9%). Relatively fewer people were travelling for the purposes of education (5.4%) and for health or medical reasons (2.4%). A low proportion of people reported their journey purposes as commuting in 2012 (5.3%) and we think this may have been connected with sampling problems. We suspect that the 2013 proportions are a better reflection of the spread of journey purposes.

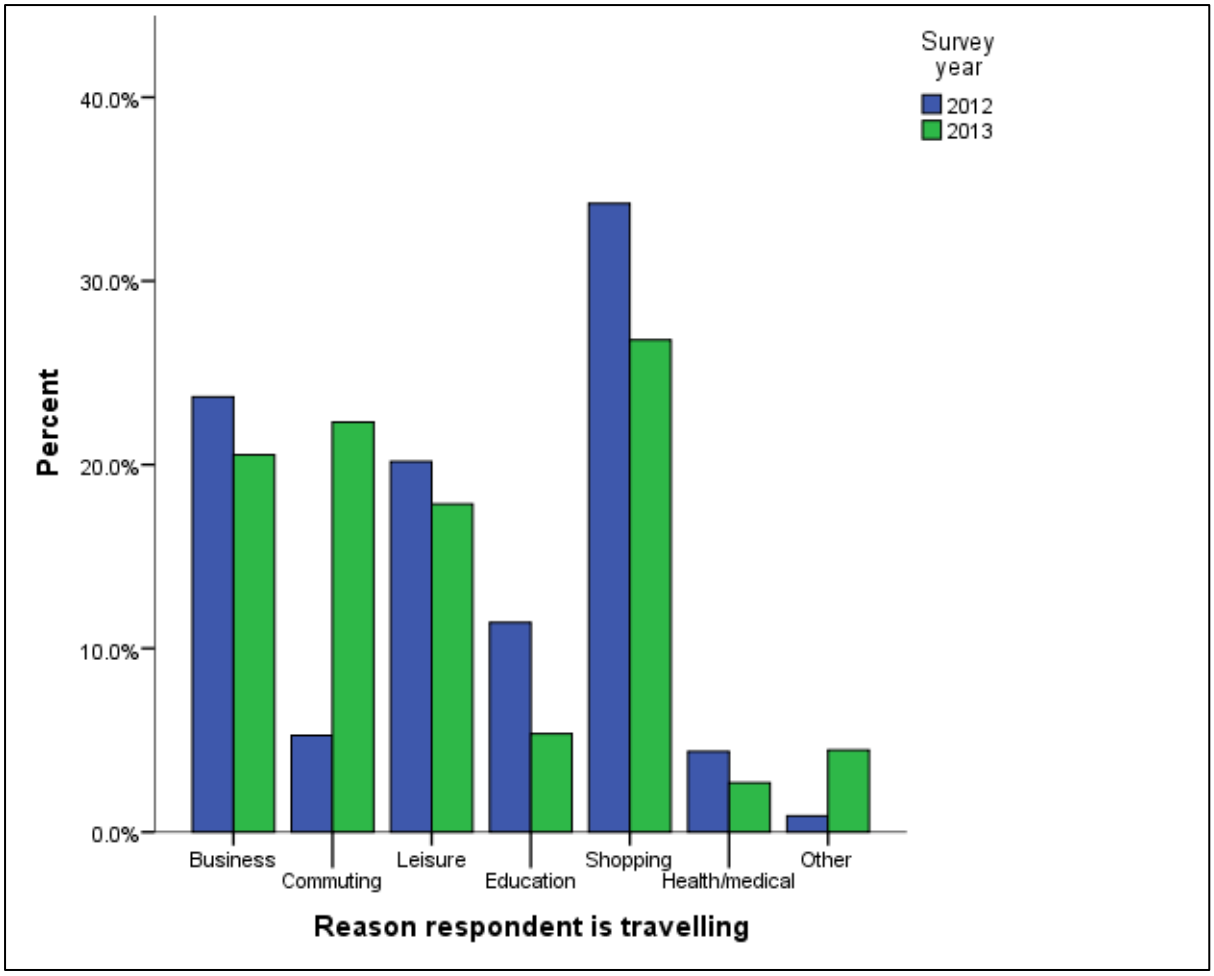


Chart 36 - Journey purpose of survey respondents

Table 6.24 – Frequency of use of service

2012			2013			
Frequency	**N**	***%***	**Frequency**	**N**	***%***	**% (+/-)**
Almost every day	41	*36.6*	Almost every day	54	*48.2*	11.6
At least once a week	42	*37.5*	At least once a week	33	*29.5*	-8.0
About 1-3 times a month	18	*16.1*	About 1-3 times a month	14	*12.5*	-3.6
Less often	11	*9.8*	Less often	11	*9.8*	0.0
Total	112		Total	112		

For frequency of use of the 379 there has been a trend towards more frequent use of the service over the period 2012-2013. Just under half of respondents in 2013 used the service almost every day, with a further 29.5% of participants travelling at least once a week, totalling 77.7% of passengers travelling on the service on at least a weekly basis. From 2012, there has been an 11.8% shift towards using the service almost every day.

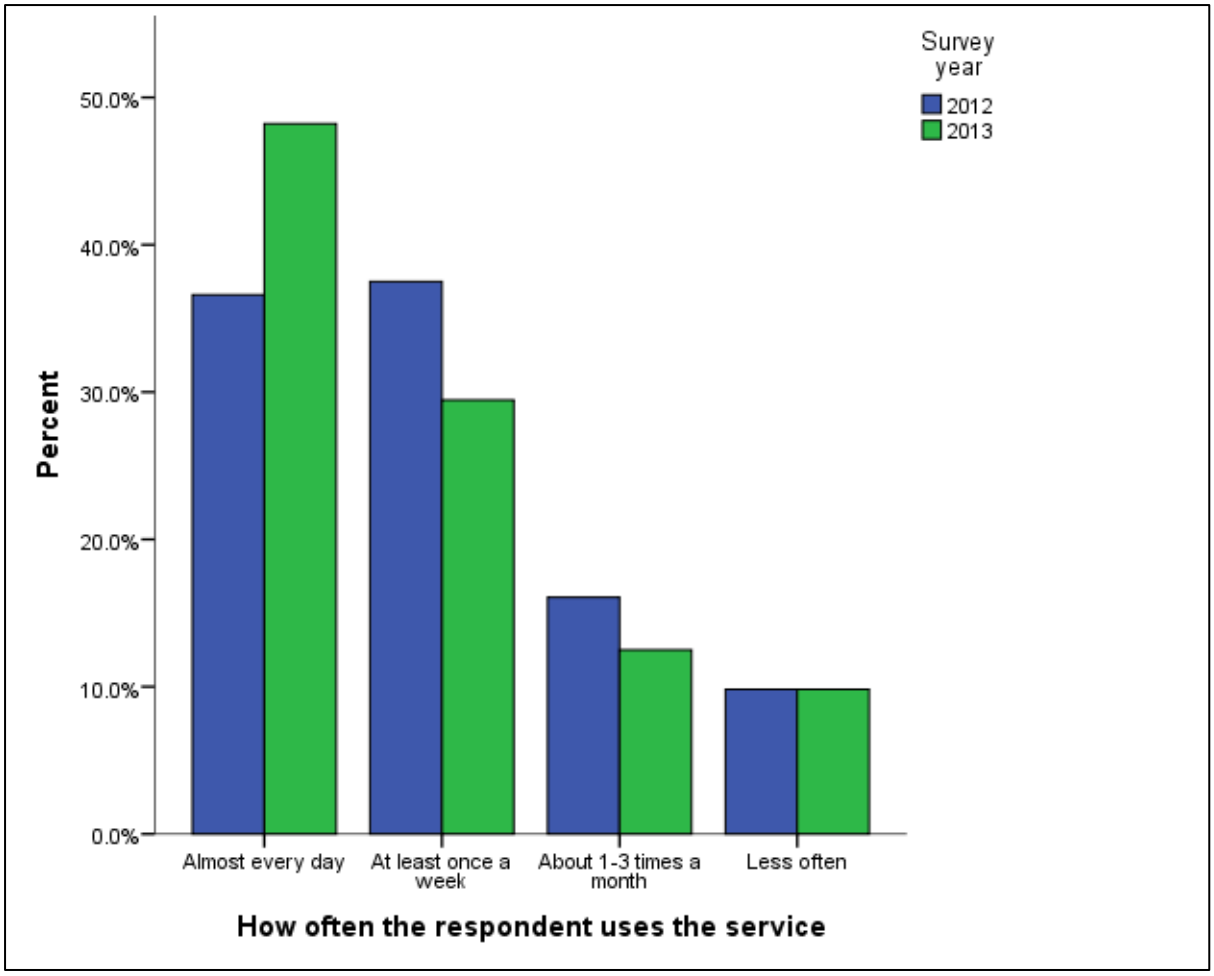


Chart 37 - Frequency of use of service

Table 6.25 – General satisfaction with service

2012			2013			
Satisfaction	**N**	***%***	**Satisfaction**	**N**	***%***	**% (+/-)**
Dissatisfied	2	*1.8*	Dissatisfied	3	*2.3*	0.5
Neutral	8	*7.0*	Neutral	20	*12.9*	5.9
Satisfied	104	*91.2*	Satisfied	80	*84.8*	-6.4
Total	114		Total	103		

Note: the original five data categories for levels of satisfaction have been clustered into the three categories presented here. Therefore the category 'Dissatisfied' represents all survey respondents who were 'Very dissatisfied' and 'dissatisfied', and the category 'Satisfied' represents all survey respondents who were 'Very satisfied' and 'Satisfied'.

In general, satisfaction with the service is high. In 2013, 84.8% of respondents reported being satisfied, whilst only 2.3% reported being dissatisfied. 12.9% were neutral. Since 2012, there has been a slight reduction in general satisfaction, with 6.4% fewer participants reporting themselves as satisfied, whilst 5.9% more reported being neutral, and 0.5% reported being dissatisfied.

Table 6.26 – Satisfaction with punctuality of the service

2012			2013			
Satisfaction	**N**	***%***	**Satisfaction**	**N**	***%***	**% (+/-)**
Dissatisfied	1	*0.9*	Dissatisfied	11	*10.5*	9.6
Neutral	7	*6.1*	Neutral	19	*18.1*	12.0
Satisfied	106	*93.0*	Satisfied	75	*71.4*	-21.6
Total	114		Total	105		

Satisfaction with punctuality was also relatively high, at 71.4%. There has been a sizeable negative shift in this result from 2012 however, with 21.6% fewer respondents reporting being satisfied with punctuality in 2013 than in 2012. This negative trend translates into a 12.0% rise in the proportion of passengers reporting being neutral, and a 9.6% rise in passengers reporting being dissatisfied.

Table 6.27 – Satisfaction with frequency of the service

2012			2013			
Satisfaction	**N**	***%***	**Satisfaction**	**N**	***%***	**% (+/-)**
Dissatisfied	5	*4.4*	Dissatisfied	20	*19.8*	15.4
Neutral	14	*12.3*	Neutral	29	*28.7*	16.4
Satisfied	95	*83.3*	Satisfied	52	*51.5*	-31.8
Total	114		Total	101		

Satisfaction with the frequency of the service is mixed. Just over half of passengers (51.2%) reported being satisfied with the frequency of buses running on the service, whilst 28.7% were neutral, and 19.8% were dissatisfied. This represents a large negative shift from 2012 to 2013, over which period 31.8% fewer passengers reported themselves as being satisfied, and an additional 16.4% and 15.4% respectively reported being neutral or dissatisfied.

Table 6.28 – Satisfaction with value for money of the service

2012			2013			
Satisfaction	**N**	***%***	**Satisfaction**	**N**	***%***	**% (+/-)**
Dissatisfied	15	*13.2*	Dissatisfied	26	*26.5*	13.4
Neutral	25	*21.9*	Neutral	18	*18.4*	-3.6
Satisfied	74	*64.9*	Satisfied	54	*55.1*	-9.8
Total	114		Total	98		

Satisfaction with value for money is also mixed. 55.1% of participants reported being satisfied with fares in 2013, whilst 18.4% were neutral and 26.5% were dissatisfied. This represents another – albeit smaller – reduction since 2012. 9.8% fewer respondents in 2013 were satisfied than in 2012, whilst 3.6% fewer were neutral. This creates a 13.4% increase in the proportion of passengers reporting themselves as dissatisfied with the value for money of the service over the period 2012-2013.

Table 6.29 – Satisfaction with provision of route and timetable information on the service

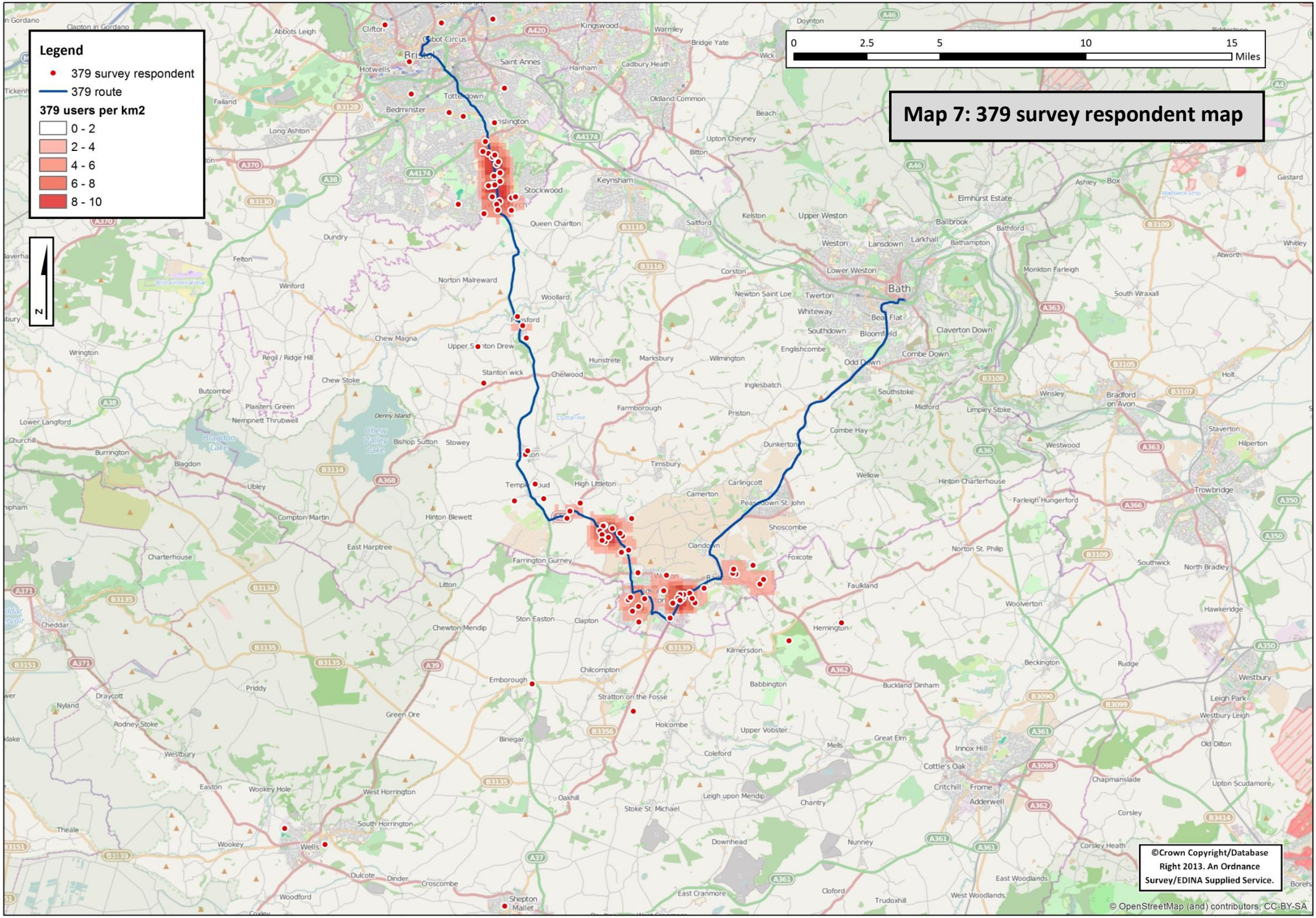
2012			2013			
Satisfaction	**N**	***%***	**Satisfaction**	**N**	***%***	**% (+/-)**
Dissatisfied	7	*6.3*	Dissatisfied	11	*10.8*	4.5
Neutral	21	*18.8*	Neutral	24	*23.5*	4.8
Satisfied	84	*75.0*	Satisfied	67	*65.7*	-9.3
Total	112		Total	102		

Satisfaction with the provision of route and timetable information was relatively high in 2013, at 65.7%. There has been a reduction in this measure since 2012, with 9.3% fewer reporting being satisfied, and 4.8% and 4.5% more reporting being neutral and dissatisfied respectively.

Table 6.30 – RTI use on the 379

Has respondent used RTI?	**N**	***%***
Yes	46	*48.9*
No	48	*51.1*
Total	94	

Data on the use of RTI only started to be collected in the 2013 survey. From the results it is evident that approximately half of passengers had made use of the RTI system, with 48.9% reporting they had used it compared to 51.1% reporting that they had not.


Legend
379 survey respondent
379 route
379 users per km2
0 - 2
2 - 4
4 - 6
6 - 8
8 - 10
N
0
2.5
5
10
15
Miles
Map 7: 379 survey respondent map
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7. Transitions

This section describes progress with delivery and collection of outcome data for the Transitions project area. Transitions include four different types of project each targeting a specific group of individuals to encourage sustainable behaviour change at, or near, key transition points in their lives:

- The Move to Secondary School – transition from primary to secondary school;
- Wheels to Work WEST – transition from compulsory education into jobs or further education and training;
- Universities - transition from College/Sixth Form to first year at university, and transition from first year hall of residence to second year private accommodation;
- New Developments – transition to a new home.

7.1 Delivery progress with The Move to Secondary School

7.1.1 Overview of interventions

The project concerned with the move to secondary school seeks to engage with a section of primary school pupils (Year 4, 5 and 6) and secondary school students (Year 7 and 8) across the four UAs to encourage the uptake of sustainable forms of transport, especially cycling and walking, for the journey to school. The engagement is provided in collaboration with Active Travel School Officers (ATSOs) employed by Sustrans and managed by all four UAs. The engagement involves the following activities and interventions, which are offered to the participating schools in accordance to their specific needs and circumstances:

Table 7.1: Overview and description of interventions in participating schools

Intervention	Description
Active Travel Breakfast	Children walk, cycle or scoot to school to be rewarded with a free breakfast
Active Travel coffee morning	Parents are invited to attend a coffee morning where they will receive information and advice on travelling to school with their child.
Assembly	Officer presents different ideas to encourage active travel to whole school / year group assemblies (often with prizes / incentives).
After school / lunch time club	Activity with a group of pupils after school to encourage active travel e.g. Bike skill sessions, bike maintenance skills etc.
Classroom session	Officer teaches/runs sessions around active travel with whole classes e.g. route planning sessions, teaching bike safety, maintenance skills.
Bling It!	Pupils decorate their bikes, scooters or shoes and walk, cycle or scoot to school to increase enjoyment of active travel modes
Bike maintenance session / Dr. Bike	A qualified bike mechanic visits a school to provide an M.O.T for pupils' (and occasionally parents') bikes.
Bike to school event	Promote cycling to school for one day where pupils may win prizes.
Bike sports day	Fun races e.g. slowest bike race, often as part of larger school event.
Car Free day	A day where everyone is encouraged to leave the car at home through promotion and incentives.
Champion meeting	Officer meets with school champion to plan future activities / plan of

	action
Family learning session	Officer teaches skills to parents (usually around cycling/bike maintenance) e.g. puncture repair session.
Be safe, be seen / Be Bright	Pupils walk, cycle or scoot to school whilst dressing in bright, florescent and reflective gear to win a prize.
Staff meeting	Meeting with school staff to promote the project and active travel.
Crew meeting	Meeting with the schools 'Active Travel crew' (pupils who have volunteered to help in the project) to plan future activities.
Smoothie Bike	A bike powered smoothie maker is taken into a school and pupils are invited to make a fruit smoothie. Used to promote the project and get pupils interested in cycling.
Transition session bike ride	Guided bike ride with primary school pupils to their new secondary school to help prepare them for the new commute.
Equipment sale	Selling various safety equipment and bike gear e.g. lights, locks, at discount prices.
Big street survey	A series of lessons for older primary / younger secondary pupils where pupils investigate their local area and produce a manifesto for change. Links in with the geography curriculum.
Headteacher meeting	Officer meeting with Head Teacher to discuss project and assign champion.
Travel advice and information	Route planning, motivational interviewing (techniques used in delivering PTP), safety and equipment advice to encourage parents and older pupils to travel to school actively.
Puncture repair session	Working with a group of pupils in the school to learn to fix punctures.
Playground scooter skills	Setting up obstacle courses and running through basic scooter skills.
Scooterpod competition	All schools in a specific area are invited to take part in a competition to win a scooter pod (scooter storage). On a particular day, schools encourage as many children as possible to scoot to school. The school with the largest percentage of children scooting on that day will win.
Walk to School Week	A week dedicated to encouraging walking to school, usually with additional activities as above, as part of a national initiative in May each year
The Big Pedal	A national scooting and cycling competition run by Sustrans in spring to promote riding to school.

The project also supports the installation of cycle parking facilities and 20mph zones around selected schools.

7.1.2 Delivery progress

North Somerset Council started formal engagement with schools under the WEST project in September 2013, while the other authorities continued to engage the schools already participating in the project from 2012/13 and attracted new schools to the project in 2013/14.

It should be noted that BANES is not engaging directly with primary schools as part of WEST but is working in partnership with the *Go By Bike Project* which is looking at encouraging cycling in primary schools.

In 2013/14 the project achieved the following:

- The Active Travel to School Officers (ATSOs) have been busy across the 90 Bike It schools, with almost 300 events carried out – activity focussed on transition rides for pupils moving to secondary school, bike maintenance sessions, bike breakfasts, route planning and led walks (see Table 7.1 for a detailed description of all the available activities that each school can access according to their specific needs and circumstances).
- A bike module has been delivered as part of STEM (Science, Technology, Engineering and Mathematics) teaching within curriculum time, at Ralph Allen secondary school in Bath.
- The 'School Travel Facts' package has been completed and distributed. The School Travel Facts package is a website (http://www.schooltravelfacts.com/) that uses school census data to produce postcode plot maps and reports for schools to use in classroom sessions to identify ways in which ratings for sustainable travel levels can be improved. It is also an online resource for a range of school travel information and templates for travel plans. Each school that has submitted census data receives their own log in to access postcode plot maps and bespoke reports for their school travel behaviours, but the resources are free for everyone to access without a log in.
- Cycle parking capacity has increased at schools across the sub-region, with grants awarded for installation.
- The 'Big Pedal' took place at many LSTF Bike It schools. The Big Pedal is a Sustrans initiative to encourage more cycling over the course of a three week campaign. Schools sign up and record their journeys by bike and scooter to school through an online portal, which ranks them nationally in terms of relative distance covered. Most of the ATSO schools took part in BCC.
- Road safety sessions have included scooter training, pedestrian training, travel information for years four, five and six, rides to new secondary schools and walking to school promotions.

In addition, a Safer Routes to School 20mph scheme was completed at Mangotsfield School (SGC). Bikeability training is on-going with 2,910 pupils trained within 2013/14 across levels one, two and three.

Output and participation data associated with the delivered interventions are reported in the following table. It should be noted that the data reported here refers to the period 1st April 2013 to 31st March 2014, hence it overlaps but does not coincide with the school year.

Table 7.2: Output and participation data 2013/14

	BCC	SGC	BANES	NSC
Number of primary schools engaged	34	33	0	4
Number of secondary schools engaged	7	4	4	1
Number of primary school students engaged	6,468	7,579	0	2,142

	BCC	SGC	BANES	NSC
Number of secondary school students engaged	1,200	660	1,786	2,663
Total number of students engaged in each UA	7,668	8,239	1,786	4,805
Total number of students engaged in the sub-region	22,498			
Cycle facilities installed	*St Bernadettes Primary*- £7k for a bespoke timber and tin shelter with cycle stands and a welly store. *School of Christ the King*- £7k for cycle storage. *Perry Court Primary*- £800 for scooter storage.		£5k provided to *Wellsway School* for cycle infrastructure in June 2013. This funded a new covered cycle shed to upgrade and extend the provision for cycle storage at the school.	Cycle parking – *Milton Park* and *St Martin's Primary School* have successfully applied for grants towards cycle parking
Infrastructure around schools	Ongoing improvements and roll out of 20mph limits across Bristol	Safer Schools 20mph limit outside Mangotsfield school		Improvement to existing path Queensway North Worle to shared user path, benefitting 1 primary and 1 secondary school. Improvement to Rectors Way existing shared use path by lighting, highways adoption and surfacing.

7.2 Data collection plan for The Move to Secondary School

In accordance with the monitoring strategy set out in the OMP, the following data collection methods will be used for this project:

- Hands up survey (in particular to measure modal split for journey to school)
- School Census (where data collected for participating schools)

- Pupil panel (subject to resource availability, to understand how effective the interventions were in changing travel behaviour of students as they moved to secondary school)
- Interview with ATSOs (at end of project)

The following section reports baseline and monitoring results for each participating school in the sub-region collected via the hands up survey.

7.3 Results for The Move to Secondary School

For each participating school, baseline results from the hands up surveys are available and have been summarised in Tables 7.3 to 7.13. Hands-up surveys were carried out as soon as the schools became engaged in the project and provide a snapshot of the surveyed pupils' travel behaviour before any interventions had taken place. The hands-up survey is generally administered in the classroom by the ATSOs to ensure methodological consistency across the schools.

For each school and year group, the following data have been collected:

- Usual mode of travel to school;
- Frequency of use of modes (walking, cycling, scoot/skate, car, public transport, train, other);
- Access to bike;
- How pupils would prefer to travel; and
- If walking/cycling, with whom pupils travel.

The following tables present the modal split results for each participating school in 2013/14 in the four Unitary Authorities. The results are reported against the baseline values recorded in the past project year (2012/13) for the schools already participating. The 2013/14 modal split results for newly engaged schools are to be considered baseline.

In the next AOMR 14/15 supplementary qualitative data will be reported alongside the results of the hands up surveys, in particular the findings from interviews with ATSOs and the outcomes of a series of focus groups with school pupils that received project-funded interventions. These data collection activities are currently ongoing. School Census data, where available, will also be reported in the 2014/15 AOMR.

BCC CLUSTER 1 North – Central

Table 7.3: Baseline and monitoring modal split data for schools engaged in 2012/13

Schools engaged in 2012/13	Date of survey	Sample size	Cycle	Walk	Scooter	P&S	Bus	Train/Other	Car
Bannerman Rd Primary	22-23/11/2012	153	1%	70%	1%	0%	1%	0%	27%
Bannerman Rd Primary	11-15/07/13	165	5%	68%	6%	1%	2%	0%	18%
Colston's Primary School	06/12/2012, 20/03/2013	132	4%	65%	11%	0%	2%	0%	18%
Colston's Primary School	03-15/07/13	107	6%	61%	11%	4%	1%	0%	18%
Easton CoE Primary	10-14/12/2012	89	25%	44%	1%	0%	0%	7%	24%
Easton CoE Primary	10-12/07/13	165	5%	71%	1%	0%	2%	1%	19%
Filton Avenue Junior School	22-24/10/2012	206	5%	44%	5%	0%	0%	1%	45%
Filton Avenue Junior School	16-14/07/13	152	5%	47%	7%	3%	0%	0%	39%
St Bonaventure's Primary	04-11/10/2012	306	4%	48%	10%	0%	0%	0%	38%
St Bonaventure's Primary	02-12/07/13	74	1%	58%	5%	7%	1%	0%	27%
St John's CoE Primary	05/10/2012	138	5%	46%	6%	0%	1%	1%	41%
St John's CoE Primary	10-12/07/13	152	2%	53%	11%	14%	1%	1%	18%
St Werburgh's Primary School	01-02/10/2012	82	17%	49%	10%	0%	0%	0%	24%
St Werburgh's Primary School	09/07/2013	78	6%	56%	5%	0%	0%	0%	35%
Stoke Park Primary	27-28/09/2012	55	4%	40%	9%	0%	13%	0%	35%
Stoke Park Primary	12-15/07/13	77	17%	25%	14%	3%	8%	0%	34%
Upper Horfield Primary School	17/10/2012	54	2%	61%	0%	0%	2%	0%	35%
Upper Horfield Primary School	09-12/07/13	79	8%	61%	6%	6%	1%	0%	18%
Whitehall Primary School	26/09/2012, 01/10/2012, 08/04/2013	149	4%	60%	4%	1%	0%	0%	31%
Whitehall Primary School	12-15/07/13	151	9%	64%	5%	2%	1%	0%	19%

Table 7.4: Baseline modal split data for schools engaged in 2013/14

Schools engaged in 2013/14	Date of survey	Sample size	Cycle	Walk	Scooter	P&S	Bus	Train/Other	Car
Henbury Court Primary School	21/01/14, 04/02/14	89	1%	47%	3%	6%	6%	0%	37%
Henbury School (Sec)	25/11/2013	64	1%	28%	1%	1%	13%	0%	56%
St Bedes RC Secondary School	13/02/14, 27/02/14	88	3%	6%	0%	1%	69%	0%	21%

BCC CLUSTER 2 East - South East

Table 7.5: Baseline and monitoring modal split data for schools engaged in 2012/13

Schools engaged in 2012/13	Date of survey	Sample size	Cycle	Walk	Scooter	P&S	Bus	Train/Other	Car
Air Balloon Hill Primary	12-17/10/12	193	1%	51%	5%	0%	0%	1%	42%
Air Balloon Hill Primary	15/07/2013	229	1%	59%	3%	16%	1%	0%	19%
Begbrook Primary School	12/04/2013	159	6%	32%	5%	5%	0%	0%	52%
Begbrook Primary School	10-25/07/13	103	11%	37%	11%	16%	0%	0%	26%
Bristol Brunel Academy (Sec)	23-25/04/13	103	5%	60%	5%	0%	2%	0%	28%
Bristol Brunel Academy (Sec)	16/07/2013	125	6%	59%	5%	5%	4%	0%	21%
Bristol Metropolitan Academy (Sec)	22/04/2013	80	14%	46%	1%	0%	11%	3%	25%
Bristol Metropolitan Academy (Sec)	17/07/2013	122	9%	52%	2%	3%	11%	0%	22%
Chester Park Junior School	17/10/2012	109	1%	48%	9%	0%	7%	1%	33%
Chester Park Junior School	12-19/07/13	175	4%	44%	7%	8%	0%	0%	37%
Fishponds CoE Primary Academy	08-12/10/12	156	3%	47%	3%	0%	1%	7%	40%
Fishponds CoE Primary Academy	18/07/2013	144	15%	40%	6%	6%	6%	0%	26%
Holymead Junior School	22/11/2012	186	13%	58%	3%	0%	0%	1%	26%
Holymead Junior School	10-15/07/13	207	1%	69%	1%	2%	1%	0%	25%
May Park Primary School	01/11/2012	164	4%	46%	5%	0%	0%	4%	33%
May Park Primary School	08/07/2013	165	6%	53%	4%	5%	2%	0%	30%
St Bernadettes Catholic Primary	07/11/2012	91	0%	19%	11%	2%	0%	0%	68%
St Bernadettes Catholic Primary	12/07/2013	86	3%	23%	8%	13%	1%	0%	51%
St Joseph's Catholic Primary School	12-15/04/13	94	5%	31%	20%	5%	7%	0%	31%
St Joseph's Catholic Primary School	11/07/2013	88	5%	42%	10%	8%	0%	0%	35%
Waycroft Academy PS	11-12/12/12	168	2%	47%	9%	1%	1%	0%	40%
Waycroft Academy PS	22-24/07/13	190	19%	31%	7%	0%	4%	0%	39%

Table 7.6: Baseline modal split data for schools engaged in 2013/14

Schools engaged in 2013/14	Date of survey	Sample size	Cycle	Walk	Scooter	P&S	Bus	Train/Other	Car
Bristol Free School (Sec)	02-13/05/14	137	35%	13%	29%	4%	4%	0%	15%
Minerva Academy PS	12/02/2014	69	57%	4%	2%	0%	0%	0%	36%
Westbury Park Primary School	25/02/2014	115	67%	2%	2%	11%	0%	0%	19%

BCC CLUSTER 3 South

Table 7.7: Baseline and monitoring modal split data for schools engaged in 2012/13

Schools engaged in 2012/13	Date of survey	Sample size	Cycle	Walk	Scooter	P&S	Bus	Train/Other	Car
Ashton Park School (Sec)	04/03/2013	205	4%	49%	0%	0%	35%	0%	11%
Ashton Park School (Sec)	18/07/2013	169	10%	60%	1%	1%	24%	1%	4%
Bedminster Down Secondary School	03-04/10/12	187	5%	65%	2%	1%	10%	0%	18%
Bedminster Down Secondary School	02-05/07/13	192	6%	57%	2%	3%	13%	2%	19%
Cheddar Grove Primary School	18-22/04/13	214	4%	43%	8%	9%	0%	0%	36%
Cheddar Grove Primary School	19/07/2013	25	20%	52%	12%	8%	0%	0%	8%
Compass Point and South Street School	05/06/2013	52	6%	71%	2%	0%	0%	0%	21%
Hareclive Primary School	24-29/01/13	34	3%	62%	0%	0%	0%	0%	35%
Hareclive Primary School	17/07/2013	82	9%	59%	10%	0%	1%	0%	22%
Knowle Park Primary	10-11/10/12	192	6%	56%	11%	1%	1%	0%	26%
Knowle Park Primary	16-19/07/13	157	16%	49%	11%	0%	1%	0%	23%
Luckwell Primary School	27-29/11/12	161	1%	61%	8%	1%	0%	1%	29%
Luckwell Primary School	15-18/07/13	76	4%	64%	12%	3%	0%	0%	17%
Merchants' Academy Primary	15/10/2012	119	9%	32%	5%	0%	2%	0%	52%
Merchants' Academy Primary	18/07/2013	117	2%	43%	7%	1%	3%	0%	45%
Oasis Academy Connaught Primary	13/12/2012	77	4%	66%	8%	1%	0%	0%	21%
Parson Street Primary School	27-28/09/12, 02/10/12	254	9%	48%	13%	0%	2%	0%	28%
Parson Street Primary School	15-16/07/13	142	4%	64%	8%	1%	1%	0%	20%
School of Christ the King Catholic Primary	09/01/2013	100	0%	65%	0%	2%	0%	0%	33%
School of Christ the King Catholic Primary	18-19/07/13	75	0%	68%	3%	0%	0%	0%	29%

Table 7.8: Baseline modal split data for schools engaged in 2013/14

Schools engaged in 2013/14	Date of survey	Sample size	Cycle	Walk	Scooter	P&S	Bus	Train/Other	Car
Hotwells Primary	06-07/12/13, 09/01/14	85	11%	58%	8%	9%	1%	1%	12%
Perry Court Junior School	16-17/01/14	130	5%	48%	5%	5%	0%	0%	36%
Sea Mills Primary School	05-19/12/13	99	11%	22%	16%	4%	1%	0%	45%

SOUTH GLOUCESTERSHIRE

Table 7.9: Baseline and monitoring modal split data for schools engaged in 2012/13

Schools engaged in 2012/13	Date of survey	Sample size	Cycle	Walk	Scooter	P&S	Bus	Train/Other	Car
Bowsland Green Primary	22/11/2012	224	4%	45%	9%	n/a	2%	1%	40%
Bowsland Green Primary	26/09/2013	160	12%	37%	5%	n/a	0%	0%	47%
Bromley Heath Junior	08/11/2012	236	2%	62%	8%	n/a	0%	0%	28%
Bromley Heath Junior	12/09/2013	236	2%	64%	7%	n/a	0%	0%	27%
Grange School (Sec)	20/03/2013	85	8%	54%	7%	n/a	6%	0%	25%
Hanham Abbots Junior	27/11/2012	344	1%	45%	8%	n/a	0%	0%	46%
Hanham Abbots Junior	12/09/2013	357	2%	48%	9%	n/a	0%	0%	41%
Holy Trinity Primary	14/11/2012	171	6%	46%	9%	n/a	1%	0%	39%
Holy Trinity Primary	12/09/2013	105	7%	49%	6%	n/a	0%	0%	39%
John Cabot Academy (Sec)	08/11/2012	139	9%	22%	0%	n/a	30%	0%	40%
John Cabot Academy (Sec)	11-12/09/13	317	5%	31%	1%	n/a	26%	0%	38%
Longwell Green Primary	08/11/2012	322	5%	43%	15%	n/a	1%	0%	37%
Mangotsfield CoE Primary School	08/11/2012	390	2%	65%	8%	n/a	0%	0%	24%
Mangotsfield CoE Primary School	24/04/2013	366	48%	21%	9%	n/a	0%	0%	21%
Mangotsfield CoE Primary School	20/09/2013	290	3%	62%	11%	n/a	2%	0%	22%
Meadowbrook Primary School	08/11/2012	327	4%	41%	12%	n/a	0%	0%	43%
Meadowbrook Primary School	22-24/04/13	268	4%	43%	8%	n/a	0%	0%	45%
Meadowbrook Primary School	12/09/2013	216	5%	44%	7%	n/a	0%	0%	44%
St Mary's Primary Bradley Stoke	08/11/2012	170	6%	15%	8%	n/a	0%	2%	68%
St Mary's Primary Bradley Stoke	12/09/2013	99	7%	17%	6%		1%	0%	69%
St Stephen's CE VC Junior School	22-27/02/13	310	3%	45%	5%	n/a	1%	0%	46%
St Stephen's CE VC Junior School	27/09/2013	309	3%	41%	9%	n/a	1%	0%	46%
Stoke Lodge Primary	15/11/2012	303	5%	40%	11%	n/a	0%	4%	40%
Stoke Lodge Primary	30/09/2013	174	11%	37%	10%	n/a	0%	0%	41%
Wheatfield Primary School	15/11/2012	324	6%	52%	18%	n/a	0%	0%	23%
Wheatfield Primary School	20-24/06/13	293	6%	54%	17%	n/a	0%	0%	23%
Wheatfield Primary School	12/09/2013	220	5%	56%	15%	n/a	0%	0%	24%
Wick Primary	08/11/2012	142	1%	42%	6%	n/a	7%	1%	42%

Table 7.10: Baseline and monitoring modal split data for schools engaged in 2013/14

Schools engaged in 2013/14	Date of survey	Sample size	Cycle	Walk	Scooter	P&S	Bus	Train/Other	Car
Baileys Court Primary	23-29/04/13	217	3%	63%	4%	n/a	0%	0%	30%
Baileys Court Primary	26/09/2013	128	3%	65%	3%	n/a	1%	0%	28%
Barley Close Primary	25/04/2013	136	7%	40%	11%	n/a	0%	0%	42%
Barley Close Primary	23/09/2013	132	8%	45%	12%	n/a	0%	0%	36%
Barrs Court Primary	25/04/2013	230	3%	62%	10%	n/a	0%	0%	24%
Barrs Court Primary	12/09/2013	171	2%	50%	15%	n/a	0%	0%	34%
Beacon Rise Primary	25/04/2013	290	2%	48%	9%	n/a	0%	0%	40%
Beacon Rise Primary	24/09/2013	213	0%	50%	4%	n/a	0%	0%	46%
Bradley Stoke Coomunity School (Sec)	22/07/2013	133	15%	68%	2%	n/a	1%	0%	14%
Bradley Stoke Coomunity School (Sec)	12/09/2013	294	9%	75%	2%	n/a	0%	0%	14%
Cadbury Heath Primary School	16-17/04/13	164	1%	52%	7%	n/a	0%	0%	40%
Cadbury Heath Primary School	12/09/2013	156	1%	54%	13%	n/a	0%	0%	32%
Christ Church Juniors Downend	29/04/2013	259	5%	45%	9%	n/a	2%	0%	39%
Christ Church Juniors Downend	20/09/2013	224	4%	50%	5%	n/a	1%	0%	39%
Courtney Primary	25/04/2013	167	1%	69%	7%	n/a	0%	0%	22%
Courtney Primary	12/09/2013	114	3%	68%	4%	n/a	0%	0%	26%
Emersons Green Primary	12/09/2013	118	1%	58%	9%	n/a	0%	1%	32%
Iron Acton Primary	15/05/2013	65	0%	34%	2%	n/a	0%	0%	65%
Iron Acton Primary	23/09/2013	48	0%	35%	0%	n/a	0%	0%	65%
Kings Forest Primary	25/04/2013	210	4%	51%	7%	n/a	0%	0%	39%
Kings Forest Primary	12/09/2013	167	4%	44%	6%	n/a	1%	0%	46%
Mangotsfield School (Sec)	30/04/2013	210	5%	70%	0%	n/a	9%	0%	16%
Mangotsfield School (Sec)	12/09/2013	277	3%	75%	0%	n/a	10%	0%	12%
Pucklechurch Primary	12/09/2013	119	0%	42%	1%	n/a	1%	0%	56%
Raysfield Juniors	12/09/2013	205	3%	55%	4%	n/a	0%	0%	37%
Stanbridge Primary	26/09/2013	228	2%	40%	7%	n/a	0%	0%	51%
St Mary's Primary Yate	11-22/04/13	233	3%	41%	0%	n/a	0%	0%	56%
St Mary's Primary Yate	19/09/2013	99	7%	17%	6%	n/a	1%	0%	69%
St Michael's Primary	12/09/2013	262	5%	44%	8%	n/a	3%	0%	41%
St Paul's Primary	26/04/2013	133	5%	44%	2%	n/a	0%	0%	49%
St Paul's Primary	11-12/09/2013	187	7%	38%	3%	n/a	1%	0%	50%
The Park Primary School	11-17/07/13	362	3%	49%	4%	n/a	1%	0%	44%
The Park Primary School	12/09/2013	420	3%	49%	8%	n/a	1%	0%	39%
The Ridge Junior School	22/05/2013	209	17%	33%	10%	n/a	0%	0%	40%
The Ridge Junior School	12/09/2013	189	16%	35%	6%	n/a	0%	0%	42%
Tyndale Primary School	23/04/2013	178	8%	50%	10%	n/a	0%	0%	32%
Tyndale Primary School	12/09/2013	89	21%	48%	9%	n/a	0%	0%	21%
Tynings Primary	24-26/04/13	200	1%	45%	16%	n/a	1%	0%	39%
Wellesley Primary	24/04/2013	184	7%	52%	8%	n/a	0%	0%	33%
Wellesley Primary	12/09/2013	114	9%	47%	7%	n/a	1%	0%	36%

BATH & NORTH EAST SOMERSET

Table 7.11: Baseline and monitoring modal split data for schools engaged in 2012/13

Schools engaged in 2012/13	Date of survey	Sample size	Cycle	Walk	Scooter	P&S	Bus	Train/Other	Car
Hayesfield Girls' School	29/01/13-17/02/13	468	2%	54%	0%	0%	12%	3%	29%
Hayesfield Girls' School	23-26/09/13	292	1%	56%	0%	2%	13%	5%	23%
Ralph Allen	01-07/02/13	572	4%	20%	0%	0%	41%	1%	34%
Ralph Allen	30/09/13, 02/10/13	215	6%	18%	0%	2%	41%	0%	33%

Table 7.12: Baseline modal split data for schools engaged in 2013/14

Schools engaged in 2013/14	Date of survey	Sample size	Cycle	Walk	Scooter	P&S	Bus	Train/Other	Car
Wellsway school	20/05/13-06/06/13	422	13%	54%	2%	0%	10%	0%	21%
Norton Hill Academy	07-14/05/13	857	2%	46%	1%	0%	25%	1%	25%

NORTH SOMERSET

Table 7.13: Baseline modal split data for schools engaged in 2013/14

Schools engaged in 2013/14	Date of survey	Sample size	Cycle	Walk	Scooter	P&S	Bus	Train/Other	Car
Castle Batch Primary	02-03/07/13	137	2%	47%	3%	4%	0%	1%	42%
Milton Park Primary School	16/01/2014	146	5%	36%	5%	12%	1%	0%	40%
Priory CS and Academy (Sec)	27/09/2013	204	7%	74%	3%	5%	6%	0%	5%
St Marks VA Primary School	02-03/07/13	113	14%	33%	1%	0%	0%	0%	52%
St Martins CoE Primary school	18-23/10/13	323	3%	37%	5%	24%	1%	0%	31%

7.4 Delivery progress with Wheels to Work West

7.4.1 Overview of interventions

Wheels to Work West (formerly Access to Work & Skills) aims to overcome transport barriers that may prevent people accessing employment and training opportunities in the West of England. There are three schemes to support eligible people: free bus tickets, loan bikes and loans to buy a scooter. The schemes are promoted and delivered through partner organisations which already have an existing relationship with eligible people, such as job centres and further education institutions. Eligible people can apply to the schemes, through the partner organisation, if they comply with the following requirements:

- Free bus tickets: aged 16 or over, unemployed or within the first four weeks of a new job and if their travel journey can be reasonably made by existing bus services.
- Loan bikes: aged 16 or over, unemployed, or within the first four weeks of a new job.
- Loan to buy scooter: aged 17 or over and have a job offer.

7.4.2 Delivery progress

The Wheels to Work West scheme was launched in September 2013 and, in the first six months, 150 individual job seekers (clients) were engaged with, via the 35 partner organisations which were helping to deliver the scheme throughout the West of England area in the reporting period (8 in BANES, 13 in BCC, 7 in NSC and 7 in SGC). These organisations include colleges, Jobcentres, work clubs and other key education, training and employment providers across the West of England.

The schemes are increasingly being used by clients and there are case studies of Wheels to Work West helping to secure employment for local people. Two case studies are reported here as examples:

- Male, age 20, South Gloucestershire: This recipient has Asperger's and is unable to use the bus. Now he has his own transport to work and his father is also able to get a job for the first time in 5 years.

- Male, age 46, Bristol: This recipient lost his job in construction when his scooter was burnt out. The scheme was the direct contributing factor in him regaining employment.

Interest in the Wheels to Work West scooter loan scheme (launched in September in Bristol and South Gloucestershire) has been encouraging, with five bikes and two scooters loaned and over 2,000 bus tickets distributed to partner organisations. A website has been launched for the scheme (www.travelwest.info/wheelstoworkwest).

In sum, the scheme has delivered the following:

- BUS TICKETS: These are distributed via the partners to job seekers and those new in work, to assist the recipient with a month's transport cover for a new job, two weeks for training and three days for one off events such as job interviews. Tickets are for FirstBus and also for Wessex.

- BICYCLES: This scheme is administered and run by the Bristol Bike Project in Stokes Croft on behalf of the LSTF team, and is open to anyone in the West of England region. The loans are initially for a period of two months, and may be extended to six months with agreement

from the Bristol Bike Project. The loan scheme is free, and clients are referred to the scheme by the partner organisations. BANES and North Somerset have additional local schemes to help job seekers.

- SCOOTERS: the scooter scheme covers Bristol and South Gloucestershire, and is a 'loan to buy' scheme. So far clients have included shift workers, those living or working in rural areas, and those needing wheels during their job e.g. care workers. The schemes operate through partnerships with Fowlers and the Bristol Credit Union. North Somerset has recently joined the Somerset Rural Youth Projects scooter scheme, which covers the rest of Somerset and is an established scooter scheme.

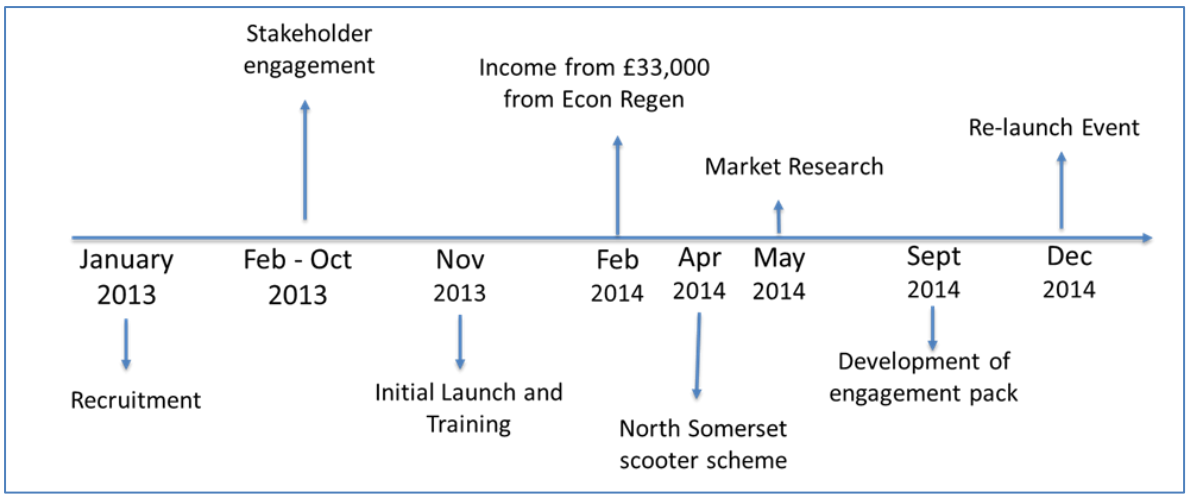
Table 7.14: Summary of outputs delivered by the Wheels to Work West in the West of England

	Bus Tickets provided to partners	Bus Tickets distributed to end user	Loan Bikes provided to partners	Loan Bikes distributed to end user	Scooters provided to partners	Scooters distributed to end user
BANES	482	292	6 hybrid 6 electric 2 folding	0	n/a	n/a
Bristol	1735	425	6 hybrid	5	26	2
South Gloucestershire	825	140				
North Somerset	570	306	4 hybrid 2 electric 1 folding	0 (See note below)	0	0

Note: The loan bikes supplied in North Somerset were not funded through the Wheels to Work project but can be accessed through their own scheme called "Borrow a Bike". This scheme is run from The Bicycle Chain shop in Weston-super-Mare where they have a collection of bikes. The shop maintains the bikes, provides information and fits the bikes to the hirers.
Borrow a Bike is available to all North Somerset residents, who need to pay a £50 refundable deposit and can hire the bikes for up to two weeks. Clients of the Wheels to Work WEST project can access this scheme without having to pay the deposit and can hire the bikes for a month.
During the period April 2013 – March 2014 no hires were made through the Wheels to Work, however a total of 42 hires were completed by other residents in the area.
North Somerset also offers free adult cycle training up to 2 sessions per person. During the same period 25 people took up the training. These opportunities are promoted in North Somerset life publication and on the website.

A timeline of the Wheels to Work West project is shown in Figure 7.1.

Figure 7.1: Timeline of the project



The project had a delayed start due to the complexities in engaging and training the partner organisations. A re-launch event has been planned for December 2014 to share the lessons learnt so far, engage with further organisations and contribute to market the scheme to more potential users.

7.5 Data collection plan for Wheels to Work West

In accordance with the monitoring strategy set out in the OMP, surveys of those aged 16+ and receiving the interventions (free bus tickets, loan bikes and scooters) will be undertaken.

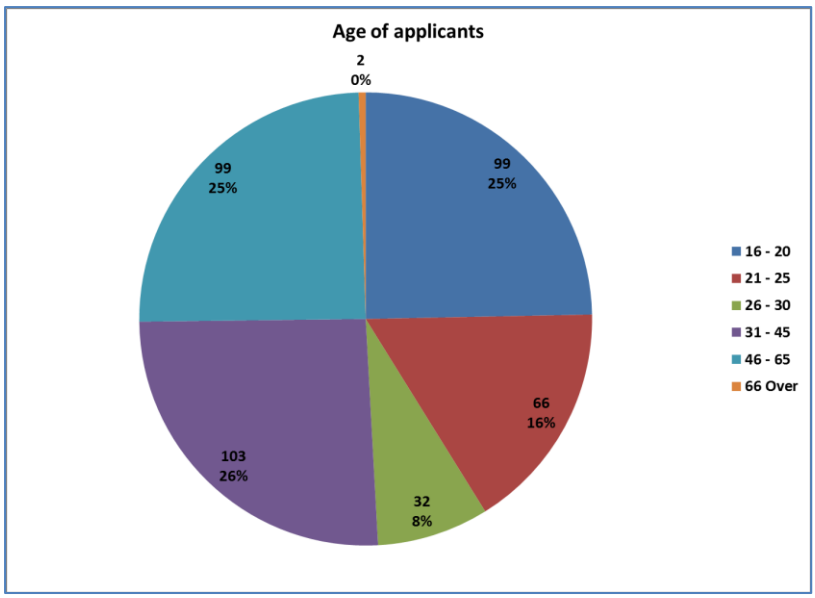
7.6 Results for Wheels to Work West

An online questionnaire survey was designed in collaboration between the WEST LSTF Transitions Manager and the UWE evaluation team to gather data on bus ticket use at the time when they applied for their tickets at the partner organisation site (where they could be assisted in completing the survey). It was decided that this was the most cost-effective way of data collection as an ex-post questionnaire would have been difficult to administer as some of the applicants do not have access to internet, and they may not feel motivated to complete the survey.

A total of N=422 completed questionnaires were achieved during the period November 2013 to June 2014. It should be noted that, although the partner organisations had been briefed about the need to collect these data, most but not all applicants completed the questionnaire.

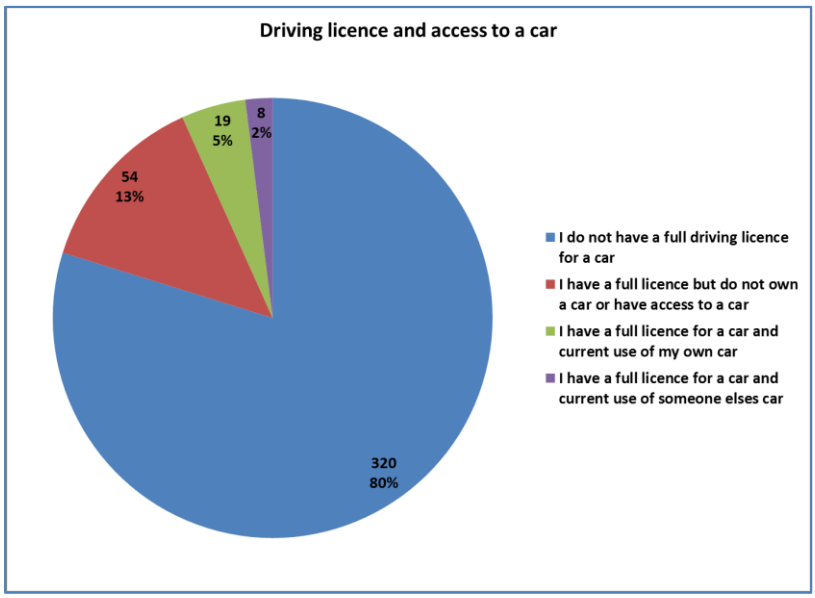
Gender split of the respondents reveals a prevalence of men among the applicants (64% vs 36%), while half of the sample is 30 years old or younger.

Figure 7.2: Age of free bus ticket applicants



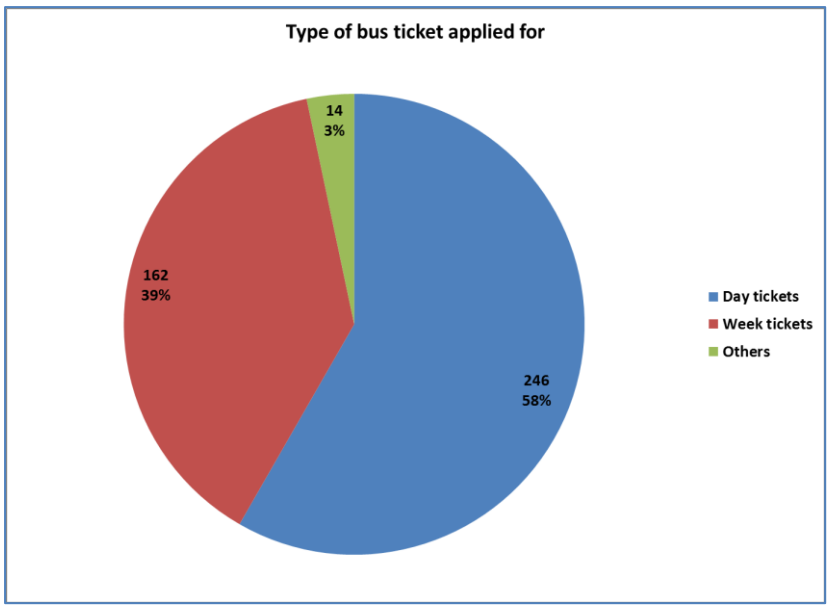
The majority of respondents did not have a driving licence (80%) and only a minority of those with a driving licence had access to a car (either their own or that of someone else).

Figure 7.3: Applicants' situation in relation to having a driving licence and access to a car



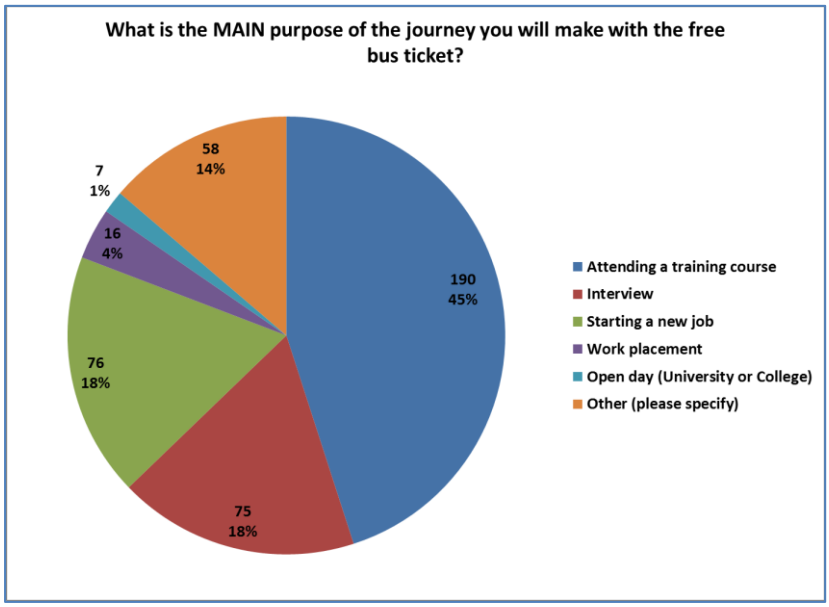
Most respondents applied for day tickets (58%), with the next most frequent ticket type requested being weekly tickets.

Figure 7.4: Type of bus ticket applied for



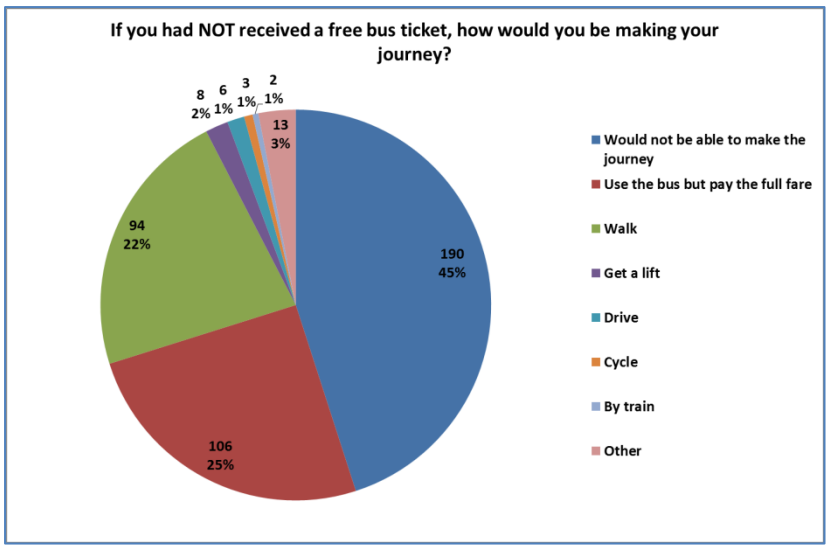
Attending a training course was selected by 45% of the sample as the main purpose of the free bus journey, followed by attending a job interview and starting a new job (18% for both categories).

Figure 7.5: Main purpose the journey made with the free bus ticket



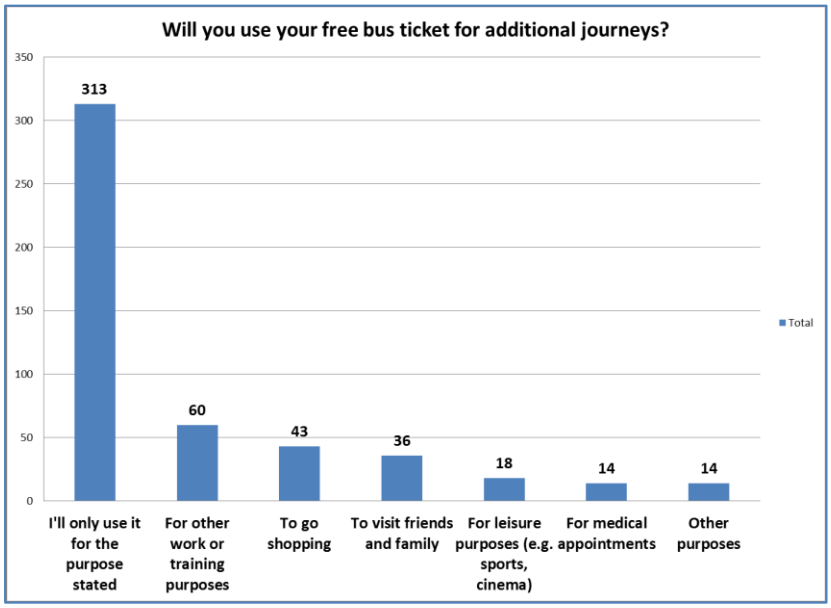
The questionnaire asked the applicants how they would be making their journey had they not received the free bus ticket. It must be noted that this question is hypothetical and relies on the assumption that the respondent's behaviour in the hypothetical situation follows their stated intentions. While a quarter of the sample stated they would still make the journey and pay the full bus fare, almost half (45%) claimed they would not be able to make the journey. However, about one in five said they would walk.

Figure 7.6: How applicants said they would make their journey in the absence of the intervention



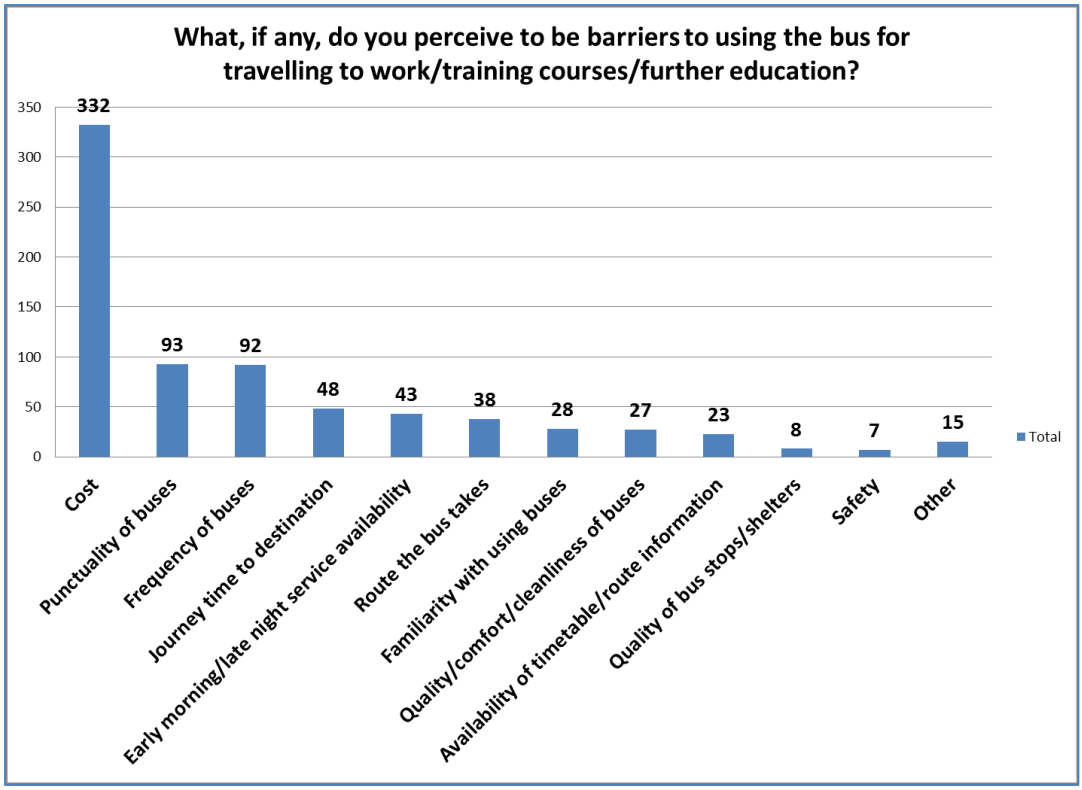
Whilst most respondents expected to use the free ticket only to attend their chosen education or employment activity (74% of the sample), others mentioned other purposes including shopping (10%), social (9%) and leisure activities (4%).

Figure 7.7: How applicants said they would use the free bus ticket



Cost appears to be the most frequently mentioned barrier to using the bus for education or training or employment purposes, with four in five respondents (79% of the sample) selecting it. Other key barriers appear to be **punctuality** and **frequency** of buses (selected by 22%), **journey time to destination** (11%), the **availability of early morning/late night services** (10%) and the **bus route** (9%).

Figure 7.8: Perceived barriers to using the bus



An ex ante and ex post questionnaire survey was developed for loan bike users and loan scooter users. Given the low uptake in the reporting period, these results will be reported in the 2014/15 AOMR.

7.7 Delivery progress with Universities

7.7.1 Overview of interventions

This project is targeted to first and second year students at the University of the West of England, Bristol (UWE) and University of Bristol (UoB), as they generally move from home to student halls at the beginning of their first year, and from halls to private accommodation in the transition from their first year to their second year. The Universities have targets to reduce car travel to university and increase active travel. Demand for the subsidised joint university bus service is both high and growing. By promoting cycling, additional demand and hence revenue support for the bus service can be mitigated, and the numbers of students that drive to university reduced. By promoting cycling as a feasible option, the universities are helping to open up additional travel choices to students, thereby improving the student experience.

The objectives of the project are as follows:

- To reduce student single-occupancy car travel to campus;
- To reduce the pressure on the university bus service; and
- To increase the use of active travel (cycling and walking) among students.

To achieve these objectives, the focus is to promote a sustained behaviour change towards cycling to campus as the main mode of travel.

The activities and interventions that have been included in a pilot phase in the 2013/14 academic year are as follows:

- An e-marketing strategy - promoting existing route planners and travel apps, using social media, email and web-pages to deliver targeted communications.
- Developing a network of cycling champions - using students and senior residents of halls to help normalise cycling, and using external agents to provide face-to-face services and advice, i.e. maintenance and personalised travel planning (PTP).
- A bike loan scheme (see section 7.7.2 for details).

It is important to note that new parking restrictions are being introduced at UWE. After 1 September 2013, most undergraduate students who commenced study on or after the 1 September 2013 and live within the boundary shown in the postcode exclusion zones (http://www2.uwe.ac.uk/services/Marketing/about-us/Facilities/Postcode_Exclusion_Zone.pdf) under Bristol City Council and South Gloucestershire Council jurisdiction will not be authorised to park or bring vehicles onto Frenchay Campus. More information in UWE's car parking policy and guidance is available at: http://www1.uwe.ac.uk/comingtouwe/campusmapsandinformation/carparking/carparkingpolicy/guidanceforstudents.aspx

7.7.2 Delivery progress

The project started in April 2013 with the appointment of the Universities Project Officer working with UWE and UoB. Face-to-face engagements have taken place with 1429 students during 2013/14.

A cycle hub has been launched at the UoB and a Hub Supervisor is available to offer advice. Cycle surgeries have taken place regularly at halls of residence and cycle parking for students has been installed.

Market research with the student population has gathered nearly 2000 responses to an online survey of first and second year university students at UWE and UoB and there have been 26 interviews, three video diaries and a co-creation workshop, aimed at producing a project delivery plan and involving project managers and the appointed consultants Uscreates. The results have been used to inform 2014/15 plans.

A bike loan scheme has been piloted in October 2013 at two halls of residence, Marketgate Hall for UWE and Stoke Bishop Student Hall for UoB, with 40 bikes handed out to first year students instead of the usual bus passes (15 for UWE students and 25 for UoB students). A total of more than 800 students were invited to be part of the trial, so uptake has been at the level of 5%. Support services have also been launched and have included guided bike rides, cycle training, Dr Bike sessions and free bike services.

There have been increases in patronage on the 13 and 19 university bus services (launched in 2012/13), but particularly the 19 service where patronage has doubled since the introduction of the enhanced service. Service 13 has been extended to Bradley Stoke and there are approximately 1300 passengers per month who use the extension.

A cycle hire contract in Bath was awarded to Nextbike, and the contract includes the installation of two docking stations at Bath Spa University and the Charlton Court hall of residence in 2014.

7.8 Data collection plan for Universities

In accordance with the monitoring strategy set out in the OMP, the following data collection methods will be used for this project:

- Online survey of incoming first year and second year students at UWE and UoB;
- Focus groups with students; and
- Student panel (subject to resource availability).

7.9 Results for Universities

An online survey of both first and second year students at UWE and UoB was undertaken in August 2013 by Uscreates, an independent consultancy appointed by the LSTF project manager to conduct market research on the student population, with the aim of understanding their travel motivations and behaviours, and to design a marketing campaign promoting sustainable travel modes. The online survey gathered 1,930 completed questionnaires across the two universities. Table 7.15 provides a summary of the sampling and response rates. More detailed analysis of the results is available in a report produced by Uscreates.

Table 7.15: Summary of survey methodology and response rates

	Population	Responses	Target sample size	Response rate
1st year UWE	6,000 (4,000 emails)	727	361 95% (+/-5)	12.1% (18.2%)
1st year UoB	4,000	860	351 95% (+/-5)	22%
2nd year UWE	6,000 (4,000 emails)	414	361 95% (+/-5)	6.9% (10.4%)
2nd year UoB	4,000	89	351 95% (+/-5)	2.2%

The survey was primarily marketed through an email campaign, supplemented by a social media campaign. A mini-workshop with students helped to design the content, tone, language and visual style of the email and social media activity. Students were incentivised to take part by the chance to win a £10 prize. The campaigns were very successful for three populations, far surpassing required sample sizes, in some cases by a factor of two. However, UoB second year students had a low response rate. It is believed that this is due to the timing of the campaigns which went to their university email address during a period when they would likely have been abroad or on holiday.

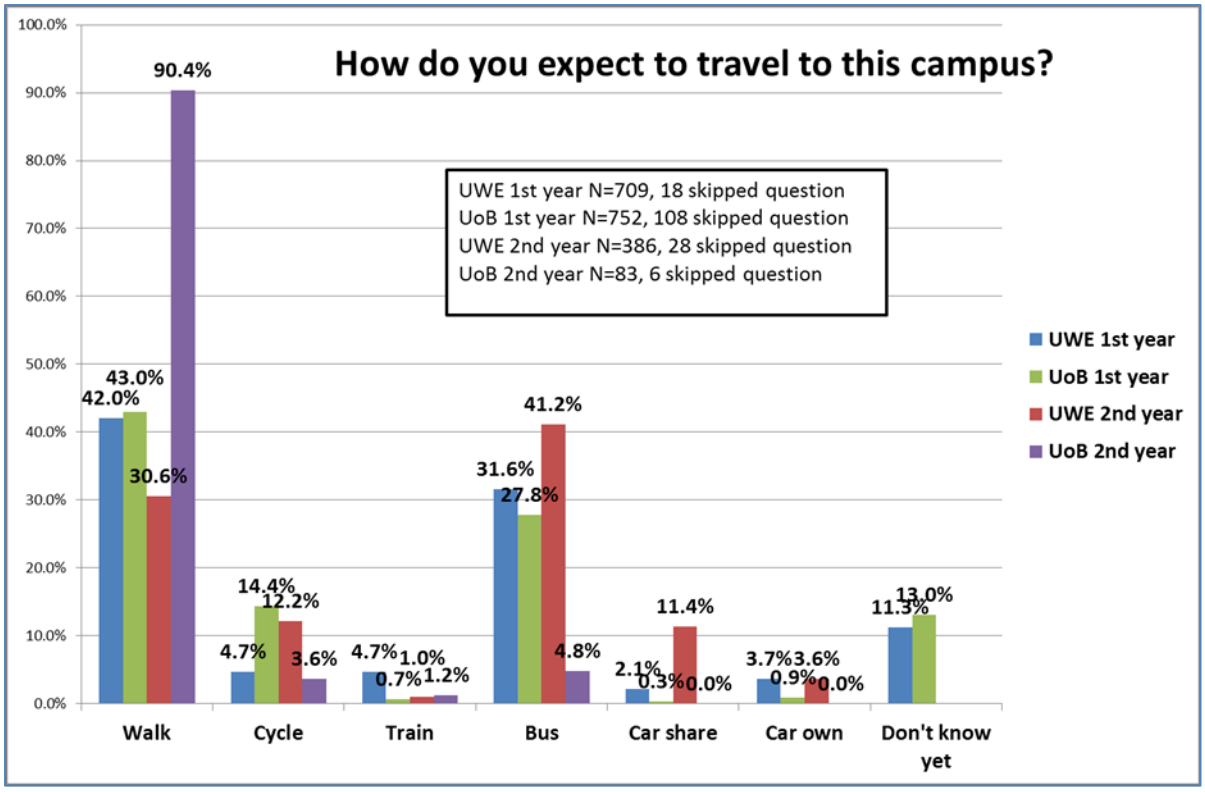
Researchers from Uscreates also conducted a series of qualitative interviews with students using the Rantbox, a mobile touring consultation method. A total of 24 students were engaged in qualitative interviews using a discussion guide based around the literature review prepared by the LSTF project manager.

Students were also asked to contribute through conducting video diary tasks using their smart phones. Tasks included gathering contextual information about their living situation, interviewing flat mates or friends, and capturing their experiences of commuting to university. The research target was for four participants, and students were recruited through earlier research activity, and incentivised to complete each task. Three students agreed to participate, however one fell ill during the research period, so only two students completed the video diary activity.

In the online survey, students were asked how they expected to get to campus. Figure 7.9 summarises the results. Comparing the responses of first year students across the two universities, the key difference is about the expectation to cycle to the place of study, with over 14% UoB respondents claiming they would cycle, compared with just over 4% UWE respondents. UWE first year students indicate more expectation to use cars, either for solo or shared journeys, than UoB students, although absolute proportions are low in both cases. Similar proportions of first year respondents at UWE and UoB expect to walk (42% and 43%) and use the bus (32% and 28%).

The situation is rather different when second year responses are compared, however it must be noted that the sample size of UoB second year respondents is low (N=89), affecting sampling error and preventing meaningful comparisons with the UWE sample. UWE second year respondents appear to expect to be more reliant on buses than their UoB counterparts (41% vs 5%).

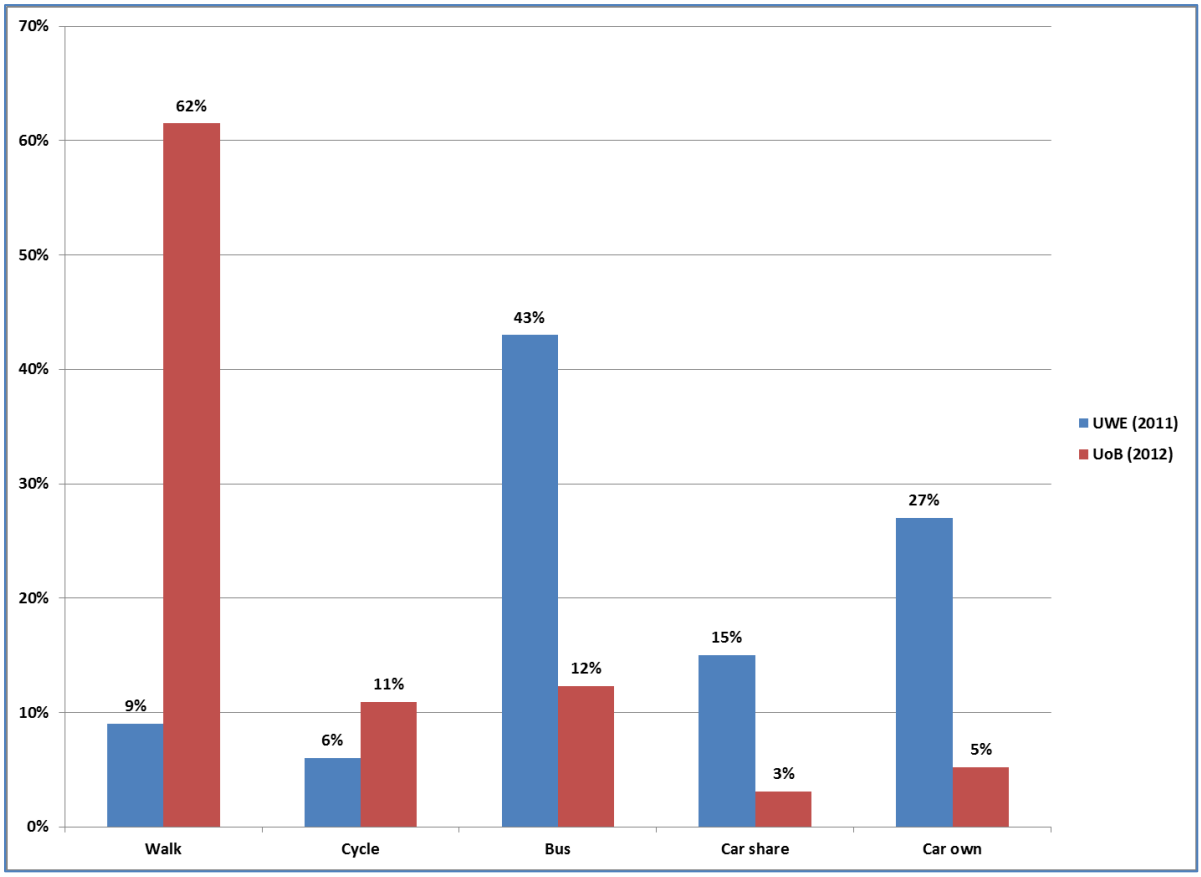
Figure 7.9: Modal split at the two universities



Previous travel surveys that had been conducted with students of all years at both universities (in 2011 at UWE and 2012 at UoB) found that UWE students generally use buses and, to a lesser extent, private vehicles to get to university, while UoB students use comparably more active forms of transport, chiefly walking. These results (Figure 7.10) are reported here for reference only and caution should be used when comparing them to the results obtained through the online survey undertaken as part of the LSTF project, as the survey methodologies were different.

The UWE 2011 travel survey measures the transport mode to the place of study, whilst the UoB 2012 survey measures general student travel (including, but not limited to, travel to university). The significant differences in travel behaviour between UWE and UoB survey respondents will be as a result of the relative location of the main campuses (UoB is city centre, UWE main campus is in the North Fringe), the distances from accommodation to the place of study, and the differences in parking restrictions in each area. Also, the UWE survey excludes on-campus residents (mainly walkers). Finally, it should be noted that when UoB students were asked in the survey about specific journeys to their place of study, 8% responded that they used the bicycle. Because of this, cycling rates might be more similar at the two universities than they first appear. Finally, the Uscreates report suggests there is greater scope for change to active modes at UWE, with 85% of surveyed students travelling by motorised modes (43% bus, 15% car share, 27% car own), compared to just 20% at UoB (12% bus, 3% car share, 5% car own).

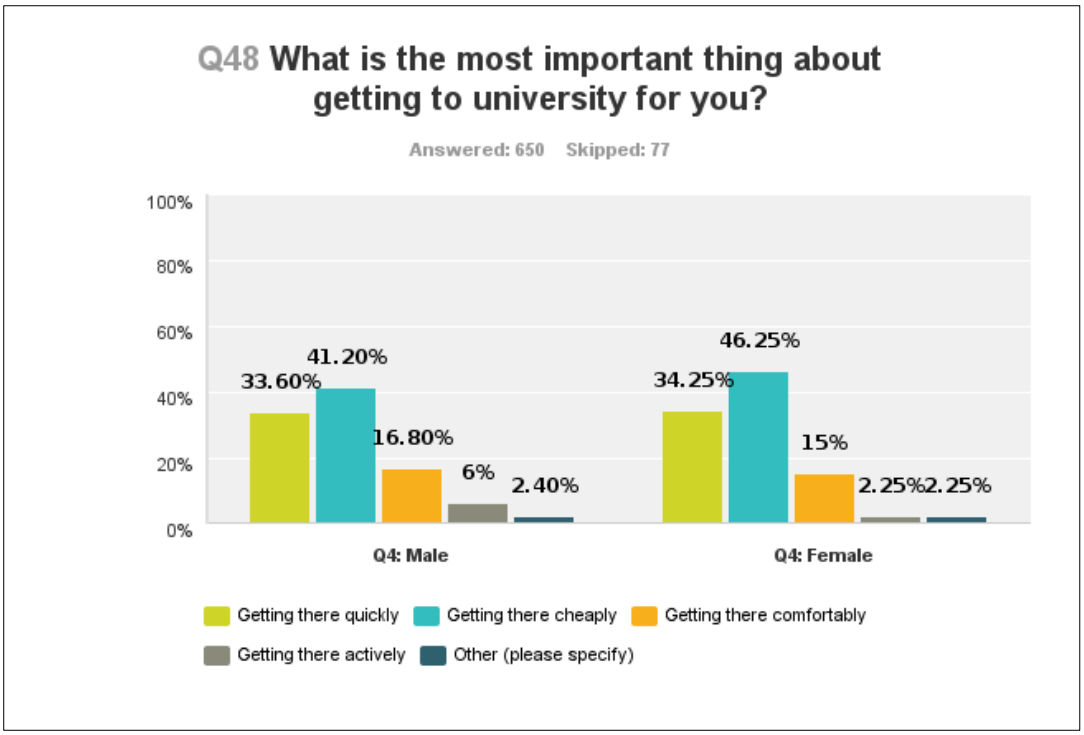
Figure 7.10: Travel survey results at the two universities



Across both first and second years, **cost** and **speed** were the two most common priorities when students were asked about their commute to university in the online survey conducted for the LSTF project.

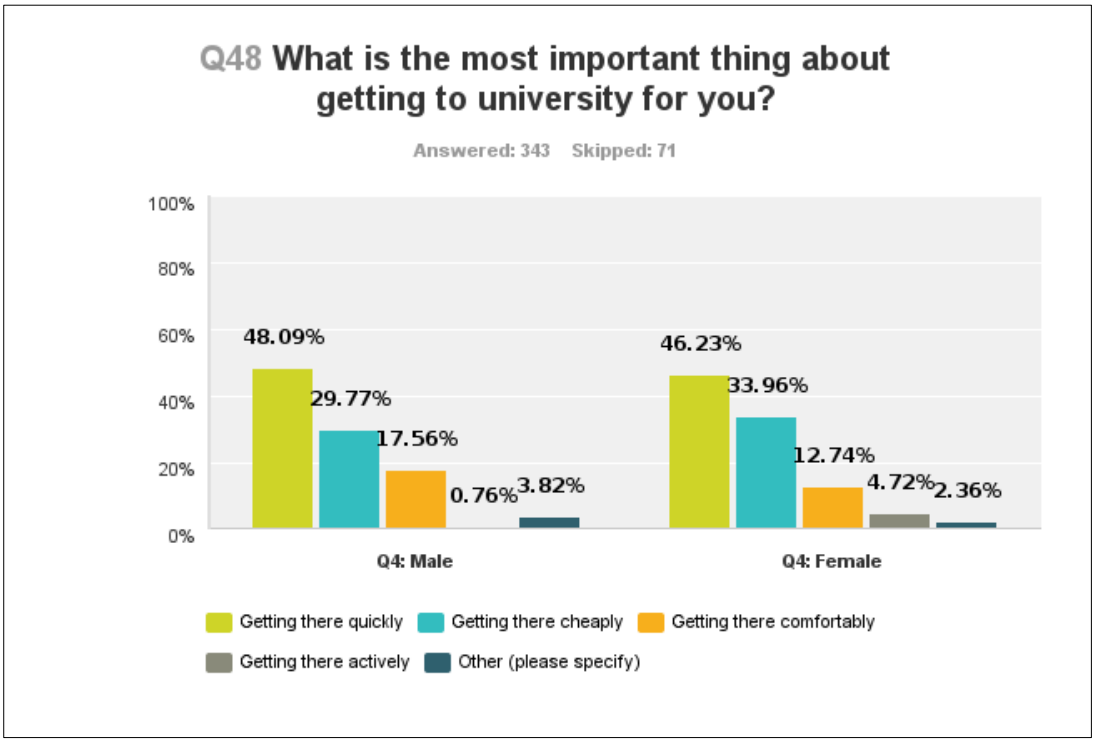
The survey results demonstrated that most first years prioritise **cost** as the most important aspect of how they get to university (Figure 7.11). This was true across both males and females, and probing into this aspect in the qualitative interviews revealed this priority tended to be matched with other money saving behaviours.

Figure 7.11: Most important aspect of travelling to university for FIRST YEAR students



For second years, the most frequently prioritised aspect of their commute is **speed** and getting to university as quickly as possible (Figure 7.12). This was borne out in the interviews in which second years tended to value additional time spent in bed before lectures, and also with more commitments outside of university, the ability to travel to other locations faster.

Figure 7.12: Most important aspect of travelling to university for SECOND YEAR students



Drawing on the results of the online survey and the qualitative interviews, the key recommendation made by Uscreates is to create an overarching programme uniting the delivery of support services

(such as the pilot interventions being delivered already), and the development of a communication strategy and brand identity. This programmatic approach, they suggest, will unite activity in respect of two challenges of behavioural change as follows:

- A motivational challenge: getting students to **want** to bike more; and
- A delivery challenge: making it **easier** for students motivated to bike to do so.

The pilot support services and infrastructure changes are vital in reducing the barriers for those that do want to bike, though uptake so far may not have been as high as anticipated. However excellent the support services may be, if people are not ready to cycle they will have little impact. By also devoting energy to motivating people to want to bike through a strategic marketing campaign and balancing activities within a strategic overview, uptake will be increased and impact maximised.

Uscreates also notes that the motivational challenge can also include getting students to want to drive less, primarily through communicating information about car parking restrictions, parking costs, the incoming Resident Parking Scheme, and traffic issues and so on. These messages can be included in positive messages stressing the benefits of cycling and pointing out the costs of driving.

7.10 Delivery progress with New Developments

7.10.1 Overview of interventions

The New Developments project builds on the requirements of developers to produce residential travel plans and provide initiatives to promote sustainable travel to new residents. The project is piloting sustainable travel initiatives and engagement with developers and residents in two new residential development sites in South Gloucestershire (Cheswick and Charlton Hayes), with a further aim to extend this approach to other new developments to be built across the West of England.

The objective of the project is to promote sustainable travel to new residents in order to reduce single occupancy car trips to and from new residential development sites, through the following:

- producing Travel Information Packs and associated publicity materials;
- providing personalised travel planning services and travel offers; and
- Partnership working with Developers and Planning officers.

Figure 7.13: Map of Cheswick Village

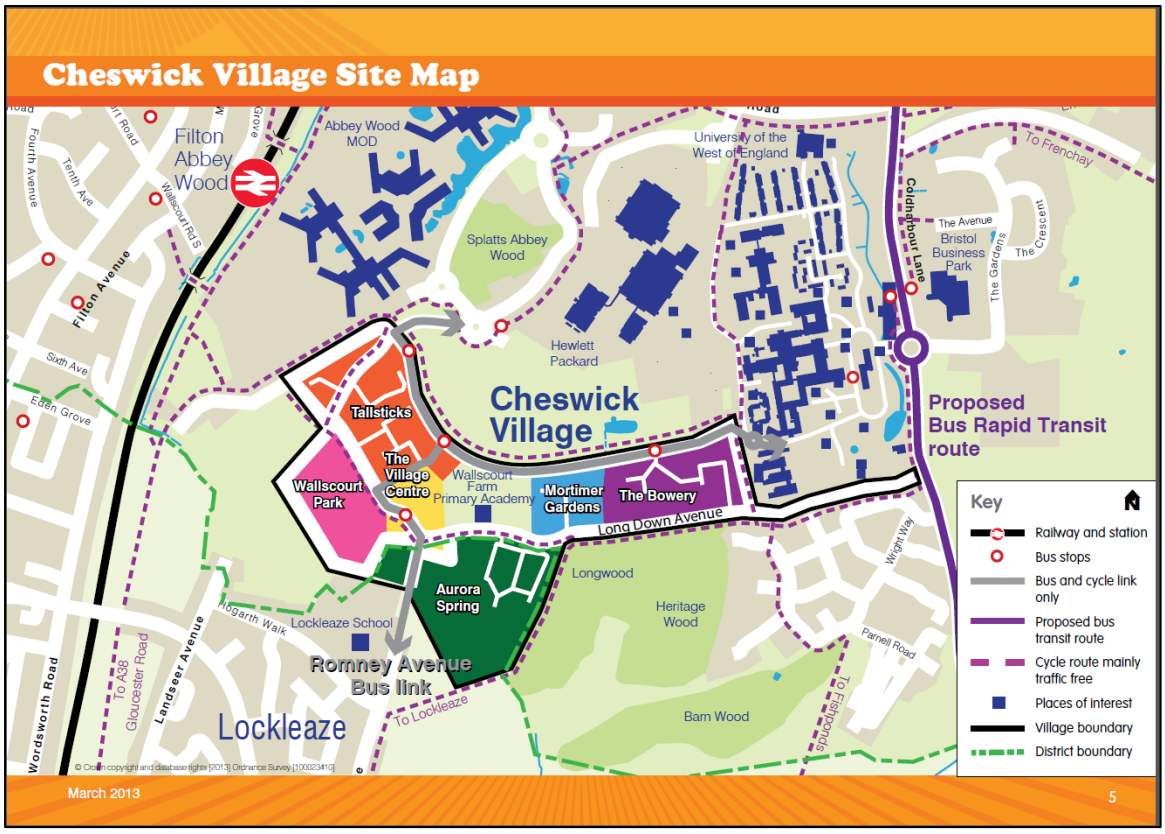
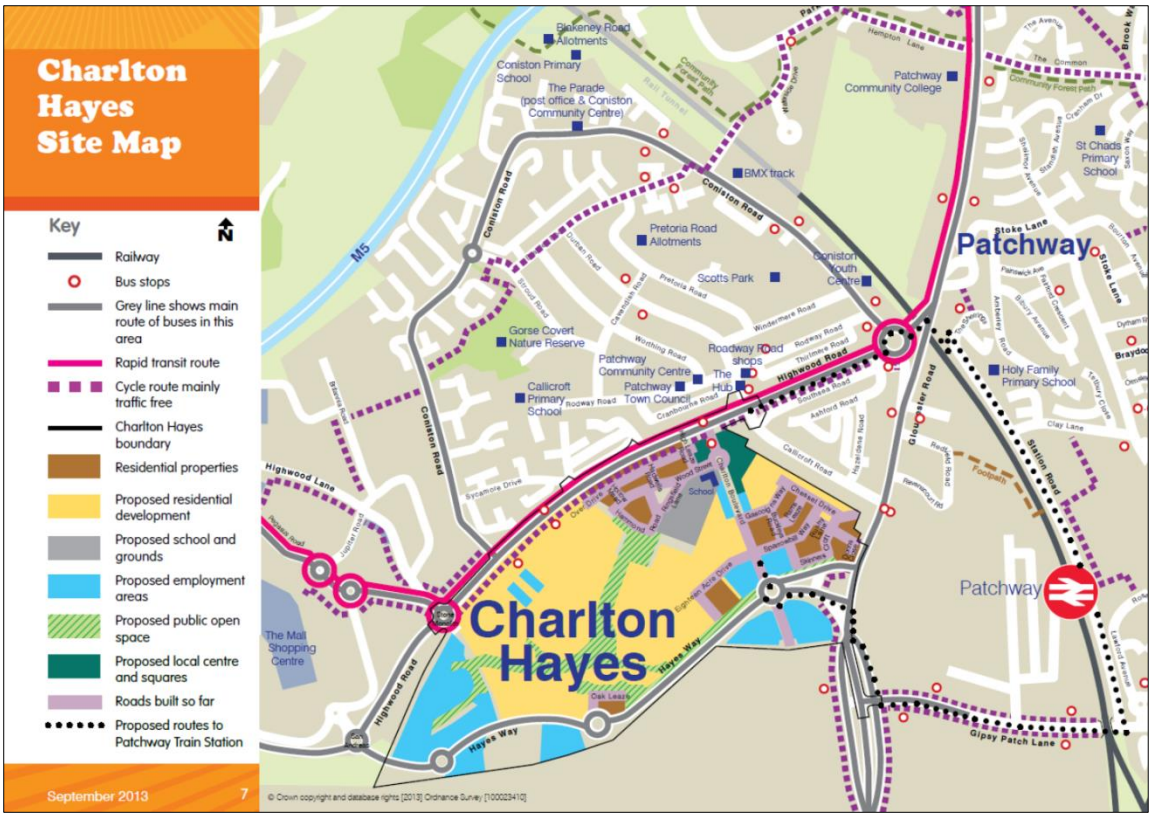


Figure 7.14: Map of Chalrton Hayes



Once completed, Cheswick Village will have 1,000 dwellings, while Charlton Hayes will have 2,200 dwellings.

7.10.2 Delivery progress

In 2012/13 a Travel Information Pack and other materials were produced for Cheswick and door knocking visits were made to 302 households (out of 564 homes occupied at the time). In 2013/14, further activities were conducted in Cheswick and the innovative approach to new developments has been rolled out to Charlton Hayes, with the developers' sales teams proactively publicising and using the Travel Information Packs. The project is now looking towards involving other new developments in creating a suite of legacy documents that can be rolled out to further developments after the project is completed. The timeline of the project over the reporting period was as follows:

1) Completion of Charlton Hayes Travel Information Pack and associated personalised journey planning: November 2013;
2) Completion of revised style Travel Information Pack and supplementary information: March 2014;
3) Development of monitoring strategy including start of in-depth interviews at Cheswick Village and Charlton Hayes: March 2014;
4) Large scale events hosted at Cheswick Village and Charlton Hayes: March 2014.

The tables below present the activities carried out in each development in 2013/14 and their timeline:

Table 7.16: Types of interventions/activities carried out and when in CHESWICK VILLAGE

Roadshow Event	7th October 2013
Door knocking event	22nd Feb 2014
Roadshow Event	15th Mar 2014
Door knocking event	24th Mar 2014
Door knocking event	31st Mar 2014

Table 7.17: Types of interventions/activities carried out and when in CHARLTON HAYES

Dates of flyer drop to notify residents of door knocking event	15th, 16th & 18th October 2013
Dates of door knocking event	28th October to 5th November & Saturday 9th November 2013; Shifts were between 10 - 6pm
Date of Dr Bike roadshow event	16th November 2013
Roadshow Team deliver flyers to residents of Charlton Hayes	15-18th Oct 2013
Door knocking event at Charlton Hayes	28th Oct - 5th Nov 2013
Saturday door knocking event	9th Nov 2013
Post door knocking event at Charlton Hayes	16th Nov 2013
Sovereign Housing Association Workshop	11th Feb 2014
Door Knocking	22nd Feb 2014
Open day Event at Bovis Marekting Suite	12th Mar 2014
Charlton Hayes TravelWest Event	22nd March 2014
Door Knocking	23rd March 2014
Door Knocking	31st March 2014

The following tables summarise the outcomes of the door-knocking activities carried out in Cheswick Village, including the resources taken up by participating households.

Table 7.18: Participation data concerning CHESWICK VILLAGE

The total number of residents living on the development at the time of the intervention is not precisely known, as occupiers of some properties could not be contacted. The following data is available:	
Number of properties	63
Number of properties where residents were in during door knocking (contacted)	47
Contact Rate	74.6
Participation Rate	22.2
Number of properties where residents participated	14
Number of properties where no contact made	16
Number of vacant dwellings	0
Number of residents who did not want to participate	33
Number of residents living in houses which engaged with team	12

Table 7.19: Resources made available and requested in CHESWICK VILLAGE

Resources made available in Cheswick Village	**Number requested**
Bristol cycle map	8
North Somerset Cycle Map	4
South Glos Cycle Map	6
BANES Cycle Map	3
Get Cycling	1
Bristol Leisure routes	5
South Gloucestershire Leisure Routes	5
Bristol to Bath Railway Path	2
Strawberry Line	1
Car Sharing Leaflet	0
Cutting Your Car Use Booklet	0
Bus Timetables	1
Train Timetables	0
South Glos Youth Concession Info	0
Greater Bristol Travel Map	0
Avon Rider Leaflet	0
Bradley Stoke Guide	0
Filton Guide	0
Adult Cycle Training Leaflet	0
Two Tunnels	1
Concorde Way	0
City Car Club Flyer	0
Cheswick Village Travel Information Pack	15

The following resources and services were delivered in **Cheswick Village** in the period April 2013 to March 2014:

Table 7.20: Summary of resources and services delivered in CHESWICK VILLAGE

Total Packs	15
Total Resources	37
Total Bus Tickets	5
Total Services (Incl. 1 Dr Bike, 1 loan e-bike, 2 cycle training, 1 accompanied ride)	5
Total Freebies	0

The following tables summarise the outcomes of the door-knocking activities carried out in Charlton Hayes, including the resources taken up by participating households.

Table 7.21: Participation data concerning CHARLTON HAYES

The total number of residents living on the development at the time of the intervention is not precisely known, as occupiers of some properties could not be contacted. The following data is available:	
Total number of properties on Development at time of intervention	380
Number of properties where residents were in during door knocking (contacted)	234
Contact Rate	61.6
Participation Rate	48.2
Number of properties where residents participated	183
Number of properties where no contact made	133
Number of vacant dwellings	13
Number of residents who did not want to participate	51
Number of residents living in houses which engaged with team	374

Table 7.22: Resources made available and requested in CHARLTON HAYES

Resources made available in Charlton Hayes	**Number requested**
Bristol cycle map	51
North Somerset Cycle Map	21
South Glos Cycle Map	46
BANES Cycle Map	23
Get Cycling	1
Bristol Leisure routes	41
South Gloucestershire Leisure Routes	37
Bristol to Bath Railway Path	19

Strawberry Line	20
Car Sharing Leaflet	2
Cutting Your Car Use Booklet	1
Bus Timetables	2
Train Timetables	3
South Glos Youth Concession Info	4
Greater Bristol Travel Map	2
Avon Rider Leaflet	0
Bradley Stoke Guide	0
Filton Guide	0
Adult Cycle Training Leaflet	0
Two Tunnels	3
Concorde Way	1
City Car Club Flyer	2
Charlton Hayes Travel Information Pack	306

The following resources and services were delivered in **Charlton Hayes** in the period April 2013 to March 2014:

Table 7.23: Summary of resources and services delivered in CHARLTON HAYES

Total Travel Information Packs	306
Total Resources	279
Total Bus Tickets	37
Total Services (incl. 17 Dr Bike, 6 loan bikes, 3 cycle training, 4 route planning, 1 car sharing)	31
Total Freebies	1

7.11 Data collection plan for New Developments

In accordance with the monitoring strategy set out in the OMP, the following data collection methods were to be used for this project:

- Survey of residents during door knocking visit, principally to elicit travel mode usage;
- In-depth interviews with residents (conducted in Cheswick Village in Summer/Autumn 2013 and planned for Charlton Hayes in late 2014), principally to understand how travel behaviour has changed after moving to the new development and after receiving the intervention (Travel Information pack, etc.).

7.12 Results for New Developments

As part of the door-knocking in both developments, the Sustainable Travel Roadshow team surveyed households that were willing to complete a face-to-face questionnaire. These were completed in 2012/13 for 223 households in Cheswick where it was found that the car was the primary mode for 63% of households. Due to problems with how the survey was administered, there are no usable questionnaires for Cheswick Village in 2013/14.

In Charlton Hayes, contact through door knocking in 2013/14 was made with 234 households. Of these, N=121 individuals answered the travel mode question.

The following figures summarise the results concerning modal split in Charlton Hayes. These results are to be considered as the baseline for the development. Monitoring results will be reported in the 2014/15 AOMR.

Figure 7.15: Walking frequency

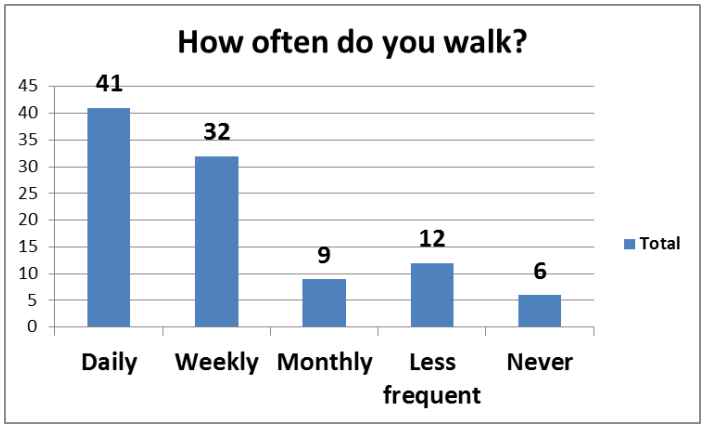


Figure 7.16: Cycling frequency

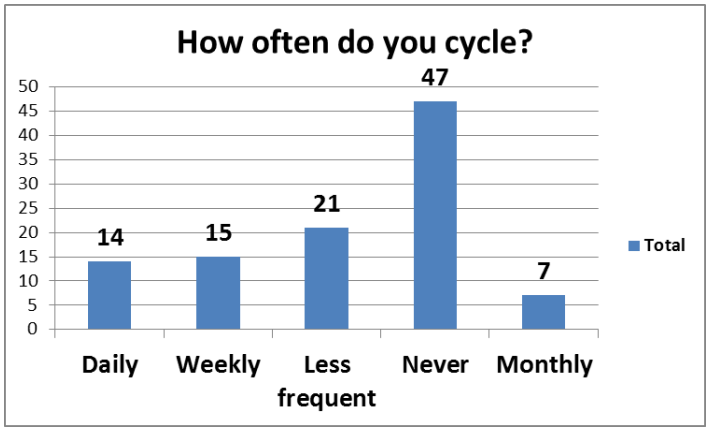


Figure 7.17: Bus use frequency

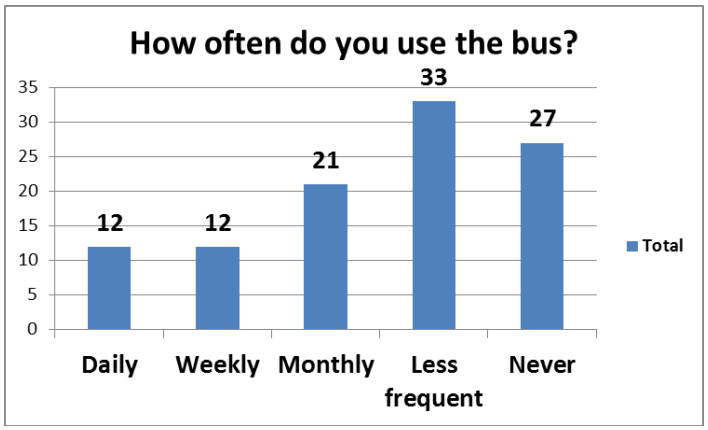
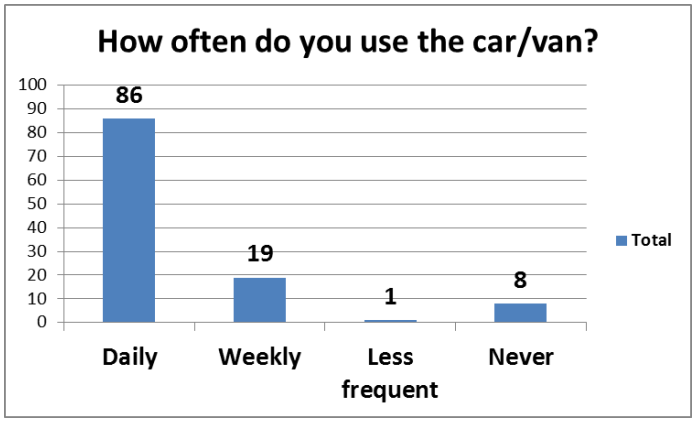


Figure 7.18: Car use frequency



In-depth face-to-face qualitative interviews with residents in Cheswick Village were also undertaken in July to September 2013 by a UWE postgraduate student as part of her dissertation (MSc in Transport Planning). The aim of the interview was, among other things, to understand how the interventions, in particular the residents' Travel Information Pack, played a role in changing travel awareness, attitudes and behaviours. As part of this study, the student interviewed twelve residents face-to-face with different levels of awareness and engagement with the project. The research found that most interviewees were positive towards the transport options available at Cheswick (in particular bus services) and Travel Information Pack. Interviewees noted that the Travel Information Pack assisted them in using alternatives to the car after their move.

8. Process evaluation

8.1 Purpose

The purpose of process evaluation in the WEST programme is to understand how the interventions were delivered, and how this affects the results (outcomes and impacts) that are generated. Process evaluation has been designed to also support impact evaluation, in particular to understand how different parts of the WEST programme contributed to the outcomes; and to support quality assurance. In this sense, it is both formative and summative.

8.2 Methodology

Process evaluation is following a predominantly qualitative approach, although it also relies on quantitative data measuring the financial resources committed to delivering the programme of interventions, and the specific outputs delivered.

The procedure of process evaluation has been agreed collectively between the evaluator (the UWE research team) and the programme partners. The core component of the methodological approach is a self-completion questionnaire survey that gathers process data about activities, barriers, drivers, actions and lessons learnt. The process evaluation survey was administered twice in the first year of the programme to all the managers and project officers involved. The procedure itself underwent improvements after the first round of data collection undertaken in July 2013.

8.3 Results for the period July - December 2013

The analysis has been carried out with the software NVivo, which is widely used in qualitative data analysis in the social sciences. In NVivo, each completed form was treated as an individual case ('*node*' in NVivo) and the following attributes were assigned to each case:

- Name of compiler
- Type of project (Work-Package or wider tranche/UA project area)
- LSTF programme area (Business Engagement, Transitions, Public Transport, Marcomms, Cycling & Walking Infrastructure, 20 mph, Community Grants, STFT, UA)
- Geographical area covered (BCC, BANES, SGC, NSC and Sub-regional)
- Data collection wave (to reflect the reporting period under consideration)
- Change in perception of barriers (this records the responses to a Likert-scale question).

The responses have been qualitatively analysed using *thematic analysis*, i.e. the text provided in each form was categorised ('*coded*') according to a broad set of 'themes', assigned by the researcher as they emerged in the forms. It important to note that given the qualitative nature of the data it is not possible to extract statistical information. However, NVivo allows to systematically code the data and then to find patterns in how thematic codes are distributed across the various cases.

Overall, there was a broadly good level of engagement with the process evaluation exercise and all participants provided meaningful and useful responses in the forms. A total of 62 forms were completed, out of 68, achieving an overall 90% response rate. A total of 62 completed forms were returned and an estimated six were missing, making the response rate equal to 90%. A few of the forms referred to multiple projects within the same Work Package (WP) and were completed by the

same person, hence, it was decided for simplicity to incorporate them in a single NVivo case for the purposes of the analysis. Therefore, the number of NVivo cases is 45.

Six typologies for **drivers** that motivated and helped staff in delivering the programme interventions were revealed as follows:

- **Good delivery processes and practices** (mentioned in twenty-six cases), including clarity of delivery strategy, timescales and budgets; effective liaising and co-ordination with internal and external stakeholders; and effective intervention-specific processes in place.
- The motivation given by **project objectives**, mentioned in fifteen cases.
- **External support** provided by stakeholders, recipients of the intervention, organisations and/or teams external to the project delivery team (mentioned in fourteen cases).
- **Positive contextual factors** (mentioned in thirteen cases) that provided a synergistic effect with project delivery, including other initiatives at local or regional level and the existence of favourable regulatory, political, cultural and policy frameworks.
- **Building on past experience and projects**, mentioned in eight cases.
- **Team motivation and enthusiasm**, mentioned in three cases.

Several types of **barriers** were encountered, ranging from project-specific factors to broader problematic issues originating from organisational and institutional settings and practices. This mirrors the findings from the previous reporting period. Among the **project-specific barriers** the following can be identified:

- **Problems with engaging actual and potential project participants** (mentioned in twenty-five cases), which were felt to negatively affect the time needed to deliver interventions with a substantial 'participation' component.
- **Problems with contractors** (mentioned in eight cases) mainly causing delay to infrastructure project delivery.
- **Problems with bus operators** (mentioned in seven cases), which had negative impact on accountability of project outcomes, caused delays, undermined ability to engage with target audience and jeopardised stakeholders' confidence in overall value of project.
- **Other issues** including unexpected technical failures and other project-specific difficulties (mentioned in five cases).

Context-dependent barriers were mentioned in twelve cases and comprise factors that are external to the project to be delivered, such as unfavourable weather conditions, quality of existing infrastructure and/or public concerns or opposition. These types of barrier were perceived as having a negative impact on the ability to deliver project outputs on time and in good order, and to achieve target levels of participation.

The following **organisational and institutional barriers** emerged:

- **Problems with working across projects and areas** (mentioned in thirteen cases), arising from the wider institutional set up, programme management and governance, and decision-making systems in place. These types of barrier mostly concerned projects that were inter-dependent with other projects across the WEST LSTF and those managed at both local and sub-regional level. Negative impacts include uncertainty, confusion, lack of co-ordination and direction in project delivery.
- **Problems around Marketing & Communications** (mentioned in ten cases), arising both in the Marcomms tranche and in local delivery teams.

- **Problems with project planning and workloads** (mentioned in seven cases), including difficulties with unclear project delivery planning and management of available staff time and resources.
- **Problems with project monitoring** (mentioned in six cases), including difficulties in collecting monitoring data and achieving shared understanding of monitoring and evaluation.
- **Funding** issues (mentioned in five cases), in relation to the LSTF grant and match-funding.

Both the full and reduced versions of the process evaluation forms asked respondents to state how they perceived the situation to have changed in relation to the barriers experienced in the previous reporting period (i.e. January to June 2013). Responses were provided on a five-point Likert scale from "worsened significantly" to "improved significantly", with the additional option of "Not Applicable/Did not complete the form in previous reporting period".

The results suggest that while 7 out of 45 cases reported that the situation had worsened, twice as many (15 out of 45) reported an improvement and 9 claimed the situation had stayed the same as in the previous reporting period. A few cases did not provide an answer to this question (5 out of 45) and 9 stated it was not applicable to them.

There is evidence that the barriers identified have been acted upon and addressed over the course of the reporting period.