



The Go-between Project - Pilot Study - Phase 1

Findings and Recommendations

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Findings and recommendations

1 Introduction

The Go-between Project (Phase 1) is an exchange of transport information to and from households in the Calne area. A CAT volunteer delivers a pack containing transport information which is personally explained. In return the householder is invited to answer some questions to find out if there are unmet travel needs as well as their views on transport provision.

CAT's work has been to review local transport services, identify the gaps and actively recommend appropriate improvements.

From its widespread community network the CAT management has been made aware of a range of transport problems and issues. However, CAT needed a systematic approach to bring the evidence of need to the Passenger Transport Unit (PTU) at the County Council. The Go-between project has been the solution to gaining a comprehensive insight about transport in the Calne area.

The pilot tests the first five out of twelve steps in a community marketing strategy devised by CAT's transport consultant summarised in Annex 1. The first step is setting up CAT's website www.gocalne.org.uk managed in parallel with the other four steps.

Phase 2 will review the provision of local transport services, identify gaps and recommend (i) improvements which are reliable, accessible, safe and affordable, and (ii) develop CAT to become the community travel broker, or 'Go-between', for three way transport information: user, provider and planner.

2 Aims of pilot

- Test effectiveness of questionnaires, travel information packs and analysis
- Learn the necessary skills for doorstep interviewing
- Build experience for recruiting and training as well as enthusiasm
- Find out issues regarding transport and Wigglybus
- Assess resource and management implications

The project team included Richard Aylen, Anne Henshaw, David Clay and Elizabeth Hitchens managed by Kate Freeman. New recruits joined the pilot later: two committee members (Dorothy Lewis and Mary Gray) and a community volunteer (Nancy Kyte of Bremhill).

Working in pairs the four pilot areas were:

1) Avebury Trusloe	Monday	(early evening) 16 August 2004
2) Derry Hill	Friday	(early evening) 3 September 2004
3) Curzon Park	Saturday	(mid morning) 19 February 2005
4) Bremhill	Saturday	(mid morning) 26 February 2005

Two pilot areas were served by the Wigglybus (Avebury Trusloe and Curzon Park), the other two were not.

3 Pilot sample

Households surveyed	39
No reply	11
Packs distributed	47
Total Households visited	52

CAT members targeted social housing and private retirement bungalows targeted to reveal higher than average unmet travel need. Of the four areas, the Bremhill sample approximated most closely to the 2001 Census profile.

The pilot has provided sufficient information for a recruiting and training plan for an area wide project for the community outreach aspect. The pilot also brought to CAT's attention travel needs in the four pilot areas which CAT is pursuing (see paragraph 6 below).

4 Considerations

Although surveys were fairly consistent the pilot evolved its presentation. Responses might have been slightly influenced by these changes. The question on travel information initially tried to find out if "people's travel choices were limited by the information available". This question was poorly understood. In Bremhill the question was changed to ask whether the information in the pack was new to the householder, which revealed a 100% yes.

Although householders were welcoming they were not expecting to answer questions about transport. Some responses were found to be contradictory. The accuracy of responses will reflect greater awareness as experience increases of the project and services.

5 Findings

71% of households owned at least one car. 38% of the sample were bus users. Where service 49 serves Avebury Trusloe frequently (Swindon / Devizes) 62% of households in were bus users
20 households (51%) had a member with special transport needs, mostly addressed in the form of lifts with relatives. This group is likely to conceal a

proportion of suppressed journeys. Many trips could be made by taxi although the price is off-putting. Other than one daily taxi to school, taxis were mainly used for special occasions: drinking without driving, and to airports (for holidays).

None had used the Wigglybus but one person had visited their household by Wigglybus. Cycling and rail hardly featured.

Information and accuracy of bus information were often problematic. Since few had access to the web (10%). This is in keeping with national figures from the 2001 Census where 10% of the lowest income group in 2001/02 in Great Britain had internet access. Households in Great Britain in the highest income group (weekly disposable income of £1,000 or more) had almost eight times the proportion of the lowest income group (income between £100 to £200 per week).¹

CAT would need to make efforts to ensure that its information services were available via a mailing list, telephone or encourage people to access their website at a central point.

The survey was used as an opportunity to voice wider concerns from facilities at bus stops to crossing dangerous roads.

The full results are summarised in Annex 2 and comments summarised in Annex 3.

6 Transport actions arising from pilot areas

- 1) Those areas served by Wigglybus need far greater encouragement. Using CAT representatives to kick-start this working closely with regular passengers to spread the word resourced with user-friendly leaflet and timetable
- 2) The Wiltshire public transport map was appreciated – could be emulated for community area transport.
- 3) Public Transport Unit need to ensure users are made aware of bus changes possibly using CAT as their agent.
- 4) A Wigglybus or similar is needed to serve Derry Hill and Bremhill. Arguably, the need is greater in Bremhill served by only one bus a day to Chippenham. As an urgent first step taxi vouchers should be considered as well as a bus shelter.
- 5) Shared taxis might address the issue of evening services including building the market. A school travel plan for John Bentley could target Derry Hill identifying needs for out of hour's access.
- 6) CAT to continue lobbying National Express and promote a service if successful!

¹ www.statistics.gov.uk. Website accessed April 2005

- 7) Include information about Link Scheme in pack.
- 8) Wiltshire's Local Transport Plan 2006 should promote:
 - accessible bus improvements
 - programme of bus shelter improvements
 - upgraded network in the Council's Bus Strategy
 - a pedestrian crossing to Curzon Park estate
 - a footpath (and pelican crossing?) to the A4 bus stops serving Derry Hill

7 Key messages from pilot

- Participants found this an enjoyable, satisfying and exciting exercise. Volunteers felt they were doing something rewarding. "Lovely to know something is being done" was one reaction.
- Working in a group was seen as important.
- Personal contact was a powerful tool. When eliciting responses the effect of a locally known person as part of the team was very positive.
- CAT was not seen as an anonymous organisation but part of the community with shared concerns.
- Unmet travel need was found *irrespective* of background and circumstance.
- Apprehension was widespread: "what if I can't use my car?"
- BUT: so was the feeling: "anything rather than go by bus!"
- The team also found that some were shy of revealing dependence on buses
- When options were explained people were prepared to change and experiment

8 Wigglybus

- Wigglybus publicity was not getting through to those who needed it most
- Wigglybus not being used where it could be - only on one occasion did the team come across use of Wigglybus – a visitor from Calne to a household in Avebury Trusloe
- There was good will for Wigglybus mixed with apprehensiveness - some confusion over timetables, complicated leaflets and its purpose
- With *personal* encouragement and explanation, enthusiasm for Wigglybus grew

9 Conclusions

Once the car is given up the transition to public transport is too difficult and too alien unless positively encouraged. CAT's Go-between Project is doing a vital job of raising awareness and should result in increased interest and patronage. The pilot has been a pebble in a pond that will ripple. The enthusiasm engendered by this initial exercise should be built on steadily whilst still fresh.

The Pilot achieved the following objectives:

- **Tested effectiveness of resources:** The questionnaires and travel information packs were adjusted for each pilot area.
- **Developed a workable methodology:** A method for recording and analysis was developed so that the administrator could continue that task
- **Relevant skills and experience:** Skills and confidence for doorstep interviewing were built rapidly
- **Training and development:** Sufficient experience was gained to define a process for recruiting and training
- **Potential Wigglybus market:** Key issues specific to the pilot areas were found regarding traffic, public transport and Wigglybus most of which have caused CAT initiatives through the marketing group and WCC partnership
- **Components for future management:** Sufficient information and data has been gathered to understand the resource and management implications for rolling out the project.

10 Recommendations

1) Commission a two or three year programme of work detailing recruitment, training and management as well as a cost estimate.

2) Identify funding and community sponsors.

11 Next Steps

- Circulate report to CAT committee and partners
- Write to all pilot participants to keep on board and send:
 - New timetables, new information and Link's leaflet
 - Summarise findings and plans for the future
 - Invite expressions of interest for further involvement

- Develop longer term programme of work detailing recruitment, training and management with a cost estimate
- Identify funding and community sponsors.
- Set up meeting with PTU.

CAT'S RESULTS FROM PILOT AREAS - SUMMARY

NV = Not Valid (Number of answers no reply/question not answered)

Area / Village		TOTAL	AVEBURY TRUSLOE	DERRY HILL	CURZON PARK	BREMHILL	
Date			Aug-04	Sep-04	19/02/2005	26-Feb-05	
Day/time			Mon, eve	Fri, eve	Sat, am	Sat, am	
Streets		Trusloe Cottages		Church St, Petty St, Tile Court	Longbarrow, Walter Sutton Close	Lodowiks, and Bremhill (street)	
Type			Social Hsg, mixed	Social Hsg, elderly	Exp Private estate suburb, elderly pop	Mixed & Social Hsg	
Households		Yes	52	8	13	15	16
No Reply		No	11	2	1	2	6
Packs Distributed		Yes	47	6	12	13	16
Surveyed		Yes	39	6	11	12	10
Age		a) < 35	0	0	0	0	0
		b) 36-65	11	3	0	1	7
		c) Over 65	24	1	8	12	3
		NV	18	4	5	3	6
Composition		Couples	20	3	3	10	4
		Families	5	1	0	0	4
		Alone	10	0	5	3	2
		NV	17	4	5	2	6
Special Needs		Yes	20	1	8	4	7
		NV	16	3	3	4	6
Taxi		Occasional	7	1	1	3	2
		Regular	3	1	0	0	2
		Frequent	2	0	0	0	2
		NV	13	3	1	3	6

Area / Village		TOTAL	AVEBURY			
			TRUSLOE	DERRY HILL	CURZON PARK	BREMHILL
Train	Occasional	6	2	1	2	1
	Regular	0	0	0	0	0
	Freq	1	0	0	0	1
	NV	13	3	1	3	6
Bike	Yes	1	0	0	0	1
	NV	13	3	1	3	6
W'bus	Yes	0	0	0	0	0
	NV	6	3	0	3	0
Bus users		15	5	2	3	5
Level of use	Frequent	4	2	0	1	1
Freq over 1/week	Regular	8	2	2	0	4
Regular over 1/month	Occasional	3	1	0	2	0
Occasional less 1/month	NV	13	3	1	3	6
Info Limits/Help		16	1	3	2	[10]
	NV	10	3	3	4	6
Car	Yes	28	3	4	12	9
	NV	12	3	1	2	6
Car prob - day	Yes	17	3	10	1	3
	NV	13	3	1	3	6
Car prob - eve	Yes	17	3	10	1	3
	NV	13	3	1	3	6
Web access	Yes	4	1	1	2	?
	NV	9	3	2	4	?

The Go-between Project - Pilot Study

COMMENTS FROM GO-BETWEEN PILOT AREAS

1) Public Transport

Avebury Trusloe:-

- Sunday buses to Swindon 2hourly only.
- Multi journey tickets with Wilts & Dorset/Stagecoach, OK one way but not other.
- Looking forward to 1/2 price concessionary ticket!
- Problem getting to Marlborough/increase frequency (as for 49)
- No 49 hourly - good service
- Niece from Calne visits on Wigglybus

Derry Hill:-

- Use bus for Calne/Chippenham/station (X 2)
- Steps on bus
- Good service from main road.
- Bus stop too far to walk
- Buses make her sick
- Not frequent to Bath/Marlborough (once a day)

Curzon Park:-

- No pub transport issues whilst healthy enough to drive
- Dependent on someone else to drive
- Use bus/Wb if stranded
- Evening services: Others have problems
- National Express in Calne? Better than going to Chippenham
- Wb: don't use it - cant work it out

Bremhill:-

- Need better bus service (for when no car) especially for Calne
- Bus to RUH
- National Express in Calne would be useful
- Better than used to be. Reliable. No evening services
- Buses to coincide with trains in Chippenham
- Would like to use a bus. Bus doesn't go to Calne. Use for when drinking. Wish there were a wb.

- Once saw Wb driving through.
- Unreliable bus. Need to get to Calne. National Express in Calne. Vehicle: variable standard.
- Times change often. Info about changes (would have missed it if friend hadn't mentioned change)
- Cant rely on bus stop info.
- Getting to Calne
- Better and more frequent

2) Other Issues

Avebury Trusloe:-

- Would like evening service to Calne
- Adequate transport because of daughter's help
- Able to go out when mood takes her - shops in Avebury
- Niece has access to Web (in Devizes)
- Info/leaflet about Wb - poor
- doesn't like daughter hanging around Swindon bus station ("dirty and unsavoury people")

Derry Hill:-

- Have car but son has it!
- Daughter helps

Curzon Park:-

- Reluctant drivers
- Cant drive (X 2)
- Recent ops/temporarily cant drive
- Too ill to be interviewed
- Crossing top of Curzon estate
- Crossing top of Curzon estate - esp. for visiting grandchildren/frightening/thought Council were going to do that (X 4)
- Complete the bypass - takes away thro' lorries.

Bremhill:-

- Cars parked on bend: dangerous
- No bus shelter. Dangerous corner esp. if cars parked in village centre
- Muddled Hopper bus with Wigglybus. Cant drive long distances. Mother is in Derry Hill - 98!
- Bus to Chip'm then Derry Hill ... not convenient. Have to have car. Didn't know about Link.
- No bus shelter. Used to have good transport to Calne. Could choose Calne and Chip'm.
- Calne near and yet so far. Lovely to know something is being done.
- Parking in the village. Resurfacing of roads - but active PC.

- Wrote to WCC - why did Wb not come to Bremhill. Corner is dangerous
- No but husband might wish to comment
- Bus shelter. Enthusiastic - especially for children

3) Willing to Change? 20

Avebury Trusloe:-

- Yes - interested in Wb
- Yes -2

Derry Hill:-

- N - prefer car to bus
- Y - might use a Wb if avail.
- Use bus when reliant not reliant!

Curzon Park:-

- Try 43 / Wb/especially if husband ill/dog walk on Downs (X 4)
- Try Link
- Licence renewal?
- Frustrated- wanted to learn more!
- Might need to use bus
- No. Encouraging CAT's work

Bremhill:-

- Might use Wigglybus vouchers (Route 43) x 3
- Yes would use Wb vouchers (Route 43) x 6