MONITORING & EVALUATION

LOCAL SUSTAINABLE TRANSPORT FUND PROJECT
FINAL REPORT

Derby City Council
November 2016
## FULL LIST OF OUTPUT INDICATORS

As at end of March 2016

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>NAME</th>
<th>OUTPUT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Output Indicators</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>POI 1</td>
<td>No. of workplaces engaged in Travel Advice Service</td>
<td>252</td>
</tr>
<tr>
<td>POI 2</td>
<td>No. of workplaces awarded grants</td>
<td>24</td>
</tr>
<tr>
<td>POI 3</td>
<td>No. of individuals engaged in personalised travel planning</td>
<td>1,861</td>
</tr>
<tr>
<td>POI 4</td>
<td>No. of car share website journey matches</td>
<td>101</td>
</tr>
<tr>
<td>POI 5</td>
<td>No. of Wheels to Work bicycle loans / purchases</td>
<td>372</td>
</tr>
<tr>
<td>POI 6</td>
<td>No. of new employment sites occupied</td>
<td>Nil</td>
</tr>
<tr>
<td>POI 7</td>
<td>No. of bus services improved</td>
<td>3</td>
</tr>
<tr>
<td>POI 8</td>
<td>No. of bus taster tickets issued</td>
<td>1,415²</td>
</tr>
<tr>
<td>POI 9</td>
<td>Total length of new / improved cycle routes</td>
<td>7.9km</td>
</tr>
<tr>
<td>POI 10</td>
<td>No. of adults participating in cycle training</td>
<td>318²</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Secondary Output Indicators</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOI 1</td>
<td>No. of workplaces engaged in personalised travel planning</td>
<td>50+⁴</td>
</tr>
<tr>
<td>SOI 2</td>
<td>No. of unique hits to Connected website</td>
<td>201,168</td>
</tr>
<tr>
<td>SOI 3</td>
<td>No. of hits to online journey planner</td>
<td>15,453³</td>
</tr>
<tr>
<td>SOI 4</td>
<td>No. of car share website registrations within target area</td>
<td>220</td>
</tr>
<tr>
<td>SOI 5</td>
<td>No. of travel information display users</td>
<td>298,255</td>
</tr>
<tr>
<td>SOI 6</td>
<td>No. of Wheels to Work moped loans / purchases</td>
<td>51</td>
</tr>
<tr>
<td>SOI 7</td>
<td>No. of bus stops in key corridors with major improvements (e.g. RTPI, MOGO screen, raised kerbs)</td>
<td>39</td>
</tr>
<tr>
<td>SOI 8</td>
<td>No. of buses upgraded with WI-FI</td>
<td>44</td>
</tr>
<tr>
<td>SOI 9</td>
<td>No. of employers’ subsidised tickets (discounted annual passes) issued</td>
<td>3</td>
</tr>
<tr>
<td>SOI 10</td>
<td>No. of job seeker / new employee discounted bus tickets issued</td>
<td>2,622</td>
</tr>
<tr>
<td>SOI 11</td>
<td>No. of interactive smartphone touch sign uses</td>
<td>17,460⁴</td>
</tr>
<tr>
<td>SOI 12</td>
<td>No. of led ride participants</td>
<td>150+</td>
</tr>
<tr>
<td>SOI 13</td>
<td>No. of cycle parking spaces introduced</td>
<td>472</td>
</tr>
<tr>
<td>SOI 14</td>
<td>No. of cycle maintenance workshop participants</td>
<td>220</td>
</tr>
<tr>
<td>SOI 15</td>
<td>No. of Bike Back Derby bicycles distributed</td>
<td>706</td>
</tr>
<tr>
<td>SOI 16</td>
<td>No. of job seekers engaged in Bike It</td>
<td>180</td>
</tr>
</tbody>
</table>

¹ Members confirmed as sharing a regular journey.
² As at end of March 2015.
³ Figure lower than the 535 adults reported as trained in Connected’s March 2015 Progress Update, due to confusion between number of trainees and number of cycle training lessons. 967 cycle training lessons delivered by end of March 2016.
⁴ As at end of March 2015.
⁵ As at end of March 2015. Update not available due to technical fault.
⁶ As at end of August 2016.
INTRODUCTION

{M&E1 / M&E2}
COMMUTER MODE SHARE
AND WORKPLACE ENGAGEMENT

{M&E3 / M&E7}
WORKPLACE PERSONALISED TRAVEL
PLANNING & BUS TASTER TICKETS

{M&E5}
MODE SHARE AT NEW
EMPLOYMENT SITES

{M&E6}
BUS SERVICES TO
EMPLOYMENT SITES

{M&E9}
CYCLING TO
EMPLOYMENT SITES

{M&E4 / M&E8 / M&E10 / M&E11}
WHEELS TO WORK, EMPLOYERS’ SUBSIDISED
BUS TICKETS, CYCLE TRAINING & BIKE BACK
INTRODUCTION

In Summer 2012, Derby City Council was awarded a £4.9 million grant through the Department for Transport’s Local Sustainable Transport Fund (LSTF). This was to deliver a comprehensive programme of sustainable transport initiatives, targeting the south-east quadrant of Derby, until March 2015.

Connected: Keeping Derby Moving

The resulting project was Connected, which was delivered by Derby City Council, working in conjunction with a range of local partners. It aimed to enable and inspire more people to use sustainable transport for their journey to work, so that:

- there is less congestion, reducing local carbon emissions and benefiting the local economy; and
- more people can get to work, and local employers have access to the widest possible labour pool.

In March 2014 Connected successfully applied for further funding and was awarded another £960,000 to continue delivering initiatives in 2015/16. The project ended in March 2016.

Monitoring and evaluation of Connected

In its funding bid, Connected's work with commuters and employers aspired to achieve the following outcomes in the target area by March 2015:

1. Reduce car driver mode share for commuter trips by 10% and increase commuting by sustainable modes.
2. Achieve a lower initial car driver mode share for travel to work at new employment sites than the existing average (63%).
3. Increase patronage on improved bus routes serving employment sites by 20%.
4. Increase cycle activity on main cycle routes to employment sites by 6%.

Connected encompassed a wide range of initiatives; of various types, scales and transport modes. Therefore ten Primary Output Indicators and 16 Secondary Output Indicators were selected to illustrate the scope of the outputs delivered by the project (see inside front cover for a full list of these and outputs achieved by March 2016).
Based on these outcomes and outputs, 11 Monitoring & Evaluation Indicators were developed to assess the key effects of Connected:

- M&E1 Commuter trips mode share
- M&E2 Workplaces engaged in Travel Advice Service
- M&E3 Individuals participating in personalised travel planning
- M&E4 Wheels to Work bicycle and moped loans / purchases
- M&E5 Mode share at new employment sites
- M&E6 Bus patronage on routes serving employment sites in the target area
- M&E7 Bus taster tickets issued
- M&E8 Employers’ subsidised tickets issued
- M&E9 Cycle activity on main cycle routes
- M&E10 Adults participating in cycle training
- M&E11 Bike Back bikes distributed

Transport for Quality of Life have carried out independent monitoring and evaluation of Connected. In 2014 they conducted an interim assessment of the available data related to each Monitoring & Evaluation Indicator, to record Connected’s achievements as of Spring 2014, after the project’s first full financial year of operation.

This final report presents the findings of Transport for Quality of Life’s assessment of all data related to the Monitoring & Evaluation Indicators up to March 2016. Each of the following sections outlines the key findings pertinent to each Monitoring & Evaluation Indicator, or to a number of these where the monitoring data for them is interlinked.

Did Connected achieve its intended outcomes?

The data relevant to the four target outcomes is discussed in the sections covering the four relevant Monitoring & Evaluation Indicators. Headline findings, as they specifically relate to the four target outcomes, are:

1. Reduce car driver mode share for commuter trips by 10% and increase commuting by sustainable modes: At the ten workplaces studied, there was on average a 6 percentage point decrease in drive alone commuting, with a corresponding 6 percentage point average increase in commuting by sustainable modes. See more in Section 1.

2. Achieve a lower initial car driver mode share for travel to work at new employment sites than the present average (63%): At two of the three large employment sites, which expanded and had Section 106 travel plans, drive alone trips reduced by 14 percentage points to 49% (Derby Hospitals NHS Foundation Trust – Royal Derby Hospital) and 10 percentage points to 69% (Rolls Royce Marine Power). Although baseline mode share varied, these reductions in drive alone trips were larger than those achieved on average (i.e. 6 percentage point reduction). See more in Section 3.

3. Increase patronage on improved bus routes serving employment sites by 20%: On Route 73 by 2015/16 patronage was 55% above pre-LSTF levels. On Route 111 patronage was 32% above pre-LSTF levels by 2015/16. A notable improvement on both routes; averaging 44%. See more in Section 4.

4. Increase cycle activity on main cycle routes to employment sites by 6%: Most of the automatic cycle counters do not show a strong change compared with the pre-LSTF baseline cycling levels. However, on the Riverside Route, which was the focus for significant improvement works and had a relatively robust dataset, cycle flows increased by about 200 cyclists per day during the working week by 2015 – a rise of over 20% in the summer months. See more in Section 5.

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8 Post-intervention data was not available from the third site.
COMMUTER MODE SHARE
AND WORKPLACE ENGAGEMENT
COMMUTER MODE SHARE AND WORKPLACE ENGAGEMENT

{M&E1 / M&E2}

By March 2016 the Travel Advice Service (TAS) had contacted 391 local workplaces. Of these 252 (64%) actively engaged with TAS, taking action to make themselves more accessible by sustainable transport, for the benefit of their 33,326 staff and other visitors.

As part of this TAS helped 229 workplaces prepare travel action plans and 195 to carry out staff travel surveys.

Connected Accreditation Scheme

In April 2016, 107 workplaces were endorsed by the Connected Accreditation Scheme (compared to 58 in 2014), recognising businesses’ achievements in improving sustainable transport.

- 14 were awarded Recognition
  Joined Connected for Business network and expressed an interest in receiving support.
- 49 were awarded Bronze (Engaged)
  Completed a Travel Action Plan, conducted a staff travel survey and secured senior management support.
- 31 were awarded Silver (Active)
  As Bronze, plus: promoting sustainable travel and sustainable travel incentives.
- 6 were awarded Silver + (Active)
  As Silver, plus: active throughout the past three years and initial reduction in car use.
- 7 was awarded Gold (Advanced)
  As Silver, plus: reduced single occupancy car use, independently marketing & incentivising sustainable travel, participating in smarter travel campaigns and independently updating & maintaining Travel Action Plan.

Workplace grants

Connected’s workplace grant scheme helped to fund sustainable transport improvements at workplaces. Grants were awarded in all three years of the programme.

- 24 grants were awarded between 2013 and 2016, totalling £198,951 and releasing £287,311 in match funding from the workplaces themselves.
- Showers, changing facilities and cycle parking were the most commonly funded improvements.
How did we monitor changes in sustainable commuting?

We analysed staff travel survey data from ten workplaces that Connected engaged with, in order to assess the level of mode shift on their staff commute from drive alone to sustainable modes. These ten workplaces were selected because they:

a) Had data from both before, or at the start of, their involvement with Connected (i.e. pre-intervention); as well as data from a follow-up survey a year or more afterwards (i.e. post-intervention).

b) Had a good response rate for these surveys, i.e. more than 50 members of staff had participated in both their pre- and post-intervention surveys.9

While the survey timings and methodologies for each workplace were not always identical10, their results can be aggregated to provide a snapshot of the mode shift achieved by workplaces engaged with Connected.

Overall, although some of the numbers for individual modes are small, this analysis gives an indication of the positive shift towards more sustainable commuting achievable by workplaces that engaged with Connected. It also illustrates the magnitude of change the Connected approach to workplace engagement is capable of achieving at individual workplaces.

Did Connected help workplaces get more staff commuting sustainably?

Figure 1.1 shows the percentage point change in drive alone and sustainable modes commuting trips for each of the ten workplaces. Overall eight achieved an increase in sustainable commuting. One workplace remained broadly the same and one workplace experienced a reduction in sustainable commuting.

At these ten workplaces drive alone commuting trips decreased by 6 percentage points on average – from 65% at baseline to 59% at follow-up. Commuting trips by sustainable modes increased by 6 percentage points on average – from 34% at baseline to 40% at follow-up.

Car sharing trips accounted for half (3 percentage points) of this increase in sustainable commuting, with walking, cycling and public transport trips accounting for a further 1 percentage point each.

What do we know about the scale of change for individual modes of travel?

- At the eight workplaces where drive alone commuting trips fell, the decrease ranged from 3 to 14 percentage points, and was on average 9 percentage points.

- At the eight workplaces where sustainable commuting trips increased, the increase ranged from 3 to 12 percentage points, and was on average 8 percentage points.

- More workplaces were successful at increasing active travel (8 workplaces) than passenger transport use (6 workplaces). However, where positive changes in passenger transport mode share were achieved, these were of the same order as positive changes in active travel use (i.e. an increase of 4 percentage points).

- Average percentage point increases in the use of individual sustainable modes were low, however this is in proportion to their small baseline mode share. In some cases individual workplaces achieved quite significant increases in these modes, as high as 8 percentage points for car sharing, 7 percentage points for bus, 6 percentage points for train, 4 percentage points for walking and 6 percentage points for cycling.

- Car share was the mode with the most significant impact on sustainable mode shift – accounting for half of the overall increase (3 percentage points). At workplaces’ experiencing a positive shift in car sharing the average increase was 5 percentage points.

See Table 1.1 for more detail.

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9 Total number of survey responses n=6,825. Number of survey responses per survey ranged from 53 to 2,556. Response rate per survey ranged from 3% to 45% of staff. Only three surveys had a response rate of less than 10%, but these were completed at large workplaces, so the number of responses was still notable [n:ranging from 72 to 612].

10 Surveys were carried out at different times, with different intervals between pre- and post-intervention surveys. The context, level of activity and level of engagement at each workplace was unique. Some surveys used in-house survey forms with bespoke wording for the key mode share question.

11 Including bus, car sharing, cycling, Park & Ride, train and walking.
What do we know about sustainable commuting at individual workplaces?

The workplaces achieving the largest shift in each category are shown in Figure 1.2. Notable amongst these are:

- Rolls Royce (Raynesway) and Webhelp (both +12 percentage points) and Derwent Living (+11 percentage points), who had the biggest shifts towards more sustainable commuting.
- Derbyshire Healthcare NHS Foundation Trust (-14 percentage points), Derwent Living (-12 percentage points) and Webhelp UK (-10 percentage points), who had the biggest reductions in lone drivers.
- Derbyshire Healthcare NHS Foundation Trust, whose 8 percentage point increase in car sharing was the biggest increase in any single mode.

What was the overall impact?

Using data on the scale of these ten workplaces (i.e. the number of employees) and the effect size (i.e. the change in car use and car sharing, from survey data), it is possible to estimate the order of magnitude of car mileage and carbon savings resulting from the shift to more sustainable modes at these workplaces. The estimate is based on the following assumptions:

<table>
<thead>
<tr>
<th>Average distance to work (miles)</th>
<th>5.9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trips to / from work per year</td>
<td>480</td>
</tr>
<tr>
<td>Car mileage conversion factor to CO₂ equivalent (kg CO₂e for an 'average car')</td>
<td>0.304858</td>
</tr>
</tbody>
</table>

The Travel Advice Service is estimated to have reduced car mileage at these ten workplaces by 5,437,000 miles per year, and to have achieved carbon savings of 1,658 tonnes CO₂e per annum.

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12 Average distance to work figures based on PTP one month post intervention survey; trips to / from work assume 48 working weeks per year; car mileage conversion factor based on passenger vehicles’ tab of a 17.02.2015 download of the dataset (2014) of conversion factors from the DEFRA Greenhouse Gas Conversion Factor Repository at www.ukconversionfactorscarbonsmart.co.uk as recommended in DEFRA’s Greenhouse Gas Emissions Reporting Guidance: 0.18943 kg CO₂e per km (0.304858 kg CO₂e per mile) for an ‘average car’.

13 The eight workplaces which reduced drive alone commuting trips (i.e. excluding the two workplaces where drive alone commuting increased) are estimated to have collectively reduced car mileage by 5.6 million miles per year, and achieved carbon savings of 1,704 tonnes CO₂e per annum.
**Figure 1.1:** Percentage point change in car alone and sustainable mode share between baseline and follow-up (by workplace, showing highest accreditation achieved)

- **Sustainable modes**
- **Drive alone**

- **Received Gold accreditation**
- **Received Silver + accreditation**
- **Received Silver accreditation**

Base for Figures 1.1 and 1.2: respondents to workplace-specific pre- and post-intervention staff travel surveys (N=6,835 people; response rate=3%-45%). See Footnote 9 for more detail.

**Figure 1.2:**
Highest achieving workplaces by mode / mode category
Table 1.1: Mode share changes by mode and mode category (10 workplaces)\(^1\)

<table>
<thead>
<tr>
<th>Mode</th>
<th>Number of workplaces where mode shift occurred</th>
<th>Average mode shift</th>
<th>Mode shift range</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Positive change</td>
<td>Stayed the same</td>
<td>Negative change</td>
</tr>
<tr>
<td>Drive alone</td>
<td>8</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>All sustainable modes</td>
<td>8</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>All passenger transport</td>
<td>6</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>All active travel</td>
<td>8</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Car share</td>
<td>7</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Bus</td>
<td>5</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Train(^1)</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Walk</td>
<td>7</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Cycle</td>
<td>7</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

- **Workplaces where change is positive**
- **Workplaces where change is negative**

Base: respondents to workplace-specific pre-a and post-intervention staff travel surveys (N=6,835 people; response rate=3%-45%). See Footnote 9 for more detail.

\(^1\) For all column headings, ‘positive’ and ‘negative’ change indicates where percentage point changes are respectively beneficial or not beneficial for an overall shift towards sustainable commuting. Therefore a negative percentage point change in drive alone mode share is a ‘positive’ change.

\(^*\) Only data from nine workplaces was analysed for train use, as one workplace survey did not disaggregate train mode share.
**TRAVEL ADVICE SERVICE**

252 WORKPLACES worked with the Travel Advice Service to become more accessible by sustainable transport.

- 229 Travel Action Plans
- 195 Staff Travel Surveys

**CONNECTED ACCREDITATION SCHEME**

107 WORKPLACES endorsed in April 2016 for improving sustainable commuting.

- 49 BRONZE
- 31 SILVER
- 6 SILVER +
- 7 GOLD

**WORKPLACE GRANTS**

24 AWARDED to March 2016, with showers, changing facilities and cycle parking the most popular improvements.

- Electric vehicle charging points
- Pool bikes
- Showers & changing rooms
- Lighting & security
- Lockers
- Cycle parking

**COMMUTING TO WORK**

**MODE SHIFT**

- **-6pp**
  - Drive alone commuting trips
- **+6pp**
  - Sustainable mode commuting trips

**SUSTAINABLE COMMUTING**

The majority of workplaces got more people commuting by sustainable modes.

- **8**
  - Increase
- **1**
  - Remained the same
- **1**
  - Decline

**MOST SUSTAINABLE WORKPLACES**

Biggest shift to sustainable modes

- **+11pp**
  - Derwent Living
- **+12pp**
  - Rolls Royce (Raynesway)
- **+12pp**
  - Webhelp UK

Individual modes

- **-14pp**
  - Derbyshire Healthcare NHS Foundation Trust
- **+8pp**
  - Webhelp UK
- **+6pp**
  - SNC-Lavalin
- **+8pp**
  - Derbyshire Healthcare NHS Foundation Trust

*Based on 61,825 employees at ten workplaces, with more than 50 employees completing pre and post intervention travel survey. pp = percentage points*
WORKPLACE PERSONALISED TRAVEL
PLANNING AND BUS TASTER TICKETS
WORKPLACE PERSONALISED TRAVEL PLANNING AND BUS TASTER TICKETS

{M&E3 / M&E7}

Between July 2013 and March 2016, the workplace personalised travel planning (PTP) service provided personalised travel information and/or free bus taster tickets to 1,861 employees.

Monitoring of the effectiveness of the service was through an online survey. PTP service recipients and bus taster ticket recipients were asked for their email address and invited to complete a survey approximately one month after receiving advice and/or free bus tickets. For those people who responded at one month to say that they had made changes to their commute, or were considering this, a further online survey was carried out at three months to check if their behaviour change had been sustained.

An evaluation of outcomes of the workplace PTP service (including the bus taster ticket offer) was published in July 2015, using survey data for the period to end March 2015. The evaluation was updated in June 2016, using survey data for the entire project period from July 2013 to March 201616.

The evaluation concluded that the PTP service had changed employees’ travel behaviour, especially when combined with the offer of free bus tickets. Headline findings are summarised below.

How useful did employees find the PTP service?

Amongst survey respondents who had received a personalised journey plan, a third (33%) said the information/services were ‘very useful’, and 44% rated them ‘quite useful’ (Figure 2.1) [N=337].

Did employees make any changes to their travel?

PTP recipients and free bus ticket recipients were asked how they travelled to work before and after their contact with the PTP service (Figure 2.2) [N=510]17:

- Taking all survey respondents together, car driver mode share fell from 68% before contact with the workplace PTP service to 53% one month afterwards, a fall of 15 percentage points.
- The biggest shift was to bus travel, which increased from 8% to 22%. Cycle mode share also increased, from 4% to 7%. There were small reductions in car sharing and walking.

17 Due to changes in the way the PTP service was delivered, the travel mode question was modified part-way through 2013. Responses to the two travel mode questions have been pooled. When the PTP service began, PTP recipients were asked ‘How did you travel to work in the last 7 days?’ on two occasions, before receiving PTP and one month afterwards. Subsequent changes to the service meant that it was no longer possible to ask this question at baseline, i.e. before employees received PTP. Instead, PTP recipients were asked two questions in the one month post-intervention survey: ‘Think back to how you used to travel to work or college BEFORE you received information from us. In a typical week, how many days did you travel to work / college by each of the following means?’ and ‘Think about how you travel to work or college now, AFTER receiving information from us. In a typical week, how many days do you travel to work / college by each of the following means?’
The change in mode share varied according to the service received:

- **PTP alone** (without free bus tickets) reduced the proportion of ‘drive alone’ trips from 68% to 63% \([N=155]\).
- **Free bus tickets alone** (without PTP) reduced the proportion of ‘drive alone’ trips from 69% to 49% \([N=173]\).
- **PTP and free bus tickets together** reduced the proportion of ‘drive alone’ trips from 68% to 49% \([N=182]\).

**Can the changes in travel be attributed to the PTP service?**

PTP recipients were asked whether the information they had received had helped them change how they travelled to work (Figure 2.3) \([N=337]\):

- 31% of respondents said that the information had helped them make changes.
- 22% said that they had not yet made any changes, but intended to do so.

**Did the new travel patterns become established?**

About two-thirds (66%) of PTP recipients who had changed their travel or intended to, at the time of the one-month survey, were still using the new travel options at the time of the three month survey (Figure 2.4) \([N=100]\).

**What was the overall impact?**

The evaluation concluded that the workplace PTP service had reduced car mileage by an estimated 814,000 miles per year, saving 248 tonnes CO₂e per year\(^{18}\).

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\(^{18}\) See ‘What was the overall impact?’ in Section 1 for the assumptions underpinning this calculation.
Figure 2.1: ‘How useful did you find the information and services?’

Base: recipients of personal travel advice who responded to post-intervention survey (N=337; response rate=26%).

- Very useful
- Quite useful
- Not useful
- Not stated

Figure 2.2: Change in mode share before / after intervention

Base: respondents to follow-up survey at one month who had received a personal journey plan and/or a free bus ticket (N=510 people; 2,055 trips to work before intervention / 2,437 trips to work one month after intervention; response rate=28%).

Figure 2.3: ‘Did the information you received help you to make any changes to how you travel to work or college?’

Base: respondents to follow-up survey at one month who had received a personal journey plan (N=337; response rate=26%).

Note: 24 respondents to the original one-month follow-up survey were asked a slightly different question (“Since meeting the travel adviser, have you made any changes to how you travel to work?”). Responses are included here.

- Yes
- No
- Not stated
- Not yet, but I intend to make changes

Figure 2.4: Extent to which new travel patterns became established

Base: respondents to follow-up survey at three months (sent to those who had received a personal journey plan, and had reported in one-month survey that they had already changed their behaviour as a result of the personal journey plan they had received, or were intending to do so) (N=100; response rate=59%).

- Regularly using new options suggested by Travel Adviser
- Occasionally using new options suggested by Travel Adviser
- Tried new options for a while, but they didn’t work for me so I stopped
- Although intended to change how I got to work, this hasn’t happened
- I’ve made other changes to the way that I travel to work
WORKPLACE PERSONALISED TRAVEL PLANNING (PTP)

This provided personalised travel information and / or free bus taster tickets to...

1,861 EMPLOYEES PROVIDED TO

AND / OR

CUSTOMER FEEDBACK

USEFULNESS OF SERVICE
Survey respondents who received a personal travel plan said...

“VERY USEFUL”
“QUITE USEFUL”
“NOT USEFUL”

33% 18% 44%

CHANGES IN COMMUTER TRAVEL
Drive alone trips were reduced. Changes in travel can be attributed to the PTP service.

“HELPED US CHANGE HOW WE TRAVELLED”

50% 15% 19%

BUT baseline populations may differ: people who are not offered a free bus ticket when they received their personal journey plan may have had no suitable bus route, and hence less opportunity to change their travel behaviour anyway.

THE OUTCOME

THE PTP SERVICE CHANGED EMPLOYEES’ TRAVEL BEHAVIOUR ESPECIALLY WHEN COMBINED WITH A FREE BUS TICKET.
MODE SHARE AT
NEW EMPLOYMENT SITES
MODE SHARE AT NEW EMPLOYMENT SITES
(M&E5)

Three large workplaces in Derby expanded shortly before or during the Connected project.

They were obliged by planning condition to develop a travel plan, to encourage more use of sustainable transport by employees and visitors coming to the sites in question. These were:

- Derby Hospitals NHS Foundation Trust’s Royal Derby Hospital
- Rolls Royce’s Raynesway campus
- Severn Trent Water’s Pride Park call centre

Connected provided support for these travel plans, with the aim of helping these companies get 43% or more of their staff commuting to these sites by sustainable transport (i.e. 57% or less travelling as lone car drivers). Connected also hoped to learn lessons about whether the implementation of travel plans developed as planning obligations differs from voluntarily developed travel plans.

How did mode split change at these workplaces?

The individual case studies below outline the monitoring process and issues for each workplace. Due to the small number of workplaces, inconsistencies in data collection (within and between these workplaces) and in one case, an absence of any follow-up data, it is difficult to compare results from them with any certainty, or draw conclusions about the efficacy of Connected’s approach to planning-led travel plans.

However, Figure 3.1 shows that Derby Hospitals NHS Foundation Trust did get more than 43% of their staff travelling sustainably – a 9 percentage point increase. Rolls Royce was working from a much lower sustainable travel baseline and so despite achieving an 11 percentage point increase in sustainable modes did not reach this benchmark. In both cases, irrespective of their starting percentage, the level of mode shift achieved is markedly higher than the average increase of 6 percentage points at the ten monitored workplaces, as shown in Section 1\(^9\).

\(^{9}\) Although Rolls Royce’s baseline figure is from 2007, which gives them more time to have achieved this success.
SEVERN TRENT WATER – PRIDE PARK

{Case study}

In July 2013 Severn Trent Water relocated 400 staff from its Raynesway site to a new call centre facility at Pride Park. There were already parking pressures at the site, which would only be exacerbated as this move was adding an additional 125 staff over and above the number employed by the previous occupant. However, Pride Park’s location a short distance from the train station and good cycle and public transport links meant it might be possible to get a lot of staff commuting sustainably.

What they did

With the help of Connected, Severn Trent’s Travel Plan Coordinator (working at Pride Park and Raynesway) developed a Travel Action Plan and carried out an initial staff travel survey. This showed that 61% of Pride Park staff were driving alone to work. 38% were travelling sustainably and Severn Trent aimed to increase this by 5% by 2015.

Severn Trent set up an ongoing ‘Green Day’ promotion, which encouraged staff to leave their car at home one day a week and travel by a ‘green’ alternative. They offered a range of activities to support this, such as cycle challenges, a Cycle to Work scheme, personalised travel planning at staff inductions, and bus taster tickets. They also improved facilities for sustainable travel, with 35 car share bays, a new pedestrian entrance and path, and a 20-space bike shelter with lighting and CCTV. Connected match funded these improvements, as well as supported many of their initiatives and subsided improvements to two bus services which served Pride Park.

What happened

Although this initial burst of activity meant that in 2014 Severn Trent’s Green Day promotion was named Travel Initiative of the Year at Connected’s annual travel plan awards, it unfortunately couldn’t be sustained. The high level of staff turnover in the call centre means many staff initially engaged in Green Day no longer work there; while corporate downsizing and restructuring means that staff resources to invest in promoting sustainable commuting are now limited.

A subsequent reduction in parking pressures at the site has meant that there is no longer a strong operational imperative to proactively address staff travel. Unfortunately as Pride Park staff haven’t taken part in a travel survey since 2013, we cannot tell if this reduction in pressure is because their travel planning activities got more of their staff commuting sustainably to Pride Park.

However, data from staff at Severn Trent’s Raynesway site (see Figure 3.2) shows that drive alone mode share there fell 8 percentage points between 2013 and 2014, while sustainable commuting increased by 9 percentage points. This indicates that Severn Trent’s initial period of intensive activity at Pride Park may well have had a significant impact on staff travel. Whether this has been a lasting impact, as travel planning activity has wound down, is unknown.
Figure 3.2: Mode split at Severn Trent Water: Raynesway

Base: respondents to 2013 Employee Travel Survey (N=267; response rate=35.6%) and 2014 Commuter Count survey (N=94; response rate=12.5%). Figures may not total 100% due to rounding and exclusion of ‘other’ mode category.
The Royal Derby Hospital opened in 2009, relocating the city’s main hospital from the city centre to a site on Uttoxeter Road, a busy route to the city centre. This replaced the existing small maternity hospital with a modern ‘superhospital’ of 8,500 staff, as well as contractors, medical students and support staff. It serves 180,000 patients and visitors every year and acts as a base for staff who travel to clinics at its London Road site and across the city.

To meet its challenging planning obligation to reduce single occupancy vehicle commuting by 11 percentage points by 2012 (from 59% in 2010), in 2010 the Trust had a travel plan written and appointed a Travel Plan Coordinator20.

The main Hospital is not in Connected’s target area and its travel planning process was already underway when the project began. However, as a major employer already set up to promote sustainable travel to staff, Connected decided to work with them to see if they could ‘add value’ to their travel planning.

What they did

With limited staff parking available on-site, all staff parking is by permit only. These are issued according to strict criteria and there is currently a four-year waiting list. To offset this, the Hospital offers a wide array of facilities, equipment, information and promotions in order to enable more staff to commute by sustainable transport instead. For example:

- Royal Derby Bus service connecting the two hospitals running every 10 minutes – free to staff travelling for work purposes.
- Reduced rate for staff for Trent Barton ‘Super Commuter’ annual bus passes, as well as weekly and monthly Arriva passes.
- Car share spaces and Parking Partners car share matching service.
- Cycle parking, shower, changing and locker facilities, plus Real Time Passenger Information at on-site bus stops.
- Travel Zone information stand and electronic travel information kiosk at Hospital entrance.
- Staff travel inductions and mode-specific promotions (e.g. Public Transport 2 Work Week).

20 This role is one of three responsibilities held by one full time employee.
Alongside this, the Trust signposted staff to Connected initiatives, such as cycle training and cycle buddy sessions with Cycle Derby, and Bike Back’s affordable bikes. In 2014 match funding from Connected enabled the Trust to create new staff changing facilities, with lockers and showers, at their London Road site too.

In the words of the Trust’s Transport & Sustainability Officer: “We wouldn’t be so far along with our travel plan without Connected. By 2012 we felt we’d ticked a lot of boxes but were getting a bit stale. Connected brought new energy in to what we do, offering interactive activities we couldn’t resource ourselves, like personalised travel planning, monthly Dr Bikes sessions, recycled bike sales and cycle training. They even made sure that staff travel inductions were covered while I was on maternity leave!”

**What happened**

The travel habits of Trust employees are monitored each spring, through a comprehensive survey usually completed by more than 20% of the staff. Figure 3.3 shows that after the initial few years embedding the travel plan, since 2012 there has been a marked shift from car-borne commuting by Trust staff, in favour of more active travel and public transport. Although not meeting its original target (of 48% lone car driver mode share by 2012), the Trust has achieved a 10 percentage point reduction in drive alone trips since 2010; and a 14 percentage point reduction since its 2012 peak – when Connected began to support them.

The Hospital’s travel planning work has helped Connected to highlight what is possible to other local workplaces; with the Trust being awarded Large Employment Site of the Year and Travel Champion of the Year at Connected’s travel plan awards in 2014 and 2015.

The Trust is currently seeking planning permission to extend staff parking, in order to reduce the long wait eligible staff have for a parking permit. However, their commitment to promoting sustainable transport remains – with their Chief Executive leading by example and commuting by train and folding bike. So from 2016 the Trust will complement its staff travel initiatives with promoting sustainable transport options to patients and visitors too.

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21 The survey is open to all Trust employees (even those not based at the Hospital, as many regularly travel there for clinics) and all non-Trust employees based at the Hospital site (i.e. contractors and support staff). Survey analysis shows the majority of respondents are Trust employees.

22 The 48% target was subsequently reached in the Trust’s 2016/17 staff survey.
Right: By 2015 12% of staff at the Raynesway site were cycling to work.

Rolls Royce is a major employer in Derby, with over 20,000 staff. Its Raynesway site opened in 1954 and is home to Rolls Royce Marine Power Operations. The company began looking at how their staff travel to work in Derby in 2007, when 79% of the 1,350 staff at Raynesway drove to work alone and less than 20% used sustainable modes\textsuperscript{23}.

Historically, the site wasn’t well served by public transport, and the appeal of walking and cycling is undermined by high local traffic speeds and the relative isolation of some routes. So Rolls Royce focused on how it could get more staff car sharing to work. By 2012 the site had 42 car share bays, which were consistently full.

With expanding staff numbers (2,300 by 2012) increasing pressure on car parking, it was no bad thing when in 2013 expansion plans led to Rolls Royce being committed by planning condition to reducing single occupancy vehicle commuting to the site by 5% by 2018.

What they did

Since then Rolls Royce have more than doubled their car share bays (90) and introduced pool cars. They have set up a shuttle bus for staff and visitors, linking the site with the Park & Ride at Pride Park and the train station. This is free for staff and visitors, and staff can claim back the cost of parking at the Park & Ride.

Cyclists have benefited from 240 new cycle storage pods and two new cycle shelters, as well as expanded and upgraded shower and changing facilities. Rolls Royce have used a car share website, Cycle to Work scheme, cycle maintenance sessions and cycle challenges to inspire and enable staff to use sustainable travel to work. They have also promoted the enhanced Route 73 bus service serving Raynesway (see Section 4), which was subsidised by Connected and stops outside their main gate.

Connected began to directly support Rolls Royce after they submitted their 2014 travel plan progress report to Derby City Council. Although a useful starting point, this report was based on traffic count data\textsuperscript{24}, which couldn’t be compared to the 2007 staff survey data. Connected provided advice, a template and prizes, so that Rolls Royce was able to set up an annual staff travel survey that provides reliable data. They also supported several promotional events and offered personalised travel planning to 77 staff – providing free bus taster tickets to staff wanting to try out the Route 73 service.

In the words of the Rolls Royce representative: “Emma, our point of contact at Connected, was really encouraging and made the whole travel plan process seem much more manageable. This moral support was just as valuable as the resources and practical help she provided.”

\textsuperscript{22} All Derby staff surveyed. Results given for Raynesway site only. Response rate: 28% (N=372). Data taken from Raynesway Sustainable Travel Plan by Halcrow Group Ltd (July 2011).

\textsuperscript{24} Based on a traffic count of 2,908 vehicles, cyclists and pedestrians an estimated 89% of staff drove to work alone in 2014. This figure used as baseline for S106 reporting.
What happened

In 2015 the first annual travel survey showed that 69% of Raynesway staff drove to work alone and 30% used sustainable modes. Although not directly comparable, this gives an indicative 10 percentage point shift to sustainable modes since the 2007 survey, with half of this attributable to the increase in car sharing.25

Rolls Royce are now upgrading on-site pedestrian crossings and maintaining some of their promotional activities, as well as exploring the possibility of charging bays for electric cars. They want to ensure that they encourage and enable sustainable travel to the Raynesway site not just until the planning condition expires in 2018, but beyond that too.

25 Incompatibility due to survey questions / wording and methodologies being different for the 2007 and 2015 surveys.
Monitoring and evaluation

1. It is best to tailor mode shift (e.g., 6 percentage point increase in sustainable travel) and mode split (i.e., 43% sustainable travel) targets to each individual workplace.

2. Depending on the circumstances, when determining the type of target and value to set, it could be useful to:
   a. Review the mode share of the staff employed by the building’s previous occupant, or carry out a travel survey with the staff of the departing occupant.
   b. Review the mode share / mode shift achieved at other workplaces in the vicinity.
   c. Review the mode share / mode shift achieved at the new occupier’s other sites.
   d. Where they are re-locating from another site, carry out a survey of intended travel habits with the new occupier’s staff.

3. It could be valuable to carry out a staff travel survey immediately after the workplace opens to sense check the mode shift / mode split target and recalibrate this if necessary.

4. To effectively track progress, workplaces must be obliged to carry out comparable staff travel surveys at the start of their travel planning process and at regular intervals throughout. The same method and mode split question should be used each time and a pre-determined response rate appropriate to the size of the workforce should be achieved.

5. To ascertain the outcome (and value for money) of travel planning investment in a workplace it is essential for the workplace to have collected follow-up data on staff travel.

6. Communication is key for keeping stakeholders inside and outside of a company informed about a travel plan’s progress. Clearly set out a mutually understood framework and method for reporting upfront – including timescales for workplaces submitting monitoring reports and for the local authority to assess these.

7. Match funding grants can be a really good ‘carrot’ to encourage workplaces to invest in sustainable transport facilities. However it might be worth considering if obligations could be attached to grants, which require them to be repaid if internal support for promoting sustainable transport and use of the facilities is not maintained.
Maintaining a flexible approach

Some modes might just be inherently unsuitable for a site – a strong and consistent focus on a single mode that shows potential can still bring about mode shift.

It is worth being flexible about who you work with. A workplace may be outside your original target area but engaging with them could pay dividends in terms of them acting as a centre of excellence, inspiring other workplaces.

In the medium and long term, the impacts of government-funded travel planning support at a workplace can be undermined by factors outside of council control (e.g. internal restructuring, changing internal priorities).

Where staff turnover is high it is important to sustain the profile of sustainable travel, with ongoing, regular promotions that engage new staff and keep existing staff motivated.

The value of local authority support

Local authority Travel Plan Advisers provide Travel Plan Champions at workplaces with moral support and help to demystify travel plans and sustainable travel. This part of their role is as valuable as the practical assistance they offer, such as templates and off-the-shelf initiatives.

It is best if centralised travel planning support (i.e. council officers / contractors) is sufficiently well-resourced so as to maintain a baseline of activity at workplaces even when the workplace’s internal staff resources fluctuate.
BUS SERVICES TO EMPLOYMENT SITES
**BUS SERVICES TO EMPLOYMENT SITES**

{M&E6}

Derby LSTF programme boosted two key bus services to important employment sites:

- **Route 73**, was extended in August 2012 to serve Raynesway industrial park, received newer buses, and from October 2013 ran at a half-hourly frequency at peak hours (compared with hourly before).
- **Route 111**, serving Pride Park and Wyvern Business Park (and providing a park and ride service to the city centre for council staff and others) was upgraded to a ten minute frequency from October 2012 (from 15 minute frequency) and received new route-branded buses.

Both of these council-supported services were re-tendered to obtain the required service improvements and on both routes these changes were backed by installation of bus shelters at key destinations and marketing campaigns.

In addition, from August 2013 to October 2014, during works on the London Road rail bridge, LSTF funds provided an interim service linking the railway station to the city centre bus station, to compensate for the temporary diversion of buses away from the city side of the station:

- **Route RL1** ran four times per hour with a flat rate fare of £1 and also served London Road Community Hospital.

Headline findings from analysis of bus patronage data on these three routes are summarised below.

**Did the LSTF intervention achieve a ‘kick-boost’ to financial viability at higher service levels where intended?**

**Route R1** carried 124,000 trips over the period of its operation (over 300 passengers per day), from which it appears that the service met a significant need during the major disruption caused by works to the London Road rail bridge. The service was a stop-gap provision and was not intended to become commercially viable.

**Route 111** changed from a long-standing decline in patronage to a rapid rise in patronage (Figure 4.1), adding over 40,000 passengers per year (a 32% rise) by the second year after LSTF improvements, compared with pre-intervention patronage in 2011/12. Despite the rise in patronage the service required changes to continue on a viable basis. As a result, the Arriva D2/D3 services took over from May 2015, these in turn being superseded by the present Park & Ride and 4/4A services, longer routes which serve more destinations. These routes are continuing with some financial support from Raynesway Business Park under a planning permission (Section 106) agreement, and look set to remain viable whilst Derby City Council continues to purchase free park and ride travel on these services for council staff.

**Route 73** changed from a long-standing static level of patronage to a rapid rise that continued over two years, becoming stable for the subsequent two years, having added more than 20,000 passengers per year to the pre-intervention level of patronage in 2011/12 (Figure 4.2). As a result, Notts and Derby have been able to continue the service on a commercial basis since LSTF funding for the route ceased at the end of December 2015. Peak hour frequencies have been reduced from half-hourly to hourly to achieve commercial viability, but Raynesway and Derby Commercial Park continue to be served by the service. In the last financial year patronage on Route 73 was 55% above its pre-LSTF level in 2011/12. In the same period, in contrast, bus use in Derby as a whole, and on an unimproved route chosen as a comparator, has been approximately level (Figure 4.3). It appears therefore that the LSTF ‘kick-boost’ intervention made a difference and has achieved a useful outcome for travellers.
Figure 4.1: Route 111 annual patronage

1. Oct 2012 service frequency to Pride Park/Wyvern improved from 15 mins to 10 mins. Two old buses replaced with three new easy-access vehicles branded with the route.
3. Nov 2013 town centre end of route adjusted to enable better interchanges.
5. Last year of data. 111 re-structured as part of other services May 2015

Figure 4.2: Route 73 annual patronage

1. Aug 2012 route changed to serve Raynesway (hourly). Buses improved to newer easy-access vehicles.
3. Oct 2013 service further improved by half hourly peak running.
4. Apr 2014 service extended to Commercial Park at peak hours.
5. Dec 2015 LSTF support ceased. Service continues commercially

Figure 4.3: Route 73 and 111 annual patronage compared against other routes in Derby

Indexed: 2008/09=1

'Mickleover comparator’ refers to major Route MG/MB serving a part of the city outside the LSTF area. This route has not been subject to improvements in the time period under consideration.

'All Derby buses’ refers to total annual patronage on all Derby bus routes, c.17m passenger journeys per year in 2015/16.
BUS ROUTE IMPROVEMENTS TO 3 KEY BUS SERVICES

**Bus Patronage**

- **Route 111**
  - 32% rise with 40,000 extra passenger journeys per year
  - Changed from a long-standing decline to a rapid rise and stability. Set to remain viable with S306 funding and free council staff travel.

- **Route 73**
  - 55% rise with 20,000+ extra passenger journeys per year
  - Changed from a long-standing static level of patronage to a rapid rise and stability. Slightly reduced service running on a commercial basis since LSTF funding ended.

- **RL1**
  - 124,000 passengers journeys over 15 months of operation
CYCLING TO EMPLOYMENT SITES
CYCLING TO EMPLOYMENT SITES
{M&E9}

Connected engaged employees to encourage cycle commuting, as well as improved key cycling links. By March 2016 the most significant outputs of their cycling activities were:

- Providing 2km of new/improved on-road cycle routes; 4.2km of new/improved off-road shared-use cycle paths; and 1.7km of upgraded (resigned/relined) shared-use cycle paths. These included 5 new crossings for cyclists and pedestrians.
- Delivering cycle training to 318 adults (see M&E10).
- Running led cycle rides which had attracted over 150 attendees.
- Making cycles available cheaply or on loan to 372 new employees and trainees.
- Selling 706 bicycles at affordable prices or donating them to people who need them (see M&E11).
- Providing 472 new and improved cycle parking spaces.
- Attracting more than 917 members to Park Bikeworks (a purpose built, secure city centre cycle storage space), which had hosted over 3,773 parked bikes (as of March 2015).

Does automatic cycle counter data show positive trends in cycling levels?

Automatic cycle counter data has been analysed across Derby, concentrating on the south-east quadrant where Connected’s work with businesses has been concentrated. The overall picture is that most of the automatic counters do not show a strong change compared with the pre-LSTF baseline cycling levels recorded in 2012 (or relative to 2013, for which data is patchy because several key counters were inoperative, but which does provide valid additional baseline data since LSTF was still gearing up in the period until October).

A comparison site in north Derby away from the main LSTF intervention area shows a slight decrease since 2012. This is mirrored by some sites in the intervention area, tending to indicate the influence of exogenous factors, such as the weather, in the years considered.

A notable exception is a counter near Pride Park on the Riverside Path26, the target of significant improvement works, for which the data trend over four years is shown in Figure 5.1.
Although this counter was inoperative during 2014, when the improvement works on the Riverside Path were being carried out, it is evident from measurements beforehand and afterwards (see Figure 5.2) that the flows during the working week have increased by about 200 cyclists per day. This represents a rise of over 20% for the summer months, when most cycle commuting takes place, and more than that for the winter months. It seems likely that the increase in cycling is related to the LSTF-funded improvements to the Riverside Path rather than reflecting other aspects of Connected’s activities (the effects of which would be expected to show up as increases on cycle counters across a wider area).
CYCLE ROUTE IMPROVEMENTS

2km ON ROAD
5.9km OFF ROAD

PRIDE PARK
DERBY CITY CENTRE
STATION

RIVERSIDE
ALVASTON PARK
CREWTON
NOTTINGHAM ROAD
SPONDON

ALVASTON
RIVERSIDE

6
54
66

CYCLE TRAINING LED CYCLE RIDES LOAN CYCLES BIKE BACK DERBY

318 ADULTS +150 ATTENDEES 372 PEOPLE 706 SOLD / DONATED

CYCLE PARKING PARK BIKEWORKS

472 SPACES 917 MEMBERS 3,773 PARKED BIKES

As of March 2015
WHEELS TO WORK, EMPLOYERS’ SUBSIDISED BUS TICKETS, CYCLE TRAINING AND BIKE BACK
WHEELS TO WORK, EMPLOYERS’ SUBSIDISED BUS TICKETS, CYCLE TRAINING AND BIKE BACK

{M&E4 / M&E8 / M&E10 / M&E11}

The Connected programme offered four interlinked services to improve sustainable travel options for commuters and job seekers:

Affordable bicycle and moped loans and purchases (Wheels to Work); cheap bus tickets (offered to employees via their employers); cycle training sessions (via Cycle Derby); and inexpensive access to bicycles via a bicycle refurbishment service (Bike Back, which in the process trains offenders with skills that help them gain employment when they leave prison).

By April 2016:
- Wheels to Work had given 372 people access to a bike and 51 people access to a moped.
- 3 people had taken up a subsidised bus ticket.
- 318 has completed cycle training.
- Bike Back had sold or donated 706 refurbished bikes.

Monitoring of the effectiveness of these services was through an online survey that covers all four initiatives. The first survey took place in October-November 2014, after approximately one year of provision of the services concerned. Thereafter surveys took place each quarter.

The final evaluation of outcomes of the commuter and job seeker services was carried out in May 2016. This concluded that the services were seen by users as valuable and appeared to alter the users’ travel behaviour. Headline findings are summarised below.

**How useful did recipients find the services?**

Across all the services, 82% of respondents rated them ‘very useful’; 13% rated them ‘quite useful’ and 5% rated them as ‘not useful’ (Figure 6.1). 94% would recommend the services to a friend [N=232].

**Did the services help recipients gain work, education or training?**

Across all the services, most respondents (71%) were already in work, education or training at the time of receiving the service. The service was rated by 4% as ‘essential – I could not have obtained work, education or training without it’, with a further 8% indicating that ‘it was very useful, although I could have obtained work, education or training without it’ [N=184]. Considering only those who were not already in work, education or training, the proportions rating the service essential or very useful to gaining work, education or training were 15% and 28% (Figure 6.2) [N=53]. The Wheels to Work service shows the highest results in overcoming these barriers in access to work, education and training (although it should be noted that the numbers disaggregated by the type of service received are small).

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27 It is likely that the survey does not proportionately represent the split of clients receiving the different services because capture of email contacts varied between the services. Numbers of respondents who received services (18 received more than one) were as follows: Wheels to Work 48; Subsidised Bus Ticket 7; Cycle Training 108; Bike Back 87. Because subsidised bus ticket were supplied via employers, recipients’ emails have not been available for this evaluation, but a few users of this service were captured because they also used other Connected services. The numbers of subsidised bus ticket users are too few to permit meaningful separate analysis for each survey question. The overall service satisfaction has nevertheless been fully disaggregated by service type, but the positive feedback on subsidised bus tickets should be taken as broadly indicative rather than statistically robust.
Have employees made any changes to their travel?

Recipients of the Connected services were asked how they travelled to work before and after they received the services. The data shows changes in travel behaviour, with the different types of service having somewhat different effects on mode share (Figure 6.5):

- Taken together, Connected services reduced the proportion of ‘drive alone’ trips from 35% to 30%. Car sharing, bus, train, taxi, and walking trips also decreased, in favour of a large increase in cycling trips from 6% to 32% and an increase in moped / motorcycle use from zero to 3% [N=179].
- Wheels to Work slightly reduced the proportion of ‘drive alone’ trips from 17% to 14% and raised cycling from 11% to 35% and moped/motorcycle use from zero to 10%, a result in line with the service’s provision of bicycles and mopeds [N=47].
- Cycle training slightly reduced the proportion of ‘drive alone’ trips from 55% to 52% and raised cycling trips from 4% to 20% [N=94].
- Bike Back reduced the proportion of ‘drive alone’ trips from 22% to 15% and raised cycling from 6% to 45% [N=84].
- The numbers of people in each service-specific sub-group are quite small, so percentages quoted for these should be treated as approximate.

Can the changes in travel be attributed to the Connected services?

Recipients of Connected services were also asked whether the services had helped them make changes in how they travelled to work. Across all types of services 48% of respondents answered ‘yes’, with a further 18% answering ‘not yet, but I intend to make some changes’ (Figure 6.3) [N=131]. Comments tend to confirm the modal changes indicated above, particularly the switch to cycling:

- “It shortens my travelling to work, so I have more time to use studying.” (Wheels to Work client)
- “I can now confidently cycle to work when I am based in our Derby City Centre office, which is at least a couple of times a week. Without the confidence I built through these lessons, this would not have been possible.” (Cycle training participant)
- “I no longer drive.” (Subsidised bus ticket user and Bike Back customer)
- “I cycle every day to the bus stop rather than walking, which saves a lot of time.” (Cycle training participant and Bike Back customer)
- “Since obtaining my electric bike I cycle more often. Some destinations were slightly over 5 miles and without my electric bike I would have taken the car.” (Wheels to Work client)

Are the Connected services successful in reaching people who would otherwise not consider travel by bicycle?

Three of the Connected services considered here include activities to encourage more cycling. Women are under-represented in the cycling population and the survey results show that the cycling training programme is proving particularly effective in addressing this imbalance, with 88% of users being women (Figure 6.4) [N=94]. For Bike Back and Wheels to Work the split is closer to the existing cycling population, with 57% and 72% of clients being male [N=84 / N=47]. For all services together the majority of users surveyed are female (59% [N= 213]) but this is because cycle training recipients are the biggest category of survey respondents.
Figure 6.1: ‘Overall, how useful did you find the service that you received from Connected?’

Base: recipients of Connected services who responded to post-intervention survey: N=232; response rate=28%; N (Bike Back)=87; N (Cycle training)=108; N (Subsidised bus ticket)=7; N (Wheels to Work)=48. 18 respondents used two Connected services.

Very useful  Quite useful  Not useful

Figure 6.2: ‘How important was the service you received from Connected in enabling you obtain work, education or training?’

Base: recipients of Connected services who responded to post intervention survey, excluding responses that indicated they were already in work, education or training at the time of receiving the service and excluding people who received subsidised bus tickets; N=53 people.

It was essential – I could not have obtained work, education or training without it

It was very useful, although I could have obtained work, education or training without it

Figure 6.3: ‘Did the service you received from Connected help you to make any changes to the journey you were already making to employment, education or training?’

Base: recipients of Connected services who responded to post-intervention survey and who were in employment, education or training at the time of receiving the service; N=131; response rate=16%.

Yes  No  Not yet, but I intend to make some changes

Figure 6.4: Proportions of men and women who use Connected services

Base: recipients of Connected services who responded to post-intervention survey: N=213; response rate=26%; N (Bike Back)=84; N (Cycle training)=94; N (Wheels to Work)=47. Subcategories add to more than the total because some respondents received more than one service.

Male  Female
Figure 6.5: Change in mode share before / after intervention, according to service received

All Connected services: N=179 people / 1,269 trips to work, training or education before intervention / 1,242 trips after intervention.

- **All** (Before)
- **All** (After)

### Wheels to Work

- **Wheels to Work** (Before)
- **Wheels to Work** (After)

- N=41 people / 301 trips to work before intervention / 319 trips to work after intervention.

### Cycle training

- **Cycle training** (Before)
- **Cycle training** (After)

- N=77 people / 515 trips to work before intervention / 491 trips to work after intervention.

### Bike Back

- **Bike Back** (Before)
- **Bike Back** (After)

- N=71 people / 546 trips to work before intervention / 545 trips to work after intervention.
USER FEEDBACK ABOUT THESE CONNECTED SERVICES

Wheels to Work

“It has been really helpful and relieved me from a financial burden! Thank you!”

“I found the service very helpful and supportive in helping me to use my car less... Thanks

“I much appreciated that Wheels to Work were able to help.”

Bike Back

“I could not have afforded a brand new bike, so the Bike Back scheme has been brilliant for me - I’m able to travel further distances for my work without relying on buses and taxis, and my fitness levels have increased too.”

“Bike Back Derby is an excellent service and very well run.”

“Excellent service from Jon, who really went the ‘extra mile’ to find the bike that was suited to me and my needs, even though I was not sure of them myself. Lots of helpful advice and very patient. Excellent all round. Everyone on the premises was polite and helpful.”

“Bike Back Derby run an excellent service, the cost and work done was excellent - I would highly recommend them.”

“I think Bike Back Derby is a brilliant and cheap way to get people to purchase bikes, and Wheels to Work has helped many staff at my place of work.”

“I would like to thank you for the service. It has given me a chance to enjoy riding for the first time without having to spend a lot on a bike.”

“Absolutely brilliant. Although I didn’t need a bike it has now encouraged me to leave the car at home.”
Cycle training

“All the glory goes to Nathan my coach who made my life easy. I can now ride my bike anywhere I like. Thanks to Cycle Derby for putting this brilliant system in place.”

“My trainer Nathan, who helped me to learn how to cycle, is a very good teacher. I really appreciated his dedication to making sure I learnt how to cycle. I am ever so grateful.”

“Derby cycle training is a very worthwhile service which gives the individual confidence to get riding again.”

“Lucas was brilliant and really helped me gain my confidence on the road! Would recommend.”

“What a fantastic service to have cycle lessons for individual needs. Brilliant. Thank you.”

“An excellent scheme. Great to think that I can miss traffic jams into Derby by biking via the bike routes. And the safe parking that Park Bikeworks offers is brilliant. My confidence has grown due to the excellent tuition I had on my one-to-one sessions, thanks to Janet. We are lucky to have these facilities available to us.”

“It was very useful and I really enjoyed it.”

“Excellent service. Helped with my confidence on busy roads.”

“Great service, excellent lessons.”

“I was given lessons on a trike; it has changed my life. I am not allowed to drive as I suffer from a balance disorder. We have bought me a trike now and I go out with rides with my husband and baby. I never thought I would be able to. It’s been a dream come true.”

“Cycle lessons really improved my confidence, I can now take my children on bike rides and I have the ability to provide them with an active lifestyle full of adventure. My trainer Nathan was friendly and put me at ease. Very impressed with the whole experience!”

“Cycle Derby was really useful for me in terms of building confidence cycling on roads...This course has given me freedom from driving and was a useful and fun experience! Thanks!”

“Cycle Derby cycle training was a very interesting lesson, as someone learning from scratch. The trainer Nathan was very helpful, helping me to build up my confidence in riding a bike. I would definitively recommend the programme to anyone.”
KEY SUSTAINABLE TRAVEL SERVICES
for commuters and job seekers.

- **Wheels to Work**: 51 moped loans, 372 bikes
- **Employers' Subsidised Bus Tickets**: 3 tickets
- **Cycle Training**: 318 people
- **Bike Back**: 706 sold/donated

### CUSTOMER FEEDBACK

#### Usefulness of Services
Survey respondents said...

- **"Very Useful"**: 82%
- **"Quite Useful"**: 94%
- **"Not Useful"**: 5%
- **"Recommend"**: 13%

#### Changes in Commuter Travel
Changes in travel can be attributed to the Connected services.

- **Drive alone trips were reduced**
- **Cycling and moped usage increased**

#### Percentage point reduction/increase in trips.
- **5 PP**
- **13 PP**
- **26 PP**

#### "Yes" 48% 18%
- **"Not yet, but I intend to make some changes"**

#### Helped Gain Work, Education or Training
Of those not already in work, education or training.

- **"Essential"**: 4%
- **"Useful"**: 8%
- **"Very Useful"**: 88% women
- **"Quite Useful"**: 57% male
- **"Essential"**: 72% male

The cycle training programme was particularly effective at encouraging female cyclists.