



HVCA Travel Survey Report

Stephen Platt August 2020

Summary

A big thank you to the many people who completed the Travel Survey. 467 people responded. 334 (72%) were residents of Hope Valley and 133 (28%) were visitors. 78 (17%) are members of HVCA.

Headline findings

About half of all residents said they were willing to change to a more sustainable form of transport and drive less. 49% said they would walk more, 76% said they would cycle more, 56% would use the train more and 62% would use the bus more. 65% of residents said they plan to work more from home,

The top 2 reasons that stop people cycling and walking are road safety, and trip distance. 89% of respondents say safer roads are important or very important. The main reasons that stop people using public transport revolve around inadequate service provision: frequency, reliability, limited routes, no late night service,

Most visitors come to Hope Valley for leisure (92%) and over half of them (56%) come by car. 18% use public transport and 16% either drive or sometimes use public transport. Visitors were asked about their attitude to Park & Ride. 48% said they would consider using P&R and 33% said they might.

The results can be found on the HVCA Google Drive.

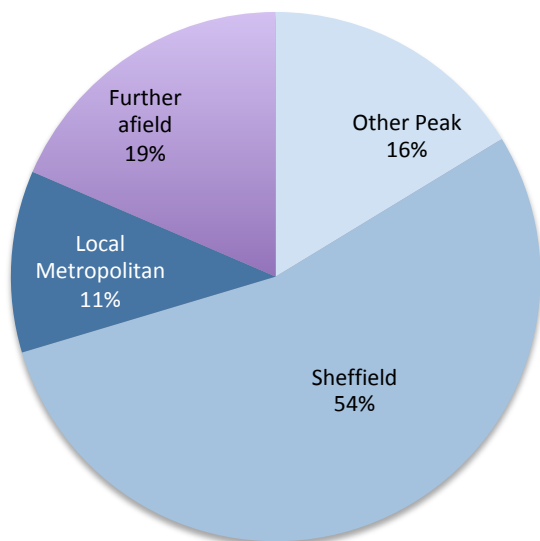
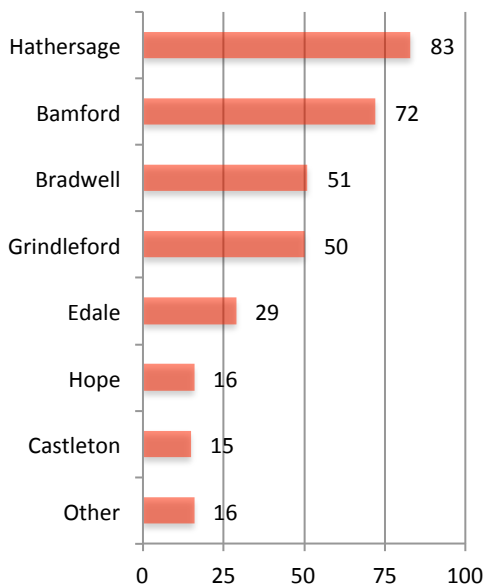
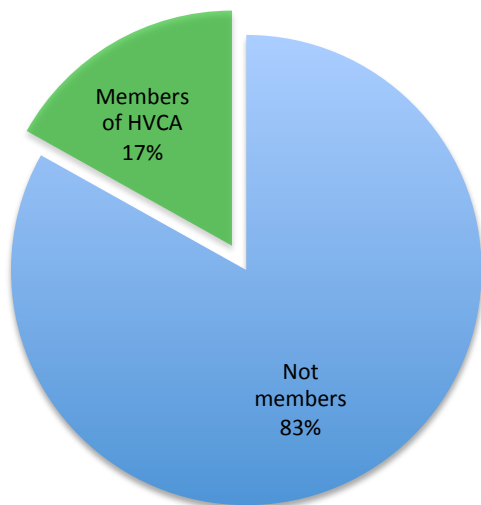
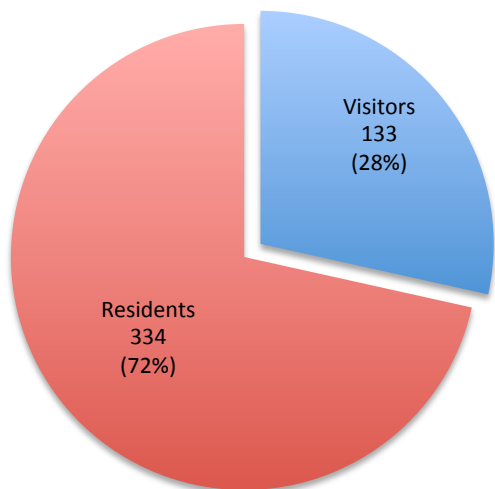
<https://tinyurl.com/HVCA-Travel-Survey-Results>

We will be posting a copy of the report on the HVCA website (www.hvca.uk) and emailing a copy to everyone who gave us their email address.

A survey of school children in Hope Valley conducted by HVCA can be found at

<https://tinyurl.com/hopevalley-schooltravel>

Respondents



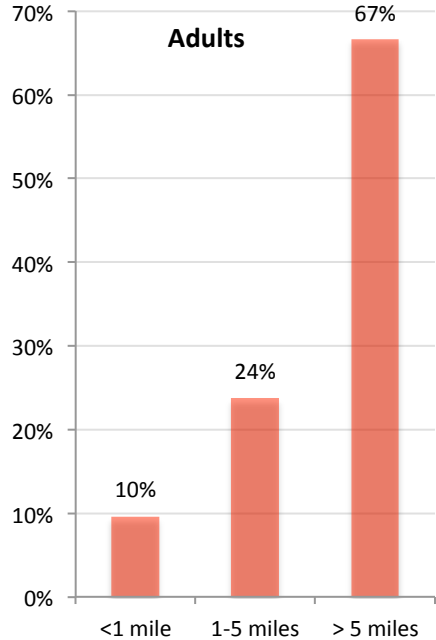
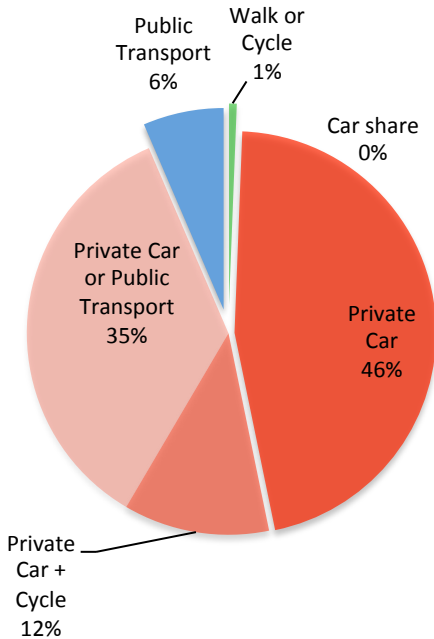
This internet survey ran for 2 weeks from 8 -22 July 2020.

350 HVCA members were emailed plus 140 secretaries of parish councils, local societies, voluntary organisations, sports clubs and businesses in Hope Valley and in and around Peak.

A total of 467 people responded.

Resident travel

How do you normally make regular journeys? (ie. pre Covid-19)



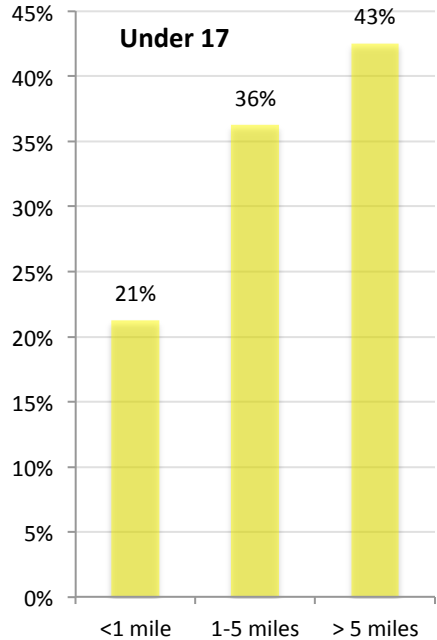
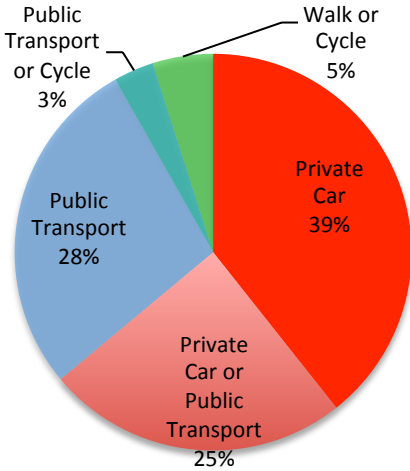
Most residents are highly reliant on private cars as their main form of transport for regular journeys, other than those within their own village.

Pre-Covid, only 6% of residents relied solely on public transport and only 1% walked or cycled for regular journeys. Over a third of residents (35%) mixed car use with public transport and 12% sometimes cycled.

The majority of adult residents(67%) make regular journeys of more than 5 miles.

Young persons travel

How do under 17 normally make regular journeys? (ie. pre Covid-19)



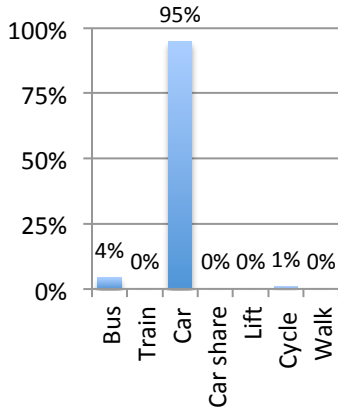
School children in the Valley (young persons under 17) are bigger users of public transport (28%) and walk or cycle more than adults.

Nevertheless the majority of young are still highly reliant on private cars as their main form of transport for regular journeys, including the journey to school. Pre-Covid, 39% regularly went by car and 25% went by car or public transport.

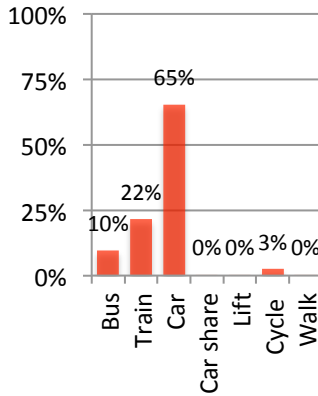
21% of children make regular journeys of less than 1 mile and 36% of 5 miles or less

Destinations

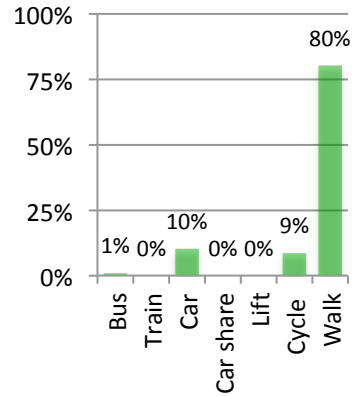
Bakewell



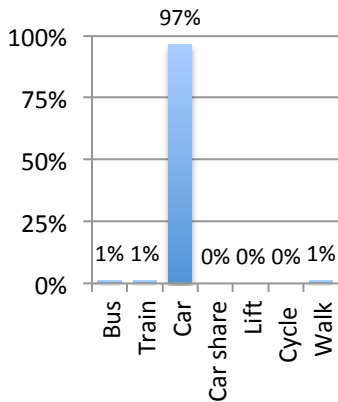
Sheffield



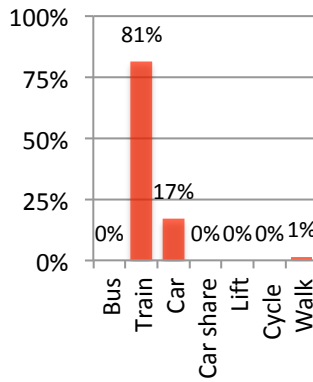
Own Village



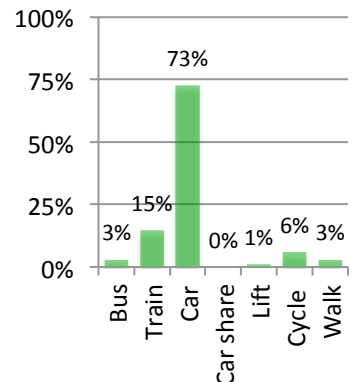
Buxton



Manchester



Other Village



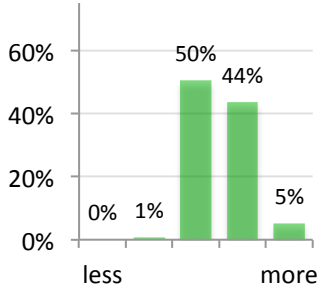
95% of residents travel to Bakewell and Buxton by car.

81% travel to Manchester by train but only 22% to Sheffield.

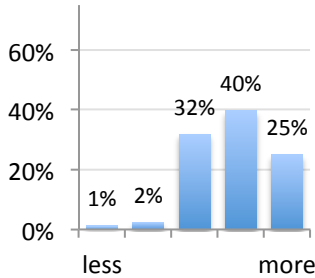
80% of residents walk within their own village, but 73% drive to other villages and only 9% walk or cycle.

Possible changes in travel

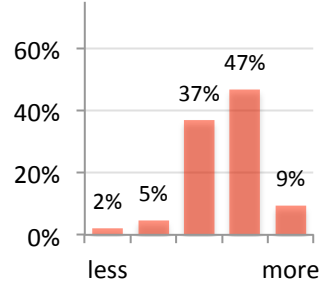
Walk



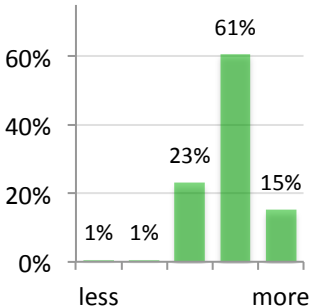
Work from home



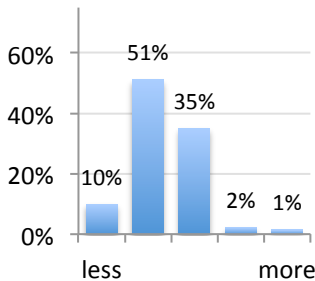
Use train



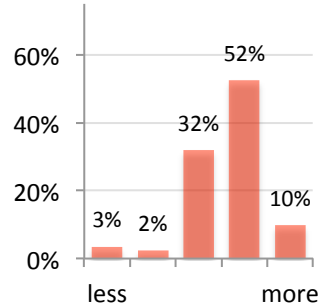
Cycle



Drive car



Use bus



People were asked what changes they would be willing to make in their travel using a 5-point scale from a lot less to a lot more.

Half of all residents said they were willing to change to a more sustainable form of transport. 61% said they would be prepared to drive less.

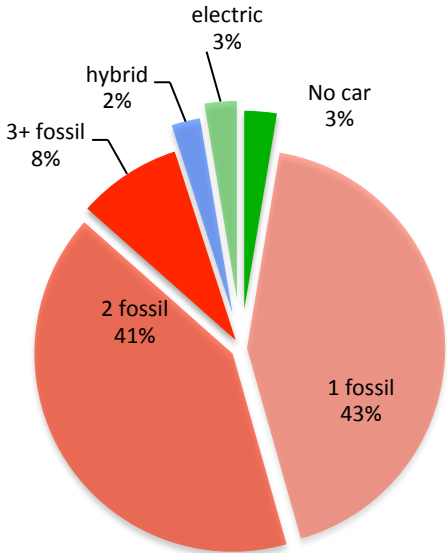
49% said they would walk more, 76% said they would cycle more, 56% would use the train more and 62% would use the bus more.

65% of residents said they plan to work more from home, an obvious effect of the Covid lock-down and people accommodating to new ways of working.

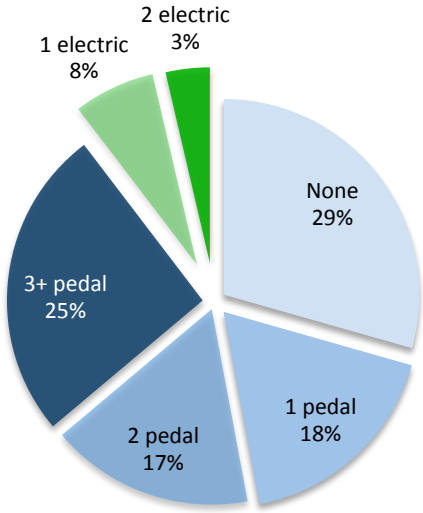
In terms of climate change action, this is the most encouraging part of the survey. How much of this aspiration translates into action, however, is an open question.

Vehicle ownership

Cars



Bikes

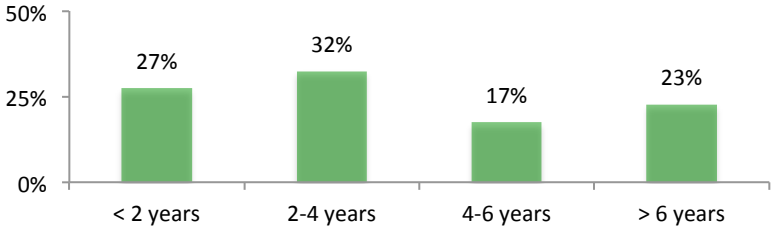
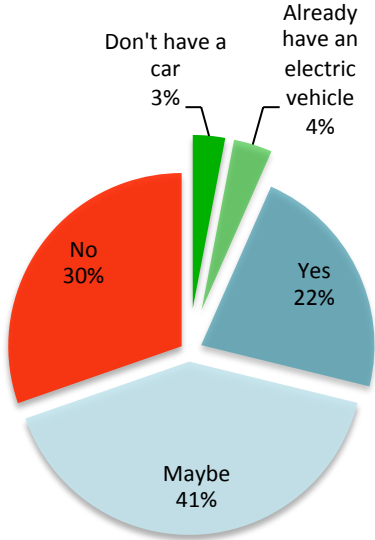
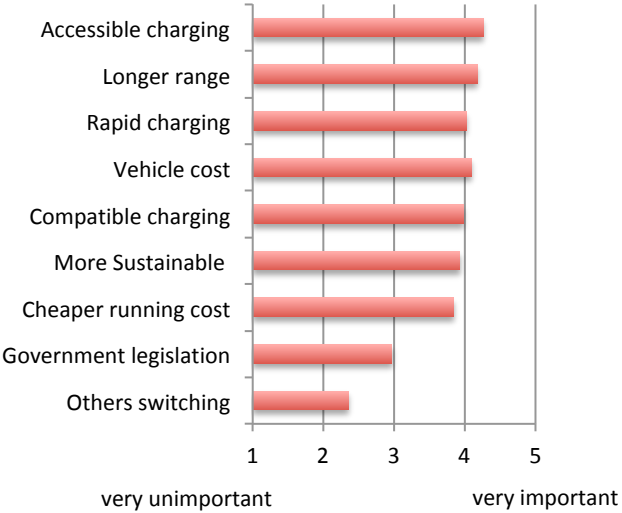


Note: 1,2 and 3+ refer to the number of vehicles in a household

Overall 90% of all respondents drive fossil fuel cars. 4% have no cars and 6% have a hybrid or electric vehicle. There is a small difference in vehicle ownership between residents and visitors, with visitors being slightly 'greener'.

71% of all households use 1 or more bikes (11% of households use electric bikes and 60% non electric). The pattern of bike use of residents and visitors is very similar.

Switch to electric car

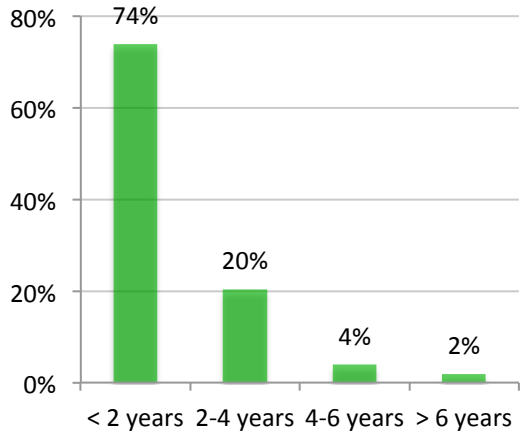
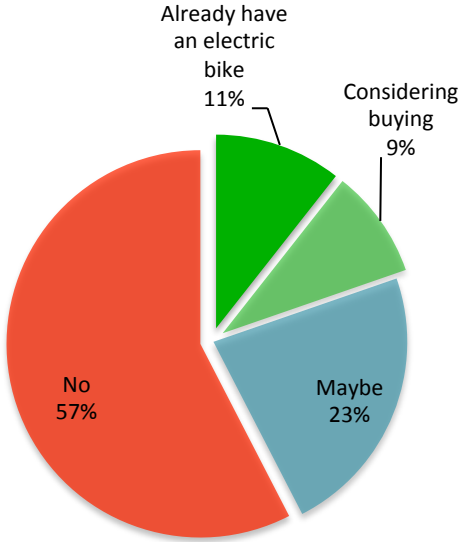


63% of residents and visitors are considering switching to an electric vehicle. However, only 2-4% have already taken this step.

About a quarter of residents and visitors are considering switching in the next two years and about 60% within 4 years. Only a quarter are not planning to switch in the short to medium term.

Apart from the obvious improvement in sustainability, a combination of factors need to be in place to encourage more people to switch to a renewable fuel vehicle: accessible and compatible charging, longer range, rapid charging and vehicle cost, including a second-hand market.

Buying an E-bike

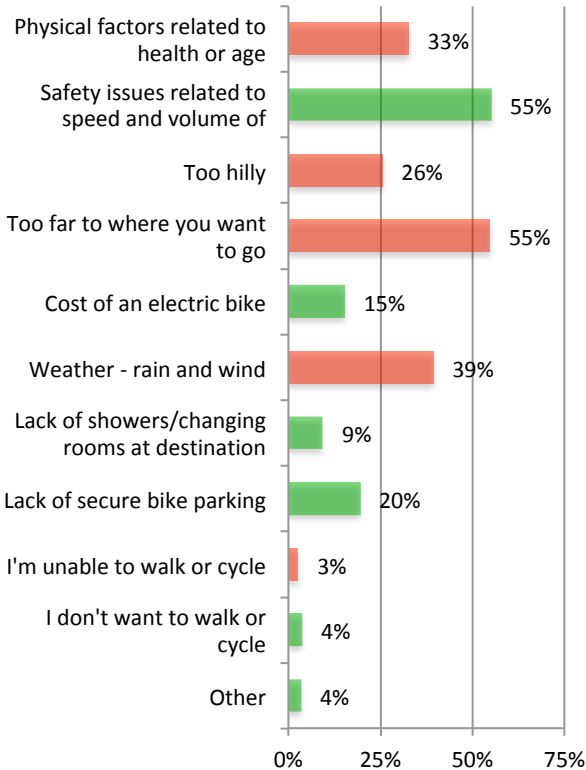


35 residents surveyed already have an E-bike, 30 residents are considering buying one and 75 may buy one.

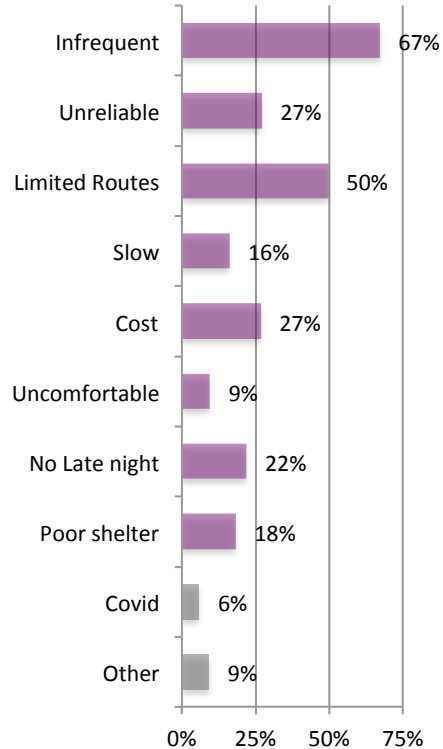
Of the 105 who might buy an E-bike, 74% said they plan to do so within the next 2 years.

What stops people

Walking and Cycling



Using public transport



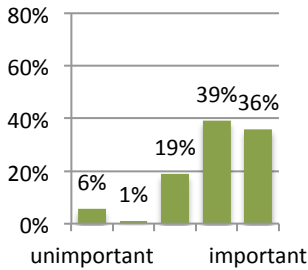
What stops people walking and cycling more are things like the weather and topography that we can't do much to alleviate (coloured red), and things like safety, where we can take action (coloured green).

The top 2 reasons stopping people cycling are road safety and trip distance.

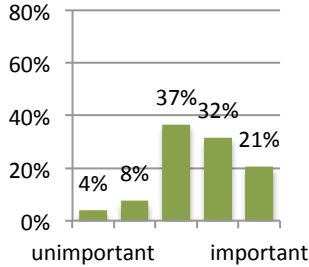
What stops people using public transport is inadequate service provision: frequency, reliability, limited routes, no late night service.

Encouraging more cycling

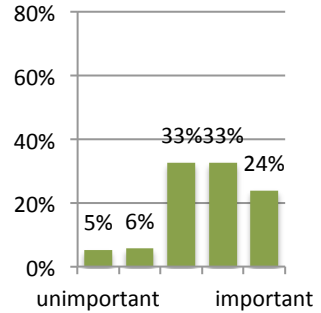
More sustainable



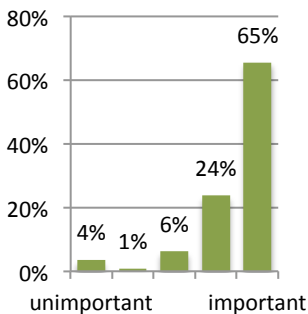
More convenient



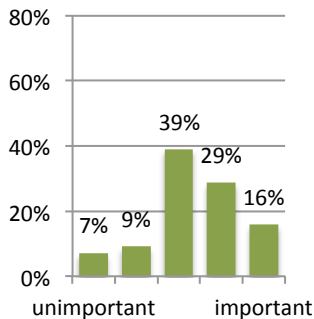
Electric bike



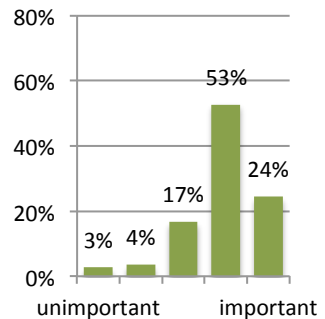
Safer roads



Free travel



Keep fit



The stand-out finding is that improved road safety would encourage more cycling.

The importance people attach to factors that would encourage them to cycle more was measured on a 5-point scale from very unimportant (1) to very important (5).

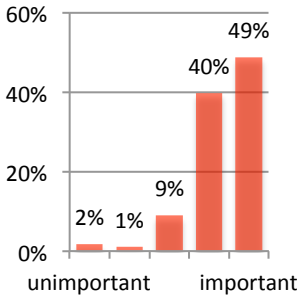
89% of respondents say safer roads are important or very important.

75% are motivated by cycling being more sustainable and 77% by cycling being an aid to keeping fit.

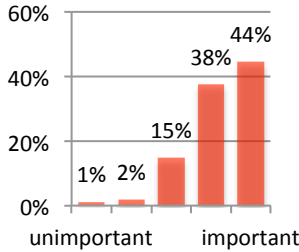
53% think cycling might be more convenient and 57% think an E-bike would make a difference.

Encouraging public transport use

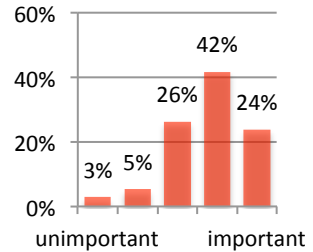
More frequent



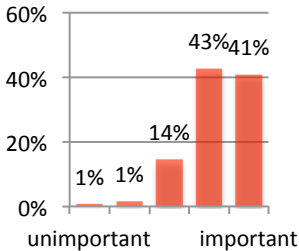
Links with other buses and trains



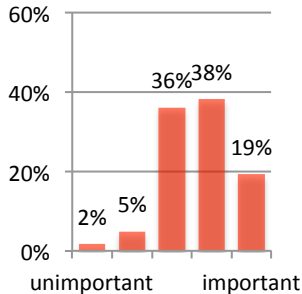
Sustainable vehicle



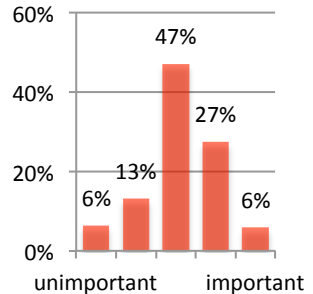
Goes to more places



Faster journey



Better shelters



The factors that would encourage people to use public transport was measured on a 5-point scale from very unimportant (1) to very important (5).

89% want a more frequent service.

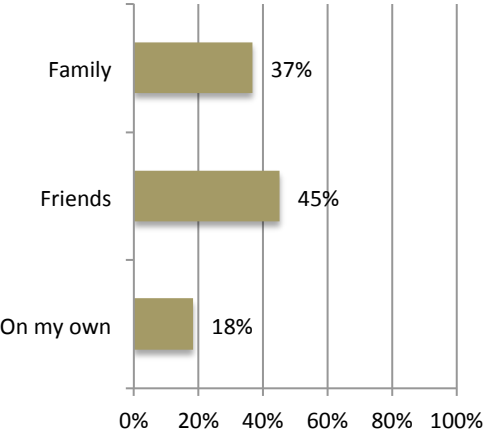
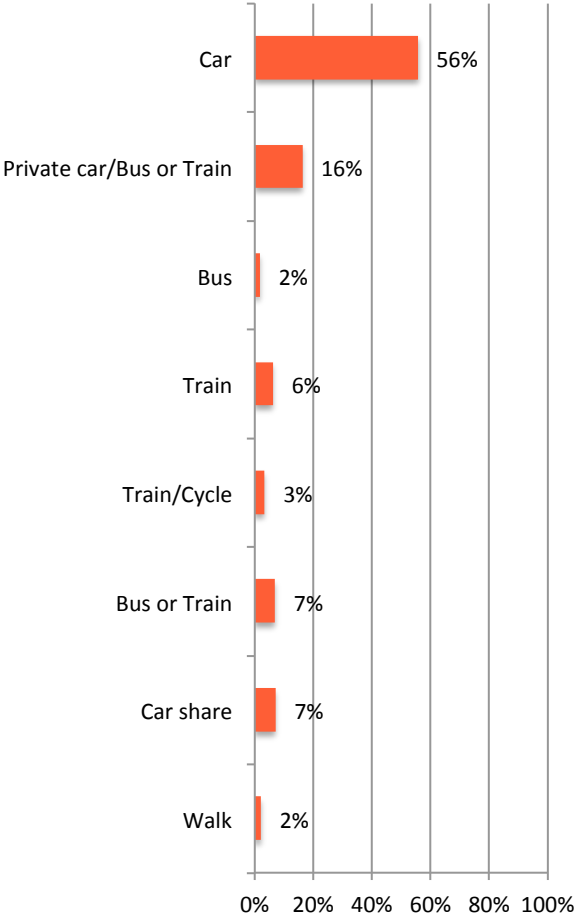
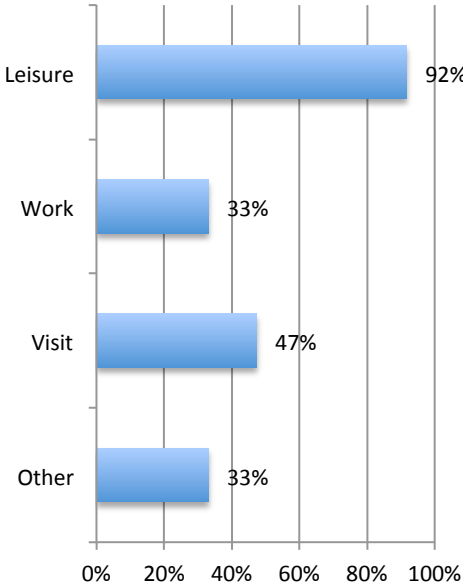
84% want a richer network that goes more places.

82% want better links with other buses and trains

66% would appreciate a more sustainable vehicle.

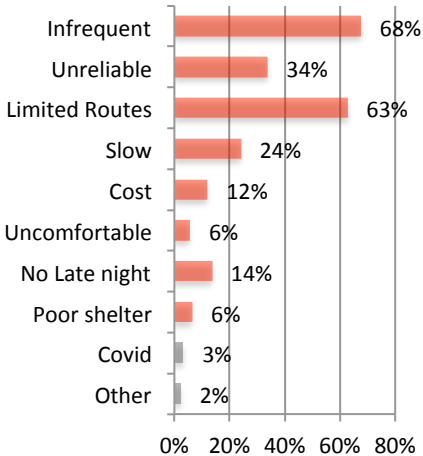
57% want a faster journey

Visitors to Hope Valley



The main reason most visitors come to Hope Valley is for leisure (92%) and over half of them (56%) come by car. 18% use public transport and 16% either drive or sometimes use public transport.

What stops visitors using public transport and what would encourage them to use it more



The things that stop visitors using public transport are similar to those given by residents.

The main reasons are frequency (68%), limited routes (63%) and reliability (34%).

As for residents, Improving service provision would encourage greater use.

87% want a more frequent service.

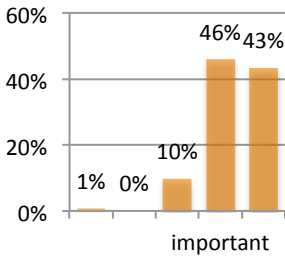
79% want a richer network that goes more places.

81% want better links with other buses and trains

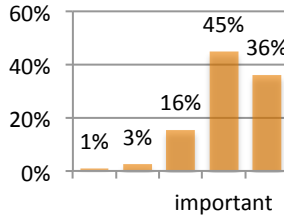
76% would appreciate a more sustainable vehicle.

68% want a faster journey.

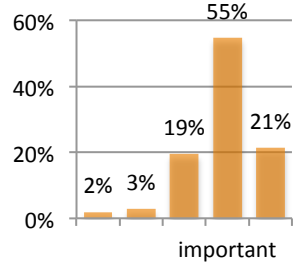
More frequent



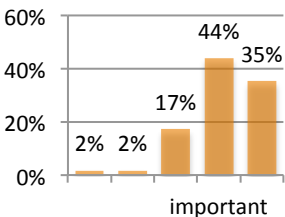
Links with other buses and trains



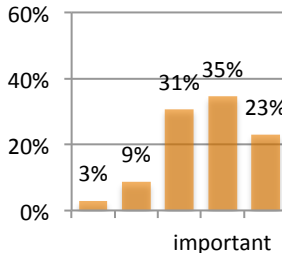
Sustainable vehicle



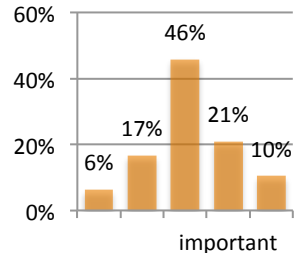
Goes to more places



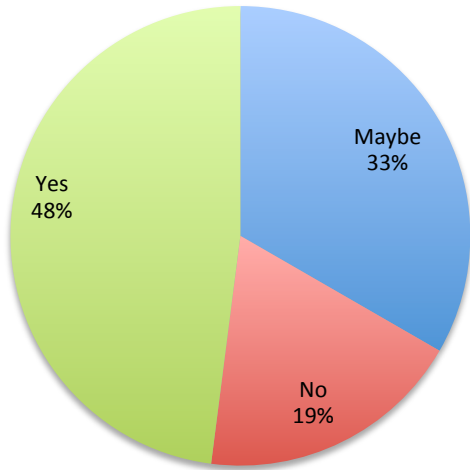
Faster journey



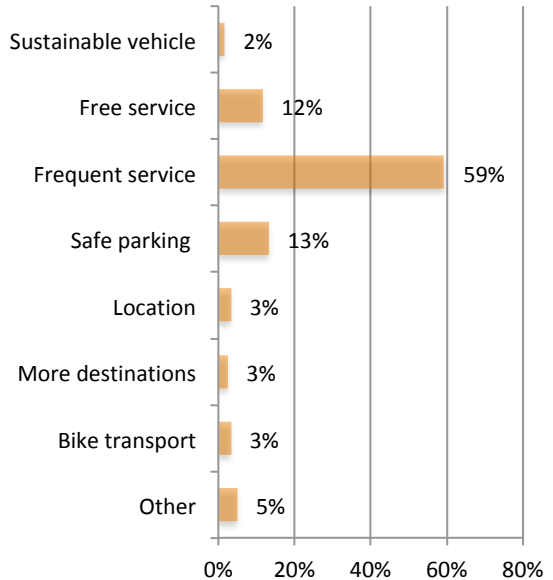
Better shelters



Park & Ride



If you travel by private car, would you consider using a park and ride?



Assuming it was safe to do so, what single thing would encourage you most to use a park and ride?

Visitors were asked about their attitude to Park & Ride. 48% said they would consider using P&R and 33% said they might. Only 19% rejected the idea out of hand.

The key factor in encouraging visitors to use Park & Ride would be the frequency of service (59%).

Implications for reducing carbon emissions

The survey showed that there is an appetite for change to greener travel. A half of all residents said they were willing to change to a more sustainable form of transport. There are, however, obstacles to them doing so. The following is a brief discussion of the issues and suggestions about possible ways forward.

Active travel

Half of all residents said they would walk more and three-quarters said they would cycle more. However, residents are highly reliant on private cars as their main form of transport. Two-thirds of regular journeys by adults and nearly a half by those under 17 are over 5 miles and 95% of journeys to Bakewell and Buxton are by car.

Some of the barriers to active travel are things we have to live with like the weather, topography and physical factors of health and age. But the top two reasons stopping people walking and cycling more are road safety and trip distance, things we can address. HVCA is campaigning to make it safer and more attractive for people to cycle and walk and organising village try an E-bike events. 78 residents (24%) are thinking about buying an E-Bike within the next two years. It remains to be seen if this enthusiasm for cycling proves enduring and results in significantly less car use. One of the things that might encourage people to use their E-Bikes more would be secure cycle parking near village shops and other key amenities such as the swimming baths and health centres.

Working from home

Quarantine during the pandemic has resulted in a big increase in people working from home and two-thirds of residents say they plan to continue to do so. If a significant proportion of people work 2-3 days a week from home this would mean less carbon emissions from transport. There would of course be more home heating and lighting, which would strengthen the case for improving home energy efficiency.

Using public transport

Over half of all residents said they were prepared to use buses and trains more. However, pre-Covid, only 6% of residents always used public transport for regular journeys and 35% said they sometimes used it. The main barriers are related to service provision and include frequency, limited routes, reliability and no late night service. Nevertheless, prior to Covid, 81% of people regularly travelled to Manchester by train and 32% of those regularly travelling to Sheffield did so by public transport. Compared to many rural areas we are fortunate to have such good public transport.

What would encourage people to use public transport more, once it is safe to do so, are a more frequent service and a richer network with better links between buses and trains to allow for more complex journeys. These all require more passenger numbers. But people may be unaware of just how useful and convenient public transport is and more could be done to advertise this. People would also appreciate more sustainable vehicles and better waiting shelter provision .

Journeys by under 17, including the school run

Children and young people under 17 walk and cycle and use public transport more than adults. Nevertheless the majority are still reliant on cars for journeys to school and out of school activities. Relatively few (5%) walk or cycle regularly. A fifth of children make regular journeys of less than 1 mile and over half make regular journeys of less than 5 miles so there is scope for more cycling and walking.

The key issue is the discontinuity of pavements and cycle ways in the Valley. Pathways and cycle ways on routes children regularly travel are fragmented, missing or dangerous. New cycle ways need to be sited and designed to be attractive and adventurous, not just safe if children are to be enticed to use them.

Risk, objective and perceived, needs to be understood better if young people are to be encouraged to walk and cycle more. It would be useful to conduct a study in the Valley to analyse travel risks in order to plan improvements to walking and cycling infrastructure.

Intentions about switching to electric vehicles

Nine out of ten residents drive fossil fuel cars and only 6% currently own an electric or hybrid vehicle. However, 63% of residents are considering switching to an electric car and about of all residents are planning to switch in the next two years. This would make a big impact on transport carbon emissions in the Valley.

A number of factors need to be seen to be in place before people to switch. Accessible and compatible charging, longer range, rapid charging on longer routes and vehicle cost. These factors are improving significantly and will most likely result in a major change over in the next couple of years as more manufacturers bring out new models, charging is improved and understanding of the benefits of electric vehicles spreads.

Visitor travel

Since the lifting of quarantine restrictions in the UK and limitations on foreign travel the Peak District and Hope Valley in particular have seen a huge increase in visitor numbers. This has led to problems of congestion, safety and anti-social parking. Yet the Peak District serves the recreational needs of people from surrounding conurbations and from far afield. The majority of visitors come for leisure and they contribute significantly to the local economy. The question is how can visitor traffic best be managed?

A third of visitors to Hope Valley usually or sometimes come to Hope Valley by public transport and a half said they would consider using a park & ride service. The two things that would encourage visitors to use a park & ride service, if it was to be available, are frequency of service and provision for bicycles. In the light of this finding, the park & ride solution, combined with some restriction on access to places like Edale or congestion charging, might be re-considered.

Statistical validity

467 people responded. 99% of respondents told us where they lived, 36% gave their name and 33% gave us their email.

Sampling

The following measures of confidence hold for random samples. However, this does not necessarily mean that there is any systematic bias in the sample, since such a high proportion (80%) of non HVCA members completed the survey. Although people self-selected themselves to answer the survey, the indications are that they reflect the views of typical residents of Hope Valley rather than any sectional interest or pressure group.

Residents: Assuming the population of Hope Valley is about 10,000. a sample of 334 residents gives a margin of error of plus-or-minus 5% with a confidence level of 95%.

Visitors: Assuming there are about 2-4 million visitors to Hope Valley each year, our sample size of 133 gives a margin of error of plus-or-minus 9% with a confidence level of 95%

We conclude that this is a sufficiently good sample to have confidence that it accurately reflects public opinion of residents and visitors.

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