



briefing note

To: Colin Handley - for distribution to Ilkeston and North Community Forum
From: Fiona Coulson
Date: 23 July 2015

Subject: Ilkeston Travel Plan survey; conducted at 07-07-15 meeting

Methodology

- The survey was conducted during – and as part of - the presentation given by Fiona Coulson, Travel Plan Officer, Erewash Borough Council, at the meeting.
- Each attendee was given and completed a copy of the multiple-choice survey.
- Respondents were able to choose multiple responses to each question, and skip questions they believed to be personally irrelevant. Both these points clarify why responses do not total a 'tidy' 100%.

Content

- The survey aimed to establish respondents' transport use for travelling in and around Ilkeston. This was followed by reasons for choosing transport modes, plus what would most encourage respondents to use other travel options. There was space for additional comments, and the opportunity to submit contact details for future input.

Responses

- 24 responses; 14 of whom are willing to be contacted for further consultation.

Findings

- Respondents could choose multiple transport modes which they usually use resulting in:

74.6	car users total – either as driver or passenger split as:	
41.6%	driver of car	
33%	passenger of car	
45.8%	bus	
45.8%	walk and/or mobility scooter	
16.6%	taxi	
8.3%	cycle	
- For those travelling by car (as driver or passenger) the reasons were:

○ Faster than other transport types	33%
○ Items/people to take or multiple places in one trip	20.8%
○ Cheaper and/or general convenience	8.3%
- For those using buses, the reasons given were:

○ Convenient	29%
○ Cost	25%
○ No vehicle access	12.5%

- Those mainly walking or using a mobility scooter gave these reasons:
 - Convenient and/or no cost 29%
 - Enjoy walking (or using the scooter) 25%
 - Health and environmental reasons 4%

- On cycling, just 4% stated they used this mode regularly – and did so for health reasons. There was no interest in motorcycling.

- Convenience was cited as the top reason (8.3%) for using taxis, whilst 4% used this mode owing to no other vehicle access or mobility reasons.

- From a list of options to encourage bus usage, the responses were:
 - Faster journeys/more direct routes 33%
 - Cheaper fares, higher frequency services 29%
 - Real time information at stops 25%
 - Easy to read and available information 8%

- In terms of cycling, reasons that would most encourage use were secure storage and health benefits both at 20.8%. Conversely 25% felt unable to cycle for health reasons.

- On car sharing, 8% could be interested if their employer provided a guaranteed lift home in a case of emergency, with 4% if priority parking and a secure database were offered.

- Regarding walking, the results to encourage this transport mode were:
 - Better lighting and surfaces on routes 41.6%
 - Health benefits 37.5%
 - Information on routes and footwear 8.3%
 - Unfortunately, 12.5% feel, or actually are, unable to walk

- Individual comments spanned the following:
 - *Use buses more: '50p inside Ilkeston instead of £1.40 flat price'; 'use bus when drinking'.*
 - *Walk more: 'flat paving instead of uneven ... and angled surfaces'; 'walk back from pub'; 'health/environmental reasons'; 'safer streets'.*
 - *Taxi use: '[use] to go to pub when raining'.*
 - *Cycle more: On secure, lockable and covered cycle storage sites in Ilkeston: 'more at the top and bottom of Bath Street and Albion Centre ... need to lock up cycles close to shops'; 'more on-road cycle paths'.*