'HAVE YOUR SAY'
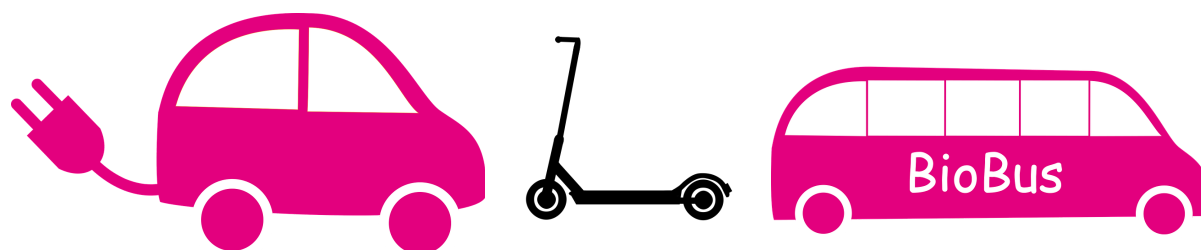
Chew Valley Area Forum Climate & Nature Emergency Working Group
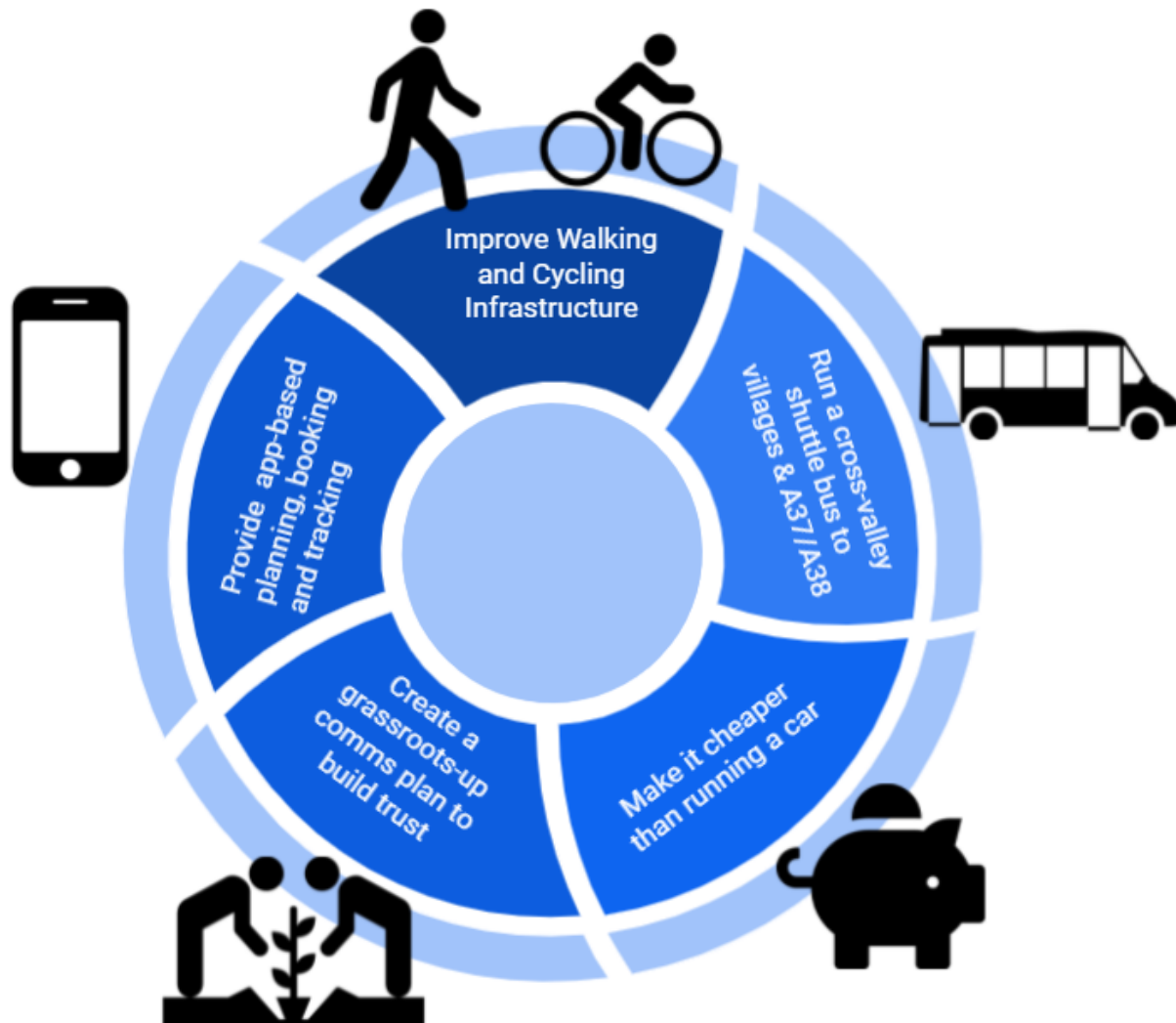
Parish-Wide Consultation on Sustainable Transport

June 2021

EXECUTIVE SUMMARY

People would be more likely to change to Public Transport and Active Travel if you:

Only 3% of car use is electric and hybrid 4%. To swap to electric vehicles people want:

Financial incentives

Fast local charging

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BACKGROUND

Between 26th April -26th May 2021 Chew Valley Area Forum Climate and Nature Emergency Sustainable Transport Working Group (CVAF C&NEWG: Sustainable Transport) circulated a survey through various communication networks in and around the Chew Valley as a means of consulting with local people.

This research followed on from, and was informed by a smaller survey of 132 students at Chew Valley School Sixth form asking about home-school transport habits and preferences.[1]

Purpose

We sought to gather evidence about present habits and future aspirations for transport in the Chew Valley, seen through the lens of needing to reduce the carbon footprint from existing levels, in line with B&NES climate commitments.[2]

We used the West of England Combined Authority (WECA) 'Mobility as a Service' vision[3], as a framework to invite ideas: this includes
● an app-based booking system with through tickets and dial a ride elements
● individuals shifting between modalities in order to complete journeys
● infrastructure and incentives to support active travel
● reliable and affordable mass transit systems (in our case buses on arterial routes)
● useable links between locations into the mass transit corridors (in our case from Chew Valley villages to A37 & A38)

We also held in mind a range of travel options which have been successfully piloted across the UK in rural areas . [4]

Our intention was to gather local understanding of the travel challenges faced by people in this rural area, and to tap into the creativity and local knowledge of residents to find solutions. Armed with this evidence, we now want to liaise with B&NES and WECA to attract the innovative, reliable and realistic lower carbon travel options that people would be most likely to buy-in to.

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[1] 'Sustainable Transport for Post-16 Students at Chew Valley School' report 2021 is available on request
[2] B&NES is committed to becoming carbon neutral by 2030. Carbon from transport in B&NES is currently estimated at 29% of our carbon footprint
https://www.bathnes.gov.uk/sites/default/files/siteimages/Environment/Sustainability/climate_and_nature_emergency_action_plan_for_website_v1.3_jan_2021.pdf
[3] Mary's journey.pdf
[4] See Appendix A for links to examples of Sustainable transport researched by the working group

Building on the present momentum of the government's 'Bus Back Better' strategy,[5] we aim to use the data collected to ensure that the Chew Valley is not forgotten in WECA's plans to transform public transport.

Although the 'Total Transport Pilot' WECA consultation was carried out in 2016, the report was never published and there was low local engagement with the process. It came before B&NES declared a Climate Emergency. Many of the difficulties facing rural transport are echoed in this survey, but it only had one small meeting of some interested parties & did not reach solutions. The aspiration for better public transport is part of the Chew Valley Neighbourhood Plan with the suggestion of small minibus shuttle buses with wifi linking to arterial routes[6]. Given the lack of progress and new pressures from the C&NE we felt we needed a grassroots consultation which gathered sufficient detail to inform realistic future planning.

Methodology

Our publicity aimed for maximum inclusivity, arranging for a phone line where those without online access could complete the survey. We shared it to all the Parish Clerks, we wrote to local MPs and Ward Councillors in the area as well as B&NES Cabinet Members, inviting them to use their networks to promote the survey. We posted each week in a range of different Facebook groups across the area and wrote to local groups, emphasising different aspects of the vision, and then were extremely responsive to comments, inviting deeper conversations. Our 25 working group members were invited to write emails to everyone local in their contacts list and then invite them to use their local networks to create email chains across the area. We tracked geographic and demographic areas where replies were coming from as the survey progressed and arranged outreach into unresponsive areas and groups both through online channels and posters and fliers.

This approach not only gave a good number of responses but also achieved rich and thoughtful replies with creative solutions and positive engagement. The process ignited interest in this area which we believe could be built on to communicate about new services as and when they emerge. The survey is therefore a record of the demographics and views of a cross-valley and cross aged sample of those who self selected to take part rather than a representative sample.

The survey has collected quantitative and qualitative data and we used a coding system to analyse comments as well as crunching numbers.[7]

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[5]
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/980227/DfT-Bus-Back-Better-national-bus-strategy-for-England.pdf
[6] See page 58 http://www.cvnp.co.uk/wp-content/uploads/2016/11/CVNP-ReferendumVersion2LowRes.pdf
[7] For more information about how the survey was set up see Appendix B and for more information about the coded analysis see Appendix D

Demographics

410 households responded, representing **1187 individuals** of a range of different ages.

Age distribution
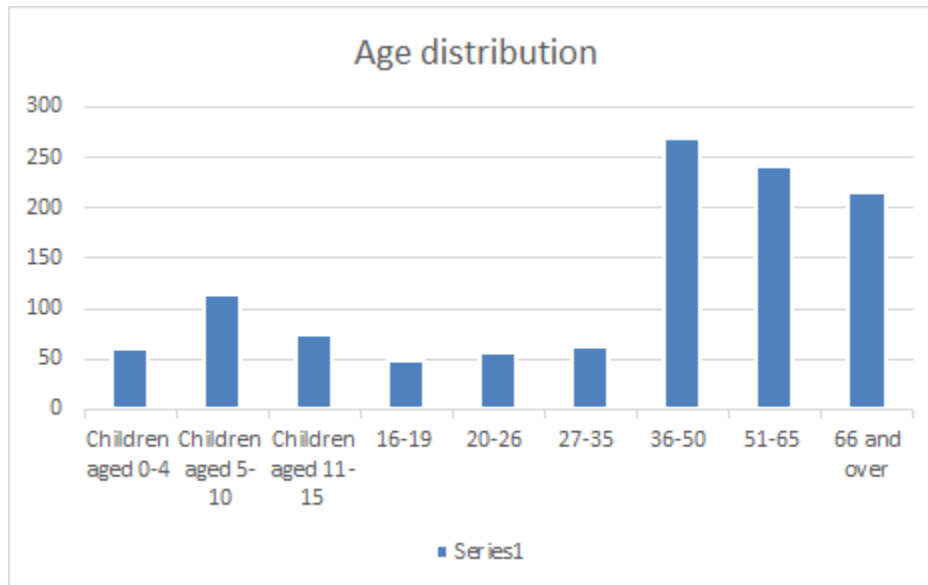
71% of responses came from households in the Chew Valley Forum area

Responses from the Chew Valley Area Forum Area
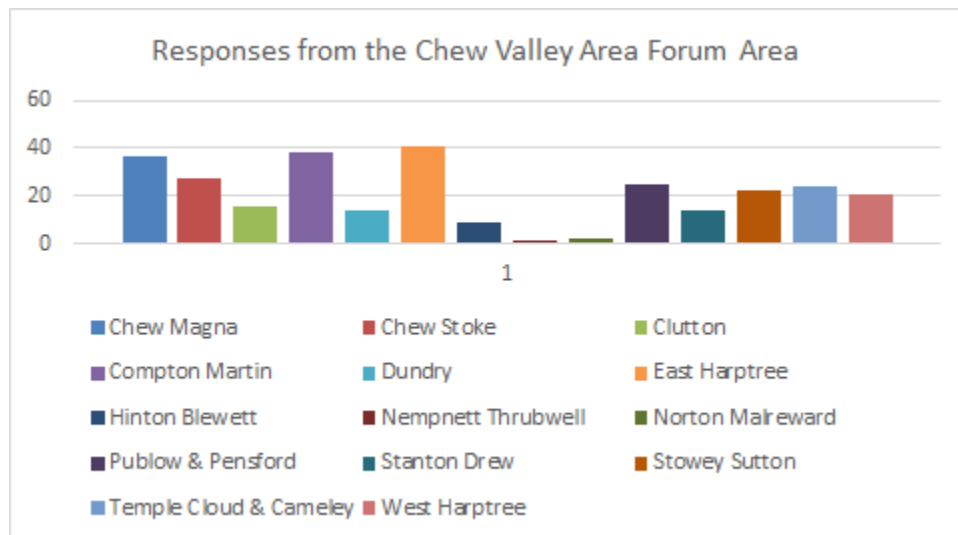
The rest came from neighbouring areas. Although most households lived in B&NES, some from Mendip, North Somerset and Bristol City Council areas who had an interest in transport in the Chew Valley were also represented in smaller numbers.[8]

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[8] For map of responding areas see Appendix C

Survey Responses by Area
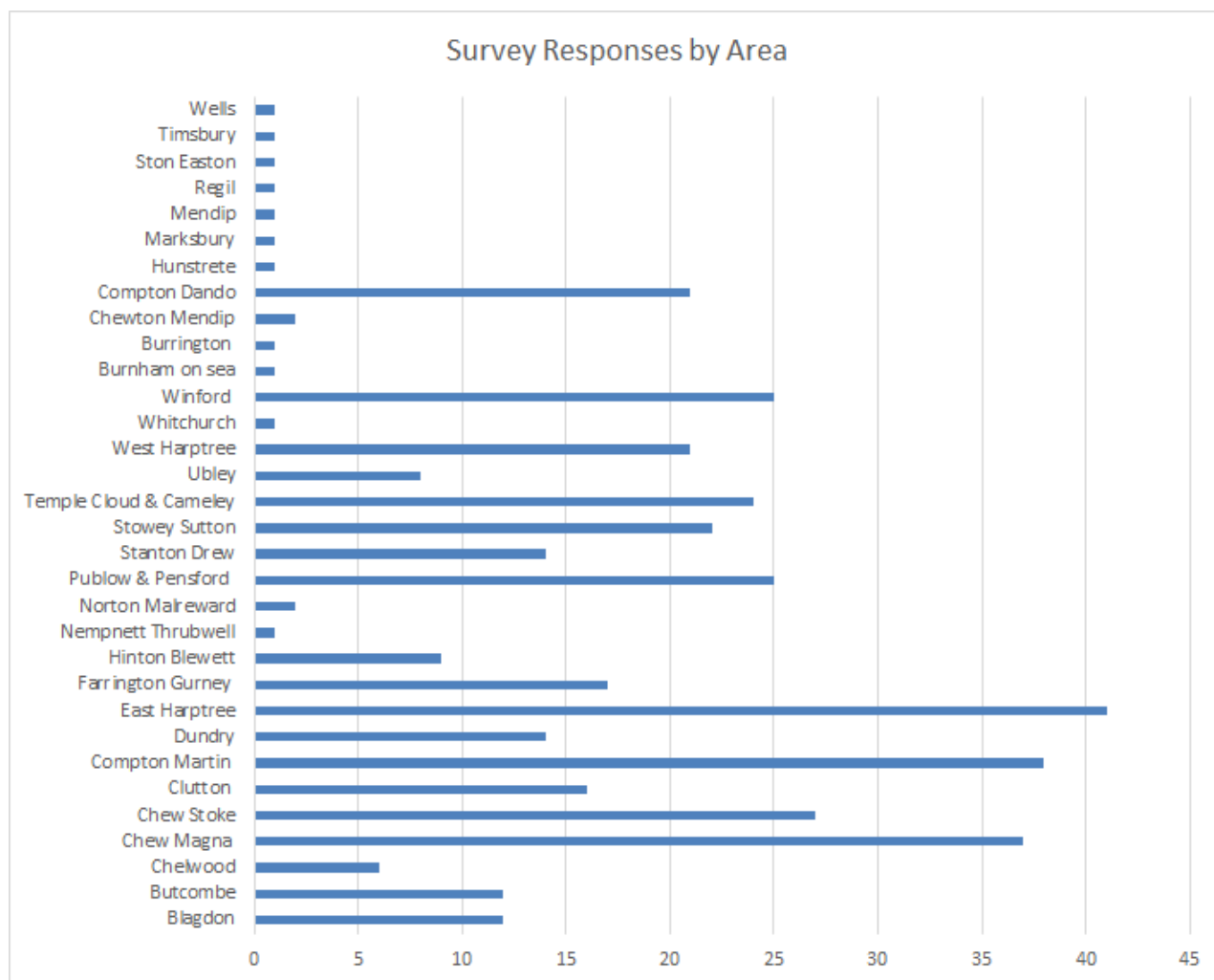
THE SITUATION NOW

1. **Vehicle Ownership**

Number of vehicles owned
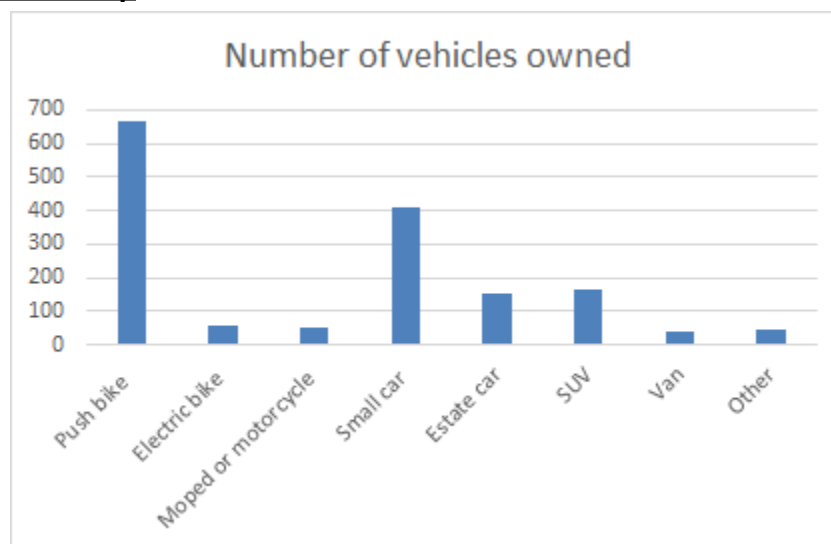
Bicycles
59% of households own at least one push bike, many owning multiple and with 2 per household being the most common. Households with householders 35-50yrs & over own the most bikes, those with 20-26 year olds own the fewest. Bicycles are mainly used for leisure purposes and a coded analysis of comments suggests that most are unwilling to cycle for other purposes, because of a lack of safe routes between villages and out to arterial routes, or on arterial routes, as well as a lack of bike storage near to bus stops. Some used cycling in fair weather, during daylight hours, but did not rely on it as a key method of transport. People mentioned narrow lanes, poor sight lines, vehicles being too large to safely overtake bicycles and the lack of cycling infrastructure as limiting potential active travel or multimodal transport where active travel played a part.

Cars
98% of households (all but 7) **own a car, with an average of 2 vehicles per household**
Small cars are the most commonly owned vehicles. There are more SUVs than estate cars.

Types of car (Size)

■ Small car ■ Estate car ■ SUV
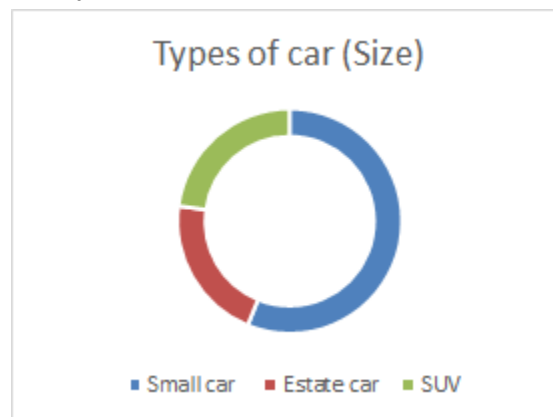
Other Vehicles
Other vehicles mentioned are E-scooter (1) horse & horsebox (1), farm vehicles/tractors/ (3) medium (4) & large (1) cars, classic/sports cars (7), motorhome (1) & campervans (6)

Fuel use
Diesel fuel makes up 38% & petrol 55% of fuel used in cars & vans.
Only **4%** of vehicles are **electric** and only **3%** are **hybrid** vehicles

Types of car or van(fuel)

■ Diesel car or van ■ Petrol car or van
■ Electric car or van ■ Hybrid car or van
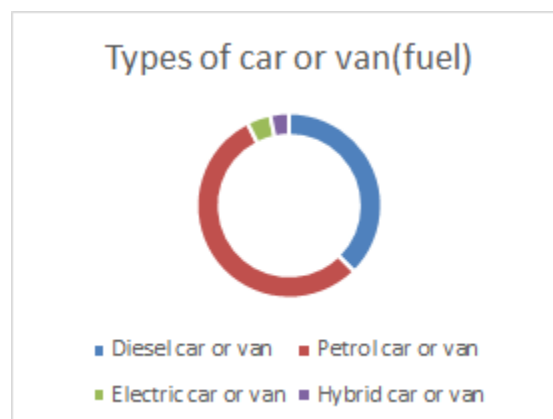
2. **Number of Journeys Taken & Distance Travelled**

8178 journeys are taken in the combined 'typical week' we asked households to comment on; approximately **25 per household per week.**
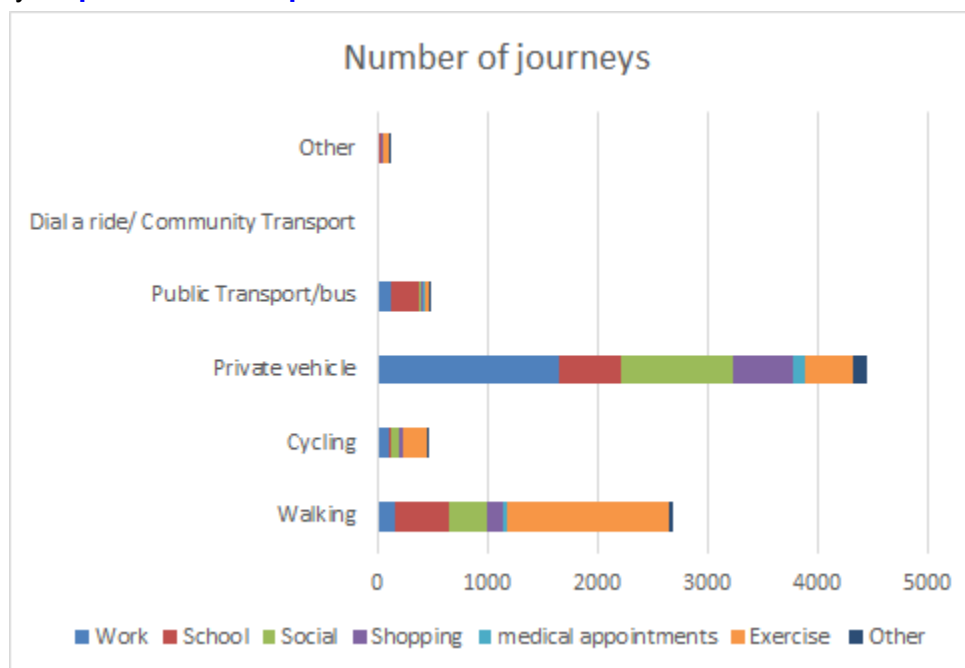
54% of all journeys, regardless of purpose, are taken in a private car or vehicle.

More journeys are taken for exercise than for work. This may reflect the impact of COVID-related impact of working from home and taking daily exercise close to home[9] and/or the demographic of the Chew Valley (perhaps a higher retired population, perhaps a higher percentage of young families with one working and one managing childcare). It may also be that the questionnaire was filled in by those with more time to engage because they were not in paid employment. **77% of all exercise journeys involve walking and cycling** but only **11% of all work journeys do.** Comments suggest that walking and cycling direct from home makes up a significant % of all exercise taken.

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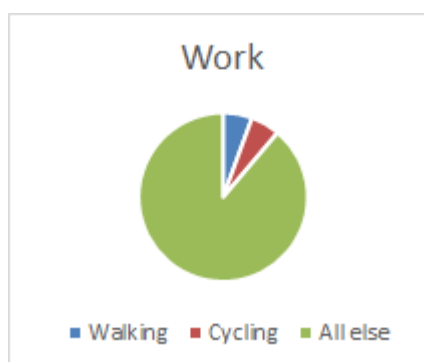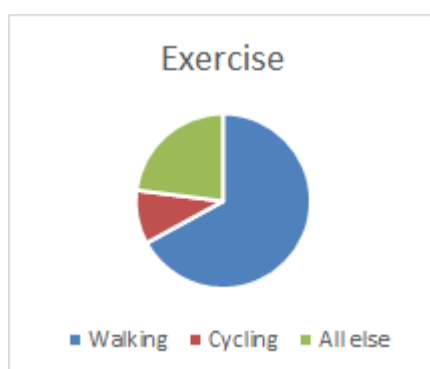
[9] Coded analysis of comments showed some COVID impact on transport (reduction in use generally because of home working and limited exercise options) & some potential permanent change in travel habits

However car journeys make up most of the **mileage** covered. Of the 23,319 miles covered in journeys taken in an average week, **82%** are travelled by car or private vehicle.

Average person's mileage by modality per week

car ▪ walking ▪ cycling ▪ public transport/bus ▪ community ▪ other
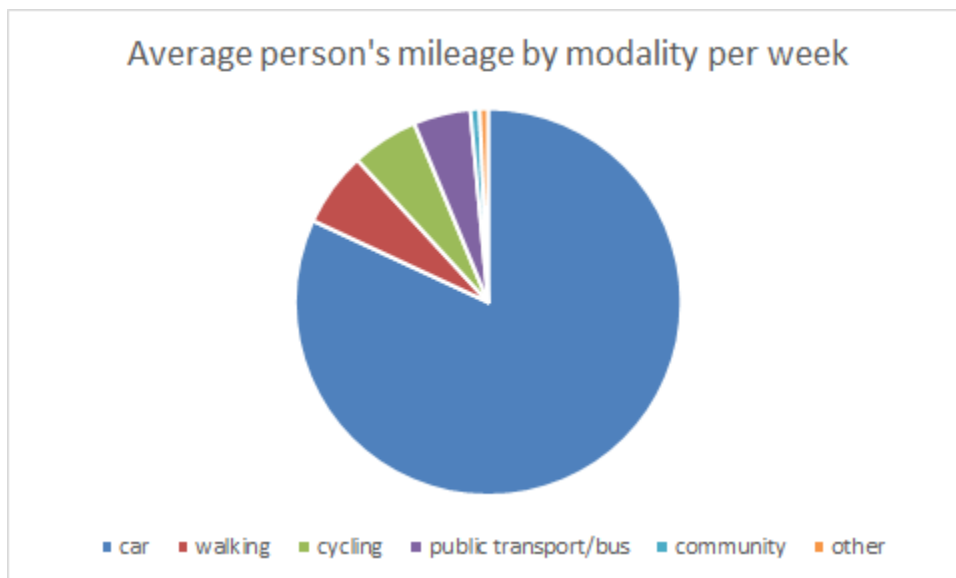
This pattern of car use is particularly striking when looking at miles travelled to work where **85%** is from car travel and only **6%** by active travel (walking and cycling):

Miles travelled to work
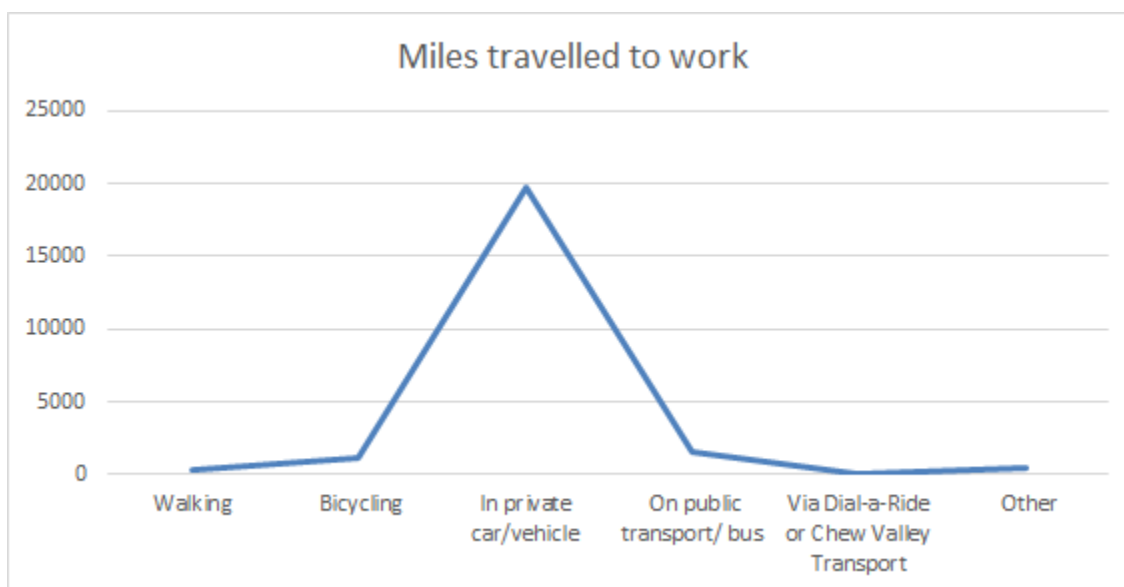
Community Transport was **not used by any household in this survey.**[10]

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[10] Chew Valley is served by Midsomer Norton Dial a Ride and Chew Valley Community Transport with some provision to some areas by Keynsham Dial a Ride and Swan Volunteer Transport Scheme https://beta.bathnes.gov.uk/parking-and-travel/community-transport/community-transport-listing?field_locati on_target_id=chew%20&field_who_s_travelling_target_id=individual%20&field_type_target_id=hospital

### 3.	Destinations of Travel

Where people travelled varied according to the purpose of their journey.
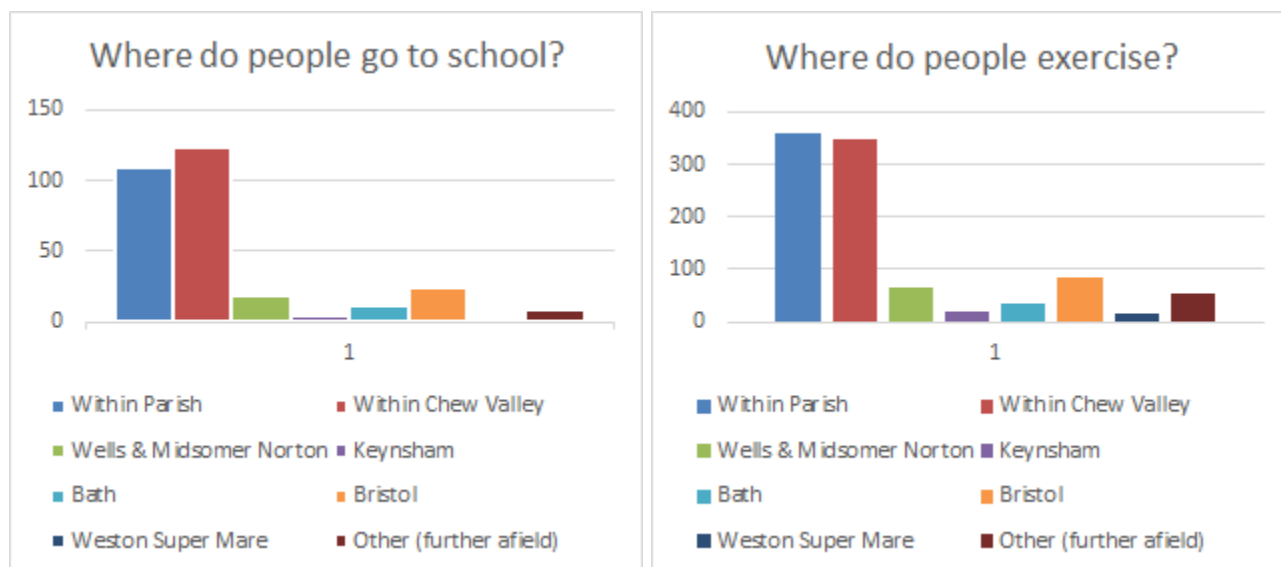
Most people engage in education **(77%)** ,exercise **(72%),** medical appointments **(60%) within their Parish or the wider Chew Valley.** Almost half of all social activity happens locally within the Parish or the Chew Valley (with 19% within the Parish and 28% in the Chew Valley.) Bristol is also a popular destination for socialising (21%) with Midsomer Norton and Wells (11%) featuring more than Bath (8%)
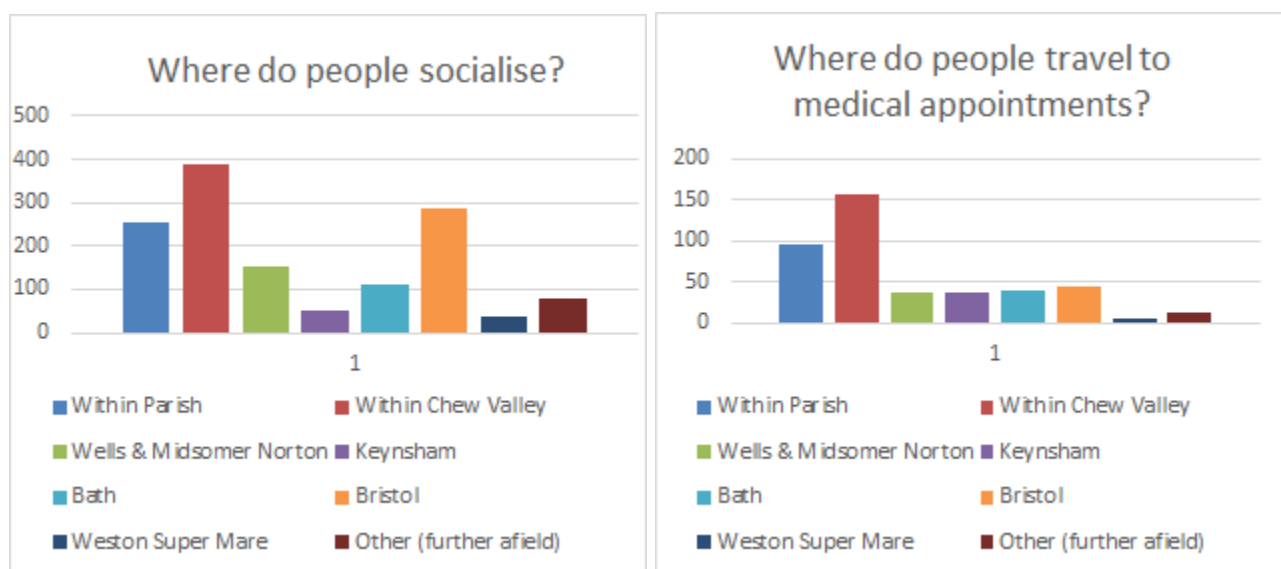
but only **25%** work in the Parish or Valley (with Bristol being the most likely work destination.)

1370 people travel for shopping trips. **57% of people shop locally** with 35% of these do their shopping in the Parish or the wider Chew Valley, with 22% travelling to Wells & Midsomer Norton. At

present the only designated 'shopping' bus (delivered by Citistar) runs on Tuesdays from the Valley to Weston Super mare.
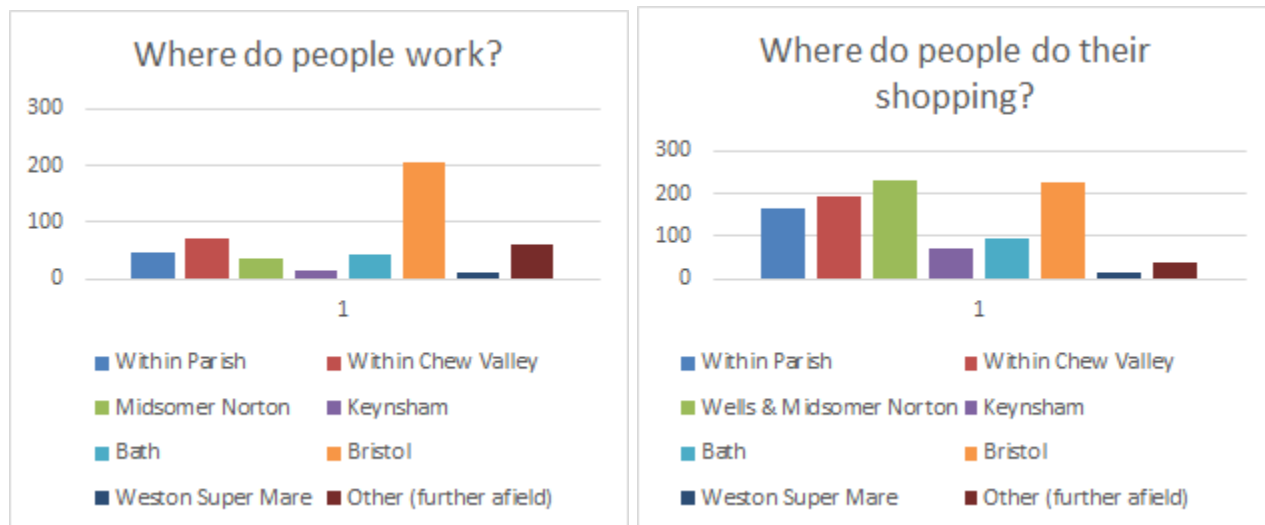
Present public transport services do not enable staff or 6th form students students to travel to Chew Valley School (with the exception of a Citistar route from Temple Cloud through Hinton Blewett, East & West Harptree and Chew Stoke, and a bus from Bedminster which takes an hour and 25 minutes to arrive.) Those in catchment, under the age of 16 travel by free school bus. 6th formers are not entitled to free travel but can apply for a paid space on the bus if one is available, however **only 22% of 6th formers** travelled by school bus in 2020-2021[11]

Journeys **within the Parish and wider Chew Valley** make up **50%** of all destinations of travel.

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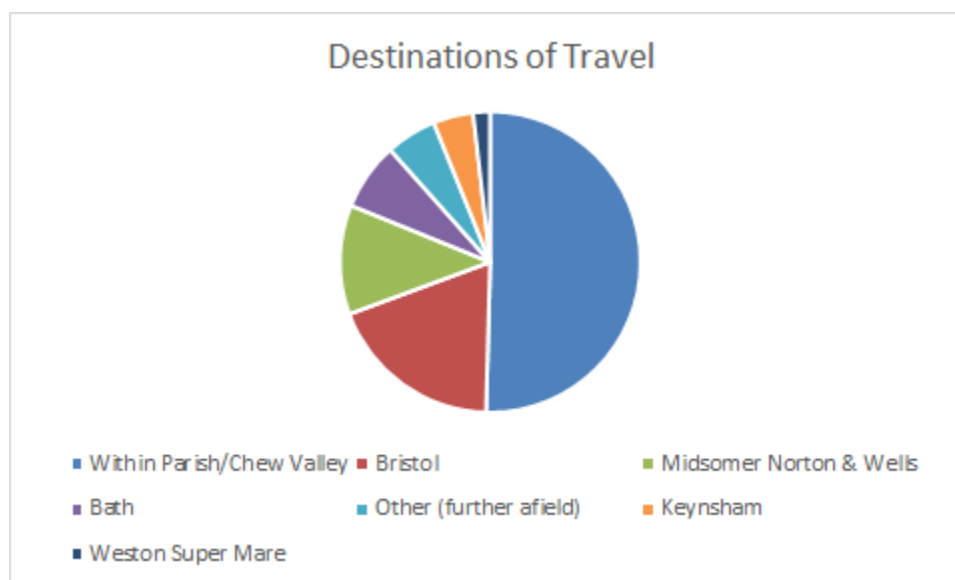
[11] 40 spaces were made available for 6th formers in 2020-2021, where 186 were on roll

Key Conclusions from Existing Habits

The Chew Valley is a difficult area to get around, with different challenges facing different people. The survey reveals complex systems of movement across an average week. Individual households take responsibility for their travel (rather than car-sharing for instance), which is largely by car, and most households own multiple vehicles to achieve this.

We suspect (though we cannot be sure) that the responses given in this survey, timed as it was when COVID was limiting 'normal' life, are likely to be impacted by increased home working, reduced socialising, greater use of home deliveries for shopping and fewer journeys. Public Transport is also impacted by fear of transmission from others. What we cannot know is how far these will be temporary footfall reductions. There is some indication in the comments that people struggled with how they could complete the survey because of the COVID impact. Some made specific reference to 'not going back' to previous travel behaviours and others said they had completed it thinking of likely future use 'when things get back to normal'.

In regional discourse, some have suggested that the answer to reducing our travel carbon footprint in rural areas is to increase active travel and move to private electric vehicle use. **The Chew Valley has a long way to go to decarbonise its private vehicles (from the 3% electric and 4% hybrid use now)** and a coded analysis of comments indicates that most people are unable or unwilling to change to electric vehicles without government incentives (tax breaks/special lanes) subsidies (vehicle trade in scheme) and infrastructure in place (fast-charging points in the Chew Valley and a network of charging points).

Coded analysis of comments shows several references to active travel not being safe even within villages, let alone between them because of the volume, size and speed of traffic on poorly surfaced narrow roads with poor sight lines and without pavements. This suggests that **significant infrastructure changes would be needed to increase cycling and walking.**

Public transport, making up just **6% of miles travelled, and journeys taken**, is not currently well used by respondents. Coded analysis of comments identifies that **flaws in the system** impact on availability of suitable routes, frequency of services offered, reliability and trust of the service, time taken to travel, and safety and comfort.[12]

Existing patterns of activity within the valley would suggest that a frequent service of public transport that linked valley villages could meet a need and significantly reduce car journeys.

Chew Valley Transport runs a service to take people to medical appointments using volunteers in private cars, but no one in this survey is using this service. It may be that people are unaware of this service being available.

Although the Chew Valley falls in Bath & North Somerset, Bath is not a major destination for shopping trips, socialising or work with this group, and public transport links to Bristol, Wells and

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[12] See Appendix D for more details of coded analysis

Midsomer Norton might capture more passengers than those to Bath. It should be noted though that direct routes to Bath are asked for in free text comments.[13]

One of the problems at present is that school transport is the responsibility of B&NES and other transport of WECA, making it more difficult to think creatively about ways of finding multi-uses for bus routes in order to increase uptake and encourage movement away from cars.

FUTURE POSSIBILITIES

Which new modalities would be most used?
We offered a range of options for future travel and asked people to indicate how many people in their household would make use of these options if they were *reliably available*: this proviso seemed important given that the Post 16 Transport Survey flagged the poor availability of suitable transport and the unreliability of that which was available.

40% of those who answered this question, would be interested in a **shuttle bus** and this would be significantly more popular than dial a ride services, car pool or electric vehicle hire.
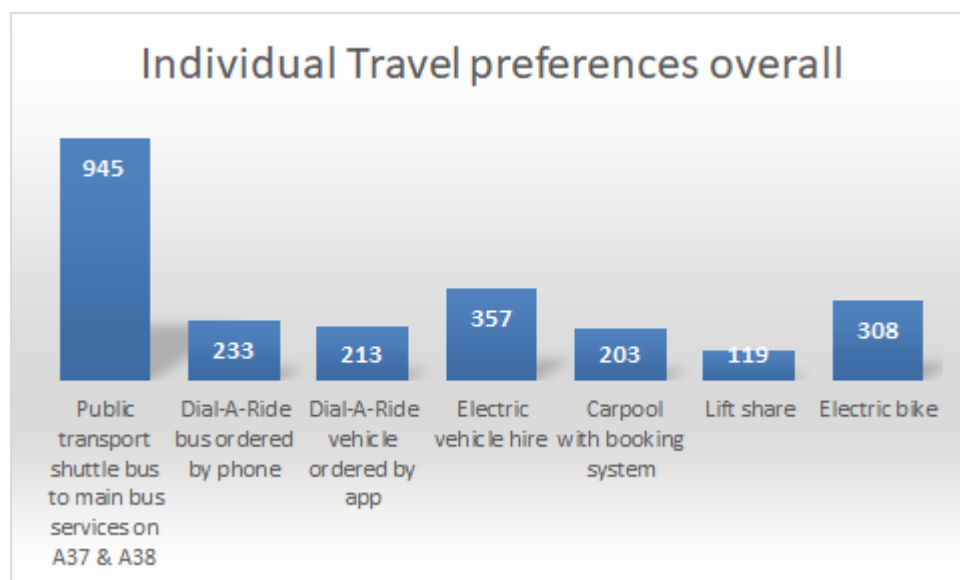
However when drilled down this would be most popular with individuals for **shopping (46%) socialising (42%) education (40%) and work (36%) and 'other' reasons (47%)** and less used for medical appointments (34%) and exercise (33%). These percentages closely mirror results when broken down by household.
Once socialising is allowed again I would probably use bus service / taxi to get into Bristol / Wells / Chew Magna etc but there would have to be a way of getting home later!

If this finally allows me to get work!

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[13] See Appendix E for more details of requested bus routes

The **electric bike** would be popular for exercise **(31%)** and 'other' reasons (26%) and less for medical appointments (15%) work (11%) socializing (11%) education (9%) & shopping (8%) with the proviso that roads were made safer to travel on.

I would change to an electric bike if there were cycle paths separated from the road

Which offer would most encourage households to change present habits?
Households were asked this question to help us pin down those areas that might have the greatest leverage in bringing about change and those which would not really impact on anyone's present behaviour. The possibilities suggested were a mixture of infrastructural changes, new bus routes, new ways of travelling, adaptations to increase accessibility and convenience, and life-style changes. Some require household behaviour to be matched by B&NES funding and delivery, some would offer signposts to local schools and workplaces.

We rate them here in their order of popularity (by those which are 'very likely' to change habits) but also note that when 'very likely' and 'maybe likely' are looked at together this gives a 'more likely than not' score in the final column, (with the popularity ranking given in brackets). This shows that there are a range of measures which could lead to positive change towards lower carbon options. WECA and B&NES may find this helpful in prioritising investment and in thinking about how change might be introduced into the Chew Valley.

	How likely would this be to change your travel habits?	Very Likely	Maybe likely	Very unlikely	More likely than not
1.	If I could cycle more safely on Parish roads	**51%**	27%	22%	**78% (1)**
2.	If I could walk more safely on Parish roads	**44%**	26%	31%	**70% (6)**
	If it were cheaper to travel	**44%**	30%	26%	**74% (5)**
4.	If there was a regular shuttle bus between villages	**43%**	23%	24%	**66% (7)**
5.	If there was a regular shuttle bus to the A37 or A38 bus services	**41%**	35%	24%	**76% (2)**
	If we could buy a single ticket online to take us across different modes of transport	**41%**	34%	26%	**75% (4)**
7.	If we could take bikes on the bus/ back of the bus	**35%**	31%	33%	**66% (7)**
	If it decreased our carbon footprint	**35%**	41%	25%	**76% (2)**
9.	If my work/education allowed me to work	**34%**	23%	43%	**57%(10)**

	flexi-time				
10.	If it meant we could get rid of a household vehicle	**31%**	31%	37%	**62% (9)**
11.	If there was a secure bike store next to the bus stop	**27%**	29%	44%	**56%(11)**
12.	If our work/education had a secure bike store	**25%**	22%	54%	47%
13.	If my work/education had showers	**24%**	28%	47%	**52%(12)**
14.	If there were covered bus shelters	**20%**	32%	47%	**52%(12)**
15.	If buses were wheelchair accessible	**15%**	19%	66%	34%

SUMMARY OF OVERALL FINDINGS

1. **There is a desire to reduce our carbon footprint**
76% of respondents overall would be **very likel**y **or maybe likely** to change their present travel habits if it decreased their carbon footprint. This indicates that there could be a significant value in badging any change-making campaigns and services to appeal to this desire.

Given that there are likely to be key shopping spots in the Valley for individuals trying to lower their carbon footprint by buying local goods and food, a bus which linked people to local food suppliers might be of particular interest, and 'shop local' businesses could be engaged in helping develop this route and campaign.[14]

Our travel has already changed and is minimal as working from home. Walk to school and exercise in the village or local. Travel is mainly at weekends for leisure and visiting family. We hope to continue to work from home to reduce travel impact. Any work travel is carbon offset.

Want to move from 2 cars to 1 so more cycling and car sharing and public transport options would help

I would much rather not have a car, if I didn't live in such a rural area I wouldn't have a car!

It would be great for local businesses and for the environment to have a regular bus service that stops at the villages in Chew Valley, including providing a link to main bus services on A37

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[14] Some good examples of this might be access to the Veg Shed at the Community Farm in Chew Stoke, Jar's in Chew Magna (offering refillable options) & Community Shops in East Harptree and Winford.

2. People are unlikely to move to Electric vehicles without incentives to do so

We received several comments about electric vehicles which broadly indicate:
- There is an understanding of the potential value of switching to electric car use
- A few people believe this is the best way to decarbonise transport in the Chew Valley
- Many people would like to own electric vehicles
- A few people would be interested in renting electric vehicles
- There isn't much appetite for an electric car share scheme
- Several people would like to own/have access to an electric bike
- There are several obstacles in the way of this transition to electric vehicles:

  1. Cost is the biggest barrier,
  2. The lack of electric charging at home/ in their village being the next
  3. The lack of electric charging in the Valley being the next

A range of ideas are put forward for ways to incentivise a switch[15]

Electric cars are my next option but these are very expensive compared to alternatives. The hire system or flexible and green transport system from my village to Bristol could be a solution

Better infrastructure for charging, and range for electric cars.

0% long term government funded finance on EVs

In moving towards low carbon transport it is important to consider how electric vehicles are charged and making this as easy and cheap as possible. For example, our EV is powered 80% by our solar, (for local journeys it's nearer 100%), so it is very difficult for other forms of transport to compete either on price, carbon or convenience

Subsidies making electric cars cheaper than petrol cars.

Put 2 fast charging points next to every village hall in the valley

3. There is a desire for greater opportunities for Active Travel

The survey suggests there is a high uptake of walking and cycling for relatively short journeys for the purpose of exercise, but very little use of active travel for other purposes. However, there is a strong indication that if safer walking and cycling routes could be introduced, people would be more likely than not to change their behaviour.

In coding the free comments it is clear that people want a more radical approach to resolving existing problems. Several people suggest solutions such as cycle lanes, separate cycle and walking routes away from cars, speed limits and restricted access for other road users where

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[15] See Appendix D

cycling and walking are taking place, as well as a range of really useful specific projects to increase cycling and walking opportunities which could be addressed by local Parish Councils and/or be factored in to a broader 'liveable neighbourhood idea. [16]

If there was a cycle/pedestrian network properly separated from roads many more people would use such a system, away from traffic noise, pollution and dangers. It would be safe and to encourage all ages from children to the elderly to travel and exercise in safety.
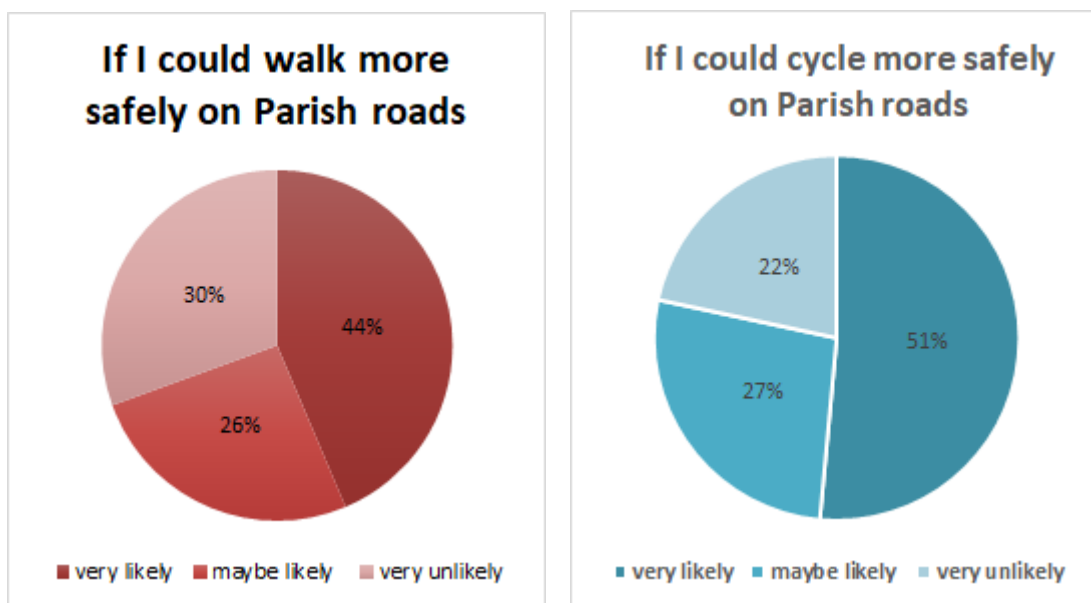
I would change to an electric bike if there were cycle paths separated from the road. I work in yate so roughly 25 miles, with how busy the A37 is and lorries whizzing up and down at all hours I would need to feel safe

Better road surfaces for bikes. Dealing with the traffic is one thing but dodging the potholes at the same time is another.'

Safe dedicated cycle routes between villages.

Dedicated lorry-free cycleways between villages

There are comments about the need for a joined up system where people can cycle to the bus stop, leave the bike securely or take it on the bus to use to make the final leg or their journey.

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[16] See Appendix D for a full list of coded comments suggested improvements to encourage walking and cycling and public transport use and Appendix E for a list of specific infrastructure improvements to increase walking and cycling

There were comments about lack of bike storage in villages which were a disincentive to cycle between places.

The biggest obstacle for me is having somewhere safe and secure to leave bike when I'm grocery shopping or in Bristol socialising

I need to get around in Bristol and could do this by bike but I don't feel able to cycle to get there as well as do that. Bus then bike would be perfect for me

Some people say they want to combine cycling and taking the bus, to help with their onward journey once they reach Bristol or Wells. Some said Lockdown has given them a taste for walking and cycling that they want to continue. One pointed out that active travel will not always be possible, but that fast and reliable all weather public transport routes to work would be the thing that would really change their behaviour.

Whilst adaptations by schools and workplaces to allow showering and storage of bikes is wanted, this is not seen as as important as being allowed to work in a flexitime way, to compensate for the extra time that it takes to incorporate daily active travel into the working day or into the combined tasks of working and making it back for the school run/caring responsibilities.

4. **There is a desire for a regular Shuttle Bus Service**

There is definite interest in the idea of shuttle buses; both to allow people to travel round between villages and to enable them to access the arterial routes on the A38 & A37[17]. Given that this survey shows how much activity takes place *within* and *between* villages in the valley, this makes sense. In particular there are requests for a shuttle bus to meet the needs of 6th formers travelling to Chew Valley School, carers doing school drop offs to primary school and taking children to activities after school. There is a request for evening services so that people can go out to something socially within or outside the valley knowing that they can get home. The most significant use of the link to arterial routes is for people commuting to work and **reliability and frequency are both mentioned as key**, as well as the need for **7 day a week services**.
Safety is an issue for Public Transport users as well as those using active travel and one person mentioned its value for human contact.

Regular shuttle busses that take people to the main busses to Bristol will change everything. People wouldn't have to drive personal cars. But the shuttle busses should be regular, not like the Chew Valley explorer which seems ro run 3 times a day and sometimes doesn't turn up.
School run shuttle bus service. There are so many people that drive between villages to do the school run.

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[17] See Appendix F for existing bus services and possible shuttle bus routes.

A regular shuttle bus on a loop between villages. If there was this provision I would use it ALL the time. Flexible and cheaper bus tickets. Local shuttle bus, buy for a year as a hop on/hop off service.

The only thing preventing me from taking the bus to work is that I need to be in Bristol by 7am and the bus doesn't get there early enough. The last bus also comes home too early.

A reliable bus route to Bath for work that took a reasonable amount of time to get there and back.

If it was a nice experience and I didn't feel vulnerable and routes were well lit and safe

As currently without any personal mode of transport the motivation would just improve my loneliness and hopefully allow me to work

A bus route ? It's about time !

5. There is a desire for through ticketing and cheaper end-to-end journeys

Several people comment on the fact that public transport is too expensive at present and that it does not link up across the Chew Valley and into other areas or that it is difficult to see whether it does. The First Bus App (used by some to book and track journeys) only includes First Bus services meaning people may be unaware of other, potentially linking routes by other operators (such as those offered by Citistar). If all of these services can be ticketed via a single app and progress of the bus is trackable in real time this would increase the ability to plan reliable public transport use and trust in the delivery. Fare packages offering lower cost for regular use of routes (weekly, monthly or annual passes) and touch payments (particularly popular with younger people for convenience and security) might also incentivise a buy-in.The overall message is that travelling by public transport needs to be cheaper than owning and travelling by car, convenient and efficient, and a communications campaign which emphasised this would be incentivising.

Add a public transport tax on council tax in return for free pass for local transport. Oyster-type card for the area.

(I would swap) If it became very expensive to travel by car!

Flexible tickets, as I don't have a regular pattern of travel and often don't know when I'm returning home, and may go to multiple locations in a day.

A financial incentive, such as a tax break

6. Any new system introduced would need a launch and communications to foster trust

Several people indicate a preference of using public transport generally, but a wariness about whether it would deliver in the Chew Valley. This is in part to do with subsidized services being introduced and then withdrawn after a trial period, and partly for some, the experience of scheduled buses not turning up and having no way to check if a bus was on time or running. A grassroots-based communication of any new system with public transport champions in Parishes

would be likely to increase uptake and there might also be value in inviting people to 'pledge' to switching, thus reducing their carbon footprint, with some recognition and incentive for doing so. If this were linked to the feel-good factor of getting fit by incorporating active travel, improving wellbeing, offering a care-free journey, at an affordable price, with storage for bikes or prams, and which enabled people to work or connect with others on the move, this might really incentivise change.

To be really useful transport needs to be: Reliable, clean, safe, comfortable, online booking, frequent, available within walking/cycling distance

Cheaper and more reliable public transport is the main thing

I'd love to think I'd use public transport more but with young children I need the car to keep them safe when travelling. Often times are restrictive and I have to ensure I can be back for set times on tight schedules. I would seriously have to have a lot of faith in public transport to start doing this and with the amount of things I often take with me it makes it difficult.

7. **There may be value in building on existing schemes and mirroring other schemes in B&NES and beyond**

It is noticeable that despite the number of household returns and the range of ages represented, no one is making use of the existing Dial-a-Ride service in Midsomer Norton (which covers most of the Chew Valley) or in Keynsham (which covers some outlying areas) or the Chew Valley Transport service (for medical appointments).

We are aware that schemes exist in other part of B&NES (such as the Fare Share scheme taking people from rural areas into Bath and bookable through Bath Taxis) and can see the value of scoping all of these existing schemes and considering if more use can be made of them or if they can be joined up, or funded in more of a central way, so that they work together to enable people in rural areas to move around their area and into the larger towns and cities. It may be that this is achieved via shuttle buses or dedicated minibuses that (for instance) does an early round to get people to A37/38 for work in larger towns and cities, then picks up 6th formers and parents to do school runs, during the day is used to get people to medical appointments and shopping before doing afternoon school runs and early evening commuters return, followed by an evening bus for socialising. Joining services together might also bring economies of scale and allow smaller operators with good local knowledge to play their part.

There may be a value in exploring how far local Dial-a-Ride and the Volunteer run Community Transport scheme are used generally in the Chew Valley, and whether they could be advertised better. In addition, if Dial-a-Ride in particular is underused B&NES & WECA might like to consider injecting capital into this service to allow it to be app based and/or to provide a school run for 6th formers as a way of maximising the existing vehicles and providing a cost effective service.

Further afield Community Transport options are offering a range of creative options which might usefully be mimicked.[18]

RECOMMENDATIONS

We would ask B&NES & WECA to work with CVAF C&NEWG (Sustainable Transport) to scope the possibility of introducing the following measures:
- Improve Walking and Cycling infrastructure within and between villages and to arterial routes to encourage Active Travel integrated into normal journeys
- Run a cross-valley shuttle bus between villages & providing a link to A37/A38 & consider using electric buses (and emphasising the carbon footprint benefits)
- Make Public Transport cheaper than running a car (and advertise it in these terms with fare deals that encourage buy in to regular Public Transport use)
- Provide App-based planning, booking and tracking for Public Transport
- Incentivised methods for changing from petrol and diesel to electric cars (and buses)
- Provide a network of fast electric charging points across the Chew Valley
- Create a grassroots-up communications plan to build trust in Public Transport and community buy-in

CVAF C&NEWG (Sustainable Transport)
June 2021

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[18] See Appendix A for a range of community transport and rural transport solutions

Appendix A: Existing Sustainable Transport Schemes in Rural areas

Demand Responsive Transport
A number of innovative schemes exist in rural areas across the UK
Scotland
https://hitrans.org.uk/Projects/Current_Projects/G-PaTRA
Including Green Passenger Transport in Rural Areas (G-PaTRA) offering electric bus services and 'Stronger combined' offering a range of modalities to reduce the need for car use.

Wales
https://www.fflecsi.wales/
Offering app based booking systems and demand responsive services to main bus services

Hartlepool
https://teesvalley-ca.gov.uk/new-on-demand-tees-flex-bus-service-is-unveiled/

Lincolnshire
https://lincsbus.info/callconnect/
Demand responsive transport that uses algorithms to enable buses to reroute to pick up more people

App services
https://zeelo.co/
working with DRT bus services & partnering with businesses to get their employees to work

https://www.ridetandem.co/
Working with existing commercial transport providers (taxis and minibus services) to offer a joined up demand responsive transport, booked through an app. For businesses and local authorities.
International
https://padam-mobility.com/en/
https://www.liftango.com/

Community Transport

South Gloucestershire
https://www.greencommunitytravel.co.uk/
Offers a range of transport from Dial a Ride to school transport to activities, using community volunteer drivers.

The following webinar offers an insight into some of the above : https://youtu.be/4tH3O_VAVSI

Appendix B: Detailed Information about the Survey Set-up

No survey is a perfect tool, and we needed to make decisions which took into consideration
1. The fact that we had no budget to create or disseminate the survey (though we were given access to Survey Monkey for free by B&NES Research Department)
2. The limited capacity of our group to disseminate the survey
3. The limited capacity of our group to handle large amounts of data

All of these factors placed limits on the outputs that have been possible and meant we decided to circulate an open access link (with the provision of a phone line for those not on the internet) rather than creating a representative sample. WECA may wish to consider further research with a representative sample if it is felt this is needed.

For the same reasons we took the decision to narrow the main focus of the survey to
● Existing habits/demographics
● Responses to a narrowed field of ideas held within the WECA 'Mobility as a Service' Vision

As a result this survey did not ask more broadly about peoples attitudes or opinions, but in practice this did get an airing via the final question which has an open focus 'Is there anything else you would like to tell us about Transport in the Chew Valley?'

We took the decision to offer the survey to a broad audience across the Chew Valley and beyond, knowing that Public Transport and Active Travel in the Chew Valley would be of interest to people living outside the area as well as within it. However the Chew Valley is a popular leisure destination for day trips from Bristol and as a tourist destination from further afield. There may be some value in also considering the potential tourist use of any Public Transport and Active Travel infrastructure improvements that were made and utilising funding from leisure and local business to scope the needs of people in the leisure industry.

Generally speaking there was a good response rate to questions with only a few people skipping a few parts but as the exact response rate between questions varied we calculated percentages from the engagement to each question overall.

The survey data was gathered on Survey monkey but we did a more thorough analysis than the simple graphs reported. This more granular level of analysis allowed richer and more complex ideas to emerge.
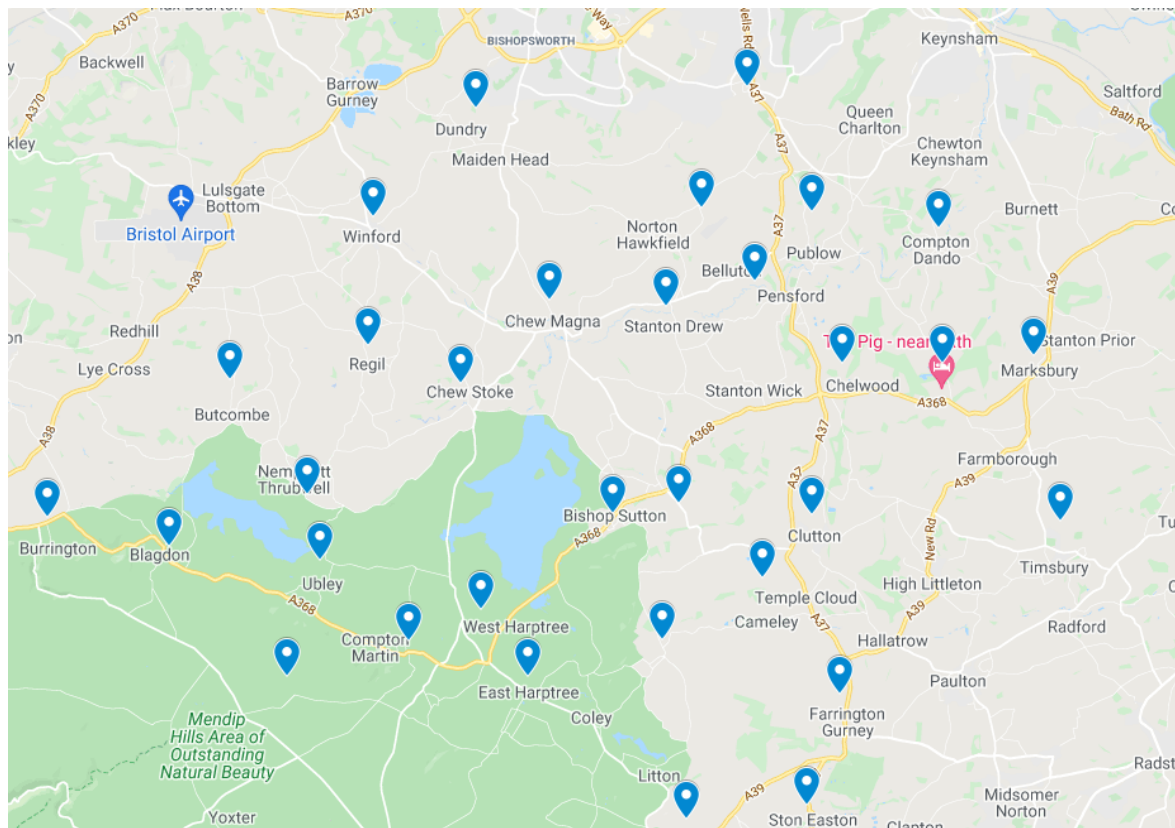
The report captures quantitative and qualitative data (using thematic coding analysis).

Appendix C: Detailed Demographics

We received responses from 410 households, representing 1187 individuals. This map shows the range of locations responses came from:

With most being very local to, or within the Chew Valley

Appendix D: Detailed information about Coded Analysis of comments

There were nearly 300 comments made on the survey. In order to assess the overall messages a coded analysis was carried out which revealed the following:

Requests for improvements/difficulties relating to specific places:

A37: 2
A38: 1
Bath: 25
Bishop Sutton/Stowey: 3
Blagdon: 1
Bristol: 33
Chew Magna: 4
Chew Stoke:3
Churchill: 1
Clutton:2
Dundry: 3
Farrington Gurney:1

Keynsham: 9
Langford:1
London:1
Malmesbury: 1
Pensford: 3
RUH Bath: 2
Wells: 7
West Harptree: 1
Weston Super Mare: 2
Whitchurch: 1
Winford: 1

Themes
1. **New Ideas/solutions** (78)
2. **Frequency/regularity of Public Transport** Services (47)
3. **Cost** of Public Transport/switching to EV/purchasing bike/electric bike (44)
4. **Safety** (mainly of cyclists, under 5 mentions of safety walking/on public transport) (38)
5. **Availability and linked-upness** of services (37)
6. **Reliability of Public Transport** (23)
7. **Journey duration** if using active travel/public transport (14)
8. **Support to transition to Electric Vehicles (**11)
9. **The need for speed limits** (6)
10. **Impact of COVID** (3)

Quotations given in the report are intended to give a flavour of the voices of local people and common themes, rather than representing all ideas communicated. Identifying features have been removed.

Appendix E: Solutions from Analysis of Free Text Comments

Suggested local infrastructure improvements for Active Travel·

1. Safe cycle route to Bath, without taking circuitous routes on small lanes
2. Reduce the speed limit along the A37 so I can cycle locally
3. A footpath to West Harptree (from East Harptree)
4. A safe cycle for teenagers to cycle to Churchill academy. (or anywhere). Links to Churchill/ Lanford for school / Budgens and Medical Centre.
5. Safe cycle route, from Blagdon on the old train line
6. Segregated or quiet, safer cycle route to Bristol, ideally using the old railway routes e.g. to Clutton/Paulton/Norton.
7. Safer routes for children.
8. Pavement/slower speeds on Dundry Lane to make walking to the village possible, playground in walking distance from lower Dundry Lane.
9. Extension of the green way would allow my children to cycle to and from school in Midsomer Norton
10. The B3116/A37 is unachievable for cycle safely from the Chew Valley.
11. Better road surface of side roads linking pensford to Whitchurch, or cycle lane along A37
12. A pavement on Pagans Hill in Chew Stoke as no villagers can safely walk into the village (3)
13. A safe cycle route between Farrington Gurney and Midsomer Norton (as promised by the council when Tesco was built a decade ago
14. No safe footpath to walk from Stowey to Bishop Sutton so forced to use the car to pop to the village shop! I have walked it once and it's a very fast road and feels very unsafe with my *[young child]* in a pram!
15. Road safety and bike security are the key things - e.g. cycle to Chew Magna to do my shopping, there is never anywhere to secure my bike.
16. Bike lane between Winford and A38 (Barrow lane) would facilitate safer cycling to Bristol.
17. Make the bends in road between W Harptree & B Sutton safer for cyclists

Light bulb ideas

1. Add a public transport tax on council tax in return for free pass for local transport. Oyster-type card for the area
2. Making privately owned e-scooters legal on our roads.
3. Subsidised travel for ALL those over 60 as in London.
4. 20mph speed zones to make cycling safer. Slowing cars down on cycling routes.
5. Dedicated lorry-free cycle ways between villages
6. Funding available for low income families for bike purchase and maintenance.
7. More dedicated cycle paths away from roads to link villages and amenities
8. Local shuttle bus, buy for a year as a hop on/hop off service.
9. School run shuttle bus service.
10. If there was a way to find out where the most journeys are and put on shared transport (where parents can travel to/back as well with young children) it would massively reduce the number of short journeys by car in the Valley.
11. Sports clubs to run local village pick up services. Eg. Bishop Sutton Tennis club to do a drop home service after coaching.
12. Bus bike storage at all stops

13. Ideas for specific bus services

14. Shuttle bus to hospitals/ Shuttle to RUH
15. Better transport links to family attractions
16. More regular bus service in the Chew Valley to **Weston super Mare**.
17. **Bristol** (6) A bus service into Bristol that didn't take over an hour./ more regular/ Better direct service to Bristol Buses running more often each way not running in a loop/ The only thing preventing me taking the bus to work is that I need to be in Bristol by 7am and the bus doesn't get there early enough. The last bus also comes home too early./ hourly bus to Temple Meads
18. Regular bus to **Wells**- including weekend (4)
19. **Bath** (7) Regular bus service to Bath./ A reliable bus route to Bath for work that took a reasonable amount of time to get there and back. Frequent services (at least every 30 minutes, including evenings).
20. linking to A4 Bath/Bristol and **rail routes**.
21. We would like the main bus services to go more regularly from **Chew Stoke or Chew Magna** and for them to go to different parts of Bristol rather than just always ending up at Temple Meads and having to change. Bus stops were clearly marked and drivers actually knew the route and stops/7 days per week (4)
22. **Clutton** (2) A reliable and quick bus service from Clutton to Bath/ To be able to get into Bath from Clutton on a bus! We live in Banes but can't easily get to Bath
23. More regular options than the 376
24. If more frequent buses from **Winford** to Bristol & Bath we could cycle then get bus
25. **Pensford** (2) one service we feel is missing in Pensford is the ability to connect to the train station in Keynsham/ We live in Pensford: a bus to Bath would be fantastic.
26. **Keynsham**. (5) Being able to get the train from Keynsham would be hugely convenient as going to the train station in Bristol takes in excess of 40mins during rush hour. Keynsham is about 10. It would also be great to be able to get to London via Keynsham rather than via Bristol Anything that could reliably get us to Keynsham train station
27. direct buses to Keynsham and to Wells

Park & Ride

1. Inexpensive park & ride within the Chew Valley or Dundry with (ideally) direct bus in to central Bristol including Temple Meads.
2. I would use the long Ashton park and ride if it was a quicker journey out the centre of Bristol. I have 35 minutes from the end of my shift to school pick up, not enough time to use the park and ride, so instead I pay £12 per day to park in the town centre
3. Safe/cheap/reliable car parking at local stations, so I only have to drive that far. It's currently easier to drive the full journey rather than trying to park near a station.
4. Better parking (free) facilities at entry points to mass transit hubs.
5. More parking in Keynsham then onward via bus, train, bike, walk. Keynsham, like other town centres, could become a hub for onward travel as connection to the bus, train cycle network and to enable local shop/business and leisure.

Electric Vehicles

1. Government scrappage scheme for non electric cars
2. 0% finance/ subsidies/grants to buy new vehicles
3. Charging points in every village/next to every village hall/throughout the valley
4. Perks such as being allowed in bus lanes/ free parking
5. Charging points linked to renewable energy schemes

APPENDIX F Existing Bus Services and Possible Shuttle Bus routes

This map shows existing routes in the Chew Valley, many of which are once a week services. Click on the lines for details of the route:

https://docs.google.com/drawings/d/11bV7iJSWwVS6CCO19LXa9062yN8QTHDwhl_AY9_xjxw/edit?usp=sharing

Possible Routes for Shuttle bus services