



Working in Partnership



Phone 'n' Ride Passenger Survey 2016-17

TOTAL TRANSPORT FUND PROJECT

Report

Phone 'n' Ride Passenger Survey 2016-17

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Introduction



Phone 'n' Ride is a bus service managed by ENGIE in partnership with North East Lincolnshire Council. The Service has been in operation since 2005, unlike traditional bus services, Phone 'n' Ride is fully demand responsive and has no fixed route or timetable. It operates using a fleet of three buses in both the rural and urban areas of North East Lincolnshire. It provides an option for those who have no access to conventional public transport, providing access to facilities throughout the area. The service operates six days a week, Monday to Saturday, 7am to 7pm. Currently there are over 6,700 registered users.

In September 2016 ENGIE was commissioned to undertake a piece of research to Survey Phone 'n' Ride Passengers and produce this report as part of the Total Transport Fund initiative.

The study has been undertaken to understand passenger usage, accessibility and associated economic spend in the local area.

Methodology

105 Passengers were surveyed over a four month period. The survey was completed by ENGIE Transport Team over seven different journey dates, The first being 12th September 2016 and the last being 7th February 2017. The Survey questionnaires were completed on the bus to maximize the response rate. The purpose of the survey was to gather information and opinions relating to the Phone 'n' Ride service. All information gathered is confidential, no names will be mentioned in this report, in line with North East Lincolnshire Council's data protection policy. (<https://www.nelincs.gov.uk/council-information-partnerships/information-governance/data-protection/>)

List of Dates and Respondents

<u>Survey Date</u>	<u>Responses Received</u>	<u>Passengers not responded</u>	<u>Repeat Passengers (Not re-sampled)</u>	<u>Postal Surveys Issued</u>	<u>Weather</u>
12 th Sept 16	(9) 1-9	0	0	0	Sunshine
13 th Sept 16	(22) 10-31	0	0	0	Sunshine / Humid
21 st Sept 16	(16) 32-47	1	1	0	Warm / Overcast
6 th Oct 16	(11) 48-58	0	4	0	Sunshine / Cold
27 th Jan 17	(21) 59-79	0	2	0	Dry / Very Cold

2 nd Feb 17	(16) 80-95	0	0	0	Dry / Mild
7 th Feb 17	(10) 96-105	0	1	0	Cold / Raining

Of the 105 people that were surveyed none were re-surveyed. Most people were very happy to complete the survey with only one person unwilling due to time constraints.

Demographics

Question 1 Passenger Gender

<u>Passenger Gender</u>	<u>Number of Passengers</u>	<u>Percentage</u>
Male	22	20.95%
Female	83	79.05%
Total	105	100%

Of the 105 passengers that completed the survey, 83 of them were female, this is 79.05% and 22 were Male, this is 20.95%. It is normal to expect that there would be a higher percentage of females to males that are using the service in the over 65 age range, which is more highly represented in this survey. To give this some context, the North East Lincolnshire Census Data for 2011 states that Females over 65 are 55.9% and Males over 65 are 44.1% (<http://nelincsdata.net>)

Question 2 Passenger Age

<u>Passenger Age</u>	<u>Number of Passengers</u>	<u>Percentage</u>
17 and Under	2	1.90%
18-24	1	0.95%
25-34	3	2.86%
35-44	3	2.86%
45-54	4	3.81%
55-64	9	8.57%
65-74	17	16.19%
75+	66	62.86%

All age groups are represented. However it is to be expected that a higher percentage of over 65's participated. This is due to the demographics of those who use the Phone 'n' Ride service having a higher representation of this age range. Phone 'n' Ride Fare Data for 2016 shows that 94% of passengers using the service do so by showing an English National Concessionary Fare Pass. Eligibility for this Pass is based upon Age (in line with national state pension) or disability as defined in the guidance. The survey has 83 (79.05%) respondents over the age of 65 and 22 (20.95%) under the age of 65. The age category of 75+ makes up 62.86% of those surveyed.

The Household

Question 3 Passenger Residence

<u>Passenger Residence</u>	<u>Total</u>	<u>Percentage</u>
Local Residence	104	99.05%
Day Visitor	1	0.95%
Overnight Visitor	0	0%

Of the passengers surveyed, 104 (**99.05%**) are from the North East Lincolnshire area, with only one person from 105 surveyed being a day visitor. This demonstrates the local demand for the service is high and that primarily the service provides transport for Local residents.

Question 4 Passenger Household Composition

<u>People in the Household</u>	<u>Total</u>	<u>Percentage</u>
1	76	72.38%
2	16	16.19%
3	8	7.62%
4	1	0.95%
5+	3	2.86%

Of the 105 people that were surveyed, 76 of these people were found to live in a single person's household. This equates to **72.38%**, this is high percentage of those surveyed. This is significant, and would support that Phone 'n' Ride has a role in promoting social inclusion. Furthermore the qualitative responses from those surveyed support this. Responses included that without the service, they would not be able to get out of the house, they would be socially isolated at home, and almost certainly become lonely. In addition, the journey purpose provides the opportunity for social interaction, such as visiting group social events, social club etc.

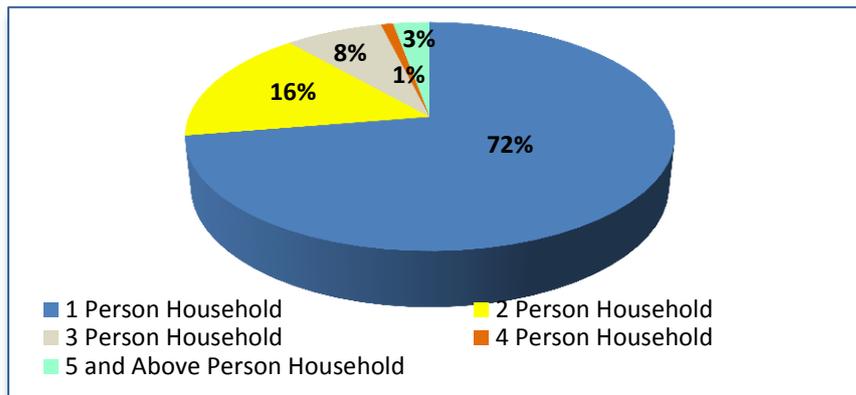
A recent report, A guide for local authorities, 2016, supports this claim.

"Access to transport and technology can be key in enabling social connection, not only in supporting older people to maintain their existing relationships, but also in enabling services that support the development of new connections. The lack of availability of, and access to, these services could be a serious barrier to social connection".

(<http://www.ageingwellinwales.com/Libraries/Documents/Combating-loneliness---A-guide-for-local-authorities.pdf> page19)

Of the 76 people living in single households, 58 of them were at the 75 years old or above age range. 25 of these are reliant on the service for their weekly food shop. This shows the importance of the service for the elderly and vulnerable groups; especially those from single households.

Passenger Household Composition



Journey Purpose

Question 5 Journey Purpose

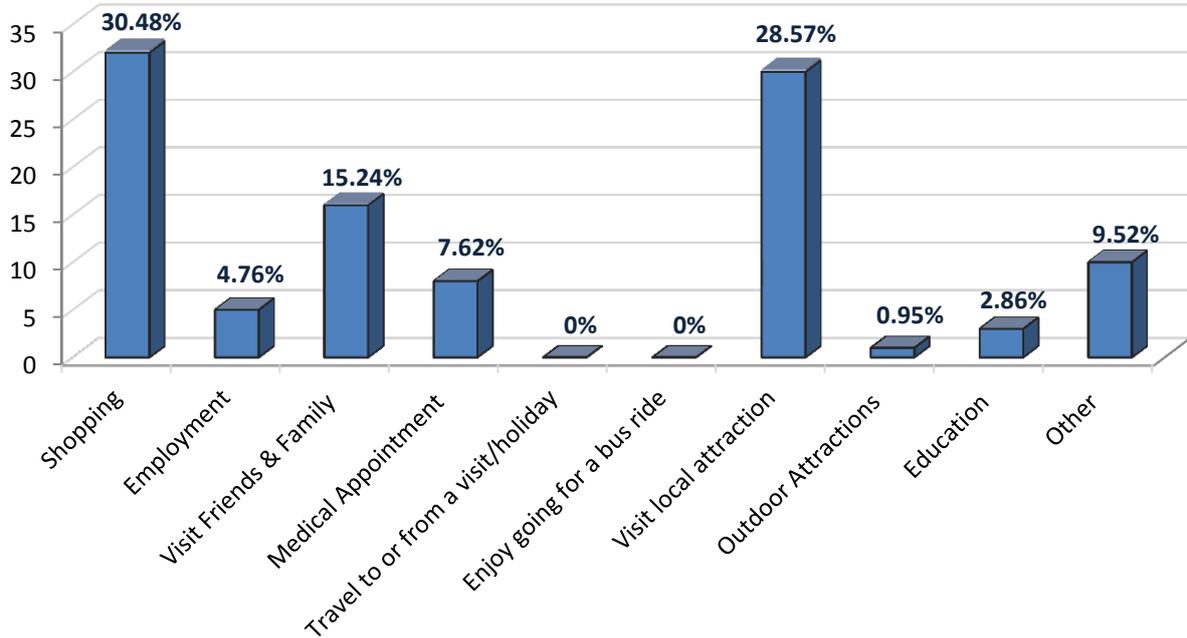
<u>Journey Purpose</u>	<u>Total</u>	<u>Percentage</u>
Shopping	32	30.48%
Employment	5	4.76%
Visit Friends and Relatives	16	15.24%
Medical Appointment	8	7.62%
Travel to or from a visit / Holiday	0	0%
Enjoy going for a bus ride	0	0%
Visit Local Attractions	30	28.57%
Outdoor Activities	1	0.95%
Education	3	2.86%
Other	10	9.52%

The Service is used for a wide range of journey purposes. The main use of the Phone 'n' Ride service is for shopping at **30.48%**, Visiting local attractions came a close second **28.57%** of the results.

In addition to casual passenger journeys, the Phone 'n' Ride service provides transport for 15 regular group bookings taking passengers to various locations which offer activities, such as Centers e.g. Age UK/Rock foundation/MIND, Shops e.g. Town Centre, Supermarkets or Leisure e.g. Restaurants. Of those surveyed some of the respondents belonged to these groups.

15.24% of passengers use the service to visit friends and relatives. The service is also used for employment, education, medical appointments, outdoor activities, enjoying a bus ride, and travelling to or from a visit / holiday. Many of the passengers that stated 'Other' journey purpose use the service for social activities not covered in the journey list, such as hairdressers, and various other appointment type journey's.

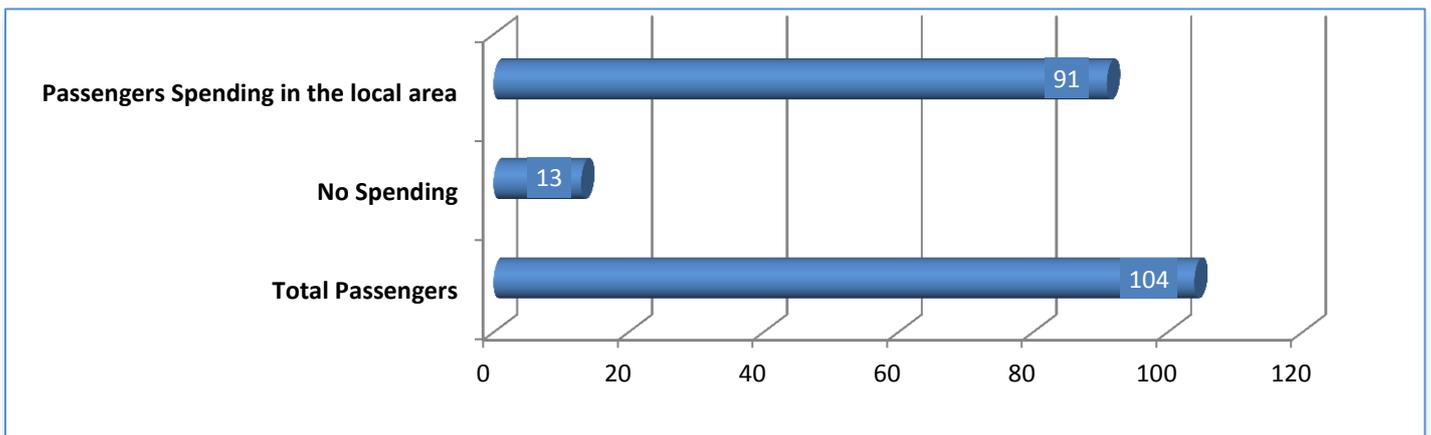
Purpose Of Passengers Journey



Economic Benefit of the Service

Question 6 What is your spending in the local area?

Of the 105 passengers that completed the survey, one passenger did not wish to disclose their spending. As a result of this, the total spending and the average is worked out using only 104 passengers. Of the 104 passengers to state their spending, only 13 people entered £0.00. Six of the 13 were visiting friends and relatives, three were using the service for employment, two were part

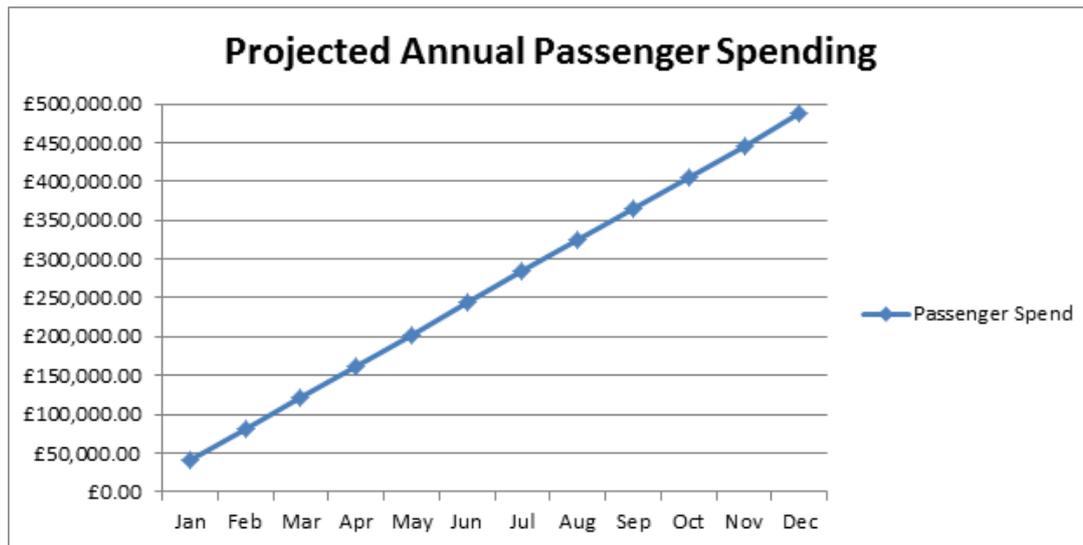


of an organised group, one person used the service for education and one person used the service for a medical appointment. 91 people stated an amount of money that they would be spending as a result of their journey.

The total amount of money stated to be spent in the area from using the service on the day was £1,498.58. The average amount spent by each passenger was £14.41.

32 passengers used the service solely for their weekly shop. From the 32 passengers, **30.48%**, a total weekly amount of £990.00 was being spent on grocery shopping each week. The average amount being spent by each passenger being £30.94. Projecting these figures further, passengers who use the service purely for shopping purposes alone were generating an estimated yearly amount of £51,484.16 revenue for the local economy. This equates to £1,608.88 per passenger.

From Jan 2016 through to Dec 2016, the number of annual Phone 'n' Ride users was 33,790. If each passenger spent the average amount of £14.41, this would stimulate £486,913.90 for the local economy over a 12 month period.



Assessing the Importance of the Service

Question 7 Without the service would you have made the journey today

Passengers were asked whether they would have made their journey on the day surveyed and completed their planned activities without the bus. In order to answer the question, the passengers were given a simple Yes / No choice.

<u>Yes</u>	<u>Percentage</u>	<u>No</u>	<u>Percentage</u>
32	30.48%	73	69.52%

73 (69.52%) Passengers stated that they would not have been able to make the journey that day without the service.

Question 8 Does your household own a car?

Passengers were asked whether they owned a car. They were given a simple Yes / No choice. Although 16 passengers answered yes, several of the passengers who owned cars stated to the interviewer that they no longer drive due to various illness issues such as Heart problems, stroke etc.

<u>Yes</u>	<u>Percentage</u>	<u>No</u>	<u>Percentage</u>
16	15.24%	89	84.76%

89 respondents (**84.76%**), who used the service on the day of the survey, have no car in their household and 69 (**65.71%**) of these passengers have no access to a car. This shows how important the service is for passengers in the local area, especially single person households who rely on the service to complete their weekly grocery shopping.

Question 9 Do you have access to a car (for lifts etc.)?

Passengers were asked whether they have access to a car. They were given a simple Yes / No choice. 69 passengers, **65.71%** advised that they do not have access to a car and rely solely on the Phone 'n' Ride service for their transport.

<u>Yes</u>	<u>Percentage</u>	<u>No</u>	<u>Percentage</u>
36	34.29%	69	65.71%

Of 36 Passengers who answered yes to the question, several stated to the interviewer that they do not own a car. Access to a car would be based completely on whether a family member was on leave from work and able to provide a lift. This may happen occasionally but is not a guaranteed.

Passenger Attitudes towards the Service

Question 10 The Phone 'n' Ride service is important for allowing me to go out

<u>The Phone 'n' Ride service is important for allowing me to go out</u>	<u>Percentage</u>
Strongly Agree	81 77.14%
Agree	18 17.14%
Neither Agree nor Disagree	5 4.77%
Disagree	1 0.95%
Strongly Disagree	0 0%

It is clear from the responses to the question, that the Phone 'n' Ride service is important for enabling passengers to go out. Of the 105 people surveyed 81, **77.14%**, strongly Agreed with this, whilst 18, **17.14%** agreed. 5 People neither agreed nor disagreed, with only one person disagreeing with the statement.

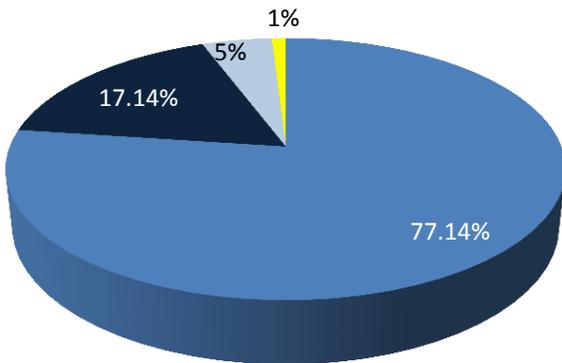
94.28% of passengers agreed or strongly agreed that without the service they would not have been able to make the journey.

Question 11 The continuation of the Phone ‘n’ Ride service is important to me

<u>The Phone ‘n’ Ride service is important to me</u>		<u>Percentage</u>
Strongly Agree	92	87.62%
Agree	10	9.52%
Neither Agree nor Disagree	3	2.86%
Disagree	0	0%
Strongly Disagree	0	0%

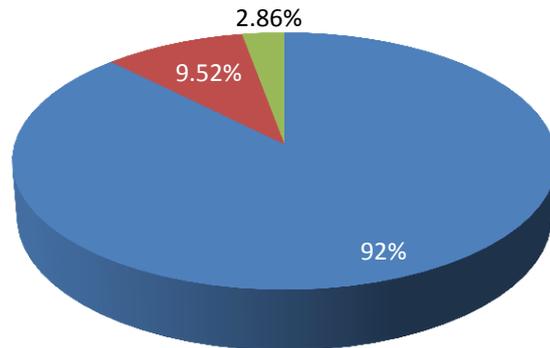
92 people, **87.62%** of passengers strongly agreed that the continuation of the Phone ‘n’ Ride service was important to them. A total of **97.14%** of all people surveyed confirmed that the continuation of the Phone ‘n’ Ride service was important to them. Nobody disagreed with this statement. This shows how important the service is to the passengers and the Place. Qualitative data collected supports that passengers expressed that Phone ‘n’ Ride .

The Phone ‘n’ Ride Service is Important for allowing me to go out



■ Strongly Agree ■ Agree
 ■ Neither Agree nor Disagree ■ Disagree

The Continuation of the Phone ‘n’ Ride Service is Important to me



■ Strongly Agree ■ Agree
 ■ Neither Agree nor Disagree ■ Disagree
 ■ Strongly Disagree

Passengers Comments from the Survey

Below is a selection of Passenger comments from the Phone 'n' Ride Survey.

"A very good service. The drivers are all very good. I sometimes can't get a journey back as appointment slots have been taken".

"I would not be able to get to work without the service".

"A very good service, The Drivers are very helpful"

"I have never been late for school because of the service".

"A very good service, it helps me to get out of the house. All the drivers are very good. The Phone 'n' Rides Operations Team, Stacey and Lesley are very helpful"

"I will not be able to drive soon and I will rely solely on this service for my independence".

"The service enables me to get out of the house on a Tuesday and Thursday"

"A great service. The drivers are almost always on time. It's a service that actually cares"

"I would like to be able to contact Phone 'n' ride a lot easier than it is now"

"The Service is like a social outing. I would be lost without it"

*"After my husband passed away, I became very socially isolated. As there isn't a bus stop that is close to my house, I did not feel safe leaving the house!
The service has made life a lot easier for me and I do not know what I would do without it".*

"The drivers are all wonderful. The service is excellent"

"A wonderful service, I couldn't do without it"

Conclusion

In conclusion, the data included in this report clearly shows that the Phone 'n' Ride service is very important to the passengers who use the service. The service has a positive economic impact on the local economy, providing accessibility, and has a positive social impact for the passengers.

It has demonstrated that the bus promotes social inclusion. Many of the passengers surveyed advised that whilst they use the service for their individual journeys, it is also used as a way of socially interacting. Indeed, some passengers travelled in groups on a regular basis. For those passengers who live in single person households and households with no access to a car, the service is particularly required. Without a service like this, passengers could struggle to participate in activities e.g. weekly grocery shopping. This could lead to loneliness and social isolation.

The Phone 'n' Ride service connects people to places; and the local economy benefits from spend by passengers. Over a twelve month period the service carried 33,790 passengers. Projecting this further, if every passenger spent the average amount of £14.41, over a 12 month period, this could generate spending of £486,913.90 for the local economy.

This sample of passengers surveyed confirms that the Phone 'n' Ride service provides an important and agreeable transport solution for those who have no access to conventional public transport providing access to Place.

Finally, I would strongly recommend anyone interested in measuring the impact of the Phone 'n' Ride service, to take a journey on the buses, observing and speaking to those who use the service; only then can a clear indication of the real importance and strong desire by passengers that the service continue be truly understood.

Thank you to Andrew Turnbull for sharing best practice from his research on the Dales Bus Service.

<https://www.dalesbus.org/856%20Report.pdf>

Appendix A. Example Survey

Phone 'n' Ride Passenger Survey 2016

The Phone 'n' Ride team value your feedback and would be grateful for your responses to this Survey. It will take approximately 5 minutes to complete. Any personal information supplied will be processed in accordance with the Data Protection Act 1998.

1. Passenger Gender

Male	Female

2. Passenger Age

Age Group	
17 and Under	
18 -24	
25 -34	
35 -44	
45 - 54	
55 -64	
65- 74	
75+	

3. Passenger Residence

Passenger Residence	
Local Resident	
Day Visitor	
Overnight Visitor	

4. Passenger Household Composition. How many people live in your household?

People in Household	
1	
2	
3	
4	
5+	

5. What is your journey purpose today?

Purpose	
Shopping	
Employment	
Visit Friends or Relatives	
Medical Appointment	
Travel to or from a visit/holiday	
Enjoy going for a bus ride	
Visit local attractions	
Outdoor Activities	
Education	

Other	
-------	--

6. What is your spending in the Local Area? (£ value recorded)

Assessing the importance of the service

7. Without the service would you have made your journey today?

Yes	No

8. Does your household own a car?

Yes	No

9. Do you have access to a car (for lifts etc.)?

Yes	No

Passengers Attitudes towards the Service

10. Statement for response 'The Phone 'n' Ride Service is important for allowing me go out'

Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree

11. Statement for response 'The continuation of the Phone 'n' Ride service is important to me'

Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree

Optional Name/Email for further correspondence: --

Additional Comments (Not Prompted)

Appendix B. Full list of Qualitative Responses

1	No Comment.
2	No Comment.
3	Drivers are very helpful and the service helps me get around.
4	No Comment.
5	Would not be able to get to work without the service.
6	Uses the service to travel to work and would struggle without.
7	No Comment.
8	I am very socially isolated where I live and I rely on the bus for my regular open door trips.
9	No Comment.
10	Service gets me away for 1 day a week.
11	Social Lunch to get out the house.
12	No Comment.
13	No Comment.
14	No Comment.
15	No Comment.
16	No Comment.
17	Never been late to school because of the service.
18	No Comment.
19	No Comment.
20	No Comment.
21	No Comment.
22	The service enables me to get out on Tuesdays and Thursdays.
23	No Comment.
24	No Comment.
25	No Comment.
26	Great way to get to the social club.
27	No Comment.
28	Rely on this service for getting to my many group social events.
29	No Comment.
30	Would not be able to go out without this service, I do not feel safe when travelling on public transport.
31	No Comment.
32	No Comment.
33	Drivers are very helpful when I struggle.
34	Unable to travel on regular bus, Needs to use walker to travel and cannot get on bus as requires both hands.
35	I rely on this bus since the bus that used to run for the accommodation complex was discontinued.
36	No Comment.
37	Also uses the service to travel to work in town centre. Shift starts at 7.45am and the buses in her local village do not run at that time. Dependant on the bus for employment.
38	Uses the service daily for independence.

39	Cannot afford the taxis on my pension.
40	After husband passed away, Became very socially isolated. The service has made life a lot easier and I do not know what I would do without it. Now nights are getting darker and colder and there not being a bus stop near, the passenger does not feel safe leaving the house.
41	Has found places never knew existed since using the service.
42	No Comment.
43	Will not be able to drive soon and will solely relay on this service.
44	No Comment.
45	Has children that would transport client on request. But the customer values her social independence.
46	Passenger does not feel comfortable on public transport as does not have sturdy legs.
47	No Comment.
48	No Comment.
49	Requires Emergency contact to call if bus does not turn up.
50	No Comment.
51	No Comment.
52	No Comment.
53	Uses the service daily as struggles for transport in Stallingborough.
54	No Comment.
55	Would struggle for transport living in Stallingborough.
56	Has a disability and struggles to use public transport.
57	Visits sister every Thursday.
58	No Comment.
59	A very good Service.
60	A brilliant service. The Call centre isn't as easy to book appointments as it used to be.
61	The drivers are very helpful.
62	A very good Service.
63	A very good Service. The drivers make the service very enjoyable.
64	A wonderful service. I couldn't do without it.
65	A very good service but sometimes I cannot make the time slot options that are available. The service could be a little more flexible.
66	It's a great service. The divers make the service wonderful.
67	A great service. The drivers are almost always on time. It's a service which actually cares.
68	When the bus is running late, no one informs you its running late. Have to ring to find out that the service is running late.
69	No Comment.
70	The Drivers are all wonderful. The service is wonderful, but I can't always book a slot as they can be all taken.
71	I find it difficult to book the return time I would like, especially on a Tuesday.
72	A very good service.
73	The bus drivers can sometimes has a different collection and drop off times. Maybe they could be running late.
74	The service is very good. Some days I struggle to book an appointment.

75	A good service.
76	I struggle sometimes to get a booking on the bus.
77	A very good service.
78	A very good service.
79	A very good service. The drivers are all good.
80	No Comment.
81	All great drivers. John is a fantastic driver and plays good music on the bus. I like the new buses. I would like to see more buses and more drivers.
82	The drivers are all very helpful.
83	The drivers are all very good. John is a very good driver.
84	A very good service. The drivers are all very good. I sometimes can't get a journey back as appointment slots have been taken.
85	I would like to be able to contact Phone 'n' Ride a lot easier than it is now.
86	No Comment.
87	I can't always get a bus appointment for when I would like.
88	There should be a separate telephone number for cancelling appointments.
89	The drivers are all very good. There should be a separate telephone number for cancelling appointments.
90	The drivers are all very good. I'm always helped on and off the bus.
91	I struggle to get an appointments, even though I ring six days before.
92	I often have problems with booking a return.
93	I use the service once a fortnight. The service is very important to me. Sometimes the bus runs late we don't know its running late. The lines are closed on a Saturday.
94	The drives are great.
95	Booking a seat on the bus isn't easy as the places can all be taken.
96	The Service is very important for allowing me to go out and socialise. Without the service I would be Isolated at home.
97	A very good service. An Important service to me. The drivers are excellent.
98	For the last six and seven years the service has been excellent for me. Thank you to all the drivers they have been very good. Thank you to Stacey, she has been very good.
99	Without the Phone 'n' Ride service I would not be able to get out. I would be isolated.
100	The Service is very important to me.
101	I would be very lost without the service.
102	The Service is like a social outing. I would be lost without it.
103	A very good service, it helps me get out the house. I would not see people and I would be isolated at home.
104	A very good service. It helps me get out. The drivers are all very good. Stacey and Lesley are very helpful.
105	A very good service. It gets me out of the house. I wouldn't be able to go out without it.