

# Worcestershire Passenger Transport Strategy

## Passenger Transport Analysis Report

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## 1. Introduction

The Worcestershire Passenger Transport Strategy has been developed to support [Worcestershire's Local Transport Plan 4](#).

The Strategy sets out how Worcestershire County Council, working with its partners, aims to deliver Passenger Transport for all its residents. The Strategy will look at ways for residents and visitors to access services across Worcestershire. It recognises that Passenger Transport plays a key part in supporting this access.

The overarching objective of this Strategy is to ensure that residents and visitors have a level of access to services and facilities which will contribute to enjoy a good quality of life.

Worcestershire County Council consulted with residents and stakeholders on the draft Passenger Transport Strategy to fully understand the contribution that these services make to the local economy, and their value in terms of community, health and well-being.

The survey ran from 13<sup>th</sup> June 2019 to 13<sup>th</sup> September 2019 and in total received 2,505 responses. This report analysis is the results of the survey.

Throughout the report, the base number of total people responding is provided, and the number of people giving each individual response is provided in brackets in the axis label. This figure represents full responses received and therefore may not be the total number of respondents.

Staff attended various locations and roadshows throughout the County during the 13 week consultation period

## 2. Demographics

This section contains analysis of the first set of questions in the survey which asked several questions about the demographics of the respondent. Further analysis is done for various splits across these demographics, including age group, gender, area of residence and whether they are responding on behalf of an organisation.

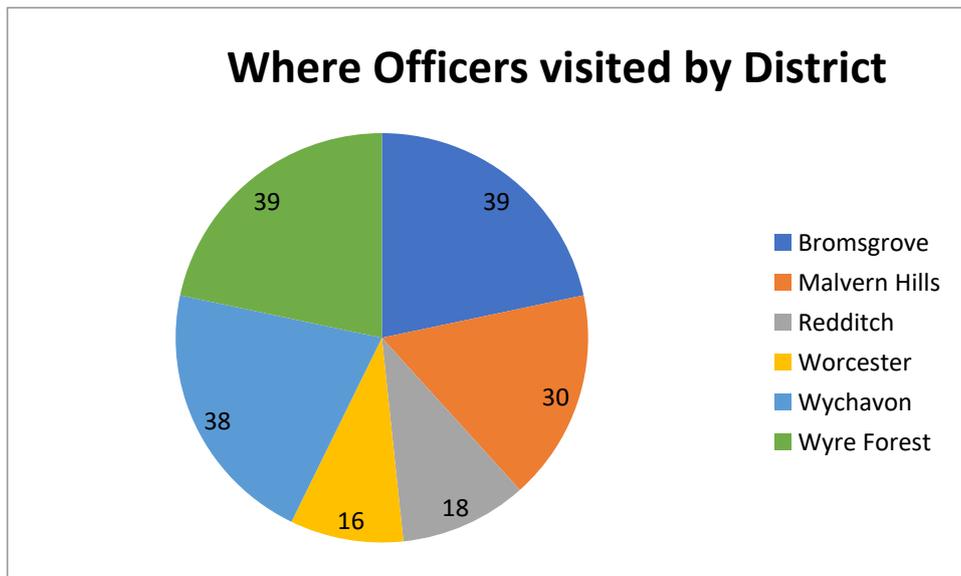
Respondents were asked whether they were giving their own views, responding on behalf of someone else (for example, a child that they cared for), or responding on behalf of an organisation.

2505 respondents answered this question. Almost 93% of respondents, representing 2,327 respondents, indicated that they were giving their own views. Just over 4% (representing 104 respondents) were responding on behalf of someone else, whilst 3% (74 respondents) were answering on behalf of a group of people or an organisation.

Over 90% of respondents, representing 2218 people, were answering the survey as a Worcestershire resident. 17% (412 respondents) work in the County, whilst just over 200 (8.5%) were people who regularly visit Worcestershire. Parents of pupils using passenger transport and students attending schools, colleges or university in the county were also well-represented in the survey.

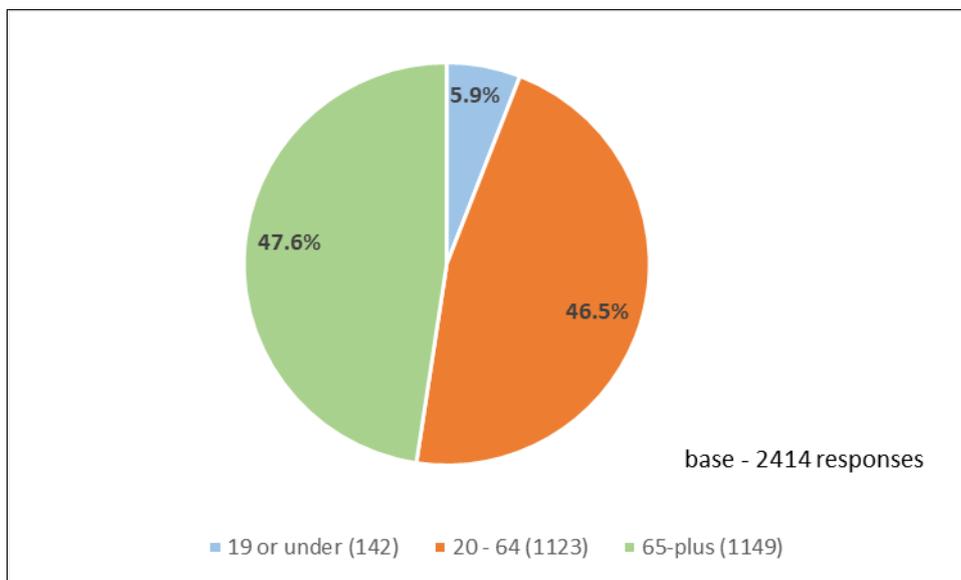
A breakdown by percentage of attendance between 13<sup>th</sup> June and 13<sup>th</sup> September in each district is shown below.

Figure 1: Attendance by District



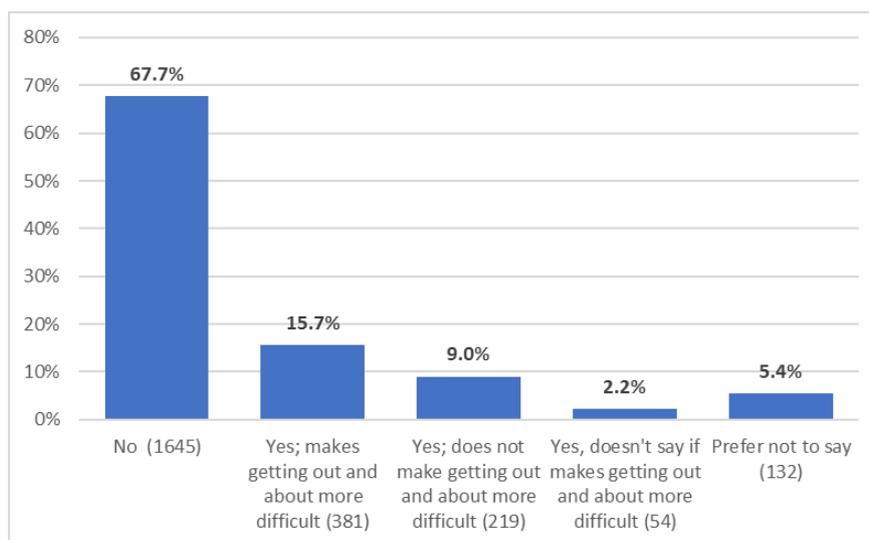
Officers visited districts on 180 occasions covering major towns and large villages. Whilst it appears Worcester and Redditch received less visit than other districts, visits encompassed recognised urban conurbations away from the main focal point of that district.

Figure 2: Age group of respondents



Respondents were asked if they have a long-term health condition or disability, and if they did, whether their condition made it more difficult for them to get out and about.

Figure 3: Long Term Disability



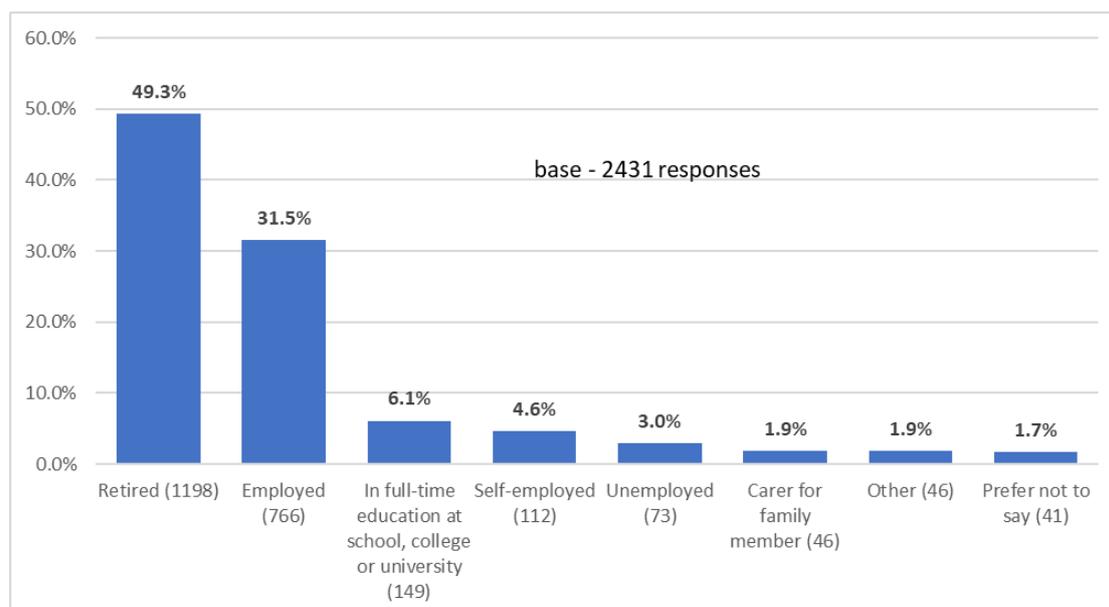
2431 people answered this question. Two thirds of respondents (1645 people) indicated that they did not have a long-standing health condition or disability. Just over a quarter (26.9%, representing 654 respondents) indicated that they did have a long-standing health condition or disability. Just over 15% of respondents said that they had a long-term health condition that made getting out and about more difficult.

For the purposes of analysis, respondents are split into those that have a long-term health condition or disability, and those that do not.

Respondents were then asked about their employment status. 2431 responses were received for this question.

Individual area-based Equality Impact Assessments consider this information.

Figure 4: Employment status of respondents



Almost half of all respondents (representing almost 1200 people) indicated that they were retired, reflecting the high proportion of people aged 65-plus who have submitted responses. Almost a third of respondents (766 people) were employed, with just over 6% (149 respondents) saying that they were in full-time education at school, college or university. Less than 5% (112 respondents) were self-employed, with 3% (73 respondents) suggesting they were unemployed.

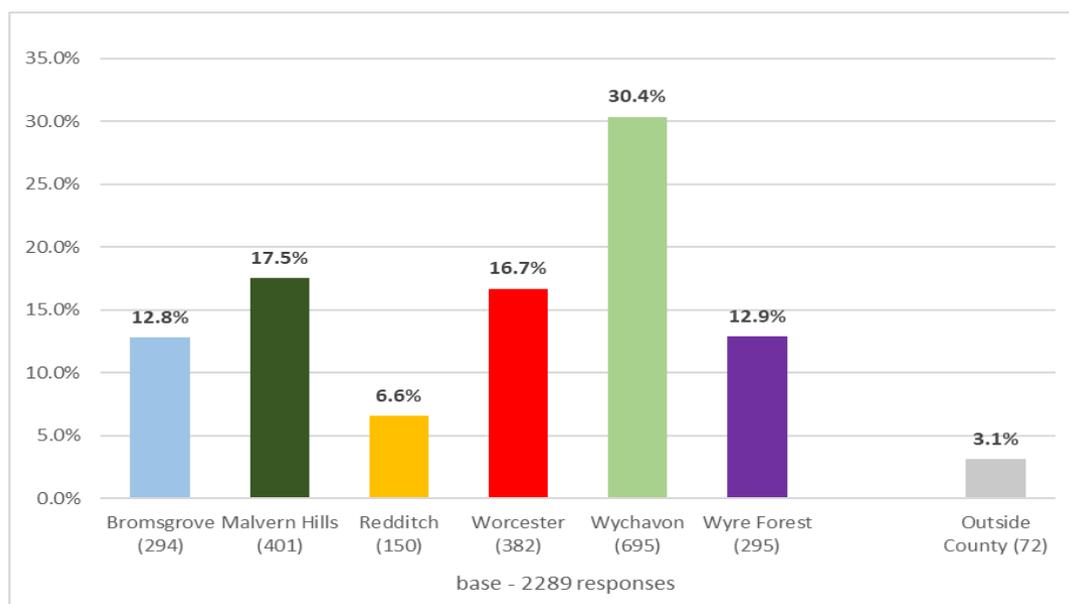
For the purposes of further analysis, respondents in the following four categories are of interest: -

- Employed / self employed
- Retired
- In full-time education
- Unemployed

There are concentrations of respondents in most of the main towns and urban areas in Worcestershire. Concentrations of respondents are particularly prevalent in Worcester City, Bromsgrove, Malvern, Evesham and Droitwich, with further concentrations in Redditch, Pershore, and the three Wyre Forest main towns of Kidderminster, Stourport and Bewdley. There are also smaller concentrations in smaller settlements, including Hollywood in north east Bromsgrove on the outskirts of Birmingham, and responses are also interspersed across the more rural parts of the county.

A breakdown of the district of respondents is now considered.

Figure 5: District of residence of all respondents



Just over 30% (695 respondents) of people who submitted a complete and valid postcode reside in Wychavon. Less than 7% of responses were from Redditch, representing 150 respondents which, although low compared to the total number of responses, is a reasonably high number to obtain robust responses. Just over 3% of responses were from outside the County. Many of these are just outside the border and may work in or visit Worcestershire, so are included in the overall analysis.

There have been sufficient responses from all districts to enable detailed analysis.

The aims of the Public Sector Equality Duty (in particular Advancing Equality of Opportunity for Protected Groups) are promoted through the provision of accessible and reliable public transport. The Passenger Transport Strategy recognises the importance of public transport in the lives of protected groups and sets out the Council's approach to the delivery of efficient and integrated public transport.

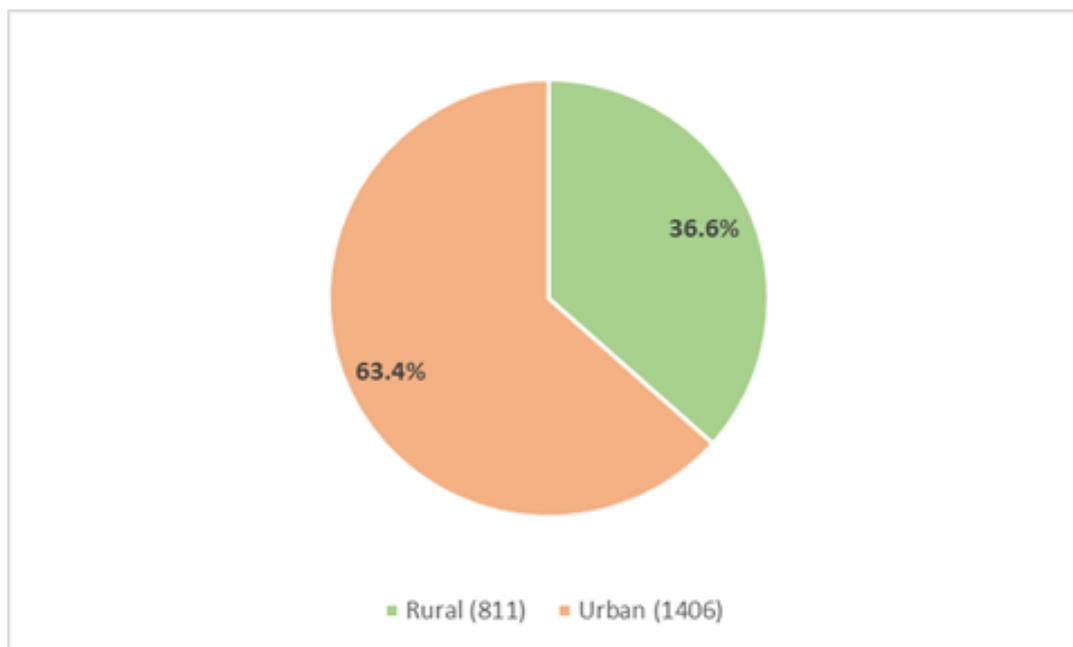
The Strategy has been assessed for potential Equality and Public Health Impact Assessment. The implementation of the Strategy which promotes consistent and transparent decision-making and planning, is likely to benefit protected groups. Further Equality and Public Health analysis will be carried out in respect of future Passenger Transport proposals

Table 1 – District of respondents compared to total populations of districts

	Population	Respondents	Respondents percentage
Bromsgrove	98,662	294	12.8%
Malvern Hills	78,113	401	17.5%
Redditch	84,989	150	6.6%
Worcester	101,891	382	16.7%
Wychavon	127,340	695	30.4%
Wyre Forest	101,062	295	12.9%
Out of County		72	3.1%
<b>Worcestershire</b>	<b>592,057</b>	<b>2289</b>	<b>100%</b>

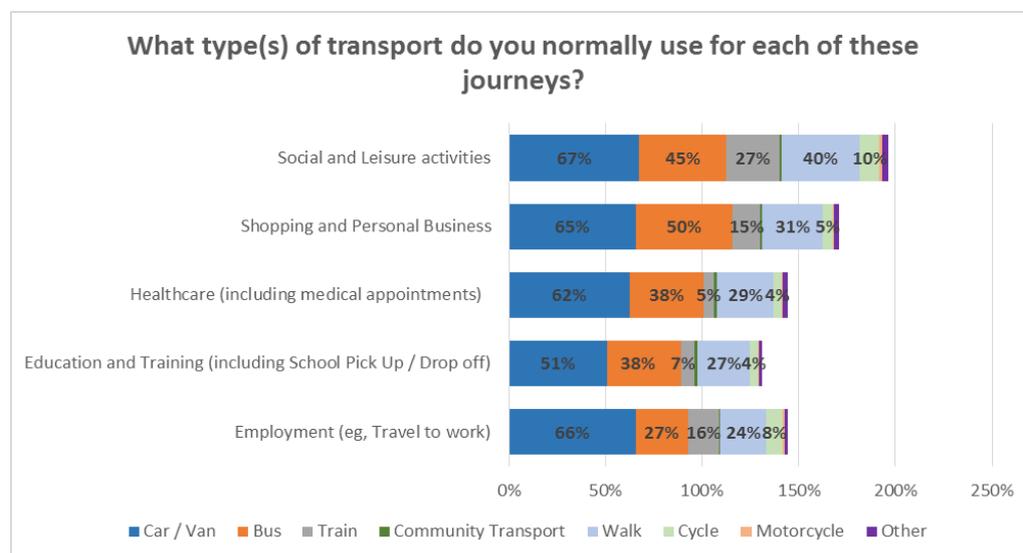
The urban / rural split of Worcestershire residents who submitted a response with a full, valid postcode is also considered.

Figure 6: Urban / Rural split of respondents to the passenger transport survey



Almost two thirds of respondents (representing 1406 respondents) reside in areas classified as “urban”, whilst just over 36% (811 respondents) live in areas classified as “rural”. The proportion of Worcestershire respondents living in urban areas is 63%, slightly lower than the proportion of people across the county living in urban areas, of 74%.

Figure 7: What Type(s) of transport do you normally use for each of these Journeys?

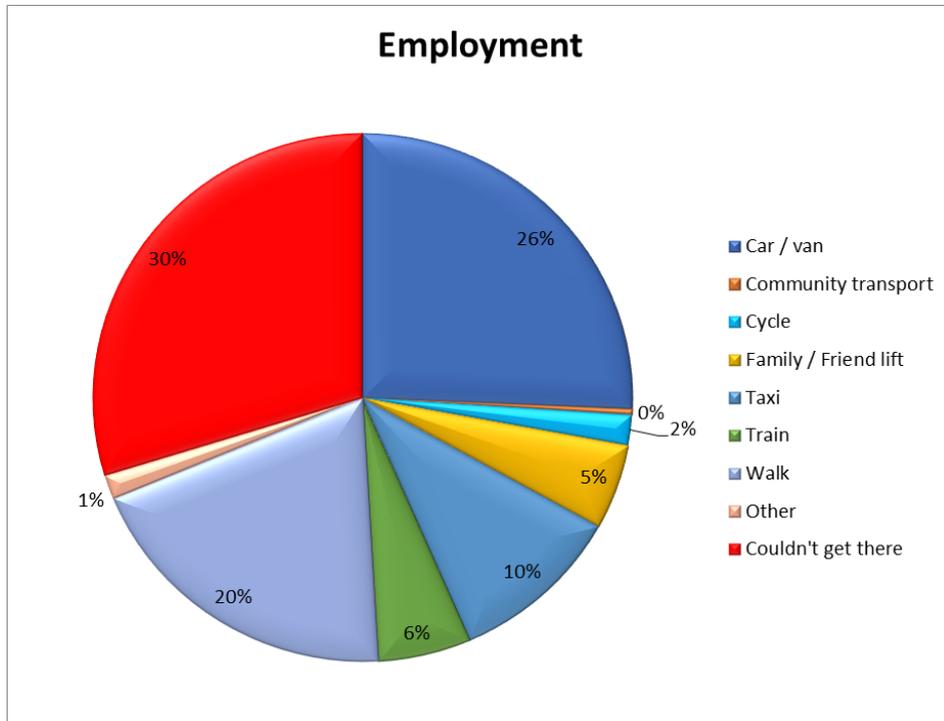


- Please note percentages are over 100% as respondents can tick more than one option for each journey
- People are most likely to use a car/van for all these journeys
- 50% of respondents use the bus for shopping and personal business trips, with 45% using the bus for social and leisure activities
- 38% of respondents use the bus for health care and education and training, with 27% using buses to travel to work.
- Proportions using trains are lower, but 27% of respondents use trains for social and leisure activities, with 16% traveling by train for employment purposes.

- Proportions using community transport are low, at less than 2% for all types of journeys

The impact of removing bus travel was explored as currently this is the main Passenger Transport method within the county.

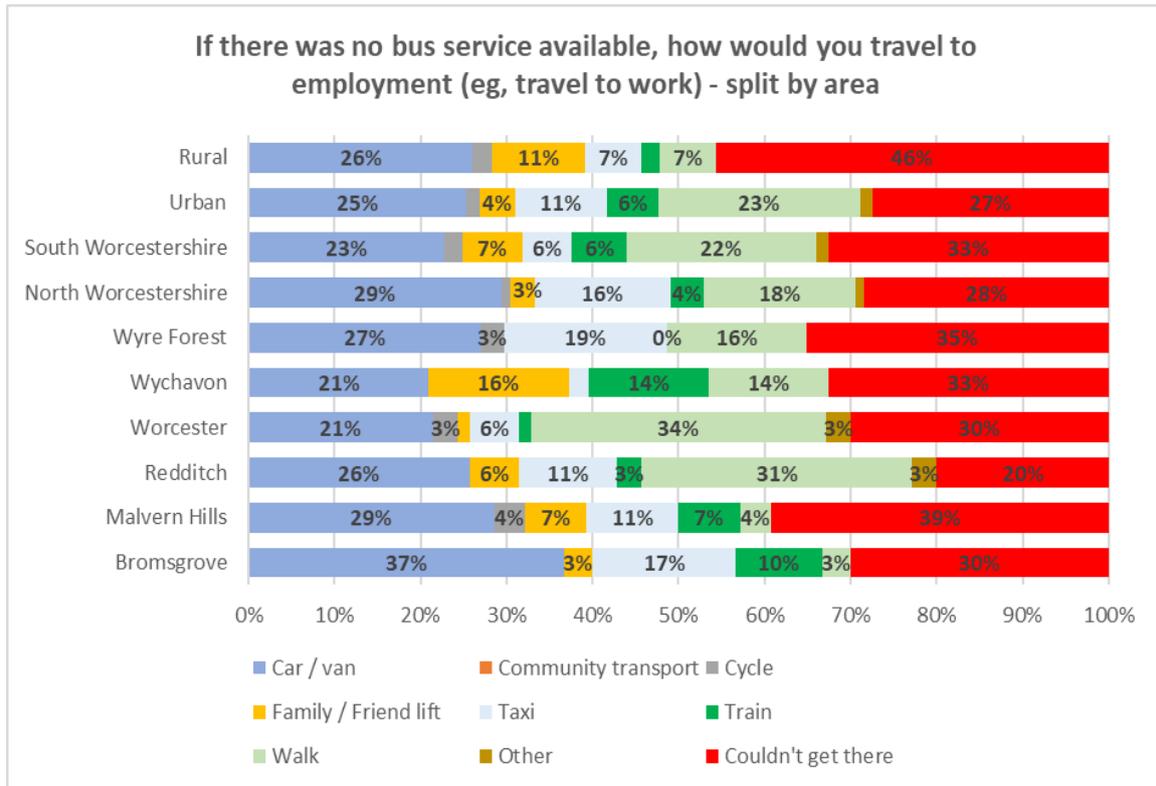
Figure 8: If there was no bus service available, how would you travel to the following - Employment (eg, Travel to work)?



This question was asked if respondents indicated that they travel by bus.

- Almost a third (30%) of all respondents who indicated that they travel to work by bus said that if there was no bus service available they wouldn't be able to get there.
- Just over a quarter stated that they would travel to their employment by car or van, whilst 20% would walk.
- 2% stated they would cycle.

Figure 8b: If there was no bus service available, how would you travel to the following? - Employment (eg, Travel to work)? Split by area

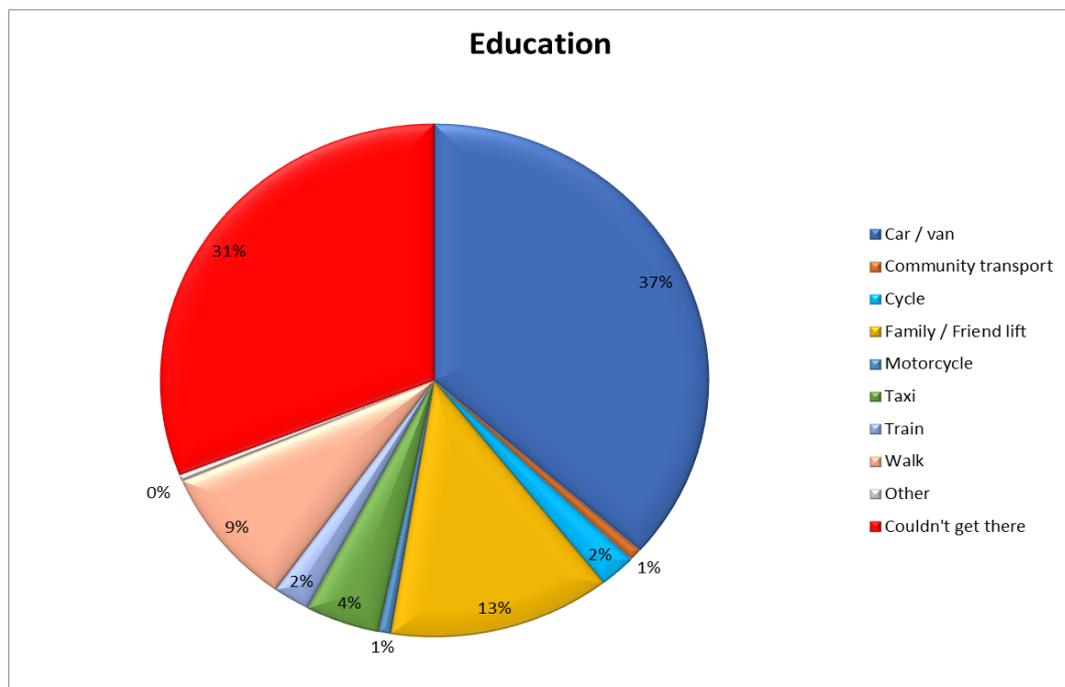


- 39% of residents in Malvern Hills would have no means of travelling to work if there was no bus service.
- 27% of residents in urban areas would not be able to get to work if services were not available however, this is noticeably higher in rural areas at 39%.

Careful consideration to these areas will need to be taken during the application of the Strategy especially where we are looking to **prioritise support for local centres – urban connections, inter-urban connections and areas of medium population density.**

Changes to rural areas will need careful consideration and ties in with the need to explore **“alternative provision”** such as community transport and how this and other passenger transport elements can form an **“integrated network”**. How these can be used for Work purposes will be explored during the application of the strategy.

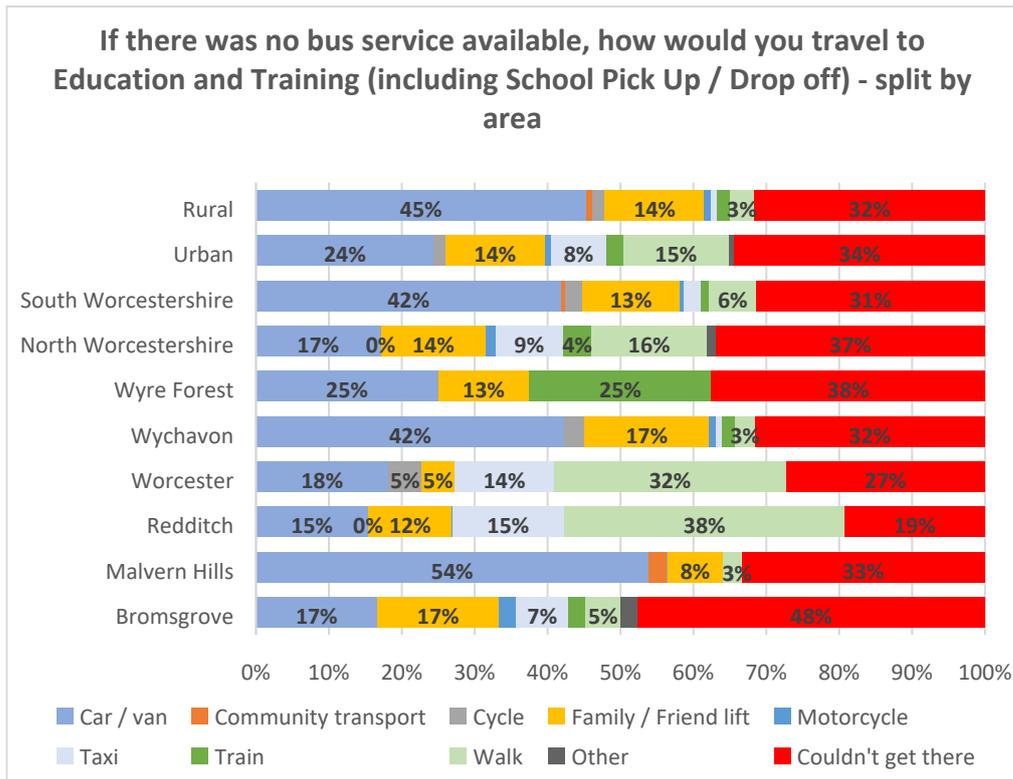
Figure 9: If there was no bus service available, how would you travel to the following – Education?



This question was asked if respondents indicated that they travel to education and training by bus

- Almost a third of all respondents who use a bus to access education and training indicated that they wouldn't be able to get there if the bus service was unavailable.
- Over a third of respondents suggested that they would use a car or van instead for the journey, whilst 13% would get a lift from family or friends. Almost 10% indicated they would walk to get to their place of education.
- 2% stated they would cycle.

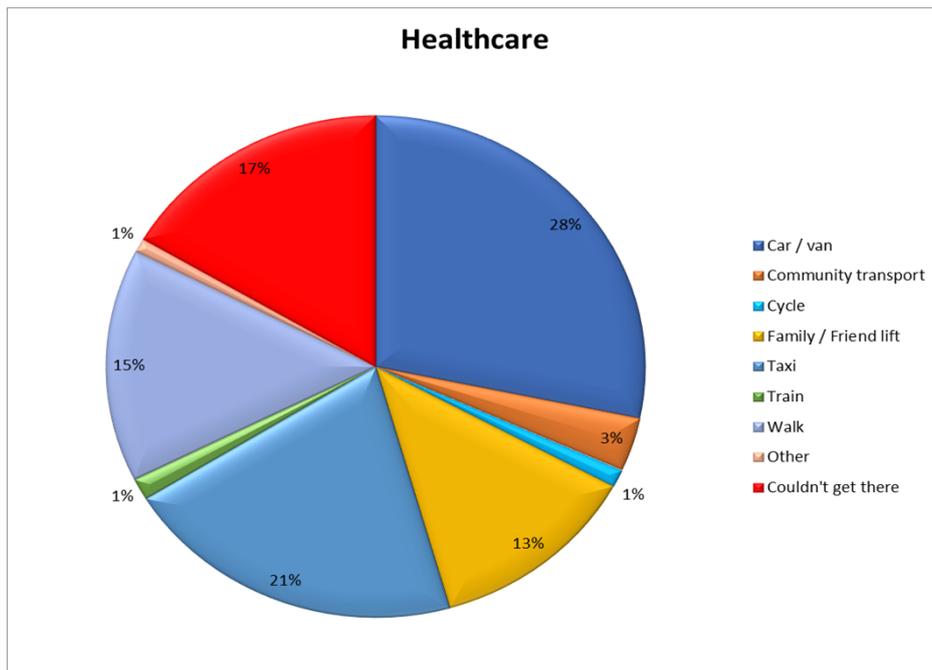
Figure 9b: If there was no bus service available, how would you travel to the following – Education? Split by area



- 48% of respondents in Bromsgrove suggested that they wouldn't be able to access education and training if the bus service was not available.
- This is also high at 38% of residents in Wyre Forest and 37% in the north of Worcestershire compared with 31% in the south.

Careful consideration to these areas will need to be taken during the application of the Strategy especially where we are looking to **prioritise support for local centres – urban connections, inter-urban connections and areas of medium population density.** When considering this element education journeys will need to be considered as part of the prioritisation which will also feed into the “primary journey purpose”

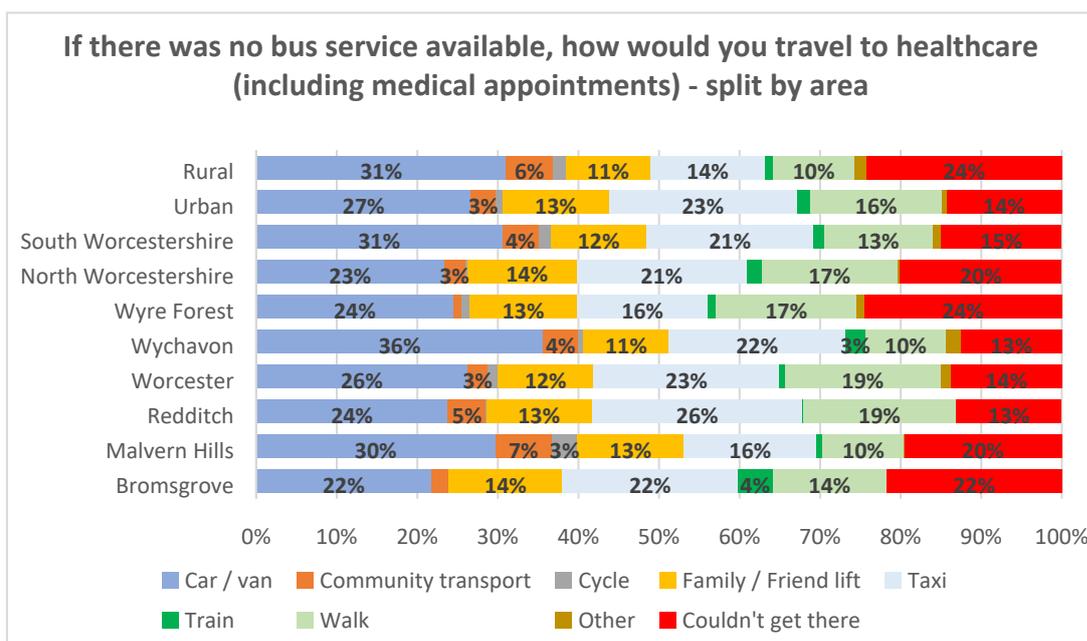
Figure 10: If there was no bus service available, how would you travel to the following – Healthcare (Including medical appointments)



This question was asked if respondents indicated that they travel to healthcare and medical appointments by bus

- 17% of respondents who indicated that they access healthcare using the buses stated they would not be able to get there if the bus service was unavailable.
- Just over a quarter suggested they would use a car or van, whilst 21% would get there via taxi.
- 1% of respondents would cycle if no buses were available

Figure 10b: If there was no bus service available, how would you travel to the following Healthcare (including medical appointments) – Split by area

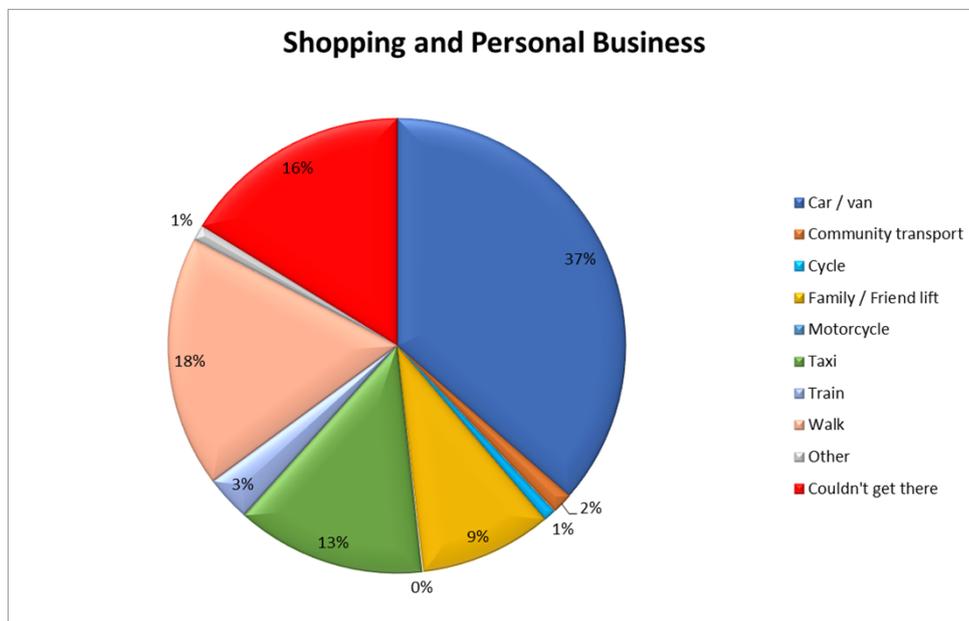


- 24% of respondents in Wyre Forest would be unable to access healthcare if the bus service was unavailable.
- 24% of respondents in rural areas indicated that they wouldn't be able to get to medical appointments without using buses compared with 14% of those from urban areas.
- 15% of respondents in South Worcestershire indicated they would not be able to get to medical appointments; however, this was higher in North Worcestershire (20%)

While careful consideration to these areas will need to be taken during the application of the Strategy, there is less impact for Healthcare Journeys when compared to Education and Employment

Alternative provision between smaller towns/villages in rural areas where traditional bus services are considered unsustainable should be considered as alternatives for this type of provision.

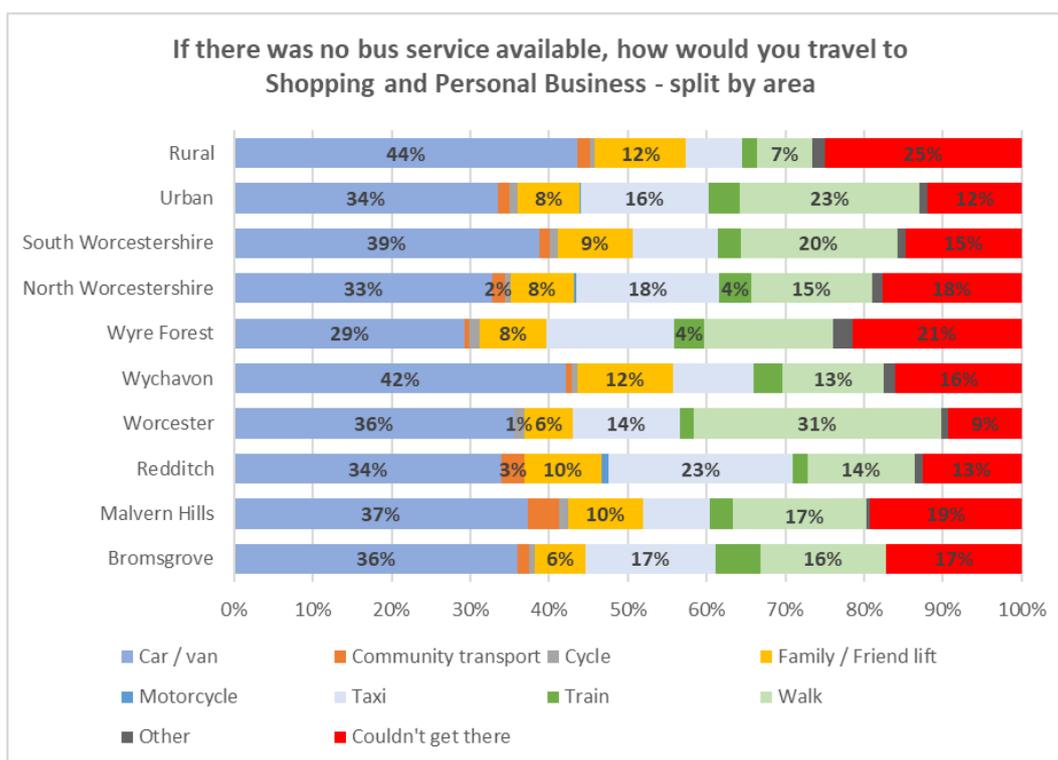
Figure 11: If there was no bus service available, how would you travel to the following - Shopping and Personal Business?



This question was asked if respondents indicated that they travel to shopping and personal business by bus.

- 16% of respondents who indicated that they make shopping and personal business trips by bus would not be able to go if the bus service was not available.
- Over a third would travel by car instead if the bus service was unavailable
- 18% would walk if the bus services were not available.
- 1% would cycle if the bus services were not available

Figure 11b: If there was no bus service available, how would you travel to the following -Shopping and Personal Business? Split by area;

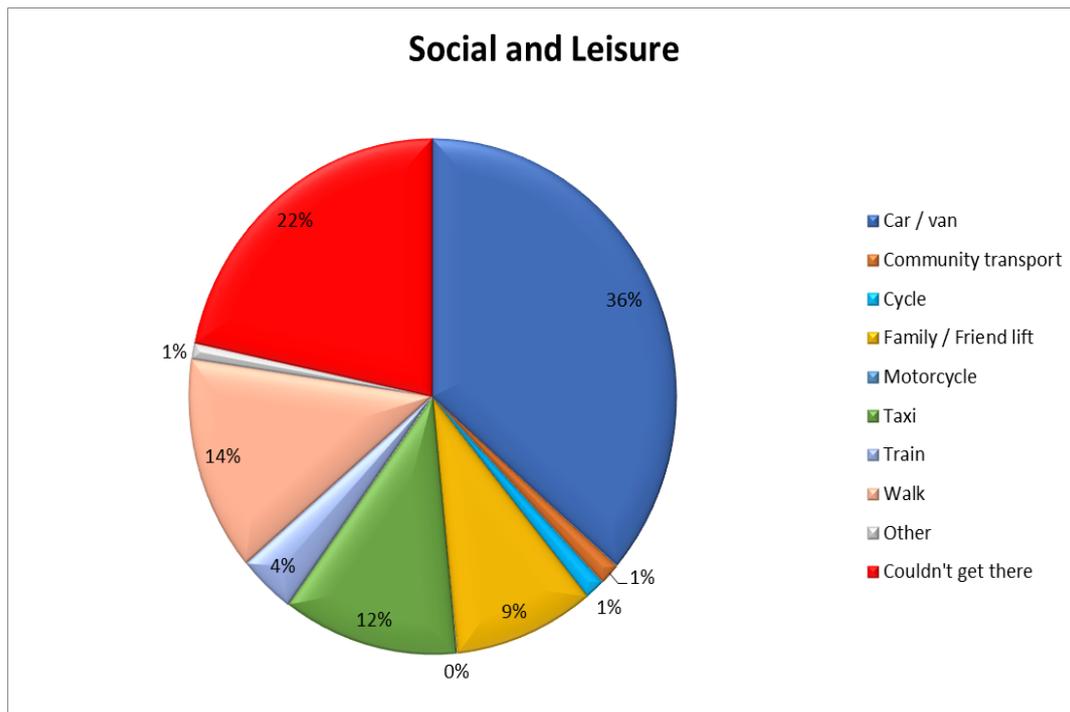


- 25% of respondents living in rural areas would not be able to access shops if the bus service was unavailable, notably higher than the equivalent in urban areas (12%).
- At a district level, 21% of respondents in Wyre Forest indicated they wouldn't be able to go on shopping trip or personal business trips without the bus.

While careful consideration to these areas will need to be taken during the application of the Strategy, there is less impact for Shopping and Personal Business when compared to Education and Employment

Alternative provision between smaller towns/villages in rural areas where traditional bus services are considered unsustainable should be considered as alternatives for this type of provision.

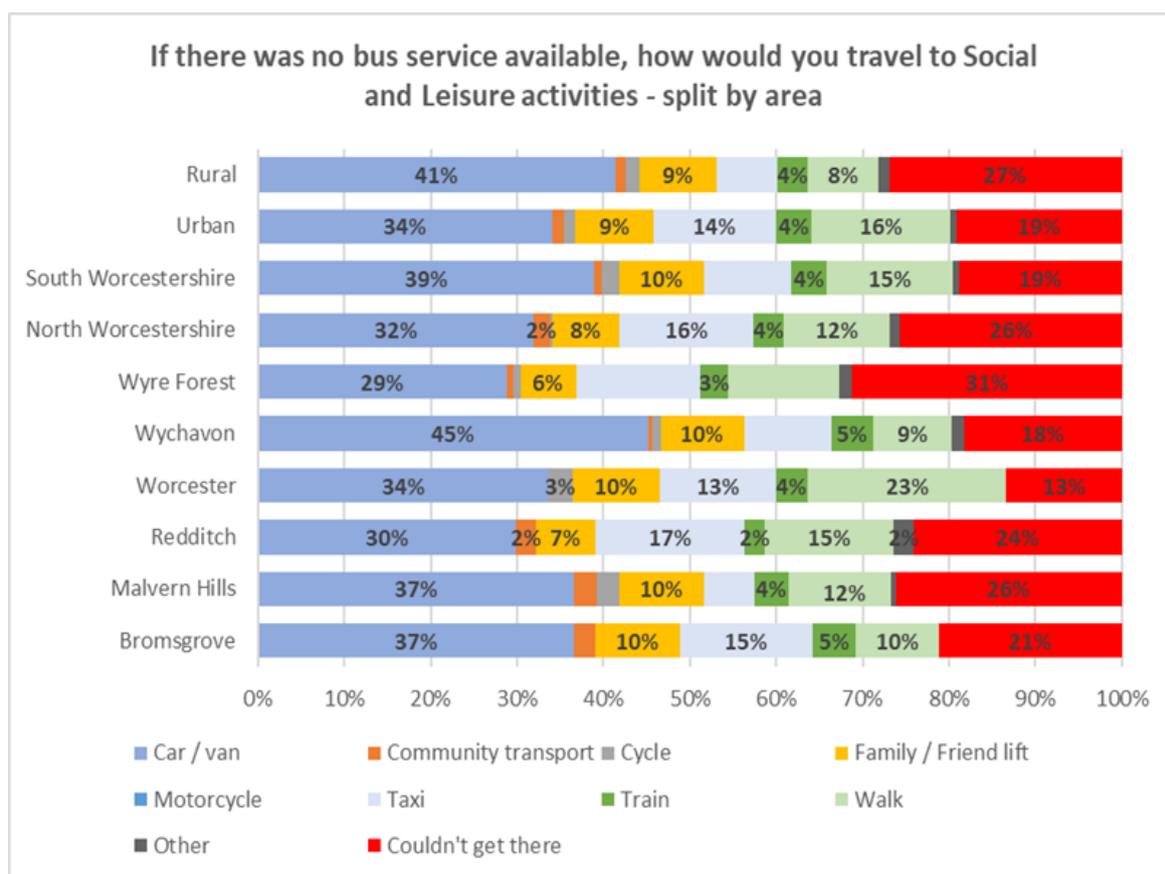
Figure 12: If there was no bus service available, how would you travel to the following – Social and Leisure?



This question was asked if respondents indicated that they travelled to social and leisure activities by bus

- 22% of respondents who access social and leisure activities by bus would be unable to access them if the bus service was unavailable.
- Over a third would use a car instead if there was no bus service.
- 13% would walk if there was no bus service.
- 12% would use taxis if there was no bus service.
- 1% would cycle if there was no bus service.

Figure 12b: If there was no bus service available, how would you travel to the following – Social and Leisure? Split by area



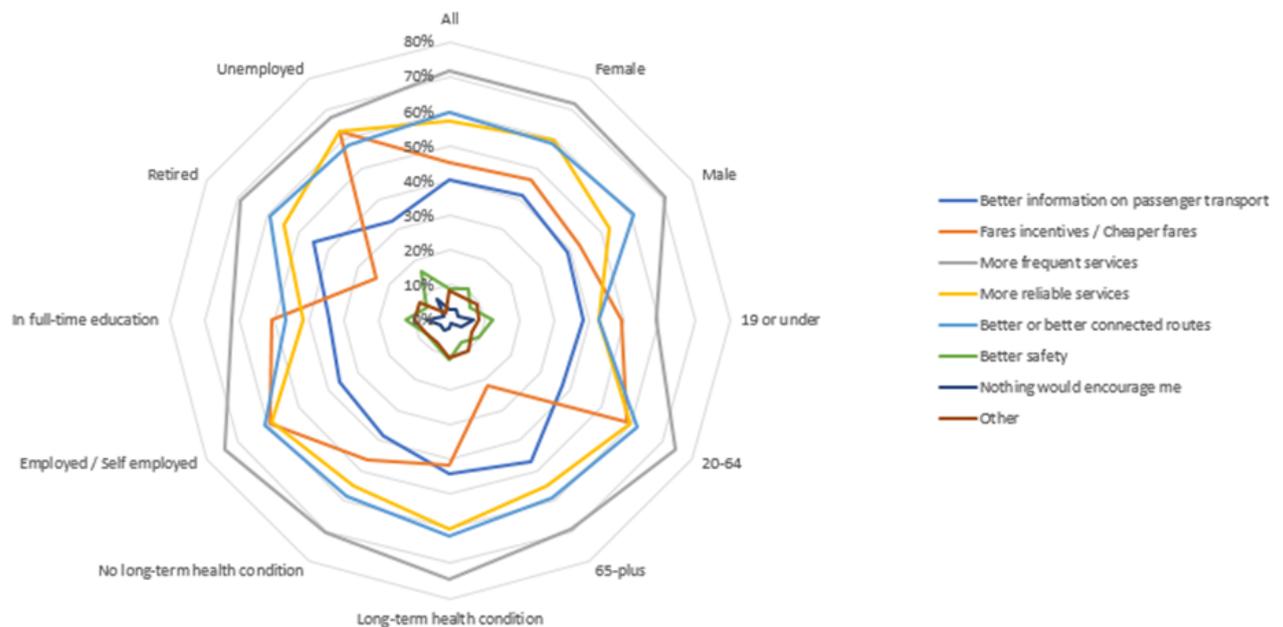
- 31% of respondents in Wyre Forest who go to social and leisure activities by bus would not be able to go if the bus service was not available.
- Proportions that would not be able to get there are higher in North Worcestershire (26%) than South Worcestershire (19%) and are higher in rural (27%) than urban (19%) areas.

When ranking services under the on the seven categories, feedback from respondents will be considered to assess the benefit and value of the services provided. Primary Journey purpose will be a key category where these responses will feed in. Overall findings show cycling is not considered to be an alternative to bus services with only 2% stating they would cycle to employment and education if bus services were not available and 1% respectively for healthcare, shopping, personal business and social and leisure.

Community Transport is not currently seen as an alternative to bus travel. It will be essential through publicity and promotion that alternative service provision is shown as a viable means as replacement for bus services, and to offer more of an integrated network with other passenger transport services

As a result, the key pillars will need to **prioritise support for local centres – urban connections, inter-urban connections and areas of medium population density while also taking Primary Journey Purpose into account.**

Figure 13: If you don't use Passenger Transport Services, what would encourage you to use them?



Please note respondents can tick more than one option for each journey.

Labels lower than 3% have been omitted for clarity of presentation

- Among all respondents, almost three quarters would be encouraged to use passenger transport services by more frequent services.
- 60% suggested better or better-connected routes would persuade them to use passenger services more frequently
- Over a half said that more reliable services would persuade them.
- Almost a half of all respondents indicated that cheaper fares would persuade them to use passenger transport services
- 40% said that they would be persuaded by better information.
- Only 3% of all respondents suggested that nothing would persuade them to use passenger transport more frequently.
- Respondents in the 65-plus age group are less likely than other respondents to be persuaded by cheaper fares. This is likely to be mainly due to the Concessionary Travel Scheme
- Groups with high proportions that would be persuaded by cheaper fares include the employed / self-employed and noticeably the employed
- More frequent services would persuade respondents across all demographics

This element flows well into the proposals as shows that there has been a highly positive response in relation to persuading respondents to use passenger transport. It highlights a number of key pillars to the strategy:

- Worcestershire County Council will take a lead role in developing and delivering a bus information strategy to promote passenger services and develop a clearly defined and understood brand for the Worcestershire Passenger Transport network (40% would be persuaded to use passenger transport services with better information)
- To work with Partners to develop innovative ticketing and payment solutions that encourage passenger growth whilst maintaining a viable commercial network. (Almost a half of all

respondents indicated that cheaper fares would persuade them to use passenger transport services – while we are not saying fares are going to be cheaper what we need to explore is what is “best value” when compared to end to end journeys of other transport types.)

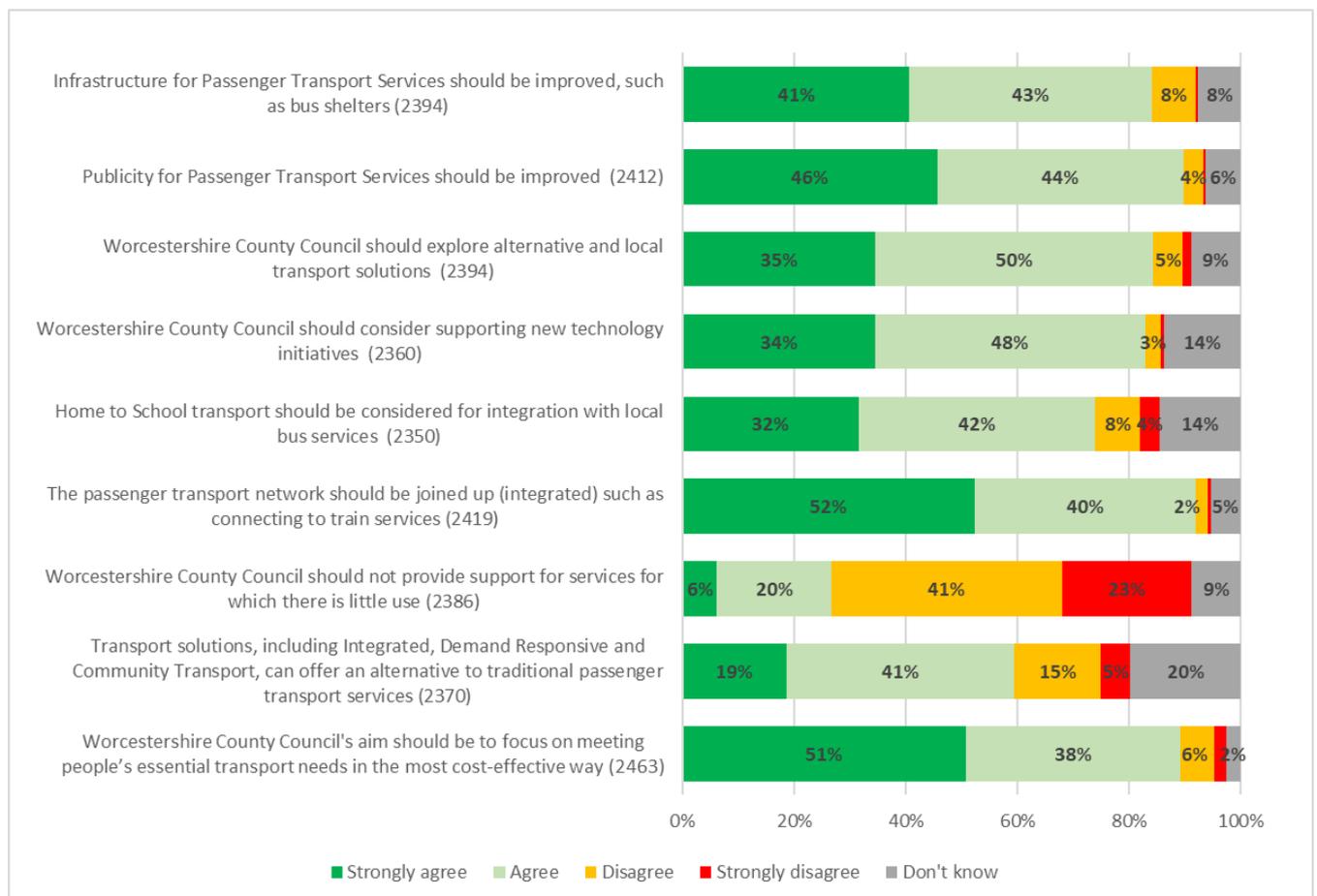
- To focus on providing an integrated passenger transport network along key commuter corridors (60% suggested better or better-connected routes would persuade them to use passenger services more frequently.)
- To embrace technology to provide quality infrastructure and improved dissemination of information e.g. bus shelters and RTI (Real Time Information) boards (Over half said more reliable services would persuade them – one of the key benefits of delivering RTI across the county would be to improve reliability and confidence in when passenger transport would arrive)

### 3. Our Proposals

The section covers the questions in the survey concerning the proposals as set out in the Worcestershire Passenger Transport Strategy.

Respondents were first asked if they agreed with a set of statements. The results are summarised below: -

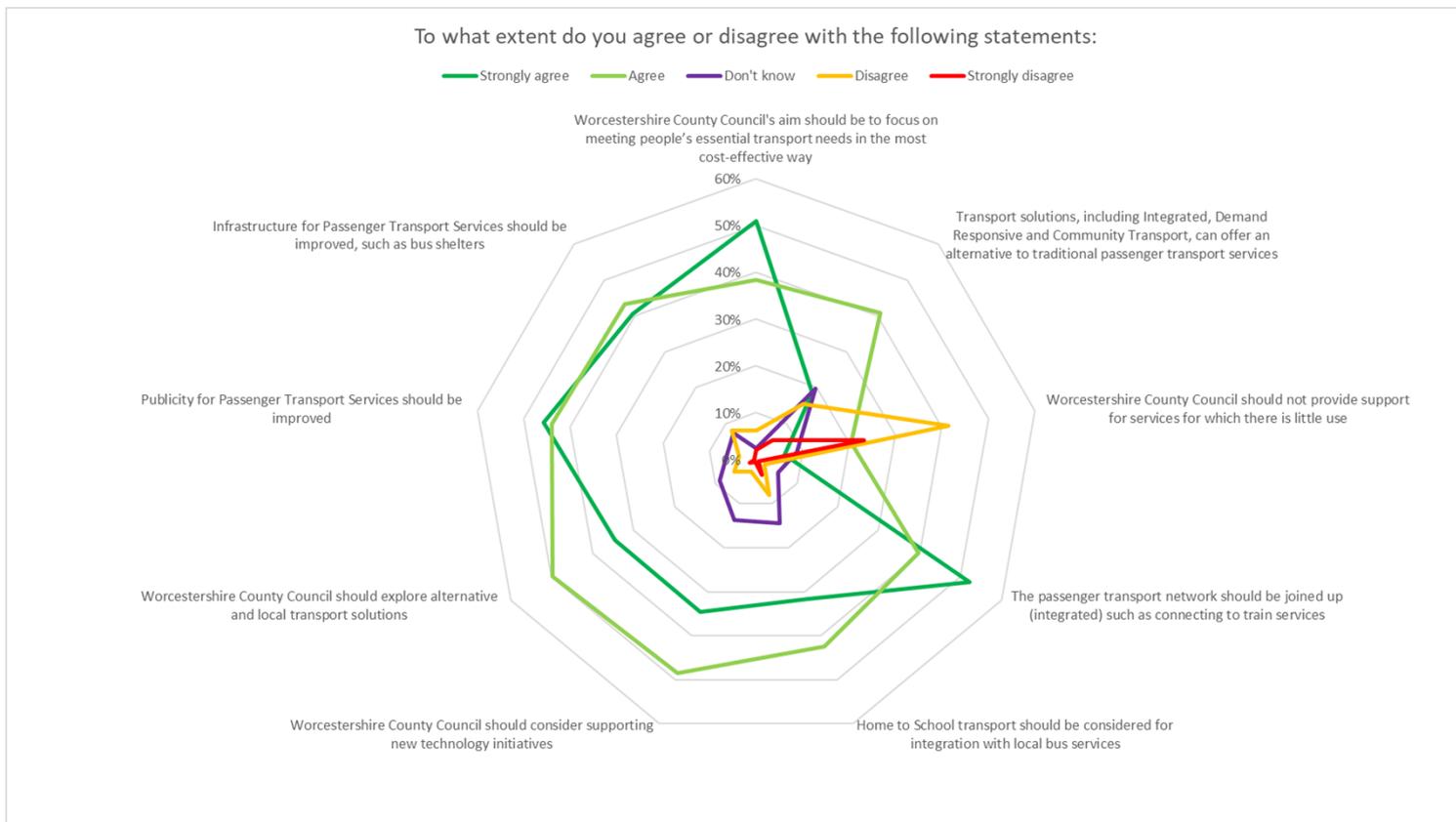
Figure 14: To what extent do you agree or disagree with the following statements?



- Approximately 90% of respondents agreed or strongly agreed to the statements “Worcestershire County Council's aim should be to focus on meeting people’s essential transport needs in the most cost-effective way”, “The passenger transport network should be joined up (integrated) such as connecting to train services”, and “Publicity for Passenger Transport Services should be improved.” In each case around half of respondents "strongly agreed" with the statements.
- Support among respondents was strong for all of the other statements, with the exception being "Worcestershire County Council should not provide support for services for which there is little use." Almost two thirds of respondents registered disagreement with that statement, with almost a quarter of respondents stating that they "strongly disagreed". Recognising that this is an issue for many residents, the Strategy will enable the Council to look at alternative solutions for example, Community transport to enable access to essential services.
- Just over 20% of respondents disagreed or strongly disagreed with the statement “Transport solutions, including Integrated, Demand Responsive and Community Transport, can offer an alternative to traditional passenger transport services” compared to almost 60% who agreed.

When considering responses and the proposals as a whole; and for easier comparison, a radar chart can be used.

Figure 14b: To what extent do you agree or disagree with the following statements?  
Radar Diagram

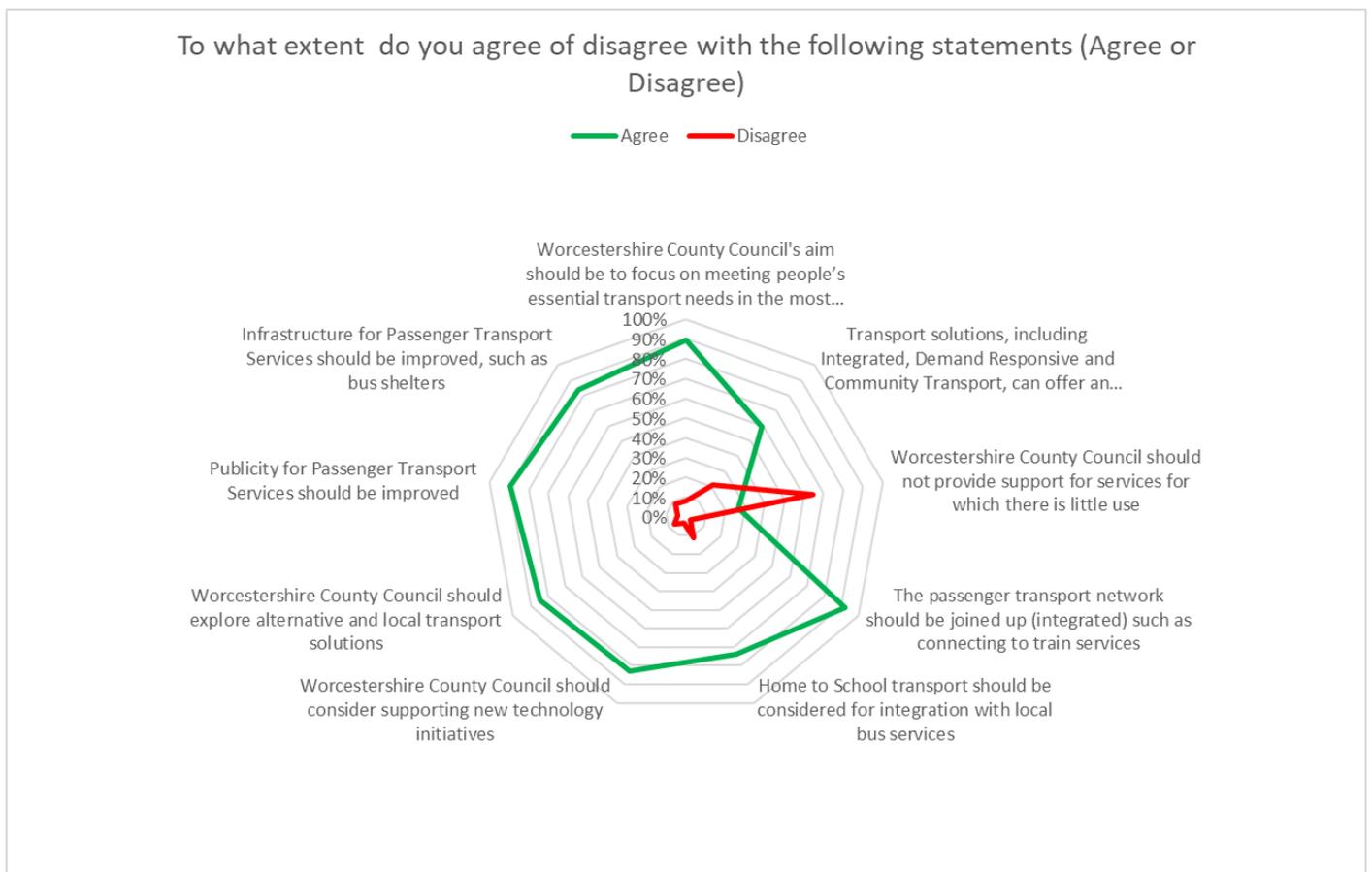


This highlights the majority of the proposals were agreed with but due consideration needs to go into the elements relating to how WCC supports services with little use.

Taking a more joined up approach highlights there is some hesitancy when it comes to alternative solutions being able to offer different options to passengers. However, there is a high level of agreement that alternative and local solutions should be explored and more information is needed on what those solutions could be.

Following analysis of responses from the public consultation, most respondents agreed with the following statements, -

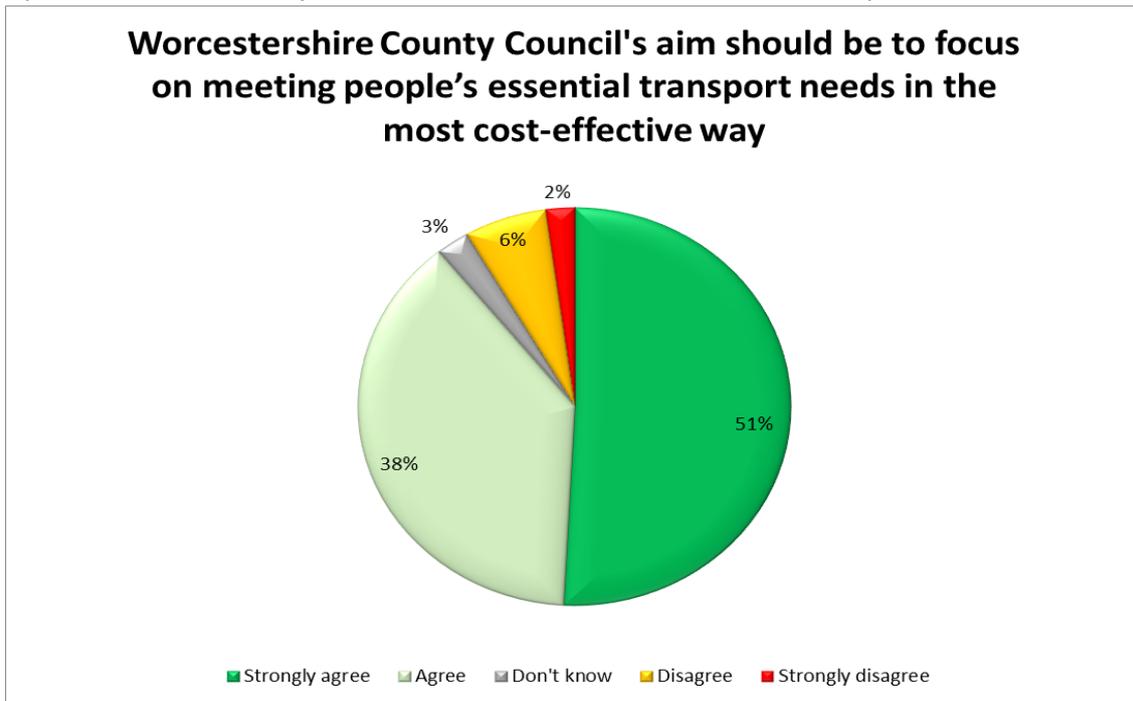
**Figure 14c: To what extent do you agree or disagree with the following statements? Radar Diagram**



The only statement with which there was disagreement is “Worcestershire County Council should not provide support for services which there is little use”. This is counteracted by respondents agreeing with the statement that the Authority should “focus on meeting needs in the most cost-effective way”. The methodology for deciding how services are delivered should be made clear and, where there isn’t a “traditional” transport solution, there should to be improved promotion and publicity of these types of services (such as Community Transport) and including whether they are supported by WCC.

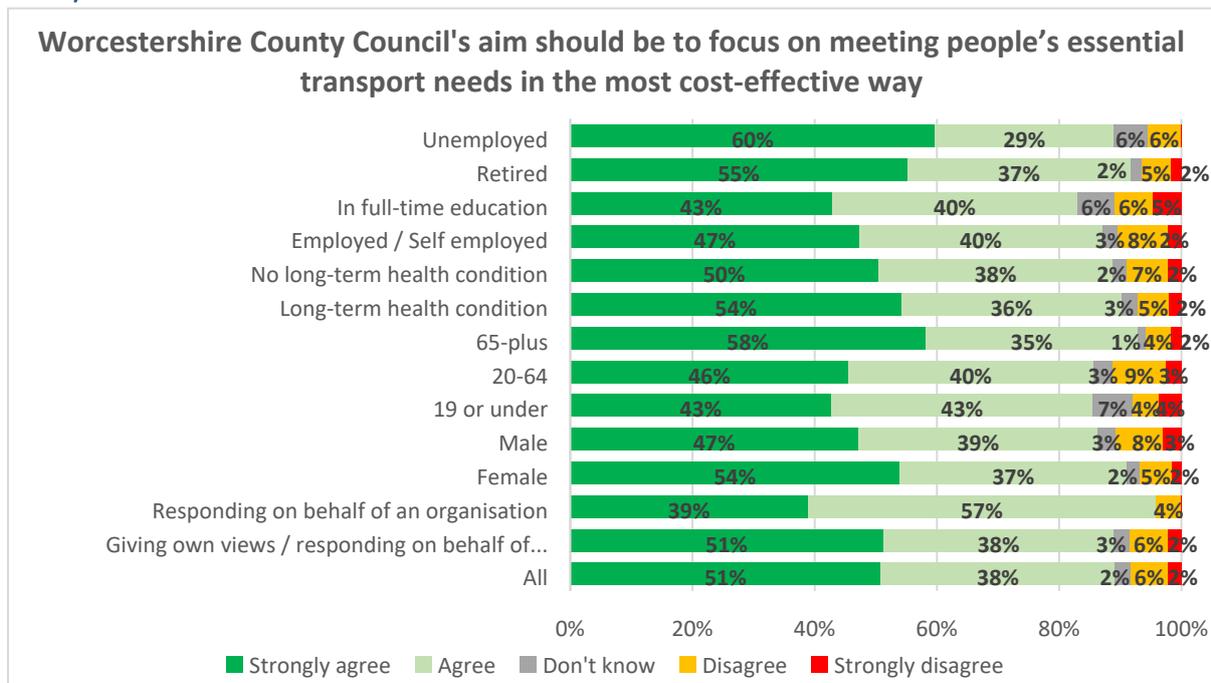
Results for each individual statement are now presented.

Figure 15: Worcestershire County Council's aim should be to focus on meeting people's essential transport needs in the most cost-effective way



- The statement, "Worcestershire County Council's aim should be to focus on meeting people's essential transport needs in the most cost-effective way" met with agreement across all demographics and areas, with over 80% agreeing or strongly agreeing with the statement in all sections.

Figure 15b: Worcestershire County Council's aim should be to focus on meeting people's essential transport needs in the most cost-effective way? – Stakeholder Analysis



- All stakeholders agreed with this statement.

Figure 16: Transport solutions, including integrated, Demand Responsive and Community Transport, can offer an alternative to traditional Passenger Transport services

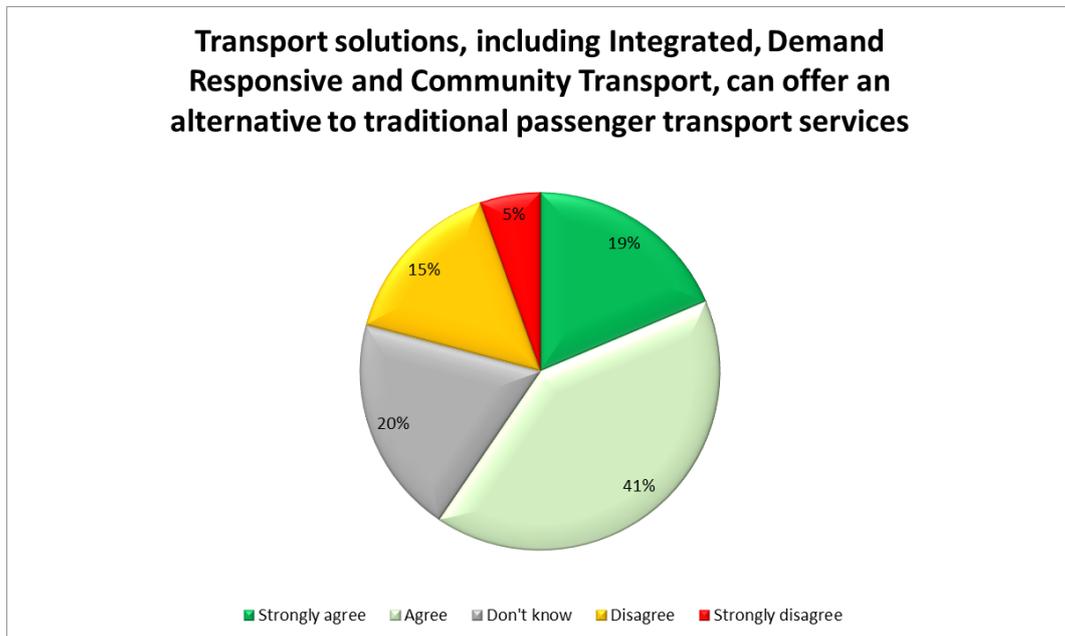
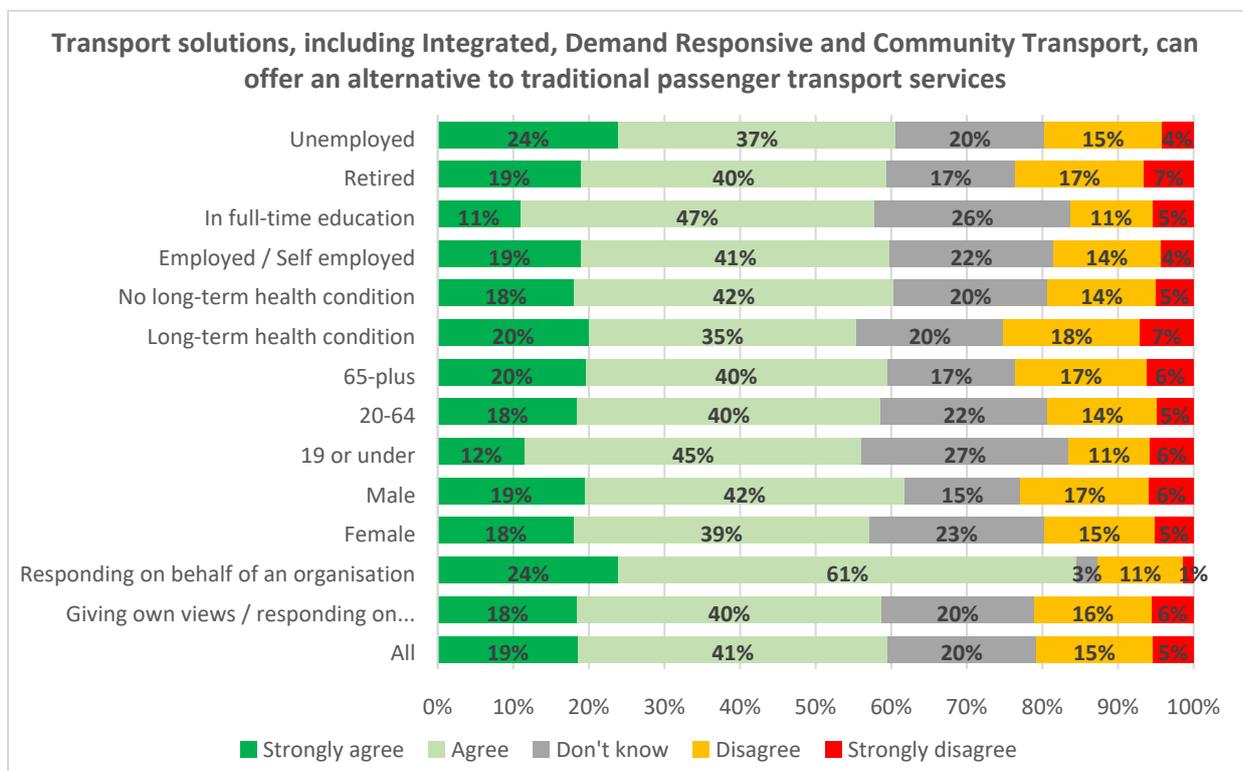


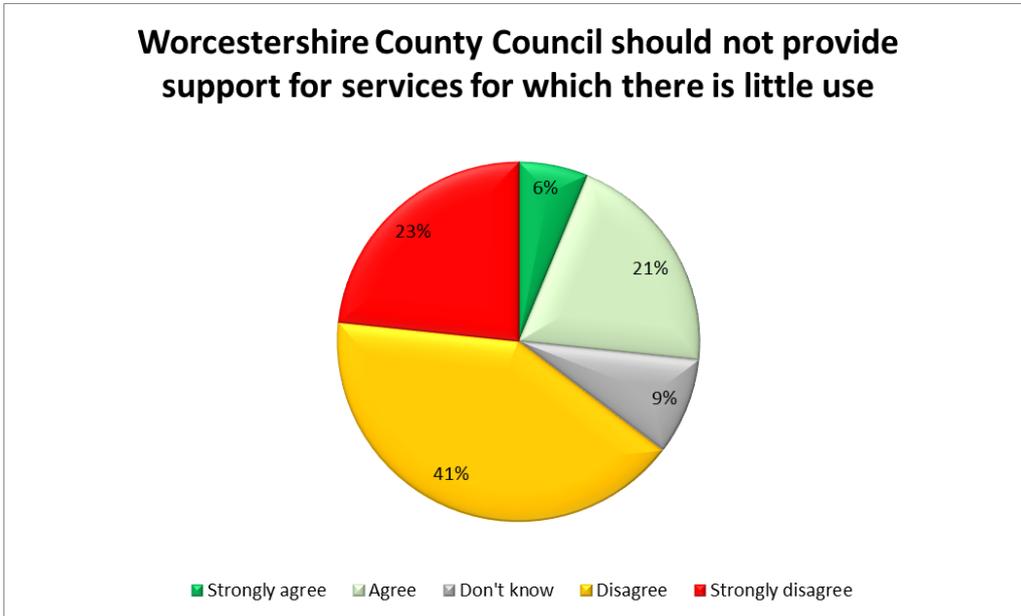
Figure 16b: Transport solutions, including integrated, Demand Responsive and Community Transport, can offer an alternative to traditional Passenger Transport services – Stakeholder Analysis



- 85% of those responding on behalf of an organisation "agreed" or "strongly agreed" with the statement, compared to just under 60% among other respondents.

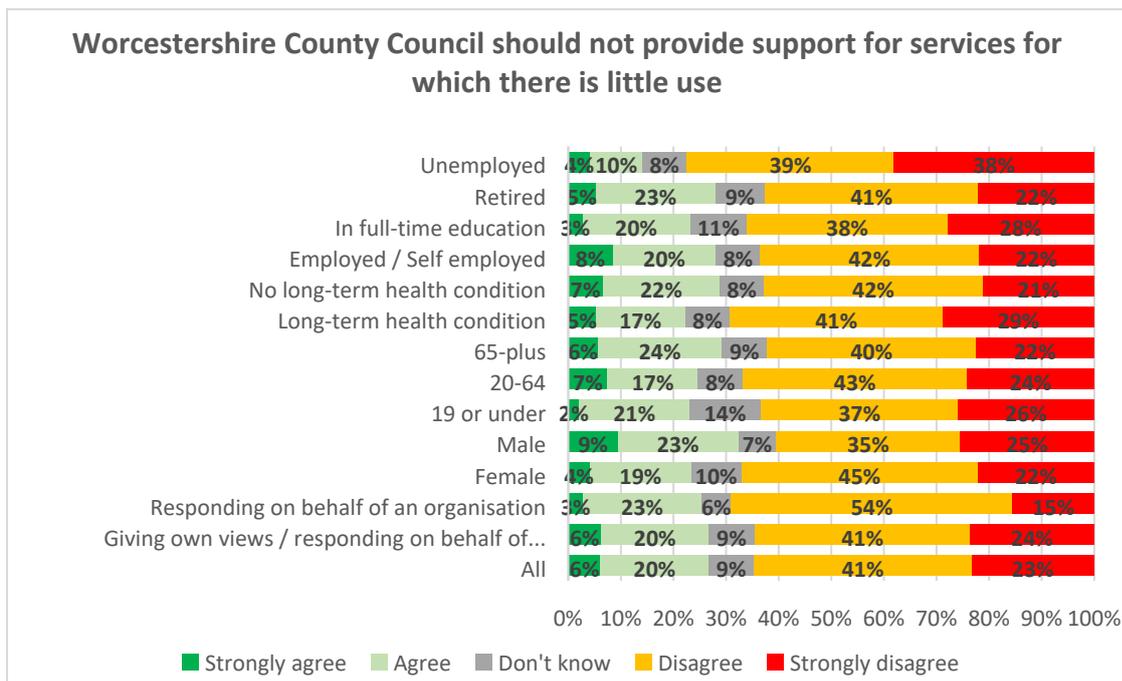
- Older respondents are slightly more likely to disagree with the statement than younger respondents - 23% of those aged 65-plus "disagreed" or "strongly disagreed".

Figure 17: Worcestershire County Council should not provide support for services for which there is little use



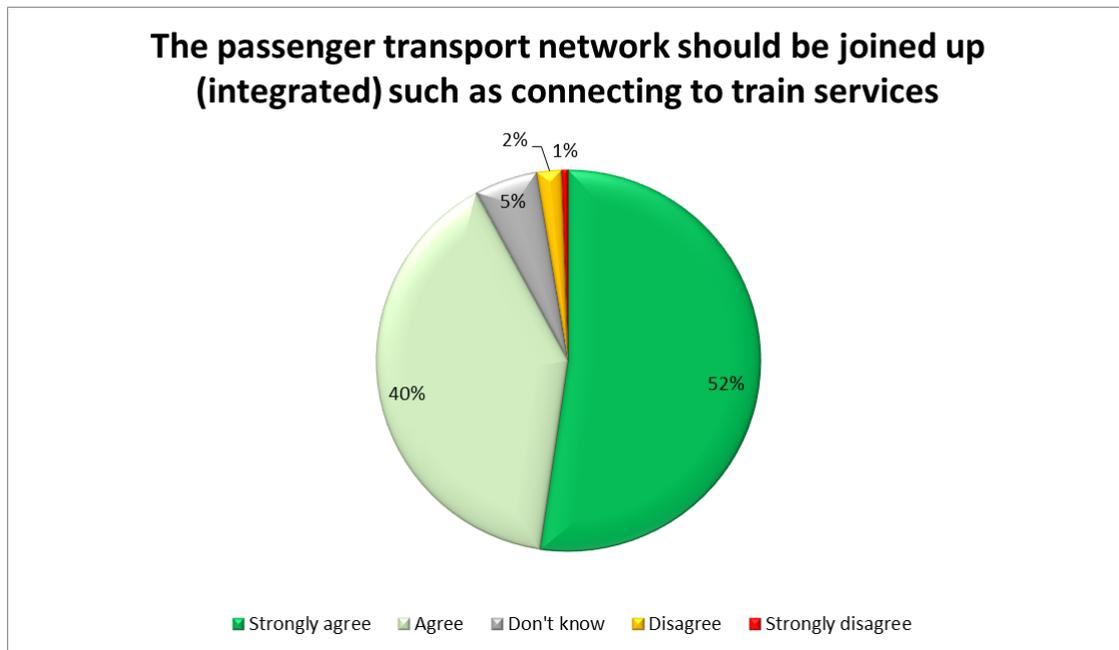
- Proportions disagreeing with the statement are relatively high across all demographics.
- Almost two thirds of respondents registered disagreement with that statement, with almost a quarter of respondents stating that they "strongly disagreed". Recognising that this is an issue for many residents, the Strategy will enable the Council to look at alternative solutions for example, Community transport to enable access to essential services.

Figure 17b: Worcestershire County Council should not provide support for services which there is little use – Stakeholder Analysis



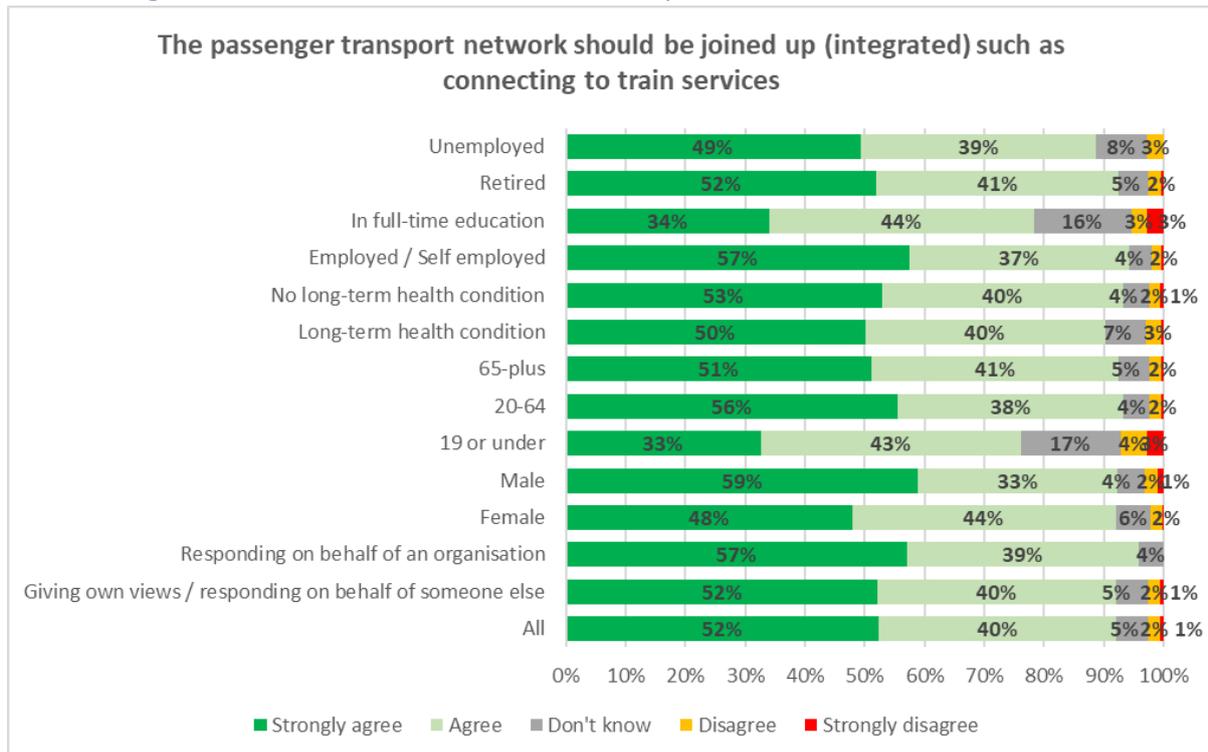
Proportions disagreeing were particularly high among the unemployed (77%), and those with a long-term health condition (69%). Due consideration for these groups will be considered when implementing the Strategy. This supports the approach that alternative methods of transport should be explored that offer better overall value to the County Council.

Figure 18: Worcestershire County Council should be joined up (integrated) such as connecting to train services



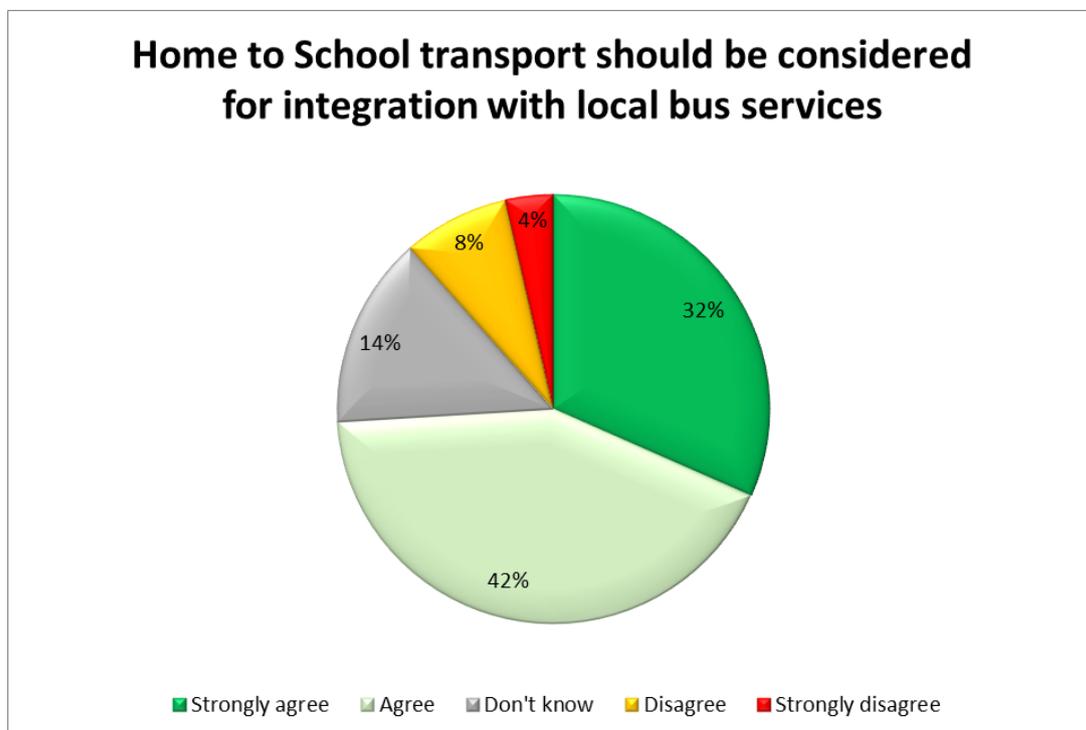
- Agreement for the statement "The Passenger Transport network should be joined up (integrated) such as connecting to train services" is high among all respondents.
- Over 90% of all respondents "agreed" or "strongly agreed" with the statement, with just 3% in disagreement.

Figure 18b: The Passenger Transport network should be joined up (integrated) such as connecting to train services – Stakeholder Analysis



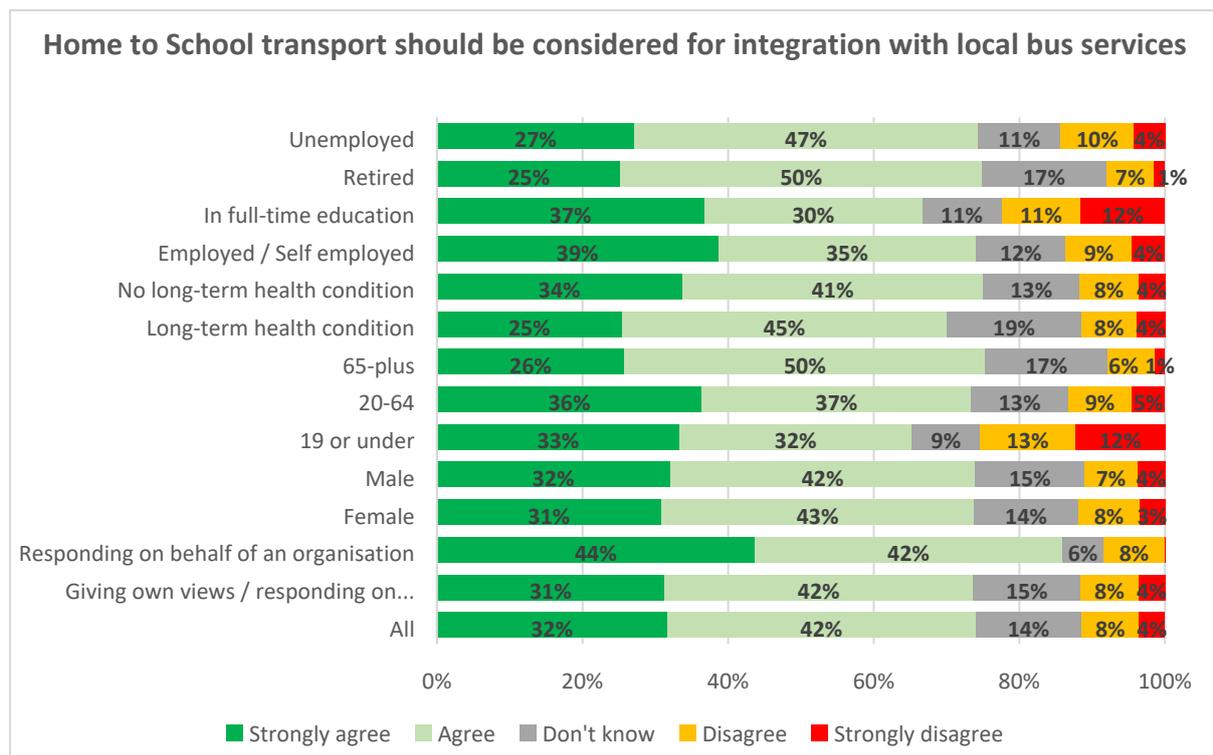
- Proportions disagreeing were slightly higher among the 0-19 age group, at 7%

Figure 19: Home to School Transport should be considered for integration with local bus services



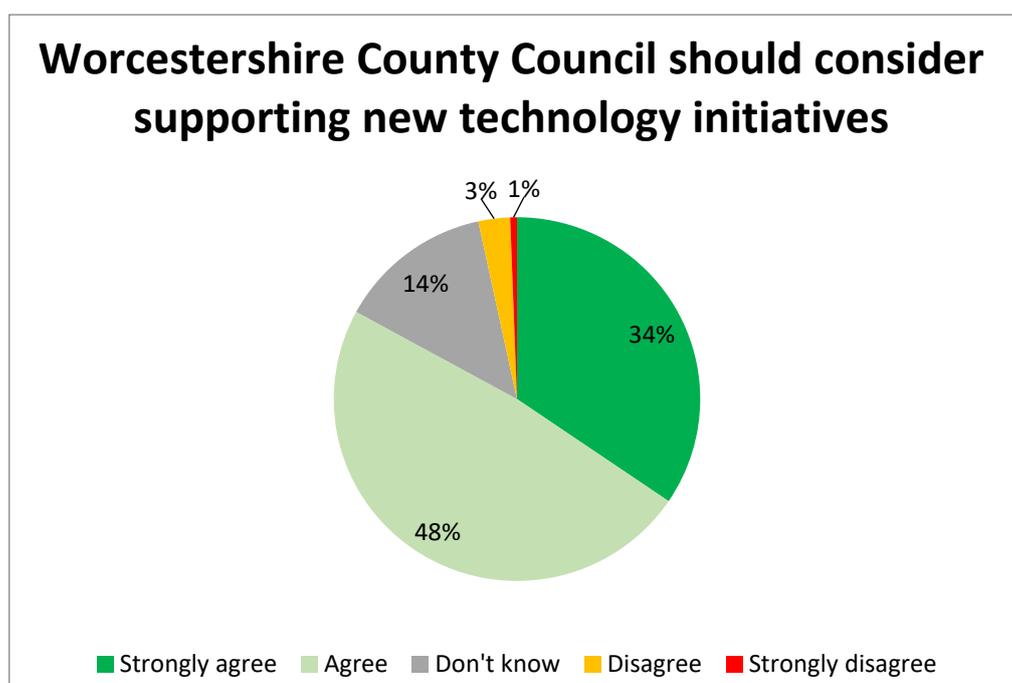
- Three quarters of respondents "agree" or "strongly agree" with the statement "Home to School transport should be considered for integration with local bus services", with 12% in disagreement with the statement.

Figure 19b: Home to School Transport should be considered for integration with local bus services – Stakeholder Analysis



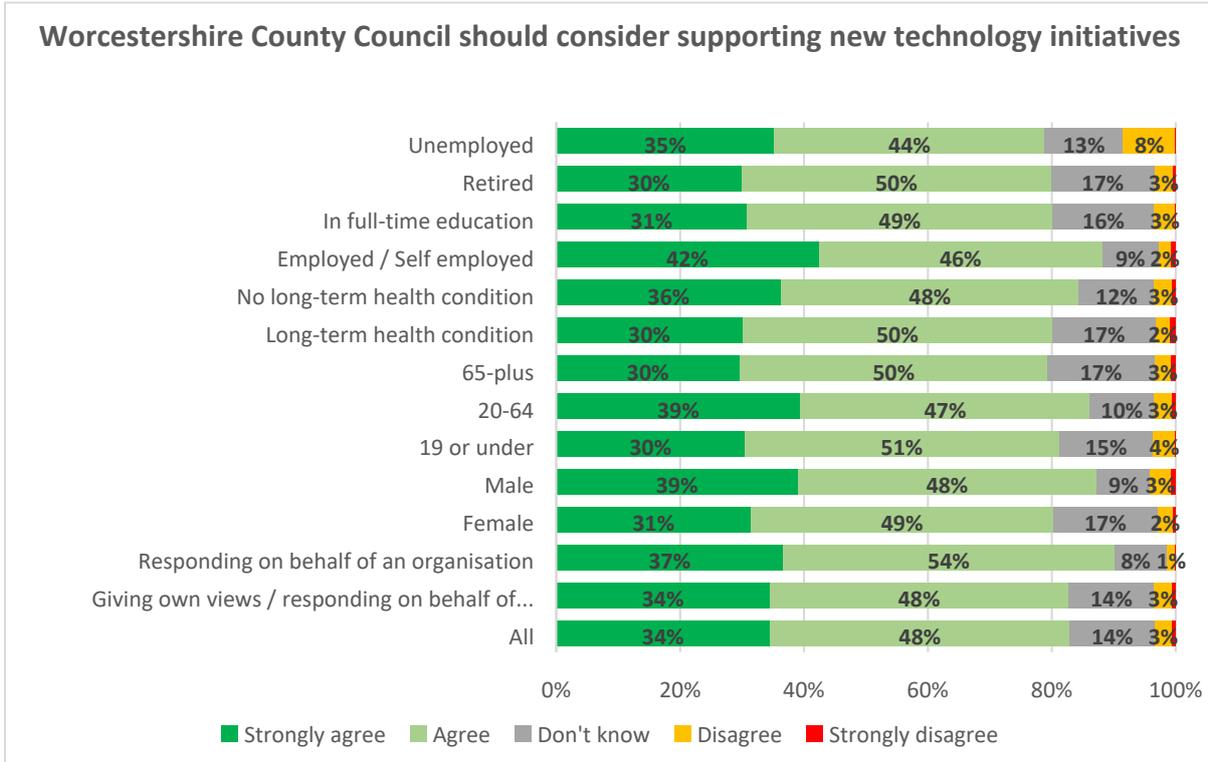
- Proportions who "disagree" or "strongly disagree" with the statement are relatively high among the under 19 age group (25%) and among those in full time education (22%).

Figure 20: Worcestershire County Council should consider supporting new technology initiatives



- Over 80% of all respondents agreed with the statement "Worcestershire County Council should consider supporting new technology initiatives". 3% of respondents "disagreed" or "strongly disagreed".

Figure 20b: Worcestershire County Council should consider supporting new technology initiatives – Stakeholder Analysis



- Agreement is consistent across all demographics and areas and shows overall support in embracing modern technology when providing services.

Figure 21: Worcestershire County Council should explore alternative and local transport solutions

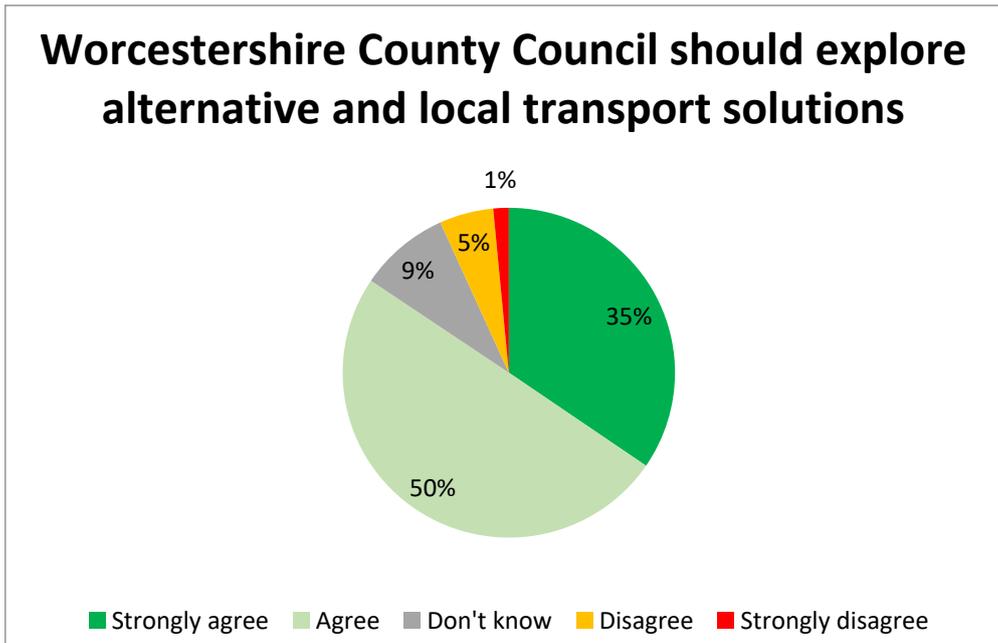
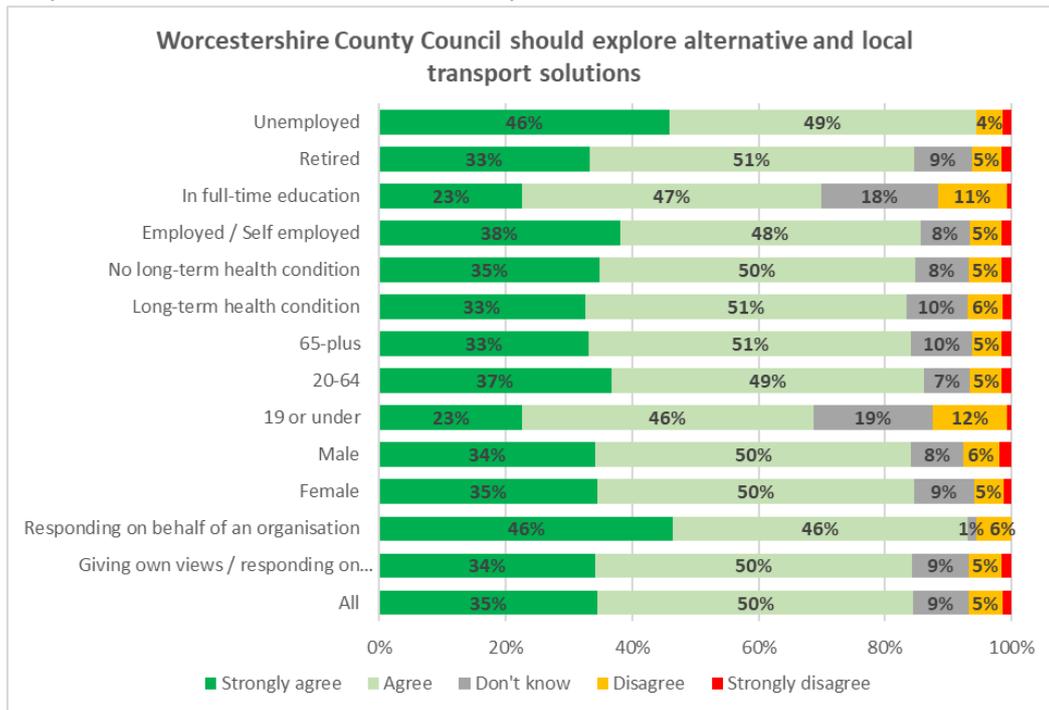
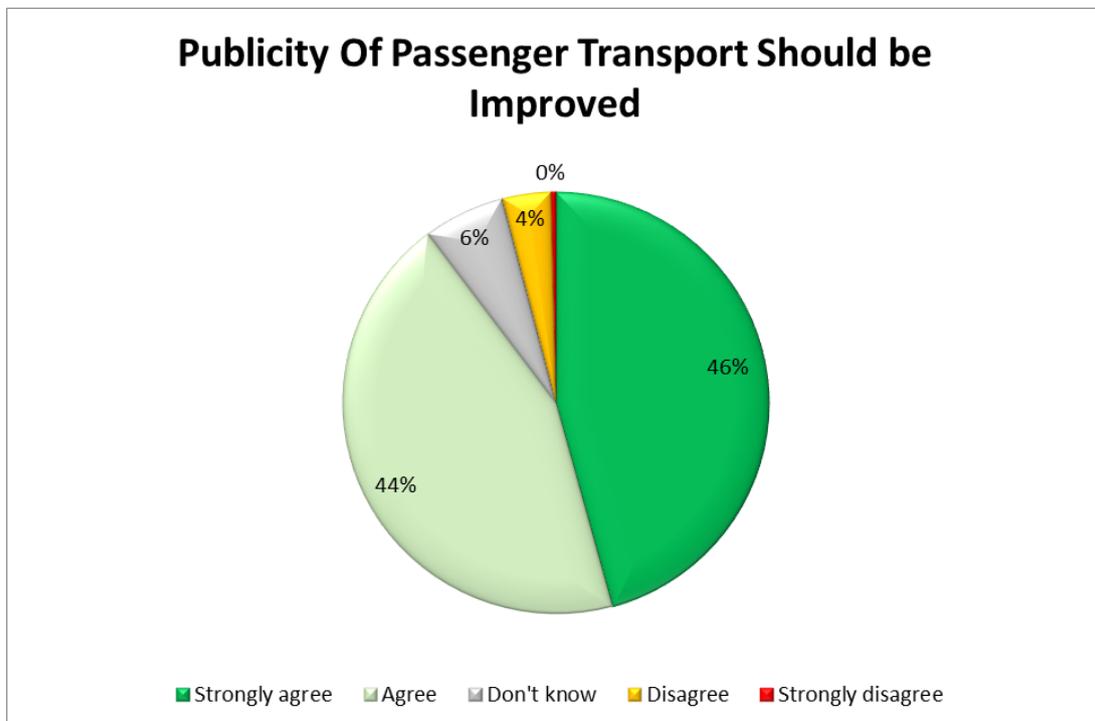


Figure 21b: Worcestershire County Council should explore alternative and local transport solutions - Stakeholder Analysis



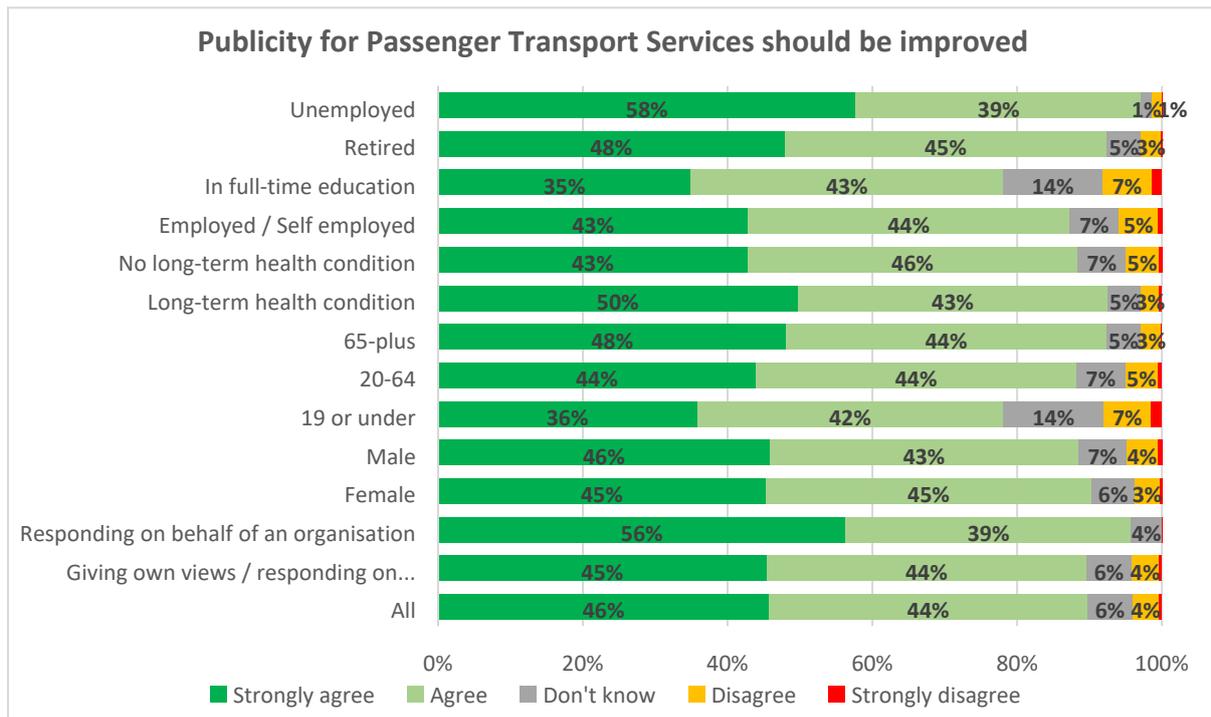
- Over 80% of respondents "agreed" or "strongly agreed" with the statement "Worcestershire County Council should explore alternative and local transport solutions". 6% disagreed with the statement.
- This shows support for the key pillar within the Strategy to provide alternative transport solutions.

Figure 22: Publicity of Passenger Transport should be Improved



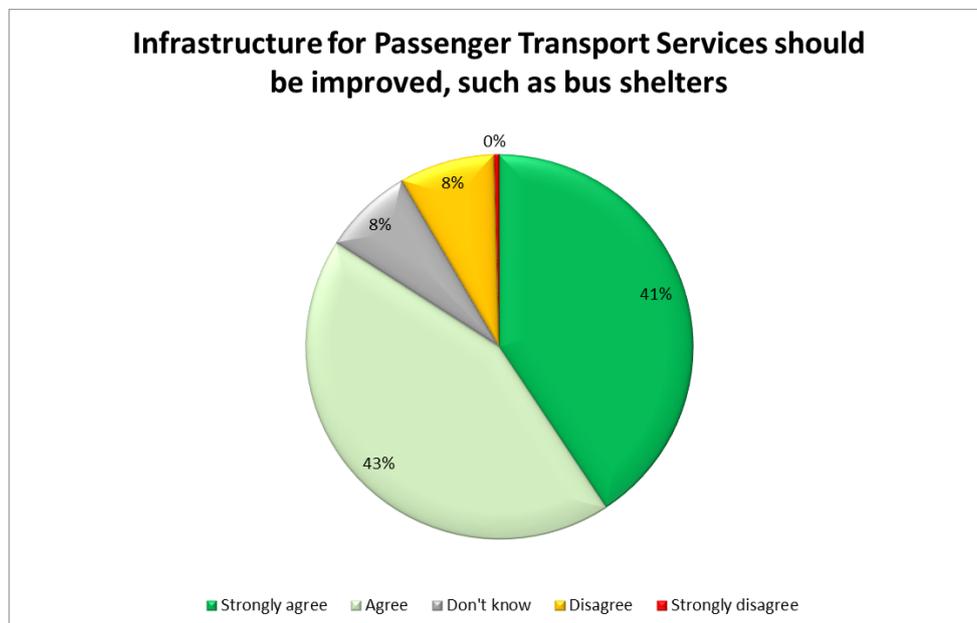
- 90% of respondents agree with the statement "Publicity for Passenger Transport Services should be improved". Just 4% of all respondents disagree.

Figure 22b: Publicity of Transport should be improved – Stakeholder Analysis



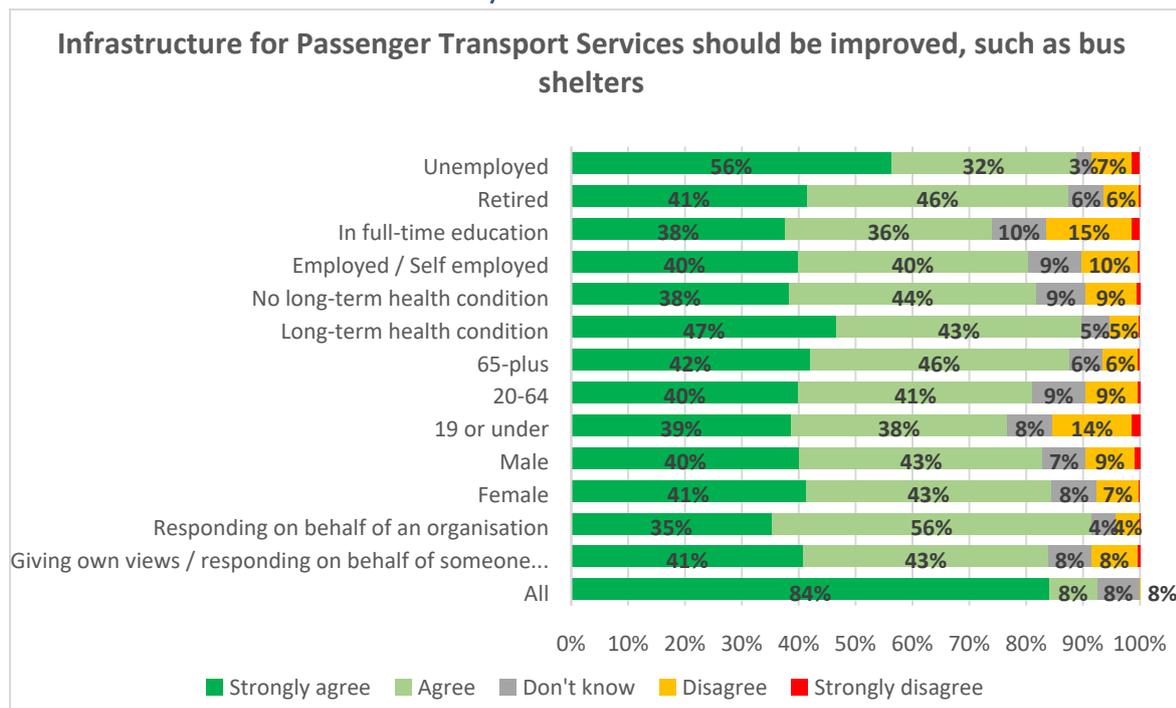
- Agreement with the statement is high across all demographics and areas. This suggests that publicity and marketing play an essential role in the Strategy.

Figure 23: Infrastructure for Passenger Transport Services should be improved, such as bus shelters



- Over 80% of all respondents "agree" or "strongly agree" with the statement "Infrastructure for Passenger Transport Services should be improved, such as bus shelters". Less than 10% disagreed with this statement.

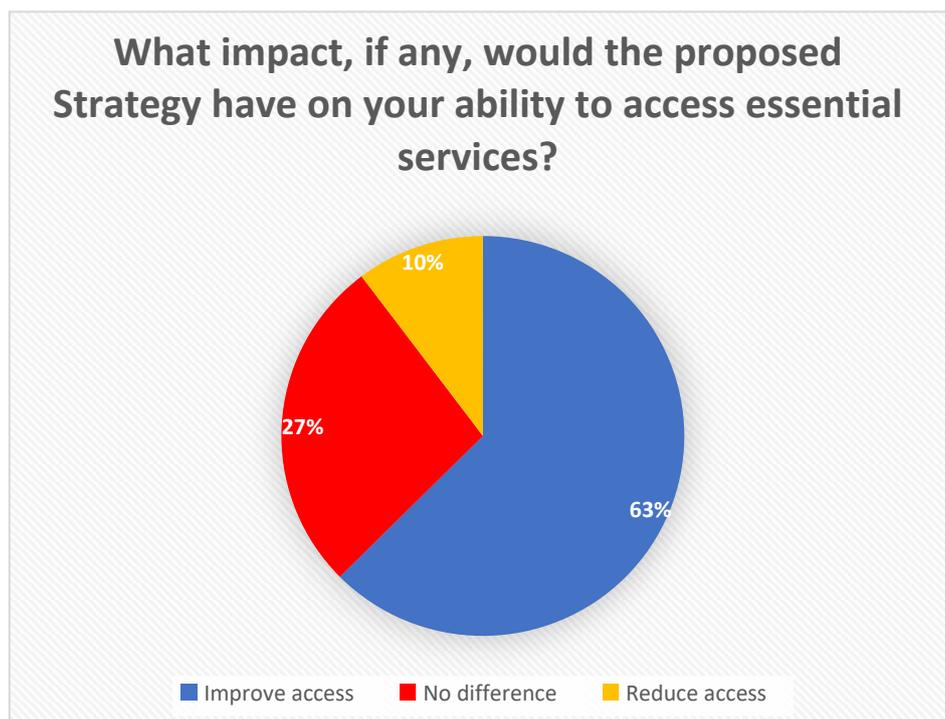
Figure 23b: Infrastructure for Passenger Transport Services should be improved, such as bus shelters – Stakeholder Analysis



- Respondents who are 19 or under and those that are in full-time education were slightly more likely to disagree with the statement. Around 15% in each of these categories disagreed

Respondents were then asked what impact, if any, would the proposed Strategy have on their ability to access essential services. Results are split by demographics and area.

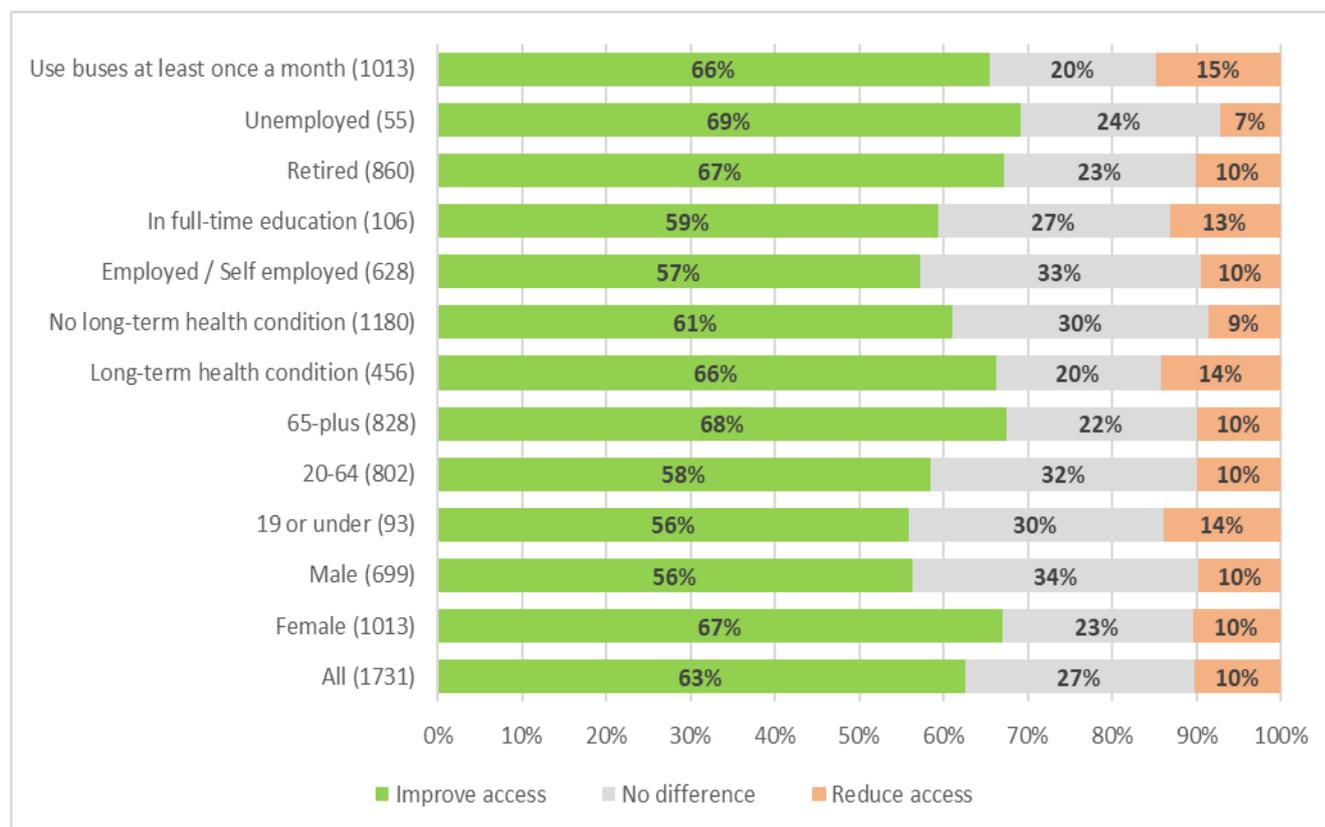
Figure 24: What impact, if any, would the proposed Strategy have on your ability to access essential services?



Please note this question was not asked of respondents who were responding on behalf of an organisation. "Don't know" responses have been omitted from the analysis.

- Over 60% of respondents indicated that the proposed Strategy would improve their ability to access essential services. 10% said that the Strategy would reduce their access to essential services.

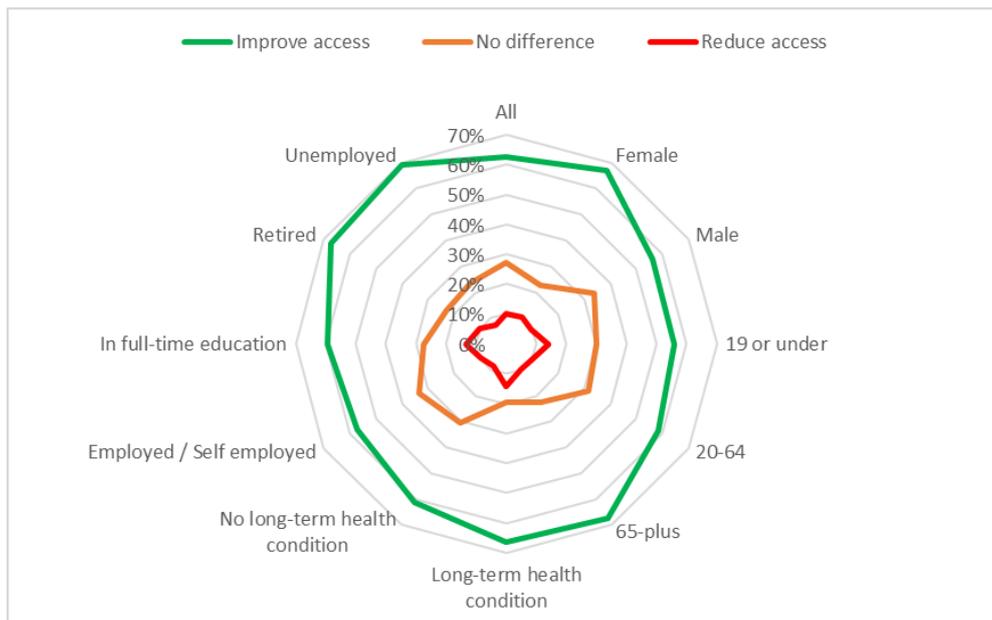
Figure 24b: What impact, if any, would the proposed Strategy have on your ability to access essential services – Stakeholder Analysis



- Males were less likely to agree that the proposals would improve their access to essential services. The 65-plus age group were more likely to agree that the Strategy would improve their access.
- Respondents who regularly use bus services, are under 19 and have a long-term health condition, indicated that the Strategy would reduce their ability to access essential services.

When viewing this as a Radar diagram it shows that this Strategy will have a positive impact on most stakeholders.

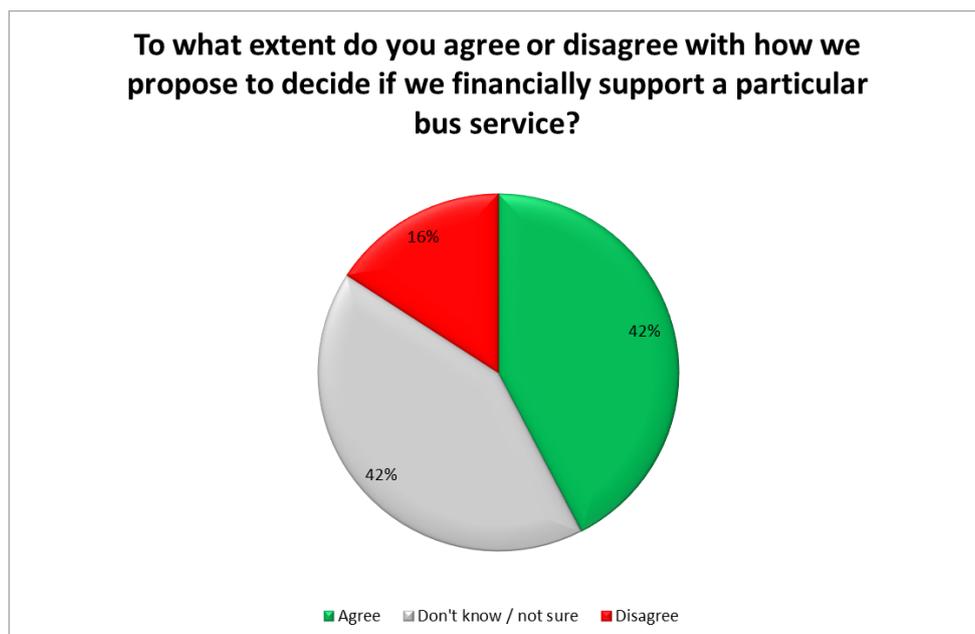
Figure 24c: What impact, if any, would the proposed Strategy have on your ability to access essential services? Radar



- Although this provides support for elements within the Strategy, alternative provision, publicity and technology will play a key part in ensuring that those who indicated their access to be reduced, will actually have the ability to access similar services for key journey purposes as shown in earlier analysis.

Respondents were then asked whether they agreed or disagreed with the proposal that the Authority should financially support a particular bus service.

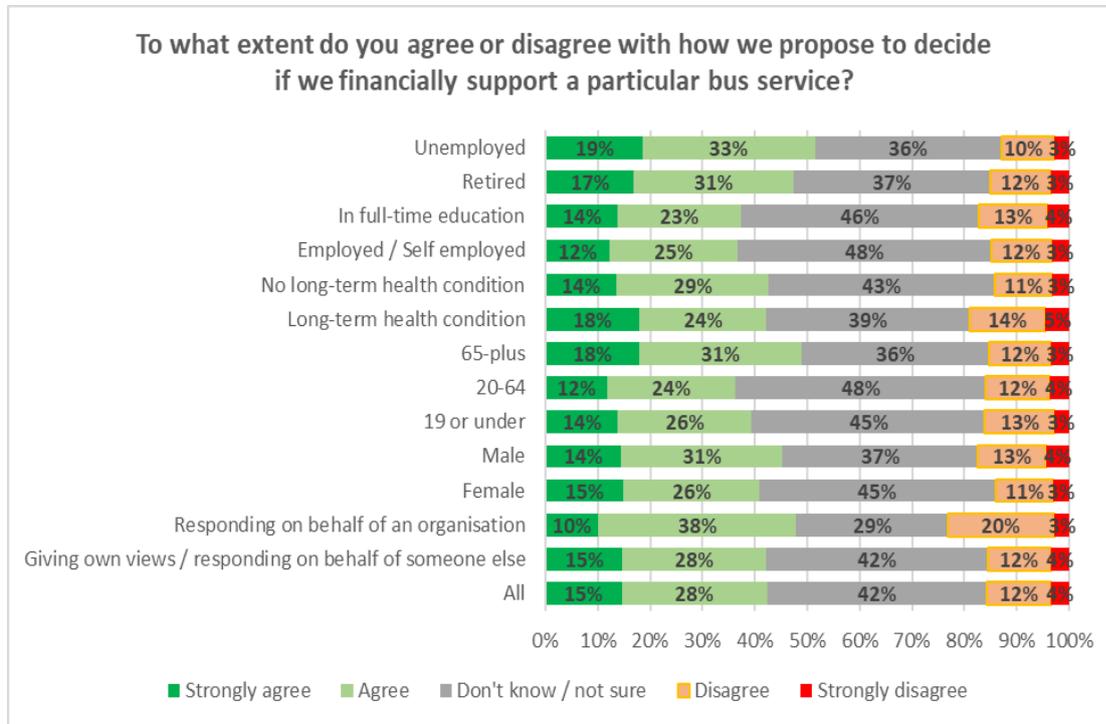
Figure 25: To what extent do you agree or disagree with how Worcestershire County Council propose to decide if we financially support a particular bus service



- Over 40% of all respondents were in favour of the proposal.

- Over 40% of all respondents were unsure whether they agreed or disagreed with the proposal. Just over a quarter of those disagreed with the proposal on how a particular bus services are financially supported.

Figure 25b: To what extent do you agree or disagree with how we propose to decide if we financially support a particular bus service

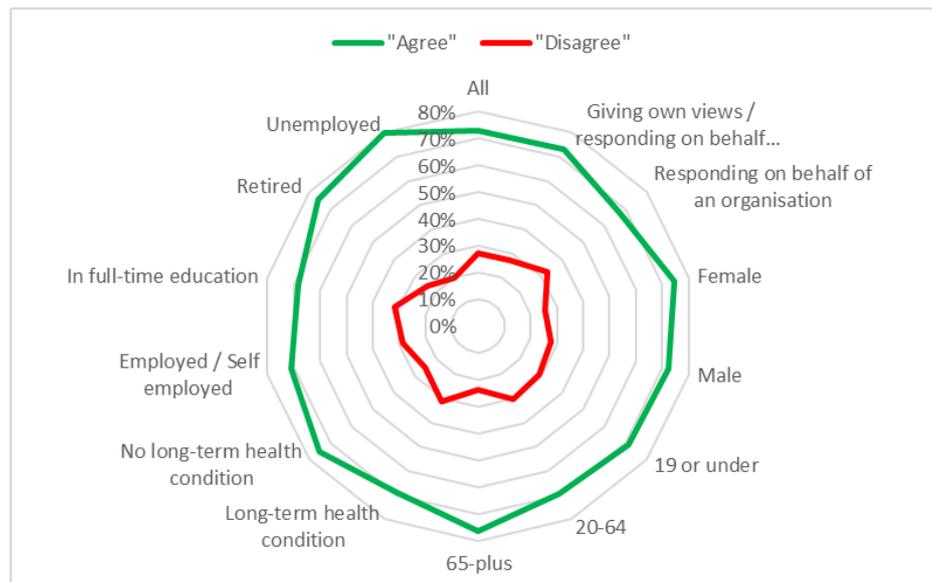


- 23% of those responding on behalf of an organisation disagreed with the proposal on how bus services are financially supported, higher than the proportion (16%) of other respondents. During the implementation process careful consideration will be given to any changes to bus services which will have an impact on these organisations.

It is difficult to assume whether those who “don’t know” do not understand the criteria or do not know the implications it would have for them (especially as not all those who responded may currently be aware of the bus services in their area). For those that may not have understood the criteria, more information will be included in the Strategy document to provide some explanation.

As the below chart shows, most Stakeholders agree with this statement.

Figure 25c: To what extent do you agree or disagree with how Worcestershire County Council propose to decide if it should financially support a bus service – Radar Analysis



The methodology to decide what services Worcestershire County Council should support is listed below.

Figure 25d: Methodology for scoring

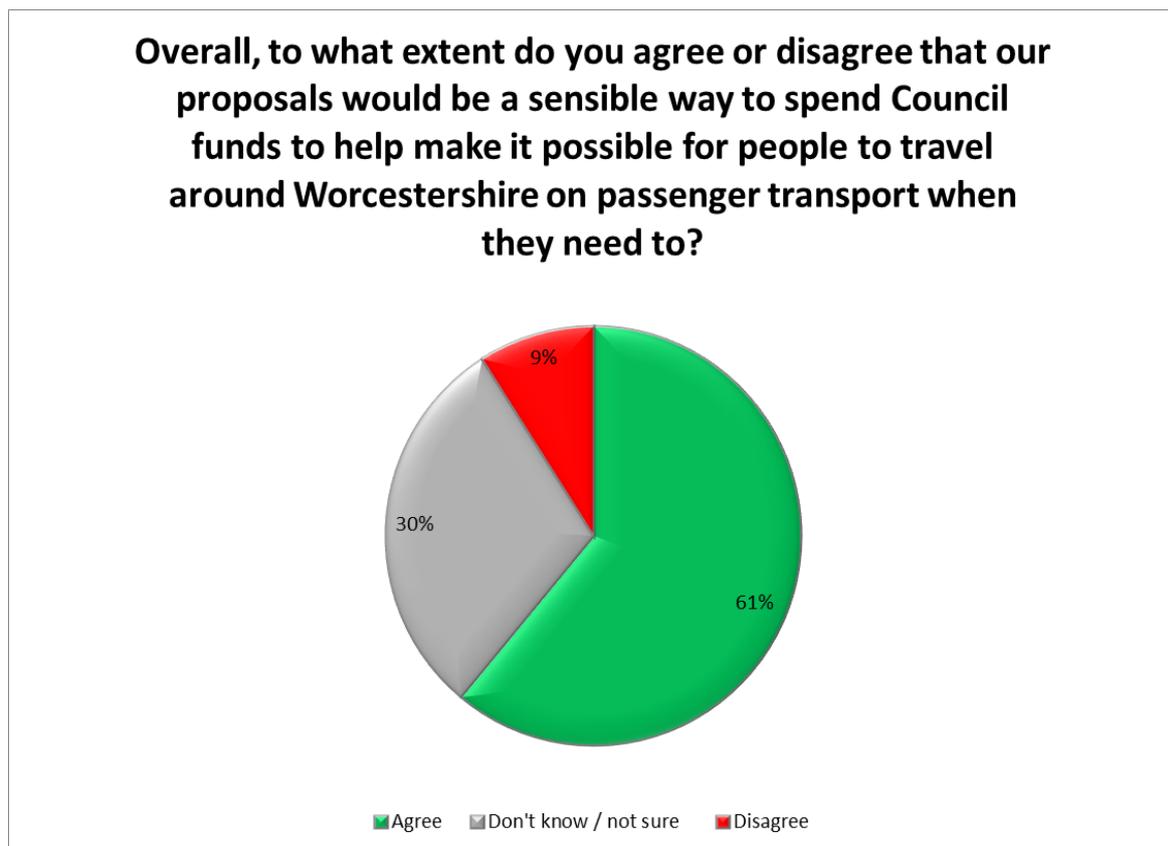
Each contract will be scored on seven categories in order to assess the benefit and value of the services provided. These are:

- **The actual cost per passenger carried**
- **The average number of passengers on each journey (those with protected characteristics, e.g. the elderly)**
- **The Deprivation Index for the areas served by the service**
- **The car ownership level of the areas served**
- **The primary journey purpose**
- **The availability of alternative services for the journeys being made**
- **The number of concessionary journeys**

Services will be ranked in terms of primary journey purpose or purposes, following consultation:

- Employment
- Education & Training
- Healthcare
- Shopping
- Social and Leisure Activities

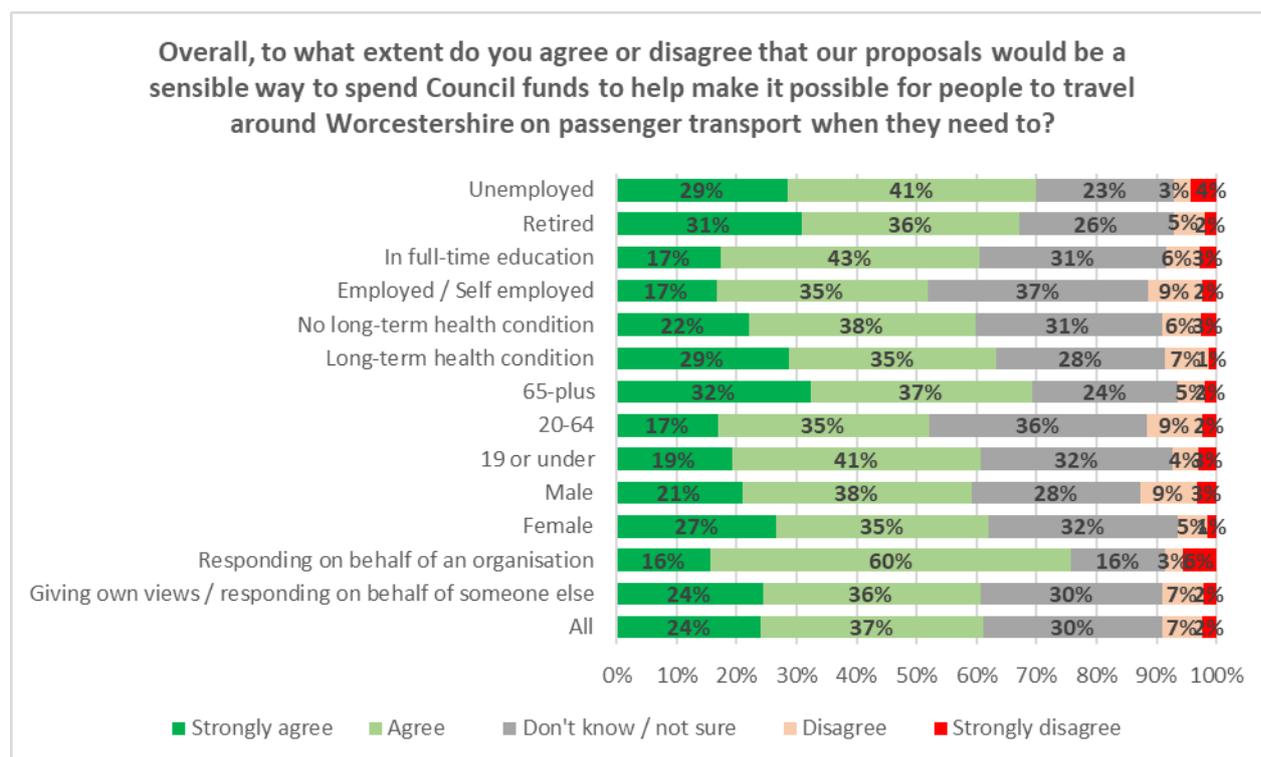
Figure 26: Overall, to what extent do you agree or disagree that Worcestershire County Council's proposals would be a sensible way to spend Council Funds



- Over 60% of all respondents agreed that the proposals would be a sensible way to spend Council funds to help make it possible for people to travel around Worcestershire on passenger transport when they need to.
- Less than 10% disagreed with the proposals overall.

Finally, respondents were asked to comment on their answer above, and any other comments on any other elements of the proposed Strategy.

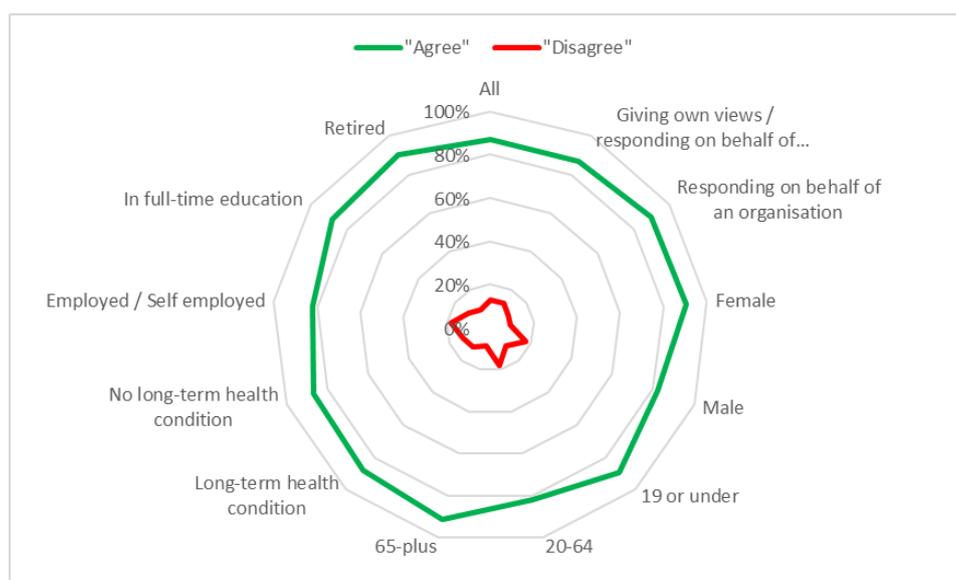
Figure 26b: Overall, to what extent do you agree or disagree that our proposals would be a sensible way to spend Council Funds - Stakeholder Analysis



- 76% of those responding on behalf of an organisation agreed with the proposals, demonstrating that even though there is some disagreement in some of the methodologies for financially supporting services, the Strategy proposals were considered a sensible way of spending Council funds.
- Agreement was high among the 65-plus age group (69%), respondents who have retired (67%) and the unemployed (70%).

When considering the positive and negative responses with don't knows removed, there is a high-level agreement across all areas.

Figure 26c: Overall, to what extent do you agree or disagree that our proposals would be a sensible way to spend Council Funds - Radar Analysis



A vast range of responses were received for this question, with many comments not fitting into any category; with large numbers of comments in the “Other” category. However, some common themes have been identified in the responses. These are summarised in the table below.

**Table 2 - Free text responses from comments on the proposals and general comments on any elements of the proposed Strategy**

Topic	Number of Responses
Other / Suggestions for delivery of Strategy	780
More Services	346
Unreliable Services	325
Welfare & Isolation	286
Environment	274
No Services	263
Cost of Fares	123
Rail Integration	106
Technology	88
School Transport	80
Concessions & Passes	67
Community Transport	44
Infrastructure & Publicity	38

**Other / Suggestions for delivery of Strategy**

- "I agree that public money needs to be sensibly spent, however public transport should be viewed as a social service"
- "with a rapidly increasing number of retirees, congested roads, expensive parking, public transport needs a major overhaul to make it attractive and viable for all ages"
- "If people don't use the service with a big bus put a smaller one on"

## More Services

- If provide people with a bus pass, there should be buses to use them on
- Lack of services for essential journeys – such as Hospital visits
- Services on evenings and weekends to be reinstated

## Unreliable services

- "Regular and reliable services would encourage greater use"
- "Buses should be reliable and frequent"
- "Lack of trust in services arriving on time"

## Welfare and Isolation

- "Local people should be able to access their local community"
- "Public Transport is a vital lifeline for many residents in the County"
- "Buses are not a luxury, they are an essential service"

## The Environment

- "More Public Transport, less cars on the road"
- "More green transport. Electric vehicles disabled accessible and small vehicles for less popular routes"
- "If public transport was more accessible, there would be a number of benefits, reduce traffic, less pollution, sustainability, better health and wellbeing."

## No Services

- "Available passenger transport would be a step towards removing cars from the roads and would be helpful for the environment"
- "Would like to be able to travel by public transport, but it is not available to us."
- "Funding to get public transport to start to be used as a main way of travelling is sensible"

## Cost of Fares

- "Public transport should be available to all at sensible prices"
- "The costs when it is necessary to buy tickets appears high"
- "Cost is the primary reason for not using public transport. It is cheaper to drive and pay for parking than to use the bus or train. Bus fare for children is far too expensive. It is cheaper for me to drive my children to school than for them to use the bus."

## Rail Integration

- "links to the Parkway Station seem to be a recurring theme"
- "Bus links to train stations would encourage us to use both buses & trains much more"
- "The bus service isn't frequent enough and doesn't have enough destinations to towns and train stations"

## Technology

- "What we really need is an integrated ticketing system for the whole West Midlands using modern technology e.g. Oyster Card"
- "Signs on bus stops showing live when the next bus will arrive are very helpful. I'm put off using trains because the ticketing options are too complicated and occasional overcrowding"

### School Transport

- "Must do better around schools with transport arranged to cut down on cars causing problems, i.e., parking"
- "Looking into greener alternatives when talking about buses. Car share schemes and school walking buses should be included"
- "Efforts should be made to reduce or eliminate the use of private hire & taxi services through integration with school transport"

### Concessions & Passes

- "I agree that being able to buy one ticket for your journey which includes buses and trains is a very good idea. This option is available in Australia and works extremely well"
- "Perhaps if we the public can still use our pension bus pass and pay a little towards the fare with the pass"
- I think everyone with a free bus pass should pay £1 per journey

### Community Transport

- Taxis and Community transport are too expensive.
- A community transport scheme can play an important role in providing passenger transport services and, as such, local voluntary community transport schemes should be considered to be an integral part of the county councils proposals
- Community transport is currently unreliable and reduces independence

### Infrastructure and Publicity

- "WCC should invest more in infrastructure to encourage active travel"
- "It is vital to make public transport more attractive and easier to use so folk leave their cars at home"
- "Publicity should be given to the fact that if a particular service is not more widely used, it will be terminated. Have a promotional drive to encourage public transport"