

People and
Organisation

2024 Whitehill and Bordon Travel Survey

Headline findings

January 2025

Background

In November and December 2024 Hampshire County Council ran a survey to understand the views of people who travel around the Whitehill and Bordon area. This survey was a follow-up from similar surveys run between 2018 and 2022.

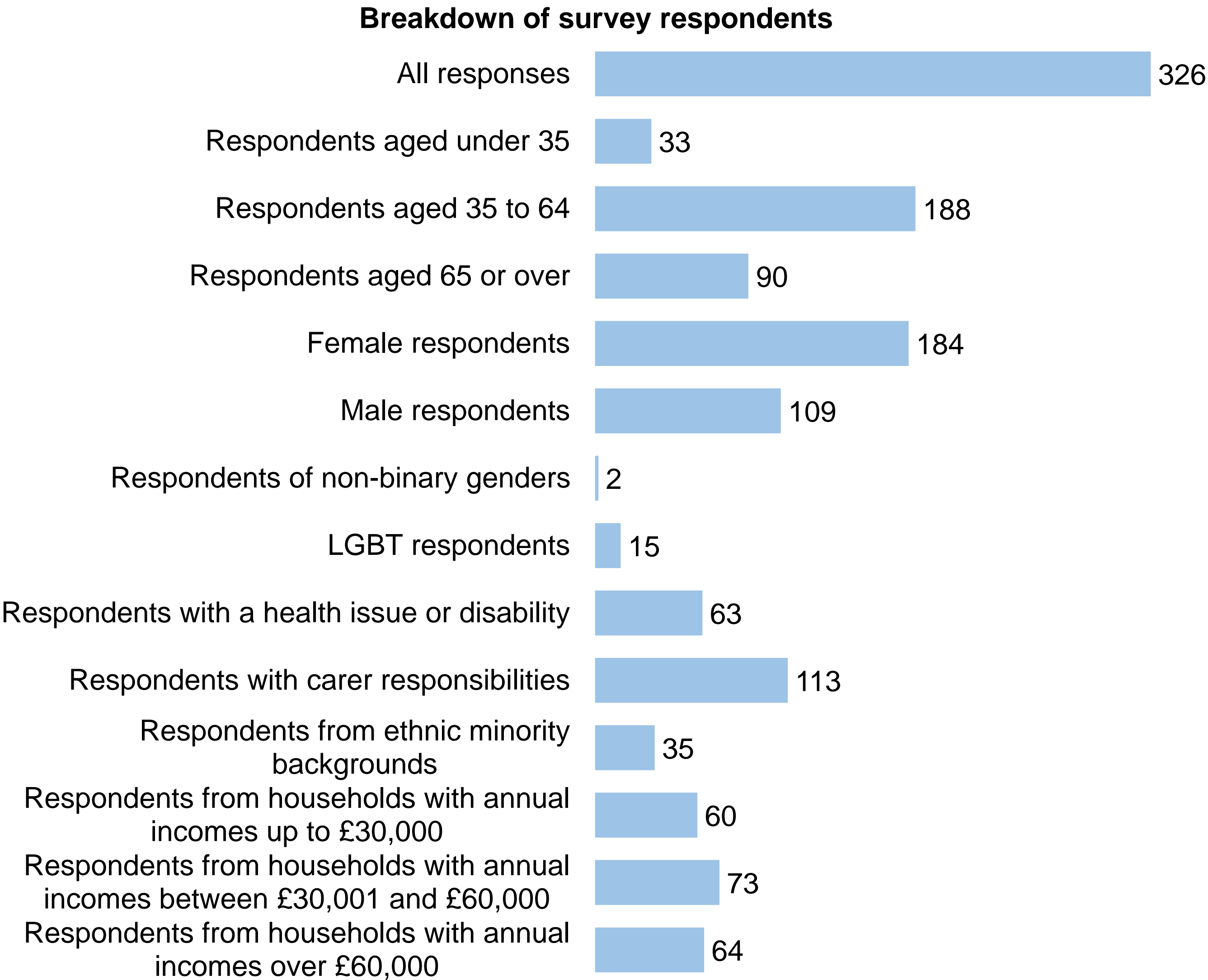
The survey aimed to help inform travel plan measures that would benefit local residents, while also reducing carbon emissions and the environmental impact of transport in the Whitehill and Bordon area.

The survey asked about:

- The types of journeys people take in the area and the modes of transport used for them
- Barriers to using public, community, and active transport modes, as well as barriers around lift sharing and electric vehicle uptake
- Usage and satisfaction with the Green Loop and Lindford Link in the Whitehill and Bordon area

Where possible, data was compared with responses collected in 2022 to see if there had been any notable shifts in attitudes, experiences, and behaviours in that time.

Hampshire County Council would like to thank everyone who took the time to share their views, experiences, and ideas.



Headline findings

Motor vehicles were the most commonly used means of transport for all types of journeys; there was little change in the use of most transport modes in Whitehill and Bordon between 2022 and 2024, although there was a reduction in the proportion of people travelling around the area by foot

About 6 in 10 respondents felt they had missed opportunities to go out due to a lack of suitable transport options, with a smaller proportion (around 4 in 10) having experienced loneliness for the same reason, suggesting that access to transport in the area impacts opportunities more than it impacts personal wellbeing

While the number of people travelling by bus has stayed about the same between 2022 and 2024, the barriers for non-bus users have shifted; reliability and punctuality were more likely to be seen as barriers than in 2024, while cost was less often mentioned

Respondents were generally more likely to feel that journeys would be more difficult if undertaken solely by public transport than they felt in 2022, with access to villages and leisure facilities in particular being reported as more difficult by public transport compared with in 2022

As in 2022, respondents could be most effectively encouraged to walk more around Whitehill and Bordon by addressing concerns about safety when using walking routes, and by improving walking links within the area (such as with new bridges, paths and ramps)

Feelings were split regarding satisfaction with cycling routes in the area. The availability of cycle routes was most commonly mentioned by those satisfied, while safety concerns were most commonly mentioned by those dissatisfied with these facilities

Cost remains the greatest barrier to electric car ownership when compared with 2022, particularly amongst those with lower household incomes, although the level of electric and hybrid car use has almost doubled since 2022

There is overall satisfaction with the Whitehill and Bordon Green Loop and the Lindford Link, with respondents most commonly mentioning the enjoyment of using the Green Loop and Lindford Link's proximity to nature as reasons for their views

Further comments frequently mentioned a perceived need for more public transport infrastructure, particularly regarding bus services

Types of journeys undertaken










Motor vehicle usage is high for all types of journeys undertaken in Whitehill and Bordon

Proportion of respondents undertaking journeys at least once per month		Groups which have a higher tendency to undertake these journeys at least once per month	Modes of transport used most by those undertaking these journeys
Main food shops (base: 312)	90%	Undertaken by over 80% of all respondent groups surveyed	Motor vehicle (93%), foot (14%), and bike (3%)
Top-up food shops (base: 311)	89%		Motor vehicle (83%), foot (39%), and bike (6%)
Socialising (base: 315)	75%	Cyclists (82%), respondents who worked away from home (80%), and train users (78%)	Motor vehicle (91%), foot (34%), and train (14%)
Visiting villages in the area (base: 310)	68%	Respondents with carer responsibilities (74%), cyclists (74%), and users of Taxishare or Connect services (71%)	Motor vehicle (92%), foot (10%), bus (7%), and bike (7%)
Going to work (base: 301)	67%	Users of Taxishare or Connect services (88%), ethnic minority groups (83%), and cyclists (82%)	Motor vehicle (88%), foot (15%), and train (10%)
Visiting leisure facilities (base: 307)	50%	Respondents from ethnic minority backgrounds (69%), cyclists (40%), and users of Taxishare or Connect services (68%)	Motor vehicle (88%), foot (24%), bus (7%), and bike (7%)
Going to a place of education (base: 285)	32%	Respondents with carer responsibilities (61%), users of Taxishare or Connect services (49%), and cyclists (40%)	Motor vehicle (82%), foot (30%), and bike (9%)
Medical appointments (base: 313)	23%	Respondents with health issues or disabilities (51%), aged 65 or over (31%), on household incomes up to £30,000 (30%), or Taxishare or Connect users (30%)	Motor vehicle (86%), foot (26%), and bike (4%)
Hospital (base: 308)	10%	Respondents with health issues or disabilities (31%), aged 65 or over (18%), or on household incomes up to £30,000 (18%)	Motor vehicle (93%), bus (7%), and train (4%)

Changes between 2022 and 2024

The following comparisons can be seen between the survey results in 2022 and 2024.




- There was a small reduction in the proportion travelling at least once per month to work (from 73% to 67%) and a similarly small increase in people travelling at least once per month for medical appointments (from 18% to 23%), with other types of journeys seeing less than 5% changes in the proportions travelling at least once per month
- Use of transport modes around Whitehill and Bordon had generally not shifted much between 2022 and 2024, but respondents were particularly less likely to travel around the area by foot in 2024 compared with 2022, as shown below:

	2022 responses	2024 responses	Change
<i>Base of respondents who travelled regularly around Whitehill and Bordon</i>	<i>527</i>	<i>322</i>	
 Motor vehicle users around Whitehill and Bordon	93%	93%	0%
 Travel by foot around Whitehill and Bordon	64%	54%	-10%
 Train users around Whitehill and Bordon	17%	19%	2%
 Bike users around Whitehill and Bordon	16%	18%	2%
 Bus users around Whitehill and Bordon	13%	16%	3%
 Lift share users around Whitehill and Bordon	11%	8%	-3%
 Taxi users around Whitehill and Bordon	9%	8%	-1%
 Community transport users around Whitehill and Bordon	2%	1%	-1%
 Voluntary Car Scheme users around Whitehill and Bordon	3%	1%	-2%

Please note: It can not be determined how much of any change is due to actual shifts in attitudes and behaviours or other factors such as differences in the samples in the survey

Public and community transport


Public and community transport usage could be increased with improvements to the frequency and reliability of services, clearer information on services, and online booking options

Proportion of respondents who undertake journeys by different transport modes at least once per month		Main reasons for using this mode of transport	Main factors preventing the use of this mode of transport	Main ways to encourage greater use of this mode of transport
Train (base: 317)	 <div>18%</div>	<ul style="list-style-type: none"> • Good connections to their destination (76%) • Station close to home or journey starting point (55%) • Good train times (43%) 	<ul style="list-style-type: none"> • Difficulty getting to train station (51%) • Cost of service (42%) • Cost of car parking (39%) 	Not asked
Public bus services (base: 322)	 <div>13%</div>	<ul style="list-style-type: none"> • Lack of other options (35%) • Environmental friendliness (29%) • Cost (28%) 	<ul style="list-style-type: none"> • Frequency of service (69%) • Does not go where people want (64%) • Travelling by car instead (56%) 	<ul style="list-style-type: none"> • More frequent services (74%) • Improved reliability or punctuality (50%) • Real-time info at bus stops (38%)
Community transport (Taxishare or Connect) (base: 325)	 <div>4%</div>	<ul style="list-style-type: none"> • Lack of other options (44%) • Direct service (34%) • Cost (16%) • Safety (16%) 	<ul style="list-style-type: none"> • Not being aware of the service (53%) • Lack of service information available (43%) • Travelling by car instead (41%) 	<ul style="list-style-type: none"> • A better understanding of the service (57%) • Online booking options (26%) • Information on journey times (25%)


Changes between 2022 and 2024

The following comparisons can be seen between the survey results in 2022 and 2024.

Rates of respondents using buses, trains, and community transport had remained the same between 2022 and 2024.




Train schedules have become more of a barrier to their use than in 2022, with 20% of non-users identifying them as a reason for not using trains compared with 13% in 2022. In contrast, 1% indicated that a lack of service information was an issue in 2024, compared with 7% in 2022.



Between 2022 and 2024 poor reliability or punctuality has become a greater barrier to using public bus services (increasing from 40% to 52% of non-users); in contrast cost has become less of a barrier (reducing from 33% to 22% of non-users), possibly as a result of the £2 bus fare cap introduced by the Department for Transport in 2023.

When asked how they could be encouraged to use public bus services more often, respondents were more likely to select more frequent services (74%) and improved reliability or punctuality (50%) in 2024 compared with 2022 (65% and 40% respectively)



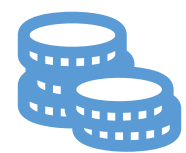
33% of non-users of community transport modes indicated they were not eligible for services, compared with 23% in 2022, with all other barriers to service usage being selected by similar rates of respondents as in 2022.

43% of respondents indicated that nothing would encourage them to use community transport modes more frequently than they do, a little higher than 38% reported in 2022; none of the other options presented were selected more frequently in 2024 than in 2022.

Social isolation of vulnerable people, particularly those on lower incomes, from ethnic minority backgrounds, and with health or disability issues, is increased by a lack of transport options



62% of respondents felt that they sometimes or often **missed out on going out** due to a lack of suitable transport. This was higher amongst:



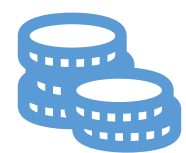
those with household incomes up to £30,000 per year (75%), and



those from ethnic minority backgrounds (74%)



40% of respondents had **felt lonely** as they were unable to travel due to lack of transport options. Similarly to feelings of missing out on going out, this was higher amongst:



those with household incomes up to £30,000 per year (75%),

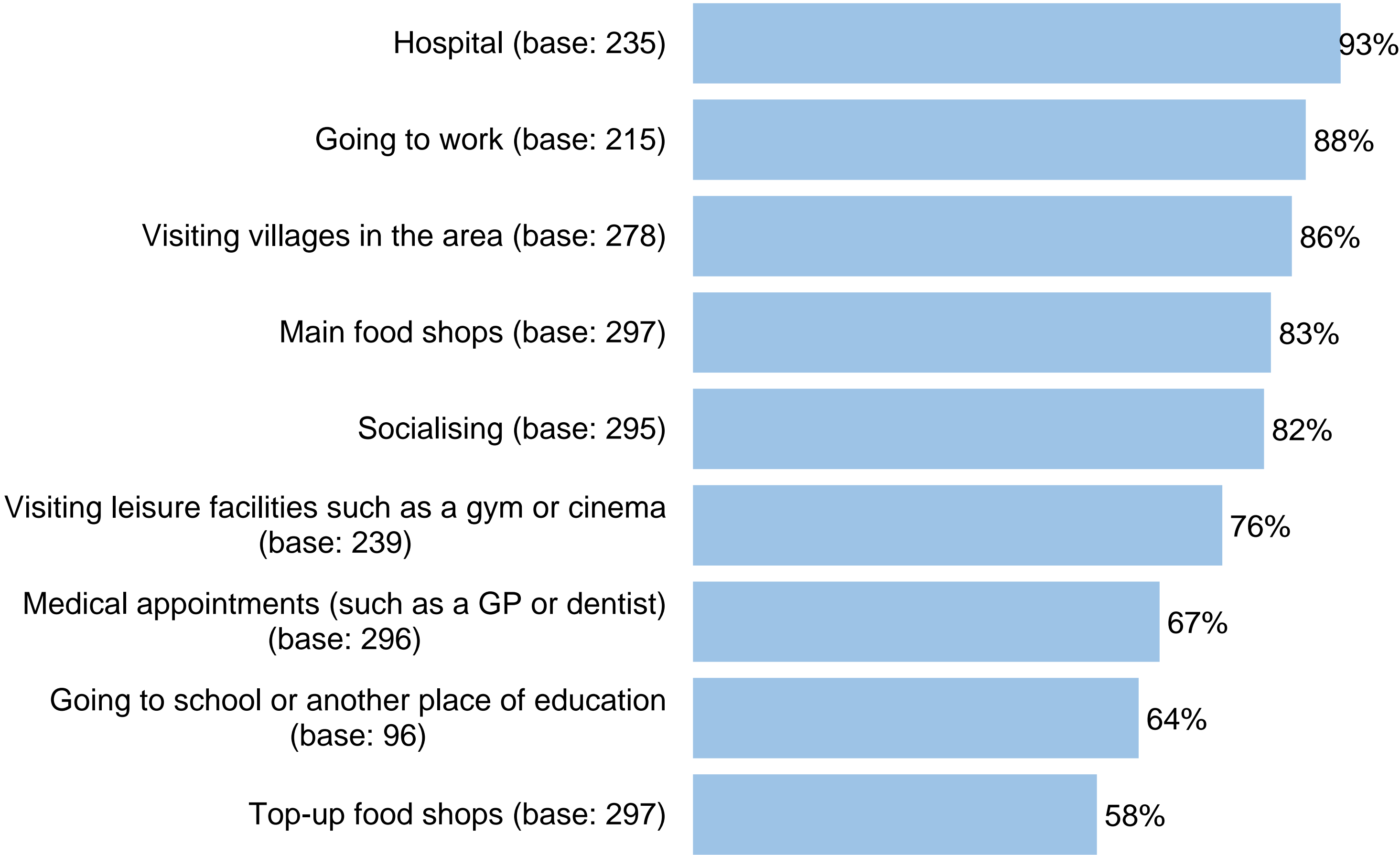


those from ethnic minority backgrounds (74%), and



those with a health issue or disability (60%)

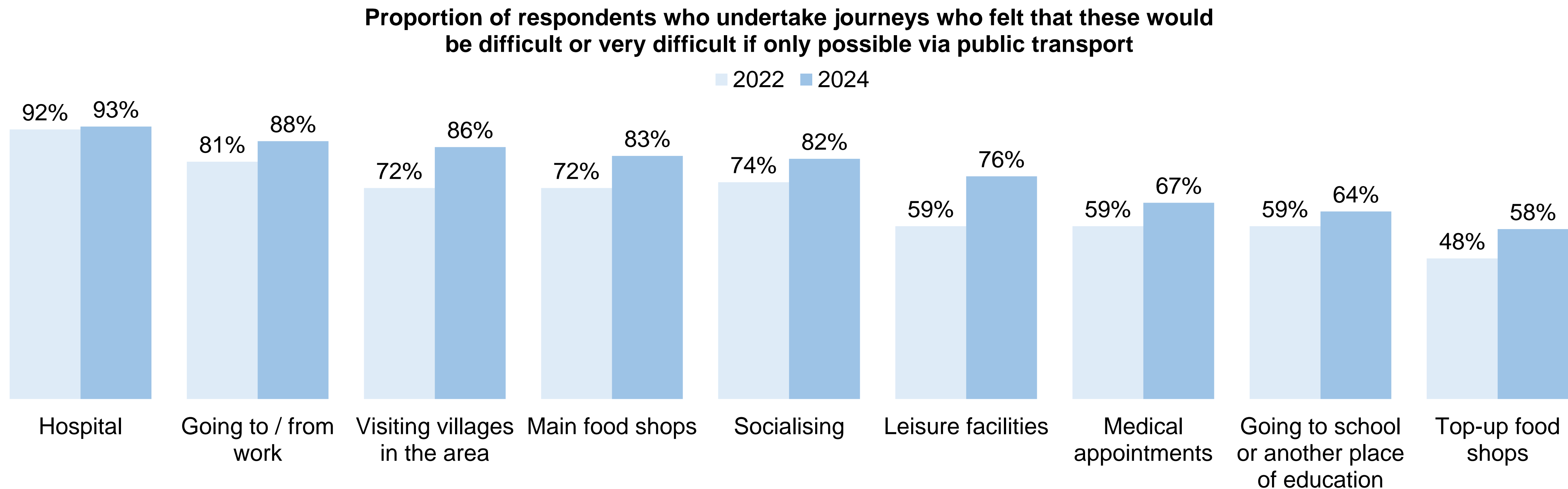
Proportion of respondents who undertake journeys who would find them difficult if they could only use public transport to make them



Changes between 2022 and 2024

The following changes were seen between the surveys in 2022 and 2024.

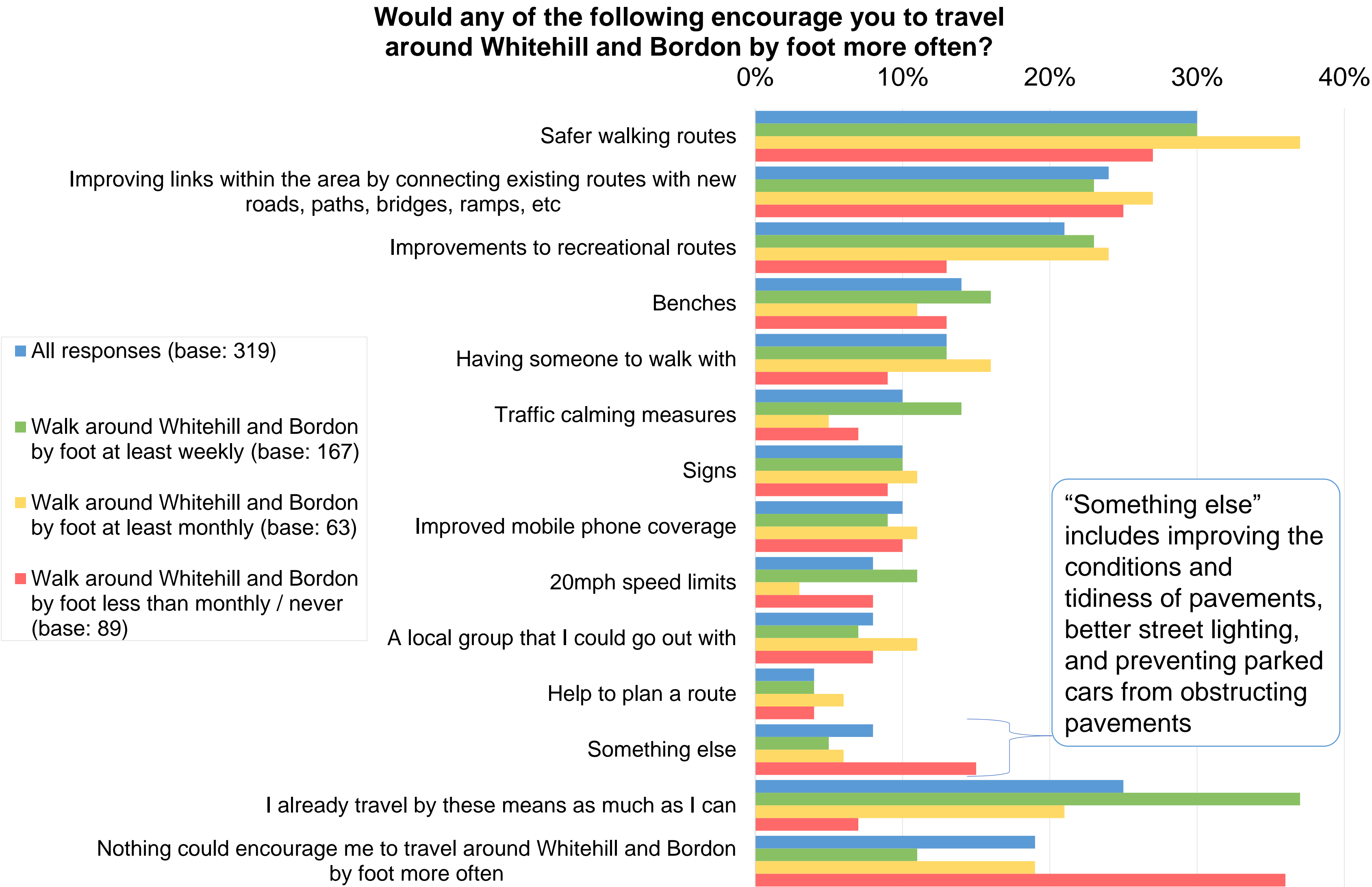
- In 2024 slightly fewer respondents used trains (18%), public bus services (13%), or community transport schemes (4%) in 2024 compared with 2022 (24%, 18%, and 9% respectively)
- Fewer respondents said that they sometimes or often felt lonely as a result of being unable to travel due to lack of transport options (from 32% to 40%)
- In addition, compared with in 2022, respondents were more likely to feel that activities would be equally or more difficult in 2024 if only using public transport, with visits to leisure facilities and local villages becoming more difficult by the greatest amount:





Please note: It can not be determined how much of any change is due to actual shifts in attitudes and behaviours or other factors such as differences in the samples in the survey

Active travel

Safer walking routes were seen as the most effective way to encourage people to travel by foot more often, particularly amongst those who already walk around the area at least once per month



72% of respondents reported that they travelled around Whitehill and Bordon by foot at least once per month, **lower** amongst:

-  those with a health issue or disability (53%), and
-  those aged 65 or over (61%)

Improving the safety of walking routes was the most commonly suggested means to encourage walking in the area (30%), higher amongst those who walked around the area less than once a week, but at least monthly (37%).


36% of those who never or very occasionally travel around the area by foot felt that nothing would encourage them to do so more, whilst 37% of those who did so at least weekly felt that they already did so as much as possible.

Satisfaction with cycling in the area was mixed, with safety being the most frequently mentioned concern amongst those dissatisfied, and the availability of cycle routes the main reason for satisfaction


Just over half (54%) of respondents reported that they owned a bicycle, with 29% saying that they used it

Ownership was **higher** amongst:

 those from ethnic minority backgrounds (66%), and

 those with carer responsibilities (59%)

Ownership was **lower** amongst:

 those with a health issue or disability (44%), and

 those aged 65 or over (34%)

Of those with a view, 21% were satisfied with the cycling infrastructure in and around Whitehill and Bordon, with 28% dissatisfied with this.



The main reasons given for satisfaction with the cycling infrastructure included:

- the availability of cycle routes (22%),
- feelings of safety (11%), and
- the availability of cycle parking (11%)



The main reasons given for dissatisfaction with the cycling infrastructure included:

- concerns about safety (22%),
- lack of cycle paths (16%),
- lighting of cycle paths (8%), and
- personal experiences of the behaviours of drivers in the area (8%)



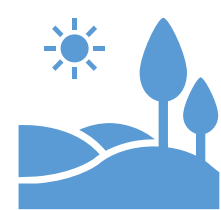
The most commonly suggested ways to encourage cycling in Whitehill and Bordon included:

- more traffic-free cycle routes (32%),
- improving links within the local area (24%), and
- improving links connecting the local area to other places (20%)

Mobility scooter and wheelchairs users most commonly felt that better recreational options would encourage them to use these modes of transport more often

2% of respondents indicated that they used a wheelchair, and the same proportion indicated that they used a mobility scooter

11 wheelchair or mobility scooter users suggested ways to encourage travel around Whitehill and Bordon by these means more often.



3 of these suggested making improvements to recreational routes

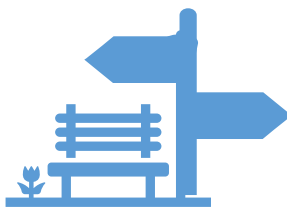
In addition, each of the following was selected by 1 respondent:



Safer routes for these modes of transport



Traffic calming measures, including the implementation of 20mph speed limits,



More benches and signs in Whitehill and Bordon



Better connection of existing routes



Pavements being cleared of rubbish, bins, and parked cars



Other ways to make routes more accessible, such as ramps onto paths

Changes between 2022 and 2024

The following comparisons can be seen between the survey results in 2022 and 2024.



The rate of respondents walking in Whitehill and Bordon at least once per month remained constant between 2022 (71%) and 2024 (72%), with little change in how people felt they could be motivated to walk around the area more often



Similarly, bicycle ownership amongst respondents (54% vs 51%), satisfaction with cycle infrastructure (21% vs 23%) and the suggested ways to improve cycling infrastructure did not change much between 2022 and 2024

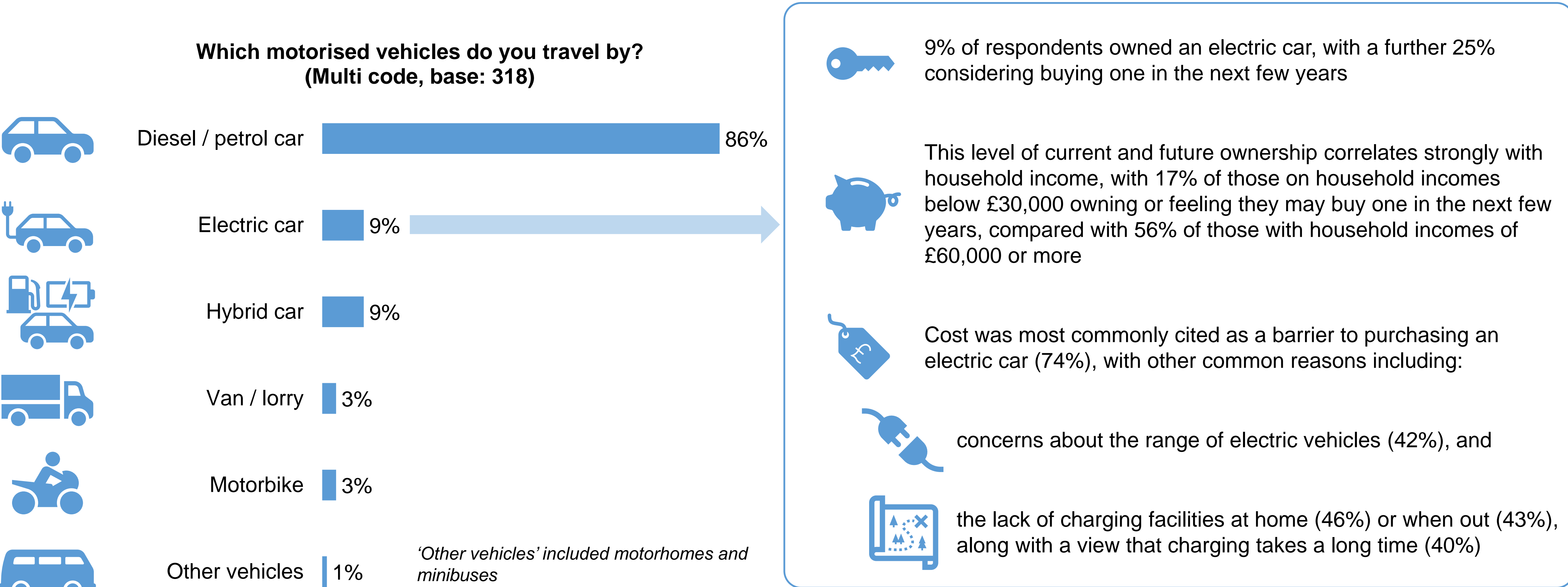


While in 2024 there was no real change in the use of mobility scooters (2%) and wheelchairs (2%) since 2022 (3% for each), the users of these modes were less likely to suggest that safer routes would improve their use of these modes of transport (from 26% in 2022 to 9% in 2024), although the small sample sizes for these questions (23 in 2022 and 11 in 2024) should be considered when interpreting this small shift

Use of motorised vehicles

Respondents most frequently travelled in motorised vehicles alone or with family members in diesel or petrol cars, with cost preventing greater uptake of electric cars

Of motorised vehicle users, 43% most commonly travelled alone, 54% with family, and 3% with someone who was not a family member



People lift shared to save money, socialise, and protect the environment, but were commonly limited in doing so by needing to be flexible and not knowing of other people making the same journeys



13% of respondents indicated that they lift shared at least once per month

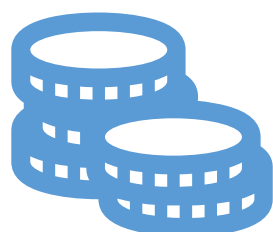


This was higher amongst respondents with a health issue or a disability (19%)



However, **no** respondents from ethnic minority backgrounds indicated that they lift shared at least once per month

The most common reasons given for lift sharing included:



to save money (31%),



for company on journeys (28%),



environmental reasons (27%), and



a lack of public transport options for the journey (25%)

The most common barriers identified for lift sharing included:



the lack of a consistent fixed journey (46%),



nobody else making the same journey (41%),



concerns about sharing with unknown people (29%), and




a lack of the flexibility needed for lift sharing (28%)


Changes between 2022 and 2024

The following comparisons can be seen between the survey results in 2022 and 2024.

 Respondents reported a decrease in the use of diesel and petrol cars between 2022 and 2024 (from 93% to 86%), contrasting with an increase in the use of electric or hybrid cars (from 10% to 18%)

 The time requirements for charging electric cars was seen as more of a barrier to purchase in 2024 (40%), compared with 2022 (31%), and there is an indication that the range of such vehicles range has also become more of an issue (from 42% in 2022 to 48% in 2024).

In contrast, the influence of other factors (such as cost, charging points at home and away from home, availability, and awareness) has remained consistent between 2022 and 2024.

 There was also little shift in the barriers to lift sharing, where the three most common reasons stayed the same between 2020 and 2022:

- Not making a fixed journey every day (46% in 2024, compared with 43% in 2022)
- Nobody else making the same journey (41% in 2024, compared with 43% in 2022)
- Concerns about sharing a car with unknown people (29% in 2024, compared with 30% in 2022)

The Whitehill and Bordon Green Loop

There was high satisfaction with the Green Loop, which was enjoyed by respondents, and could be improved by addressing issues with signage and making more information available on the network



76% of respondents were aware of the Green Loop



68% of those who used it did so for exercise, with 65% using it to spend time outdoors



60% of respondents with an opinion on the Green Loop thought it was good, while 10% felt it was poor



Reasons for liking it included the pleasure respondents got from using it, the layout and connectivity of the Green Loop, and the ongoing development of the network



Reasons for not liking it included issues with the signage, concerns about the network's layout or connectivity, and the quality of information available about the Green Loop



Respondents most commonly felt that usage could be increased with access to a map of the Green Loop (44%), with more signage showing how to access it (30%), or by providing more information about it (29%)

"I enjoy the local walking routes with my family and dogs"

"I like being in nature. [There is] peace and quiet"

"It provides a route of varied terrain and environment around the town connecting all the key destinations"

"It's a great scenic route around town"

"Some of the signs within areas of the green loop are not as clear or obvious in a location I need it to be, resulting in getting lost in newer parts or less familiar areas"

"In some places there is no signage to follow"

"I find it a bit tricky to follow between the subway near cafe 1759 and the Bordon skate park - the route seems to disappear for a while"

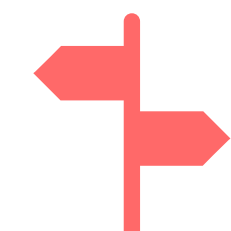
"Not enough info. No detailed maps anywhere"

Changes between 2022 and 2024

The following comparisons can be seen between the survey results in 2022 and 2024.



60% of respondents in 2024 rated the Green Loop as “good” or “very good”, which was lower than in 2022 (68%).



Signage remained the most common reason given for dissatisfaction with the Green Loop (30% in 2022, 22% in 2024)...



...with a lack of information on the scheme remaining the second most common reason (18% in 2022, 13% in 2024)...



...although safety concerns when using the loop seem to have fallen amongst those dissatisfied with the network (from 18% to 4%).



Compared with 2022, respondents who used the Green Loop in 2024 were more likely to use it to spend time in nature (from 57% to 65%)...



...but were less likely to use it for socialising (from 32% to 24%)

The Lindford Link

The majority were aware of the Lindford Link, with most of these respondents thinking it was good, and with it mainly being used for exercise and to experience outdoor time



76% of respondents were aware of the Lindford Link



57% of those who used it did so for exercise, with 54% using it to spend time outdoors



56% of respondents with an opinion on the Lindford Link thought it was good, while 7% felt it was poor



Reasons for liking it included its proximity to nature, the layout or connectivity, the enjoyment respondents get from using it, and its accessibility



Respondents' reasons for disliking the Lindford Link included its layout or connectivity, and people's general attitude to the principle of the Lindford Link

"It links two of our villages and is traffic free and speeds up journeys"

"It's a nice link between Bordon and parks in Lindford e.g. for planning running routes"

"...quiet natural walk rather than using a path beside a road"

"It's a great scenic route around town"

"[It is] rather wide"

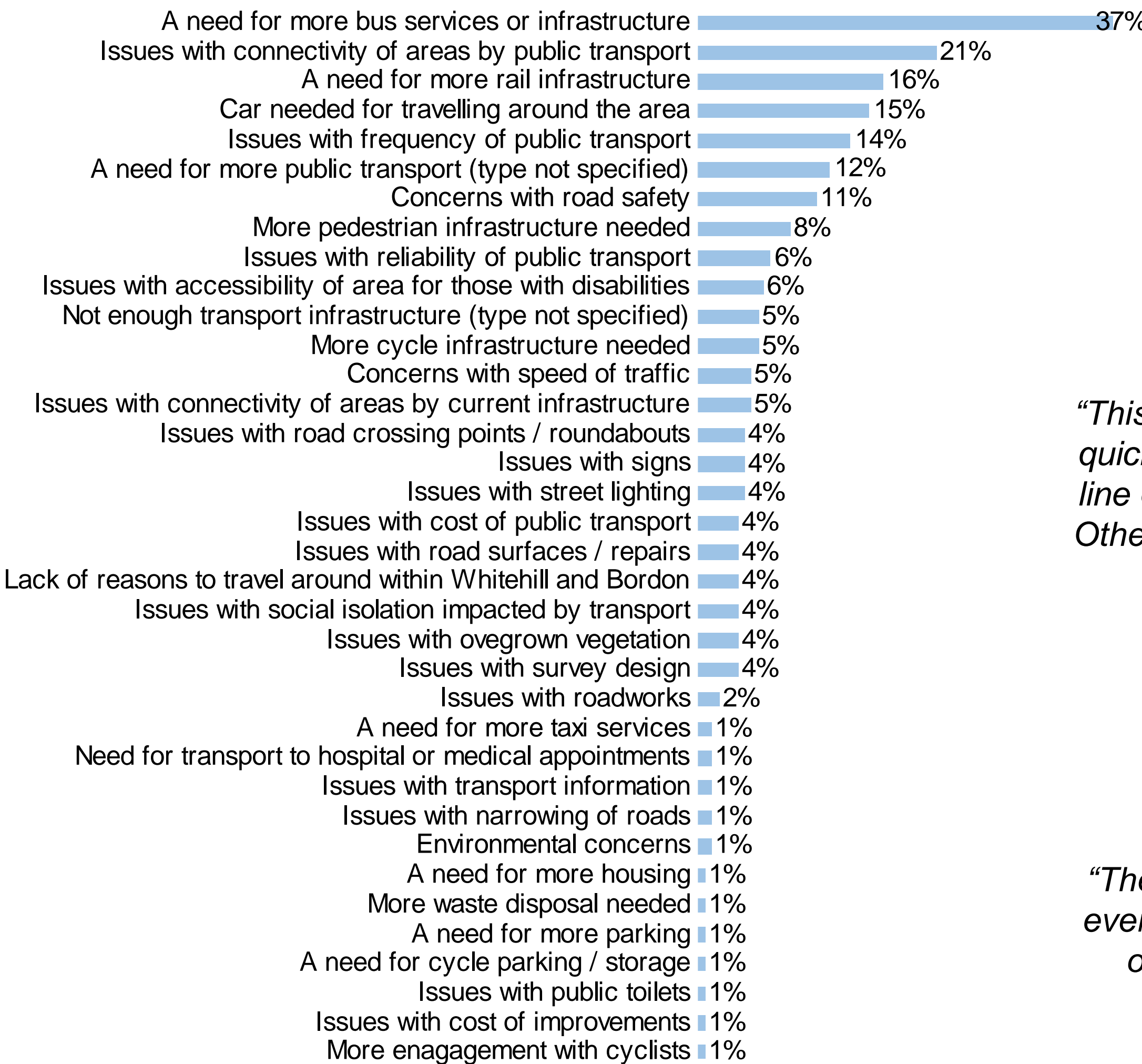
"Poorly designed and built"

"I didn't understand a practical need for it"

Further comments

Further comments most commonly mentioned a need for more public transport in the area

Further comments about travelling in and around Whitehill and Bordon (multi code, coded using automated text recognition, base: 171)



“The lack of public transport is a huge issue. if there were greater connections then I would absolutely use public transport more”

“Very poor public transport in this area. People have to use their cars to get around. With an aging population a good public transport service is vital. For some using a bike is not an option”

“This area needs more regular bus services, quicker with more direct routes. Also a train line or train link service would be very good. Otherwise I'll continue to use and own a car”

“Stop designing pavements and roads level with each other - they’re dangerous for both drivers and pedestrians because they lack clear delineation for both users”

“The footpaths aren’t that great, leaves everywhere and the bushes have taken over the footpath in some places”

“It is impossible to travel with a pushchair on the bus as the bus is only one an hour and more then 2 pushchairs always want to get on. This result in me making appointments when I can be driven even if the bus does go there.”

“[It is] very disappointed that [there is] no railway station giving the number of houses in Bordon/Whitehill”

“Elderly [people] feel very isolated in this town without a car”

“I would like to drive less for school runs but do not feel my son is safe walking alone”

“There needs to be a realistic look at travel to and from school and how parents can do this safely and sustainably”

“The vehicle used for taxi share isn’t disable friendly, very high up to climb into”

Appendix: Methodology and Respondent Profile

Methodology

The survey was open from 06 November 2024 until 04 December 2024. It was an open survey, so respondents were self-selecting.

The survey could be completed online or in paper format. Respondents could share their views as an individual, in an official capacity on behalf of an organisation, business or group, or in their capacity as a democratically elected representative. Most questions were optional, with only questions included to identify organisations, businesses, groups, or democratically elected representative who responded mandatory.

The survey was communicated through a range of channels, including:

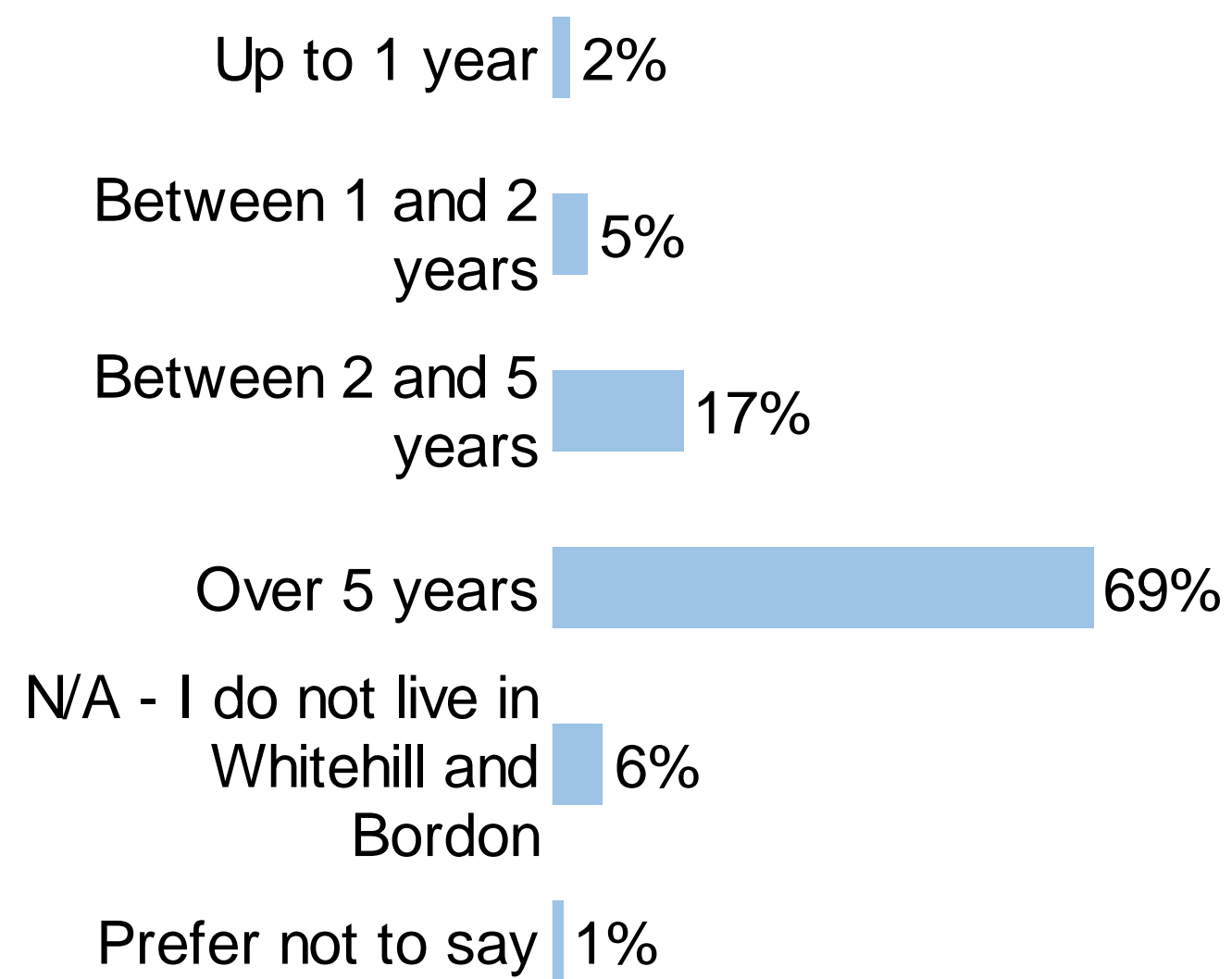
- emails and direct messages to stakeholders;
- a County Council press release;
- social media posts; and
- items posted on community message boards.

Open-ended responses were analysed by theme, using an inductive approach starting with the code frame from the survey in 2022. Automated text recognition was used to code these.

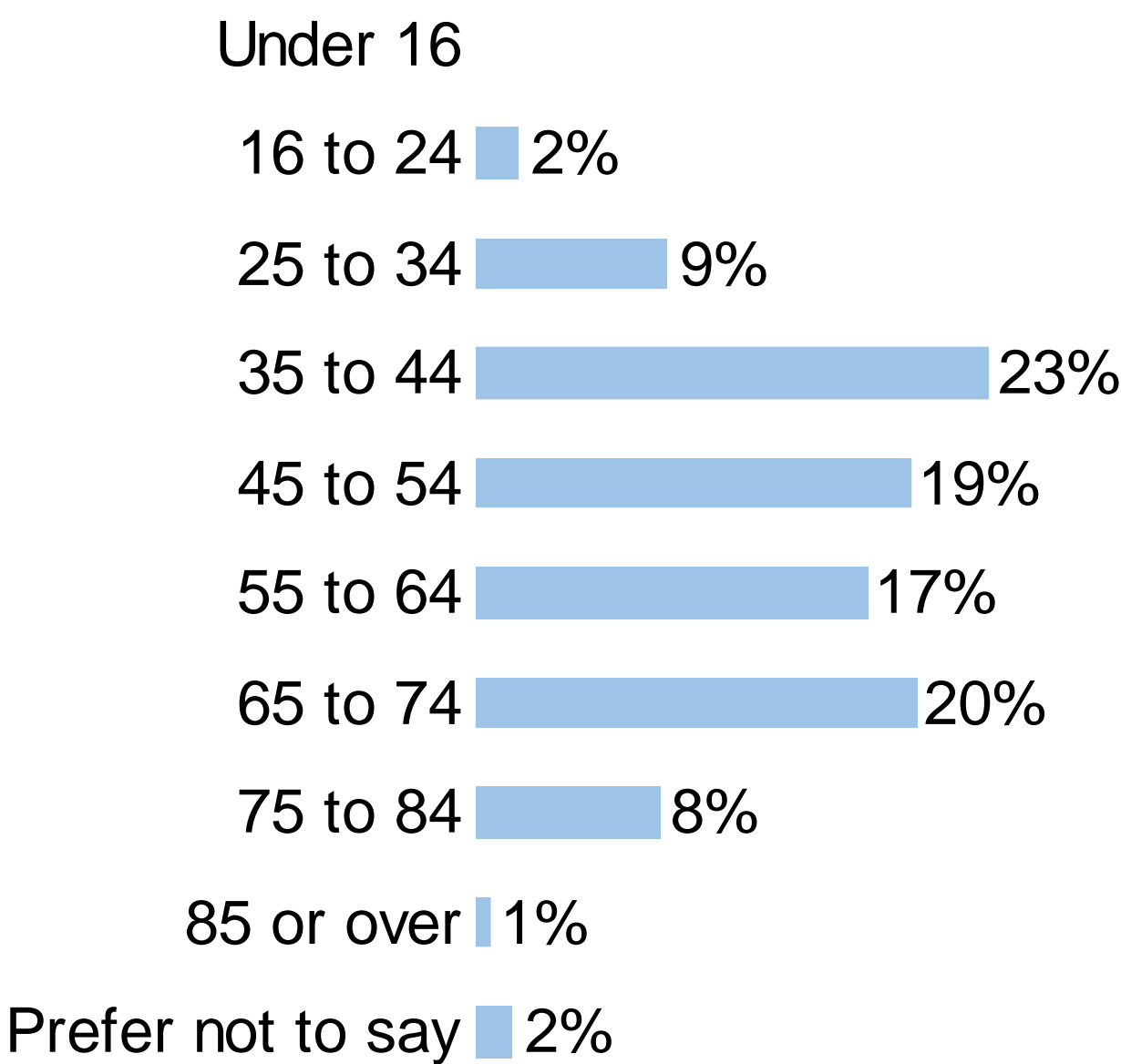
Who responded?

Of the 326 responses, 316 were provided by individuals, 4 by democratically elected representatives, and 3 on behalf of an organisation (3 did not indicate the capacity in which they were responding). This section provides further detail about those responding as an individual

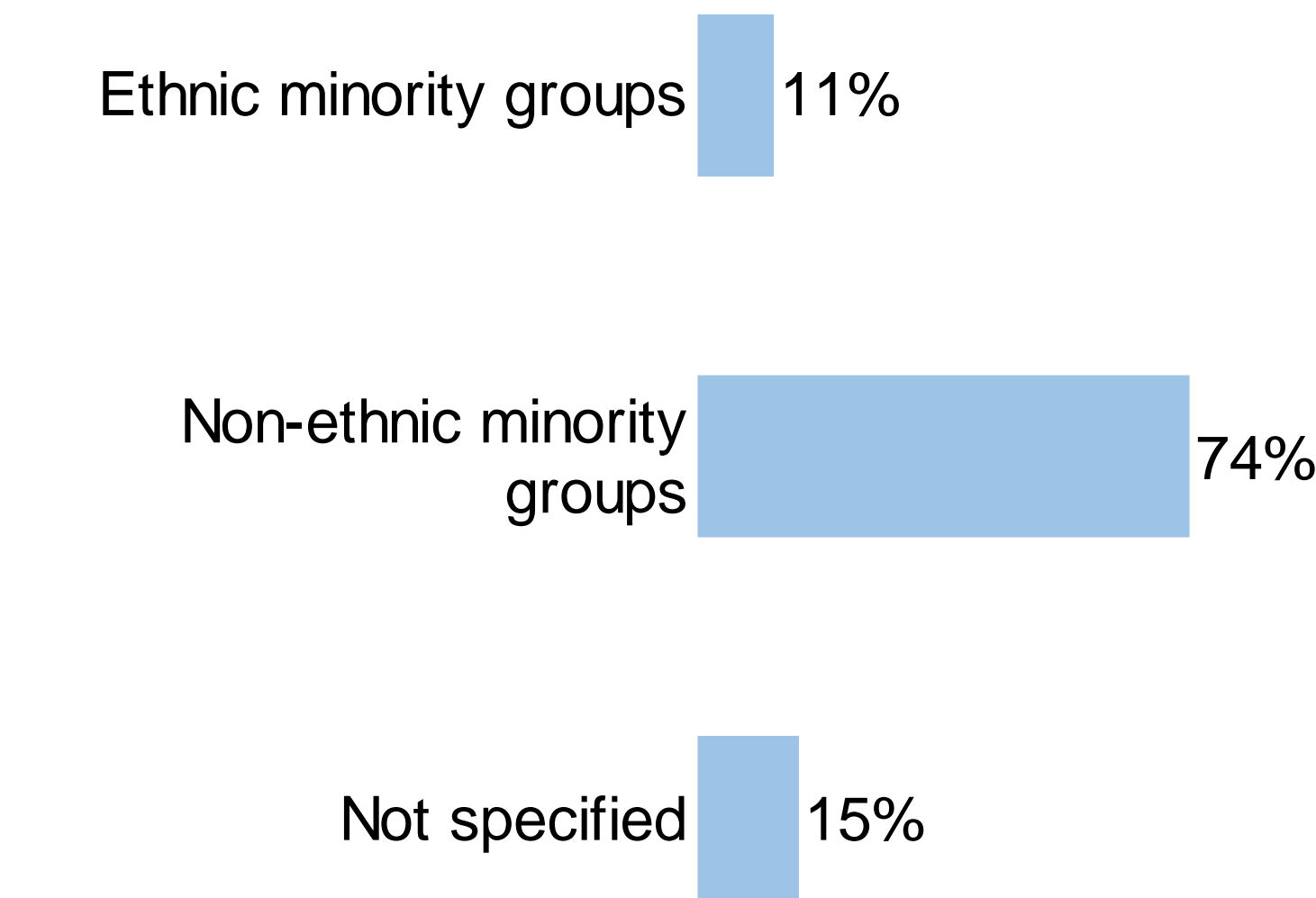
Length of time lived in Whitehill and Bordon
(base: 314)



Age of respondents (base: 316)

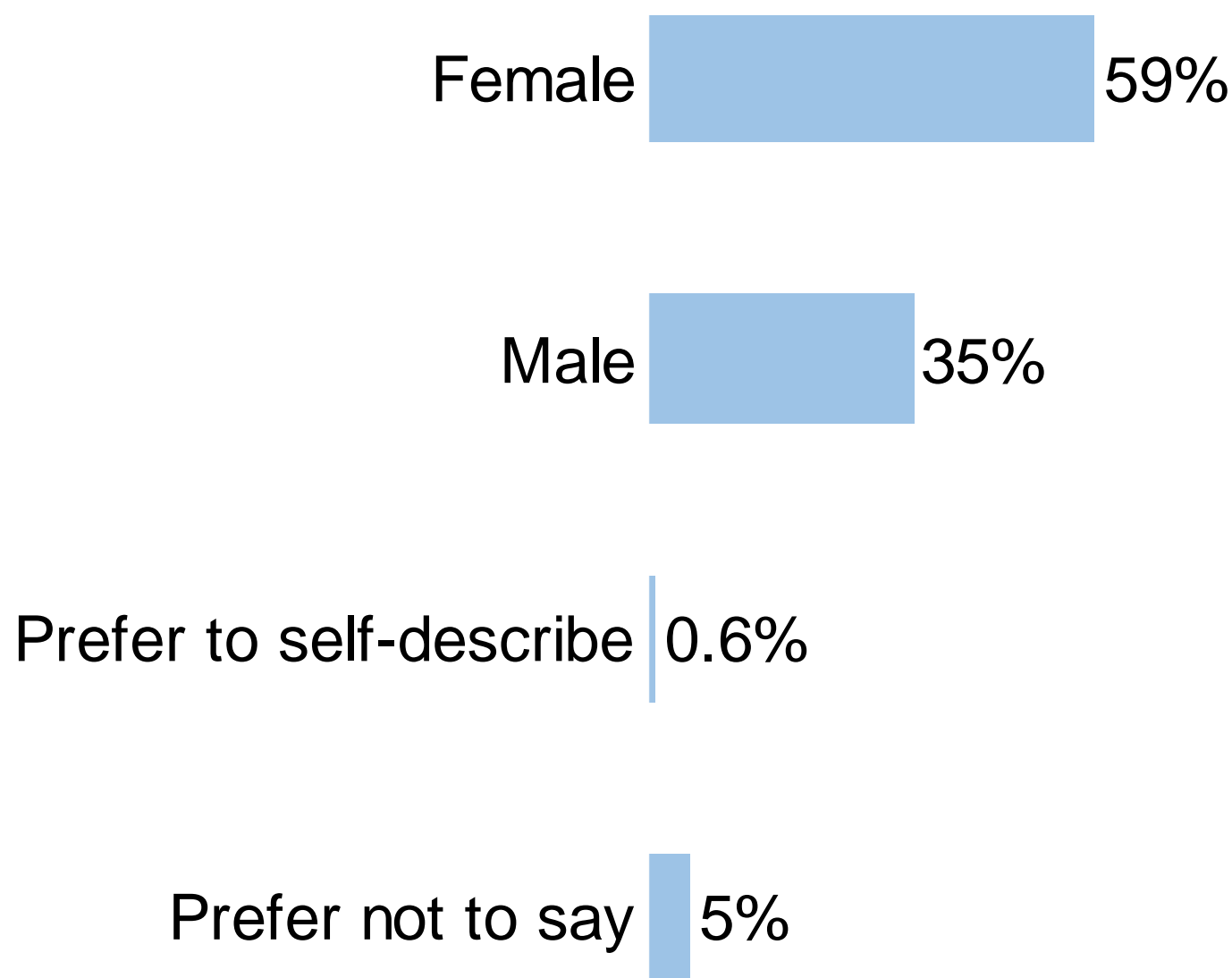


Ethnic categorisation (base: 316)

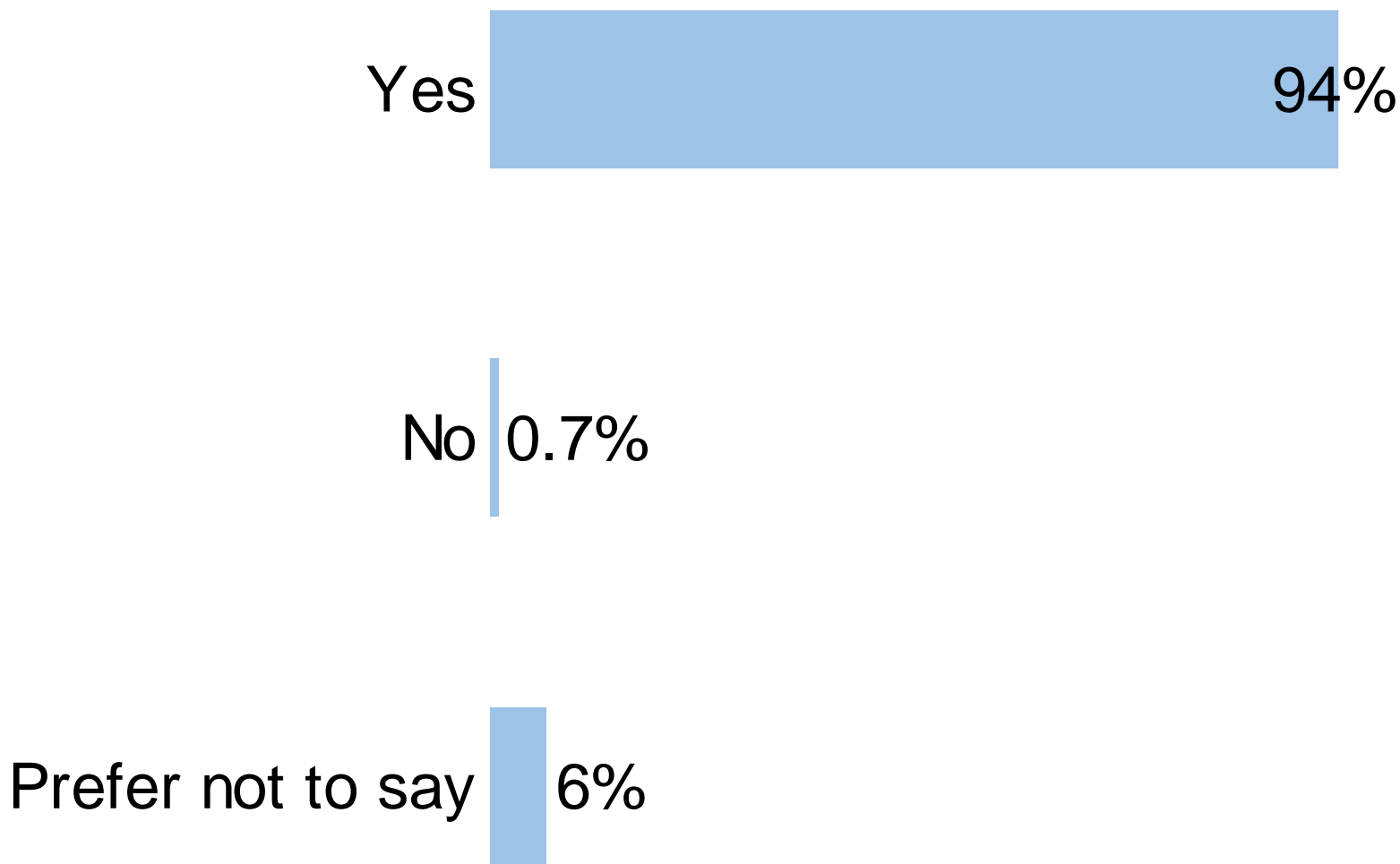


Who responded?

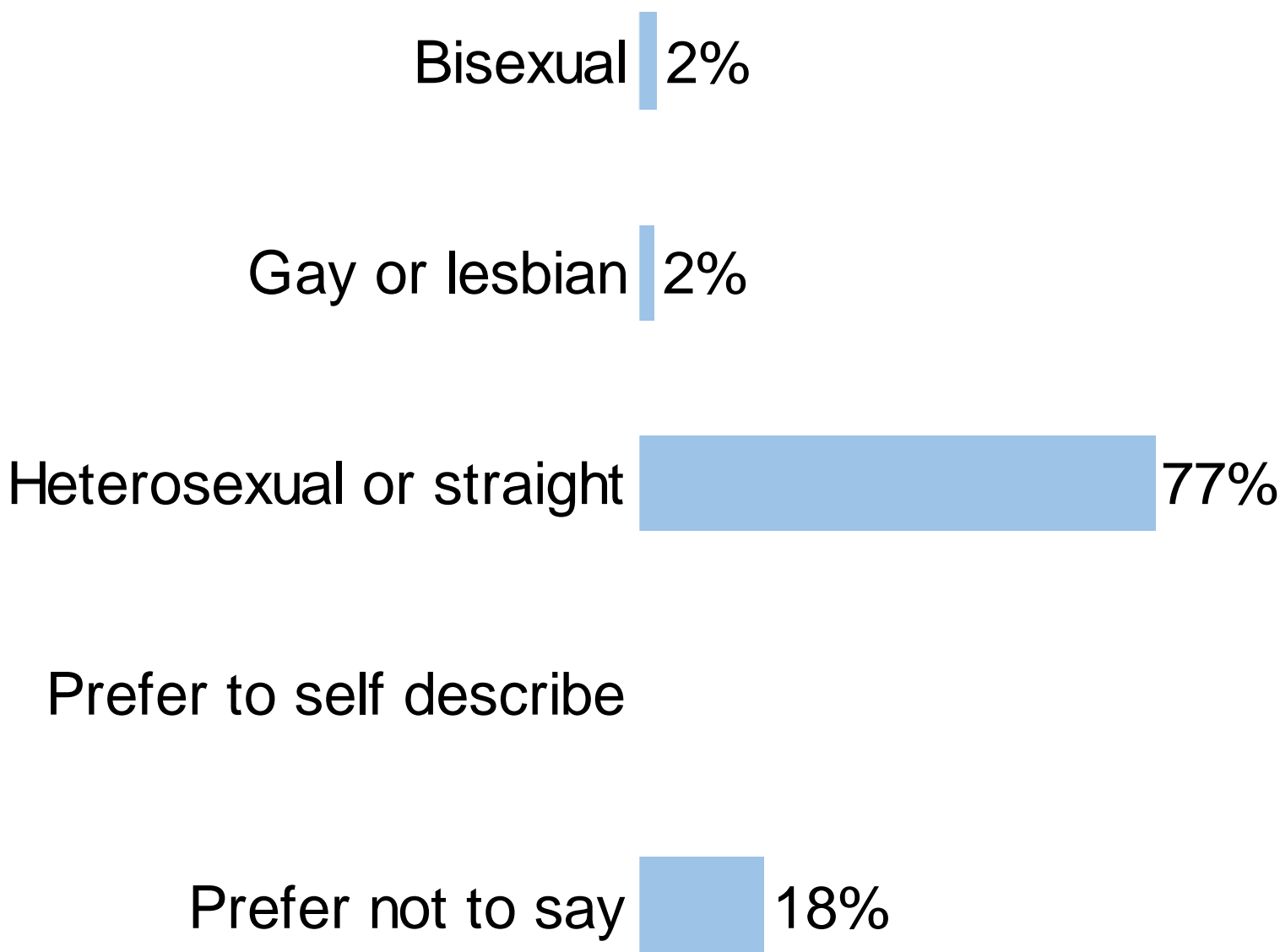
Gender of respondents (base: 311)



Gender identity the same as at birth? (Base: 307)

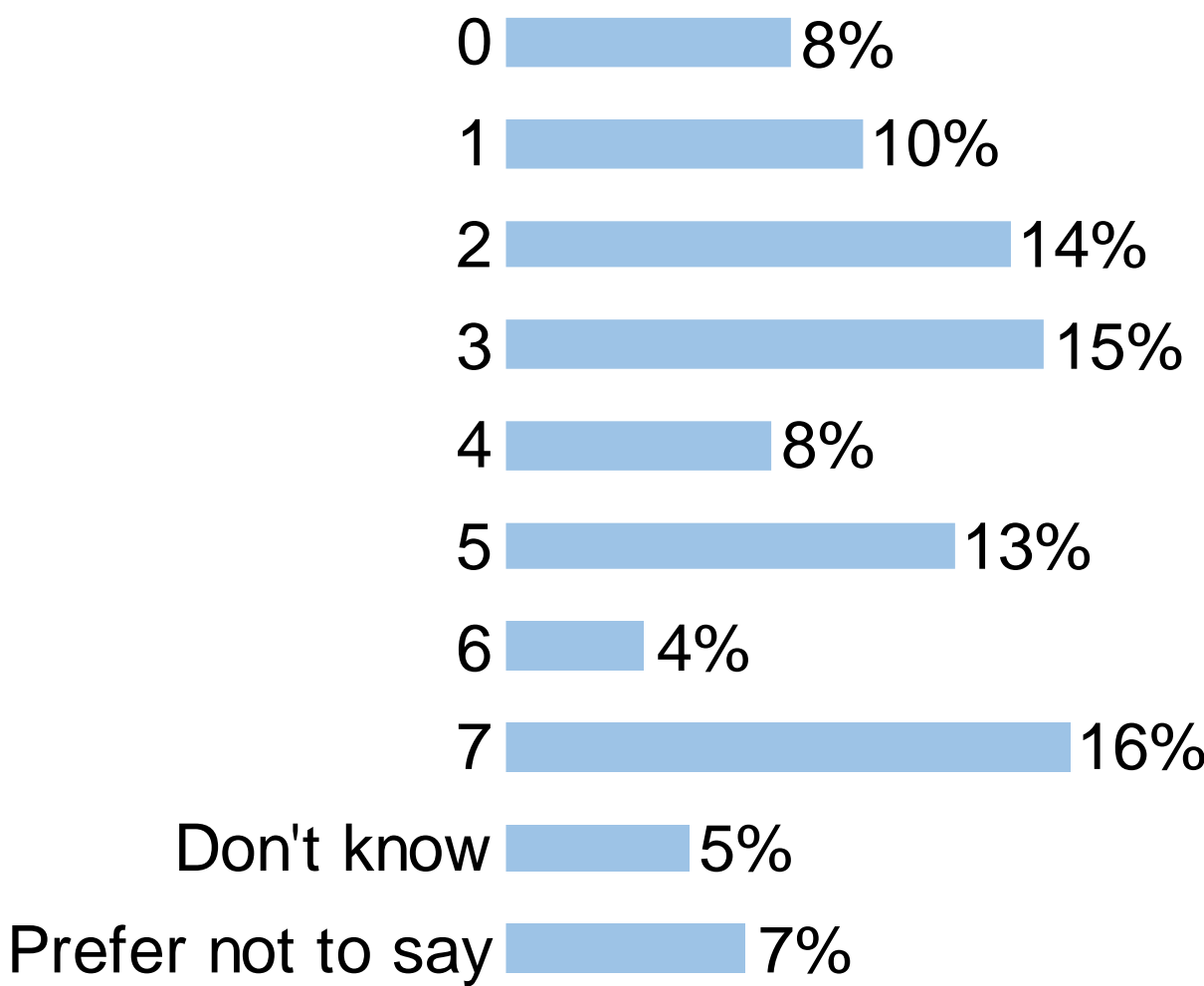


Sexual orientation (base: 299)

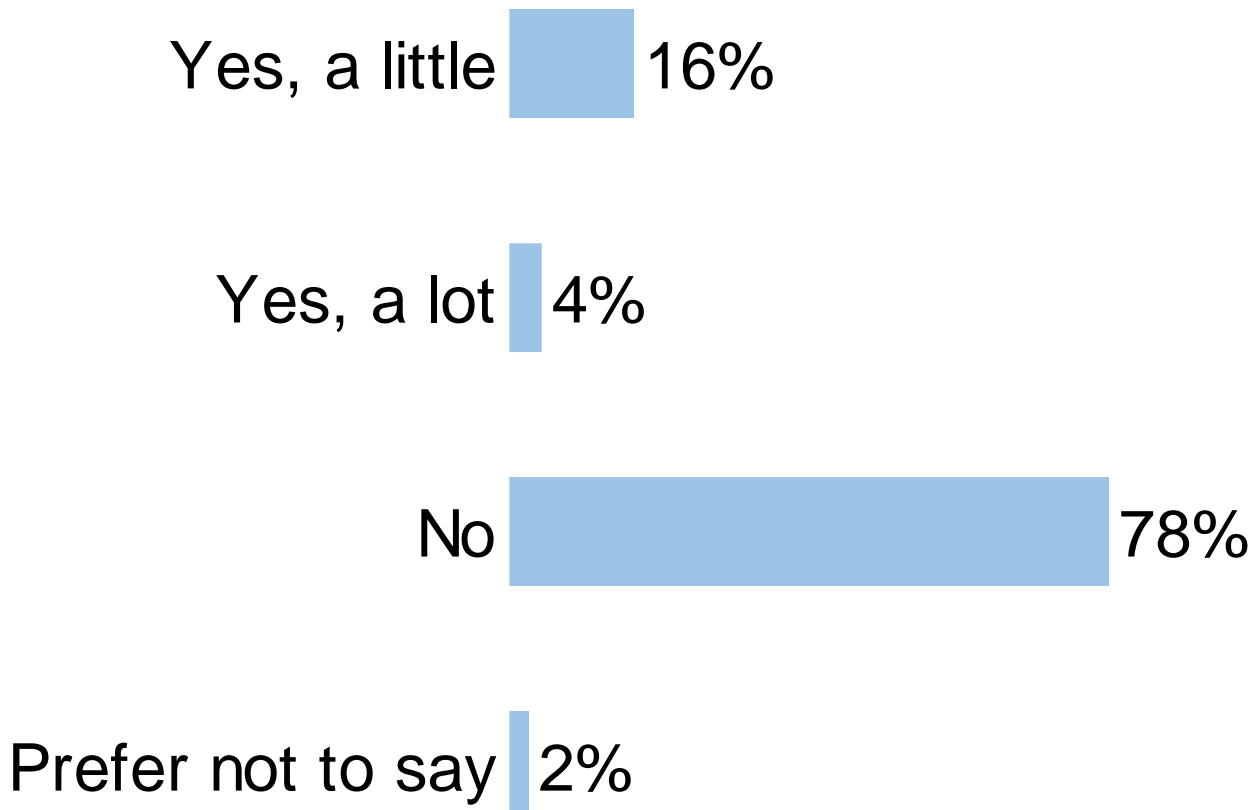


Who responded?

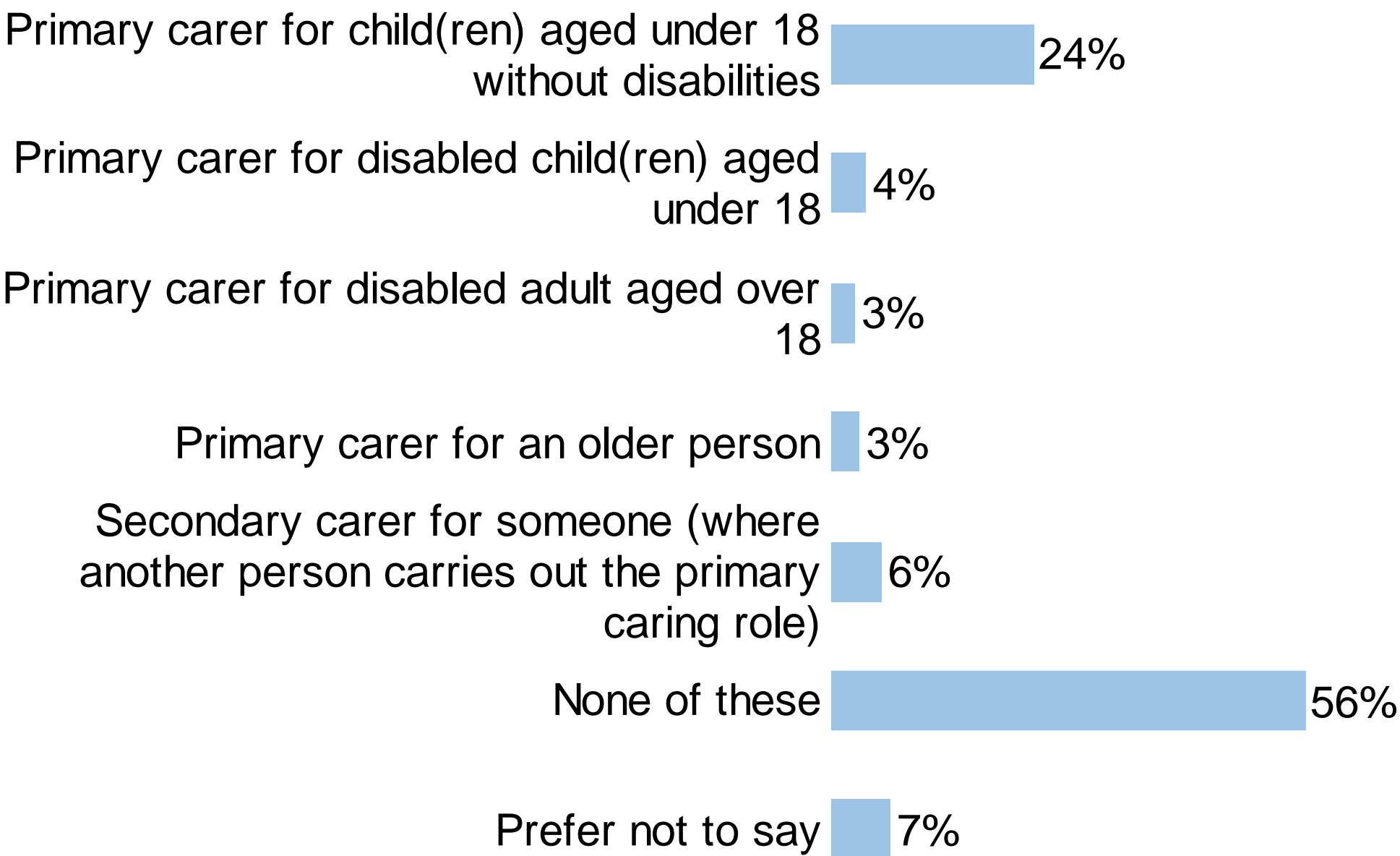
Number of days in the previous week in which respondents did at least 30 minutes of moderate or vigorous exercise (base: 307)



Respondents whose day-to-day activities are limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months (base: 315)

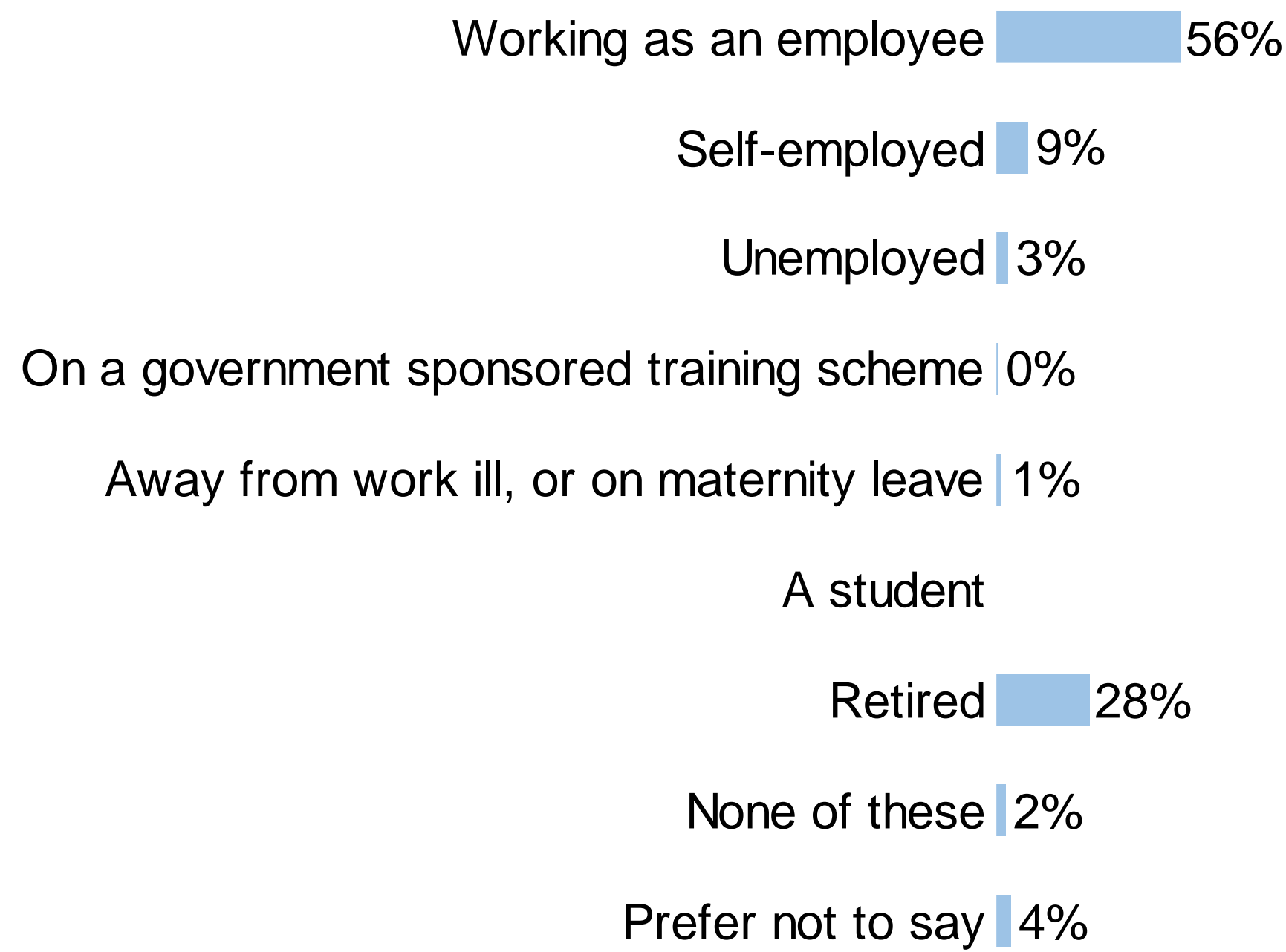


Carer responsibilities (multi code, base: 306)

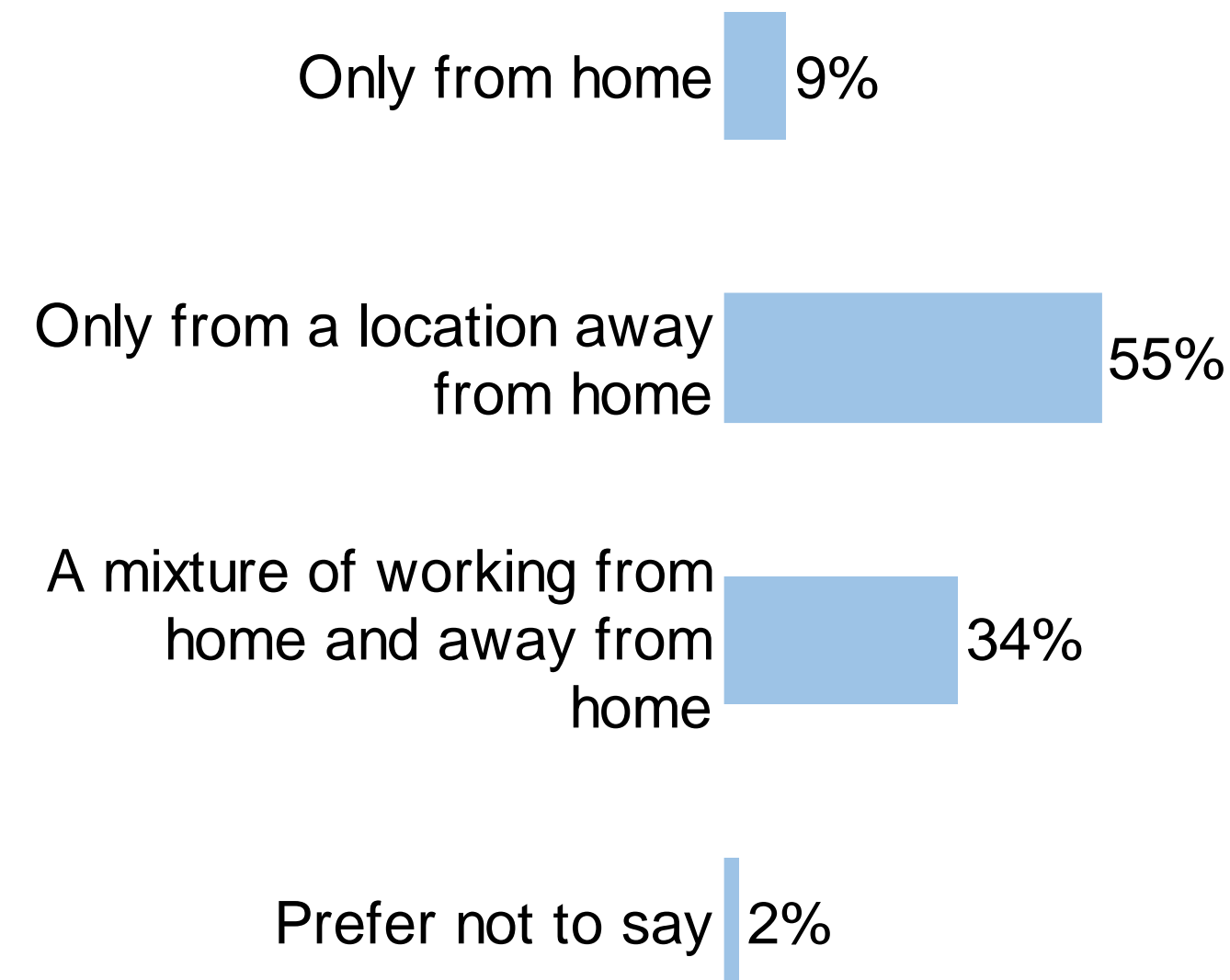


Who responded?

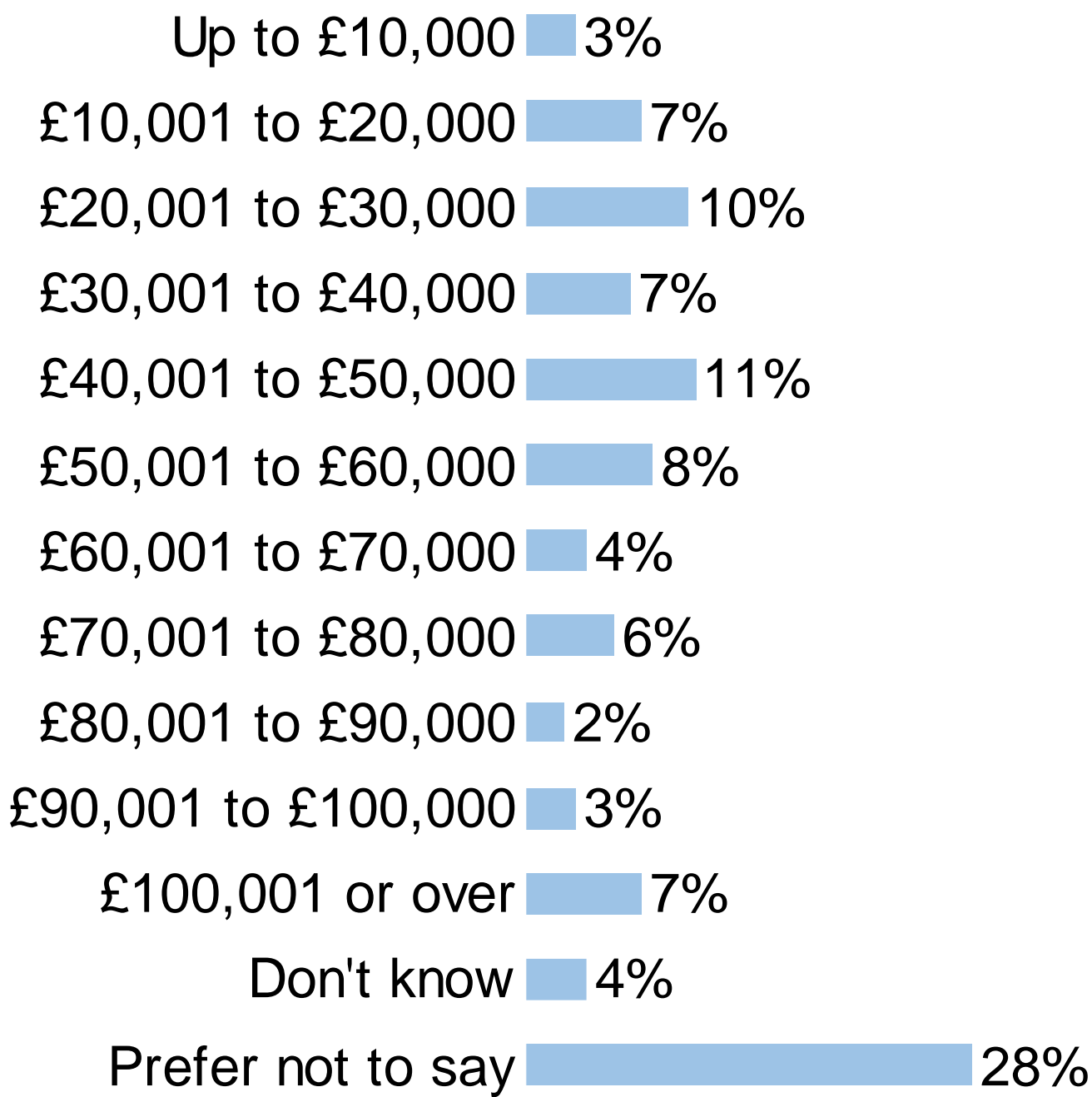
Employment status (base: 309)



Working patterns of respondents in employment (base: 193)



Household income (base: 290)



Who responded?

Responses by postcode

