

Whitehill and Bordon community travel plan - residents' insight

Final Report

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Introduction

Whitehill and Bordon is being transformed from a garrison to a green and healthy town. A complex, multi-partner, 15 year programme will deliver 3,350 new homes, business facilities, a new town centre with new leisure centre, secondary school, cinema and health hub and 80 hectares of suitable, alternative, natural green space. The regeneration partnership is committed to a green and healthy vision for the town that makes it easy for people to live healthy, active and independent lives, and where it is easier to walk and cycle than travel by car. Central to this vision is the creation of a comprehensive Travel Plan for the area, which is guided by feedback from local residents and stakeholders.

The Insight and Engagement Unit at Hampshire County Council was commissioned to gather insight to help create a comprehensive, evidence based Travel Plan that will enable people to travel more actively and sustainably in Whitehill and Bordon Healthy New Town.

A survey for residents of Whitehill and Bordon, asking about their transport behaviours after the COVID-19 pandemic (when life returns to 'normal'), was designed in order to:

- Understand how and why people are planning to travel within and around the local area and what influences their choices;
- Understand the barriers to active and sustainable travel;
- Work with the local community and stakeholders to understand how barriers could be resolved, the scope of work already in progress, and to co-create solutions and concepts.

The survey was published online and ran from 28 September to 18 October 2020. There were 452 respondents. It was identified that some residents would not be able to access an online survey and a paper version was therefore designed and distributed with a closing date of 30 October 2020. A further 45 responses were received from this exercise.

Two focus groups were also run on the 18 and 19 November to further investigate some of the findings from the survey and provide richer data. A total of 12 people attended the focus groups to share their thoughts, with a good mixture of ages and length of residency in the area.

This report summarises the findings from these 497 questionnaires and two focus groups.

Executive summary

Personal motor vehicle is by far the most common method of transport for people living in Whitehill and Bordon, with 64% of all journeys expected to be made by car once life returns to 'normal' and 90% of people driving one. The vast majority (95%) of these vehicles are petrol or diesel. Walking will be the second most common transport method, accounting for 20% of future journeys and being undertaken by 67% of people. Public transport (bus and Taxishare) will be used by less than 20% of people and account for only 7% of journeys being made.

Residents generally have a negative perception of public transport in the area, with the majority (63%) of respondents feeling that it would be difficult or very difficult to make most journeys in this manner. This negative perception is reflected in the low levels of public transport use - once things return to 'normal' after the COVID-19 pandemic, 58% of respondents are not intending to use the bus and 72% do not plan to use Taxishare as a means of transport. Frequency, especially a lack of services later in the day making it difficult to return home, poor reliability of services and a lack of destinations tend to be the main reasons why people do not use public transport.

The lack of reliable public transport in the area and the reliance on the motor vehicle as a means of transport is leading to issues with loneliness and an inability for some residents to get to where they need to go. Younger (aged 16-24) and older (aged 75 or over) people are experiencing these issues most frequently.

Respondents are interested in using trains, and over three quarters (79%) are planning to use them when things return to 'normal', but they would like to see improved public transport links and cycle routes to local stations, with over 75% of people currently having to drive to the station. There were also demands for the existing train line to be re-opened, a proposal that has long been in discussion for the town. The most common stations used are Liphook, Farnham and Haslemere.

Over half (50% - 67%) of all 16 to 55 year olds own a bicycle, however, 18% of these people do not use their bicycles. Only 23% of respondents are satisfied with the cycling facilities around the area, whilst 32% are dissatisfied. The most common complaints were around the lack of cycle paths, the poor connectivity of cycle routes and the safety of roads, with speed of vehicles on the roads being a major concern.

Safety and speed of traffic are also a concern for people when it comes to walking in the local area, with 30% of respondents saying that they would walk more if there were more safe routes.

The majority of respondents (68%) have never lift shared and the focus groups reflected a lack of awareness and understanding about this method of transport.

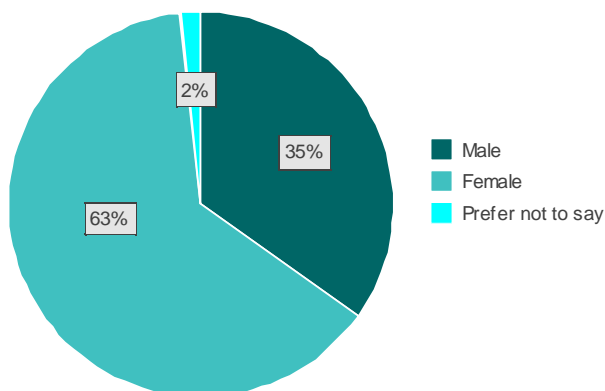
42% of respondents expressed an interest in purchasing an electric vehicle, but cost is seen as a major barrier, as well as issues around charging the vehicle when away from home and the current range that vehicles can travel on a single charge. 59% of respondents would like to see more public charging points.

Just under a third of people (29%) are interested in a car club - this particularly appeals to people aged between 25 and 44.

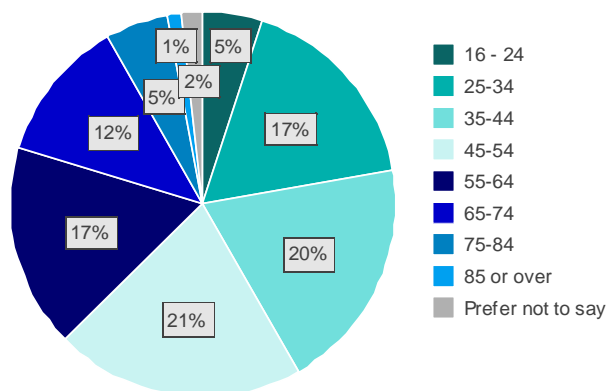
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Demographic information

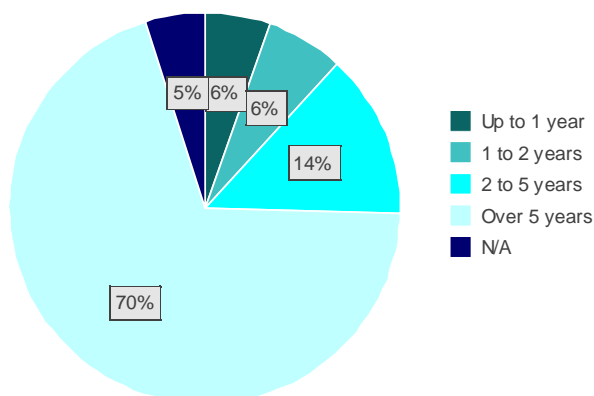
Gender of respondents
(Base: 491)



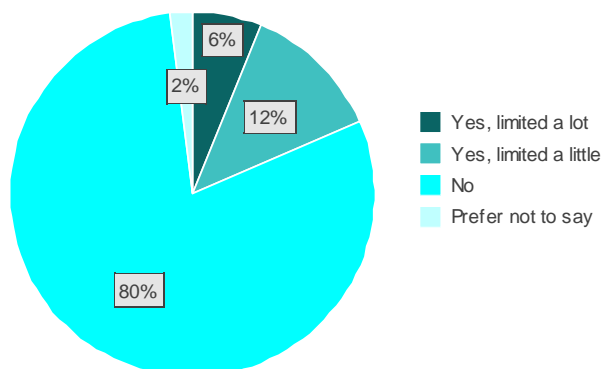
Age of respondents
(Base: 487)



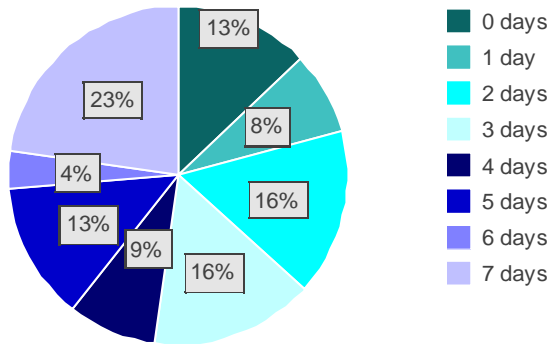
How long have you lived in Whitehill and Bordon?
(Base: 493)



Are you day-to-day activities limited because of a health problem or disability?
(Base: 492)



On how many days last week did you do at least 30 minutes of physical activity?
(Base: 469)



Overall there was a good cross-section of residents who responded to the survey. In terms of gender, there were more female respondents (63%) than male (35%), with 2% of respondents preferring not to state their gender. Responses were received from people in all age groups, apart from the under 16s, and the split was fairly even between most age groups, with fewer respondents from the older age groups. Most respondents (95%) live in Whitehill and Bordon and have lived in the area for a variety of different lengths of time. We have therefore heard from people with different experiences and knowledge of the transport in the area, both recently and over a longer period of time.

80% of respondents have no health problem or disability, whilst 12% of respondents' lives are limited a little and 6% a lot by a health problem or disability. In terms of levels of activity, just under half (49%) of respondents were active for at least 30 minutes on 4 or more days of the previous week.

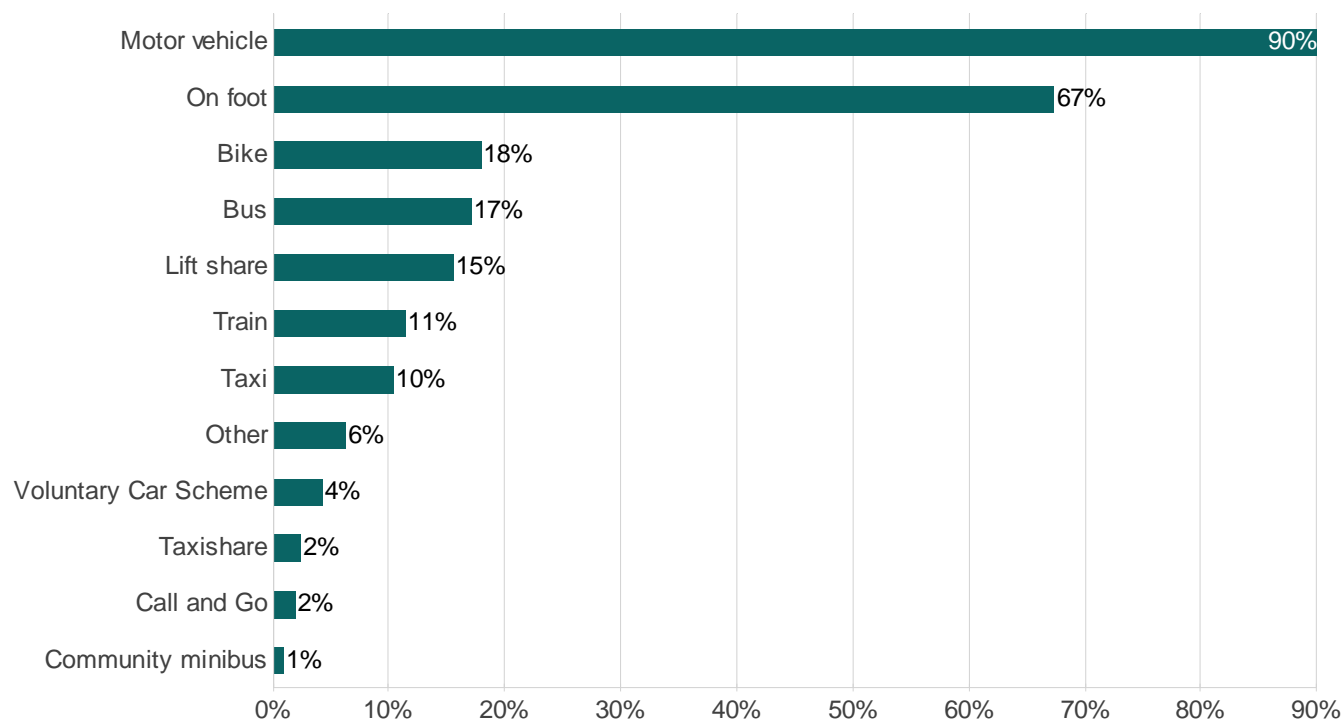
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Travel habits

Which methods of transport do you use?

(Base: 492)

(Respondents could select multiple answers)



Residents were asked about all of the different transport methods that they use. 90% of respondents use a personal motor vehicle and 67% of respondents make journeys on foot. These two methods are far more popular than any other.

In the focus groups there was very limited knowledge about the voluntary car scheme, Taxishare, Call and Go or the community minibus. There was a suggestion, however, that schools who had taken advantage of the 'Spend to 'Save' minibus scheme could allow volunteers to use their minibuses during the day (when they are not already in use) to provide transport in and around the area.

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Most common methods of transport

Which methods of transport do you plan to use when life returns to 'normal'? (Respondents could select multiple answers)

(Base: 3801 - the total number of journeys reported)

Motor vehicle	On foot	Bus	Bike	Lift share	Train	Taxi	Voluntary car scheme	Taxi-share	Call & Go	Community minibus	Other
64%	20%	4%	4%	3%	2%	2%	1%	1%	0%	0%	1%

The above table shows the total percentage of all journeys that people are planning to make by each method of transport once life returns to 'normal'. Car will be used for most (64%) journeys. This opinion was supported by participants in the focus groups, who felt that car was really the only viable option for residents of Whitehill and Bordon.

"I think it's impossible for those without a car to get out of Bordon."

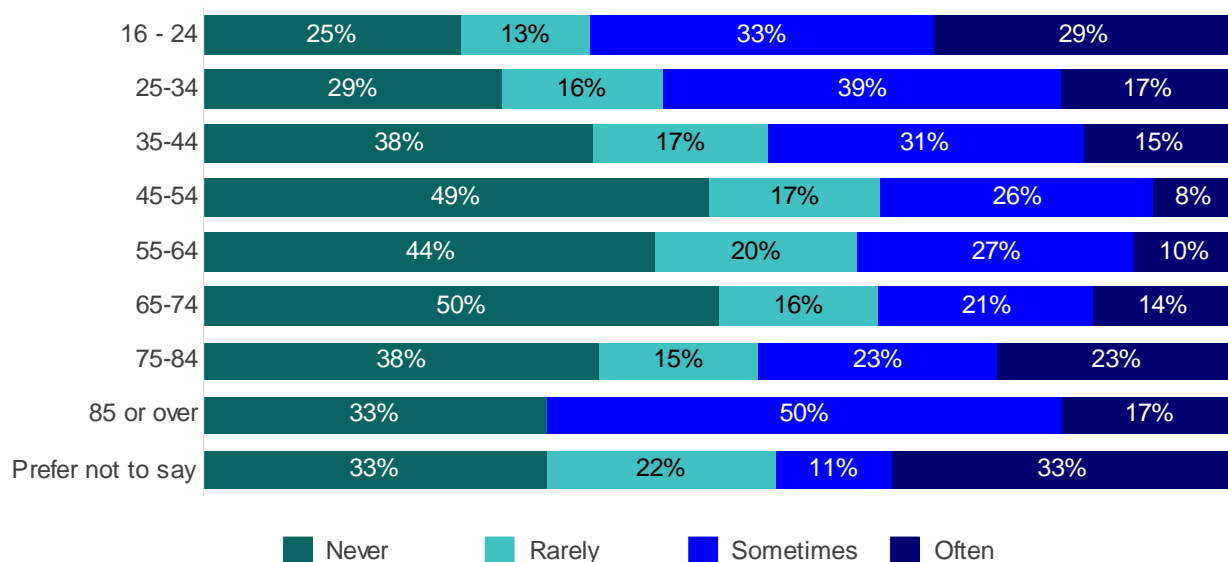
"Most young people start driving lessons at 17 because public transport is just not an option in this area."

"Thank God I have a car."

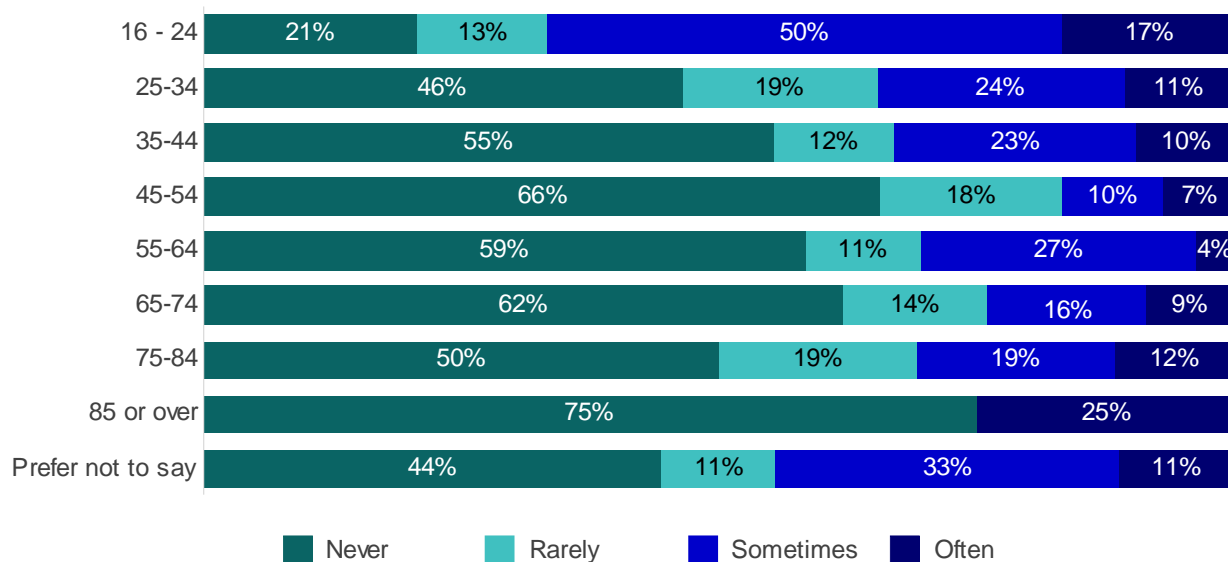
Walking will be the second most common method of transport, especially for local activities, whilst public transport and other transport options will be used much less often.

The impact of a lack of transport options

Do you ever miss out on going to events because there is no suitable transport option?
(Base: 485)



Do you ever feel lonely due to a lack of transport options?
(Base: 483)



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Respondents were asked if they ever felt lonely or missed out on going to events because of a lack of transport options.

Loneliness and isolation due to a lack of transport options in the area seems to affect younger and older people more often than the other age groups.

Just over half (55%) of all respondents never feel lonely due to a lack of transport options. However, 50% of 16-24 year-olds sometimes and 17% often feel lonely because of this. 25% of people aged 85 or over also regularly feel lonely due to this issue.

Overall, 14% of respondents reported that missing out on events (isolation) was often an issue; 29% sometimes; 17% rarely; and 40% never. Those aged 16-24 and 75-84 were the groups most affected by a lack of transport options with over 60% of both these age groups sometimes or often missing out. However, missing out on going to events due to a lack of transport is an issue that is experienced across all age groups.

This sentiment was reflected in the focus groups, where participants raised the issue of public transport services stopping too early in the evenings and a lack of public transport serving the town centre, making it impossible to support local businesses and attend local events. Participants were excited about the redevelopment of the town centre but were concerned that local residents would only be able to use these facilities if they were "served by an affordable, regular and reliable public transport system".

There were also concerns raised around a lack of transport options for college students to get to their place of education, with one parent saying that they would have to give up work if they were called back to the office after the COVID-19 pandemic, as the only way for her son to currently get to college in Alton was to be driven.

"It's impossible to go out to the local restaurants and share a bottle of wine with your partner because there is no way to get home afterwards."

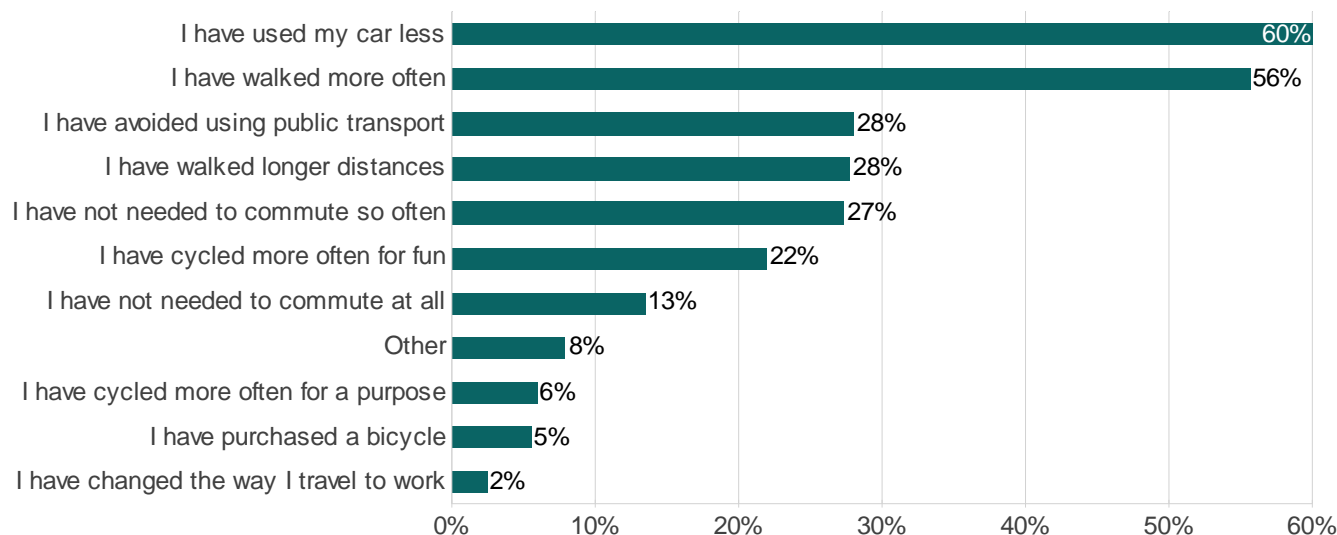
"For a town this size, [public transport provision] is poor."

The impact of COVID-19 on travel behaviour

How have your travelled habits changed since the start of the Covid-19 pandemic?

(Base: 463)

(Respondents could select multiple answers)



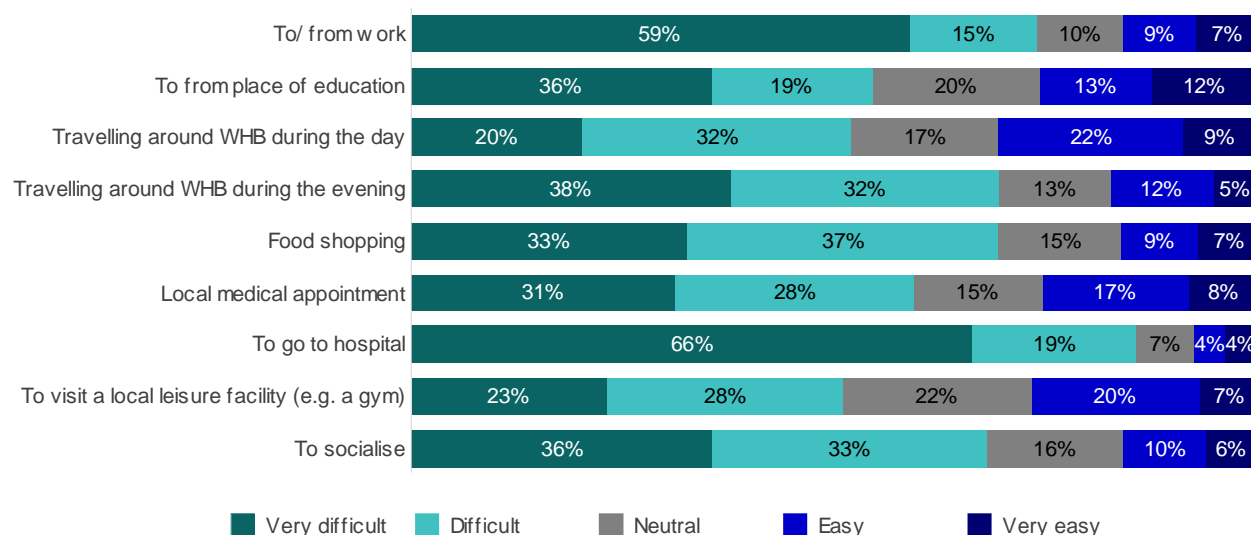
All respondents were asked if their travel habits had changed since the start of the COVID-19 pandemic in March 2020. 463 respondents answered this question, suggesting that 7% of respondents have not made any changes to the ways in which they travel.

60% of respondents say that they have used their car less and 56% have walked more often, with 28% walking further than previously. Almost a third (28%) of respondents have avoided using public transport over this period. Just over 20% have cycled more frequently for recreational purposes and 5% have purchased a bike. Only 2% of respondents have changed the way that they travel to work, if they are still commuting.

In the focus groups, participants were asked if these changed habits would continue once the pandemic is over. One person thought that office working would become less common and therefore there would continue to be less commuting than pre-pandemic. Other participants felt that they would revert to their pre-pandemic behaviour in terms of commuting to work by car. There was hope from some participants that the increased number of cyclists being seen on the roads would continue.

Public transport - perceptions

How easy or difficult do you think it would be to make the following journeys by public transport from your home (as a percentage of the total number of people answering for that specific journey)
(Base: 2400 - total number of ratings reported)



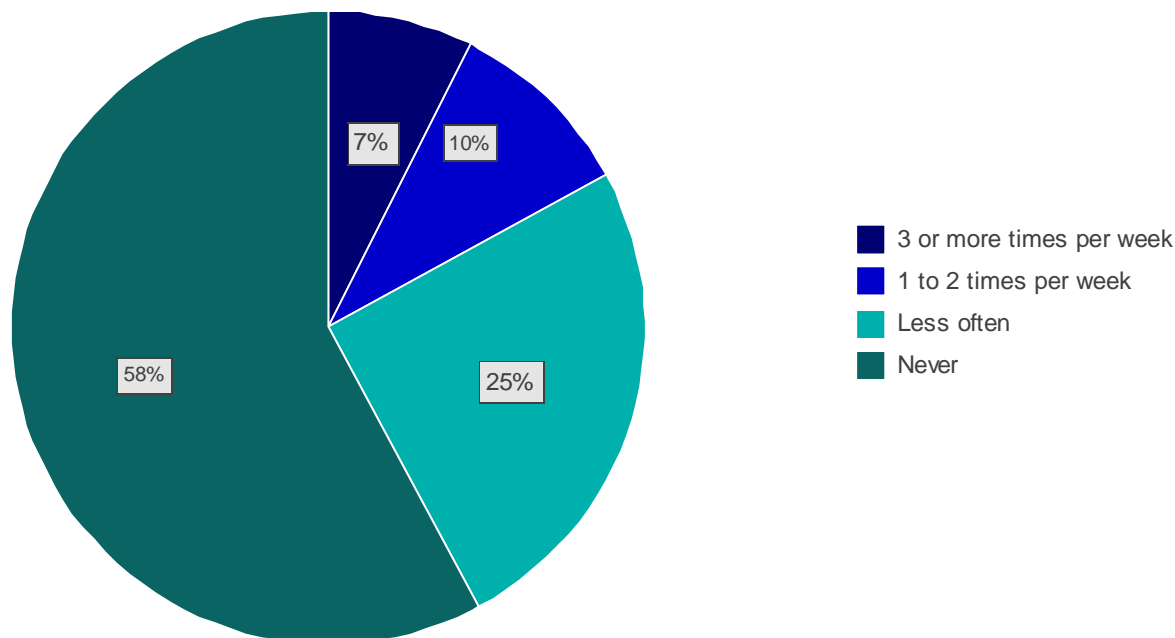
To find out what the perception of public transport is amongst residents of Whitehill and Bordon, respondents were asked how easy or difficult they thought it would be to make certain journeys using only public transport. The vast majority of respondents believe that most of these journeys would be difficult or very difficult. Getting to hospital was seen as particularly tricky by public transport, with 75% of respondents rating it very difficult or difficult. The journey considered the easiest to make using public transport was travelling around the area during the day (31%), followed by visiting a local leisure facility (27%), and travelling to/ from places of education (25%).

This generally negative perception was reflected in the focus groups where participants expressed concerns about the difficulty of getting to places by public transport and how the reduction in services had exacerbated this issue, with several bus stops (including newly installed ones) not being served by any buses at all. There was a very negative perception of buses in general with a lack of services, especially later in the day, being the main problem.

There was also some negativity from participants in the focus groups around the housing developers in the area and their tendency to bring a new public transport service into circulation "so they can build what they want", with the service then suddenly stopping as soon as the developer has finished building. It was felt that there is a lack of trust around the public transport provision in the area as provision changes so regularly.

Bus use after the COVID-19 pandemic

How often will you use the bus once life returns to 'normal'
(Base: 489)



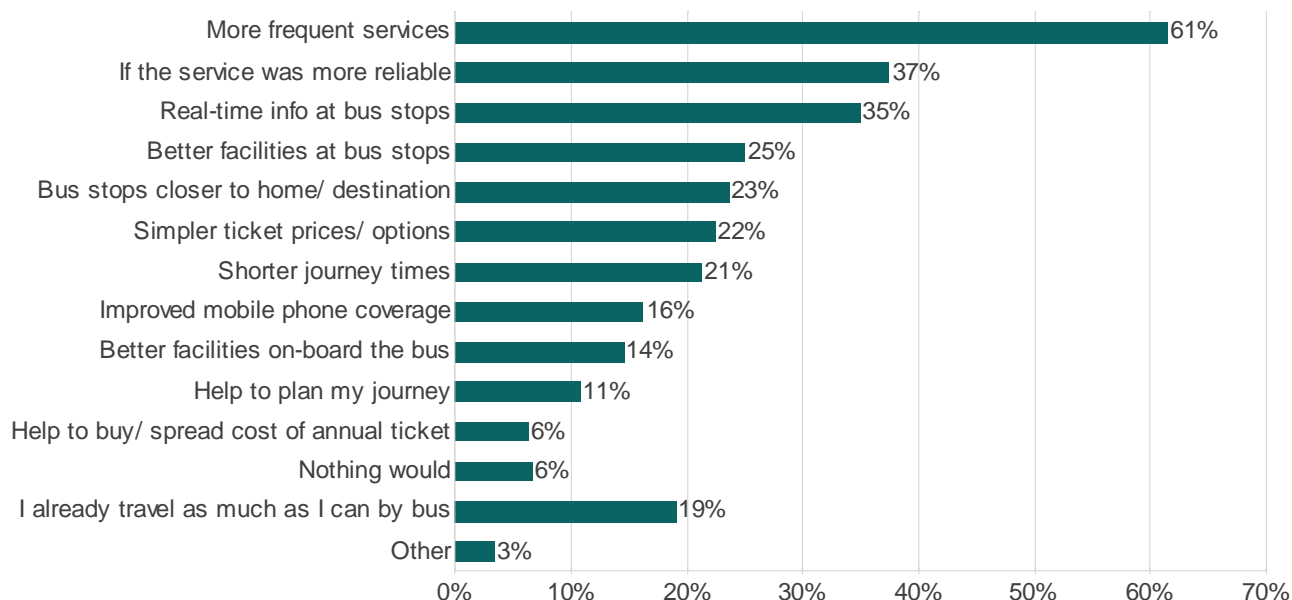
Once things return to 'normal' after the COVID-19 pandemic, over half (58%) of respondents said that they plan to never use the bus. A quarter (25%) will use the bus less than once per month. Only 17% of respondents will use the bus more than once per week.

Encouraging more bus use

What would encourage you to use the bus more?

(Base: 488)

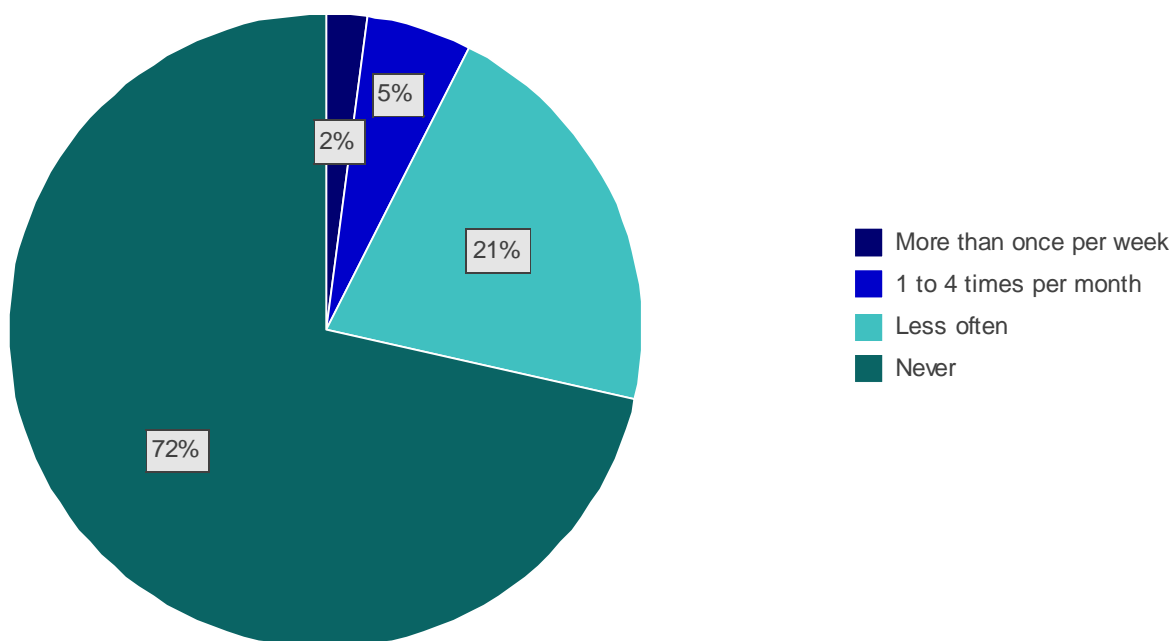
(Respondents could select multiple answers)



When asked what would encourage more bus use, respondents felt that a more frequent (61%) and a more reliable service (38%) was needed. They would also like to see more real-time information available at bus stops (35%).

Taxishare use after the COVID-19 pandemic

How often will you use the Taxishare service once life returns to 'normal'?
(Base: 485)



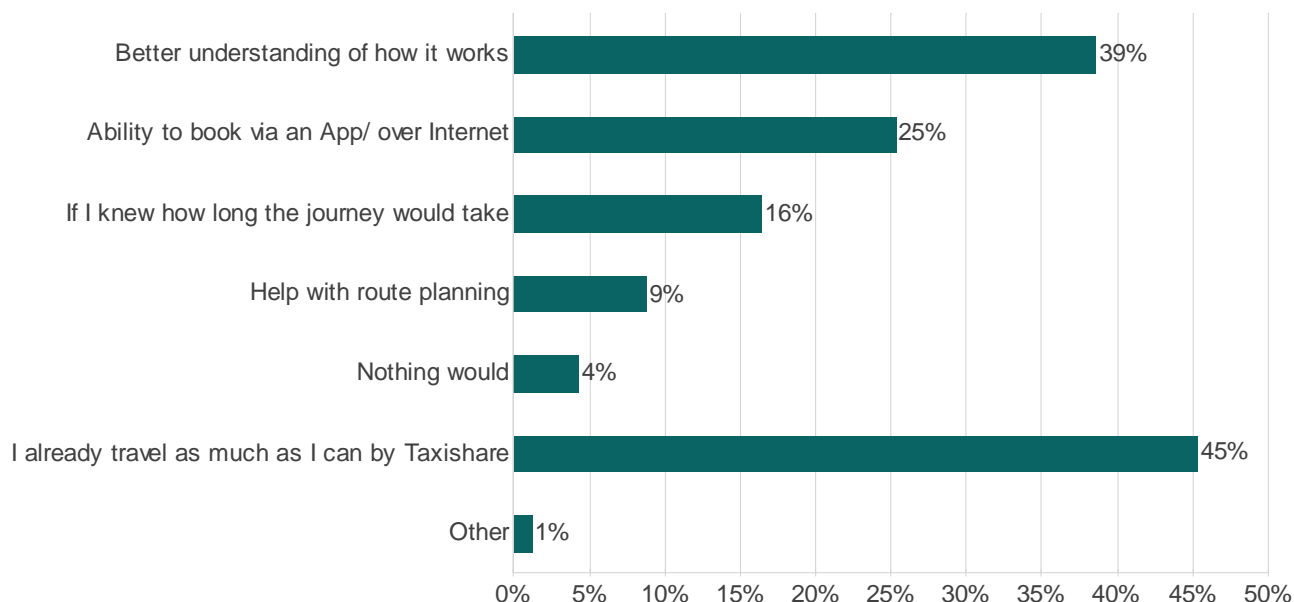
Once things return to 'normal' after the COVID-19 pandemic, almost three quarters (72%) of respondents do not plan to use the Taxishare service. Only 7% of respondents plan to use it once per month or more frequently.

Encouraging more Taxishare use

What would encourage you to use the Taxishare service more?

(Base: 473)

(Respondents could select multiple answers)



When asked what would encourage people to use the Taxishare service more often, 39% of respondents would like to have a better understanding of how it works and 25% would like to be able to book it over the Internet or via an app.

In the focus groups, participants felt that there is a demand for public transport in the area. However, the cancellation of so many services has led to people buying cars, which has in turn has led to the cancellation of more services due to under-use and so on and so forth.

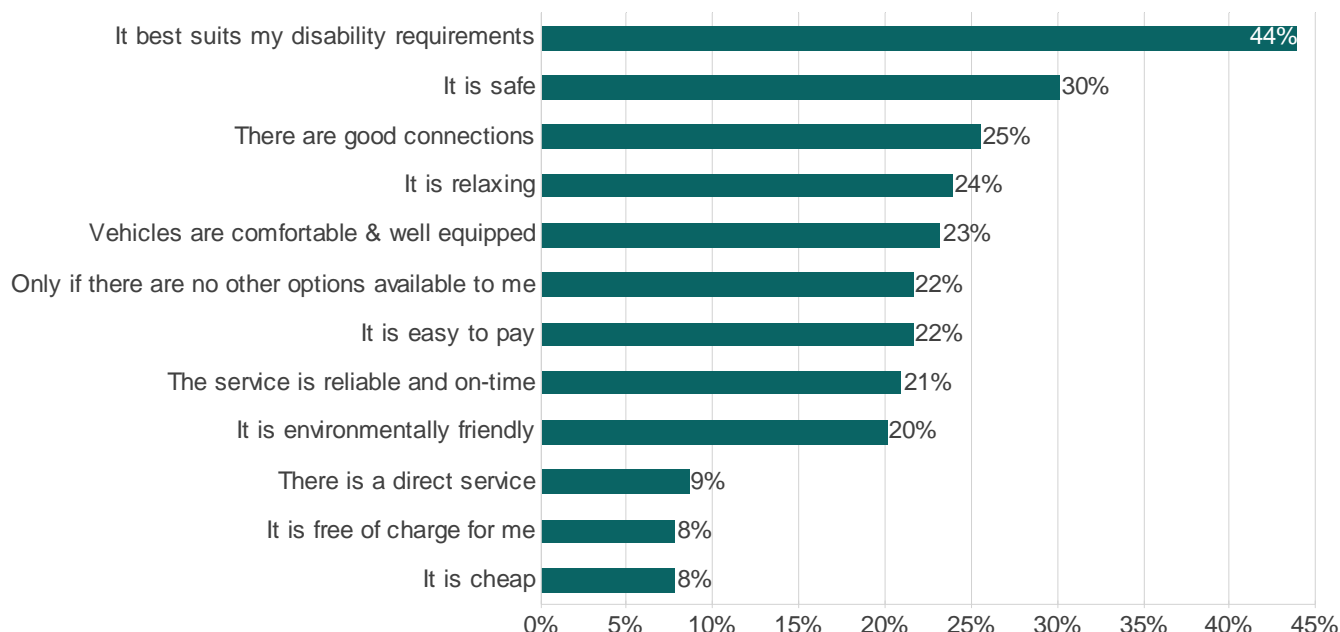
To encourage people back onto public transport, there will need to be a more comprehensive, regular, reliable service that runs later into the evening.

Reasons for using bus and Taxishare services

Why will you use the bus/ Taxishare service when things return to 'normal'? (Asked only to people who plan to use these services in the future)

(Base: 130)

(Respondents could select multiple answers)



Respondents who had reported that they plan to use the bus or Taxishare service once life returns to 'normal' were asked why.

The most common reason is because they are accessible for people with disabilities (40%). Respondents also felt that the services connect well with other services and destinations (25%), that they are a relaxing method of transport (24%) and that the vehicles are comfortable and well equipped (23%).

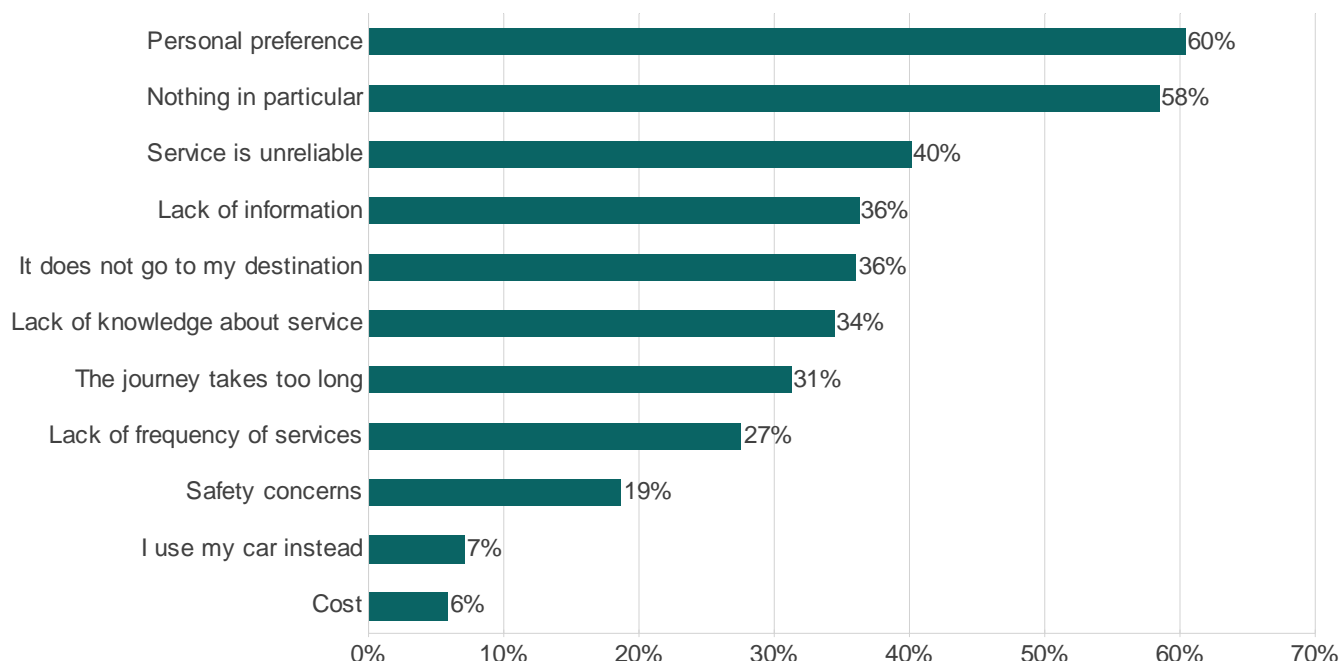
Only 9% of respondents will use the services because there is a direct service to their destination and 8% because they are cheap or free of charge for them to use.

Barriers to use of bus and Taxishare

What prevents you from using public transport?

(Base: 460)

(Respondents could select multiple answers)



When respondents were asked what was preventing them from using the bus or Taxishare service, most (60%) stated that it was personal preference and 58% said that there was nothing specific that was stopping them.

The most common issues related to the transport services themselves were: lack of reliability (40%); lack of information available about services (36%); the locations they serve (36%); a lack of knowledge about the services (34%); the length of time it takes to make a journey (31%); and the infrequency of services (27%).

In the focus groups, opinions about the connectivity of services was a commonly raised issue and participants bemoaned the lack of joined up services, especially the poor inter-connectivity between buses and other modes of transport such as trains, as well as the lack of links to other towns and villages.

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Participants in the focus groups had limited knowledge and experience of Taxishare and how it worked. Some were not aware of its existence, whilst others thought that it had not been in service since the pandemic began. There were frustrations around the fact that the service "only goes four miles around the area" so it cannot serve many of the places that people wish to go to, especially the bigger towns such as Alton, Farnham, Petersfield and Guildford. Some participants thought the service was provided to enable residents to link to bus services that go further afield, but that this could not work as the bus services do not run late enough in the day to enable you to return home.

Other concerns were: being unable to book the service on the day you wish to travel (meaning that it is useless for getting to the doctor's surgery as appointments are only released 'on the day'); and that an expansion of the Taxishare service could lead to the bus services being removed completely.

Demand responsive transport

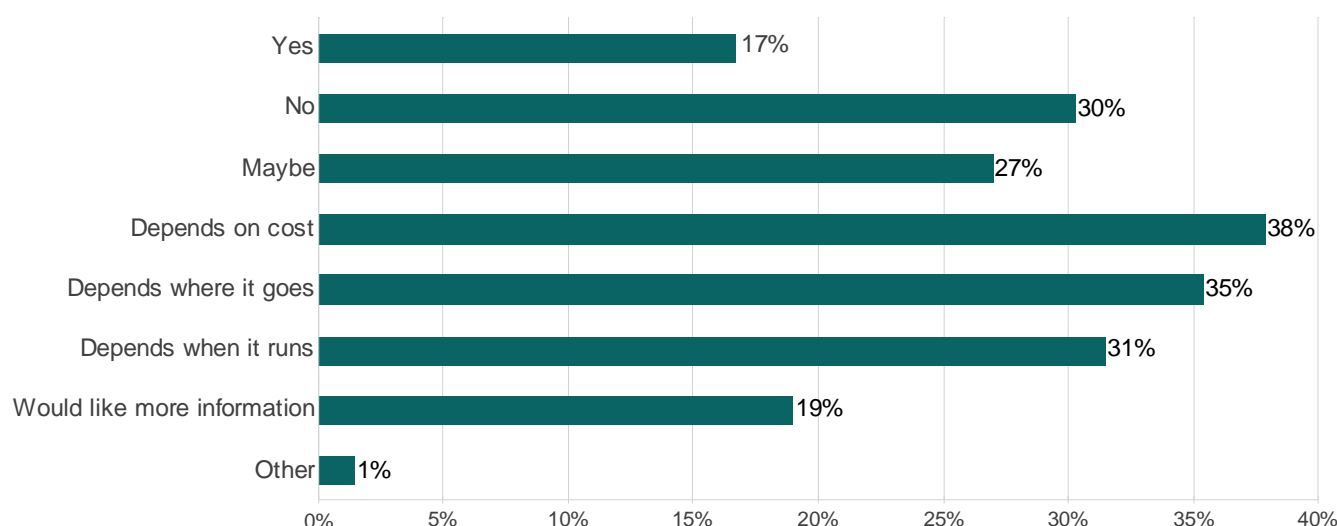
The Whitehill and Bordon Regeneration Company and East Hants District Council are looking at how to support residents to travel more easily around the area. One suggestion is a flexible car/minibus service that:

- provides more choice,
- adapts to customer's needs,
- carries one or more passengers heading in the same direction,
- is bookable in advance, and
- operates from door to door.

Would you be interested in a demand responsive transport service?

(Base: 487)

(Respondents could select multiple answers)

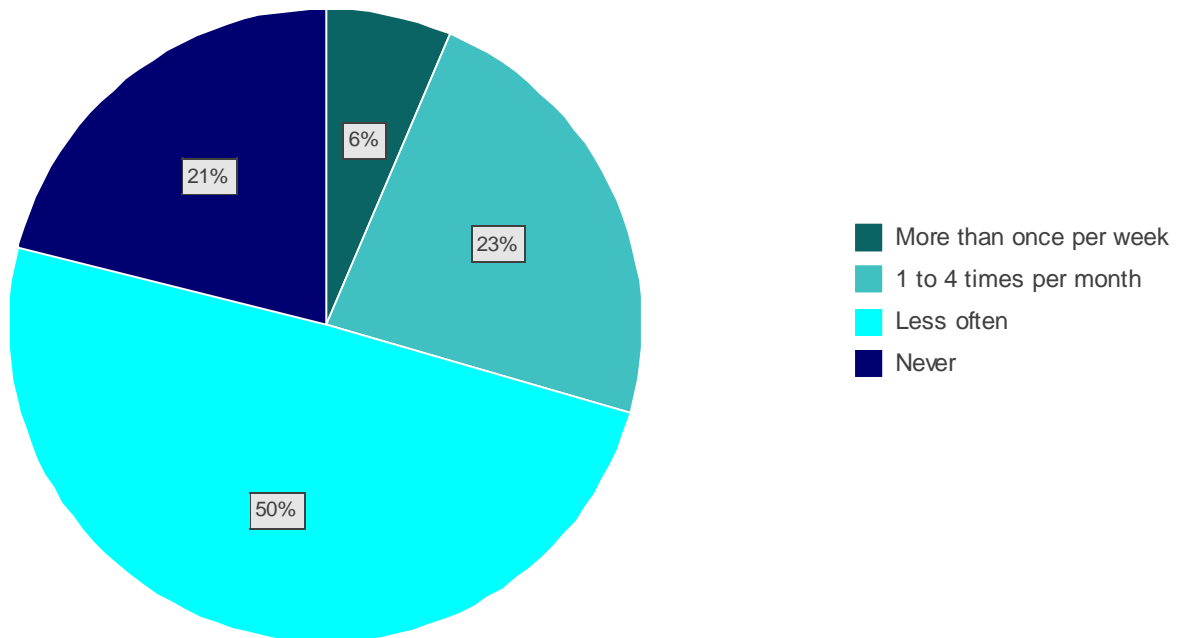


When asked if they would be interested in a demand responsive transport service such as the one described above, 17% of respondents said that they would be, whilst just under a third (30%) would not be and 27% were unsure. Around a third of respondents' interest was dependent on how much the service would cost (38%), where it would go (35%) and when it would run (31%). 19% of respondents were interested in receiving more information about the service.

The demographic most interested in this type of transport is 25 to 44 year olds, whilst the 45 to 64 year olds would like more information about it. The under 24s and over 85s were least interested in this type of transport.

Trains - future use

How often do you intend to use the train once things return to 'normal'?
(Base: 487)



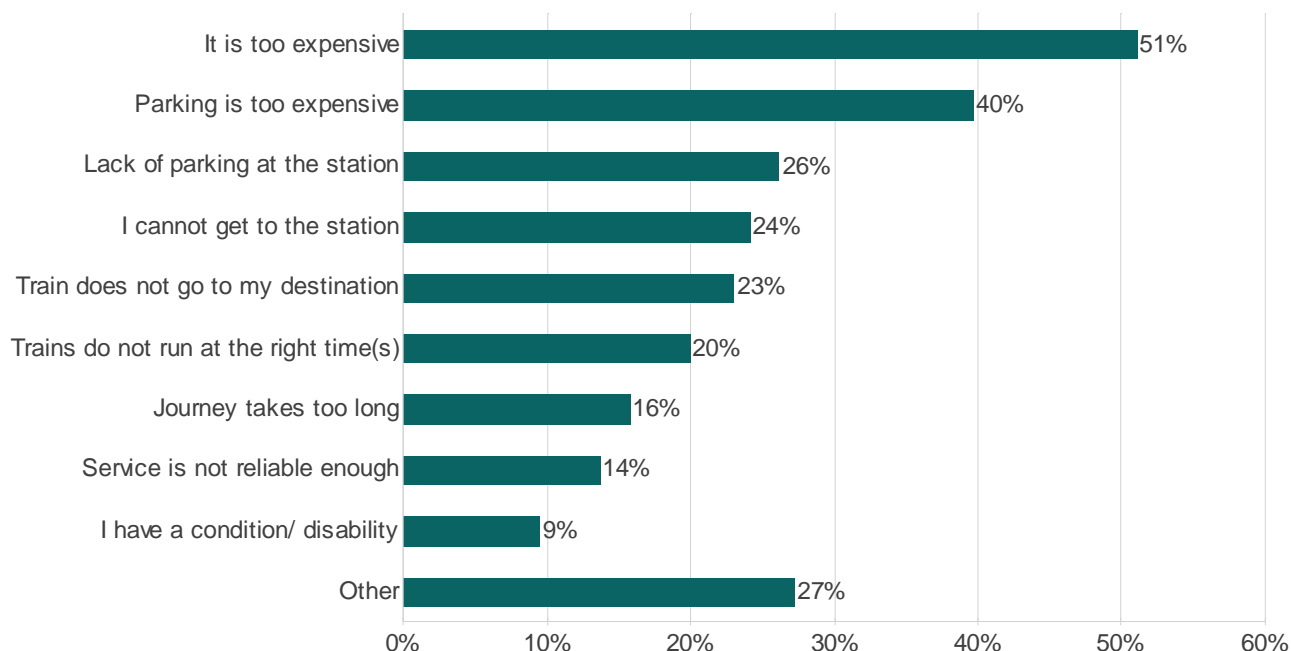
Respondents were asked if they intended to use the train once things return to 'normal'. Just under a quarter (21%) of respondents said that they would never use it. Just under a quarter (23%) will travel by train about once per week and 6% more than once per week. The remaining 6% will use it less than once per month.

In the focus groups, participants expressed an interest in using the train, but talked about the difficulty of getting to the station without using a car. Participants spoke often about needing buses that serve the train stations and link up with train services.

Both in the focus groups and the 'further comments' section of the survey, people mentioned the existing train line that runs through the town and how there had been discussion around this being re-opened for quite some time. It was felt that this would be a good idea, but people also felt disappointed and demoralised by the fact that it had never happened. It was felt that this was a real missed opportunity, given the size of the local population.

Barriers to train use

What prevents you using the train? (Asked only to people who said they would not use the train)
(Base: 96)
(Respondents could select multiple answers)



Respondents who said that they would never use the train when things return to 'normal' were asked why. The cost of tickets is prohibitive for just over half of respondents (51%), whilst 40% are put off by the cost of parking at the station. A lack of parking at stations is perceived to be a problem for 26% of respondents and 24% cannot get to the station.

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Train stations used

Which train station(s) do you use?

(Base: 379)

(Respondents could select multiple answers)

Counts Respondents	Total	What was your age on your last birthday?							
		16 - 24	25-34	35-44	45-54	55-64	65-74	75-84	Prefer not to say
Base	379	22	67	78	82	69	35	19	7
Which station(s) will you travel from?									
Alton	93	6	20	15	20	21	3	7	1
Bentley	48	1	8	8	16	14	1	-	-
Farnham	105	8	21	17	21	24	9	3	2
Haslemere	101	7	16	25	18	19	9	5	2
Liphook	222	13	41	51	40	43	19	10	5
Liss	49	1	5	11	11	8	6	7	-
Petersfield	55	2	16	9	9	10	6	2	1
Other	27	3	7	4	7	2	1	3	-

Respondents who said that they will use the train when life returns to 'normal' were asked which station(s) they will travel from. The most popular train station by far across all age groups was Liphook, with over half of respondents using this station. Farnham and Haslemere were the next most popular stations, with similar numbers using both of these.

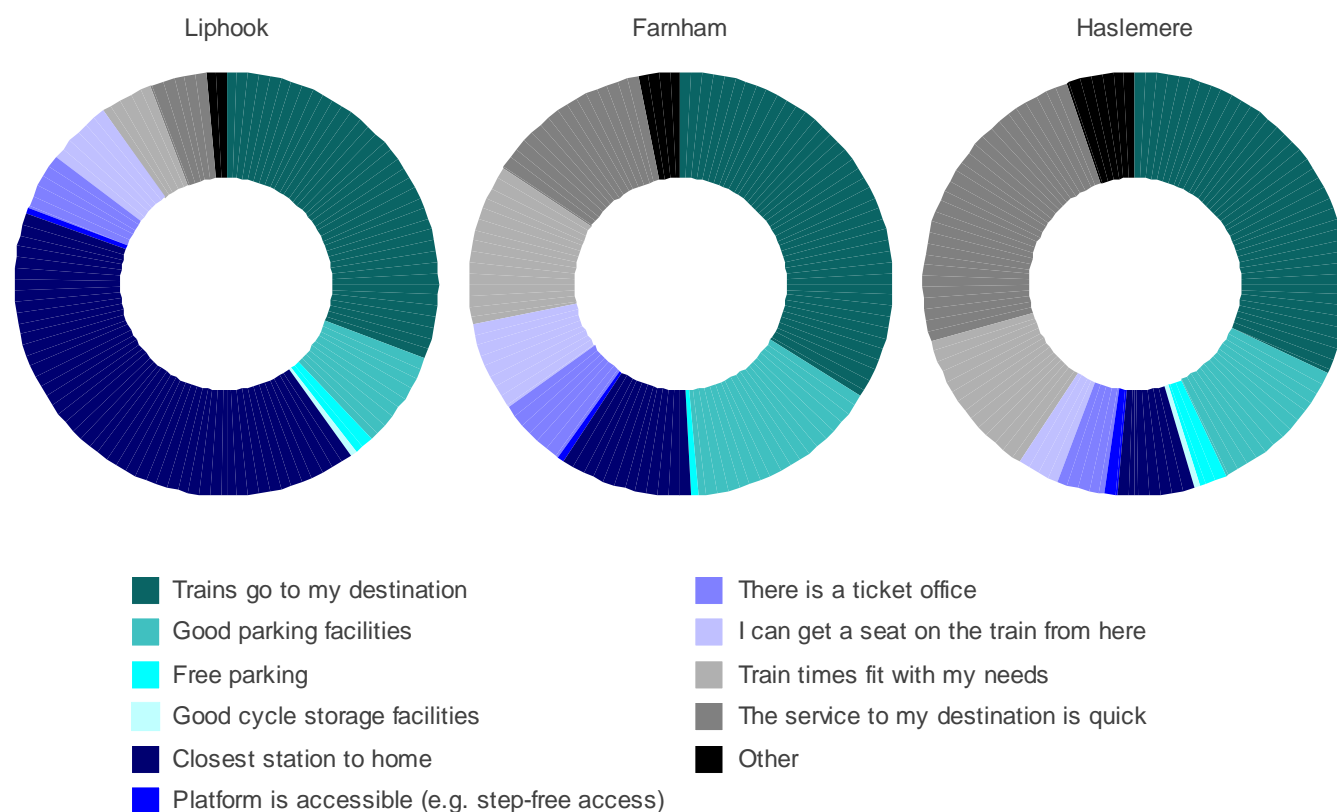
Respondents aged 35 to 54 are slightly more likely to use train services than the other age groups.

Reasons why people use specific train stations

Why will you use this station? (Shown as a percentage of total users of that station, for the three most popular stations)

(Base: 424)

(Respondents could select multiple answers)



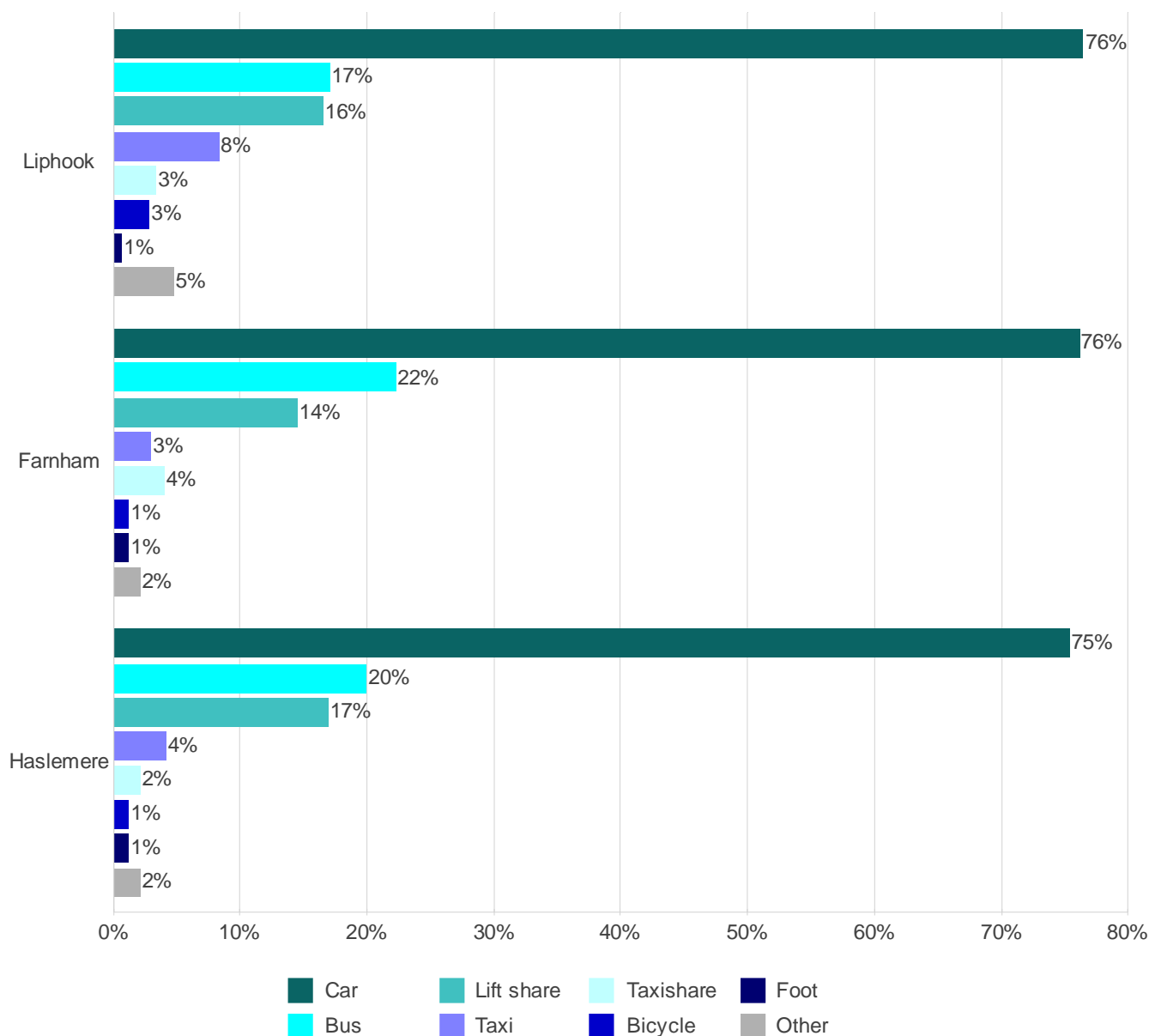
Respondents who will use trains when life returns to 'normal' were asked why they will travel from their chosen station(s). The main reason for the three most popular stations is because trains from there go directly to the respondent's destination. However, distance from home, the speed of the service, the availability of parking and train timetables are also important factors for respondents when selecting their station.

Travel to train stations

How will you travel to your chosen station? (As a percentage of the total number of people using that station, for the top three stations)

(Base: 424)

(Respondents could select multiple answers)

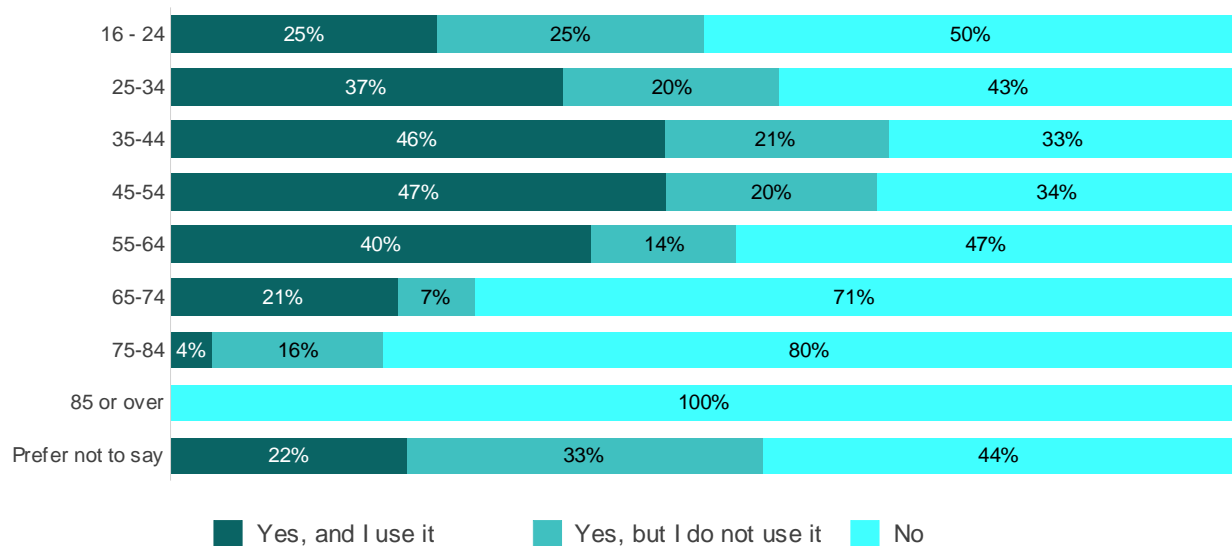


When asked how they will travel to their chosen station, respondents overwhelmingly said 'by car'. Bus is the second most popular transport method, and lift sharing is also a popular choice.

In the focus groups, participants expressed a desire to travel to stations by a transport method other than car, particularly by bicycle, but they felt that this wasn't possible due to the lack of safe cycle routes and the high speed of vehicles on some roads. There was also a demand for regular bus services to train stations, connecting to existing train services and running later into the evening.

Active travel - bike ownership

Do you own a bicycle? (Shown as the percentage of all respondents of that age)
(Base: 480)



The respondents who are most likely to own bicycles and use them regularly are aged between 35 and 54, followed by 25 to 34 year olds.

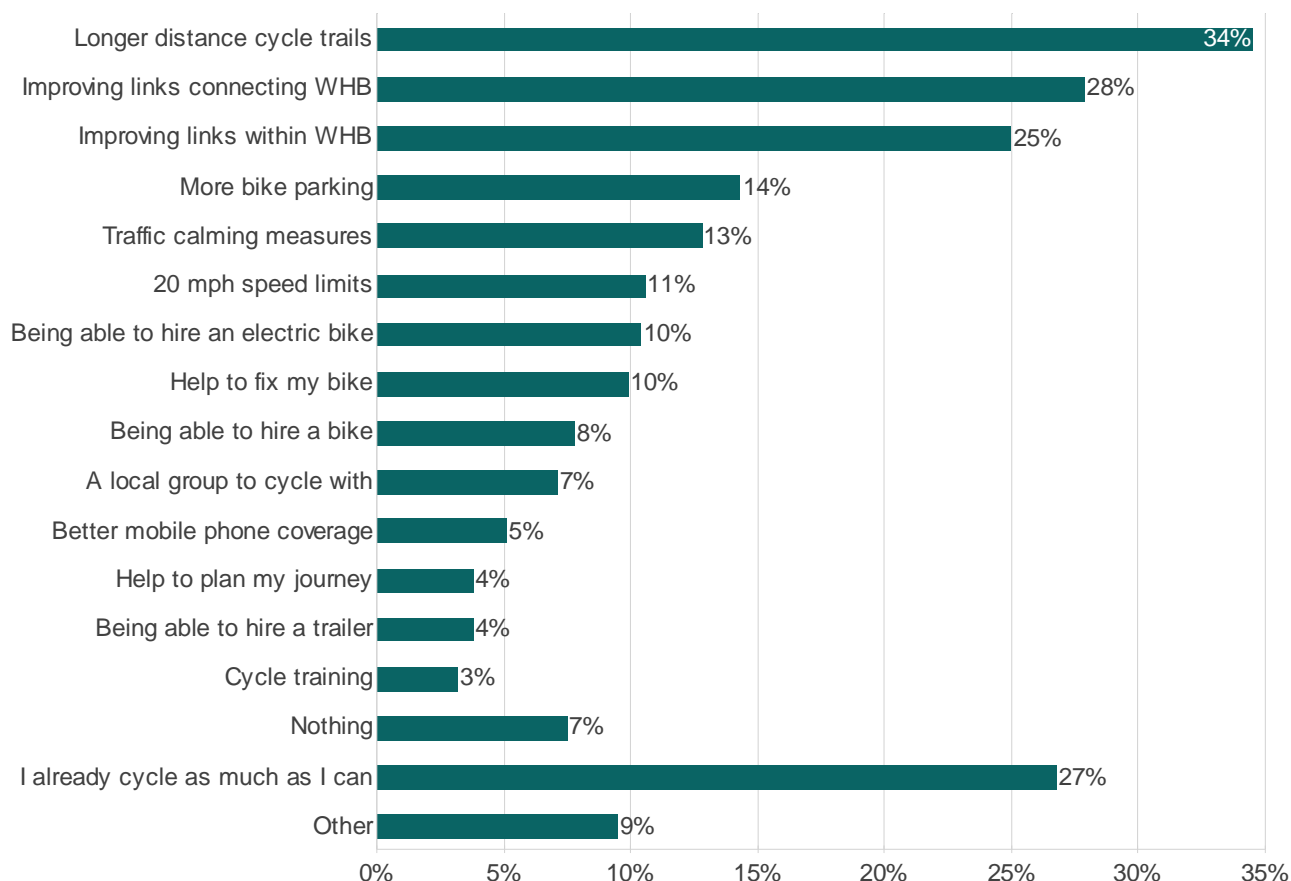
20% to 25% of respondents aged between 16 and 54 own bikes but do not use them.

Encouraging people to cycle more

What would encourage you to cycle more?

(Base: 457)

(Respondents could select multiple answers)

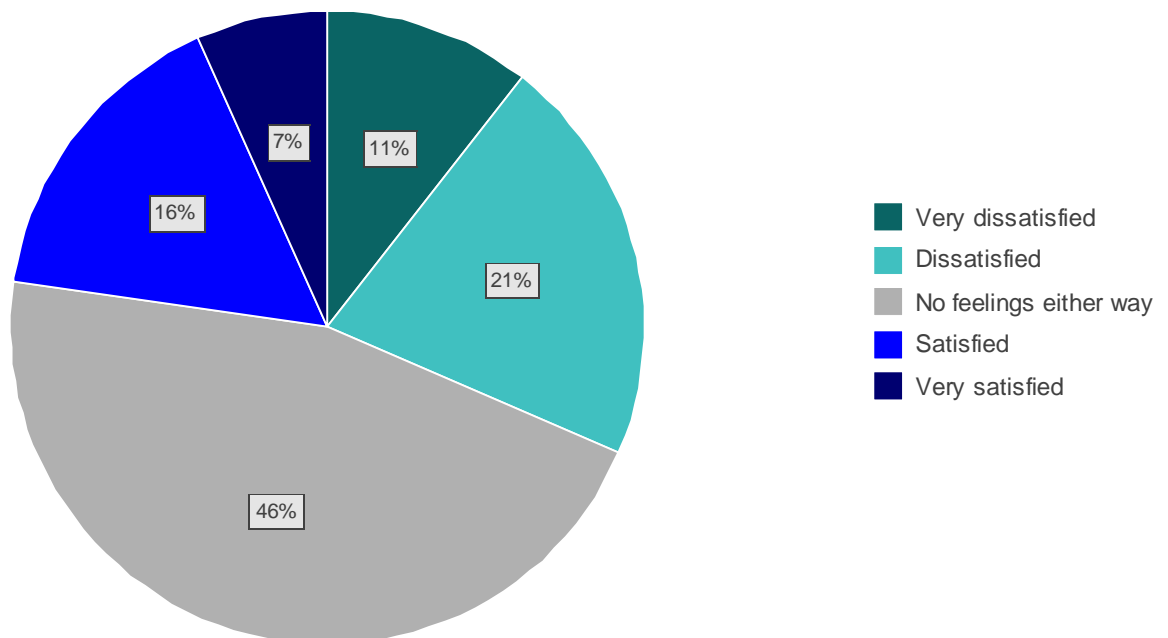


When asked what would encourage them to cycle more, the most popular responses were: longer distance cycle trails (34%); improving cycle links connecting Whitehill and Bordon to other areas (28%) and; improving cycling links within Whitehill and Bordon (25%).

These feelings were echoed in the focus groups where participants commented on the lack of connectivity in the cycle infrastructure in terms of cycle lanes abruptly ending or linking to nowhere, and the lack of longer distance routes, especially to train stations. The provision of more safe storage facilities for bicycles was requested, as well as an increase in the number of cycle routes, particularly ones that segregate users from vehicles. The completion of the green loop next year was thought to be a positive development in terms of improving cycling provision and participants would like to see further schemes to connect Bordon and Whitehill with other towns and villages. There was a suggestion to turn the old railway line to Bentley into a cycle path to support the development of a cycling network.

Cycle facilities in and around Whitehill and Bordon

Satisfaction with cycle facilities
(Base: 344)



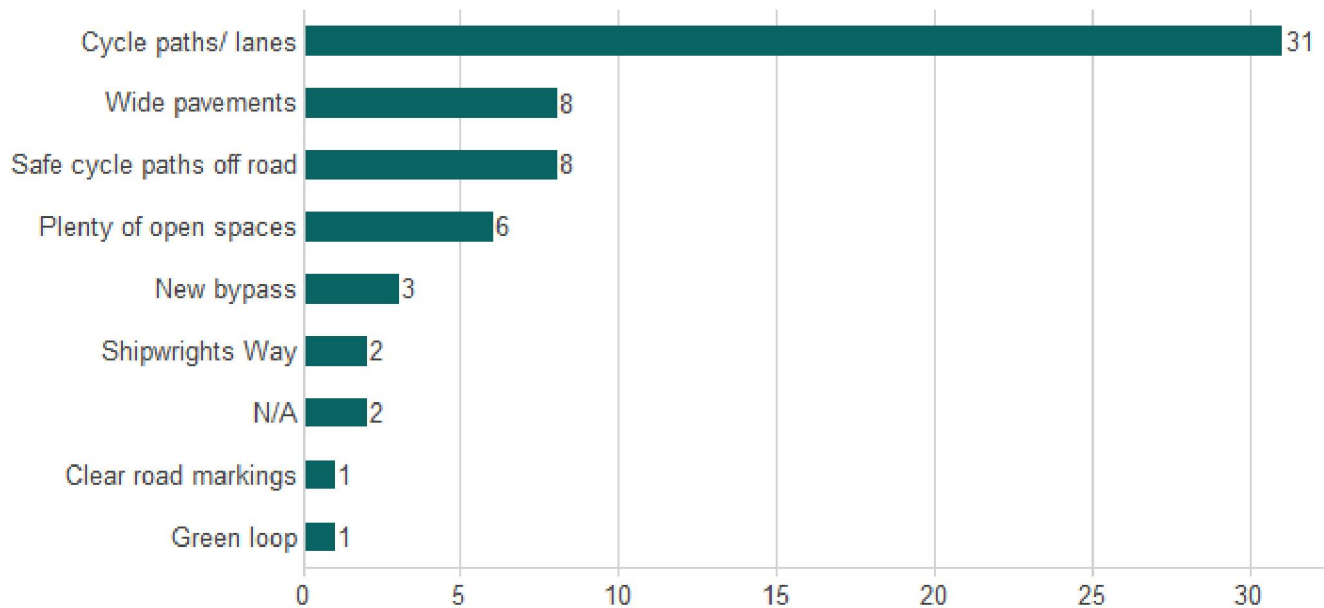
When asked how satisfied they were with the cycle facilities around Whitehill and Bordon, almost one third (32%) of respondents were dissatisfied, just under a quarter (23%) were satisfied and almost half (46%) had no feelings either way.

Whitehill and Bordon community travel plan - residents' insight

What is good about the cycling facilities?

(Base: 48)

(Verbatim comments)



When asked what they were satisfied with, 31 respondents mentioned the cycle paths, and 8 mentioned off-road provision and pavements.

"The Green Loop is excellent."

"There are many safe routes to take for the children and some beautiful places to visit in the area."

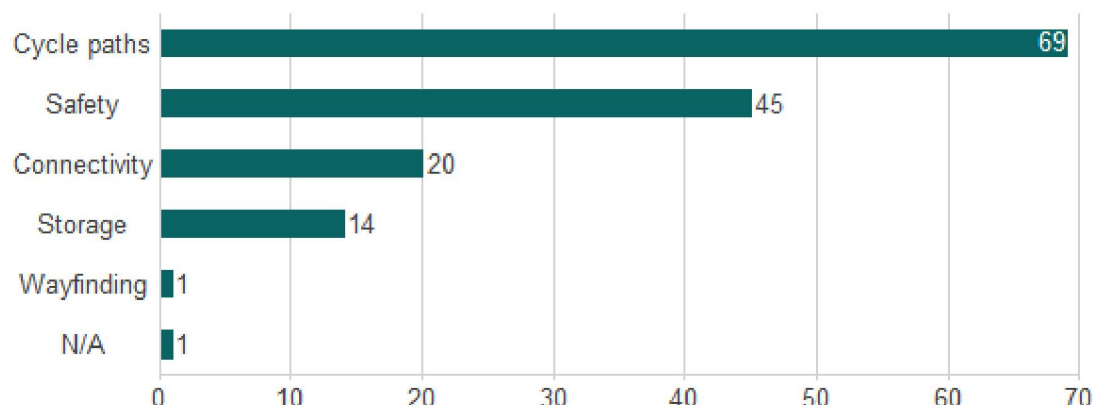
"Bordon Inclosure would be great if more easily accessible from Jubilee park/ South end of Bordon."

Whitehill and Bordon community travel plan - residents' insight

What is bad about the cycling facilities?

(Base: 97)

(Verbatim comments)



In terms of dissatisfaction, 69 respondents mentioned cycle paths (predominantly related to the need for more of them and often referring to the incomplete path on the bypass), 45 were concerned about safety (comments related to roads, space for cyclists, shared footpaths and crime), 20 mentioned the poor connectivity of cycle paths and between different locations and 14 were concerned about storage facilities.

"Bicycles are now making the footpaths too dangerous for pedestrians."

"Why is half of the new Bordon relief road cycle lane not fully completed, pushing the cyclists onto the busy dangerous road."

"There needs to be more cycle lanes and they need to be linked up."

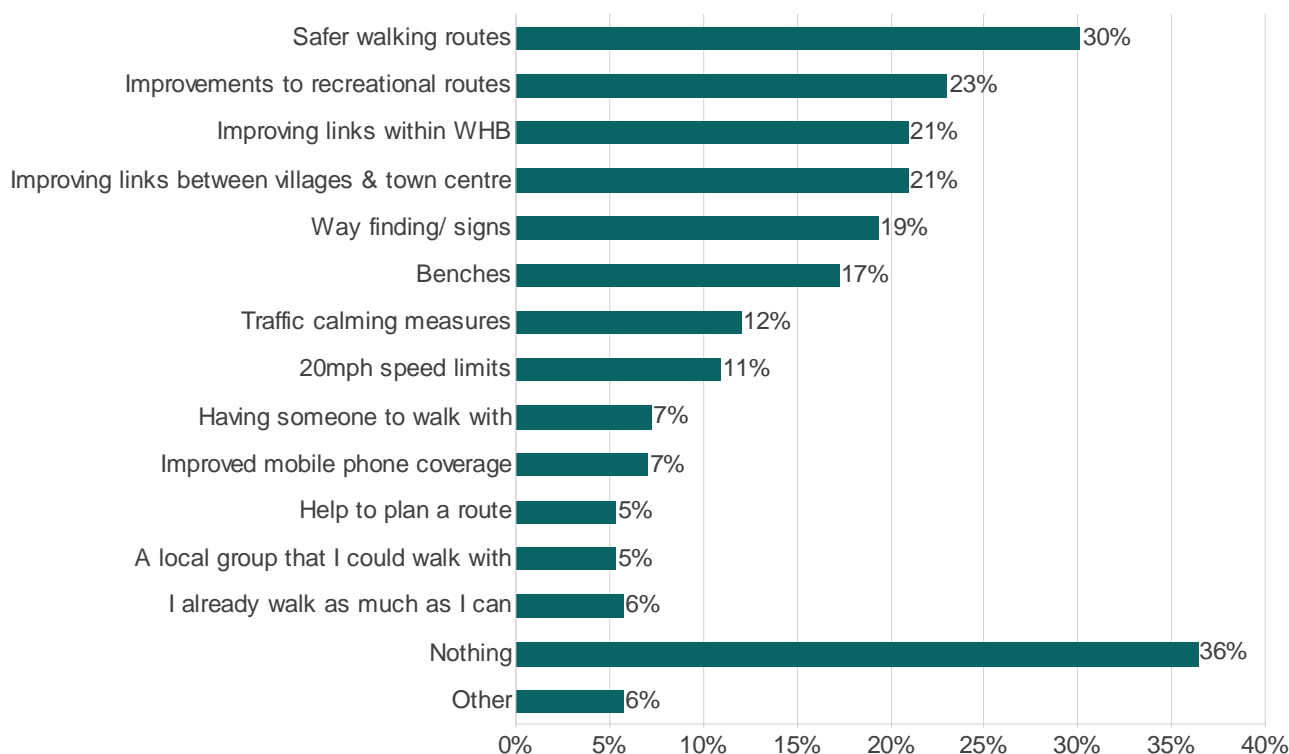
In the focus groups, there were concerns about the safety of the local roads for cyclists, with a number of participants concerned about the speed of traffic and numerous requests for traffic calming and dedicated cycle lanes where the cyclists are segregated from the traffic. There were positive comments about the new dedicated shared pathways on the by-pass, but concerns that at points the path becomes too narrow for shared use, and concerns that the roundabouts 'cut through' the paths making it difficult for cyclists to continue on their journey.

Encouraging people to walk more

What would encourage you to walk more?

(Base: 480)

(Respondents could select multiple answers)

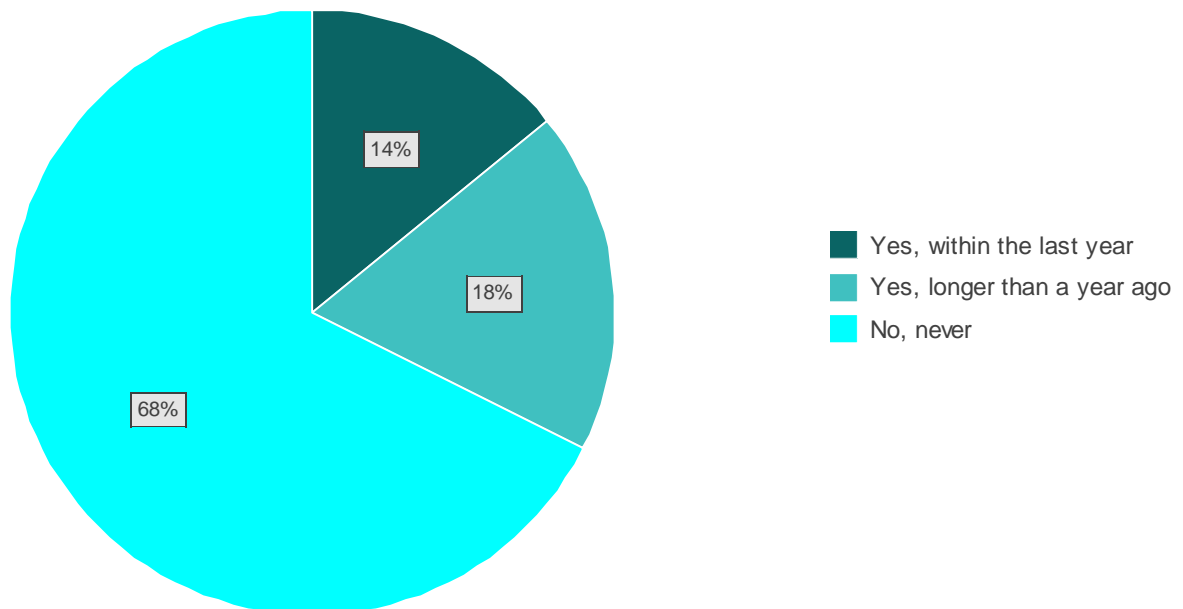


In terms of encouraging people to walk more, respondents felt that greater numbers of safe walking routes (30%), improvements to recreational routes (23%), improved links within the town (21%) and better signage (19%) would all be useful.

In the focus groups, participants spoke about traffic calming measures and asked for crossing points to have islands fitted in the middle of the road to enable people to get across safely, especially on the busier and faster roads. Participants also mentioned the pavement along the relief road, which still needs completing, and the lack of a solid path across the Hogmoor Inclosure from Hogmoor Road to the A325, which would provide a useful (and well used) shortcut for pedestrians.

Lift sharing

Have you ever lift shared? (Asked to respondents who did not plan to use lift sharing when things return to 'normal')
(Base: 410)



Respondents who had not selected 'lift share' as a method of transport that they plan to use once things return to 'normal' were asked if they had ever lift shared. Almost two thirds (68%) of respondents had never done this, and only 14% had done it recently (within the last year).

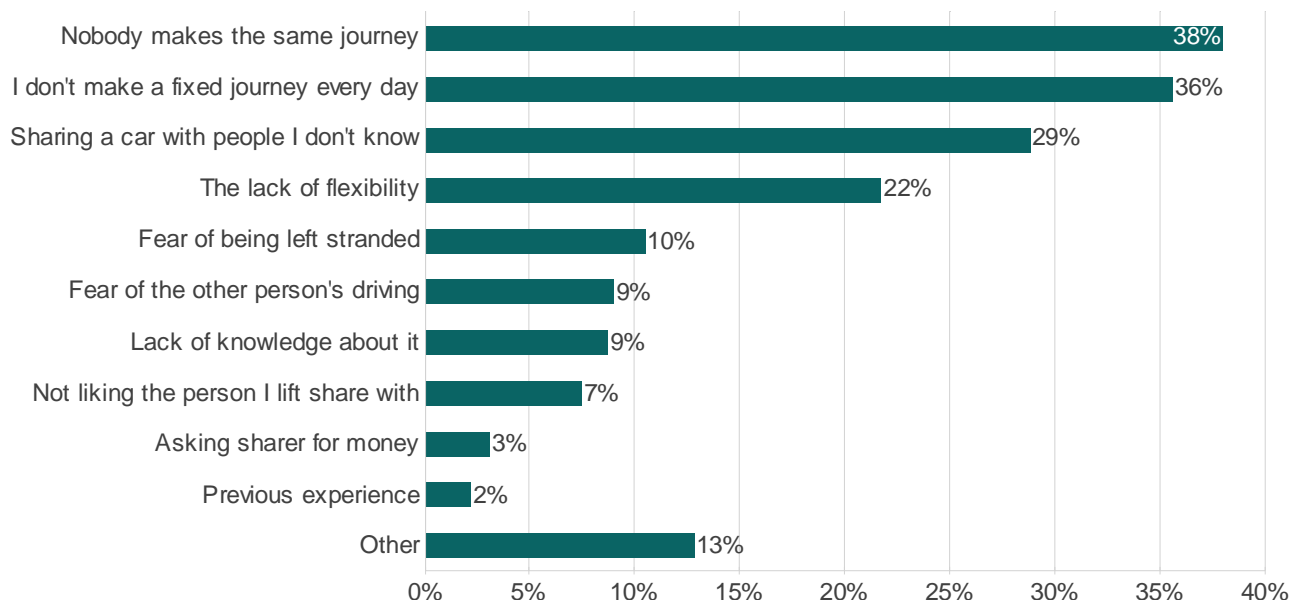
In the focus group, very few participants had experience of lift sharing. Those who had done it had sometimes made links with people through official websites, and sometimes informally through speaking to neighbours and work colleagues. There was value seen in lift sharing, but a lack of awareness around it as a concept.

Barriers to lift sharing

What prevents you lift sharing? (Asked only to respondents who have not lift shared in the past year)

(Base: 338)

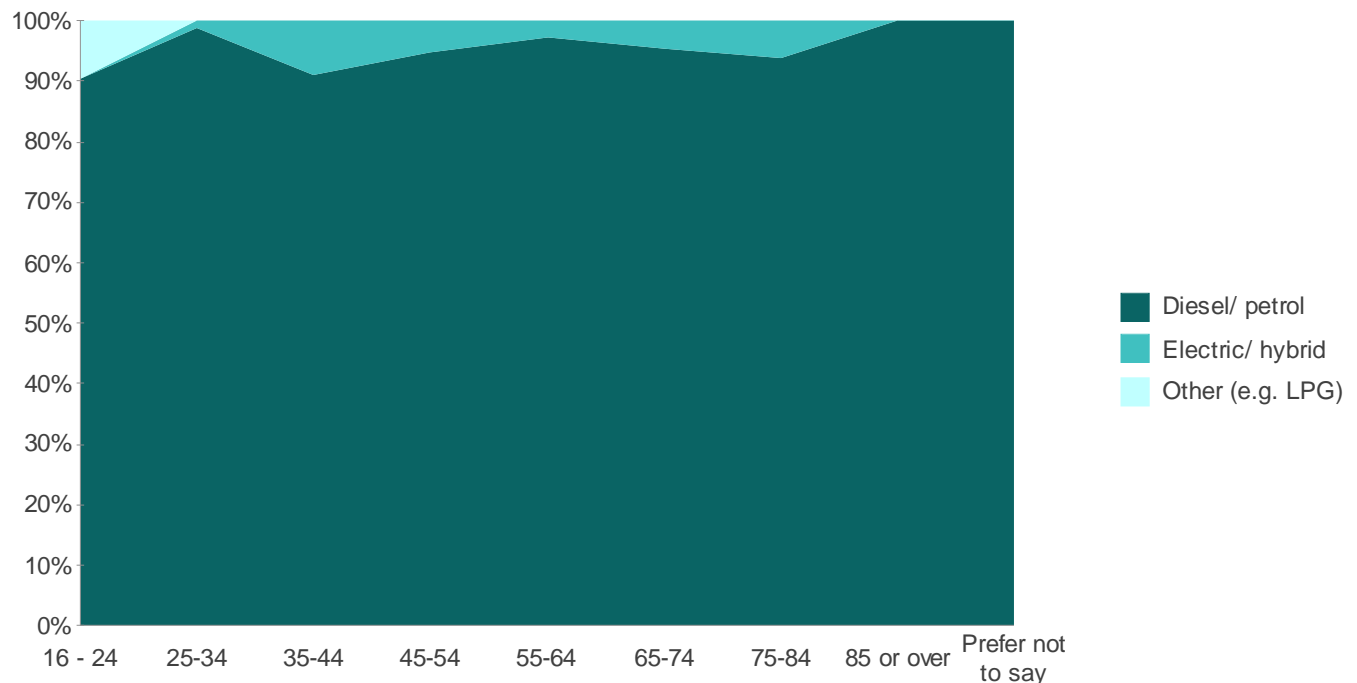
(Respondents could select multiple answers)



Respondents who had not lift shared in the past year were asked what was preventing them from doing this. The most common barrier (38%) is respondents thinking that nobody else would be making the same journey as them at the same time. Almost equally as common (36%) is the perception that it would not be suitable because they don't make a fixed journey every day. Almost 30% of respondents are concerned about sharing a car with somebody that they don't know. Just over 20% are concerned by the lack of flexibility lift sharing provides. Other fears include the other person's driving, being left stranded and not liking the person you are sharing a car with (all scoring just under 10%).

Types of vehicle owned by respondents

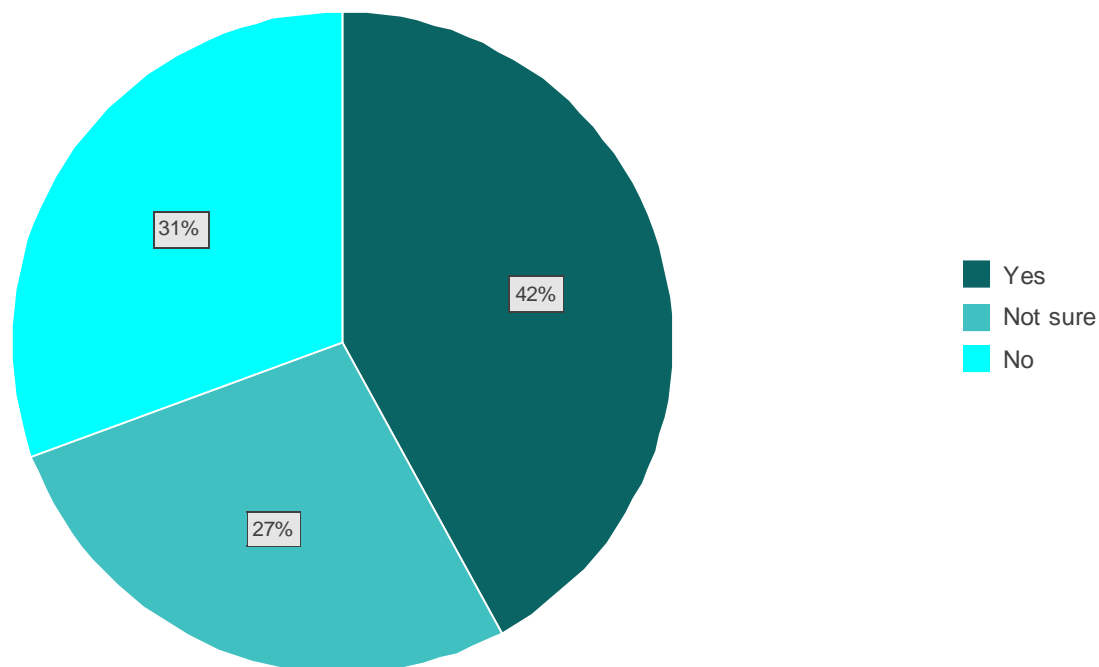
What type of vehicle do you drive most regularly?
(Base: 424)



The majority of respondents (95%) own traditional fossil fuel vehicles (petrol or diesel); only 5% of respondents (21 people) own a vehicle that uses an alternative fuel. Of these, 19 people own an electric or hybrid vehicle.

Sustainable travel - electric vehicles

Would you consider buying an electric vehicle? (Base: 474)



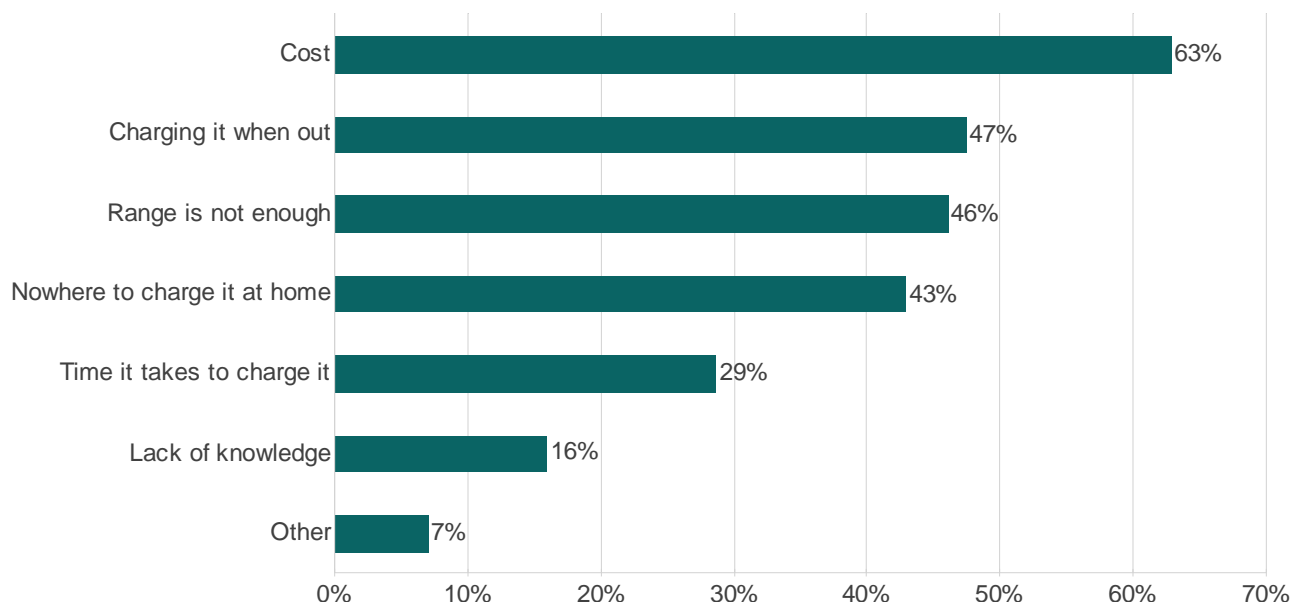
When asked if they would consider purchasing an electric vehicle, just under half (42%) of respondents said yes and just under a third (31%) said no.

Barriers to buying an electric vehicle

What prevents you buying an electric vehicle?

(Base: 467)

(Respondents could select multiple answers)



The primary barrier to buying an electric vehicle is the cost. Concerns about charging it either at home or when away from home and the range of the vehicle being too small also score quite highly.

In the focus groups, participants also expressed an interest in electric vehicles, but cost was the most prohibitive factor. When asked if people would be interested in trying an electric vehicle through a car club, there was interest in this concept from those who would already consider purchasing one. The idea of being able to 'try' such a vehicle did not seem to appeal to those people who had no interest in this type of vehicle.

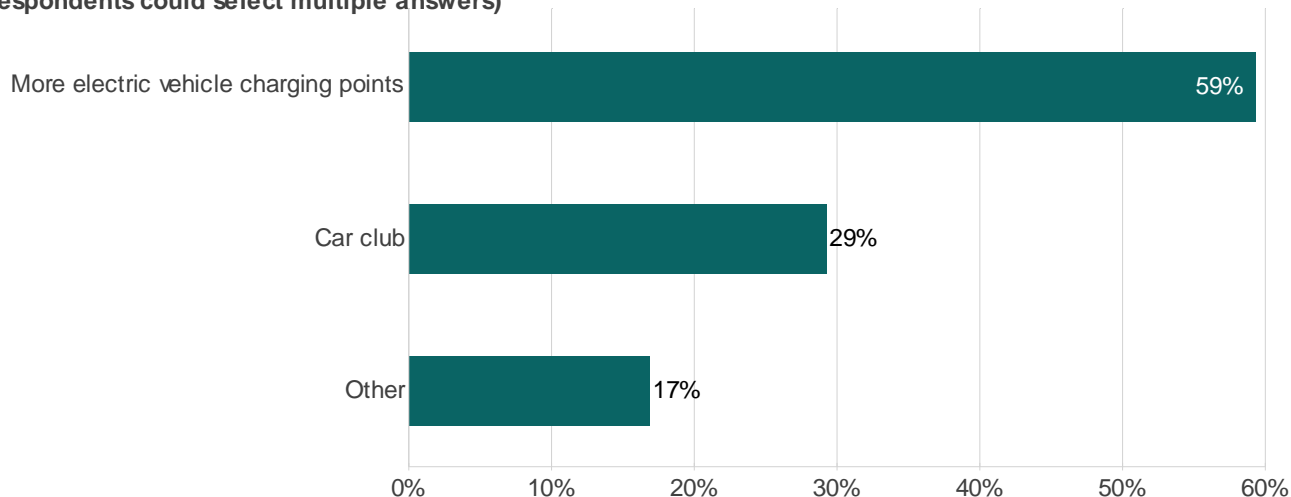
Lack of knowledge about electric vehicles does not seem to be a major barrier to this behaviour.

Encouraging people to travel more sustainably by car

What would encourage you to travel more sustainably by car?

Base: (282)

(Respondents could select multiple answers)



Respondents were asked what would encourage them to travel more sustainably by car. 59% said an increase in the number of electric car charging points, and 29% said a car club (where someone doesn't own a car but has access to one to use). In terms of interest in a car club, this appealed more to younger people (aged 25-44).

In the focus groups there were some positive comments about car clubs and suggestions as to where they could be placed in the area to appeal to the greatest number of people, such as in the new housing estate. There was recognition that car clubs can reduce the need for someone to own a car. However, people were also concerned that a car club was not reliable as the sole means of transport and that such a scheme needs to be supported by a fully joined up transport system and improved public transport.

Comments about the travel plan

During the focus groups, participants were asked what the ideal travel plan would look like. The main request from participants was that local people should be involved in the plan's design, at every stage of its development. The reasoning behind this is that residents who live in an area are the only ones who truly understand it, they experience the travel problems first hand and can therefore explain what the issues are and help develop ideas to overcome them. People felt disappointed that the plan had been in discussion for a long time and that residents were only just being consulted on it.

"The problem ...is that we see outline plans but the final plans we don't get to see and there are many mistakes."

There was also concern that the original purpose and vision for the town had been 'forgotten' and that this needed to be revived.

"For somewhere that started off as a green eco town – there hasn't been a lot of thought going into those aspects of it."

Participants want to see an integrated plan, with different public and active transport options that complement each other, providing a coherent and connected travel system. This should be combined with traffic calming measures in and around the town to control the speed of vehicles passing through and making the area safer and more pleasant for cycling and walking.

Conclusion

The residents of Whitehill and Bordon are heavily reliant on their cars as a means of transport, with the vast majority of vehicles being diesel or petrol models. Poor perceptions and provision of public transport services and a lack of safe, inter-connected cycling and walking routes are driving this reliance on personal vehicles. With 64% of journeys being made by predominantly diesel and petrol fuelled car and less than 50% of respondents planning to make any journeys by public transport once things return to 'normal', there is a great deal of potential for improving the sustainability of travel for residents of the area.

In order to encourage residents of the area to travel in a more sustainable way, the community travel plan will need to deliver a joined-up public transport system where transitions between different modes of transport are seamless and easy, alongside a well-conceived, safe and interconnected network of walking and cycling routes. This could be complemented with additional public electric vehicle charging points and the installation of a car club (possibly using electric vehicles) in areas of denser populations. Additional information about lift sharing and a platform to enable residents to search for others who might be making the same journey could also be provided.

Information about the services available in the area (new or existing) will need to be easily accessible for residents and well publicised, and where possible real-time information about services should be provided.

Residents are keen to be involved in the development of the community travel plan, believing that their first hand experience is invaluable for understanding and overcoming the transport issues and problems in the area.