2022 Whitehill and Bordon Travel Survey

Headline findings

Background

Between 17 October 2022 and 13 November 2022, 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 in 2018 and 2020*.

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.

538 valid responses were received to the survey, including:

- 88 respondents with a health issue or a disability

- 61 respondents from ethnic minority backgrounds

- 253 respondents with carer responsibilities

- 437 users of train services and 227 users of public bus services

- 126 users of community transport services, such as Taxishare or Call & Go

- 161 cyclists

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

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*The 2018 survey received 400 responses, while the 2020 survey received 497 responses

Headline findings

Motor vehicles were the most commonly used means of transport for all types of journeys, with fewer respondents travelling around Whitehill and Bordon by foot, bike, public transport and lift share in 2022 for a range of planned journeys compared with in 2020

About 6 in 10 respondents from ethnic minority backgrounds or with health or disability issues felt they had missed opportunities to go out due to a lack of suitable transport options, a similar proportion having experienced loneliness for the same reason

Respondents were more likely in 2022 to feel that journeys would be more difficult if undertaken solely by public transport than they did in 2020

About half of respondents felt that accessing a train station was a barrier to increasing their use of train services, while service frequency was the main barrier to increasing use of bus services

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

Feelings were split regarding satisfaction with cycling routes in the area. Connectivity was most often mentioned by those satisfied and safety concerns most often mentioned by those dissatisfied with these facilities

Cost is the greatest barrier to electric car ownership, particularly amongst those with lower household incomes

There is strong satisfaction with the Whitehill and Bordon Green Loop, with respondents frequently saying that they enjoyed using it

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

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Types of journeys undertaken

Car usage is high for all journeys undertaken in Whitehill and Bordon

Proportion of respondents undertaking journeys at least once per month	More frequently undertaken by	Modes of transport used most frequently
Top-up food shops (base: 510) — 87%	These activities were undertaken by over 80% of all respondent groups examined	Motor vehicle (78%), foot (46%), and bike (5%)
Main food shops (base: 525) — 87%		Motor vehicle (90%), foot (16%), bike (3%), and bus (3%)
Socialising (base: 513) — 74%	Respondents who work in locations away from home (77%)	Motor vehicle (88%), foot (44%), and train (11%)
Going to work (base: 502) — 73%	Ethnic minority respondents (84%), Taxishare or Call & Go users (84%), and those with carer responsibilities (76%)	Motor vehicle (88%), foot (15%), and train (10%)
Visiting villages in the area (base: 521) — 65%	Respondents with carer responsibilities (71%)	Motor vehicle (90%), foot (16%), and bike (8%)
Visiting leisure facilities (base: 509) — 46%	Ethnic minority respondents (59%), those with carer responsibilities (50%), and those who work away from home (50%)	Motor vehicle (86%), foot (32%), and bike (9%)
Going to a place of education (base: 483) — 32%	Respondents with carer responsibilities (58%), ethnic minority respondents (44%), and Taxishare or Call & Go users (44%)	Motor vehicle (71%), foot (35%), bike (5%), and bus (5%)
Medical appointments (base: 513) — 18%	Respondents with a health issue or disability (39%), from households earning up to £30,000 per year (25%), and aged over 65 (23%)	Motor vehicle (84%), foot (25%), and bus (4%)
Hospital (base: 511) — 8%	Respondents with a health issue or disability (24%), from households earning up to £30,000 per year (13%), aged over 65 (9%), with carer responsibilities (9%), or from ethnic minority backgrounds (9%)	Motor vehicle (90%), bus (6%), and train (5%)

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Changes between 2020 and 2022

The following changes were seen between the surveys in 2020 and 2022, although it can not be determined how much of this change is due to actual shifts in attitudes and behaviours and how much is due to other factors such as differences in the samples in the survey.

- There were **reductions** in the proportion of respondents who regularly travelled around Whitehill and Bordon for planned journeys by:

  - foot (from 67% to 34%),

  - bike (from 18% to 4%),

  - bus (from 17% to 6%),

  - lift share (from 15% to 6%), and

  - taxi (from 10% to 2%)

- In 2020 64% felt they would regularly travel around the area by car or other similar motor vehicle after the COVID pandemic; the proportion who did so in 2022 was 92%

- Similarly, in 2020 20% felt they would regularly travel around the area by foot after the COVID pandemic ; the proportion who did so in 2022 was 34%

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Public and community transport

Public transport usage could be increased with better connectivity to a train station and more frequent bus services

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: 529) — 18%	*Not asked*	• Difficulty reaching station (52%) • Cost of the service (46%) • Cost of parking (39%)	*Not asked*
Public bus services (base: 529) — 13%	• Lack of alternative options (40%) • Environmentally friendly (27%) • Cost (22%)	• Not frequent enough (63%) • Uses car instead (62%) • Does not go where respondent wishes (60%)	• Improved frequency (65%) • Improved reliability / punctuality (40%) • Bus stops closer to home / destination (37%) • Real-time info at bus stops (37%)
Community transport (Taxishare or Call & Go) (base: 538) — 3%	• Easy to arrange (24%) • Cost of the service (24%) • Reliability / punctuality (21%) • Sociable experience (21%)	• Unaware of the service (54%) • Lack of information on the service (46%) • Uses car instead (46%)	• A better understanding of the service (59%) • Information on journey times (25%) • Ability to book online (24%)

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Changes between 2020 and 2022

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- In 2020 the fourth most common barrier to increasing the usage of **train** services was difficulty getting to a train station (24%). In 2022 this was the most common issue cited (52%), with the most commonly mentioned issue in 2020 (cost, 51%) falling to second most frequently mentioned (46%)

- In 2020, the main barriers to increasing the use of public **bus services** were personal preference (60%), poor reliability or punctuality (40%), a lack of service information (36%, and not having anywhere to go (36%), which may have been a result of the COVID pandemic. In 2022, the main barriers to increasing bus usage were the frequency of services (63%), use of car as an alternative (62%), and the routes not serving the respondent's desired destinations (60%)

- While respondents in 2022 were more likely to suggest that usage of **buses** could be increased by having bus stops closer to homes and destinations (37%, compared with 23%), they were less likely to feel that better facilities at bus stops would do this (13%, compared with 25%)

- In contrast, respondents in 2022 were more likely to suggest that usage of **taxishare** could be increased by giving people a better understanding of the service (52%, compared with 39%), but were less likely to feel that this could be achieved by allowing online bookings (18%, compared with 25%)

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Social isolation of vulnerable people is increased by a lack of transport options

About half of respondents (52%) felt that they sometimes or often **missed out on going out** due to a lack of suitable transport. This was higher amongst:

those from ethnic minority backgrounds (63%), and

those with a health issue or disability (62%)

About a third of respondents (32%) had **felt lonely** as they were unable to travel due to lack of transport options. This was higher amongst:

those with a health issue or disability (60%), and

those from ethnic minority backgrounds (57%)

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

Journey	Percentage
Hospital (base: 354)	92%
Going to work (base: 388)	81%
Socialising (base: 470)	74%
Main food shops (base: 480)	72%
Visiting villages in the area (base: 458)	72%
Medical appointments (base: 468)	59%
Visiting leisure facilities (base: 387)	59%
Going to a place of education (base: 166)	59%
Top-up food shops (base: 477)	48%

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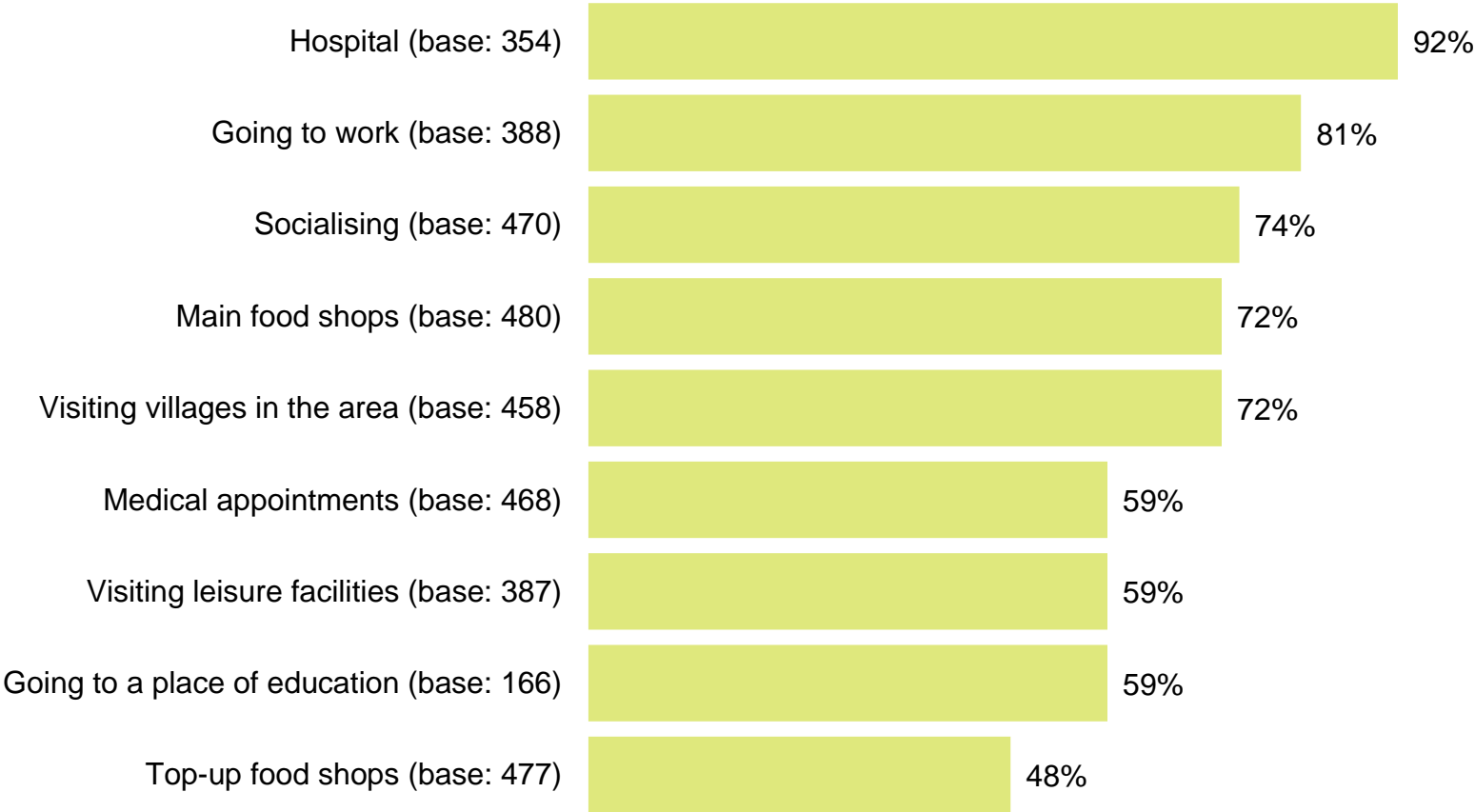
* Please note the low base size for this group

Changes between 2020 and 2022

The following changes were seen between the surveys in 2020 and 2022, although it can not be determined how much of this change is due to actual shifts in attitudes and behaviours and how much is due to other factors such as differences in the samples in the survey.

- 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 45% to 32%)

- However, respondents were more likely to often miss out on going out due to a lack of suitable transport options (from 14% to 21%)

- Compared with in 2020, respondents were more likely to feel that activities would be more difficult if only using public transport:

Proportion of respondents who undertake journeys who felt that these would be difficult or very difficult if only possible via public transport

Category	2020	2022
Hospital	85%	94%
Going to / from work	74%	84%
Main food shops	70%	76%
Socialising	69%	76%
Going to school or another place of education	55%	64%
Medical appointments	59%	63%
Leisure facilities	51%	63%

■ 2020   ■ 2022

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Active travel

Most respondents walk around the area, but this could be encouraged further with better linking or walking routes and addressing safety concerns

71% of respondents reported that they travelled around Whitehill and Bordon by foot at least once per month

This was **higher** amongst:

those from ethnic minority backgrounds (80%), and

those carer responsibilities (80%)

This was **lower** amongst:

those with a health issue or disability (52%), and

those aged 65 or over (49%)

Would any of the following encourage you to travel around Whitehill and Bordon by foot more often? (Multi code, base: 564)

Improving links within the area by connecting existing routes with new roads, paths, bridges, ramps, etc	33%
Safer walking routes	31%
I already travel by these means as much as I can	21%
Improvements to recreational routes	20%
Nothing could encourage me to travel around Whitehill and Bordon by foot more often	19%
20mph speed limits	18%
Benches	15%
Traffic calming measures	13%
Signs	10%
Improved mobile phone coverage	9%
Having someone to walk with	8%
Something else	6%
A local group that I could go out with	6%
Help to plan a route	4%

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Satisfaction with cycling in the area was mixed, with safety being the most frequently mentioned concern amongst those dissatisfied

About half (51%) of respondents reported that owned a bicycle, with 24% saying they used it

Ownership was **higher** amongst:

those from ethnic minority backgrounds (61%), and

those with carer responsibilities (58%)

Ownership was **lower** amongst:

those with a health issue or disability (32%), and

those aged 65 or over (21%)

Of those with a view, 23% were satisfied with the cycling infrastructure in and around Whitehill and Bordon, with 26% dissatisfied with this.

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

- the availability of cycle routes (24%),
- the connections between networks and local facilities (24%), and
- the availability of cycle parking (20%)

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

- Concerns about safety (38%),
- the availability of cycle routes (29%), and
- personal experiences of the behaviours of cyclists in the area (13%)

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

- more traffic-free cycle routes (28%),
- improving links within the local area (20%), and
- improving links connecting the local area to other places (19%)

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Mobility scooter and wheelchairs users would like to see safer routes and better recreational options when using these methods

3% of respondents indicated that they used a wheelchair, and the same proportion indicated that they used a mobility scooter

23 wheelchair or mobility scooter users suggested ways to encourage travel around Whitehill and Bordon by these means more often. These most commonly related to:

safer routes for these modes of transport (6 respondents),

improvements to recreational routes (5 respondents),

the implementation of 20mph speed limits (4 respondents), and

a need for more benches in Whitehill and Bordon (4 respondents)

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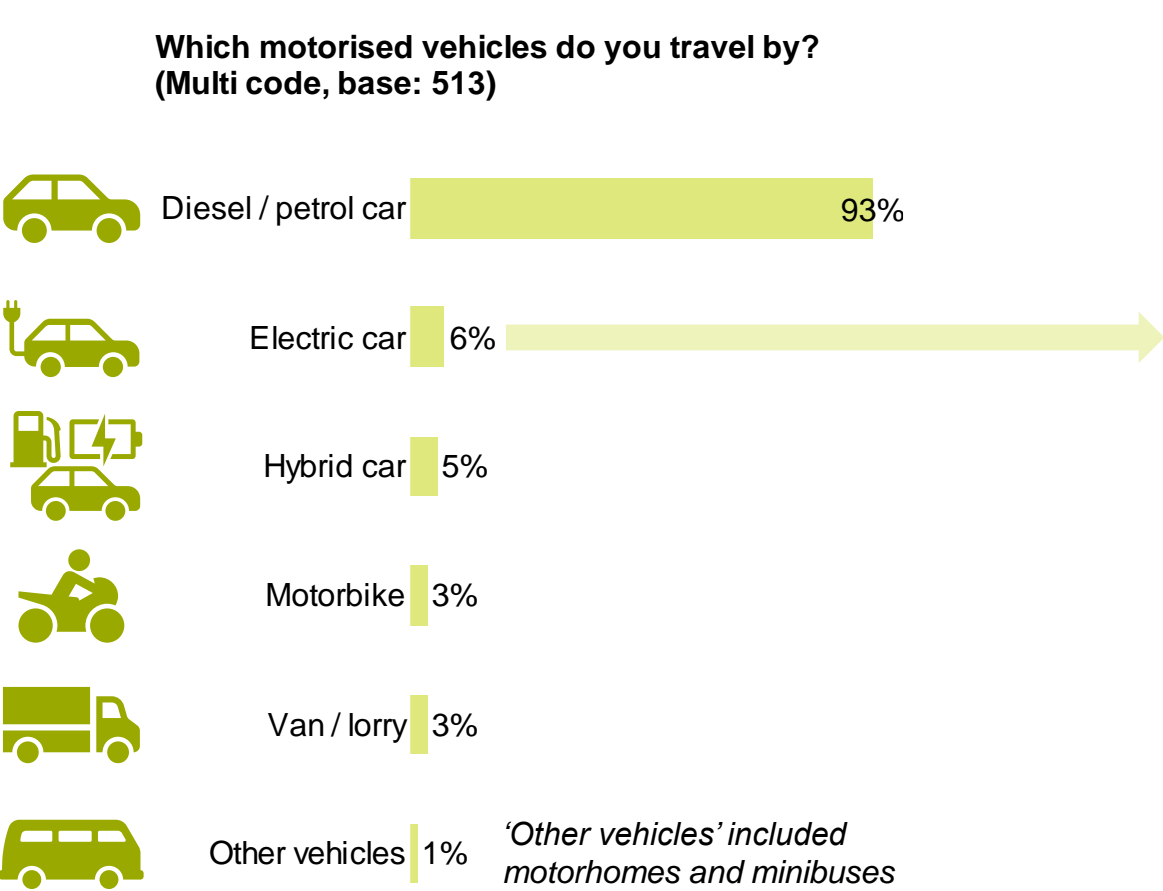
Changes between 2020 and 2022

The following changes were seen between the surveys in 2020 and 2022, although it can not be determined how much of this change is due to actual shifts in attitudes and behaviours and how much is due to other factors such as differences in the samples in the survey.

- Respondents' satisfaction with cycling facilities in Whitehill and Bordon fell from 32% in 2020 to 23% in 2022

- In 2020, the most commonly mentioned way to increase **cycling** in Whitehill and Bordon was by creating longer distance cycle trails (34%), which was only mentioned by 17% of respondents in 2022 - the fourth most common response

- There was little change in the suggested ways to improve walking in the area. The three most common suggestions in both years were improving links within the area (27%, compared with 21% in 2020), safer walking routes (26%, compared with 30% in 2020), and improvements to recreational routes (17%, compared with 23% in 2020)

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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, 50% most commonly travelled alone, 47% with family, and 3% with someone who was not a family member

Which motorised vehicles do you travel by?
(Multi code, base: 513)

Vehicle	%
Diesel / petrol car	93%
Electric car	6%
Hybrid car	5%
Motorbike	3%
Van / lorry	3%
Other vehicles	1%

'Other vehicles' included motorhomes and minibuses

6% of respondents owned an electric car, but a further 32% were considering buying one in the next few years

This level of future uptake correlates strongly with household income, with 15% of those on household incomes below £30,000 feeling they may buy one, compared with 48% of those with household incomes of £60,000 or more

Cost was also most commonly cited as a barrier to purchasing an electric car (76%), with other common reasons including:

the lack of charging facilities at home (45%), and

concerns about the range of electric vehicles (42%)

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People lift share to save money, socialise, and protect the environment, but are 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 (23%), and

those from households with incomes of up to £30,000 (17%)

However, respondents from ethnic minority backgrounds were less slightly likely to lift share (10%)

The most common reasons given for lift sharing included:

to save money (35%),

for company on journeys (25%),

environmental reasons (24%), and

a lack of public transport options for the journey (24%)

The most common barriers identified for lift sharing included:

the lack of a consistent fixed journey (43%),

nobody else making the same journey (43%),

concerns about sharing with unknown people (30%), and

a lack of the flexibility needed for lift sharing (27%)

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Changes between 2020 and 2022

The following changes were seen between the surveys in 2020 and 2022, although it can not be determined how much of this change is due to actual shifts in attitudes and behaviours and how much is due to other factors such as differences in the samples in the survey.

- The cost of electric car ownership is seen as more of a barrier to purchase in 2022 (76%), compared with 2020 (63%). However home charging facilities are seen as less of an issue (falling from 73% in 2020 to 45% in 2022), and charging when out also seen as less of an issue (falling from 47% to 39% over the same period)

- There was less of a shift in the barriers to lift sharing, where the three most common reasons stayed the same between 2020 and 2022:

  - Don't make a fixed journey every day (43% in 2022, 36% in 2020)

  - Nobody makes the same journey (43% in 2022, 38% in 2020)

  - Sharing a car with unknown people (30% in 2022, 29% in 2020)

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The Whitehill and Bordon Green Loop

There was high satisfaction with the Green Loop, which was enjoyed by respondents, although this could be improved by addressing issues with signage and concerns over safety

71% of respondents were aware of the Green Loop

50% of those who used it did so for exercise, with 40% using it to spend time outdoors

68% of respondents with a opinion on the Green Loop thought it was good, while 7% felt it was poor

Reasons for liking it included the pleasure respondents got from using it, the quality and quantity of signage, and views on the layout and connectivity of the Green Loop

Reasons for not liking it included issues with the signage, concerns about safety on the Green Loop, 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 (50%) or there being more information available about it (35%), and more signage showing how to access it (34%)

"It is a nice little escape into nature without having to travel far from home"

"I enjoy walking around it and it's great to get the kids out in the fresh air when they stay with me"

"Well signposted with wide footpaths"

"Walk is peaceful and connects Bordon together"

"I find the signage a little confusing and easy to get lost in some places"

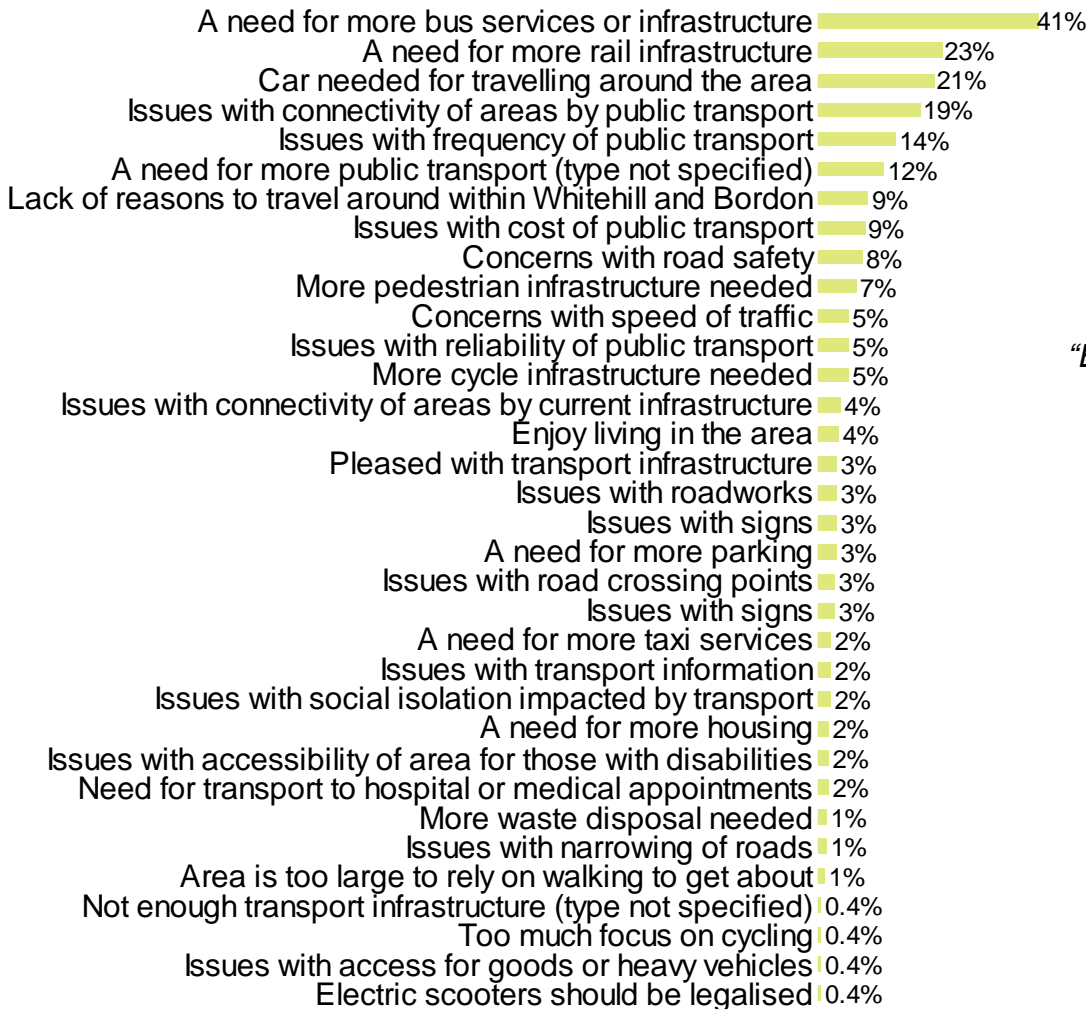*"…trails being overgrown in places making it dangerous"*

"Not mobility scooter-friendly. I can't use some of the route which then leaves me lost and feeling unsafe"

"Never seen a map"

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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: 224)

Category	%
A need for more bus services or infrastructure	41%
A need for more rail infrastructure	23%
Car needed for travelling around the area	21%
Issues with connectivity of areas by public transport	19%
Issues with frequency of public transport	14%
A need for more public transport (type not specified)	12%
Lack of reasons to travel around within Whitehill and Bordon	9%
Issues with cost of public transport	9%
Concerns with road safety	8%
More pedestrian infrastructure needed	7%
Concerns with speed of traffic	5%
Issues with reliability of public transport	5%
More cycle infrastructure needed	5%
Issues with connectivity of areas by current infrastructure	4%
Enjoy living in the area	4%
Pleased with transport infrastructure	3%
Issues with roadworks	3%
Issues with signs	3%
A need for more parking	3%
Issues with road crossing points	3%
Issues with signs	3%
A need for more taxi services	2%
Issues with transport information	2%
Issues with social isolation impacted by transport	2%
A need for more housing	2%
Issues with accessibility of area for those with disabilities	2%
Need for transport to hospital or medical appointments	2%
More waste disposal needed	1%
Issues with narrowing of roads	1%
Area is too large to rely on walking to get about	1%
Not enough transport infrastructure (type not specified)	0.4%
Too much focus on cycling	0.4%
Issues with access for goods or heavy vehicles	0.4%
Electric scooters should be legalised	0.4%

"My children go to school in Alton and find the reduced number of buses impacts their journey. Sometimes the bus is already full by the time it gets to their bus stop and doesn't stop for them, meaning they have to wait a long time for the next one. More buses at peak and school/college hours are required"

"Bordon needs a train station. Commuting out of town requires a car. Buses are too slow"

"Bordon needs a train station and direct links to London and Portsmouth. Bordon is cut off from everywhere"

"Due to the lack of facilities/shops in Whitehill it is difficult to do anything without travelling by car"

"I feel there is still more traffic through the town than the ring road. We need a safe crossing on the A325 between the commons"

"I moved to Bordon in March 2020 and since then I've really seen an improvement in the walking access such as the green loop, to continue this and make more paths would be great"

"Public transport is more or less non existent. No buses to Petersfield from Bordon despite NHS saying that's where we have to go for x-rays etc as health hub will not have the facilities"

"No bus service so have to drive and too old to cycle, especially when so many cars going well over the limit and nothing being done about it"

"You cannot realistically live in Whitehill and Bordon without driving a car"

"There are no buses after 8pm allowing taxis to charge extortionate prices"

"I would love to walk into Bordon…but the Liphook road is too dangerous to consider this"

"The main high street seems to be having many calming measures put in but this adds to the traffic"

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Appendix: Methodology and Respondent Profile

Methodology

The survey was open from 17 October 2022 until 13 November 2022. 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;

Postcards delivered to around 7,000 households in the area;
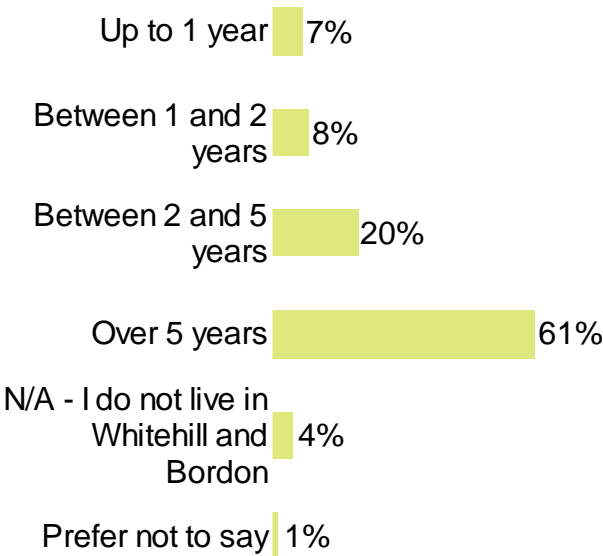
a County Council press release;

social media posts; and

items posted on community message boards.

Open-ended responses were analysed by theme, using an inductive approach. This means that the themes were developed from the responses themselves, not pre-determined based on expectations, to avoid any bias in the analysis of these responses. Automated text recognition was used to code these.
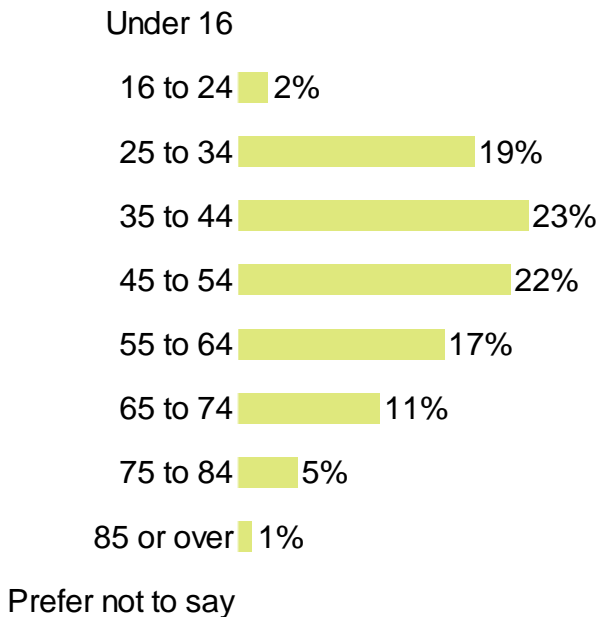
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Who responded?

Of the 538 responses, 526 were from provided by individuals, 2 by democratically elected representatives, and 1 on behalf of an organisation
(9 did not indicate the capacity in which they were responding). This section provides further detail about those responding as an individual
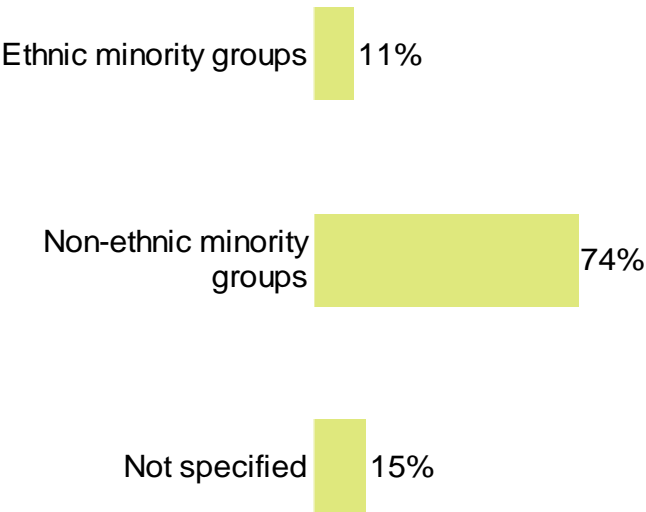
Length of time lived in Whitehill and Bordon (base: 524)

- Up to 1 year: 7%
- Between 1 and 2 years: 8%
- Between 2 and 5 years: 20%
- Over 5 years: 61%
- N/A - I do not live in Whitehill and Bordon: 4%
- Prefer not to say: 1%

Age of respondents (base: 526)

- Under 16
- 16 to 24: 2%
- 25 to 34: 19%
- 35 to 44: 23%
- 45 to 54: 22%
- 55 to 64: 17%
- 65 to 74: 11%
- 75 to 84: 5%
- 85 or over: 1%
- Prefer not to say

Ethnic categorisation (base: 526)

- Ethnic minority groups: 11%
- Non-ethnic minority groups: 74%
- Not specified: 15%

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Who responded?

Gender of respondents (base: 518)

Female ████████████ 65%

Male ██████ 33%

Prefer to self-describe | 0.2%

Prefer not to say █ 3%
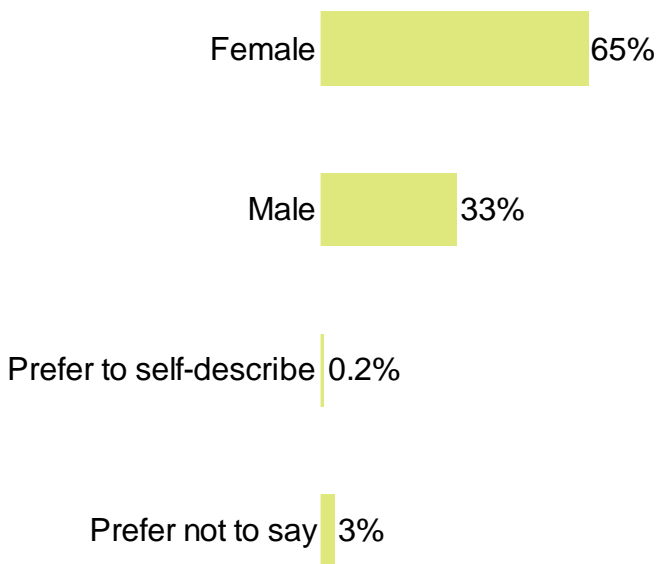
Gender identity the same as at birth? (Base: 514)

Yes ██████████████ 96%

No | 0.4%

Prefer not to say █ 4%
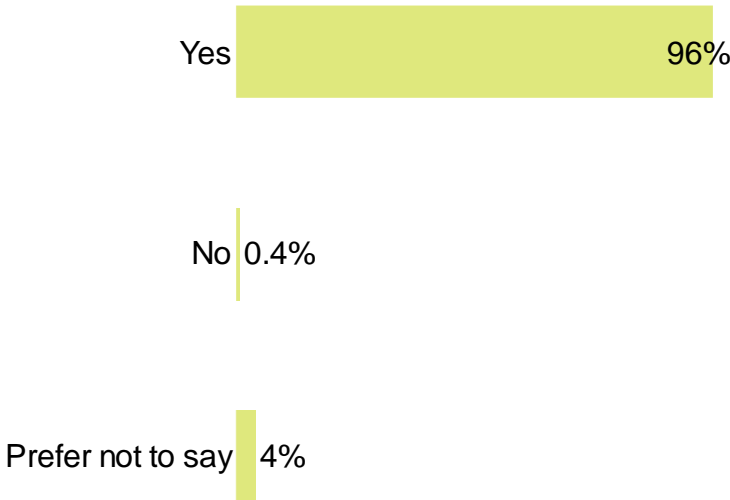
Sexual orientation (base: 502)

Bisexual █ 4%

Gay or lesbian █ 3%

Heterosexual or straight ██████████████ 82%

Prefer to self describe | 0.2%

Prefer not to say ██ 11%

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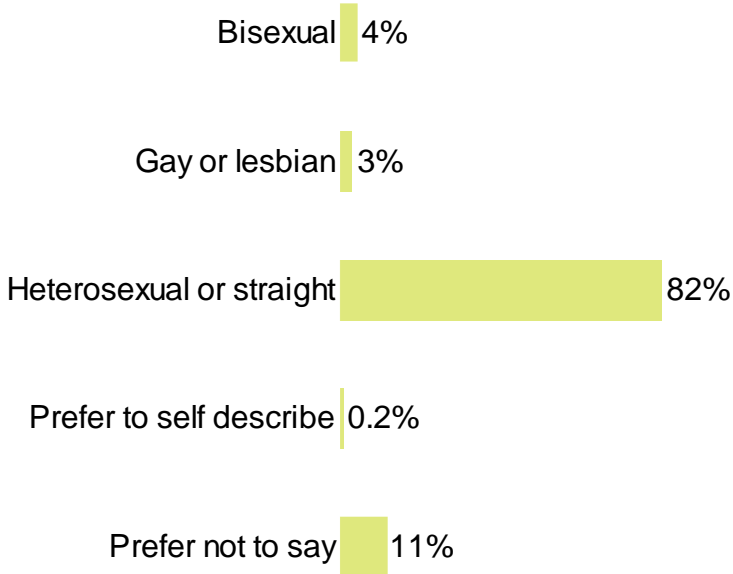
Who responded?

Number of days in the previous week in which respondents did at least 30 minutes of moderate or vigorous exercise (base: 514)
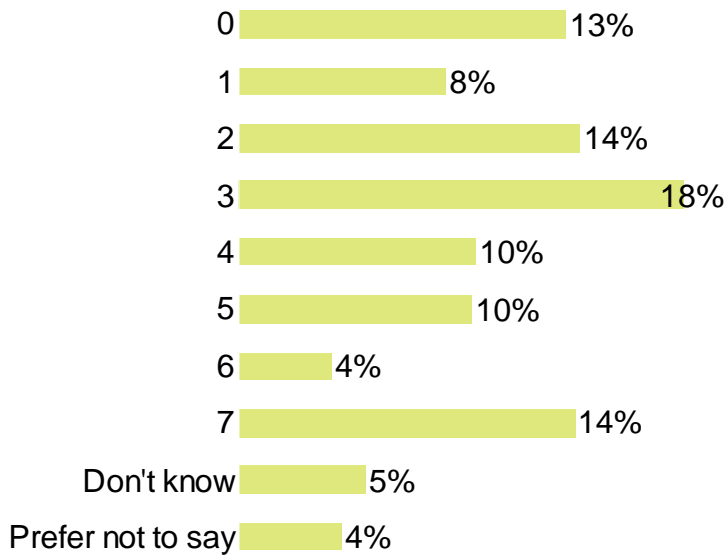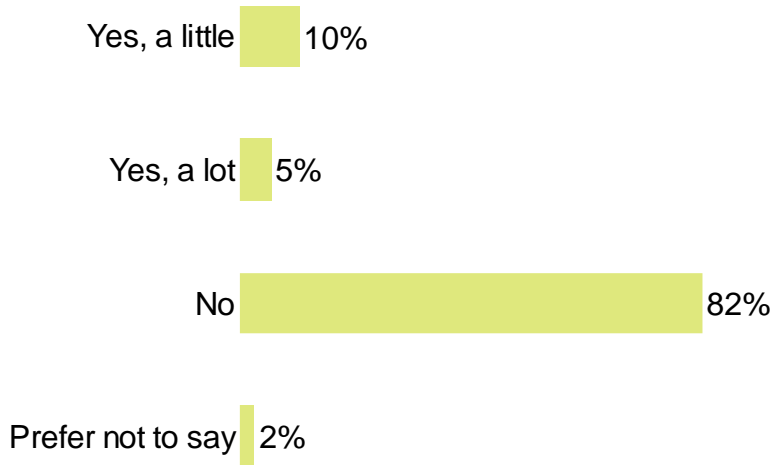
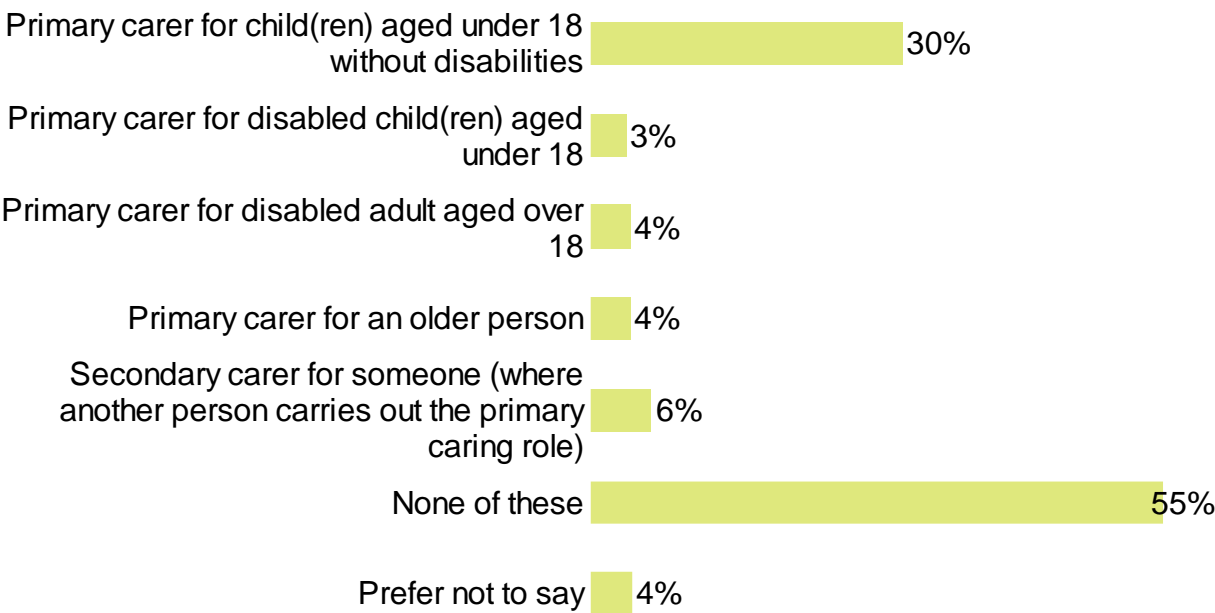|	
0	13%
1	8%
2	14%
3	18%
4	10%
5	10%
6	4%
7	14%
Don't know	5%
Prefer not to say	4%

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: 564)
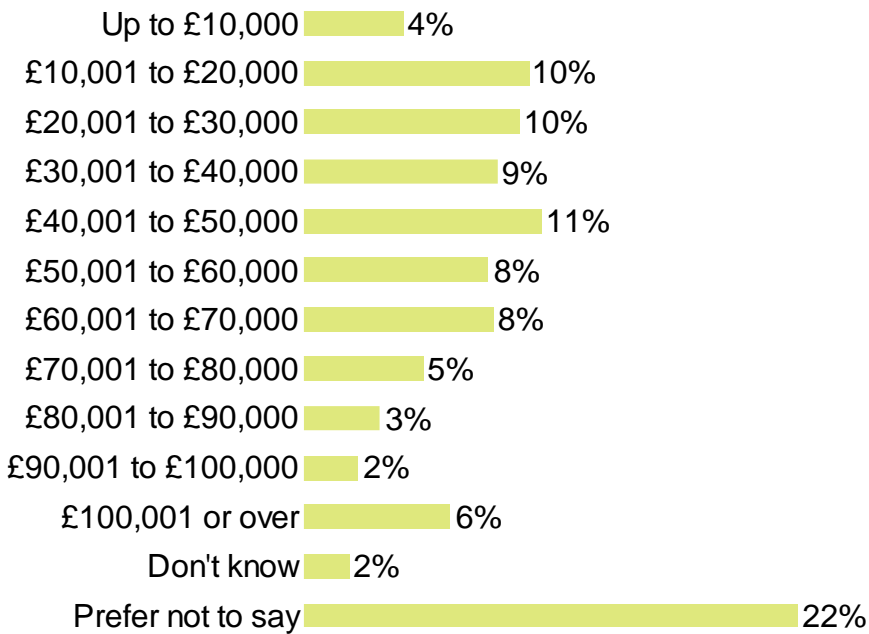
Yes, a little	10%
Yes, a lot	5%
No	82%
Prefer not to say	2%

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Who responded?

Carer responsibilities (multi code, base: 510)

Primary carer for child(ren) aged under 18 without disabilities	30%
Primary carer for disabled child(ren) aged under 18	3%
Primary carer for disabled adult aged over 18	4%
Primary carer for an older person	4%
Secondary carer for someone (where another person carries out the primary caring role)	6%
None of these	55%
Prefer not to say	4%

Household income (base: 484)

Up to £10,000	4%
£10,001 to £20,000	10%
£20,001 to £30,000	10%
£30,001 to £40,000	9%
£40,001 to £50,000	11%
£50,001 to £60,000	8%
£60,001 to £70,000	8%
£70,001 to £80,000	5%
£80,001 to £90,000	3%
£90,001 to £100,000	2%
£100,001 or over	6%
Don't know	2%
Prefer not to say	22%

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Who responded?

Employment status (multi code, base: 519)

- Working as an employee — 65%
- Self-employed — 10%
- Unemployed — 4%
- On a government sponsored training scheme — 0%
- Away from work ill, or on maternity leave — 2%
- A student — 2%
- Retired — 17%
- None of these — 3%
- Prefer not to say — 2%
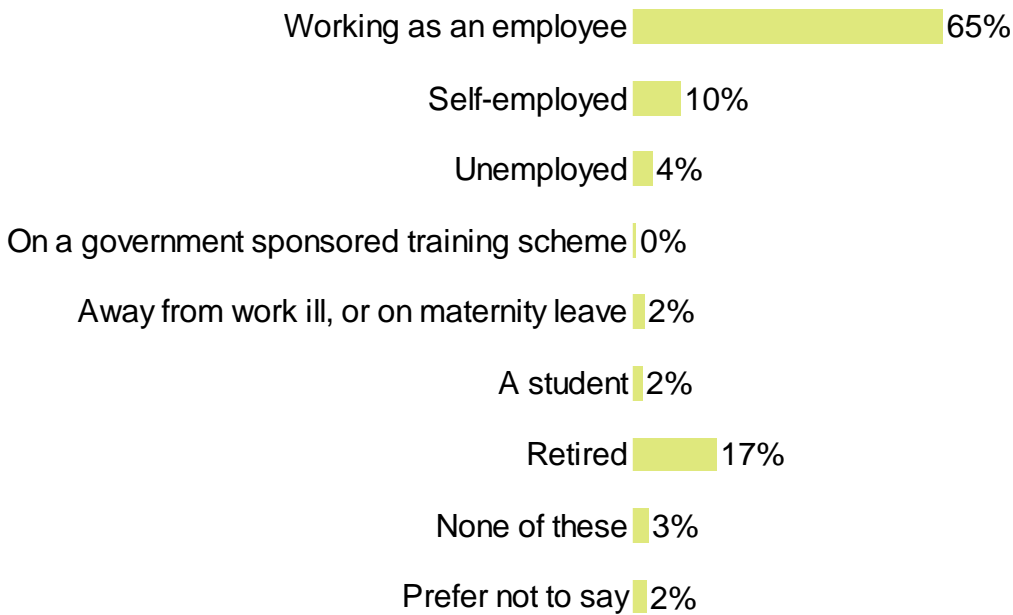
Working patterns of respondents in employment (base: 381)

- Only from home — 11%
- Only from a location away from home — 49%
- A mixture of working from home and away from home — 38%
- Prefer not to say — 2%

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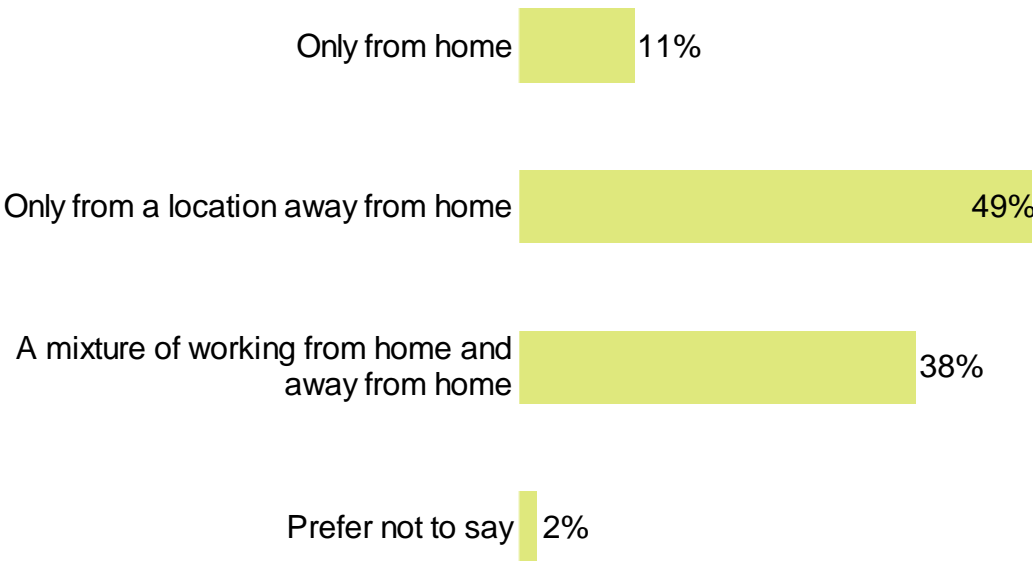
Who responded?

Responses by postcode

1 response

10 responses