

Portswood Travel Hub Survey Report

Thursday 24th March 2022



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349

Total Responses

Date Created: Monday 21st March 2022



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Key Findings

- 40% of participants currently drive less than 30 miles per week with a further 27% entirely non-driving
- Trips are mostly commonly taken for leisure, followed by work/business, with shopping closely behind
- 82% of participants 'agree' or 'strongly agree' that the location identified is **suitable for a Portswood travel hub**
- Most identified barriers to using a travel hub are **location, expense and existing vehicle ownership**
- Participants are in agreement a travel hub would **provide environmental and mental/physical benefits** but over 50% either are **uncertain or disagree that it would provide ease/convenience**

.../continued on the next slide



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Key Findings

- Over 50% of participants have responded to suggest they are **unlikely (or 'not at all') to use the transport options presented** (with the exception of bicycle and e-car hire)
 - Several comments are made throughout the free text comment boxes on the survey regarding banning of e-scooters and perceived dangers associated with them
 - A request for e-tricycle hire (not a listed option) was also made twice via free text comment boxes. Raw data analysis confirms this was the same participant.
- **Bus related improvements** (to services and timetable information), as well as **security measures** (for user safety and bikes being stored), were **rated highly as providing encouragement** to use a travel hub, and also frequently requested via free text comments
 - Disabled facilities, including changing areas and mobility scooter hire, were mentioned several times along with requests for consultation with relevant local groups on these.



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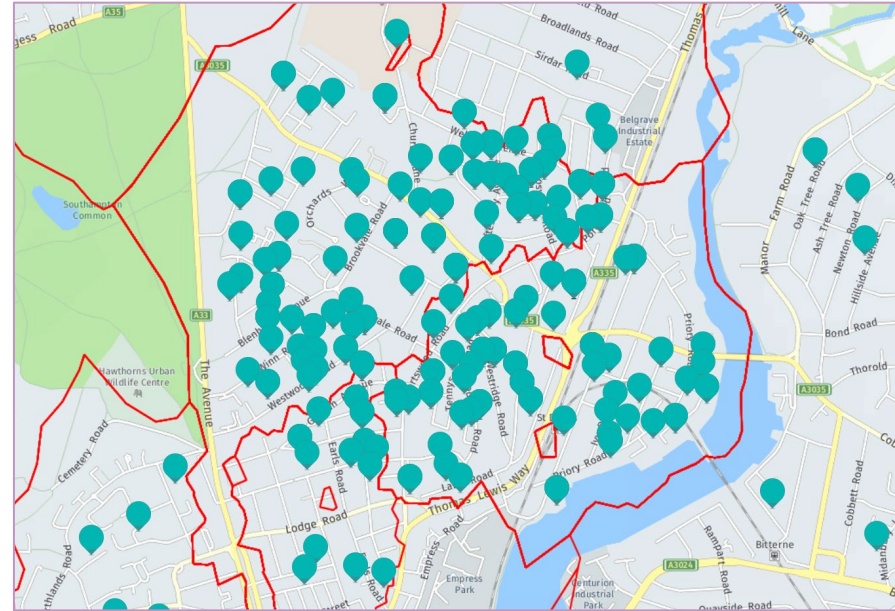
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Home Address

Postcodes or part-postcodes provided by 310 participants

- 310 valid postcodes provided, of which:
 - 1 postcode was outside of SO
 - 99.4% within SCC boundary
 - 76% were SO17 postcodes
 - 28% within the Portswood area
 - 25% within the St Denys area



Postcodes within the Portswood and St Denys areas



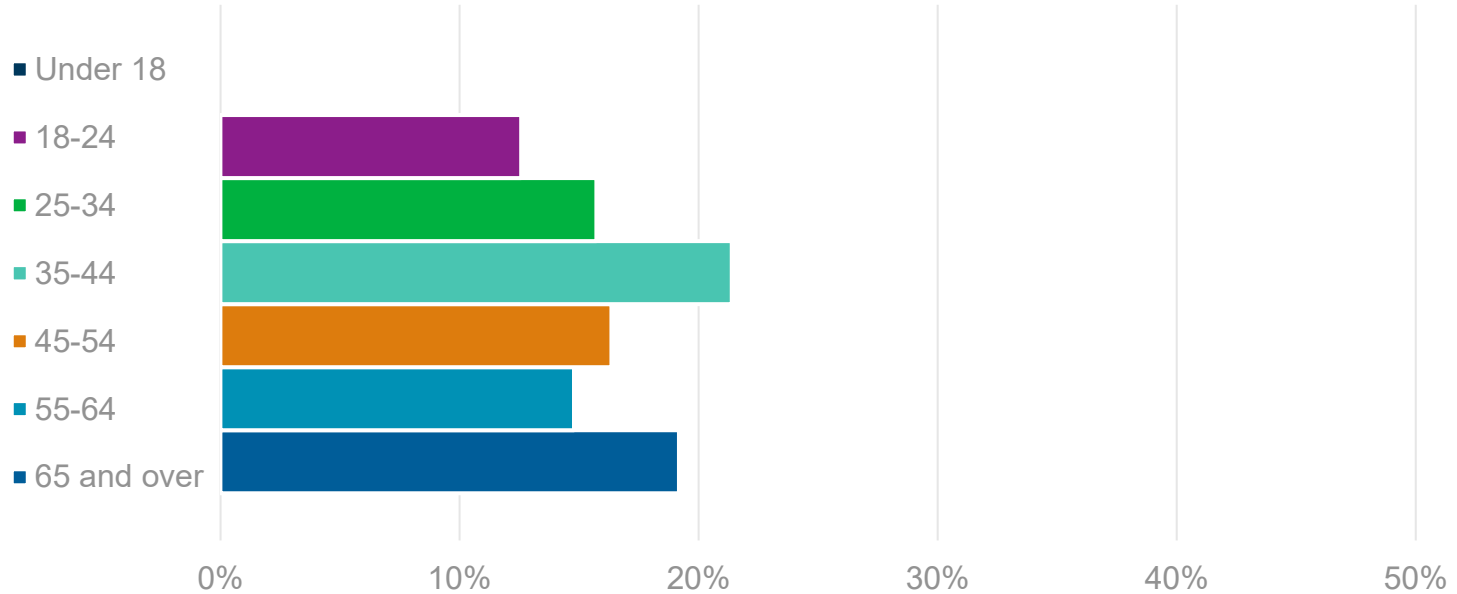
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Demographics: Age

Answered: 318 Skipped: 31



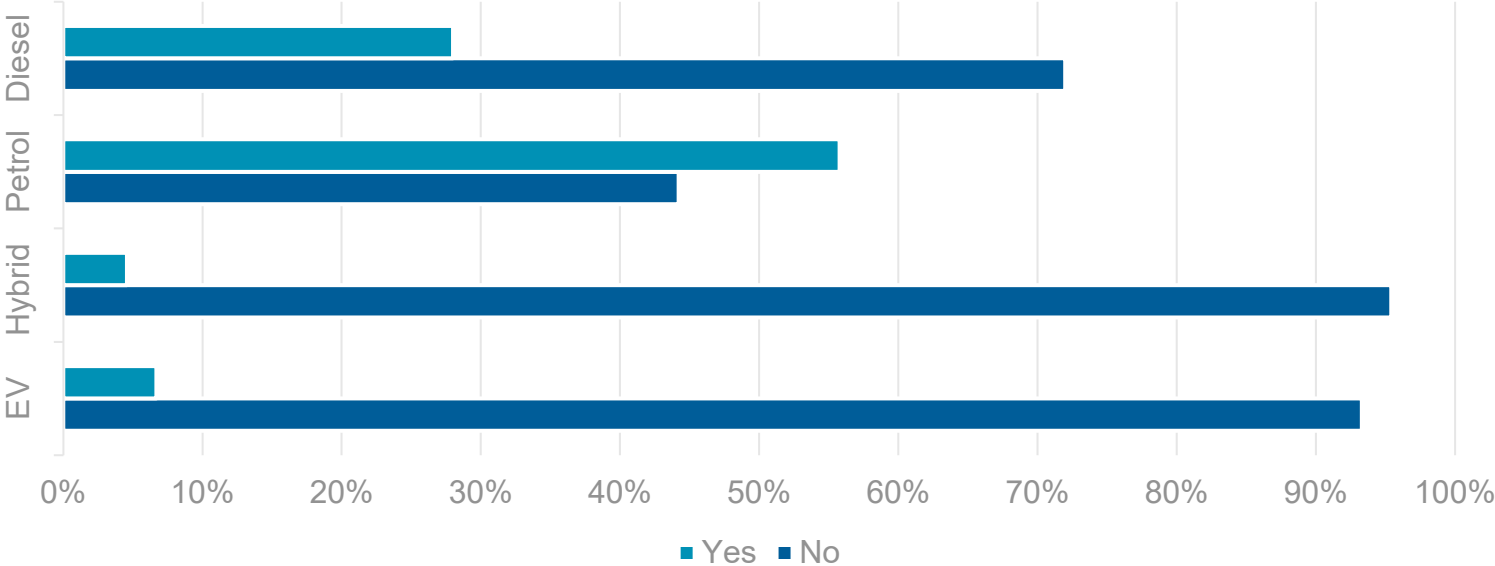
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Travel Habits: Vehicle Access

'Do you own or currently have access to and use one of the following types of car or van?'



Travel Habits: Driving Mileage

'Approximately, how many miles do you drive a week?'

- Up to 30 miles
- Up to 60 miles
- Up to 90 miles
- Up to 120 miles
- Over 120 miles
- I don't drive

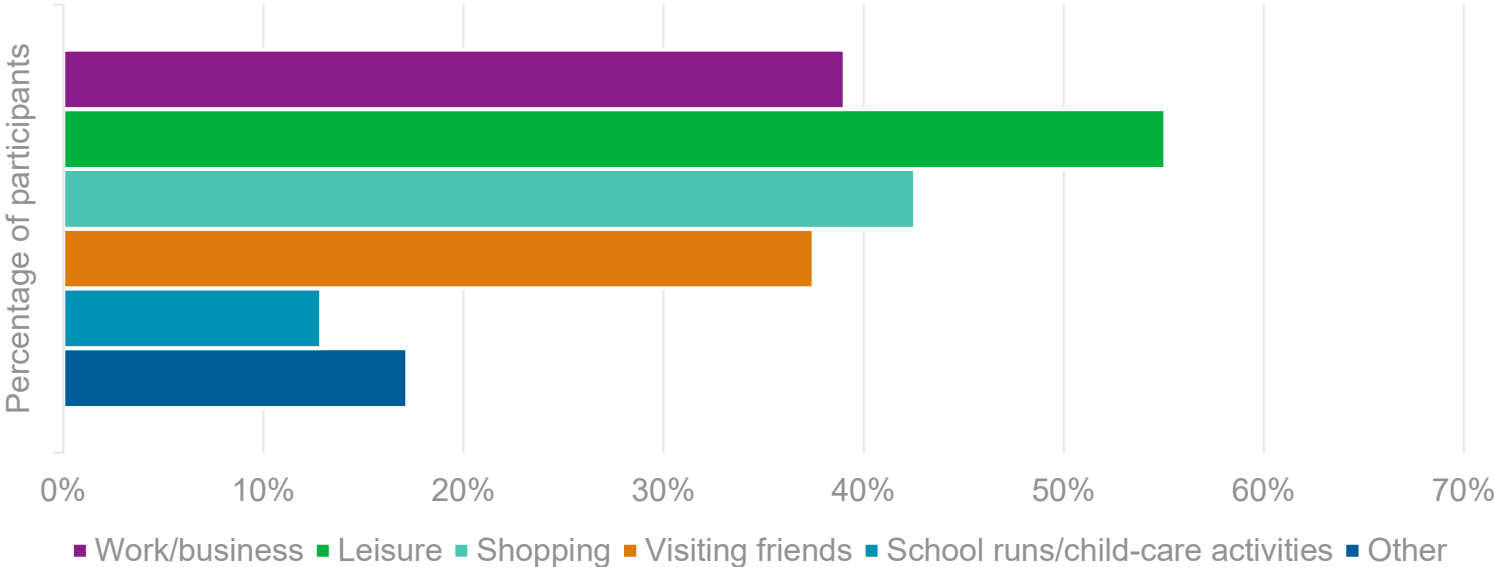


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Travel Habits: Trip Purpose

'What do you mostly use a car for?'



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Comments regarding use of cars

'Other (please specify)' answers from the question 'what do you mostly use a car for?'

Answer*	% of total
Visiting family	25% (11)
Long distance travel	20.45% (9)
Holidays	11.36% (5)
Hobbies	9.09% (4)
Commuting	9.09% (4)
Moving items	9.09% (4)
Trips outside the city	9.09% (4)

Answer*	% of total
Access to areas not reached by public transport	6.82% (3)
Attending appointments	4.55% (2)
Caring for others	4.55% (2)
Recycling centre use	4.55% (2)
Transporting others	4.55% (2)
Volunteering	2.27% (1)
No car	15.91% (7)

* Free text comments have been tagged manually. **Note:** Tags denote sentiment only, and should be read alongside the full comments in Excel file: *Portswood Travel Hub Survey Comments*



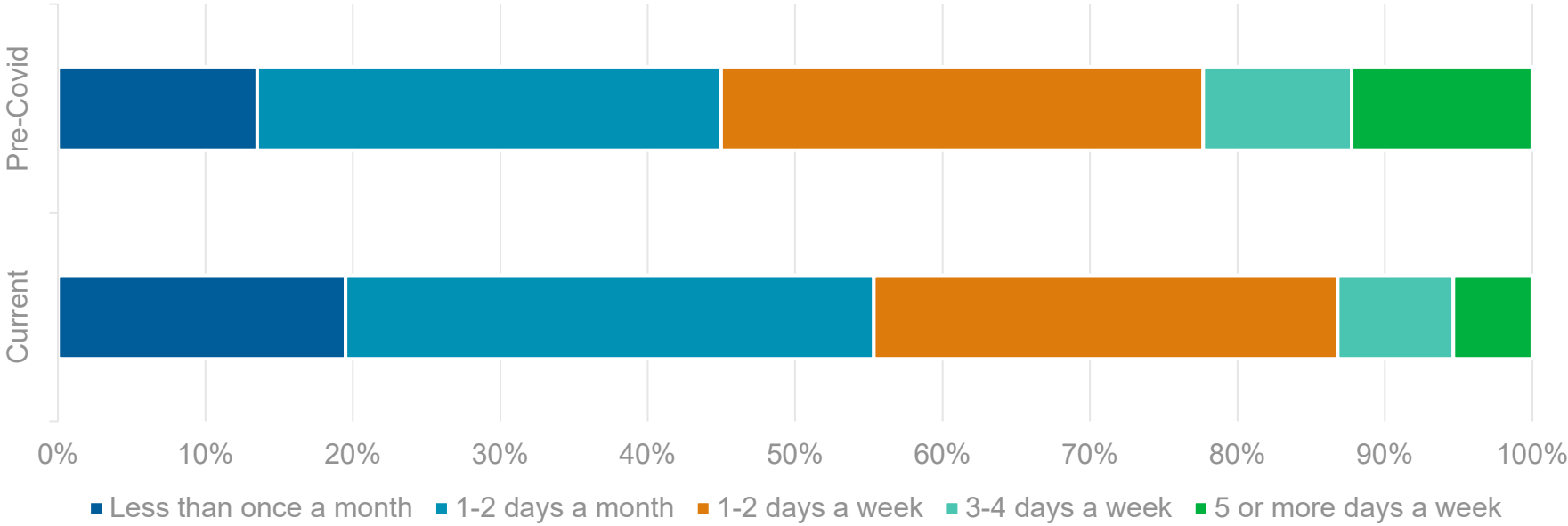
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Total number 'Other (please specify)' answers = 44

Travel Habits: Travel into City Centre

'How often do you currently travel into Southampton city centre?' and 'How often did you travel into Southampton city centre before COVID-19?'



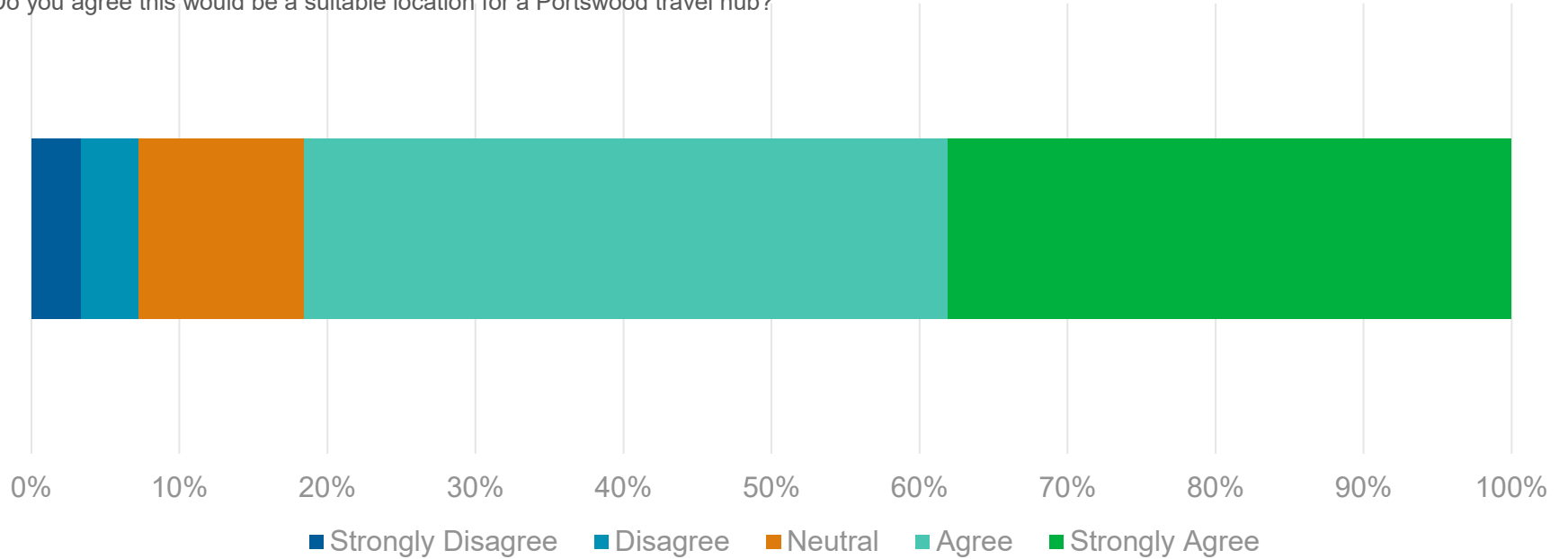
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Location Suitability

'Do you agree this would be a suitable location for a Portswood travel hub?'



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Concerns regarding identified travel hub location

'If you disagree with the identified location for a travel hub, please explain why.'

Answer*	% of total
Size of area identified**	33.33% (14)
Congestion	21.43% (9)
Safety concerns	11.90% (5)
Junction cutting	7.14% (3)
Antisocial	4.76% (2)
Doctors surgery proximity	4.76% (2)
Lack of cycling infrastructure	4.76% (2)
Loss of disabled parking	2.38% (1)
Pollution	2.38% (1)

Answer*	% of total
Positive comment made alongside concerns	19.05% (8)
Non-Portswood location	11.90% (5)
Concept concerns	9.52% (4)

**Responses to this question generally perceive that all facilities listed in the earlier question would be provided which prompts the concerns for size of the area.

The free text comment box for this question has, in many cases, been used to provide feedback on the entire travel hub proposal. Actual comments should be carefully reviewed for this question.

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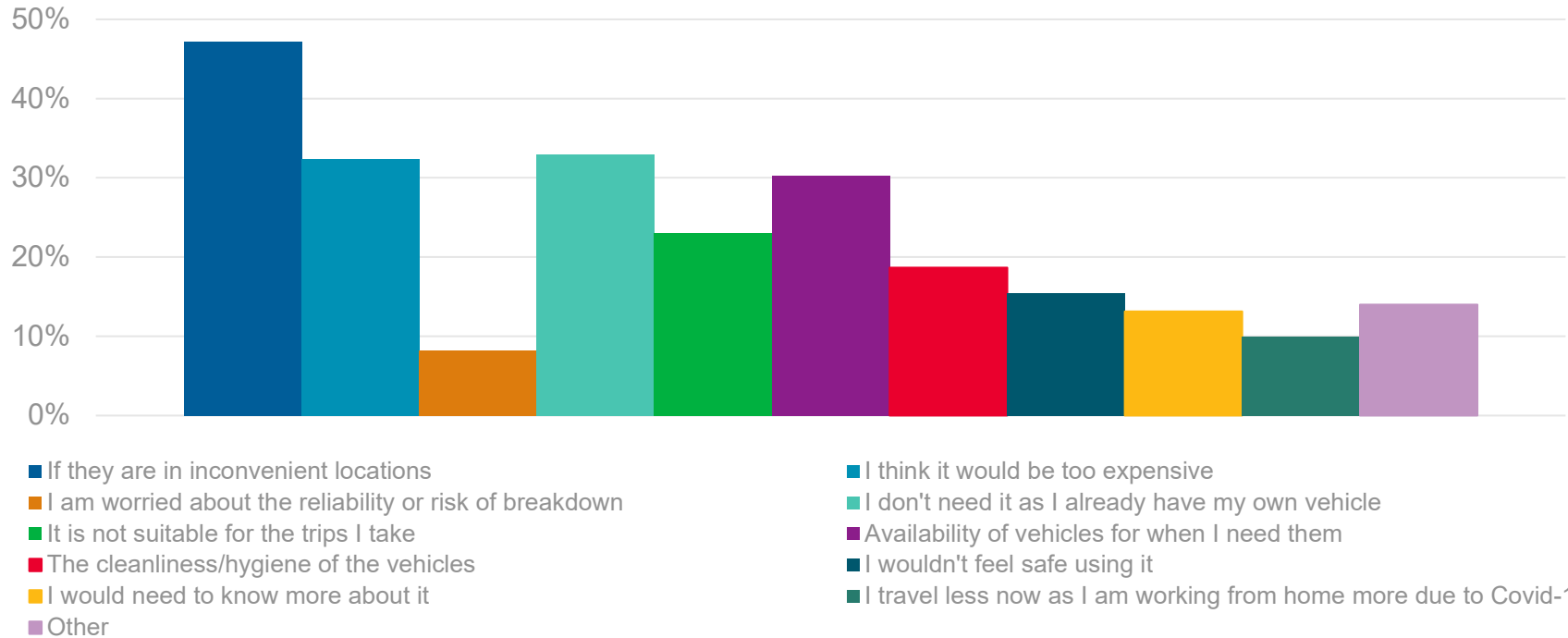


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Barriers to Use of a Travel Hub

'What do you see as the biggest barrier for you using a travel hub to access transport options? Please select all that apply.'



Comments regarding travel hub barriers

'Other (please specify)' answers from the question 'what do you see as the biggest barrier for you using a travel hub to access transport options?'

Answer*	% of total
Age	20.83% (10)
Bus preference	16.67% (8)
Bike/car ownership	10.42% (5)
Walking preference	10.42% (5)
Disability	8.33% (4)
Transport infrastructure	8.33% (4)
Travel w/ children	8.33% (4)
Availability	6.25% (3)
Business practices	4.17% (2)

Answer*	% of total
Daily payment option	4.17% (2)
Location	4.17% (2)
Not suitable	4.17% (2)
Scooter hire concerns	4.17% (2)
Affordability	2.08% (1)
Allowance for pets	2.08% (1)
Comfort	2.08% (1)
Non-driving	2.08% (1)

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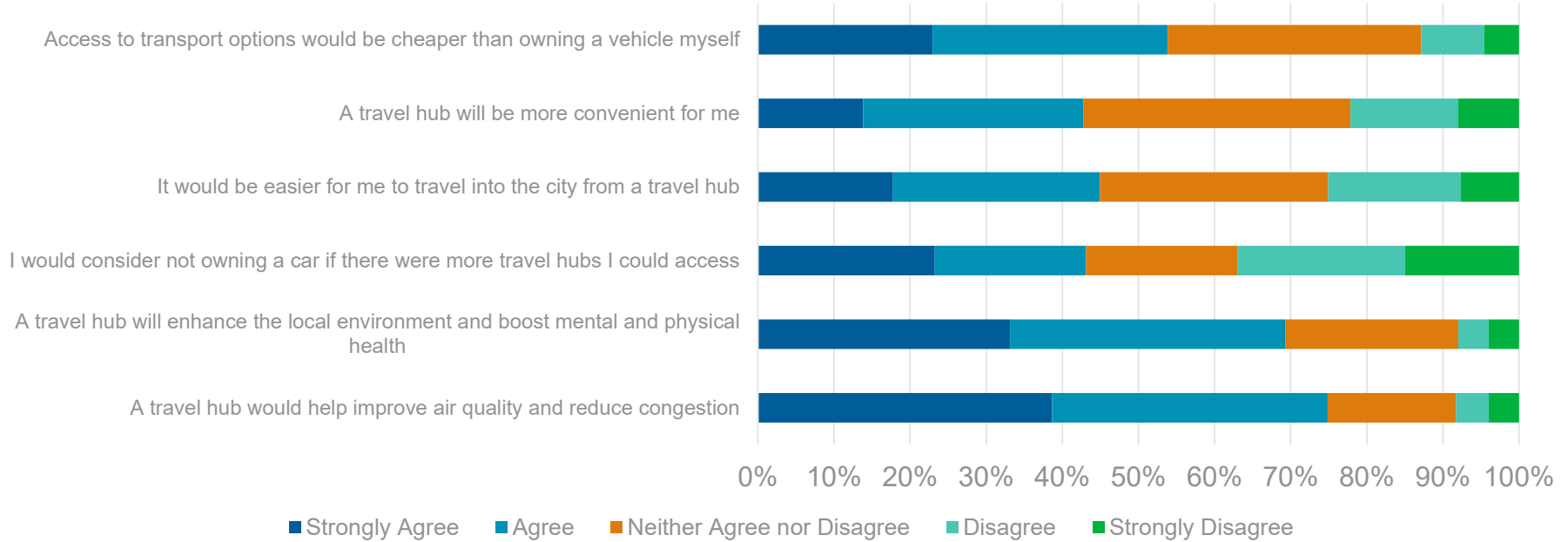
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Total number 'Other (please specify)' answers = 48

Benefits to Use of a Travel Hub

'Now that you have read a little more about travel hubs, to what extent do you agree or disagree with the following statements?'



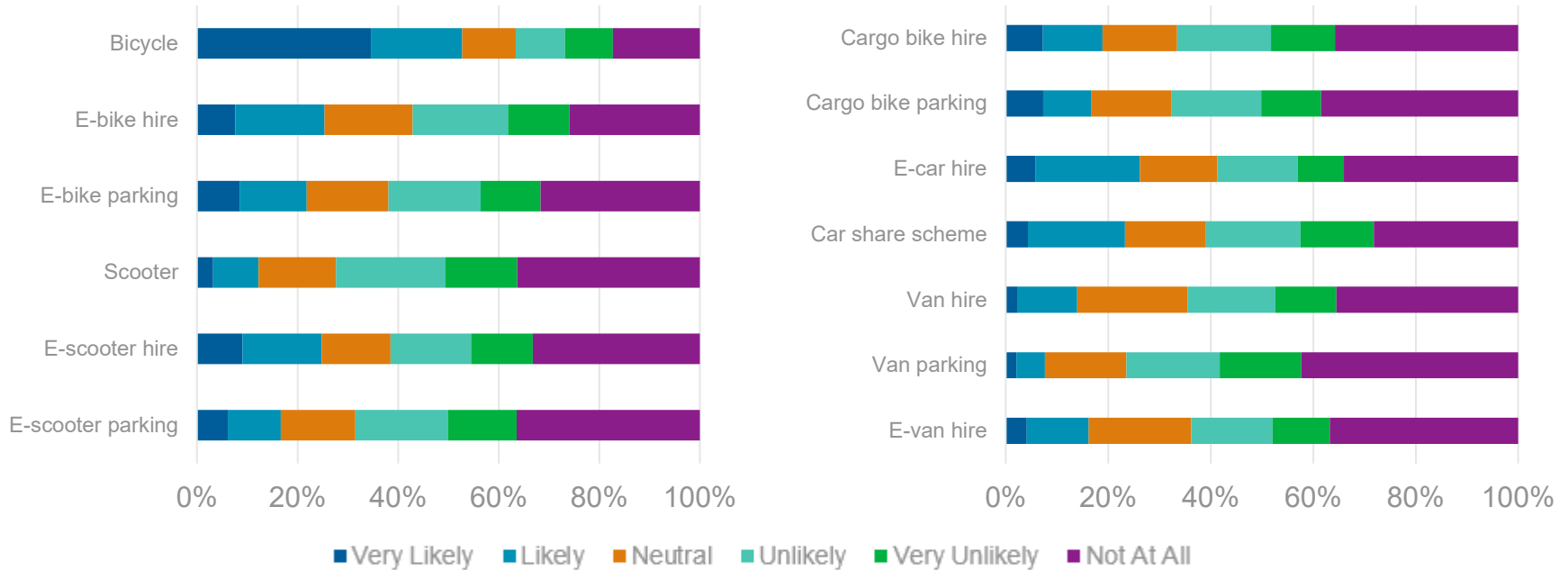
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Transport Mode Options

'How likely are you to use the following transport options? Please select one answer per row.'



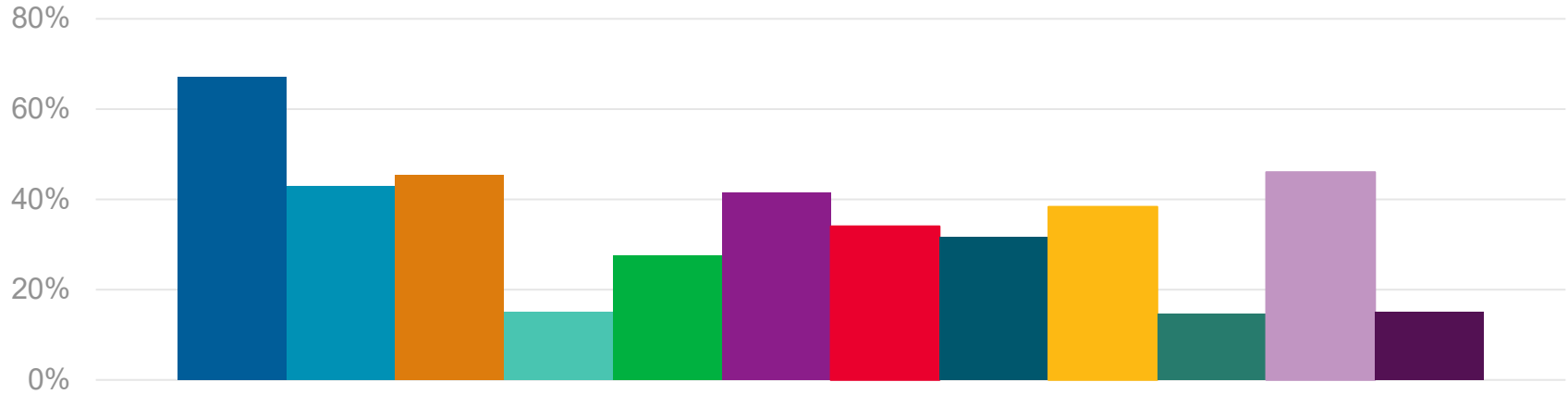
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Means of Encouragement for Transport Mode Options

'What might encourage you to use the above transport options more?'



- Access to key destinations via segregated cycle lanes
- Knowing they are regularly maintained and of high quality
- Option to process payment and hire options through smart devices
- Reliability of journey times
- Affordability of mobility options
- Drop off points at a number of convenient locations across the city

- Secure parking and storage
- Cycling proficiency training
- Personal safety and security; eg. CCTV
- Health benefits
- Accessibility for people with disabilities
- Other



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Comments regarding Transport Mode Options

'Other (please specify) answers from the question 'what might encourage you to use the above transport options more?'

Answer*	% of total
Cycling infrastructure	8.16% (4)
Cost	8.16% (4)
Environmental benefit	6.12% (3)
Safety of users	6.12% (3)
Well located pick up points	4.08% (2)
Bike parking	4.08% (2)
Family friendly	4.08% (2)
Access to shops	2.04% (1)

Answer*	% of total
Bike hire scheme	2.04% (1)
EV charging	2.04% (1)
Good availability	2.04% (1)
Scooter licensing	2.08% (1)
Simple payment method(s)	2.04% (1)

44.90% of responses stated participants could/would not use the transport options listed. Out of these 22 comments, four specifically mention age as the precluding factor.

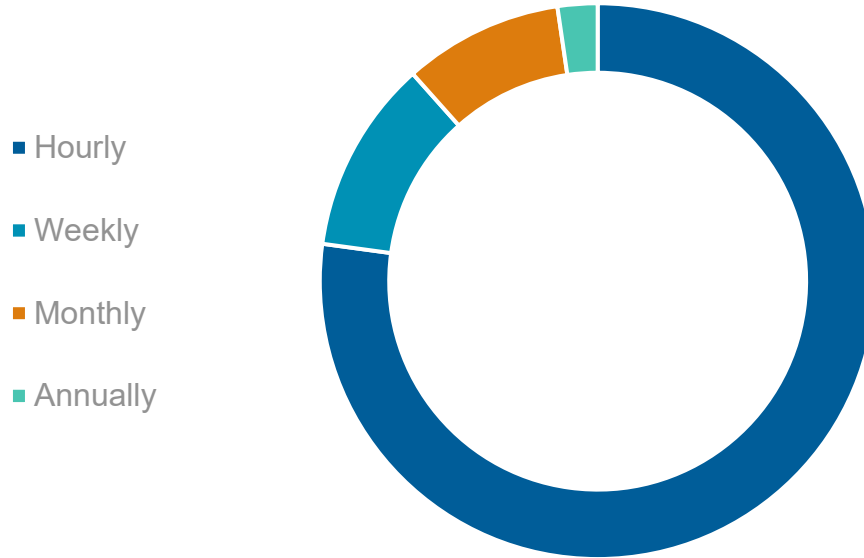


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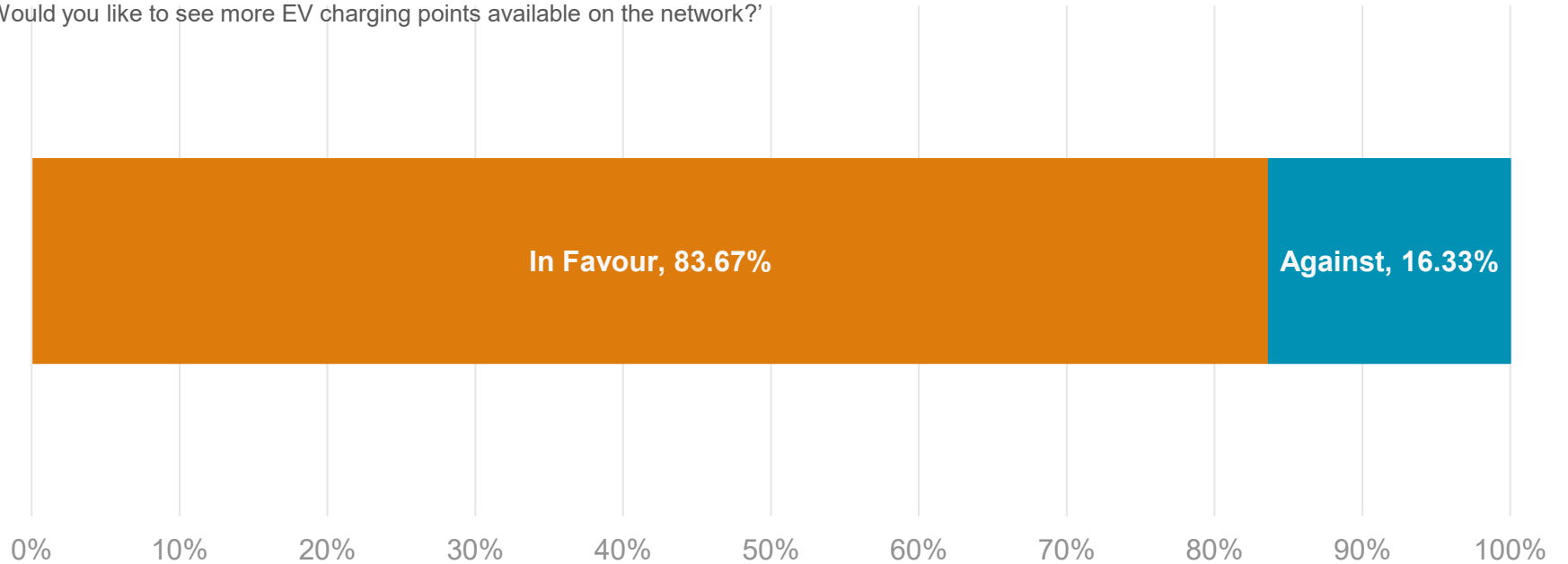
Payment for Transport Options

'If you were to hire one of the above transport options, how would you prefer to pay?'



Installation of New Electric Vehicle Charging Points

'Would you like to see more EV charging points available on the network?'



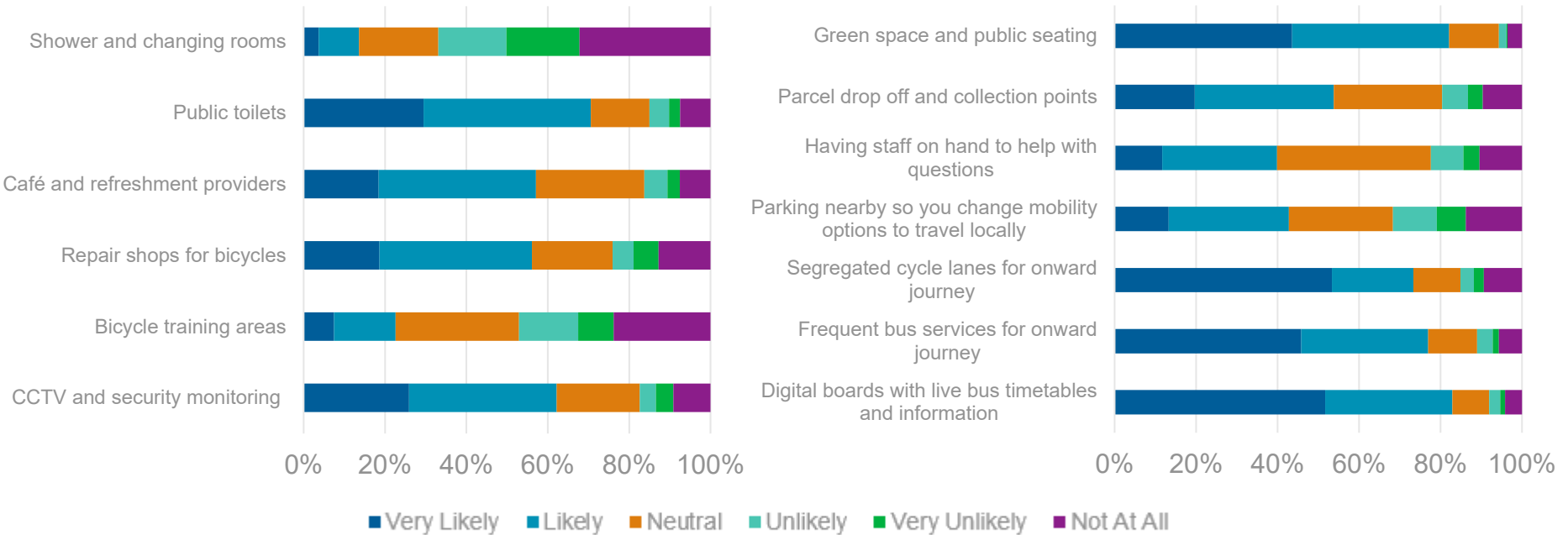
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Facilities Encouraging Use of a Travel Hub

'Please indicate how likely each of the following facilities would be to encourage you to use a travel hub. Please select one response per row.'



Comments regarding other facilities that would be considered useful

'Thinking about the purpose of a travel hub, are there any other facilities you would find useful that you would like to be considered?'

Answer*	% of total	Answer*	% of total
Bus improvements	11.02% (13)	Live travel info	5.08% (6)
Secure/covered bike parking	7.63% (9)	Storage lockers	5.08% (6)
Cycling infrastructure	6.78% (8)	Mobile phone charging	4.24% (5)
EV charging	6.78% (8)	Bike maintenance	4.24% (5)
Green space	6.78% (8)	Connections to coach services	3.39% (4)
Security	5.93% (7)	Multiple payment methods	3.39% (4)
Connections to rail services	5.08% (6)	Sheltered waiting area	1.69% (2)
Disabled facilities (various)	5.08% (6)	Other suggestions made on next slide	

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Further comments regarding other facilities that would be considered useful

'Thinking about the purpose of a travel hub, are there any other facilities you would find useful that you would like to be considered?'

Suggestions made which occur in low frequency*	
Recycling centre	Bike helmet rental
Access to local government services	Community fridge/pantry
Green roofs on bus stops	Rental service for goods/tools
Free wi-fi	ATMs
Taxi/Uber pick up location	Litter bins
Small supermarket	Emergency call points
Car parking	Defibrillator
Amazon lockers/Collect Plus	Weekly market
Electric tricycle hire	Post box

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