

10 December 2015

Agenda Item: 5

**REPORT OF SERVICE DIRECTOR ENVIRONMENT, TRANSPORT AND
PROPERTY**

BEESTON BUS AND TRAM INTERCHANGE PASSENGER SURVEY

Purpose of the Report

1. To note the findings of the Beeston Bus and Tram Interchange passenger survey carried out on the 1 October 2015.

Information and Advice

2. The Beeston Bus and Tram Interchange opened prior to the start of the new tram service on 12 July 2015.
3. This early opening date enabled the thorough testing of the interchange before full tram operation to identify any remedial works that would be needed to ensure a smooth operation of the interchange for bus operators, tram concessionaire and users; the Interchange also has the provision for cycle parking so that cyclists can also make use of the facility.
4. A number of remedial measures were identified to improve the interchange and the user experience. The following additional works have been implemented:
 - Seating: gap between perch seating and glass;
 - Visibility mirrors: this was to enable buses to safely enter the carriageway;
 - Realignment of bay 1 to improve bus access to the stop;
 - Further waste bins for bay 1 and 4;
 - Pedestrian guard rail by footway outside B&M Bargains: to encourage crossing at the official crossing point.
5. The County Council programmed a passenger survey to be carried out after 5 weeks of full operation as part of the Beeston Statutory Quality Bus Partnership (SQBP) monitoring. The surveys will be undertaken on an annual basis.
6. The survey consisted of face to face interviews with passengers alighting from buses and trams, or waiting on platforms. The Survey is included as **Appendix 1** and focuses on passenger satisfaction with the facility and to understand the travel preferences of users. The users also have the opportunity to make further comments so the Council can in conjunction with partners, Broxtowe Borough Council and NET, make further improvements.

7. The survey was carried out on 1 October between 0700 and 1900 and 465 responses were captured during the day. The size and times of the survey was to ensure we captured a good cross section of users to ensure the survey was statistically significant.

Survey results

8. The survey results are shown in **Appendix 2**. The headlines are:

- 35% of passengers use both bus and tram indicating a strong preference for multi modal travel and demonstrating the importance of the interchange.
- 42% of users remaining solely bus users.
- 80% use the interchange at least several times a week
- Trams are regarded as more reliable than the bus with 89% rating punctuality of trams as excellent or good and 73% for buses.
- Passengers feel safe at the Interchange with 87% feeling very safe. However, some concerns about poor lighting at night and County Council has agreed to review this.
- 87% of passengers highly rate the Interchange for its convenience and accessibility
- 94% of passengers as a whole are Satisfied or Very Satisfied with the interchange.
- 19% modal shift away from the car to tram of those previously making a trip doing so by car. A further 28% of trips on the tram are new journeys which would previously not have been made at all.
- The survey shows a strong positive choice toward public transport with 35% of passengers having access to a car but choosing not to use it for this trip.
- 57% of passengers have moved from bus to tram which was anticipated.
- Main drivers for travel were split between Education or Employment (44%) and those travelling for shopping and leisure (50%).

Age and gender profile of the users:

Under 18	18 to 25	26 to 44	45 to 54	55 to 64	65+
4%	19%	31%	12%	12%	22%
Female 68%			Male 32%		

Further Comments

9. 50 specific comments were also received with 60% identifying dissatisfaction with the shelter canopies or seating. Unfortunately, due to the narrow platforms (to minimise overall land take from the Beeston Square Phase 2 re-development) and due to the need for the canopies to be set back at least 450mm from the nearest kerb edge, the canopies are not as effective as users would like in wet and windy weather. The seating has already been raised as a snag and this is under consideration by the contractor as outlined in point 4.

10. To conclude these are very encouraging results for passenger satisfaction and safety as well as travel behaviour and usage which will help with congestion management and local air quality. Further surveys will be carried out on an annual basis to monitor the user experience and these results will be published as part of future performance reports to the Committee.

Statutory and Policy Implications

11. This report has been compiled after consideration of implications in respect of finance, the public sector equality duty, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Equal opportunities Implications

12. The provision of the Interchange ensures that elderly and disabled can access key services thus improving their quality of life, independence and enhancing social inclusion.

RECOMMENDATION

- 1) Committee note the outcome of the Beeston Tram and Bus interchange survey.

Jas Hundal
Service Director
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For any enquiries about this report please contact: Mark Hudson – Group Manager, Transport & Travel Services or Pete Mathieson, Team Manager Commissioning and Policy

Constitutional Comments (LM 26.11.2015)

13. This report is for noting only

Financial Comments (SES 26.11.2015)

14. There are no specific financial implications arising directly from this report.

Background Papers

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

None

Electoral Divisions and Members Affected

All