

# MONITORING & EVALUATION

## LOCAL SUSTAINABLE TRANSPORT FUND PROJECT PROGRESS REPORT | SPRING 2014

Derby City Council  
March 2015



## FULL LIST OF OUTPUT INDICATORS

NUMBER	NAME
<b>Primary Output Indicators</b>	
POI 1	No. of workplaces engaged in Travel Advice Service
POI 2	No. of workplaces awarded grants
POI 3	No. of individuals engaged in personalised travel planning
POI 4	No. of car share website journey matches
POI 5	No. of Wheels to Work bicycle loans / purchases
POI 6	No. of new employment sites occupied
POI 7	No. of bus services improved
POI 8	No. of bus taster tickets issued
POI 9	Total length of new / improved cycle routes
POI 10	No. of adults participating in cycle training
<b>Secondary Output Indicators</b>	
SOI 1	No. of workplaces engaged in personalised travel planning
SOI 2	No. of unique hits to Connected website
SOI 3	No. of hits to online journey planner
SOI 4	No. of car share website registrations within target area
SOI 5	No. of travel information display users
SOI 6	No. of Wheels to Work moped loans / purchases
SOI 7	No. of bus stops in key corridors with major improvements (e.g. RTPI, MOGO screen, raised kerbs)
SOI 8	No. of buses upgraded with WI-FI
SOI 9	No. of employers subsidised tickets (discounted annual passes) issued
SOI 10	No. of job seeker / new employee discounted bus tickets issued
SOI 11	No. of interactive smartphone touch signs uses
SOI 12	No. of led ride participants
SOI 13	No. of cycle parking spaces introduced
SOI 14	No. of cycle maintenance workshop participants
SOI 15	No. of Bike Back Derby bicycles distributed
SOI 16	No. of job seekers engaged in Bike It



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EMPLOYMENT SITES

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WHEELS TO WORK, EMPLOYERS' SUBSIDISED  
BUS TICKETS, CYCLE TRAINING & BIKE BACK

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# INTRODUCTION

In Summer 2012, Derby City Council was awarded a £4.9 million grant through the Department for Transport's Local Sustainable Transport Fund. This was to deliver a comprehensive programme of sustainable transport initiatives, targeting the south-east quadrant of Derby, until March 2015.

## Connected: Keeping Derby Moving

The resulting project is Connected, which is delivered by Derby City Council, working in conjunction with a range of local partners. It aims to enable and inspire more people to use sustainable transport for their journey to work, so that:

- there is less congestion, reducing local carbon emissions and benefiting the local economy; and
- more people can get to work, and local employers have access to the widest possible labour pool.

In March 2014 Connected successfully applied for further funding and was awarded another £960,000 to continue delivering initiatives in 2015/16.

## Monitoring and evaluation of Connected

In its funding bid, Connected's work with commuters and employers aspired to achieve the following outcomes in the target area by March 2015:

1. Reduce car driver mode share for commuter trips by 10% and increase commuting by sustainable modes.
2. Achieve a lower initial car driver mode share for travel to work at new employment sites than the present average (63%).
3. Increase patronage on bus routes serving employment sites by 20%.
4. Increase cycle activity on main cycle routes to employment sites by 6%.

Connected encompasses a wide range of initiatives; of various types, scales and transport modes. Therefore ten **Primary Output Indicators** and 16 **Secondary Output Indicators** were selected to illustrate the scope of the outputs delivered by the project (see inside front cover for a full list of these).



Based on these outcomes and outputs 11 **Monitoring & Evaluation Indicators** have been developed to assess the key effects of Connected:

- M&E1** *Commuter trips mode share*
- M&E2** *Workplaces engaged in Travel Advice Service*
- M&E3** *Individuals participating in personalised travel planning*
- M&E4** *Wheels to Work bicycle and moped loans / purchases*
- M&E5** *Mode share at new employment sites*
- M&E6** *Bus patronage on routes serving employment sites in the target area*
- M&E7** *Bus taster tickets issued*
- M&E8** *Employers' subsidised tickets issued*
- M&E9** *Cycle activity on main cycle routes*
- M&E10** *Adults participating in cycle training*
- M&E11** *Bike Back bikes distributed*

Transport for Quality of Life are responsible for carrying out independent monitoring and evaluation of Connected. In 2014 they conducted an assessment of the available data related to each of these Monitoring & Evaluation Indicators, to record Connected's achievements as of Spring 2014, after the project's first full financial year of operation.

This report presents the findings of this initial assessment. Each of the following sections outlines the key findings pertinent to each Monitoring & Evaluation Indicator, or to a number of these where the monitoring data for them is interlinked.

Transport for Quality of Life continue to monitor Connected. An end of project report will follow in due course, which will examine the achievements and effects of Connected as of March 2016.

### **M&E5: Mode share at new employment sites**

One of the selected Monitoring & Evaluation Indicators (M&E5) relates to mode share at newly developed and occupied commercial sites. Three new sites were expected to be occupied by the following major employers in Derby shortly before or during the timespan of the Connected project:

- Severn Trent (Pride Park)
- Rolls Royce (Raynesway)
- Derby Hospitals NHS Foundation Trust (Royal Derby Hospital)

By working with these employers before the occupation of these sites, as well as once they are operational, Connected aims to enable 43% or more of the commuters accessing these sites to do so by sustainable transport (i.e. 57% or less travelling as lone car drivers). This would compare favourably with the average mode share recorded in Derby prior to the start of the project, which was 37% sustainable : 63% lone car driver.

At the time of publication of this Progress Report, the data set available for these new employment sites was not comprehensive enough to allow for a robust analysis and evaluation of M&E5. It is anticipated that the dataset for this indicator will be sufficiently developed by March 2016 to allow for full discussion of this indicator in Connected's final monitoring and evaluation report.



1

COMMUTER MODE SHARE  
AND WORKPLACE ENGAGEMENT

# COMMUTER MODE SHARE AND WORKPLACE ENGAGEMENT

{M&E1 / M&E2}

In its first full year (April 2013-March 2014) the Travel Advice Service worked with 83 workplaces; to become more accessible by sustainable transport, for the benefit of their staff and other visitors.

41 workplaces had so far completed travel action plans, while eight had refreshed existing travel action plans.

## Connected Accreditation Scheme

In April 2014, 58 workplaces were endorsed by the Connected Accreditation Scheme, recognising businesses' achievements in improving sustainable transport.

- 33 were awarded Recognition  
*Joined Connected for Business network and expressed an interest in receiving support.*
- 15 were awarded Bronze (Engaged)  
*Completed a travel action plan, conducted a staff travel survey and secured senior management support.*
- 9 were awarded Silver (Active)  
*As Bronze, plus: promoting sustainable travel and sustainable travel incentives.*
- 1 was awarded Gold (Advanced)  
*As Silver, plus: reduced single occupancy car use, independently marketing & incentivising sustainable travel, participating in smarter travel campaigns and independently updating & maintaining travel action plan.*

**The workplace awarded Gold was Derby Hospitals NHS Foundation Trust, who recorded a 8% reduction in commuting by single occupancy vehicles in 2013 (compared to 2012).**

## Do commuters already use sustainable transport for their journey to work?

Between March 2013 and May 2014, 1,492 employees at 34 workplaces completed an Employee Travel Survey<sup>1</sup>. This is an initial survey to assess current travel habits and gauge attitudes to sustainable modes of travel, the findings of which are used to develop a travel action plan.

As part of this survey, employees were asked how they travelled to work on weekdays:

- 68% of journeys were by lone drivers.
- 31% of journeys were by sustainable modes (i.e. car share, bus, train, Park & Ride, walk or cycle).
- The most popular sustainable modes were car share (7%), walking (7%), bus (6%) and cycling (6%).

## What do we know about sustainable commuting to individual companies?

Ten workplaces that completed an Employee Travel Survey had a reasonable number of survey respondents (more than 50)<sup>2</sup>. Of these:

- Commuter journeys by single occupancy vehicle ranged from 51% to 87%, while the percentage of journeys by sustainable modes ranged from 12% to 49%.
- The companies with the highest use of sustainable modes were Royal Crown Derby (49%), Interfleet (48%) and Asda: Sinfin (46%).
- Severn Trent: Raynesway (87%), Derbyshire Healthcare NHS Foundation Trust (80%) and Derwent Living (70%) had the highest number of lone drivers.
- Three workplaces had over 10% of the workforce cycling to work: Sainsburys: Osmaston Park (17%), Interfleet (14%) and Royal Crown Derby (13%).
- Asda: Sinfin had by far the highest level of walking, at 30%.
- Public transport use was highest at Interfleet (20%) and Signalling Solutions (16%).
- Signalling Solutions (14%), Severn Trent: Pride Park (13%) and Royal Crown Derby (11%) had the highest levels of car sharing.

## How will we monitor changes in sustainable commuting?

As of September 2014 Connected will carry out an annual, city-wide Commuter Count survey. This will monitor the proportion of employees using different modes to travel to work, both at individual workplaces and across the Connected target area.

In combination with the Employee Travel Survey data, the Commuter Count will enable the monitoring of changes in mode split over time, a key indicator of the effectiveness of the Connected programme.

## Workplace grants

In February 2013, Connected launched a workplace grant scheme; helping to fund sustainable transport improvements at workplaces.

- Eight grants were awarded in 2013/14, totalling £89,574 and leveraging £128,116 in match funding from the workplaces themselves.
- Showers and cycle parking were the most commonly funded improvements; with a total of 60 new cycle parking spaces being funded.

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<sup>1</sup> 1,492 respondents represent 23% of the total workforce (6,588) at the workplaces polled. Response rates for individual workplaces ranged from 4% to 100%, with anywhere from two to 270 employees taking part. The wide range of numbers of participants and response rates is due to the fact that the sizes of the workplaces varied widely (from six to 1,666 employees).

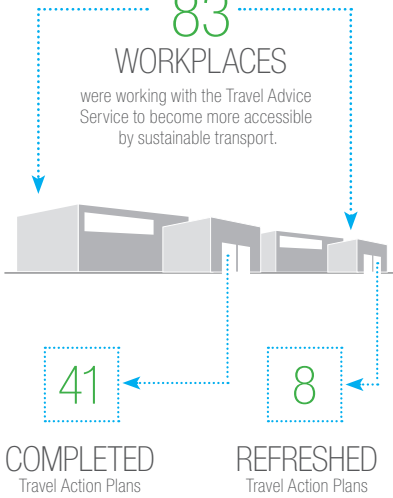
<sup>2</sup> Response rates to the survey at these ten workplaces ranged from 12% to 62%.



## TRAVEL ADVICE SERVICE

83  
WORKPLACES

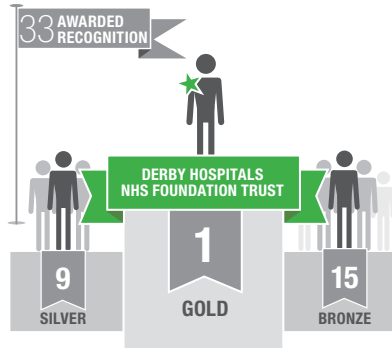
were working with the Travel Advice Service to become more accessible by sustainable transport.



## CONNECTED ACCREDITATION SCHEME

58  
WORKPLACES

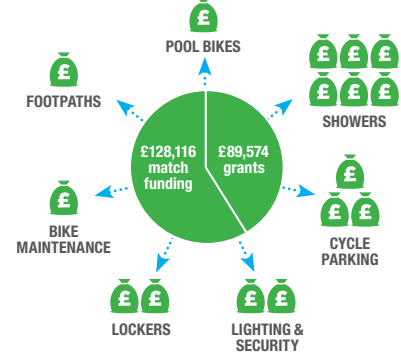
endorsed in April 2014 for improving sustainable commuting.



## WORKPLACE GRANTS

8  
AWARDED

in 2013/14, with showers and cycle parking the most popular improvements.



## COMMUTING TO WORK

### CITY WIDE

Drive alone 68% v 31% Sustainable

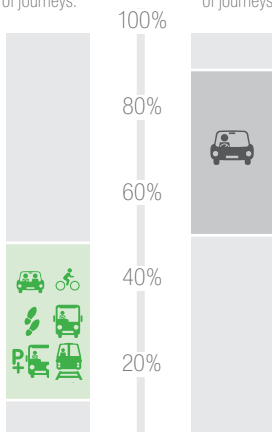


Based on 1,492 employees at 34 workplaces completing an Employee Travel Survey. Does not total 100 due to rounding.

### INDIVIDUAL WORKPLACES

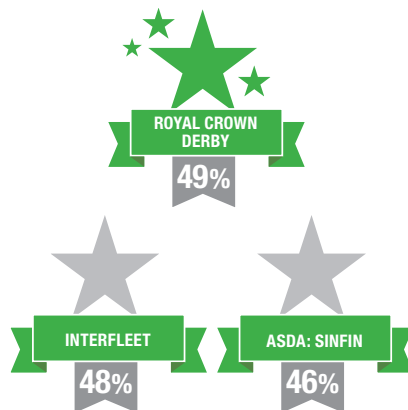
SUSTAINABLE MODES accounted for anywhere from 12% to 49% of journeys.

LONE DRIVERS accounted for anywhere from 51% to 87% of journeys.

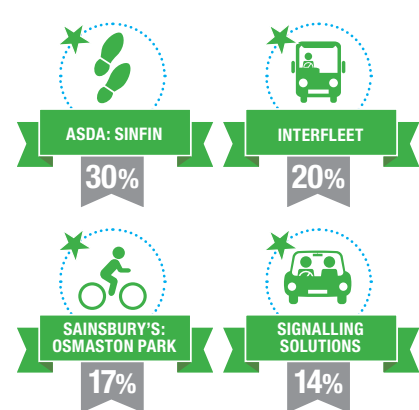


### MOST SUSTAINABLE WORKPLACES

ALL sustainable modes



INDIVIDUAL sustainable modes



Based on 1,115 employees at ten workplaces with more than 50 employees completing an Employee Travel Survey.



# WORKPLACE PERSONALISED TRAVEL PLANNING AND BUS TASTER TICKETS

{M&E3 / M&E7}

In its first full year (July 2013-June 2014), the workplace personalised travel planning(PTP) service provided personalised travel information and/or free bus taster tickets to 867 employees.

Monitoring of the effectiveness of the service is through an online survey. PTP service recipients and bus taster ticket recipients are asked for their email address and invited to complete a survey approximately one month after receiving advice and/or free bus tickets. For those people who respond at one month to say that they have made changes to their commute, or are considering this, a further online survey is carried out at three months to check if their behaviour change has been sustained.

An interim evaluation of outcomes of the workplace PTP service (including the bus taster ticket offer) was carried out in May 2014, using survey data for the first nine months of the service (to end March 2014). This concluded that the PTP service *is* changing employees' travel behaviour, especially when it is combined with the offer of free bus tickets. Headline findings are summarised below.

## How useful did recipients find the PTP service?

Amongst survey respondents who had received a personalised journey plan, nearly half (47%) said the information / services were 'very useful'; 47% rated them 'quite useful' and 6% rated them as 'not useful' (Figure 2.1) [N=64].

## Have employees made any changes to their travel?

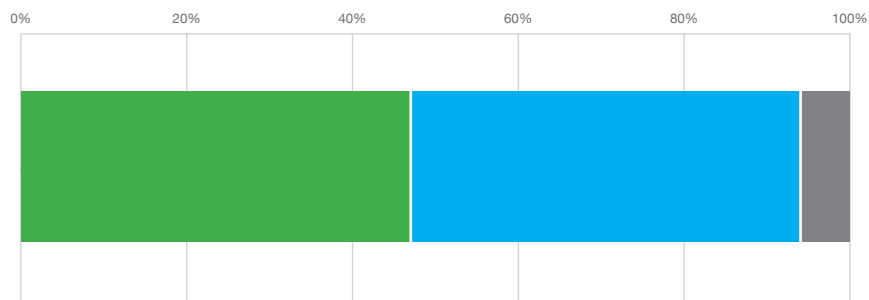
PTP recipients and free bus ticket recipients were asked how they travelled to work before and after their contact with the PTP service. Pooled data<sup>1</sup> shows changes in travel behaviour, with **the combination of PTP and free bus tickets** having the greatest effect on mode share (Figure 2.2):

- **PTP alone** (without free bus tickets) reduced the proportion of 'drive alone' trips from 67% to 59% [N=26].
- **Free bus tickets alone** (without PTP) reduced the proportion of 'drive alone' trips from 66% to 42% [N=59].
- **PTP and free bus tickets together** reduced the proportion of 'drive alone' trips from 67% to 39% [N=35].
- BUT the number of people in each sub-group is small and results should therefore be considered indicative at this stage.

## Can the changes in travel be attributed to the PTP service?

PTP recipients were also asked whether the information they had received had helped them make changes in how they travelled to work. Pooled data again suggests that **the combination of PTP and free bus tickets** is more effective than PTP alone (Figure 2.3):

- 29% of those who had received **PTP alone** (without free bus tickets) said the service had helped them change how they travelled [N=24].
- 67% of those who had received **PTP and free bus tickets together** said the service had helped them change how they travelled [N=30].
- BUT the number of people in each sub-group is small and results should therefore be considered indicative at this stage.

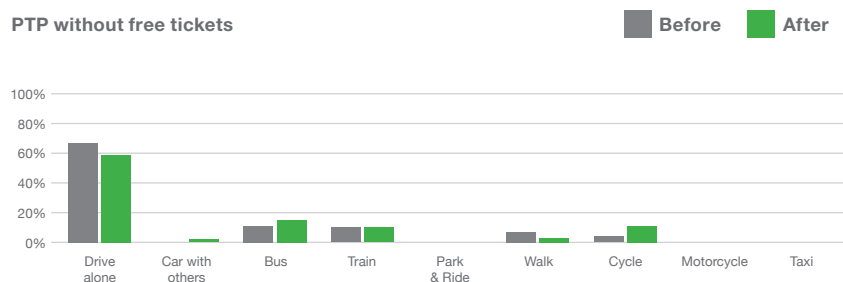


**Figure 2.1:**  
**‘How useful did you find the information and services?’**

**Base:** recipients of personal travel advice who responded to post-intervention survey; N=64; response rate=40%.

■ Very useful ■ Quite useful  
■ Not useful

**PTP without free tickets**



**Figure 2.2:**  
**Change in mode share before /after intervention, according to service received (pooled data<sup>1</sup>)**

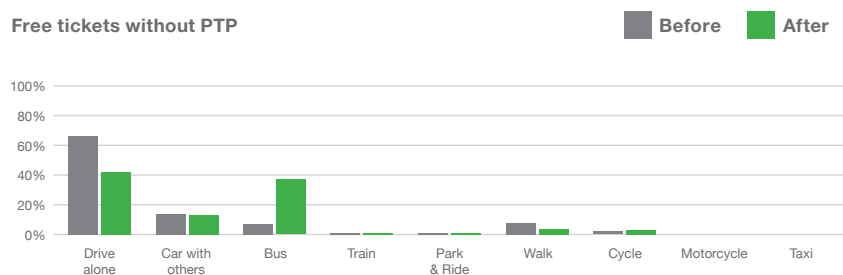
**PTP without free tickets:** N=26 people / 134 trips to work before intervention / 144 trips to work after intervention.

**Free tickets without PTP:** N=59 people / 297 trips to work before intervention / 298 trips to work after intervention. This sub-group had finished using the free tickets. People who were still using free tickets at the time of survey, and people who had not used their tickets, were excluded.

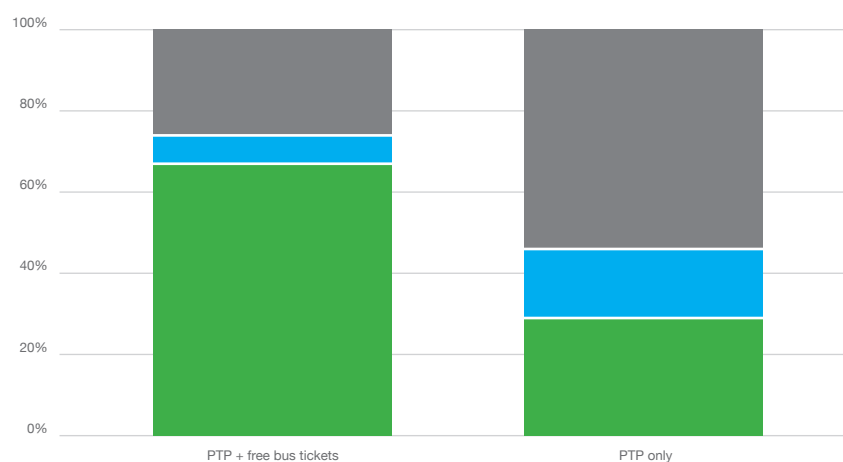
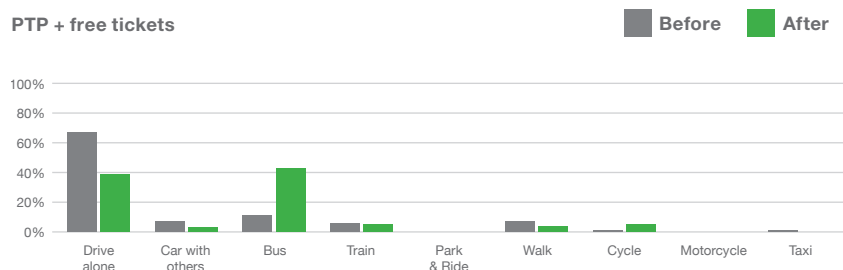
**PTP + free tickets:** N=35 people / 147 trips to work before intervention / 146 trips to work after intervention.

<sup>1</sup> Due to changes in the way the PTP service was delivered, the travel mode question was modified part-way through 2013. Because numbers of survey respondents are small, responses to the two travel mode questions have been pooled. When the PTP service began, PTP recipients were asked ‘How did you travel to work in the last 7 days?’ on two occasions, before receiving PTP and one month afterwards. Subsequent changes to the service meant that it was no longer possible to ask this question at baseline, i.e. before employees received PTP. Instead, PTP recipients were asked two questions in the one month post-intervention survey: ‘Think back to how you used to travel to work or college BEFORE you received information from us. In a typical week, how many days did you travel to work / college by each of the following means?’ and ‘Think about how you travel to work or college now, AFTER receiving information from us. In a typical week, how many days do you travel to work / college by each of the following means?’

**Free tickets without PTP**



**PTP + free tickets**



**Figure 2.3:**  
**‘Did the information you received help you to make any changes to how you travel to work or college?’**

The proportion of respondents who said they have made changes to how they travel is greater than reduction in car driver mode share in Figure 2.2. This is because some people make small changes, e.g. from driving five days per week, to driving four days and taking the bus one day. That is, the aggregate effect on mode share was due to many people making small changes (rather than a few people making big changes).

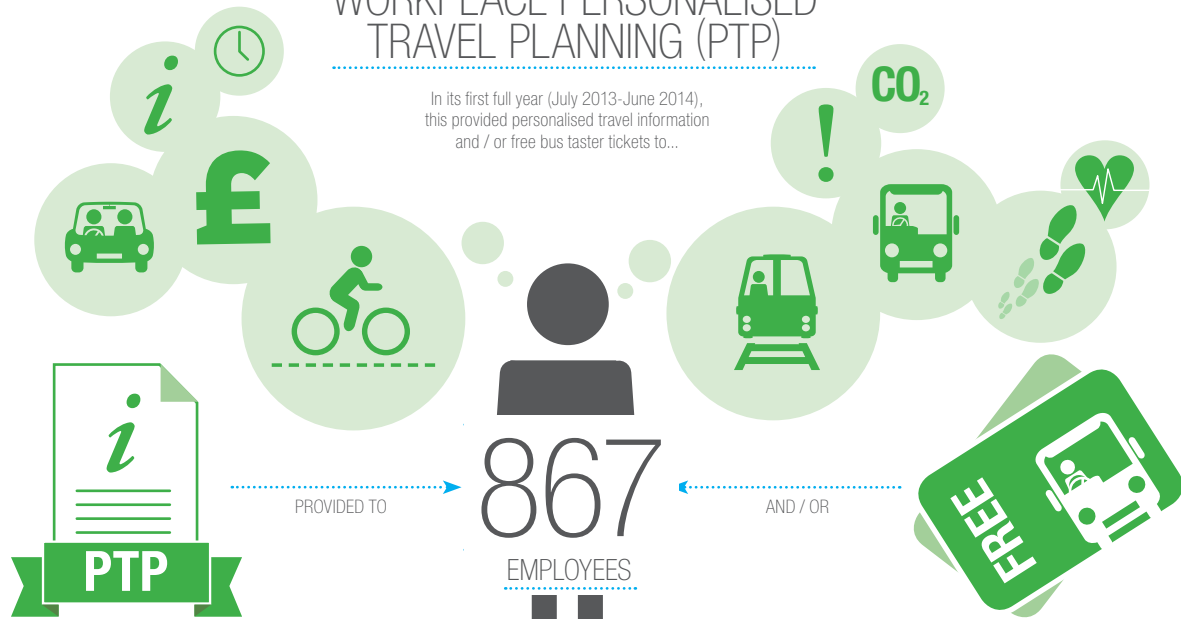
**Base:** recipients of personal travel advice who responded to post-intervention survey; N=54; response rate=34%.

■ Yes ■ No  
■ Not yet, but I intend to make changes



## WORKPLACE PERSONALISED TRAVEL PLANNING (PTP)

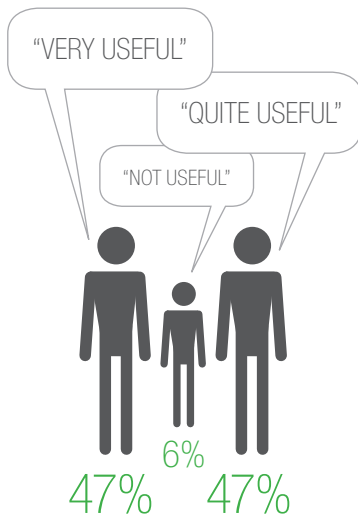
In its first full year (July 2013-June 2014), this provided personalised travel information and / or free bus taster tickets to...



### CUSTOMER FEEDBACK

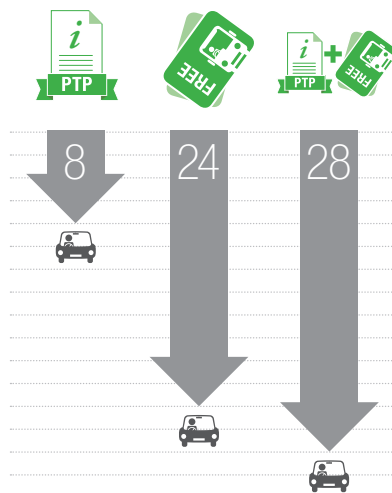
#### USEFULNESS OF SERVICE

Survey respondents who received a personal travel plan said...



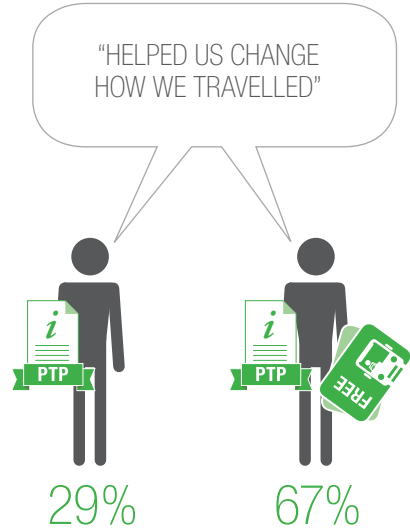
#### CHANGES IN COMMUTER TRAVEL

Drive alone trips were reduced.



Percentage point reduction in drive alone trips.

Changes in travel can be attributed to the PTP service.



BUT the number of people in each sub-group is small and results should therefore be considered indicative.

### THE OUTCOME





# BUS SERVICES TO EMPLOYMENT SITES

{M&E6}

Derby's Connected programme has boosted two key bus services to important employment sites:

- **Route 73**, extended in August 2012 to serve Raynesway industrial park, receiving newer buses, and from October 2013 running at a half-hourly frequency (compared with hourly before).
- **Route 111**, serving Pride Park and Wyvern Business Park (and providing a park and ride service to the city centre for council staff and others) becoming a ten minute frequency from October 2012 (compared with 15 minute intervals before) with new route-branded buses.

Both of these council-supported services were re-tendered to obtain the required service improvements and on both routes these changes were backed by installation of bus shelters at key destinations and marketing campaigns.

In addition, since August 2013, LSTF funds have provided an interim service linking the railway station to the city centre bus station, to compensate for the temporary diversion of buses away from the city side of the station during works on the London Road rail bridge:

- **Route RL1** runs four times per hour with a flat rate fare of £1 and also serves London Road Community Hospital.

Bus patronage data for the 73 and 111 routes is available up until 2013/14 financial year end. Data for the RL1 is available on a daily basis from its inception in August 2013 to July 2014. Headline findings from analysis of this data are summarised below.

## Has the LSTF intervention increased patronage on the pre-existing routes above 'business-as-usual' and to financial viability?

Route 111 has changed from a long-standing decline in patronage to a rapid rise in patronage (Figure 3.1). Further rises in patronage in the coming period are required in order to justify the service continuing at present service levels.

- The declining trend on Route 111 appears to have taken several months to reverse after the rise in service frequency, but in the year after the low point, patronage increased 44%, 42,000 extra passenger journeys (of which 15,000 were council staff travelling free).
- Until the London Road bridge works finish it will not be possible to assess whether demand on the 111 has been depressed by diversion of Arriva routes 40, 41, 43, 44, 45 to Pride Park.

Route 73 has changed from a long-standing static level of patronage to a rapid rise (Figure 3.2). It is not yet clear if patronage will continue to rise sufficiently that present service frequencies can be maintained on a commercial basis.

- The changes on Route 73 appear to have had a rapid effect on patronage, which rose 59% after 18 months of the extension to Raynesway, corresponding to 64% rise above extrapolation of patronage on the general Derby bus trend, 25,500 extra passenger journeys.

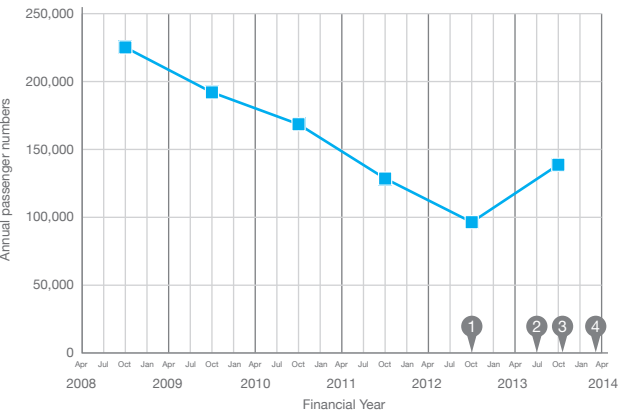
The patronage rise on both routes is in contrast to a slight decline in Derby bus use overall, and on an unimproved comparison route (Figure 3.3).

## What level of patronage has the new RL1 service received?

Route RL1 started with an initial patronage of around 300 passengers per day and remained at similar levels, indicating that the service has been meeting a significant demand (Figure 3.4).

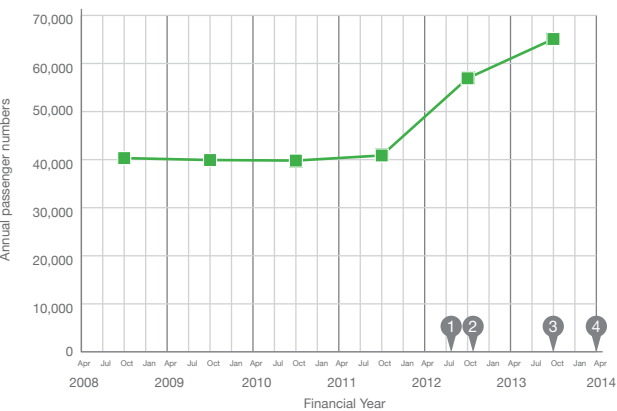
- On the present trend, at the end of its first full year of operation the route would have carried over 90,000 passenger journeys.

Figure 3.1:  
Route 111 annual patronage



- Oct 2012 service frequency to Pride Park / Wyvern improved from 15 mins to 10 mins. Two old buses replaced with three new easy-access vehicles branded with the route.
- Jul 2013 new bus shelters Pride Park.
- Nov 2013 town centre end of route adjusted to enable better interchanges.
- Mar 2014 off peak £1 flat fare begins.

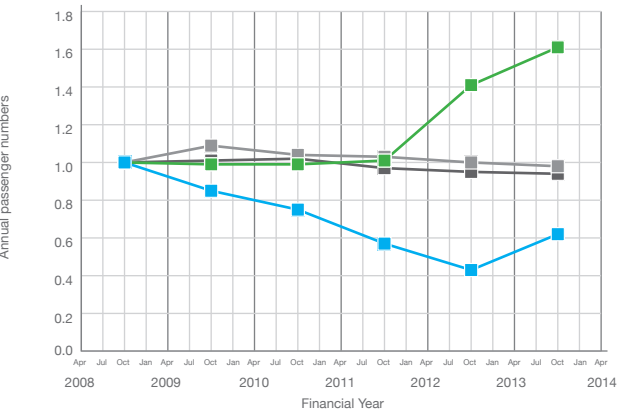
Figure 3.2:  
Route 73 annual patronage



- Aug 2012 route changed to serve Raynesway (hourly). Buses improved to newer easy-access vehicles.
- Nov 2012 bus shelters put in at Raynesway (none before).
- Oct 2013 service further improved by half hourly peak running.
- Apr 2014 service extended to Commercial Park at peak hours.

Figure 3.3:  
Route 73 and 111 annual patronage compared against other routes in Derby

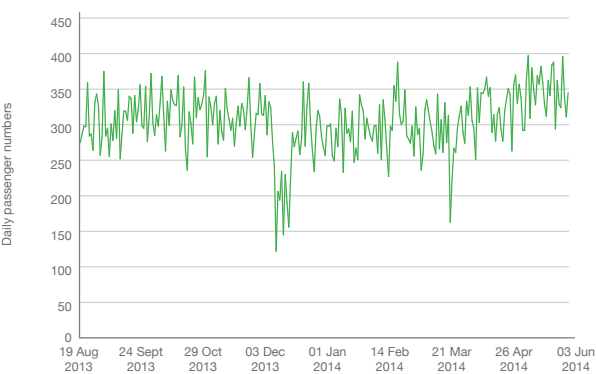
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- Route 73
- Route 111
- All Derby buses
- Mickleover comparator

'Mickleover comparator' refers to route MG/MB serving a part of the city outside the LSTF area, carrying c.1.4m passenger journeys per year. This route had not been subject to improvements in the time period under consideration. 'All Derby buses' refers to total annual patronage on all Derby bus routes, c.16.5m passenger journeys per year in 2013/14.

Figure 3.4:  
Route RL1 daily patronage





## BUS ROUTE IMPROVEMENTS TO

# 3

## KEY BUS SERVICES

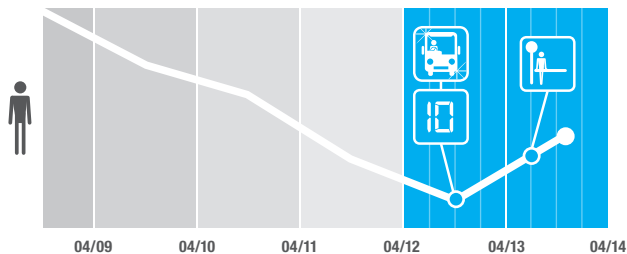


## BUS PATRONAGE

# 111

## 42,000

EXTRA PASSENGER JOURNEYS



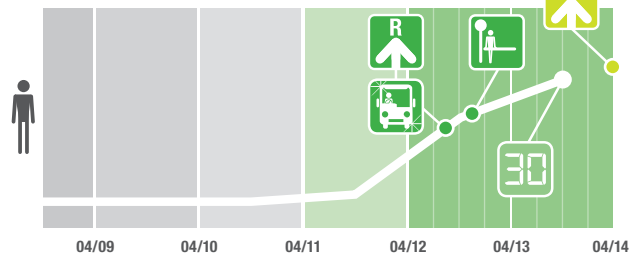
## 44% RISE

Route 111 has changed from a long-standing decline to a rapid rise in patronage.

# 73

## 25,000

EXTRA PASSENGER JOURNEYS



## 59% RISE

Route 73 has changed from a long-standing static level of patronage to a rapid rise.

# RL1

## 300 PASSENGERS PER DAY



# CYCLING TO EMPLOYMENT SITES

{M&E9}

Derby's LSTF programme is engaging with employees to encourage cycle commuting and is improving key cycling links. This includes;

- An upgrade of the Riverside route surface from grit to tarmac, and additional lighting was completed in October 2014. This has connected the city centre with the train station, Pride Park and Raynesway industrial park, via Alvaston and other residential areas to the south.
- The construction of a cycle and pedestrian path connecting Spondon to Raynesway, following the line of the filled-in canal where previously there was only an unsurfaced informal path, which took place in late summer 2014.
- Phase One of the town centre cycle contraflow facility along Full Street was initially completed, followed by Phase Two in late 2014.

2km of on-road cycle lanes and 3km of off-road shared cycle and pedestrian paths have been installed so far.

It is anticipated that the LSTF interventions will raise levels of cycling on these routes, and also on cycle routes in the surrounding areas.

## How else is Connected encouraging cycling?

Project outputs that are likely to influence levels of cycling include the following:

- Cycle training had been delivered to 119 adults (by April 2014, see M&E10).
- Led cycle rides attracted 96 attendees (by April 2014).
- Cycles were made available on loan to 67 new employees and trainees (by April 2014).
- The Bike Back Derby project has refurbished 221 bicycles and sold 185 at affordable prices to people who need them (by April 2014, see M&E11).
- Regular bicycle maintenance sessions are being provided, updated cycling maps have been distributed and a cycling route-finder mobile phone app has been developed.
- Personal travel planning services and other workplace travel planning activities have helped encourage employees to cycle (see M&E3).
- Seven employers have used LSTF business grants matched with their own funds to install cycling facilities such as secure cycle parking, showers and lockers, in one case also setting up a pool bike scheme for staff (by April 2014, see M&E2).
- Park Bikeworks is now providing a secure city centre cycle storage space with full facilities for cycle commuters and other bicycle users.

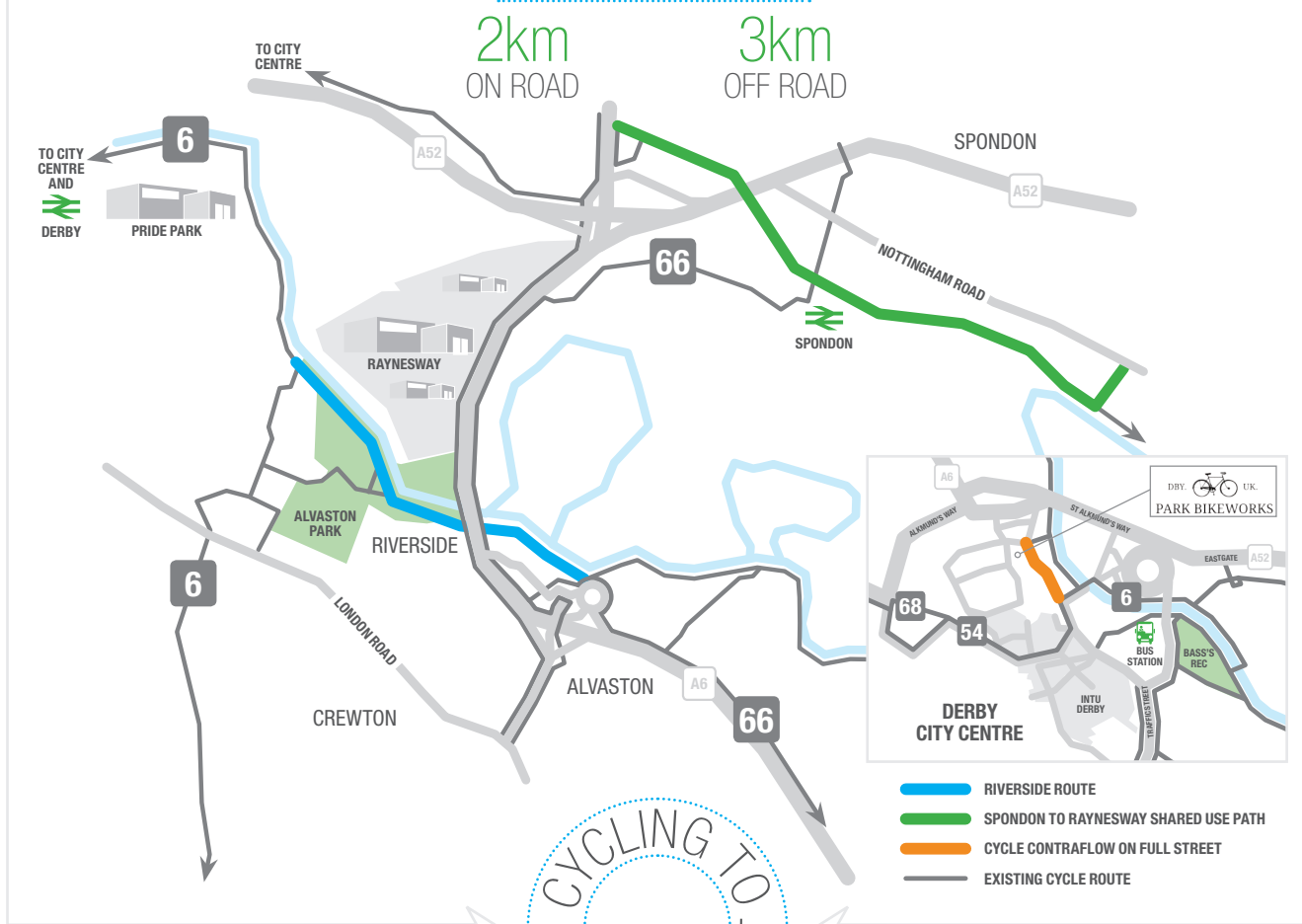
## Baseline information on cycling levels and trends

Derby has a network of automatic cycle counters in place to monitor changes in levels of cycling that result from the LSTF project. However, only four automatic cycle counters have been operational in the city over the summer 2014 period as a result of equipment failures in the absence of a maintenance contract. The functional counters have also failed periodically. As a result it is not possible at this stage to demonstrate a change to cycling levels as a result of LSTF activities. A cycle counter maintenance contract has now been put in place to remedy this situation.

Regardless of this situation, a number of years of data are generally necessary to confidently demonstrate rises in cycling levels unless changes are very large, because variations in the weather cause cycling levels for the same month to change considerably from year to year, and whole year averages also show marked variability. It is hoped that once cycle counters are repaired comparison of future years of data with past years will be able to show changes from before and after the LSTF programme. If rises exceed both the long-term trend on particular routes and trends in other parts of the city that are not a focus of the LSTF programme it will be possible to attribute the changes to Connected.



## CYCLE ROUTE IMPROVEMENTS



CYCLING TO  
EMPLOYMENT

### CYCLE TRAINING



119  
ADULTS

### LED CYCLE RIDES



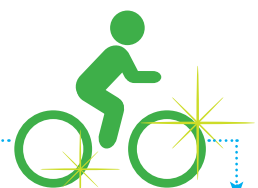
96  
ATTENDEES

### LOAN CYCLES



67  
PEOPLE

### BIKE BACK DERBY



221  
REFURBISHED

185  
SOLD

### INFORMATION



cyclederby

### PERSONAL TRAVEL PLANNING



PTP

### CYCLE FACILITIES GRANTS



7  
WORKPLACES

### CYCLE HUB



DBY. UK.  
PARK BIKEWORKS



M&E4 / M&E8  
M&E10 / M&E11

5

WHEELS TO WORK, EMPLOYERS'  
SUBSIDISED BUS TICKETS, CYCLE  
TRAINING AND BIKE BACK

# WHEELS TO WORK, EMPLOYERS' SUBSIDISED BUS TICKETS, CYCLE TRAINING AND BIKE BACK

{M&E4 / M&E8 / M&E10 / M&E11}

The Connected programme offers four inter-linked services to improve sustainable travel options for commuters and job seekers:

- **Wheels to Work** (via Wheels to Work Derbyshire) offers loans and purchases of mopeds or bicycles so people can access jobs and training opportunities which aren't accessible by public transport. By April 2014 Wheels to Work had given 67 people access to a bike and 36 people access to a moped.
- **Employers' subsidised bus tickets** (ESBT) are annual passes giving a 50% discount on Arriva, Notts & Derby and Trent Barton bus services to employees of participating companies, making bus travel an easily affordable option for the commute to work. This service was not yet operational in April 2014.
- **Cycle training** (via Cycle Derby) gives novice, returning and unconfident cyclists up to three free lessons in order to build their cycle skills and confidence, as well as to familiarise them with their local cycle routes. By April 2014 119 people (mainly women) had completed their cycle training.
- **Bike Back** (via Life Cycle UK) offers inexpensive access to bicycles via a second-hand bike refurbishment service (which in the process trains offenders with skills that help them gain employment when they leave prison). By April 2014 Bike Back had refurbished 221 bikes and sold or donated 185 of these (a third of which went to people on low incomes or students).

Monitoring of the effectiveness of these services is through an online survey that covers all four initiatives. The first survey took place in October-November 2014, after approximately one year of provision of the services concerned<sup>1</sup>. Future surveys will take place quarterly, to capture feedback from new clients shortly after they have had their initial contact with Connected.

An interim evaluation of outcomes of these commuter and job seeker services was carried out in November 2014<sup>2</sup>. This concluded that the services are seen by users as valuable and appear to alter the users' travel behaviour. Headline findings are summarised below.

## How useful did recipients find the services?

Across all the services, 81% of respondents rated them 'very useful'; 13% rated them 'quite useful' and 6% rated them as 'not useful' (Figure 5.1). 89% would recommend the services to a friend [N=82].

<sup>1</sup> Although the ESBT service did not begin until the second quarter of 2014/15, and so had very few participants by the time of the initial feedback survey, it is included here as it is a key service being monitored and will utilise the feedback survey as its main method of obtaining customer feedback. However, by the time of the feedback survey a small number of users of other services had also benefited from an ESBT and so gave feedback on this service alongside their other responses.

<sup>2</sup> The survey does not proportionately represent the split of clients receiving the different services because capture of email contacts varies: Wheels to Work recorded 69 emails from 82 clients; cycle training recorded 174 emails from 200 clients; Bike Back recorded 84 emails from 202 clients; emails for subsidised bus ticket recipients were not supplied (as this service was too new), so only a few users of this service have been captured where there is overlap between Connected services. The numbers of subsidised bus ticket users are too few to permit meaningful separate analysis for each survey question. The overall service satisfaction has nevertheless been fully disaggregated by service type, but the positive feedback on subsidised bus tickets should be taken as broadly indicative rather than statistically robust.



## Did the services help recipients gain work, education or training?

Across all the services, most respondents (67%) were already in work, education or training at the time of receiving the service. The service was rated by 4% as 'Essential – I could not have obtained work, education or training without it', with a further 6% indicating that 'it was very useful, although I could have obtained work, education or training without it' [N=69]. Considering only those who were not already in work, education or training, the proportions rating the service essential or very useful to gaining work, education or training were 13% and 17% (Figure 5.2) [N=23]. The Wheels to Work service shows the highest results in overcoming these barriers in access to work, education and training (although it should be noted that the numbers disaggregated by the type of service received are small).

## Have employees made any changes to their travel?

Recipients of the Connected services were asked how they travelled to work before and after they received the services. The data shows changes in travel behaviour, with the different types of service having somewhat different effects on mode share (Figure 5.5):

- Taken together, Connected services reduced the proportion of 'drive alone' trips from 44% to 39% (5 percentage points). Car sharing, bus, train, taxi, and walking also decreased, in favour of a large increase in cycling from 6% to 24% (18 percentage points) and an increase in moped / motorcycle use from zero to 4% (4 percentage points) [N=69].
- Wheels to Work showed no effect on the proportion of 'drive alone' trips but raised cycling from 3% to 23% and moped / motorcycle use from zero to 14%, a result in line with the service's provision of bicycles and mopeds [N=18].
- Cycle training reduced the proportion of 'drive alone' trips from 64% to 58% and raised cycling from 2% to 17% [N=46].
- Bike Back reduced the proportion of 'drive alone' trips from 14% to 9% and raised cycling from 14% to 43% [N=21].
- It should be noted that the number of people in each sub-group is small, so results should be considered indicative at this stage.

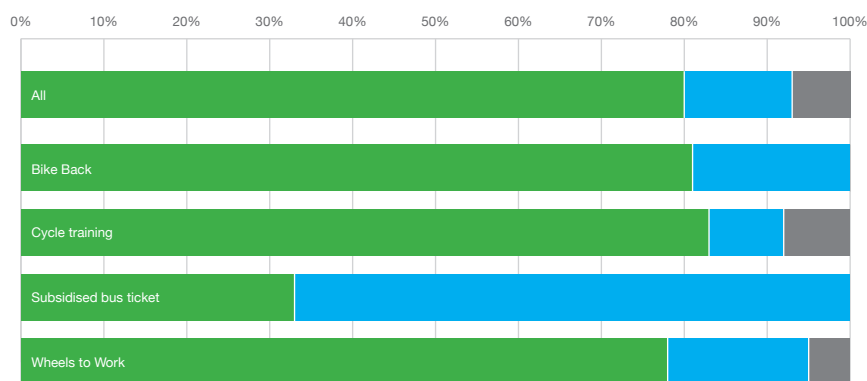
## Can the changes in travel be attributed to the Connected services?

Recipients of Connected services were also asked whether the services had helped them make changes in how they travelled to work. Across all types of services 44% of respondents answered 'yes', with a further 18% answering 'not yet, but I intend to make some changes' (Figure 5.3) [N=46]. Comments tend to confirm the modal changes indicated above, particularly the switch to cycling:

- "It meant I was able to cycle to work, instead of walking, which cut my commuting time by half an hour a day." (*Cycle training recipient*)
- "I'm able to commute using my own mode of transportation and not having to rely on others." (*Wheels to Work client who used to get a lift and now uses a moped or motorcycle*)
- "I now cycle to work every day." (*Bike Back customer*)
- "I can now use the bus more frequently." (*Subsidised bus ticket user*)
- "I cycle into town then bus the rest of the way to work although I intend to cycle all the way when confidence and fitness improves. I cycle more to shops and parks to gain experience." (*Wheels to Work client*)

## Are the Connected services successful in reaching people who would otherwise not consider travel by bicycle?

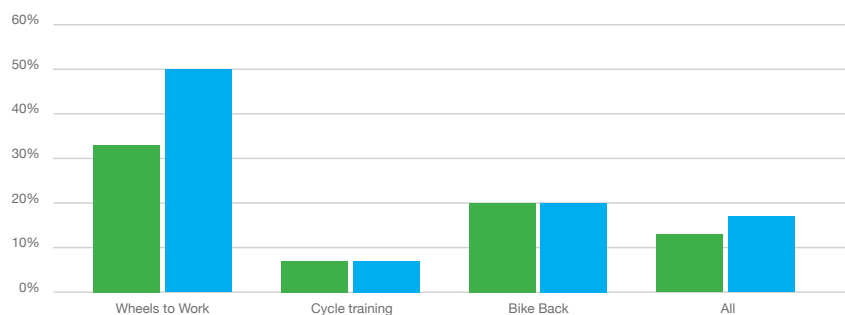
Three of the Connected services considered here include activities to encourage more cycling. Since women are under-represented in the cycling population it is relevant to consider the gender balance amongst service users. The survey results show that the cycling training programme is proving particularly effective in addressing this imbalance, with 90% of users being women (Figure 5.4) [N=41]. For Bike Back and Wheels to Work the split is closer to the existing cycling population, with 75% and 71% of clients being male [N=20,17].



**Figure 5.1:**  
‘Overall, how useful did you find the service that you received from Connected?’

**Base:** recipients of Connected services who responded to post-intervention survey;  
N (All)=82 – response rate=29%;  
N (Bike Back)=21;  
N (Cycle training)=46;  
N (Subsidised bus ticket)=3;  
N (Wheels to Work)=18.  
Six respondents used two Connected services

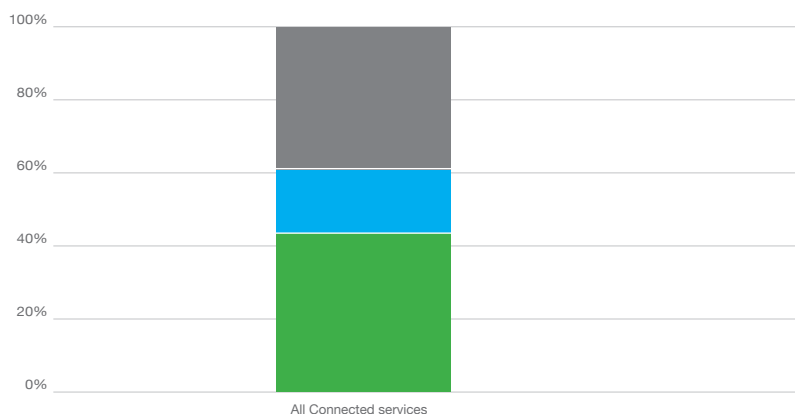
Very useful Quite useful  
Not useful



**Figure 5.2:**  
‘How important was the service you received from Connected in enabling you obtain work, education or training?’

**Base:** recipients of Connected services who responded to post-intervention survey, excluding responses that indicated they were already in work, education or training at the time of receiving the service and excluding people who received subsidised bus tickets; N=23 people.

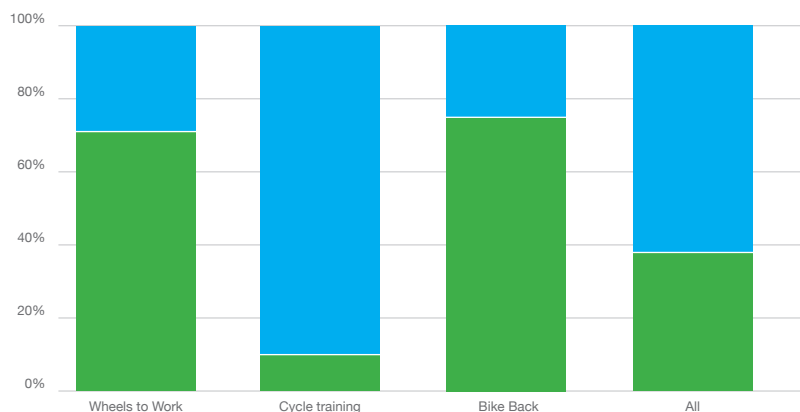
It was essential – I could not have obtained work, education or training without it  
It was very useful, although I could have obtained work, education or training without it



**Figure 5.3:**  
‘Did the service you received from Connected help you to make any changes to the journey you were already making to employment, education or training?’

**Base:** recipients of Connected services who responded to post-intervention survey and who were in employment, education or training at the time of receiving the service;  
N=46 – response rate=15%

Yes No  
Not yet, but I intend to make some changes



**Figure 5.4:**  
Proportions of men and women who use Connected services

**Base:** recipients of Connected services who responded to post-intervention survey;  
N=74 – response rate=24%;  
N (Bike Back)=20;  
N (Cycle training)=41;  
N (Wheels to Work)=17.

Male Female



### All types of Connected service

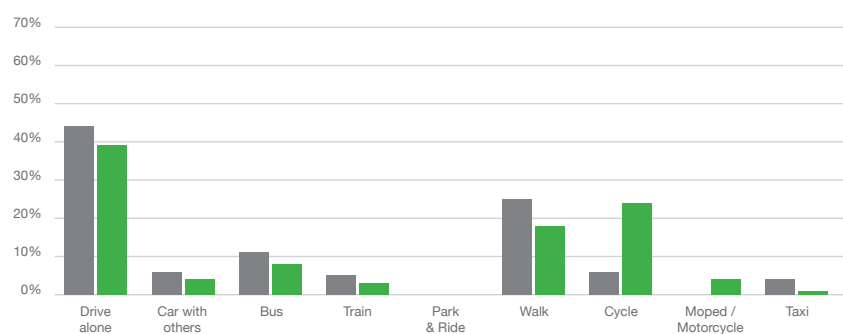


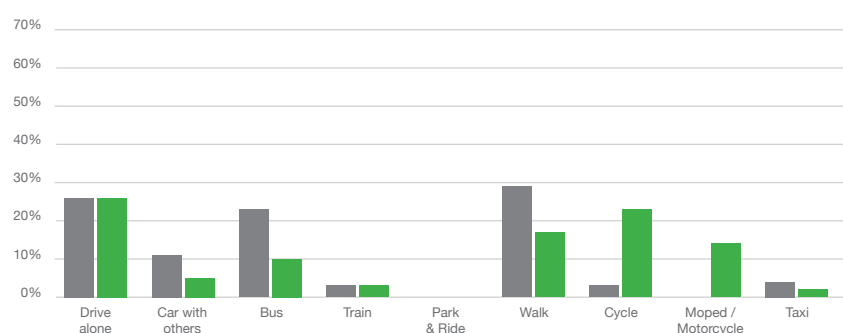
Figure 5.5:

**Change in mode share before / after intervention, according to service received**

**All Connected services:** N=69 people / 472 trips to work, training or education before intervention / 445 trips after intervention.

Before After

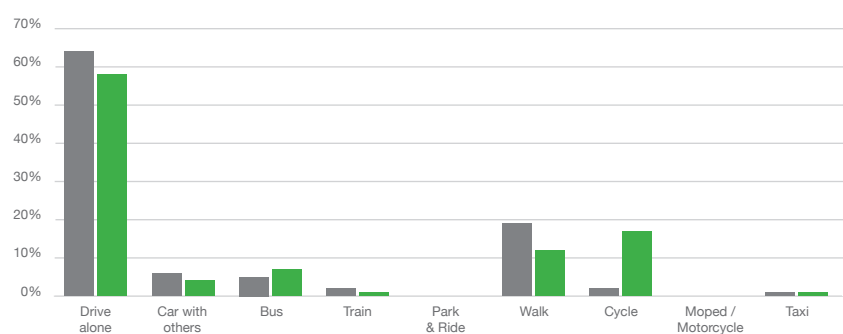
### Wheels to Work



**Wheels to Work:** N=18 people / 118 trips to work before intervention / 111 trips to work after intervention.

Before After

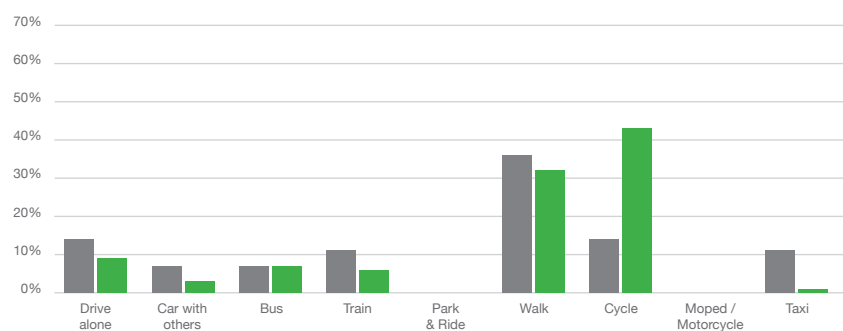
### Cycle training



**Cycle training:** N=46 people / 242 trips to work before intervention / 230 trips to work after intervention.

Before After

### Bike Back



**Bike Back:** N=21 people / 122 trips to work before intervention / 120 trips to work after intervention.

Before After



## USER FEEDBACK ABOUT THESE CONNECTED SERVICES

“Excellent customer service at Bike Back. Very knowledgeable and helped me choose the best bike for me.”

### Wheels to Work

“I always wanted to try cycling as an option for travel to work as [I] sometimes struggle financially to buy bus tickets so walk it more. I couldn't afford or justify buying a bike myself and getting a subsidised one has really helped me, not only with work transport but also to go on family cycle rides with [my] kids which they adore and [my] fitness level's improving all the time!”

“I think Wheels to Work is a great program and should be advertised more at the university.”

### Bike Back

“My experience of Bike Back has been excellent. I was getting on a bike for the first time in over 20 years and it was with their help. I am 6'3 so required a big frame. Instead of selling me a bike that would have been ok, they told me to wait and would contact me when they had a big framed bike in stock. True to their word, they did, made a few bespoke alterations and were outstanding in every area. I constantly recommend them to others and hope they continue sharing their passion and experience of cycling with others.”

“I think Bike Back is an amazing service.”



## Cycle training

"I think Cycle Derby cycle training is a great idea. I pass on my experience to as many of my friends as I can so they can take up training as well."

"In five lessons I went from not cycling at all to being able to cycle independently and feeling confident about cycling, which I could not do before. I would highly recommend this service to anyone of any standard of cycling. I would especially recommend people who are not confident or nervous about cycling, as the staff are really patient and understanding and help build a person's confidence. Excellent service."

"I used the Cycle Derby service to learn how to ride a bike as this was a skill I had always wanted to learn but [I never] had the opportunity. The service was excellent and my trainer was both supportive and very knowledgeable. I have now learnt to ride a bike and intend to attend the cycle groups to continue to grow my confidence and skill. I am so happy I've achieved my goal of riding a bike and I am looking forward to using this skill to get active and enjoy the Derby cycle routes with my 5 year old daughter. Thank you Cycle Derby!"

"It was brilliant!!!! I loved the cycle and the teacher was FANTASTIC!!!! I was really uncomfortable cycling, now I love it and it's opened my eyes to how much I can do on my bike. I've recommended this to so many people, [it] is really really good!!! Thank you."

"Cycle Derby gave me the confidence to cycle to work when I wish to. They showed me the route to take and gave me training on using the road which gave me confidence. This confidence grows now each time I cycle."

"I was never confident on a bike, I never owned one. Thanks to the instruction I received I now own a bike and use the cycle paths for leisure. I am 56 and want to keep active."

"Cycle training was fantastic for me as I had not ridden a bike for nearly 30 years."

"Trainer was excellent and helped me feel safer on my bike in traffic."

"Learnt to ride a cycle. My instructor was an extremely good teacher, giving me the confidence to be able to learn to cycle at my age."

*(Cycle training recipient aged 45-54)*

"Helped my disabled daughter have road confidence and gave her a choice, if she wants to bike to work she can. As it's uphill all the way it's hard work so she walks but uses her bike in social situations. It was brilliant for her and thank you again."

"I had bike lessons from Cycle Derby, beforehand I had not attempted to learn since being a small child. The instructor was amazing and I now cycle to work every day."



4

## KEY SUSTAINABLE TRAVEL SERVICES

for commuters and job seekers.

### WHEELS TO WORK



36

MOPED LOANS

67

BIKES

### EMPLOYERS' SUBSIDISED BUS TICKETS



0

TICKETS

### CYCLE TRAINING



119

PEOPLE

### BIKE BACK



221

REFURBISHED

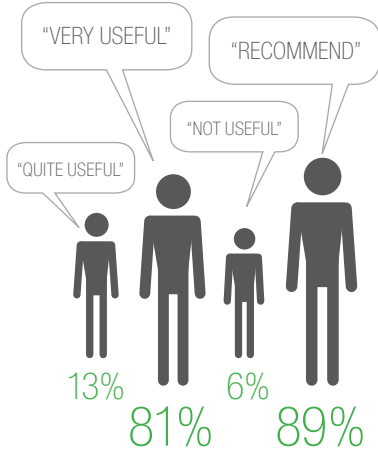
185

SOLD

## CUSTOMER FEEDBACK

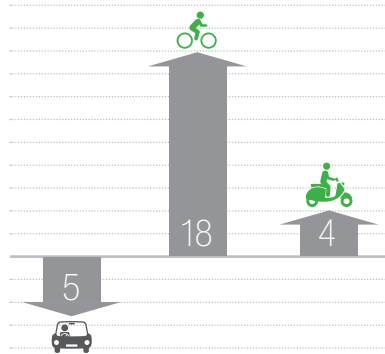
### USEFULNESS OF SERVICES

Survey respondents said...



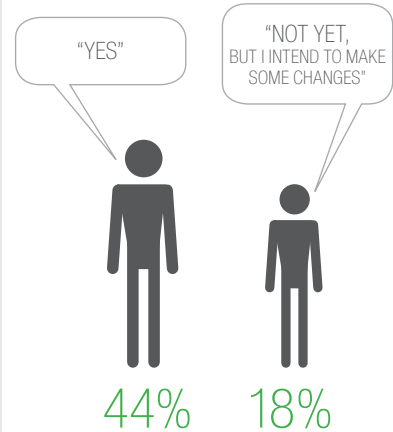
### CHANGES IN COMMUTER TRAVEL

Drive alone trips were reduced and cycling and moped usage increased.

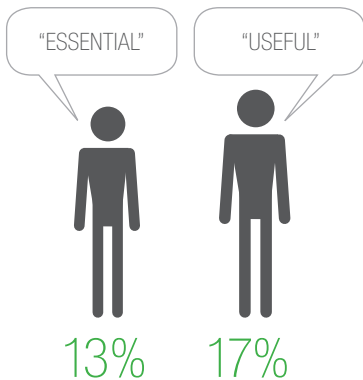


Percentage point reduction / increase in trips.

Changes in travel can be attributed to the Connected services.



### HELPED GAIN WORK, EDUCATION OR TRAINING



Of those not already in work, education or training.

### SERVICE USERS

The cycle training programme is particularly effective at encouraging female cyclists.

#### CYCLE TRAINING



90%

WOMEN

#### BIKE BACK



75%

MALE

#### WHEELS TO WORK



71%

MALE

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Connected  
[www.derbyconnected.com](http://www.derbyconnected.com)



**Derby City Council**

Derby City Council, The Council House,  
Corporation Street, Derby DE1 2FS  
**01332 293111**  
[www.derby.gov.uk](http://www.derby.gov.uk)



This report was researched and prepared by  
Transport for Quality of Life Ltd.  
[www.transportforqualityoflife.com](http://www.transportforqualityoflife.com)