

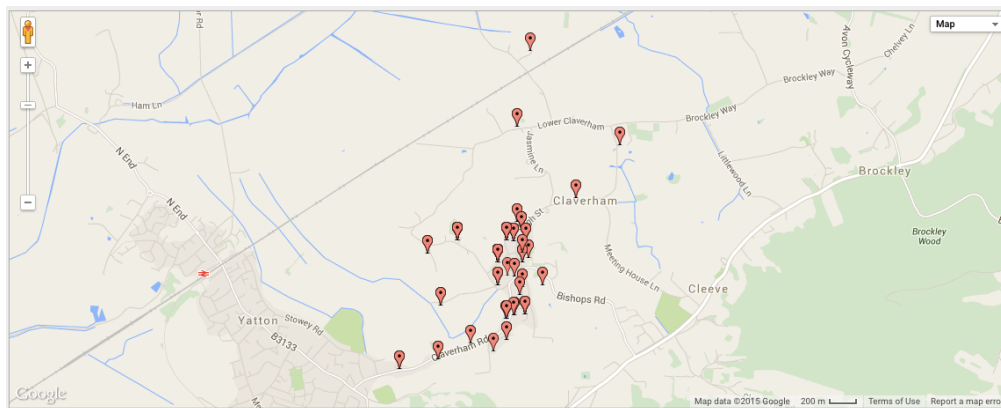
# Claverham travel survey.

The survey was designed to explore the travel patterns of Claverham residents with respect to work and access to shops and essential services as well as attitudes to sustainable transport. A copy of the survey was distributed to all households in Claverham. Responses were collected on-line via survey monkey and by paper copies for those without Internet access. The survey was open from the 9<sup>th</sup> to the 17<sup>th</sup> of February 2015. A copy of the survey is shown in Appendix I.

252 responses were received, of which 6 were rejected as having postcodes outside of the village. One response from an under 16 year-old was also rejected. The 245 valid responses represented 23% of the target population of residents aged 16 and over.

## Geographic response

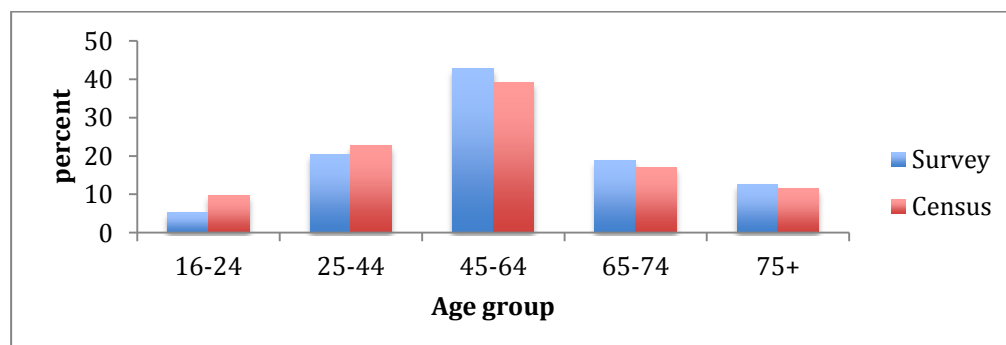
Based on the postcodes provided, responses were representative of the whole village (Figure 1).



**Figure 1.** Plot showing postcode centres (red pins) for the responses received.

## Age structure.

We compared the age structure of our respondents to the 2011 small area census data for Claverham (Figure 2). We found that there was no significant difference in the age structure of the 2011 census and survey groups. We conclude that the survey is a representative demographic sample of our target population.



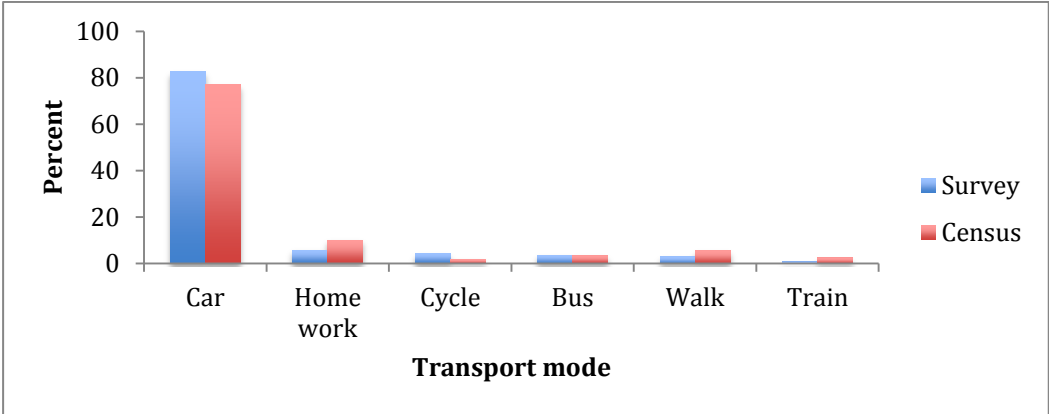
**Figure 2.** Percentage of villagers in each age class for the survey and the 2011 census. There was no significant difference in age structure between the survey and 2011 census groups ( $\chi^2 = 6.2$ ,  $df = 4$ ,  $p = 0.18$ ).

**Workplace**

We found that only 4% of villagers were employed within Claverham. A further 6% mostly worked from home, with the remaining 90% working outside of the village. Beyond the village, 5% worked in Yatton or Cleeve, 34% elsewhere in North Somerset, 32% in Bristol and 19% further afield.

**Transport for work.**

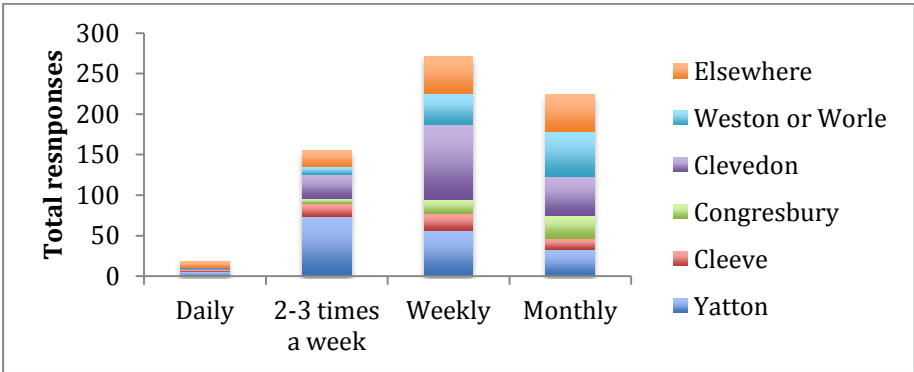
Our survey results were in agreement with the 2011 census data. We found that 83% of respondents travel to work by car compared to 77% in the census, whereas only 6% of survey respondents worked from home, compared to 10% in the census data. These differences were non-significant, but do indicate that there has been no increase in home working or decrease in car commuting since the 2011 census (Figure 3).



**Figure 3.** Transport to work for the survey and 2011 census data.

**Shopping.**

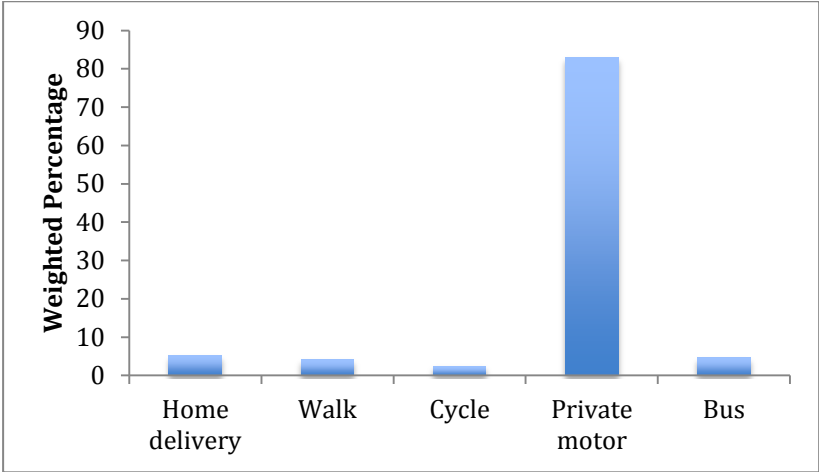
The survey results indicate that Yatton is the most popular place for frequent shopping trips, whereas villagers are more likely to travel further on to Clevedon for a weekly shop (Figure 4). Few trips were made to the neighbouring village of Cleeve, reflecting the small size and restricted range of shops available there.



**Figure 4.** When and where Claverham residents shop.

**Transport for shopping.**

We found that 97% of daily shopping trips were made by car. We weighted responses for travel to the shops, assigning a score of 25 for daily trips, 10 for 2-3 times per week, four for weekly and one for monthly trips. Using these weightings, we estimate that 83% of all trips to the shops were made by car (Figure 5).



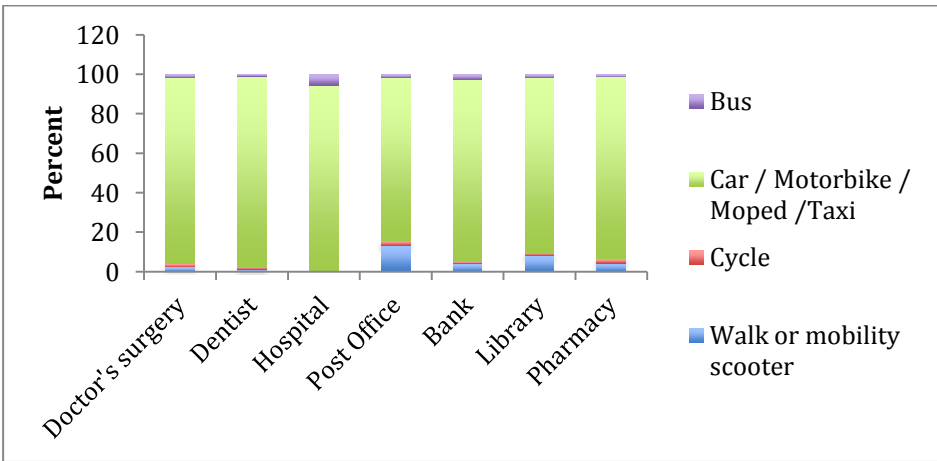
**Figure 5.** Weighted trip percentages by mode of transport. Weights used were: Daily = 25, 2-3 times a week = 10, weekly = 4, monthly = 1.

**Trips to Yatton for any reason.**

Travel patterns to Yatton for any reason (i.e. not just shopping) followed the same pattern, with 82% of journeys being made by car.

**Accessing key services.**

Compared to travel for shopping, the survey responses revealed a slightly higher dependence on car use for transport to key services, with 93% of these journeys being made by car overall (Figure 6). It is assumed that the mobile post-office service available 3 mornings per week in the village hall accounts for the higher rate of journeys (13%) made on foot to access this service, in comparison to others.



### **Why don't villagers walk or cycle more to Yatton?**

We ranked responses to this question by the total number of residents who agreed or strongly agreed with the available statements. 86% of respondents felt that walking or cycling was an unpleasant experience due to the narrow pavements, 80% could not carry shopping that far and 77% felt that walking or cycling were not safe at all.

### **What could be done to increase public transport use?**

Villagers identified the following factors in descending order of importance to them making more use of public transport: More frequent buses, greater range of bus services, more reliable buses, lower fares, better travel information, more frequent rail services and more reliable rail services. The responses reflect the fact that, whilst villagers made very limited use of public transport, buses were comparatively more relevant to them than rail services.

### **Comparison to North Somerset and England/Wales**

Taken together, this survey and the 2011 census data show that car dependency for all activities in Claverham is higher than the rest of England and Wales, whilst rates of walking and cycling and public transport use are much lower. The combined proportion walking or cycling to work in Claverham was significantly lower than for North Somerset ( $\chi^2 = 16$ ,  $df = 3$ ,  $p = 0.001$ ), but public transport usage (bus and train combined) in Claverham and North Somerset were similar. Table 1 shows key statistics taken from the 2011 small area census data for Claverham, North Somerset and England/Wales.

**Table 1.**

	Claverham	North Somerset	England & Wales
Percentage economically active residents aged 16-74	72.3	70.6	69.7
Cars per household	1.8	1.4	1.2
Percentage commuting by private motor vehicle.	76.4	74.7	63.5
Percentage walking or cycling to work	7.2	12.3	13.6
Percentage commuting via bus or train	5.7	5.4	12.5

### **Summary**

Claverham is a vibrant and friendly community with higher levels of economic activity among 16-74 year olds than either the rest of North Somerset or England/Wales. Employment opportunities within the village are low, which results high levels of out-commuting. The closure of UTC aerospace will see employment opportunities within the village further reduced, although this survey confirms that, in fact, few villagers work at the site (due to the specialised nature of the aerospace sector). Travel by private

motor vehicle is much higher in Claverham than the rest of England & Wales and the reasons for this identified by the survey are twofold.

Firstly, the majority of Claverham residents live more than 2km from the shopping precinct in Yatton, with the connecting road between the two villages being very narrow, lacking continuous footways and being widely perceived as being both unpleasant and dangerous for walking or cycling. Comments on the survey suggest that this is a particular barrier to the disabled and those with children.

Secondly, Claverham is poorly served by public transport in terms of both frequency and range of bus services and residents felt that more frequent buses travelling to a wider range of destinations would be the factors most likely to enable them to make better use of public transport. Improvements to travel service information and rail services were not perceived to be important factors in this regard, the latter most likely because the nearest railway station is too far to walk and is only connected to Claverham by infrequent buses.

Appendix. Travel survey as it appeared on survey monkey and in printed form.

**Claverham travel survey**

**Welcome to the Claverham travel survey**

**Introduction**  
The purpose of this survey is to find out more about the travel choices we make in Claverham. Having a clear picture of our travel patterns and constraints will help to inform current planning decisions and the future of sustainable development in the village.

**Taking part**  
This brief survey contains **12 multiple choice questions** about local travel and should take about 5 minutes to complete. It is aimed at residents of Claverham aged 16 and over. **Each person should complete the survey only once.** If you fill this out for someone who can't access a computer themselves, please be sure they are aware you have completed it for them so as to **avoid duplication.** The more responses we get the better, so please encourage everyone over 16 in your household to take part.

**Data protection**  
We need your age group and postcode so that we can be sure we have received responses that represent the village residents. The data collected will only be used for the purposes stated above and you should not be identifiable from your responses.

**Thanks for your support!**

**About you**

Please provide your postcode and age group so we can be sure all areas and age groups have been represented.

**\*1. What is your postcode? Please enter in upper case without any spaces, e.g. BS494LN**

**\*2. What age group do you belong to?**

- Under 16 - This survey is aimed at people aged 16 and over
- 16-24
- 25-44
- 45-64
- 65-74
- 75 and over

**Where do you normally work and how do you get there?**

## Claverham travel survey

### \*3. Which employment category best describes you?

- Working full or part time (paid)
- Self employed
- In full or part time education
- Retired
- Carer or voluntary worker
- Not currently employed or in education

### \*4. Where do you normally work or study?

- From home
- In Claverham
- In Yatton or Cleeve
- Elsewhere in/around North Somerset
- In Bristol
- Further afield

### \*5. What modes of transport do you use for work or study?

*(Please tick at least one box - more than one if applicable)*

	Mostly	Frequently	Sometimes	Rarely	Never
Work from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Study from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk/Mobility scooter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train (drive to station)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train (walk, cycle or bus to station)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car / Van / Motorbike / Moped / Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Your food shopping habits

## Claverham travel survey

### 6. How often do you do food shopping in the following areas?

(Tick all boxes that apply or skip this question if it doesn't apply to you).

	Daily	2-3 times a week	Weekly	Monthly	Rarely or never
Yatton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleeve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Congresbury	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clevedon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weston or Worle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elsewhere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 7. How do you get your food shopping?

(Tick all boxes that apply or skip this question if it doesn't apply to you).

	Daily	2-3 times a week	Weekly	Monthly	Rarely or never
By home delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On foot / by mobility scooter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car / Van / Motorbike / Moped /Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Health and leisure

### 8. How would you normally access the following services?

(Tick all boxes that apply or skip this question if it doesn't apply to you).

	Walk or mobility scooter	Cycle	Car / Motorbike / Moped /Taxi	Bus	Train	Community transport
Doctor's surgery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dentist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hospital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pharmacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Connection with Yatton



## Claverham travel survey

### 9. How often do you visit Yatton for any reason?

*(Tick all boxes that apply or skip this question if it doesn't apply to you)*

	Daily	2-3 times a week	Once a week	Once a month	Rarely or never
On foot / by mobility scooter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car / Van / Motorbike / Moped /Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 10. If you would normally travel to Yatton by motor vehicle

**what factors prevent you from walking/cycling instead?**

*(Tick all boxes that apply or skip this question if it doesn't apply to you).*

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
The road or pavements are too narrow to make it a pleasant journey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't consider it to be a safe alternative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's too far for me to manage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can't carry shopping etc home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It takes too long and I'm too busy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I usually have dependents with me who can't walk/cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Increased use of public transport

## Claverham travel survey

### 11. If you mostly travel by private motor vehicle, what factors might persuade you to use public transport more often?

*Please rank from 1 (most important) to 7 (least important) or skip this question if it doesn't apply to you.*

	Most important 1	2	3	4	5	6	Least important 7
More frequent bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More reliable bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More frequent rail services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More reliable rail services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lower fares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Better information about routes and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater range of direct bus routes (so I can get to my destination with fewer transfers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Any comments?

#### 12. Thank you for taking part in this survey.

**If there are any important transport issues not addressed by this survey, please leave a comment.**