

“Interactive Marketing of Rural Buses”

UNITED KINGDOM

EXECUTIVE SUMMARY

The aim of TAPESTRY was to explore new and innovative measures designed to promote sustainable travel in a rural setting. The project explored an ‘interactive’ marketing approach, with a particular aim of encouraging greater use of existing bus services.

In Hampshire specifically, the project concentrated on 10 satellite villages around the market towns of Petersfield, Alton and Alresford in East Hampshire. All 10 villages received at least one bus service a week; however the area is typified by small populations, high car ownership and car usage, and a decline in local rural services.

The ‘interactive’ approach involved rural communities and key stakeholders playing a central role in developing marketing campaigns and communicating information about service provision through a series of focus groups.

The stages of the project can be summarised as follows.

- ◆ *Before* campaign monitoring of travel behaviour through residents’ and stakeholders qualitative surveys, focus groups and quantitative surveys;
- ◆ Campaign development: Residents’ focus groups (Learning Networks); Key stakeholder focus groups (Stakeholder Forum);
- ◆ Campaign Initiation: Implementation of marketing initiatives
- ◆ *After* campaign monitoring of travel behaviour of residents’ and stakeholders qualitative surveys and quantitative surveys (matched sampling); and
- ◆ Evaluation

The seven stages of change model (summarised below) has been used to both plan and target the campaign, as well as a measure of the attitudinal and behavioural impacts.

Seven stages of change model

1. Awareness of problem
2. Accepting responsibility
3. Perception of options
4. Evaluation of options
5. Making a choice
6. Experimental behaviour
7. Habitual behaviour

In Hampshire the campaign has realised the ‘Experimental behaviour’ stage. Although not significant numbers, more residents have started to use public transport rather than travelling by car; this change has coincided with the negative affect of service cuts by the private bus operator.

DEFINITION OF THE PROBLEM

Facts and perceptions

The subject of this case study is ten unique villages in East Hampshire (as detailed in 2.4), bordered by the market towns of Petersfield, Alton and Alresford. The area is predominantly rural, with high car ownership and declining local services.

Public transport is limited. At best some villages receive an hourly service throughout the day; one village receives one service twice a week. No services run during the evenings or on Sundays.

The car is the dominant mode of transport - 85% of residents frequently travel by this method - clogging up the small roads through the villages and contributing to noise and air pollution, which was highlighted by the residents and stakeholders who took part in the questionnaire surveys.

Many residents do not realise their villages are served by public transport. This is a combination of a very poor image of public transport augmented by the old age of the buses in the area, and lack of information. Few bus stop poles throughout the area had any at-stop displays and few contained timetables, as shown in Figure 1.1.

Figure 1.1 – Example of a bus stop pole in the study area



METHOD CHOSEN TO ADDRESS THE PROBLEM

Process and reason for choice

The aim of the Hampshire case study was to explore new and innovative measures designed to promote sustainable travel in a rural setting. The project was designed to demonstrate how new approaches in the development and implementation of transport policies can help achieve changes in travel behaviour.

The project used an 'interactive' marketing approach, with particular emphasis on creating a more positive image of public transport and encouraging greater use of existing bus services.

Residents from the rural communities and key stakeholders played a central role in developing marketing campaigns and communicating information about service provision through the media of focus groups.

Residents met at three times during March and June 2002 to highlight the positive and negative aspects of travelling by public transport in the local area, ultimately developing campaigns using their own ideas to market the local bus services. Stakeholders provided advice to the residents.

The other purpose of the focus groups was for 'champions' to spread information about public transport through 'word of mouth' to the rural community.

Objectives

By engaging residents and stakeholders in discussion about their local bus services, using focus groups, by questionnaire and personal communication we hoped to achieve the following objectives:

- To increase awareness of the implication of individual transport decisions;
- To change attitudes/perceptions;
- To develop 'interactive marketing' to increase passenger transport use;
- To raise awareness of the availability of passenger transport in rural areas; and
- To make greater use of existing rural transport services

Leaders and partners

Hampshire County Council is leading this particular TAPESTRY case study, nonetheless the importance of engaging other organisations was recognised from the outset. Partners in the project are the two municipal councils East Hampshire District Council, which has administrative control of East Tisted, Hawkley, Liss, Newton Valence, Selborne Steep and Upper Farringdon, and Winchester City Council which oversees Bramdean, Cheriton and West Meon.

Details

Target group

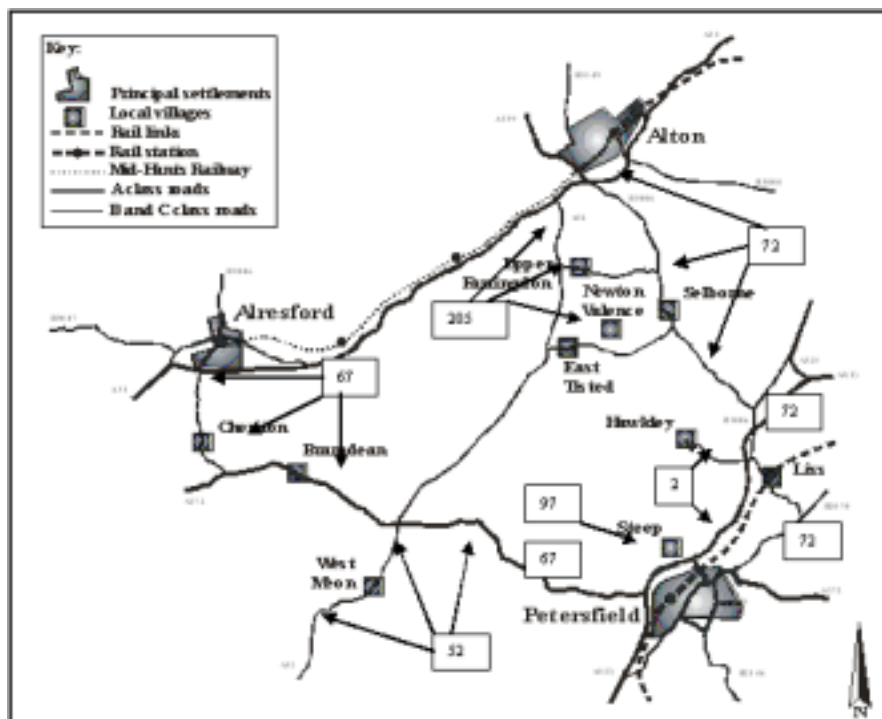
The target audience for the Hampshire Case study was drawn from those living in the study area, who were most dependent on public transport, or who were most likely to change their travel behaviour, for example the elderly, young people and ‘green’ professionals. A representative sample from all sectors of these rural communities were involved through the ‘interactive’ marketing focus groups, and included in the ‘before’ and ‘after’ monitoring.

It should be appreciated that this is a rural area with a unique character which does not follow the behaviour of urban communities. Each village is unique, and rigid ‘target’ groups may not be appropriate. The aim was to target a cross section of the community, tailored to each individual area.

Region covered

The study area covers ten villages within East Hampshire which are bordered by the market towns of Petersfield, Alton and Alresford. Figure 2.1 shows the study area in more detail. Only the main bus services are shown.

Figure 2.1 – The study area



The names of the villages within the study area are as follows:

- ◆ Bramdean;
- ◆ Cheriton;

- ◆ West Meon;
- ◆ Upper Farringdon;
- ◆ Newton Valence;
- ◆ Selborne;
- ◆ East Tisted;
- ◆ Hawkley;
- ◆ Liss; and
- ◆ Steep.

Size

The population and number of households of each study village are indicated in Table 2.1.

Table 2.1 – Population of the villages

Village Name	Population	Households
Bramdean	494	197
Cheriton	627	263
West Meon	794	333
Upper Farringdon	632	254
Newton Valence	234	86
Selborne	1314	554
East Tisted	217	97
Hawkley	501	212
Liss	6388	2500
Steep	1102	433

External factors

The Rural Bus Grant, funded by DTLR¹ over 1998 – 2000 has allowed service improvements to a local bus service within the TAPESTRY study area, with the aim of increasing bus patronage along this corridor.

The Integrated Access Programme in Hampshire was a new project sponsored by the Countryside Agency (a government body) and managed by Hampshire County Council. The Hampshire Programme concentrates on South-East Hampshire which includes the urban fringe of the south coast and incorporates the TAPESTRY study area. This programme has links with the objectives of the TAPESTRY project through promoting sustainable transport in the countryside.

A new Sunday bus service, the South Downs Explorer was the flagship project for 2001. This experimental service linked the town and countryside running throughout the summer. The bus service was also available to the rural communities and villages on its route and had the advantage of enabling those in the rural villages to access the market towns and coastal areas. The same project was run during the summer of 2002, and will also run during summer 2003.

In April 2002 Stagecoach, the main bus operator in the study area, announced service cuts, in response to funding cuts by HCC, which affected the study area. Part of route 38 which originally ran between Portsmouth and Aldershot was terminated. This has resulted in residents from the study area unable to access areas north of Liss by bus.

This service cut generated a great deal of publicity regarding public transport in the area, was very topical at the focus group meetings, and meant the project had to work even harder to build on existing positive perceptions of public transport.

Timescales

Table 2.2 details the timings of the elements which made up the TAPESTRY campaign.

The campaign can be split into three discrete elements:

Stage 1: Before monitoring and evaluation of behaviour and perceptions in the rural area;

Stage 2: Campaign development and implementation of marketing initiatives; and

Stage 3: After monitoring to evaluate the impact of the marketing measures

There is some overlap between dates, due mainly to the bringing forward of reporting periods to fit in with University of Westminster timescales. This has meant the ‘after’ evaluation was carried out much sooner than expected, at the end of 2002 instead of summer 2003, leaving little time to implement the marketing initiatives and for them to take effect.

¹ The DTLR was replaced by the Department for Transport (DfT) in June 2002

Table 2.2 – Campaign elements by date

Evaluation element	Date
Stage 1: 'Before' Evaluation	Feb 2001 – October 2002
Project development & proposal revision	February 2001
Establishment of stakeholder network	Nov-Dec 2001
Focus groups (before qualitative survey)	17/9/01
'Before' Questionnaire surveys	
– household survey	November 01
– stakeholder questionnaire	17/09/01
'Before' Traffic Surveys	
– Traffic Flow Counts	4/8/01 & 8/8/01 26/9/01 & 29/9/01
– Public transport surveys	Aug-Sep 01
'Before' Qualitative evaluation report	February 2002
'Before' Quantitative evaluation report	October 2002
Stage 2: Campaign Development	Jan – Dec 2002
Establishment of Learning Network and Stakeholder Forum	Jan-Jun 2002
Identify and implement marketing initiatives	Mar-Dec 2002
Stage 3: After evaluation	October 2002 – March 2003
'After' Questionnaire surveys	
– Household survey	November 02
– Stakeholder questionnaire	November 02
'After' Traffic Surveys	
– Traffic Flow Counts & Public transport surveys	26/10/02 & 30/10/02 9/11/02 & 13/11/02
'After' Qualitative evaluation report	February 2003
'After' Quantitative evaluation report	March 2003
Comparative Report	March 2003
Control study evaluation	June – December 2002
'Before' Questionnaire surveys	
– Household survey	Jul-Aug 02
'After' Questionnaire surveys	
– Household survey	Nov-Dec 02
'Before' Qualitative evaluation report	October 2002
'After' Quantitative evaluation report	February 2003
Comparative Report	March 2003
Final Report	April 2003

Funding

HCC contributes to 35% of the European Budget for Tapestry in Hampshire. HCC has also contributed towards the costs of developing and implementing the initiatives for the

marketing campaign, and demonstrate our willingness to trial ‘innovative’ campaigns which the aim of encouraging more sustainable forms of travel.

Explanation of campaign message

The focus of the campaign is to change perceptions of public transport, in particular to create a more positive image for bus use and try to dispel the stigma associated with travelling by bus and ultimately to encourage more people to choose this method for travelling.

The main message of the campaign was ‘Do More Do Less’. This was displayed in the radio announcement, on the newsletter and on one of the posters. The telephone hotline logo and number were also included.

The slogan was chosen to illustrate the fact that you could *Do More* – visit places of interest, go for a walk, shop, attend clinics/doctors surgeries, borrow a book from the library etc – and you would *Do Less* because someone else would do the work for you! The telephone hotline (Traveline) could plan your bus journey, supply you with times and details of where to catch the bus, and someone else would be doing the driving - you would not have to worry about parking your car.

Explanation of campaign tools

Residents and stakeholders received separate postal surveys both *before* and *after* the campaign had been developed. This provided information for analysis and also made residents think about the mode of travel they selected for various journeys.

‘Learning Networks’ comprising residents from the study villages met at three times between March and June in order to provide information about local public transport and also provide detail for the initiatives that would make up the marketing campaign. A ‘Stakeholder Forum’ made up of establishment figures was held in parallel to the ‘Learning Networks’ to develop the campaign and also help implement the initiatives

The purpose of these focus groups was to raise awareness of public transport and highlight ways to overcome any deficiencies in current local public transport through the development of elements of a marketing campaign

The marketing initiatives themselves were direct ways of advertising the campaign message. They included the campaign message ‘Do More Do Less’ and the strapline ‘For less fuss go by bus’. Text and/or images were also incorporated sending out a positive message about bus travel and encouraging people to use this method by suggesting ‘things to do’ in combination with bus travel. The initiatives comprised:

- ◆ Informational magazine;
- ◆ Posters;
- ◆ Radio advertisement;
- ◆ Bus stop infrastructure improvements; and

- ◆ At-stop displays containing timetables (and posters)

Examples of the magazine, posters and wording of the radio advertisement can be found in the appendices.

IMPLEMENTATION OF THE CAMPAIGN

Responsibilities

The current Campaign Initiator is David McKibbin, Head of Transport Policy at HCC. Katya Morton and Christina Akbar are the day-to-day campaign managers, chosen for their relevant skills and capabilities necessary to progress the project in the most successful manner.

Process

The focus of stage 2 was the development and implementation of the campaign (see Table 2.2). Two groups were set up within the study area: “Learning Networks” comprising members of the local community, and a ‘Stakeholder Forum’ to utilise the knowledge of local key stakeholders and officers from County, District and Parish Councils. The Learning Network was involved in developing ‘interactive’ marketing initiatives and the Stakeholder Network advised on the practicalities of implementing these initiatives.

Initial intentions were that the 10 villages would be grouped into the following 3 clusters:

Cluster 1 – Cheriton, Bramdean, West Meon

Cluster 2 – Upper Farringdon, Newton Valence, Selborne, East Tisted

Cluster 3 – Hawkley, Liss, Steep

These clusters were based on geographical location, proximity to services, and access to main transport corridors. Each cluster would provide one group, which together would form the ‘Learning Network’. Each cluster group would meet individually to work up campaigns, and identify key transport issues specific to their cluster area. These meetings were due to commence in March 2002.

The residents invited to the group were carefully selected to reflect a balance of the community, and to enable us to reach our target group. This selection was undertaken using data from the Stage 1 ‘before’ qualitative evaluation, and using the detailed knowledge of both District and County Council officers.

Around 80 local residents were invited to the initial meeting for the Learning Network. These people were identified through a question on the Resident Questionnaire, which asked respondents if they were willing to take part in further consultation on transport issues in their local area. Local councillors and council officers were also asked to identify suitable representatives within their local communities, and these persons were also invited to the meeting. However, a very poor response rate meant the initial meeting had to be cancelled, and rearranged with additional incentives.

As a result, the majority of the initial invitees were recontacted, along with other residents who had taken part in the Stage 1 Focus Group Surveys. Visits were also made to the study area, to discuss the project with local business people and residents, and posters were

displayed on village notice boards. A small sum was offered to cover the costs of peoples' travel, and transport was arranged for those who were unable to make their own way to the venue. This resulted in a much stronger positive response; no responses were obtained from the residents in Cluster 2.

It is perhaps indicative of the area in question that no residents attended the meeting from Cluster 2. The area is very rural, with extremely limited public transport, and a population with high car-ownership and usage. In comparison, the strongest response was from Liss village, which is the largest village within the study area, with the best public transport links and a larger proportion of the population dependent on public transport. It was therefore decided to continue with the meeting, as it was unlikely that further residents from Cluster 2 would be recruited, but to split the group into 2 groups, rather than 3.

The meetings of the Learning Network took the form of focus groups, which met at set times between March and June 2002 and were independently facilitated. It was felt that specialised experience in this field of work was required to ensure the project fulfilled its aims and objectives. 'Independent' facilitation of these meetings was expected to generate a more realistic response from the members of the group, and ensure more robust results, with the likelihood of a successful outcome.

It was also hoped that champions in the community would be identified through the process, the 'champion' being either an individual or a group. These champions could then be persuaded to act as facilitators for groups outside the project area and take the message out into the wider community. In this way, it was intended to create a cascade effect, which will continue after the end of the project.

The Learning Network and Stakeholder network ran in parallel through Stage 2 of the project. Representatives from the Stakeholder Forum attended some of the Learning Network meetings as observers, and joint feedback sessions were held at the end of this stage of the project.

Attendees to the Learning Networks were initially asked about their views of local public transport. It was highlighted that the point of TAPESTRY was to encourage greater use of existing bus services through a marketing campaign, rather than improving service frequency or changing routing. Transport representatives attended the Stakeholder Forum, and hopefully fed this information back to their operations departments.

Residents were then asked to design a marketing campaign, with an emphasis on their local knowledge. It was hoped the campaign would be 'innovative' allowing residents the chance to utilise their knowledge to market local public transport most effectively. Interestingly, the initiatives they came up with (Figure 3.1) followed traditional ideas, such as posters and leaflets. A designer who attended the meetings worked up their ideas.

Development of Initiatives

Several initiatives were identified by the Learning Network during the course of the focus groups, as displayed in Figure 3.1. Examples are shown in Figure 3.2.

Figure 3.1 - Initiatives identified by ‘Learning Network’ members

- ◆ Bus stop panels
- ◆ Leaflets
- ◆ Posters
- ◆ Telephone hotline
- ◆ Texting service
- ◆ Website
- ◆ Radio advertisement
- ◆ Parish websites
- ◆ Parish magazines
- ◆ Texting
- ◆ Driver training
- ◆ Customer satisfaction surveys
- ◆ User word of mouth

Figure 3.2 – Ideas from the ‘Learning Networks’ (from left to right: bus stop panel; posters; and text for leaflets)



The first six of the initiatives (Figure 3.1) were identified by the Learning Network as key elements for the marketing campaign. These initiatives were then discussed with the Stakeholder Forum and Learning Network in a Joint Feedback Meeting, and it was agreed to develop the following:

- ◆ Leaflets
- ◆ Posters
- ◆ Bus stop panels

It was decided that within the scope of the project it was not feasible to develop either a telephone hotline, new website or texting service. Furthermore, the telephone hotline and website services do already exist in the form of Hantsweb, Hampshire County Councils' website which includes public transport information, and Traveline, a national public transport telephone hotline. Instead, it was decided to use the marketing initiatives as a vehicle to also promote Traveline and Hantsweb, in order to raise awareness of these services within the study area.

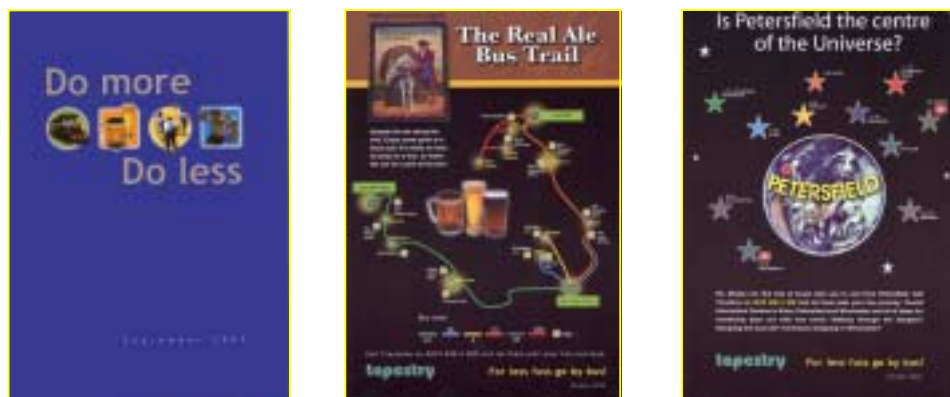
We were unable to implement the texting service initiative, due to issues of timescale, cost and data protection. Because of this it was decided to focus on an alternative initiative requested by the Learning Network. The radio advertisement appeared to be a relatively low-cost option, whilst offering wide coverage, and was implemented. We also had the opportunity to develop another initiative, and developed credit-card pocket sized timetables which were mail dropped to the study area with extra for Parish Councils and local information points.

The Initiatives

The following initiatives were implemented as part of the marketing campaign. Examples are shown in Figure 3.3 and the appendices.

- ◆ Informational magazine entitled 'Do More Do Less';
- ◆ Three posters:
 - Do More Do Less;
 - The Real Ale Bus Trail;
 - Is Petersfield the Centre of the Universe?;
- ◆ Radio Advertisement on 'Delta FM';
- ◆ Bus Stop infrastructure improvements; and
- ◆ Pocket timetables.

Figure 3.3 - The initiatives: magazine and poster example



The Magazine

The 'Do More Do Less' informational magazine was distributed during October to all households within the study villages. The decision was taken to produce a magazine rather than individual leaflets for two reasons. Firstly, the leaflets designed within the focus groups were very service specific, and at that time services such as a Theatre Bus and Commuter Bus did not exist within the area. Secondly, the magazine afforded us far greater opportunities to provide all the detailed, local information that the focus groups had told us very strongly that they wanted from any marketing campaign.

The magazine consisted of 12 colour pages, which included information on local public transport, community information, and details of attractions, places to visit etc. which are easily accessible by bus. The 'Do More, Do Less' logo intended to convey the message that we were providing the information which highlighted the many places and attractions that can be accessed by public transport, so allowing the reader to 'Do More', whilst at the same time providing information for Traveline, Hantsweb and local Tourist Information Offices, all of which can plan your whole journey for you, thereby allowing you to 'Do Less' of the work.

The Posters

Three posters, each distributed at the beginning of November promoted the use of public transport in a positive way. These were distributed widely within and slightly beyond the study area, to key service locations such as post offices, libraries, schools, colleges, pubs, village notice boards and doctors surgeries (to name but a few), and were also displayed on the whole fleet of the local public transport operator. The posters can be summarised as follows:

- ◆ 'Do more Do Less' which continued the theme of the newsletter, which provided signposting for further information – the national 'Traveline' hotline – along with combining public transport with another activities such as Christmas shopping in Winchester, visits to the cinema or days out in the countryside.
- ◆ 'The Real Ale Bus Trail' poster, which illustrated how you can access local pubs throughout the study area by specific local public transport services. The message on this poster read 'Sample the ale along the trail. Enjoy some grub at a local pub. It's really no fuss to jump on a bus, so leave the car for a pint at the bar.' The routes in question were colour coded as they had been within the magazine, in order to clearly illustrate which service to use for which trail. This again aimed to highlight how public transport could be used to the benefit of the local residents by allowing them to access leisure facilities in a convenient way, and raising awareness that local services were available on these routes.
- ◆ 'Is Petersfield the Centre of the Universe?'. Although this poster had a slightly humorous slant, it is true that for many of the people living within the study villages Petersfield is the main town and focal point in the area. This poster displayed Petersfield in the centre of a universe, with the stars around it being

representative of villages around the town and final destinations along the bus routes. The stars were placed in geographically correct positions relating to the location of the final destination, were colour coded replicating the coding within the magazine and the 'Do More Do Less' poster and had the final destination and route number displayed adjacent to the star. Again the Traveline hotline was promoted, as well as suggestions for combining bus travel with days out.

The Radio Advertisement

A radio station was identified, Delta FM, which covered all 10 Tapestry villages and beyond. A 30 second advertisement was produced which was allocated 58 spots during peak, prime and evening slots between the period 24th-30th October. The advertisements commenced on the Thursday prior to the start of the holiday break for school children, and finished 7 days later. This period was chosen in order to try to capture the school-age audience, with the intention that they or their parents might hear the advertisement in the run up to the holiday, and then during the first half of the holiday, ensuring the information being presented would be fresh in their minds when they had free time and would want to visit various attractions. The advertisement promoted the "Traveline" telephone hotline, "Hantsweb" internet site and also incorporated the slogan "For less fuss go by bus", which was used on the poster campaign.

The wording of the advertisement was as follows:

'When you decide to visit a place of interest, take a trip to the shops or maybe even get to the train station.....why use your car when you can take the bus?'

The TAPESTRY project, run by Hampshire County Council helps you find the route that goes to the towns, village and places you want to visit.

For journey information call Traveline on 0870 608 2 608, or log on to hants.gov.uk.

Take the bus and take the hassle out of your free time.

The TAPESTRY project.....for less fuss, go by bus'

Infrastructure Improvements

Residents asked for timetable cases to be attached to all bus stops that were currently lacking them in the study villages, and for correct timetable information and route maps to be inserted into all bus stop timetable cases, in a redesigned easy to read format. Although we were unable to implement this initiative before the 'After' monitoring period it was felt that this was a key factor in helping to generate a more positive image of public transport in the future. The provision of up to date, comprehensive, localised and easy to read information will both help existing bus users, and remove some of the barriers to generating new bus use.

Dilapidated bus stop poles were replaced with new ‘Streamline’ poles at 24 locations and two bus shelters were also replaced with ones more suitable to the ‘rural’ setting.

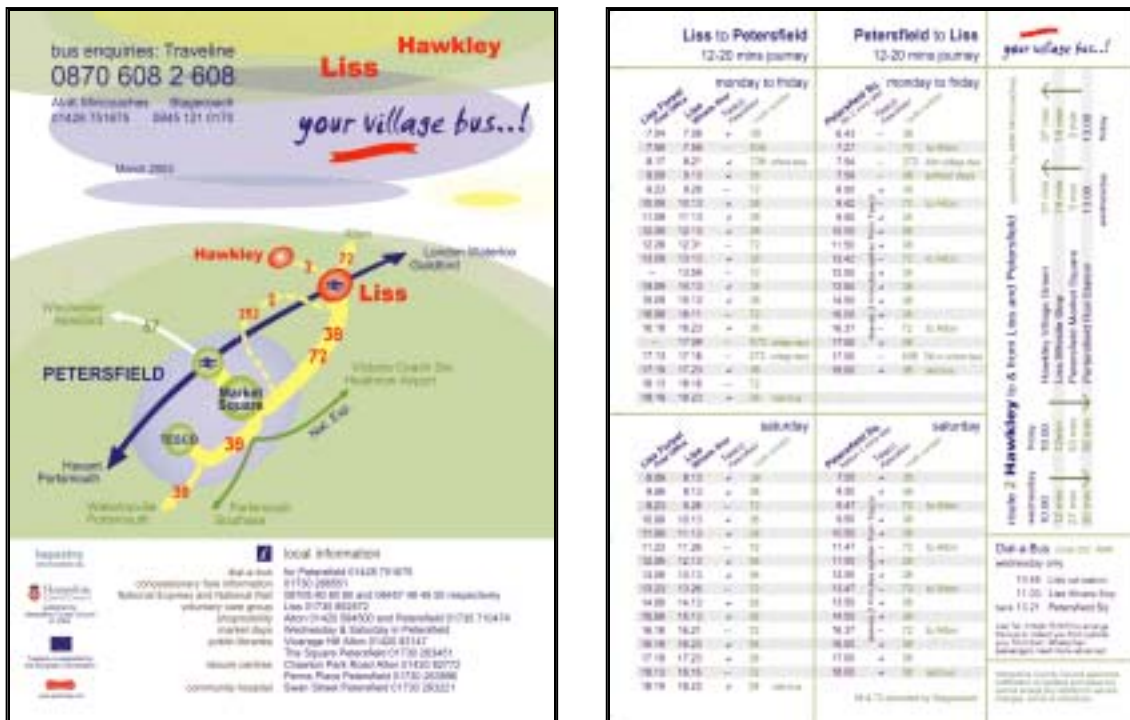
Pocket Timetables

Credit-card pocket timetables, similar to the ones used by train commuters were another initiative the Learning Network members worked up. The slogan ‘your village bus’ was displayed on the front of all timetables which could be replicated in other HCC initiatives, and the back of the timetable contained the Traveline hotline. Timetabling information was reproduced on the back using various formats, and a route map and section for further information were contained on the front. These were distributed by post to all households within the study area with extra given to Parish Councils and Local Tourist Information Centres for further distribution.

The six timetables were broken down as follows (Figure 3.4):

- ◆ Liss and Hawkley;
- ◆ Upper Farringdon, Newton Valence and East Tisted;
- ◆ West Meon;
- ◆ Steep;
- ◆ Selborne; and
- ◆ Bramdean and Cheriton

Figure 3.4 - Timetable and route image



Input and output analysis and management issues / context / external factors / costs

Table 3.1 - Input Analysis

Medium	✓ tick those which apply	Design costs	Production costs	Distribution costs
Geared to specific outputs (see Table under 'Outputs')				
n'paper national	–			
newspaper local	–			
magazine national	–			
magazine local	✓	£3200 (50 hours)	£1475 (20hours)	£600
radio – national				
radio – local	✓	£283 (8 hours)	£575	0
television national	–			
television local	–			
telephone call	✓			
personal visit	✓			
Poster	✓	£213 (20 hours)	£431	0
Leaflet				
Postcard				
info pack				
Letter	✓			
ad other product	✓			
CD				
Diskette				
Website				
WAP site				
mob. phone text				
Press conf.				
Drama event				
Roadshow				
other pub. Meet				
Ad hoc inputs				
bus ticket offer				
bicycle offer				
:				
etc if needed				

Table 3.2 - Output Analysis

Medium	✓ tick those which apply	Pre-tested (✓ if yes)	Personalised (✓ if yes)	Where*	Total exposures (estimated)	Target group exposures (estimated)	Duration (e.g. hours or days)
n'paper national	–		✓	2			
newspaper local	–		✓	18			
magazine national	–						
magazine local	–	✓			4600	5000	
radio – national							
radio – local	✓				18200 (Audience reach)	School children and parents	58x30 second ads, over 7 days
television national	–						
television local	–						
telephone call	✓		✓	1,4,7,8,11,	110	90	30hrs
personal visit	✓		✓	4,9,11,12, 15	30	25	18.5hrs
Poster	✓		✓	3,4,5,7,9, 11,12,13,14	4000	5000	
Leaflet							
Postcard							
info pack							
Letter	✓		✓	1, 3,9,11,13, 14, 15	140	140	
ad other product	✓		✓	2, 9, 13, 4, 11, 14,	4600	6000	
CD							
Diskette							
Website							
WAP site							
mob. phone text							
press conf.							
drama event							
Roadshow							
other pub. meet	✓			19, 18	18200+Newsp aper readership	All listeners/readers	

CAMPAIGN ASSESSMENT

Methodology

The ‘before’ and ‘after’ stages of research involved several components. The first of these focused upon consultation with local stakeholders. The second component was a postal survey conducted amongst local residents². Both were replicated for each stage.

As part of the pre-assessment, three focus groups were held – comprising 3 groups of 10 people. The sample was a stratified sample of young, middle and older residents, and the purpose was to gain an understanding of different residents

Stakeholders

HCC provided a list of key contacts, including special interest groups, parish councillors, transport-related companies, health agencies, local schools and businesses. A postal survey was distributed to all 85 contacts at both the ‘before’ and ‘after’ stages.

A similar questionnaire was used in both stages, though several additional questions referring specifically to the campaign were included in the ‘after’ questionnaire. The stakeholder questionnaire differed from the questionnaire distributed to local residents.

In the ‘before’ stage, 42 questionnaires were returned, and 36 in the ‘after’ stage, thus yielding response rates of 46% and 40%, respectively; well above average for a self-completion survey.

Residents

Self-completion questionnaires distributed to residents were similar in both the ‘before’ and ‘after’ monitoring exercises in order to maintain comparability, in accordance with ‘matched sampling’. Content was based on the core questions set out in the TAPESTRY Common Assessment Framework. These were developed to help assess the attitudinal and behavioural impacts of the campaign based on the following seven stages of change:

1. Awareness of problem
2. Accepting of responsibility
3. Perception of options
4. Evaluation of options
5. Making a choice
6. Experimental behaviour
7. Habitual behaviour.

² A third element included in the ‘before’, but not the ‘after’ stage was the conduct of focus groups with local residents.

The main difference in the ‘after’ questionnaire was the addition of a section focusing on awareness and recognition of the TAPESTRY campaign. Demographic information was not collected for respondents to the ‘after’ monitoring stage.

The ‘before’ and ‘after’ stages used the same sampling frame in order that the same residents were targeted to ensure findings were as comparable as possible. There are an estimated 4929 households within the primary study area, and with a required minimum of 1,000 responses for analysis, and based on an expected response rate of 33%³, 3,000 residents were identified from the electoral register to take part in the survey. Residents were selected by settlement, with the number targeted directly proportional to the total number of households in each village.

Quantitative monitoring was also carried out in the primary study area. Information collected included:

- ◆ full classified traffic counts;
- ◆ cycle flows;
- ◆ pedestrian flows; and
- ◆ bus patronage data.

Stage 1 of the project was essential, in order to provide the background data against which to assess the results of the project. The information gathered also helped determine the development of Stage 2 of the project, through an understanding of the key issues within the area.

Control Study

The *control* study focused on several villages in Central Hampshire, to the northwest of Winchester, with characteristics similar to those of the primary study area. The villages were:

- ◆ Chilbolton
- ◆ Crawley
- ◆ Headbourne Worthy
- ◆ Kings Worthy
- ◆ South Wonston
- ◆ Sparsholt
- ◆ Stockbridge, and
- ◆ Sutton Scotney

The control area was not subject to any ‘interactive marketing’, and thus no initiatives were introduced in this area. 600 residents were chosen at random to be surveyed, again based on a response rate of 33%

³ As laid down by the TAPESTRY Common Assessment Framework

Sample size

As Table 4.1 illustrates, more residents responded to the ‘before’ survey than the ‘after’. The highest response was from stakeholders to the ‘before’ survey totalling 46%. Only 30% of respondents returned their questionnaire from the control area to the ‘after’ survey.

Table 4.1 - Distribution of questionnaires

	n – “before”		n - “after”		Matched samples?
	Q’nnaire out	Q’nnaire back	Q’nnaire out	Q’nnaire Back	
Target Group Residents	3000	1115	3000	956	✓
Target Stakeholders Group	91	42	91	36	✓
Control group	600	196	600	179	same people but cannot match one for one

Comparison of before and after results

Travel Patterns

Although there has been a 2% decrease in the number of people travelling frequently by car, this method of transport remains the most dominant. As shown in Table 4.3 85% of people frequently travel this way.

Journeys on foot remain the second most popular method of travelling round the area and has increased by 3% to 64%. The number of residents travelling as a passenger in a car also recorded an increase, of 1%.

The number of people travelling by bus (6%) and train (9%) has not changed.

Table 4.2 - Modes of transport used frequently

Mode	Before	After
Car driver	87%	85%
Walk	61%	64%
Car passenger	46%	47%
Train	9%	9%
Cycle	9%	9%
Bus	6%	6%
Taxi	2%	2%
Motorcycle	1%	1%

Barriers to Local Travel

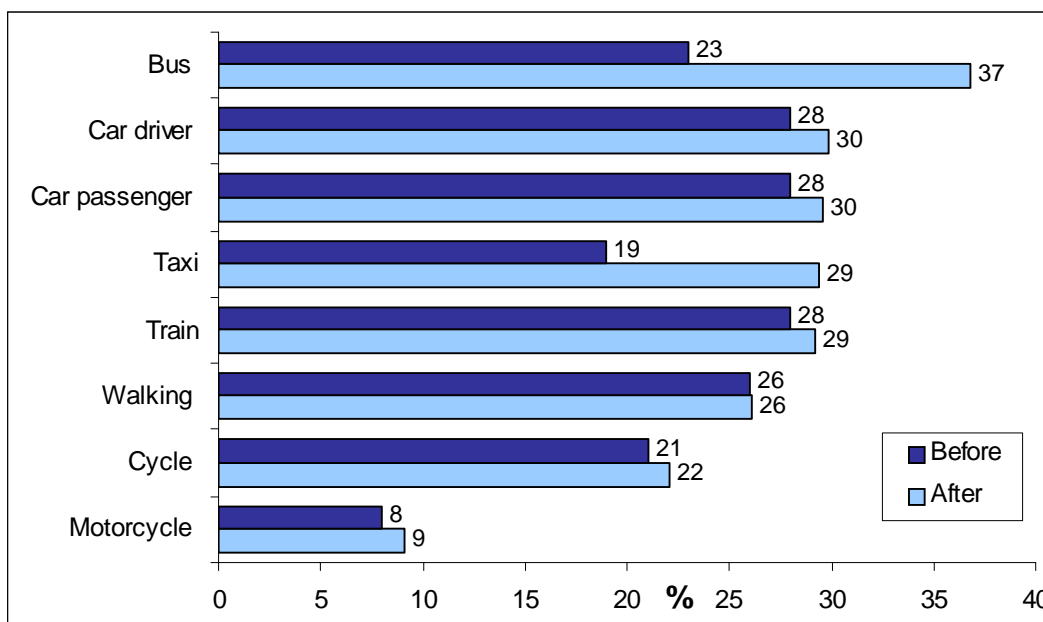
At both ‘before’ and ‘after’ monitoring stages, the majority of respondents said they felt able to make the journeys they wanted to using the modes currently available. At the ‘after’ monitoring stage, slightly fewer respondents felt able to travel as they desired (66%, compared to 69% in the ‘before’ stage) (Figure 4.1).

Figure 4.1 - Ability to travel to preferred destinations using modes of transport currently available



Looking at *frequent* users of each mode, bus users were considerably more likely to feel constrained by the travel options available in the ‘after’ stage than in the ‘before survey (37%, compared to 23%), as Figure 4.2 displays⁴.

Figure 4.2 – Inability to travel to preferred destinations using modes of transport currently available



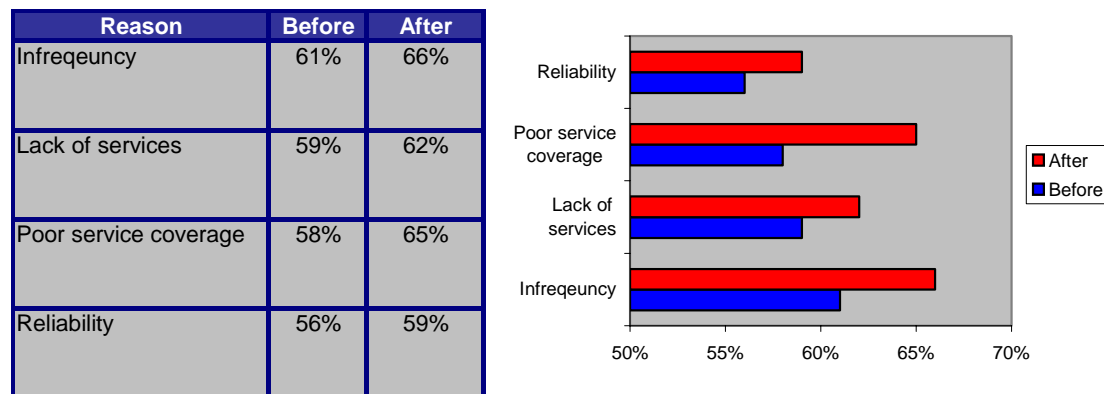
⁴ However note small sample size

A similar change in the proportion of frequent bus users who feel constrained by the travel options open to them was noted between the 'before' and 'after' studies in the control area.

Main reasons for not using Public transport to travel in the local area

There were four major barriers to travelling by public transport, these are noted below with percentages who felt they were a constraint *before* and *after* the development of the marketing campaign. These are shown below in Figure 4.3.

Figure 4.3 – The major barriers to travelling by public transport in the local area



For all reasons, there has been an increase in the percentage of respondents who perceived them to be a barrier to travelling round the local area by public transport.

The most common reasons for not using public transport mentioned in both stages of research were the infrequency of services, the lack of services and poor service coverage (mentioned by at least 60% of respondents). Reliability was also a significant deterrent, especially in the 'after' survey (rising from 56% to 59%).

Six percent more respondents mentioned service coverage in the 'after' stage; making it the second rather than the third most frequently mentioned response. Slight increases in the proportions of respondents citing the frequency and lack of services are also apparent (with 3% more respondents mentioning each in the 'after' stage)⁵.

Of the reasons listed in the questionnaire, comfort on-board public transport and personal security between the bus stop and destination were the least likely to be stated as deterrents at both stages of research, as mentioned by around one-quarter of respondents. However, perceptions of personal security between the bus stop and final destination were more likely to be cited in the 'after' stage (22%, compared to 17% in the 'before' survey).

⁵ Similarly, in the control area, respondents showed a greater propensity for citing the reasons for not using public transport. However, as in the primary area, there is no notable change in the identification of the key deterrents to public transport use: frequency, coverage, expense, journey time and reliability.

Stakeholder views

Stakeholders were also asked to comment upon a number of different aspects of local public transport services, rating each as good or poor. As with residents, stakeholders were most likely to rate the frequency of services (particularly at evenings and weekends) negatively in both 'before' and 'after' surveys. Public transport routes and fares were also perceived negatively by the majority of stakeholders (Table 4.3).

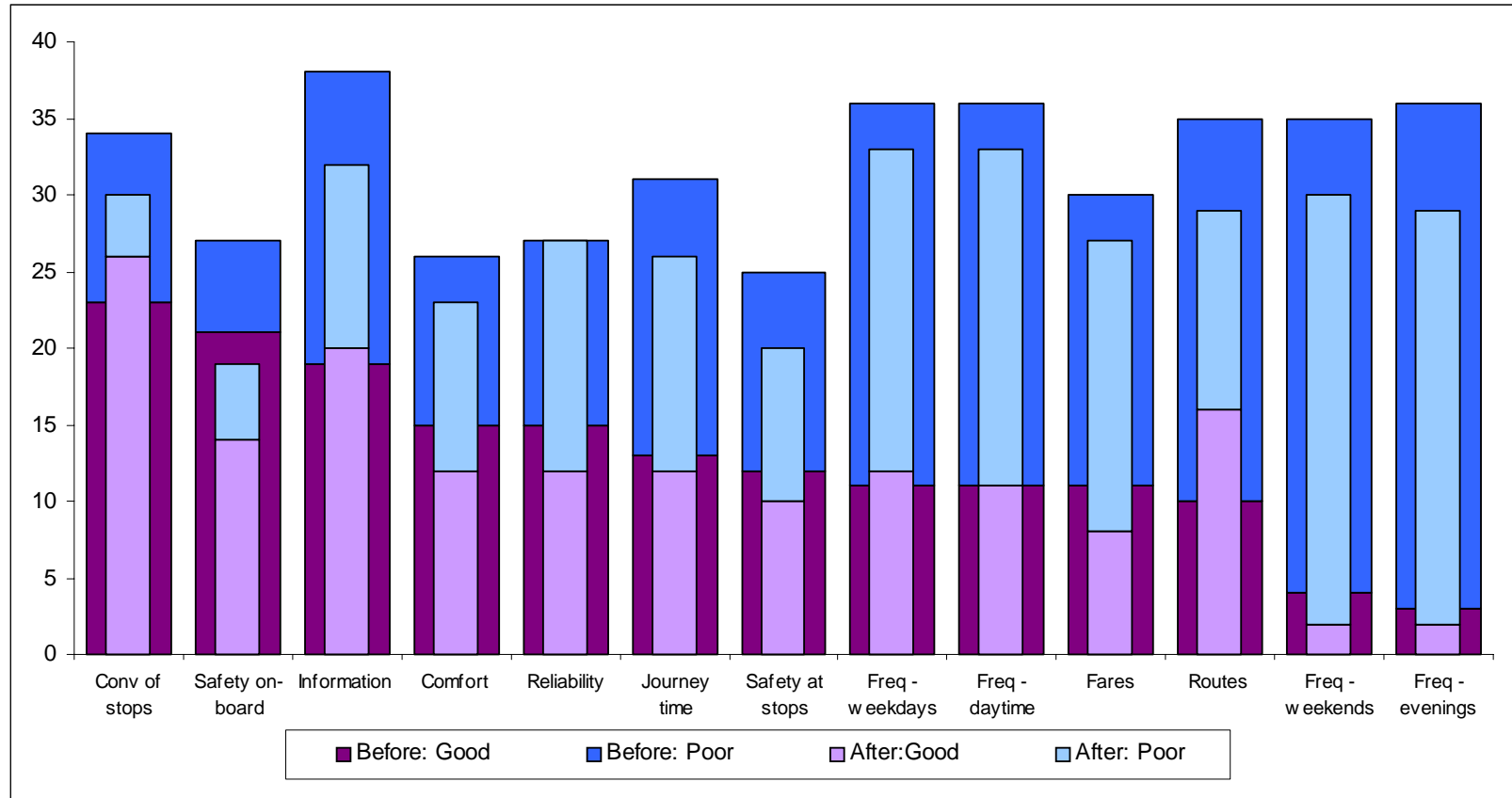
Some change in the perception of routes covered by public transport is evident. This aspect was considered to be good by 25% of stakeholders (10 respondents) in the 'before' stage rising to 44% (16 respondents) in the 'after' survey.

Slight changes in the ratings of the provision of information and the convenience of bus stops are also apparent. Nearly three-quarters of 'after' survey respondents (26) classed the convenience of stops as good, compared to just over half of those (23) participating in the 'before' study. This was the most positively perceived aspect at both stages. Around 10% more stakeholders considered the provision of information to be good in the 'after' than the 'before' survey.

Figure 4.4 – New at-stop display case with timetable and poster



Table 4.3 – Stakeholder ratings of aspects of local public transport



Base: all stakeholders (42&36)

This chart is based on frequencies rather than percentages due to small sample sizes. Note that more stakeholders participated in the 'before' survey so observed frequencies should tend to be higher in the 'before' stage for both Good and Poor ratings

Awareness of Local Transport Issues

Over 60% of respondents in both surveys considered the remoteness and isolation of villages to be a serious problem, while one in nine respondents did not consider this to be an issue (Table 4.4. Perceptions of the remoteness and isolation of villages have deteriorated during the overall survey period, with 5% more considering it a serious problem in the ‘after’ study.

Table 4.4 - Perception of isolation and remoteness of villages

Advantages	Before	After
Extremely serious	33%	34%
Fairly serious	30%	34%
Slight problem	25%	20%
No problem	12%	11%
<i>Total consider it a Serious Problem</i>	<i>63%</i>	<i>68%</i>

Base: all respondents who answered the question (1056 & 894)

Traffic in the local area

Just under two-thirds of respondents agreed that action needs to be taken in order to reduce the number of cars on local roads, with no apparent differences in opinion between the ‘before’ and ‘after’ surveys (Table 4.5)

Table 4.5 – “Something needs to be done to reduce the number of cars on the roads in the area”

	Residents		Stakeholders	
	Before	After	Before	After
Strongly agree	24%	21%	45%	44%
Agree	39%	41%	26%	36%
<i>Total Agree</i>	<i>63%</i>	<i>62%</i>	<i>71%</i>	<i>80%</i>
Neither agree nor disagree	24%	26%	19%	11%
Disagree	10%	9%	7%	8%
Strongly disagree	3%	3%	2%	-
<i>Total Disagree</i>	<i>13%</i>	<i>12%</i>	<i>9%</i>	<i>8%</i>

Base: all respondents who answered the question (Residents: 1065 & 911; Stakeholders: 42 & 36)

Stakeholders were also asked this question, and a greater proportion, particularly in the ‘after’ survey (80%, compared to 71% in the ‘before’ survey), agreed that action is needed to reduce the number of cars on the roads in the area (Table 4.5).

The majority of respondents to both stakeholder surveys felt that the current level of car use is too high. However, some difference in opinion between the two surveys is apparent: 63% of stakeholders participating in the before survey (26 respondents) considered the level of car use to be too high, rising to 80% of participants (29 respondents) in the ‘after’ survey. No respondents in either survey believed car use levels to be too low.

Volume of traffic

Around three-quarters of respondents in both surveys considered the volume of traffic on rural roads to be a serious problem (Table 4.6). Slightly fewer respondents in the ‘after’ survey classed this issue as ‘extremely serious’ (34%, compared to 37% of ‘before’ survey respondents). Similar views were expressed in the control area.

Table 4.6– Perception of local traffic issues – Volume of traffic

	Before	After
Extremely serious	37%	34%
Fairly serious	39%	39%
Slight problem	15%	21%
No problem	8%	7%
<i>Total consider it a Serious Problem</i>	<i>76%</i>	<i>73%</i>

Base: all respondents who answered the question (1092 & 924)

Speed of traffic

Respondents were more likely to consider the speed of traffic than the volume of traffic in rural areas a problem. Four-fifths of respondents cited traffic speed as a serious problem in both ‘before’ and ‘after’ surveys (Table 4.7).

However, as with impressions of the volume of traffic, respondents in the ‘after’ survey were slightly less likely to consider traffic speeds to be an extremely serious issue (49%, compared to 53% of ‘before’ survey respondents). In contrast, less respondents in the control area considered this to be a serious problem⁶ in the ‘after’ survey than in the ‘before’ (76%, compared to 71%).

⁶ Amalgamation of Extremely Serious and Serious

Table 4.7 – Perception of local traffic issues – Speed of traffic

	Before	After
Extremely serious	53%	49%
Fairly serious	29%	32%
Slight problem	13%	15%
No problem	5%	4%
<i>Total consider it a Serious Problem</i>	82%	81%

Base: all respondents who answered the question (1098 & 934)

Stakeholders were also asked to say how much they considered speeding traffic in the area to be a problem. Three-quarters of stakeholder respondents in the ‘before’ study and two-thirds of those participating in the ‘after’ survey agreed that speeding traffic is a problem (Table 4.8).

Table 4.8 – Whether speeding traffic is a problem in the area (stakeholders)

	Before	After
Strongly agree	38%	28%
Agree	38%	39%
<i>Total Agree</i>	76%	67%
Neither agree nor disagree	12%	28%
Disagree	5%	6%
Strongly disagree	5%	-
<i>Total Disagree</i>	10%	6%

Base: all stakeholders (42 & 36)

Stakeholders were also asked to what extent they supported the suggestion to restrict traffic on certain roads in the area. Around 60% of respondents in both ‘before’ and ‘after’ surveys agreed with this statement.

Advantages of reducing car travel

Over three-quarters of stakeholders in both surveys felt that the key advantage was reduced traffic congestion, while an equivalent proportion in the ‘after’ survey mentioned increased

road safety, as shown below in Table 4.9. Large proportions of stakeholders in both surveys were also aware of the advantages of reduced air and noise pollution. Few stakeholders perceived there to be no benefit to the area.

Table 4.9 – Advantages of reducing car travel

Advantages	Before	After
Less traffic congestion	76%	78%
Safer roads	67%	78%
Less air pollution	62%	58%
Less noise pollution	48%	44%
Other	14%	8%
No perceived benefit	10%	8%

Base: all stakeholders (42 & 36)

Effect on the environment

Although over two-thirds of respondents recognised that car travel contributes to air pollution, fewer respondents (60%) felt that car travel has a negative effect on the environment. In both ‘before’ and ‘after’ surveys, three out of five respondents agreed that they harm the environment when driving a car.

Change in behaviour

Although 60% of respondents recognised that their car use harms the environment, a noticeably smaller proportion felt that they should reduce their car use in order to benefit the environment.

In both surveys, around 48% of respondents agreed that they should limit their car use for the sake of the environment. Nearly a quarter of respondents rejected this statement (Table 4.10.)

Although 60% of respondents in both surveys said they would use their car less if public transport services were improved, and 23% agreed they would reduce their car use if encouraged to by local government; when asked specifically, only 12% said they intend to reduce their car use in the near future. Of this group, only 2% definitely intend to reduce; and 10% will probably reduce their car use. The vast majority (75%) said they did not intend to change their travel habits.

Table 4.10 – “I feel I should cut down on my car use for the sake of the environment”

	Before	After
Strongly agree	12%	12%
Agree	35%	36%
<i>Total Agree</i>	<i>47%</i>	<i>48%</i>
Neither agree nor disagree	30%	29%
Disagree	16%	16%
Strongly disagree	7%	7%
<i>Total Disagree</i>	<i>23%</i>	<i>23%</i>

Base: all respondents who answered the question (1039 & 885)

Stakeholders who responded to both surveys felt older and younger residents would benefit from public transport improvements, as mentioned by the vast majority of stakeholders, particularly in the ‘after’ survey (Table 4.11).

The proportion of stakeholders which felt that unemployed/low paid residents would benefit from improvements to public transport declined between the ‘before’ and ‘after’ surveys, while the proportion which felt that disabled residents would benefit increased.

Less than one-quarter of respondents in both surveys felt that local services would benefit from an improved public transport service.

Table 4.11 – Groups likely to benefit from public transport improvements

Mode	Before	After
Older residents	76%	89%
Younger residents	64%	75%
Unemployed/low paid residents	62%	42%
Residents in general	55%	42%
Residents with families	31%	39%
Local businesses	31%	31%
Disabled residents	26%	42%
Local services	24%	19%

Base: all stakeholders (42 & 36)

Stakeholders were asked to consider any possible disadvantages of reducing car travel in the area. The majority of responses in both surveys focused upon the current inadequacy of public transport and the reduction of personal mobility/freedom. The most common responses are as follows:

- ◆ Public transport is not able to meet residents’ needs/ needs improving;
- ◆ Loss of personal freedom/ mobility/ increased isolation; and
- ◆ Loss of business/ visitors.

Influences of Travel Behaviour

Respondents were given a list of aspects relating to mode choice and asked to state how important⁷ they felt each to be for a range of different journey types. The proportions stating ‘very important’/ ‘important’ are shown in Table 4.12⁸. The proportions rating each aspect as important have not fluctuated much between the ‘before’ and ‘after’ stages.

The issue of reliability was considered a particularly important factor to respondents making all types of journey, especially those travelling to/from work. The reliability of the mode of travel was considered important by a greater proportion of respondents travelling to/from school/college in the ‘after’ survey (100%, compared to 94% in the ‘before’ stage).

Table 4.12 – Importance of aspects of journey for different types of journeys

Aspect	Work	Education	Shopping	Leisure	Business	Personal business
Reliable	98%	94%	92%	91%	95%	96%
	<i>99%</i>	<i>100%</i>	<i>91%</i>	<i>91%</i>	<i>96%</i>	<i>95%</i>
Quick	97%	88%	73%	64%	92%	86%
	<i>97%</i>	<i>95%</i>	<i>73%</i>	<i>63%</i>	<i>94%</i>	<i>86%</i>
Flexible	95%	88%	92%	91%	95%	93%
	<i>97%</i>	<i>93%</i>	<i>91%</i>	<i>91%</i>	<i>96%</i>	<i>94%</i>
Convenient	94%	91%	90%	82%	95%	91%
	<i>93%</i>	<i>93%</i>	<i>91%</i>	<i>84%</i>	<i>90%</i>	<i>91%</i>
Safe (in traffic)	89%	91%	88%	90%	90%	90%
	<i>92%</i>	<i>94%</i>	<i>90%</i>	<i>91%</i>	<i>92%</i>	<i>91%</i>

⁷ Respondents were provided with a scale of ‘Very important’, ‘Important’, ‘Fairly important’ and ‘Not at all important’. ‘Very important’ and ‘Important’ have been amalgamated in subsequent analysis. Respondents were asked not to rate the aspects of any types of journey they do not currently make.

⁸ Results from ‘before’ survey are shown in the first line, with those from ‘after’ survey beneath and italicised

Good security	84%	88%	83%	84%	87%	84%
	88%	87%	87%	87%	87%	89%
Comfortable	78%	70%	74%	81%	77%	77%
	78%	68%	75%	81%	77%	79%
Enjoyable	57%	51%	55%	71%	53%	58%
	57%	49%	55%	68%	52%	56%
Cheap	61%	55%	56%	53%	48%	59%
	56%	55%	53%	50%	47%	55%
Aspect	Work	Education	Shopping	Leisure	Business	Personal business
Helps environment	52%	56%	53%	53%	52%	51%
	56%	59%	51%	52%	52%	55%
Good image	19%	14%	17%	18%	30%	23%
	18%	15%	17%	17%	28%	20%

Base: all respondents who answered the question⁹

Journey time ('gets me to my destination quickly') was considered most important by respondents travelling for work, education and on business, and less important to those travelling for shopping or leisure at both 'before' and 'after' stages. There has been an increase in the proportion of respondents travelling to/from educational establishments citing the importance of journey time (from 88% to 95%).

The flexibility of the mode ('allows me to travel where I want to') was considered essential by over 90% of respondents making each type of journey in the 'after' monitoring, but this aspect was particularly important to those travelling to/from work and on business.

The convenience (door-to-door) of the mode was important to at least 90% of respondents (in both stages) making each type of journey except those travelling for leisure. No change in rating of importance of this aspect is apparent.

Travelling by a mode which is safe in traffic and offers good personal security was considered important by similar proportions of respondents making each type of trip. Personal security was awarded slightly more importance in the 'after' survey for all journey types except those made to educational establishments and on business.

⁹ Base varies for each aspect as not every respondent provided an answer for every aspect (of each journey type). Base for each journey type are as follows: Work: - before: 546; after: 475; Education: 178; 125; Shopping: 969; 766; Leisure: 901; 732; Employer's business: 256; 220; Personal business: 580; 503).

Similarly, in both stages of research, the importance of the enjoyment of the journey was greatest amongst respondents travelling for leisure, while for those travelling to/from school/college it was less significant. No significant differences between ‘before’ and ‘after’ stages are apparent.

In the ‘after’ monitoring, around 50% of respondents making each type of journey considered cost to be an important factor in their mode choice. Those travelling on business were slightly less likely to consider it important to travel by a low-cost mode at both ‘before’ and ‘after’ stages. Slightly smaller proportions of respondents travelling on personal business and to/from work rated a low cost journey as important in the ‘after’ survey than in the ‘before’ stage.

Respondents travelling to/from work and educational establishments and on personal business were slightly more likely to consider it important to choose a mode which helps the environment in the ‘after’ stage of research, with nearly 60% of those travelling to/from school rating this as important.

The image of the mode of travel was seen as the least important aspect for all journey types, though was most important to those travelling on business at both stages. However, slightly fewer respondents rated a good image as important in the ‘after’ survey, for example, 23% of those travelling on personal business rated this aspect as important in the ‘before’ stage, compared to 20% in the ‘after’ stage.

Aspects of Different Modes of Travel

Respondents were given the same list of statements and asked to say how much they agreed¹⁰ with each in relation to four different modes (car, bicycle, walking and public transport).¹¹ The proportion agreeing with each statement is shown in Table 4.13¹².

Table 4.13 – Importance of aspects of journey for different types of journeys

Aspect	Car	Public transport
Flexible	99% <i>99%</i>	10% <i>12%</i>
Convenient	99% <i>99%</i>	6% <i>8%</i>
Comfortable	98%	19%

¹⁰ Respondents were provided with a scale of ‘Strongly agree’, ‘Agree’, ‘Neither agree nor disagree’, ‘Disagree’ and ‘Disagree strongly’. ‘Strongly agree’ and ‘Agree’ have been amalgamated.

¹¹ Only ‘Car’ and ‘Public Transport’ are shown as these were the modes targeted as part of the campaign

¹² ‘Before’ survey results are shown on the top line, and ‘after’ results are shown in the bottom in blue and italicised

	98%	21%
Reliable	97%	8%
	98%	11%
Quick	95%	12%
	97%	13%
Good security	90%	23%
	92%	23%
Enjoyable	76%	19%
	76%	22%
Safe (in traffic)	73%	61%
	74%	60%
Good image	40%	8%
	43%	12%
Cheap	27%	6%
	30%	11%
Helps environment	4%	41%
	5%	42%

Base: all respondents who answered the question

Car

Car travel was perceived positively by the majority of respondents for all but three aspects (good image, cheap and helps environment). In particular, it was seen to be a flexible, convenient, comfortable, reliable and quick mode of travel by 95% or more of respondents who completed the relevant questions in both 'before' and 'after' stages. Car travel was also perceived to offer good personal security.

Around three-quarters of respondents in both surveys considered the car to be an enjoyable mode of travel and safe in traffic.

Perceptions of aspects of car travel were very similar in both 'before' and 'after' stages, though the proportions of respondents perceiving the car to have a good image and be a cost-effective means of travel have increased slightly (from 40% to 43% and 27% to 30%, respectively).

Public transport

Public transport was perceived much less positively than other modes in both stages of research. However, perceptions of some aspects improved between the ‘before’ and ‘after’ surveys, with more respondents considering public transport to be an enjoyable (from 19% to 22%), cheap (6% to 11%), and reliable (8% to 11%) means of travel with a good image (8% to 12%).

The best perceived aspects were safety in traffic (61% and 60% respectively) and environmental benefits (41% and 42% respectively) in both stages. Personal security was considered better when travelling by public transport than cycle or foot. Around one-fifth of respondents agreed that public transport was a comfortable and enjoyable means of travel.

Public transport was by far the least positively scored mode in terms of having a good image, and less than 10% of respondents believed public transport to be convenient.

In summary, those same aspects (reliability, flexibility, convenience and safety) which were particularly important to respondents making journeys of all types were rated most highly in relation to car travel.

Potential to Change Future Transport Behaviour

In order to explore attitudes towards local transport and traffic issues, respondents were asked to say how serious they considered a number of issues to be and how much they agreed with several related statements.

Peer Pressure

As shown below (Table 4.14), around 1 in six respondents (17%) felt that their friends would find it unusual if they were to travel by public transport rather than by car. Half of all respondents in both surveys rejected this statement. There is no apparent difference between the two surveys.

As shown in Table 4.15 below, only 8% of respondents in both ‘before’ and ‘after’ surveys thought they might stop using their car to travel around the local area if their friends took similar action (1% would definitely stop, and 7% probably stop). The vast majority (68%) said they would not stop using their car.

Table 4.14 – “My friends would think it was odd if I were to travel by public transport instead of going by car”

	Before	After
Strongly agree	5%	6%
Agree	11%	11%
<i>Total Agree</i>	<i>16%</i>	<i>17%</i>

Neither agree nor disagree	35%	33%
Disagree	30%	31%
Strongly disagree	19%	19%
<i>Total Disagree</i>	<i>49%</i>	<i>50%</i>

Base: all respondents who answered the question (1066 & 917)

Table 4.15 – “Do you think that most people would stop using their car when travelling around the area if their friends did?”

	Before	After
Definitely stop	1%	1%
Probably stop	7%	7%
<i>Total who would stop</i>	<i>8%</i>	<i>8%</i>
Not sure	24%	24%
Probably not	53%	51%
Definitely not	16%	17%
<i>Total who would not stop</i>	<i>69%</i>	<i>68%</i>

Base: all respondents who answered the question (1086 & 926)

What would influence them?

Findings suggest that few respondents would actually be influenced by modal changes made by their peers.

Overall, 60% of respondents in both surveys felt that they would reduce their private car use if there was better provision of alternative modes (Table 4.16). One-fifth of respondents did not think improved alternatives would encourage modal shift.

Stakeholders were also asked whether they felt local residents would use public transport more if improvements were made. In both ‘before’ and ‘after’ surveys, four-fifths of stakeholders felt that residents would respond positively to an improvement in public transport.

Table 4.16 – “I would use my car less if public transport was better”

	Before	After
Strongly agree	31%	28%
Agree	29%	32%
<i>Total Agree</i>	<i>60%</i>	<i>60%</i>
Neither agree nor disagree	18%	20%
Disagree	18%	15%
Strongly disagree	4%	5%
<i>Total Disagree</i>	<i>22%</i>	<i>20%</i>

Base: all respondents who answered the question (1033 & 890)

Stakeholders were also asked whether they felt there was a demand for public transport in the area. 85% of stakeholders in the ‘before’ survey felt there was a demand for local public transport services, compared to all of those who participated in the ‘after’ survey.

Just under one-quarter (23%) of respondents to both surveys felt local government should actively discourage car travel. As shown in Table 4.17, 23% agreed that they would use their car less if they were encouraged to change their travel behaviour by local government. However, well over one-third of respondents (39%) disagreed with this proposal, while a similar proportion did not express an opinion.

Table 4.17 – “I would use my car less if the local government encouraged us to change our travel behaviour”

	Before	After
Strongly agree	5%	5%
Agree	18%	18%
<i>Total Agree</i>	<i>23%</i>	<i>23%</i>
Neither agree nor disagree	38%	38%
Disagree	27%	28%
Strongly disagree	12%	11%
<i>Total Disagree</i>	<i>39%</i>	<i>39%</i>

Base: all respondents who answered the question (1061 & 892)

Respondents were asked specifically how Hampshire County Council could encourage local residents to reduce their car use¹³. The most commonly mentioned improvements in both ‘before’ and ‘after’ surveys were:

- ◆ Increased frequency of services¹⁴;
- ◆ Cheaper fares/subsidised fares;
- ◆ Improved links to rural areas/ more bus routes/ routes which cover the areas in which public transport is needed; and
- ◆ Increased reliability of services¹⁵.

Intentions to reduce car use have not changed over the course of the project (Table 4.18).

Table 4.18 – Whether intend to reduce car use in near future

	Before	After
Definitely reduce	2%	2%
Probably reduce	10%	10%
<i>Total who will reduce car use</i>	<i>12%</i>	<i>12%</i>
Not sure	13%	13%
Probably not	53%	51%
Definitely not	22%	24%
<i>Total who not reduce car use</i>	<i>75%</i>	<i>75%</i>

Base: all respondents who answered the question (1030 & 875)

Local Public Transport Improvements

The overwhelming majority of respondents in both ‘before’ and ‘after’ surveys (over 90%) agreed that public transport services in rural areas should be improved. Opinions on whether services and facilities provided in local villages would benefit from improvements to local public transport services have not changed between the two surveys.

¹³ This was an open-ended question, thus responses were analysed using a code frame gradually constructed as the first responses were received. Consequently, different code frames have been used for the ‘before’ and ‘after’ studies.

¹⁴ The majority of the bus services in East Hampshire are wholly subsidised by Hampshire County Council, and therefore they determine which areas are served and the level of frequency. Commercial services differ in that frequency and routing is determined by the operator.

¹⁵ Full comparative analysis of this question is not possible in terms of comparing frequencies/percentages of responses, as in the ‘before’ exercise, percentages were based on only those respondents who provided an answer. However, Atkins has based percentages on the total sample. Further detail on suggestions made is available in *Qualitative ‘After’ Monitoring Study for the TAPESTRY Project* report on the primary study area

Over two-thirds of respondents in both surveys felt that local services and facilities would benefit from improved public transport (Table 4.19).

Table 4.19 – Benefit to local services/facilities from improvements in public transport

Advantages	Before	After
Yes	68%	69%
No	13%	12%
Don't know	19%	19%

Base: all respondents who answered the question (1086 & 923)

While the majority of stakeholders agreed that public transport does play an important role in local businesses and services, the proportion agreeing with this statement has fallen from 76% in the 'before' survey to 66% of stakeholders participating in the 'after' survey (Table 4.20). However, at the same time, fewer respondents in the 'after' survey were opposed to the statement (and a greater proportion has expressed no opinion one way or the other).

Table 4.20 – Agreement with statement “Public transport has an important role in local businesses and services”

	Before	After
Strongly agree	28%	22%
Agree	48%	44%
<i>Total Agree</i>	<i>76%</i>	<i>66%</i>
Neither agree nor disagree	12%	19%
Disagree	10%	3%
Strongly disagree	2%	6%
<i>Total Disagree</i>	<i>12%</i>	<i>9%</i>
Don't know	-	6%

Base: all stakeholders (42 & 36)

Around 90% of stakeholders participating in both the 'before' and 'after' surveys agreed that public transport will play an important role in the future of villages. Very few respondents were opposed to this statement. Opinions expressed are very similar for both stages of research (Table 4.21).

Table 4.21 – Agreement with statement “Public transport plays an important role in the future of villages”

	Before	After
Strongly agree	53%	39%
Agree	38%	50%
<i>Total Agree</i>	<i>91%</i>	<i>89%</i>
Neither agree nor disagree	2%	3%
Disagree	5%	3%
Strongly disagree	-	-
<i>Total Disagree</i>	<i>5%</i>	<i>6%</i>
Don't know	2%	5%

Base: all stakeholders (42 & 36)

While three-quarters of stakeholders in the ‘before’ survey agreed that current public transport services play an important role in the lives of local residents, and only 13% disagreed, a notably smaller proportion showed support for the statement in the ‘after’ survey (59%). (Table 4.22).

This suggests that, during the course of the research programme, stakeholders’ views on the role of public transport in residents’ lives have become less positive¹⁶.

Table 4.22 – Agreement with statement “Current public transport services play an important role in the lives of local residents”

	Before	After
Strongly agree	33%	22%
Agree	41%	37%
<i>Total Agree</i>	<i>74%</i>	<i>59%</i>
Neither agree nor disagree	8%	14%
Disagree	13%	17%
Strongly disagree	-	9%
<i>Total Disagree</i>	<i>13%</i>	<i>26%</i>
Don't know	5%	-

¹⁶ However, these findings are based on very small sample sizes, so should not be assumed to be statistically significant.

Base: all stakeholders (42 & 36)

Campaign message analysis

Awareness

In order to measure awareness of the TAPESTRY campaign, respondents were asked to what extent they intended to change their travel habits as a result of the TAPESTRY campaign¹⁷.

Findings from the ‘before’ monitoring exercise suggested that 91% of all respondents (1011 out of 1115) were unaware of the TAPESTRY campaign. The remaining 9% of respondents (104) did not answer the question either because they thought they were aware of the campaign, or believed that the question did not apply to them.

When questioned in the ‘before’ survey about the effect of the campaign on their travel choices, 3% of all surveyed (29 respondents) indicated that they would reduce car use as a result of the campaign (despite the campaign not having been initiated at this point). Bringing these two results together suggests that between 3% and 9% (104 and 29 respondents) believed they were aware of the campaign before it commenced.

In the ‘after’ survey the awareness question was posed more directly. Here, 5% of the sample (48 respondents) stated that they were definitely aware of the campaign. Thus the campaign may have been responsible for increasing awareness from 3% to 5%.

Results from the control study show that the campaign had no notable effect on respondents in the control area.

Stakeholders’ awareness of the campaign was also measured: though sample sizes are small, over one-third of stakeholders in the ‘after’ survey (14 respondents) recalled the TAPESTRY campaign.

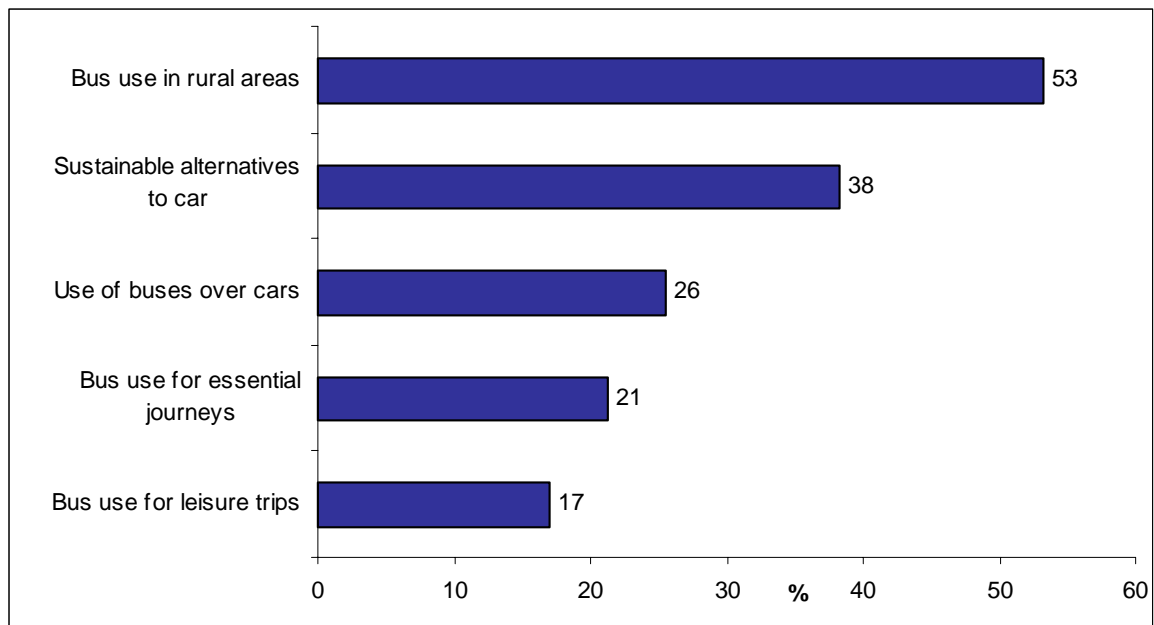
Residents were asked whether they would consider reducing their private car use as a result of the campaign. Overall, 17 respondents to the ‘after’ survey (2% of the entire sample) said they were intending to reduce their car use as a direct result of the campaign. However, a far greater proportion said they would not be reducing their car use. Perception of the image of public transport has ‘significantly improved’ during the course of the campaign.

¹⁷ Respondents in the ‘before’ survey were asked this question (even though the research took place prior to the launch of the campaign) in order to highlight any baseline awareness of the campaign.

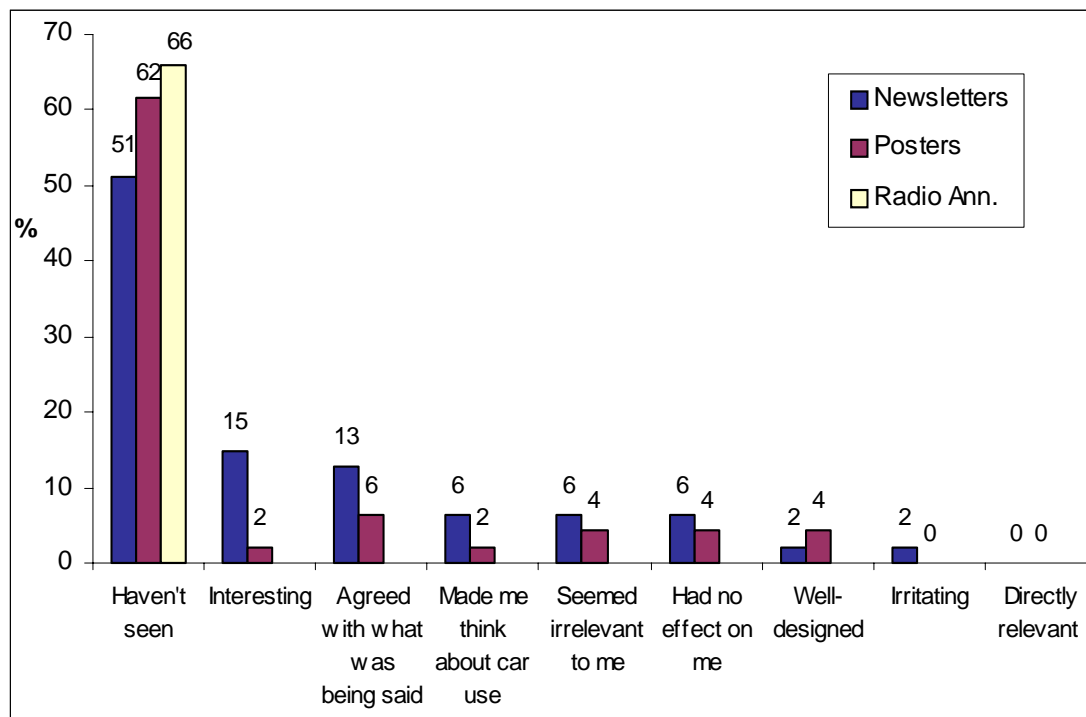
The Campaign message

Of the 47 respondents who answered the question, the majority ticked the correct answer (Figure 4.5). Over half (53%) believed the campaign aim was to promote bus use in rural areas and over one-third of those aware of the campaign suggested that its purpose was to promote sustainable alternatives to car use. Over half of the stakeholders who were aware of the TAPESTRY campaign believed that it aimed to promote rural bus use (8 out of 14 respondents). A similar proportion (7) thought that it promoted the use of sustainable alternatives modes of travel. 26% of respondents incorrectly thought that it promoted the use of buses over cars.

Figure 4.5 - Campaign Message Recall



Base: all respondents aware of TAPESTRY campaign– Residents' survey (47)

Figure 4.6 - Opinions of TAPESTRY campaign material

Base: all respondents aware of TAPESTRY campaign – Residents' survey (47)

Opinions of campaign

The TAPESTRY campaign used three different sorts of material: newsletters, posters and a radio announcement.

As Figure 4.6 displays, no respondents had heard or commented upon the TAPESTRY radio announcement. The majority of stakeholders were not aware of the radio announcement. Of those that were aware, one agreed with the message conveyed, and another considered the advertisement to be irrelevant.

Around half of those respondents aware of the campaign said they had seen the newsletters. They considered the newsletters to have been interesting (15%), and 13% said they agreed with the messages put across in the newsletters. While the newsletters encouraged 6% of those aware of the campaign to think about their private car use, a further 6% of respondents thought the messages conveyed were irrelevant to them. No respondents considered the newsletters directly relevant. The majority of stakeholders aware of the campaign remembered seeing the 'Do More, Do Less' newsletters and passed both positive and negative comments upon them. Two respondents thought they were interesting, but similar proportions found them to be irrelevant and have no effect on them (Table 4.23).

Fewer respondents were aware of the posters (62% had not seen them), and consequently, less opinions on this medium were offered. However, 6% agreed with the message conveyed by the posters, and 4% thought that they were well-designed. Conversely, several respondents

thought that the posters were irrelevant (4%) and had no effect on them (4%). The posters received a slightly more positive reception, from the stakeholders, with three respondents considering them interesting, and three agreeing with the messages conveyed. However, the posters were considered irrelevant to four of the stakeholders (Table 4.23).

Table 23 - Stakeholders' opinions of TAPESTRY campaign material

Opinion	Newsletters (freq)	Posters (freq)	Radio (freq)	Ann
<i>Positive</i>				
Have not seen	6	5	8	
Interesting	2	3		
Well-designed	2	2		
Made me think about my car use	1	1		
Agreed with what was being said	1	3	1	
Directly relevant to me	-	1		
<i>Negative</i>				
Irrelevant to me	2	4	1	
Had no effect on me	2	2		
Irritating	1	-		

Base: all stakeholders aware of TAPESTRY campaign (14)

Most respondents correctly recalled seeing the TAPESTRY campaign newsletters within their own homes. (Table 4.24)¹⁸. The only stakeholders who mentioned where they had seen the TAPESTRY newsletters had viewed them at work (3 respondents).

Table 4.24 – Location at which TAPESTRY newsletters seen

Suggestion	Frequency
Own home	8
Workplace	3
Newspaper	3
Doctor's/dentist's surgery	1
Others house	1
Library	1
Billboard/hoarding	1

¹⁸ This and subsequent tables show frequencies of responses only as sample sizes are very small and many respondents aware of the campaign did not complete this section.

Leisure/community centre	1
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Base: all respondents aware of TAPESTRY campaign – Residents' survey (36)

TAPESTRY campaign posters had also been seen in respondents' own homes, and on buses¹⁹ (Table 4.25).

Table 4.25 – Location at which TAPESTRY posters seen

Suggestion	Frequency
Own home	2
On the bus	2
Newspaper	1
Magazine	1
Shopping centre/ supermarket	1
Billboard/hoarding	1
Leisure/community centre	1

Base: all respondents aware of TAPESTRY campaign – Residents' survey (36)

Stakeholders had viewed TAPESTRY posters at work (3 respondents) and in leisure/community centres (3). One respondent had seen the campaign advertised on a billboard/hoarding.

None of those respondents aware of the campaign agreed that they would travel by bus instead of car as a result of TAPESTRY for any of the journey types listed. More interest was shown in modal shift towards walking and cycling, particularly for shopping and leisure trips, as displayed below in Table 4.26²⁰.

Table 4.26 – Journey types intend to make by modes other than private car

Suggestion	Bus	Walk	Cycle
To/from work	-	3	1
To/from school/college	-	-	-
Shopping	-	6	2
Leisure trips	-	4	3
Employer's business	-	-	-
Personal business	-	-	-

Base: all respondents aware of TAPESTRY campaign – Residents' survey (36)

¹⁹ Posters were not, as far as we are aware, distributed via the local press or magazines, but these media were included in the questionnaire.

²⁰ This question was not asked of stakeholders.

Residents Feedback

Three residents attended a feedback meeting held April 29th 2003. All thought the initiatives were excellent, however thought they were of greater use to visitors to the area and had little value in improving the image of local bus services and encouraging greater use. Residents thought future work should be targeted at expanding demand responsive services in the area (which are currently being rolled out across Hampshire under 'CANGO' branding). Residents felt the focus groups raised awareness of bus services in their area, and revealed that there have been some service improvements (which may be co-incidental). The services are more reliable, keeping to the timetable and the vehicles are younger with low floors (more accessible for elderly/pushchairs). The service also calls at the local supermarket which is more convenient for residents. The residents acknowledged that they use the bus services more frequently They have gained a greater knowledge from TAPESTRY about local public transport and want to apply this to securing demand responsive services.

Stakeholder Feedback

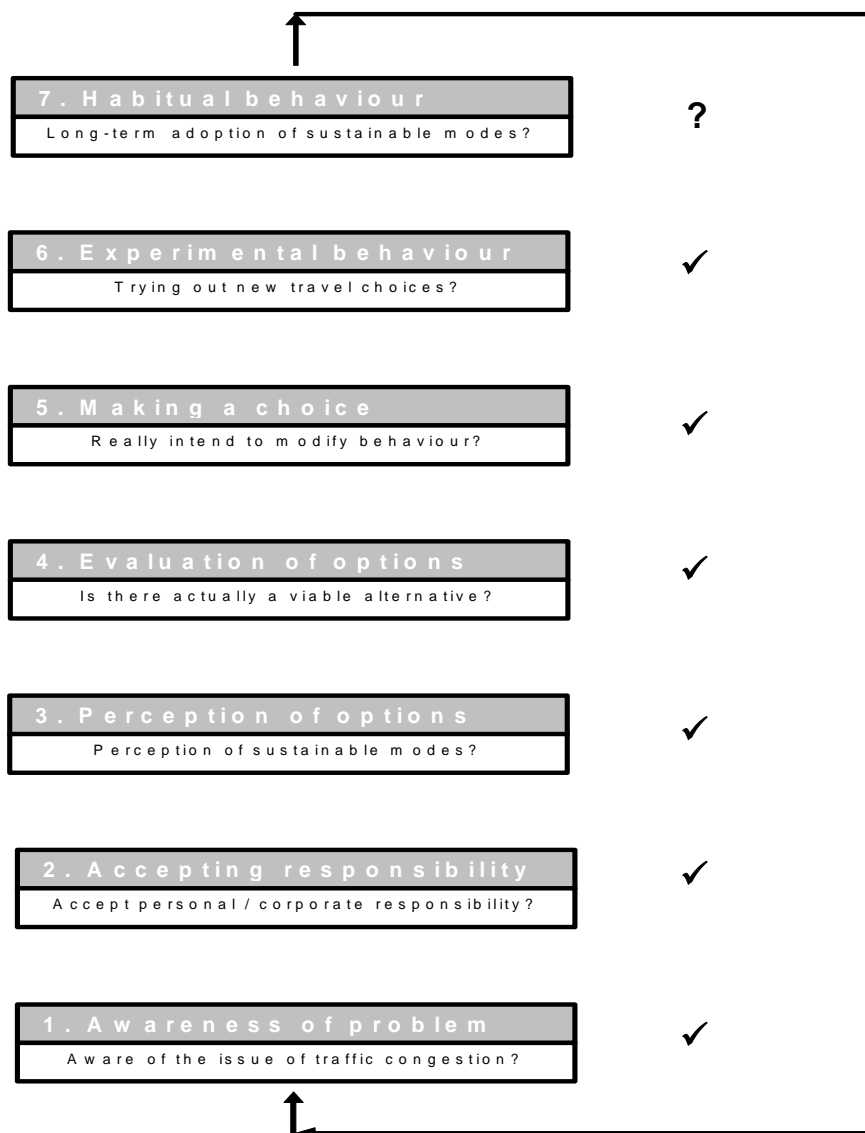
Ten Stakeholders completed a response form, asking for their opinion of the TAPESTRY campaign. Stakeholders thought the consultation process behind the development of the 'interactive' marketing campaign was good, and was aimed at a wide range of individuals and organisations. They thought this process was good in terms of 'networking' – they gained a greater knowledge of public transport, and its enthusiasts. Stakeholders thought some sections of the community were misrepresented: for example, the elderly, over 60s and toddler groups. Stakeholders though the initiatives were good, but shared the view of the residents that the marketing campaign would be more beneficial to visitors to the area. Future work should concentrate on improving the services in the area.

CONCLUSIONS

The focus of the TAPESTRY project in Hampshire was to ‘interactively’ market rural buses in East Hampshire. A series of focus groups provided the detail for the marketing campaign, and implementation occurred during summer 2002.

Assessment of the objectives can be best discussed using the seven stages of change model, as illustrated in Figure 5.1.

Figure 5.1 - Seven stages of change model



All stages which relate to the original objectives (see 2.2) have been achieved. Therefore it can be said the campaign has been successful, especially given the public transport cuts in the local area which had a negative impact on the campaign.

It is too early to determine whether there have been any ‘habitual’ changes. The campaign has raised awareness of TAPESTRY to 5%, with the majority of those aware correctly realising the aim of the campaign message was to promote bus use in a rural area, and increase awareness of bus use as a viable alternative to the car. It is hoped this awareness raising can be sustained.

The focus groups provided the environment for developing the campaign, they also gave residents and stakeholders the opportunity to generate awareness of the objectives in the local community creating a multiplier effect. The result was awareness of the campaign outside of the focus groups.

Mobility is a deeply personal issue, something which is at the forefront of everyone’s mind. People perceive a car to give them greater convenience and flexibility, yet realise the dis-benefits they are generating: congestion, harm towards the environment, etc and would even go so far as to say they would change or would consider changing to a more sustainable alternative mode of travel if it existed.

Tapestry in Hampshire generated greater awareness of a wide range of transport, environmental and social issues through the focus groups, the marketing campaign and greater information provision. The campaign can be considered successful in awareness-raising, however it also drew attention to the limitations of existing bus services.

The after evaluation revealed respondents thought the project was good and the initiatives were successful but suitable alternatives are still lacking. They have identified demand responsive bus services as a future initiative, both for current users and as a suitable alternative to the car. This should be considered as an area for future research.

In addition to contributing to the overall TAPESTRY project, the key results of this campaign will be considered for future policies and investment programmes within Hampshire, and will inform new initiatives being developed on behavioural change and demand management for transport, sustainability and social inclusion.