



## ***Evaluating the impact of sustainable transport measures in the Bristol North Fringe and Portside***

### ***A Case Study for the Department for Transport***

#### **Information for participants**

##### **What are the aims of the research?**

The study aims to establish the impact on employers and employees of transport issues such as traffic congestion, public transport availability and quality of cycling and pedestrian routes. It aims to produce informative and robust evidence which can inform future transport planning and funding decisions, both locally and nationally, and to ensure that serious attention is paid to transport concerns among employers and employees in the area.

##### **Who is doing the research?**

In the West of England, the study is being undertaken by researchers from the University of the West of England (UWE), Bristol, in collaboration with South Gloucestershire, Bristol and North Somerset Councils. Nationally, the overall case study is being coordinated by Hertfordshire County Council.

##### **Who is funding the research?**

The evaluation is being funded by the Department for Transport.

##### **Who is involved?**

We are conducting the research with 24 employer organisations across the two areas in the West of England, representing a range of different business sectors, numbers of staff, and geographical locations. Over 35,500 people are employed within the 24 businesses/organisations.

##### **What has already been done so far?**

Baseline data were collected in Spring 2014, and follow-up data will be collected in late 2015/early 2016, to measure and understand any changes which have occurred over this period. In addition, a 'panel survey' will be run every three months to understand changes in commuting experience over the two years.

Data collection in Spring 2014 entailed:

- A research interview with a senior manager or managers from each of the 24 employers
- A travel to work survey for which all staff at these employers were invited to respond in March 2014 (this attracted 9,684 responses).
- A 'cordon count' involving the counting of staff arriving at work by each transport mode.
- Passenger satisfaction surveys of two new commuter bus services supported by the LSTF.

### **What will happen next?**

We are now recruiting participants for the panel survey. A sub-group of survey respondents (from across all employers) has been invited to answer a short set of follow-up questions every three months.

### **How will the research data be kept and used?**

The data acquired in the course of this research will form part of evidence reports and presentations to the DfT, local authorities and participating businesses. Research findings will also be used in academic presentations and publications. All research data will be treated as confidential. Strict ethical guidelines will be adhered to throughout all aspects of the study - particularly in relation to the confidentiality of individuals and members of staff interviewed or surveyed.

### **Do I have to help you, or what if I change my mind?**

Participation in this study is voluntary. You may withdraw from the study at any time, without prejudice. To withdraw from the study, please contact one of the research team members either by phone, email or by post, and you can request that any information you have provided to be destroyed (see contact details below).

### **Thank you for your help**

#### **Research team contact details:**

Dr Caroline Bartle (Research Fellow) 0117 32 87824

[caroline.bartle@uwe.ac.uk](mailto:caroline.bartle@uwe.ac.uk)

Dr Kiron Chatterjee (Associate Professor) 0117 32 82032

[kiron.chatterjee@uwe.ac.uk](mailto:kiron.chatterjee@uwe.ac.uk)

Centre for Transport and Society

Department of Geography and Environmental Management

University of the West of England, Bristol

Frenchay Campus, Coldharbour Lane

BRISTOL BS16 1QY