

# Travel Data for Hanover Area: Stats, Views and CO<sub>2</sub> Emissions

To assist Hanover Action for Sustainable Living, this note sets out travel data for Hanover residents. More details of the sample survey are available; a further 'after one year' sample survey will take place in September 2012. The "Hanover area" is that bounded by and including Richmond Terrace, Elm Grove, Freshfield Road, Down Terrace, Queen's Park Road and Albion Hill.

## Sample Survey

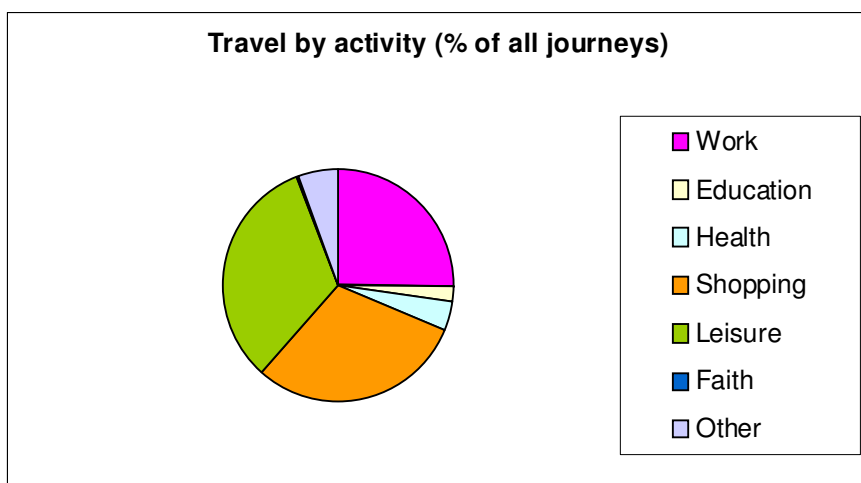
A representative sample of 1,000 households (approximately 1 in 4), were interviewed on the doorstep in early Sept 2011. Residents were asked where they had travelled, by all modes (including walking) the previous day. Interviews were conducted Mon-Sat, so data is for Sun-Fri (26% interviews on Mon/data for journeys on Sun).

- 61% respondents have a car or van;
- 13% have two or more cars or vans;
- 49% households have at least one adult bicycle;
- 30% journeys are for 10 minutes or less; 80% journeys take no longer than half an hour;
- 11% made no journeys on the previous day;
- walking is by far the most frequent mode of travel;

Mode	No. of journeys	%
Walking	516	41.5
Cycling	48	4
Bus	223	18
Train	52	4
<b>Car as driver</b>	<b>280</b>	<b>22.5</b>
Car as pass	84	6.5
Comm. Vehicle	10	1
Taxi	20	1.5
Motorbike	6	.5
<b>Total</b>	<b>1239</b>	<b>100</b>

- leisure, shopping and work are the most frequent reasons for travel;

Activity	Outward Journeys	
	No.	%
Work	287	25
Education	25	2
Health	49	4
Shopping	342	30
Leisure	374	32.5
Faith	3	.2
Other	65	5.5
<b>Total</b>	<b>1145</b>	<b>100</b>



- most (62%) journeys by drivers are to Brighton (not Hove or beyond); one-half of longer distance car journeys were for work.

**Hanover residents, September 2011, journeys made yesterday  
Car drivers only, by activity and destination, outward journeys only**

	Brighton number	Brighton %	Hove number	Hove %	Beyond number	Beyond %	All destinations number	All destinations %
Leisure	39	25	4	15	25	37	68	27
Work	43	28	14	52	34	50	91	37
Shopping	45	29	7	26	1	1	53	21
Education	4	3	0	0	1	1	5	2
Health	8	5	0	0	1	1	9	4
Other	15	10	2	7	6	9	23	9
Total	154	100	27	100	68	100	249	100
%	62		11		27	100		

- 28% respondents had cycled in the last month; when asked what would encourage them to cycle more the top 4 responses were: more cycle lanes, more on street cycle parking, more cyclist awareness by drivers, and more secure cycle parking;
- of those that had not cycled in the last month 38% would consider cycling; and
- 3% belong to a car club.

### **Doorstep Conversations**

In late September, 2011, all doors were knocked three times at the 3,893 households, 2,192 people (56%) answered, and travel conversations took place. Of those spoken to:

- 50% (1,102 people) asked for some travel information or offered to complete a 1 week Travel Diary, most popular were a leaflet about how to get the best value from your car (36%), bus timetables (33%), walks on the Downs (30%), and the cycle map of the City (29%);
- 11% did not want anything and were already travelling sustainably i.e. were not drivers;
- 12% did not want anything and did not support the work;
- 11% did not want anything, weren't travelling sustainably but did support the work; and
- 15% asked the Travel Advisor to call back i.e. were supporters but this time wasn't convenient (this could have been the first time that a Travel Advisor spoke to someone at this address, the first two times the occupant could have been out).

162 of the 1,102 people who wanted information completed a 1 week Travel Diary for an incentive, most popular were the 1 week bus pass (27%), and bike lights (17%) and bike lock (17%). Around 50 of these 162 were drivers or adult passengers in cars, with more than 1 car journey in the week.

Travel diarists said:

Kemptown well served by buses. Eastbourne/ Worthing always by bus. No direct bus from Kemptown to Hollingbury for daily commute.

Don't have a car and rely on PT. Visual impairment and cannot cycle.

Hope the survey will improve cycle facilities esp. on North St which is dominated by buses.

Normally she cycles less as Lewes Rd to Sussex Uni isn't pleasant.

Tend to walk a lot as bus prices up; often no space for a buggy on No. 81.

No. 37 v useful so can we keep it please?

Cheaper/ subsidised bus travel to secondary schools.

Bus service between Queens Pk and Hove v.poor in evenings. The board at London Rd often wrong info.

I find cycle lanes in the city confusing and sometimes dangerous when they end suddenly.

Discount for NHS workers on bus/train prices. Single day bus use v.expensive. Lack of bike racks.

Bus prices extortionate. How about introducing 7 day pass where you can choose the 7 days; i.e. not consecutive days.

Covered on-street bike facilities so don't have to carry bike through house. Cycle less cos of it. Cycle paths in city need to link better.

Can we get on-street bike parking in Hanover?

Vogue gyratory is a death trap for cyclists, esp. the bit outside the bus garage heading south. Car drivers use the Lewes Rd bike lane as a car park.

I intend to use the information given to me regarding country walks. Be nice to take my dog into the countryside more.

More child friendly. Less expensive buses.

Always use B+H buses and find they run a good service.

Lucky to have such a good bus service in the City.

Wouldn't have a car but unfortunately I need one for work.

Cycle paths in Brighton are often not clear. Travel to Ovingdean for work and there are no street lights or they don't work.

Think the bus could be cheaper - short hop distance is v. short.

Pleased that Sussex Uni buys me a yearly bus pass. More companies should be encouraged to do the same for their employees.

Possibly more signage for cycling routes.

Pleased with my travel diary. Since giving up my car bus, walk or cycle. Wish there were less cars in our city.

In an ideal world I would like to ride most places. Unfortunately this is not always practical or possible.

Cycles in summer. Feel that cyclists are treated badly by other road users. South end London Rd bad at south end before Preston Park. On/ off cycle lane is dangerous.

Should be more priority for cyclists. Was in Holland for the summer and am ashamed of our road priorities and lack of safe provision for cyclists.

Try our best to use the car only when absolutely necessary.

Would like to be less reliant on car for journey to work. Work start time prevents me from using another mode.

Would prefer not to do 1 day a week commute to London.

May use the bus more in winter.

Need gritters in Albion Hill and Southover St in winter.

Like to see more cycle lanes. Don't waste money on machines that display the no. of times a bicycle goes past.

Bus route station is infrequent and slow. No route to 7 dials from Hanover. Some streets (e.g. Windmill St) are becoming impassable to walk along due to parked cars. Bottom of Trafalgar St is nearly always blocked by Domino Pizza cars. Lack of carnet peak time tickets means part time travel to London is as expensive as f/t/ Some homeworking offers no financial or travel saving. Cycle routes could be better down Trafalgar St and down St James St.

Glad bus routes are now returning to station from Elm Grove, but would like an earlier service on weekends.

Have a car but only use it within Brighton for heavy shopping trips and when weather bad. Use the car for longer trips and out to the Downs etc. Bumpiness of road in Hanover.

Buses are too expensive for short journeys. Money taken for parking and penalty tickets should go back into public transport. Cycle tracks need to be safer.

Anything that supports cycling is always welcome.

Bicycle lanes in town do not feel at all safe - often stopping abruptly.  
 I do use the buses, but because I can't always get our buggy on, its tempting to use our car instead. Our bus home, the 37b, only goes once an hour.  
 Would like more places to chain up bike in town centre. At peak times or weekends I struggle to find a nearby bike stand. Hate chaining to lamp post as it's an obstruction and bike is easily damaged.  
 More cycle lanes would be beneficial.  
 Would like to cycle but don't feel safe. Better cycle lanes Copenhagen style please on Lewes Rd. Renationalise buses. Bus lanes on Lewes Road.  
 Would be great if there were trams in Brighton, especially along the seafront, main roads to seafront.  
 PT in Brighton is pretty great and makes it easy to get around.  
 Walk and cycle everywhere because I find the bus v. expensive and it has just gone up again.  
 Would love to see more safe, cycle routes in the city, wider cycle lanes and more cycle lanes as part of the pavement, separate from the road.  
 Love to see more cycle paths. More contra-flow cycle lanes so don't have to go round one-way system. More cycle paths on pavements as people park on cycle lanes.  
 As you can see we do an awful lot of walking. A scooter for school run would really help us out.  
 Need car on Weds to get to children's clubs.  
 V difficult to walk as mum's pressure to get to work.  
 Cycle paths are not good enough for my young daughter and for time. I will be doing less car journeys into Central Brighton but we do need more facilities for tying up bikes in central locations.  
 I like this project! Cycling and walking in this city nice and easy. Lots of cycle routes, like the new cycle parking spaces outside my house.

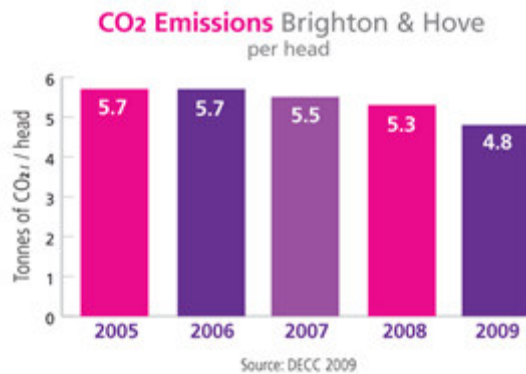
Residents that had given their e-mail addresses were sent a feedback form, asking if this doorstep intervention was acceptable, carried out well, and whether as a result people were considering changing their travel habits. The 50 travel diarists that were adult drivers or passengers with more than 1 car journey in the week were telephoned, 24 answered, 23 could recall the conversation:

- diarists were happy with the principle of being visited on the doorstep – all 23 that could recall the visit responded in this way, several added that they quickly became aware that this was not a sales visit and that sales on the doorstep were not welcome;
- equal numbers claimed a change to their travel pattern since the visit as claimed no change - 39% (9 of 23 people), and 22% (5) saying that they were “still thinking about it”.

19% of those that responded to the e-mail (predominantly non-diarists) claimed that they had made a change, suggesting that completing Travel Diaries may have had an effect, although samples were small (both fewer than 25).

### **CO<sub>2</sub> Emissions From Road Travel**

Annual estimates of CO<sub>2</sub> emissions from local road travel (excluding motorways) are made for the Government by AEA. The whole of the City is the smallest area for which these are available and they are published in September for the calendar year before last i.e. 2010 data will be available this September. Per capita data are published for road travel, domestic emissions and commerce and industry in the City, to enable us to see the significance of travel and trends over time. On average in the City, all road transport emissions are 1.25 tonnes per person per year for every adult and child. At an average of 322g CO<sub>2</sub> emissions per mile for domestic vehicles in real life in 2011 (see <http://archive.defra.gov.uk/environment/business/reporting/pdf/110819-guidelines-ghg-conversion-factors.pdf>) and if Hanover residents typically drive their vehicles 6,000 miles per year: around 1.9 tonnes per car.



Source: Carbon dioxide emissions within the scope of influence of local authorities (previously NI 186) 2009 [Department of Energy and Climate Change (DECC)]

The Strategic Partnership for Brighton and Hove in December 2011, re-confirmed its earlier target of seeking per capita emissions (based on the methodology above), to reduce by 42% from the 5.69 tonne 2005 local authority area emission baseline to 2020; -80% by 2050 (<http://www.bandhsp.co.uk/climatechangestrategy/policy-data-targets/targets.htm>). Nationally, the Committee on Climate Change has recently advised Government that local emissions need to be and can be reduced by 20% from 2010 to 2020 (see <http://www.theccc.org.uk/reports/local-authorities>).

Behaviour change measures will be part of the suite to help us to get there. The NHS has reviewed 'soft' travel measures, summarised below. Car club membership (that assumes that people give up their car), and car sharing deliver the greatest reductions:

Measure	Kg reduction per year, per person
Car Club membership	1500
Car sharing	960
Electrically assisted bikes	500 (up to)
Workplace cycle challenge	206
Workplace programme	204 (car sharing alone)
Personalised Travel Planning	183
Walk/cycle 1 mile to school and back rather than car	57
Town-wide programmes	50
Adult cycle training	24
Walking to work	17
Walking for health	13
Walks information packs	13
Bike It, average for participating schools	5
Pedometers from GPs	5

Source: NHS South West et al, 2011 (see <http://www.erpho.org.uk/ViewResource.aspx?id=21632>)

50 minute, 'eco-driver' training delivers an instantaneous 15% reduction in fuel use/CO<sub>2</sub> emissions, that appears to fade to around 6% after 6-12 months when (see Energy Saving Trust <http://www.energysavingtrust.org.uk/england/Transport/Business/Fleet-consultancy-and-certification/Smarter-Driving> ). From 2012, this training has been offered by the City Council to residents in the Lewes Road Transport Improvement project area, as one of the incentives for the completion of a travel diary. The first 7 participants achieved a 22% reduction in fuel use, around 4 tonnes per year in total for these 7 drivers if maintained, perhaps more realistically around 1 tonne.

Changing from an average, medium sized car (322g/mile) to an average, small sized car (267g/mile) would save around 17%; at 6,000 miles per year, 330 kg per year.

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