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Group A - Pensioners in Small Public Rented Flats **2% of the local population**

This group contains an above average proportion of single pensioners (aged 65+) living in social rented purpose-built flats. Health is a particular issue for this group, with an above average proportion reporting their health as bad and experiencing a limiting long-term illness or disability.

- Low on car usage
- Some cyclists

They want

- Priority for cyclists
- Off-road cycle tracks

They tend to take mainly short journeys

Key messages

- Social distancing / personal safety
- Cheap flexible ticketing
- Space and storage
- Information and services via face-to-face, telephone, post, local media
- Influencing this group's behaviour is low impact, easy to do

Group B - Economically Inactive Singles in Public Rented Flats **2% of local population**

This group contains an above average proportion of older (45+) single people living in social rented purpose-built flats. Unemployment is high; including long term unemployment and those who have never worked. Health is also an issue with a high proportion of people in poor health and a high rate of SIR. As a result, there is a high dependence on out of work benefits including JSA and ESA / Incapacity.

- Low car usage
- Walkers
- Occasional bus users

This group is typically self-contained. They don't travel a great deal, and when they do they either walk or use the bus. They are quite socially isolated and have poor mental health.

Issues on the road:

- Too many people using cars

Using alternative forms of transport:

- Benefits to the local economy
- Improved health and wellbeing

Key messages

- Get out and meet people – combat isolation and loneliness and improve mental health

- Promote free wi-fi on buses (no internet at home)
- Information and services via face-to-face
- Influencing this groups behaviour is low impact and easy to do

Group C - Young Families with Dependent Children in Public Rented Houses 17% of the local population

This group contains an above average proportion of young families (with dependent children) living in public rented housing – including a high proportion of lone parents. Unemployment and economic inactivity is high. With a high proportion of benefit claimants, household income is very low. Despite the young age profile, poor health and lifestyle is an issue.

- Essential non-car users
- Access to car as passengers
- Pedestrians
- Cyclists
- Bus users
- Too few bus lanes
- Improve public transport
- Cheap, convenient public transport

This group use buses a lot. However, when they are shopping, they will walk there and get a taxi back – they do not want to use a bus with bags of shopping and children in tow.

This group are used to their own local area and do not often travel outside of it. They will travel to the city-centre when needed. This group will use free entertainment facilities, in particular during school holidays – museums, parks, free events etc.

This group live in areas that are generally well-served for buses.

Key messages

- Buses are family / children-friendly
- Buses are spacious
- Buses are not peasant wagons – ok to be seen on them
- Services that take them directly to leisure facilities, particular during school holidays – partnerships with Hull Museums / The Deep etc.?
- Shopping service routes – partnerships with supermarkets (shoppers express)?
- Special offers on tickets
- Information and services via face-to-face, telephone, post and mobile

Group D - Low Income Families in Public Rented and Owner Occupied Houses 16% of the local population

This group contains typically older families living in public rented and owner occupied properties (likely to be right to buy). Although unemployment and economic inactivity is high, employment is higher than in similar groups (Group C) and there is a lesser reliance on benefits compared to similar groups. Employment is largely in process, plant and machine or elementary occupations.

- Essential non-car users
- Very low car ownership

- Very low access to vehicles as a passenger
- Very anti-cyclists
- Very pro-car
- Most likely to be pedestrians in their own local areas

Issues are:

- Congestion
- Safety of car users
- Parking

Are less likely to prioritise:

- Public transport or cycling
- Improvements to public transport or cycling

Key messages

- Control the narrative being played out in local media (HDM, Radio Humberside etc.) – this group is heavily influenced by the views expressed via these
- Improve this group's confidence and abilities in cycling (People's Panel September)
- Exhibit bus snobbery so making bus travel easy and smart may work. This group aspires to car ownership for other people
- This group don't travel very far or very often, so are not a priority
- Information and services via face-to-face, telephone, post or from local media
- Changing this group's behaviour is low impact and hard to do

Group E - High Density Low Income Non-Council (private landlords) Terraced Houses 6% of the local population - similar to Group L, but more likely to be Eastern European

This group typically contains low income singles and young families in owner occupied and private rented terraces. It also has an above average proportion of residents born in other EU countries. With higher than average unemployment; a large proportion of those in employment work in process, plant and machine or elementary occupations. Neighbourhood satisfaction and health are both poor.

- Have access to a motor vehicle as a passenger
- Walkers
- Some-time bus users

This group live reasonably close to their work and to shops etc. in areas reasonably well served by public transport

They expressed a preference to walk to work, or if this is not possible, they need a bus service that provides across city connectedness. This group will also car-share if possible.

This group is less likely to be familiar with the city so on-board destination information is important to them. Services need to be reliable and cheap. English is unlikely to be this group's first language

Key messages

- They don't waste money or time – quick, cheap and flexible
- Need to get to work wherever that might be
- Information and services via digital methods / sms in their own language or easy English
- Information and services via telephone, face-to-face or digital
- Influencing this group's behaviours is medium impact, hard to do

Group F - Older Couples Living In Owner Occupied Semis -Similar to East Riding residents

9% of the local population

This group contains older couples (45+) living in owner occupied, typically semi detached, houses. A higher than average proportion has no children living at home. They are empty-nesters who are looking at the next chapter of their lives.

Moderately educated, and mixing retired and economically active residents, those in employment are more likely to work in higher occupational groups. Car ownership is high, crime rates are low and neighbourhood satisfaction is high.

This group is very similar to the Age ranges 55- 64 and 65 – 74

- Car ownership is high
- High levels of car usage
- Low levels of other transport usage
- This group expresses a preference for driving less
- They don't want to drive in the city so much anymore
- They use retail parks around the edges of the city
- They have time to fill and money to spend
- This group do not have recent experience of bus services

Key messages

- Park & Ride is easier and less stressful than driving
- Cycling / walking is safe and good for you
- Driving is dangerous and frightening and there is too much traffic
- The bus is easier and less stressful, safe and clean
- This group will walk a bit but again not where there is heavy traffic
- This group will benefit from some kind of step-by-step guide to how to get a bus – they need their confidence building up – maybe group trips / on-board volunteers to help – perhaps with people “like them”
- They are more likely to have a disability or impairment, and blue badge parking passes, so parking pressure is not an issue for this group
- They are interested in going places of interest
- Concessionary passes are important to this group
- This group will respond to a try before you buy
- Information and services are via telephone, digital and local media
- Influencing this group's behaviours will be medium impact and moderately hard to do

Group G - Qualified Professional in Large Owner Occupied Houses 5% of the local population

This group typically contains working age adults living in a mixture of large, usually owner-occupied housing types – Newland Park for example. With above average levels of higher qualifications, significant proportions are employed in higher occupations as professionals and managers / senior officials particularly in the public sector. As a result income is high and there is a low dependency on benefits.

This group is very “woke”, they like to virtue-signal. They want authentic experiences. They talk the talk but don’t necessarily walk the walk.

- High car ownership
- High car usage
- Some cycling – lycra cyclists, mainly male, expensive kit etc.

This group strongly support alternative forms of transport:

- Priority for pedestrians
- Priority for cyclists
- Priority for buses

The benefits to alternative forms of transport are:

- The environment
- Health and well-being
- The local economy

In a bus service they want:

- Ease
- Comfort (Executive)
- Reliable & punctual
- On board services – this group will not have recent experience of public transport.

This group is an important, affluent and socially influential group with a lot of resources. They can and will spend money. Image is important to this group – they are bohemian, intellectual and want to be seen to do the right thing. They will pay for it.

Key messages

- Car usage using fossil fuels needs to be socially unacceptable
- Every other alternative is the right thing to do
- You can do other things on the bus – read a book, listen to opera, save the earth
- Electric vehicle charging at home is not a barrier
- Information and services via telephone or digital
- Changing this group’s behaviour will be medium / high impact, moderately easy to do

Group H - Economically Active Residents in Owner Occupied Terraces 17% of the local population

This group is the largest and so the most “average”. It is typically made up of economically active working age couples, some with school-age dependent children, living in owner occupied high density terraced housing. Educated to GCSE level; residents work in occupations at varying levels – although largely intermediate and lower supervisory. General health is good. These are aspiring group I.

Get it right for this group and broadly it is right. They are pragmatists and will take the path of least resistance. They will use whichever form of transport is easy and convenient for their purposes. Give them a service that takes them where they want to go and when they want to go and they will use it. No tricks needed – they want a cheap, reliable, service that is connected and frequent and runs at the times they want to run. They want to have a laugh with their friends. They want to take the kids out and spend time as a family.

Electric vehicles will be more difficult for this group, because of their housing stock which is high density terraces, lacking off road parking.

Key messages

- It's easy
- Its cheap
- It does exactly what is says on the tin
- Have a good time and don't worry – be happy
- Service to leisure sites – museums, fair, the Deep, Leisure centres
- Any cycling will be workaday – ordinary bike, ordinary clothes no lycra
- Information and services via telephone, or digital
- Influencing this group's behaviour is medium impact, and easy to do

Group I - Economically Active Residents in Owner Occupied Detached and Semis 10% of the local population (similar to 45 -55 and genders – traditional gender roles)

This group contains economically active working age couples, some with dependent and non dependent children, living in owner occupied detached and semi detached housing. With above average A Level and higher qualifications many work as managers and household income is therefore high, health and neighbourhood satisfaction is good. These people live in the newer private housing areas like Kingswood / Park, Sutton estate etc.

- This group are committed car owner / users

Their biggest issues are

- Congestion
- Price of parking

They blame

- Buses and bus lanes
- Cyclists and cycle lanes
- Roadworks

- Least likely to blame too many people using cars

They have longer than average journeys to work, and say that going to work, shopping or to leisure activities are all much harder without a car.

They are less likely to consider the benefits of alternative forms of transport
In terms of buses / public transport

- bus stops are important to them
- Park & Ride is seen as a possible alternative

Services must be:

- Frequent
- Fast
- reliable

Key messages

- Congestion will continue
- Park & Ride - it's the future
- Make it more difficult to use a car
- Park & Ride in the right place will be one of few ways to get this group out of a car
- Image is very important to this group – cars are aspirational, public transport is not
- They may be persuaded to low emissions although they are not environmentally concerned
- Gender will be important to this group in terms of messaging
- Cycling for some – part of a group / lycra / expensive kit – cycling clubs
- May make changes in travel to leisure activities
- Information & services via digital, telephone or via newspapers
- Changing behaviours in the group will be of the highest impact but hardest to do

Group J (group K and then G in waiting) - University students in rented accommodation **5% of the local population** similar age 16 - 24

This group consists largely of young, ethnically diverse adults in private rented terraces and flats studying towards a degree at the university. They tend to live alone or in wholly student households. Those who do work are typically employed in hotels / catering or sales / customer service.

General health is above average; diet and drinking being the exception! However, local neighbourhood satisfaction is poor.

- Essential non-car users
- Bus users
- Walk

Important in bus services

- On board services
- Connectedness

- 24 hour services

This group is not cycling – they could be a focus for active travel schemes. This group is conscious of the environment as are other young people. These are future groups K and then Gs – they will become affluent professionals. They will buy cars in the future – these are their formative years and this is the time to ingrain habits. Cars are aspirational but unaffordable at the moment.

Student travel schemes / bus passes is important for retention and they need good experiences of public transport taking them where they want to go when they want to go and a prices they feel is reasonable.

They want to socialise and have fun with their friends – services need to meet their leisure and social needs. They want to travel outside of the city.

Key messages

- Socially unacceptable to use the fossil fuel car
- Alternatives need to be seen as cool
- Alternatives need to be cheap
- Secure cycle storage at pubs and clubs and places of temporary work
- Information and services via digital / mobile / social media
- Influencing this group's behaviours is high impact in the longer term, moderate to do

Group K – educated young professionals in private rented flats

3% of the local population similar to Younger work Age Adults

This group is largely made up of young ethnically diverse single people, with some cohabiting couples, living in private rented flats. With a higher than average number educated to A Level and above, most are economically active in professional roles.

General health and lifestyle is good except around alcohol consumption. This group has a high concentration in the city centre.

This group live close to work and don't need a car plus, for those in the city centre, they don't have access to parking near their homes

- Essential non-car users
- Walkers
- Cyclists (lycra)

This group is environmentally conscious and fairly affluent. They want to socialise and have active lives.

This group are future group Gs and so are likely to move out of the city centre and to become car users. Their generational difference to the Gs will be a key point in messaging this group, in particular around things like climate change, zero carbon and the environment.

This is group of young people with disposable income. They still want to enjoy life as if they were still students – they want to meet their mates, have a laugh, and get drunk.

This group are ripe for influencing of their future behaviours

Key messages

- Use the bus so you and your mates can have a good time
- Pay attention to routes – where are the places this group go to socialise: Newland Ave, Princes Ave, city centre, Humber Street
- These are low emission car users of the future – link low emissions vehicles with city centre resident parking policy
- Type of vehicle / travelling – low emissions – better for the environment
- Encourage more blended journeys – bus / cycle
- This group already cycle and can afford the kit – make it cool / macho / fit
- Information and services via digital / mobile
- Influencing this group's behaviours is high impact in the longer term, not too difficult to do

Group L - Young, ethnically diverse in private rented flats and terraces similar to Group E and BAME

7% of the local population

This group consists of young singles in private rented flats with some young families in private rented terraces. It is highly ethnically mixed with a large number born in both the EU & elsewhere.

Unemployment is higher than average. Those in employment work in elementary occupations in manufacturing and catering. Crime is a particular issue and neighbourhood satisfaction is low.

- Essential non-car users
- Bus users
- Walkers
- Cyclists
- Car sharers (access to vehicle as a passenger)

They want:

- Cyclist safety
- Dedicated cycle lanes

This group takes longer than average journeys for leisure pursuits. Journeys for leisure are more difficult for them without a car.

Benefits of alternative transport

- the evening economy
- environment
- More likely to say making using a car harder would be more effective in getting people out of cars

Most Important for public transport:

Ticketing needs to be simple, flexible and quick – they need to be able to access information easily and quickly – English may not be their first language, and their knowledge of local geography may be limited. They may need to travel outside and across the city fairly regularly. They will car share with others in their group.

These are working age people who may undertake more than average agency work or zero hour contract work. They need to get to work as quickly and cheaply as possible. They need flexibility in ticketing as they may not know from day to day where they are going need to be.

Key messages

- They don't waste money or time – quick, cheap and flexible
- Services to places they can go for socialising and for leisure
- Need to get to work wherever that might be
- Information and services via digital methods / sms in their own language or easy English
- Influencing this group's behaviours is medium impact, medium to hard to do

BAME

10% of the population (Also groups E & L and visitors)

This group contains everyone who responded and identify as both non-white and / or non-British and includes White (other).

- Essential non car owners
- Low car ownership
- Low access to motor vehicle as a passenger
- Pedestrians
- Cyclists
- Bus-users

Shorter than average journeys

Shopping without a car is easier than average – there are plenty of shops close to them

Many in this group will be employed in elementary or manual occupations.

They are more likely to work on shifts or have changeable work patters, and zero-hours contracts. Many may work as agency workers. Many will have English as an additional language.

This group is not environmentally motivated

This group wants:

- On-board services
- Connectedness
- Cheaper fares (low wages – comparison?)
- Reliability and punctuality
- Quicker journeys
- Flexible ticketing to allow movement around / outside the city at different times
- Improved staff attitudes (possibly concerns of language / being understood and racism)

Key messages

- Getting you where you want to go, when you want to go, cheaply, quickly and efficiently – in a variety of languages and via agencies / employers – possible partnerships?)
- Simple, easy to understand information

- Simplification of route information
- Influencing this group's behaviour is medium impact and moderate to do
- Information and Services via digital – language is a barrier for this group – reading information is easier than speaking / hearing, especially formats where online translation is possible

East Riding residents

This group are generally older and more affluent – very similar to Group F).

- High car ownership
- Find it more difficult to access services or travel anywhere without a car (geography / expense)
- High car usage
- Low bus users
- Low pedestrians
- High train users (if available)
- Park & ride users (if available)

East riding residents want quick, comfortable and direct travel. Generally speaking, they will opt for a car because they are geographically too far away or too under-served to have a great deal of choice. Most of this group do not have recent experience of bus travel. They live too far out to walk or cycle.

West and North of Hull residents

This group is well served by buses BUT where train services or park and ride are available (west and north of Hull) they express a distinct preference to use them.

Trains are quicker, perceived as nicer, more reliable than buses.

Park & ride buses are not perceived in the usual way as “normal” buses (i.e. not peasant wagons)

This group requires competing with trains and so should not be a particular focus for bus companies.

East of Hull residents

Those to the East of Hull do not have the option of either Park & ride or trains.

They have bus services but they are not as regular as those to the west and north.

Buses are perceived as being expensive and slow.

Geographical location, perceived difficulty, journey times by bus and lack of alternatives forces this group into their cars

Key messages

- Executive
- Convenient
- Comfort and luxury
- Rapid transit
- Encourage blended journey options (park & ride and park and leave - EV charging (including bikes and mobility scooters etc.)
- Provision of alternatives
- Information & services via digital, face-to-face, telephone
- Changing this groups behaviours is high impact and hard to moderate to do

Women

49% of the local population

- Low(er) car ownership
- Car passengers
- Pedestrians
- Bus / public transport users
- Taxi users
- Very low cycle usage

Women showed a greater appreciation / experience of traffic congestion and road works than men.

- Too few pedestrian crossings
- Alternative forms of travel good for the environment / air pollution levels
- More and better routes
- Connectedness
- Accessibility (push chairs, shopping etc.)
- Real-time information
- Make it easier to use alternative forms of transport

It may be that transport and traffic infrastructure does not fully serve women. They are more likely to make non-linear journeys (school-runs, shopping) and more likely to be travelling on minor routes outside of typical rush-hour times.

This group is busy and seeks reliability, punctuality, ease, speed and convenience

This group will use a taxi or be a car passenger if it fulfils their needs at the time.

This group puts up with the services provided, rather than receiving a service that serves their needs. This is a key group for bus travel competing with taxis. This group does not cycle but might be encouraged to do so. Where a car is owned / available are likely to use it for ease, convenience and speed

Key messages

- It's good for the environment
- Its good for the future of the planet
- It's safe
- Its good for health, fitness and wellbeing
- It's family friendly
- Provide services, routes and buses that fit their needs (further research)
- Encourage to cycle more (Panel Sept / Oct 2021)
- Understand journey patterns (further research)

Men (see also Group I)

51% of the local population

- High car ownership
- High car usage
- Cyclists (lycra)
- Very low taxi usage

- Low pedestrians
- Low bus usage
- Only way to encourage them out of car is introducing anti-car measures such as -
 - congestion charging
 - Vehicle exclusion zones

These are stubborn car users

This group are making more linear journeys at regular times – mainly commuting

They are anti-bus – don't want to be seen on a bus, car is very aspirational

Safety is not a concern

Will put up with congestion

Both car and cycles are extensions – motivated by image and aspiration

Key messages

- Make cycling clubbable and manly – my chamois insert is bigger than yours
- Make buses manly and masculine – think about car advertising techniques
- Less wear & tear on car
- Can have a drink
- Easier and less stressful
- Better of health / fitness
- Making using a car more difficult / unacceptable
- This group is most likely to convert to cycling
- Changing this group's behaviour is high impact, hard to do

Young People (16 – 24) (Similar to Group J)

13% of the local population

- Essential non-car users
- Low car ownership
- Walk
- Buses
- Taxis
- Trains

This group don't use a car / use public transport because they have no choice.

The focus is about keeping this group from using a car when they can afford one or have passed their test. Car ownership is seen as aspirational.

This is all about customer retention. This group need to have their current habits ingrained for the future – early intervention is important and possible. Improving their experience of public transport is key:

- Journey times
- Cost
- Reliability

These are young people who want to go out with their friends they don't have a lot of disposable income.

Key messages

- The environment
- Cool
- Modern
- Can have a drink
- Online, flexible ticketing possibly easy group tickets
- Younger persons travel cards for all types of public transport
- Routes and services to city centre, Princes Ave, Newland Ave etc.
- Night buses
- Information and services most likely to be digital and mobile
- Influencing this groups behaviour will be high impact and moderately hard to do in the future

Younger Working Age Adults (also Group K) 25% of the local population

This group are working and may have young families. They are still in strong friend groups and still want to go out and party with friends. They also want to spend time in activities with their children.

- Car users (may be essential car users – work vehicles etc.)
- Definite non-bus users

This is a busy working group with small children. They are not thinking about using alternative modes of transport much. They want to get to where they are going as quickly and easily as they can, without spending a great deal of time thinking about it. They are:

- Commuters
- School-runners

This group will not be making big changes anytime soon. They are unlikely to change their mode of travel for going to work or dropping the kids off at school. This group are more likely to make small step-changes, for shorter, less time pressured journeys (leisure / family activities / visiting friends / going to events etc.).

Key messages

- Journeys with the kids / family – travel as an experience
 - skills for life
 - Exciting and new (for the kids)
 - Actively engage with kids – look out of the window, play games, talk etc.
 - Family friendly
 - Stop the “Are we there yet” whining
 - Partner with attractions / destinations / other transport – via ticketing
 - Routes round the different attractions (open top bus, land train)
- Safe
- Accessible / storage

45 – 54 (also Group I and genders)
12% of the local population

- Car users
- Cyclists (in particular males)

This group are not particular public transport users.
They are active and enjoy outdoor pursuits.
They want hop on / hop off buses

The cycling aspects of their travel may mean that there could be a focus to blended journeys

Key messages

- Blended journeys including bike – on the bus / train, or park and leave
- Visiting the countryside / active pursuits are themes that should be pursued
- Make being seen on the bus more socially acceptable
- Leaving the car at home / cleaner modes of transport less socially acceptable
- Things to do with (grown) children, or with grandchildren
- Health and fitness (combat middle aged spread)
- All of the cycling stuff for chaps previously mentioned
- Maybe persuaded to EV as enjoy outdoors
- Changing this group's behaviour will medium impact, moderate - hard to do

55 – 64 (Similar to East Riding Residents and Group F)
6% of the local population

This group is looking for ways to use their cars less. They don't want to deal with heavy traffic or with HGVs

- Car ownership high
- Car users
- Park and rides
- Not bus users
- Cycling
- Walking

This group is still relatively fit and healthy – recently retired or looking to retirement.
They are likely to use out of town shopping / retail parks
They don't want to come into the city centre because of traffic / parking etc. They are finding driving increasingly stressful.

- Air pollution – big issue
- Pedestrian safety high concern

This group do not have recent experience of buses.
Their confidence is starting to wane so will need encouragement.

Key messages

- Park & ride / park & leave (cycles)
- Blended travel (x & walk, X & cycle)
- Buses are spacious – you can take your bike on the bus
- Other forms of transport is less stressful / better for you
- Need information to be simple, accessible and basic – (how to buy a ticket, how to plan a route, what is it like)
- This group would benefit from hand-holding / volunteers / semi-organised trips – for examples specifically to a beauty spot
- Changing this group's behaviour is medium to high impact, easy to do

65 – 74 – similar to 75+ and LLTI but some key differences

9% of the local population

This group shows a high level of concern for personal safety.

- Bus users by active choice
- Car owners
- Car usage is high

This group qualifies for concessionary passes which explains their bus usage.

They use cars for those trips that either they can't use their pass for(?) or where the bus doesn't go (near enough) or if they are doing something that means a bus is less convenient or harder than using a car for example shopping. However, they would prefer to use the bus if possible.

- Hop on / hop off
- Bus stops and bus shelters are a concern for them (safety, location, lighting, weather etc.)
- They want accessibility (scooters, walking frames)
- Room / space (don't want to be crowded post covid)

This group wants to drive less. They can't be bothered with parking the car, or with traffic. They don't like heavy traffic or freight traffic. They want less stress.

- Lots of time / not constrained by work hours
- Make purposeful journeys – e.g., shopping, visiting friends, leisure etc.
- Want to be out and about
- Experience social isolation / loneliness
- Want to be fairly active / have purpose
- This group are unlikely to move to cycling if they don't already do it
- This group has no ticket / cost concerns or implications in using a bus

Key messages

- Get your bus pass (for those coming into this group)- how easy it is
- Getting the bus is easy
- Blended journeys
- Leisure and pleasure with a purpose (excursion / event)

- Flexible and reliable
- Get on board and meet people / have a day out with your mates
- Safer than driving
- Improved bus stops
- Accompanied trips / volunteers etc.
- Changing this group's behaviour is low impact / moderate to do.

**75+ similar to the 65 – 74 and LLTI but some key differences
6& of the local population**

This group shows higher levels of concern for personal safety.

- Bus users by active choice
- Average car owners
- Car usage higher than expected
- Not a target for active travel

Many of these journeys are short trips, and they do not stray far from their local areas. They are concessionary pass holders. They are likely to use the car when the bus is not the most convenient / is harder than using the car.

Safety on the roads is a priority for this group
This group is more likely to be a single person household.

- Lots of time / not constrained by work hours
- Make fewer journeys
- Make few purposeful journeys – e.g. shopping, visiting friends leisure etc.
- Journey times are longer for this group – slower walkers, drivers etc.
- Experience social isolation / loneliness

Key messages

- Get your bus pass (for those coming into this group)- how easy it is
- Getting the bus is easy
- Blended journeys
- Leisure and pleasure with a purpose (excursion / event)
- Flexible and reliable
- Get on board and meet people / have a day out with your mates
- Staff attitudes – may have disability of some sort / have experience of impatience of drivers. Partner with local groups / Age UK etc. for staff training / endorsement
- Safer than driving
- Improved bus stops
- Accompanied trips / volunteers etc.
- Changing this group's behaviour is low impact / hard to do much.

**LLTI / impairment or disability (similar to 65+ groups)
20% of the local population**

- Low car ownership
- Travelling as a passengers

- Bus users
- Mobility scooter users

Many in this group are unlikely to be candidates for active travel (unless assisted)

- Concern about personal safety is high
- Parking issues (blue badge parking and cost and access if can't find an accessible space)
- Too few pedestrian crossings (time taken to cross / visual / audible signals will be important)

This group take fewer journeys than average. They often lack the autonomy to travel (rely on others). Those journeys they take are more difficult without access to a motor vehicle and take longer.

This group have poorer mental health and experience social isolation and loneliness.

This group is more negative and have more concerns about travel, in particular in the use of buses / public transport

- Flexibility
- Bus shelters / bus stops (this will cover location and feelings of safety, but also for some will be about accessing information, being able to hail a bus etc.)
- Personal safety
- Accessibility – assistance dogs, scooters, priority seating, priority over prams etc.)
- Staff attitudes – help, patience – being able to remain seated until bus stops / bus not setting off until are seated etc.)

Encouraging more of this group to use mobility scooters (EV) or to walk if possible

- Charge points
- Good, smooth surfaces,
- Dropped kerbs,
- Well designed pedestrian crossings,
- Wider paths,
- Less street furniture

Key messages

- Staff training
 - Attitudes / how to work with people with LLTI / older people
 - Policies & procedures
 - Enforcement (priority seating/ prams etc.)
- Confidence building campaigns
 - Getting on a bus, being on a bus, getting off a bus
- Good for health and wellbeing
- Socialising
- Autonomy
- Use of volunteers to help / on-board help
- Free travel for personal assistants / carers
- Endorsement and partnerships with relevant local groups

Potential for modal shift

	Hull	ER	Gender		Age						LLTI (Impairment or Illness)		Ethnicity	
			Female	Male	16-34	35-44	45-54	55-64	65-74	75+	No LLTI	LLTI	BAME	White British
Work / Education														
Shift to Alternative	15%	27%	15%	16%	14%	14%	17%	20%	18%	7%	17%	9%	13%	15%
Walk	7%	9%	8%	5%	4%	9%	8%	10%	9%	2%	7%	6%	3%	7%
Cycle	7%	8%	9%	6%	9%	4%	4%	6%	9%	-11%	7%	7%	8%	7%
Bus	-1%	1%	-3%	0%	-4%	0%	1%	2%	0%	13%	-2%	-1%	2%	-2%
Other	3%	9%	0%	5%	4%	0%	6%	3%	0%	4%	4%	-1%	-1%	3%
Shops / Supermarket														
Shift to Alternative	5%	13%	2%	7%	4%	6%	4%	8%	3%	6%	5%	3%	5%	5%
Walk	-1%	3%	-1%	-1%	-3%	1%	1%	1%	0%	2%	-2%	0%	-5%	0%
Cycle	4%	5%	4%	4%	6%	3%	2%	5%	2%	0%	5%	3%	5%	4%
Bus	1%	2%	0%	2%	0%	0%	0%	1%	1%	5%	1%	0%	4%	0%
Other	1%	4%	0%	2%	2%	1%	0%	1%	1%	-2%	2%	0%	1%	3%
GP Surgery														
Shift to Alternative	12%	21%	12%	13%	13%	11%	15%	15%	8%	6%	13%	10%	11%	13%
Walk	4%	8%	5%	4%	2%	6%	10%	6%	3%	-1%	4%	6%	-3%	5%
Cycle	6%	7%	6%	5%	9%	4%	4%	6%	3%	-1%	6%	5%	8%	6%
Bus	1%	2%	1%	2%	1%	0%	1%	2%	1%	10%	2%	1%	3%	1%
Other	1%	2%	-1%	3%	3%	0%	-1%	1%	1%	-2%	1%	-1%	2%	1%
Leisure / Visiting														
Shift to Alternative	6%	16%	4%	9%	6%	4%	8%	9%	5%	6%	8%	4%	11%	6%
Walk	1%	5%	1%	2%	-1%	2%	3%	3%	1%	2%	1%	2%	-1%	2%
Cycle	5%	5%	6%	4%	8%	3%	3%	4%	2%	1%	5%	3%	9%	4%
Bus	-	2%	-1%	2%	-2%	-1%	1%	2%	0%	1%	0%	-1%	2%	0%
Other	-	4%	0%	3%	2%	0%	0%	1%	2%	1%	2%	1%	3%	1%

	Hull	A	B	C	D	E	F	G	H	I	J	K	L	M
Work / Education														
Shift to Alternative	15%	5%	17%	12%	10%	9%	19%	22%	12%	21%	6%	14%	9%	8%
Walk	7%	3%	-4%	6%	5%	3%	7%	11%	7%	10%	3%	0%	6%	20%
Cycle	7%	10%	11%	6%	6%	8%	5%	10%	6%	10%	5%	11%	10%	6%
Bus	-1%	-2%	1%	-6%	-1%	-2%	2%	0%	-1%	-1%	-4%	-3%	-9%	-18%
Other	3%	-6%	9%	5%	0%	1%	4%	1%	0%	3%	2%	7%	1%	0%
Shops / Supermarket														
Shift to Alternative	5%	5%	-4%	2%	6%	-3%	3%	14%	7%	5%	0%	-1%	3%	11%
Walk	-1%	-5%	-12%	-4%	0%	-1%	-1%	5%	2%	-1%	-8%	-7%	1%	17%
Cycle	4%	4%	2%	0%	3%	2%	4%	7%	4%	4%	4%	6%	9%	0%
Bus	1%	5%	5%	2%	1%	-3%	0%	2%	1%	0%	3%	0%	-7%	-3%
Other	1%	1%	-1%	6%	0%	-2%	0%	-1%	1%	1%	1%	0%	0%	-3%
GP Surgery														
Shift to Alternative	12%	15%	3%	5%	8%	8%	15%	18%	13%	16%	4%	9%	13%	-6%
Walk	4%	8%	-1%	-1%	0%	4%	9%	5%	7%	6%	-2%	-5%	7%	18%
Cycle	6%	15%	3%	7%	7%	5%	2%	7%	6%	7%	5%	0%	9%	3%
Bus	1%	-2%	0%	-4%	0%	-1%	3%	5%	0%	4%	-1%	11%	-2%	-27%
Other	1%	-7%	1%	3%	-1%	1%	2%	0%	-1%	0%	2%	4%	-1%	0%
Leisure / Visiting														
Shift to Alternative	6%	5%	-6%	5%	1%	7%	7%	12%	8%	6%	3%	6%	5%	-12%
Walk	1%	-1%	-9%	-2%	-1%	9%	2%	-3%	3%	3%	8%	-2%	3%	9%
Cycle	5%	5%	6%	4%	4%	6%	6%	6%	4%	3%	1%	4%	9%	-9%
Bus	-	2%	-5%	-2%	-1%	-3%	-1%	4%	-1%	0%	-4%	1%	-3%	-4%
Other	-	-1%	2%	6%	-3%	-3%	-1%	6%	2%	-1%	-1%	2%	-5%	-9%