



Case histories... relating to transport research.

POLICY

For **Greater Manchester PTE** he devised and set up the programme of surveys, deliberative events, and public consultation analysis associated with the GM Transport Innovation Fund (TIF) bid, known commonly as the Manchester congestion charge proposition. This involved over 20,000 interviews and the analysis of over 80,000 responses to the consultation exercise

He carried out a major study on behalf of **Merseytravel**, with particular reference to the LTP and issues of social inclusion. This comprises a large scale in-home survey of 1,200 residents of Merseyside followed by a telephone tracking exercise amongst 500 respondents surveys to be carried out in 8 quarterly waves. The survey involves a complex sampling regime, and is representative of the 5 districts within Merseyside, as well as Objective 1 Pathways areas. 11-15 year olds were included in the sampling frame. This survey programme was a continuation of a tracking exercise he had carried out for Merseytravel since 1996.

Between 1996 and 2000 he carried out a quarterly telephone tracker of 500 interviews for **GMPTE** looking at various tracking and ad-hoc issues relevant to the public transport experience.

For **West Yorkshire PTE** he carried out a stated preference survey amongst 400 respondents to establish public priorities for transport policy. The same methodology was used for **United Cinemas International** when he sought to identify the drivers to cinema choice.

For **South Yorkshire PTE** he has carried out two large scale household surveys involving the use of Stated Preference techniques to help the PTE better understand the relative importance of the various stages in the journey experience. A somewhat similar survey was undertaken for **Elan** to help them better calibrate a model designed to predict large shifts in the public transport offer.

In 2007 he completed a third survey on Safety And Public Transport for **SYPTTE** building on a benchmark exercise he carried out in 1997. These surveys comprised 1,000 in-home interviews and 11- 15 year old were included in the sampling frame.

For **CENTRO** he conducted an in-home survey of 1,000 interviews amongst the population of the West Midlands on 'Security And Safety On Public Transport'. This survey was commissioned to assess the impact on public transport use of unease over personal security and crime, and results were used as an aid to the implementation of a package of initiatives aimed at reducing fear and increasing safety, and the survey was repeated three years later..

TICKETING

For **SYPTTE/BOSSY** - in 2000 he conducted 400 in-home interviews with respondents who use public transport on at least 3 days per week and pay non-concessionary fares. The purpose of the research was to identify the key elements of the Ideal Travelcard. Further issues for examination were identified via a series of 4 focus groups

For **SYPTTE** he undertook two large surveys amongst concessionaires examining first, the impact of age equalisation which saw men become eligible for concessionary travel at 60 (just like women), and then looking at the impact of free concessionary travel.

For **Greater Manchester TravelCards Ltd** he conducted a 400 interview in-home survey designed to assess the need for inter-modality and multi-mode ticketing. The design approach was novel, the analysis of travel behaviour was unique and the results here found to be of great interest to the client

For **Prepayment Cards Ltd** he surveyed 1600 concessionaires on buses throughout Greater Manchester to test the on/on principle which underlies the reimbursement calculation required of their electronic concessionary ticketing system

CUSTOMER SATISFACTION

Every two years between 1991 and 1997 he carried out a series of surveys amongst users of the main interchange facilities throughout South Yorkshire for **SYPTTE** (part of its Chartermark accreditation) : 1000 per interchange. Because so many attributes must be assessed in short, at-site interviews, he utilised an "incomplete block analysis" approach which yields the maximum statistical rigour in such circumstances.

MONITORING

For **Greater Manchester PTE** he designed and set in operation their rail Service Quality Incentive Regime (SQUIRE). This involved producing asset registers and station maps, sampling algorithms, speedy reporting cycles and carrying out the on-system inspections with a team of 4 specially trained full-time inspectors. He has undertaken similar exercises for tram operations and bus station facilities monitoring throughout Greater Manchester. On behalf of **SYPTTE**, he set up and ran for its first two years, the monitoring regime for Supertarm operations.

VARIOUS

He carried out numerous ad-hoc surveys, on-mode, at-station, on-street, in-home, by telephone and postal on such issues as :

- the view of business on the role of public transport (for Merseytravel)
- the view of local pressure groups (for Merseytravel)
- the ideal bus shelter (for Adshel)

- the impact of specific ticket promotions (for Merseytravel, GMPTE, GMTL)
- travel patterns and pricing options for Glasgow Underground (for SPTE)

Major Investment Projects have included :

For GMPTE

For GMPTE, he carried out the third in a series of in-home surveys looking at public awareness and perception of a proposed Guided Busway along the Leigh - Manchester corridor. This survey involves a complex sampling regime as only those households within the corridor were eligible for interview. In addition, those homes immediately adjacent to the direct line of the Busway, 'the frontagers', were consulted

In-home surveys along the corridors of Metrolink extensions to assess demand and monitor public opinion and the effectiveness of PR initiatives. Again, the sampling was complex involving 'frontagers' and 'non-frontagers' within the catchment of each of the proposed new stations

In-shop and business telephone surveys with traders/employers along extension corridors to assess impact on trade

Corridor surveys along the Eccles extensions route to assess particular local problems ..

He undertook a major series of before and after surveys along the Altrincham-Bury tram corridors. This programme was commissioned by Jacobs and the DfT to assess the social and travel impacts of closure of the lines in the summer of 2007 for their replacement and upgrading.

For Merseytravel

A survey amongst users of, and traders along, Allerton Road to help design a demonstration bus service for the JUPITER 2 programme

For Liverpool Airport (Peel Airports Ltd)

A survey amongst the major employers in Merseyside (as identified by Merseyside Partnership and Liverpool CC) into the level of support for hub services into Europe from Liverpool Airport



Case histories... relating to Local Government

For local authorities across the North and North West of England he has undertaken surveys on topics such as

- social inclusion
- urban regeneration
- quality of life
- neighbourliness and sense of place
- civic pride and civic association
- local governance
- budget setting and service priorities
- service delivery, eg call centres, e-services, libraries
- statutory BVPI and Place surveys
- employee attitude surveys

using such techniques as face to face surveys, based on quota controlled, purposive, or pre-selected fixed random samples, telephone surveys, hall tests, e-surveys, postal self-completion surveys, panels and programmed polling, and all the various qualitative formats of in-depth interviews, focus groups, workshops, and deliberative events.

He has also undertaken survey reviews for Manchester and Tameside Councils to help these Councils review and set their LSP objectives.

For most of such work he has had to present the results to council officers at the highest level, and to elected members.