



South Essex Active Travel

Monitoring & Evaluation Briefing

Year 3

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1. Introduction

1.1. SEAT Monitoring & Evaluation

- 1.1.1. The South Essex Active Travel (SEAT) programme is being independently monitored by The Smarter Choice Consultancy using data drawn from six sources:
- Quarterly reports of core outputs
 - Small Grant Scheme outputs
 - Customer satisfaction questions
 - Participant Outcomes Survey
 - Placement Feedback Survey
 - Stakeholder Focus Group
- 1.1.2. At the end of each year of the programme The Smarter Choice Consultancy assesses SEAT's progress to date; reviewing the number and quality of *outputs* delivered and the *outcomes* resulting from these.
- 1.1.3. Note that Small Grant Scheme output data is only available for 2019/20, when these monies were granted. Information from the annual Stakeholder Focus Group was not generated for 2019/20 – this did not take place due to travel restrictions and other limitations on working practices in effect during Spring 2020 as a result of the Covid-19 pandemic.

1.2. Year 3 Report

- 1.2.1. This report collates evidence from the first three years of the SEAT programme, from April 2017 to March 2020. This was delivered utilising the original £3.322m granted by the Department for Transport (DfT) to the SEAT local authority consortium¹ as part of the Access Fund.
- 1.2.2. Due to the Covid-19 pandemic's major impact on travel only taking effect after the national lockdown was announced in late March 2020, it is possible to utilise the data collected during the first three years of the programme to assess SEAT's impact in a business-as-usual scenario.

1.3. Covid-19 Pandemic

- 1.3.1. The DfT has awarded SEAT an additional £1.108m to continue delivering its activities into 2020/21. However, the impact of the pandemic on local, national and international travel means that any results from Year 4 will be highly influenced by factors outside of the control of the programme.
- 1.3.2. For SEAT these impacts may in large part be positive – with more people taking up active travel for exercise during lockdown, and using active travel to get to work instead of public transport. These are trends that SEAT may have helped South Essex be resilient to – with local residents able to

¹ Led by Southend on Sea Borough Council, with Thurrock Council and Essex County Council.



adapt to the changing situation by utilising the services SEAT already has in place to support walking and cycling.

- 1.3.3. The need to travel at all has been reduced, with schools closed for a long period and many people switching to home working. It is likely that some significant level of homeworking will now become the norm.
- 1.3.4. Conversely there are negative impacts from the pandemic for sustainable local travel, which may undermine the SEAT programme – as many people are now choosing to travel by car, rather than public transport, as they seek to minimise interaction with strangers on buses and trains.
- 1.3.5. We will review these changing trends in our Year 4 report; which will assess 2020/21 as a stand-alone year of SEAT delivery.

1.4. Report Structure

- 1.4.1. **Section 2** of this report summarises SEAT's outputs by March 2020, presented as a table of all outputs as well as infographics of key outputs.
- 1.4.2. **Section 3** illustrates the range of outputs achieved by the Small Grant Scheme community projects SEAT funded, and looks at their impact in engaging volunteers. (Quote and stories from participants and volunteers in these projects are included in Appendix A.)
- 1.4.3. **Section 4** presents the cumulative responses to customer satisfaction questions asked of people participating in key SEAT initiatives.
- 1.4.4. **Section 5** lays out headline findings from the Participant Outcomes Survey and provides an illustration of the scale of impacts generated by SEAT on the people it engages. (Full results are included in Appendix B.)
- 1.4.5. **Section 6** uses the results of the Placement Feedback Survey to illustrate the impact of volunteering opportunities provided by the programme. (Full results are included in Appendix C.)
- 1.4.6. **Section 7** draws together conclusions.
- 1.4.7. All infographics utilise the Forward Motion design style and are supplied in parallel to this report as image files, so they can be used by SEAT in reports, presentations, etc.
- 1.4.8. Note that some percentages quoted may not total 100% due to rounding.



2. Outputs

2.1. Summary Table

- 2.1.1. The outputs SEAT had achieved by the end of March 2020 are reported in Table 2.1 (pages 10-11) along with any target aimed for by the end of March 2020 – the original scheduled end of the programme.
- 2.1.2. These outputs were achieved by the core SEAT delivery team and their suppliers. They also include, where relevant to the headline outputs being monitored for the overall programme, the achievements of the Small Grant Scheme projects (see **Section 3**).
- 2.1.3. On pages 12-17 these outputs are represented as infographics.

2.2. Scale of Outputs

- 2.2.1. For evaluation purposes the numbers of *outputs* are monitored to enable calculation of the scale of potential *outcomes* and *impacts*; as well as to validate the assumption that the programme achieved x (number of) *outputs* of satisfactory quality – so some effect on *outcomes* and *impacts* can be expected to have resulted from these.
- 2.2.2. After much of Year 1 was spent setting up the practicalities of the SEAT programme, outputs accelerated in Year 2. Many individual outputs have increased significantly again in Year 3. This is because it takes considerable time to build the relationships, networks and public profile that are the foundations of successful travel behaviour change programmes – so only after several years does a programme ‘get into its stride’. This is why it is important for such programmes to be underpinned by longer term funding in order to maximise their value for money and impact.
- 2.2.3. Some headline findings related to each workstream’s outputs at the end of Year 3 are noted below.

Targeted Travel Engagement

- 2.2.4. This workstream had a big push on engaging **schools** in 2019/20 – with the result that they ended up targeting 50% more than their original target (113 compared to 75). Of these, 39 more engaged with the programme. Added to the mere 2 engaged in previous years, this means 41 schools are now engaging with the programme. This has translated into a similarly impressive jump in the number of pupils engaged – going from 45 at the end of Year 2 (1% of target), to more than 4,592 at the end of Year 3 (at least 89% of the target).
- 2.2.5. Similarly, 2019/20 saw a big increase in numbers of **FE and HE students** reached. At the end of Year 2 the programme’s target for reaching 1,050 students had already been achieved, and in Year 3 the team has consolidated this success – with a total of 10,009 students (953% of target) having been engaged through the 48 stands they have run at these types of educational setting.
- 2.2.6. Impressive progress has also been made with **jobseekers** – of which 800 had been engaged by the end of Year 2. By the end of Year 3 this had jumped to a total of 4,674 (158% of the target). Ultimately Job Centre Plus (the channel through which the majority were planned to be engaged) was less fruitful at yielding fruitful leads than other engagement hubs such as job clubs (1,397 and



2,216 engagements respectively), where the team have appeared to have benefited from being able to take a more flexible and frontline approach. Another new approach introduced was to engage jobseekers through Small Grant Scheme projects focused on creating volunteering opportunities. This exemplifies how finding the right locations and approaches to target a specific audience can take time, and why longer-term funding is essential in order to allow travel behaviour change programmes to mature.

- 2.2.7. In Year 3 the workstream consolidated its progress with **existing workplaces**; by the end having reached out to more than 8 times its original target number (500 compared to 60). Of these 164 have proactively engaged with SEAT, enabling the programme to reach more than 2,570 employees – at least 76% of their original target.
- 2.2.8. Outreach to employees of **new workplaces** has been hampered by a lack of new developments coming on-stream. However, in Year 3 the number engaged tripled to a total of 6 (compared to the target of 15) – allowing the programme to reach 757 employees of new workplaces (62% of their target of 1,221).
- 2.2.9. The shortfalls in reaching ‘employees engaged’ targets through existing and new workplaces has been more than made up for by the 3,928 people SEAT has engaged at the 77 **public events** it has had a presence at. More than half of these were in Year 3, again highlighting the time it takes for travel behaviour change programmes to establish themselves.

Travel Interventions & Services / Cycle Hubs

- 2.2.10. The target to have three **cycle hubs** operational at a time has been hampered by issues such as the closure of **Comfy Saddle** (the Southend hub, which SEAT was supporting) midway through the programme, and mechanical problems with the mobile hub. In Year 3 cycle hub activities were offered via the **Forward Motion hub in Tilbury** and the **mobile Forward Motion hub** operating across the rest of the South Essex area. The latter in particular appears to have been very well received – generating lots of positive feedback from its customers. In addition, the Small Grants Scheme funded cycle hub services run by **Circleround CIC** (Southend) and **Friends of Hardie Park** (Stanford-le-Hope) – another positive example of the programme solving problems with its planned approach and adapting to find new routes to its target audience. Four hubs were therefore operational in 2019/20.
- 2.2.11. During the first three years of the programme these five cycle hubs refurbished 1,433 bikes (45% of target); sold or otherwise distributed 597 bikes (190% of target); serviced 971 bikes (54% of target); completed 258 bike checks; and gave 129 students cycle maintenance training (96% of target).
- 2.2.12. Other notable walking and cycling outputs by March 2020 were:
- 516 people completed **adult cycle training** (86% of target)
 - **Bikes loaned** to 107 people (up from 16 at the end of Year 2, when it started)
 - 216 **walking courses**
 - 305 **Dr Bike services**
 - 282 new **cycle parking spaces**



Travel Awareness Campaign

- 2.2.13. In Year 3 this workstream capitalised on the time it had invested in Year 2 launching the Forward Motion brand, along with its associated online presence through web and social media.
- 2.2.14. An additional 8,000 people accessed the Forward Motion **website** – bringing the total number of unique users of this to 30,100. Social media activity increased via both **Twitter** (955,907 total impressions – over 100% of its target and up a third on Year 2) and **Facebook** (238,922 people reached). By the end of the year the **newsletter** was regularly being sent out to nearly a thousand people (998).
- 2.2.15. This workstream also completed its aim of running nine **active travel challenges**. 210 organisations took part in these – more than double the target of 100. These challenges engaged 1,035 people; of which nearly 90% (n=920) were new walkers or cyclists.

Volunteers

- 2.2.16. Through volunteer opportunities that supported the delivery of SEAT or Small Grant Scheme projects, and through placements in the active travel sector, it is estimated that the programme has so far given more 690 people the opportunity to gain work experience and skills. At least four of these placements have been long-term apprenticeships – with at least two of these apprentices now in full-time employment.
- 2.2.17. It is estimated that volunteers and apprentices worked in total more than 11,900 hours – equivalent to 1,488 work days, or 298 working weeks.
- 2.2.18. About 85 volunteers were given training as part of their placements – accessing more than 40 different courses. These ranged from practical skills (such as bike mechanic qualifications, first aiding and walk leader training) to office based-skills (such as marketing and computing) and professional development.
- 2.2.19. Find out more about how people benefited from these opportunities in **Section 5: Placement Feedback Survey**.



Table 2.1: SEAT Outputs as at March 2020

			Actual March 2020	Target March 2020
TARGETED TRAVEL ENGAGEMENT	Jobseekers	No. of ESA claimant engagements (Job Centre Plus)	1,397	/ 2,958
		No. of ESA claimant engagements (other channels)	3,277	
	Further & Higher Education	No. of stands	48	/ 1,050
		No. of students visiting stands	10,009	
	Schools	No. targeted	113	/ 75
		No. actively engaged	41	
		No. of school pupils engaged*	4,592+	
	New Workplaces	No. targeted	8	/ 15
		No. engaged	6	
		No. of employees engaged (during recruitment process)	757	
	Existing Workplaces	No. targeted	500	/ 60
		No. engaged	164	
		No. of employees engaged (via MyPTP or other)*	2,570+	
	Public Events	No. of stands	77	/ 150
		No. of employees / students engaged	3,928	
TRAVEL INTERVENTIONS & SERVICES	No. of bikes refurbished (Community Cycle Hubs)		1,433	/ 3,150
	No. of bikes sold / distributed (Community Cycle Hubs)		597	/ 315
	No. of bikes serviced (Community Cycle Hubs)		971	/ 1,800
	No. of bike checks (Community Cycle Hubs)		258	
	No. of students receiving cycle maintenance training		129	/ 135
	No. of bikes hired from Community Cycle Hubs		247	
	No. of bikes hired from Motion Hub		836	
	No. of bike loans via Bike Loan Scheme		107	
	No. of adults receiving cycle training		516	/ 600
	No. of walking courses supported		216	
	No. of Dr Bike bike services		305	
	No. of new cycle parking spaces (Park That Bike)		282	
	No. of Community Cycle Hubs operational		4	/ 3
	No. of new community cycling groups supported		4	



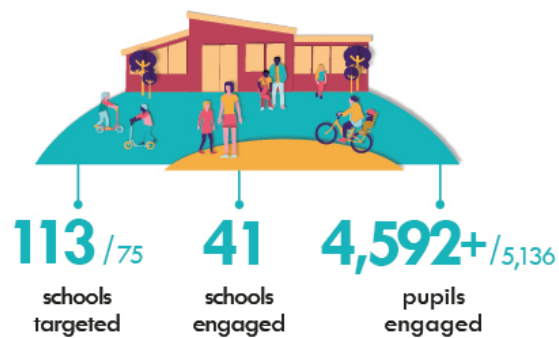
			Actual March 2020	Target March 2020
TRAVEL AWARENESS CAMPAIGN	Active Travel Challenges	No. delivered	9	/ 9
		No. of organisations participating	210	/ 100
		No. of people participating	1,035	
		No. of new walkers / cyclists participating	920	/ 1,800
	Communications	No. of Twitter engagements	11,639	
		No. of Twitter impressions	955,907	/ 900,000
		No. of people reached via Facebook	238,922	
		No. of unique visitors to website	30,100	
		No. of website page views	84,145	
		Average website session duration	2 mins 44 secs	
		Total no. of Twitter accounts reached to date	2,537,813	/ 600,000
		Total no. of people on newsletter distribution list	998	
OTHER	Volunteers	No. of volunteers	690	/ 60
		No. of volunteers given training	115	
		Total no. of hours worked by volunteers	11,907	
	Small Grants	No. of grants issued	10	
		Total value of grants	£136k	

* As the number of pupils and employees engaged by Small Grant Scheme projects working with schools and workplaces is unknown, figures for these outputs are denoted as + to indicate the true figure is in excess of that quoted.

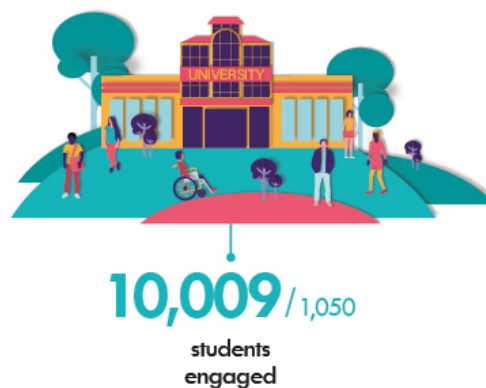


TARGETED TRAVEL ENGAGEMENT

SCHOOLS & PUPILS

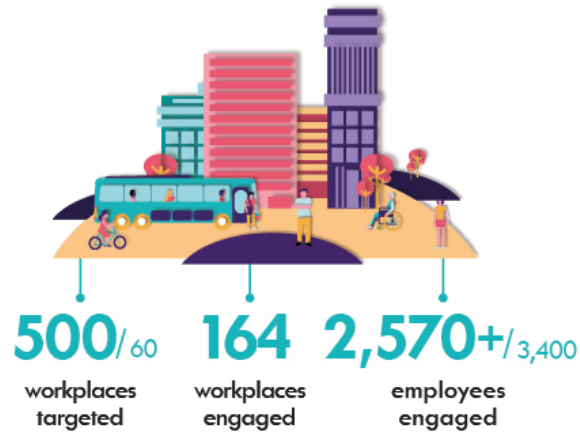


FE & HE STUDENTS

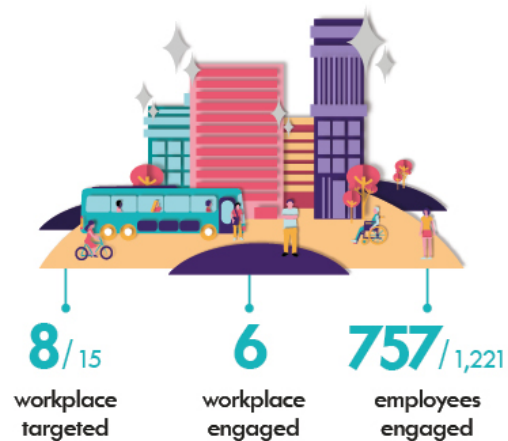


TARGETED TRAVEL ENGAGEMENT

EXISTING WORKPLACES & EMPLOYEES

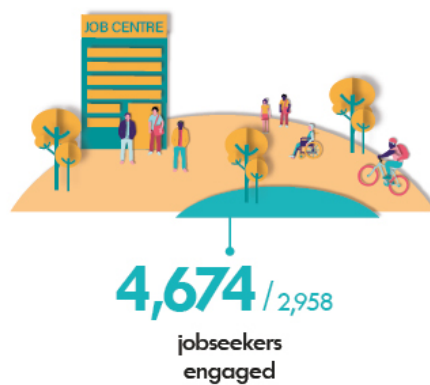


NEW WORKPLACES & EMPLOYEES



TARGETED TRAVEL ENGAGEMENT

JOBSEEKERS



TRAVEL INTERVENTIONS & SERVICES



1,433 / 3,150

bikes
refurbished



597 / 315

bikes sold
or distributed



971 / 1,800

bikes
serviced



129 / 135

students doing cycle
maintenance training



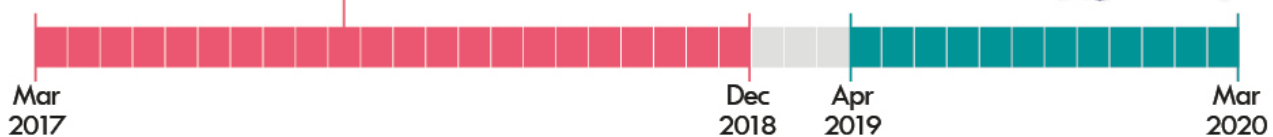
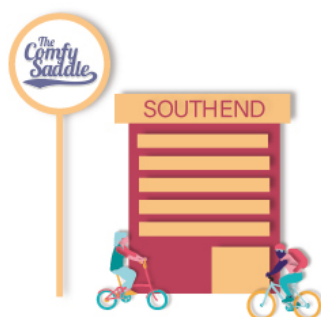
516 / 600

adults doing
cycle training



282

new cycle
parking spaces

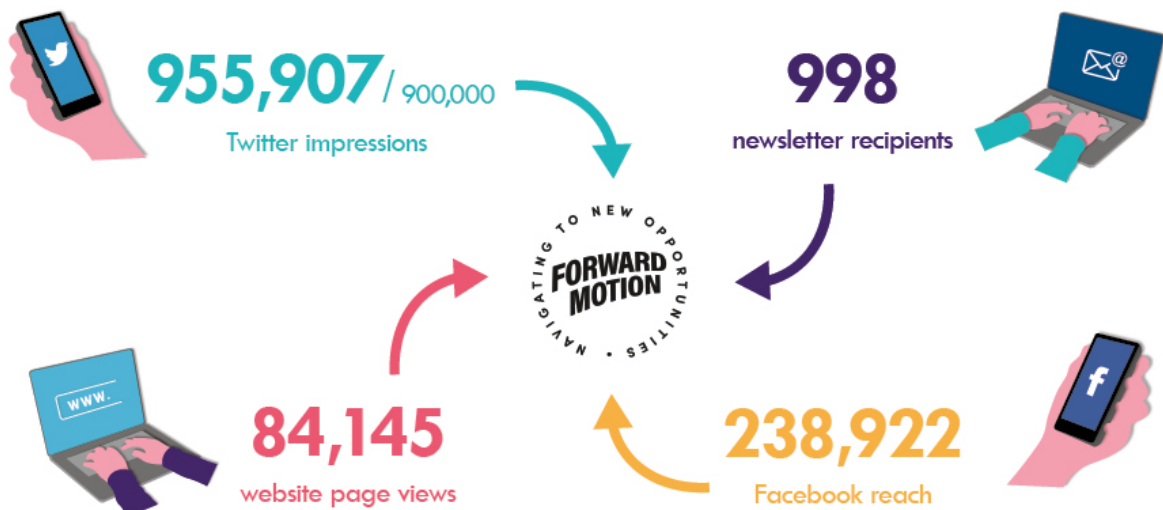


TRAVEL AWARENESS CAMPAIGN

ACTIVE TRAVEL CHALLENGES



COMMUNICATIONS



VOLUNTEERING



690/₆₀
volunteers



11,900⁺
hours



115⁺
trained

3. Small Grant Scheme

3.1. Overview

- 3.1.1. In Year 2 SEAT introduced the Small Grant Scheme (SGS) – funding initiatives by local groups and organisations that complement SEAT’s overarching objective of getting more people across South Essex walking and cycling. This enabled SEAT to maximise its impact by utilising the resources and skills offered by the pool of recipient organisations, as well as exploiting their existing channels to, and relationships with, SEAT’s target audiences.
- 3.1.2. The SGS issued 10 grants to 9 organisations – totalling £136,202. The average grant was £13,620, with individual grants ranging from £2,500 to £20,000.
- 3.1.3. SGS projects were required to complete an end-of-project monitoring form, and to circulate links to SEAT’s Participant Outcomes and Placement Feedback Surveys to people they had engaged with / placed as volunteers.

3.2. Outputs

- 3.2.1. The SGS projects delivered a wide range of activities, including:
 - Running a series of themed walking courses around fitness, mindfulness and holistic health.
 - Making hire bikes available to visitors to a local nature reserve.
 - Refurbishing and selling second-hand bikes through two new ‘cycle hubs’.
 - Running inclusive cycling sessions for all ages and abilities; including using adaptive bikes.
 - Holding a walking festival celebrating local culture and arts.
 - Matchmaking volunteers to opportunities in the sustainable transport sector.
 - Running a community walking and cycling event around a network of therapeutic gardens.
 - Purchasing pool bikes, bike trailers and cycle shelters for use by staff and volunteers of a local mental health and well-being charity.
- 3.2.2. The key outputs SGS projects collectively achieved are summarised in Table 3.1.

Table 3.1: Small Grant Scheme Outputs²

	Actual
No. of walking courses	9
No. of walking festivals	1
No. of inclusive cycling sessions	15
No. of people participating in walking events	598
No. of people participating in cycle training / events	328
No. of people receiving cycle maintenance training / advice or travel advice	601
No. of unemployed people engaged	1,034
No. of volunteers placed in active / sustainable travel opportunities	439
No. of holistic health qualification courses run	2
No. of people participating in holistic health courses	19
No. of cycle hubs	2
No. of second-hand bikes refurbished	430
No. of refurbished bikes sold	386
No. of hire / pool bike trips generated	307
No. of bike shelters installed	2
No. of pool bikes purchased	6
No. of bike trailers purchased	2
No. of pool bikes serviced	40
No. of apprentices given work experience	1

3.3. Volunteers

- 3.3.1. 158 volunteers were engaged in delivering SGS projects, and were essential to the delivery of these initiatives. One of these was an apprentice who gained substantial work experience. These volunteers collectively invested 5,864 hours of time – equivalent to 37 hours, or a full working week, per person.
- 3.3.2. One SGS project was specifically focused on placing people in volunteer roles related to sustainable transport. They placed a further 439 volunteers, who collectively volunteered 896 hours of time.³

² Some of these outputs, where they correspond to an output category which has been monitored throughout the programme, are also counted in Table 2.1. Others, which are specific only to Small Grant Scheme projects, are only included here.

³ Note this equates to an average of only two hours per volunteer, which raises questions over the quality of the placements made. However, this total may be an underestimate, as it was difficult for this project to get volunteers placed in third party organisations to accurately report their hours.



3.4. Case Studies

- 3.4.1. The individual Small Grant Scheme projects are summarised in [Small Grants Scheme 2018/19 & 2019/20: Wrap Up Report](#).
- 3.4.2. An illustrative example of one project is featured over the next few pages. Selected quotes and stories from people and volunteers taking part in Small Grant Scheme projects are collated in Appendix A.

3.5. Summary

- 3.5.1. Considering the relatively small investment of £136k investment in Small Grant Scheme projects they have proved to be good value for money. It has leveraged the knowledge, skills and networks of community organisations in order to promote walking and cycling in new ways, to appeal to different types of people (e.g. through supporting disabled people, holistic health, engaging with nature).
- 3.5.2. Developing the variety of approaches, and links to niche audiences, from scratch through the central SEAT programme would have been time-consuming, and developing such a diverse spread of approaches to a meaningful level would have been difficult within the time-limited nature of the programme. So SEAT has definitely 'worked smarter' by utilising South Essex's existing third sector network to create new approaches to promoting and enabling active travel.
- 3.5.3. Users of hire and pool bikes alone cycled 1,226km – equivalent to nearly 90 hours of active travel. Walking and cycling events, recycled bikes, etc. will have generated many more walking and cycling trips, and hours of people being active.
- 3.5.4. In particular, this investment has generated a high return in terms of the number of volunteers who have been engaged in active travel projects. As a consequence of their participation in these activities, these volunteers are more likely to become users of active travel themselves, and be advocates for active travel more widely than solely in relation to the projects they were involved in.



3.6. Case Study: Trust Links' Pool Bikes & Garden Ride

Trust Links is an independent charity for mental health and wellbeing, supporting people living with mental health conditions and unpaid carers across Southend, Castle Point and Rochford. To provide horticultural therapy they run four therapeutic gardens and an orchard.



Trust Links applied for two grants totalling £33,000. Seeing parallels between the exposure gardening and cycling give people to nature, fresh air and physical activity, and the mental health benefits of this exposure, Trust Links wanted to run projects which would enable their staff, volunteers, clients and the wider community to cycle between their gardens.

The charity installed **eco-friendly bike shelters** at two of their sites. In keeping with their focus on nature, these include green roofs and bug hotels. A pool of six **electric bikes** are now hosted across these two locations, which staff and volunteers can use to travel between sites. Each shelter also houses a **cycle trailer**, in case users need to transport supplies.

When the bikes were launched 25 staff and volunteers were given **cycle coaching and travel training** by Forward Motion– to ensure they had the confidence and skills to safely use the bikes. This generated a lot of enthusiasm among the staff – who had used the bikes for 86 round trips by March 2020.



“My colleague and I are thinking we will use the bikes to travel from our site at Westcliff to our site in Shoeburyness. We may need to set off a little earlier than usual but I’m sure we can do it!”

“It’s such a positive thing to have at Trust Links. You can go site-to-site without a car or worrying about parking, and it’s really fun.”

To promote active travel to their clients and the public Trust Links also ran a free **Garden Ride** event, which gave 126 people the opportunity to walk and cycle to any, or all, of the charity’s community gardens in South East Essex.

All of the sites were opened for the day to welcome walkers and cyclists, who could collect **coloured wristbands** and stamps on their **Garden Ride Passport** at each garden they visited.

Cyclists who wanted support or company on their ride were able to join two **guided rides**, which took in Southend Seafront on the way to the Shoeburyness garden, and went along Prittle Brook to Belfairs Wood and onto the Thundersley garden.



continued...

A circular **guided walk** also departed from Southend, giving walkers time to have lunch and rest at the Westcliff garden on route.

People who registered for the Garden Ride were given a **branded bag** and **reusable drinking cup**, which they could refill at the gardens along the way to quench their thirst. They could also take part in **cycle training** run by Forward Motion in advance of the event – to ensure they were capable and confident to ride. For any mechanical problems on the day **Dr Bike** was on hand to check and mend bikes.



“The satisfaction of finishing Garden Ride surrounded by friends was an unbeatable feeling. The hill near Belfairs Wood was hard going, but I was able to use one of Trust Links’ new electric bikes, which was a great experience.”

“I cycled about thirty-five miles and I had a good sleep afterwards! I have never ridden as far as I did on Garden Ride! It was nice to have the support of other people when cycling in an area I’d never been in before. The little pit stops for tea and cakes were great too! The best part was the sense of achievement after finishing at each site.”

Trust Links promoted all their activity via their **website** and on **social media**, as well as gained coverage in **local press**. In one case this was a double-page centre spread – gaining the charity valuable free publicity.



“During the Covid-19 pandemic the pool bikes have really come into their own. Our staff and volunteers have used the bikes to get between our sites and run errands, including the delivery of tablets and dongles to our members who didn’t have access to any IT during lockdown. This was particularly good when there were fewer cars around, helping people to build their confidence on the roads.

One of our regular counselling volunteers has borrowed one of the bikes on a long-term basis to get from his home in Shoeburyness to our Westcliff site, as he finds travelling on the bus with a face mask to be intimidating. As he lives on his own, he says coming out to volunteer has been a lifeline in the post-lockdown phase, having become very isolated for several months.

Another couple borrowed two bikes during lockdown, really enjoying cycling on quieter roads and helping to build their fitness when they were working from home.”

Matthew King, Chief Executive, Trust Links

4. Customer Satisfaction

4.1. Overall Satisfaction

- 4.1.1. The quality of SEAT's *outputs* is being monitored; so programme management can take remedial action with any initiatives found to be lacking, and also because it is unlikely positive *outcomes* will be in evidence if the quality of SEAT delivery is poor.
- 4.1.2. For all interventions where it is appropriate, following their engagement SEAT participants are asked three standard customer service questions.

Figure 3.1: SEAT Customer Satisfaction Questions

1	How satisfied were you with the service you've received? Very satisfied / Quite satisfied / Not satisfied
2	Would you recommend the service to a friend? Yes / No
3	Do you have any specific comments about the service you have received?

- 4.1.3. 1,867 people had rated their satisfaction (Question 1) by the end of Year 3. Of those almost all were *quite* or *very satisfied* with the service they received (99.8%); with 95.0% being *very satisfied*.
- 4.1.4. Only 0.2% of respondents (n=4) were *not satisfied* with the service they received.
- 4.1.5. 1,781 people had responded to Question 2. Of these nearly all (99.6%) said they *would* recommend the SEAT service they had used to a friend. Only 0.4% (n=8) *would not* recommend the service they used to a friend.
- 4.1.6. These headline results are presented as infographics on page 25.
- 4.1.7. Comments received in response to Question 3 illustrate the positivity, enjoyment and gratitude felt by the people who engaged with SEAT. For example:

"Absolutely fantastic service."

"Very helpful staff. Approachable and lots of good information given to me."

"I really enjoyed my experience. Thank you!"

"Very satisfied. Highly recommended. Thank you guys!"

"Good customer service, friendly and helpful."

"A great service to our community."



4.2. Satisfaction by Workstream

4.2.1. It is possible to review customer satisfaction by workstream – see Tables 3.1 and 3.2 below.

4.2.2. Results for all workstreams that have collected customer satisfaction data are extremely positive:

- Responses for the **Targeted Travel Engagement** workstream indicate that 99.7% of participants were either *very* or *quite satisfied* with the service they received; and 99.8% would recommend the service to a friend.
- Responses for the **Travel Interventions & Services** workstream indicate that 100% of participants were either *very* or *quite satisfied* with the service they received; and 99.5% would recommend the service to a friend.
- Responses for the **Cycle Hubs** workstream indicate that 100% of participants were either *very* or *quite satisfied* with the service they received; and 99.3% would recommend the service to a friend.

Table 3.1: Customer Satisfaction with SEAT by Workstream

	Very Satisfied	Quite Satisfied	Not Satisfied	TOTAL
Targeted Travel Engagement	973 (95.6%)	42 (4.1%)	3 (0.3%)	1,018
Travel Interventions & Services	377 (97.2%)	11 (2.8%)	0 (0%)	388
Travel Awareness Campaign	3 (27.3%)	7 (63.6%)	1 (9.1%)	11
Cycle Hubs	420 (93.3%)	30 (6.7%)	0 (0%)	450
TOTAL	1,773 (95.0%)	90 (4.8%)	4 (0.2%)	1,867

Responses to the question: How satisfied were you with the service you've received?

Table 3.2: Likelihood of Recommending SEAT by Workstream

	Yes	No	TOTAL
Targeted Travel Engagement	992 (99.8%)	2 (0.2%)	994
Travel Interventions & Services	362 (99.5%)	2 (0.5%)	364
Travel Awareness Campaign	10 (90.9%)	1 (9.1%)	11
Cycle Hubs	409 (99.3%)	3 (0.7%)	412
TOTAL	1,773 (99.6%)	8 (0.4%)	1,781

Responses to the question: Would you recommend the service to a friend?

4.3. Participant Outcomes Survey Findings

4.3.1. This high level of customer satisfaction is corroborated by the Participant Outcomes Survey results (see **Section 5**). Of the 269 respondents, over 90% found the SEAT service *very useful* (56%) or *quite useful* (36%). The majority (76%) said that they had received a professional service, and the vast majority (92%) would recommend SEAT to a friend.

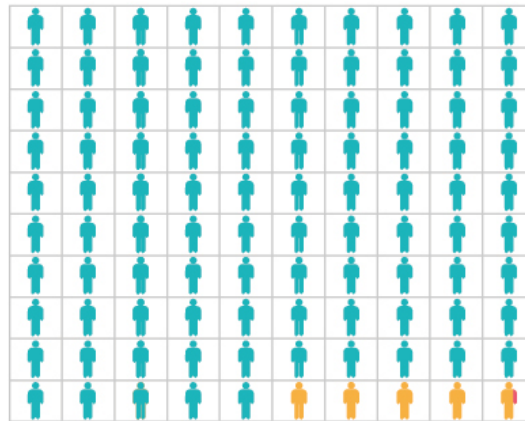


CUSTOMER SATISFACTION

SATISFIED CUSTOMERS

95%

of customers said they are **VERY SATISFIED** with the service they received.



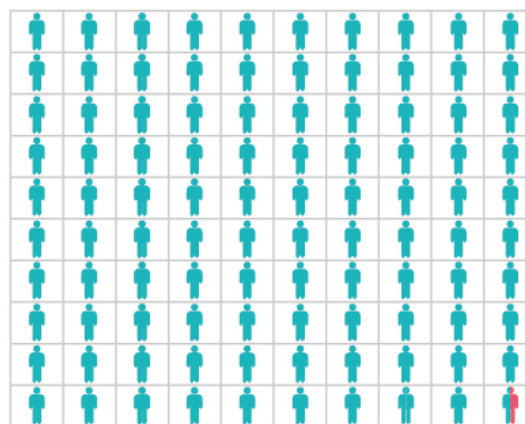
very satisfied
quite satisfied
not satisfied

Based on 1,867 responses

CUSTOMER RECOMMENDATIONS

99%

of customers said they **WOULD RECOMMEND** the service to a friend.



would recommend
would not recommend

Based on 1,781 responses

5. Participant Outcomes Survey

5.1. Overview

5.1.1. The Participant Outcomes Survey is carried out quarterly, to collect data from participants who have engaged with SEAT in the previous three months. All responses are collated in to a single dataset analysing:

- Whether people's travel habits have changed (i.e. mode shift)
- Improvements in people's ability to access work, training and educational opportunities

5.1.2. It provides data about:

- People's travel habits (e.g. modes, journey frequency and length)
- People's perceptions of how any change in travel has affected them
- The socio-demographics of participants
- Levels of satisfaction with SEAT's services

5.1.3. By April 2020 the Participant Outcomes Survey had been circulated to 2,966 participants who had opted to share their contact details. 269 people had completed the survey – a 9.1% response rate.

5.1.4. A full analysis of all questions and responses is included in Appendix B. The key findings are presented below, with infographics representing these on pages 31-33.

Statistical Significance

5.1.5. These findings must be treated with caution. The small sample size (i.e. number of respondents) means that at a 95% *confidence level* the margin of error is 5.7% either way of the numbers quoted.

5.1.6. We must also be cautious, because it may be that people who are predisposed to sustainable travel, or who have been most affected by the SEAT service they received, are more likely to respond to the survey. This may give us a more positive set of results than is the case across *all* of the people SEAT has engaged.

5.1.7. However, these results provide us with an illustration of how SEAT impacts upon the people it engages.

5.2. Changes in Travel

Mode of Travel to Work, Training or Education

5.2.1. The survey asks respondents how many days a week they travelled by different modes to education, training and work *before* and *after* receiving support from SEAT.

5.2.2. *Before* engaging with SEAT 33% of respondents' journeys to work, education or training were by single occupancy motorised modes (i.e. car, taxi or motorcycle). Driving alone in a car was the most



popular mode (31%). **After engagement with SEAT use of single occupancy motorised modes fell by 5.2 percentage points (pp) to 28%.**

- 5.2.3. We estimate that eight survey respondents stopped driving alone.
- 5.2.4. The majority of respondents (67%) utilised sustainable transport to get to work, education or training even *before* they engaged with SEAT. **After engagement with SEAT use of sustainable transport increased by 5.3pp to 72%.**
- 5.2.5. This increase in sustainable transport use is mainly accounted for by the take up of cycling, which increased by 7.2pp. There was also a 2.5pp increase in those using public transport (bus +1.2pp and Park & Ride +1.3pp).
- 5.2.6. There was a decrease in the number of respondents walking; which fell -3.4pp. However, it is probably the case that some walkers have switched to cycling. This is still a beneficial change, as their catchment area for accessing education, training and work opportunities by active travel would have increased, and they would now be travelling by a mode which will give them more strenuous exercise.
- 5.2.7. We estimate that 21 survey respondents started cycling to work, education or training.
- 5.2.8. Note that the pre-engagement use of sustainable travel among SEAT survey respondents is high. For example, 39% travel by car (alone or with others), compared to 65% of people across the South Essex area at the time of the 2011 Census; while 58% already travelled by foot, bike or public transport, compared to just 32% in the Census.⁴ Further research is required to determine if this high baseline of sustainable travel amongst respondents is due to existing sustainable transport users being predisposed to filling in travel-focused surveys or engage with SEAT, or some other influence.
- 5.2.9. Irrespective of the cause of the high baseline, it is worth noting that **obtaining a +5pp shift on a high 67% baseline mode share for sustainable travel** (or in the case of cycling a +7pp shift on a 12% mode share) **is particularly impressive.**

SEAT's Influence on Travel to Education, Training or Work

- 5.2.10. More than a third of the respondents (37%, n=80) stated that the support provided by SEAT helped them make changes to how they travel to education, training or work. A further 23% of respondents (n=49) were still intending to make changes. So in total **SEAT has potential to influence the travel choices of more than half (60%) of the people who engage with it.**
- 5.2.11. The remaining two fifths of respondents (41%, n=88) state SEAT has not helped change their travel habits.
- 5.2.12. The percentage that said that SEAT had helped them make changes and they were subsequently in education, training or work whereas they hadn't been beforehand appears low (4%, n=9). However when solely looking at those who received a service for jobseekers, the number of people who state this increases to about three fifths of respondents.

⁴ Calculated using nomisweb.co.uk Census 2011 method of travel to work data for Southend on Sea, Thurrock, Castle Point, Basildon and Rochford – excluding home workers and unemployed.



5.2.13. Comments from respondents who have changed their travel habits include:

“Three times a week to save money on petrol I get a train and walk the rest of the way to work.”

“I now cycle to work every day and have bought a trailer for my bike to take my children to school in.”

“I have become physically fitter than before. I feel I have more energy to cope with the whole day at work, which can be gruelling on occasions. I sleep better. In a nutshell I feel overall much better and full of energy.”

SEAT's Influence on Other Journeys

5.2.14. In the 2019/20 rounds of the survey respondents were asked how likely they are to generally increase their use of sustainable transport following their engagement with SEAT. A third (34%, n=48) say they are *very likely* to, and a further 40% (n=56) say they are *somewhat likely* to.

5.2.15. In total this means **three quarters of respondents are likely to increase their use of sustainable travel** (74%, n=104). As this is higher than the 60% who state they have changed / are changing their travel to education, training or work, we can suppose that SEAT is also **changing how people travel for other utility and recreational journeys**.

5.3. Wider Effects of SEAT's Support

5.3.1. Respondents are asked whether the support they've received from SEAT has helped them in terms of access to opportunity, health and other quality of life impacts.

5.3.2. Nearly half report getting **more exercise** (44%, n=89) and 1 in 6 believe they have **lost weight** from walking or cycling more (18%, n=36).

5.3.3. 1 in 7 say it has **helped them access new education training or employment opportunities** (7%, n=15).

5.3.4. A quarter say they are **driving less** (25%, n=52), and 1 in 5 now have **greater awareness of the travel options available** (20%, n=41).

5.3.5. For 1 in 5 it has helped **reduced travel costs** (21%, n=43); for 1 in 6 it has **reduced commuting stress** (16%, n=32); and for 1 in 7 people it has made **commuting quicker** (15%, n=30).

5.3.6. Only one sixth of respondents state that the support they received from SEAT has not helped them in any way (17%, n=34).

5.4. Cumulative Impact of SEAT's Support

5.4.1. It is difficult to estimate the impact of the SEAT programme with confidence, as we can only conservatively estimate its total reach using output figures (e.g. number of employees engaged, number of adults doing cycle training), and there is a potential 5.7% margin of error in the results of the Participant Outcomes Survey. We also cannot assume that all car drivers who switch modes move to a zero carbon active travel option; nor do we know the proportion of new active travellers who transferred from public transport.



5.4.2. However, as an illustration of SEAT's possible wider impacts:

- Just the eight survey respondents that we estimate stopped driving alone to work, training or education after engaging with SEAT would, over a year, if they all switched to active modes, remove 3,616 car trips from the network – saving over 20,300 car km and 3.5 tonnes of carbon.
- The 21 survey respondents that we estimate started cycling to work, training or education after engaging with SEAT would, just on their commutes, collectively cycle for over 3,800 hours a year. This equates to 182 hours per person per year, or 241 minutes per week – well in excess of the current Government recommendation for 150 minutes of moderate exercise per week.
- The nine survey respondents who say they weren't in education, training or employment before being helped by SEAT but now are, represent an annual saving of nearly £35,000 in Jobseekers Allowance.⁵

5.4.3. **We estimate that in its first three years SEAT has engaged at least 20,289 people.**⁶

- **If 4.4% of these ceased using their car to commute to work, training or education** after engaging with SEAT this would equate to 893 people – whose change in travel habits would **save over 403,000 car trips, 2.2m car km and 395 tonnes of carbon per year.**
- **If 7.2% of these began cycling on their commute** after engaging with SEAT they would **cycle more than 3.7m km a year – collectively cycling for nearly 16m minutes (more than 265,000 hours).** This increase in physical activity would have a considerable positive impact on their individual health and well-being. Their move away from car-borne commuting would also contribute to a reduction in congestion, with associated benefits for journey times, journey time reliability and road safety.
- **If 4% of those were previously not in education, training or employment**, and SEAT helped them access a new paid opportunity, this would **equate to 812 people taken off Jobseekers Allowance – helping save over £3m in benefits payments per year.**

5.4.4. Note that all of the above is calculated based on the average SEAT participant living 3.5 miles from their place of work, training or education; and travelling there 5 days per week. These averages are taken from the responses to relevant questions in the Participant Outcomes Survey. This relatively short median distance to work suggests that SEAT has been most successful at appealing to people with short, local commutes (that can more easily be done by active travel or bus), as opposed to longer distance commuters travelling across or outside the region.

5.5. Summary

5.5.1. The Participant Outcomes Survey provides a snapshot of the effect of programme on the relatively small number of people who completed the survey (n=269). Considering the overall scale of the programme and the total number of people it has engaged SEAT's impact could be significant if:

⁵ Based on JSA rate of £74.35 per week for claimants over 25.

⁶ Based on 29,837 people reported as engaged via SEAT's headline outputs – which makes this a conservative estimate. Reduced by 32% - the proportion of Participant Output Survey respondents that reported using two or more of SEAT's services. Does not include people engaged via Small Grant Scheme projects.

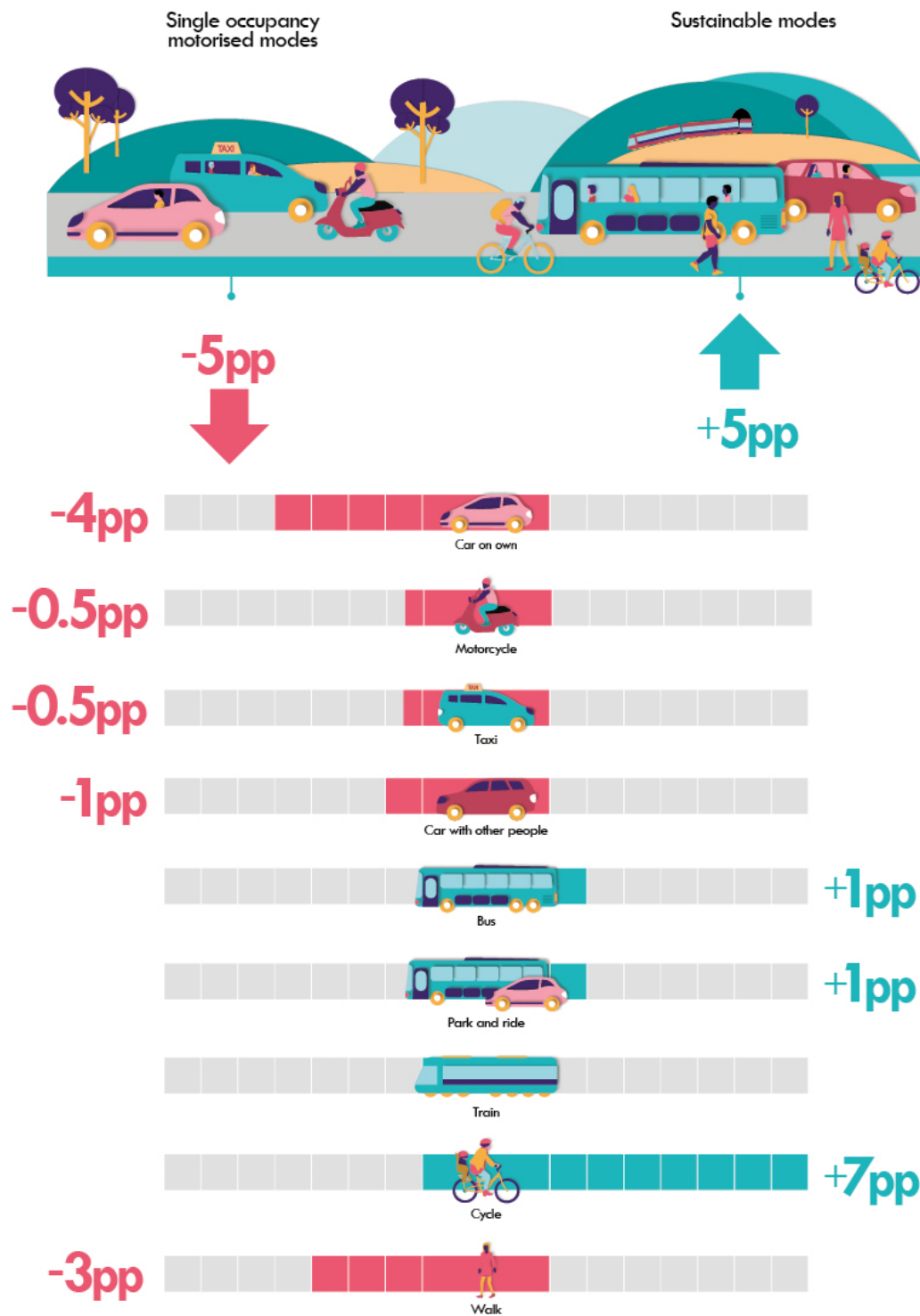


- It generates a 5pp shift from single occupancy car use to sustainable modes.
- It influences the commuting choices of 60% of the people it engages.
- It encourages up to three quarters of participants to increase their use of sustainable modes across all their journeys.
- Half of participants subsequently get more exercise through using active travel more often.
- 7% of participants are helped to access new education, training and employment opportunities.
- A quarter of participants reduce the amount of driving they do.
- The quality of life of participants improves due to having less stressful, cheaper and/or quicker commutes.

5.5.2. Although the percentages illustrated herein are often low, as our illustrative calculations show, when factored up across the whole population of people SEAT has engaged the potential resulting savings in car km travelled and CO₂ emitted could be significant – as could the amount physical activity generated through new active travel journeys, or the saving to the public purse from helping jobseekers into employment.

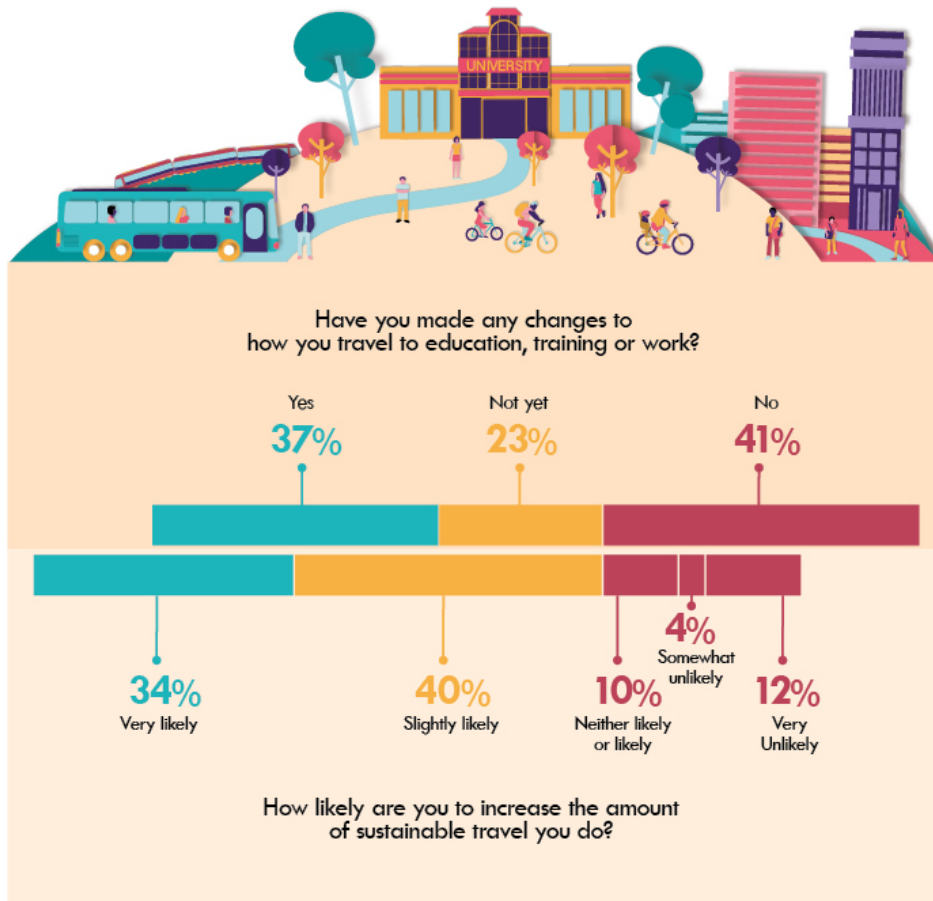


MODE SHIFT AFTER ENGAGING WITH SEAT



PP: Percentage Point

INFLUENCE ON TRAVEL CHOICES



HOW SEAT HELPS PEOPLE



44%

get more
exercise



25%

drive less



21%

make travel
cost savings



18%

lose weight through
active travel



16%

have a less
stressful commute



15%

have a quicker
commute



7%

get to new
opportunity



20%

greater awareness
of travel options

6. Placement Feedback Survey

6.1. Overview

- 6.1.1. One aim of the SEAT programme is to create volunteering opportunities in its delivery (e.g. in the Programme Management Office or with delivery partners) and in the wider active travel sector. In doing this it wants to support individual's personal and professional development, as well to grow the knowledge and experience of the local sustainable transport sector workforce.
- 6.1.2. Note that herein the term 'volunteer' encompasses apprentices, students on work experience, interns, and other trainees, as well as those in traditional volunteering roles.

6.2. Volunteering Outputs

- 6.2.1. As previously outlined in **Section 2: Outputs** we have a clear idea of the scale of volunteering activity across SEAT and the Small Grant Scheme projects it funded:
 - By the end of March 2020 SEAT had given more than 690 volunteers (including at least three apprentices) the opportunity to gain work experience and skills.
 - These volunteers logged more than 11,900 hours of time – equivalent to 1,488 work days, or 298 working weeks.
 - About 85 people went on training courses as part of their placement – accessing more than 40 different course topics.
- 6.2.2. You can read about individual volunteers engaged in Small Grant Scheme projects in Appendix A.

6.3. Volunteer & Placement Characteristics

- 6.3.1. When volunteers consented to sharing their personal details they were invited to complete a Placement Feedback Survey.
- 6.3.2. The survey was designed to provide information about:
 - The types of placements and duties undertaken
 - The motivations for / benefits of doing a placement
 - Whether the placements were a springboard to further opportunity
 - Whether placements positively influenced people's future travel habits
- 6.3.3. Over several rounds of the survey during 2019 and 2020 responses were collected from 41 volunteers. This is equivalent to 6% of the volunteers SEAT engaged – which is not a large enough dataset for us to quote the results with certainty.⁷ However the results do allow us to provide the crude indication of the common characteristics of volunteers and their placements below. (Full results for all survey questions are included in Appendix C)

⁷ At a 95% confidence level the margin of error is 14.9% either way of the results generated.



Placements

- 6.3.4. The majority of opportunities SEAT (or their partners) created were traditional volunteering opportunities – along with a smaller proportion of training-related placements.
- 6.3.5. Volunteers carried out a range of duties, from desk-based work like administration and fundraising, to customer facing roles. Many acted as buddies or mentors to specific individuals – often helping people with physical impairments. A significant proportion of volunteers did tasks specifically related to helping people use active travel, for example as a bike mechanic or walk / cycle leader.
- 6.3.6. Volunteers were probably at their placement for about the equivalent of one full day a week.

Volunteers

- 6.3.7. The typical volunteer may be a white British woman aged over 45, who did their placement in the Southend on Sea area.
- 6.3.8. The majority of volunteers were retired, or did volunteering alongside their existing job. A minority were unemployed or volunteered alongside their home-making and family responsibilities.
- 6.3.9. The vast majority of volunteers were motivated by a desire to help their local community but a significant minority were also interested in gaining new skills and experiences, or getting more social interaction.

Impact of Volunteering

- 6.3.10. A significant number of volunteers have continued with their volunteering role. Only a small minority would not consider volunteering again in the future.
- 6.3.11. The overwhelming majority of volunteers feel that their placement fulfilled their expectations and was a worthwhile thing to have done.
- 6.3.12. It is likely that a significant majority of volunteers feel that their placement has improved their sense of community and belonging, as well as their well-being and physical health. A smaller number, but still a majority, feel that their placement has helped to: increase their confidence and self-esteem; their soft skills; and their understanding of the benefits of sustainable transport.
- 6.3.13. It is likely volunteers were influenced by the sustainable transport-related nature of the work they did – as some appearing to have shifted to using sustainable modes for their commute to education, training or work after their placement.
- 6.3.14. Volunteering did not generally affect the economic status of volunteers. However after their placement a few individuals either moved: from part-time to full-time employment; from unemployment to employment / self-employment; or on to a new training opportunity.

6.4. Impact of Volunteering Opportunities

- 6.4.1. The number of volunteering opportunities, and volunteering hours, generated by SEAT is undeniably significant. These have helped to cost-effectively deliver SEAT's core activities, as well as the projects funded via the Small Grants Scheme.



- 6.4.2. The volunteering opportunities created have overwhelmingly had a positive impact on the people who took part in them – in particular their sense of community, health and well-being.
- 6.4.3. In some limited instances volunteering opportunities have been a springboard for helping volunteers move on to new opportunities, and in some cases improve their economic status.
- 6.4.4. It has created a local cohort of sustainable transport advocates, who are more likely to now be using sustainable modes in their own lives, and informally promoting it to family, friends and colleagues.



7. Corroborating Trends

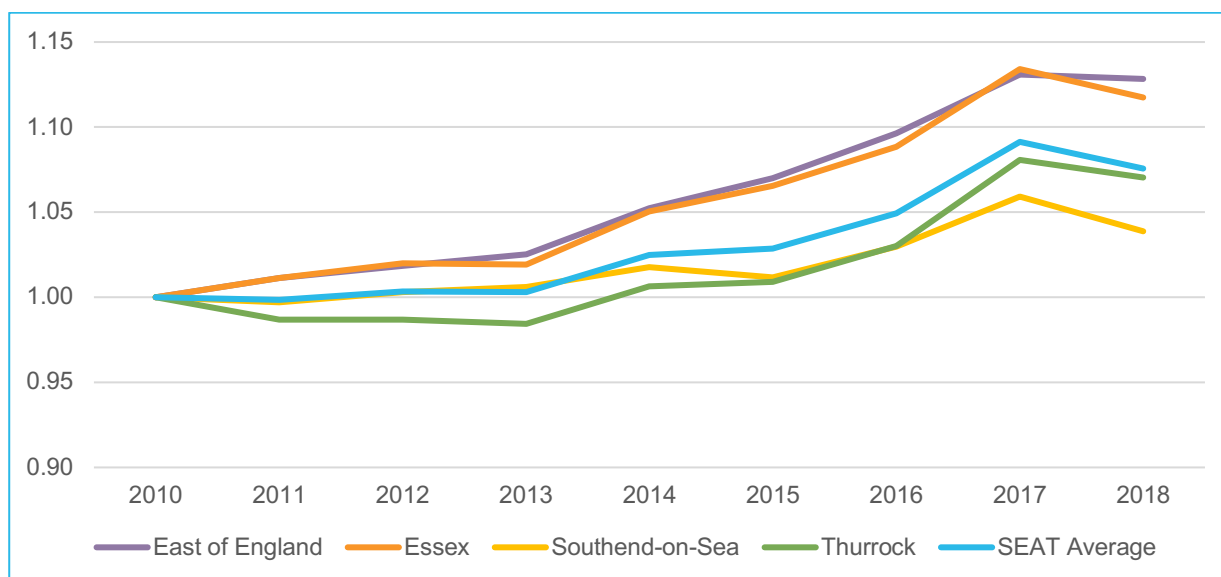
7.1. Context

- 7.1.1. We do not generally evidence the impact of travel behaviour change programmes across area-wide data sets – as although their impact on the individuals they successfully engage can be high, the number of people these programmes engage is generally small compared to the overall population. For example, SEAT engaged at least 20,289 people, compared to a total South Essex population of about 718,000 – i.e. equal to about only 3% of residents.
- 7.1.2. However, analysis of local authority data from the DfT shows some encouraging trends in relation to the South Essex area – in particular in relation to the Thurrock and Southend on Sea areas; both of which have largely maintained their investment in sustainable travel programmes since the start of their Local Sustainable Transport Fund programmes in 2011.

7.2. Average Car Traffic Volumes

- 7.2.1. For example, historically **average car traffic volumes** across the SEAT authorities largely followed the Eastern Region trend, but since 2010 they have not increased at the same rate as the regional average; largely in part due to Southend on Sea and Thurrock (see Figure 7.1). In 2018, after their joint Access Fund programme began, vehicle miles for all three participating authorities dropped more sharply than in the region as a whole.

Figure 7.1: Car Vehicle Traffic by Local Authority (miles, indexed)⁸

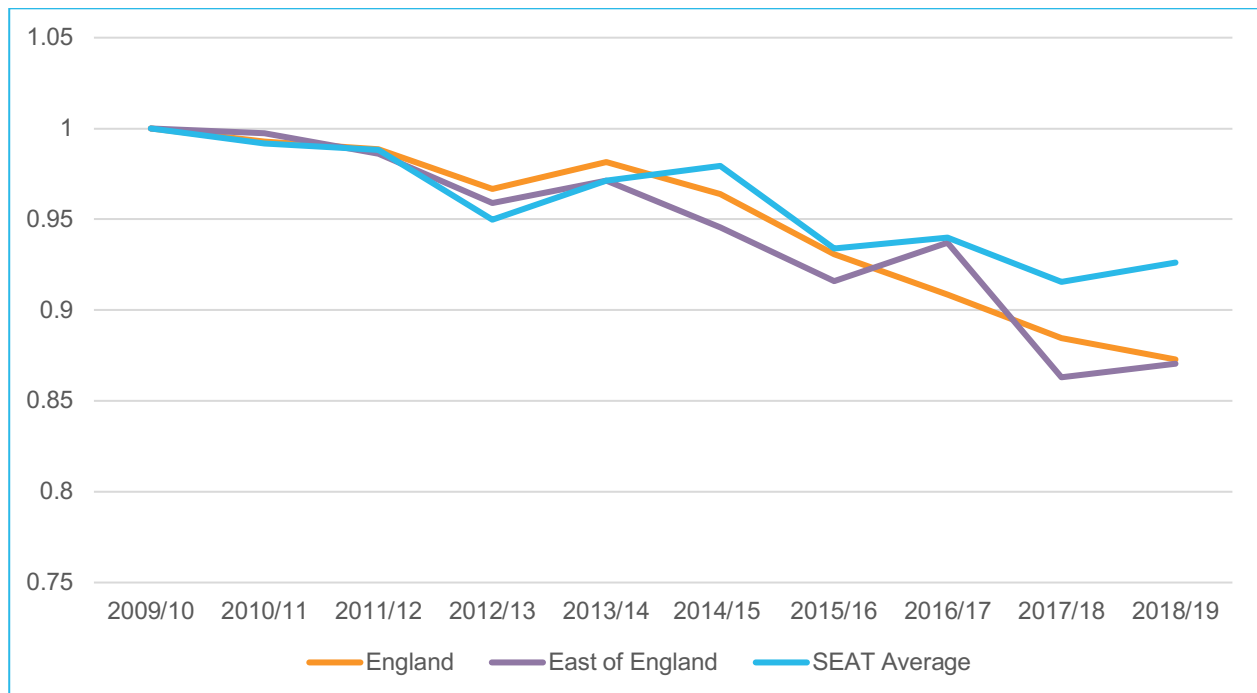


⁸ DfT road traffic statistics; May 2019; table TRA8902; car vehicle traffic (vehicle miles) by local authority, annual from 1993. Amalgamating data for Southend on Sea Borough Council, Thurrock Council and Essex County Council. Note car vehicle traffic data is only available at the Essex County Council level, so it isn't possible to determine if there has been a more nuanced trend for the three districts involved in SEAT.

7.3. Bus Passenger Journeys

- 7.3.1. Although rail patronage has risen at a lower rate than the regional average, the data for **passenger journeys on local buses** (which is more indicative of public transport use for shorter, more local journeys) shows that since 2016/17 (i.e. the year before SEAT began) the average number of bus journeys undertaken per person per year has not fallen as much in the local authorities in the SEAT consortium, as across the Eastern Region and England as whole (see Figure 7.2).

Figure 7.2: Passenger Journeys on Local Bus Services (per head, indexed)⁹



7.4. Walking & Cycling for Travel

- 7.4.1. The DfT data on the proportion of people walking and cycling for travel appears to support the trend seen in the Participant Outcomes data of more people starting to cycle on their commute, with some of these likely diverted from walking.
- 7.4.2. The local authorities in the SEAT consortium have, on average, compared to 2016/17 (i.e. the year before SEAT began), seen a:
- 0.8% rise in the number of people reporting they **cycle for travel once a week or more**; in contrast to a -1.8% fall in people reporting this on average across the Eastern region.¹⁰

⁹ DfT annual bus statistics; year ending March 2019; table BUS0110a; passenger journeys on local bus services per head by local authority. Amalgamating data for Southend on Sea Borough Council, Thurrock Council and Essex County Council.

¹⁰ DfT walking & cycling statistics; England; 2018 tables; table CW0302; proportion of adults that cycle, by frequency, purpose and local authority. Amalgamating data for Southend on Sea Borough Council, Thurrock Council, Basildon Council, Castle Point Borough Council and Rochford District Council.



- -4.5% fall in the number of people reporting they **walk for travel once a week or more**; slightly more than the -3.3% reduction in people reporting this on average across the Eastern region.¹¹

7.4.1. It would be interesting to continue to monitor these datasets as data for later years of the SEAT programme becomes available – to see if these positive trends persist.

¹¹ DfT walking & cycling statistics; England; 2018 tables; table CW0303; proportion of adults that walk, by frequency, purpose and local authority. Amalgamating data for Southend on Sea Borough Council, Thurrock Council, Basildon Council, Castle Point Borough Council and Rochford District Council.



8. Conclusions

8.1. Evidence from the Data

- 8.1.1. Due to the impact of the Covid-19 pandemic it will not be possible to accurately assess the cumulative impact of SEAT over its full four-year programme – as the data for 2020/21 will be so anomalous. Assessing the data for the original three years of the programme (2017/18 to 2019/20) can however provide us with evidence for what this travel behaviour change programme was able to deliver during ‘business as usual’ operations. There appears to be much to be positive about.

Quality & Scope of Outputs

- 8.1.2. After much of Year 1 had been spent setting up the practicalities of the SEAT programme, the scale of outputs accelerated in Year 2 and, in some cases significantly, in Year 3. **At a conservative estimate, SEAT has directly engaged at least 22,311 people.**
- 8.1.3. Although not all of the programme’s original output targets were met, many were exceeded; and they were complimented by outputs from new initiatives not conceived of at the start of the programme, which were developed in response to opportunities and challenges the programme met along the way.
- 8.1.4. This need for travel behaviour change programmes to adapt to wider local and societal influences, trends and opportunities (of which the pandemic is an example writ large), and because it takes considerable time to build the relationships, networks and public profile that are the foundations of a successful travel behaviour change programme, it can take several years for a programme to establish itself. **It appears that in terms of delivery the SEAT programme is now at this more established and mature stage.**
- 8.1.5. It is therefore important to look at how longer-term funding can be leveraged to sustain the SEAT programme after Summer 2021 – to allow it to continue to expand and broaden its impact. This would maximise the value for money of the investment already made in developing the Forward Motion brand and SEAT’s suite of activities.
- 8.1.6. These activities are very well received by the people who utilise them. Based on responses to customer service questions completed after using SEAT services, **nearly 100% of people are satisfied with the service they receive from SEAT, and would recommend SEAT to a friend. Many participants express feelings of positivity, enjoyment and gratitude after engaging with the programme.**
- 8.1.7. Therefore, **the scale and quality of SEAT’s outputs is more than sufficient to encourage, enable and promote more people to use sustainable transport.**

Working Smarter with the Small Grants Scheme

- 8.1.8. **SEAT’s relatively small investment of £136k in Small Grant Scheme (SGS) projects proved to be good value for money.** It utilised South Essex’s existing third sector network to create new



approaches to promoting and enabling active travel; leveraging the knowledge, skills and networks of community organisations to reach new audiences.

Impact on Participants & Travel Behaviour

8.1.9. The Participant Outcomes Survey captured information about the people who engaged with SEAT and SGS projects, and the impact this had on their travel behaviour. Although 269 people have completed this survey, the response rate is low enough for us to have to exercise some caution with the results.¹² However, these results provide an **emerging evidence base to show that SEAT is helping to generate a shift to sustainable transport and better access to opportunity.**

8.1.10. For example, taking the results at face value, SEAT:

- Generates a 5pp shift from single occupancy car use to sustainable modes. (With the most significant increase being in cycling (+7pp), although some of this was people transferring from walking, which fell -3pp.)¹³
- Influences the commuting choices of 60% of the people it engages.
- Encourages up to three quarters of participants to increase their use of sustainable modes across all their journeys.
- Helps half of participants increase their exercise through using active travel more often.
- Helps 7% of participants to access new education, training and employment opportunities.
- Encourages a quarter of participants to reduce the amount of driving they do.
- Improves people's quality of life by helping them switch to less stressful, cheaper and/or quicker commutes.

8.1.11. It is worth noting that the results also appear to show that:

- **Baseline use of sustainable travel appears to be high amongst SEAT's participants.** 58% already travelled to education, training or work by foot, bike or public transport; compared to just 32% travelling to work by these modes in the 2011 Census. Therefore, **achieving a 5pp increase in sustainable transport use is particularly impressive, as there is less 'low hanging fruit' with such a high baseline.**
- **SEAT appears to have been most successful at appealing to people with short, local commutes** that can more easily be done by active travel or bus, as opposed to longer distance commuters travelling across or outside the region. This is worth noting for the future design and delivery of the current, or subsequent, programme.

¹² At a 95% *confidence level* the margin of error is 5.7%.

¹³ There is corroborating evidence from DfT data of an area-wide rise in cycling and fall in walking for travel – which gives us a higher degree of confidence in this data on active travel mode shift. See **Section 7.4.**



Higher Level Impacts

8.1.12. It is dangerous to estimate higher level outcomes and impacts for SEAT based on data with too large a potential margin of error.¹⁴ However, as an illustration, based on our estimate that in its first three years SEAT has engaged at least 22,311 people:

- **If 4.4% of these ceased using their car to commute to work, training or education** after engaging with SEAT this would equate to 982 people – whose change in travel habits would **save over 443,000 car trips, 2.5m car km and 435 tonnes of carbon per year.**
- **If 7.2% of these began cycling on their commute** after engaging with SEAT they would **cycle more than 4m km a year – collectively cycling for nearly 17.5m minutes (more than 292,000 hours).** This increase in physical activity would have a considerable positive impact on their individual health and well-being. Their move away from car-borne commuting would also contribute to a reduction in congestion, with associated benefits for journey times, journey time reliability and road safety.
- **If 4% of those were previously not in education, training or employment**, and SEAT helped them access a new paid opportunity, this would **equate to 892 people taken off Jobseekers Allowance – helping save nearly £3.5m in benefits payments per year.**

8.1.13. As these illustrative calculations indicate, when factored up across the whole population of people SEAT has engaged **the potential savings in car km travelled and CO₂ emitted could be significant – as could the amount of physical activity generated through new active travel journeys, or the saving to the public purse from better public health and helping jobseekers into employment.**

Corroborating Data

8.1.14. **There is some seemingly corroborative evidence from secondary data of positive transport trends across the three authority areas covered by the SEAT programme.** For example:

- Since the start of the SEAT programme the average number of bus journeys undertaken per person per year has not fallen as much in the local authorities in the SEAT consortium, as opposed to in the Eastern Region and England as whole.
- On average car traffic volumes for the SEAT area have been increasing at a lower rate than the Eastern region and English averages since 2010 – perhaps indicative of the value of Southend on Sea and Thurrock's ongoing investment in travel behaviour change since the start of their Local Sustainable Transport Fund programmes.

8.1.15. However, more years of data covering the Access Fund period are needed before we can be certain these are significant and ensuring trends.

¹⁴ Because we can only conservatively estimate its total reach, and there is a potential 5.7% margin of error in the results of the Participant Outcomes Survey. We also cannot assume that all car drivers who switch modes move to a zero carbon active travel option; nor do we know the proportion of new active travellers who transferred from public transport.



Volunteering & Impact on Volunteers

- 8.1.16. **The number of volunteering opportunities, and volunteering hours, generated by SEAT is undeniably significant** – helping to cost-effectively deliver SEAT's core activities, as well as the projects funded via the SGS. The relatively small investment in SGS projects in particular generated an especially high return in terms of the number of volunteers engaged.
- 8.1.17. Volunteering opportunities appear to have had an overwhelmingly positive impact on the people who took part in them – in particular their sense of community, health and well-being. In some limited instances they have been a springboard for helping volunteers move on to new training and work opportunities.
- 8.1.18. These **volunteers are now an informal cohort of local sustainable transport advocates**, who are now more likely to be using sustainable modes themselves, and informally promoting it to family, friends and colleagues across South Essex.

8.2. SEAT's Objectives

- 8.2.1. Looking at SEAT's achievements to date in relation to the target outcomes in its original funding bid shows that the programme is successfully delivering on its original purpose.

More of the people it engages using sustainable transport

- 8.2.2. The original bid aimed for a 16% increase in sustainable transport use by jobseekers; a 7% increase in active travel and 3% increase in bus travel by employees; and an 11% increase in active travel by students.
- 8.2.3. **The evidence above indicates that the people SEAT engages are utilising sustainable transport more.** We cannot analyse findings by types of respondent (e.g. employee, student, jobseeker) without reducing the analytical robustness of our analysis any further. However, the overall 7.2pp increase in cycling shown by the Participant Outcomes Survey equates to a 62% increase in cycling; and even taking into account the apparent fall in people walking, active travel mode share would appear to have increased 45%. The small +1.2pp increase in bus use amongst participants equates to 9% increase in bus mode share.¹⁵ These changes far exceed the bandwidth of change the programme originally aimed for.

More of the people it engages taking up interview, training, education, work experience & employment opportunities

- 8.2.4. SEAT has engaged 4,674 jobseekers. There is **some limited evidence of a small number of unemployed participants, and volunteers, subsequently going on to training or work opportunities after engaging with, or working with, the SEAT programme.** Although these may be small numbers of people, the impact of this change on their personal development and household economics could be significant – as could the knock-on savings to the public purse and benefits to their employers and local economy.

¹⁵ Note these percentages should be treated with caution as they are based on data from the Participant Outcomes Survey.



3. More people taking up volunteering opportunities & a more skilled local sustainable transport sector workforce


- 8.2.5. The SEAT programme, and particular via the SGS projects, has **undoubtedly created a significant number of volunteering opportunities**. As these were in roles related to active and sustainable travel, and travel behaviour change, these opportunities have undoubtedly expanded knowledge and skills in these sectors; as well as created an informal local cohort of sustainable transport advocates.
- 8.2.6. SEAT has another year to run yet, and it will be interesting to see at the end of Year 4 what the programme achieves in the context of the pandemic. In terms of its progress and achievements during its first three years, SEAT has undoubtedly made great progress towards its original aims; and is well placed to help South Essex residents and workers access healthy and affordable travel options through the changing, and no doubt challenging, times ahead for public health, employment and economy.



Appendix A: Small Grant Scheme Stories

These are some of the stories and quotes from participants and volunteers benefiting from Small Grant Scheme initiatives that have been submitted by grant recipient organisations.

Participant Stories

Name: Becky	Project: Just Ride Cycling Sessions
<i>"Just Ride has taught my 4-year-old to confidently ride her bike by herself with no stabilisers in just three sessions. I would have never had the confidence to do this by myself and I cannot begin to explain my gratitude to all the staff for all their help. They tailored the lessons to my daughter brilliantly and kept her entertained throughout. It has inspired my husband to buy a bike and they now go out on regular bike rides. I am even contemplating learning myself, so hopefully you will be seeing me soon!"</i>	
Name: Daniel	Project: Just Ride Cycling Sessions
<p>Daniel has Down Syndrome and autism, and although he had cycled on a tag-along and a tandem with his dad, he had never ridden on his own. At Just Ride he was soon whizzing along on a trike with a huge smile on his face, and his Dad able to ride alongside him.</p> <p>Daniel's dad said: <i>"Daniel has now had three lessons at Just Ride and I have been so impressed with how he is doing. I really do not think it will be long before he will be riding around the track on a two-wheel bike, and I know I will be watching him with immense pride when that happens."</i></p>	
Name: Tracy	Project: Just Ride Cycling Sessions
<p><i>"Being a bilateral amputee, I felt slightly nervous on my first visit, however everyone welcomed me with open arms. They instantly made me feel relaxed and found the most suitable bike for my disability.</i></p> <p><i>Cycling in a safe and secure environment without any judgement is so important to me because, since becoming an amputee, I haven't always felt comfortable. However, at Just Ride I look forward to going each week.</i></p> <p><i>I introduced my good friend who is also an amputee and we now come together each week. I cannot express how much it has built my confidence and well-being. Exercise is so important to me, not just physically but also mentally, and here at Just Ride I come away with a sense of achievement and automatically feel lifted.</i></p> <p><i>I have also brought my two boys along, aged 6 and 9, on a Saturday morning and we have been able to cycle as a family – which I have never been able to do before.</i></p> <p><i>Nothing is ever too much for the volunteers at Just Ride and I'm so just happy to have found a joyous outdoor space to cycle."</i></p>	
Name: Sarah	Project: Trust Links Pool Bikes
	<p><i>"The [electric] bikes are really fantastic. It's so much easier than I thought it was going to be and you have a lot more control than I thought you were going to have.</i></p> <p><i>It's such a positive thing to have at Trust Links. You can go site-to-site without a car or worrying about parking, and it's really fun."</i></p>

Name: Anna

Project: Trust Links Pool Bikes



"When I first started riding [the electric bike] I really liked the fact that once I had pushed off with my legs, the power started and then the bike took me with it, and as soon as I stopped, it stopped. I thought it would be noisy actually and I was quite surprised how quiet it was. It was lovely and smooth."

"My colleague and I are thinking we will use the bikes to travel from our site at Westcliff to our site in Shoeburyness. We may need to set off a little earlier than usual but I'm sure we can do it!"

Name: Fiona

Project: Trust Links Pool Bikes

"I wasn't sure what to expect. It took a while to get my balance but it was fun. I enjoyed it [electric bike ride]. Hopefully I'll use it again. It gets you out in the fresh air and not using a car all the time, so it's a lot more environmentally friendly and hopefully will set an example for other people and lead the way!"

Name: Rider 1

Project: Trust Links Garden Ride

"I bought an electric bike through ForwardMotion's bike rental scheme. It's encouraged me to cycle more and it's a cheap way to get a new electric bike. I was concerned about bike safety in the road, and how to signal turns and position myself in traffic. But each of Trust Links' cycle training sessions were tailored to individual users, and I found my confidence shot up after the sessions. With that training, I know where's safe to cycle and how to take ownership of the road."

"For the Garden Ride I took part in the guided rides in the morning and the afternoon. I cycled about thirty-five miles and I had a good sleep afterwards! I have never ridden as far as I did on Garden Ride!"

"It was nice to have the support of other people when cycling in an area I'd never been in before. The little pit stops for tea and cakes were great too! I was able to chat to people as I cycled along. It can be difficult to meet people from all walks of life and I enjoyed making friends in the fresh air. Garden Ride was very mindful."

"The best part was the sense of achievement after finishing at each site. I would definitely recommend Garden Ride to everyone I know. Cycling is good for your health, so it's a win for you and it's a win for the environment. I thought the cycle training and Garden Ride were both brilliant."



Name: Rider 2

Project: Trust Links Garden Ride



"Garden Ride was certainly good for mental health. I dug out an old bicycle from the back of my shed. I hadn't ridden it in years and I was nervous to do a big journey again. But it's so nice to get out and see people and I enjoyed doing it with other people around. Let's face it – winter is the worst time of year for everyone - especially in this weather you see less people. The satisfaction of finishing Garden Ride surrounded by friends was an unbeatable feeling.

The hill near Belfairs Wood was hard going, but I was able to use one of Trust Links' new electric bikes which was a great experience. If you do more bike rides, I'll definitely come along – especially on an electric bike!"

Name: Rider 3

Project: Trust Links Garden Ride

"I brought my daughter and her friend along on the morning guided ride from The Royals to Growing Together Shoeburyness, and on the afternoon ride from Growing Together Westcliff to Growing Together Thundersley.

I'm always looking for things to do and new ways to meet people, and I thought it would be nice to see the different community gardens in our area. Garden Ride was a good thing to do with kids in the half-term – it was a really fun way to entertain two young kids with loads of energy!

My bike wasn't in the best condition so it was good to have Doctor Bike there. It was also good to teach the kids more road safety. They didn't get to do Bikeability so I feel happier about them going out on their own or with friends on bikes now.

I want to get back into cycling now – it keeps you fit and it's free! I only live twenty minutes from work so I'd like to not drive. After Garden Ride I now know that it's much more possible to cycle in Southend!"



Name: Simon

Project: Hardie Park Cycle Hub

Simon had been out of work for some time before he found a job with a local leisure trust. As he doesn't drive and the job is six miles from his home, Simon purchased an affordable bike from the selection that have been refurbished at Hardie Park cycle hub.

Name: Kerry

Project: RSPB Rainham Marshes Hire Bikes



"I have often hired the bikes at RSPB Rainham. There's an easy loop where you can take in the lovely views of the landscape of the nature reserve and spot the wildlife. Along the route I've seen beautiful sunsets across the river and the clear views of London. I have also seen the remains of the concrete barges left from the Second World War, and some surprising and humorous pirate signage to bring a smile!

It's a beautiful way to exercise those legs and free the mind!

The staff are always helpful at setting you up with the right bike for you and giving tips on where to ride. A fantastic little - or however long you want to make it – activity at the RSPB!"

Name: David

Project: RSPB Rainham Marshes Hire Bikes

"I started visiting Rainham Marshes as a way to get outside and try to get a bit of exercise – and hopefully get a bit fitter. I love the reserve – it's a great place to enjoy, great for everyone. The paths are good and getting outside is good for both physical and mental wellbeing."

Volunteer Stories

Name: Kieran

Project: Circleround Cycle Reuse



Kieran initially volunteered as a bike mechanic [refurbishing recycled bikes]. He made himself invaluable by training other volunteers, so Circleround offered him a part-time job – which was funded by SEAT's Small Grant Scheme.

Name: Luke

Project: Just Ride Cycling Sessions

"I've really enjoyed volunteering with Just Ride and have had some great times. As a volunteer I have been given responsibility for opening up the containers, setting up, packing away and ensuring that everything is locked up. I have also coached at the 'Learn to Ride' sessions and have helped lots of riders gain confidence and get started on two wheels.

I have passed my EFAW First Aid Certificate and done my British Cycling Level 1 Coaching Award. This was challenging - the theory side of the coaching course was fine but the practical side was 'interesting' and really made me think. I have gained more confidence and hope that I am now a more useful volunteer for Just Ride. The best bit about JRS is seeing people from all walks of life coming together. It gives me greater sense of community and belonging, and encourages me that I have a part to play."

Name: Simon

Project: Hardie Park Cycle Hub

An ex-offender, Simon has been out of work for some time, after moving into the area to live with his mum. He has spent over 20 hours per week helping at Hardie Park's cycle hub. Simon mainly strips down bikes for parts, but has also learnt basic maintenance skills and helps Ross [bike mechanic] with bike refurbishments. He has now signed up to commit to more intensive training.

Name: Shamus

Project: Hardie Park Cycle Hub

Shamus is a local 13-year-old who has been expelled from school. He started hanging about the cycle hub during school hours, so the team there engaged with him and asked about his background.

Shamus was very keen to help out, so the cycle hub put safeguarding measures in place and ensure that he is always supervised. He now regularly helps out, stripping down and repairing bikes.

Name: Tilbury Carnival Volunteer

Project: Southend Association of Voluntary Services' Active Travel Placements

"Myself and my 7-year-old daughter wanted to give back to the community, so we enquired about volunteering at the Tilbury Carnival. We were emailed us with the details and kept up to date as the day approached.

On the day we were supplied with hi vis vests, crisps and bottles of water, and went through health and safety briefing. The weather was very warm on the day so the bottles of water were greatly appreciated!

The whole community came together to make the carnival a huge success. We really enjoyed ourselves and would definitely volunteer again.

Since then I have encouraged my daughter to donate her and her sisters' old clothes and toys to the Thurrock Foodbank. It has allowed me to show my daughter that volunteering to help your community can take many forms and that it can be fun as well as personally rewarding."

(This volunteer was placed by Ngage Volunteer Centre, SAVS' partner organisation.)



Name: Tilbury Hub Volunteer 1	Project: Southend Association of Voluntary Services' Active Travel Placements
<p><i>"I used to live in Tilbury but my family moved to London. I find living in London stressful as I suffer from anxiety and other mental health issues.</i></p> <p><i>As I have always felt comfortable and happy in Tilbury, I contacted Ngage to see if they could help me in getting involved in something happening there. They suggested I volunteer at the Tilbury Community Hub – as I have good local knowledge. As they offer training I would also be able to improve my CV.</i></p> <p><i>I volunteered in the hub for two years until November 2019. Thanks to the training and the reference I got from my placement I now have a job."</i></p> <p>(This volunteer was placed by Ngage Volunteer Centre, SAVS' partner organisation.)</p>	
Name: Tilbury Hub Volunteer 2	Project: Southend Association of Voluntary Services' Active Travel Placements
<p><i>"As I am a refugee from Sudan, volunteering in a local community hub has allowed me to gain valuable experience since coming to England, and to give something back to the community which has welcomed me.</i></p> <p><i>I have been able to help so many people, and in doing so I got to meet the Mayor of Thurrock, which was a special achievement and showed me that I was doing a good job.</i></p> <p><i>It was through my volunteering that I heard about Forward Motion and the service they were providing. Due to my situation I qualified for free cycle training, a helmet and even a refurbished bike. I was so happy that I was taught to ride a bike at the age of 42!</i></p> <p><i>They even helped my daughter to ride a bike, so as family we are able to go to the park on our bikes. In the culture I come from it was not acceptable for young girls to ride bikes, so you can imagine the joy I have now being able to go riding with my son and daughter on our bikes."</i></p> <p>(This volunteer was placed by Ngage Volunteer Centre, SAVS' partner organisation.)</p>	
Name: Jonathan	Project: RSPB Rainham Marshes Hire Bikes
<p>Jonathan visited the Rainham Marshes nature reserve to go for a walk and discovered the bicycle hire scheme. His joint love of bicycles and nature led him to offer to help maintain the bikes.</p> <p>He has become an invaluable asset to the bicycle hire service. He visits the reserve once or twice a month to lend his expertise; giving the bikes a thorough maintenance check and making any repairs necessary to ensure that they are road worthy. This frees up a lot of staff time, as between his visits they only need to do more basic checks.</p> <p>Thinking about what he likes most about volunteering at Rainham Marshes, Jonathan said: <i>"The feeling that I am useful, and contributing to other people's enjoyment of the reserve. I enjoy the welcoming atmosphere and the feeling of being part of a team. I really enjoyed the day with a group of Brownies learning a little about bikes. I loved the determination on one girl's face as she struggled, successfully, to get her tyre back on its rim. I also enjoy talking to members of the public about bikes and the wildlife. My belief that bikes make people happy is borne out every time."</i></p> <p>When asked to describe his experience in one sentence Jonathan replied: <i>"Bikes, nice people, biking, birds, plants, bikes, more nice people, a decent café, fresh air, wildlife and bikes. Don't need much else... although some beer would be good... but you can't have everything!"</i></p>	



Name: Lesley

Project: Kinetika People T100 Walking Festival



"Two things I have always enjoyed are working with textiles and walking. Volunteering with Kinetika gave me the opportunity to combine both of these things.

I spent time in the Kinetika studio helping with the entire flag making process, from initial design on paper, transferring the design onto silk with wax, then painting the design. To see a small pencil sketch develop into a large silk flag is a fascinating process.

One of the challenges of this project was that the flags had to "tell a story" and so fit together. To make this happen there was a lot of conversation with the other people working on flags right from the design stage to what colours to paint.

I also became a walk leader. I found walks in my local area and, with the help of the project manager, made sure they were suitable for the project. Planning the walks meant I had to really think about the highlights of my local area and what I would like to show people.

In July I lead the walks I had planned, and also helped other walk leaders by being a back stop on their walks. Drawing was encouraged during the walks, and also taking photographs that could be used as a basis for drawing at another time.

Many of the walks included shared picnics. There is something about sharing food that brings people together to chat that does not happen in the same way when you just take your own packed lunch to eat. It was great to try food that I had come across before.

Being a part of T100 meant I have met so many different people. It was a joy to listen to people talk about the history of their local area. It made me realise how many people just quietly get on and look after their local environment and are very generous with their time and experience by talking to others."

Name: Sally

Project: Kinetika People T100 Walking Festival

"I came to this project with several hats on! As the Art Technician/Assistant to Head of Art at Chase High School I worked with a group of students on the T100 Kitchen Table project, and as a volunteer at Kinetika I was a walk leader for two of the T100 walks.

The role of walk leader involved numerous trips and meeting to Kinetika; as well as planning, plotting and documenting the route of the walk. It also involved researching points of interest and historical facts (so I could share them with the participants on route); as well as documenting it all in writing and pictures to upload on to the website. I also arranged refreshment breaks, tours and talks at some of the venues we would stop on route.

Through my role at Chase High I worked with a group of Year 8 students, who have been working on Kinetika's 'Kitchen Table Project' for the past year. Through this we have been exploring and sharing our personal cultural connections, traditions and the food associated with them. This project has enabled us to use a wide variety of different art processes as we have gone along, many usually reserved for GCSE students. We have had food tasting days and many practical activities, as well as lots of sharing events.

The flag project came at the end of the group's year long journey and was a wonderful way to focus on one special event, and a meal associated with it and then be able to 'celebrate me on my flag'. The students had a fantastic opportunity to design and then transfer their information onto the silk flags; a rare chance to be involved in the actual making of the flags, before being able to join the walking events and share their work and stories with others. Many were so proud and excited to be trusted to do this!"



Appendix B: Participant Outcomes Survey Analysis

This analysis was completed in June 2020 and is based on combined responses from 269 SEAT participants. Responses were collected in eight survey waves over the period May 2018 to May 2020.

Service Received

The participants had received a wide range of SEAT services, which have been added to over the course of the project. Around one fifth (21%) were employees receiving advice via workplaces. A further 10% of participants had received advice at a local event, 12% had cycle training and 13% did Learn to Ride training. A third of respondents (32%) had received two or more services [not indicated in the table].

Table B.1: Which Forward Motion / SEAT service(s) have you used?

SEAT Service	% of Respondents (n=269)
Got travel advice at school	3%
Got travel advice at college or university	6%
Got travel advice at work	21%
Got travel advice during recruitment / induction for a new job	3%
Got travel advice as a jobseeker (via Job Centre Plus or work club)	5%
Got travel advice at a local event	10%
Received a personalised travel plan (e.g. My PTP)	6%
Had cycle training	12%
Had a bike health check (Dr Bike)	8%
Bought a recycled bike	7%
Hired a bike	8%
Borrowed a long-term loan bike	4%
Took part in a travel challenge (e.g. Love to Ride)	1%
Took part in a walking course (e.g. Simply Stride)	0%
Had cycle maintenance training	5%
Took part in a walking course (with Active Life for A Healthier You) (a)	1%
Received a bike or support from Circleround (b)	0%
Used the Hardie Park Cycle Hub (b)	0%
Did Learn to Ride training (with Just Ride Southend) (b)	13%
Took part in the walking festival (with Kinetika People) (b)	9%
Borrowed a bike at Rainham Marshes (from RSPB) (b)	1%
Received support on travel to work or college from Thurrock CVS (b)	1%
Used an electric bike (with Trust Links) (b)	1%
Took part in the Garden Ride (with Trust Links) (b)	1%
Other	7%

(a) Option only provided in survey 2019 Quarter 2

(b) Options only provided after 2019 Quarter 3



Travel Characteristics

There was a fairly even spread of distance travelled to education, training or work, with the median between 2 and 5 miles. Over half (57%) of journeys were under 5 miles.

Table B.2: How far do you travel to education, training or work?

Response	% of Respondents (n=228)
Up to 1 mile	14%
Over 1 mile and up to 2 miles	14%
Over 2 miles and up to 5 miles	29%
Over 5 miles and up to 10 miles	16%
Over 10 miles	18%
I'm not currently in education, training or employment	9%

The largest percentage (41%) of respondents travelled 5 days a week to education, training or work, with 74% travelling at least 3 days or more a week. [Note this was pre-lockdown behaviour.]

Table B.3: On average, how many days a week do you travel to education, training or work?

Days per Week	% of Respondents (n=256)
0	17%
1	5%
2	4%
3	16%
4	11%
5	41%
6	5%
7	1%

Over a third (35%) of respondents work or study from home at least one day a week. [Note this was pre-lockdown behaviour.]

Table B.4: On average, how many days a week do you study or work from home?

Days per Week	% of Respondents (n=256)
0	65%
1	13%
2	9%
3	6%
4	2%
5	2%
6	1%
7	2%

Main Mode of Travel

The survey asked respondents how many days a week they travelled by different modes to education, training and work *before* and *after* receiving support from the SEAT service. The analysis presents the results in terms of the proportion of days travelled by different modes, and the number of people using a particular mode at least one day a week.

Before engaging with SEAT 33% of respondents' journeys to work, education or training were by single occupancy motorised modes (i.e. car, taxi or motorcycle). Driving alone in a car was the most popular mode (31%). **After engagement with SEAT use of single occupancy motorised modes fell by 5 percentage points** to 28%. Within our cohort of survey respondents we estimate this means eight people stopped driving alone.

The majority of respondents (67%) utilised sustainable transport to get to work, education or training even *before* they engaged with SEAT. **After engagement with SEAT use of sustainable modes increased by 5 percentage points** to 72%, which was mainly accounted for by cycling, which increased by 7 percentage points. Within our cohort of survey respondents we estimate this means twenty one people started cycling to work, education or training.

Table B.5(a): Mode share before and after SEAT engagement (%)

Mode	Mode Share / %		
	Before	After	Mode Shift / pp
Car - on own	31%	26%	-4.4%
Car - with other people	8%	7%	-1.0%
Bus	13%	15%	1.2%
Train	12%	12%	0.0%
Park & Ride	0%	2%	1.3%
Walk	21%	18%	-3.4%
Cycle	12%	19%	7.2%
Motorcycle	1%	0%	0.4%
Taxi	2%	1%	0.4%
Single occupancy motorised modes	33%	28%	-5.2%
Sustainable modes	67%	72%	+5.3%



Table B.5(b): Mode share before and after SEAT engagement (no. of users)

Mode	No. of mode users		
	Before	After	User Shift / %
Car - on own	102	94	-8%
Car - with other people	33	31	-6%
Bus	49	49	0%
Train	43	41	-5%
Park & Ride	4	8	100%
Walk	77	68	-12%
Cycle	46	67	46%
Motorcycle	5	2	-60%
Taxi	13	11	-15%

Usefulness and Effect

Over 90% of people found the SEAT service *very useful* (56%) or *quite useful* (36%) (n=225). The majority (76%) said that they had received a professional service (n=200) and the vast majority (92%) would recommend SEAT to a friend (n= 200).

Nearly two fifths of the respondents (37%) found the support helped them make changes on how they travel to education, training or work, with a further 23% still intending to make changes. Although the percentage which said that the service helped them into education, training or work appears low (4%), when looking only at responses from participants who received a service relating to job-seekers this jumps to about three fifths of people.

Table B.6: Did the support you received help you make any changes to how you travel to education, training or work?

Response	% of Respondents (n=217)
Yes, and I wasn't in education, training or work but I am now	4%
Yes, and I am still in education, training or work	29%
Yes, but I am no longer in education, training or work	4%
Not yet, but I intend to make some changes	23%
No	41%

There were many comments about what changes respondents had made, including more car sharing, travel by public transport and active travel. A full list of comments is provided separately. Specific comments from respondents in 2019/20 include:

"Three times a week to save money on petrol I get a train and walk the rest of the way to work."

"I now cycle to work every day and have bought a trailer for my bike to take my children to school in."

"I have become physical fitter than before now. I feel I have more energy to cope with the whole day at work which can be gruelling on occasions. I sleep better. In a nutshell I feel overall much better and full of energy."

"[I] use the bus when I can."



"I normally walk [20 minutes] to the train station in Tilbury. This is good for my health."

A further question on how the support received or the change made has helped the respondent showed that over two fifths (44%) are getting more exercise, a quarter (25%) are driving less and a fifth (21%) have lower travel costs or are more aware (20%) of the options for travelling. It has helped nearly a fifth (18%) of participant to lose weight and has reduced commuting time (15%) or stress (16%) for almost a third of respondents.

Table B.7: How has the support you received, or the change you've made to how you travel, helped you?

Response	% of Respondents (n=84)
I can get to an education or training opportunity which I couldn't get to before	4%
I can get to a job which I couldn't get to before	3%
I can get to a job and earn money	4%
I can get to a job and need to rely less on benefits	1%
I drive less	25%
My travel costs are lower	21%
I get more exercise now I am walking or cycling more	44%
I have lost weight now I am walking or cycling more	18%
My commute is less stressful	16%
My commute takes less time	15%
I am more aware of all the options I have for travelling to education, training or work	20%
I now feel transport is not a barrier to taking up the education, training and job opportunities which most interest me	6%
It has not helped me	17%
Other	12%

In 2019, at the request of Linstock Communications, an additional question was added to the survey, asking how likely it was respondents would increase the amount they travel by foot, bike, public transport or car sharing following their engagement with SEAT. Nearly three-quarters (74%) of respondents state they are likely to increase their use of sustainable travel.

Table B.8: Following the support you received from SEAT, how likely are you to increase the amount you travel by foot, bike, public transport or car sharing?

Response	% of Respondents (n=141)
Very likely	34%
Somewhat likely	40%
Neither likely nor unlikely	10%
Somewhat unlikely	4%
Very unlikely	12%



Awareness of Forward Motion / SEAT

There are many ways in which people first hear about SEAT and/or its services. More than a quarter of respondents (28%) first heard via their employer. It is also common for respondents to have been introduced to SEAT by word of mouth (15%) or social media (10%). Nearly a fifth (19%) had specified 'other' which the text responses indicate are largely through events and stands in the high street or in workplaces.

Table B.9: How did you first hear about SEAT / the service(s) you used?

Response	% of Respondents (n=202)
Advert	3%
Local press	3%
Online search	4%
Other	19%
Poster	6%
Social media	10%
Through a job centre / work club	3%
Through a recruitment agency	1%
Through your college / university	4%
Through your employer	28%
Through your school	2%
Word of mouth	15%

Respondents are shown the Forward Motion logo and asked how familiar they are with it (although in the first two rounds of the survey they were shown the Ideas in Motion logo). Over a quarter of respondents (28%) considered themselves to be extremely or very familiar with the brand.

Familiarity with the Forward Motion brand has fluctuated with different rounds of the survey. However, those saying they are extremely or very familiar with the brand has gone from 0% in March 2019 to 41% in the last survey in May 2020, indicating that the new brand has established itself strongly.

Table B.10: How familiar are you with Forward Motion?

Response	% of Respondents (n=201)
Extremely familiar	15%
Very familiar	13%
Moderately familiar	20%
Slightly familiar	19%
Not at all familiar	32%

Socio-Demographics

Respondents live in a wide variety of places across South Essex. The largest single proportion (39%) live in (including Westcliff-on-Sea and Shoeburyness). Aggregating locations within the three local authority areas together, the majority of respondents live in the Borough of Southend on Sea (50%) or Essex (32%). Only 13% live in the Borough of Thurrock (n=197).



Respondents also work in a wide variety of places across South Essex. The largest single proportion (47%) work in Southend on Sea (including Westcliff-on-Sea and Shoeburyness). Aggregating locations within the three local authority areas together, the majority of respondents work in the Borough of Southend on Sea (52%) or Essex (21%). Only 11% work in the Borough of Thurrock (n=188).

The majority of respondents who specified were female (63%) and white British or white other (86%). Around 14% respondents were from a BME background (n=178).

The largest percentage of respondents were aged 35-44; with more than half (52%) between the ages of 35 and 54.

Table B.11: Age of respondents

Age	% of Respondents (n=192)
16-24	7%
25-34	13%
35-44	30%
45-54	22%
55-64	20%
65-74	7%
75+	1%

The majority (67%) of respondents were either employed (part time, full time or bank) with a small percentage retired (13%), unemployed (11%) or in training/education (8%).

Table B.12: Are you currently...?

Response	% of Respondents (n=251)
In training or education	8%
Employed - part time	18%
Employed - full time	48%
Employed - bank work	1%
Waiting to take up a place in education or training	1%
Unemployed / not in education or training	11%
Retired	13%

Of the respondents who specified their household annual income for the majority (64%) it was less than £40,000.



Table B.13: What is your household's total annual income before tax?

Response	% of Respondents (n=197)
Less than £15,000	12%
£15,001 - £24,000	13%
£24,001 - £40,000	17%
£40,001 - £55,000	10%
More than £55,000	13%
Don't know	7%
Prefer not to say	28%

Nearly three quarters of respondents had access to a car, either all of the time (61%) or some of the time (13%) (n=199).

The majority of respondents had either good health (43%) or very good health (34%) with 21% describing their health as fair (n=196). The majority (75%) did not have a health problem or disability that limits their day to day activities, though 23% had a health problem or disability which limited them a little or a lot (n=198).

Other Comments

Respondents made a number of positive comments about the service. A full list of comments from 2019/20 survey responses is provided separately. It includes:

"Just Ride and the volunteers that run the group are inspirational. It is a safe, friendly and fun environment. My family and I really enjoy attending the ride days and we always bring family or friends along to join in the fun. It has encouraged and allowed us to get much more active with our young children and teach them a new skill."

"Very helpful, professional service and zero pressure to buy the bike. The reason I took up the long-term loan is because I wasn't sure how often I'd use the bike. I'm so glad I did it as I can now fit in daily exercise, my commute is quicker and I'm saving money on petrol."

"Simply Stride was very good, fun and informative."

"Good service. Great way to get people to reduce driving."

"Great service. I will recommend it."

"Extremely friendly and helpful staff."

"My sons (aged 6 and 2) and I used the service in Southend. I was unable to repair their bikes at home so stumbling on this [bike hub] was an invaluable find for us. They both ride to and from my oldest son's school on their bikes every day, all thanks to the chap who fixed them for us. He was also extremely good with the boys, letting them help and explaining to them what he was doing. A more than good job all round."

"Absolutely fabulous service. I was amazed what was offered to me - a personalised cycle maintenance course and personalised cycle training. Amazing people and I am so thankful it was available to me. Thank you very, very much."

"Their learn to ride sessions are fantastic. The instructors are brilliant and have so much patience."



Appendix C: Placement Feedback Survey Analysis

This analysis was completed in July 2020 and is based on combined responses from 41 placement participants collected in six survey waves over the period March - September 2019.

Details of Placement

Table C.1: What type of placement did you do?

Response	% of Respondents (n=38)
Volunteering	82%
Training	8%
Other	11%

Table C.2: What type of duties did you carry out?

Response	% of Respondents (n=35)
Administration / office based	14%
Befriending / buddying / mentoring	14%
Bike mechanic	23%
Customer service / front of house	26%
Driver / escort	3%
Event management / hospitality	9%
Fundraising	11%
Marshall / steward	11%
Supporting the hearing, sighted or physically impaired	14%
Teaching / instructing	17%
Walk / ride leader	37%
Other	11%

In a typical week hours per week ranged from 1 to 56, with total hours of 246 hours for 30 respondents or an average of 7.5 hours. 90% respondents (n=29) were unpaid. 67% of the placements were in Southend on Sea (incl. Westcliff-on-Sea and Shoeburyness).



Reasons for Placement

Table C.3: Before your placement what were you doing?

Response	% of Respondents (n=29)
Employed full-time	21%
Employed part-time	17%
Self-employed	10%
In education	7%
In training	3%
Looking after home / family	7%
Not in employment due to illness	3%
Retired	24%
Unemployed	7%

Table C.4: Why did you want to do a placement?

Response	% of Respondents (n=25)
To improve my CV	12%
To gain work experience	12%
To gain new skills and experience	36%
To get training	8%
To help improve my physical health	12%
To help improve my mental health	16%
To help move to a new career	12%
To get more social interaction	28%
To help my local community	72%
Other	8%



Travel Mode: Before, After and To Placement

Table C.5: Mode share to work/training/education before and after SEAT placement (%)

Mode	Mode Share / %		
	Before (n=15)	After (n=13)	Mode Shift /pp
Car - on own	53%	38%	-15%
Car - with other people	7%	15%	+8%
Bus	7%	8%	+1%
Train	7%	15%	+8%
Park & Ride	7%	0%	-7%
Walk	7%	8%	+1%
Cycle	13%	15%	+2%
Single occupancy motorised modes	53%	38%	-15%
Sustainable modes	48%	61%	+13%

Table C.6: How did you travel to your placement?

Mode	% of Respondents (n=25)
Drove - alone	28%
Drove - in a car with other people	24%
Bus	20%
Train	4%
Cycled	16%
Walked	8%



Details of Training

Table C.7: During your placement did you receive training on the following?

Response	% of Respondents (n=25)
Communications / social media	4%
Cycle maintenance	20%
Data protection	4%
Equality and diversity	20%
First aid	24%
Fundraising	12%
Guiding people with sight loss	4%
Health and safety	12%
ICT / computing	4%
Induction	28%
Marketing / social media	8%
Walk / ride leader	40%
Other	12%

Situation After Placement

Table C.8: Main reason placement ended

Response	% of Respondents (n=25)
Completed training	8%
Got a training opportunity	4%
Reached end of contract	20%
Got a job	4%
It didn't - still in placement	48%
Coronavirus lockdown (option added after March 2020 only)	4%
Other	12%

Table C.9: After your placement what are you doing?

Response	% of Respondents (n=24)
Employed full-time	17%
Employed part-time	17%
Self-employed	13%
In education	4%
Looking after home / family	4%
Not in employment due to disability	4%
Retired	29%
Unemployed	8%
Other	4%

Satisfaction with Placement

Table C.10: Would you do another placement?

Response	% of Respondents (n=25)
Yes - actively looking for one	16%
Yes - already doing one	28%
Yes - in the future	28%
Maybe	20%
No	8%

Table C.11: Satisfaction with placement

Response	% of Respondents agree/strongly agree (n=25)
My placement fulfilled by original expectations	92%
My placement was worthwhile	96%
The work I did during my placement had impact	92%



Table C.12: What was the effect of your placement...?

Response	% of Respondents saying it increased or increased greatly (n=25)
On your confidence and self esteem	64%
On your soft skills	52%
On your well being and physical health	68%
On your performance	48%
On your sense of community and belonging	80%
On your understanding of the benefits of walking, cycling and using public transport	56%

Socio-Demographics

Respondents live in a wide variety of places across South Essex. The largest single proportion (36%) live in Southend -on-Sea (including Westcliff-on-Sea and Shoeburyness).

The majority of respondents who specified were female (60%) and white British (88%). Around 12% respondents were from a BME background (n=24).

The largest percentage of respondents were aged 45-54, with 68% aged over 45.

Table C.13: Age of respondents

Age	% of Respondents (n=25)
16-24	12%
25-34	8%
35-44	12%
45-54	24%
55-64	16%
65-74	20%
75+	8%

Other Comments

Respondents opted to include comments about their placement, including:

“Just Ride is a great community to be part of - very welcoming and friendly.”

“I would describe it as voluntary work. I thorough enjoy what I do.”

“I love going to Just Ride and sharing my enthusiasm for cycling with people of all abilities and skill levels.”

“My placement enables me to support the community, especially people with learning and physical disabilities. It helps me maintain social friendships.”

“My experience at Just Ride exceeded all my expectations. It was a pleasure to be able to help the community in some small way.”



“Just Ride...has been a great experience as you get to meet new people with a variety of disabilities and learn new skills to adapt to their needs. Additionally it increases my self-confidence. This is a wonderful project as its affordable for everyone in the community to join in, including non-abled and abled bodies.”

“I find the work truly satisfying in a strong community.”

“I've really enjoyed working with bikes with Circleround.”

