Birmingham Eastside Extension

APP/P1.3

Transport and Works Act 1992

The Transport and Works
(Applications and Objections Procedure)
(England and Wales) Rules 2006

APP/P1.3

Peter Adams
Scheme Overview
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WEST MIDLANDS
COMBINED AUTHORITY

PROOF OF EVIDENCE

Peter Adams

Scheme Overview

Appendices

TRANSPORT AND WORKS ACT 1992

MIDLAND METRO (BIRMINGHAM EASTSIDE EXTENSION) ORDER INQUIRY

November 2017

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Appendix 1 - May 2017 Metro User Profile Survey Executive Summary

Respondent profile:

Main journey Purpose:
- Commuting for work/education purposes remains the main reason for travel increasing on 2014 figures (62%).
- At the same time there was a decrease in the proportion travelling for shopping/leisure purposes (33%). The proportion of personal business trips remained the same (5%).

Age:
- The age profile of Metro users continues to be more youthful than the conurbation as a whole with a higher proportion from the youngest 16-24 age group (23%) and a lower proportion aged 60+ (22%).
- Commuters continue to be the most youthful group of users while shopping/leisure users tend to be more elderly, albeit a quarter were aged 25-44.

Gender:
- There was a bias towards female users (55%).
- Commuters (54%) and to a greater extent shopping/leisure users (58%) tended to be female. There was a more even gender split amongst personal business users (49%/51%).

Occupation and Socio-economic group:
- Respondents in clerical/administrative occupations (27%) continue to be one of the main groups of users, with figures increasing on 2014. There were also increases in the proportion from semi-skilled/unskilled manual occupations (21%).
- There was a decrease in skilled manual workers (12%) and professional/managerial workers (18%). The proportion of student users (13%) remained similar to previous years.
- There was little change in the proportion working full time (55%). However there was a slight increase in part time work (11%) and a decrease in those not currently in paid work (20%). 14% were retired.
- Metro users continue to be slightly more affluent than the conurbation as a whole with 54% from ABC1 social groups, albeit there was a reduction in respondents from the most affluent AB social group.

Ethnicity:
- Metro users are more ethnically diverse than the conurbation as a whole with just 60% being White.
- 23% of users were Asian and 11% Black.
- Commuters were the most ethnically diverse (48%) compared to 27% of shopping/leisure users.

Car ownership and availability:

- Car ownership was slightly lower than that of the conurbation as a whole (64% v 69%) but had increased on 2014 figures.
- Commuters had higher ownership levels (73%) than shopping/leisure users (48%).
- An increased proportion of respondents had a car available for the Metro journey they were making. 25% felt a car was *always* available and 24% that one was available *sometimes*.

Travel habits:

Frequency of Metro use:

- There was a slight increase in daily Metro travel (51%), albeit at the same time the proportion travelling 2-4 days a week declined (23%).
- Commuters were the most regular travellers (74%, daily).
- Shopping/leisure users were traveling less frequently with a decline in daily (15%) use and travel 2-4 days per week (35%).
- Personal business users were travelling more frequently.
- There seemed to be a slight decrease in Saturday travel with an increase in Sunday use.

Frequency of Travel by Other Modes:

- Metro users continued to be regular bus users (63%, weekly), while the proportion travelling weekly as a car passenger (54%) or by rail (15%) had increased.
- A third of Metro users travelled weekly as a car driver (32%).

Usual Travel times:

- 39% of outward journeys were made in the peak, an increase from 2014. 28% were made off peak while 33% travelled outward at both peak/of peak times.
- There was an increase in commuters making outward journeys in the peak (57%).
- 31% of return journeys were also made in the peak, 46% in the off peak, 23% travelled during both peak and off peak times.

Mode of travel to Metro Stops:

- There was little change in mode of travel to Metro stops with the majority walking (55%).
- Bus remained the next most common mode of travel declining slightly on 2014 (21%). There were slight increases in car driving (12%) and train use (3%). 7% travelled as a car passenger.
- Walking was the main mode regardless of journey purpose.
- Although 18% of commuters travelled to the stop by bus, they were the group most likely to drive to the Metro stop (15%) or travel by train (4%).
- The vast majority walked (88%) to the Metro stop on their return journey, a further 8% travelled by bus, while 2% travelled by train.

Location of parked cars:

- There was a decline in the proportion of respondents who had parked on Metro park and rides (20%).
- At the same time the proportion who had parked on street (30%), on public car parks (14%) or had been dropped off increased (30%).
- Commuters were most likely to have parked on a Metro car park (26%), however the proportion doing so had decreased with a bigger proportion parking on street (33%).

Length of time taken to travel to outward Metro Stop:

- The average journey time to stop was 10 mins and 53 secs, a slight increase on the 9 mins 16 secs recorded in 2014.
- Journey times had increased across all modes of travel.
- Walkers (8 mins 44 secs) had the shortest journey times.
- This was followed by car passengers (10 mins and 56 secs) and drivers (12 mins and 04 secs).
- Those who travelled by public transport had the longest journey times (14 mins 55 secs by bus and 19 mins 11 secs by rail).

Usual wait time at stop:

- The average wait time at stop was 5 min and 42 seconds, lower than the 6 minutes 15 second reported in 2014.
- Wait times varied little by journey purpose, however commuters had a slightly shorter wait time than other users (5 mins 32 secs).

Usual Alighting Stop And Change To Stop Used Since City Centre Extension:

- Respondents were mainly alighting at stops in Birmingham City centre or Wolverhampton Town Centre.
- There was an increase in the proportion alighting at Birmingham City centre stops compared to 2014 (43% v 41%).
- The most commonly used stop in Birmingham City Centre was Grand Central (21%), followed by Bull Street (14%). Use of St Chads (formerly Snow Hill) had dipped to 4%.
- Users of new Metro stops had largely previously alighted at St Chads, (formerly Snow Hill, 69%). 25% gave no previous departure stop as they were new to Metro.
- All respondents were additionally asked how often they used the Grand Central Metro stop. 1 in 10 respondents felt they used it every time they travelled (9-10 journeys out of 10) while a further 9% used it on most of their journeys (8-7 journeys out of 10). Only 18% never made use of Grand Central.
- Commuters were most regular users of Grand Central (20% every time/most times).

New Use Since City centre Extension:

- Although 72% had used the Metro prior to the extension, there were more new users (using for under a year) to the Metro compared to previous years (28% v 12%).
- 32% of commuters were new users (16% in 2014).

- Nearly a fifth of shopping/leisure users were new users (19%) as were 40% of personal business users.

Changes In Metro Use Since The Opening Of The New Extension

- 59% noted no change in the way they travelled since the opening of the City centre extension. However 40% were making a new journey or travelling more often.
- 19% of new users were using Metro to make a new journey they had not previously made, while 9% were new users who had switched from a different mode to travel by Metro (5% transferred from bus; 2% from car driving).
- 12% were existing metro users who were travelling more often.
- Commuters were most likely to be new users/travelling more (46%), however 28% of shoppers/leisure users also thought they were new users/ travelling more.
- The top 2 reasons for changes in travel pattern were changed job/education (47%), followed by opening of Metro extension to Grand Central (39%).

Opinion Of Metro Service Since Opening Of The Extension:

- There was a significant increase in the proportion who thought that the service had improved over the last 12 months compared to 2014 (43% v 18%).
- 68% thought that the extension had made their Metro journey quicker.
- 70% felt more positive about their metro journey since the opening of the extension.

Main reason for travel by Metro.

- The top 2 reasons for travelling by Metro continue to be *quicker than other methods* (47%) or *no car/don't drive,* (13% each). 11% used as the *service was frequent*, 7% as they *have a travel pass*, while 6% felt they had *no other choice*.
- 5% said their main reason for using was because it *gets them straight in the Birmingham City centre now*.

Paying For Metro Journeys

Awareness Of Different Payment Methods

- Traditional paper season tickets had the highest awareness levels at 76%. 70% were aware of credit card/debit card payments.
- Similar proportions were aware of payments by Swift (65%) and by contactless debit card (64%).

Ticket type purchased

- Overall there was little change in the type of ticket purchased. 50% used a season ticket, 32% paid on the day, and 18% used a concessionary pass.
- In terms of season tickets used 19% each used an nMetro card or an NX regional travel card with Metro add on.
- Those who paid on the day tended to purchase a return ticket (17%), while 5% purchased a Daysaver. There were declines noted in the purchase of both largely due to use of Swift PAYG (3%) City Hops and off peak day savers (1% each).

Usual Payment Method On Board

- Respondents who paid for their journey on the day of travel were asked which method they usually used. While 76% used cash, nearly a quarter used one of the new payment methods (14% credit/debit card; 9% Swift PAYG).
- Respondents who paid by the new methods were asked which payment methods they had used previously. 70% had previously paid by cash, 7% used to have a season ticket. While 23% didn't travel previously/were on a new journey.
- The main reason for changing payment methods was that it was easier/more convenient (70%), 10% each thought it was safer/safer than carrying cash.

Method of card renewal:

- Swift PAYG users mainly topped up their card at travel centre (33%), 23% used the mobile app, 17% a payzone outlet and 16% auto top up.
- Season ticket holders largely renewed their ticket via direct debit (37%). 30% used a travel shop, 19% renewed at a newsagents.

Likely use of new payment methods:

- 91% agreed it was easy to pay for their Metro journey.
- 69% would consider paying for future journeys using contactless.
- A similar proportion (68%) would consider paying by Swift in the future.

Source of Metro information:

- The main source of Metro information would be to check the timetable at stop (29%); 20% would use the NWM website and 14% the nxbuses/the-metro website. 12% each would ask a driver/ staff or use mobile apps.
- Compared to 2014 there were significant increases in use of the internet and mobile apps.

Use of Social Media

- Ownership of smartphones had increased from 67% to 79%.
- Smart phone ownership stood at 94% amongst commuters. Ownership was lowest amongst shopping/leisure users (54%).
- 52% used What's App, 47% Facebook and 46% YouTube. Less widely used were Instagram (27%), Snapchat (26%) and Twitter (23%).
- Commuters used social media more widely than shopping/leisure users or personal business users.
- 16-18 year olds had significantly higher levels of social media engagement than any other group particularly in terms of Facebook (85%, 16-18) and Whats App usage (78%, 16-18).