



Parents Travel Survey – Charfield **(March 2021)**

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Table of Contents

Executive Summary.....	3
Introduction	3
Results.....	3
1 Introduction	3
2 Survey Methodology.....	4
3 Survey Results.....	4
3.1 About you.....	4
3.2 About your travel	4
3.3 About your travel.....	6
3.4 Changing your travel	7
3.5 Comments.....	9
3.6 Conclusions	10
4 Improvements to survey design	10
Appendix 1 – Travel Survey Questions	11
Appendix 2- Travel Map.....	12



Executive Summary

Introduction

As early years childcare providers we take great pride in ensuring that the next generations have the best start in life. With the climate and ecological crises becoming ever more apparent, we are doing our bit to become more environmentally friendly and sustainable and ensure we maintain a habitable and healthy planet for all. The Natural Choice Nurseries group runs four nurseries: Alveston and Charfield in South Glos, and Puddles and Giggles in Glos. This survey was conducted for Charfield as part of the Modeshift Stars scheme which aims to promote more sustainable forms of transportation – with the aim of acquiring baseline data regarding the transportation habits of staff and parents.

Results

54 parents responded to the travel survey, representing a response rate of 87% - although there were some issues regarding duplicate surveys. This will be rectified in future surveys. Cars were again the most dominant primary form of transport used to travel to nursery although to a lesser extent than for staff – only 80%. Other modes of transport primarily used by parents included walking, by 8 parents, and electric cars. It was found that the most frequently used alternative form of transport to nursery was walking (17 parents). Two parents were also found to occasionally cycle to nursery. In contrast to the staff, 78% of parents live within four miles of nursery, which may explain the higher use of active forms of transport among parents. The biggest reason highlighted parents for using a car to travel to nursery was that it is required for work. Lack of alternative and convenience were the second and third most cited reasons for using a car. All parents stated that they always try and park in the nursery car park, but this was not always possible. Issues regarding the car park frequently being full at drop off/ pick up times and poor parking by other parents was raised continuously. Designated parking spots was highlighted as the best way to address this issue. A much higher percentage of parents (nearly 50%) would be open to the idea of walking/ cycling to nursery, which could be encouraged by improved cycle paths and more information on walking and cycling safely. Parents were not as open to using public transport, with 83% saying they would not consider it, however more frequent and more direct bus routes were highlighted as ways to encourage the use of public transport. Only 45% of parents said they would consider car sharing, but the need to swap car seats and travel to work afterwards was raised as major impediment. However, a dedicated car sharing signup sheet was mentioned as a means to encourage car sharing. Given the closer proximity of parents to the nursery, more active travel could encourage with park and stride schemes, improved bike storage and making the routes to nursery safe some key suggestions to making this happen.

1 Introduction

Natural Choice Nurseries is on a mission to become more sustainable and environmentally friendly. As the climate and ecological crises accelerate, we feel it is necessary to take action to ensure we maintain a habitable and healthy planet for all. As Greta Thunberg, climate activist and founder of School strike for climate, says “You are never too small to make a difference”. With four nurseries in South glos (Alveston and Charfield) and Glos (Puddles and Giggles), we are trying to do our bit to confront these crises. To help guide us on this journey we are using the Early Years Eco Wheel



Scheme™ developed by the directors of NCN – Nicky and Fred Edwards. The Eco Wheel Scheme identifies eight core areas requiring action for early years settings to become more sustainable. One of those areas is Transport and Trips. The transport sector is the single biggest contributor of emissions (27%) in the UK and thus a leading cause of the climate crisis. Road vehicles are also a major contributor of harmful air pollutants (e.g., NO_x, Particulate Matter 10 and PM2.5), which have serious health ramifications. To help reduce our emissions from Transport and Trips and go fully green, we are using the Modeshift Stars award scheme. One of the first steps in the Modeshift Stars scheme is to conduct in depth consultations with relevant stakeholders – in our case staff, and parents. All four nurseries are signed up to the Modeshift, but this document focuses on Charfield. Consultation surveys were carried out in early March 2021 and allow us to:

- Understand existing travel behaviors and issues
- Provides a baseline against which to measure changes over time and the success of the travel plan

2 Survey Methodology

Parent surveys were created using Google Docs and distributed via email on 4th March. Surveys consisted of 18 questions. Parents were asked to submit their answers by 12th March. A copy of the parent survey can be found in Appendix 1.

A total of 54 responses were received from parents, representing a response rate of 87%.

Unless otherwise stated, all survey questions were completed by all respondents.

Results from the surveys are presented below

3 Survey Results

The parent survey was split into five main sections:

- About you – Q1 & 2
- About your travel – Q3, 4 & 5
- About your car travel – Q6, 7, 8, 9, 10 & 11
- Changing your travel – Q12, 13, 14, 15, 16 & 17
- Comments – Q18

3.1 About you

Q1 – Home postcode

See Appendix 2 for a map showing where parents live relative to nursery

Q2 – Do you have a disability which affects your travel arrangements?

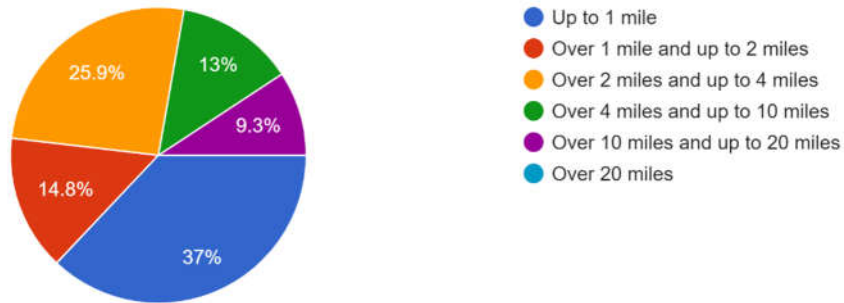
No parents responded to having a disability which may affect their travel arrangements

3.2 About your travel

Q3 – How far do you travel to nursery?

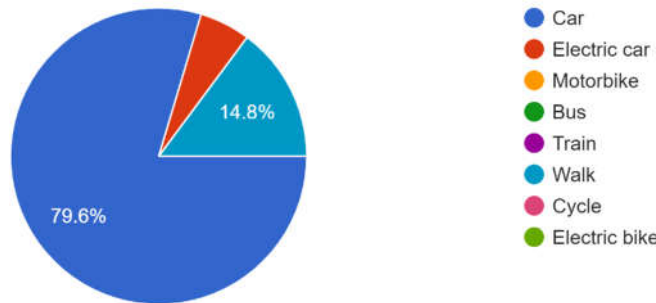


The overwhelming majority (77.7%) of parents live within 4 miles of nursery and most of those live within one mile of nursery (37% of total). 13% of parents live between 4 – 10 miles of nursery and only 9.3% live more than 10 miles away.



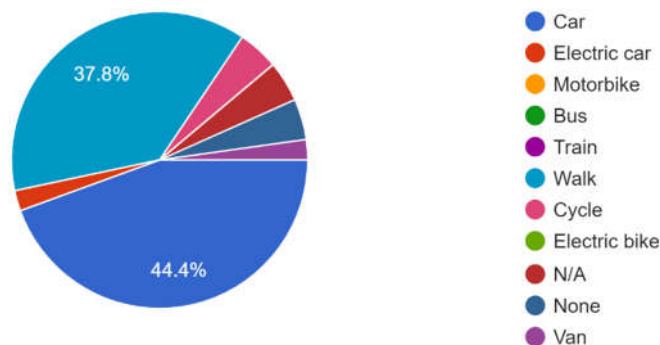
Q4 – How do you mostly travel to nursery?

Most parents (79.6%) travel to nursery by car, with the remainder travelling by walking (8 parents – 14.8%) or electric car (3 parents – 5.6%)



Q5 – Which of the following do you occasionally use to get to and from nursery instead of your usual form of transport? – (Only 45 parents completed this question)

Statistics may not represent the pie chart below due to a deeper analysis combining the answers above. Of the parents who responded to this question, 28% do not use an alternative form of transport to that stated in the question above – based on individuals who responded to using a car in both questions. Most parents (37.8%) who use an alternative form of transport walk to nursery. Seven (15.6%) parents used a car as an alternative form of transport. Two parents (4.4%) occasionally cycle to nursery, one (2.2%) occasionally uses an electric car and one occasionally uses a van.

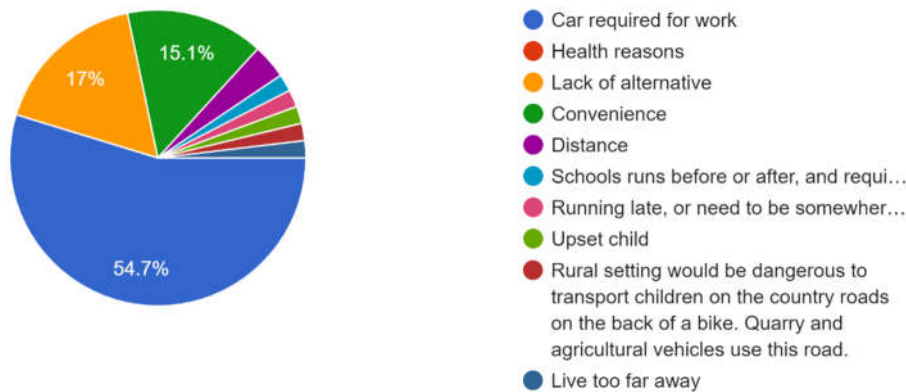




3.3 About your travel

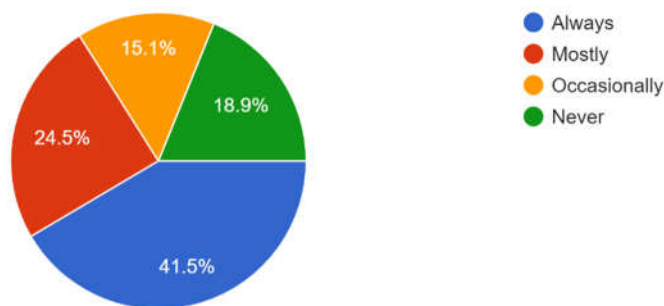
Q6 – What are your main reasons for using your car to get to nursery? – (Only 52 parents completed this question)

The main response by parents (54.7%) as to why they use their car to travel to nursery is because it is *required for work*. The next biggest reason was a *lack of alternative* (17%), followed by *convenience* (15.1%). Other responses included: *distance from nursery* (5.7%), *school runs before and after work* (1.9%), *running late* (1.9%), *upset child* (1.9%) and, *rural roads are too dangerous to cycle* (1.9%).



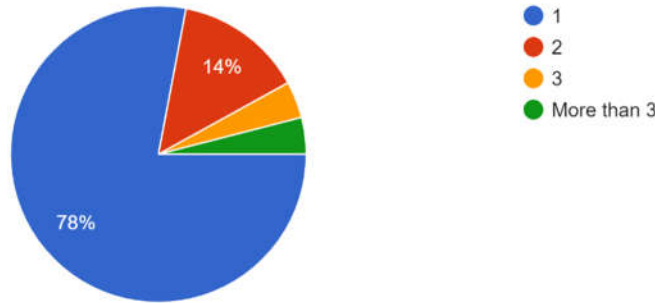
Q7 – How often are your trips to the nursery ‘shared journeys’ (the nursery is not your only destination – e.g., on the way to/ from work/ siblings’ school)? – (Only 53 parents completed this question)

Only 19.2% of parent’s trips to nursery are for the sole purpose of visiting the nursery with no other destination. The remaining 80.8% are either occasionally, mostly, or always shared trips – the largest (40.4%) being always shared trips



Q8 – How many passengers are typically in the car for your journey to the nursery (not including the child who attends nursery)? - (Only 50 parents completed this question)

The wording for this question – the lack of a zero option - makes it difficult to determine whether when parents responded one, that was referring to the child that attends nursery or not. If that is to be assumed, then most journeys (78%) have no other passengers in the car and can be classed as single occupancy journeys. 14% of parents responded that there were two passengers, 4% that there were three and 4% that there was more than three



Q9 – Where do you usually park at Nursery? - (Only 53 parents completed this question)

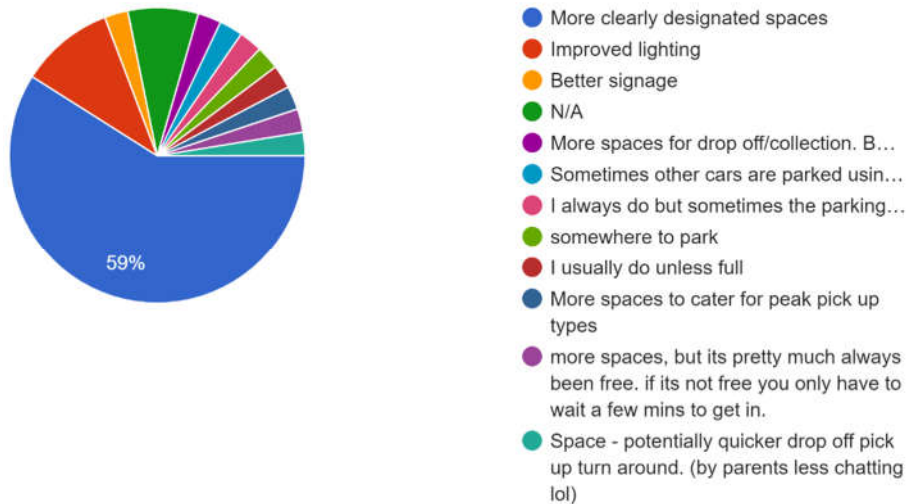
100% of parents answered that they always try and park in the nursery car park as requested in the parent’s handbook.

Q10 – What are your main reasons for not always parking in the nursery car park? - (Only 53 parents completed this question)

Most parents (66%) always park in the nursery car park. When parents were unable to park in the nursery car park, the main reasons were that: *the car park is sometimes full when they arrive* (34%), *often when they arrive the car park is full* (5.7%), or *they have a newborn baby in the car* (1.9%).

Q11 – What would ensure you always parked in the car park? - (Only 39 parents completed this question)

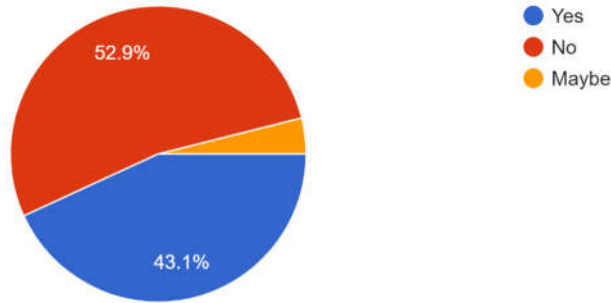
Some answers have been combined and thus the statistics do not the pie chart below. The most common response (59%) was *more clearly designated spaces*. Other suggestions include: *improved lighting* (12.9%), *better signage* (2.6%), *more spaces* (7.8%), *better parking by other parents* (5.2%), *quicker turnover at drop off pick up* (2.6%).



3.4 Changing your travel

Q12 – Would you consider cycling to nursery? - (Only 51 parents completed this question)

There was almost a 50/50 split between parents who would not consider cycling or walking to nursery and those who would or might consider cycling or walking

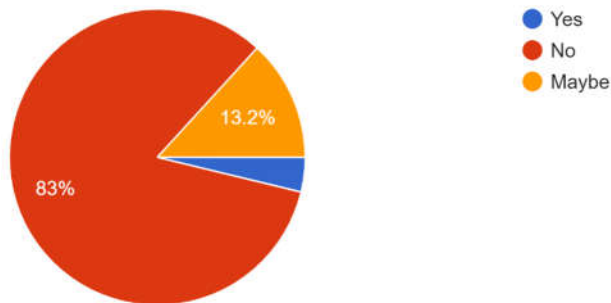


Q13 – Would any of the following encourage you to cycle to nursery? - (Only 53 parents completed this question)

Most parents (71.7%) did not have any suggestions on steps that could be taken to encourage them to walk or cycle to nursery. Of the ideas proposed, *improved cycle paths* were the most popular with nine parents suggesting this. Other suggestions included: *more information on walking and cycling safely* (three parents), *improved cycle parking and storage at nursery* (two parent) and *safer walking routes* (three parent).

Q14 – Would you consider taking public transport to nursery? - (Only 49 parents completed this question)

83% of parents would not consider using public transport to travel to nursery. In contrast only two parents (3.8%) would consider it and seven parents (13.2%) might consider it.

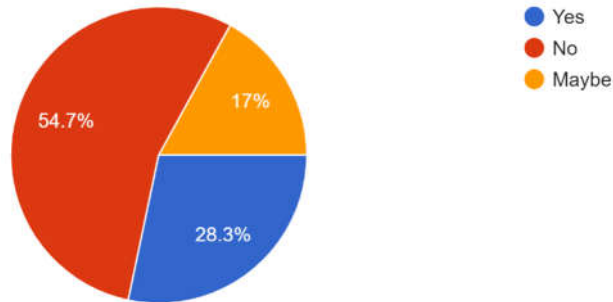


Q15 – Would any of the following encourage you to use public transport for your journey to nursery? - (Only 49 parents completed this question)

Most parents (69.4%) who responded, stated that there were not any steps that would encourage them to use public transport to travel to nursery. A few useful suggestions were provided, such as: *more frequent bus routes* (10 parents), *more direct bus routes* (nine parents), *more convenient bus drop off/ pick up points* (six parents), *discount tickets* (three parents), *improved public transport information* (two parents), and *reopening Charfield train station* (one parent).

Q16 – Would you consider car sharing? - (Only 53 parents completed this question)

Most parents (54.7%) would not consider car sharing. Although, over a quarter (28.3%) would consider it and 17% might consider it.



Q17 – Would any of the following encourage you to car share? - (Only 52 parents completed this question)

Most parents (63.5%) who responded, stated that there were not any steps that would encourage them to use car share to nursery. The idea suggested by parents with the most popularity to encourage car sharing was *signup sheets available at nursery* (17 parents), this was followed by: *dedicated car sharing parking spaces* (three parents). Some concerns were also raised here, including the *difficulty in swapping car seats* (two parents) and the *need to travel to work afterwards* (three parents).

3.5 Comments

Q18 – Do you have any further comments regarding nursery related journeys?

Several comments were raised by parents and those considered useful to the survey have been included here.

- Whilst I'd love to walk, it is impractical when I have to drop off/collect other siblings elsewhere. Or if I am going to work/coming from work. Car sharing wouldn't work due to the above reasons for using the car
- The walk is too long for my 3 year old to do from our house twice a day and too time consuming for my work schedule. It would take 30 mins to walk with a small child (15 mins on my own) and we don't have 90 mins a day extra to spare right now.
- I only drive to and from nursery as part of my commute. If possible I will walk when I'm home earlier. I drive the same journey past nursery regardless as I need my car for work so the mileage and pollution is the same whether I walk or drive.
- I would love to walk or cycle to nursery but as we are 20 miles and three motorways away, and there is no local train station, we have no alternative to travelling by car.
- My main feedback would be clear parking spaces. Sometimes cars are too far apart at the top end of the car park. Meaning you are missing out on getting another car in
- If I lived within a 20-30min walk I would definitely do it, cycling is tricky with two little ones and lots of hills
- Slower speed limit on the main road and a pedestrian crossing closer to the nursery
- Only used car on a handful of occasions - normally used due to poor weather
- Car parking wouldn't be a problem if people were more considerate
- Myself and my partner area sales managers and travel straight to work, onto the M5 from nursery (when I'm not on maternity leave) therefore we have no choice but to travel by car. The car park facilities are not very good. Often the car park is full on pick up. I arrived the other day there were no spots, I waited until a car had moved and parked up. By the time I returned with my son only one other car had moved, therefore in the 10 minutes I was there only 2 spaces were available. The car park



could function a lot better. Designated marked spaces, clear the top right area and create more.

3.6 Conclusions

The traffic survey revealed that most parents travel to the nursery by car – some of which are electric. A few parents already travel to nursery by either walking or occasionally cycle. The main reason for the high car use is because they require a car to travel to work. It was discovered that parents are most open to active forms of transport as an alternative to using their car. Initiatives should therefore be aimed at encouraging parents to walk and cycle as much as possible to nursery – especially given the closer proximity of parents to nursery than staff. Measures that are likely to have the most success and thus should be pursued include, improved cycle infrastructure and more information on walking and cycling safely to nursery. Car sharing is also a possibility among parents, but the need to change car seats poses a major issue. A dedicated signup sheet may go some way to help.

4 Improvements to survey design

Q1. Home address – It is clear from the postcodes given that multiple surveys have been completed by the same household. This could be because both parents have filled out the survey, or multiple surveys have been completed because more than one child from that household attends nursery. This is further complicated by the fact that in some instances several different families live at the same postcode. Due to this, no surveys have been deleted as it is often unclear which surveys are repeats of the same household and which are a different family but with the same postcode. Future surveys should address this through a question on how many children attend nursery and making sure that only one survey is needed per household.

Q5. Which of the following do you occasionally use to get to and from nursery instead of your usual form of transport? – If no alternative form of transport is used then it should be clearer that none is the appropriate response

Q8. How many passengers are typically in the car for your journey to the nursery (not including the child who attends nursery)? – The lack of a zero answer makes it difficult to interpret whether there are other passengers than the child(ren) who attends nursery. This should be changed for the next survey.



Appendix 1 – Travel Survey Questions

3753207 NCN Charfield Parents Travel Survey - Feb 2021

NCN Charfield Parents Travel Survey - Feb 2021

Your responses to this form are confidential

About you

1. 1. Home postcode

2. 2. Do you have a disability which affects your travel arrangements?

Mark only one oval.

- Yes
 No
 Prefer not to say

About your travel

3. 3. How far do you travel to nursery?

Mark only one oval.

- Up to 1 mile
 Over 1 mile and up to 2 miles
 Over 2 miles and up to 4 miles
 Over 4 miles and up to 10 miles
 Over 10 miles and up to 20 miles
 Over 20 miles

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14

3753207 NCN Charfield Parents Travel Survey - Feb 2021

4. 4. How do you mostly travel to nursery?

Mark only one oval.

- Car
 Electric car
 Motorcycle
 Bus
 Train
 Walk
 Cycle
 Electric bike
 Other _____

5. 5. Which of the following do you occasionally use to get to and from nursery instead of your usual form of transport?

Mark only one oval.

- Car
 Electric car
 Motorcycle
 Bus
 Train
 Walk
 Cycle
 Electric bike
 Other _____

About your car travel

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14

3753207 NCN Charfield Parents Travel Survey - Feb 2021

6. 6. What are your main reasons for using your car to get to nursery?

Mark only one oval.

- Car required for work
 Health reasons
 Lack of alternative
 Convenience
 Other _____

7. 7. How often are your trips to the Nursery 'shared journeys' (the nursery is not your only destination - e.g. on the way for from work/child's school)?

Mark only one oval.

- Always
 Mostly
 Occasionally
 Never

8. 8. How many passengers are typically in the car for your journey to the nursery (not including the child who attends nursery)?

Mark only one oval.

- 1
 2
 3
 More than 3

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14

3753207 NCN Charfield Parents Travel Survey - Feb 2021

9. 9. Where do you usually park at Nursery?

Mark only one oval.

- Nursery car park (as requested in Parent's Handbook)
 Charfield Hill Road (near the car park entrance)
 Charfield Hill Road (near the nursery entrance)
 Other _____

10. 10. What are your main reasons for not always parking in the nursery car park?

Tick all that apply

- I always park in the nursery car park, as requested
 Sometimes when I arrive the car park is full
 Often when I arrive the car park is full
 I do not like walking alone from the car park to the nursery entrance
 I need to park closer to the nursery due to mobility concerns for myself or my child
Other _____

11. 11. What would ensure you always parked in the car park?

Mark only one oval.

- More clearly designated spaces
 Improved lighting
 Better signage
 Other _____

Changing your travel

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14

3753207 NCN Charfield Parents Travel Survey - Feb 2021

12. 11. Would you consider cycling or walking to nursery?

Mark only one oval.

- Yes
 No
 Maybe

13. 12. Would any of the following encourage you to cycle or walk to nursery?

Tick all that apply

- More information on walking and cycling safely
 Improved cycle paths
 Improved cycle parking and storage at nursery
 None of the above
Other _____

14. 13. Would you consider taking public transport to nursery?

Mark only one oval.

- Yes
 No
 Maybe

15. 14. Would any of the following encourage you to use public transport for your journey to nursery?

Tick all that apply

- More direct bus routes
 More frequent bus services
 Discount tickets
 More convenient bus stop off/ pick up points
 Improved public transport information
 None of the above
Other _____

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14

3753207 NCN Charfield Parents Travel Survey - Feb 2021

16. 15. Would you consider car sharing?

Mark only one oval.

- Yes
 No
 Maybe

17. 16. Would any of the following encourage you to car share?

Tick all that apply

- Dedicated car sharing parking spaces
 Sign up sheets available at nursery
 None of the above
Other _____

Comments

18. 17. Do you have any further comments regarding nursery related journeys?

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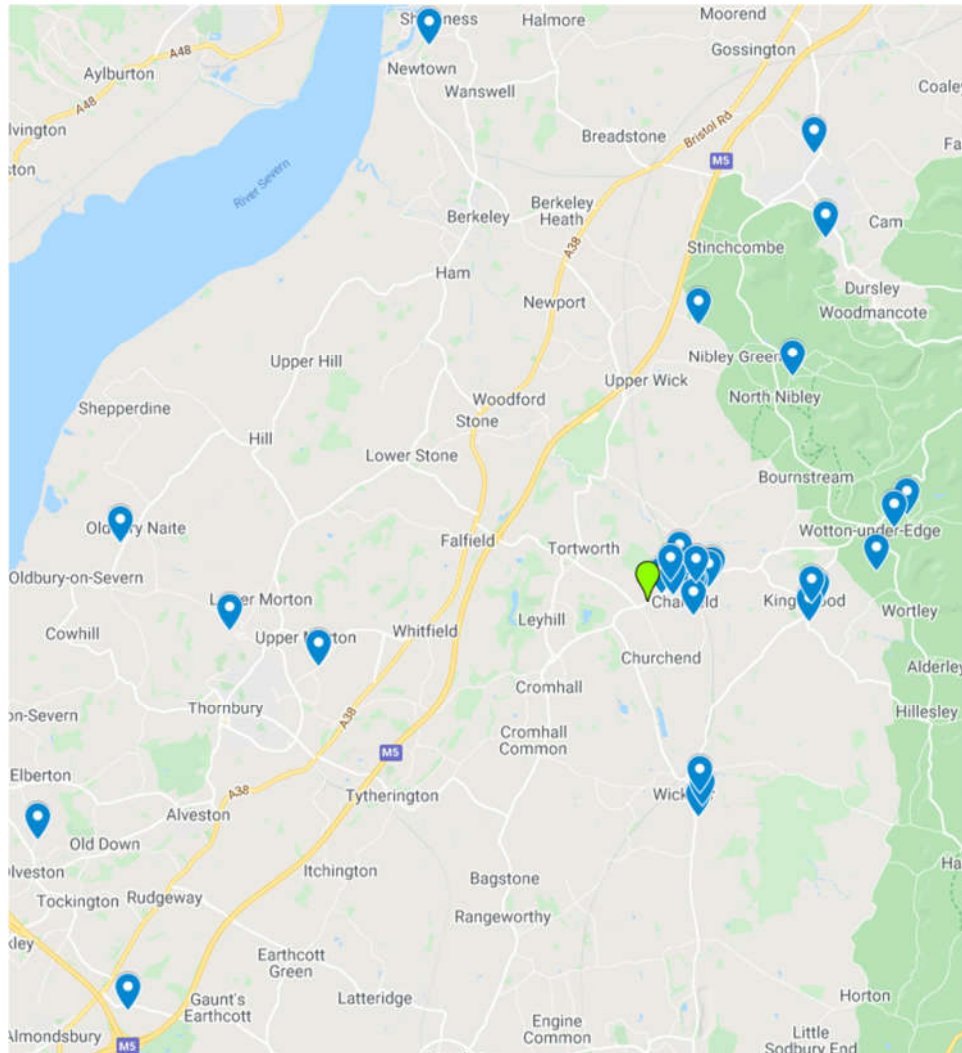
Google Forms

https://www.google.com/forms/d/e/1F713D-46u8E7Tj_pjQ2w4m8dZ7s_4mPAAw1

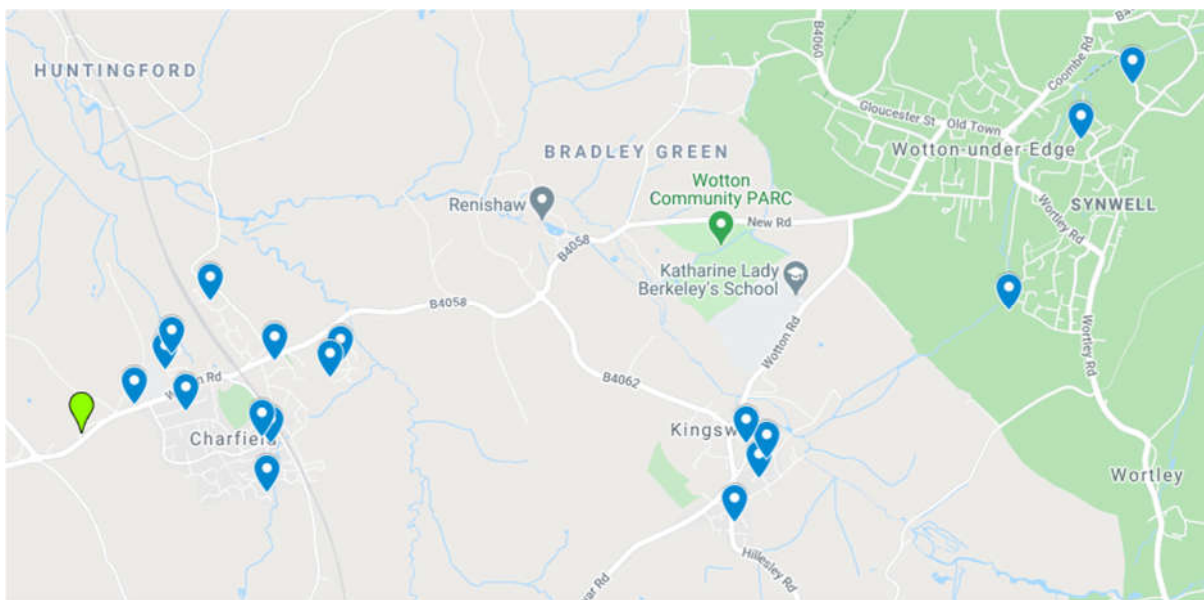
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Appendix 2- Travel Map



Map of where parents (blue pin) live relative to the nursery (green pin)



Closer map of where parents (blue pin) live relative to the nursery (green pin)