

Sheffield Arundel Bus Gate Survey

Survey Report

May 2024



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Contents

Executive summary	4
Background	4
Methodology.....	4
Key findings	4
Research Programme	6
Background	6
Methodology.....	6
Interpretation of the findings.....	7
Research findings	9
Respondent type	9
Frequency of using Arundel Gate.....	10
Awareness of the bus gate	11
Changes following the introduction of the bus gate	12
Making the bus gate permanent.....	19
Improvements	20
Respondent Profile	22
Summary findings	24
Appendix 1: Questionnaire.....	26



Executive summary

Background

Sheffield City Council took the decision to introduce a bus gate and make changes to only allow buses (and other permissible vehicles) to reduce the level of pollution. The work has been in situ for approximately 12 months and during this time, Sheffield City Council has invited comments from the wider public and businesses about the scheme. However, it wished to seek opinions from pedestrians and bus users that regularly use the area to explore their perceptions and views about the work and the impact it has had.

This report presents the findings from the survey, conducted for Sheffield City Council and Counter Context, by independent research agency Enventure Research.

Methodology

The questionnaire for the survey was developed by Sheffield City Council and Enventure Research to ensure it met the research objectives.

The survey was administered by a team of experienced and IQCS (Interviewer Quality Control Scheme) trained interviewers via face-to-face interviews at sample points along Arundel Gate. Respondents were interviewed at random to ensure a good cross section of bus users and pedestrians took part.

A sample of 209 completed interviews was achieved between 3 and 11 May 2024.

Key findings

Over half (55%) of respondents were aware of the bus gate, with male respondents and those aged 35-54 most likely to be aware.

Respondents were more likely to think that the volume of traffic, traffic congestion and walking to the bus stop / crossing the road had got better since the introduction of the bus gate than worse.

An equal number of respondents thought that the sense of safety had got better and got worse. There were slightly more respondents that thought the overall experience of waiting for a bus had got worse, and respondents were twice as likely to think that buses being on time had got worse than better.



Three in ten respondents (31%) said they would view making the changes to Arundel Gate a positive change, and half (49%) were neutral.

There was a range of suggestions to improve the experience as a bus user. The top five suggestions were:

- More reliable service / buses on time
- Better / more convenient bus routes
- Cleaner / tidier buses
- Cheaper fares
- More seating at the bus stops



Research Programme

Background

Arundel Gate in Sheffield has seen one of the highest levels of pollution in the city centre, and as part of the policy to reduce pollution, Sheffield City Council took the decision to introduce a bus gate and make changes to only allow buses (and other permissible vehicles). The objective has been to reduce the level of traffic driving northbound beyond the Novotel hotel, whilst also creating a high-quality public space to support investment and redevelopment.

The work has been in situ for approximately 12 months and during this time, Sheffield City Council has invited comments from the wider public and businesses about the scheme. However, it wished to seek opinions from pedestrians and bus users that regularly use the area to explore their perceptions and views about the work and the impact it has had.

This report presents the findings from the survey, conducted for Sheffield City Council and Counter Context, by independent research agency Enventure Research.

Methodology

Questionnaire design

The questionnaire for the survey was developed by Sheffield City Council and Enventure Research to ensure it met the research objectives, which aimed to:

- Understand the frequency of visits via Arundel Gate
- Explore the impact of the changes
- Gauge views on making the changes permanent
- Explore what could be done to improve respondents' experience as a bus user
- Record respondent demographics

The survey took respondents approximately six to eight minutes to complete with an interviewer. Prior to fieldwork starting, the survey was piloted with a small number of respondents to ensure it was easy to understand, elicited useful responses and was of a suitable length.

For reference, a copy of the questionnaire can be found in Appendix 1.

Face-to-face survey

The survey was administered by an experienced team of Interviewer Quality Control Scheme (IQCS) trained interviewers who used CAPI (Computer Assisted Personal Interviewing) devices.



Interviewers were fully briefed on the aims of the research and were provided with sufficient background information should they be asked any questions regarding the purpose of the survey.

As it was a random sample of pedestrians and bus users, interviewers approached every *n*th person over the age of 16. For example, this would have been every 5th or 10th person, depending on the level of footfall, to achieve a random sample reflecting pedestrians and bus users. Interviewers also asked respondents if they had taken part in the survey previously as a screening question to ensure that no duplicate responses were recorded.

Sheffield City Council provided interviewers with a letter of authority to confirm their eligibility of undertaking interviews in case a respondent queried the validity of the survey.

Interviewer shifts took place at different times of the day and on both weekdays and the weekend.

Fieldwork took place between 3 and 11 May 2024.

Interpretation of the findings

Percentages in figures

This report contains various tables and charts. In some instances, the responses may not add up to 100%. There are several reasons why this might happen:

- The question may have allowed each respondent to give more than one answer
- Only the most common responses may be shown in the table or chart
- Individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%
- A response of less than 0.5% will be shown as 0%

Response options

For the analysis of certain questions, response options have been grouped together to provide an overall level. For example, 'got a lot better' and 'got a little better' have been grouped and shown as 'total got better'. Where these combined percentages do not equal the overall level reported (being 1% higher or lower), this is due to percentages being rounded to the nearest whole number.

Base sizes

For each chart or table, a base size has been provided to show the number who responded to the question being analysed.



Subgroup analysis

Subgroup analysis has been undertaken to explore the results provided by different groups, such as those who were aware of the bus gate, those that regularly walk through the area, gender, age and disability status. This analysis has only been carried out where the sample size is seen to be sufficient for comment, as smaller base sizes tend to produce less reliable results due to a wider margin of error.

Differences between subgroups are only commented on where they are statistically significant at the 95% level of confidence. This means that we can be confident that if we repeated the same survey, 95 times out of 100, we would get similar findings.

Terminology and clarifications

Throughout this report, those who took part in the survey are referred to as 'respondents'.



Research findings

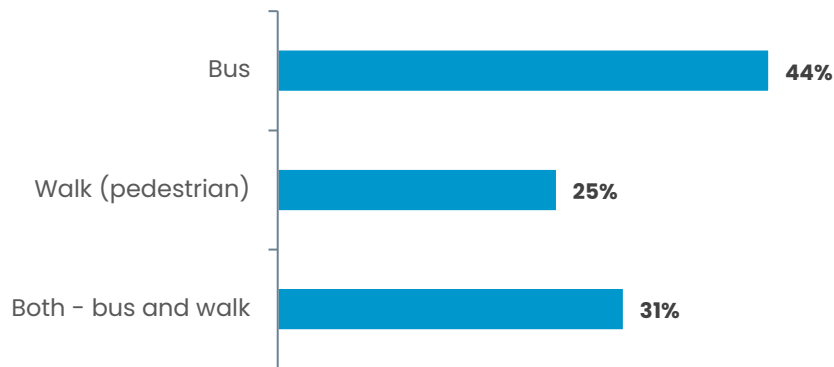
Respondent type

Respondents were first asked if they were there as a bus user (i.e. got on or off a bus on Arundel Gate), a pedestrian walking through the area, or both.

Over two in five said they were there as a *bus user* (44%), a quarter said they were a *pedestrian* walking on Arundel Gate (25%) and three in ten said they were *both a pedestrian and bus user* (31%).

Figure 1 – Do you get on or off a bus on Arundel Gate, or walk (pedestrian) through the area?

Base: All respondents (209)

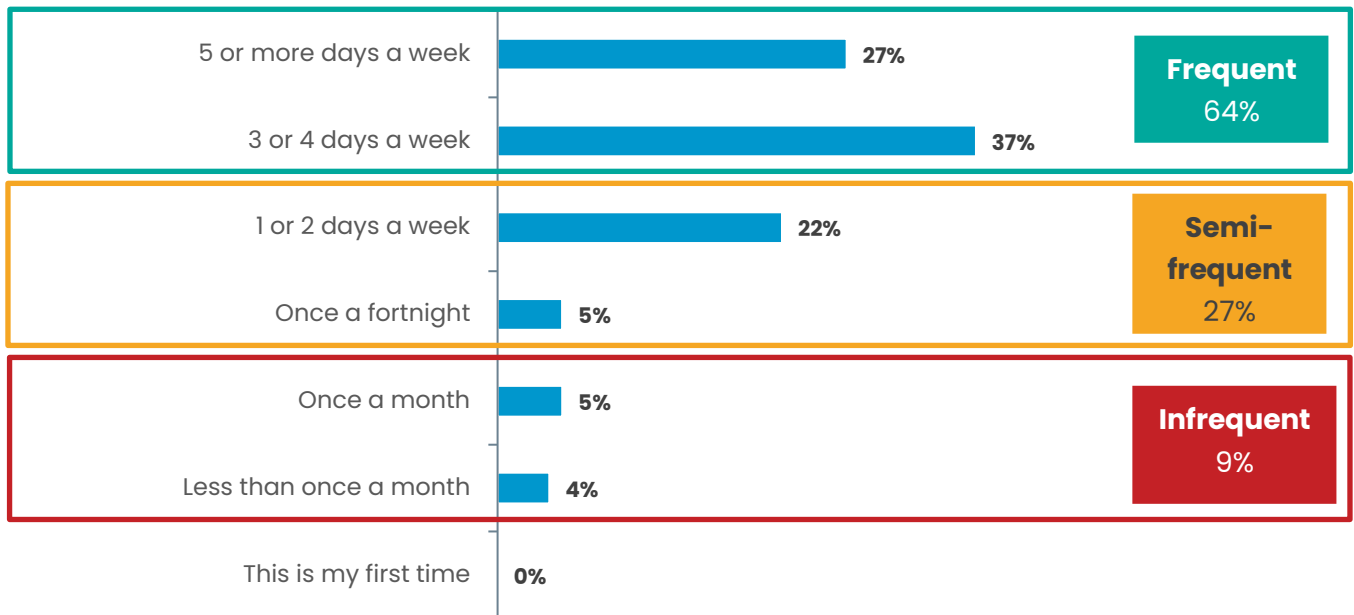


Frequency of using Arundel Gate

Almost two-thirds of respondents said they currently get on or off at a bus stop or walk along Arundel Gate on a frequent basis (64%), including 27% who said 5 or more days a week and 37% 3 or 4 days a week. Just over a quarter said semi-frequent basis (27%). This included 22% who said 1 or 2 days a week and 5% once a fortnight. Fewer than one in ten respondents said they use it on an infrequent basis (9%), including 5% who said once a month and 4% less than once a month. Only one respondent said it was their first time on Arundel Gate (0%).

Figure 1 – How often do you get on or off at a bus stop or walk along Arundel Gate?

Base: All respondents (209)

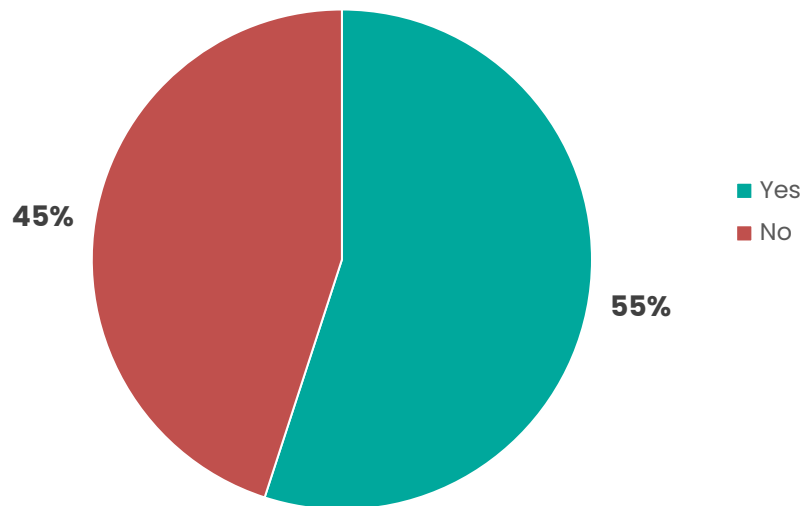


Awareness of the bus gate

Respondents were asked if they were aware of the bus gate. Over half said they *were aware* (55%) and the remaining 45% said they *were not aware*.

Figure 3 – Before today, were you aware of the bus gate that was installed next to the Novotel Hotel in March 2023?

Base: All respondents (209)



Subgroup analysis

Subgroup analysis highlighted:

- Those that frequently got on or off at a bus stop / walked along Arundel Gate (at least three times a week) were more likely to be aware of the bus gate (60% awareness) compared to those classed as semi-frequent (52%) and infrequent (28%)
- Male respondents were more likely to be aware than female respondents (63% v 49%)
- Those aged 35-54 were more likely to be aware than those aged 16-34 (66% v 44%)



Changes following the introduction of the bus gate

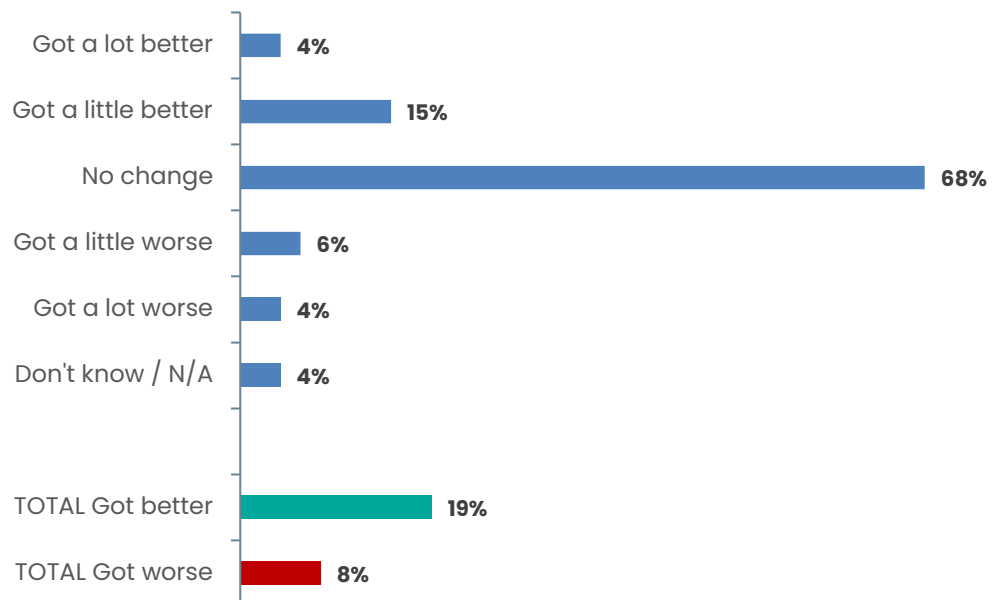
Respondents were asked if they had noticed any changes for a range of issues since the introduction of the bus gate, and were asked to rate the impact of these from *got a lot better* to *got a lot worse*.

Walking to the bus stop / crossing the road

One in five (19%) respondents said they thought walking to the bus stop / crossing the road has got better overall (4% got a lot better, 15% got a little better). In contrast, 8% thought it has *got worse* overall (4% got a lot worse, 6% got a little worse). Two-thirds (68%) said there had been *no change*.

Figure 4 – Walking to the bus stop / crossing the road

Base: All respondents (209)



Subgroup analysis

Subgroup analysis highlighted:

- Those that just get on and off a bus on Arundel Gate were more likely to say walking to the bus stop / crossing the road has got better (24% v 19% overall)

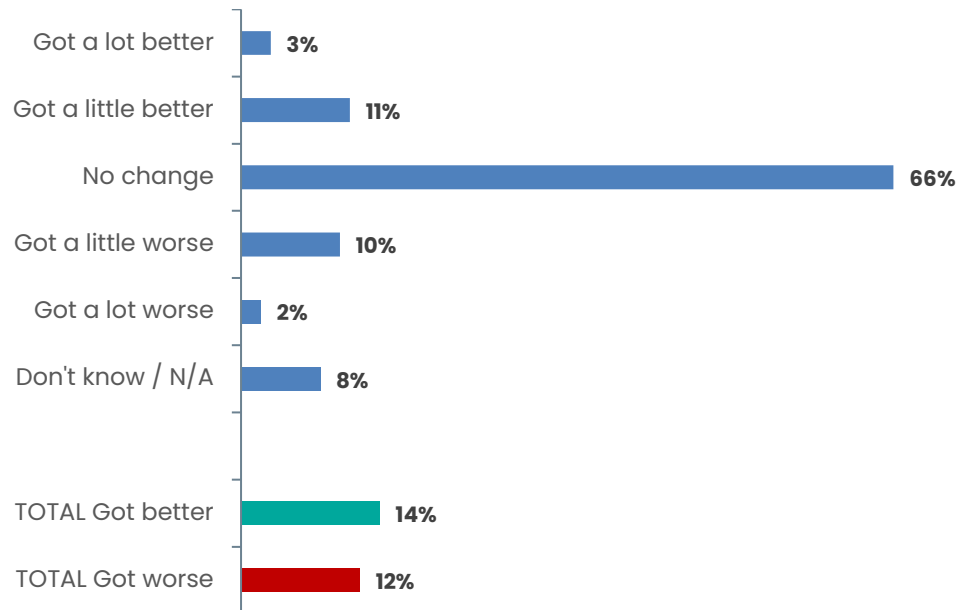


Fumes on Arundel Gate

One in seven (14%) respondents said they thought the level of fumes had *got better* overall since the bus gate was introduced (3% got a lot better, 11% got a little better). In contrast, one in eight (12%) thought the fumes had *got worse* overall (2% got a lot worse, 10% got a little worse). Two-thirds (66%) said there had been *no change*.

Figure 5 – Fumes when waiting for a bus on Arundel Gate

Base: All respondents (209)



Subgroup analysis

Subgroup analysis highlighted:

- Those that frequently get on or off at a bus stop / walk along Arundel Gate (at least 3 times a week) were more likely to say that fumes have got a lot worse compared to those classed as semi-frequent (16% v 4%)
- Those that were semi-frequent visitors to Arundel Gate were more likely to say there had been no change in the level of fumes (77% v 66% overall)
- Those aged 55+ were more likely to say there had been no change in the level of fumes (81% v 66% overall)
- Those with a physical or mental health condition were more likely to say the fumes had got worse compared to those that do not have a physical or mental health condition (23% v 9%)

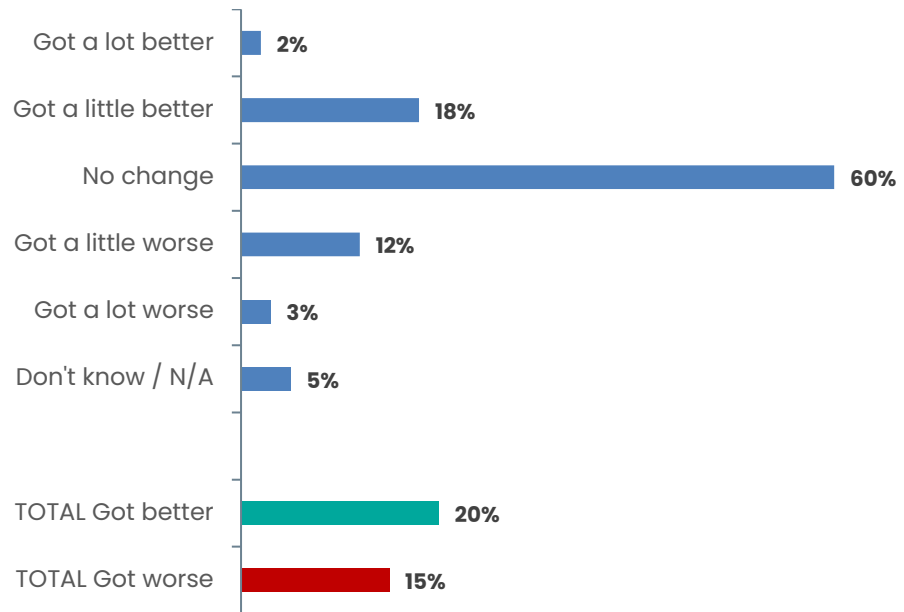


Volume of traffic

One in five (20%) respondents said they thought the volume of traffic had *got better* overall since the bus gate was introduced (2% got a lot better, 18% got a little better). In contrast, one in seven (15%) thought it had *got worse* overall (3% got a lot worse, 12% got a little worse). Three in five (60%) said there had been *no change*.

Figure 6 – Volume of traffic when waiting for a bus on Arundel Gate

Base: All respondents (209)



Subgroup analysis

Subgroup analysis highlighted:

- Those that said they were aware of the bus gate were more likely to say the volume of traffic had got better than those that did not know about it (26% v 13%)

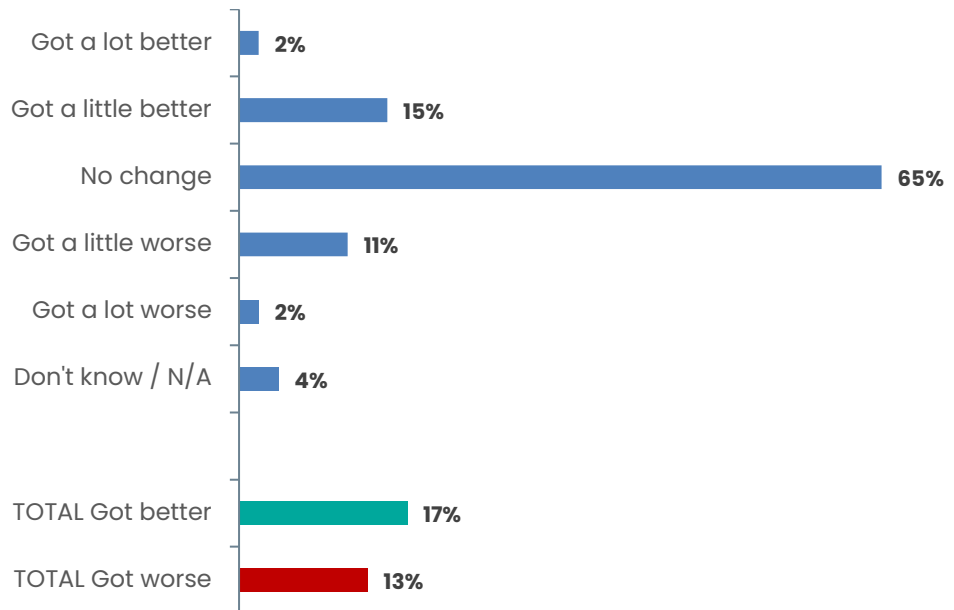


Traffic congestion

One in six (17%) respondents said they thought traffic congestion has *got better* overall since the bus gate was introduced (2% got a lot better, 15% got a little better). In contrast, one in eight (13%) thought it had *got worse* overall (2% got a lot worse, 11% got a little worse). Almost two-thirds (65%) said there had been *no change*.

Figure 7 – Traffic congestion when waiting for a bus on Arundel Gate

Base: All respondents (209)



Subgroup analysis

Subgroup analysis highlighted:

- Those aged 55+ were more likely to say there had been no change in traffic congestion (79% v 65% overall)
- Those with a physical or mental health condition were more likely to say traffic congestion had got better than those who did not have a physical or mental health condition (28% v 14%)

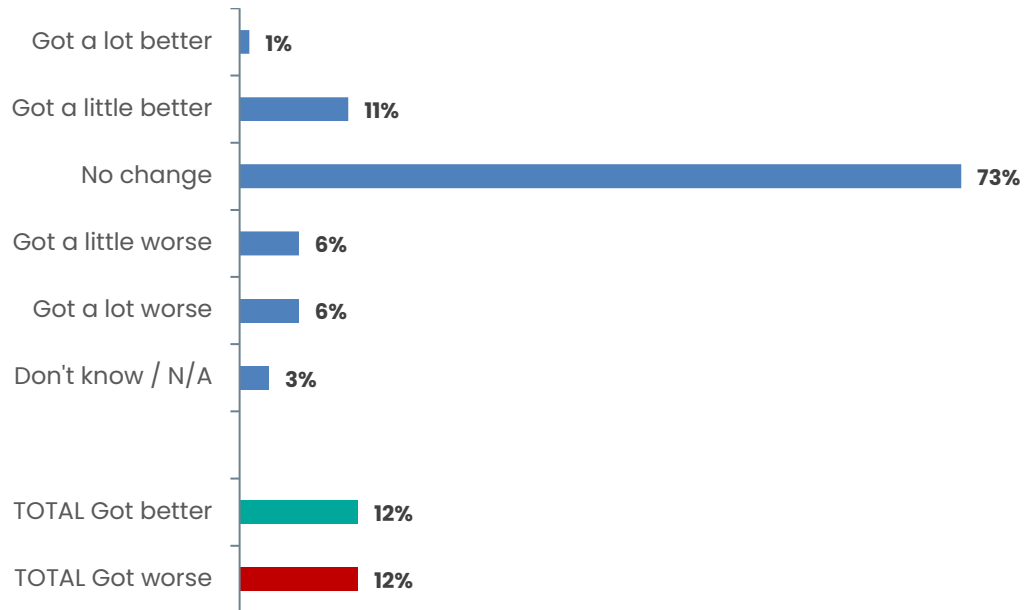


Sense of safety

One in eight (12%) respondents said they thought the sense of safety has *got better* overall since the bus gate was introduced (1% got a lot better, 11% got a little better). The same proportion (12%) also thought it had *got worse* overall (6% got a lot worse, 6% got a little worse). Almost three-quarters (73%) said there had been *no change*.

Figure 8 – Sense of safety when waiting for a bus on Arundel Gate

Base: All respondents (209)



Subgroup analysis

Subgroup analysis highlighted:

- Female respondents were more likely to say the sense of safety has got worse compared to male respondents (68% v 80%)
- Those aged 55+ were more likely to say there had been no change (88%) compared to those aged 16-34 and 35-54 (both 69%)

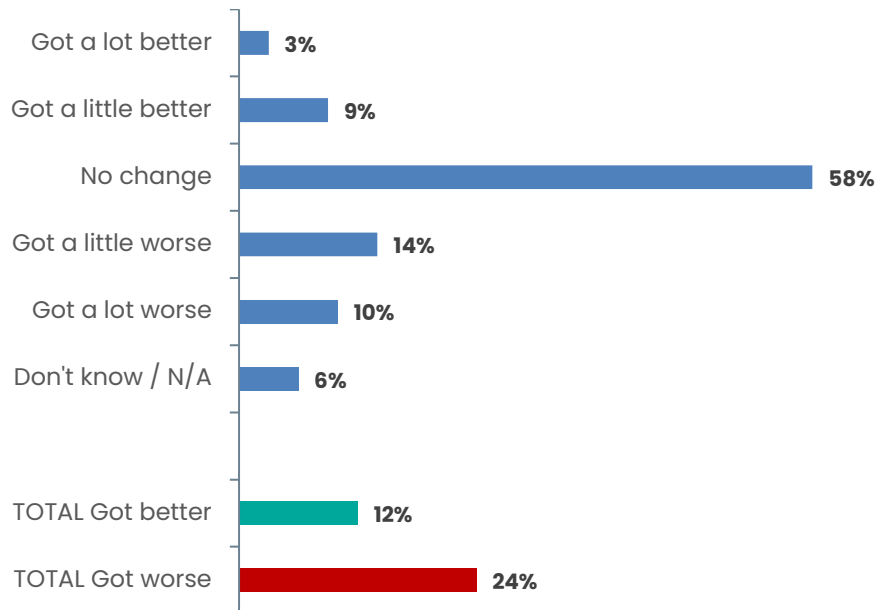


Buses being on time

One in eight (12%) respondents said they thought that buses being on time since the bus gate was introduced had *got better* overall (3% got a lot better, 9% got a little better). In contrast, a quarter (24%) thought buses being on time had *got worse* overall (10% got a lot worse, 14% got a little worse). Almost three in five (58%) said there had been *no change*.

Figure 9 – Bus being on time

Base: All respondents (209)



Subgroup analysis

Subgroup analysis highlighted:

- Those that got on or off a bus / walked along Arundel Gate were more likely to say that buses being on time had got worse (30% v 24% overall)
- Those aged 55+ were more likely to say there had been no change (83%) when compared with those aged 16-34 (47%) and 35-54 (58%)

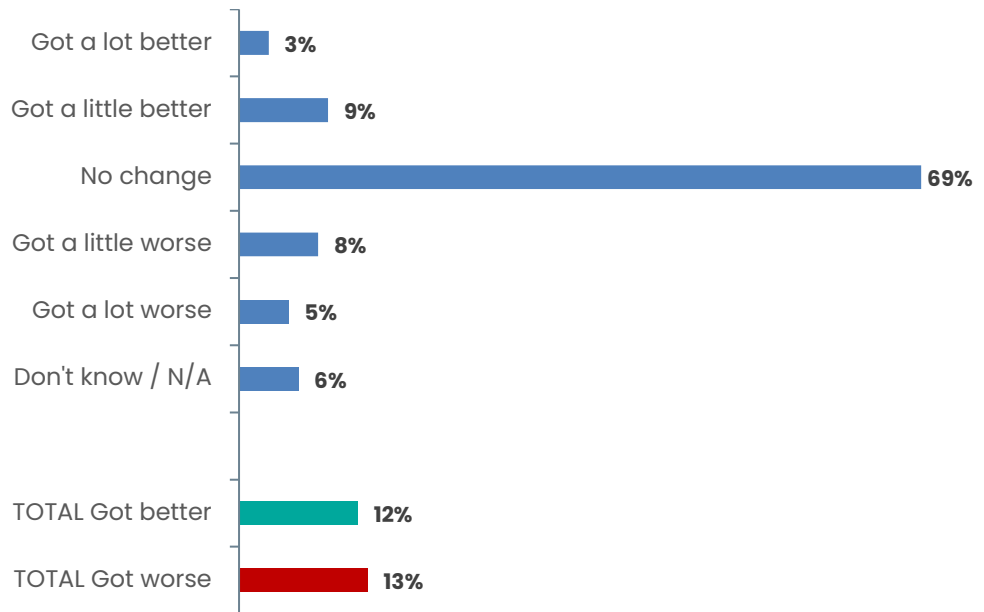


Overall experience of waiting for a bus

One in eight (12%) respondents said they thought their overall experience of waiting for a bus had *got better* overall (3% got a lot better, 9% got a little better). A similar proportion (13%) thought it had *got worse* overall (5% got a lot worse, 8% got a little worse). Seven in ten (69%) said there had been *no change*.

Figure 10 – Overall experience of waiting for a bus on Arundel Gate

Base: Respondents that used a bus (157)



Subgroup analysis

Subgroup analysis highlighted:

- Those that just got on or off a bus were more likely to their overall experience was worse than those who got on or off a bus and walked (17% v 6% overall)
- Those aged 55+ were more likely to say there had been no change compared with those aged 35-54 (90% v 62%)
- Those with a physical or mental health condition were more likely to say their overall experience had got better than those who did not have a physical or mental health condition (19% v 9%)

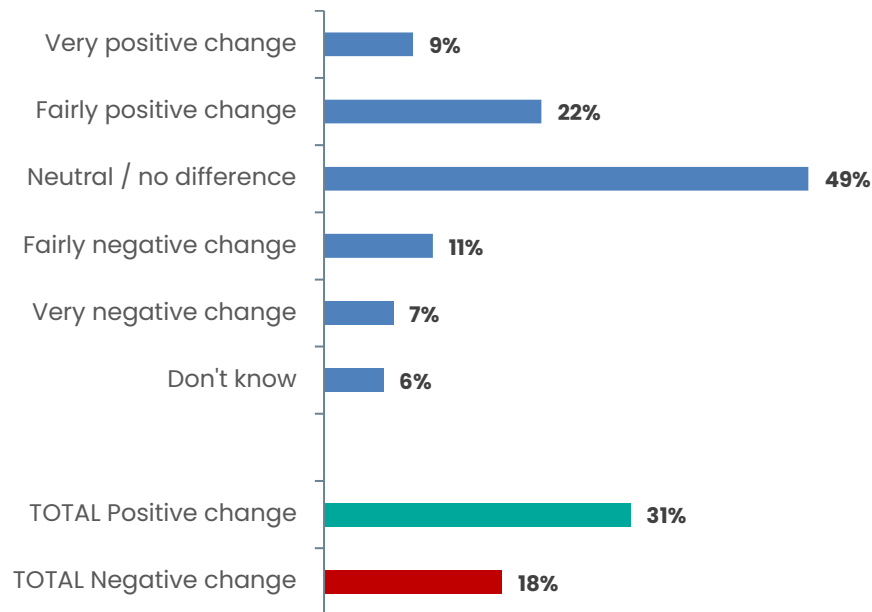


Making the bus gate permanent

Respondents were asked if the bus gate was made permanent and the council made changes to the area as mentioned, how they would view these changes. Three in ten (31%) respondents thought the change would be *positive* overall (9% very positive, 22% fairly positive). In contrast, almost one in five (18%) thought the change would be *negative* overall (7% very negative and 11% fairly negative).

Figure 11 - If the bus gate was made permanent and the council made changes to the area as mentioned, how would you view that change?

Base: All respondents (209)



Subgroup analysis

Subgroup analysis highlighted:

- Those that were aware of the bus gate were more likely to view the changes negatively when compared to those that did not know about it (23% v 13%)
- Those aged 35-54 were more likely to view the changes negatively when compared to those aged 16-34 (24% v 11%)
- Those with a physical or mental health condition were more likely to view the changes positively compared with those who did not have a physical or mental health condition (44% v 25%)



Improvements

Finally, respondents were asked if there was anything that Sheffield City Council could do to improve the experience as a bus user. Respondents provided a wide range of responses, with one main improvement, mentioned by just over three in five (62%) respondents, being *more reliable services / buses on time*.

Other common suggestions included *provision of better / more convenient bus routes* (33%), *cleaner / tidier buses* (33%) and *cheaper fares* (31%).

Figure 12 – Is there anything that Sheffield City Council could do to improve your experience as a bus user?

Base: All respondents (209)

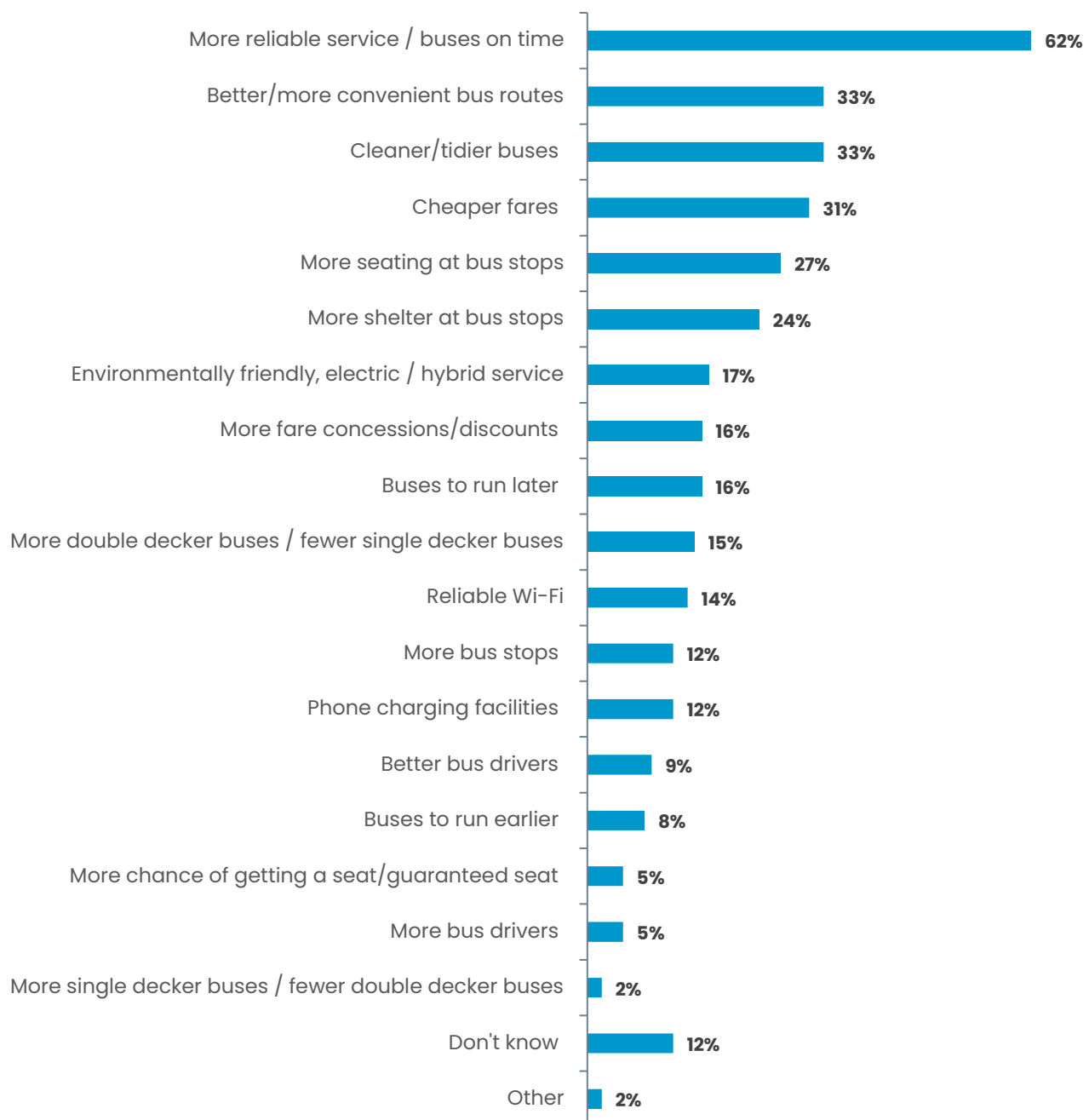


Figure 13 – Is there anything that Sheffield City Council could do to improve your experience as a bus user? By number of respondents

Base: All respondents (209)

Improvement	Number of responses
More reliable service / buses on time	129
Better/more convenient bus routes	69
Cleaner/tidier buses	68
Cheaper fares	64
More seating at bus stops	56
More shelter at bus stops	50
Environmentally friendly service / more electric/hybrid buses	35
More fare concessions/discounts	33
Buses to run later	33
More double decker buses / fewer single decker buses	32
Reliable Wi-Fi	30
More bus stops	26
Phone charging facilities	26
Better bus drivers	19
Buses to run earlier	16
More chance of getting a seat/guaranteed seat	11
More bus drivers	10
More single decker buses / fewer double decker buses	4
Don't know	26
Other	4



Respondent Profile

Figures 14 to 17 present the profiling information of the respondents' age, gender, ethnicity and physical or mental health condition or illness.

Figure 14 – Age

Base: All respondents (209)

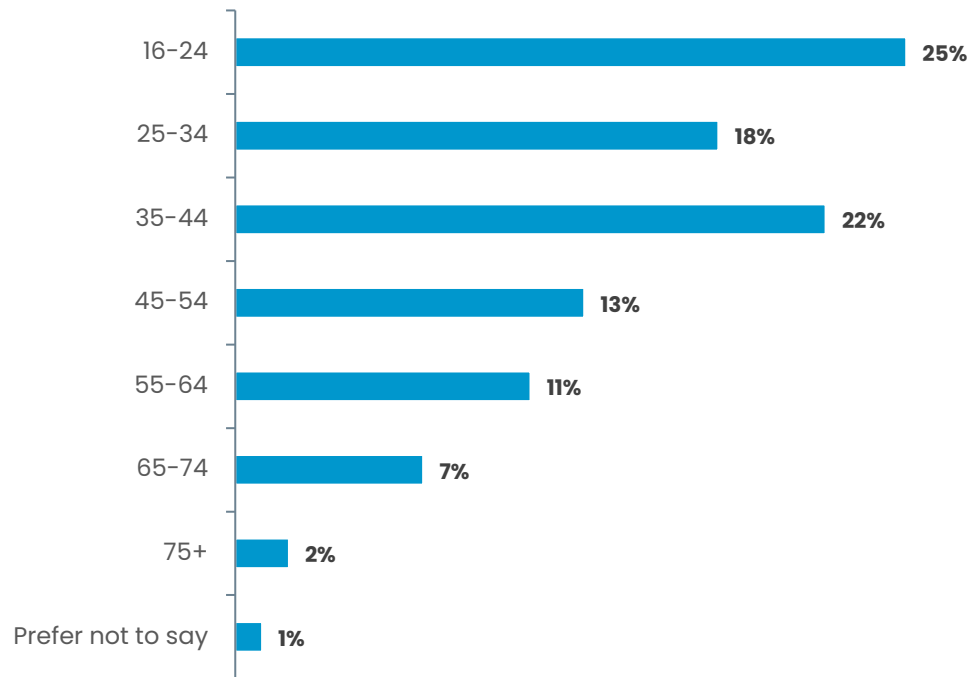


Figure 15 – Gender

Base: All respondents (209)

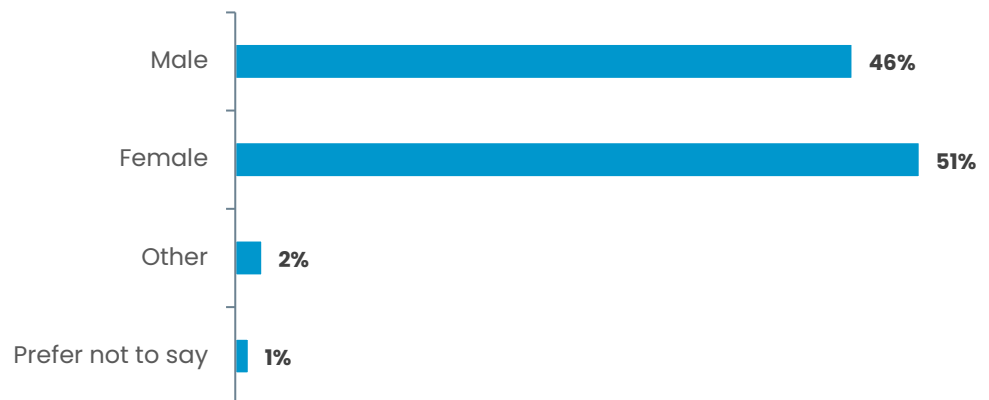


Figure 2 – Ethnicity

Base: All respondents (209)

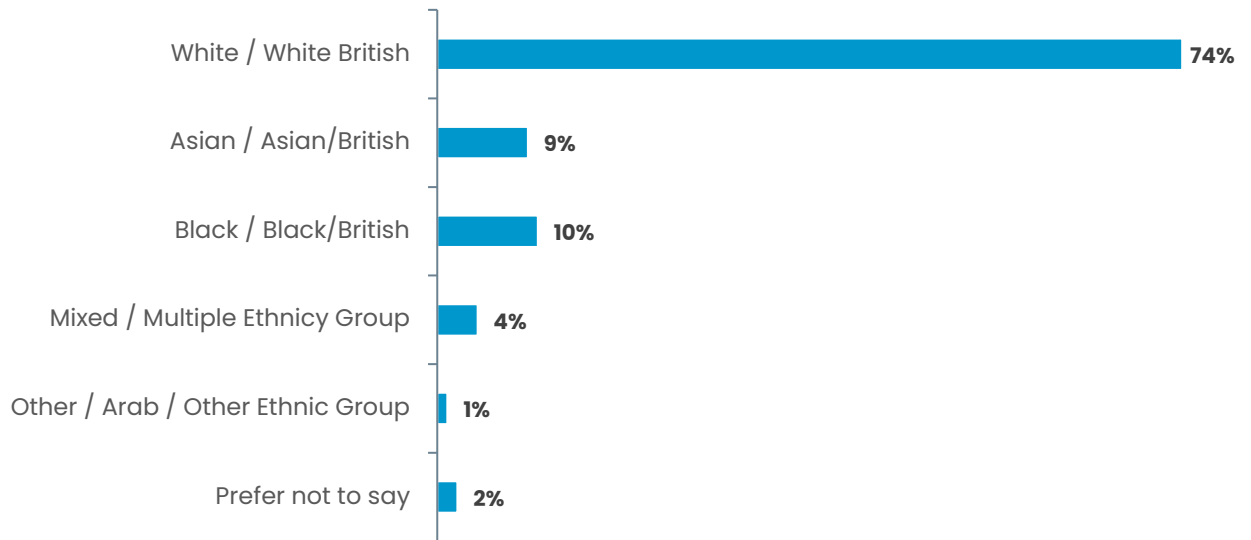
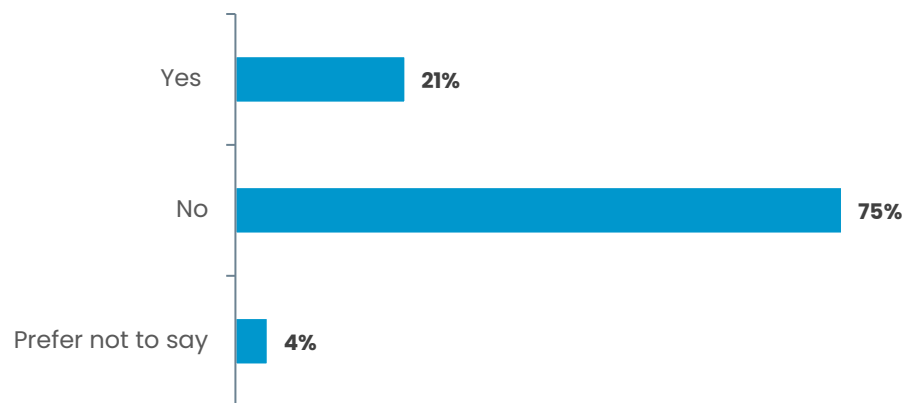


Figure 17 – Physical or mental health condition or illness lasting, or expected to last, 12 months or more?

Base: All respondents (209)



Summary findings

Respondent profile, type and frequency of using Arundel Gate




- Over two in five (44%) respondents were 16-34 years old, 35% were 35-54 years old, and 20% were 55+
- Half (51%) were female and 46% were male
- Three quarters (74%) were White / White/British, 9% were Asian / Asian/British and 10% were Black / Black/British
- One in five (21%) respondents had a physical or mental health condition
- Three quarters (75%) got on or off at a bus stop along Arundel Gate
- Almost two-thirds (64%) frequently (3 or more days a week) use Arundel Gate

Awareness of the bus gate

- Over half (55%) of respondents were aware of the bus gate, with male respondents and those aged 35-54 most likely to be aware

Exploring improvements of a range of issues since the introduction of the bus gate

- More respondents thought that volume of traffic, traffic congestion and walking to the bus stop / crossing the road, had got better since the introduction of the bus gate than those that thought they had got worse
- An equal number of respondents thought that the sense of safety had got better and got worse
- There were slightly more respondents that thought the overall experience of waiting for a bus had got worse, and twice as many respondents thought buses being on time had got worse than got better

	 Got better	 No change	 Got worse
Volume of traffic	20%	60%	15%
Traffic congestion	17%	65%	13%
Walking to the bus stop / crossing the road	15%	68%	8%
Fumes on Arundel Gate	14%	66%	12%
Sense of safety	12%	73%	12%
Overall experience of waiting for a bus	12%	69%	13%
Buses being on time	12%	58%	24%



Making the bus gate permanent

- Three in ten respondents thought that making the changes to Arundel Gate permanent would be a positive change (31%), and half (49%) were neutral

Improving bus user experience

- There was a range of suggestions to improve the experience as a bus user. The top five suggestions were:
 - More reliable service / buses on time
 - Better / more convenient bus routes
 - Cleaner /tidier buses
 - Cheaper fares
 - More seating at the bus stops



Appendix 1: Questionnaire



Sheffield Arundel Gate Survey (V2)

Good morning / afternoon / evening, my name is and I work for Enventure Research. We have been asked by Sheffield City Council to hear people's views on the new bus gate in operation on Arundel Gate.

Do you have time to answer some questions today? It should only take 5-10 minutes.

INTERVIEWER NOTE: Please check respondent has not already completed survey. If they have, please end interview.

SC Do you get on or off a bus on Arundel Gate or walk (pedestrian) through the area?

- Yes - bus
- Yes - walk
- Yes - both
- No (THANK & CLOSE)

Q1 How often do you get on or off at a bus stop on Arundel Gate / or walk along Arundel Gate?
PROMPT IF NECESSARY, SINGLE CHOICE

- 5 or more days a week
- 3 or 4 days a week
- 1 or 2 days a week
- Once a fortnight
- Once a month
- Less than once a month
- This is my first time

Q2 Before today, were you aware of the bus gate that was installed next to the Novotel Hotel in March 2023?
SINGLE CHOICE

- Yes
- No

Q3 As a user of Arundel Gate, have you noticed any changes to the following since the bus gate has been in operation on Arundel Gate since March 2023?
READ OUT, SELECT ONE OPTION FOR EACH ROW

	Got a lot better	Got a little better	No change	Got a little worse	Got a lot worse	Don't know/NA
Walking to the bus stop / crossing the road	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fumes when waiting for a bus on Arundel Gate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volume of traffic when waiting for a bus on Arundel Gate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic congestion when waiting for a bus on Arundel Gate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- | | | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Sense of safety when waiting for a bus on Arundel Gate | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bus being on time | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Overall experience of waiting for a bus on Arundel Gate | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q4 Currently, the bus gate in operation on Arundel Gate is a trial. Sheffield City Council is evaluating whether to make this permanent, as well as making changes to the area such as introducing a mini roundabout, cycle track and planting areas with seating.

If the bus gate was made permanent and the council made changes to the area as mentioned, how would you view that change?

READ OUT, SINGLE CHOICE

- Very positive change
- Fairly positive change
- Neutral / no difference
- Fairly negative change
- Very negative change
- Don't know

Q5 Is there anything that Sheffield City Council could do to improve bus user experience?

DO NOT PROMPT, SELECT ALL THAT APPLY

- | | |
|---|--|
| <input type="checkbox"/> More reliable service / buses on time | <input type="checkbox"/> Better bus drivers |
| <input type="checkbox"/> Better/more convenient bus routes | <input type="checkbox"/> Buses to run earlier |
| <input type="checkbox"/> More bus stops | <input type="checkbox"/> Buses to run later |
| <input type="checkbox"/> Cheaper fares | <input type="checkbox"/> Cleaner/tidier buses |
| <input type="checkbox"/> More fare concessions/discounts | <input type="checkbox"/> More chance of getting a seat/guaranteed seat |
| <input type="checkbox"/> More shelter at bus stops | <input type="checkbox"/> Reliable WiFi |
| <input type="checkbox"/> More seating at bus stops | <input type="checkbox"/> Phone charging facilities |
| <input type="checkbox"/> More double decker buses / fewer single decker buses | <input type="checkbox"/> Environmentally friendly service / more electric/hybrid buses |
| <input type="checkbox"/> More single decker buses / fewer double decker buses | <input type="checkbox"/> Other |
| <input type="checkbox"/> More bus drivers | <input type="checkbox"/> Don't know |

Other (please specify)

Demographics

My final questions are about you to make sure we are speaking to a range of people. You can say that you prefer not to answer any of these questions.

Q6 **Gender**

- Male
- Female
- Other
- Prefer not to say

Q7 **Age**

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say

Q8 **Ethnicity**

- White / White British
- Asian / Asian / British
- Black / Black British
- Mixed / multiple ethnic group
- Other / Arab / Other ethnic group
- Prefer not to say

Q9 Do you have a **physical or mental health condition or illness** lasting or expected to last 12 months or more?

- Yes
- No
- Prefer not to say

As part of our quality checking process we contact a proportion of people to check you were interviewed in a firendly and professional manner and in accordance with the MRS code of conduct. It will only be used for this purpose and WILL NOT be passed on or used in the future.

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