

CLIENT: Wiltshire Council	PROJECT: River Crossing
DATE: 7 th July 2017	VERSION: 1

1. BACKGROUND:

Wiltshire Area Board has funded a recent and ongoing exhibition to engage the local Community in potential planning of future river crossings in Bradford-on-Avon.

The touring exhibition asked local residents to map where, why and how they currently cross the river, including frequency. Opinion was then gathered through a further interactive map as to where participants would like to cross the river, how, with whom and why.

The map was labelled with various options for crossing, including existing and potential new spots.

Feedback from this exhibition is currently being analysed and further exhibition locations planned.

As part of this engagement exercise and in order to better prepare future river crossing proposals and plans it is important to validate the data collected and to gain a broad representation of quantified feedback, primarily from local residents but also from secondary visitor opinion.

2. OBJECTIVES:

To collect quantitative opinion on current river crossing attitudes and behaviour from a broad, representative number of local residents.

To gain quantitative insight into attitudes towards potential river crossing options and measure level of support for open options.

To validate key insight from the exhibition.

To gain quantitative insight from visitors to the town as to current and potential river crossing attitudes and behaviour (secondary).

3. TIMING

TBC. Anticipated mid August – mid September 2017.

4. METHODOLOGY:

An online quantitative survey of up to 20 minutes duration, targets primarily local residents. A shorter, stripped back survey of 5-10 minutes targets visitors via the Tourist Information Centre and local hospitality venues.

The survey aims for a quota of up to 1,000 respondents, aligned to the demographic profile of the town. Invitations to participate in the online survey will be despatched through the town council email and social media, BOA Business, local hospitality and retail venues, local community and sports groups, local schools and a broad spectrum of local social media.

There is also a potential to engage local students to conduct the stripped back surveys face to face at The Shambles, Lambs Yard and Sainsburys.

The survey captures and probes:

- Respondent age, gender, household status
- Respondent location
- Current river crossing behaviour – which bridge, start and end journey point, frequency, how crossed (car, foot, cycle), with whom crossed, reason for crossing
- Attitudes towards specific existing crossings – why use/not use
- Potential gaps in river crossing opportunities
- Attitudes towards crossing river by foot/cycle – barriers and opportunities
- Preferred potential river crossing options – using exhibition map
- Attitudes to potential river crossing options
- Reasons behind proposed behaviour change.

Survey comprises closed questions, a mix of multiple choice, ranking and attitudinal agreement/disagreement.

The survey is scripted, hosted and analysed as a full service bespoke survey ensuring quantitative data can be segmented sufficiently to formulate ongoing proposals. All analysis will be segmented by age, gender, mode of crossing and location of crossing.

5. OUTPUTS

A powerpoint report of analysed data and supporting charts.

Excel tables tabbed and cross tabbed (likely splits – age, gender, mode of crossing)

Total raw data in excel values or SPSS.

6. INDICATIVE BUDGET

Scripting. Test, programme, host. Analysis, charts, overview report	n=1,000 maximum	£1,530 + VAT
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NB:

Client to liaise with respondent invitation parties, arrange and co-ordinate student support, print paper and pen questionnaires, manually input paper and pen questionnaires.

Analysis of closed questions only.

Based on assumptions given

All costs quoted are subject to VAT @ 20%

Quote valid for 30 days from date of quotation

A purchase order to be issued prior to commencement of project.

Payment terms 14 days from date of invoice

Helen Davies

Pink Flamingo Shopper Ltd

7th July 2017

Valid 30 days from date of quotation