

TRAVEL TO BROOMHILL CENTRE

1.0 INTRODUCTION

THE PROJECT

This summary report prepared by BBEST is based on professional project work undertaken on our behalf by Alistair Kelly, an M.Sc student in Urban Planning at Sheffield Hallam University.

The aim of the survey was to establish the travel and related behaviour of people using Broomhill Centre as customers of shops and other retail businesses. The data sought included; choice of travel mode, reasons for the visit, time spent in the centre, the amount of money spent, and the number of shops and services visited.

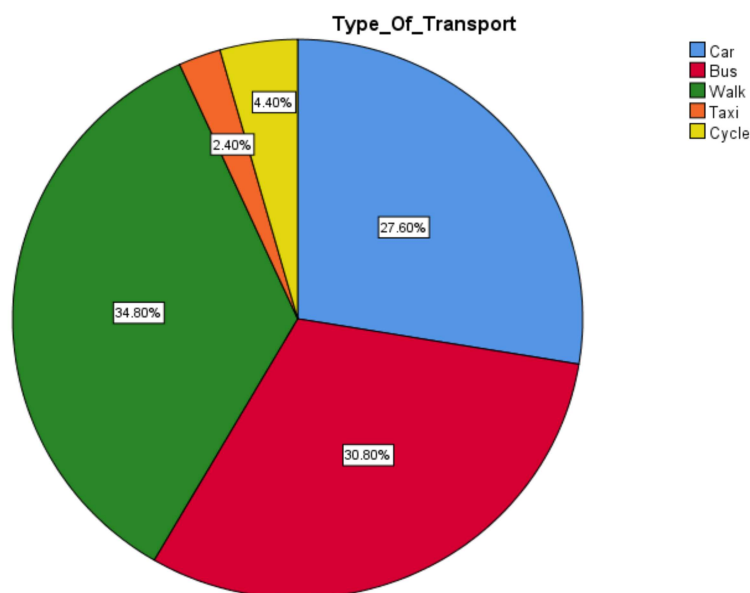
THE SURVEY

A questionnaire survey was used to collect the data by face to face interview. Visitors were questioned at various locations, days of the week, and times of day during the University term time. In total, 250 completed interviews were obtained

2.0 THE FINDINGS

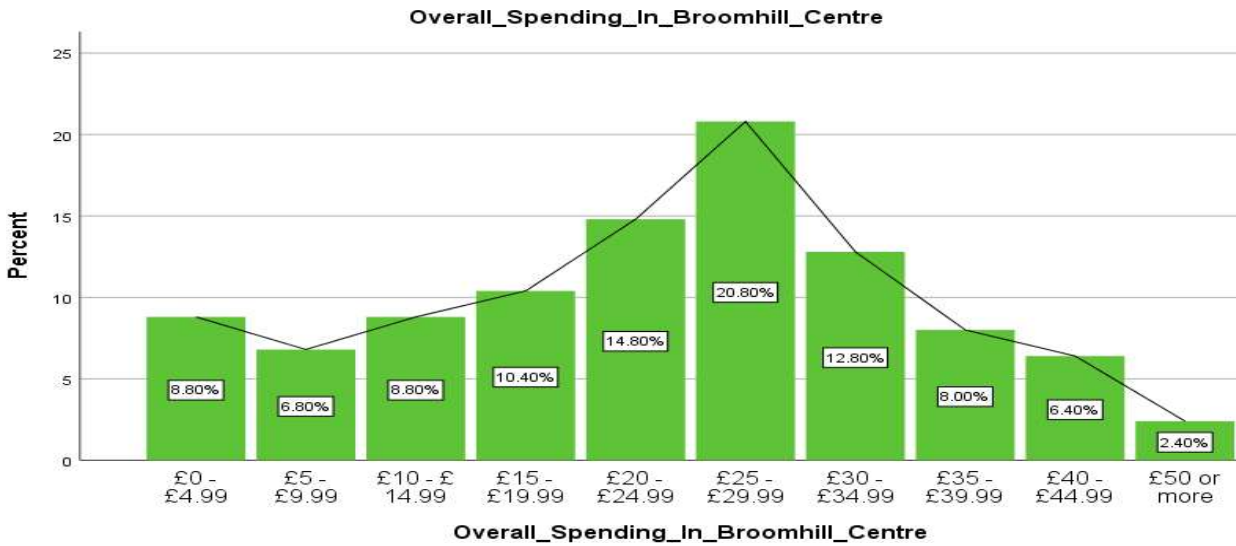
2.1 USE OF THE CENTRE

2.1.1 MODES OF TRANSPORT



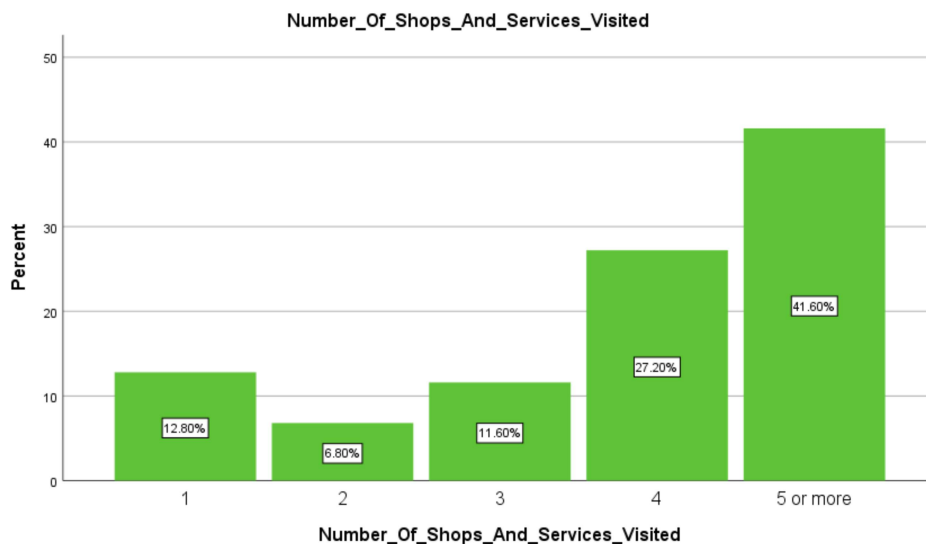
The most popular way to arrive in Broomhill centre was by walking there (35%). Bus use was also important (31%). Just over a quarter of visitors arrived by car (28%).

2.1.2 OVERALL SPENDING OF A VISIT TO BROOMHILL CENTRE



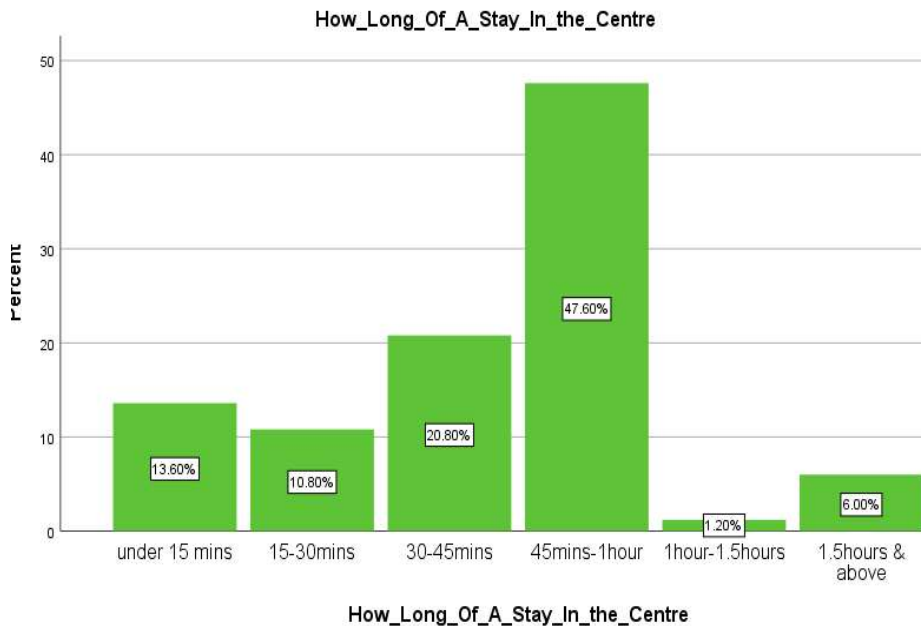
The majority of visitors (65%) spent more than £20 per visit,

2.1.3 NUMBER OF SHOPS/ SERVICES VISITED IN THE CENTRE



Over 40% of the public visited 5 or more shops during their time in the centre. On the other hand, over 10% only visited 1 shop/service in the area. The offer of 15 minutes free parking may have been an influence in these cases.

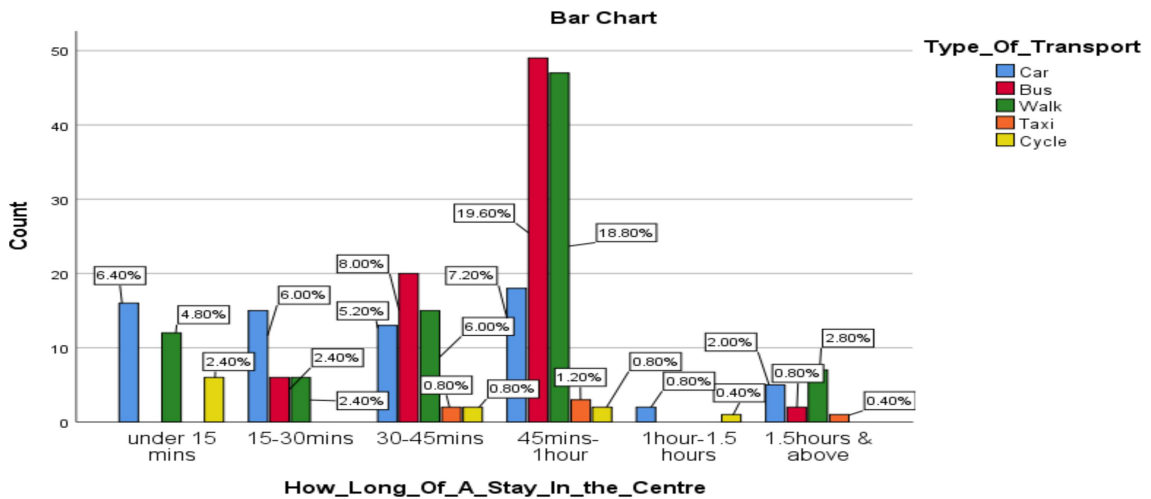
2.1.4 LENGTH OF TIME SPENT IN THE CENTRE



Over 50% of visitors spent more than 45mins within the centre.

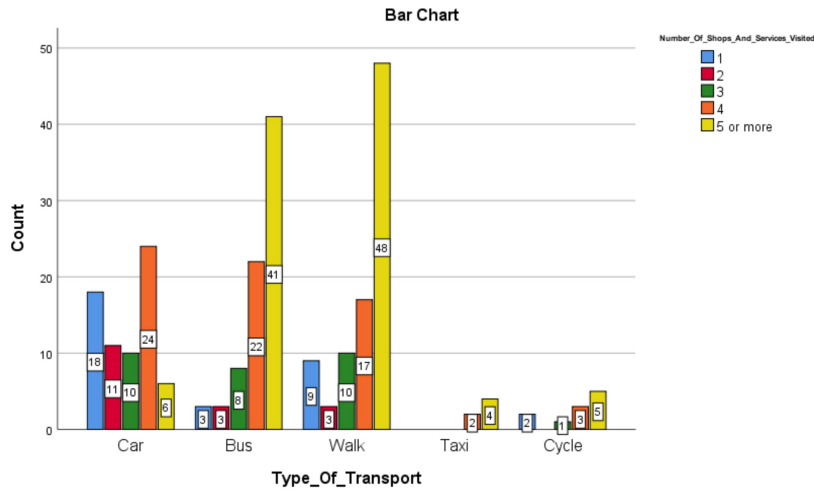
2.2 MODES OF TRANSPORT AS A FACTOR

2.2.1 MODE OF TRANSPORT IN RELATION TO LENGTH OF STAY IN BROOMHILL CENTRE



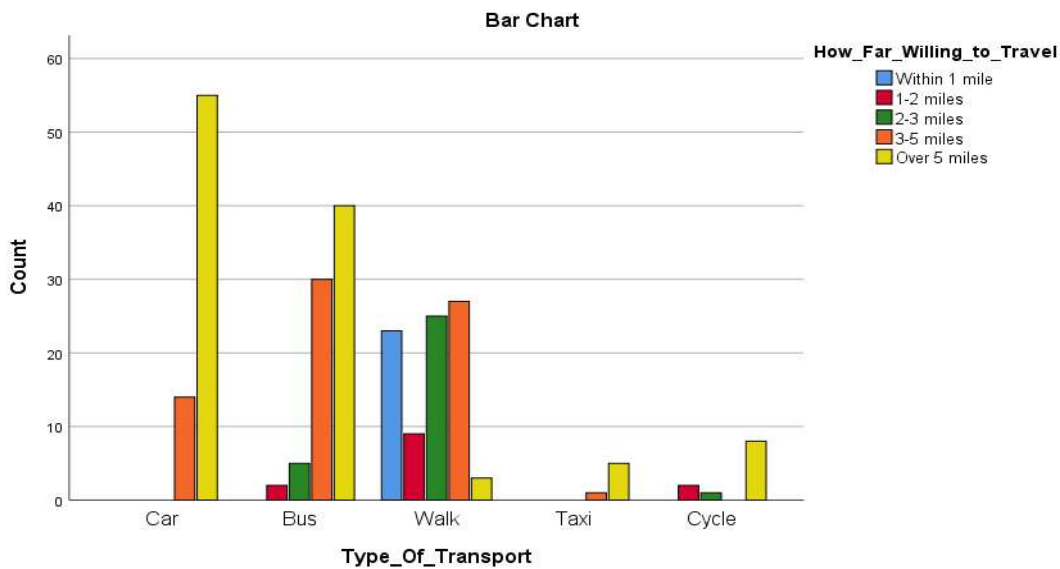
Car users tended to spend less time in Broomhill centre in comparison to other modes of transport. Of the quarter of visitors to Broomhill that stayed in the centre for 30 minutes or less, over half used a car as the mode of transport.

2.2.2 TRANSPORT MODE IN RELATION TO NUMBER OF SHOPS VISITED



Those arriving by car generally visited less shops/services than those who used more sustainable modes of transport

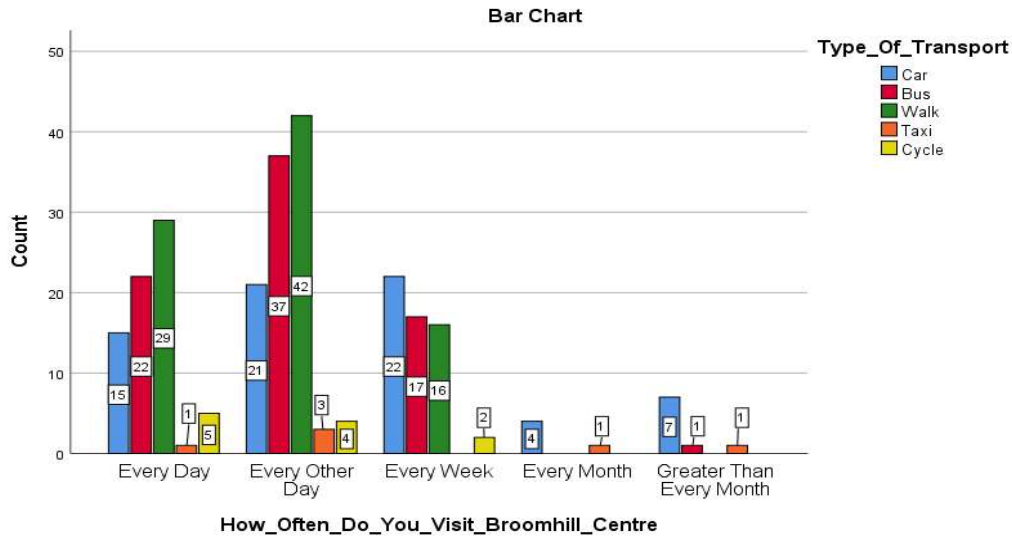
2.2.3 MODE OF TRANSPORT IN RELATION TO HOW FAR VISITORS ARE WILLING TO TRAVEL



Car users were willing to travel further distances than the other modes of travel. Unsurprisingly, walkers were the least likely to travel over 5 miles.

Note, however, that cyclists coming to Broomhill Centre were also willing to travel longer distances, with the majority prepared to travel 5 miles or more.

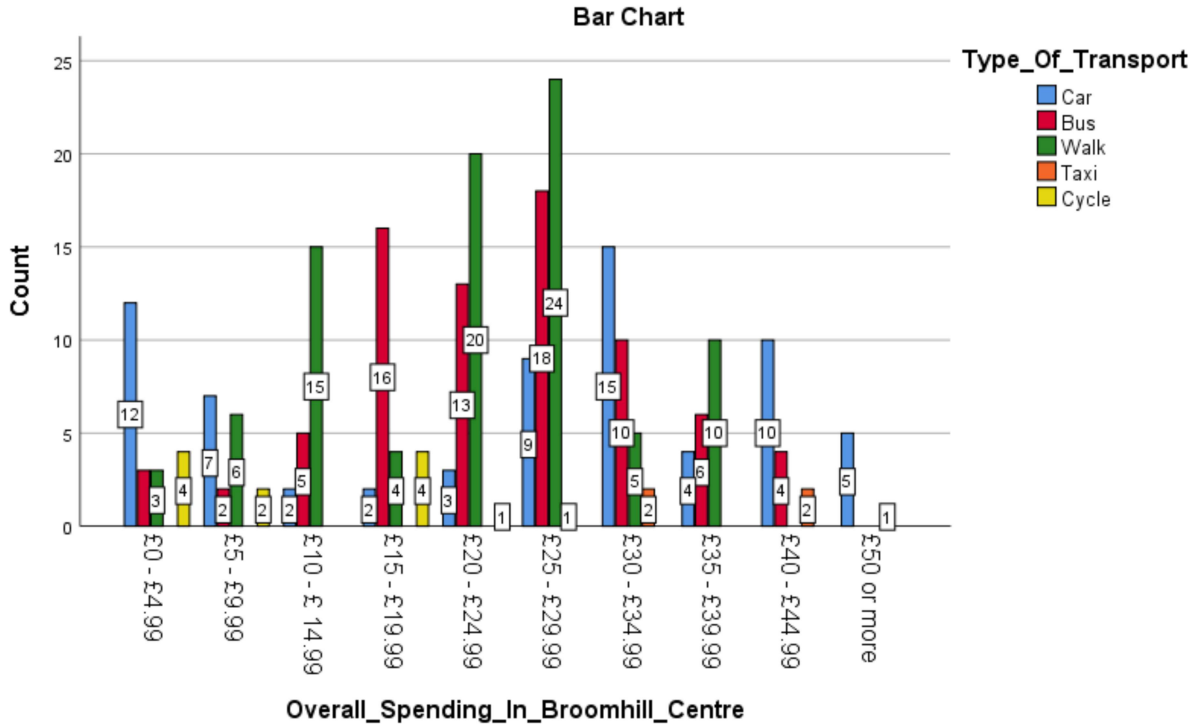
2.2.4 TRANSPORT MODE IN RELATION TO HOW OFTEN VISITORS COME TO BROOMHILL CENTRE



Most visitors to Broomhill Centre can be classed as frequent visitors - with 236 out of the 250 surveyed visitors stating that they visit Broomhill Centre at least every week. The most popular frequency of visit is 'Every Other Day' with 107 out of the 250 visitors stating that this is how often they visit Broomhill Centre.

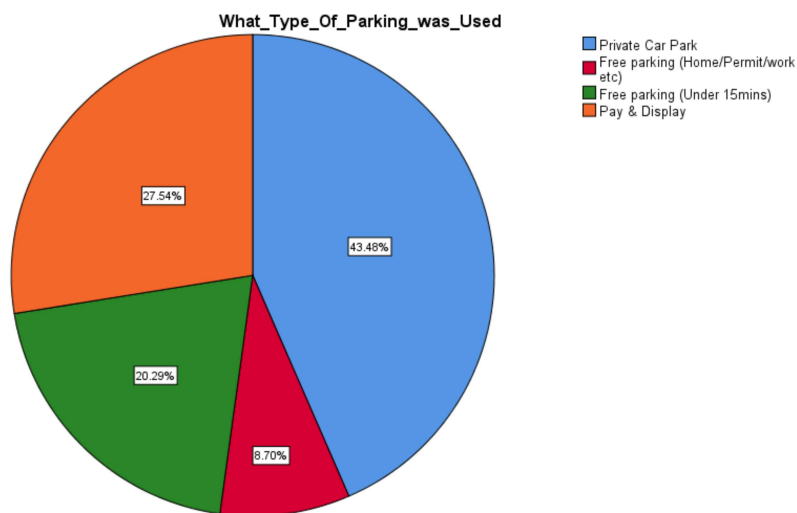
Those who walk, catch the bus or cycle tend to visit more frequently than those who use a car as their transport mode. Virtually all of them visit the centre at least once a week.

2.2.5 MODE OF TRANSPORT IN RELATION TO AMOUNT OF MONEY SPENT IN BROOMHILL CENTRE



As mentioned earlier, car users have a tendency to spend the least amount of time in Broomhill Centre and use fewer shops and services. It is therefore not surprising that in general they spend less per visit than people who come by other means.

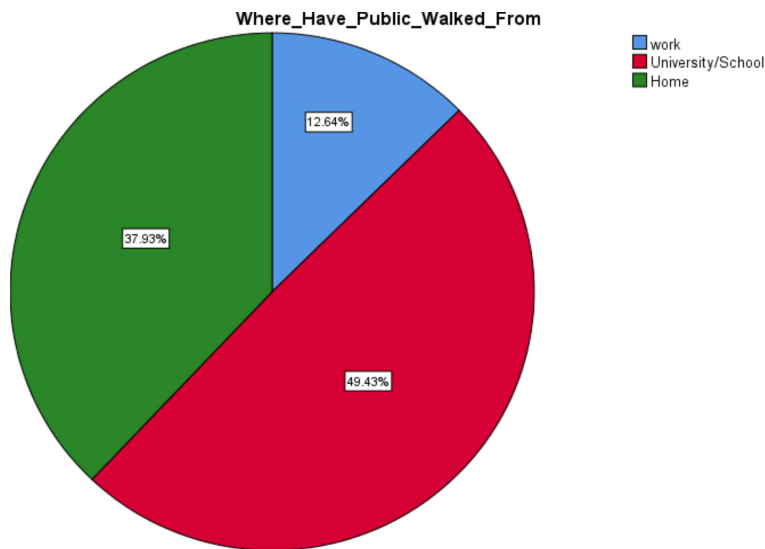
2.2.6 CAR PARKING USED IN THE CENTRE



Almost half of the car users interviewed had chosen to use a privately operated public car park.

Almost another third had used “free” parking, either taking advantage of the 15 minute concession on Pay and Display or using other parking where no payment was required.

2.2.7 WHERE HAVE THOSE THAT WALKED, WALKED FROM?



Nearly half of those visiting Broomhill Centre on foot came from a place of education.

3.0 CONCLUSIONS

3.1 SUMMARY TABLE OF RESULTS

MODE OF TRANSPORT	SUMMARY
WALK	Most popular transport mode for visitors to Broomhill Centre. Overall tendency to spend the longest in the centre and visit more shops. Most walkers spent between £10 and £30 per visit.
BUS	Second most popular transport mode used to visit Broomhill Centre. Bus users generally visited 4 or more shops/services. Most spent between £15 and £35 per visit.
CAR	Third most popular transport mode used. Generally spent less time in the centre, visited less shops and are amongst those who spent the least.
CYCLE	A far less popular way of coming to Broomhill Centre.
TAXI	Little used during shopping hours.

4.2 IMPLICATIONS FOR POLICY

In the changing economic and business environment - with the traditional retail and banking uses that have sustained District Centres increasingly vulnerable to the “digital age” - Broomhill will have to respond to change and re-define its role. Vital to its future success will be its location and the accessibility of its catchment population for both well-established and emerging business opportunities.

Within the Sheffield City Region as a whole, the car is the dominant means of transport, and for businesses sited in many locations, ease of access by car is actively promoted “by design” and is regarded as an essential component of marketing shops and other retail services. Typical determining factors are a location alongside a main road and a car park for which customers do not pay directly to leave their cars.

However, there are other successful businesses operating in locations where car access is not paramount, where proximity to potential customers is more important, and which are more suited - because of their urban character and situation - to welcoming people who arrive on foot, by bus or cycle. This survey demonstrates that Broomhill Centre is one such location. These survey results - combined with others considerations such as traffic congestion, the limited amount of highway space, and high levels of traffic noise and air pollution - point towards future policies for the centre which promote walking, cycling and use of public transport, which do not encourage further growth in access by car, and which mitigate the impact of continuing car use.

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