

GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT

The following is a summary of the passenger survey issued in February 2004 to existing and potential passengers. Of 550 surveys issued 258 have been completed and returned - a healthy response rate of 47%. The survey extended the work done in 2001 and focused on two key areas - satisfaction levels and development wishes.

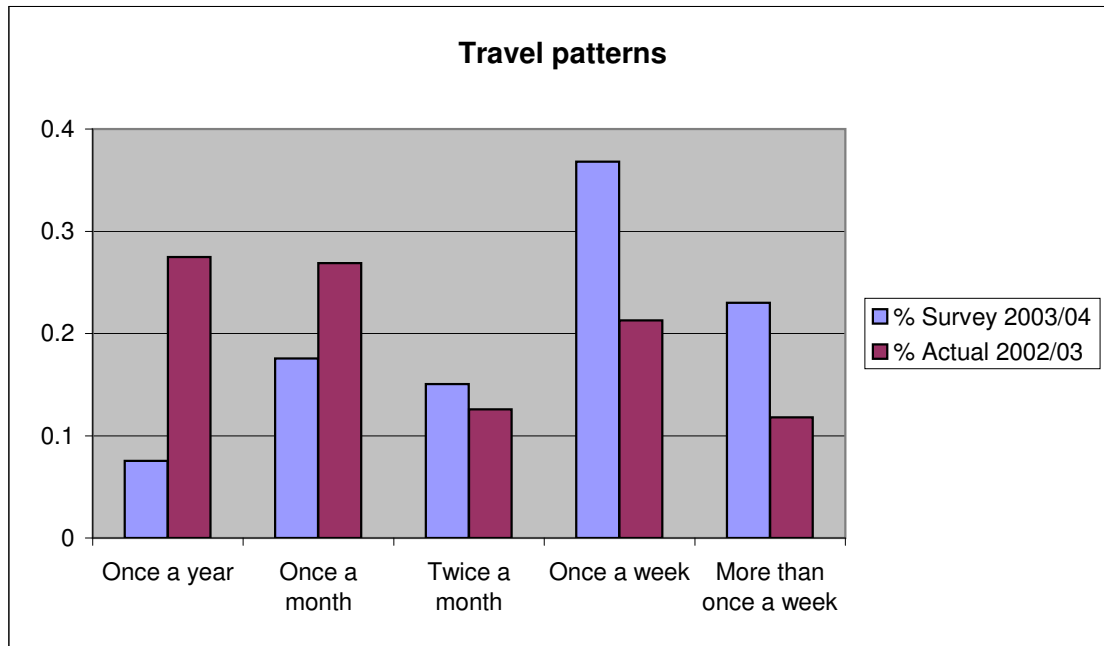
1] SERVICE SATISFACTION ANALYSIS

The passengers responding are generally very happy with the service being provided. The following chart provides a summary of responses -



To assess the validity of the satisfaction replies the rest of section 1 of the survey focused on how often the respondents travel with Dial-a-Ride and whether they would like to travel more. The 'Travel pattern' chart shows that those replying are those who travel with Gloucester Dial-a-Ride on a regular basis. This fact needs to be appreciated when assessing the results obtained.

GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT



One disappointing feature of the survey has been the limited response from groups who support people with disabilities. Further feedback is currently being sought from them as it is crucial that Gloucester Dial-a-Ride obtains input from people who do not use the service to help guide its future development.

Confirmation that Gloucester Dial-a-Ride is doing things right for existing users is that 67% would like to travel more often. Ill health seems to prevent them doing so. The most popular changes that the 33% of people who do not wish to travel more often want are -
1) Scheduled services and 2) Less time spent on the bus.

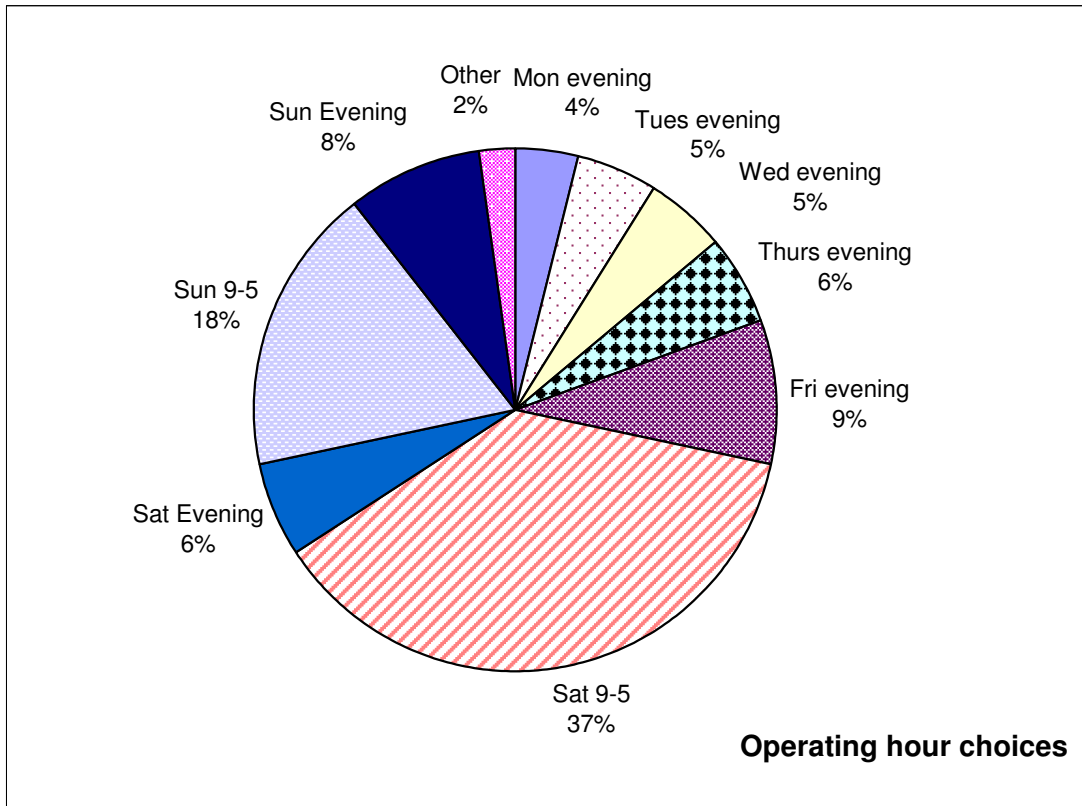
2] SERVICE DEVELOPMENT ANALYSIS

The following looks at service development through operating hours, booking methods, travel opportunities and publicity methods.

The survey asked people to indicate if they wanted Dial-a-Ride to operate at weekends and / or in the evenings. 51% of people responding are happy with the hours currently offered but it does mean that nearly half of existing respondents want something else. New hours could also attract potential passengers, ie those only needing to travel at weekends. This will become clearer from the additional consultation work and the 'Saturday Service' feasibility study.

GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT

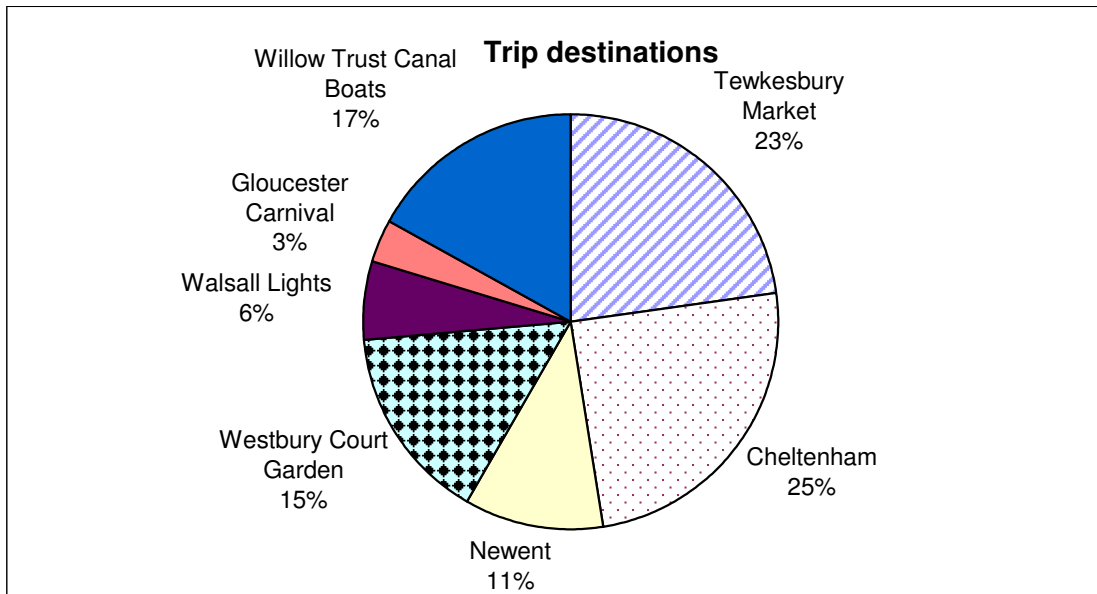
The following chart shows what choices were made by those who want the service to operate at additional times -



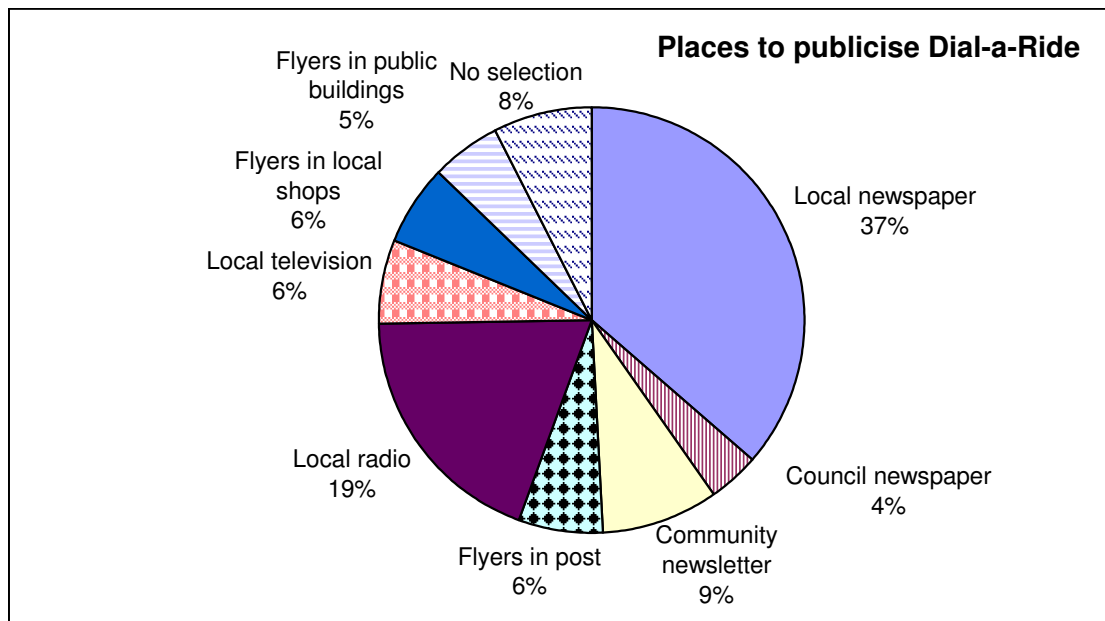
The survey then asked passengers if they would like to book in another way - only 8% of respondents would like anything other than phone contact. The most popular change would be to allow bookings by post. This result very much reflects the fact that with 75% of current passengers being over 75 years of age they prefer not to use the newer technologies of mobile phones or e-mail. As Gloucester Dial-a-Ride creates a broader membership base this may well change.

On the other hand over 60% of passengers would like more trips organised (ie outside the normal service area). The most popular choices are detailed in the 'Trip destinations' chart -

GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT



The results indicate that this is an area that needs consideration when looking to improve the sustainability of Gloucester Dial-a-Ride. Finally in the development section, passengers were asked where they thought the best place to promote Dial-a-Ride is. The results do show that a variety of methods need to be employed -



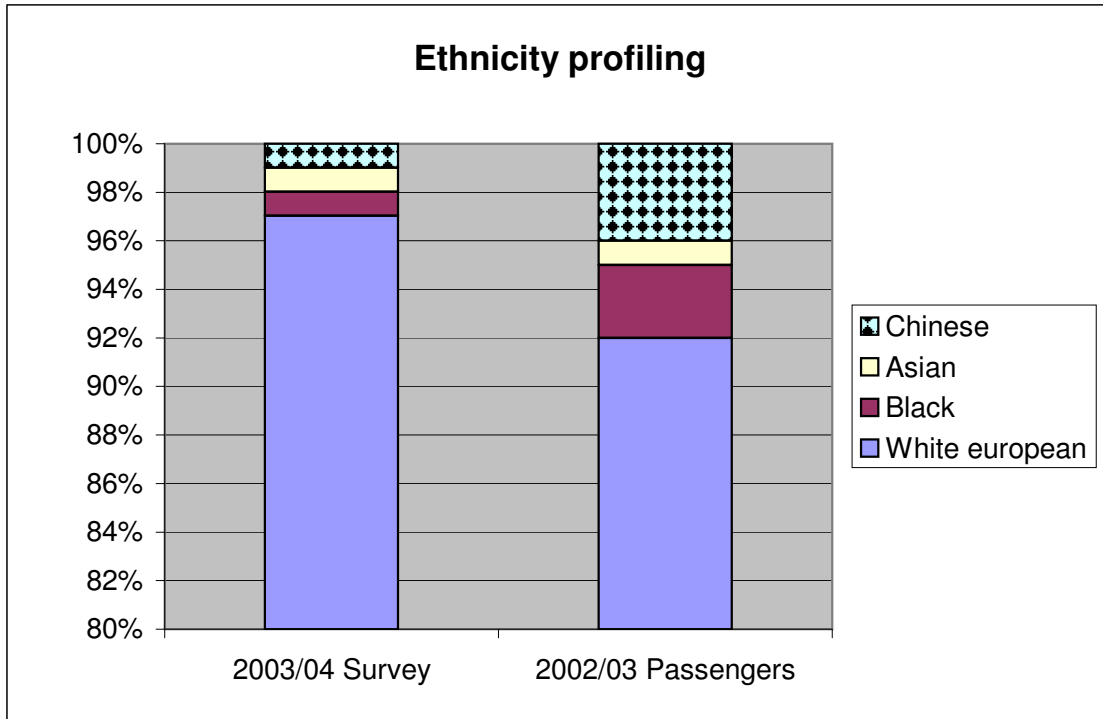
The marketing plan for the next 12 months will use a number of these methods and assess which have most impact.

GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT

3] PASSENGER PROFILE

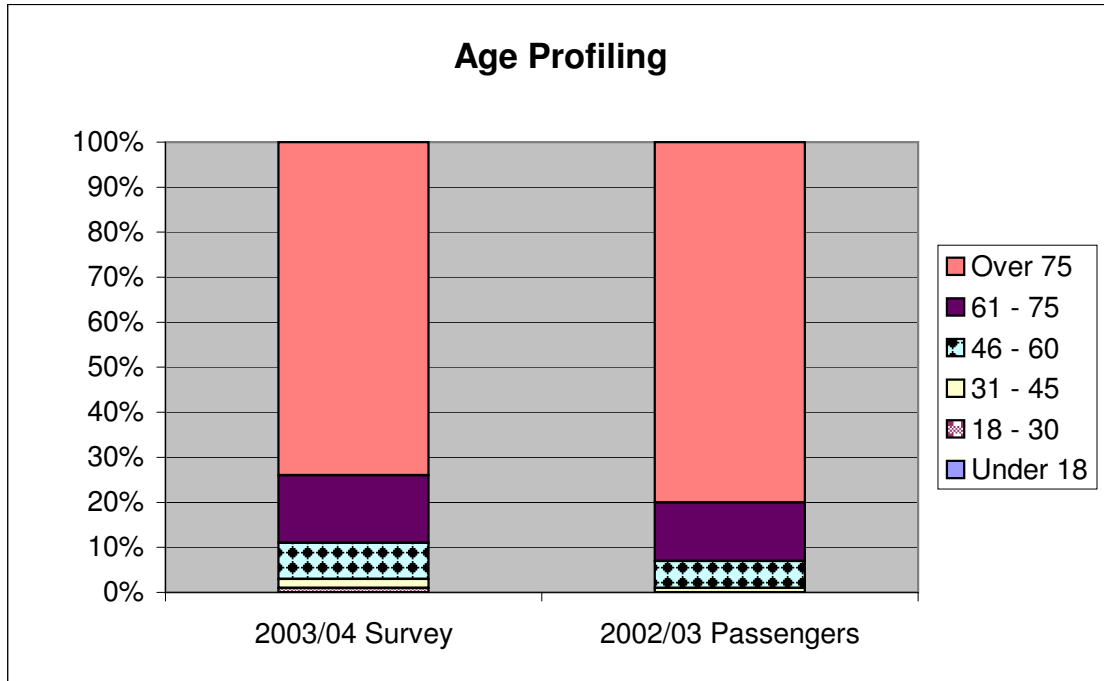
This final section allows us to analyse who Gloucester Dial-a-Ride is currently catering for and where any change in emphasis is needed.

The following two charts provide a comparison of those responding to the survey in 2003/04 and the members actually using Gloucester Dial-a-Ride in 2002/03.

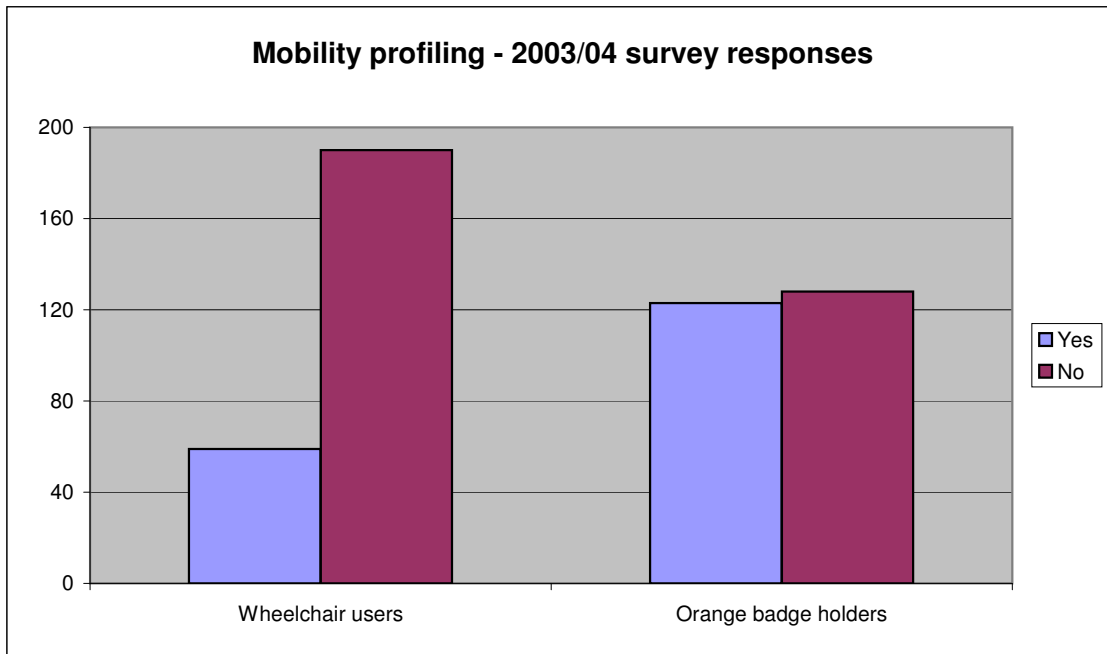


Part of the development work is to create a marketing plan that will improve the awareness of and access to Gloucester Dial-a-Ride, particularly for members of the black and minority ethnic communities (chart above) and younger people (chart on next page). It will therefore be interesting to review any change in the passenger profiling over the next 3 to 5 years. This will be part of the monitoring and evaluation stages of the business and marketing plans.

GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT



Further profiling has been done on the number of wheelchair users of the service as well as how effective Dial-a-Ride is in encouraging owners of Orange (previous Blue) badges to use a collective service instead of a car. It is encouraging to see that many 'badge owners' use Gloucester Dial-a-Ride as an alternative to car travel.



GLOUCESTER DIAL-A-RIDE'S 2003/04 SURVEY REPORT

SUMMARY

The results provide a strong endorsement for Gloucester Dial-a-Ride that they are doing many good things, this is reaffirmed by the results of Gloucestershire County Council's Best Value 2004 survey (see attached chart). At the same time, in both the satisfaction and development sections, there are aspects of the service that need reviewing, for example, contact hours and trips outside the Gloucester boundary.

The staff, volunteers and committee, however, can feel a real sense of achievement as there are many loyal and happy member of Gloucester Dial-a-Ride. A large number of the survey respondents wrote additional comments.

In conclusion I would recommend that Gloucester Dial-a-Ride continues with the successful work it does while at the same time introducing gradual changes to provide a service that helps meet even more needs of a broader client base.

Malcolm Dunn, Development Worker

22 June 2004