



TRAVEL PLAN MONITORING FEES CONSULTATION

8 July to 19 August 2024

Report September 2024

Research and Consultation Team

Contents

1	Introduction and background.....	1
2	Methodology	1
2.1	Support	2
3	Engagement HQ Analytics	2
4	Notes about the findings	3
4.1	Change to the Option 3 proposal	3
4.2	Misunderstandings about the proposals	4
4.3	Daily Echo article	4
5	Findings	4
5.1	Proposal 1	5
5.2	Proposal 2.....	5
6	Appendix 1 - Respondent profile	6
7	Appendix 2 - Respondent postcodes by area	7

1 Introduction and background

BCP Council ran a consultation on proposals to introduce a harmonised system for charging developers Travel Plan monitoring fees across Bournemouth, Christchurch and Poole (BCP). There is currently a charging scheme for developments in Poole that we were proposing to apply in Bournemouth and Christchurch.

The consultation ran from the 8th July to 19th August 2024.

This report briefly summarises the methods and overall findings of the consultation with two further reports enclosed that have been generated from our Snap survey software. These detail key statistics and list the comments for all of the open-ended questions. Please note the comments have not been analysed to draw out key themes from the data.

The two Snap reports have been created to show the responses before and after we noticed an error with one of the proposals. More information on this can be found [here](#).

Please consider the findings from the two Snap reports and this overall report carefully before making any final decisions.

2 Methodology

The consultation was hosted on the BCP [Engagement HQ](#) platform and was promoted through various channels including:

- [BCP Council Press Release](#)
- Details of online engagement rates can be found in the [Engagement HQ Analytics](#)
- E-newsletters
- Social media posts (Facebook, Twitter, Instagram, LinkedIn) by BCP Council
- Emails to public and commercial stakeholders

The main project page was hosted from the council's Engagement HQ Platform along with a brief description of the project: haveyoursay.bcpCouncil.gov.uk/travel-plan-fees

The consultation was designed in Engagement HQ (engagement platform software). The online responses were downloaded from the software for analysis. The data was checked and verified in preparation for analysis and held in the Research and Consultation Team's secure area.

The online survey was designed in 'Snap' (survey design software). The online responses were downloaded into Snap for analysis. The data was checked and verified in preparation for analysis and held in the BCP Council Insight Team's secure area. Quantitative analysis was carried out using Snap to identify the frequencies for each question.

The write in (qualitative) responses were not analysed by the Research and Consultation team but can be read in the Snap reports accompanying this report.

2.1 Support

Respondents were encouraged to read the [information document](#) and complete the online survey by **11:59pm on 19 August 2024**. Alternatively, they could collect a paper copy of the survey and information document from any of BCP's libraries.

They could also download a copy of the paper surveys and information document from our main consultation page: haveyoursay.bcpCouncil.gov.uk/travel-plan-fees.

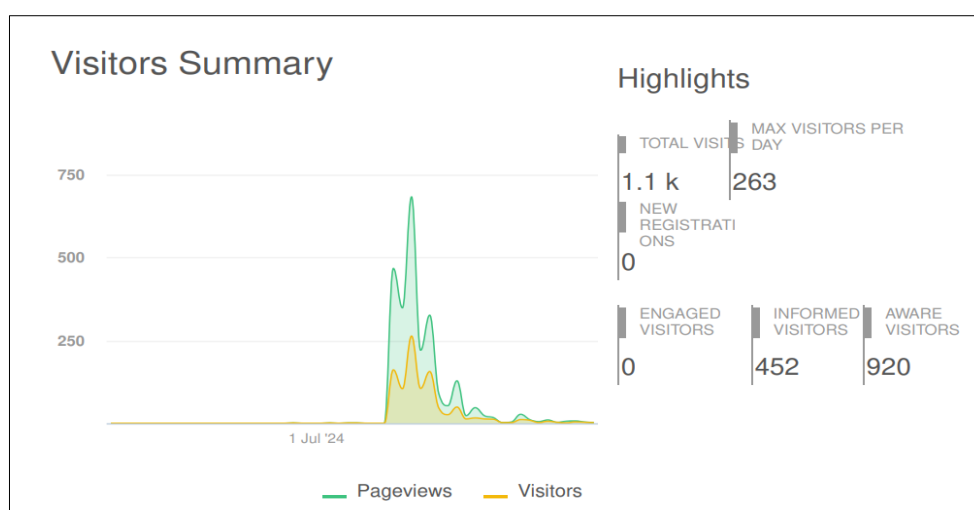
If they had any queries or needed support responding to the consultation, they could email TEnghelpdesk@bcpCouncil.gov.uk or refer to the [Frequently Asked Questions \(FAQs\)](#).

3 Engagement HQ Analytics

This section shows the engagement figures over the duration of the consultation.

The consultation was hosted on the council's engagement platform [Engagement HQ](#). There were over 1,181 visits to the [consultation page](#) with 920 **aware visitors** (i.e. a visitor who has made at least one single visit to the webpage) and 452 **informed visitors** (i.e. a visitor who has taken the 'next step' from being aware and clicked on something).

Engagement HQ Measurement Figures



Visitors engaged with the content on the main consultation page as follows:

- 396 visitors downloaded documents 487 times, including:
 - 450 downloads of the [Consultation Information Document](#)
 - 28 downloads of the [paper survey](#)
- The [Frequently Asked Questions \(FAQs\)](#) were viewed 98 times by 92 visitors

The majority of visitors to the consultation page on Engagement HQ came via Facebook (257 visits), followed by the BCP Council website (143 visits) and Google (71 visits). A full breakdown of the site referrals can be seen below:

TRAFFIC SOURCES OVERVIEW

REFERRER URL	Visits
m.facebook.com	151
www.bcpccouncil.gov.uk	143
lm.facebook.com	84
www.google.com	71
online1.snapsurveys.com	43
l.facebook.com	22
www.bing.com	10
nextdoor.co.uk	9
android-app	7
www.google.co.uk	7
t.co	5
duckduckgo.com	1
uk.search.yahoo.com	1

4 Notes about the findings

Before reading the findings section below, it's important to note the following:

4.1 Change to the Option 3 proposal

After launching the consultation on the 8th July, we noticed that there was an error in the figures we had provided for the three and six travel plan scenarios for 'Option 3 - Align with other councils'. The figures were incorrectly stated as £34,188 for six travel plans a year and £68,376 for 12 travel plans a year.

As soon as we noticed the error on the 11th July, we corrected the figures to £17,094 for three travel plans a year and £34,188 for six travel plans a year for the 'Option 3 - Align with other councils' option.

One of the enclosed Snap reports provides the responses before this change (labelled “Snap Report before option change on 11.7.2024 (162 responses)” which was published at 12:03pm on the 11th July 2024 and another provides the responses following the change (labelled “Snap Report after option change on 11.7.2024 (99 responses)” which was published at the end of the consultation.

4.2 Misunderstandings about the proposals

We have seen in the comments that were received that several respondents misunderstood the proposal about implementing a charge, assuming that BCP residents would be charged for harmonising the current Travel Plan Monitoring Scheme. We stated in the supporting information for the consultation that it would be developers being charged for the travel plans, not residents. However, this did not prevent the misunderstanding from taking place and could have led to some of the ‘no charge’ responses, however, we don’t know what proportion of these responses were driven by this misunderstanding.

4.3 Daily Echo article

Two days after we launched the consultation, the Daily Echo published an article about the consultation entitled [“Fees could be introduced by BCP Council to reduce car usage”](#).

This misleading title in the Daily Echo could have driven some of the ‘no charge’ responses we received because of the anti-car sentiment it could have created, however, we don’t know what proportion of the responses were driven by this potential misunderstanding.

Please consider both of the above caveats when evaluating the findings in the next section and in the two Snap reports.

5 Findings

Below is a summary of the overall findings for the consultation:

There were 261 survey responses in total:

- 257 online (PC Laptop – 114, Smartphone – 127, Tablet – 16)
- 4 paper surveys
- Most respondents were BCP residents (91%) with more than half living in Poole (55%)
- 2 respondents were agents
- No responses were received from developers/landowners
- Most respondents said they were car/van owners (90%)
- See a full breakdown of respondent postcodes in [Appendix 1](#)
- A map of respondent postcodes can be found in [Appendix 2](#).

5.1 Proposal 1

Please tell us which of the following options you would prefer for Travel Plan monitoring fees in Bournemouth, Christchurch and Poole?

The findings below represent the responses of the 162 people who completed the survey before we corrected the error on Option 3:

- Almost two-thirds of respondents (63%) said they preferred the 'no charge' option
- A fifth (21%) said applying the existing Poole monitoring fees across BCP would be best
- Over a tenth of respondents (13%) said the monitoring fee should align with other councils
- Under a tenth (3%) said they did not know / were not sure.

The findings below represent the responses of the 99 people who completed the survey after we corrected the error on Option 3:

- Just under half of respondents (49%) said they preferred to apply the existing Poole monitoring fees across BCP
- Under a third (29%) said they preferred the 'no charge' option
- Under a fifth of respondents (16%) said the monitoring fee should align with other councils
- Under a tenth (6%) said they did not know / were not sure.

5.2 Proposal 2

Please tell us which of the following time periods you would prefer for monitoring travel plans in Bournemouth, Christchurch and Poole?

The following results are based on the 252 respondents who answered this question throughout the consultation period:

- Over a third of respondents (35%) said they preferred the seven-year monitoring period
- Less than a fifth of respondents (16%) said they preferred the three-year or five-year monitoring periods
- A third (33%) said they did not know / were not sure.

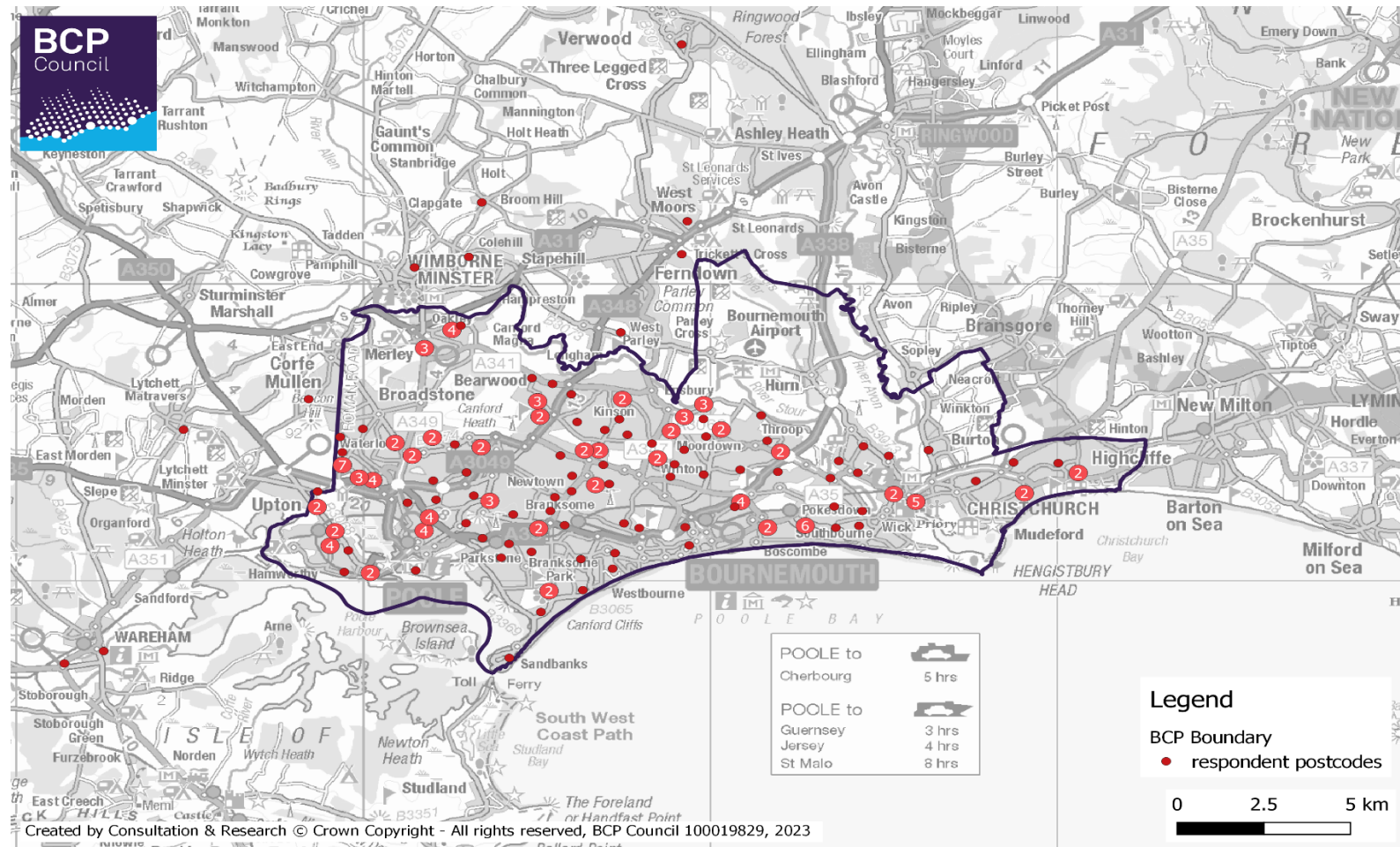
6 Appendix 1 - Respondent profile

The equalities profile is shown below with counts and percentages.

Equalities	Group	Number	Percentage
Age	16 – 24 years	2	1%
	25 - 34 years	19	7%
	35 - 44 years	39	15%
	45 - 54 years	47	18%
	55 - 64 years	52	20%
	65 - 74 years	54	21%
	75 - 84 years	20	8%
	Prefer not to say	23	9%
Gender	Female	89	35%
	Male	124	49%
	Prefer not to say	40	16%
Gender same at birth	Yes	206	83%
	No	3	1%
	Prefer not to say	40	16%
Sexual orientation	Straight / Heterosexual	168	68%
	All other sexual orientations	15	7%
	Prefer not to say	63	26%
Disability	Yes - limited a lot / a little	69	27%
	No	143	56%
	Prefer not to say	42	17%
Ethnic Group	White English / Welsh / Scottish / Northern Irish / British	189	75%
	BME	14	4%
	Prefer not to say	48	19%
Religion	No religion	105	42%
	Christian	79	32%
	All other religions	12	5%
	Prefer not to say	54	22%
Respondent Type	BCP resident	237	91%
	Resident living outside BCP	22	8%
	An agent	2	1%
	Organisation	1	0%
	Other	1	0%

7 Appendix 2 - Respondent postcodes by area

A full breakdown of respondents' postcodes by Ward/area can be found on the next page:



Region	Count
Bournemouth	63
Christchurch	19
Poole	91
Outside BCP / not matched / blanks	88
Total	261

BCP Wards	Count
Alderney & Bourne Valley	6
Bearwood & Merley	15
Boscombe East & Pokesdown	6
Boscombe West	1
Bournemouth Central	2
Broadstone	3
Burton & Grange	2
Canford Cliffs	7
Canford Heath	9
Christchurch Town	7
Commons	4
Creekmoor	16
East Cliff & Springbourne	4
East Southbourne & Tuckton	2
Hamworthy	12
Highcliffe & Walkford	3
Kinson	4
Littledown & Iford	2
Moordown	5
Mudford, Stanpit & West Highcliffe	3

BCP Wards continued	Count
Muscliff & Strouden Park	12
Newtown & Heatherlands	5
Oakdale	4
Parkstone	3
Penn Hill	4
Poole Town	7
Queen's Park	2
Redhill & Northbourne	3
Talbot & Branksome Woods	5
Wallisdown & Winton West	6
West Southbourne	3
Westbourne & West Cliff	2
Winton East	4
Outside BCP	15
Blanks*	73
Total	261

*Please note that 'blanks' represent those respondents who did not provide a postcode or a postcode that could not be matched.