

# Transport to Affordable Supermarkets



## **Challenge:**

The lack of direct public transport links to affordable supermarkets from Barton makes accessing them costly and time consuming.

## **Solutions:**

Provide direct and affordable access to affordable supermarkets from Barton

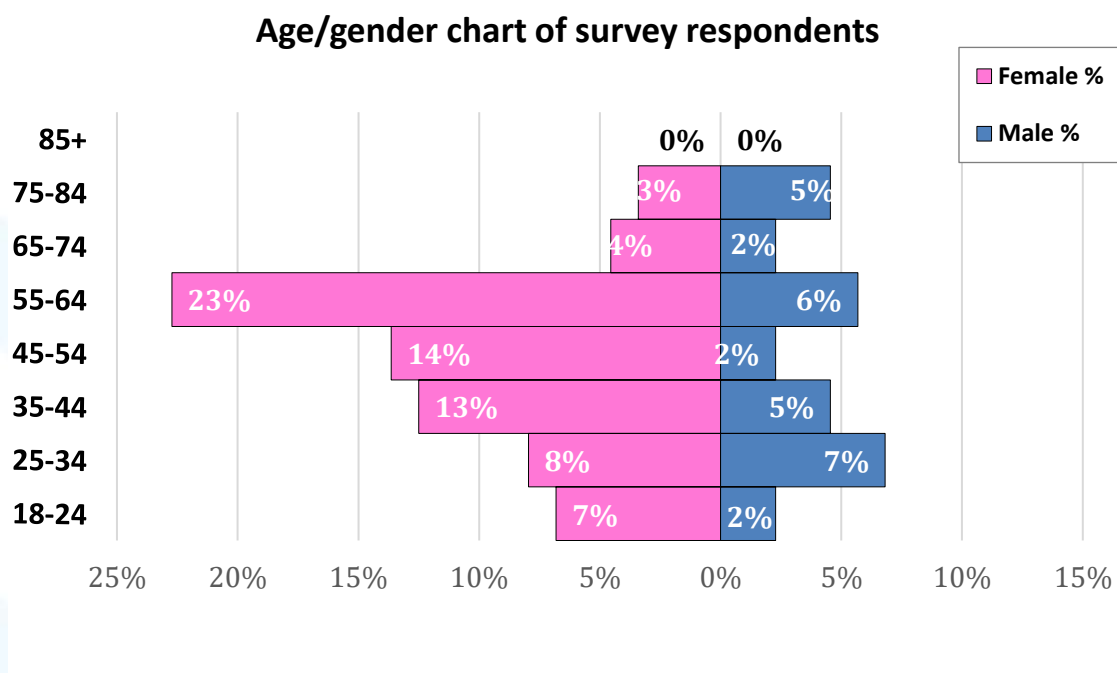
## **The Pilot:**

Free minibus trips to affordable supermarkets with the Barton Community Association minibus and PickMeUp

- 9 trips to Aldi, Asda, Cowley Shopping Centre, Lidl, and Sainsbury's
- 2 types of trips: quick trip targeting young parents, (12 passengers) day out trip targeting older people (12 passengers)
- All trips start weekday mornings

## Pilot Evaluation and Monitoring Results:

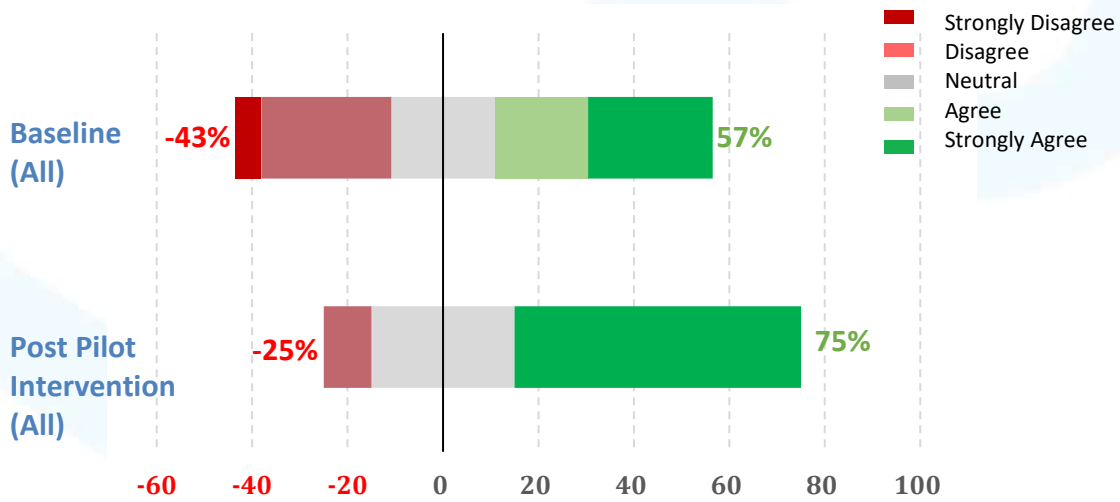
**Baseline** data was collected from a paper-based and online questionnaire -- **Transport & Mobility in Oxford: What Matters to you?** – between Feb-March 2019, prior to the pilot's deployment. **92** participant responses were collected in total from the **Baseline** questionnaire, and the age/gender split of the respondents can be seen below:



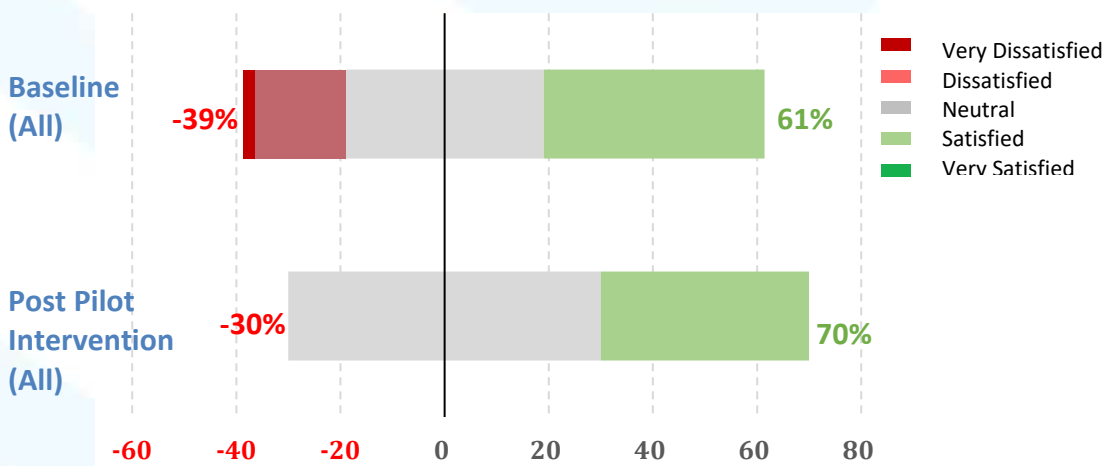
The purpose of this questionnaire was to gather perceptions and opinions from citizens and to thereby inform potential options for transport and urban design interventions in the local area.

After the pilot was deployed a second questionnaire was then deployed --**People Post-Pilot Intervention** -- between May-June 2019. **18** participant responses were collected in total from this **Post-pilot Intervention** questionnaire. However, only **10** responses will be included as those were from participants who experienced the pilot. The data was used to evaluate the impacts of the pilot against the **Baseline** line data collected previously. The following questions/charts have been selected from this analysis to support decisions about which pilot should be scaled up.

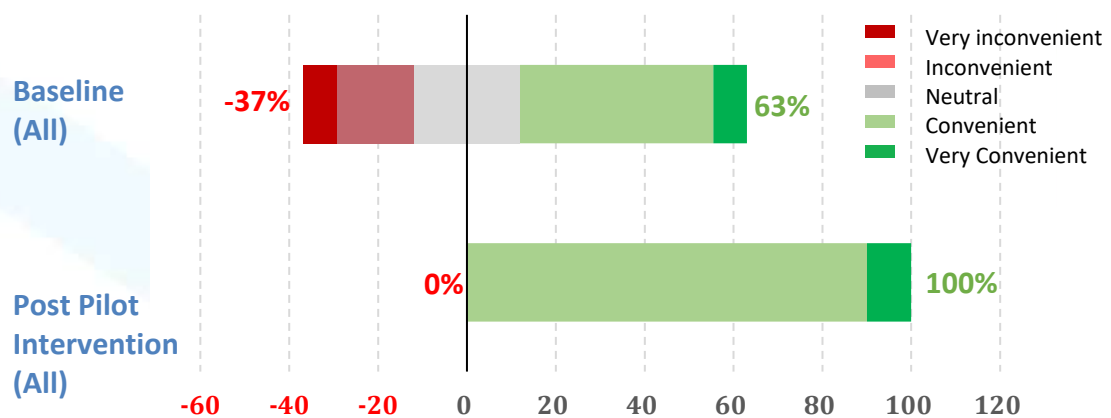
**Q17. The duration of my regular journeys takes away precious time from my personal free time**



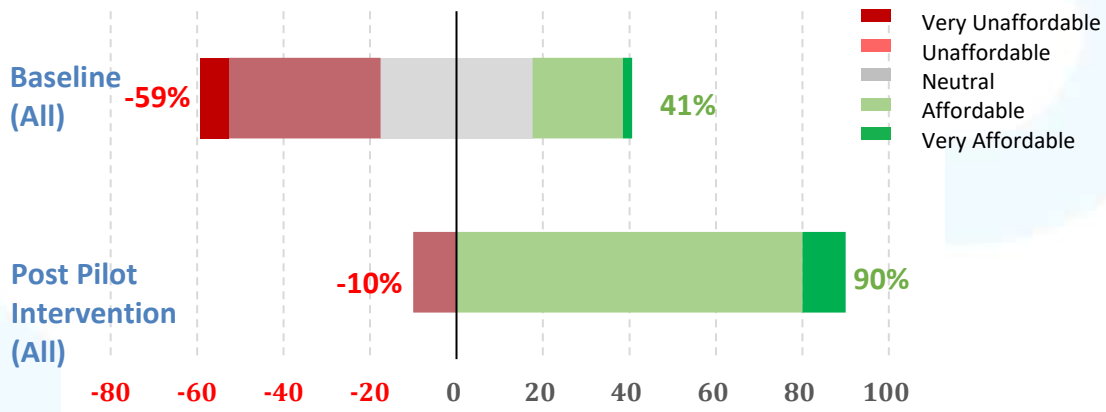
**Q27. How satisfied are you with the level of comfort on your regular journeys?**



**Q30. How convenient are the public transportation options available to you for carrying out day-to-day tasks?**

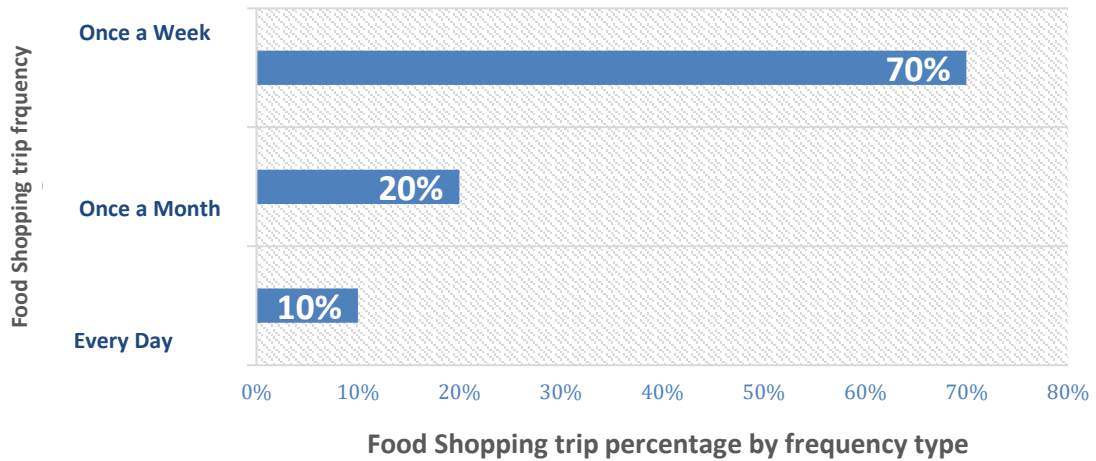


### Q.31.How affordable do you find the transport options in Oxford?

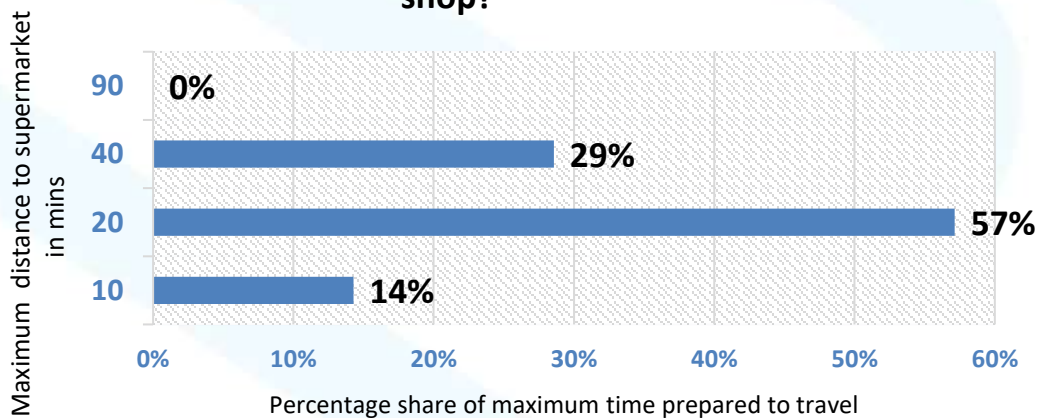


The following results were derived from survey materials (questionnaire and anonymized receipt data) of participants during the pilot from the trips to affordable supermarkets (10 in total):

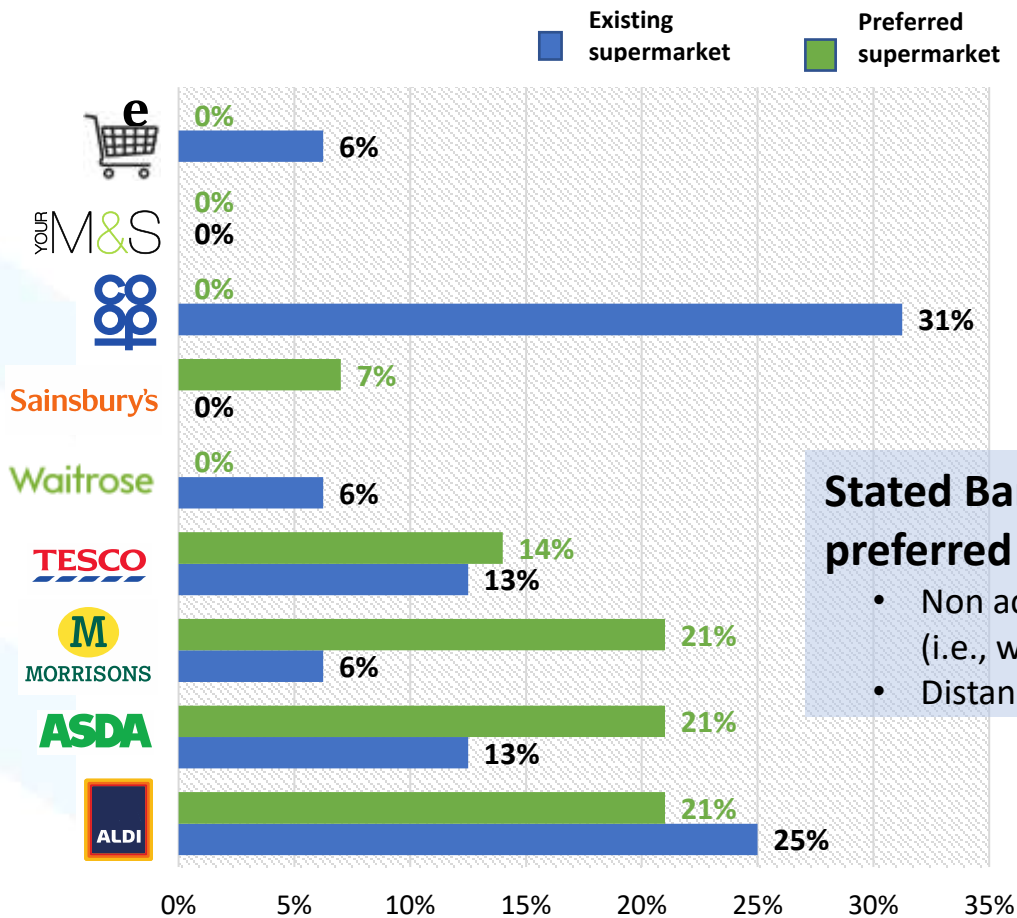
### How often do you go food shopping in a typical month?



### Maximum time prepared to travel to reach your preferred supermarket for your main household food shop?



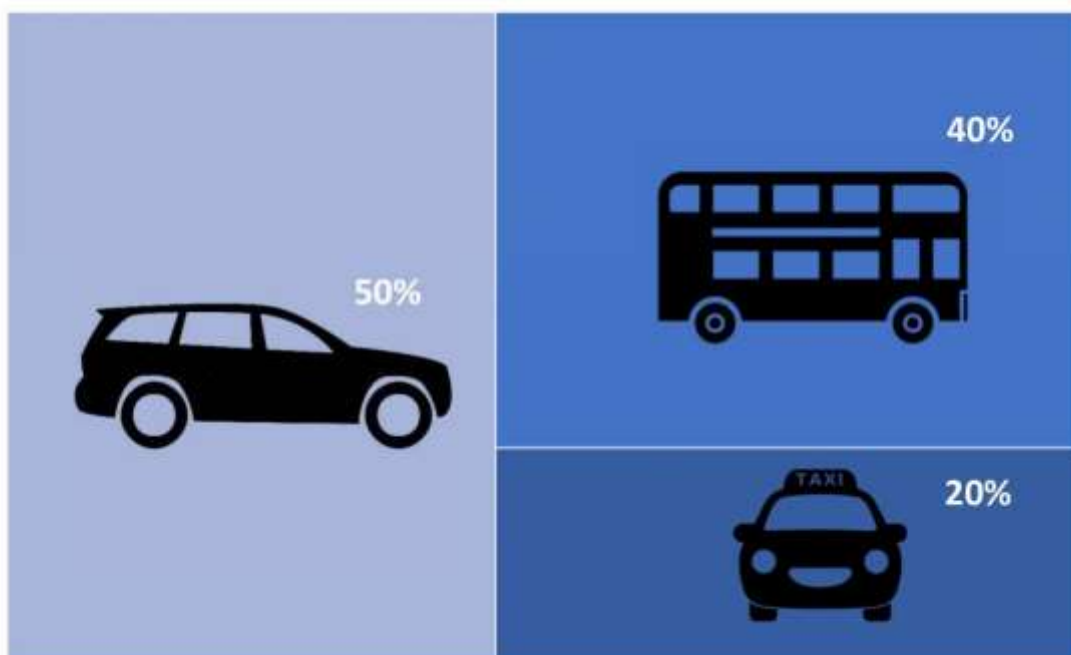
## Comparison between desired and current supermarket store usage



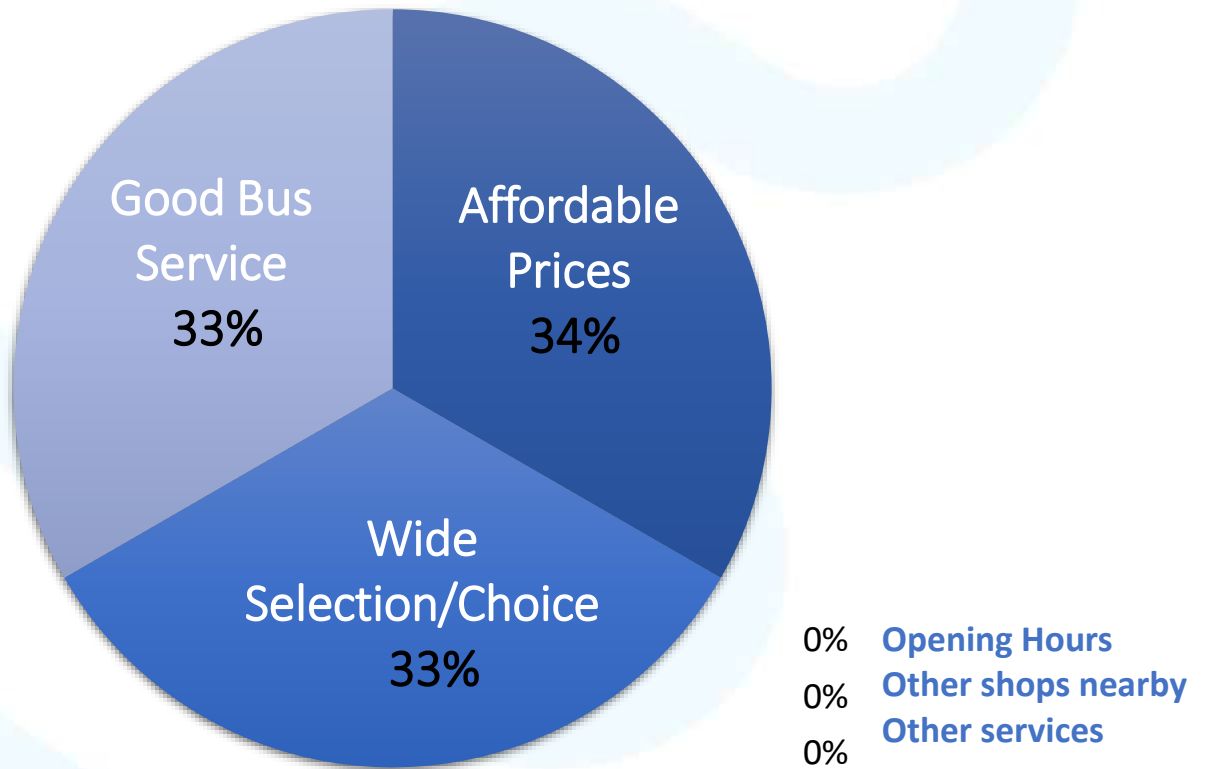
### Stated Barriers to preferred supermarket:

- Non accessible location (i.e., walking)
- Distance (mins)





## Which mode of transport do you typically use for your main household food shop?



Which of the following items are important when choosing a supermarket for your main household shop?



Anonymized receipt data:

Store	No of Receipts	Av. Value to store	Like-4-Like Average % of Savings Comparison	
				
	3	£35.71	35%	32%
	12	£23.44	36%	39%

# Potential Scale-Up Opportunities

*The options below are a non-exhaustive list of the possible ways the 'Transport to Affordable Supermarkets' intervention could be scaled-up and piloted in Jan-Feb 2020. These will be developed in public workshops and decided on in a public vote.*

## **Expanded Community Transport Routes**

The shuttle service to affordable supermarkets was popular with users, but more passengers are needed to create a sustainable service. Interest in setting up a community transport service has been well established in nearby villages as well as neighbourhoods within Oxford such as Rose Hill. A transport needs survey is currently being undertaken in Horsepath and Wheatly Parishes. This scaled-up pilot would design and implement community transport routes connecting peripheral villages and neighbourhoods in Oxford to affordable supermarkets and potentially other destinations. This would increase the customer base for community transport services that would otherwise focus catchment areas outside of Oxford, creating a more sustainable service that benefits a greater number of people.

## **Setting up Community Networks to Benefit from PickMeUp Group Discounts**

This pilot was originally selected to address 2 challenges raised by the Barton community: the lack of direct public transport links to affordable supermarkets and the high cost of public transport. These could also be addressed by organised use of PickMeUp promotions. From the launch of the service, PickMeUp has offered a 3 travel for the price of 2 promotion, reducing the journey cost for bookings of 3 or more. This pilot would develop the informal organisation of groups of people to benefit from this and other discounts offered on PickMeUp.