



The Social Inclusion Value of Buses – Marchwood

A final case study report by Ecorys
UK to Campaign for Better Transport



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1.0 Introduction

Ecorys, an independent research company, was commissioned by Campaign for Better Transport (CBT) and the Passenger Transport Executive Group (pteg) to undertake case study research to illustrate the social inclusion value of buses.

This report presents the findings of a case study of the social impacts of a reduced bus service in Marchwood, Hampshire. The case study focused on the suspension of the Sunday services between Marchwood and Hythe, Applemore, Totton and Southampton along the Bluestar number 8 bus route and the suspension of rerouting of four evening services of the number 9 bus through Marchwood¹. The bus service changes were due to Hampshire County Council withdrawing the subsidy for this route².

Figure 1.1 Bluestar bus number 8 route map



Source: Bluestar website³

The table below sets out the first and last buses in and out of Marchwood to Southampton and Hythe since the subsidy was removed for the number 8 bus and the rerouting of the number 9 bus service. The changes to this bus service came into force in October 2011. However the Nightstar number 9 bus continues to run at hourly intervals from Southampton to Marchwood on a Friday and Saturday between 00:46am and 3:46am as this is a fully commercial service⁴.

Table 1.2 Revised timetable – first and last buses to and from Marchwood

Bus route	First bus	Last bus
From Marchwood to Southampton	06:46	19:01
From Southampton to Marchwood	07:30	18:40
From Marchwood to Hythe	07:00	19:15
From Hythe to Marchwood	06:28	18:43

Source: Traveline website⁵

¹ The four number 9 services from Southampton that were rerouted via Marchwood were: 20:10; 21:10; 22:10 and 23:10. Source: Passenger Transport Group staff at Hampshire County Council

² Source: Hampshire County Council, 27th July 2011, Bus Subsidy Review – Decision Report

³ See: <http://www.buscms.com/operatorpages/BlueStar/site/service.aspx?serviceid=1295>

⁴ Source: http://www.travelinesw.com/swe/XSLT_TRIP_REQUEST2

⁵ See

http://www.travelinesw.com/swe/XSLT_TTB_REQUEST?language=en&command=direct&net=swe&line=4400&sup=C&project=y10&outputFormat=0&itdLPxx_displayHeader=false&itdLPxx_sessionID=JP01_3437275390&lineVer=1

1.1 Study aims

The aim of this case study research was to provide evidence to demonstrate the contribution which local supported bus services make to social inclusion by illustrating the social impacts of service cuts on local communities. More specifically, the research explored the effect that service cuts have on different groups' ability to access local services, facilities and opportunities, in particular those groups that are likely to be most reliant on public transport such as older people, children and young people, low paid workers and jobseekers.

1.2 Methodology

This section sets out the approach taken to conducting this case study.

Scoping research

The case study began with desk based research to gather more detailed information on Marchwood and the surrounding area in order to compile an area profile and inform the fieldwork. The data collected included:

- Local population demographics including age profiles, household composition and ethnicity.
- Indicators of economic and labour market conditions, such as economic activity, employment and unemployment rates.
- Information on social issues such as health and people needing care (including receipt of Incapacity Benefit, Severe Disablement Allowance, Attendance Allowance or Disability Living Allowance).

This task also included gathering information on local services and facilities and identifying and making initial contact with local community/resident groups, service providers and practitioners (such as youth workers and religious leaders). The purpose of this initial contact was to explain the purpose of the research, gain additional perspectives on the local context and transport issues, and identify the staff and users that were best placed to discuss the effects of the supported bus service cuts on the local community.

This desk research was supplemented by a site visit to Marchwood to collect observations on the area, including the quality and availability of walking routes (attractiveness and safety), the facilities which can be accessed on foot and the cost of transport alternatives (such as taxis). The visit also provided an opportunity to meet a selection of the identified groups or contacts in person and involved further informal discussion about the research. Representatives of groups interviewed at this stage included Marchwood HIVE (army information centre), Marchwood Parish Council, the Solid Silver Club (an older people's group) and the owner of a local newsagent.

The findings of the scoping research are detailed in chapter two.

Resident survey

A face-to-face survey of 54 Marchwood residents was conducted with the following aims:

- to engage with as wide a group of residents as possible, including those that are not affiliated with any particular community group; and
- to draw out key messages, supported by quantitative data, to be explored in more depth during the qualitative interviews.

The survey questionnaire explored Marchwood residents use of transport, including how often respondents use the local bus services (before and after cuts); the reasons for using local bus service; any changes in behaviour which has been required as a result of cuts to bus services and the impact of this change including financial costs, inconvenience, and any other social or health related factors.

In order to ensure a diverse spread of respondents a mixed approach of street interview and door-to-door interviews was used and interviews took place during the day, evenings and at the weekend. The findings of the survey are outlined in chapter three and full details of the survey responses can be found in Annex One.

In-depth interviews

A series of 12 in-depth qualitative interviews were conducted to illustrate the social (and economic/financial) costs of cuts to Marchwood's bus services. A copy of the topic guide used to structure these interviews can be found in Annex Two. Participants were identified both via discussions with local groups and practitioners and the resident survey. The participants included:

- Young person
- Low paid worker
- People with ill health
- Person with a physical disability
- Lone parent

The findings from the in-depth interviews are presented in chapters three and four.

2.0 Marchwood Profile

This chapter provides a profile of Marchwood including an overview of the area's demographics, access to public transport and local amenities which offers an insight into how different groups of residents are likely to be affected by the reduced bus service. This chapter draws on publicly available data and the findings of the site visit. It should be noted that due to data availability some of the contextual information relates to a wider geographical area although we have supplemented this with anecdotal evidence where possible.

2.1 Marchwood demographics

Marchwood is a village within the New Forest district approximately seven miles from Southampton but separated from the city by an estuary. Marchwood is situated four miles from a village called Hythe, which has a ferry link to Southampton, and four miles from the town of Totton, which has a railway station (see Figures 2.1 and 2.2 below).

Figure 2.1 Map of Marchwood and the surrounding area



Source: Google maps, 2012

Figure 2.2 Map of Marchwood



Source: Google maps, 2012

Marchwood has a population of approximately 6,100 with a relatively younger age profile than comparator areas (83% of its population were under 60 years of age in 2010, compared to 68% in the New Forest and 78% in England as a whole). Marchwood also has a relatively high proportion of young people under 14 years old (19%, compared to approximately 15% in the New Forest and roughly 17% nationally)⁶.

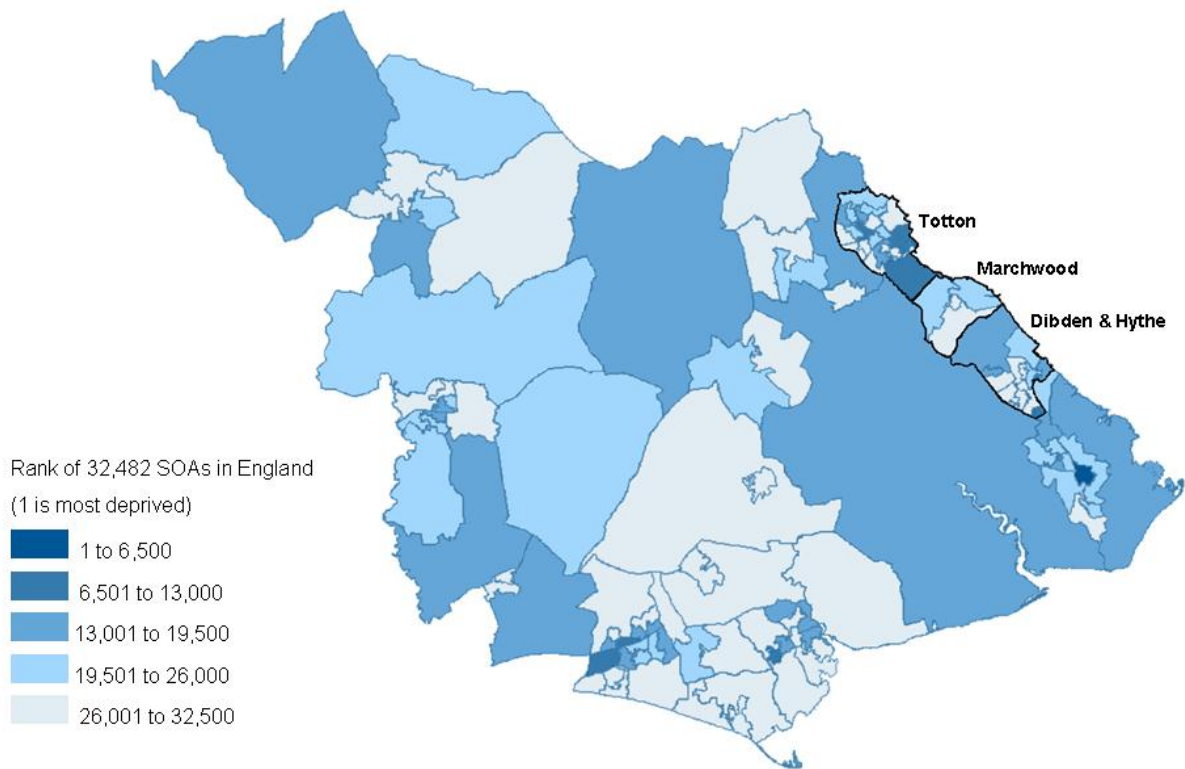
In general, the population of the New Forest district is less ethnically diverse than the South East overall, with 96% of residents classified as White, compared to 91% in the South East in 2009⁷. It appears that there is a similar picture in Marchwood, with the exception of the army base which has a significant number of service personnel and their families who originate from Fiji and Africa.

In terms of deprivation, Marchwood's three Super Output Areas were ranked within the 40% least deprived Super Output Areas in England in 2010 according to the Indices of Multiple Deprivation. However, three of the Super Output Areas in neighbouring Totton Ward were ranked in the 40% most deprived, as illustrated by the map below:

⁶ Source: mid-year population estimates, 2010, Office of National Statistics

⁷ Source: Estimated resident population by ethnic group and sex, mid-2009

Figure 2.3 Indices of Deprivation 2010 – New Forest District Council Ward



Source: CLG (2011) The English Indices of Deprivation 2010. Map by Ecorys

Similarly, claimant count levels in Marchwood are lower than local, regional and national comparator figures, standing at 8% (compared to 9% in New Forest and 14% nationally in May 2011)⁸. However Employment Support Allowance and Incapacity Benefit make up the biggest proportion of benefits claimed, standing at just over 40% of all claimants (May 2011) which suggests that where Marchwood residents are not in work this is often due to health or disability reasons rather than difficulties finding employment.

Marchwood's housing⁹ appears to be mainly privately owned, however Marchwood does have at least two areas of social housing and two homes for adults with learning difficulties. Marchwood also has an area of housing for army personnel and their families. For older residents, there are two care homes and a small area of supported housing specifically for older people.

⁸ Source: Percentages of population receiving state benefits, Office of National Statistics

⁹ Sources: Site visit and Parish Council staff

Figure 2.4 Examples of housing in an area of Marchwood



Source: Ecorys

2.2 Access to local amenities

There are a range of local amenities in the centre of Marchwood in close proximity to the village hall (that also houses the Parish Council). This includes a large convenience store with a post office, a bakery, an Indian takeaway, a chemist and a pub. Marchwood also has a café (run by the community church), a florist, GPs surgery, a dental practice, a small newsagent, a pub and hairdressers at the other end of the neighbourhood. Marchwood does not have a permanent library but does benefit from a mobile library service.

Marchwood also benefits from both an infant and junior school as well as two pre-schools, however the main secondary school is Applemore College approximately three miles away. In terms of activities for children and young people, Marchwood has a number of playing fields and playgrounds. For older children there is a detached youth worker but currently no youth club or organised activities other than uniformed organisations such as brownies and guides.

In terms of places of worship, Marchwood has four churches - Church of England, Gospel, Baptist and a community church; however, there are no signs of other religions' places of worship.

Although access to local amenities is fairly good, Marchwood residents must travel outside of the area to access the following:

- A supermarket (the nearest supermarket is in Totton).
- Clothing shops (the nearest shopping centre is in Southampton).
- Cinema (the nearest is in Southampton).
- Secondary School and post 16 college (the nearest is Applemore College for secondary school including 6th form, Totton for post-16 college).
- Hospital (the nearest is Southampton General).
- Restaurants, other than pubs (the nearest is in Hythe).

2.3 Transport options

In terms of transport options, only 6% of Marchwood households did not have access to a car according to the Census 2001, meaning access to a car was more widespread than at regional and national levels although it is not known how this figure may have altered in the past decade and it also does not indicate the number of those with access to a car who also use, or rely on, public transport.

Figure 2.5 Marchwood bus stop



Source: Ecorys

For residents that are reliant on public transport the bus is the main option. The Bluestar number 8 is the only bus that currently stops in Marchwood. The Bluestar number 9 runs from Calshot to Southampton close to Marchwood but does not go through Marchwood¹⁰. There is a railway line that runs through Marchwood but this is solely for freight use. One alternative to public transport is a taxi however it costs between £10 and £12 to travel to Totton during the day from Marchwood and between £14 and £18 to go to Southampton, compared with between £5 to £6 for a return bus journey from Marchwood to Southampton¹¹.

In terms of walking to nearby villages and towns, it is a long walk to Totton and it is also a potentially dangerous route as Marchwood is surrounded by a main road with no proper pavement. For part of the route there is a grass bank but this feels unsafe due to the fast moving traffic. There is no cycle path in Marchwood or on the roads to nearby villages which is especially dangerous for cyclists due to the number of lorries that come to Marchwood Industrial Park. Marchwood residents commented that the Council does not consider there to be a safe cycle or walking route out of Marchwood for school children and have therefore granted Marchwood's young people bus passes for a private bus that runs to the secondary school.

¹⁰ http://www.hythe-hants.org.uk/PDF_Files/bs9_231011.pdf

¹¹ Southampton to Totton is £4.90 for a return journey and Southampton to Hythe is £6.70 and Marchwood is in between. A range of concessions are also available. Source: <http://www.bluestarbus.co.uk/article.php?articleid=1192>

2.4 Travel to work

There is a lack of up to date data concerning travel to work distances however, according to the 2001 Census, 49% of Marchwood residents worked within 5km of their home which indicates shorter travel to work distances than those for the New Forest (where 32% worked within 5km of their home) and England overall (40%). The employment opportunities provided by the adjacent Marchwood Industrial Park, the military base, as well as the primary schools and other facilities located in Marchwood could help to explain the relatively high rate of residents that work locally. However, there are few opportunities for part-time and casual work particularly for Marchwood's teenage and student population who would need to travel to Southampton, Hythe or Totton for opportunities such as weekend and evening work. Although the most common form of transport used to travel to work was a car in 2001¹², young people are less likely to drive (or have access to a car) and so likely to rely on public transport or a lift in order to travel to work.

2.5 Groups potentially most affected by bus service cuts

Marchwood has fairly good local amenities and an hourly bus service during the weekdays which appears to cater fairly well for some groups of residents such as older people. However those likely to have a higher dependency on public transport are likely to be those not old enough to drive, those deemed unfit to drive (due to ill health or disabilities) or those not able to afford or access a car or a second car. Those most affected by bus service cuts are those who require evening and/or Sunday services to get to work or to socialise.

The next chapter focuses on the reasons the above groups used the number 8 bus service and how the changes in the bus service have affected them.

¹² 58% of travel to work by car as the driver or passenger in 2001, from Distance Travelled to Work statistics, Office for National Statistics

3.0 Primary research findings

This chapter is based on 12 in-depth interviews with Marchwood residents affected by the bus service cuts and a survey of 54 Marchwood residents. The survey respondents ranged in age from 16 to over 65 and similarly a range of employment statuses including retired, student, in employment, job seeker and not working and not seeking employment. The vast majority were White British which reflects the demographic of Marchwood¹³. Almost three-quarters of respondents were female. There was also a mix of respondents who owned a car (19), did not own a car but had access to a car (13) and did not have access to a car (22). A fifth of respondents had a health problem or disability.

The majority of respondents answered the survey at least partially on the basis of their own experiences of the bus service changes. However five residents answered the survey solely on behalf of their child and one respondent answered the survey on behalf of their spouse/partner.

3.1 Use of the bus service

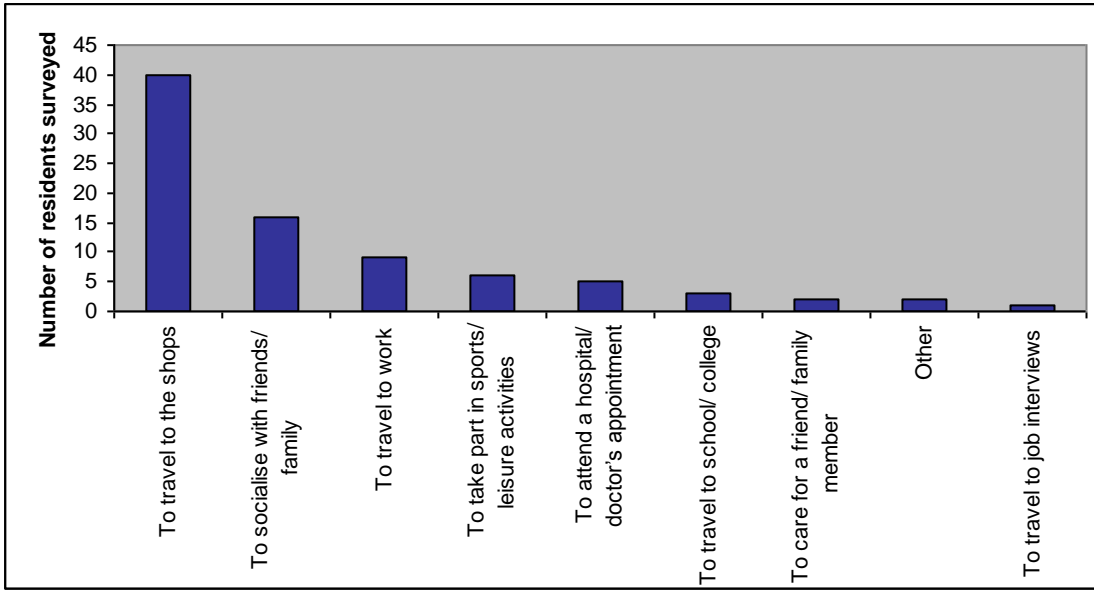
In order to gauge the severity of the impact of the changes to the bus service both survey respondents and interviewees were asked about their use of the service prior to the changes to the timetable. Marchwood residents surveyed tended to use the bus at least once a week (32) with some residents using the bus daily (9). Before the bus service changes residents used the bus at a range of different times however some common journeys included:

- Using the bus between 7am and 7pm to travel to the shops
- Using the bus after 7pm to socialise with friends
- Using the bus before 7am or between 7am and 10am to travel to work

The full list of reasons for using the bus, outlined in the table below, shows that the type of journeys Marchwood residents made were a mix of frequent journeys, such as travelling to work or school and travelling to the shops as well as less frequent journeys such as doctor's appointments and using a bus to come back from taking a car into the garage following repairs/servicing.

¹³ 50 – White British, 1 White Irish, 1 Mixed, 1 Fijian, 1 Nepali

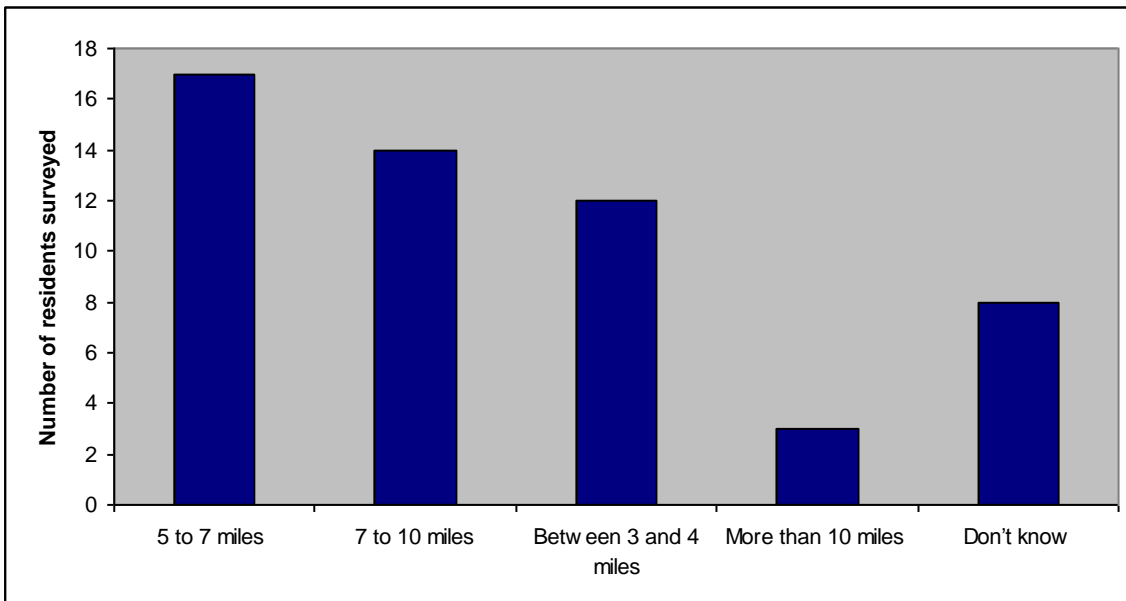
Figure 3.1 For what purposes did you/they make journeys by bus? (Total base= 54, multiple responses allowed)



Resident surveyed and interviewed also tended to travel between 3 and 7 miles on the bus (see table 3.2) which encompasses journeys to Totton, Hythe and Southampton. Interviewees tended to focus on these three main locations for the following reasons:

- Southampton – wide variety of shops, hospital, nightlife and cinema.
- Totton – supermarket, socialising with/visiting friends and bus connections to Southampton.
- Hythe – family days out, socialising with/visiting friends and ferry connection to Southampton.

Figure 3.2 How far did you/they tend to travel on the bus, on the journey you/they made most frequently? (Total base= 54, single responses only)



3.2 Changes and impacts of reduced bus services

3.2.1 Changes to routines and daily lives

Most commonly the changes to the number 8 bus service has led to Marchwood residents using the bus services less often than they used to. As mentioned above, Marchwood does not have any other bus services so most residents surveyed¹⁴ stated that they have not used another bus service as an alternative. However one resident commented that they have used the number 9 bus instead.

Many residents surveyed commented that the changes to the number 8 bus had left them reliant on lifts from friends or family members¹⁵. Residents interviewed commented that they felt this had led to them losing their independence.

"I want to be independent and it's not allowing me to be independent." (Female, lone parent with two children, ill health)

"Its all about maintaining their independence for them [adults with learning difficulties] to go off when they want to and come back when they want to, go where they want to. When there's no transport they can't." (Female, care staff at a home for people with learning difficulties)

Over a quarter of residents surveyed commented that they now often stayed at home as without a bus service it was so difficult to get where they wanted or needed to be¹⁶.

"I think you just kind of give up... You've got time limits if it's a case of me going out of an evening I know I have to be back because of the last bus and I can't miss it. So you kind of get to the point where you think, what's the point, why bother?" (Female, lone parent with one child, ill health)

Over a quarter of residents surveyed who could drive and were car owners commented that they use their car more often since the bus cuts¹⁷. Residents commented that this went against wider messages encouraging people to use public transport:

"They want people to use public transport and then cut the bus service" (Female, 26-45, not working and not looking for work)¹⁸

"In one sense they want to keep the cars off the road and everybody to take public transport but then on the other side of the coin they're making all these cuts to the services so what do they want?" (Female, lone parent with two children, ill health)¹⁹

The other main alternative for Marchwood residents is to get a taxi²⁰. This appeared to be a less popular option due to the cost. Residents' comments included:

¹⁴ 51 out of 54 residents surveyed

¹⁵ 22 out of 54 residents surveyed

¹⁶ 14 out of 54 residents surveyed

¹⁷ 14 out of 54 residents surveyed

¹⁸ Source: residents survey

¹⁹ Source: resident in depth interview

²⁰ 6 out of 54 residents surveyed said this was their main alternative mode of transport to the bus

"I have to restrict it as it's very expensive...I can't do that, that's just ridiculous." (Female, lone parent with two children, ill health)²¹

3.2.2 Impacts

3.2.2.1 Evening service – socialising and evening appointments

The loss of the bus service that ran in the evenings appears to be having the greatest impact on Marchwood residents²² as the service was often used by both residents that do and do not have access to a car in order that they were able to have a drink.

One of the main impacts on Marchwood residents is having difficulties socialising with friends and going out to restaurants in the evening. This appears to be an impact for both young people and adults. For example, one young person explained that it is now difficult for her to see her friends and travel to Southampton to the cinema (see chapter four, case study one for more details). One resident who does have a car used to choose to get the bus so she and her husband could both drink and also as part of socialising with their friends.

"It's the sense of freedom and to go with friends on the bus as its part of socialising." (Female, three sons, has access to a car)²³

Marchwood residents also used the evening bus service to travel to and from early evening medical appointments and school parents' evenings. In some cases without a bus service residents can no longer make these appointments and events. For example, one resident who is unable to drive for health reasons has now realised it would be so difficult to take her daughter to the dentist she has not made an appointment (see chapter four, case study four for more details). Another resident, who does not have access to a car while her husband is at work, finds it difficult to get back from parents' meetings at her daughter's secondary school three miles away. The resident can get the last bus to the school but would need to rely on her husband to give her a lift back and this is not always possible. As a result the resident now prioritises which school meetings she attends. She tends to go to parents' evenings but not information meetings for parents concerning different academic subjects. This makes the resident feel she is not supporting her children as much as she could. As she explained (see chapter four, case study seven for more details):

"I feel like maybe I could have got some more knowledge about how to help them with their school work because if I could have gone I would have known the information...It annoys me and makes me feel like I'm not being as good a parent as I could be. That I'm not supporting my child and going to things." (Female, in part time employment, three children)²⁴

3.2.2.2 Sunday service – family outings and visiting friends and family

Marchwood residents surveyed, and some of those interviewed, have been affected by no longer having a Sunday bus service²⁵.

²¹ Source: resident in depth interview

²² 38 out of 54 residents stated that they can no longer use the number 8 bus after 7pm on a weekday

²³ Source: resident in depth interview

²⁴ Source: resident in depth interview

²⁵ 22 out of 54 residents surveyed

One fifth of residents surveyed said they are unable to see their family and friends as often as they used to²⁶. For instance one Marchwood resident who cannot drive used to see her brother on a Sunday but is no longer able to do this as easily since the Sunday bus service ended (see chapter four, case study five for more details).

Marchwood residents also commented that it is now difficult for them to travel out of Marchwood on a Sunday more generally if they do not drive or have access to a car. Residents commented that this made them feel trapped in Marchwood and this was particularly difficult if they have children. A popular local Sunday outing was to get the bus to Hythe and to go on a ferry trip from Hythe, without the bus this is no longer possible. Marchwood residents also used to get the bus to Southampton for shopping or events but this is now also very difficult to do.

"Its frustrated if there's something I need to do or if there's an event up in town that we want to get to, it's really annoying." (Stay at home mum, four children)²⁷

3.2.2.3 *Financial/ economic impact*

For the majority of residents surveyed the changes made to the bus service have not had a financial impact²⁸. However for a few residents surveyed²⁹ the reduced bus service has made them more reliant on the convenience shops in Marchwood which are more expensive than supermarkets. A couple of residents also commented that they now have to spend more on petrol as they rely on using their car or have to take taxis. For a couple of residents surveyed the bus service cuts have made it difficult for them to travel to work which has resulted in lost earnings. For instance, one resident who works in Southampton can no longer make his evening and Sunday shifts meaning he has less money, making it difficult for him to afford to visit his girlfriend as often as he used to (see chapter four, case study two for more details).

3.2.2.4 *Emotional impact*

Marchwood residents generally did not think the bus service changes had impacted greatly on their health. However some residents surveyed³⁰ and a number of those interviewed did comment on feeling lonely and isolated as they were unable to visit their friends and family as often as they used to or to make trips to events, shopping or the cinema. This feeling was expressed by a range of interviewees including a young person, a person with ill health and stay at home mums (see chapter four, case study three and five for more details).

"Sometimes you feel quite isolated because you can't go anywhere." (Stay at home mum, one child)³¹

A couple of residents also commented that being reliant on a bus service and then experiencing having that bus service being reduced made them feel as if they did not matter.

²⁶ 11 out of 54 residents surveyed

²⁷ Source: resident in depth interview, see chapter four, case study five for more details

²⁸ 42 out of 54 resident surveyed

²⁹ 5 out of 54 residents surveyed

³⁰ 5 out of 54 residents surveyed

³¹ Source: resident in depth interview

"It's almost like you're a second rate citizen because you have to use the bus because you don't have a car like everyone else. It makes you feel like you're the odd one out and its frustrating." (Female, in part time employment, three children) ³²

3.2.2.5 No impacts

Approaching half of the residents surveyed³³ stated that there had been no impact on them as a result of the changes to the bus service. However most of these residents³⁴ either owned a car or had access to car and either used their car, had a lift or chose to take a taxi.

3.3 Suggestions for improving Marchwood's public transport

Marchwood residents made several suggestions concerning how the local public transport could be improved. The first suggestion, voiced by several interviewees and survey respondents was to reroute the commercially run number 9 bus through Marchwood to cover the times when the number 8 bus no longer runs due to the withdrawal of the subsidy. This would, in part, be a return to the situation before the subsidy for rerouting number 9 bus was withdrawn in October 2011. Residents recognised that altering the bus route would potentially increase the journey time of the number 9 bus but even if it only made a couple of stops in Marchwood it was felt that this would make a big difference to some.

"It's quite frustrating because Marchwood is slap bang in the middle of both of those [Totton and Hythe] and we only have one bus and its been cut at the two ends of the day. Me and my friends often think why don't they run the number 9 through it (Marchwood) as it goes right past it on the bypass and it would only take an extra 10 minutes to go through the village because I think there's 6,000 people that live in Marchwood..." (Young person)

A Marchwood councillor and Marchwood's bus user group suggested rerouting the number 9 bus to a Bluestar manager and demonstrated that the route through Marchwood was fairly similar in distance to the current route. The manager was reportedly receptive to the idea, however since this meeting a new manager has come into post and has been clear that there are no plans to alter the route. In addition, one Marchwood resident wrote to the council suggesting rerouting the number 9 bus and was apparently informed that this change would be too costly.

The other main suggestion made by Marchwood residents interviewed was to reopen the railway line in Marchwood for civilian use which would link Marchwood with Totton and Fawley. The railway line has been closed for public use since 1966 and is now a freight only line. New Forest District Council support this proposal and has recently been in discussions with Network Rail to reopen the line arguing that a passenger train service could ease road congestion in the area³⁵. In addition, the freight line from Hythe to Southampton, via Marchwood, was one of the railway lines suggested by the

³² Source: in depth interview

³³ 24 out of 54 residents surveyed

³⁴ 17 out of 24 residents surveyed stated there had been no impact on themselves as a result of the bus service changes

³⁵ See:

[http://www.networkrail.co.uk/browse%20documents/rus%20documents/route%20utilisation%20strategies/rus%20generation%202/london%20and%20south%20east/consultation%20responses/n/new%20forest%20district%20council%20\(nfdc\)%20.pdf](http://www.networkrail.co.uk/browse%20documents/rus%20documents/route%20utilisation%20strategies/rus%20generation%202/london%20and%20south%20east/consultation%20responses/n/new%20forest%20district%20council%20(nfdc)%20.pdf)

Association of Train Operating Companies (ATOC) to be reopened to the public in 2009 and this appears to be an ongoing discussion³⁶.

³⁶ Source: http://www.atoc.org/clientfiles/File/publicationsdocuments/ConnectingCommunitiesReport_S10.pdf

4.0 Case studies

This chapter presents seven case studies of Marchwood residents affected by the changes to the number 8 bus service. The case studies cover the following groups:

- Young people
- Evening and weekend workers
- People with ill health
- Lone parents
- Stay at home mums who cannot afford to run a second car
- Mum without access to a car

It is specified in each case study whether the individual has given consent to use video or photographs.

4.1 Young person

Case study one: Anna

Consent provided to use name and photograph

Anna is 17 years old and has lived in Marchwood all her life with her parents. Anna cannot drive and travels to Brockenhurst College on a private bus which runs to the college twice a day. Anna used to attend Applemore College so a lot of her friends live in Totton or Hythe.

Before the changes to the bus service, Anna would regularly travel into Southampton to go shopping on a Sunday and to go to the cinema in the evening. Anna would also use the bus to visit her friends in Totton and Hythe.

Impact of changes to the bus service

Since the number 8 bus no longer runs in the evening Anna now cannot easily get to the cinema. She did once get a taxi back from Southampton as she did not realise how expensive it was but has not done this again as she cannot afford to. This means that Anna often misses out on trips to the cinema as Anna explained:

"There's been quite a few times where my friends have said do you want to go to the cinema and I can't get there and back so I can't go. It doesn't sound like a big deal but if all your friends are going, you want to go especially when you're 17/18 you want to go out and do things."

Most of Anna's friends live in Totton and Hythe, which are both on the number 8 bus route, and often invite Anna to their houses in the evening. Since the number 8 bus no longer runs in the evenings Anna has to rely on lifts from her parents and they are often unable to do this. This means that Anna often cannot meet her friends and her friends find it difficult to understand this as they live in areas with good transport links.

"We don't really do as much as we used to. A lot of my friends live in Totton and Hythe and its just really difficult to see them. I don't drive so I can't just drive over and see them but if there was a bus it

would be so much easier to just get on the bus."

In general the situation has left Anna feeling very annoyed and Anna believes other young people in Marchwood also feel strongly about the changes to the bus service.

"I feel very annoyed. I think its something that a lot of young people in Marchwood feel quite strongly about as we want to be able to go out and do things but if we don't have the buses we just don't really do anything. You just end up walking round Marchwood and then people get this idea that we're yobs but we're not really we just don't really have anywhere else to go."

4.2 Evening and weekend workers

Case study two: Mark

Interviewee has given consent to use name and a short video. However this cannot be used unless we have consent from care manager (awaiting decision so the interviewee's name has been changed).

Mark is in his early 20s and lives in a home for people with learning disabilities in Marchwood but is originally from Essex. Mark is on benefits and works part-time as a steward at a venue in Southampton. Mark is a frequent bus user and the main bus he takes is the bus number 8. The main reasons that Mark travels by bus is to travel to work in Southampton in the evenings and weekends, to travel into Southampton for shopping and outings during the day and at the weekend. Mark also travels home to Essex as often as he can to see his girlfriend which involves getting a bus to Southampton and then getting a train.

Impact of changes to the bus service

Since the number 8 evening service was stopped. Mark has found it very difficult to get to and from his evening shifts at work. Mark's shift does not end until 10:30pm leaving Mark with few options to get home. Mark's employer agreed to pay for a taxi for Mark on one occasion but cannot offer this on a regular basis. Mark cannot afford to pay for taxis so has told his boss he can no longer work in the evening as he cannot get home, as Mark explained:

"They want me to be there but I've told them that as the bus service has cut down completely I can't come to work in the evenings."

Mark's boss is unhappy with this situation and is keen for Mark to work in the evenings particularly when it is very busy.

Mark also used to work some Sundays and has had to inform his boss that he can no longer work on a Sunday too, since the number 8's Sunday service ended. The only day that Mark can now work is Saturday and Mark is concerned that his company will get fed up that he cannot work many shifts and he might lose his job.

The fact that Mark's hours, and therefore his earnings, have been reduced means he now has less money and is not able to visit his girlfriend as much as he used to which has left his girlfriend upset as she finds it hard to understand why she cannot see him as often.

Mark also enjoyed having outings in Southampton on Sundays when he was not working. However, without the bus service on a Sunday Mark finds it difficult to leave Marchwood and feels he is stuck inside:

"I don't like being in the house all the time. I like to be independent, going out and enjoying myself."

Mark is very upset about not being able to work as much as he wants to as well as losing some of his independence.

"It's left me fuming and upset really."

4.3 People with ill health and lone parents

Case study three: Mrs Mills

Mrs Mills has given consent to use her name

Mrs Mills has lived in Marchwood for 9 years but has not been able to drive for 7 years due to a brain tumour. Mrs Mills lives with her 2 daughters (aged 7 and 11) and has recently moved to the centre of Marchwood having previously lived just outside of Marchwood. They moved to be closer to the shops as well as the bus stop as Mrs Mills felt isolated on the edge of the area where it was a long walk to anywhere.

Since Mrs Mills has not been able to drive she has used the bus more frequently to travel to see her friends in Totton and Hythe as well as to go into Southampton or Hythe with her daughters for an outing.

Impact of changes to the bus service

Now that there is no number 8 bus on a Sunday Mrs Mills and her daughters feel stuck in Marchwood without the option to visit people or go for trips into Hythe to use the ferry or go to the cinema in Southampton. Mrs Mills cannot afford to pay for taxis and does not like to have to rely on other people for lifts as she wants to be independent.

"I want to be independent and it's not allowing me to be independent. If you put yourself in my shoes, I'm not able to drive and I have health reasons as well...it's not a very nice situation to be in when you know your children want to go and do something and you have to say 'no I'm sorry I can't get you there because there isn't a bus service'."

Mrs Mills also now finds it difficult to see her friends who live in Hythe and Totton, both on the number 8 bus route, and does not like the fact her main contact with her friends is now text messages.

"I have to rely on texting and I don't want to do that...I want to see them and have a normal relationship with my friends."

Mrs Mills feels frustrated by not being able to get around and be independent. This makes her feel as if she does not matter.

"It does make you think that you are reliant [on buses] and you could get quite down about it... I feel frustrated and a bit sort of left out. People like me in my situation or the elderly...don't really matter... I know that one person doesn't matter to them but really that one person does matter, everyone matters."

Case study four: Rachel

Rachel has signed a consent form to use her name and photo

Rachel lives in Marchwood with her 10 year old daughter. Rachel has not been able to drive since September 2011 due to a problem with her balance. Rachel's ill health also means she is not currently able to go to work.

Before the bus cuts, Rachel was able to drive so she did not often use the bus. However now that she is not able to drive, Rachel relies on the bus to go to Asda in Totton, her dentist in Holbury, which involves taking a bus to Hythe and getting a second bus, and to take day trips to Hythe or Southampton on a Sunday.

Impact of changes to the bus service

Rachel's daughter is overdue a visit to the dentist as Rachel now finds it so difficult to get to their dentist in Holbury they have not been. Rachel is not allowed to take her daughter out of school for a dentist appointment so Rachel and her daughter would need to go straight from school at 3:30pm to make a 5pm appointment. However this would not leave them a lot of time to have the appointment and get back to Hythe for the last number 8 bus at 6:45pm.

Rachel and her daughter used to go for day trips by bus on bank holidays as a Sunday bus service ran. For the next bank holiday they wanted to go Hythe by bus and travel by ferry to Southampton. However they can no longer get to Hythe and they will now have to stay in Marchwood.

Rachel feels frustrated that the bus cuts have been put in place just at a time when she really needs a bus service. Rachel has found it so difficult to get to places that she has given up trying to do things and tends to stay in Marchwood as Rachel explained:

"I think you just kind of give up... You've got time limits if it's a case of me going of an evening I know I have to be back because of the last bus and I can't miss it. So you kind of get to the point where you think, what's the point, why bother?"

4.4 Stay at home mum not able to drive

Case study five: Louise

Louise has signed a consent form to use a photograph of herself and her youngest child

Louise has lived with her partner, who is in the army, and her 4 children, aged between 2 and 11, in Marchwood for a year. Louise and her family moved from Portsmouth where Louise's brother lives. Louise has not learned to drive as there was a good bus service in Portsmouth and her partner needs their car and they cannot afford to run two cars.

Louise tends to use the number 8 bus to go shopping in Southampton with her children after school. Louise tended to stay in Southampton and get an evening bus back to Marchwood as earlier buses tended to be very busy which made it difficult to get on the bus with her children, a buggy and her shopping. Louise also used the buses to go into Southampton on a Sunday to entertain her children when her partner is away on service. Louise's brother who lives in Portsmouth and does not drive used to come to Marchwood, taking a bus from Southampton, on a Sunday, or Louise and her children would travel to Portsmouth (again, using the bus service to reach Southampton).

Impact of changes to the bus service

Since the changes to the bus service, Louise no longer has the option to wait to get a quieter evening bus and has to try to get on earlier busy buses with her children, shopping and the buggy and not leave it until the last bus as sometimes they cannot get on the bus. Louise has no real alternative to getting the bus back from Southampton as she cannot afford to get a taxi back to Marchwood.

When Louise's partner is away with the army Louise and her children now have very few activities they can do on a Sunday. The family can no longer get to activities and events for children in Southampton on a Sunday without the bus service. Louise also cannot see her brother very often as Sunday tends to be the best day to see him and without a bus they cannot easily meet up.

The bus cuts have left Louise feeling frustrated and isolated that she cannot travel in and out of Marchwood in the evening or on a Sunday.

"It's mainly the isolation, being stuck out here...It can be a bit depressing actually and its frustrated if there's something I need to do or if there's an event up in town that we want to get to, its really annoying."

Case study six: Claire

Interviewee did not give consent to be named so name has been changed

Claire lives in Marchwood with her children and partner. Claire does not drive and moved from Totton to Marchwood to be near her extended family as she found it difficult travelling to see them. Her brother lives in Southampton and used to use the Sunday service to visit Claire and their family in Marchwood.

Impact of changes to the bus service

Since the Sunday bus service between Southampton and Marchwood stopped means it is now difficult for Claire's brother to visit them. He has now given up trying to get to Marchwood on a Sunday. Claire This has made Claire feel upset and isolated. *"Sometimes you feel quite isolated."*

4.5 Mum without access to a car

Case study seven: Mrs Hart

Mrs Hart has signed a consent form to use her name and a photo

Mrs Hart, aged 47, has lived in Marchwood with her husband since 1991. Mrs Hart has three children aged 8, 15 and 18. Her youngest son attends infant school in Marchwood whilst her daughter attends Applemore Technology College in Dibden Purlieu and her son is at University. Mrs Hart can drive but the family only has one car and Mr Hart drives to work so Mrs Hart relies on buses during the day and early evening. Prior to the changes to the bus service, Mrs Hart used to use the bus in the early evening to travel to her child's secondary school parents' evenings and other events and to get back from visiting her parents in Shirley.

Impact of changes to the bus service

Since the changes to the bus service, Mrs Hart gets the last bus to her child's school and relies on a lift back from her husband. This means that Mrs Hart now prioritises which school meetings she attends by attending parents' evenings but not information sessions for parents concerning different academic subjects. This makes Mrs Hart feel she is not supporting her children as much as she could.

"I feel like maybe I could have got some more knowledge about how to help them with their school work because if I could have gone I would have known the information...It annoys me and makes me feel like I'm not being as good a parent as I could be. That I'm not supporting my child and going to things."

The lack of evening buses has also made it more difficult for Mrs Hart to travel to visit her parents. Mrs Hart has to plan her trips to her parents as she has to get the connecting bus from Hythe to Marchwood at 6:40pm so she would have to leave her mum and dad's by 6pm. This means that she can no longer visit her parents after school with the children and tends to only visit then during the school holidays when she can go during the day and not worry about getting back.

In general Mrs Hart finds the changes to the bus service an inconvenience. Mrs Hart also felt it makes her feel like a second rate citizen because she does not have a car and finds it very annoying and frustrating.

"It's almost like you're a second rate citizen because you have to use the bus because you don't have a car like everyone else. It makes you feel like you're the odd one out and its frustrating."

Annex One: Residents' survey responses

SOCIAL VALUE OF BUSES- RESIDENTS' SURVEY

QA Did you or a member of your family use the bus number 8 at weekends or during weekday evenings before the service was discontinued last October? (Total base= 54, multiple responses allowed)

Myself	48
Child	20
Partner/ spouse	14
Friend/ neighbour	2
Parent	0
Other relative	0

1. Before the changes to the bus number 8, how often did you/they use the bus service? (Total base= 54, multiple responses allowed)

2 to 6 times a week	22
Once a week	10
More than once a day	9
2 to 3 times a month	5
Once a month or less	5
Occasionally	2
Once a day	1
Never	0

2. When did you/they tend to use bus number 8? (Total base= 54, multiple responses allowed)

Weekdays between 10am and 4pm	34
Weekdays between 7am and 10am	20
Weekdays between 4pm and 7pm	17
Weekdays after 7pm	7
Weekdays before 7 am	3
Saturdays	3
Sundays	3

3. For what purposes did you/ they make journey by bus? (total base = 54, multiple responses allowed)

To travel to the shops	40
To socialise with friends/ family	16
To travel to work	9
To take part in sports/ leisure activities	6
To attend a hospital/ doctor's appointment	5
To travel to school/ college	3
To care for a friend/ family member	2
To travel to job interviews	1
Other (Car to garage, travel to job centre)	2

4. How far did you/they tend to travel on the bus, on the journey you/they made most frequently? (Total base = 54, single responses only)

5 to 7 miles	17
7 to 10 miles	14
Between 3 and 4 miles	12
Don't know	7
More than 10 miles	3
Less than a mile	0
Between 1 and 2 miles	0

5. Since the changes to the bus number 8 were made, how often do you/they now use bus number 8? (Total base = 54, single responses only)

Less often	31
The same amount	21
More often	2

6. Since the changes to the bus number 8 were made, how often do you/they now use other local bus services? (Total base= 54, single responses only)

Don't use any other services	51
More often than I did before	2
Less often than I did before	1
The same amount	0

7. At what times of day can you/they NO LONGER use bus number 8 due to the bus cuts? (Total base= 54, multiple responses allowed)

Weekdays after 7pm	38
Sundays	20
Don't know	13
Weekdays between 7am and 10am	2
Saturdays	1
Weekdays before 7 am	0
Weekdays between 10am and 4pm	0
Weekdays between 4pm and 7pm	0

8. What do you/they do instead of using bus number 8? (Total base= 54, multiple responses allowed)

I get a lift	22
I stay at home	14
I take a taxi	6
I walk	3
No reply	3
I cycle	2
I have to take more than 1 bus	0
I take another form of public transport e.g. train	0
Other (car, shop online, son bough us a scooter, got another bus)	17

9. What impact(s) has this had on your/their day to day life? (Total base= 54, multiple responses allowed)

No impact	24
I don't see my family/ friends as often	11
I can't get to the shops as often	9
I can't attend leisure/ sports activities as often	6
I am late for appointments	3
I miss appointments	2
I am not able to care for family member/ friend as often as I was before the bus cuts	2
I have had to do less shifts at work	1
I am late work/ school/ college	1
I have had to give up work	0
I had to leave college	0
Other (see below)	13

Other	
Inconvenience	2
Makes everything take longer	1
You have to wait longer for a bus	1
Had to buy a scooter	1
Should be half a service	1
Hard to get a job	1
Harder to get around	1
Hospital visits	1
Have had to reorganize things	1
Feel cut off	1
I have to do 2 trips now	1
You can't just pop on a bus	1

10. Has there been any financial impact on you/them as a result of the bus service cuts? (Total base= 54, multiple responses allowed)

None	42
Yes I now have to shop at more expensive local shops	5
Yes I now have to take more taxis	2
Yes I have lost earnings	2
Other (fares have gone up, petrol money)	4

11. Has there been any affect on your/their health as a result of the changes to the bus service? (Total base =54, multiple responses allowed)

None	49
Yes I now feel lonely or isolated as I see less people	5
Yes I have to walk a long way and its too much walking for me	1
Yes I now go out less and so do less exercise	0
Yes I have to walk a long way and enjoy the exercise	0

12. Do you have any other comments about the impact of the bus service cuts to bus number 8 on you or others? (Total base=46, open response)

Lack of buses in evenings means it's impossible to get back from Southampton in the evenings. For son working in Southampton it will be impossible due to no bus pm.
Go back to half hour service
It's a very poor service and its now been cut even further
There is no way of getting to Southampton at a weekend now
It's diabolical I feel stuck
It's a shame for the OAP's if they have no car
The village is large and should be connected to Southampton by bus. Lots of young people with no access to the town.
Withdrawn vouchers for son 14-17 years. I now have to p[ay for them, can't do anything after 7pm as no bus on Sunday makes you isolated.
It's atrocious to think there is no service after 7pm and Sundays with no alternative means of transport.
It's terrible to cancel it on a Sunday
Should be a bus on Sunday
It's difficult for people who don't drive
Poor that there's no service on a Sunday, should divert No 9 through Marchwood then.
You don't feel as though the bus is on for the public, we have no service
It would be nice to have one on a Sunday

You feel cut off. Youngsters will have to rely on lifts to parents.
Should be every half hour
Awful for the young and old that don't have access to a car. At 9.45am you often have to stand all the way to the station
They want people to use public transport and then cut the bus service
It's a shame. It's affected the people I work with as they have no other means of transport/ can't go out after 7pm or on a Sunday.
It's sad for the young people that can't get home in the evenings on the bus.
Very isolated on Sundays if you don't drive. Lack of evening service makes it impossible to get out or get back.
More regular service
It's poor, should be more buses, we're on an island here
It's disgusting only one an hour. They're either late or early and prices have now gone up.
They should be more often/should operate on Sundays
One bus an hour to Southampton is not sufficient. Should be every half an hour
When older I worry how I will get around
When we moved here we wanted to use a bus service and there isn't one.
More frequent service, why can't the No 9 stop at the bus stop
Loads of people complaining re lack of service
The fares have gone up, sometimes arrives too early
Why can't they incorporate more bus services through Marchwood, more frequency
It's essential for young people or they will move from the village
It's mainly for evenings, visiting hospitals, the elderly and Sundays
Should be more frequent
Very regrettable, it has cut Marchwood off in the evening, bad for shift workers
More buses, more frequency of service
Why can't they divert the No 9 through the village, perhaps a smaller bus
He's paying for a service with a season ticket but can't get home due to bus cuts
It's disgusting, there are a lot of young people who can't get backwards and forwards to town
They should be more frequent, every half an hour and hourly on Sundays
It's very hard for people visiting hospitals or for a Sunday service
It's bad for teenagers as they can't use the bus after 7pm
It's a shame for people in the village who need to use it

13. Into which of these age groups do you fall? (Total base= 54, single responses only)

45-65	18
Over 65	14
26-45	12
16-25	10

14. Which of these ethnic groups would you say you belong to? (Total base= 54, single responses only)

White – British	50
Mixed (White and Asian. White and Black African, White and Black Caribbean, any other Mixed background)	1
White - Irish	1
Other (<i>please specify</i>) Nepal, Fiji	2
Asian or Asian British (Bangladeshi, Indian, Pakistani or any other Asian background)	0
Black or Black British (African, Caribbean or any other Black background)	0
Chinese	0
White – any other White Background	0

15 How would you describe your employment status? (Total base= 54, single responses only)

Retired	20
In full time employment	10
Not working and not looking for work.	9
In part time employment	7
Student	4
Unemployed and seeking work	4

16. Do you own or have access to a car? (Total base= 54, single responses only)

No	22
Yes – have access to	13
Yes - own	9

17. Do you consider yourself to have any health problems or disabilities that limit the activities you can get involved in? (Total base= 54, single responses only)

No	43
Yes	11

18. Record below whether the respondent was Male or Female (Total base= 54, single responses only)

Female	39
Male	15

Annex Two: In depth interviews Topic Guide

Social Value of Buses – in depth interview topic guide

Introduction

Please could you tell me a bit about yourself

- 1 How long have you lived here?
- 2 Do you live on your own or with friends or family? Number of children in household?
- 3 Are you currently in education, employment (if not – are they looking for work), training, retired?
- 4 Do you own a car or other form of transport?
- 5 How old are you? Can we also ask if they have any disabilities or long-term health problems?

Reasons and frequency of use of buses

We would now like to think about how and why you used the bus service before the service was stopped/ reduced

- 6 How often do you/ did you use the bus service?
- 7 What time of day do you/ did you tend to use a bus?
- 8 Why do you/ did you use a bus?
- 9 Which of the following services did you used to access by using the bus service? (please only prompt on those not already identified above)
 - GPs/ doctors / hospitals
 - Shops
 - Education/ training / work
 - Libraries / community centres
 - Local groups
 - Social activities/ meeting friends
 - Looking after family/ friends
- 10 Why did you get the bus and not use another form of transport?
- 11 Did the bus service take you directly to where you needed to be or did you need to use another form of transport as well?

Change in behaviour and impact of bus service cuts

- 12 Since the changes to the bus service in your area, can you still make the bus journeys you described above? *Do you still need to make these journeys?*
- 13 (For each of the bus journeys the interviewee can no longer make, please ask the questions below)
- 14 How do you now make this journey?

- 15 (If the journey now takes longer) What has been the impact of your journey taking longer?
- 16 (If they cannot make this journey without the bus service) Why are you not able to make the journey without a bus service?
- 17 Have there been any financial costs of making these changes to your journey?
- 18 Has there been any affect on your health as a result of the changes to the bus service?
- 19 Has the cuts to bus services had any affect on your relationship with family or friends?
- 20 How has the cuts to your bus service made you feel?

Other affects of the bus service cuts

- 21 Has there been any other affects of the cuts to bus services on you or your family/ friends that we have not covered?
- 22 Do you have any other comments?

Many thanks for your time