

APPENDIX B

Theme	Title	Date	Carried out by	Methodology	Summary	Cost
Multi-modal user/non-user	SYMCA Travel Survey	May-15	ORS	Postal Survey	6 monthly survey to monitor satisfaction and travel patterns across all modes of transport. Covers users and non users of public transport. Flexibility to cover topical questions	£23,000
Multi-modal user/non-user	SYMCA Travel Survey	Nov-15	ORS	Postal Survey	6 monthly survey to monitor satisfaction and travel patterns across all modes of transport. Covers users and non users of public transport. Flexibility to cover topical questions	£23,000
Multi-modal user/non-user	SYMCA Travel Survey	Nov-16	BMP	Postal Survey	Annual survey to monitor satisfaction and travel patterns across all modes of transport. Covers users and non users of public transport. Flexibility to cover topical questions	£23,000
Multi-modal user/non-user	SYMCA Travel Survey	Nov-17	ORS	Telephone Survey	Annual survey to monitor satisfaction and travel patterns across all modes of transport. Covers users and non users of public transport. Flexibility to cover topical questions	£24,500
Multi-modal user/non-user	SYMCA Travel Survey	Nov-18	ORS	Telephone Survey	Annual survey to monitor satisfaction and travel patterns across all modes of transport. Covers users and non users of public transport. Flexibility to cover topical questions	£24,500
Multi-modal user/non-user	SYMCA Travel Survey	Nov-19	Marketing Means	Telephone Survey	Annual survey to monitor satisfaction and travel patterns across all modes of transport. Covers users and non users of public transport. Flexibility to cover topical questions	£15,485
Covid-19	The Impact of Covid-19 on Public Transport	Apr-21	Explain Research	Telephone Survey	Covid-19 impact on public transport travel behaviour, including expected future travel on PT	£17,450
Young Adult Bus and Tram	Zoom Beyond 18-21 Research	Sep-21	Public Perspectives	Telephone Survey	Wave 1, awareness and current/future usage of Zoom Beyond 18-21 travel pass	£14,000
Young Adult Bus and Tram	Zoom Beyond 18-21 Research	Dec-21	Public Perspectives	Telephone Survey	Wave 2, awareness and current/future usage of Zoom Beyond 18-21 travel pass	£11,000
Interchange	Buzz Box	Dec-19	WE Love Surveys	Self-Completion using terminals	Rolling research: Short question sets on devices at interchanges, questions changed over time e.g. for interchange users to rate service and facilities, rating of bus service etc	£14,500
Non-user barriers to using public transport	Car user focus Groups	Mar-19	ORS	Face to Face Focus Groups	To understand exactly what respondents are wanting from a bus service? Why car users do not use public transport? What might encourage car users to use public transport or use it more than they currently do?	£14,335
Tram	Tram household survey	Apr-17	ARP	Face to Face Interviews	Targeted research aimed at non-users/infrequent users/lapsed users	£18,465
Rail stations	Rail Stations Infrastructure Improvements Research	Jun-22	QA Research Ltd	Face to Face Interviews	Prior to facilities improvements at 11 stations, research was carried to understand current satisfaction with facilities at these stations and to profile customer travel patterns.	£22,350
ENCTS	ENCTS Bus Travel	May-16	NWA	Face to Face Interviews	Pass take up. Travel patterns and journey purpose	£20,000
ENCTS	Goldcard Feasibility	Feb-22	SYMCA	Face to Face using SYMCA Auditors	Potential take up at different price points	£0
Interchange	Interchange Pedestrian Safety	Sep-21	SYMCA	SYMCA Auditor Observations	How many passengers and drivers are using the walkways at the Interchanges inappropriately.	£0
Tram	Tram On Offs	Sep-20	SYMCA	SYMCA Auditor Observations	Number passengers boarding and alighting	£0
Tram	Tram On Offs	Sep-21	SYMCA	SYMCA Auditor Observations	Number passengers boarding and alighting	£0
Enhanced Partnership	Enhanced Partnership Consultation	Feb-22	SYMCA	Online	Feedback was asked for on the proposed improvements that the Enhanced Partnership is aiming to make – the Enhanced Partnership Plan, and the actions to achieve them	£0

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Tram	Customer Journey Mapping & Insight	Oct-20	Nomensa	In-depth Interviews and Online Survey	End-to-end user experience of customers for Supertram, to identify key pain points, needs and opportunities for growth and improvement	?
Tram Train	Travel Preference	Sep-18	NWA	Face to Face	The Tram Train service will provide better connections between Rotherham and Sheffield and aims to reinvigorate the local economy. Ahead of this launch, travel preference research was required to establish how and why customers currently travel by train between Rotherham and Sheffield	£11,330
Tram Train	Travel Preference	May-19	Xanta	Face to Face	Additional travel preference undertaken at Rotherham Parkgate and Rotherham Central to establish how and why customers travel	£19,684
Covid-19	Travel During Covid-19	May-20	SYMCA	Online	Travel during Covid-19. Current travel patterns, effectiveness measures, expected behaviour once restrictions are lifted	£0
Covid-19	Covid Measures on Public Transport	Sep-21	SYMCA	Online	Carried out weekly from May to September. Awareness and satisfaction with Covid-19 measures	£0
Covid-19	Walking and Cycling	Jun-20	SYMCA	Online	The survey explores the amount and type of activity being undertaken before, during and after lockdown and reason for activity, the survey was carried out between 7 May and 1 June 2020	£0
Covid-19	Employers and Covid-19	Apr-21	SYMCA	Online	to derive insight into working arrangements and potential impacts to commuting behaviour for their employees post COVID-19. Respondents were therefore asked about working arrangements (such as working from home) pre, during and post COVID-19 as well as views on current methods of commuting and public transport.	£0
Covid-19	Key Workers	May-20	SYMCA	Online	Respondents were asked how they travelled to their place of work before lockdown, during lockdown and how they intend to travel to work after lockdown	£0
Covid-19	Employees and Covid-19	Jul-20	SYMCA	Online	Feedback from employees on their views and experience of remote working. We gathered thoughts and opinions on adjusting back to office working and how employees would like the organisation to approach remote working moving forward.	£0
Covid-19	Future Travel	Jul-20	SYMCA	Online	The main aim was to derive insight into travel behaviour post COVID-19. Respondents were asked about trips pre and post Covid and journey purpose, four main areas are looked at – Travel to work, travel to education, travel for shopping and travel for leisure as well as future travel views.	£0
Covid-20	Supporting Schools	Aug-20	SYMCA	Online	School/parent approach to travel and days open following schools reopening in September 2020	£0