ALTERNATIVES TO PRIVATE CAR USE BY MOBILE NHS PROFESSIONALS

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AVON & WILTSHIRE MENTAL HEALTH PARTNERSHIP & GOLOW

- 2009: Zero Petrol Team (electric bikes)
- 20 diesel smart cars (Bristol & S. Gloucs.)
- Became social enterprise (www.golow.org.uk)
METHODS

• Online survey of staff based in Bristol and South Gloucestershire
• 15 telephone interviews
• Telephone/email interviews with managers & H.R.
• Focus group (Zero Petrol Team)
JOB CATEGORIES

- Administrative: 32% (18.5%)
- Nursing: 34%
- Medical: 7%
- Allied Health: 14%
- Other: 13%

306 responses (18.5%)
30% OF POOL CAR USERS REPORTED REDUCED COMMUTING BY CAR
PARKING CONSTRAINTS AND EFFECTS ON WORK TRAVEL

• Inner-city locations: pool cars and other alternatives
• 36% of those who cycled or walked cited parking as one reason.

Colston Fort clinic in Kingsdown residents’ parking zone
ENVIRONMENTAL ATTITUDES

‘People should be able to use their cars as much as they like, even if it causes damage to the environment’

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<tr>
<th>Sample</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
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<td>67%</td>
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<th>British Social Attitude Survey</th>
<th>Disagree</th>
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What Influences Participation? (pool car and electric bike use)

Binary logistic regressions:

- Individual attitudes insignificant
- Perceived attitudes of colleagues and management both significant
Individual Attitudes and Perceptions of Colleagues/Management

Bivariate cross-tabulation (Chi-square test): showed strong association

Why?

- False consensus effect?
- Influence of group dynamics
TELEPHONE INTERVIEWS – KEY POINTS

• Mainly compact areas – occasional need to drive elsewhere
• Carrying passengers – mixed views
• A few neither drove nor cycled
• Leadership role of local managers
• HR: policy of non-discrimination when recruiting
FOCUS GROUP: The ‘Zero Petrol Team’ (Bristol Vocational Service)

- All team members: expectation for new members. No gender difference.
- Some took up cycling for the first time.
- Claims: saves time, improved staff motivation has helped motivate clients & lower absence.
Key Conclusions

• Alternatives to private car use are possible
• Local leadership
• Recruitment and agenda-setting