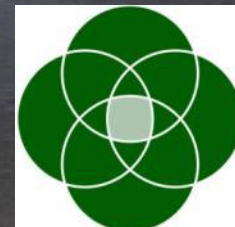


ALTERNATIVES TO PRIVATE CAR USE BY MOBILE NHS PROFESSIONALS

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AVON & WILTSHIRE MENTAL HEALTH PARTNERSHIP & GOLOW

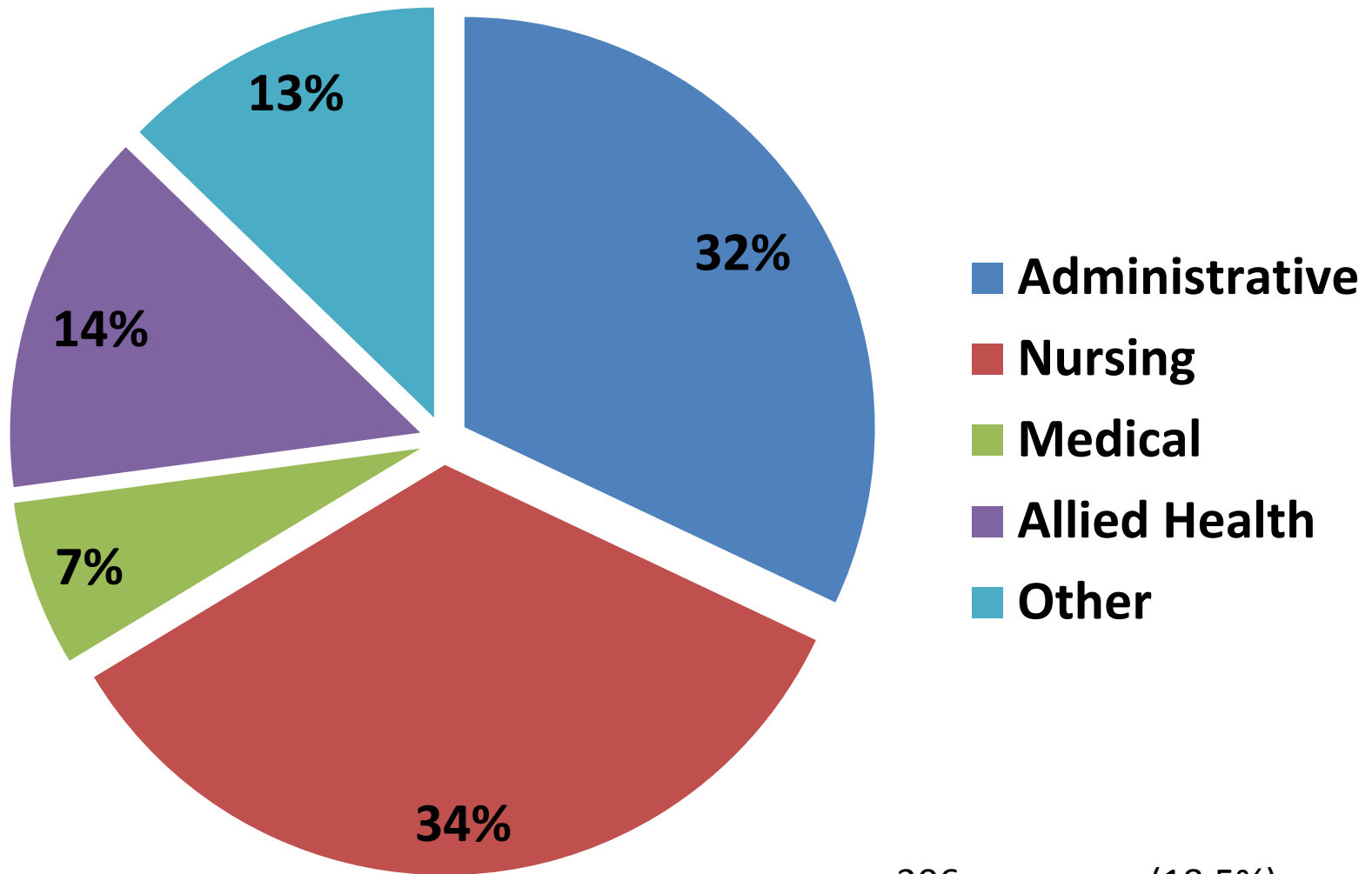


- 2009: Zero Petrol Team (electric bikes)
- 20 diesel smart cars (Bristol & S. Gloucs.)
- Became social enterprise (www.golow.org.uk)

METHODS

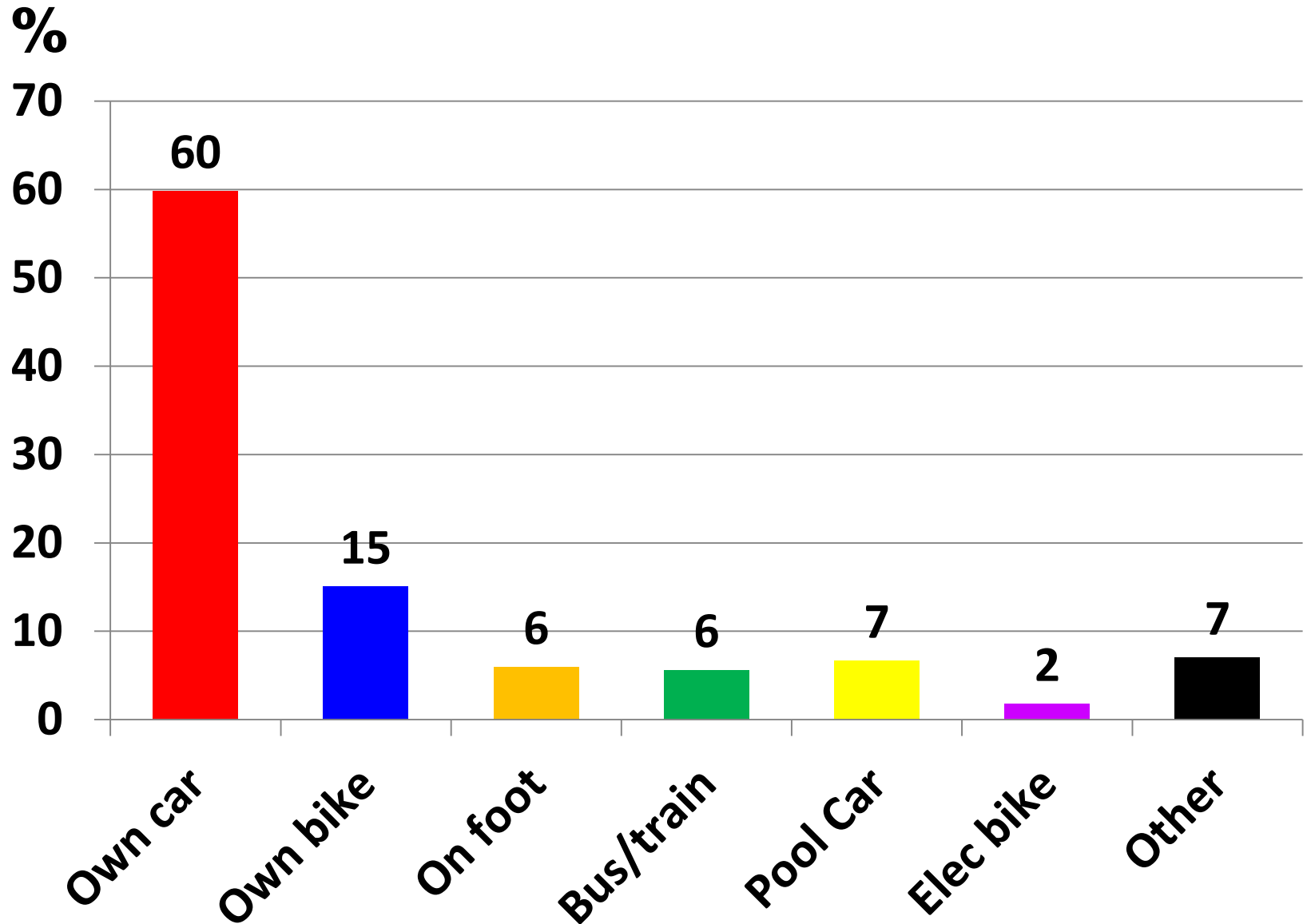
- **Online survey of staff based in Bristol and South Gloucestershire**
- **15 telephone interviews**
- **Telephone/email interviews with managers & H.R.**
- **Focus group (Zero Petrol Team)**

JOB CATEGORIES



306 responses (18.5%)

MAIN MODE FOR WORK TRAVEL





**30% OF POOL CAR USERS REPORTED
REDUCED COMMUTING BY CAR**

PARKING CONSTRAINTS AND EFFECTS ON WORK TRAVEL

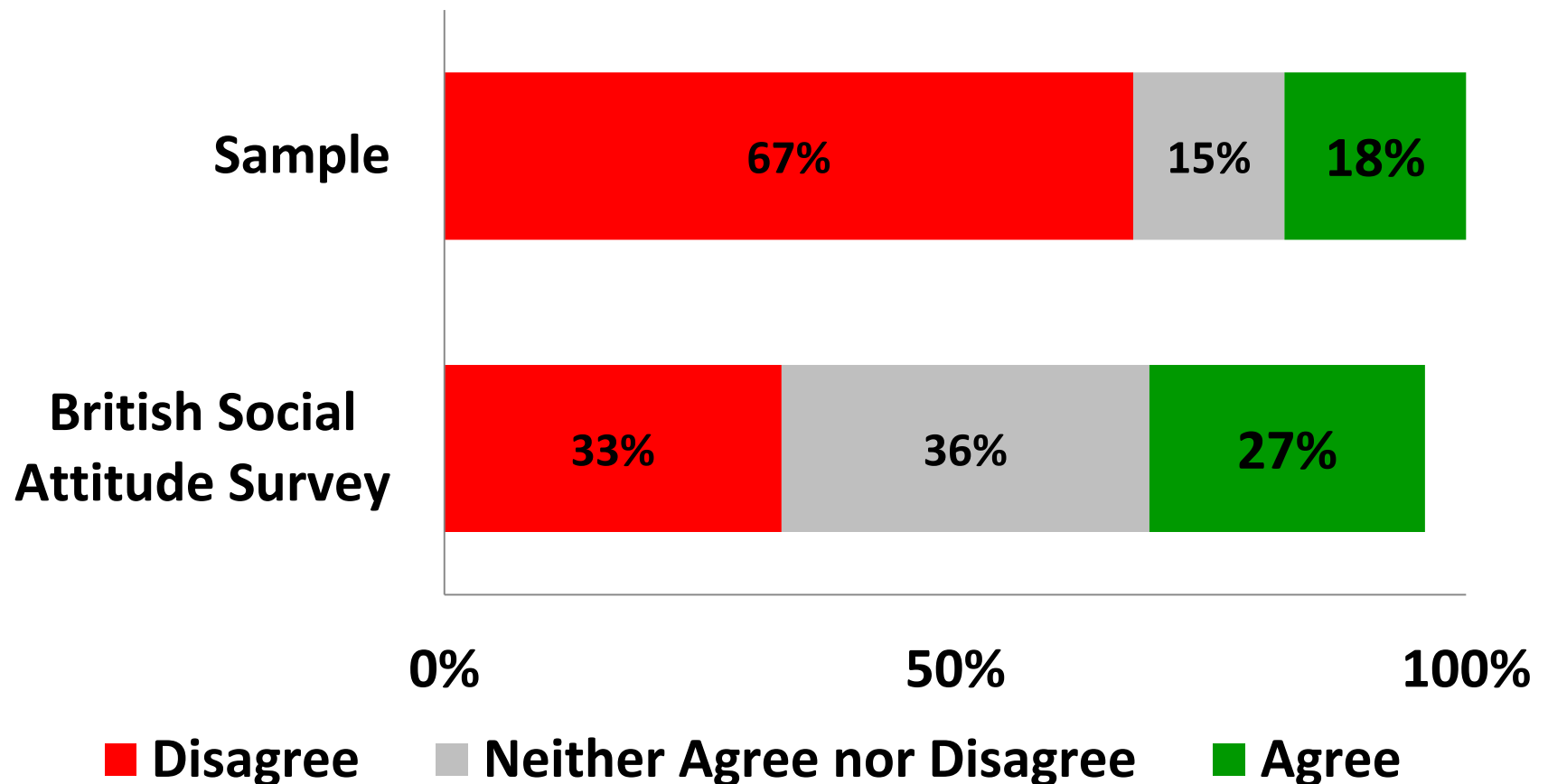


Colston Fort clinic in Kingsdown residents' parking zone

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

ENVIRONMENTAL ATTITUDES

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



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

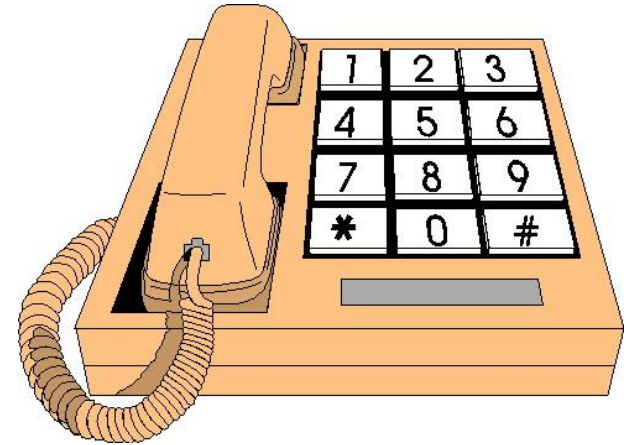
**Bivariate cross-tabulation (Chi-square test):
showed strong association**

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

