



# Consultation Survey Report

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Prepared by SCDC for 'Reinstating  
Bonnybridge Railway Station'

2018



## Summary

This report details a community consultation exercise carried out by Reinstat e Bonnybridge Railway Station<sup>1</sup> (a volunteer community organisation) with the support of the Scottish Community Development Centre (SCDC)<sup>2</sup>. This consultation was funded by the Big Lottery Fund. We spoke to a total of 1498 people by way of door-to-door canvassing of nearly every address in Bonnybridge and an electronic survey. Most respondents lived in Bonnybridge, but a significant minority were from surrounding communities. The objective of the consultation was to address three questions:

### **1. Do the residents of Bonnybridge (and surrounding area) want a railway station in Bonnybridge?**

Overwhelmingly yes. 97% are in favour.

### **2. Would they use it?**

Yes. Those who travel by train at the moment would do so more often. Those who infrequently or do not travel by train would be more likely to do so.

### **3. And what might be the benefits?**

Potential impacts of a new station in Bonnybridge would be:

**Social** – The ability for members of the community to attend a greater variety of social and recreational events.

**Environmental** – A reduction in the number of car journeys and time spent driving.

**Economic** – Residents would be more able to take up employment opportunities in Edinburgh, Glasgow and surrounding areas. Those under 29 would especially benefit.

### **How confident can we be in the findings?**

We can be confident that this report fairly represents the views of the community. The 1000+ responses garnered by the two-pronged approach to survey delivery encouraged participation in the survey from across the community.

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<sup>1</sup> <http://bonnybridgerailway.scot/>

<sup>2</sup> <http://scdc.org.uk>

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- From a total population of 5758<sup>3</sup> in Bonnybridge and High Bonnybridge (inclusive of those aged under 11) 1145 residents completed the survey – very nearly 1 in 5. Overall, including surrounding communities, 1498 participated in the survey.
- Age bands from 16-80+ were fairly represented. Compared to the 2011 Census those aged 30-44 are a little over-represented.
- The profile of respondents closely follows the employment and health profile of the most recent Census.

**Some other important findings:**

- Transport appears to be a significant local issue – buses, roads and cycling provision were all of concern. However, the current train services were rated more highly.
  - Many people in Bonnybridge and surrounding areas reported travelling significant distances by car to travel to train stations.
  - Lack of convenience, as the result of having to travel a long way to the nearest station, was cited as a significant barrier to train use.
  - Most people said that they would walk to a new railway station in Bonnybridge.
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<sup>3</sup> Combined population of Census 2011 Locality for Bonnybridge and High Bonnybridge  
<https://www.scotlandscensus.gov.uk/ods-web/area.html>

# Introduction

## Background

Voluntary community organisation 'Reinstate Bonnybridge Railway Station' (RBRS) were founded in 2015 to campaign for a new railway station in Bonnybridge. In order to help progress their campaign they sought funding from the Big Lottery Fund's 'Awards for All' programme in 2017. £4,000 was awarded to RBRS to hire a consultant to support the development of a community consultation. RBRS appointed Scottish Community Development Centre (SCDC) in June 2018.

## Objective of the consultation

The objective of the consultation was to answer the following questions:

1. *Do the residents of Bonnybridge (and surrounding area) want a railway station in Bonnybridge?*
2. *Would they use it?*
3. *And what might be the benefits?*

## SCDC's role

SCDC's role was threefold:

- Firstly, to support RBRS to design and carry out an effective community consultation in accordance with the National Standards for Community Engagement<sup>4</sup>.
- Secondly, to provide independent and impartial oversight of the process (e.g. to ensure there were no 'leading questions' within the survey) and to draft the final report.
- Thirdly, to provide other capacity building support and advice (e.g. to support the development of fieldworker protocols; advice on policy developments within the Community Empowerment Act.)

## Method

- **Survey design**  
The survey was designed by RBRS volunteers with assistance and input from SCDC. The aim was to produce a compact survey that was quick and easy to complete whilst yielding useful information. The survey was an 'individual' survey rather than a household survey.
- **Survey delivery**

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<sup>4</sup> <http://www.voicescotland.org.uk/>

To ensure that as many residents as possible could access the survey two methods were used: an online survey circulated on Facebook and to neighbouring communities; and a door-to-door survey.

Survey method	Strengths	Challenges
Door-to-door	<ul style="list-style-type: none"> <li>• Possibility of opening a dialogue with residents and raising awareness of the group</li> <li>• Verifiable 'paper trail' and can act as a 'benchmark'</li> <li>• Can engage with those who do not have access to internet</li> </ul>	<ul style="list-style-type: none"> <li>• Time and labour intensive especially for a volunteer led-team</li> <li>• Those who are working may not be at home/may not have time to complete a paper survey</li> <li>• Weather and daylight dependent</li> </ul>
Electronic	<ul style="list-style-type: none"> <li>• Can engage with a wide range of people quickly and easily</li> <li>• Accessible for many respondents, especially younger groups who are 'digital by default'</li> <li>• Can allow those who were not in at the time of door-to-door contact to complete the survey.</li> </ul>	<ul style="list-style-type: none"> <li>• No 'paper trail' and theoretically open to multiple responses and nefarious multiple responses (n.b. there is no evidence of this in this survey, see question 9).</li> <li>• Not all have internet access or inclination to complete a survey online</li> </ul>

The survey was open online between 20<sup>th</sup> August and 10<sup>th</sup> September 2018. An email link was posted on community Facebook pages, a link sent to local community councils and to the local councillors for further distribution.

The door-to-door survey was carried out between 20<sup>th</sup> August and 10<sup>th</sup> September in Bonnybridge and High Bonnybridge. Teams of volunteer fieldworkers were briefed on survey delivery and health and safety before undertaking daily shifts of two hours 13.00-15.00 and 18.00-20.00. An estimated 95% of streets were canvassed - the omitted 5% due to lack of volunteers. Where contact was made respondents were invited to complete a survey. On completion others in the household were offered the opportunity to complete a survey or complete online. If they were not in a leaflet was left.

## Survey response

Overall, we received the following response:

All respondents	Door to Door survey	Electronic survey	Bonnybridge	Out-with Bonnybridge	Bonnybridge /High Bonnybridge response rate (Bonnybridge respondents /Census 2011)
1498	485	1013	1145 <sup>5</sup>	343 <sup>6</sup>	19.9%

With a population sample size of over 1000 we can be confident that the findings reported here fairly reflect the views of the community in Bonnybridge. Moreover, when we compare this consultation to known demographic data (2011 Census) we see a close similarity (see questions 14 – 16) in terms of age profile, limitation of day-to-day activities for health reasons and employment status.

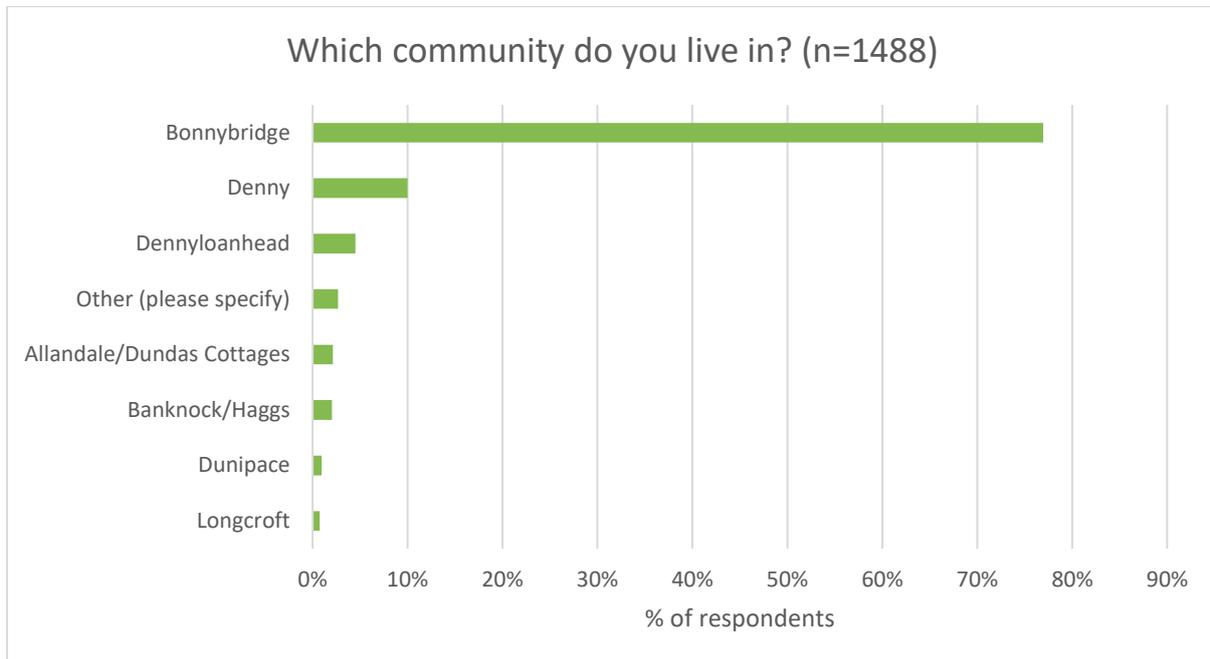
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<sup>5</sup> Not all respondents answered this question resulting in a tally lower than 1498

<sup>6</sup> As above

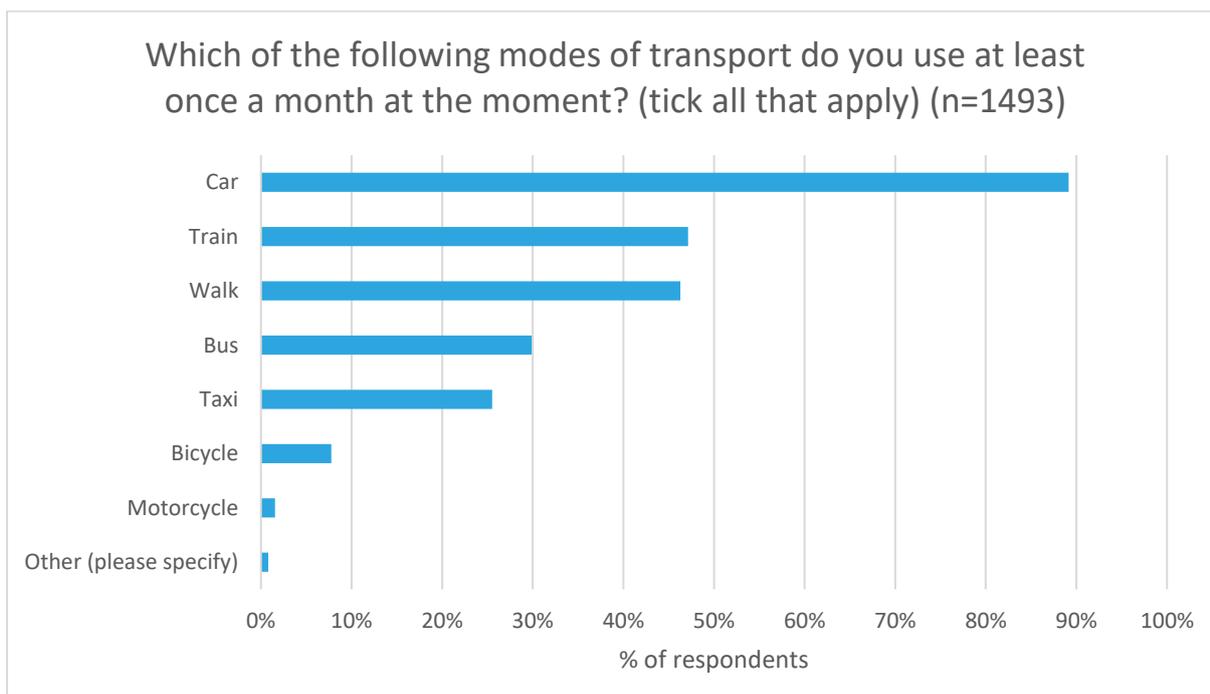
# Full findings

## Question 1: Where were respondents from?



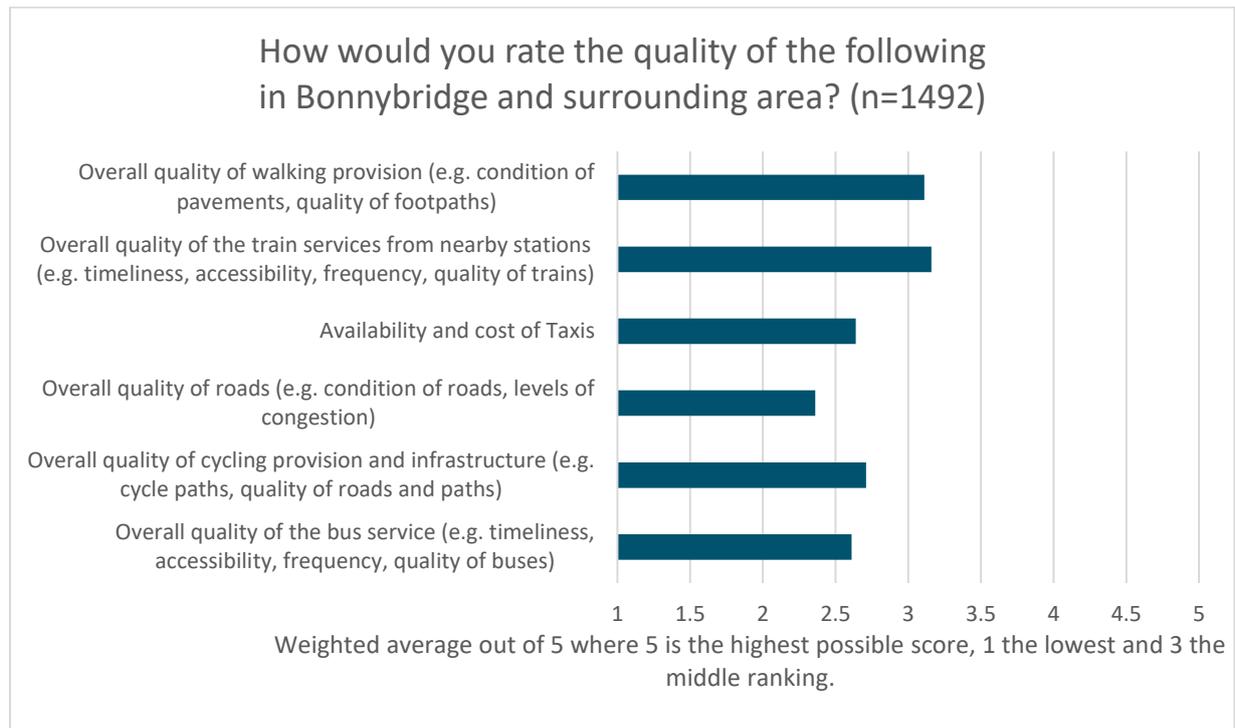
Over 3 quarters (77%) told us that they lived in Bonnybridge. 23% were from elsewhere, with Denny (10%) being the second most popular choice. 'Other' options include Head of Muir (7), Larbert (4), other local locations and a handful from further afield.

## Question 2: Current transport use



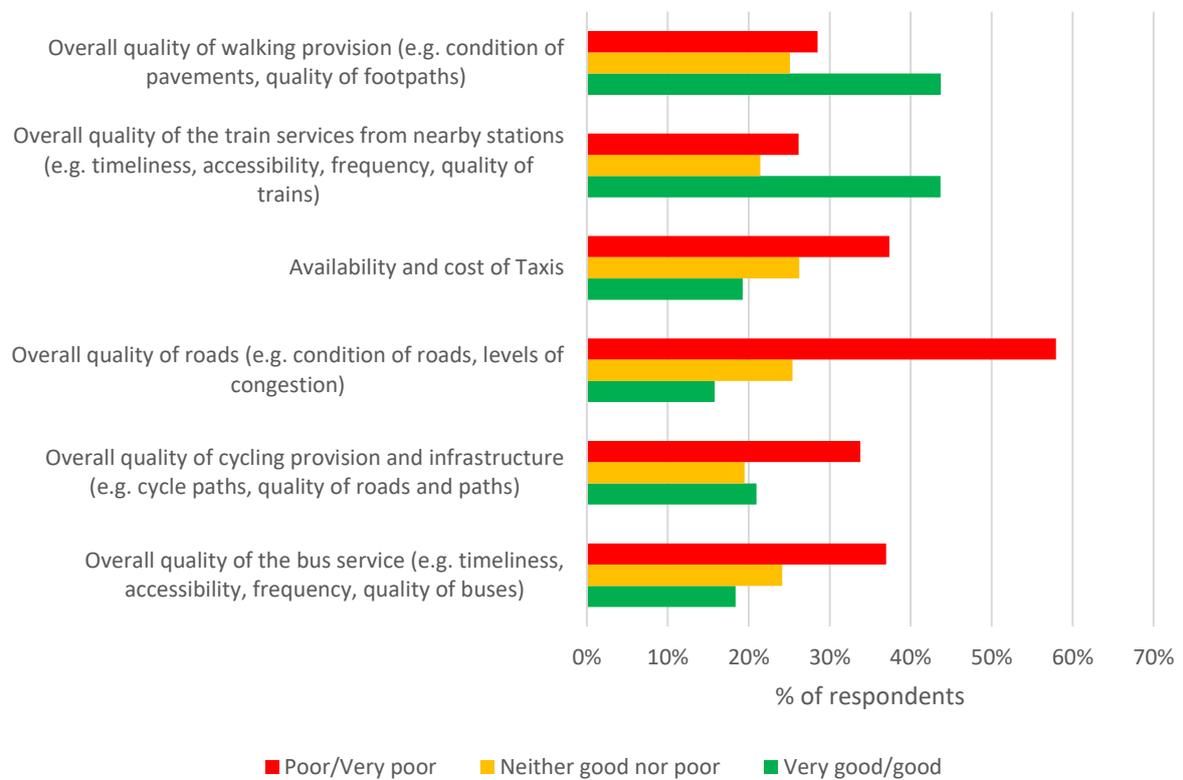
As would be expected, most respondents (nearly 90%) reported using the car at least once a month. Most respondents used more than one mode of transport. 47% used the train at least once a month at the moment. Van was the most frequently occurring 'Other' response.

### Question 3: Quality of transport



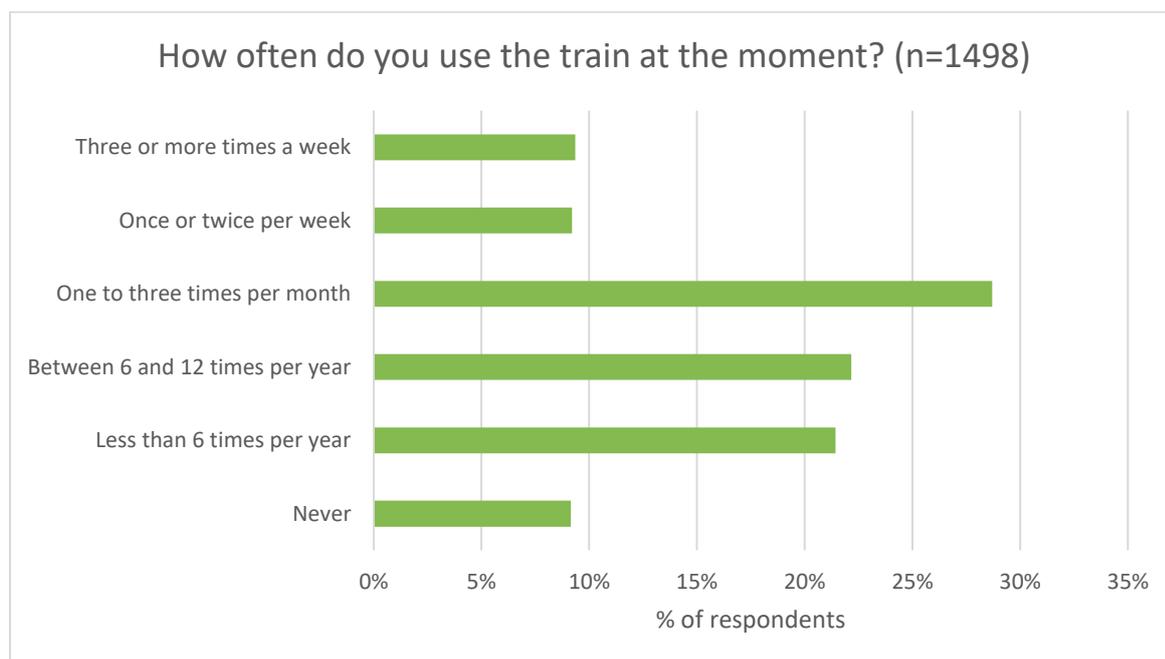
Overall, only the quality of walking provision (3.1/5) and the overall quality of the train services (3.2/5) were rated more favourably than the middle rank of 3/5. The overall condition of the roads was rated poorly (2.4/5), as were the bus services (2.6/5) – both below the middle score of 3/5).

## How would you rate the quality of the following in Bonnybridge and surrounding area? (n=1492)



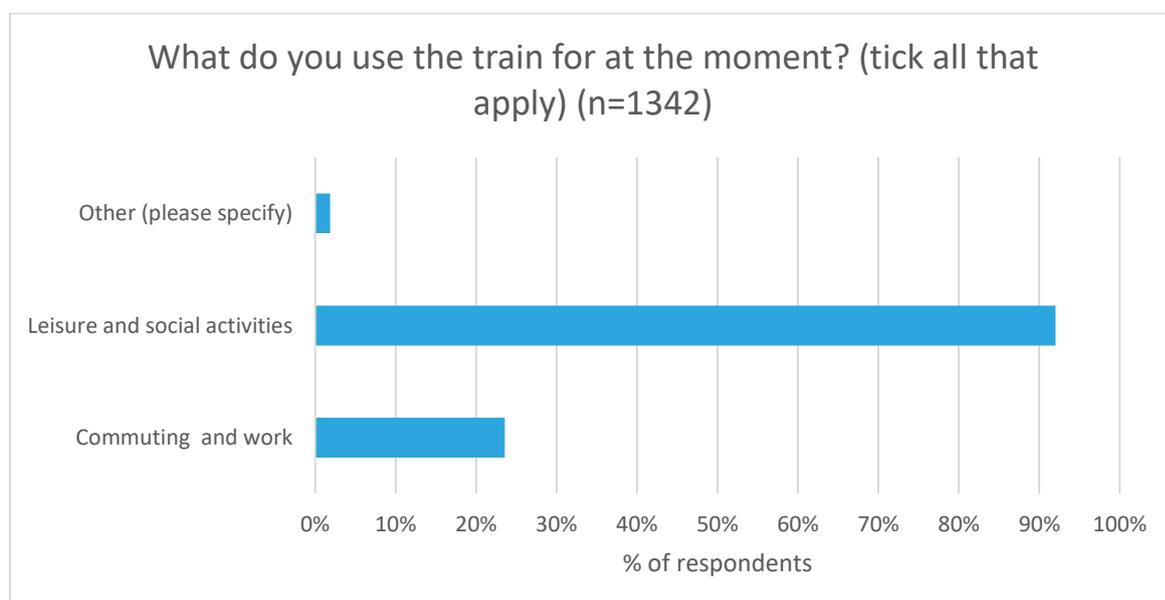
Looking at the data in another way we see a starker picture. In particular, 58% of respondents rated the overall quality of the roads poor or very poor. 37% reported that the quality of the bus service was poor or very poor. However, respondents were much more positive about the quality of the train service and quality of footpaths.

#### Question 4: Current frequency of train use



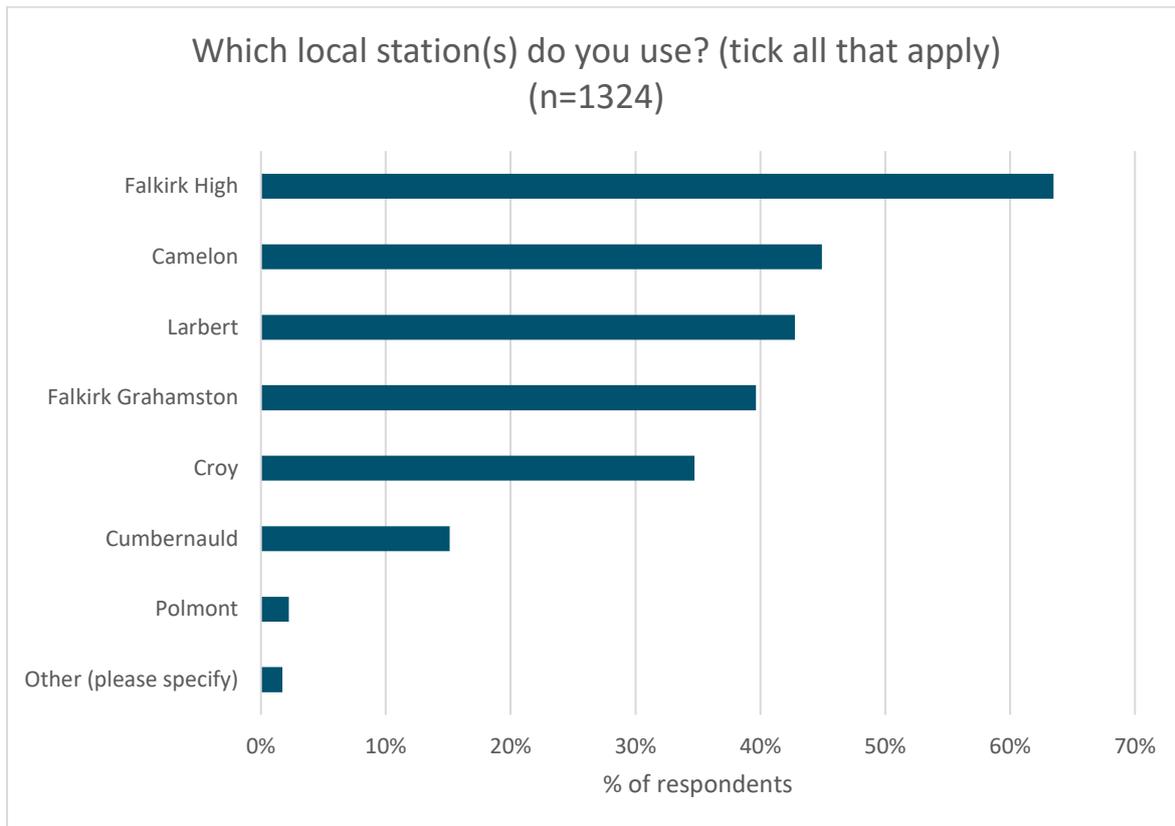
Around one fifth of respondents were regular users of train services at the moment (at least once a week). 44% were occasional users – less than once a month. 9% never used the service.

#### Question 5: Reasons for current train use



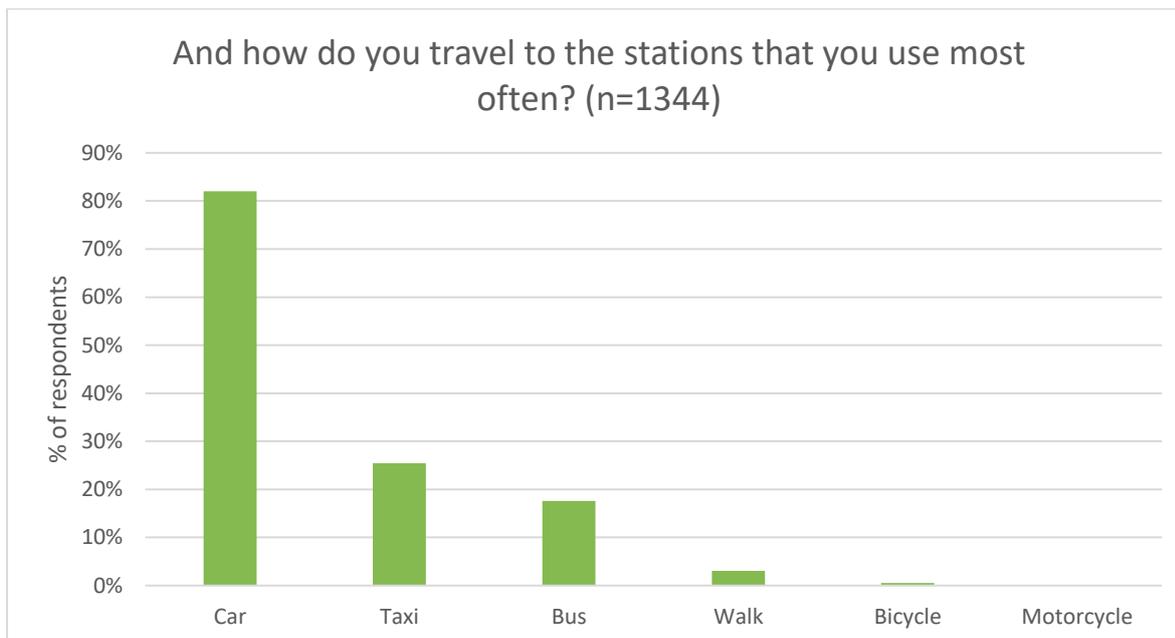
Most used the train for leisure and social activities (92%). Nearly a quarter reported using the train for work (24%). Visiting family and going on holiday were frequent 'Other' responses.

### Question 6: Current station use



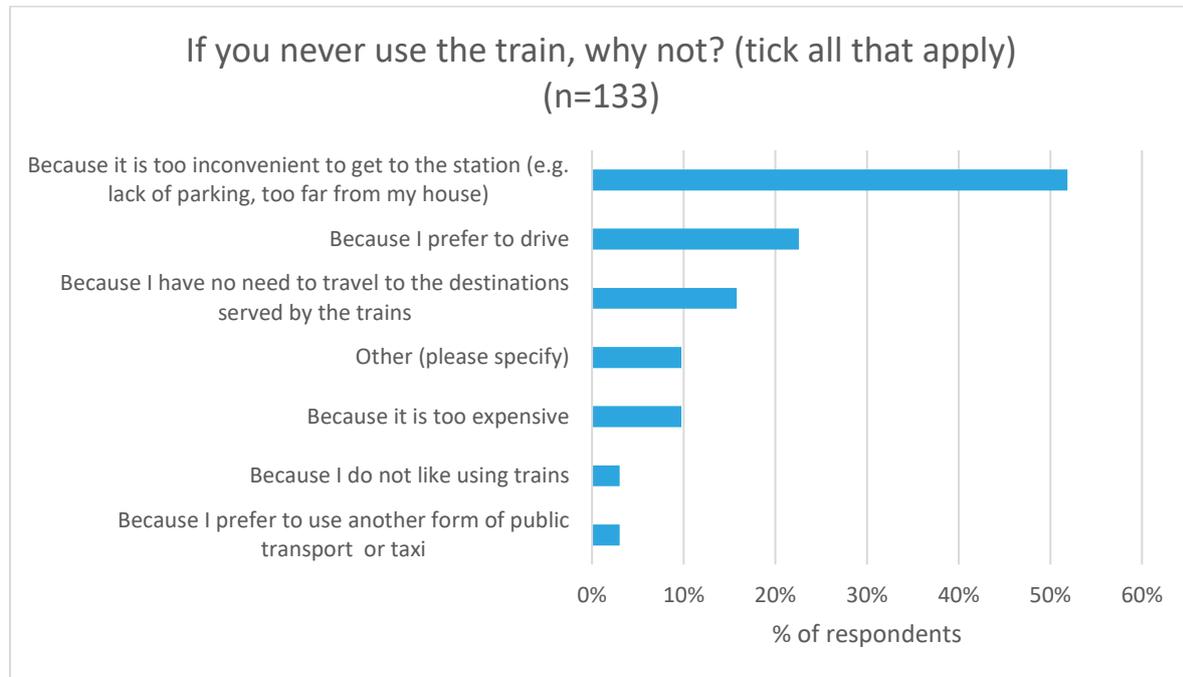
The most frequently used stations were Falkirk High (63%), Camelon (45%), and Larbert (43%).

### Question 7: Travel to current stations



A considerable majority of respondents travelled to the stations they used by car (82%). As expected, few walk (3%) and even fewer cycle (less than 1%). This is perhaps because of the distance from the stations to Bonnybridge.

### Question 8: Reasons for not using rail services



The inconvenience caused getting to a train station was the most commonly cited barrier to train use (52%). Cost was an issue for just under 10%. 23% preferred to drive. Text based 'Other' responses gave more detail:

For mobility reasons:

*"no provisions for wheelchair/mobility scooters"*

*"mobility"*

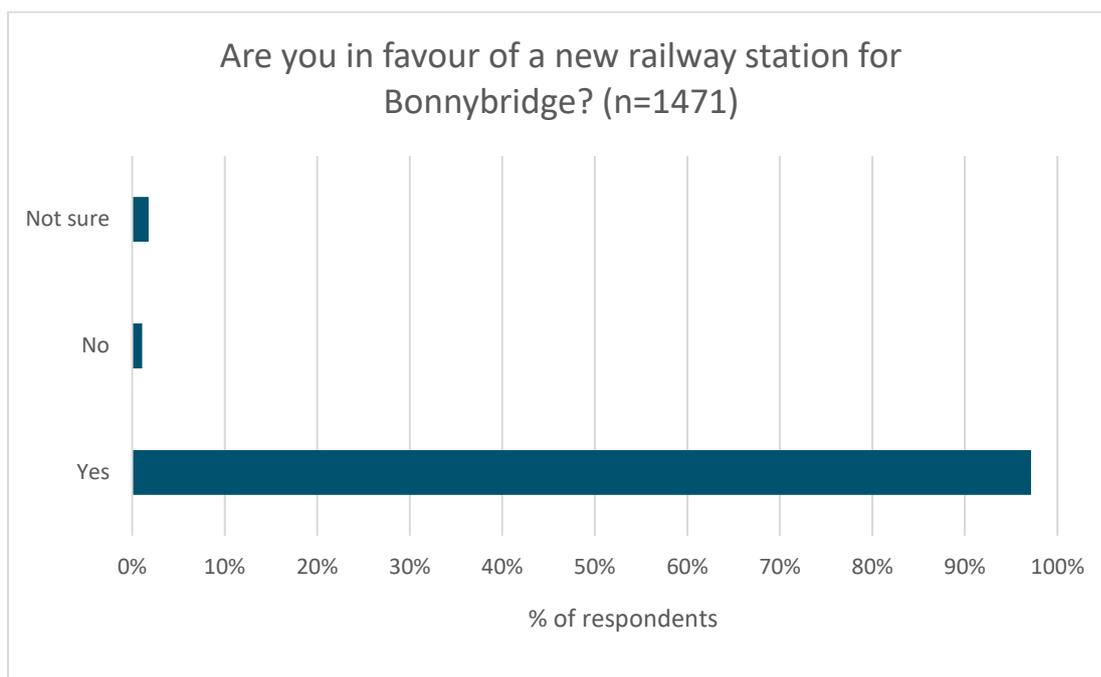
*"disabled"*

And because of distance and lack of convenience:

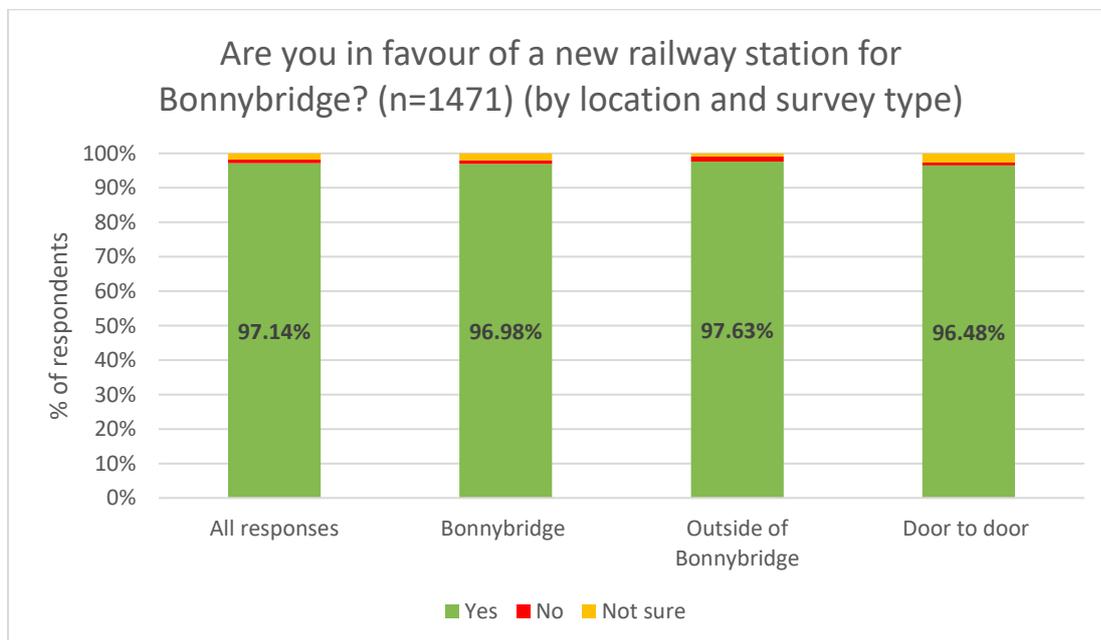
*"Because there is no train station nearby. If I need to travel to Glasgow for example, I would need to either get a bus as the bus stop is closer or I need to drive to the nearest station."*

*"I would have to either drive to the station and try to park which takes ages. I would prefer to walk and be able to go out in Edinburgh or Glasgow rather than pay 40 in a taxi home too"*

### Question 9: A new station for Bonnybridge?

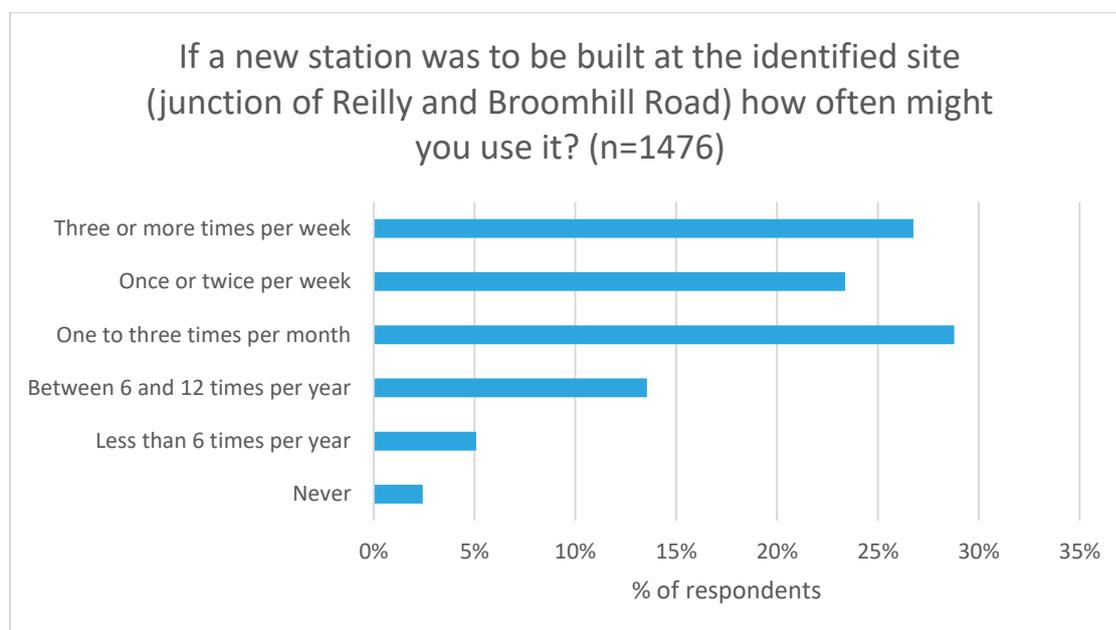


Overall 97% of respondents were in favour of a new railway station for Bonnybridge.



Support for a new station was nearly unanimous from those within and outside Bonnybridge. The surveys carried out door-to-door demonstrated a nearly identical response to the overall response.

### Question 10: How often might people use a new station in Bonnybridge?

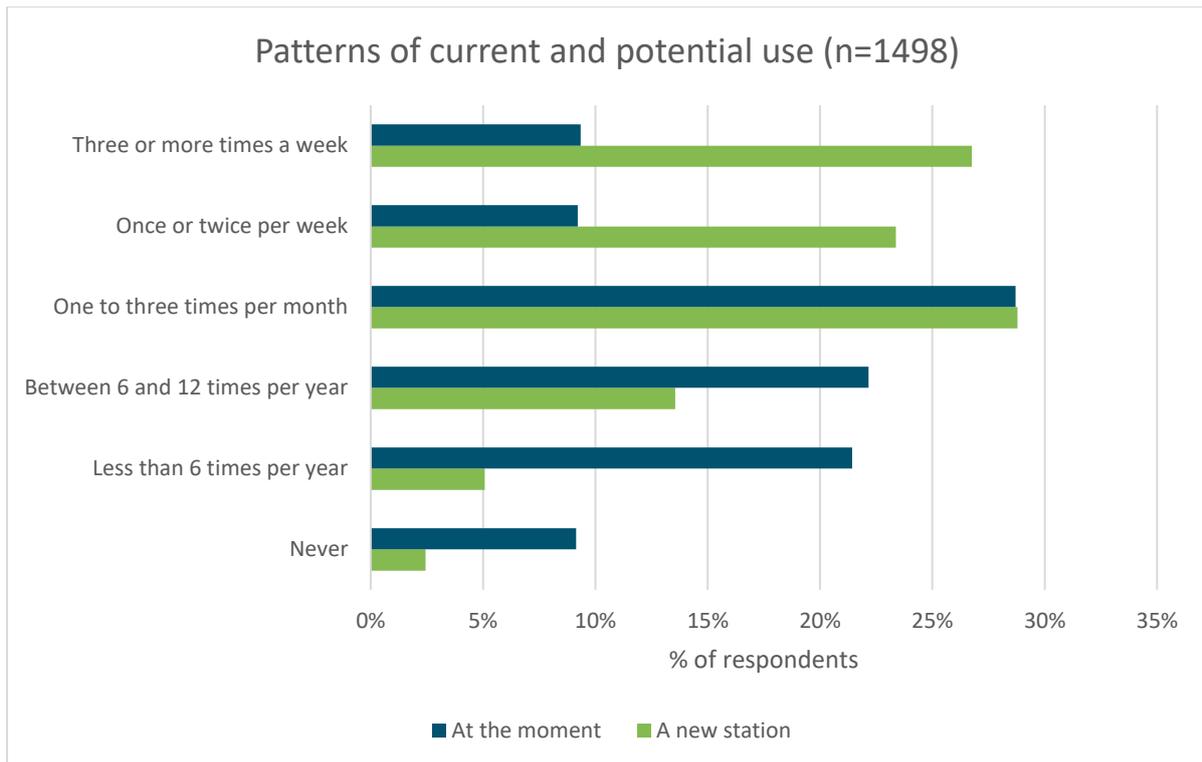


50% of respondents said they might use the station at least once a week. Around 19% would use it occasionally (less than once a month).

### How does that differ from current patterns of train usage in Bonnybridge and surrounding area?

Respondents told us that a new station in Bonnybridge would have the following effects:

- More people would use the train.
- Increase the frequency of travel for both frequent and infrequent users of trains.
- Those who don't use trains now would be more likely to do so if there was a station in Bonnybridge.

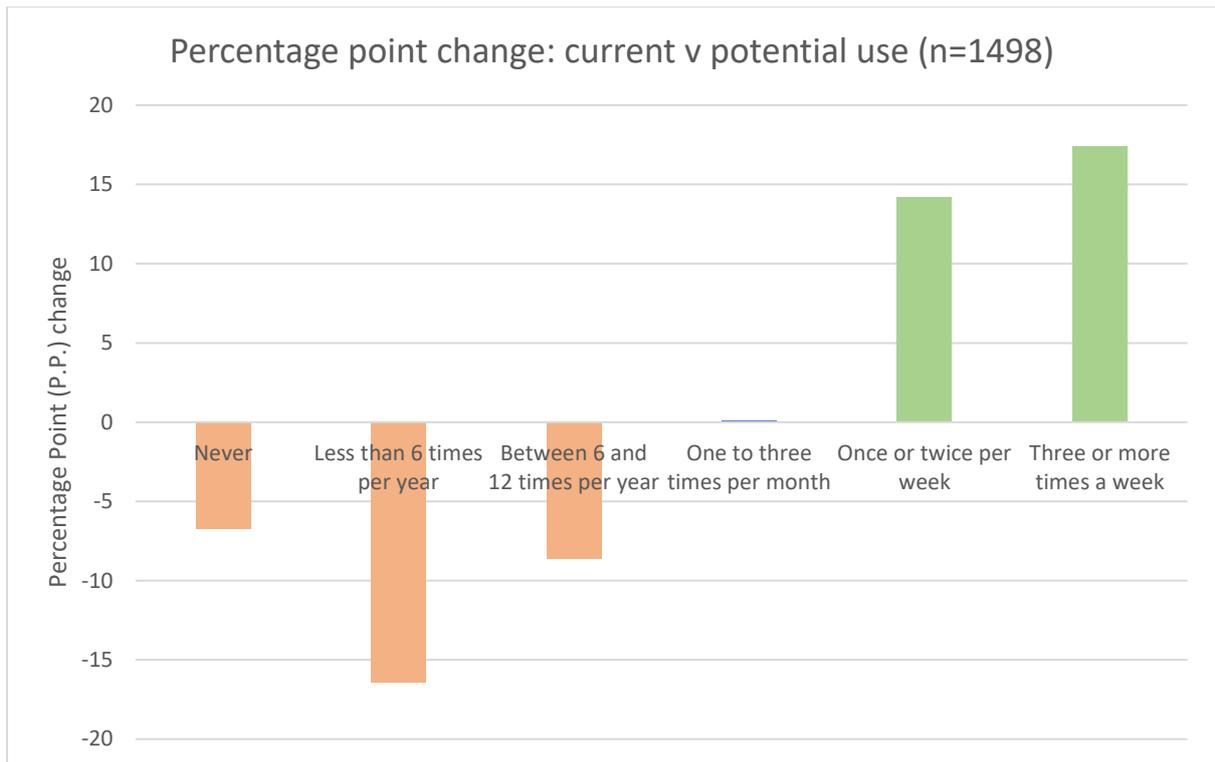


Overall, respondents told us that the effect of a new railway station in Bonnybridge would be an increase in the frequency of train usage in Bonnybridge and surrounding area.

Respondents told us that:

- The proportion using the train three or more times per week would increase more than two and a half times (from just over 9% to nearly 27%)
- The proportion using the train once or twice a week would more than double (from 9% to 23%)
- Non and infrequent use would decrease – suggesting a shift to increasing frequency of train usage as a result of a new station.

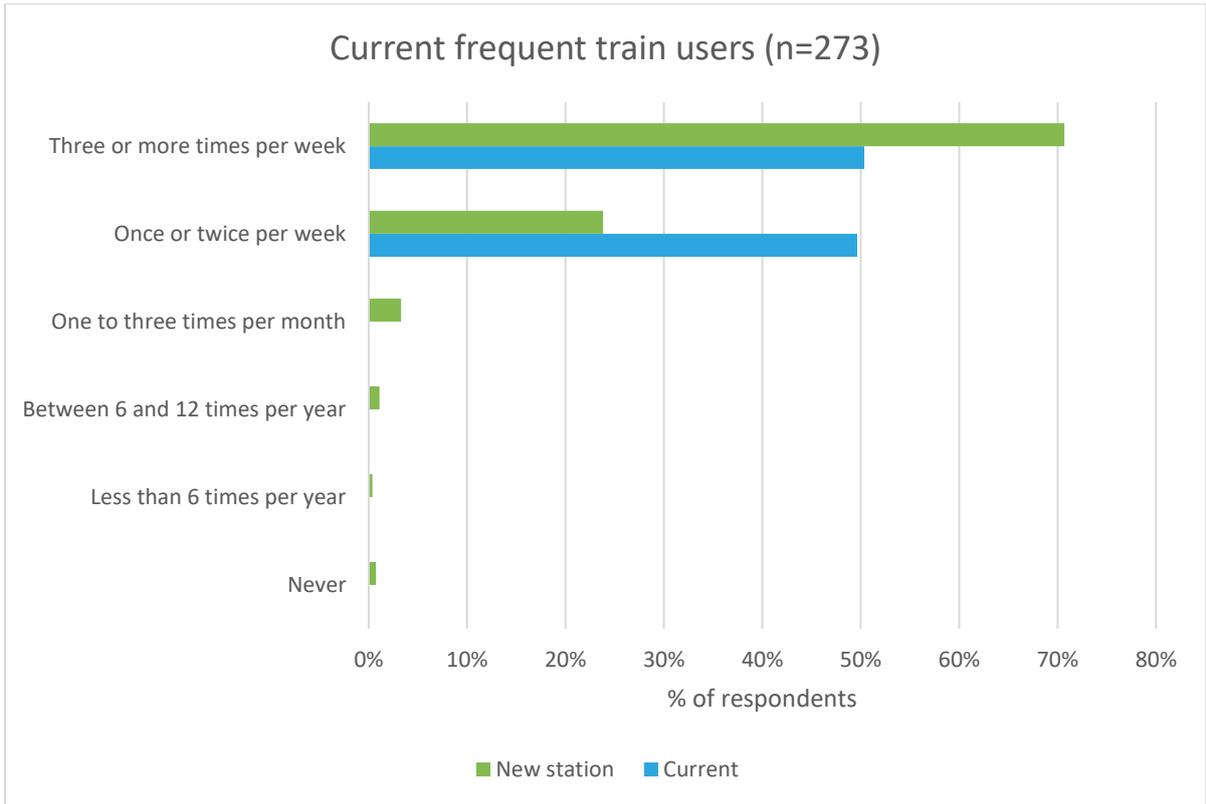
The following graph expresses this in terms of percentage point change:



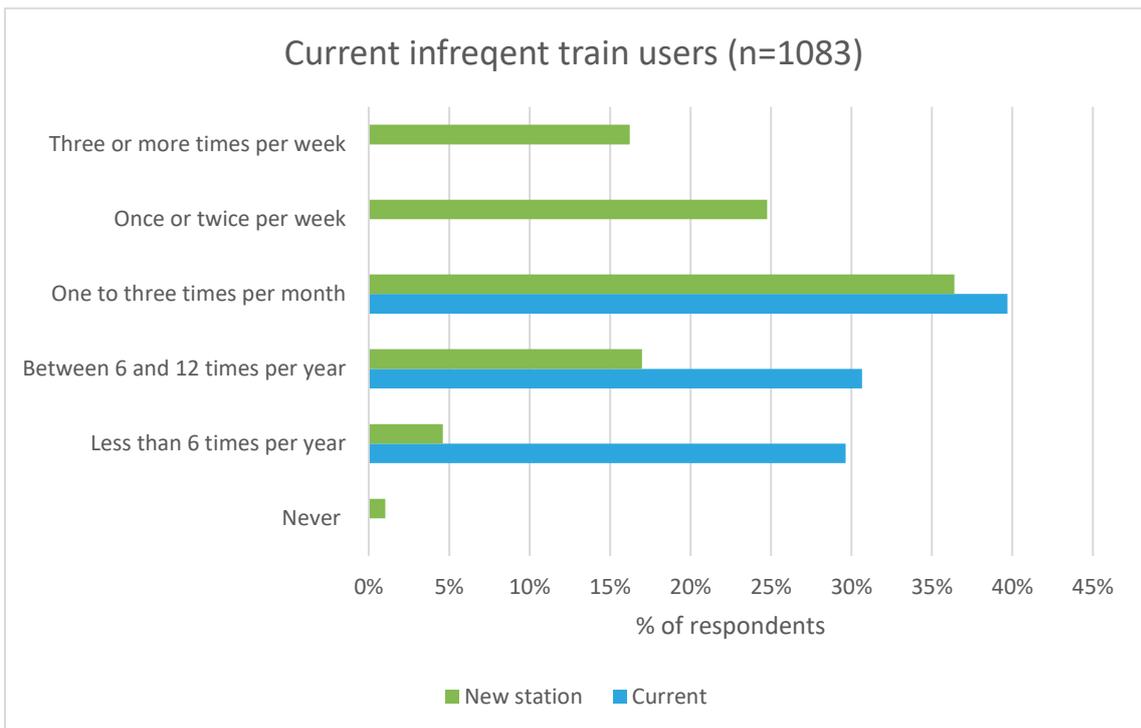
Overall, when comparing current patterns of use with those of a potential new railway station in Bonnybridge we see the following pattern:

- The proportion of those who never use the train drops by nearly 7 percentage points
- The proportion of infrequent users (12 times a year or less) drops by 25 percentage points
- There is no change in occasional users (1-3 times a month)
- There is a notable increase in frequent users (once a week or more) of 33 percentage points.

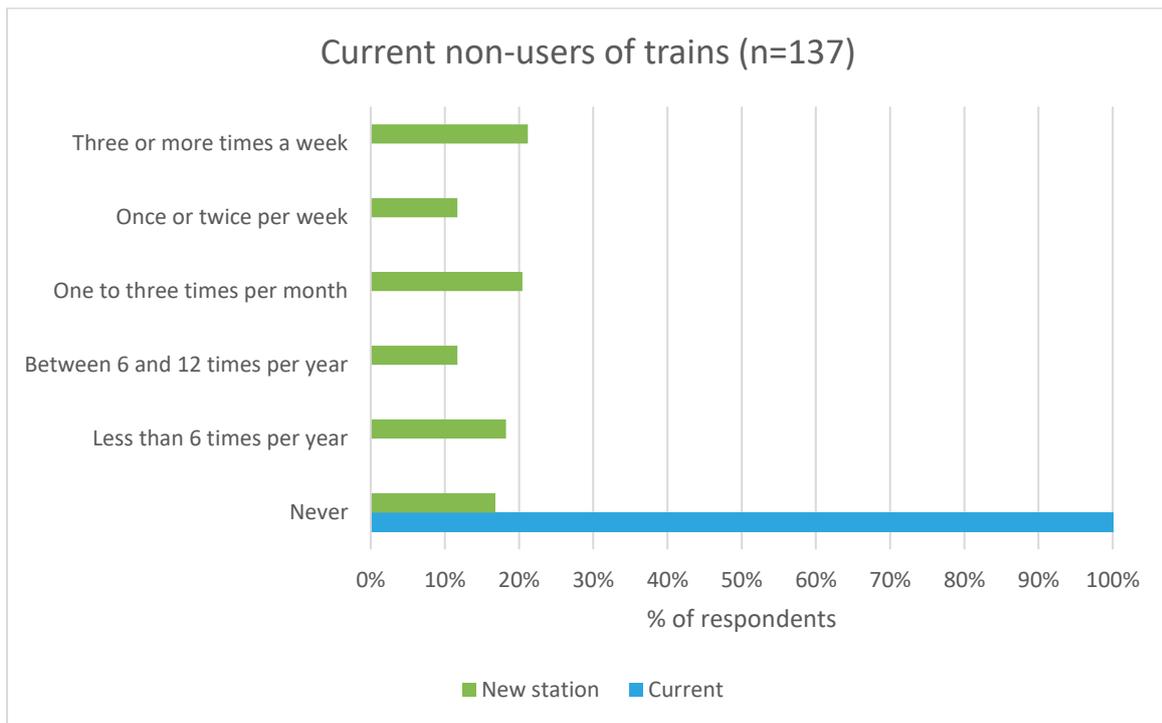
It appears that there would be a swing from non and infrequent use towards more frequent use. The following graphs illustrate in more detail:



Overall, amongst respondents who told us they were frequent train users it appears that a new station in Bonnybridge would increase the regularity of those traveling from once or twice a week to three or more times a week. A small percentage (6%) of frequent train users would seldom use a station in Bonnybridge.

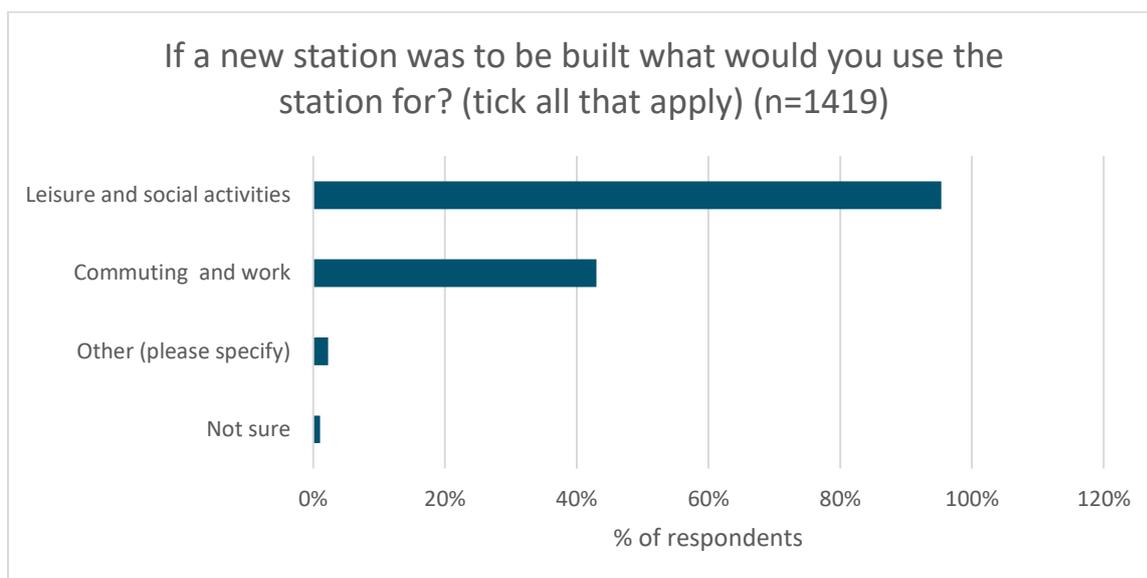


Amongst infrequent users, there is a strong reported interest in using a new station more frequently. Overall, the proportion of those using trains most infrequently (12 or less times a year) drops, and those interested in regularly using the train (at least once a week) increases. Overall, the development of a new station in Bonnybridge would increase the frequency of use amongst occasional rail users.



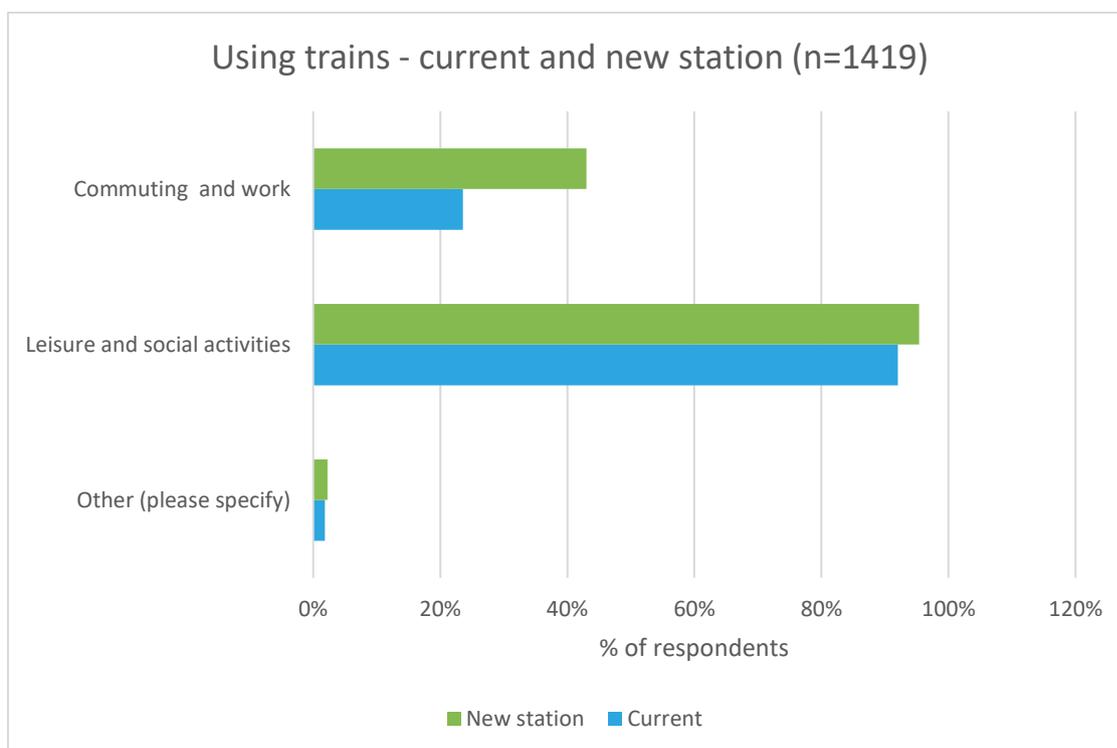
Amongst respondents who reported that they never use trains now there was strong interest in using a railway station in Bonnybridge. Around a third told us they would go from never using trains to using them once a week or more. 17% would remain non-users.

### Question 11: Using a new station



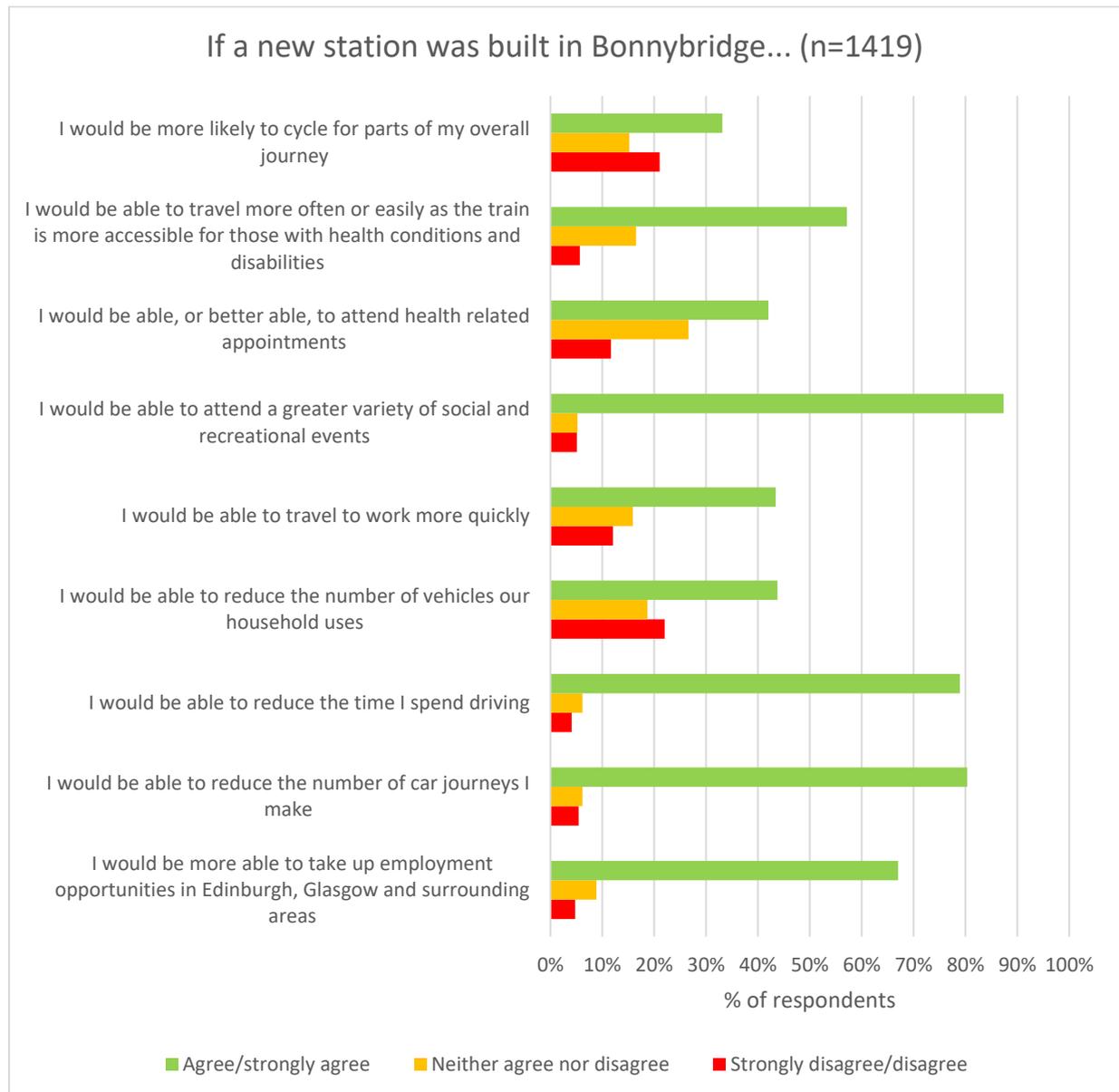
Most respondents told us they would be likely to use a new station in Bonnybridge for leisure and social activities. The ‘Other’ responses described a range of activities:

- Shopping (2)
- Visiting family (14)
- Work/looking for jobs further afield (6)
- Hospital appointments (8)



When compared to current train usage, respondents reported that they would be more likely to use a train station in Bonnybridge for commuting and work than they do at the moment. This implies benefits for economic improvement and social mobility. Levels of use for leisure and social activities are at a similar level.

### Question 12: Impact of a new station in Bonnybridge

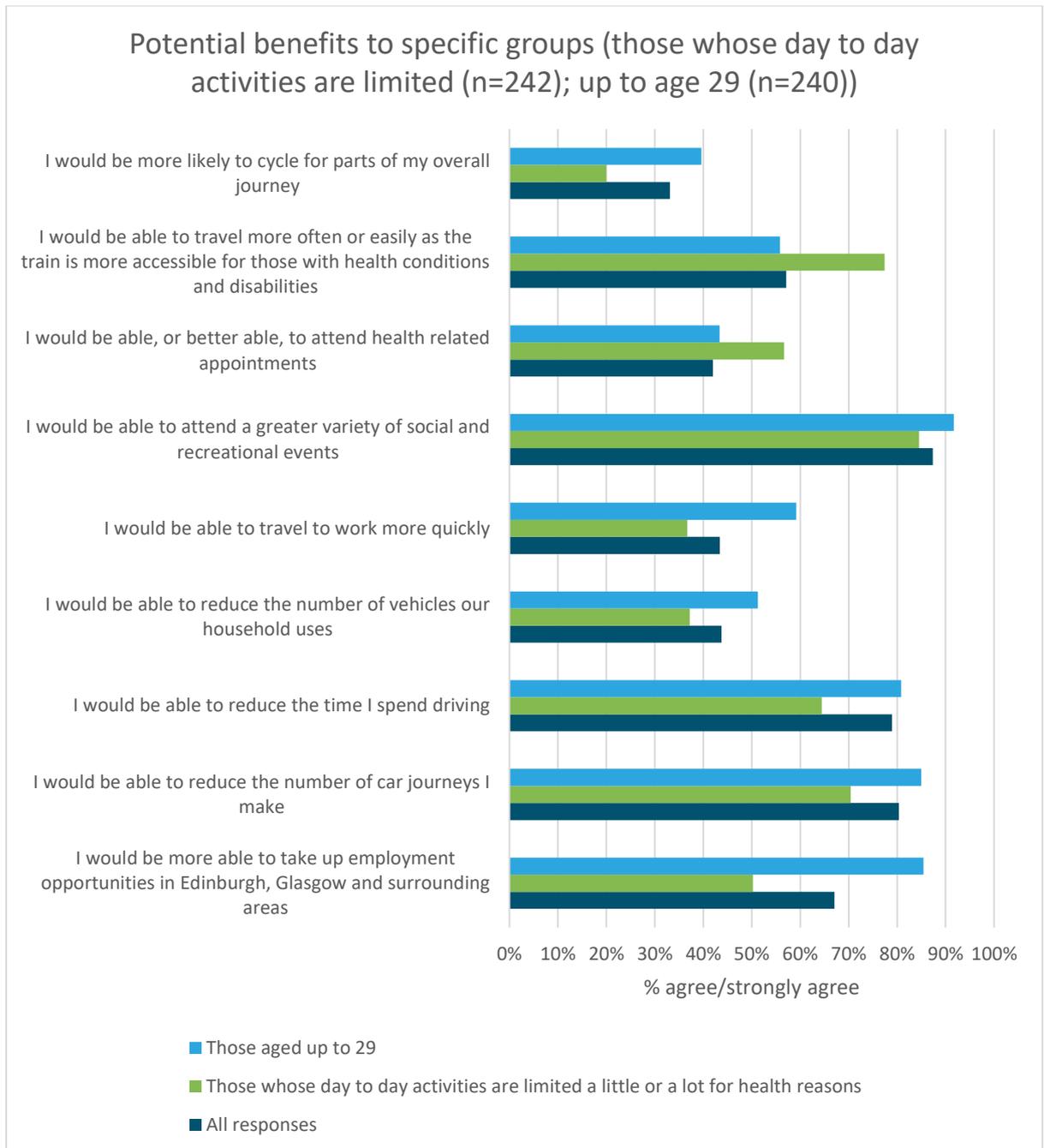


<b>If a new station was built in Bonnybridge...</b>	<b>Agree/strongly agree</b>
I would be able to attend a greater variety of social and recreational events	87.34%
I would be able to reduce the number of car journeys I make	80.34%
I would be able to reduce the time I spend driving	78.92%
I would be more able to take up employment opportunities in Edinburgh, Glasgow and surrounding areas	67.04%
I would be able to travel more often or easily as the train is more accessible for those with health conditions and disabilities	57.13%
I would be able to reduce the number of vehicles our household uses	43.77%
I would be able to travel to work more quickly	43.40%
I would be able, or better able, to attend health related appointments	42.00%
I would be more likely to cycle for parts of my overall journey	33.12%

A new railway station in Bonnybridge would have positive impacts across all indicators of social, environmental, cultural and economic benefit. Most notable are:

- The ability to access more social activities
- A reduction in car use
- Access to a greater range of economic opportunities, and reduced travel times
- Greater accessibility and mobility for those with health conditions and disabilities

The reported positive benefits of a new railway station in Bonnybridge differed by sub-sections of the community:



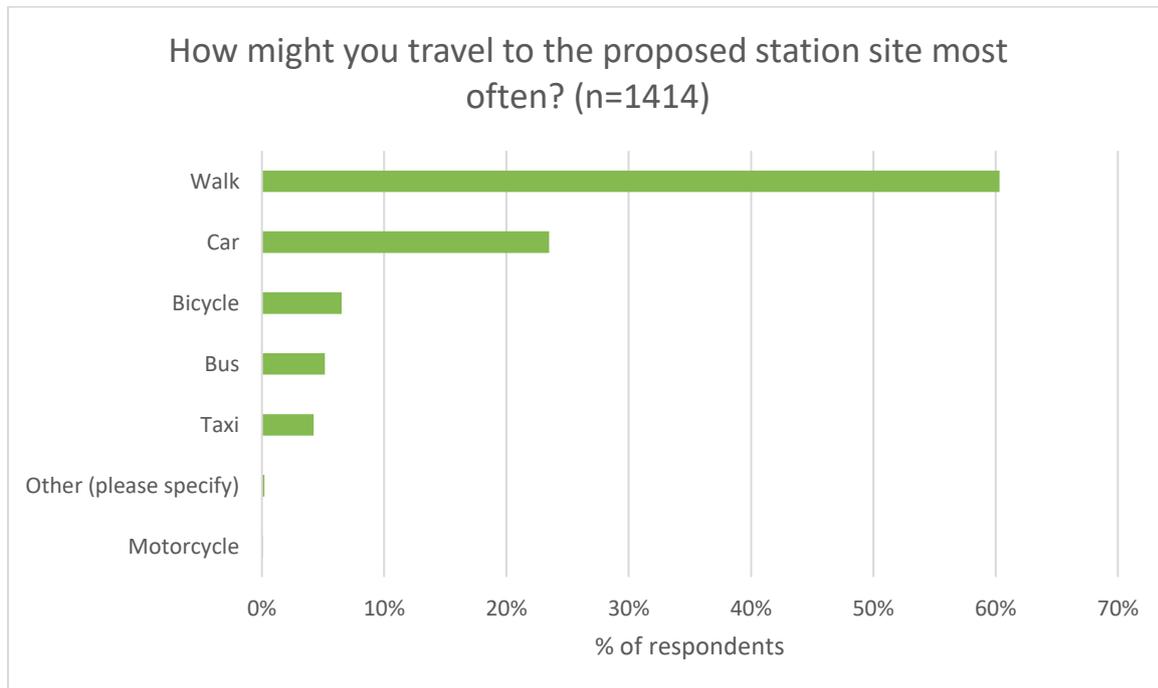
For those who reported that their day to day activities were limited a little or a lot they told us that compared to all respondents they would find particular benefits as follows:

- Able/better able to attend health-related appointments
- Able to travel more easily as it is more accessible

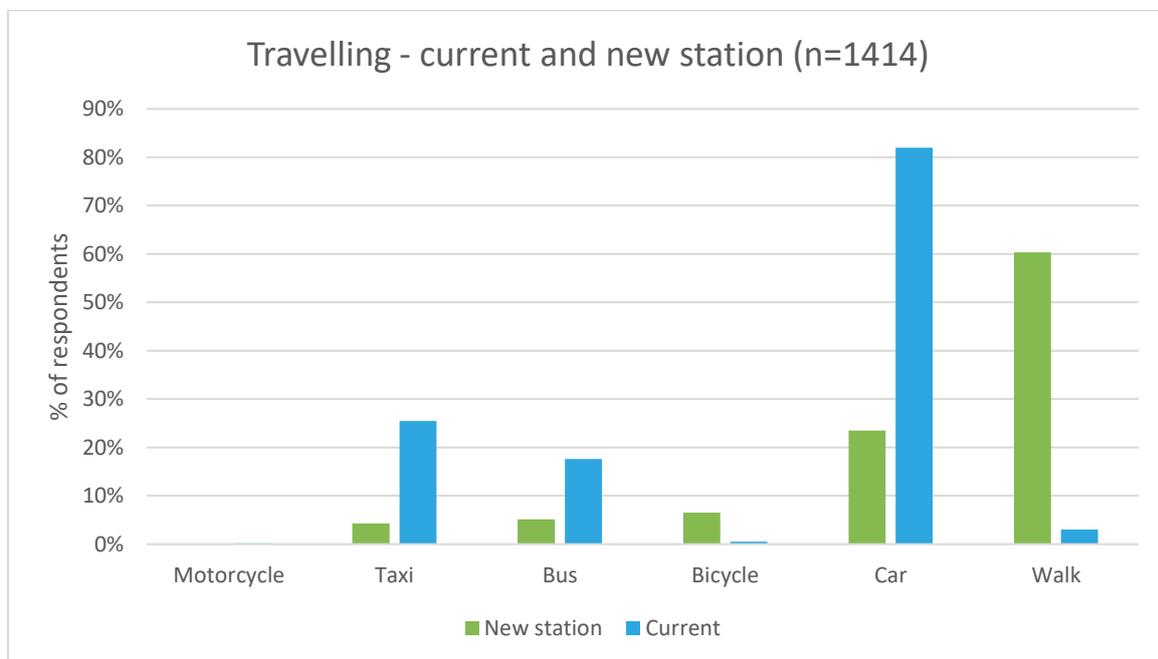
For those aged up to 29 they told us that compared to all respondents they would find particular benefits as follows:

- Able to travel to work more quickly
- More able to take up employment opportunities in cities and surrounding areas

### Question 13: Travel to a new station

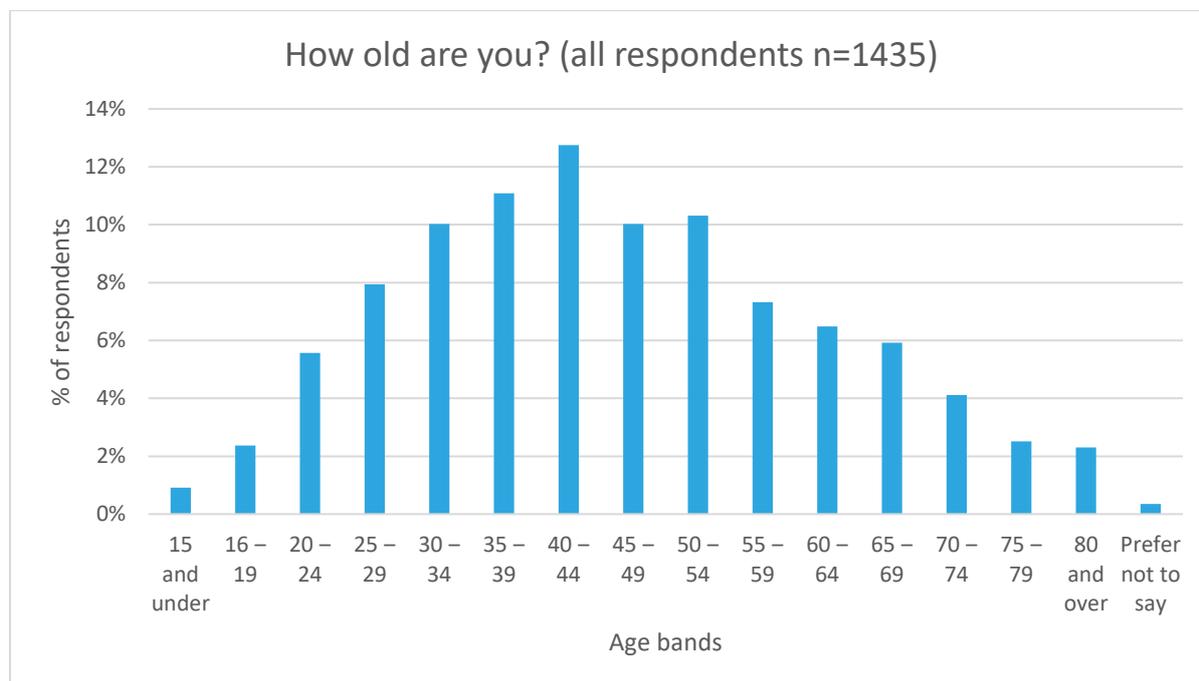


Most respondents indicated that they would walk to a new train station.

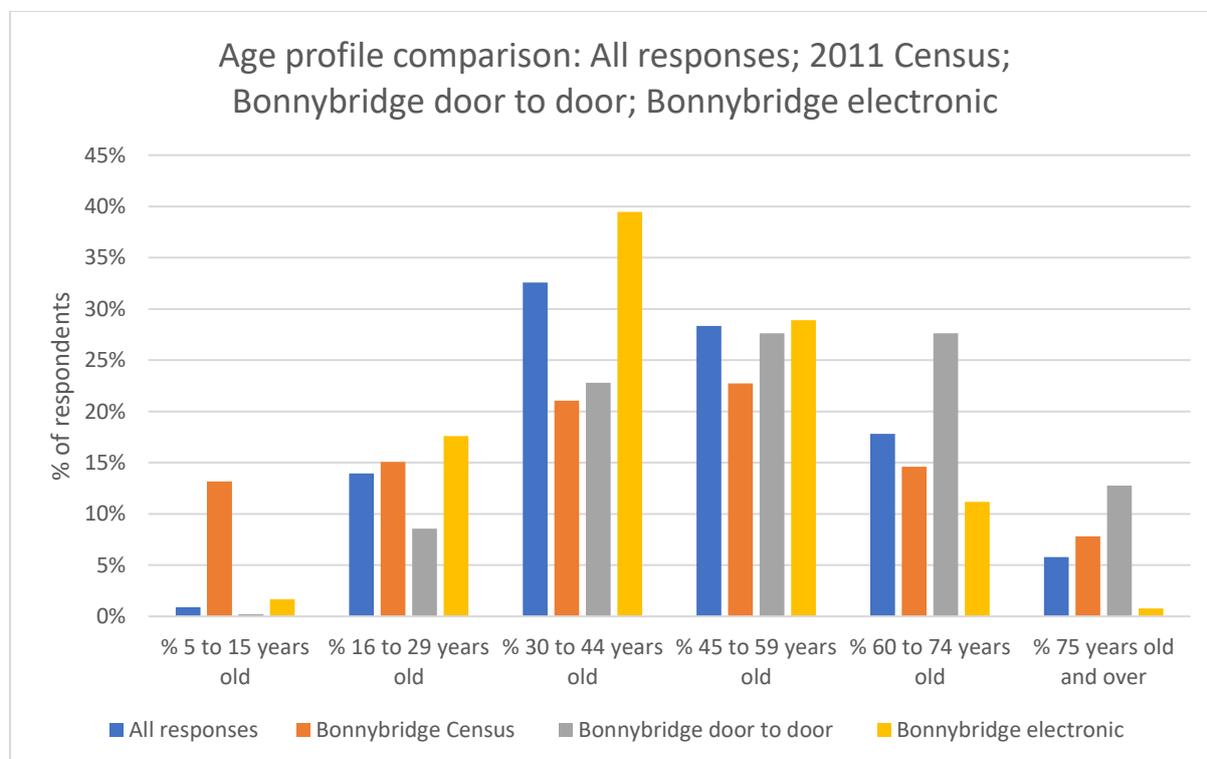


Many more would walk (an increase of 57 percentage points) or cycle (an increase of 6 percentage points) to a new station in Bonnybridge than is currently the case.

### Question 14: Ages of those who responded to the survey



Overall, the survey engaged with a range of age groups effectively.



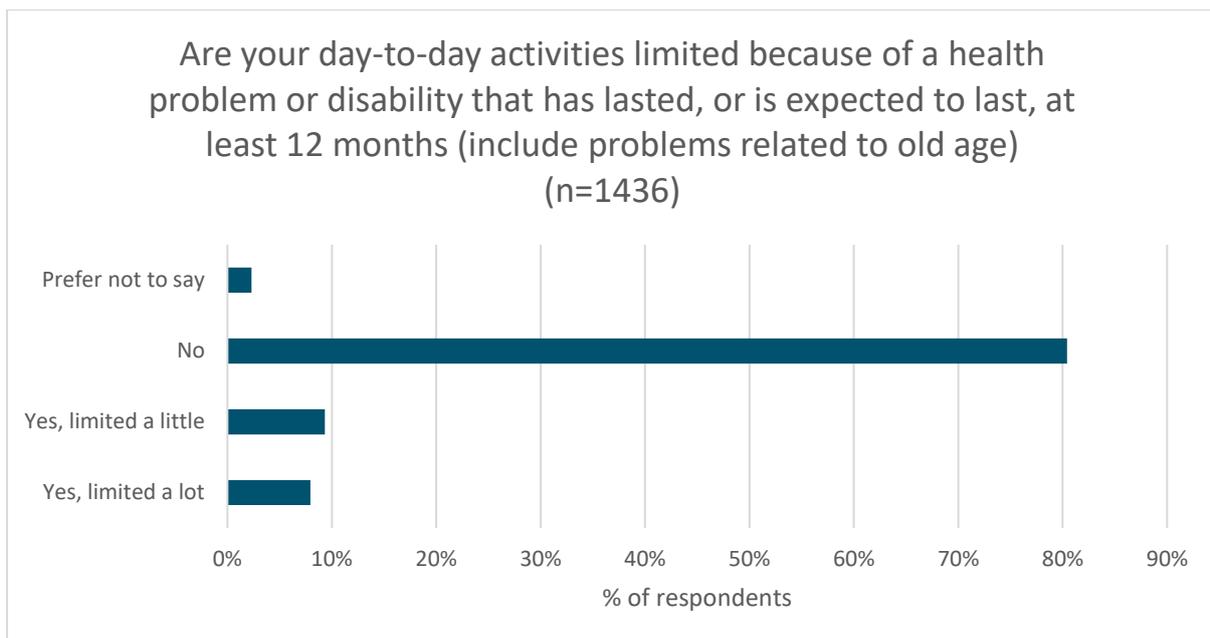
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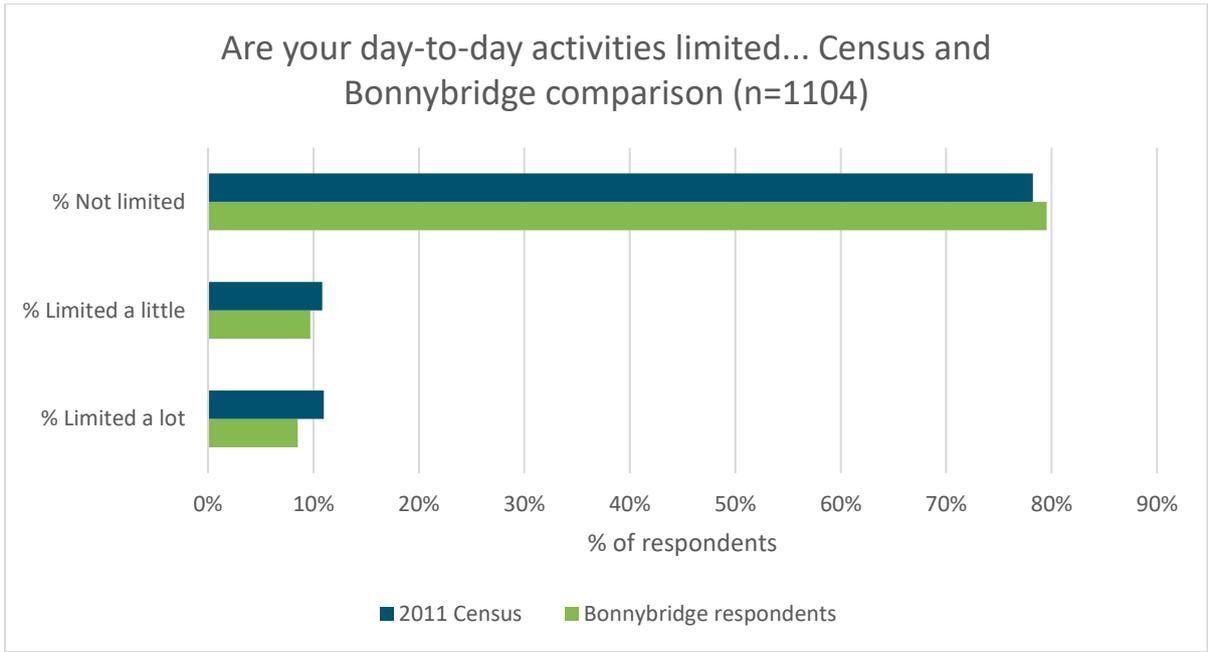
<sup>7</sup> 2011 Census for Bonnybridge and High Bonnybridge

Comparing all survey responses (blue) with the 2011 Census data for Bonnybridge and High Bonnybridge (orange), the Bonnybridge door-to-door survey (grey) and the electronic responses from Bonnybridge (yellow) we see a different pattern:

- Our survey slightly over-represents those aged 30-44. This group may have been especially motivated to complete the survey as those who are of working age stand to benefit considerably from a new railway station. The electronic survey was an especially effective tool for engaging with this age group.
- The door-to-door survey was effective at engaging with older age groups.
- The dual approach – electronic and door-to-door – ensured a good spread of age groups were able to respond.
- The census output concerns those age 5-15 whereas this survey was aimed at those aged 11-plus. It could be worth engaging with this age group through schools in future.

### Question 15: Health of those who responded to the survey

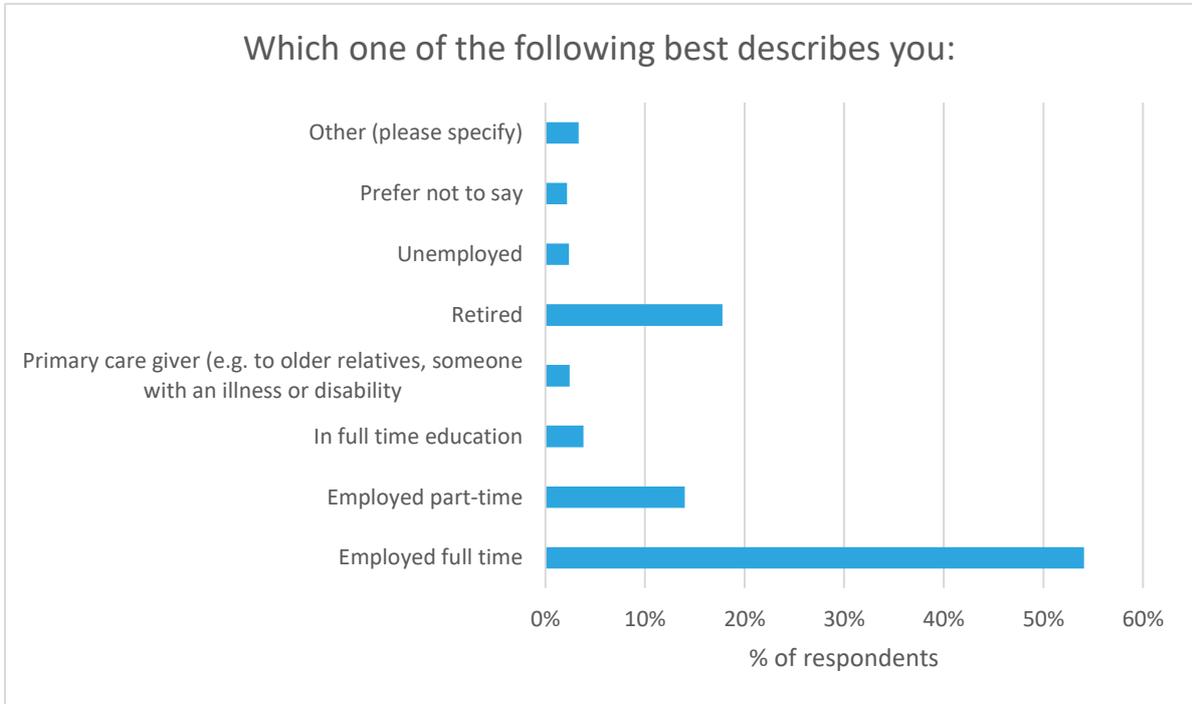




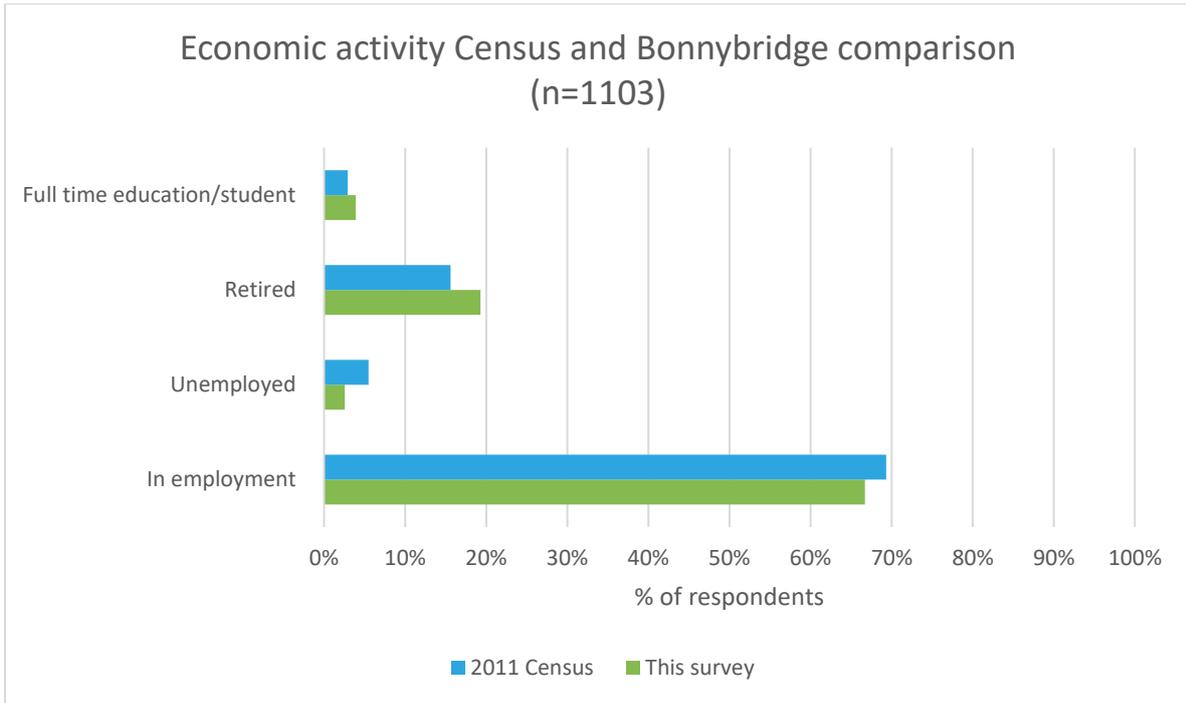
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This survey closely matches the 2011 census in terms of those reporting that their day-to-day activities were limited a little or a lot. We can be confident that our survey is representative of these groups.

**Question 16: Economic profile of those who responded to the survey**



<sup>8</sup> 2011 Census for Bonnybridge and High Bonnybridge



910

In comparison with the 2011 Census for Bonnybridge and High Bonnybridge this survey displays a similar economic activity profile.



<sup>9</sup> 2011 Census for Bonnybridge and High Bonnybridge

<sup>10</sup> Composite of 'Employee full time; Employee part time; Self-employed from 2011 Census and 'Employed full time'; Employed part time and 'self-employed response to Other' this survey.



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***Falkirk***

**Reinstate Bonnybridge Railway Station would like to thank Minuteman Press Falkirk for their support printing the surveys and this final report.**