

Extending the Sunday Service on the Severn Beach Line

Severn Beach Line Customer Survey - September 2014

Summary and Conclusions

Using the Severn Beach Line

- ◆ Overall, around 3 in 5 (61%) of the survey sample passengers travel on the Severn Beach Line for work. Over half of these (34%) are regular commuters, travelling at least 5 times a week on the line. The average number of work journeys among work travellers is 3.7 per week.
- ◆ 80% of the survey sample travel on it for leisure. Most commonly this is to visit family and friends but, on a Saturday in particular, this will be for other leisure activities such as shopping, going out, sport and outdoor activities like cycling and walking. However, leisure trips are less frequent than work journeys, tending to be a few times a week to every few months or less, the average being 1.3 times a week.
- ◆ The busiest stations are Temple Meads and Clifton Down, and the inner city half of the line is more popular than the Severn Beach half, regardless of day of the week. Avonmouth station is well used by the evening weekday sample.
- ◆ The Temple Meads rail connection is well used; 65% of the sample travelling on the Severn Beach Line from Temple Meads got there by train and 48% of those arriving at Temple Meads will take an onward train.
- ◆ 6% of passengers are new customers. This rises to 13% of people travelling on a Sunday.

2.2 Using the Severn Beach Line on a Sunday

- ◆ People generally use the Sunday service for leisure reasons. Overall, over half (55%) have at some point travelled on a Sunday for leisure on average 1.6 times per month.
- ◆ Only 17% use the Sunday service for work, on average twice a month.

2.3 An Extended Sunday Service

- ◆ 35% of the survey sample say they would use the Severn Beach Line more on a Sunday if there was a later service running throughout the year from Temple Meads. This includes 11% who would use the Sunday service for the first time and 24% who would use it more than they currently do.
- ◆ 66% of the survey sample say they would use the Severn Beach Line for leisure on a Sunday if the service were to be extended; 23% say they would use it for work. The average number of leisure journeys made by people travelling on a Sunday would rise from 1.6 to 2.1 per month; for work journeys it would rise from 2.0 to 2.4 per month.