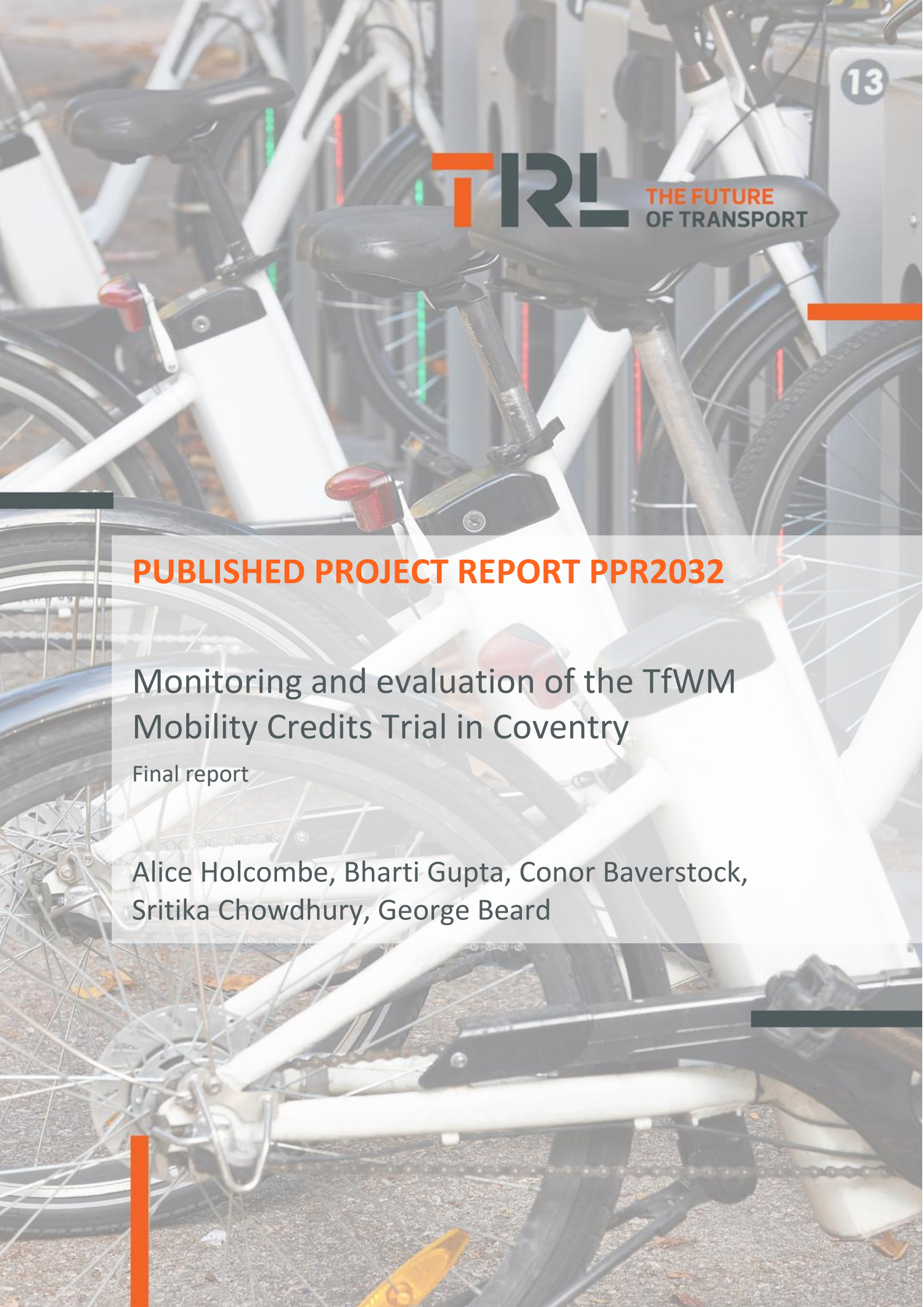

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Monitoring and evaluation of the TfWM Mobility Credits Trial in Coventry

Final report

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Executive summary

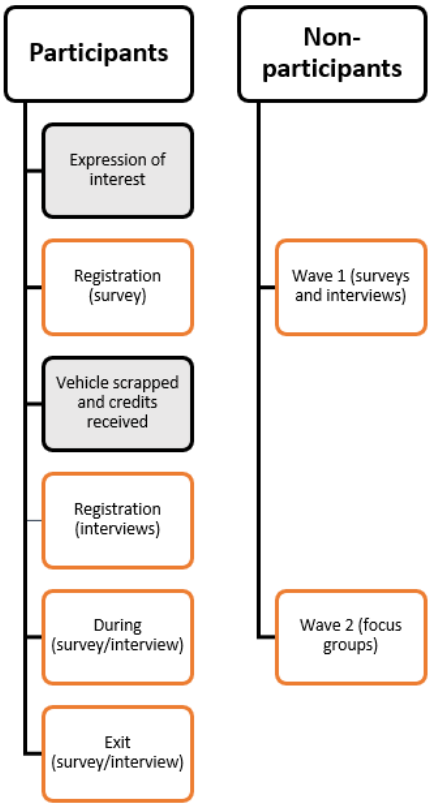
Background

The Coventry Mobility Credits scheme offered residents of Coventry the opportunity to exchange an old, polluting vehicle for £3,000 worth of Mobility Credits. These credits could be exchanged on public transport (including bus, tram, and train), alternative transport services such as taxis, car sharing, and bike sharing or used for purchasing a bike or cycling accessories.

TRL was commissioned by Transport for West Midlands (TfWM) to conduct an evaluation of the scheme in terms of scheme design and scheme impact. Data were collected from participants of the scheme and non-participants (i.e., people who were not involved with the scheme).

Method

Participants of the scheme were involved in the scheme's evaluation for a two-year period following their initial expression of interest. They were sent research surveys at three time points: registration (before scrapping their vehicle), during the scheme (at least two months' after first receiving credits) and upon exiting the scheme (once they had less than £200 worth of credits, or when evaluation data collection came to an end in October 2023).



Each survey collected data regarding demographics, travel patterns and perceptions of the scheme. The registration and exit surveys measured vehicle ownership or potential future ownership in order to understand the scheme's impact on future vehicle use.

At each time point, participants were offered the opportunity to further contribute to the research through qualitative interviews. These were used to capture more detail on perceptions of the scheme and reasons for use of certain transport modes over others.

Additionally, research was conducted with non-participants of the scheme. This was to understand why people had not signed up and to gain further insight into barriers for participation, whether related to lifestyle factors or perceptions of public transport modes, etc. These activities took place alongside participant research activities, with a public survey, individual interviews and focus groups used to capture data from the non-participant group.

Findings – Participants

Registration

Sample: 92 participants

Survey

The results of the Registration survey showed that the main motivations for signing up to the scheme included the financial reward of the Mobility Credits, the environmental benefits of reducing private car use, and that it helped people to get rid of a vehicle they were already looking into getting rid of.

The data suggested that the participants had assumed some barriers to the use of credits even at the start of their involvement, including how easy it is to access certain transport modes that were suitable and nearby. Participants expressed a desire to use the credits to purchase a 'greener' private vehicle instead of using public transport services. Future schemes should also consider these points, that is, whether schemes are run in a location with adequate transport services to justify participation, and whether vehicle purchasing options should be made available.

Demographics:

- Respondents were 61% male, 37% female, and 2% preferred not to say.
- The majority (61%) fell within the 35-64 age range, while about a quarter are over 65 years old.
- The distribution by ethnicity showed that most participants were either White (41%) or Asian/Asian British (38%), with a smaller number from Black/African/Caribbean/Black British or other ethnic groups (10%).
- Regarding disabilities, 76% reported no physical or mental disabilities, with some participants reporting age-related mobility difficulties (9%) or mobility impairments (5%).
- Education status varies, with around 60% having a first-degree level qualification, GCSE (or equivalent), or University Higher Degree or Chartered Status.
- The distribution by income group revealed that approximately 25% have a household income between £10,000 to £19,000 per annum, while others were distributed across different income groups, with some participants earning over £75,000 per annum, and 27% preferred not to disclose their income.
- In terms of marital status, 61% were married, 17% were single, and the rest were either cohabitating, separated, widowed, or preferred not to disclose.
- Regarding residential status, 75% lived with their partner or family, 22% lived alone, and the rest lived with other tenants or lodgers.

Scrapped vehicles:

- It was found that 56% of the 92 participants scrapped petrol cars, 39% scrapped diesel cars, and 1% scrapped a hybrid petrol/gas car.

- The tax status of the scrapped vehicles revealed that 77 out of 92 were taxed, 14 had Statutory Off-Road Notification (SORN) status, and 1 was untaxed.
- The distribution of the year of manufacture of the scrapped vehicles showed a mean and median year of 2004, indicating an average age of approximately 17 years. This suggests that the scrapped vehicles were generally older than the average age of licensed cars in Great Britain (approximately 9.1 years old[1]).
- Engine capacity for the scrapped vehicles varied between 998-3199cc.

Vehicle ownership:

- Nearly 90% of participants (82 individuals) had either one or two private cars in their household (before scrapping a vehicle as part of the Scheme), with only 5 participants having a company car.
- Among the 41 participants with two vehicles (before scrapping a vehicle as part of the Scheme), 88% had either a diesel (19 participants) or a petrol (16 participants) car, with 38% reporting a lower medium car, followed by mini (9 participants) and supermini (5 participants).
- When asked about the mileage driven by the scrapped vehicle in a typical month, the majority (74 participants) drove less than the UK average of around 590 miles, with most falling in the range of 1 to 500 miles. Only four participants drove over 1,000 miles in a typical month, indicating that most participants drove their scrapped vehicles less than the UK average.

Impact of COVID-19:

- Approximately 53% of participants with at least two vehicles reported no change in mileage as a result of COVID-19, while 35% drove less due to the pandemic. Employment status was not notably affected, with around 45% employed before March 2020 and 47% at survey completion (after March 2020).
- The pandemic increased remote work, with 20% working from home. Participants' mode of transport before and after March 2020 varied, with shifts in driving frequency, indicating the pandemic's impact on commuting habits. The reasons for driving, such as shopping and leisure, remained consistent despite the pandemic.

Registration Interviews

Sample: 12 participants

The aim of the interviews was to understand the initial experiences of using the Mobility Credits scheme and to capture changes in behaviour and motivating factors in these changes relating to use of alternative transport modes. It was also to understand what effect (if any) the scheme had on perceptions of owning a car. While the below presents a summary of the findings from these interviews, the results should be interpreted with caution due to the small sample size (12 participants).

[1] https://www.gov.uk/government/statistics/vehicle-licensing-statistics-2022/vehicle-licensing-statistics-2022#:~:text=Vehicle%20age,of%20December%202021%20(VEH1107).

- Overall, participants had positive remarks about their experience of joining the scheme and using the Mobility Credits.
- Most of the participants reported an increase in walking and bus usage after joining the scheme. The most common transport services used were taxis/Ubers, and buses; and bike hires and rail were used less frequently. E-scooters had not been used as an alternative transport service by those in the sample.
- Participants expressed interest in trying to use more public transport. The majority of them were happy to have the opportunity to try alternative transport services.
- The options available to participants, in terms of bus routes and connections, could be a potential factor limiting the uptake of buses as an alternative travel mode. This was a common response by both those who made more journeys by buses and those who replaced their car journeys with taxis/Ubers. However, the small sample size limits our ability to draw firm conclusions.
- The process of joining, understanding, and participating in the scheme was commonly described as "smooth" and "straightforward".
- Generally, participants were satisfied with the transport services available on the scheme, but some indicated they would like to see more options (e.g., Ola, and being able to use credits to purchase rather than rent electric vehicles or e-bikes)

During

Sample: 54 participants

Survey

The 'During' data collection was the second time point in the scheme evaluation. The data set was principally used to compare with the 'Registration' data, to understand any changes that happened as a result of participants' continued involvement in the scheme.

Modes of transport:

- Many participants used the credits for the majority of their journeys, finding that various transport modes available to them provided convenience and suited their travel needs.
- Participants were generally aware of available transport services but expressed varying levels of ease in using them.
- Self-report data showed that taxis or private hire vehicles were the most commonly used transport service among participants, followed by trains and buses.
- Shared e-scooters and cycle hire were not popular choices identified in the During survey. Reasons for avoiding these modes included safety concerns, age considerations, and limited availability of local services. The during survey was administered in two waves, due to the length of time the scheme was running. There was a slight drop in participation for these less popular transport modes in the second survey wave.
- The impact of the COVID-19 pandemic was acknowledged in terms of its effect on travel patterns.

Satisfaction:

- Overall satisfaction with the scheme was high, with participants appreciating the convenience, environmental benefits, and financial savings available through involvement in the scheme.
- Participants often recommended the scheme to others, emphasizing its positive impact on public transport use.

Future vehicle ownership:

- Six participants reported they had purchased private vehicles since joining the scheme. Three participants purchased hybrid or fully electric vehicles. Some participants said they were considering future purchases, including e-bikes.

Spending of credits:

- The majority found it easy to pay with the Mobility Credits Yordex card, however some participants had difficulties redeeming credits and limited access to help when needed.

During Interviews

Sample: 8 participants

The aim of the During interviews was to understand participants' experience of using the Mobility Credits scheme and to capture changes in behaviour and motivating factors in these changes relating to use of alternative transport modes. It was also to understand what effect (if any) the scheme had on choice of transport modes, travel habits, and perceptions of owning a car. The sample for the interviews was small, and therefore results should be interpreted with caution. Potential reasons for low rates of participation are discussed in section 5.

- Overall, participants responded positively about their experience of joining the scheme and using the Mobility Credits. Although a few participants expressed dissatisfaction with some of the transport services provided, it should be noted that it does not reflect on the design of the scheme, but rather the quality of service provided by the respective transport service.
- The most common transport services used were taxis/Ubers, and buses. Cycle hire and rail were used less frequently by those in the sample. There was an increase in walking, cycling and bus usage reported by most of the participants. Participants who cycled more already owned a cycle before the scheme and were keen to use it as an alternative option. E-scooters had not been used as an alternative transport service by those in the sample, largely due to poor perceived safety and lack of availability of the transport mode (they were only available in a small area close to the Warwick University campus).
- Most participants expressed interest in trying to use more public transport. The majority of them were happy to have the opportunity to try alternative transport services, although they did not all use public transport.
- Participants who were able to utilise public transport tended not to use it for commuting because they worked from home. They expressed reluctance to rely on

public transport for commuting in future, should they no longer be able to work from home.

- Participants reported they were generally making fewer journeys than they used to with their old private vehicle. This was largely due to the need for planning trips in advance which made them more inclined to make purposeful journeys. This was overall perceived as a positive impact for the environment.
- Participants who were using public transport more than they did before they joined the scheme also said that bus routes and connections were limited and often impacted their decision to travel. This response was also common amongst those who had replaced their journeys with taxis, Ubers, and private hires. However, the small sample size limits our ability to draw firm conclusions.
- Participants were generally satisfied with the transport options available on the scheme, but some indicated they would like to see more options (e.g., being able to use credits to purchase rather than rent electric vehicles and being able to purchase bicycle parts from Decathlon rather than the current providers).

Exit

Sample: 37 participants

Survey

The findings from the Exit survey data reflects the experience of 37 participants and focused on various aspects, including modes of transport used, the impact of the scheme, future intentions, and perceptions of the program. Key findings include:

Modes of transport:

- Transaction data showed that trains, Uber, and taxis were used by the largest number of participants, each utilized by over 50% of participants.
- Less used modes included cycle hire, car clubs, and car hire.
- Despite cycle hire being unpopular, 30 participants requested cycling vouchers, showing increased interest compared to the 'During' survey.

Transport services and Mobility Credits usage:

- Self-reported survey data suggested that taxi or private hire vehicles were the most commonly used services, followed by buses and trains. This contradicts the more objective transaction data (which provides data for the whole sample of participants across the full duration of the scheme), suggesting that the Exit survey sample were biased towards more taxi and private hire vehicle use than the overall sample.
- Participants reported challenges using Mobility Credits for taxi or private hire, short-term vehicle rentals, buses, and trains. This may be an artefact of these modes being most frequently used compared with others, that is, there was a higher likelihood of encountering issues due to greater exposure, compared with modes that were rarely used.

Impact of the scheme:

- Of the 37 participants, 22 reported that the scheme had affected their travel behaviour, with a perceived increased usage of public transport, particularly buses, and a decrease in private vehicle ownership within families.

Walking and cycling:

- A significant number of participants reported an increase in walking journeys after participating in the Mobility Credits Scheme.
- The impact on cycling was less pronounced, with most participants maintaining their existing cycling habits.

Future intentions:

- Participants expressed future intentions to use taxis, trains, their own vehicles, and walking.
- Shared e-scooters were among the least preferred modes of transport.

Vehicle ownership and purchases:

- Thirteen participants purchased new vehicles since starting the scheme, five of which were already counted in the equivalent data from the During survey. Two of the new vehicles were fully electric and the remaining were petrol or diesel. The reasons given by participants include family needs and dissatisfaction with car clubs.
- Future considerations for buying or leasing private cars varied, with factors like convenience and environmental concerns influencing decisions.

Perceptions of the scheme:

- The majority of participants were satisfied with the scheme overall.
- Most found it easy to use Mobility Credits, and the value of the credits was considered fair by the majority.
- Some challenges were reported, including limitations in available options and issues with card payments.
- Participants generally recommended the scheme, citing value for money and environmental benefits as the main reasons for joining the scheme.

Recommendations:

- Some suggested useful improvements to the scheme could include expanding the available transport options, addressing limitations of services in certain areas, and enhancing customer service when there are issues with redeeming Mobility Credits.

Exit Interviews

Sample: 11 participants

The aim of the Exit interviews was to understand the overall impact of the scheme on a small sample of interviewees, so the results cannot be widely generalised. The limitations of the sample are discussed in further detail in section 5.

- Participants described changing their travel behaviour. Most tried different transport services available through the scheme, with a majority resuming pre-COVID travel levels after pandemic-related restrictions.
- Active travel modes, taxis/Ubers, buses, and trains were used by a high proportion of the sample, while e-scooters, trams, and on-demand services were reportedly used very little.
- The scheme influenced participants' perceptions of owning a private car, with some expressing a desire for personal vehicles due to perceived limitations with public transport or lack of convenience. This supported the Exit survey findings, in that some participants indicated they wanted to go back to private car ownership due to its high perceived convenience.
- Five participants purchased personal vehicles during the scheme, often replacing journeys previously made by taxi.
- The participants highlighted the environmental and financial benefits of the scheme, which encouraged them to consider alternative modes of transport.
- Some disbenefits were noted, mainly relating to the inconvenience of public transport for those with young children or living in areas with poor transport routes.
- Suggestions for improvement included more availability of car clubs and enhanced support services for addressing issues with Mobility Credits.

Comparisons between Registration, During and Exit surveys

Comparisons were done between participants' responses over time across the 'Registration,' 'During,' and 'Exit' surveys; this utilised data from 25 participants who completed all three surveys. Regarding commuting behaviours, participants predominantly used their own vehicles before the scheme (75% of participants), with a decrease during (31% of participants) and a slight increase after the scheme (37% of participants).

According to the self-report data, participants reported changes in average monthly mileage driven, with most using private vehicles less during and after the scheme, compared with before the scheme, indicating an overall reduction in private vehicle usage. The impact on active travel was explored, showing there was an increase in walking frequency, likely influenced by COVID-19. While cycling trips showed little actual change, participants *perceived* an increase in active travel journeys after joining the Mobility Credits Scheme.

Findings – Non-participants

Sample: 341 survey participants
15 interview participants

Wave 1

The aim of the survey was to understand non-participants' views on the Coventry Mobility Credits scheme and other similar schemes, whether they thought a Mobility Credits scheme would fit with their lifestyle and whether they would use such a scheme in the future. The interviews were used to supplement this information and to enable greater detail to be added. The key findings from analysis of Wave 1 survey responses and interview transcripts are as follows:

- Overall, non-participants could see the environmental, health and financial benefits of the scheme to themselves, other members of their household and the general public.
- The value of the credits was perceived as satisfactory, providing the car people would be scrapping is worth less than £3,000.
- The perceived viability of the scheme was dependent on people's lifestyles including where they live, where they work, if they have dependents, and if they live near public transport links.
- Most non-participants felt that they need a private vehicle for the majority of their journeys due to the convenience of a car, and the types of journeys they need to make. This suggests a culture of reliance on private vehicles.
- If they were to join a scheme in future, people in the sample felt they would be most likely to use taxis, bus, and rail as part of a scheme. E-scooters were the least popular mode of choice in the sample, it is worth noting that they were not as readily available as other modes (they were only available in a small area close to the Warwick University campus.
- Non-participants felt that improvements to public transport in the West Midlands area would help to encourage people to use a Mobility Credits scheme in future, citing in particular a need for improvements in public transport vehicle cleanliness and routing.
- Despite the overall negative perceptions of Mobility Credits schemes, non-participants were interested in the concept of Mobility Credits and indicated they would welcome more detail on future schemes should they become available.

Wave 2

The key findings from the non-participant Wave 2 focus groups supported most of the Wave 1 conclusions:

Sample: 10 participants

- The concept of Mobility Credits was understood as a behaviour change mechanism to encourage people with old cars to consider other transport modes.
- It was thought that it may not be feasible for everyone to rely on public transport for all their journeys, especially those that need to commute at specific times or have other family members that rely on them for transportation. Another factor was the location of public transport stops in relation to required journey origins and destinations serving as a barrier to public transport usage.
- Public transport in the UK needs to be perceived as safer and more reliable to encourage people choose to use it regularly.
- A motivation for using public transport would be financial savings, if it was clear that using public transport was cheaper than using a private vehicle.
- It was felt that there should be a way to impose a ban on the purchase of other vehicles when involved in the scheme.

- The majority of participants were not satisfied with the value of the credits on offer, particularly when factoring in the current costs of public transport and the value of their current vehicle. Focus group members suggested that value should be more tailored to participants, for example, with clearer links to the value of their car and the number of dependents that rely on them for transport. Additionally, the value of the credits was not felt to be in-line with the cost of living, which has become more of a prominent issue since the scheme's original conception.

Conclusions

When considering the conclusions of this evaluation, it is important to note the relatively small sample sizes at each stage of data collection, with samples decreasing as evaluation progressed (registration: 92, during: 54, exit: 37). Incentivisation was used to boost the samples, however the qualitative samples were particularly small, consisting of 8-15 participants. As such, formal statistical analysis did not take place and results should be interpreted with caution.

Reasons for joining the scheme

1. Participants felt aware of the benefits of participating in the scheme. They stated that reducing private car use, particularly in an older vehicle, provided environmental benefits. Additionally, Mobility Credits provided a financial incentive to scrap a car they were already thinking of getting rid of, and the scheme gave them the opportunity to try alternative transport modes.
2. Barriers for joining included the accessibility of certain transport modes to participants (and non-participants). For example, modes being available near where they live, and where they are trying to get to.
3. One of the biggest barriers for non-participants signing up to the scheme was the perceived convenience, safety and reliability of private car ownership, as well as perceived incompatibility of public transport with their lifestyles.

Use of Mobility Credits and travel behaviour

4. Since the end of the COVID-19 lockdowns, commuting amongst the sample showed signs of a return; no participants that filled in all 3 surveys said they do not commute. This follows results seen in the wider during and exit samples, where there was a sharp increase in commuting from 57% to 97% of participants. Walking, however, is now the most popular form of travel for commuting, closely followed by own vehicle. The survey findings state increases in taxi, bus and train use for commuting too.
5. Train and Uber/other taxis were the services paid for with Mobility Credits by the greatest number of participants, followed by bus and private car hire.
6. There was a bias towards using taxis or private hire vehicles in the survey samples, suggesting that many participants were replacing journeys previously made by privately owned vehicles with other single-passenger modes.

7. Shared e-scooters were the least used transport mode in all waves of data collection, with safety concerns given as the reason for not trying this mode, but we are aware that it less available mode compared to other services.
8. There was little change in the types of transport modes used between the 'During' and the 'Exit' data collection time points, suggesting that travel habits settled for participants.

Satisfaction with the scheme

9. Overall, participants were either very satisfied or satisfied with the scheme, with the majority finding Credits easy to use.
10. The majority of participants agreed that the value of £3,000 worth of Mobility Credits was fair, considering the value of the vehicle that they scrapped. However, there was a perception amongst some participants that their Credits were used more quickly than they had first expected. This may reflect the increase in the cost of living since the scheme started, or a reflection of participants not understanding the costs of individual journeys.
11. The majority of participants thought that the scheme worked well in Coventry.

Vehicle ownership

12. Overall, the scheme did not succeed in influencing all participants to give up private vehicles in the long term. Some participants purchased a new vehicle within the lifetime of the scheme (the majority being petrol or diesel) or said they were considering purchasing a vehicle in the future.
13. Thirty participants had requested a cycling voucher. The purchase of vouchers suggests that owning their own bicycle was preferable to shared cycle hires, which had relatively low usage throughout the scheme.
14. No participants were interested in purchasing an e-scooter in the future, even if legalised.

Impact of COVID-19

15. There was an impact of COVID-19 on participants' travel behaviour due to the timing of the launch of scheme during lockdown. There had been a reduction in the frequency of commuting journeys, and an increase in the number of active travel journeys.
16. Caution should be taken when interpreting findings, as the impacts of the scheme cannot be fully isolated from changes in behaviour which resulted from the pandemic.

Recommendations

- Future evaluations should consider how to effectively incentivise participation to reduce the impact of attrition. Immediate and guaranteed incentives may be preferable to prize draws, where possible.
- Poor connectivity of public transport in some areas meant that while participants recognised the benefits of using alternative transport modes, they were not able to

fully utilise their Mobility Credits to try these options. TfWM should continue to engage with service users to understand where services can be improved.

- Future Mobility Credits (or similar) schemes should be widely promoted to increase awareness of how it works and the benefits of the scheme to as wide a population as possible.
- It is important to ensure that those using the scheme are aware of all transport modes that are available to them. To maximise the impact that the scheme could have on encouraging public transport use, regular marketing and promotional activities may be required to encourage uptake and use.
- Many non-participants indicated that the value of credits offered was insufficient given their current vehicle's value. Future schemes could consider a more flexible approach whereby the value of credits that participants receive is scaled up or down to be equivalent to the value of their vehicle, rather than offering a standardised amount for all.
- The amount of time for using Mobility Credits should not be restricted in future. Flexibility is likely to alleviate pressure and align with more participants' lifestyles and levels of spending on transport.

1 Introduction

1.1 Background

The Transport for West Midlands (TfWM) Mobility Credits scheme was run as part of the Future Transport Zone (FTZ) in Coventry. This was in response to the Local Air Quality Action Plan that was approved by Coventry City Council. The FTZ is a programme to investigate innovative ways to shift people to more sustainable modes of transport. The Mobility Credits scheme, specifically, operated by offering residents of Coventry the opportunity to exchange an older polluting vehicle for £3,000 worth of Mobility Credits. These credits could be exchanged on public transport (including bus, tram, and train) and alternative transport services such as car sharing and bike sharing.

1.2 Objectives and evaluation overview

The purpose of this project was to evaluate the impact of the Mobility Credits scheme in Coventry, to interpret behavioural responses to it and understand how successful the scheme was. The research focussed on several areas, as shown in Figure 1.

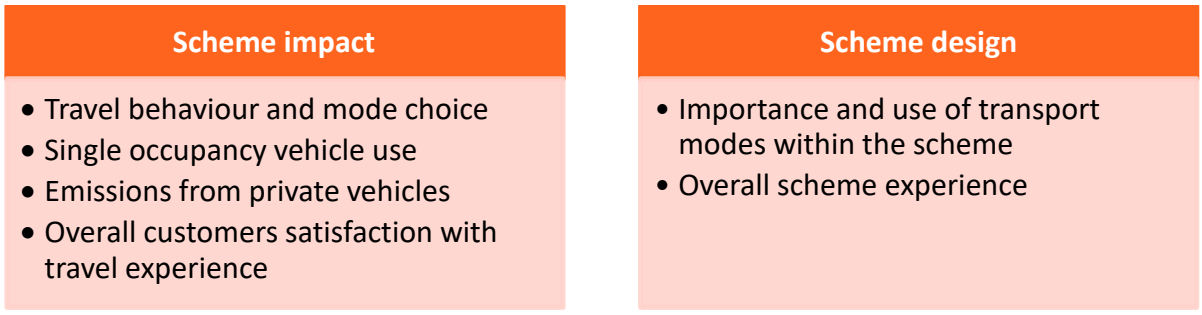
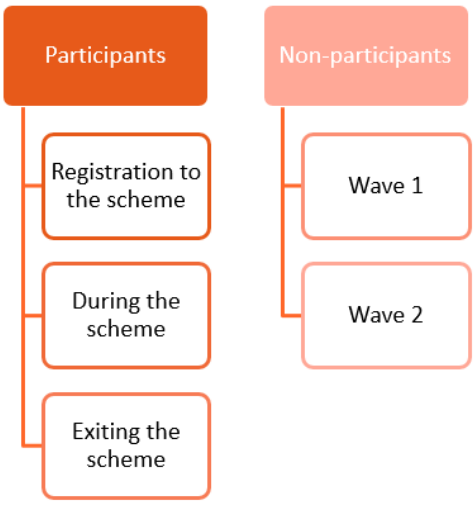


Figure 1: Research areas for monitoring and evaluation of the Mobility Credits scheme

A non-experimental before-after design was employed for this evaluation. This involved collection of primary data across several different time points (see diagram below) from two different groups of people:

- **Participants:** People that registered for the scheme, scrapped their eligible car and received Mobility Credits.
- **Non-participants:** People that did not register for the scheme. This group included people who had heard of the scheme and those who had not, and people who were eligible for the scheme and those who were not.



This report (Formal report 2) provides the results from all samples and data collection activities, continuing the findings from Formal report 1. The methods and samples are described further in the following section.

2 Method

2.1 Sample overview

Table 1 provides an overview of the full sample of participants and non-participants who engaged with the different stages of the evaluation. Ninety-eight participants took part in the scheme and exchanged a vehicle. One participant exchanged 2 vehicles resulting in 99 vehicles scrapped.

Table 1: Number of participants and non-participants that took part in the scheme and evaluation.

Participants	All Registration responses	
Scheme participants	98	
Number of vehicles exchanged	99	
Available transaction data	97	
Non-participants	**Quantitative**	**Qualitative**
Registration	92	12
During participants	44	8
Exit participants	37	11
Non-participants Wave 1	341	15
Non-participants Wave 2	-	10

2.2 Sample – Participants

2.2.1 Survey sample

Of the 112 participants that responded to the 'Registration' survey, 92 were valid responses, after excluding participants who were ineligible for the scheme and did not scrap their vehicle, did not provide consent or completed the survey multiple times.

A total of 29 participants completed the 'During' Wave 1 survey and 25 participants in Wave 2. After data checks and cleaning, there were 44 valid responses that comprised the final combined sample. It is often the case in longitudinal research that the sample size for a follow up survey is lower, due to survey fatigue or lack of interest in research. The engagement in the 'Registration' survey was likely to be higher as participants had to complete it to be involved in the scheme. There was a prize draw to incentivise engagement in the 'During' survey but no guaranteed financial incentive which could explain why the response rate was lower.

45 people completed the 'Exit' survey, and after data cleaning, the final sample of valid responses was 37. Participants were incentivised to take part in the exit survey with a £10 Amazon voucher, as well as the opportunity to take part in a prize draw.

2.2.2 Interview sample

A total of 12 participants completed the interviews in the 'Registration' stage, eight participants completed the 'During' interviews, and 11 participants completed the 'Exit' interviews. Participants volunteered to be involved in interviews and the majority of them were early adopters of the scheme.

2.3 Sample – Non-participants

2.3.1 Wave 1 survey

A sample of 536 respondents started the online survey. However, during the data checking process a number of respondents were excluded from the final sample due to the following reasons:

- 108 respondents stated they did not have access to a car.
- 17 respondents stated that they lived 'elsewhere' (i.e., outside the specific areas in the West Midlands) and were ineligible to continue with the survey.
- 59 respondents did not complete all questions in the survey.
- 11 responses were duplicates as some respondents had completed the survey multiple times.

The final sample with complete data therefore comprised of 341 survey respondents; a breakdown of the demographics and travel habits of these respondents is provided in section 4.1. The analysis compared the results of the full sample of respondents with the sub-group of respondents that would not or did not consider joining the scheme (regardless of whether they had previously heard of the scheme or not).

2.3.2 Wave 1 interviews

Follow-up qualitative interviews were also conducted with 15 respondents who had completed the survey; the demographics of the interview sample is shown in section 4.1.

2.3.3 Wave 2 focus groups

Focus groups were conducted with individuals living in the West Midlands that were not taking part in the Mobility Credits scheme. The final sample consisted of 10 participants.

2.4 Procedure - Participants

2.4.1 Application process for the scheme

Participants were able to sign up for the scheme between February 2021 and March 2022. They completed the process shown in Figure 2 to sign up and receive their credits.

The Registration survey was the first part of their involvement in the research process, with the Registration interview, During survey and interview, and Exit survey and interview being offered to each participant at later stages of their involvement in the scheme.

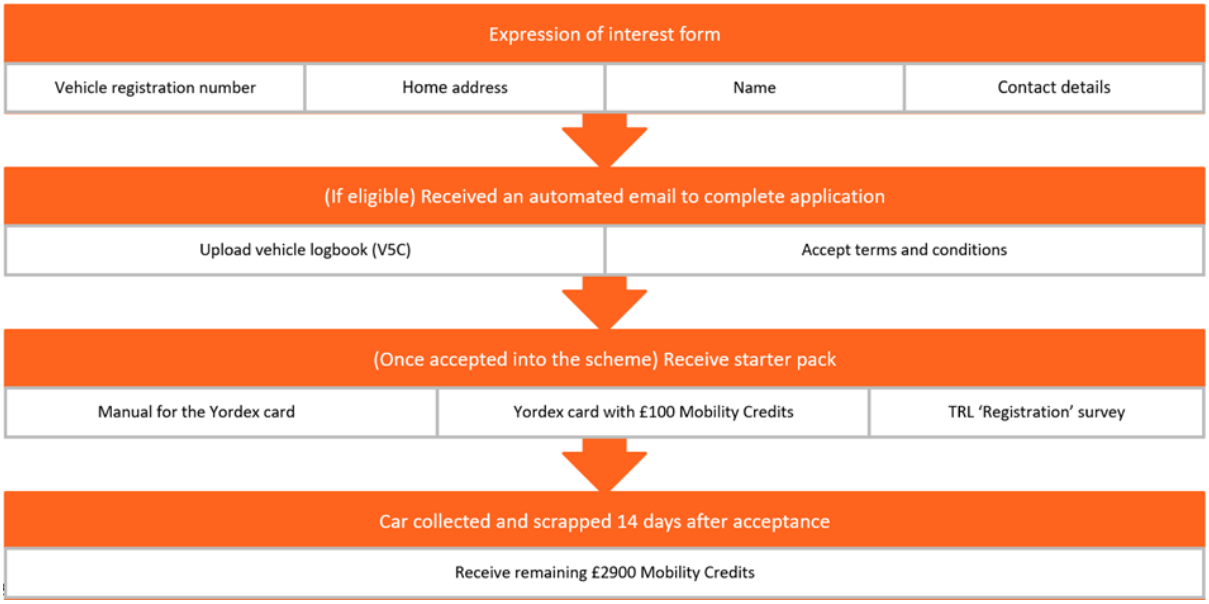
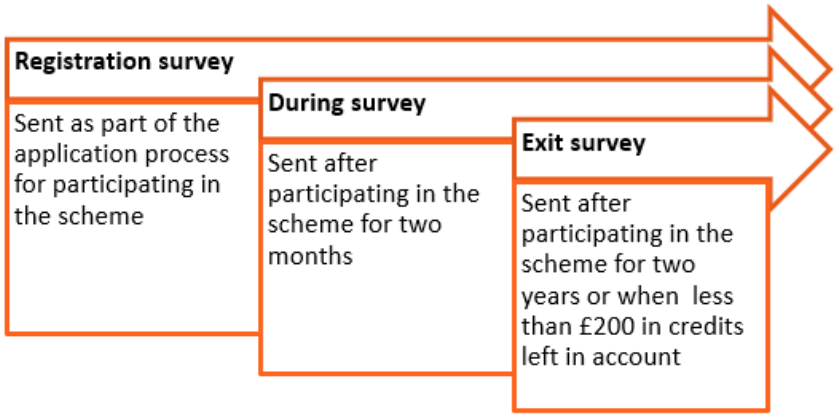


Figure 2: Application process for the Mobility Credits scheme

2.4.2 Participant data collection



2.4.2.1 Registration survey

Participants needed to complete the 'registration' survey to complete their enrolment into the scheme. The aim of the survey was to collect information about the socio-demographic characteristics of the participant, their prior travel attitudes and behaviour, mode choices,

scrapped vehicle characteristics and reasons for joining the scheme. Participants were required to complete the 'Registration' survey (as well as vehicle checks) to fully enrol on the scheme and receive a Yordex card with the Mobility Credits. The vehicle checks enabled TfWM to check eligibility of the vehicle as well as providing MOT data and details of the make and model of the vehicle to be scrapped.

The survey was comprised of 60 questions that were a mix of multiple choice or free text responses. It captured data on current travel behaviours (capturing pre- and post-COVID), vehicle ownership, commuting behaviour, journey purposes, use of transport services, environmental attitudes, and socio-demographic information.

2.4.2.2 During survey

After at least two months of participation, participants were sent the 'During' survey. Wave 1 of the 'During' survey was open from February 2022 to March 2022; here participants were sent the 'During' survey if they had completed the 'Registration' survey before the end of November 2021. The cut-off date ensured that they had been registered for at least three full months and had experience of the Scheme before the 'During' data was collected.

Wave 2 of the 'During' survey was open from July 2022 to October 2023. Participants were sent the 'During' survey as part of this Wave if they were not sent it in Wave 1 or had been sent it and had not yet completed it. All participants received an invite to complete the 'During' survey across the two Waves.

The survey was comprised of 60 questions that were either multiple choice or free text. It measured their current travel behaviours as participants of the Scheme, including commuting behaviours, awareness, and use of transport modes. The survey also asked about the impact they think the scheme has had on them so far, overall satisfaction and feedback. There were also questions about their current and intended future vehicle ownership (including private vehicle and e-bikes).

2.4.2.3 Exit survey

When participants had been participating in the scheme for two years or had a remaining balance of £200 worth of credits or lower, they were invited to take part in the 'Exit' survey. It was open from August 2022 – October 2023.

The survey was comprised of 60 questions that were a mix of multiple choice or free text responses. The aim of the survey was to measure changes in demographics, commuting behaviours, use of transport modes, use of mobility credits and perceptions of the scheme. It also captured impacts of the scheme and COVID-19 on journeys and intended future travel and vehicle ownership (including private vehicle and e-bikes).

At the end of each of the three surveys, participants were asked whether they wanted to take part in an interview to elaborate on their views on the scheme.

2.4.2.4 Registration interviews

The 'registration' interviews were conducted in two waves – one in April 2021 (for those that had scrapped their cars by 5th April 2021), and the latter in September 2021 (all remaining participants). This interview stage focused on understanding participants' initial perception and reception of the scheme. We also aimed to understand participants' travel behaviour and attitude towards personal car ownership and the different transport services available on the scheme, their lifestyle and factors that influenced their transport needs and choices.

2.4.2.5 During interviews

The 'during' interviews were also conducted in two waves – one between February - April 2022 (that took part in the first wave of the registration survey) and the latter from September – December 2022 (all remaining participants). This interview stage aimed to explore any changes in participants' reception of the scheme and their reasons behind it. Similar to the 'Registration' stage, we also aimed to understand participants' travel behaviour and attitude towards personal car ownership and the different transport services available on the scheme, their lifestyle and factors that influenced their transport needs and choices.

2.4.2.6 Exit interviews

'Exit' interviews were conducted throughout the last year of the project, alongside the administration of the Exit survey. This was prompted by participants having been enrolled in the scheme for two years or having less than £200 in credits left in their account. This interview stage aimed to understand if participants saw any changes in their travel behaviour since joining the scheme, and to what extent had the involvement in the scheme influenced their travel choices. We also explored different lifestyle factors that could have influenced transport needs and choices, and if this had changed since joining the scheme. Finally, this stage of interview also focused more on changes in cycling behaviour due to the introduction of Mobility Credit vouchers that could be used to purchase a cycle, an e-cycle, or a cycling accessory. TfWM assisted with the recruitment of participants for Exit interviews.

2.5 Procedure- Non-participants

2.5.1.1 Wave 1

A non-participant survey was administered via SmartSurvey in July 2021 to understand the views of people who had not signed up for the Mobility Credits scheme.

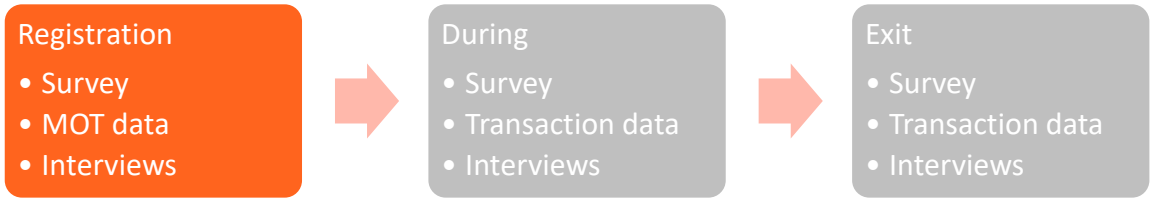
The survey also gave respondents the option to sign up for individual interviews conducted on Microsoft Teams, which were held soon after the survey closed. The interviews examined the extent to which non-participants felt the Mobility Credits scheme would fit with their lifestyles, and whether or not they would consider using such a scheme in the future.

2.5.1.2 Wave 2

In January 2023 focus groups took place on Microsoft Teams with non-participants of the scheme, living in the West Midlands. The focus groups followed a similar topic guide to that used for the Wave 1 interviews, with some added discussion questions about what an ideal Mobility Credits scheme might look like. The focus groups gave non-participants opportunity to discuss the scheme as a collective and capture greater details on how it could be improved to be more appealing to road users in the area.

3 Findings – Participants

3.1 Registration - Survey



The 'Registration' data collection was the first point in the scheme evaluation. A survey was distributed to all participants as they were starting the scheme. Completing this initial survey was a requirement in order for them to receive their Mobility Credits. The data is used to understand participants' transport habits and vehicle ownership prior to the scheme. Participants were also invited to interviews to understand their motivations to join the scheme and how they intended to use it.

3.1.1 Survey - Data cleaning

Table 2 presents the sample of participants who completed the 'Registration' survey. There were 112 responses to the registration survey. After excluding participants who were ineligible, did not provide consent or completed the survey multiple times, the final sample comprised of 92 participants.

Of the 98 scheme participants, six did not complete the registration survey.

Table 2: 'Registration' survey sample

Data cleaning	Number of participants
Initial sample	112
Excluded participants	
Duplicates	3
Missing data or refusal of consent	4
Ineligible for the trial	13
Final sample[2]	**92**

[2] One household was found to be associated with the scrapping of two vehicles – with each vehicle associated with a unique response ID. Since the responses from both IDs were slightly different, it has been assumed that the IDs represent two different people. As such, both IDs have been included in this analysis.

3.1.2 Survey - Sample characteristics

The distribution of the sample by age and gender is presented in **Table 3**.

Table 3: Age and gender of 'Registration' survey sample

Age	Male	Female	Prefer not to say	Total
17-34	10	3		13 (14%)
35-64	33	22	2	57 (61%)
Over 65	13	9		22 (24%)
Total	56 (61%)	34 (37%)	2 (2%)	92 (100%)

Of the 92 participants, 61% were male and 37% were female. Majority (61%) of the sample were between 35 and 64 years of age and around a quarter were over 65 years of age.

The distribution by ethnicity is shown in **Figure 3**.

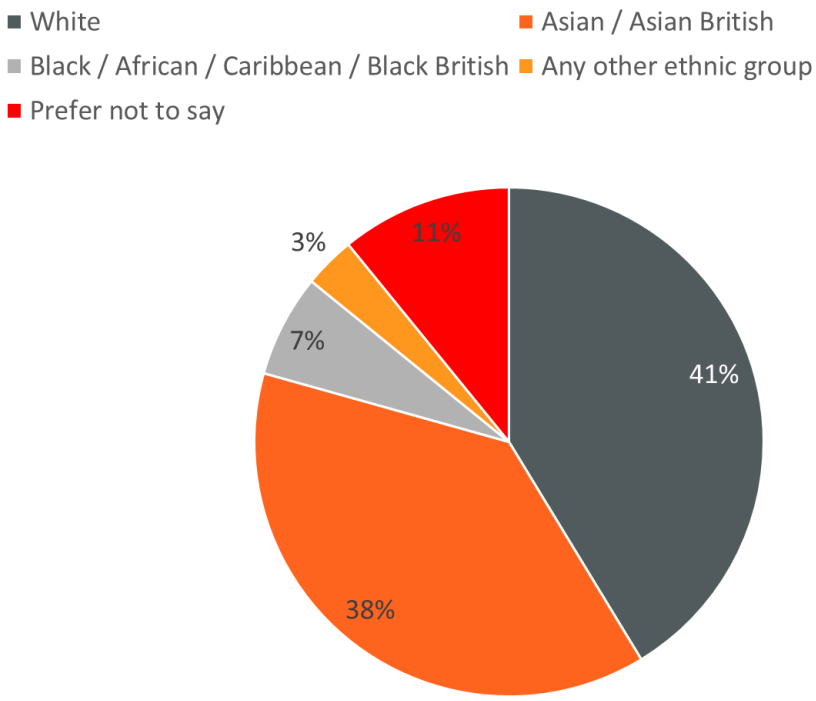


Figure 3: Ethnicity

Most of the sample were either White (38 participants) or Asian/Asian British (35 participants). A small minority belonged to Black/African/Caribbean/Black British or any other ethnic group (nine participants).

About 76% (70 participants) reported having no physical or mental disability. Eight participants reported having age-related mobility difficulties, seven preferred not to say and five reported mobility impairment. One participant reported using a wheelchair when travelling in the last 12 months.

Table 4 shows the distribution of the sample by education status. Around 60% of the sample had either a first-degree level qualification, GCSE (or equivalent), or University Higher Degree or Chartered Status.

Table 4: Education status

Education status	Number (Proportion) of participants
A Level; AS Level: NVQ Level 3	8 (9%)
Diploma in higher education	7 (8%)
First degree level qualification	29 (31%)
GCSE; CSE, NVQ levels 1&2	15 (16%)
University Higher Degree or Chartered status	14 (15%)
None of the above	19 (20%)
Total	92 (100%)

The distribution of the sample by income group is presented in **Figure 4**.

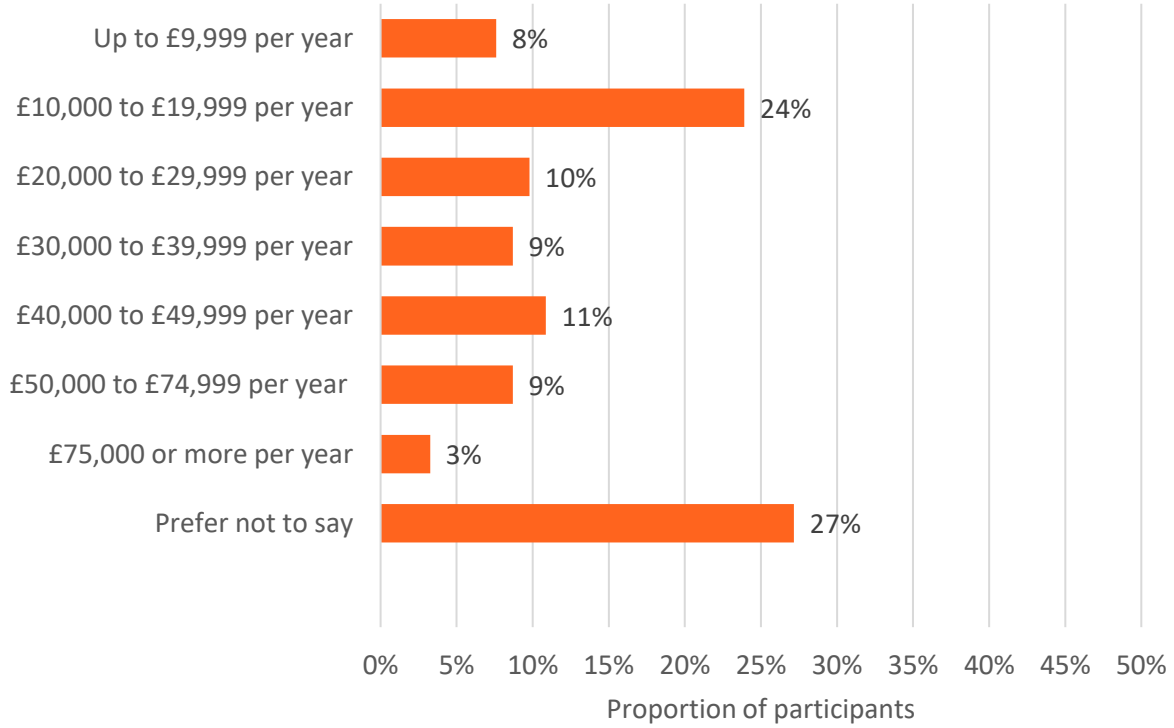


Figure 4: Household income group

Around a quarter (22 participants) of the sample had a household income between £10,000 to £19,000 per annum and the remaining participants were fairly evenly distributed between the other income groups, apart from three participants who reported earning over £75,000 per annum. About 27% (25 participants) preferred not to disclose their income.

Of all the participants involved in this trial, 61% (57 participants) were married, 17% (16 participants) were single and the remaining were either cohabitating, separated, widowed, or preferred not to say.

When asked about residential status, 75% (69 participants) said that they lived with their partner or family and 22% (20 participants) lived alone. The remaining lived with other tenants or lodgers.

3.1.3 *Survey - Vehicle ownership and mileage*

Figure 5 shows the number of cars in the household (including the one that was scrapped as part of the scheme).

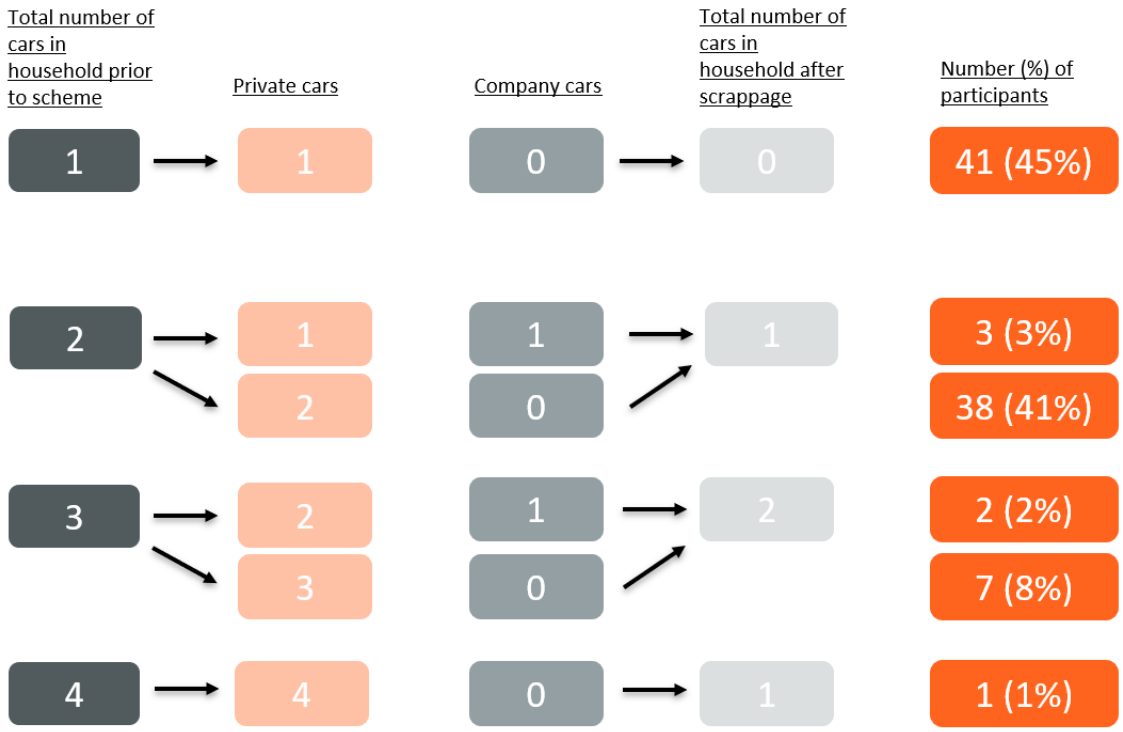


Figure 5: Vehicle ownership

Close to 90% (82 participants) of the participants had either one or two private cars in their household. A very small sample (5 participants) had a company car in their household.

Of the 41 participants who reported having two vehicles in their household, 88% had either a diesel (19 participants) or a petrol (16 participants) car. About 38% (19 participants) reported having a lower medium car, followed by mini (9 participants) and supermini (5 participants). Less than 5 participants reported having the other types of cars.

3.1.4 *Survey - Employment and travel behaviour*

Figure 6 presents the distribution of the participants' employment status before and after the pandemic began.

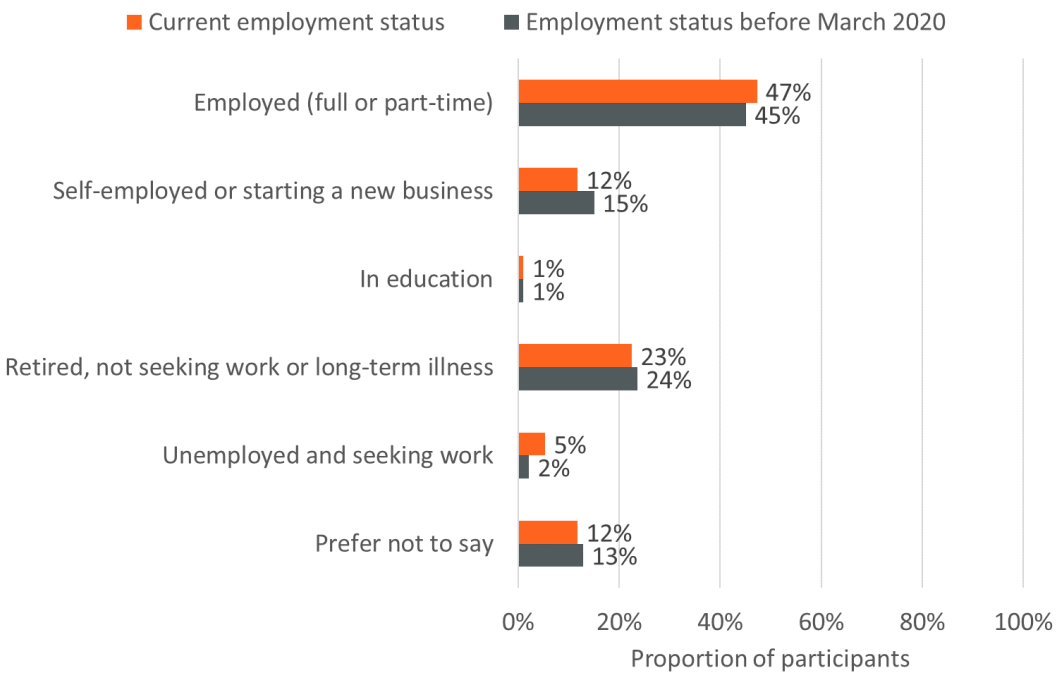


Figure 6: Employment status

In general, the pandemic had little impact on participants' employment status. Around 45% (41 participants) were in full or part-time employment and this increased to 47% at the time of survey completion. Close to a quarter of the sample (22 participants) were retired or not seeking work. There was a very small increase in unemployment since prior to the pandemic (5% compared to 2%).

Next, participants were asked about their work location before and after the pandemic began. Prior to the pandemic, around 55% of the sample (51 participants) reported working from an external workplace (e.g., office, factory, restaurant etc.) Only 8% (7 participants) of the sample reported working from home.

After the pandemic began and during the time of 'Registration' survey completion (February 2021 – March 2022), close to 60% of the sample (54 participants) reported no change in employment. An increased proportion (20% or 19 participants) reported working from home since the start of the pandemic.

Figure 7 below presents the mode(s) of transport used by participants in a typical week before March 2020. This question only applied to the 57 participants who were in full or part-time employment, education or "other" employment status before the pandemic began.

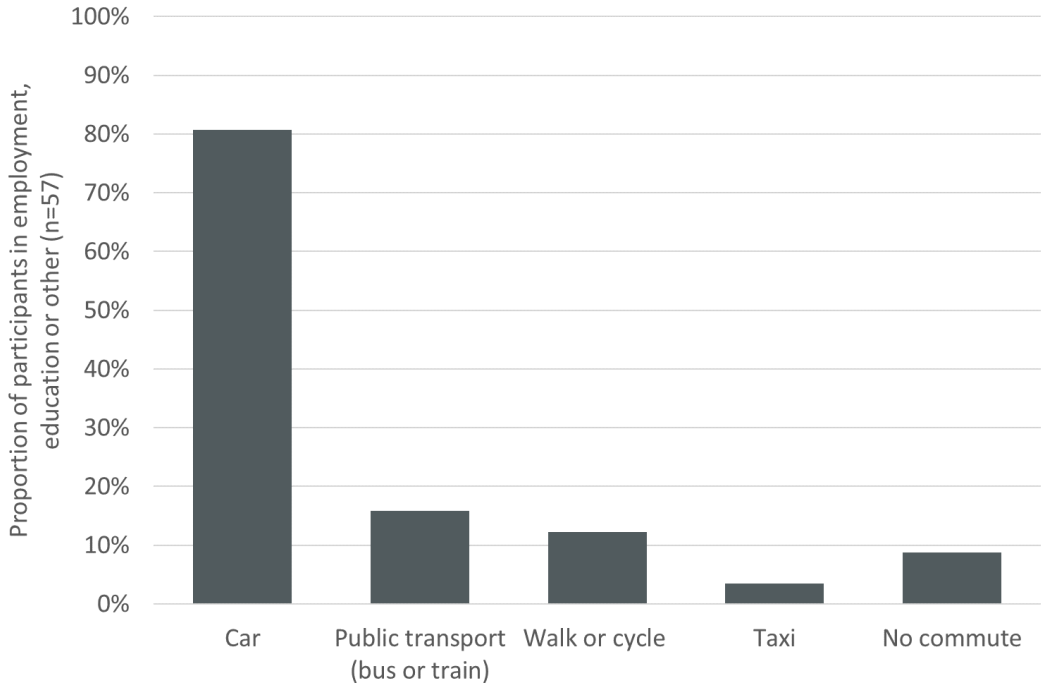


Figure 7: Mode(s) of transport used in a typical week before March 2020

The majority of the participants (81% or 46 participants) in employment, education, or other reported driving to work in their own vehicle before March 2020. However, in the seven days prior to 'Registration' survey completion[3], 37% reported using the same method as before the pandemic, 30% reporting not commuting at all and 18% reported using their own vehicle.

The frequency of driving to work or place of study both before and after the pandemic is shown in Table 5.

Table 5: Frequency of driving to work or place of study

Number of days per week driving to work/place of study	A typical week before March 2020	In the 7 days prior to survey completion
0 days	9 (16%)	22 (39%)
1-4 days	15 (26%)	15 (26%)
5-7 days	34 (58%)	19 (33%)
Total	57	56

There was an increase in the number of participants who reported not driving to work or place of study in the 7 days prior to survey completion compared to before March 2020 (39% compared to 16%). This suggests that the pandemic had some impact on the frequency of driving to work or place of education for roughly half of the sample. There was a subsequent

[3] In cases where participants had to select all options that applied, the percentages do not add up to 100%

reduction in the number of participants who stated they drove 5-7 days a week (from 58% to 33%).

When asked about reasons for driving (apart from commuting), 15 of the 57 participants who were in employment or education and drove to work in their own vehicle reported that shopping was their main journey purpose, followed by leisure or social activities. The top reasons for driving did not change due to the pandemic.

3.1.5 Survey - Impact of COVID-19 and mileage

Participants were asked about the mileage driven by the scrapped vehicle in a typical month. The distribution of their responses is shown in Figure 8.

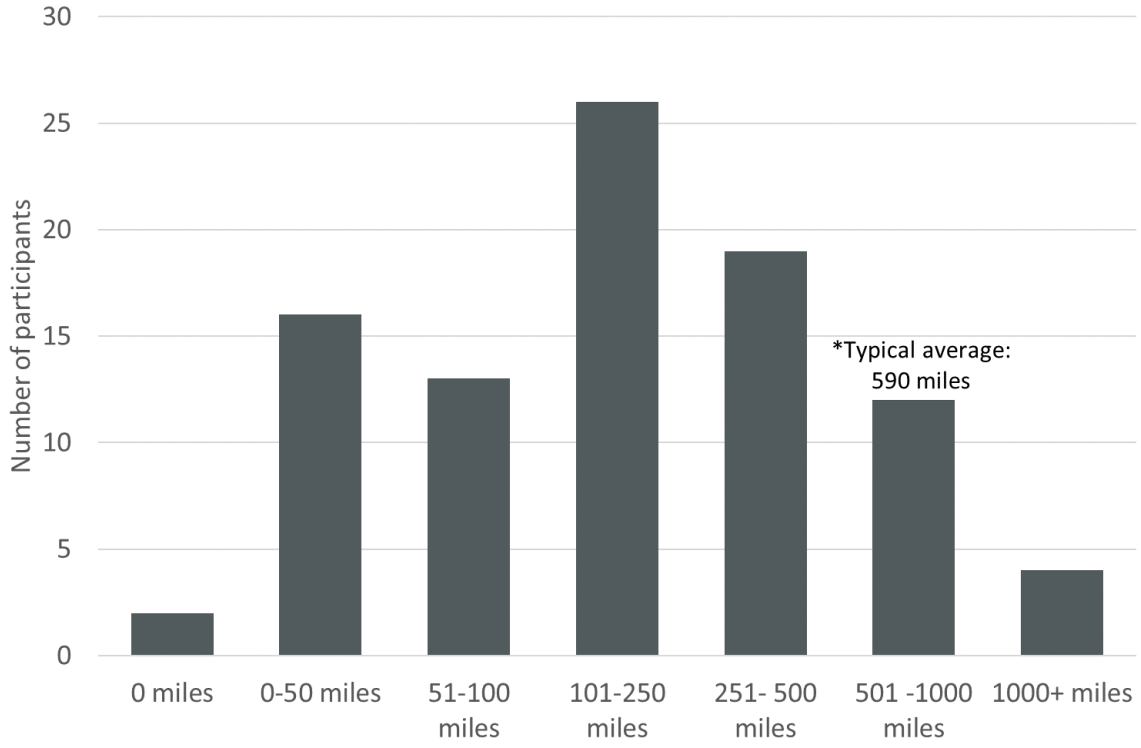


Figure 8: Mileage driven in a typical month (including the typical mileage driven by the UK population in 2019)

The typical average mileage driven by the UK population is around 590 miles[4] prior to the COVID-19 pandemic. The majority of the sample (74 participants) drove less than that, between 1 and 500 miles. Only four participants drove over 1,000 miles in a typical month. This suggests that most of the participants in the sample drove the scrapped vehicle less than the UK average in a typical month.

This section looks at the impact of the COVID-19 pandemic on mileage driven. Figure 9 and Figure 10 compare the average mileage driven in a typical month before March 2020 and

[4] https://www.bymiles.co.uk/insure/magazine/mot-data-research-and-analysis

prior to survey completion (after the pandemic began) by the second and third vehicle, respectively.

Mileage in a typical month before March 2020 \ Mileage driven in the month prior to survey completion (during COVID-19 pandemic)	0 miles	0-50 miles	51-100 miles	101-250 miles	251-500 miles	501-1000 miles	1000+ miles
0 miles	8	2					
0-50 miles	1	6	1	1			
51-100 miles	1	1	3	1			
101-250 miles		3	2	6			
251-500 miles		1	1	3	4		
501-1000 miles			2	3			1
1000+ miles							

Figure 9: Comparison of mileage driven by second vehicle in household

Of the 51 participants who reported having at least two vehicles in their household, around 53% (or 27 participants) reported no change in their mileage groups due to the pandemic. 35% (or 18 participants) reported driving less due to the pandemic (highlighted in the blue boxes in Figure 9) and six participants reported driving more (highlighted in the orange boxes). This reduction roughly aligns with the reduction in average mileage during the pandemic in 2020 (around 540 miles per month[5]). Similar to the pattern seen in Figure 8, most participants drove below this average mileage.

Mileage in a typical month before March 2020 \ Mileage driven in the month prior to survey completion (during COVID-19 pandemic)	0 miles	0-50 miles	51-100 miles	101-250 miles	251-500 miles
0 miles	1				
0-50 miles		2			
51-100 miles			2		
101-250 miles		1	1		
251-500 miles					1

Figure 10: Comparison of mileage driven by third vehicle in household

Of the eight participants who reported having at least three cars in their household, six reported no change in mileage driven due to the pandemic and two reported reductions in driving (highlighted in blue boxes in Figure 10).

[5] https://www.bymiles.co.uk/insure/magazine/mot-data-research-and-analysis

This suggests that the pandemic had some impact on mileage driven by the second and third vehicle in the household, albeit it affected around half of the sample.

3.1.6 Summary of survey results

The results of the 'Registration' survey show that the motivations for signing up to the Scheme included the financial reward of the Mobility Credits, the environmental benefits of reducing private car use, or that it helped them to get rid of a vehicle they were already looking into getting rid of.

The data collected suggests that the participants have assumed some barriers to the use of credits even at the start of their involvement. This includes how easy it is to access certain transport modes near them, that actually reach their destination and the want to be able to use the credits to purchase a greener private vehicle instead of using 'public' or alternative transport services. Future schemes should also consider this; whether schemes are run in a location with adequate transport services to justify participation, or whether vehicle purchasing options should be made available.

3.2 MOT data on vehicles scrapped through the scheme

This section explores the types of cars that were scrapped by participants who joined the Mobility Credits scheme. Participants needed to have the vehicle registered in their name since or before April 2020 and a valid MOT at the time of the registration. Additional criteria for scrapping vehicles are shown in Appendix A. The analysis is presented for the 92 participants in the 'Registration' survey sample.

Just over half of the sample (56%, or 52 participants) scrapped a petrol car, whereas 39 participants scrapped a diesel car. The remaining one participant scrapped a hybrid petrol/gas car.

When looking at tax status, 77 of the 92 vehicles scrapped by each participant were taxed; 14 were SORN and 1 was untaxed.

Figure 11 shows the distribution of the year of manufacture of the vehicles scrapped.

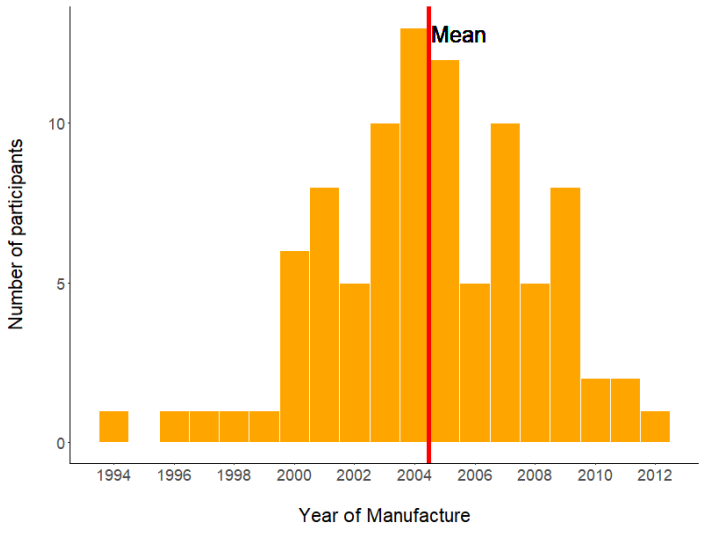


Figure 11: Distribution of year of manufacture of scrapped vehicle

The mean and median year of manufacture was 2004, suggesting that the average age of a vehicle being scrapped as part of the Mobility Credits scheme was around 17 years. The first and third quartiles were 2002 and 2007 suggesting that half of the sample of scrapped vehicles were aged between 14 and 19 years. Across the whole car parc in Great Britain, the average age of a licensed car was 8.6 years at the end of 2020[6] - this suggests that the scrapped vehicles were generally older than average.

Figure 12 and Figure 13 show the CO_2 emissions and engine capacity, respectively, of the vehicles scrapped as part of the scheme.

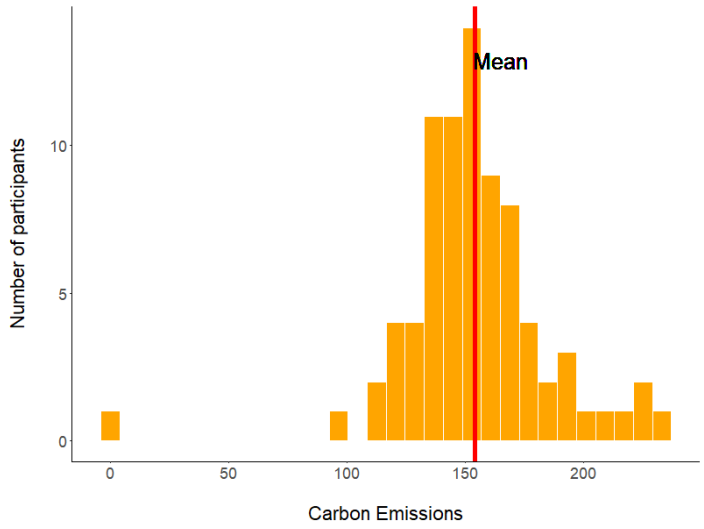


Figure 12: CO2 emissions of the vehicle being scrapped[7]

On average, the CO_2 emissions for all the scrapped vehicles in the sample was 154 g/km and half of the sample had emissions between 140 and 167 g/km. Close to 50% of cars in the UK[8], fall within the 111-150 emissions band, which roughly aligns with 50% of the vehicles that were scrapped.

[6] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/985555/vehicle-licensing-statistics-2020.pdf

[7] There was one vehicle with 0 emissions that was scrapped. However, it was a diesel vehicle manufactured in 2011 so this was likely to be an error in the dataset rather than a genuine zero-emission vehicle.

[8] https://www.nimblefins.co.uk/average-co2-emissions-car-uk#:~:text=Average%20CO2%20Emissions%20per%20Car%20UK,from%20the%20Department%20for%20Transport.

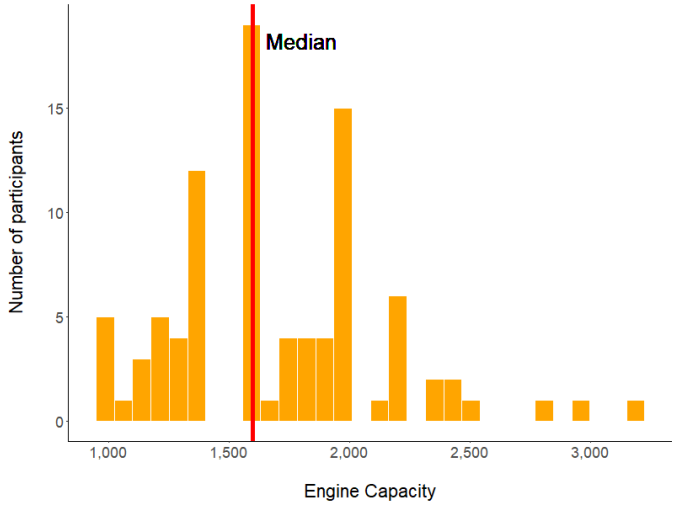


Figure 13: Engine capacity of scrapped vehicles

Overall, the scrapped vehicles had a fairly large range of engine sizes and did not follow any particular pattern. The vehicles scrapped by the sample had a range of engine capacities from 998-3199cc and a median engine capacity of 1598cc. 50% of the vehicles had an engine capacity between 1388 and 1966 cc. Figure 14 presents the average annual mileage driven by the scrapped vehicles since the MOT was last required for the vehicle[9].

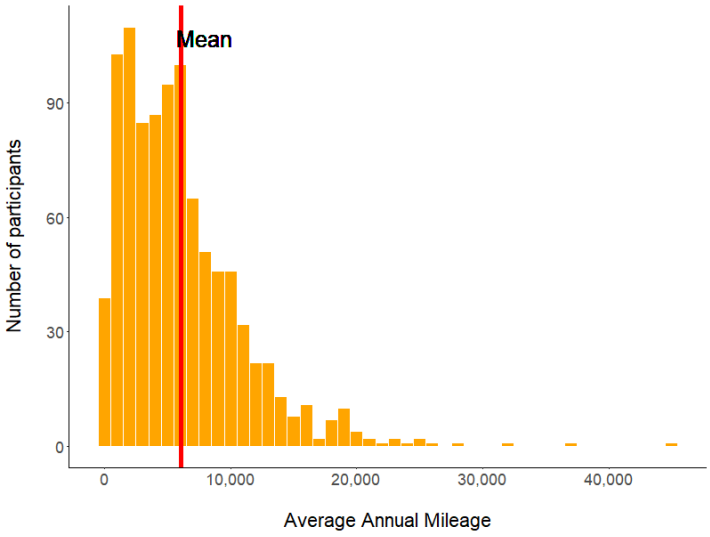


Figure 14: Average annual mileage

On average, participants drove around 6,065 miles annually. This aligns roughly to the 7,000-mile annual average reported by the UK population[10] in 2019. Half of the sample drove between 2,345 and 8,388 miles annually. Seventeen participants drove over 20,000 miles, on average, annually.

[9] https://www.gov.uk/getting-an-mot

[10] https://www.bymiles.co.uk/insure/magazine/mot-data-research-and-analysis

3.3 Registration - Interviews

As explained above, the 'Registration' interviews were conducted in two waves – one in April 2021, and the other in September 2021. The findings are a summary of both 'Registration' interview waves.

3.3.1 Wave 1 and Wave 2

3.3.1.1 Motivation for taking up the scheme

A range of motivations for signing up to the Scheme were expressed by participants. Four participants said they were considering scrapping their old car but did not have the means to do so. They did not know enough about the process of scrapping a car without the Mobility Credits scheme and were not motivated enough to scrap their old car to find out more. The Mobility Credits scheme made the process easy for them and hence they took up the scheme.

The environmental impact of scrapping the old car appealed to seven participants.

The financial incentive of scrapping their old car was a big motivating factor for six participants. Two participants said when adding up the costs for maintenance and upkeep, the financial incentive looked like better value for money. One participant said that without the Scheme, they would have kept the car for as long as it kept passing its MOT.

3.3.1.2 Impact of COVID-19 on travel behaviour

Overall, participants felt the impacts of COVID-19 on their travel behaviour was limited. All participants stated that they rarely used public transport before COVID-19. Three of them occasionally made long journeys and were open to taking the train when they can travel to other cities again.

3.3.1.3 Challenges faced when trying alternative modes

A common challenge mentioned by five participants was that there were no direct bus routes to their destination points. Four of them expressed wanting to try using the Mobility Credits on the bus instead of a taxi or Uber. However, poor connections between public transport modes made using the bus or rail difficult for them, which led them to use their Mobility Credits on taxi or Uber instead.

Another common reason for dissatisfaction, expressed by three participants, was that they would "want to be able to buy a bike rather than rent". They wanted to use the credits to be able to purchase a car, EV, bike, or e-bike. This was mentioned by the same individuals who had replaced their car journeys by taxis and/or Uber rides.[11]

[11] These interviews were conducted before the recent changes to the scheme that allows participants to use up to half of their credits on up to two new bikes or eBikes, plus cycle accessories.

Two participants expressed concern about not being able to use up all the Credits in the given timeframe due to reduced travelling needs and restrictions affected by COVID-19. One of them had delayed their decision to join the scheme for this reason.

One person said it would be beneficial if there were more car hiring services that accepted Mobility Credits as payment. Another said greater availability of the Enterprise Car Club cars would motivate more people to give up their cars.

3.3.2 Wave 2 only

The interview findings reported below are only reflective of those involved in the second wave of 'Registration' interviews that were conducted in September 2021. Those who had completed the interviews in April 2021 had limited time to experience using the transport services available on the scheme hence the questions regarding change in behaviour and services used were not relevant at that stage.

3.3.2.1 Changes in travel behaviour since taking up the scheme

About half of the participants were willing to try alternative travel routes and transport services such as walking to the bus stop to take a bus using the Mobility Credits. Three participants did not use any other travel mode aside from the taxi. Two participants said they never tried to use alternative transport modes.

3.3.2.2 Services Mobility Credits are used on

The participants were asked which services they were using their Mobility Credits on. However, there were some services that participants were not interested in spending their credits on. The reasons for not using certain transport services are summarised in Table 6 with quotes.

Table 6: Reasons for not using Mobility Credits on respective transport services

Transport Services	Quotes	No. responses
Bus	"Able to buy only 1 ticket with the card on the bus: travels with family" (Male, 45-54) "No useful bus near me" (Male, 35-44) "Can't carry all shopping bags" (Male, 35-44)	3
Taxi/Uber	"Not practical to get taxis – can't bring a small child on the taxi without a child seat" (Male, 35-44)	1
Rail	"Not needed to use it so far" (Female, 75+)	3
Bike hire	"Have not seen much near me" (Male, 35-44)	2
Car hire	"Not needed to use it so far" (Male, 45-54) "Nothing nearby so didn't seem worth it" (Male, 35-44)	0
E-scooter	None of the participants considered using e-scooters "Would feel too unconfident to use bikes or e-scooter" (Male, 35-44)	0

These quotes show that the reasons for not using a transport service were either due to practicality and journey purpose, or the service not being available near where the participant lives or their destination. This may affect the usefulness and appeal of the scheme to potential participants, depending on how many local transport services they can feasibly use.

3.3.2.3 Benefits and disbenefits of the scheme

Participants' perceived benefits and disbenefits of having the Scheme are summarised in Table 7 and Table 8, respectively.

These responses shows that the benefits perceived were also in line with the benefits that the scheme champions. While it is a small sample, it is suggestive that participants are considering the environmental and cost benefits of using alternative transport modes.

While some participants appreciated the opportunity of trying alternative modes, others felt that they lost a degree of freedom and flexibility in making certain trips. Additionally, poor connectivity of public transport in some areas meant that while participants recognised the benefits of using alternative transport modes, they were not able to fully utilise their Mobility Credits to try these options.

Table 7 : Perceived benefits of joining the scheme ('Registration' wave)

Benefits	Quotes	No. responses
Environmental	"Getting a diesel car off the road" (Female, 75+) "My car was quite old so getting rid of it was less polluting" (Male, 45-54) "There is a benefit helping to remove a polluting a car off the road" (Male, 35-44)	4
Opportunity	"Helped me realise how good the public transport is here in Coventry" (Female, 17-24) "Not bound to my car; brings the freedom to travel and get around" (Male, 35-44)	4
Costs	"There is less maintenance cost" (Male, 45-54) "Savings on not having a car – diesel, parking, cleaning" (Male, 75+)	3
Value for money	"Main benefit is I got £3K for a car which would've been worth £1K" (Male, 35-44)	2

Table 8: Perceived disbenefits of joining the scheme ('Registration' wave)

Disbenefits	Quotes	No. responses
Loss of freedom and flexibility	"With PT use, you need to plan in advance for how you want to make the journey. With a car, you can just head out when you want/need" (Male, 45-54) "Love having a car, had freedom allowed him to get to places. The lack of connected PT routes makes it more difficult" (Male, 35-44)	3
Poor connectivity	"Not a very well-connected network – that makes going to certain places not easy. (Female, 35-44)	3

> "Poor connection between two mode types (trains and buses specifically)" (Male, 35-44)

3.3.2.4 Perceptions of owning a private car

We asked participants what their thoughts were on having a private car and if their views had changed since they signed-up to the scheme. There were mixed responses, with no common theme emerging. While one participant did not feel the need to own a private car anymore, another said they might just get another car after their Mobility Credits run out. Participants who had tried public transport as alternative options were also the participants who had a change in perceptions of owning a car. Due to the small sample size, this finding cannot be generalised to all trial participants. Although some participants were undecided about getting another car after their Mobility Credits finished, they were positive about having the opportunity to try alternative modes and willing to keep trying them until they use up their credits.

Some of the interviewed participants felt that they lived in poorly connected areas and were less likely to make trips using public transport. They often held the view that having a private car is more convenient.

3.3.3 Summary of Registration interviews

The aim of the interviews was to understand the initial experiences of using the Mobility Credits scheme and to capture changes in behaviour and motivating factors in these changes relating to use of alternative transport modes. It was also to understand what effect (if any) the Scheme has had on perceptions of owning a car. While the below presents a summary of the findings from this interview, the results should be interpreted with caution due to the small sample size.

- Overall, participants had positive remarks about their experience joining the scheme and using the Mobility Credits.
- There was an increase in walking and bus taking behaviour reported by most of the participants. The most common transport services used were taxis/Ubers, and buses; and bike hires and rail were used less frequently. E-scooters have not been used as an alternative transport service by those in the sample.
- Participants expressed interest in trying to use more public transport. The majority of them were happy to have the opportunity to try alternative transport services.
- The options available to participants, in terms of bus routes and connections, could be a potential factor limiting the uptake of buses as an alternative travel mode. This was a common response by both those who made more journeys by buses and those who replaced their car journeys with taxis/Ubers. However, the small sample size limits our ability to draw firm conclusions.
- The process of joining, understanding, and participating in the scheme was commonly described as "smooth" and "straightforward".

- Generally, participants were satisfied with transport services available on the scheme, but some would like to see more (e.g., Ola; being able to use credits to purchase rather than rent electric vehicles or e-bikes)

3.4 During – Survey and transaction data

This section presents the findings from the 'During' data collection. The aim of this analysis was to understand:

1. The types of journeys participants have been making during their involvement in the scheme and whether there has been any change when compared with the 'Registration' survey data.
2. Effectiveness of the scheme and whether it suits people's lifestyles.

The 'During' data collection was the second time point in the scheme evaluation. A survey was distributed to all participants who had completed the 'Registration' survey by November 2021 and a sub-sample of participants were also invited to interview. The data set was used to compare with the 'Registration' and 'Exit' data, to understand any changes that have happened because of participants' continued involvement in the scheme.

Transaction data was shared with TRL which provided objective information on how all participants in the scheme were spending their Mobility Credits. The analysis of this data is presented first in this section of findings, before the findings of the self-reported survey data and interview findings.

3.4.1 Transaction data - Use of Mobility credits

This section presents findings from the full sample of participants of the Mobility Credits Scheme. There were 98 participants of the scheme, including five that did not take part in the Registration or other surveys. Transaction data for the participants involved in the Mobility Credits scheme were analysed to understand the types of journeys participants were making. The types of transactions participants were making at the point of the 'During' survey is summarised in Table 9. This dataset only includes the transactions made by participants and was provided in June 2022. One participant had not received their Credits by this time point, as their car was collected in July 2022, and eight participants did not use any of their credits at the time the supplier dataset was provided. Therefore, the dataset comprises a sample of 89 participants.

The table contains the number of participants that used each mode of transport, the total amount of Mobility Credits spent on each mode of transport and the average amount of credits spent on each mode of transport per participant.

Table 9: Mode(s) of transport being used as part of the scheme, at the end of the 'During' survey

Transport mode	Number of participants using this mode	Number of credits spent	Average credits spent per participant	Proportion of participants using this mode	Proportion of total credits spent on this mode
Trains	61	£28,270.39	£463.45	69%	15%
Uber	54	£56,096.46	£1,038.82	61%	29%
Other taxi	56	£63,477.47	£1,133.53	63%	33%
Bus	45	£18,582.23	£412.94	51%	10%
Ola	14	£7,177.7	£512.69	16%	4%
Enterprise car club - hire	13	£13,269.13	£1,020.70	15%	7%
Other car hire	7	£7,162.64	£1,023.23	8%	4%
Cycle hire	6	£45.45	£7.58	7%	<0.1%
Total	**89**	**£194,081.47**	**£2,000.84**		

Trains, taxis and other private hire and buses were the transport being used by the highest proportion of participants as part of the scheme; these modes were all used by over 50% of the participants. On the other hand, modes like cycle hire, car clubs and car hire were used by smaller proportions of the sample. However, despite cycle hire being an unpopular mode of transport, a total of 23 participants in the sample had requested cycling vouchers worth an average of £960. The range of values of the vouchers was £380-£1599.

The following findings in this section are from the self-reported 'During' survey that participants completed as part of their participation in the research activities of the evaluation.

3.4.2 Survey - Data cleaning

A total of 51 participants completed the 'During' survey, with 44 valid responses as the final sample. It is often the case in longitudinal research that the sample size for a follow up survey is lower, due to survey fatigue or lack of interest in research. The engagement in the 'Registration' survey was likely to be higher as participants had to complete it to be involved in the scheme. There was a prize draw to incentivise engagement in the 'During' survey but without a guaranteed financial incentive which could explain why the response rate was lower.

It must be noted that due to the small sample size, no statistical analysis could be conducted on these data. As such, the findings from this survey should be treated as indicative only. This limitation is discussed in more detail in section 5.

3.4.3 Survey - Sample characteristics

Table 10 presents the age and gender distribution of the participants who completed the 'During' Wave 1 survey.

Table 10: Age and gender distribution of 'During' survey sample

Age	Male	Female	Prefer not to say	Total
17-34	1	1	0	2
35-64	13	12	1	26
Over 65	11	5	0	16
Total	25	18	1	44

The majority of the respondents were over 35 years of age and only one respondent was under 35 years of age. Of the 44 participants, eighteen were female and twenty-five were male (1 preferred not to say).

Compared to the 'Registration' sample (Table 3), the 'During' sample had a slightly higher proportion of females (40% compared to 37%) and over 35-year-olds.

Roughly 36 of the 44 participants (82%) were either White British or Asian/Asian British. This aligns with the 79% majority in the 'Registration' survey (Figure 3).

3.4.4 Survey - Travel behaviour

Participants were asked which forms of transport they used their Mobility Credits on. The responses are shown in Figure 15. Participants were allowed to select multiple options.

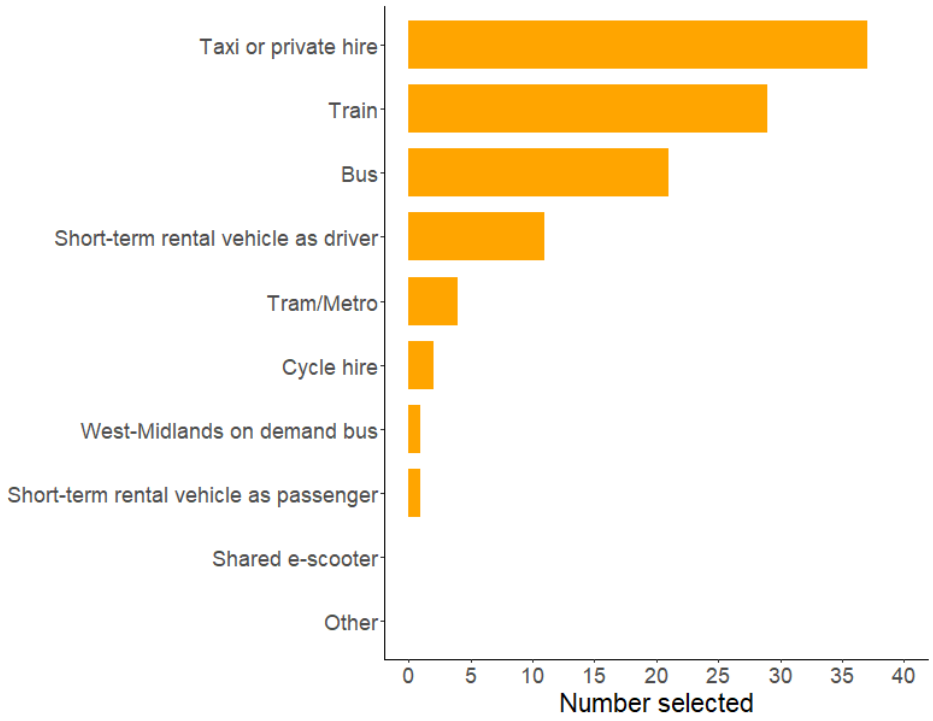


Figure 15: "Which forms of transport services have you used the Mobility Credits to access?"

According to the survey data, taxi or private hire vehicles were used by the highest proportion of participants, with 37 out of 44 participants selecting this option. This was followed by train (29 participants) and bus (21 participants). Shared e-scooter was not selected by any of the participants. Comparing this self-report data with the transaction data (section 3.4.1) – which is based on a larger sample of 89 participants - shows a similar result with trains, Uber and other taxis, and buses being used at least once by the highest proportion of participants.

Participants were asked if there were any forms of transport, they avoided using their Mobility Credits on - see Figure 16.

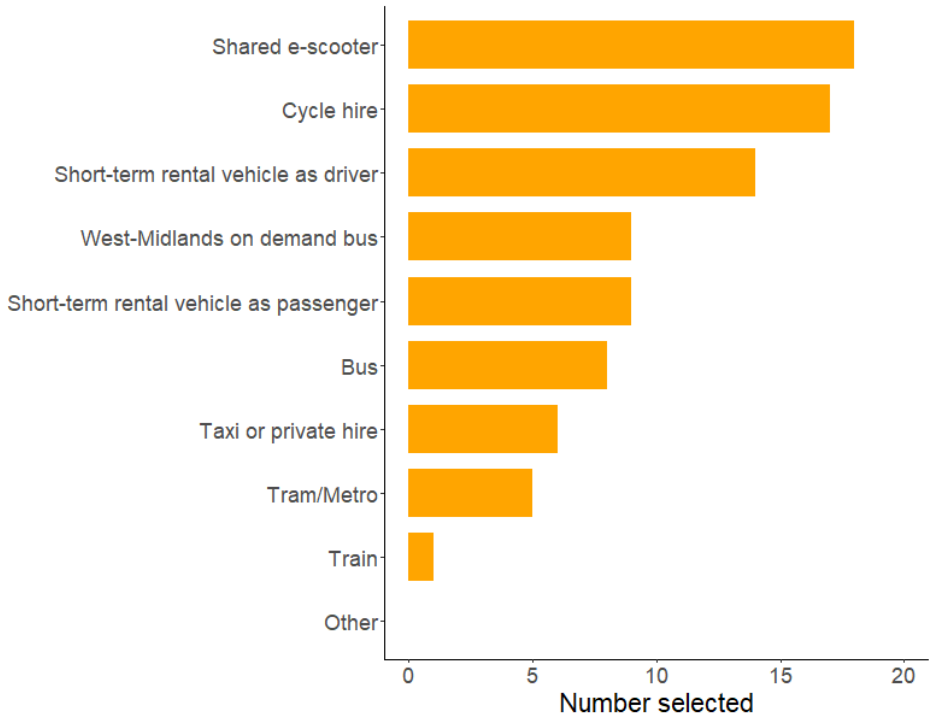


Figure 16: "Are there any forms of transport services that you currently avoid using Mobility Credits on?"

Shared e-scooter was avoided by 18 of the 44 participants and 17 participants avoided cycle hire. This was followed by short-term rental vehicles and on-demand bus reportedly avoided by 14 and nine participants respectively.

Collectively, Figure 15 and Figure 16 suggest that the sample of participants in the 'During' survey have mainly replaced their scrapped car trips with taxi or private hire vehicles. This is closely followed by public transport such as trains and bus. There appears to be little uptake of active/semi-active modes like shared cycling and e-scooters within the sample. Cited reasons for avoiding these modes included participants not feeling safe when using e-scooters, being 'too old' for these modes, and not having the need to use these modes yet. One participant raised a few specific concerns:

> *"E-scooters seem hazardous, i.e., lack of safety, particularly on roads and limitations for where they can be used. Cycle hire is limited to use in only the city centre and a small perimeter around that area. Limited suitable safe cycle, e-scooter routes across the city, appears they are concentrated in certain more affluent areas, i.e., Warwick University, South Coventry."*

Participants were asked about what mode of transport they use in a typical week for their commute. Figure 17 shows their responses.

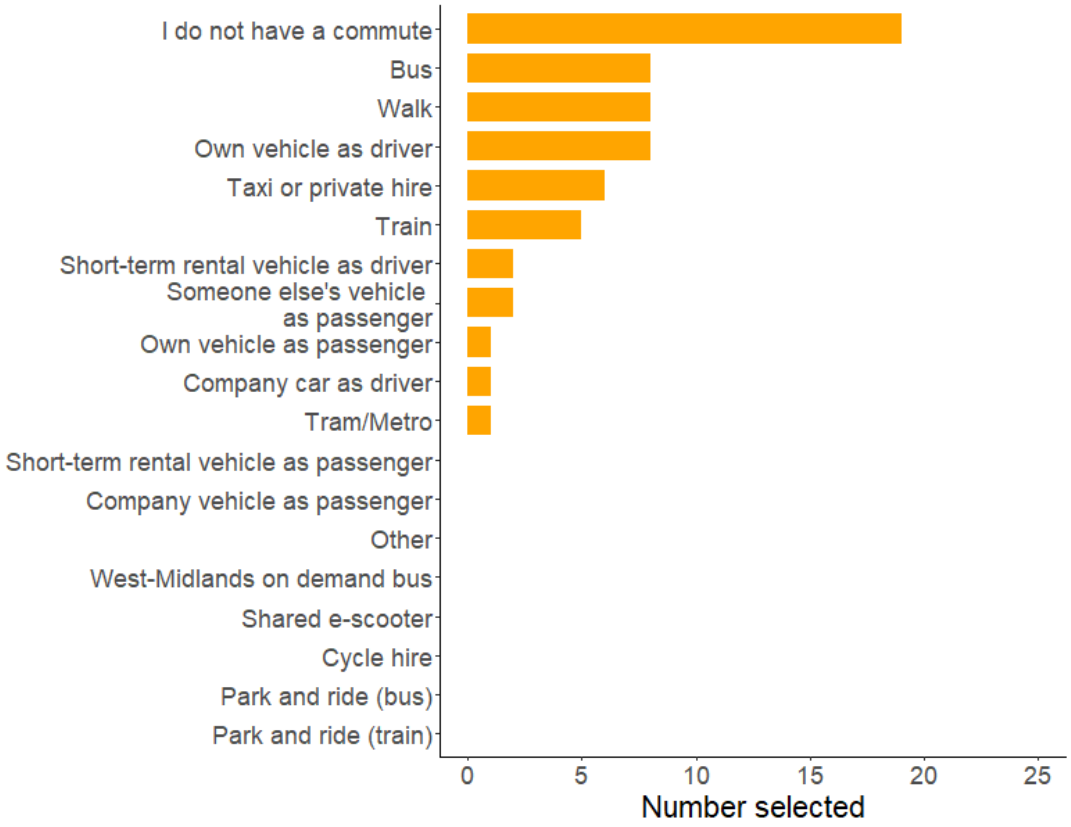


Figure 17:" For your commute to/from your usual place of work or study, what mode(s) of transport do you use in a typical week?"

Nineteen of 44 participants reported that they did not have a commute to a place or work or study in a typical week. Driving their own vehicle, buses and walking were the next most popular forms of transport used for commuting, with 8 participants each. Numerous modes were not used for commuting by any participants, however the modes not used by participants align with the services avoided as seen in Figure 16.

Participants were asked about their level of awareness of the modes of transport that were being offered as part of the scheme. Figure 18 shows their responses.

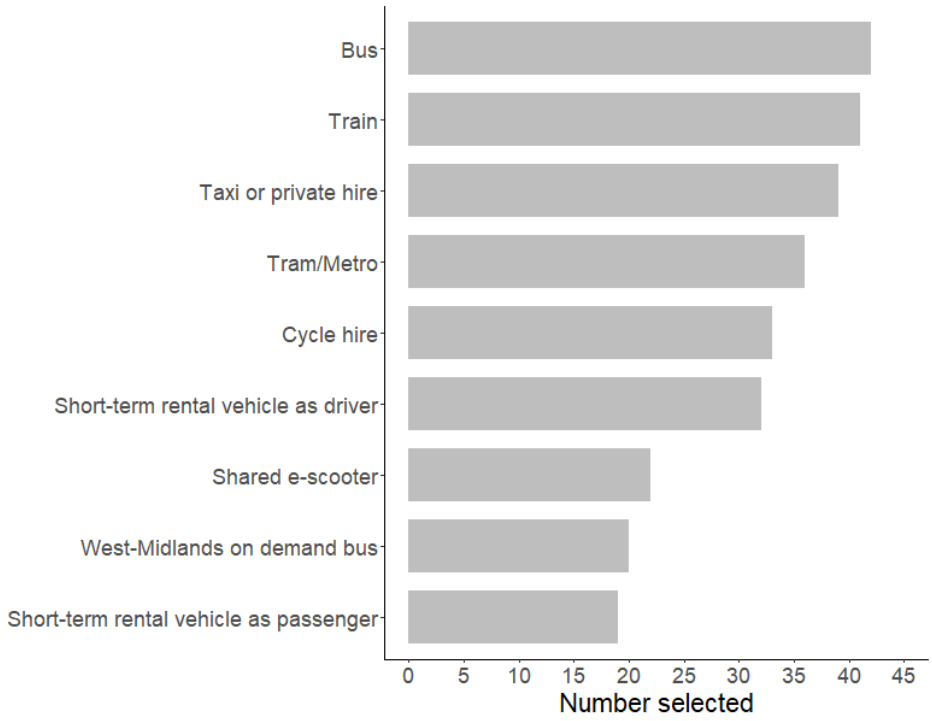


Figure 18: Awareness of modes of transport that could be used through the scheme

Over 40% of the sample was aware of all the transport services being offered as part of the scheme. This suggests that a large proportion (60%) of the sample were unaware of some of the offered transport services, such as the shared e-scooters, West Midlands on-demand bus and renting a short-term vehicle where they are not driving. This implies that any future communications about the scheme should give more information about which transport services can be paid for using Mobility Credits, to increase the awareness of available options.

Participants were asked how easy or difficult they found it using each mode of transport the results of which are shown in Figure 19.

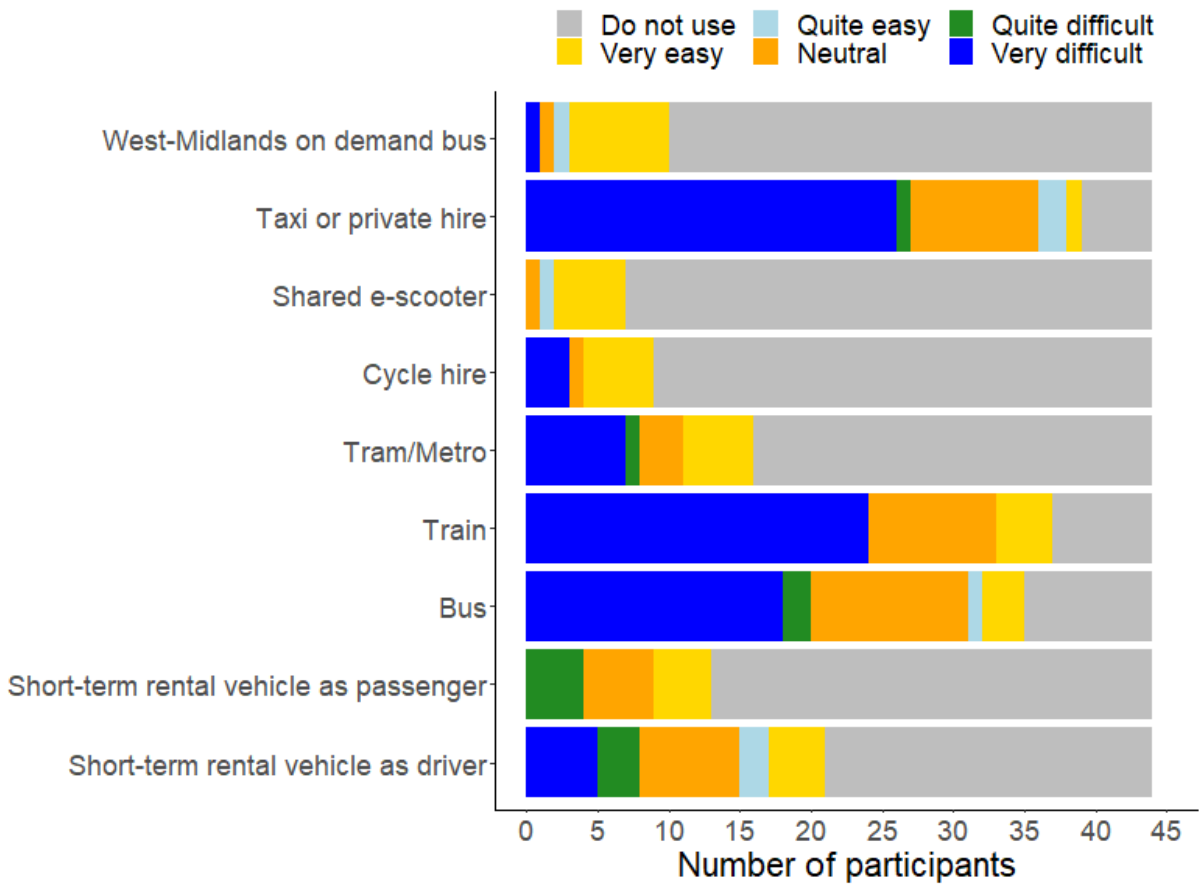


Figure 19: Ease of using each mode of transport

Over half of the sample found taxis and trains easy to use. However, most of the modes weren't used enough for participants to make a judgement on ease of use, as confirmed in the earlier findings.

Participants were asked if they had used their Mobility Credits to pay for journeys of other members of their household. About 59% (26 participants) stated that they had done so – see Figure 20.

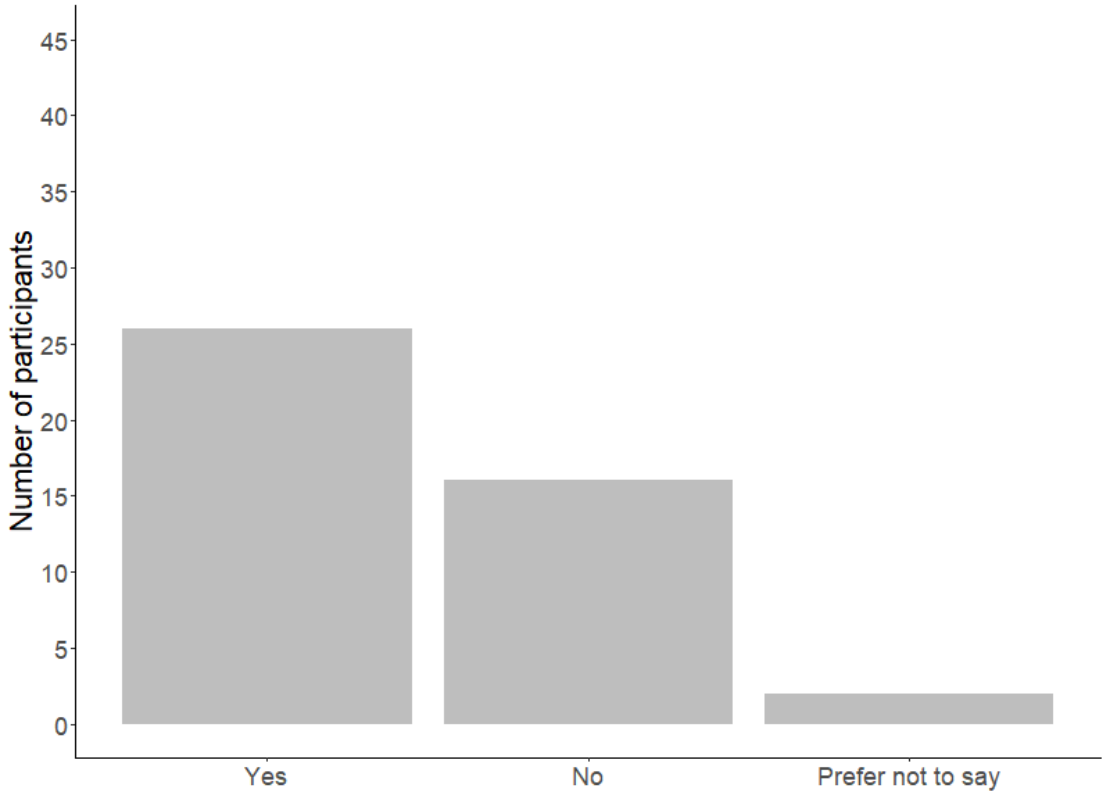


Figure 20: "Have you used your Mobility Credits to pay for journeys of other members of your household?"

When asked to elaborate, these participants said they used it for train and bus journeys with their partners or other family members or used it to book taxi or Uber rides for other members of their family. Three participants said that they found it difficult to pay for Ubers using Mobility Credits as Uber only allows one card to be registered per account, and a normal debit card was usually already registered. Five others indicated taxi drivers were often reluctant to take any type of card payment.

3.4.5 Survey - Vehicle ownership

Participants were asked if they had purchased a new private car since starting the scheme. This is shown in Figure 21. Six participants reported that they had purchased or leased a private car since starting the scheme. Three participants acquired a petrol car, one acquired a diesel, one acquired a hybrid electric vehicle (HEV), and one acquired a battery electric vehicle (BEV). The main reasons were buying/leasing for family members who had mobility issues, going on holiday, and the fact they felt having their own vehicle was cheaper than using a car club for journeys.

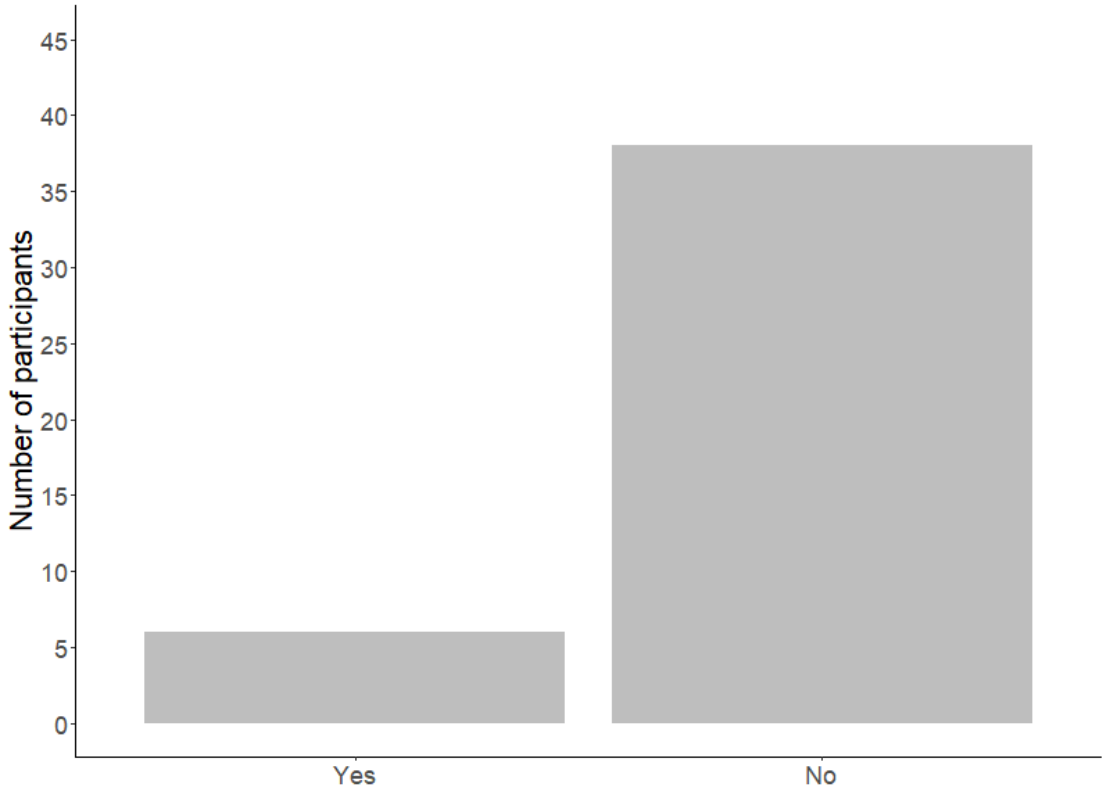


Figure 21: "Have you purchased or leased a new private car since starting the scheme?"

Of the other 38 participants in the sample, 17 indicated that they would consider buying or leasing another private car in the future. This is illustrated in Figure 24.

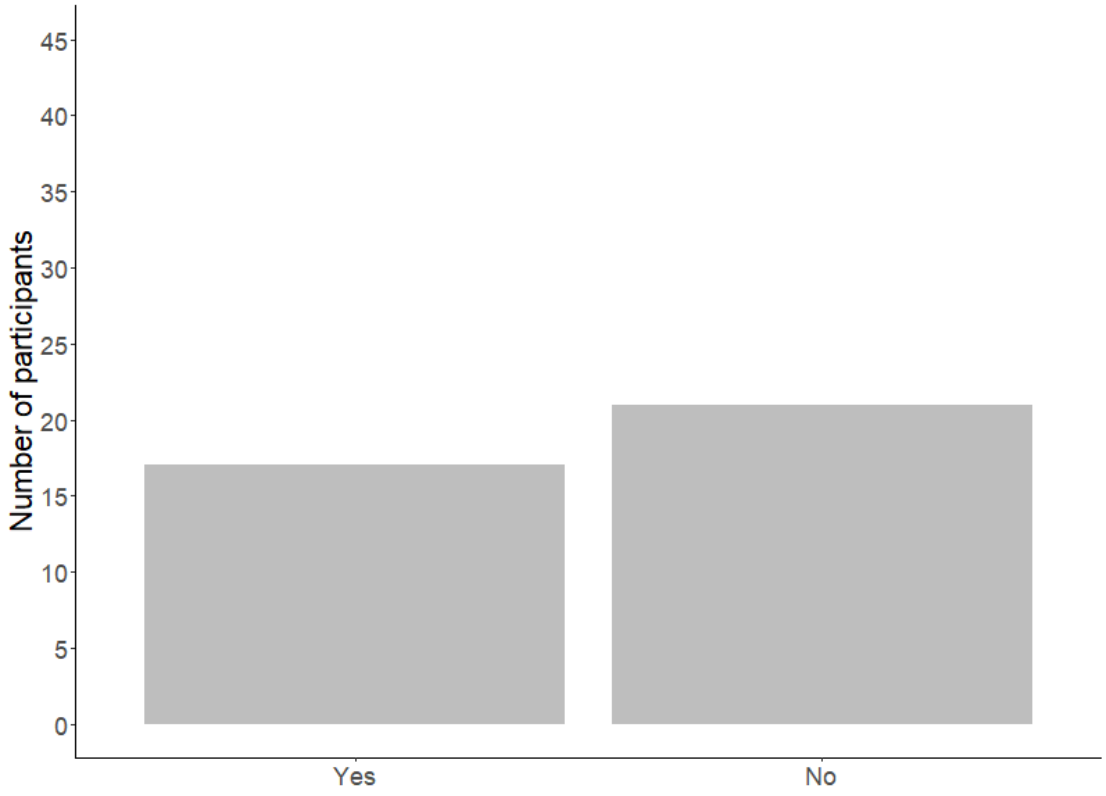


Figure 22: "Would you consider buying or leasing another private car in the near future?"

At the time of completing the survey, five participants had used their Mobility Credits to purchase an e-bike or cycling accessories, 20 participants indicated they were considering purchasing an e-bike or cycling accessories in the future.

3.4.6 *Survey - Perceptions of the scheme*

Participants were asked about their level of satisfaction with the scheme. This is shown in Figure 23.

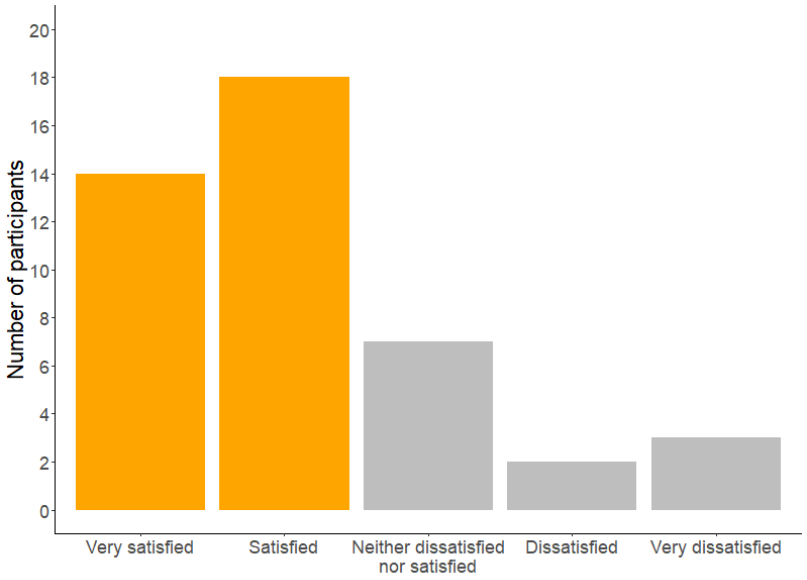


Figure 23: Level of satisfaction with the scheme

Of the 44 participants who completed the 'During' survey, 32 were either very satisfied or satisfied with the scheme and only five participants were dissatisfied or very dissatisfied. When asked to explain the reason for the answer, participants said it allowed them to get rid of their vehicles without much hassle, and they were able to use the scheme when needed. Example quotes as follows:

> "*The scheme is something that I would not have known about if it had not been for the great work that Coventry City Council and West Midlands Transport do to improve our city and it's transport network and promote a cleaner environment for the community.*" (Female 35-44)
>
> *"I feel lucky to take part in the scheme and save money, but it takes some adjusting to not having the convenience of a car. It's mostly been a positive experience and it's good to be greener"* (Female 45-54)
>
> *"Bus and train access is limited and the time frame I have to use the money on the account means I'm going to lose out"* (Male 35-44)
>
> *"The facility to use taxis, including Uber, has removed anxiety such as worry about access, parking and accessibility."* (Female 75+)

Figure 24 shows the extent to which the scheme met participants' expectations.

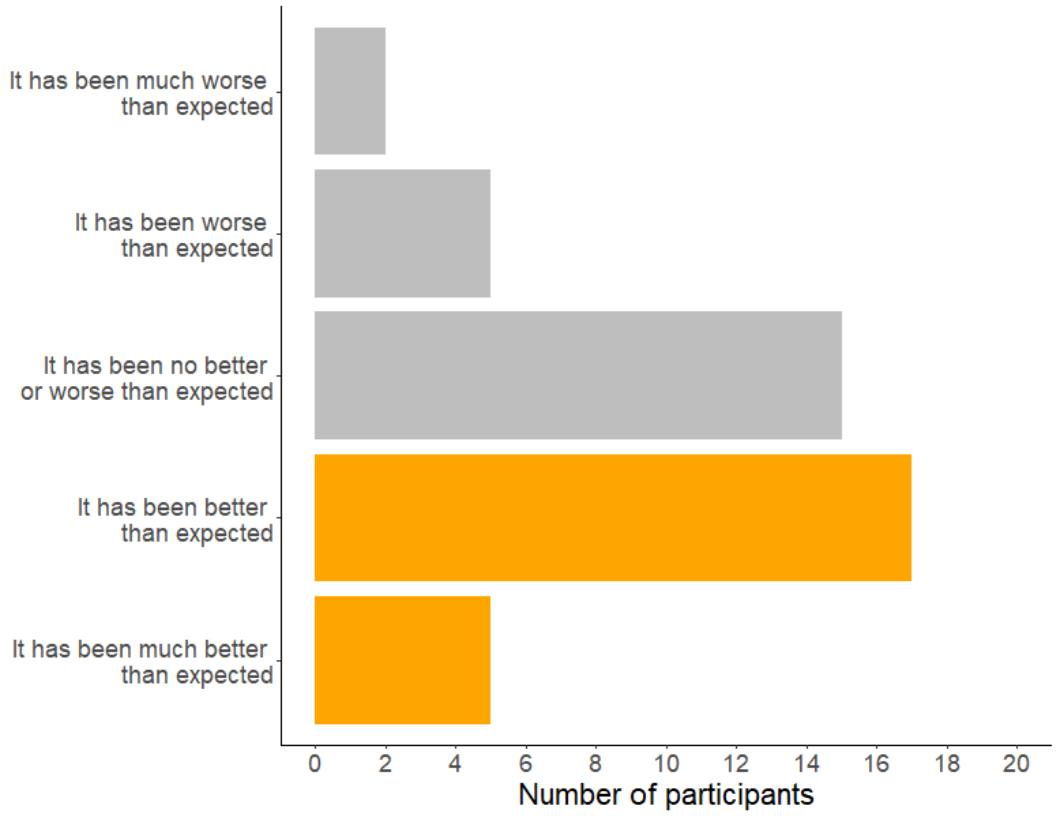


Figure 24: Level of expectation from the scheme

Twenty-two of the 44 participants said that the scheme has been either 'better' or 'much better' than expected, and 15 said it has been 'no better or worse than expected'. When asked for a reason for their response, common themes were that it gave participants freedom to travel, made journeys stress free, or enabled them to save money using different modes of transport.

> "*I have saved a lot of money using the different modes of transport. Before the scheme, the reason I was reluctant to use taxis and trains was the cost. Now that I have my Yordex card, I have the option of using public transport or cycling if I need to without worrying about the cost. It is also helpful that family members can be included.*" (Female 35-44)
>
> *"I thought it would be so painful to do anything via this scheme, but it's actually surprisingly easy with Yordex card."* (Male 25-34)
>
> *"Managing to get about. Have to think more about my journey."* (Male 65-74)

Next, participants were asked how easy or difficult they find it using their Mobility Credits Yordex card to pay for transport.

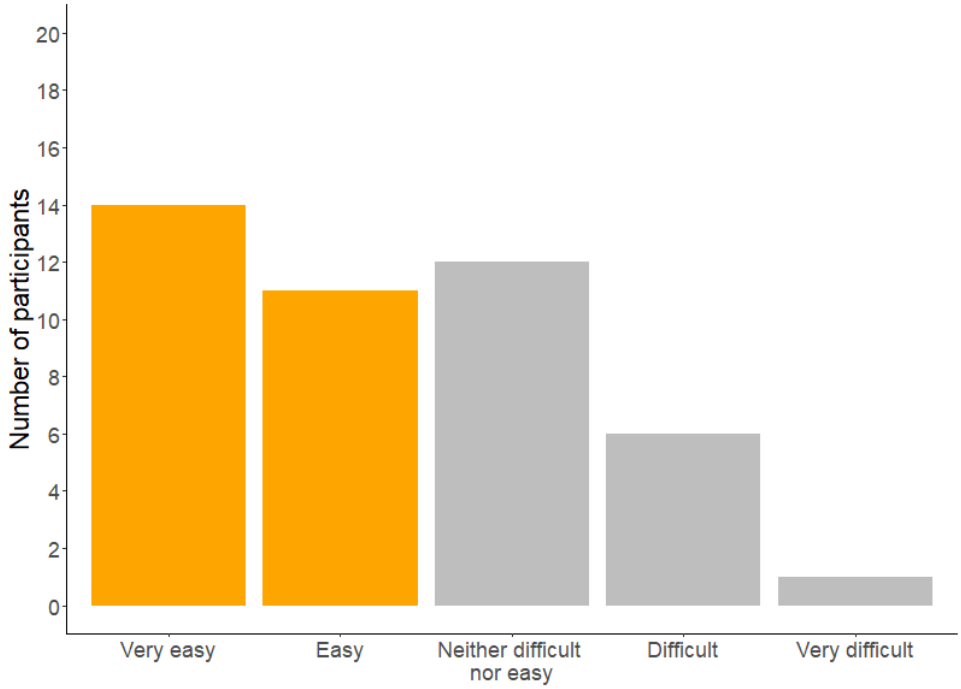


Figure 25: Level of ease/difficulty paying for transport using the Yordex Mobility Credits card

Twenty-five participants found it either very easy or easy to pay using the Yordex card and seven indicated that they found it difficult or very difficult. This is shown in Figure 25.

Figure 26 shows the proportion of participants' journeys paid for using Mobility Credits.

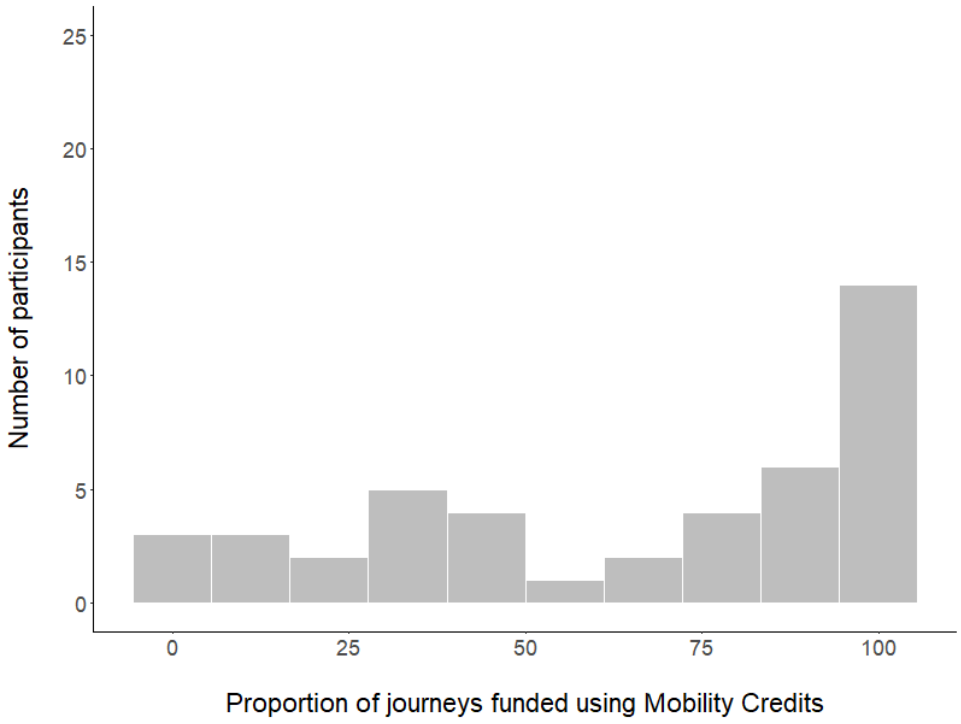


Figure 26: Usage of Mobility Credits to fund overall travel needs

Nine out of 44 participants indicated that they use the credits to fund *all* their journeys. On average, 65% of participants' journeys were funded by the scheme. This suggests that overall, the sample of participants were frequently using their Mobility Credits. One participant reported not using their credits at all and only eight participants reported using the credits to fund 25% or less of their journeys.

Next, participants were asked to what extent were the transport modes that could be used with Mobility Credits convenient for their travel needs. Responses are shown in Figure 27.

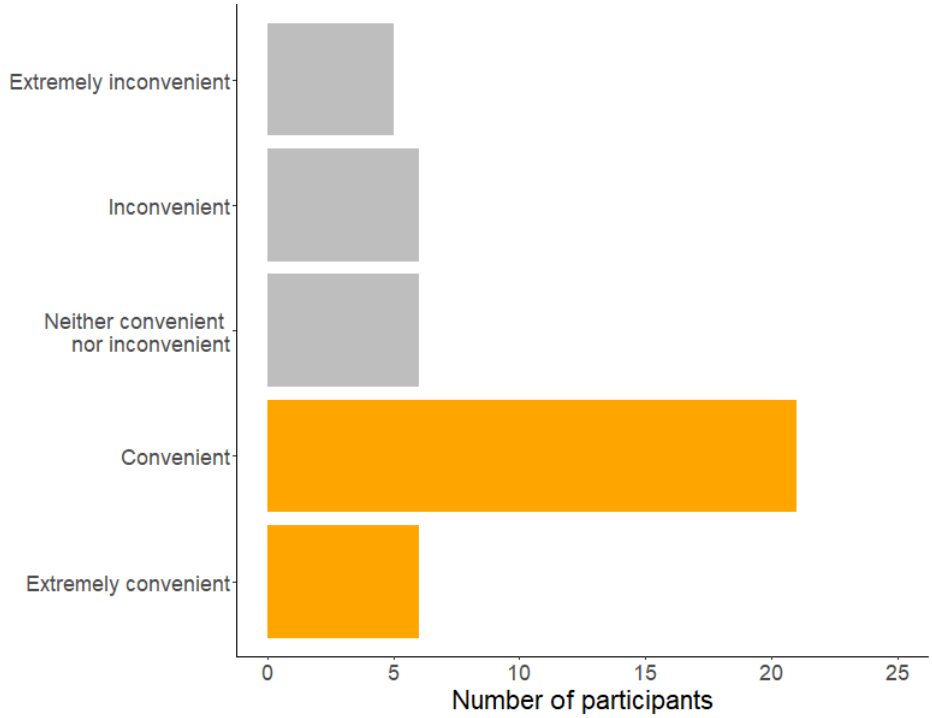


Figure 27: Convenience for travel needs

Over half (27 participants) said that the transport modes provided were either convenient or extremely convenient. Eleven found it inconvenient or extremely inconvenient and six gave a neutral response. Some example reasons are illustrated in the below quotes:

> "*I used buses and taxis quite a lot during the winter of 2021. I often forgot my Yordex card, so I paid using my own cash. I wanted to wait until the summer of 2022 so that I can use my Yordex card to use different modes of transport to go on days out etc.*" (Female 35-44)
>
> *"There are no rental cars/car clubs within easy walking distance of me, and no buses that go where I would want them to go available near my house."* (Male 35-44)
>
> *"They work basically everywhere so even if I'm visiting family, I can use them"* (Female 17-24)
>
> *"Would like to have been able to hire / buy a mobility scooter"* (Female 75+)

Of the 44 participants in the sample, nine reported having problems with redeeming their Mobility Credits. The main reasons for this were Yordex card payments being declined or taxi drivers not accepting the Yordex card and insisting on cash instead.

About 61% (27 of the 44 participants) said they were able to access help when needed, one participant reported they were not able to access help when needed and the remaining 16 indicated that they didn't attempt to access help.

Participants were asked if they would recommend the Mobility Credits scheme to other people, this is shown in Figure 28 almost all participants (41 participants) said yes, suggesting a positive experience. Features of the scheme that were particularly liked included the promotion of greener travel and benefits to the environment, flexibility to use different modes of travel, the financial reward for giving up their car was greater than the value of the car, ease of use, and the range of travel options available (including taxis and Uber). Three participants said they wouldn't recommend the scheme to others. One participant said they found the bus and train access to be limited and the timeframe associated with using all the credits was also perceived as limiting. The remaining two participants said they thought the scheme was not good for families as travel requirements are different for everyone.

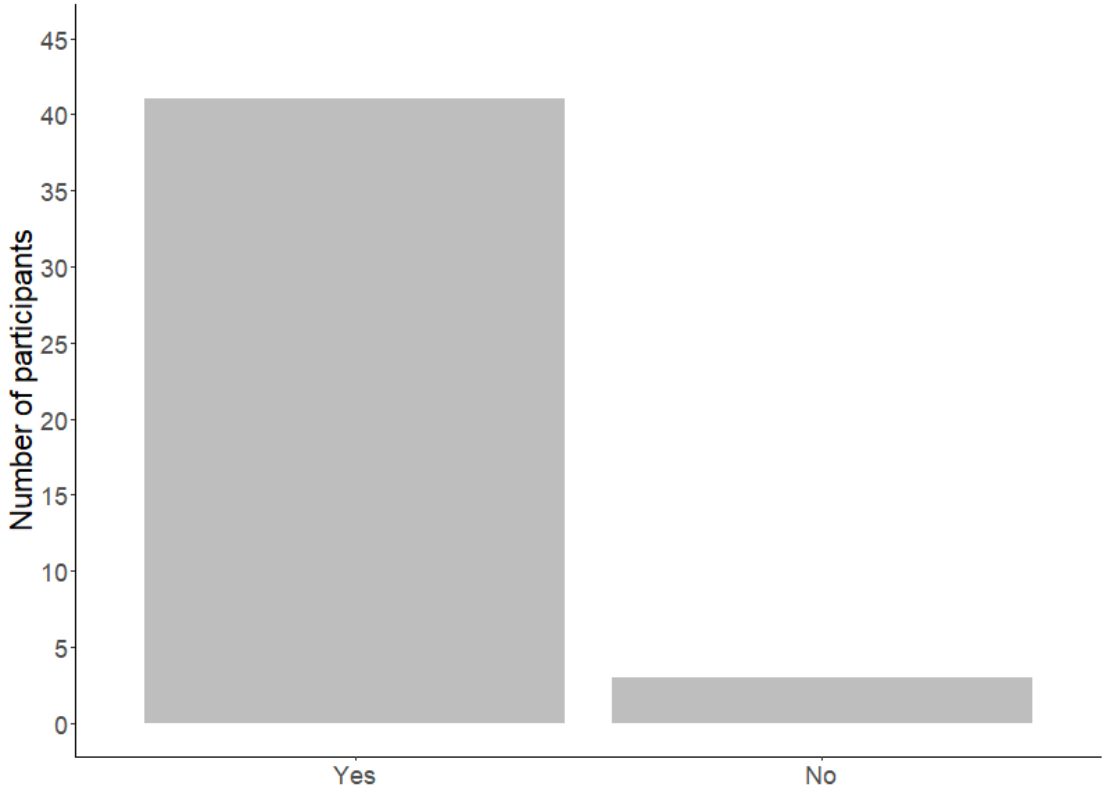


Figure 28: "Would you recommend the Mobility Credits scheme to other people?"

Participants were asked about the perceived benefits of the scheme and whether the Scheme could have an influence on people in the Coventry area to use transport services, as seen in Figure 29 84% (or 37 participants) stated that they felt the scheme can have a positive influence on people using public transport services rather than a private vehicle. The reasons for this included flexibility, ease of use, improved awareness of other modes of transport, and reduced costs associated with car ownership. However, some people caveated this benefit by saying that taking part in the scheme was only possible because they still had another car in their household, and that it would be much harder to get around with no cars. One participant

said that it depended on people's jobs and individual circumstances, and another participant said waiting times associated with public transport might put people off.

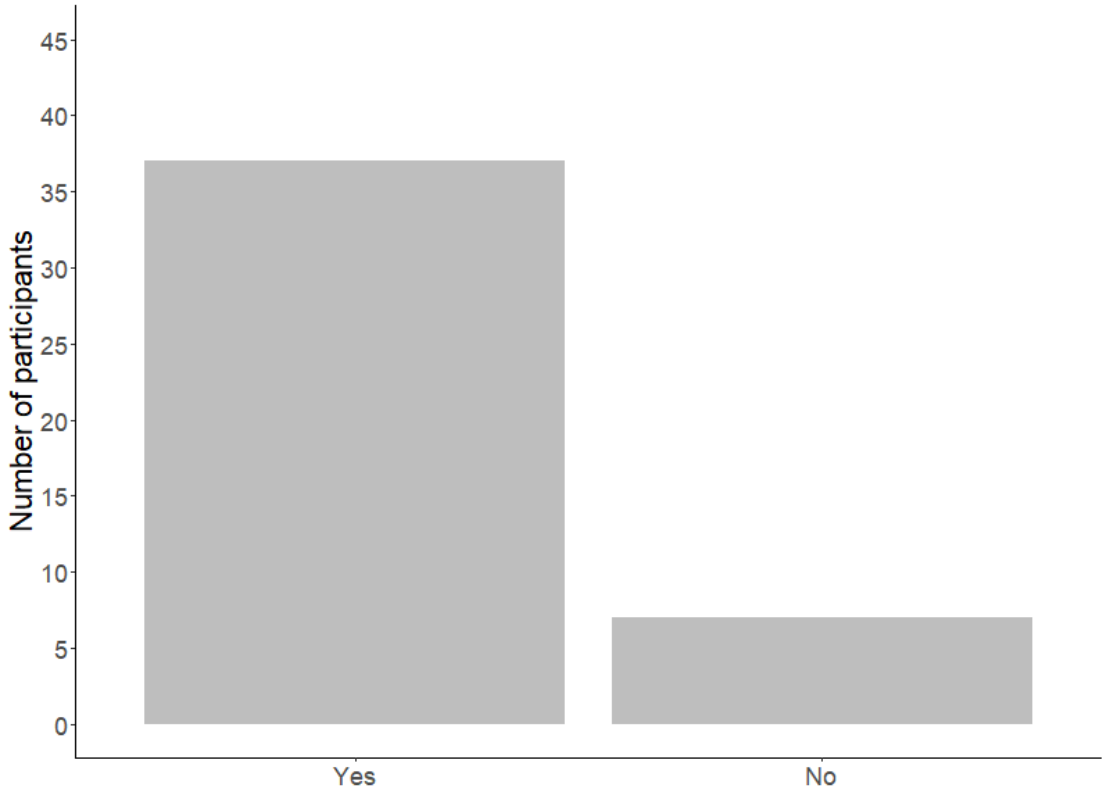


Figure 29: "Do you think the scheme can influence people to use transport services, rather than a private vehicle, in the Coventry area?"

Participants were asked if they thought the scheme could be successful in other areas. This is shown in Figure 30. Of the 44 participants, 30 (68%) thought that the scheme would work well in major cities. Reasons for their responses mainly revolved around factors like better access and higher frequency of public transport in cities compared to rural areas or smaller towns. Participants thought that rural areas or smaller towns did not have good public transport services (especially trains and buses) and as such it was perceived that Mobility Credits schemes may not work as well in these areas. It is interesting to note that participants mainly referred to the use of a vehicle when describing their involvement in the scheme, rather than active travel modes. This is supported by the evidence that bus, train, and private taxi being are the most common forms of services used for journeys.

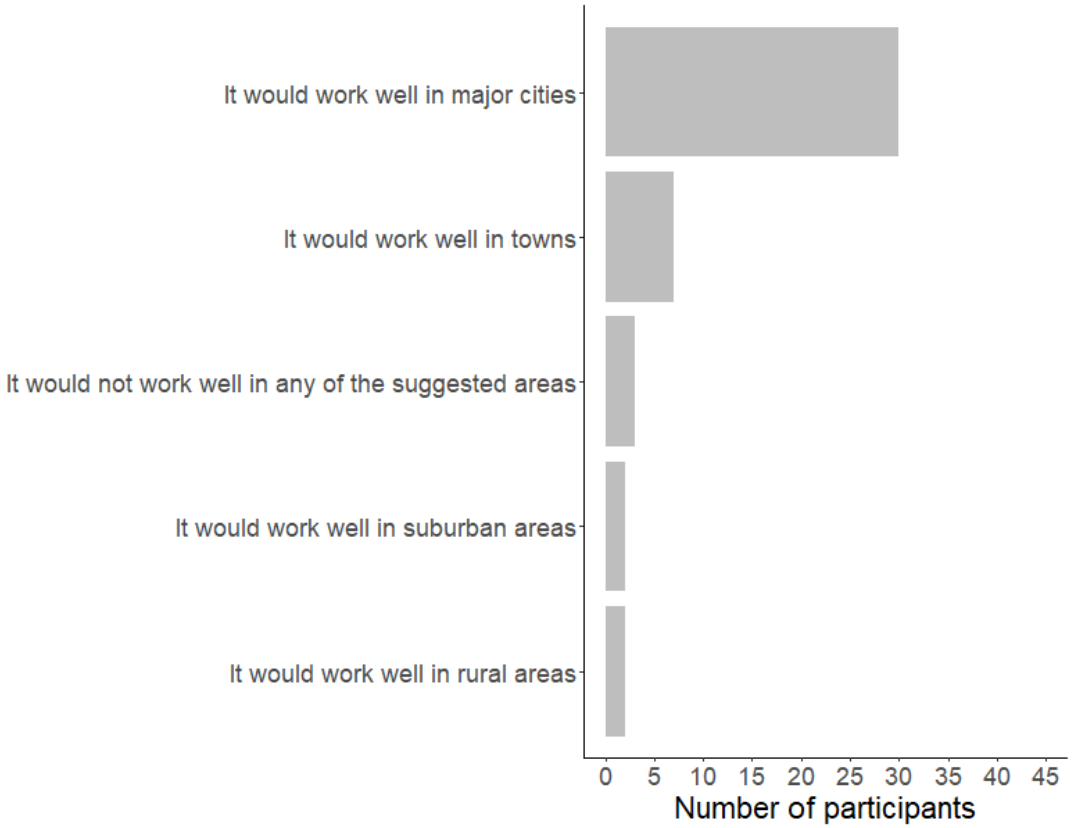


Figure 30: Do you think the scheme could be successful in other areas?

In general, participants had a very positive perception of the scheme. They said it was an interesting and innovative idea which was easy to use and encouraged greener travel. They felt it was a good incentive to get rid of older vehicles. However, limitations included the time to use the credits (participants had a two-year period to spend credits[12]), and the availability of transport services in the participants' local areas.

3.4.7 Survey - Impact of COVID-19

Finally, participants were asked if their experience of the scheme would have been different without the COVID-19 pandemic. Around half (23 participants) said yes, as they would have travelled via public transport more frequently had it not been for the pandemic. It was felt that the pandemic had generally reduced the frequency of trips and people said that they would have gone out more often had restrictions not been in place. Some claimed that they would have used their credits a lot sooner.

[12] Short-term extensions were granted in specific cases

3.5 During - Interviews

3.5.1 *Types of journeys*

Participation in the Mobility Credits scheme has resulted in some fundamental and significant changes to behaviour in terms of travelling planning, type of trips, mode choice, and shopping habits.

Six participants typically used their old car to commute to work before signing up to the Scheme. Four of them indicated they now work from home and occasionally need to go into their office. Participants reported that these occasional journeys have now been replaced with bus trips, train rides, taxis, or Ubers. One of the participants has been using their company carpool services since joining the scheme. Two participants live close to their office and have chosen to walk or cycle to work regularly since joining the scheme.

Two participants typically travelled between cities using their old car. One of them is a university student who occasionally travelled to their home cities during semester breaks, while another participant occasionally travelled to a neighbouring city to visit their family.

Four participants relied on their old car for shopping trips, grocery runs, trips to the city centre, or errands. Two of these participants have arranged delivery services for groceries since joining the scheme. One of them relies on public transport or taxis to make such trips. Another participant relies on the family car they continue to own since joining the scheme.

Four participants typically relied on their old car for travelling to family and friends' places, or other leisure activities. Two of them have entirely replaced these journeys with car hire services. If the car hire is unavailable for any reason, they do not make these trips. The remaining two rely on a mix of buses, taxis, and car hire to make these trips since joining the scheme.

3.5.2 *Changes in travel behaviour since taking up the scheme*

Participation in the Mobility Credits scheme has brought on some challenge to most of the participants, especially those who reported living away from the city centre. Changes in behaviour observed related to travel planning, number of journeys made, and mode choice.

Six participants felt that some journeys have become particularly difficult to make since joining the scheme. They said that some journeys were too time consuming as it required more than one change of modes to reach their destination and some prior planning.

Four of the participants mentioned holding off certain tasks as it did not feel worthwhile to spend time and money for a single task. Before joining the scheme, they would readily head out for a short drive to complete one task and return home. Now, since joining the scheme, they feel that it requires more planning to make a trip more worthwhile.

Two participants occasionally needed to travel to a remote site for work found it challenging to rely on public transport to make those journeys. They opted to use taxis, Ubers, or car hire services instead. They felt taxis and Ubers were expensive, and the car hire service was the most reliable alternative.

The two participants who did not find any challenges mentioned they lived in or near the city centre. This meant they could make a short walk to complete small tasks without needing much planning or relying on alternative transport services.

3.5.3 *Services Mobility Credits are used on*

Participation in the Mobility Credits scheme results in significant changes in the frequency of trips made using various transport modes. Overall, more participants reported making fewer journeys than before due to changes in lifestyle, challenges observed while planning to use an alternative transport mode, or shopping habits. More participants also reported making more journeys using active travel modes than before joining the scheme. Buses, trains, taxis, and Ubers were reported as the most common choice of transport mode. Overall, more journeys were made using these options than before joining the scheme. E-scooters, trams, and on-demand services were rarely considered, and saw no change in the frequency of trips made using those services. Participants rarely used this service before and since joining the scheme.

3.5.3.1 Overall

Since joining the scheme, six participants reported making fewer journeys than before, while one reported making more journeys than before. One participant felt that they were making about the same number of journeys as before. A common response by four of those making fewer journeys was that the need to plan their journeys in advance made them plan more purposeful trips. They described it as “inconvenient to head out for just one task” and “have some things pending” because they have not needed to in the general direction. Two respondents attributed the reasons for this change to a change in lifestyle and travel needs. One person relied on their old car for commuting only and now mostly working from home so generally make fewer journeys than before. Another person had a school-age child relying on the old car for their travel needs. The child is now in university and relatively more independent hence the participant makes fewer journeys driving the child. Among those who were making more journeys than before, one of them started university shortly before their involvement in the scheme. Living away from home and change in lifestyle was one of the main reasons for making more journeys than before.

3.5.3.2 Active Travel

Overall, all participants reported using more active travels modes than before their involvement on the scheme. Not having a car to readily fallback on for their journeys encouraged them to choose to walk for short distance journeys. Two participants were walking more than before while two were using bike hires to learn cycling or getting comfortable with riding on designated paths. The remaining four were actively choosing to walk or cycle to destination depending on the weather and distance.

Only three participants used the cycle hire services using the Mobility Credits. Of those who did not use this service, two of them had their own bikes they used, two of them were unconfident or felt unsafe to cycle, and one person said it “seemed like too much of a hassle to use”.

3.5.3.3 Public Transport

Six of the eight participants were using the public transport more than they did before joining the scheme. Two participants said they lived in a well-connected area so they could easily take the bus to get to their destination. One person was really happy to learn about using contactless payments on the buses; they felt this made them more inclined to use the buses. Others said they usually would have relied on the car before and having the credits to use motivated them to try the buses to get around. These participants also used the trains occasionally for long distance journeys or for getting to different cities. The remaining two participants did not report any changes in the frequency of journeys made using public transport – they did not use it before or after having the credits.

3.5.3.4 Car hire services

Three of the eight participants reported using car hiring service more than they did before joining the scheme. These participants regularly made long journeys for leisure or work respectively. Their respective locations were remotely located and would require a long journey by public transport or an expensive journey by taxi/uber, hence they chose to use a car hire services. The remaining five did not use it before or after having the credits. Two of them considered using it for holidays or longer journeys but have not needed to use it up till the point of the interview. Two of them did not consider using this service because they felt that the process seemed too complicated. One of them considered it but was ineligible to hire a car due to age requirements.

3.5.3.5 Taxis

Respondents used taxis and Ubers interchangeably to describe taxi services. Seven participants reported using taxis and/or Uber services more than they did before joining the scheme. A common reason for using this was convenience. They did not want to plan the journey or found that the journeys would take too much time. Three participants also said they would rely on taxis and/or Ubers for late night journeys; they would be tired and prefer to get home quicker. One participant never considered taking taxis/Ubers before or after joining the scheme.

3.5.3.6 E-scooters

None of the participants made any journeys using e-scooters. This had not changed from before joining the scheme. There was no common theme on why participants did not consider using e-scooters. Reasons varied from being it “looks scary”, “not for someone my age”, “not available in my area”, and “can easily walk to my destination”.

3.5.3.7 Trams and on-demand services

None of the participants made any journeys using trams or on-demand services. This had not change from before joining the scheme. All participants said there were no trams available in their area. Two participants were aware about the on-demand service but never considered them. Other participants were unaware of the service.

3.5.4 *Private vehicle use*

Participation in the Mobility Credits scheme resulted in significant changes in some (half) of the participants' behaviour regarding the use of private vehicles. Participants who had another car primarily used by another member of the household occasionally used that car since joining the scheme. Half (4) of the respondents reported using a private or company car since joining the scheme. Three of them occasionally drove their partner's car which was also considered the 'family car' – typically used for making journeys with children and running errands. One participant used the company carpool services for commuting long distances for work trips and intended to continue using the company carpool service after the scheme ends as it was convenient. The remaining four participants did not use any private or company vehicle since joining the scheme.

3.5.5 *Other members of the household*

Participation in the Mobility Credits scheme did not affect other members of the participants' household. Three participants had another member of the household relying on the old car. Participants said they occasionally shared their Mobility Credits with the respective household member to purchase bus or train tickets for them. The remaining five participants did not have another member of the household relying on their old car for their transport needs. Two of them were older males who lived on their own and three of them had a second car that was primarily used by the rest of the household.

3.5.6 *Perceptions of owning a private car*

Participation in the Mobility Credits Scheme impacted most participants views on owning a private car. More participants reported not needing a personal car while some reported wanting to own a car for personal use after the scheme ends. Some participants listed both pros and cons of owning a car and expressed that they were still undecided. Their responses are summarised below in Table 11 with quotes to elaborate their reasons.

Table 11: Perceptions of owning a car

Theme	Quote	No. of responses
Expensive to own a car	"it's expensive" (Male, 35-44) "May be justified if more than one person using it if not feels like such a waste" (Male, 25-34) "Prefer not having a car. Thinking about cost of running a car, and maintenance" (Male, 35-44)	3
Public transport is easy and accessible	"it's easy to get around using public transport and google maps really helps with navigation" (Male, 35-44) "Find it easier to rely on public transport to get home instead of thinking about driving" (Female, 17-24)	3

	"After using the scheme, I don't think it's necessary - relatively easy for me, where I live. But maybe need a car with kids especially with young kids" (Male, 35-44)	
Environmentally friendly	"Can see the environmental impact" (Female, 45-54) "It is more environmentally friendly to use public transport but not if I keep using taxis and Ubers maybe" (Male, 55-64) "it's a greener option to use public transport" (Female, 35-44)	3
Owning a car is more convenient	"Can't be spontaneous and have to plan ahead. Expenses is more or less the same of using the Enterprise car club" (Male, 55-64) "In Coventry, the public transport isn't up to a great standard so would always consider having a car" (Male, 35-44) "I would like to own an electric car because some places are still hard to get to" (Female, 35-44)	3

When asked if they would like to own a car for personal use after the scheme ends, three participants said yes. Two of them considered an electric car while one wanted a petrol car. One of them said they had a poor experience using the car hire services and the other two said that the public transport connections "could be better".

Of the remaining five, two were happy to continue using public transport services and rely on walking or cycling to their destination, while three said they were managing well on the credits but may reconsider if their job changes. If a change in job requires them to commute or the location of the new job is not easily accessible by public transport, then they would likely purchase another personal car. Overall, this is a positive impact of participating in the scheme. It is getting people to think of alternative ways to make their journeys. Additionally, with the prevalence of working remotely or in hybrid (on-site and remote) setting, less people will need to commute to work.

3.5.7 *Benefits and disbenefits of the scheme*

3.5.7.1 Benefits

All but one participant mentioned one or more benefit of having the scheme. Their responses are summarised in **Table 12**.

Table 12: Perceived benefits of using the scheme by participants

Benefits	No. of responses
Opportunity to try alternative options	6
Financial benefit: more value than the car would have been	6

Environmental benefits	5
Not thinking about driving after long day	2
Easy to understand and use the scheme	2
Health benefits	1

The majority of the responses mentioned the benefits of having various alternative options and the opportunity to try them, the financial benefit of scraping their old car, and the environmental benefits or not having a car. While it is a small sample, it is suggestive that participants are considering the environmental and cost benefits of using alternative transport modes which is in line with the benefits that the scheme supports. Only two participants mentioned the advantage of not having to think about driving after work. These were also participants who continued to work in office for most of the weekdays.

3.5.7.2 Disbenefits

Overall, there were very few disbenefits mentioned. Their responses are summarised in Table 13. Only one of the disbenefits mentioned were specific to the scheme – some participants were concerned about not being able to use all the Mobility Credits before the end of the scheme. The other responses regarding poor services and inconvenience of using public transport are more reflective of the public transport as a service within Coventry rather than the design on the scheme. The responses suggest that even with advantage of having various alternative transport options, people were unwilling to rely on public transport as a long-term solution for the transport needs due to the lack reliable public transport systems. When participants talked about reliability, they referred to waiting times for buses and potential traffic that would affect their connecting transport option. When participants say public transport was inconvenient, they talk about the need to plan and changing more than once to reach their desired destination.

Table 13: Perceived disbenefits of using the scheme by participants

Disbenefits	No. of responses
Time - 2 years may not be enough to use the credits	2
Inconvenient and unreliable; Need planning in advance	2
Not a long-term solution if the public transport continues being of poor service	2
Not being able to hire cars because too young (not eligible according to hire companies)	1

3.5.7.3 Benefits or disbenefits for others

While participants were able to highlight benefits to themselves, some of them highlighted more disbenefits for others than they did for themselves. Two participants felt that there were many benefits for others because there are many alternatives to choose from and can

cater to various age groups and their needs. The disbenefits for others are summarised in **Table 14**.

Table 14: Perceived benefits or disbenefits for others by participants

Disbenefits for others	No. of responses
Maybe not suitable for someone with young kids	3
Maybe not easy for someone living away from city centre or with poor transport routes	3
May not be suitable for someone with a disability – public transport might not be easy	1

As with above, the perceived benefits and disbenefits mentioned were not specific to the design of the scheme itself, but rather perceived benefits or disbenefits of not having a private car for personal use.

3.5.8 *Suggestions on how the scheme can be changed*

When asked if there was anything they would like to change about the scheme, participants had various responses. Their responses are summarised in Table 15. While three of the suggestions below pertained to the design of the scheme, the other three related to improving the services provided by the relevant transport service provider; improving process for car/bike hire and varying monetary incentives.

Table 15: Suggested changes by participants

Suggested changes	No. of response
Extend the time limit to be longer than 2 years	3
Better services by the alternative options (bus timing, car hire procedure, bike hire process) **Note: Participants mentioned it was not a disbenefit of the scheme itself – instead it was the services that could have been better.**	3
Offering discounted rates on the transport services for those using the Mobility Credits to pay	2
Denser network of car club cars in the Coventry to ensure availability	2
Improve availability of bike hires outside city centre	1
Adjust the pay out of credits depending on the number of people relying on the old car	1

3.5.9 *Summary of During interviews*

The aim of the interviews was to understand participants' experience of using the Mobility Credits scheme and to capture changes in behaviour and motivating factors in these changes relating to use of alternative transport modes. It was also to understand what effect (if any)

the scheme has had on choice of transport modes, travel habits, and perceptions of owning a car.

- Overall, participants responded positively about their experience joining the scheme and using the Mobility Credits. Although a few participants expressed dissatisfaction with some of the transport services provided, it should be noted that it does not reflect on the design of the scheme, but rather the quality of service provided by the respective transport service.
- The most common transport services used were taxis/Ubers, and buses; and bike hires and rail were used less frequently. There was an increase in walking, cycling and bus taking behaviour reported by most of the participants. Participants who cycled more already owned a cycle before the scheme and were keen to use it as an alternative option. E-scooters have not been used as an alternative transport service by those in the sample largely due to its perceived safety.
- Most participants expressed interest in trying to use more public transport. The majority of them were happy to have the opportunity to try alternative transport services, although they did not all use public transport.
- Participants who were able to utilise the public transport the most did not use it for their commute. They could work from home. They expressed reluctance to rely on public transport for commuting to work should they require to work from site in the future
- Participants were generally making fewer journeys than they used to with their old private vehicle. This is largely due to the need for planning trips in advance which makes them more inclined to make purposeful journeys. This is overall a positive impact on the environment.
- Participants who were using public transport more than they did before they joined, they scheme also said that bus routes and connections were limited and often impacted their decision to travel. This response was also common by those who had replaced their journeys with taxis, Ubers, and private hires. However, the small sample size limits our ability to draw firm conclusions.
- Participants were generally satisfied with the transport options available on the scheme, but some would like to see more (e.g., being able to use credits to purchase rather than rent electric vehicles; being able to purchase bicycle parts from Decathlon rather than the current providers).

3.6 Exit – Survey and transaction data

This section presents the findings from the 'Exit' data collection. The aim of this analysis was to understand:

1. The types of journeys participants have been making during their involvement in the scheme.
2. Effectiveness of the scheme and whether it suits people's lifestyles and perceptions of the scheme upon completion.

The 'Exit' data collection was the third and final time point in the scheme evaluation. A survey was distributed to all participants who had either spent all their credits or had fewer than £200 remaining by October 2023. The same participants were also invited to interview. The data were compared with the 'Registration' and 'During' data, to understand any changes that have happened as a result of participants' continued involvement in the Scheme.

Again, TRL was provided with data on participants' spending of Mobility Credits, through transaction data. This is presented first in this section as it is the most objective source of data on participants' travel behaviour. The rest of this section of findings comprises of self-reported survey data from the 'Exit' survey, and the 'Exit' interviews.

3.6.1 Transaction data – Use of Mobility Credits

Both the supplier's dataset and rate of spend dataset was provided and analysed as part of the 'Exit' survey analysis. The supplier data set is identical to the data set described in Section 3.4.1 .

The types of transactions participants were making is summarised in Table 16 using the supplier dataset. This dataset only includes the purchases made by participants and comprises of a sample of 97 participants (transaction data for one participant is not available due to joining the scheme later). The table shows the number of participants that used each mode of transport, the total amount of Mobility Credits spent on each mode of transport and the average amount of credits spent on each mode of transport per participant.

Table 16: Mode(s) of transport being used as part of the scheme at the point of the 'Exit' Survey

Transport mode	Number of participants using this mode	Number of credits spent	Average credits spent per participant	Proportion of participants using this mode	Proportion of total credits spent on this mode
Trains	64	£32,379.45	£505.93	66%	15%
Uber	58	£69,983.90	£1,206.62	60%	32%
Other taxi	58	£64,951.32	£1,119.85	60%	30%
Bus	50	£21,168.53	£423.37	52%	10%
Ola	14	£7,231.87	£516.56	14%	3%

Enterprise car club - hire	13	£13,689.13	£1,053.01	13%	6%
Other car hire	7	£7,162.64	£1,023.23	7%	3%
Cycle hire	6	£150.95	£25.16	6%	<0.1%
Total	**97**	**£216,717.79**	**1,648.70**		

Like the previous analyses of the transaction data in the 'During' waves, trains, Uber, other taxis and buses were the most modes of transport being used as part of the scheme by the largest proportion of participants; these modes were all used by over 50% of the sample. Modes like cycle hire, car clubs and car hire were used by the smallest proportion of participants, matching the findings of the previous analysis. The number of participants using each of the modes did not substantially change between the During and Exit time points. This suggests participants were generally consistent in the travel behaviours during the course of the trial. Similarly, to the During time point, despite cycle hire being an unpopular mode of transport, at the point of the Exit survey 30 participants in the sample had requested cycling vouchers worth an average of £900. The range of values of the vouchers was £380-£1599. This is an increase of seven participants compared with the 'During' survey.

3.6.2 Survey - Data cleaning

A total of 38 participants completed the 'Exit' survey. One participant was removed from the sample as the unique participant ID was not present in the survey export, meaning we were unable to identify them. As with the During survey sample, it must be noted that due to the small sample size, no statistical analysis could be conducted on this data. As such, the findings from this survey should be treated as indicative only. This limitation is discussed in more detail in section 5.

3.6.3 Survey - Sample characteristics

Table 17 presents the age and gender distribution of the participants who completed the 'Exit' survey.

Table 17: Age and gender distribution of 'Exit' survey sample

Age	Male	Female	Prefer not to say	Total
17-34	2	2	0	4
35-64	14	12	2	28
Over 65	5	0	0	5
Total	21	14	2	37

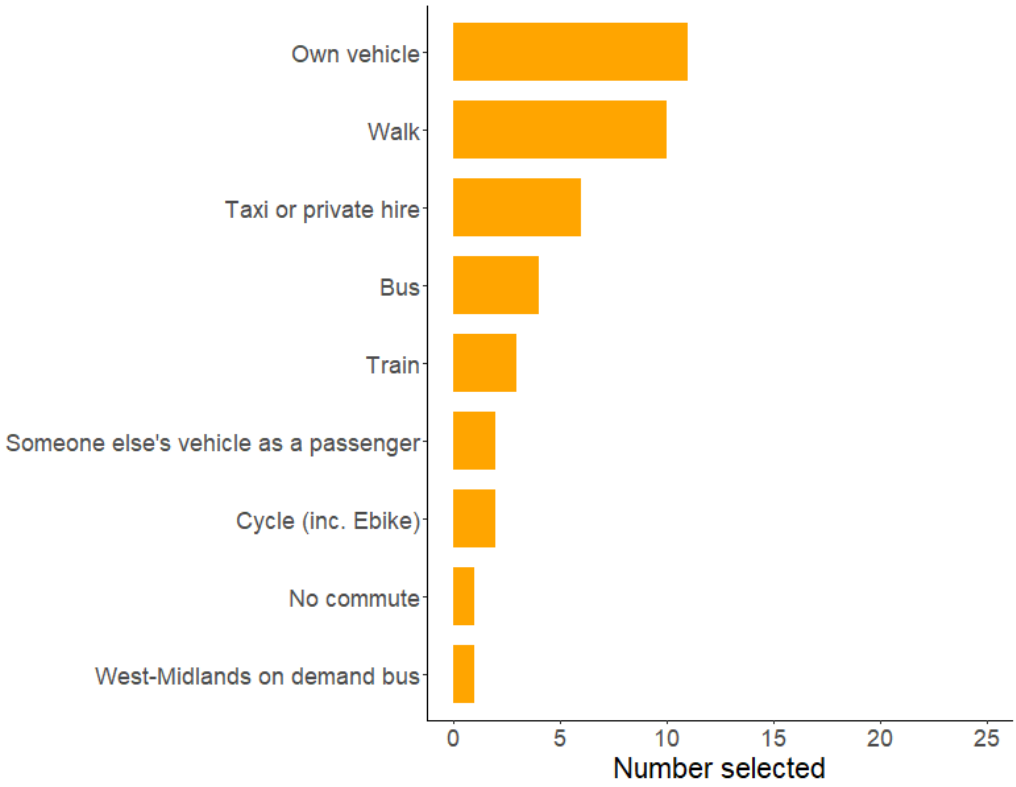
The majority of the respondents were over 35 years of age and only four respondents was under 35 years of age. Of the 37 participants, fourteen were female and twenty-one were male (2 preferred not to say).

Compared to the 'Registration' and 'During' sample, the 'Exit' sample had a similar proportion of females (37% compared to 37% and 40% for the registration and during survey respectively) and over 35-year-olds.

Roughly 29 of the 37 participants (78%) were either White British or Asian/Asian British. This aligns with the 79% majority in the 'Registration' survey and the 82% majority in the During survey.

3.6.4 Survey - Travel behaviour (current)

Of the 37 participants who completed the exit survey, 20 reported they work at an external workplace from their home either full or part time. Only these 20 participants answered the question posed in Figure 31, which shows that the most common method of commuting was using a private vehicle (11 out of 20 participants), followed by walking.



Note: Only modes of transport with at least 1 answer are shown.

Figure 31: "For your typical commute to/from your place of work or study, what mode(s) of transport do you typically use in a week?

According to the self-reported survey data shown in Figure 32, Mobility Credits were most commonly used for taxis or private hire vehicles: 29 participants (out of 37) selected this option. This was followed by bus (21 participants) and train travel (20 participants). This somewhat aligns with the transaction data results seen in 3.6.1, with taxis, buses and trains being used at least once by the largest proportion of participants. However, the transaction data shows that trains are the most used form of transport, indicating the Exit survey sample are slightly biased towards taxi and private hire usage.

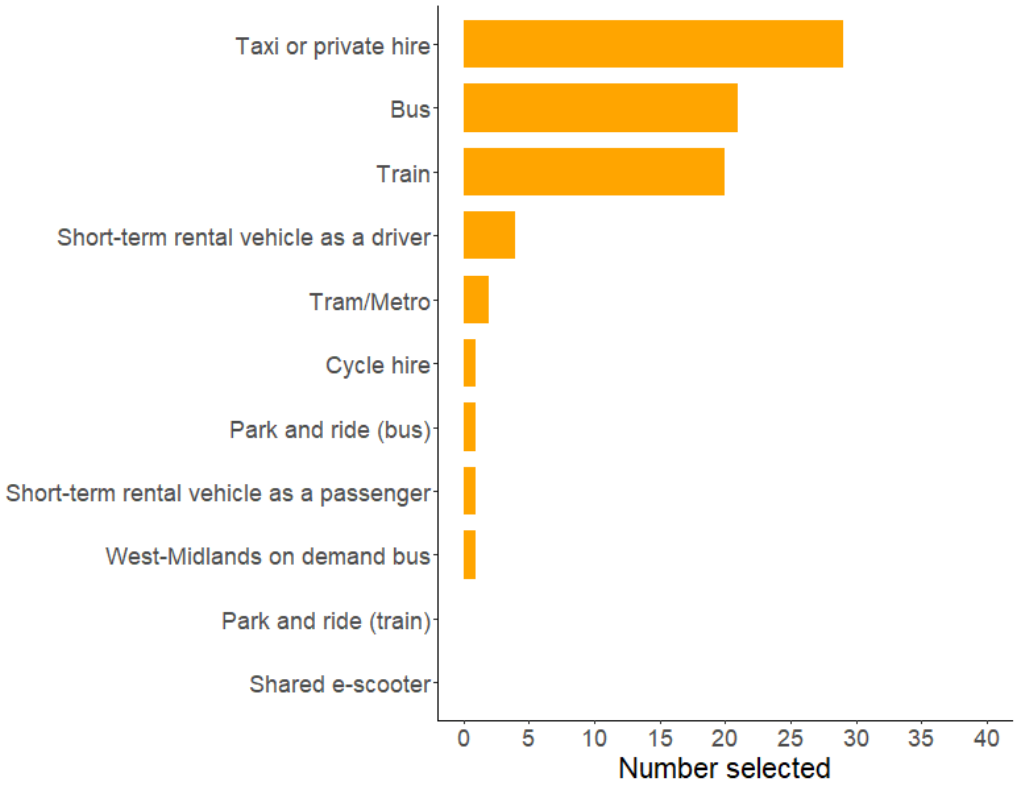
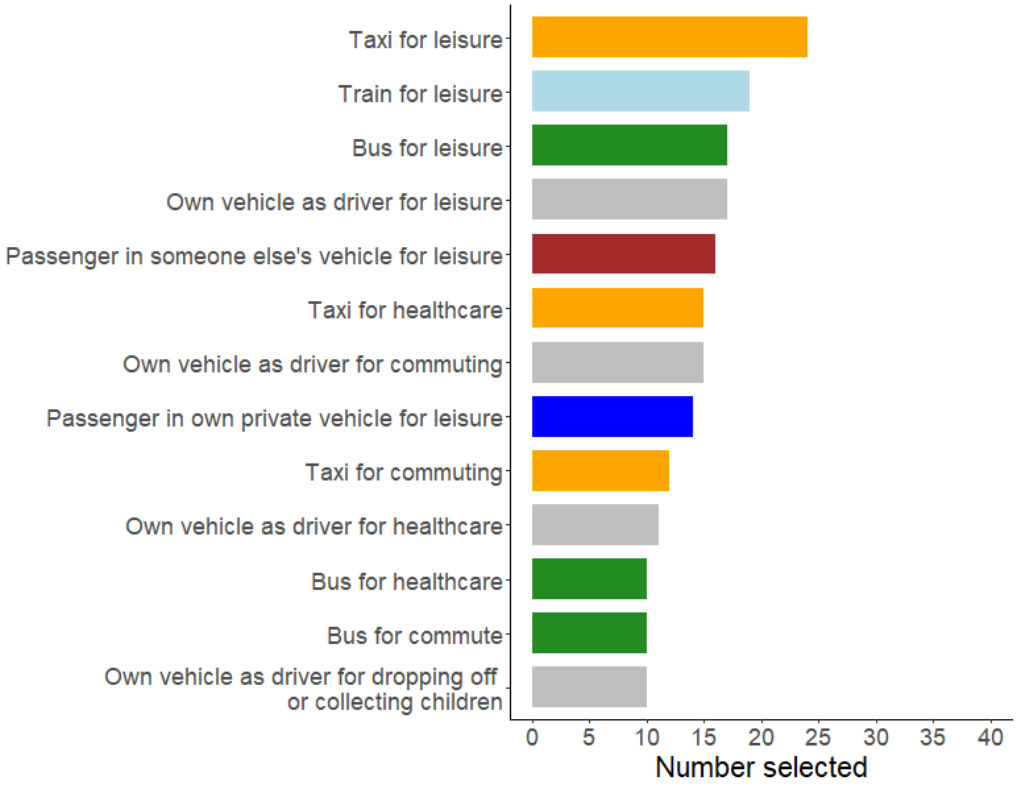


Figure 32: "Which transport services do you currently use mobility credits to access?"

Participants were asked which transport modes they currently use for different journey purposes. Over half of participants said they take taxis (65%) and trains (51%) for leisure trips. Using a bus or a private vehicle for leisure were the next most popular options with 46% of participants reporting using them. These findings are shown in Figure 33.



Only options with n > 10 are shown

Figure 33: Which transport modes do you currently use for each journey purpose?

Figure 34 shows how frequently Mobility Credits were used for different trip purposes. Leisure or socialising was the most popular journey purpose with 32 participants reporting they use Credits for leisure or socialising at least one a month and nine participants reporting 2-3 times a week. Dropping off or collecting children was the least popular journey purpose with 27 participants indicating they never used their Credits for this reason. Using Credits for business trips is similarly low in popularity, with 26 participants never using Credits for this purpose.

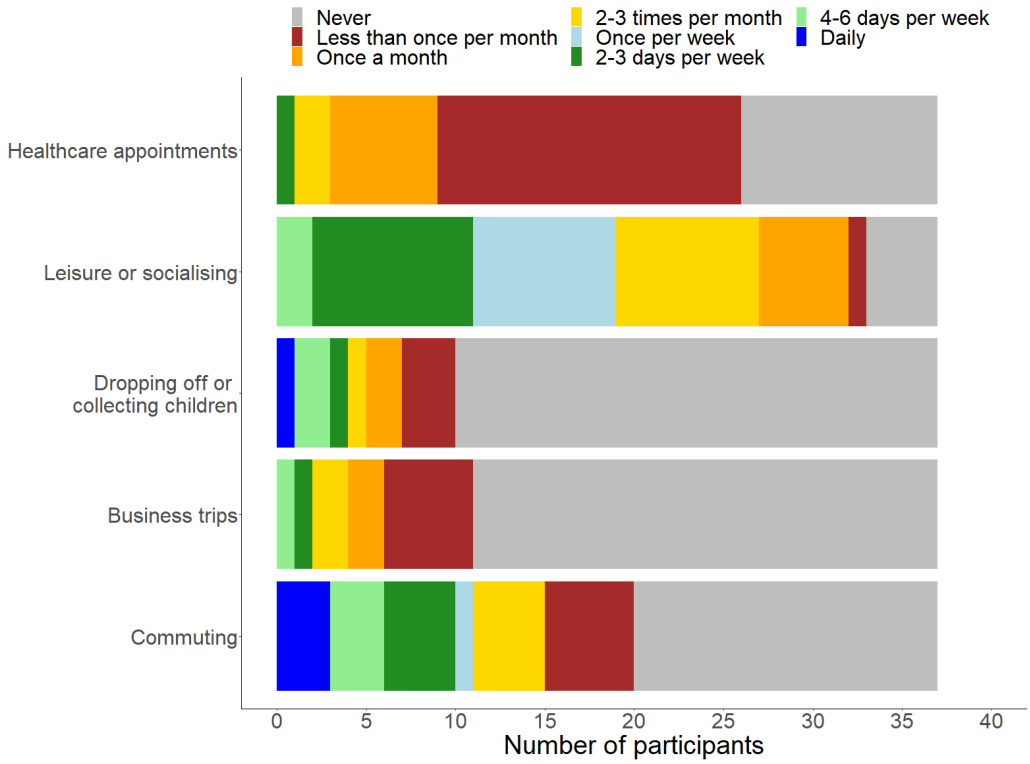


Figure 34: "How frequently do you use Mobility Credits for the following purposes?"

Participants were asked if there were any forms of transport, they avoided using their Mobility Credits on. The responses can be seen in Figure 35.

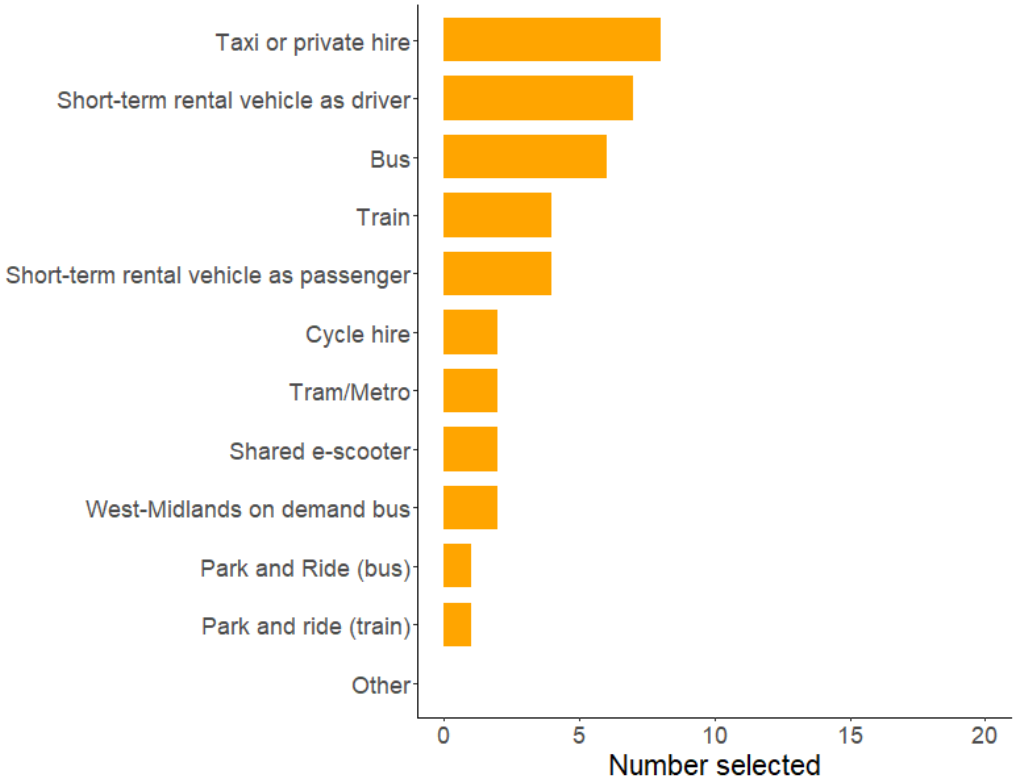


Figure 35: "Are there any forms of transport services that you have found challenging to use Mobility Credits on?"

Eight participants reported Taxi or private hire as the most challenging mode of transportation to use Mobility Credits on. Seven participants said using short-term vehicle rentals as a driver was difficult mode of transport to use credits on. Buses and trains were also services where participants encountered problems.

As established previously; trains, buses and taxi or private hire were used by the largest proportions of participants yet are also reported as some of the most problematic modes of transport. This could be due to the increased usage of these services increasing the likelihood of encountering a problem. If a participant uses a taxi daily but hires a car once every month, it is possible they would have more issues with taxis solely because they have increased opportunity to encounter a problem. The common themes of issues encountered by participants were the Yordex card getting declined and issues with suppliers (Rental companies, taxis, buses). Example quotes from participants are as follows:

> *"Sometimes payment would decline repeatedly on the website but would show up in Yordex app as paid for up to 10 days"* (Male 35-44)
>
> *"Taxi sometimes as my card has been declined sometimes, if the taxi's account is not specified as a transport service."* (Female 55-64)
>
> *"If taxi was not a black cab, then sometimes their card reader would reject the mobility credits card."* (Male 75+)

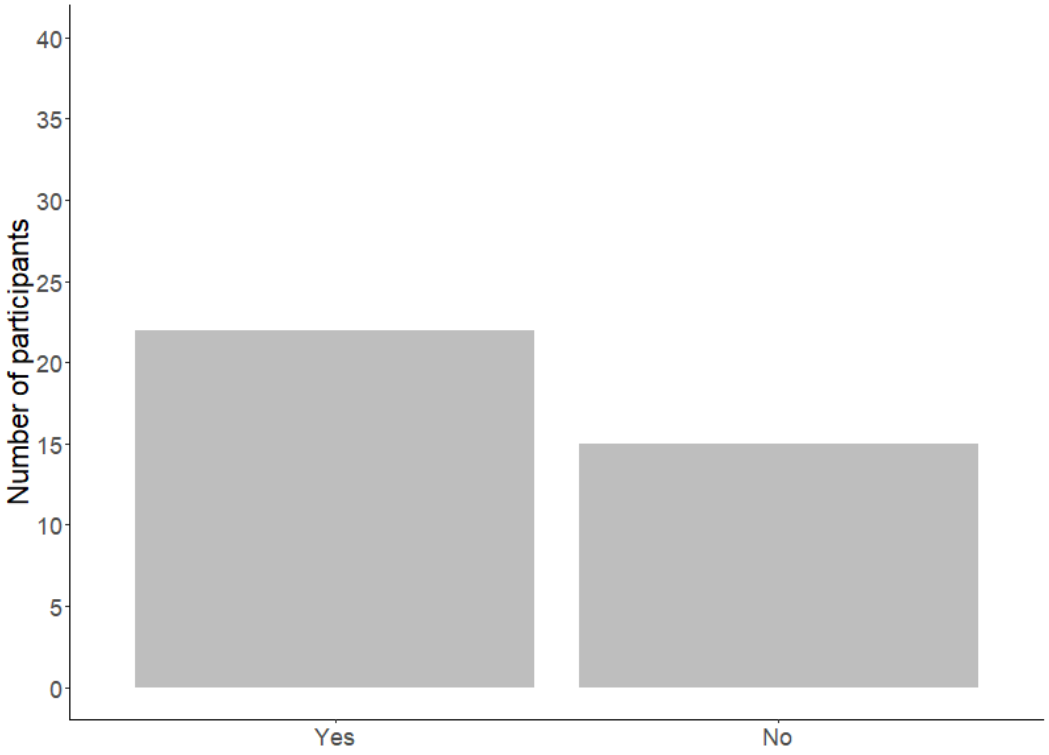


Figure 36: "Has your involvement in the scheme affected your lifestyle in any way?"

Participants were asked whether being involved in the scheme has affected their lifestyle in any way: 22 out of 37 participants said it had (Figure 36). Participants were asked to give reasons for their answer. The impacts were both positive and negative. Common positive themes were being much more likely to walk and being more likely to consider travel alternatives. Common negative themes were restricted journey flexibility and poor availability of services locally. Some example quotes for both positive and negative impacts are below:

Positive impacts:

> *"I consider more often my travel alternatives rather than automatically getting in a car"*
>
> *"I have significantly increased my usage of public transport, particularly buses. Most likely, I will continue to use buses after the end the mobility scheme as long as my destination point is directly connected to my departure point. I discovered for the first time the convenience of using Ride-hailing options, but these remain quite expensive, so most likely, I won't be using them extensively after the end of the mobility scheme."*

Negative impact:

> *"Restricted journey flexibility as I was only able to use the card for bus journeys. So, if I had to go on certain journeys, I would have to fund the journey myself."*

Figure 37 shows whether participants felt the Mobility Credits scheme affected the number of journeys they walked. Twenty-two out of 37 participants reported they had increased or greatly increased the number of journeys they walk after being involved in the Mobility

Credits Scheme. This follows on from the perceived positive impacts of being involved in the Scheme reported previously, where participants reported they are much more likely to walk after their involvement in the scheme. Only 3 participants said they have decreased or greatly decreased the number of journeys they walk as a result of the scheme.

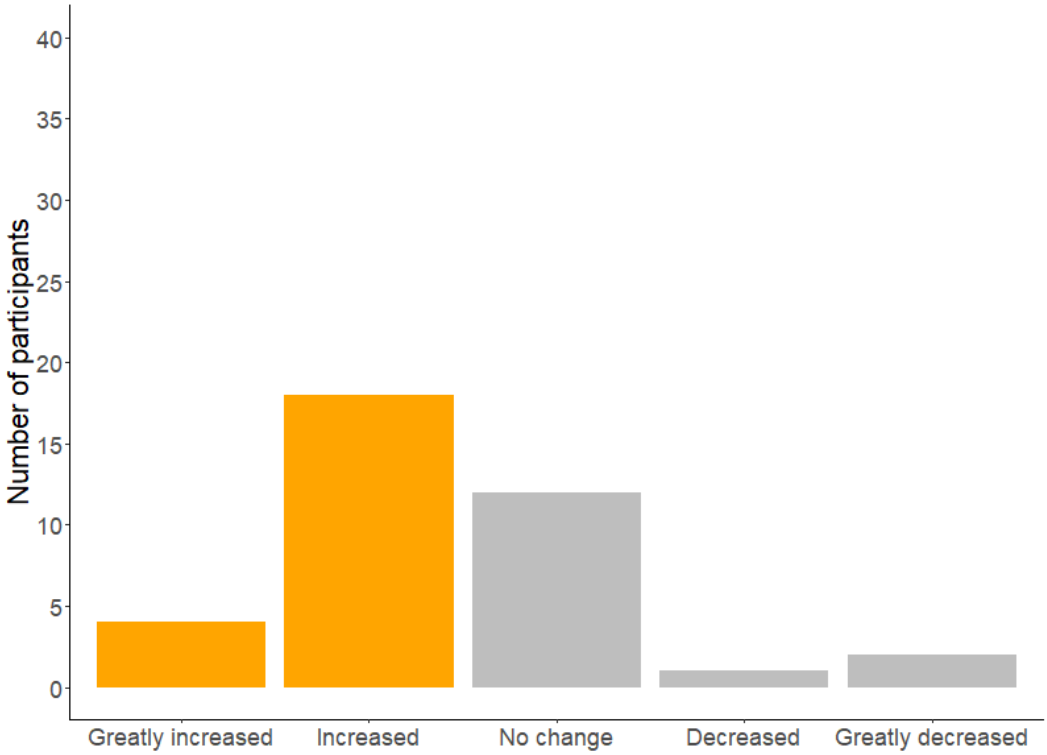


Figure 37: "What impact has your involvement in the Mobility Credits Scheme had on the number of journeys you walk?"

Participants were also asked how often they walk currently as a means of transport. This is shown in Figure 38. Twenty-four out of 37 participants reporting they walk at least 2 times a week as a means of transport. Only four participants walk less than once per week.

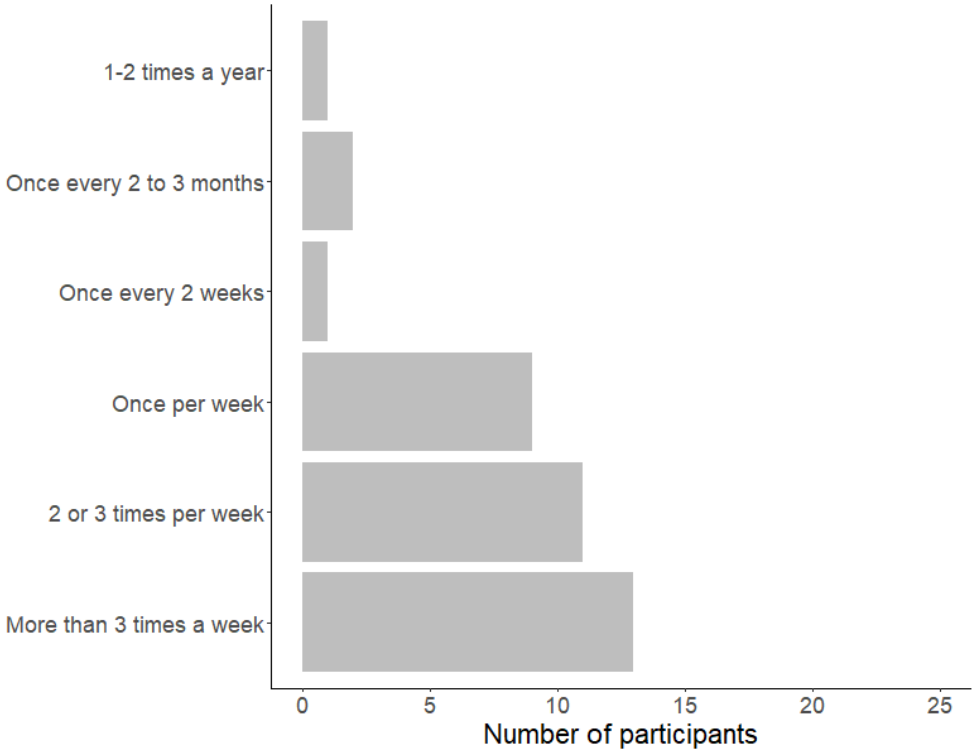


Figure 38: "Currently, how often do you walk as a means of transport?"

Figure 39 shows whether participants felt the Mobility Credits scheme affected the number of journeys they cycled. Most participants (26 out of 37) reported they had not changed the number of journeys they cycle. Eleven participants said they had increased or greatly increased the number of journeys they cycle since being involved in the Mobility Credits Scheme.

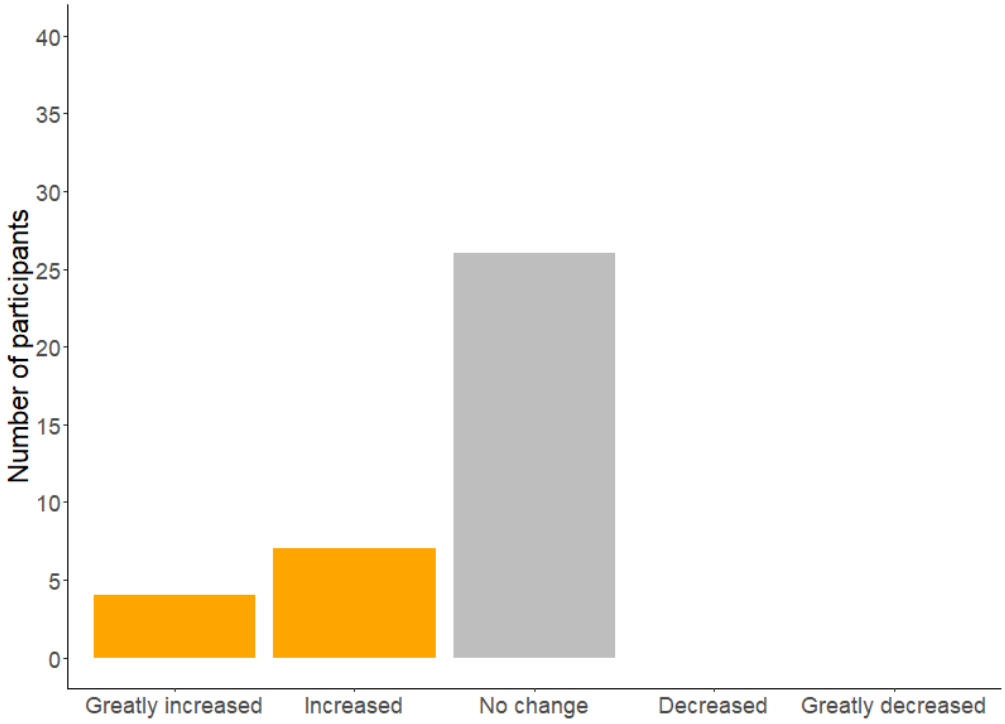


Figure 39: "What impact has your involvement in the Mobility Credits Scheme had on the number of journeys you cycle?"

Participants were asked how often they cycled as a means of transport. As described above, no participants said they had decreased or greatly decreased the number of journeys they cycle; however, Figure 40 shows there was also an overall low rate of participation in cycling within the sample. Twenty-three participants reported they never cycle and only seven reported they cycle at least once a week. Therefore, whilst it is positive to see that there was no reported decrease in cycling, there was a low base to begin with.

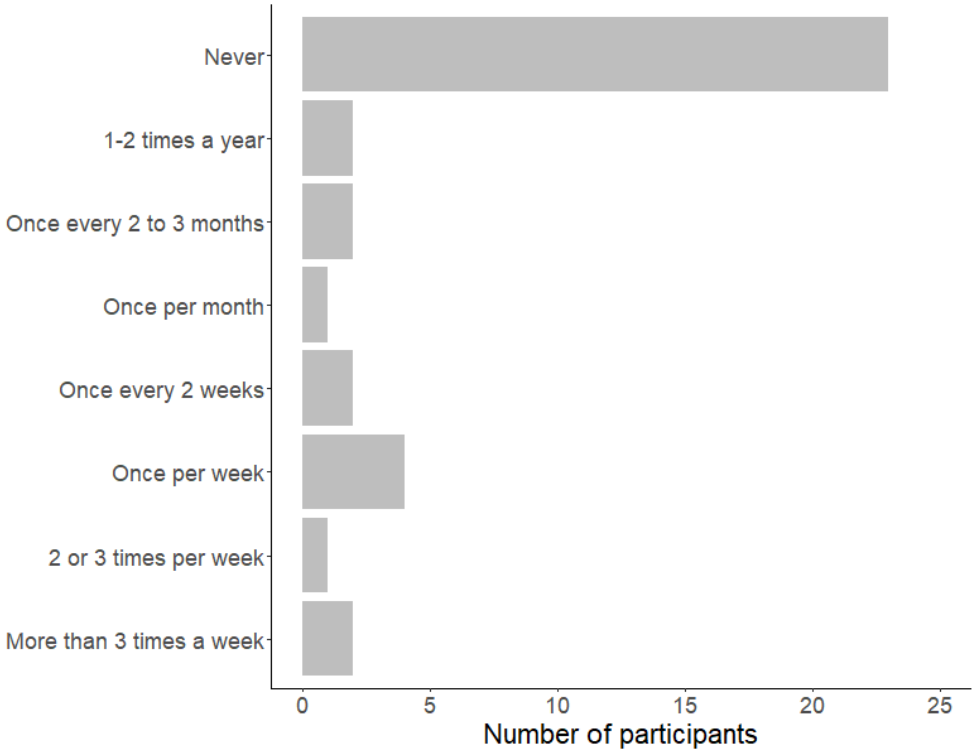


Figure 40: "Currently, how often do you cycle as a means of transport?"

Participants were asked how often they used certain forms of transport services (see Figure 41). There is great disparity between usage across the range of transport options, with some being used quite frequently and the rest not at all. Taxis were used the most frequently, 24 out of 37 participants said they use a taxi at least once per week. Buses are the next most popular mode of transport, followed by train, although trains are used on a more infrequent basis than buses and taxis. Shared e-scooters were not used by any participants and only one participant said they use park and ride services, and two use cycle hires. Ride sharing services such as Demand Responsive Transport were almost never used, with only one participant reporting they use the service once a week. Services such as UberPool were not available in the Midlands so low usage of ride sharing was expected. The levels of use of ride sharing services were similar to getting a lift with a personal acquaintance or friend, 32 participants said they never use this option. However, 'single passenger' ride hailing services such as Uber (as opposed to UberPool) were used much more frequently, with 13 participants using the service at least once per week.

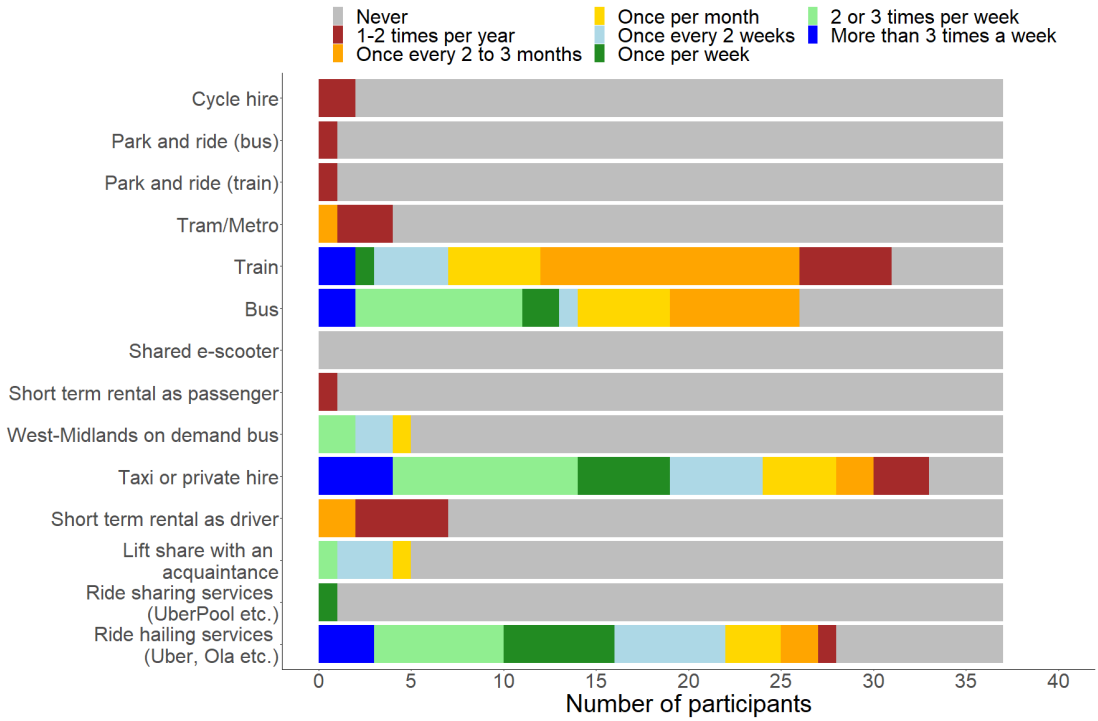


Figure 41: How often did participants report using different transport modes?

3.6.5 Survey - Travel behaviour (future intentions)

Participants were asked what modes of travel they are likely to use in the future after taking part in the Mobility Credits Scheme. This is shown in Figure 42 - 25 of the 37 exit survey participants said they are likely to use Taxi or private hire and trains in the future. This is closely followed by their own private vehicle (24 participants), walking (23 participants) and bus travel (21 participants). No participants said they are likely to use shared e-scooters.

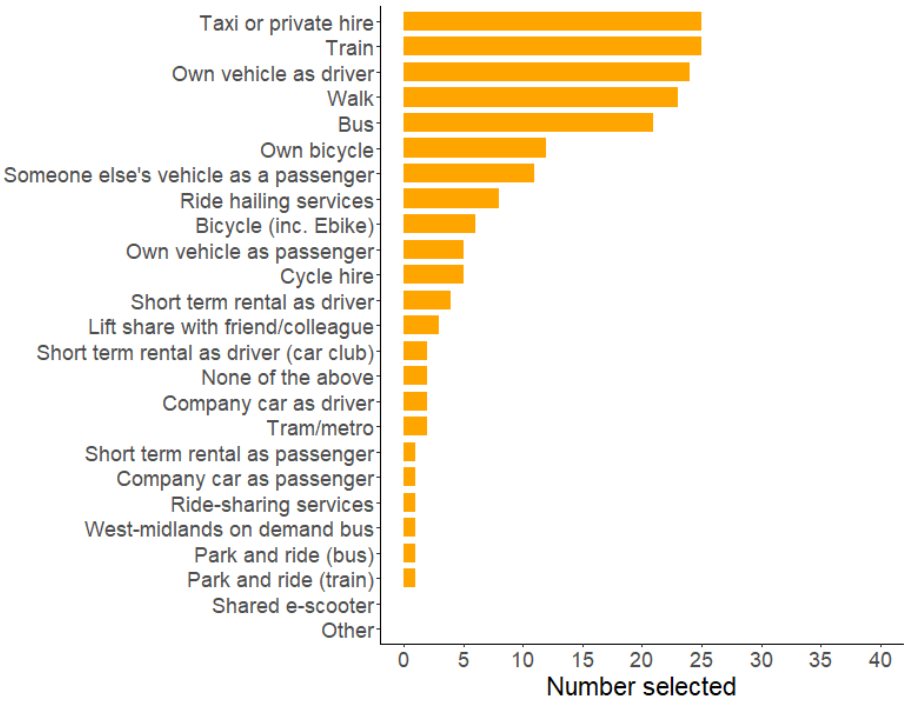


Figure 42: Likely modes of travel to use in the future given experience with the Mobility Credits Scheme

Figure 43 shows the modes of transport participants are likely to use in the future for commuting purposes only - 12 participants (out of 37) indicated they will walk for their commute in the future, with 11 saying they will drive their own private vehicle. Buses, trains and taxis are also relatively popular modes of transportation that are likely to be used. Just over half (12) of the 22 modes of transport provided as options to participants were not likely to be used by any participant. However, some caution is needed here since only 20 of the participants reported that they commute to an external workplace.

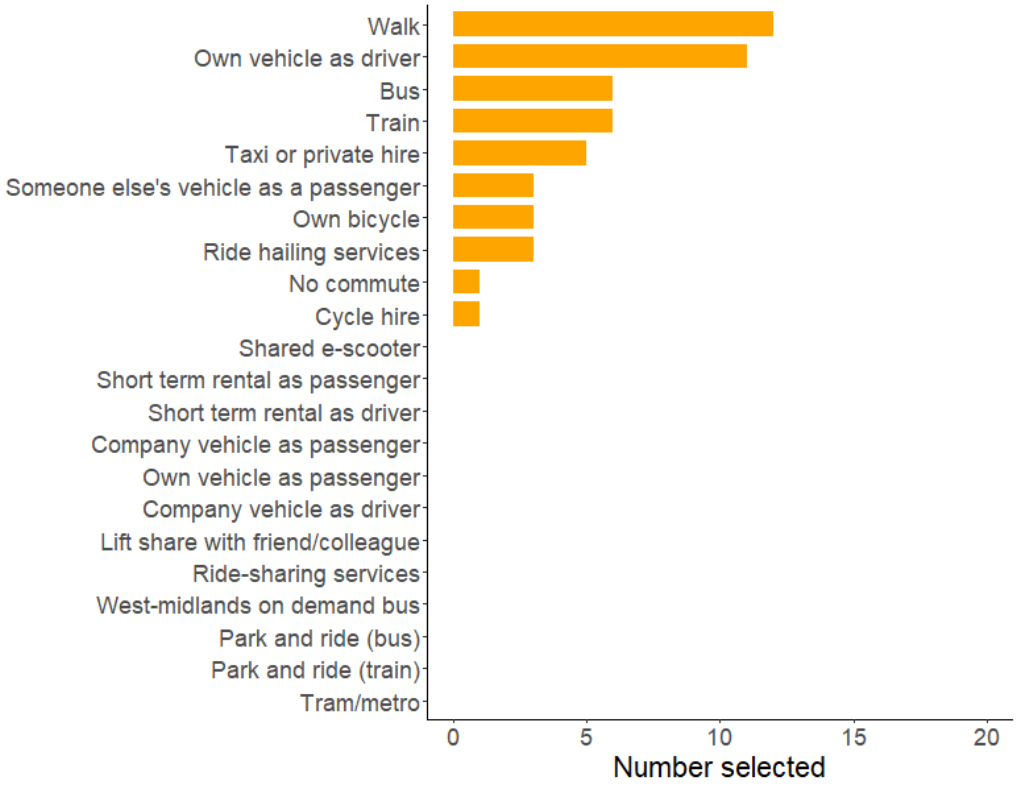
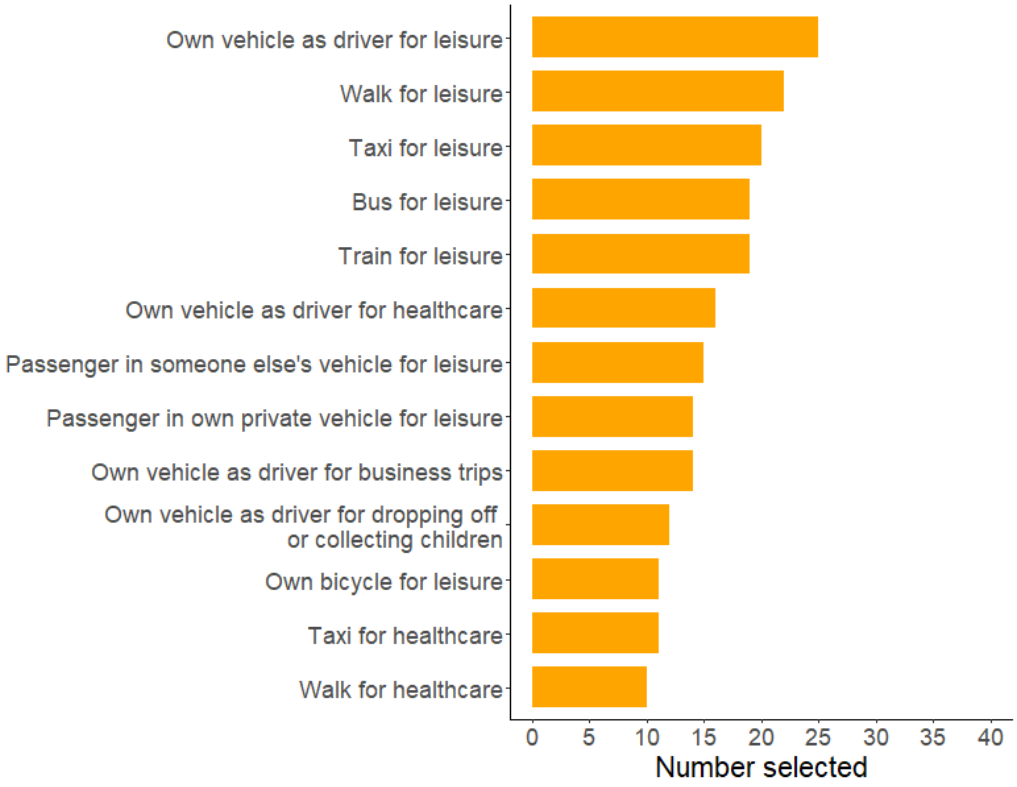


Figure 43: Likely mode of transport to use in future for typical commute to place of work/study

Figure 43 looks at which modes of transport and journey purpose are likely to be used in a typical week in the future. The results follow what can be seen in Figure 41 and Figure 42. Own vehicle use (25 participants) and walking (22 participants) for leisure remain the most popular modes of transport, followed by buses, trains and taxis. Trips for leisure were the most popular reported journey purpose and business trips were the least popular.



Note: Only answers with n>10 are shown.

Figure 44: "In a typical week in the future, which transport services or modes do you intend to use for the following journey purposes?"

Figure 44 shows how likely participants are to use different modes of transport now they have finished the Mobility Credits scheme. Twenty five of 37 participants said they are likely to walk at least 2-3 days per week in the future. Park and ride, tram/metro, ride sharing, e-scooters and short-term rental as a passenger are the modes least likely to be used in future by participants.

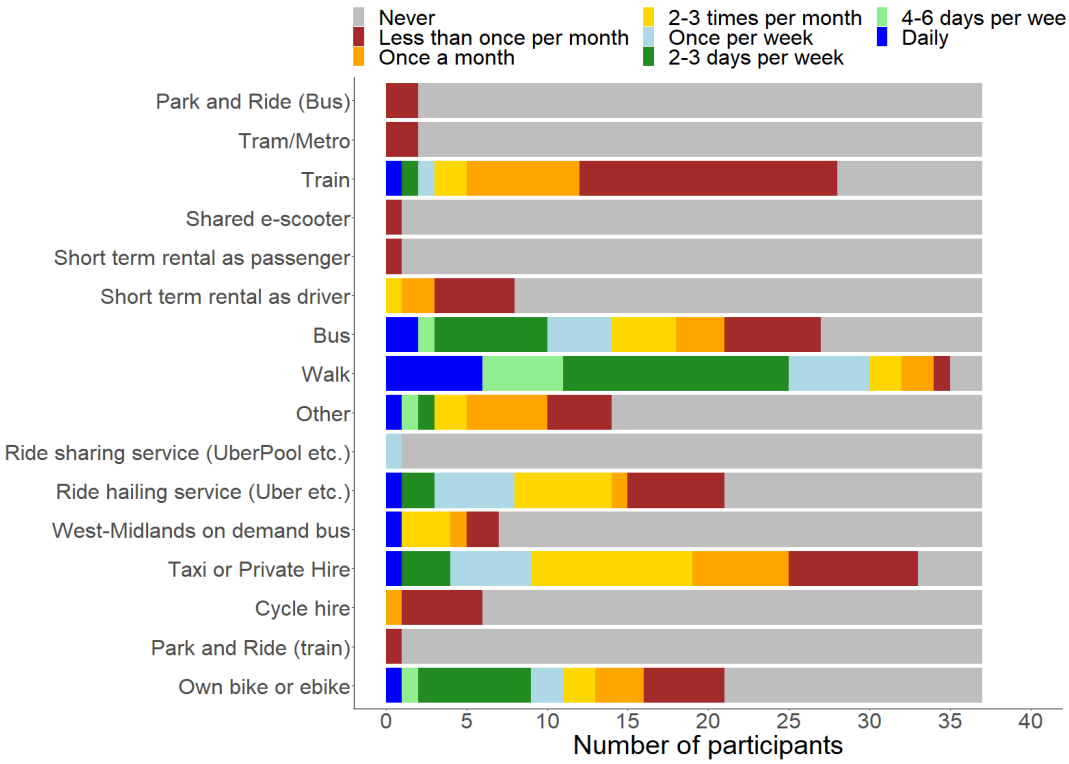


Figure 45: "How likely are you to use the following modes of transport to get to your destination after the Mobility Credits Scheme?"

3.6.6 Survey - Vehicle ownership

This section presents findings on the current use of private vehicles owned by others in the household, how often they intend to use a private vehicle in the future and whether they intend to purchase a private vehicle in the future.

Participants were asked how often they use a private vehicle owned by another adult in their household – see Figure 46. The results show two extremes of private vehicle usage, with 12 out of 37 participants saying there is not another private vehicle at their household and of the 25 that do have another vehicle at their household, nine never use it. However, of the 25 participants that do have another vehicle, 12 use it at least twice a week. Figure 47 shows the typical weekly mileage participants travel in a private vehicle. Following on from Figure 46, 21 of the 37 participants do not use a private vehicle. Of the 16 participants that do, 11 reported that they travel less than 100 miles per week and five reported that they travel over 100 miles per week.

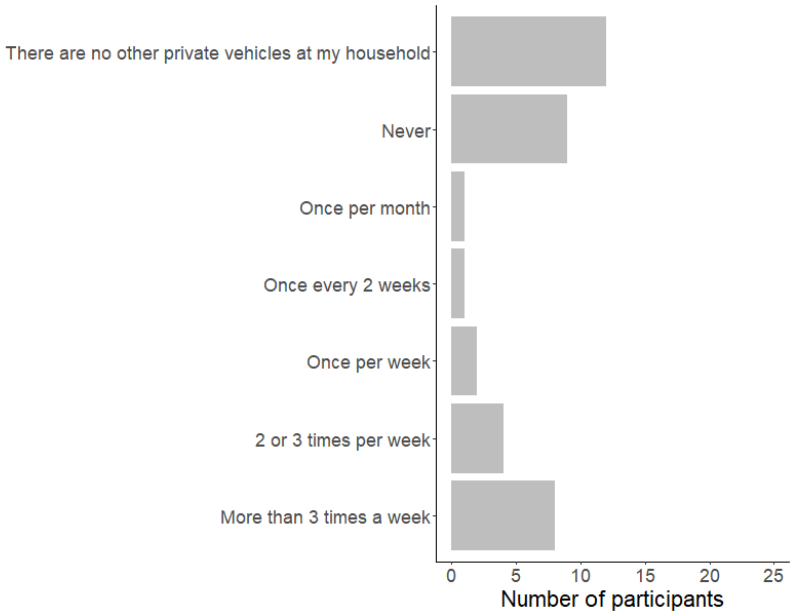


Figure 46: "How often do you use a private vehicle owned by another adult in your household?"

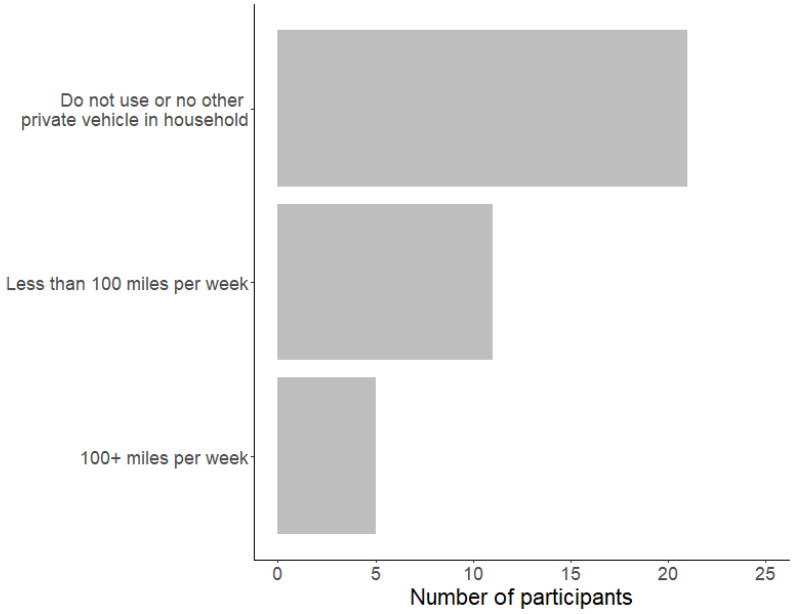


Figure 47: Typical weekly mileage in a private vehicle

Figure 48 and Figure 49 show participants intentions to use a private vehicle in their household in the future. This includes purchased and leased vehicles. Twenty five out of 37 participants reported they will use a private vehicle in the future at least twice a week. Eight participants said they would not use a private vehicle in the future in their household. Whilst the two extremes are not as evenly split as seen in Figure 46, there is a clear split in participants between those who will use a car quite frequently and those who will not use one at all. Of those that would use a private vehicle in the future, 28 participants said they would use the vehicle for leisure trips and 20 participants said they would use it for healthcare-related trips, as shown in Figure 50.

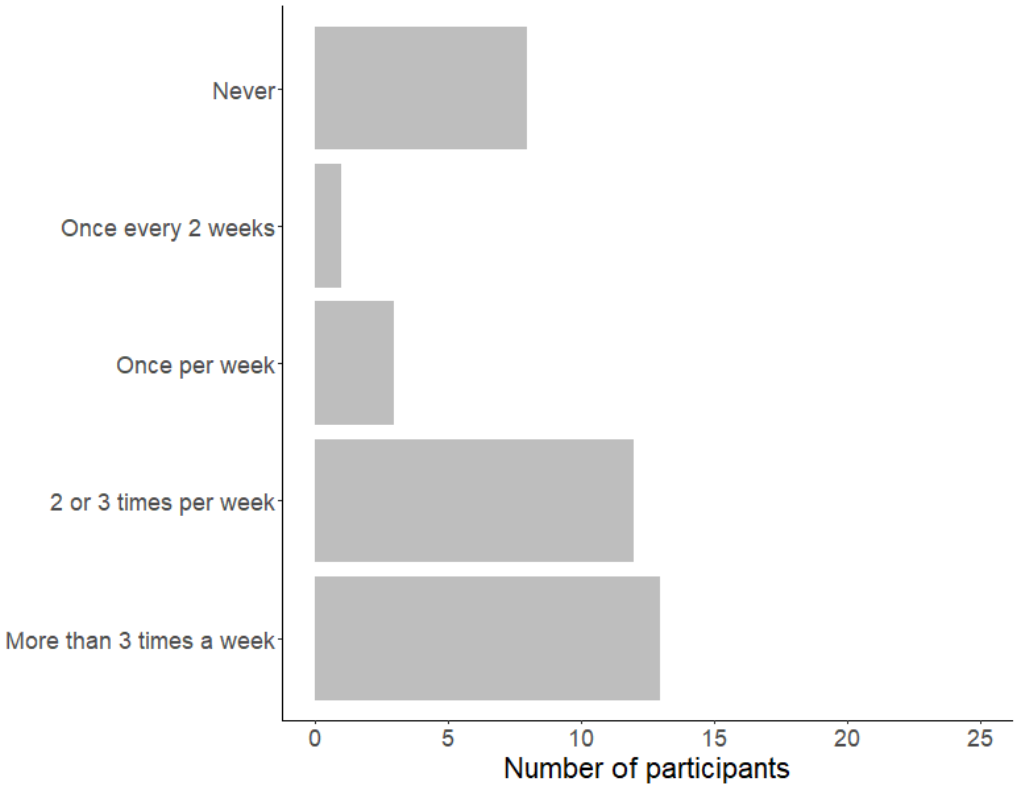


Figure 48: "In the future, how often do you intend to use a private vehicle in your household?"

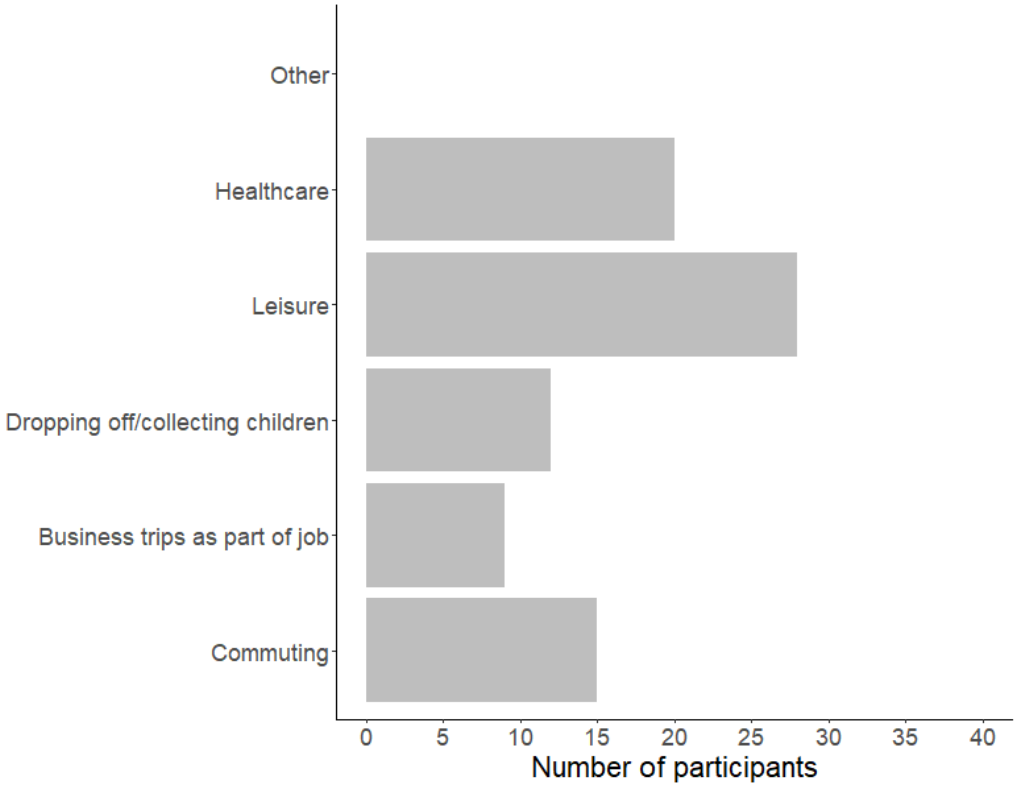


Figure 49: Which types of journeys would you use a private vehicle for?

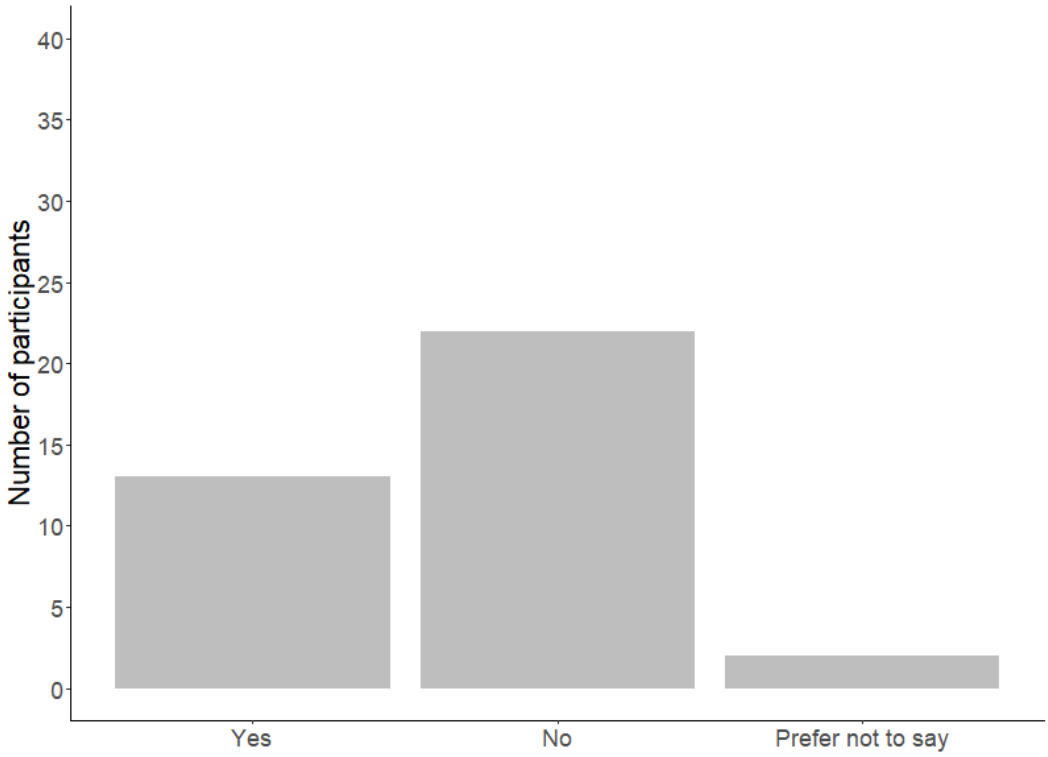


Figure 50: "Have you purchased or leased a new private car since starting the scheme?"

Participants were asked if they had purchased or leased a new (including second hand) private car since starting the scheme. Thirteen participants said they had bought a new car and 22 said they had not. Two participants preferred not to say. The 13 participants who acquired a new car since joining the scheme were asked to provide some further detail on their new car. Table 18 shows 11 of the 13 new vehicles acquired by participants were either petrol or diesel fuelled, with the remaining two being battery electric vehicles. Common reasons for acquiring a new car included family (ill health, new baby), going on holiday, price of car clubs and changes in employment. Some specific quotes are below:

> *"We had a second child, and our previous car did not fit two car seats in. We can afford a fully electric vehicle so felt that it was the responsible choice. Not having any private vehicle is not a practical option for us. A private vehicle is by far the easiest and most suitable vehicle for young children. e.g., not easy to have car seats in an Uber, cycling obviously doesn't work."*

> *"The 2nd hand car I bought will cost roughly 50% less per mile (fuel, tax, insurance, AA cover, MOT, spares included) and I have 24-hour exclusive use from outside my front door compared to the nearest Enterprise Car Club which is 500m away. And my private car insurance the excess is about half that of Enterprise Car Club."*

Table 18: Fuel types of new vehicles purchased by participants since the start of the scheme

Fuel type	Petrol	Diesel	Fully electric (BEV)
Number of participants	6	5	2

Participants who had not already acquired a new private car since joining the scheme were asked if they would consider buying or leasing another private car in the near future – see Figure 51.

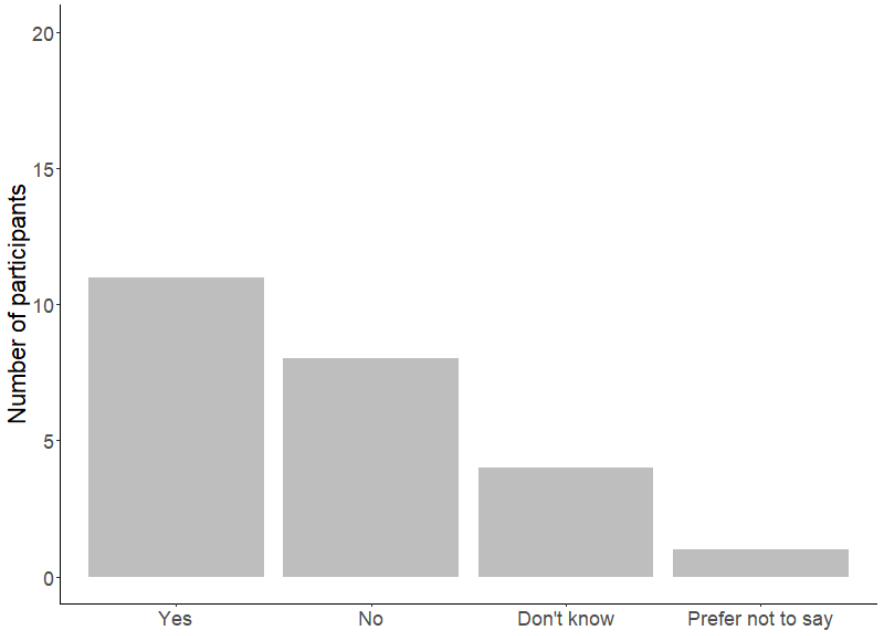


Figure 51: "Would you consider buying or leasing another private car in the near future?"

Eleven participants said they would consider a new car and eight said they would not. Four participants said they don't know. Participants were asked to provide detail as to why they would or wouldn't purchase a car. Common reasons for not buying one were public transport being cheaper, and participants being able to commute on foot or by public transport. Common reasons for buying one were convenience of having a car and old cars needing to be replaced. Example quotes are below:

> *"My place of work and the city centre are within walking distance of my home so I can manage without a car for at least another year. If I were to purchase a car in the future, I would be more inclined to buy an electric vehicle."*
>
> *"Convenience, saving time, collecting and dropping off children"*
>
> *"Yes, I think this scheme has helped me get rid of my more polluting car and helped me save for a more environmental friendly car thanks to the mobility scheme as that paid for another of my travels so managed to save enough to buy a hybrid vehicle"*

Participants were asked about their perceptions of e-scooters - see Figure 52. Shared e-scooters were one of the least commonly used modes of transport by scheme participants;

responses to this question also suggest that the participants had generally little interest in using private e-scooters as well, even if they were to be legalised in future. Twenty-four participants said they would not consider purchasing one in the future and only eight said they would be interested. Five participants said they don't know if they would or would not. Participants were not asked for to provide a reason for this question.

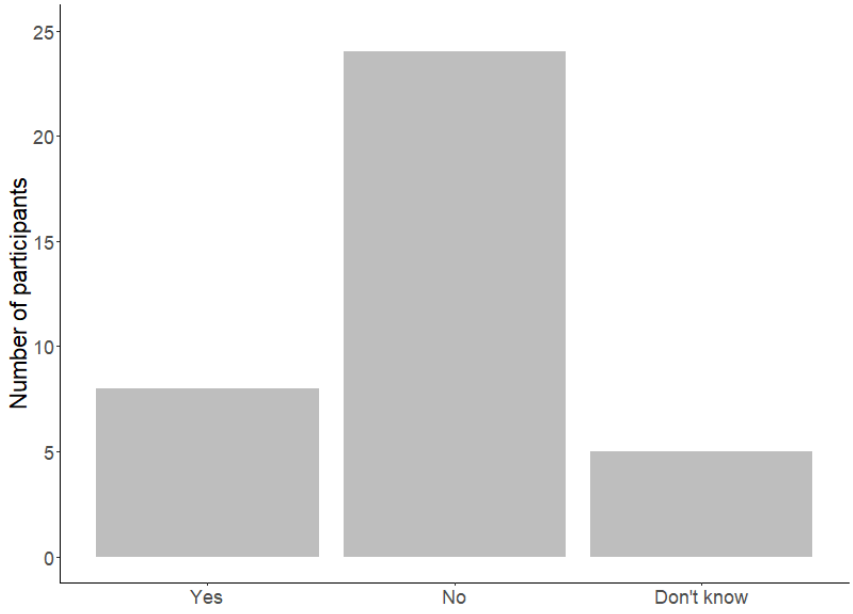


Figure 52: "If privately owned e-scooters were to become legal to ride on public roads, would you consider purchasing one in the future?"

3.6.7 Survey - Perceptions of the scheme

Participants were asked how satisfied they were with the scheme overall. This can be seen in Figure 53.

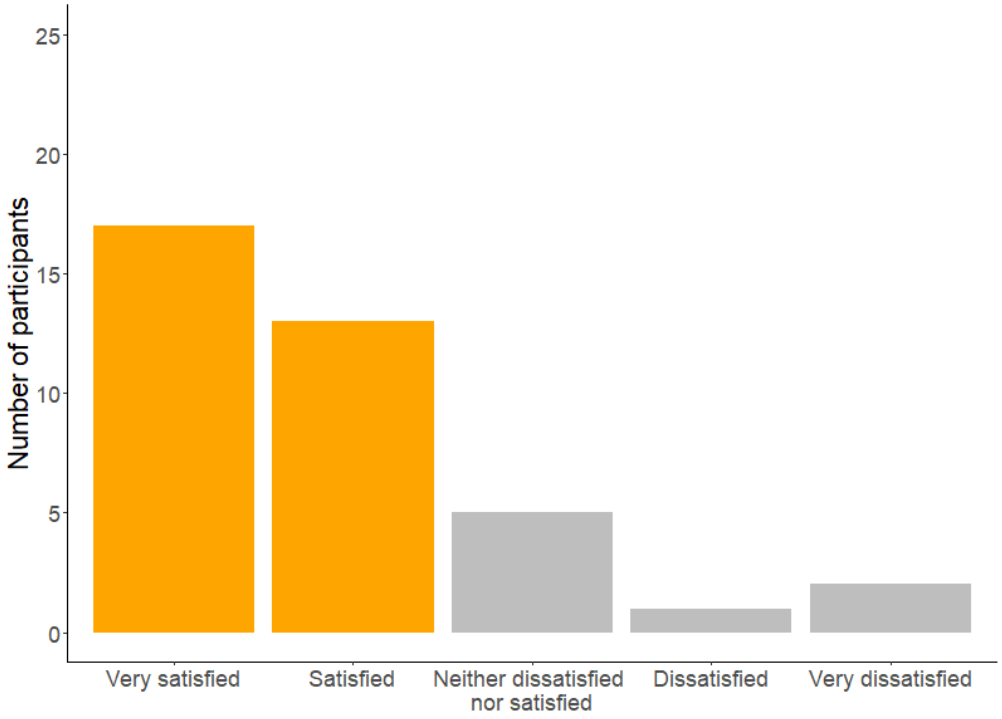


Figure 53: "How satisfied or dissatisfied were you with the scheme overall?"

Thirty out of 38 participants (79%) said they were either satisfied or very satisfied with the Mobility Credits scheme overall. Three participants reported they were dissatisfied or very dissatisfied with the scheme. When asked to explain the reason, one participant reported they found the scheme satisfactory so may have answered the question incorrectly. Some illustrative quotes are given below:

> *"Great in theory, not enough options were readily available, particularly early on in the scheme throughout the West Midlands or even locally, plus the scheme needed to be promoted more. My personal experiences of the card being rejected on my attempts at using it on other modes of transport except by bus were what I found most unsatisfactory."*
>
> *"Unable to access planned services and transportation types – poor"*

Figure 54 shows 29 out of 38 participants said they found it easy or very easy to use the Yordex card they were provided with during the scheme. Five participants found it difficult or very difficult to use the card. Participants were not asked to provide a reason.

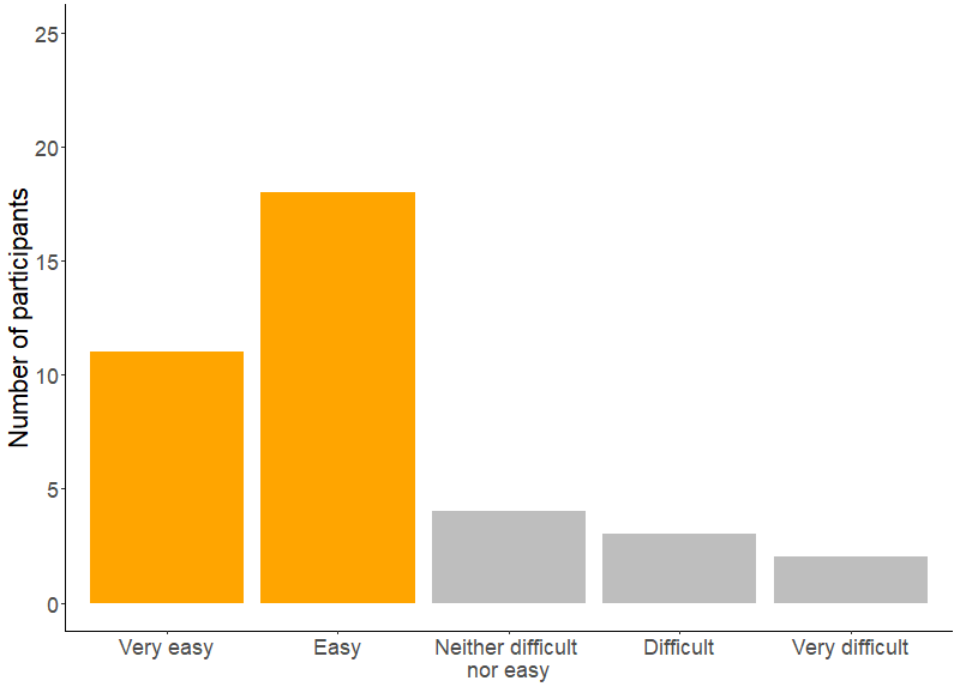


Figure 54: "How easy or difficult do you find it to use your mobility credits on the card you were provided with?"

Participants were asked if they felt that the Credits lasted as long as they expected over the duration of the scheme – see Figure 55. Twelve participants agreed that they lasted as long as they expected. Eighteen participants said they did not last as long as expected, 11 of which said they lasted for fewer journeys than expected.

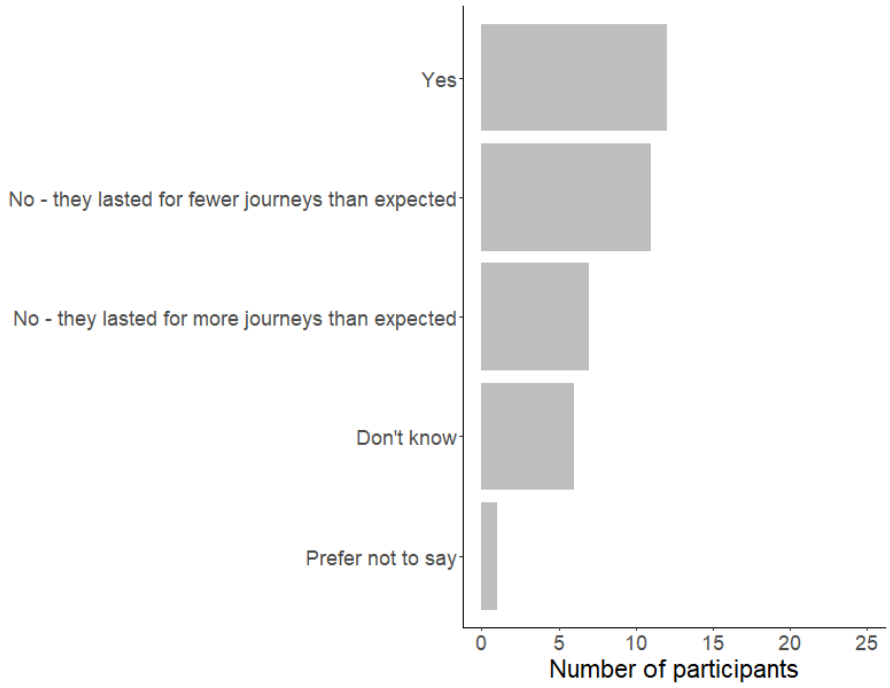


Figure 55: "Have the Mobility Credits lasted as long as you expected?"

Participants were asked if they felt that the amount offered for scrapping their car was fair. The results are shown in Figure 56. Twenty-eight participants agreed or strongly agreed that the value was fair. Three participants disagreed that the price was fair. The key themes mentioned by participants when asked for a reason were the price of being mobile shot up after COVID, the £3000 was too generous, and that how the £3000 can be used needs to be looked at.

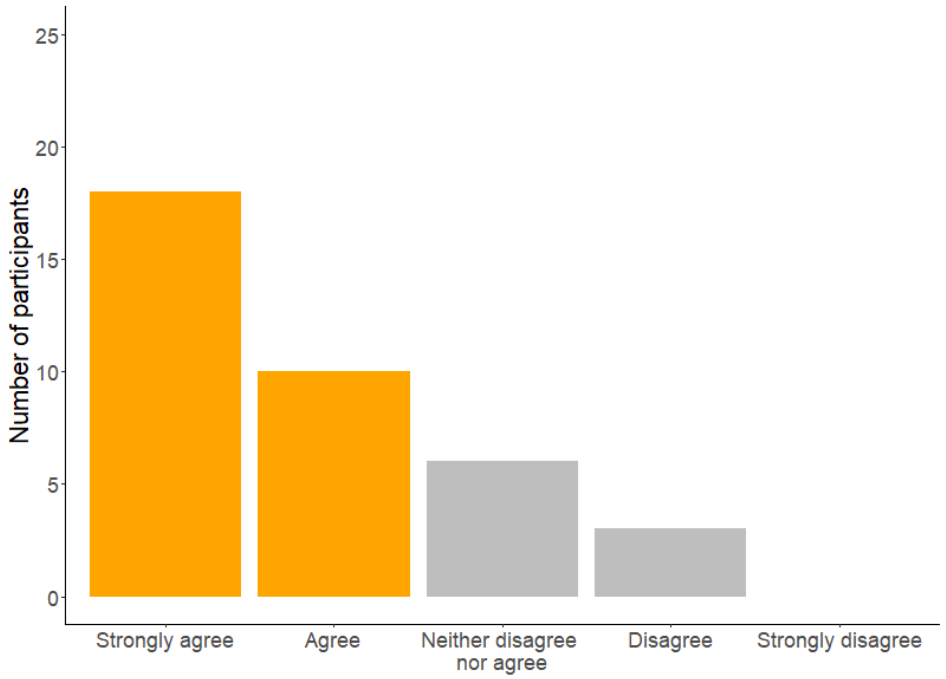


Figure 56: To what extent do you agree or disagree with the following statement - "The £3,000 worth of Mobility Credits was a fair amount in exchange for my scrapped vehicle"

Participants were asked if they think the scheme works well for the Coventry area. Thirty-four out of 38 participants said they think the scheme works well. Of the 4 participants that did not think it works well, the general themes given were a limited range of options in the Coventry area and the scheme did not make participants use other modes of transport.

Only one participant said they would not recommend the scheme to other people. The reason given for this was *'limited options and availability.'* Of those that would recommend the scheme to others, general reasons given were good value for money, the mechanism for taking older polluting cars off the road, and convenience and ease of use.

3.7 Exit - Interviews

3.7.1 *Changes in travel* behaviour since taking up the scheme

Participation in the Mobility Credits scheme resulted in significant changes in some participants' travel behaviour, while there were some participants who experienced minor changes in their travel behaviour since joining the scheme. Eight of the nine participants from the exit interviews said they tried at least one different transport service available on the Mobility Credit scheme.

Majority of the participants stated that while they travelled less during COVID-19 restrictions imposed by the government, their travelling frequency had resumed to the levels before the scheme. Participants who had joined the scheme after the introduction of COVID-19 related travel restrictions, they said that seeing their car parked in their driveway motivated them to discard their old vehicle in exchange for the Mobility Credits.

3.7.2 *Services Mobility Credits are used on*

Overall, participants interviewed at the exit stage reported making similar number of journeys they did before joining the scheme. Some participants reported making more journeys using active travel modes, and taxis/Ubers than before joining the scheme. Buses, trains, taxis, and Ubers were most common choice of transport mode. Cycle hires, e-scooters, trams, and on-demand services were rarely considered, and saw no change in the frequency of trips made using those services.

3.7.2.1 Active travel

All participants reported using more active travels modes than before their involvement on the scheme. Three participants reported walking more for short journeys than they did before joining the scheme. These participants said they took up the habit of walking shorter journeys during the COVID-19 social distancing policy in 2020 – they would use walking as an excuse to incorporate some movement in their day and because they did not have a car to rely on for those quick journeys. Two of these participants had later purchased a personal vehicle before finishing their Mobility Credits but continued walking for those short journeys as they had become accustomed to those trips.

Five of the participants had purchased a cycle using the mobility credits – either for themselves or, their family members or, both. One participant frequently cycled short journeys before joining the scheme and continued to cycle those journeys after scrapping their old vehicle. They also purchased an electric cycle using the Mobility Credits and started doing some longer journeys as they felt that longer journeys were easier and less tiring to do with electric cycles than with regular cycles. One participant said that they used the cycle hire services for the first time using the Mobility Credits. This experience then encouraged them to purchase a cycle using the Mobility Credits, however, due to technical issues they could not successfully purchase a cycle using the Mobility Credits.

3.7.2.2 Public Transport

Participants said they used the trains occasionally for long distance journeys or for getting to different cities. Two participants did not use the bus or trains before or after having the credits – suggesting there was no change in the frequency of journeys made using public transport for those two participants. One participant said their family members used the mobility credits for bus journeys to school or work. He also added that they were already using this mode of transport before scrapping the old vehicle, hence this was not a change in public transport usage for them.

3.7.2.3 Car hire services

Five participants did not feel the need to use the car hire services. One participant did not consider using car hiring services because they felt that the process seemed too complicated. One participant regularly made long journeys for leisure but expressed dissatisfaction with the service provided (i.e., limited availability of vehicle, dirty vehicles, falsely fined for smoking or damages in the vehicle, poor customer service). After multiple poor experiences of using

this service, this participant decided to purchase a private vehicle to make those journeys instead.

3.7.2.4 Taxis

Respondents used taxis and Ubers interchangeably to describe taxi services. Seven participants reported using taxis and/or Uber services more than they did before joining the scheme. A common reason for using this was convenience. Participants used taxis for journeys where there was no bus or train journeys at or near their destination.

One participant provided taxi services for a living so did not use taxis for his own transport needs.

3.7.2.5 E-scooters

None of the participants made any journeys using e-scooters. This had not changed since joining the scheme. Reasons for not using e-scooters were that e-scooters were “not for someone my age”, or that it was “not available in my area”, or that they had not considered it at all.

3.7.2.6 Trams and on-demand services

None of the participants made any journeys using trams or on-demand services. This had not change from before joining the scheme. All participants said there were no trams available in their area and that they were unaware of the on-demand service.

3.7.3 *Other members of the household*

Participation in the Mobility Credits scheme did not affect other members of the participants’ household. Three participants had another member of the household relying on the old car. Participants said they occasionally shared their Mobility Credits with the respective household member to purchase bus or train tickets for them. The remaining six participants did not have another member of the household relying on their old car for their transport needs.

3.7.4 *Private vehicle use*

Five participants from the exit interview had purchased a personal vehicle before finishing their Mobility Credits. These participants did not experience major changes in the way they travel, particularly, because participants had either replaced their journeys with taxi services or, had another vehicle to rely on or, had purchased a vehicle soon after receiving the mobility credits. The interview responses suggests that these participants in particular had not made many considerations to try different modes of transport services available using the mobility credits. Instead, they answered the interview questions with some caution, so as to appear that they had tried to consider alternative modes of transport. This, however, may not be reflective of all participants on the scheme, as evidenced by previous rounds of interviews. For example, one participant provided taxi services for a living and intended to purchase a new vehicle soon after scrapping the old vehicle to be able to continue doing the same work.

Another participant received a private car for occasional use from his company but had developed a habit of getting the public transport since using the mobility credits scheme, therefore did not feel the need to use the company car provided.

3.7.5 *Perceptions of owning a private car*

Participation in the Mobility Credits Scheme impacted most participants views on owning a private car. More participants reported wanting to own a car for personal use due to unreliability of public transport or inability to reach certain destinations using public transport options. Some participants with young children felt that it was more convenient to travel using a personal car. Some participants felt that they did not need a personal car as they were comfortable using public transport or active transport modes to replace their car journeys. One participant said they lived close to the city centre, and hence felt that the public transport options were easy to rely on for their journeys. However, they noted that it may not be the case for everyone.

When asked if they would like to own a car for personal use after the scheme ends, three participants of the four participants who had not purchased another car said that they were happy to continue using public transport services and rely on walking or cycling to their destination. They also added, that if their circumstance were to change, for example, if a change in jobs required them to commute or the location of the new job is not easily accessible by public transport, then they would likely purchase another personal car.

3.7.6 *Benefits and disbenefits of the scheme*

3.7.6.1 Benefits

Majority of the responses mentioned the benefits of the Mobility Credit scheme were having various alternative options and the opportunity to try them, the financial benefit of scraping their old car, and the environmental benefits of not having a car. While it is a small sample, it is suggestive that participants are considering the environmental and cost benefits of using alternative transport modes which is in line with the benefits that the scheme supports.

Five participants who had purchased a personal vehicle before finishing their Mobility Credits said although they had not used public transport options much more than they did before the scheme, participation in the scheme encouraged them to think about the environmental impact of their travel. They said they made considerations of the environmental impact of the vehicle they purchased alongside other key factors such as cost. Two of them had also reported walking or cycling more than they did before.

Overall, this is a positive impact of participating in the scheme as it has encouraged people to think of alternative ways to make their journeys and consider the environmental impact of their travel choices.

3.7.6.2 Disbenefits

Generally, there were very few disbenefits mentioned. Three participants noted that not the scheme would be disadvantageous for someone with young children who are dependent on the scrapped vehicle for their transport needs. Public transport options are not convenient to

travel on with children because it does not allow flexibility to pause for breaks (on long journeys) as-and-when desired and that it is difficult to carry everything different age of children needed for the journey. Two participants said that relying on public transport options may not be easy for people who live away from the city centre or in areas with poor transport routes.

3.7.7 *Suggestions on how the scheme can be changed*

When asked if there was anything they would like to change about the scheme, one participant said that the car club cars could be more dispersed (i.e., more cars available across the area) to ensure availability. Two participants had issues with using their Mobility Credits and reported dissatisfaction with the support received to tackle these issues. These participants felt that the support service could have been more prompt.

3.7.8 *Summary of Exit interviews*

The aim of the interviews was to understand participants' experience of using the Mobility Credits scheme and to capture changes in behaviour and motivating factors in these changes relating to use of alternative transport modes. It was also to understand what effect (if any) the scheme has had on choice of transport modes, travel habits, and perceptions of owning a car.

- The most common transport services used were taxis/Ubers, and buses; and bike hires and rail were used less frequently. There was an increase in walking, cycling and bus taking behaviour reported by most of the participants. Some participants who cycled more already owned a cycle before the scheme and were keen to use it as an alternative option. Five participants purchased a cycle using the Mobility Credits. E-scooters have not been used as an alternative transport service by those in the sample largely due to its perceived safety and lack of availability (they were only available in a small area close to the Warwick University campus).
- Few participants from the exit interview expressed interest in trying to use more public transport. Nevertheless, the majority of them were happy to have the opportunity to try alternative transport services, although they did not all use public transport services.
- Participants were generally making the same amount and types of journeys as they did before joining the scheme. This could be because participants who used public transport found a feasible alternative to complete their regular journeys, and the remainder who did not find public transport as a suitable alternative had opted to purchase another vehicle for their journey.
- Participants who were using public transport more than they did before they joined the scheme also said that bus routes and connections were limited and often impacted their decision to travel. This response was also common by those who had replaced their journeys with taxis, Ubers, and private hires. However, the small sample size limits our ability to draw firm conclusions.

- Participants were generally satisfied with the transport options available on the scheme. Additionally, participants were pleased with the opportunity to have adopted more walking and/or cycling habits since joining the scheme.

3.8 Comparison between 'Registration', 'During', and 'Exit' surveys

This section compares any changes in participants' responses over time, between the 'Registration' survey, the 'During' survey and the 'Exit' survey. Twenty-five participants completed all three surveys and therefore, this analysis focuses on the responses from this sub-sample of participants. It must be noted that due to the small sample size, it was not possible to conduct any in-depth statistical analysis.

3.8.1 Demographics

Overall, there was no significant change in demographics such as employment, household income and household composition. Eight participants reported a change in employment status whilst undertaking the Scheme. Eleven participants reported a change in income whilst undertaking the scheme. Five participants reported a reduction in the number of adults in their household. Three reported a reduction from three or more adults to two, and two participants reported a reduction from two adults to one.

3.8.2 Journeys and journey purpose

In all the surveys, participants were asked what mode(s) of transport they used in a typical week for their commute to/from their usual place of work. This question was only asked to participants who reported they were in some form of employment, education or other (e.g., occasional ad hoc work) at the time of the survey. The results of this question are shown in Figure 57.

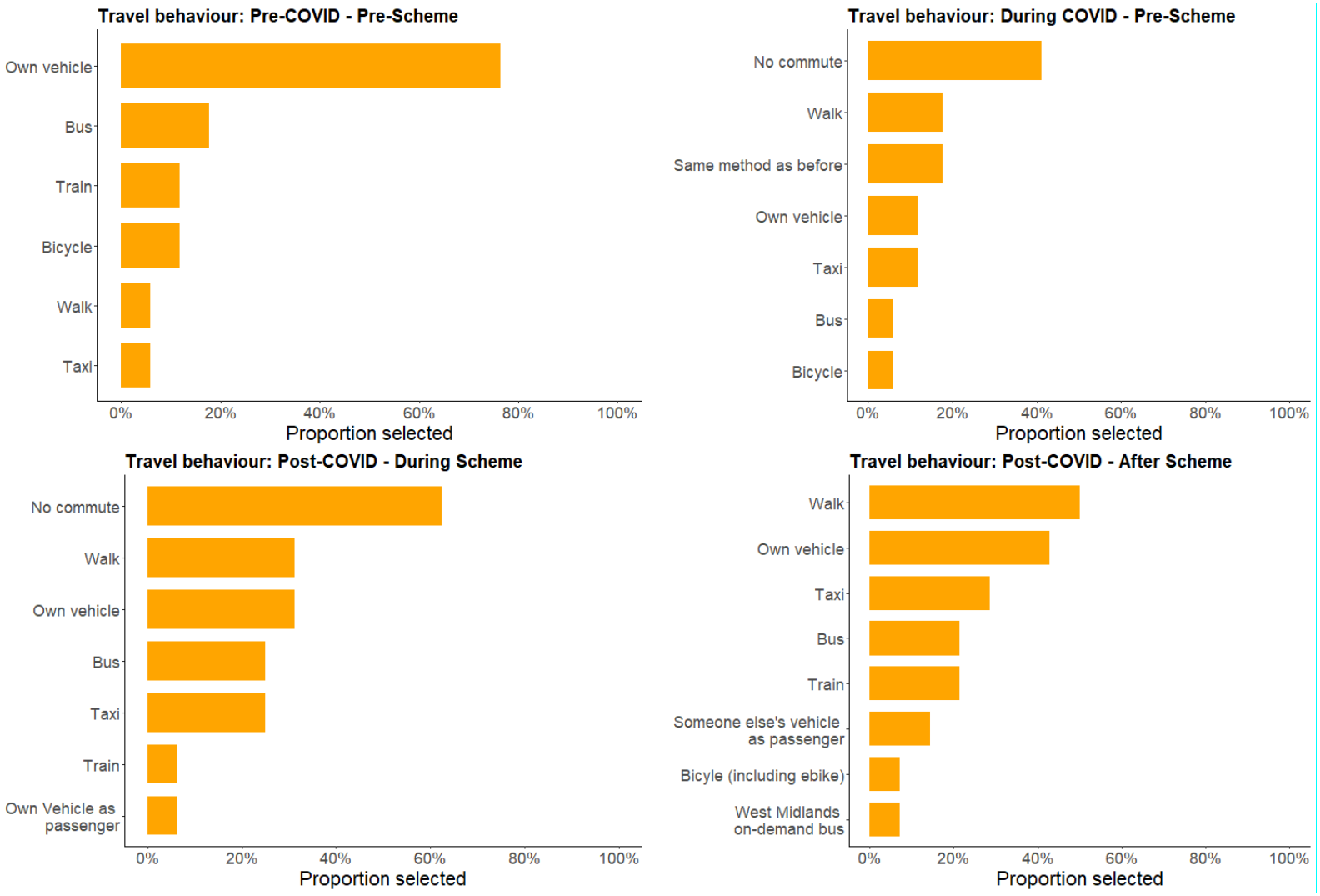


Figure 57: Change in commuting behaviours identified between 'Registration' and 'During' survey responses

Prior to the beginning of the pandemic, the majority of participants (13) used their own vehicle to commute to/from work. During a typical week when the 'Registration' survey was completed (at various points in 2021), two participants reported using their own vehicle, three participants reported using the same method as before, one of which continued to use a private vehicle. 41% (seven participants) reported not having any commute. In a typical week as reported in the 'During' survey, most participants reported not commuting to work. There was a slight increase in the number of participants who reported walking (from 1 to 5) between the 'Registration' survey and the 'During' survey. However, in the exit survey, all participants recorded that they commute. This is perhaps an impact of COVID, rather than the scheme itself. Seven participants reported that they walked for their commute, six reported using their own vehicle, four used taxis, three used the bus and three used the train. However, it is important to note that sample sizes were small here, with only three participants having completed all three surveys.

In the 'Registration' survey, participants reported the number of miles they drove in a typical month using the vehicle that was being scrapped as part of the Scheme. This is presented in the first column in Table 19. In the 'During' survey – post-scheme sign-up - 11 participants reported not having other private vehicles in their household or never driving a private vehicle and 14 participants reported still using a private vehicle in their household. In the 'Exit' survey, 14 participants reported not having other private vehicles in their household or never driving a private vehicle and 11 participants reported still using a private vehicle in their household.

Table 19: Comparison of mileage driven

	Pre-scheme sign-up: Number of participants reporting given average mileage in a typical month in the scrapped vehicle	During the scheme: Number of participants reporting given average mileage in a typical month in a private vehicle	End of the scheme: Number of participants reporting given average mileage in a typical month in a private vehicle
0-50 miles	9	5	3
51-100 miles	2	5	2
101-250 miles	7	1	3
251- 500 miles	4	1	1
501 -1000 miles	2	1	2
1000+ miles	1	1	0
Total	**25**	**14**	**11**

Due to the small sample sizes, it is difficult to draw firm conclusions from these data. Overall, though, the number of participants in the sample using a private vehicle during and after leaving the scheme was lower than pre-scheme sign-up, as would be expected given the

nature of the scheme design. Nine of the 25 participants reported they had purchased a new private vehicle in their household at some point in the Scheme. Only three participants that had purchased a new vehicle said they have an average mileage per month greater than 0. This suggests the new vehicles purchased may be used primarily by another member of their household. For the small number who reported still using a private vehicle, most of them reported low average mileages (100 miles per month or less). It is not known whether mileage previously driven in the scrapped vehicle has been replaced with mileage driven in other private vehicles in the household. However, data from the surveys suggests that there has been a general reduction in the overall mileage driven by participants using private vehicles.

Participants were asked which modes of transport were used for various types of journeys and how their choices changed since joining the scheme. Figure 58 below presents the top modes and journey purposes selected by at least 10 participants.

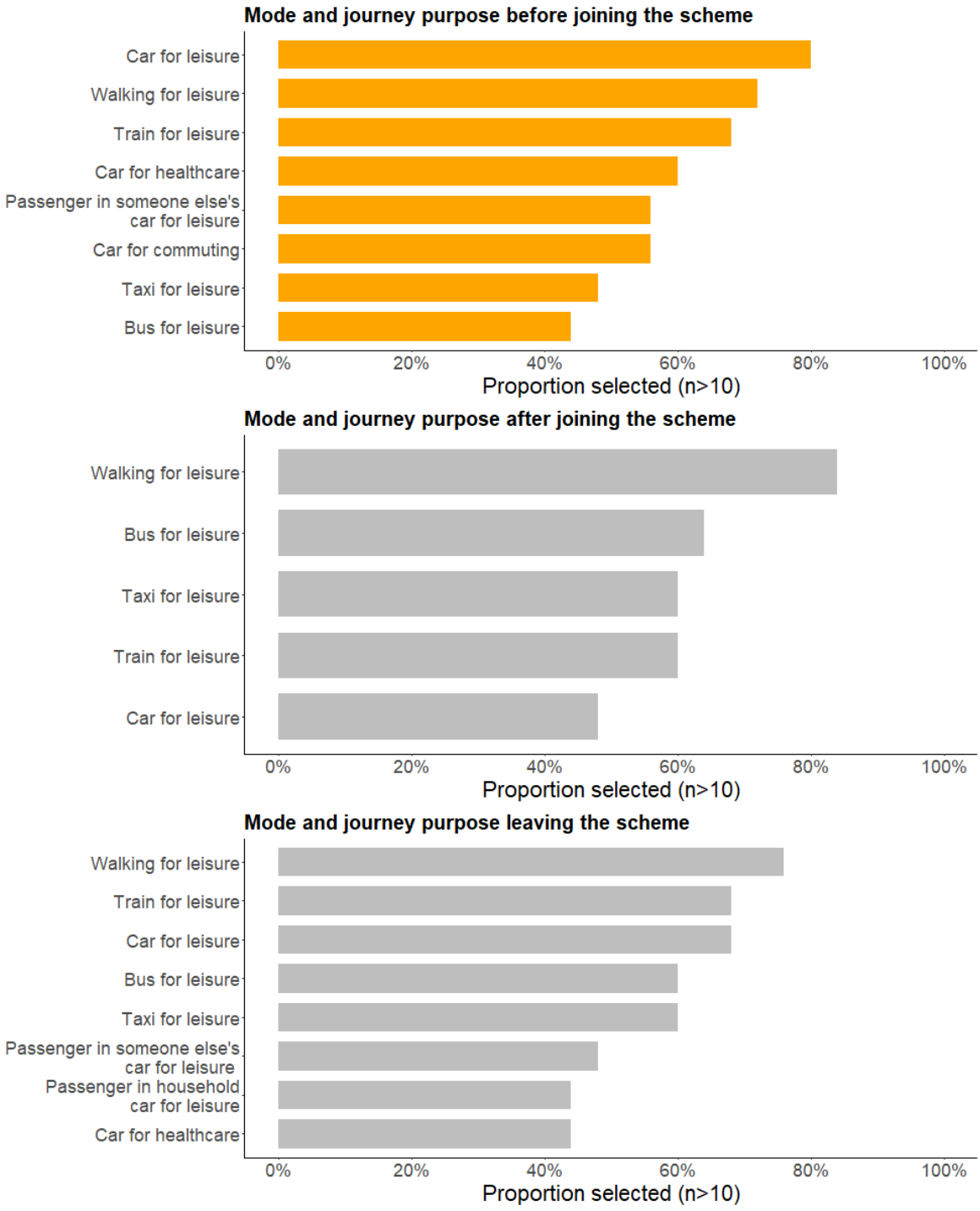


Figure 58: Mode(s) and journey purpose commonly used before and after joining the scheme

Prior to joining the scheme, car and train were the most commonly reported modes of transport that were mainly used for leisure or socialising purposes. Walking for leisure purposes was also selected by just over 60% (16 participants) of the sample. It is interesting to note that since joining the scheme, the main change is in walking for leisure which was reported by over 80% of the sample (21 participants). Upon finishing the scheme, walking for

leisure has remained as the most popular (19 participants) form of model of travel and leisure purpose. The impact on walking is explored in greater detail in the next section.

After joining the scheme, there appears to be a shift towards public transport which a greater proportion of participants reporting using bus, taxi, or train for various journey purposes. The number of participants who reported using car for leisure purposes reduced from 21 to 12 since joining the scheme. However, whilst public transport remains popular after finishing the scheme, there has been an increase in the use of cars for leisure and healthcare appointments.

3.8.3 Impact on active travel

Figure 59 and Figure 60 compares the change in how frequently participants walked or cycled to their destination at each time point.

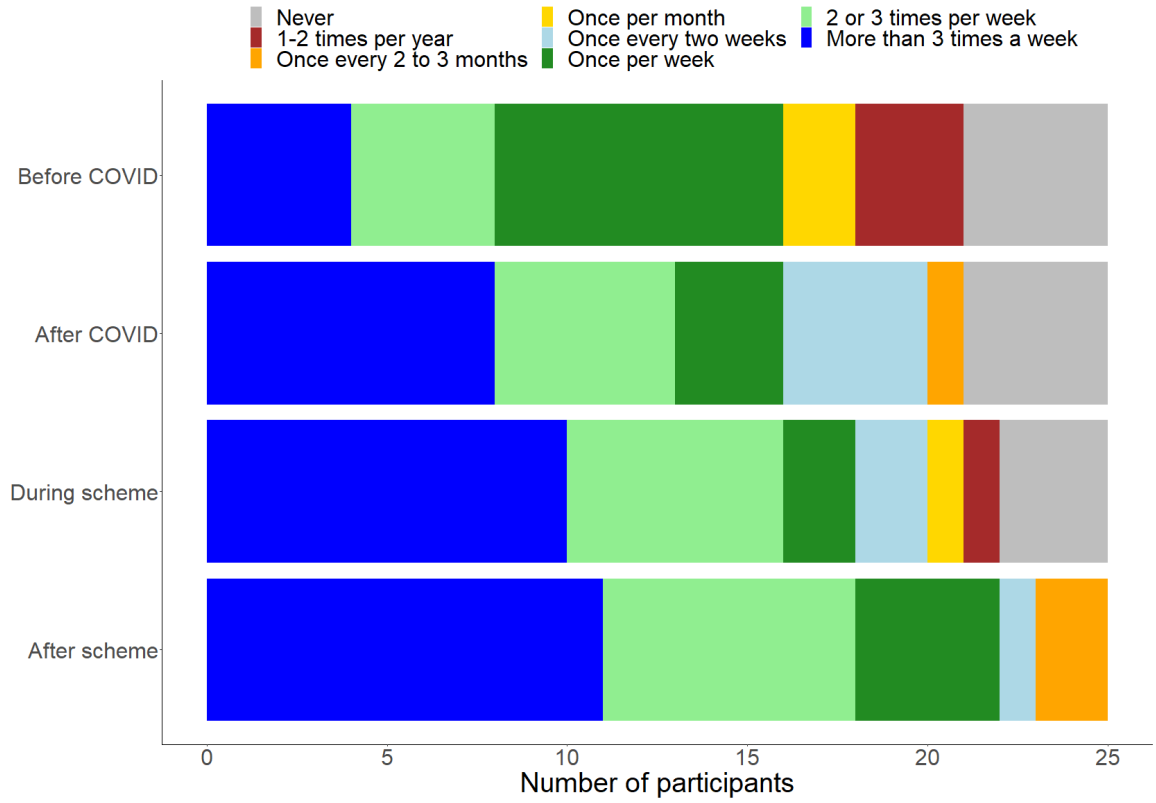


Figure 59: Comparison of walking frequency for non-commuting purposes

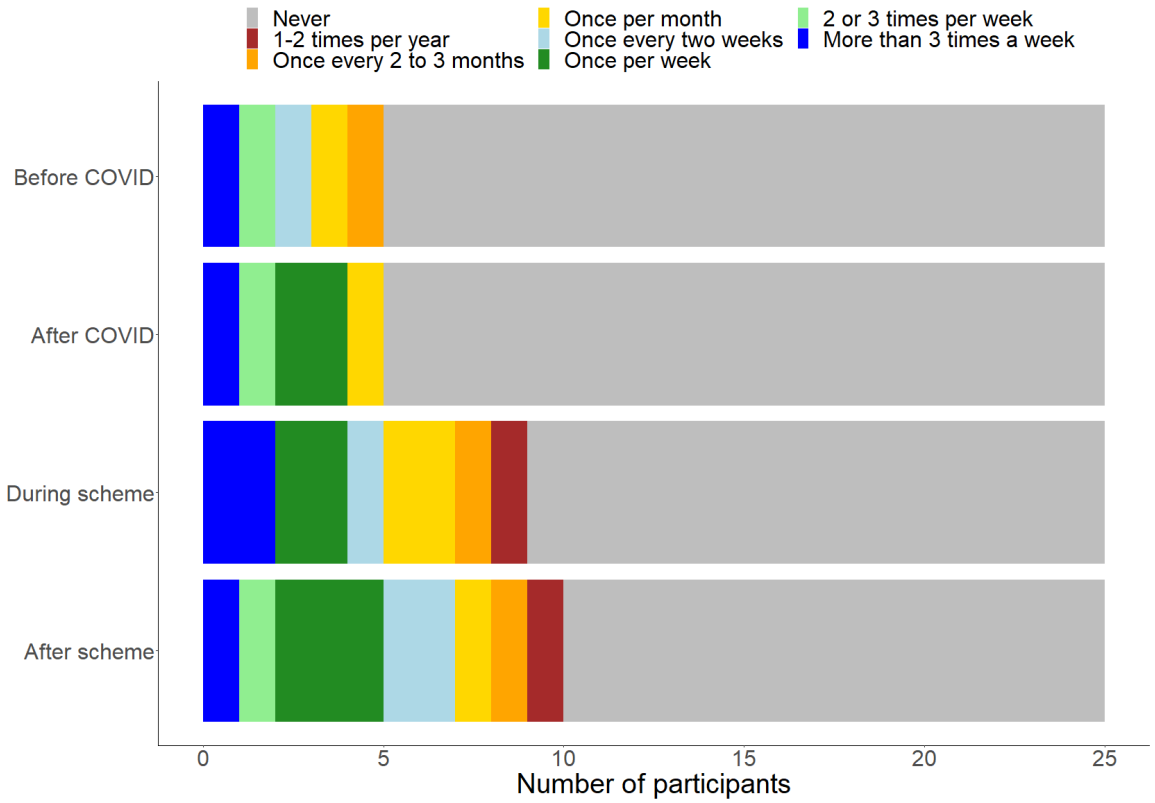


Figure 60: Comparison of cycling frequency for non-commuting purposes

There was a notable increase in walking habits in participants that filled in all 3 surveys. Almost all (22 participants) reported walking at least once a week in the Exit survey compared to 16 participants at Registration. COVID-19 most likely played an impact on the increase in walking. Double the participants reported walking 3 or more times a week after March 2020 compared to pre-COVID times. There was no significant change in cycling behaviours during the scheme, with most participants reporting they never cycle. This goes against the behaviour seen within the UK population during COVID, where frequency of cycling increased sharply.

Upon finishing the Mobility Credits Scheme, when asked about what impact the Mobility Credits scheme has had on the number of journeys walked or cycled, 14 (out of 25) participants said that the number of journeys walked had increased and six said the same about cycling. This suggests that people thought the scheme had increased their active travel but when asked to report frequency of journeys there wasn't *actually* a discernible change. It could be argued that the available response options for frequency of active travel were limited and there may have been changes that were not captured. For example, someone already walking 3 times a week during the Scheme may have answered the same in the Exit survey. Including options such as 'Daily' would've allowed a more granular examination of whether walking and cycling frequency had actually changed.

4 Findings – Non-participants

4.1 Wave 1

4.1.1 Background

A non-participant survey was administered in July 2021 to understand the views of people who had not signed up for the Mobility Credits scheme. This section presents a summary of the key findings from this non-participant survey, along with follow up interviews with a sub-sample of respondents, to examine the extent to which the respondents thought the Mobility Credits scheme would fit with their lifestyles, and whether or not they would consider using such a scheme in the future. Graphs and tables have been produced for selected questions from each section of the survey to illustrate the key findings. Where relevant, results from the qualitative interviews have been presented alongside the survey results.

4.1.2 Sample

A sample of 536 respondents started the online survey. However, during the data checking process a number of respondents were excluded from the final sample due to the following reasons:

- 108 respondents stated they did not have access to a car
- 17 respondents stated that they lived 'elsewhere' (i.e., outside the specific areas in the West Midlands) and were ineligible to continue with the survey
- 59 respondents did not complete all questions in the survey
- 11 responses were duplicates as some respondents had completed the survey multiple times

The final sample with complete data therefore comprised of 341 survey respondents; a breakdown of the demographics and travel habits of these respondents is provided in section 4.1.3. Follow-up qualitative interviews were also conducted with 15 respondents who had completed the survey; the demographics of the interview sample is shown in section 4.1.4.

The analysis compares the results of the full sample of respondents with the sub-group of respondents that would or did not consider joining the scheme (regardless of whether they had previously heard of the scheme or not). This is shown in Figure 61.

The aim of this analysis was to understand whether there were differences in travel behaviour or opinions provided by the sample of respondents that would or did not consider joining this (type of) scheme compared to the whole sample.

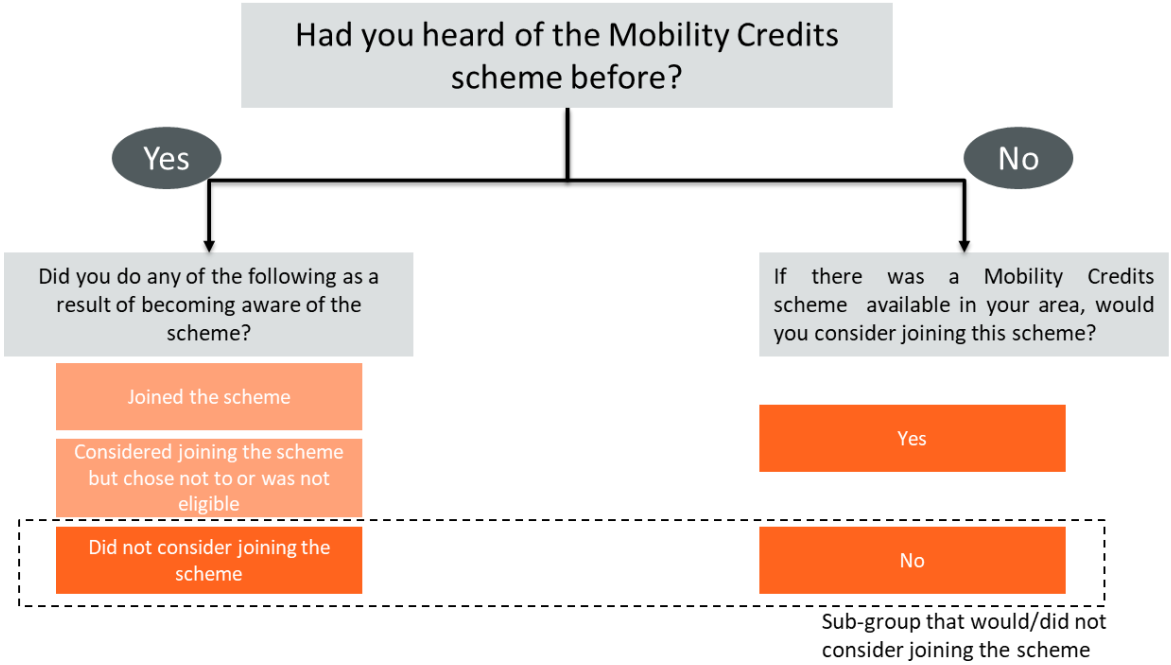


Figure 61: Identifying the sub-group that would/did not consider joining the scheme

The sample that would/did not consider joining the scheme was obtained by combining responses from those who had heard of the Mobility Credits scheme and did not consider joining it and those who had *not* heard of the Mobility Credits scheme but would not consider joining if such a scheme was available in their area of residence (as shown Figure 61 above). Therefore, some of the graphs presented in this report show the overall responses and the sub-group that would/did not consider joining this (type of) scheme.

The findings from this analysis are presented as follows:

- Section 4.1.6.1 examines the level of interest in joining a Mobility Credits scheme and presents the results for those who had heard of the scheme (4.1.6.2) and those who had not (4.1.6.3). The sample sizes were too small to perform any statistical tests, however descriptive statistics are provided to enable discussion of overall trends.
- Section 4.1.6.4 explores general opinions of Mobility Credits schemes and includes comparisons between the overall survey sample and the sub-group that would/did not consider joining the scheme. Again, whilst no statistical tests could be performed, descriptive statistics are provided to examine the trends.
- Section 4.1.6.9 contains discussion of additional insights gathered from the interviews which were not directly related to the results of the survey. Thematic analysis was used to extract common themes/trends from the qualitative responses.

4.1.3 Demographics of survey sample

Figure 62 presents the distribution of survey respondents by area of residence.

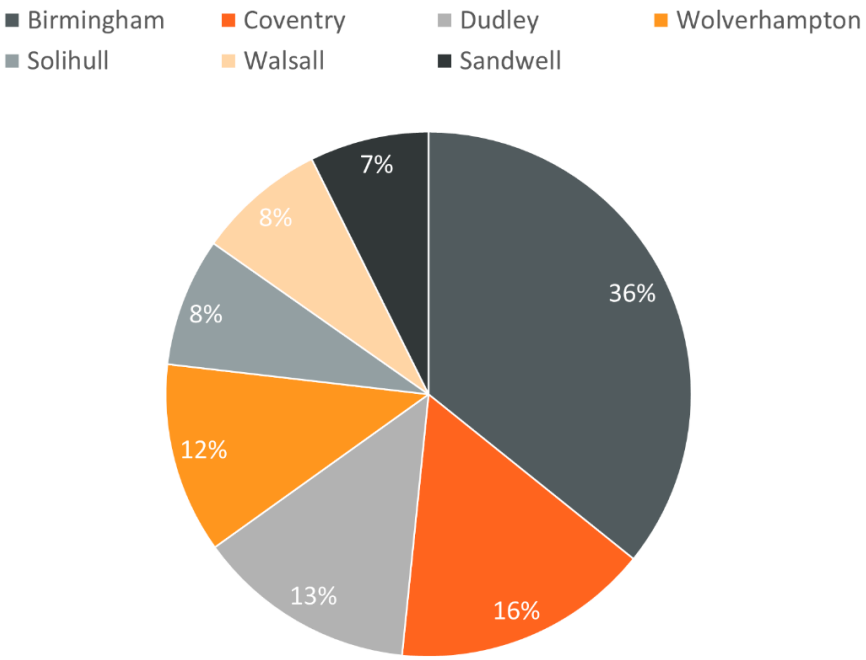


Figure 62: Distribution of survey respondents by area of residence

Of the 341 respondents, 36% (122 respondents) lived in Birmingham, around 16% lived in Coventry, 13% in Dudley, 12% in Wolverhampton and less than 10% lived in the remaining areas in West Midlands (Figure 62).

Around 56% (191) of the respondents were male and 41% (142) were female. The breakdown by age and gender is shown in Figure 63.

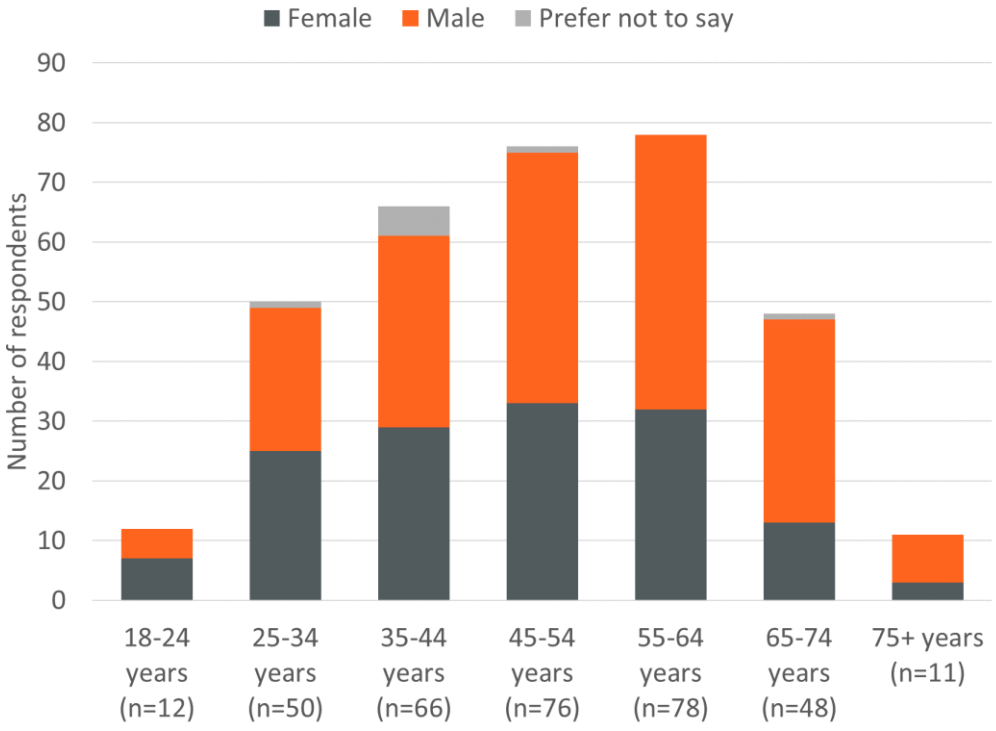


Figure 63: Distribution of survey respondents by age and gender

Less than 10% of the respondents were either between 18-24 or over 75 years old. Around 45% of the respondents were between 45 and 64 years of age. Comparison to UK driving licence data[13] shows that this sample broadly matches the distribution of age and gender in the general licence-holding population.

Table 20 presents the employment status of the sample.

Table 20: Employment status of the survey sample

Employment status	Number of respondents	Proportion of respondents
In education	4	1%
Employed (inc. full time, part time or self-employed)	243	71%
Retired	37	17%
Unemployed	34	10%
Prefer not to say	3	1%
Total	**341**	**100%**

The majority (71%) of respondents were employed and around 10% were unemployed. Of those in employment, 43% (106) of respondents indicated that they travel to work in their own vehicle (as a driver or passenger), 10% said they take the train and around 6% travel by bus or walk to work. About 27% did not respond to the question about travel behaviour.

About 85% of the sample were White British or other White ethnic origins, 8% were Asian and the remaining belonged to other ethnic backgrounds. When asked about mental or physical disabilities, 70% of the sample reported none and less than 10% reported having any mental or physical disability.

Around two-thirds (213 respondents) of the sample reporting having a petrol car as their main vehicle, a third (113 respondents) had a diesel and about 5% (15 respondents) had some form of electric vehicle (**Table 21**).

Table 21: Type of vehicle driven by the survey respondents

Type of car	Number of respondents	Proportion of respondents
Petrol	213	62%
Diesel	113	33%
Hybrid electric, plug-in hybrid or fully electric	15	5%
Total	341	100%

[13] www.data.gov.uk/dataset/driving-licence-data

4.1.4 *Travel habits of survey sample*

This section explores the work and travel habits reported by the survey respondents and compares the responses to the sub-group of respondents that would/did not consider joining the scheme. The purpose of this comparison was to assess the extent to which there were underlying differences in the travel habits of respondents who either did not consider joining the Coventry scheme or would not consider joining a similar scheme in future, compared with the sample as a whole.

Respondents were asked to state the number of private cars they had in their household. Figure 64 shows the distribution of responses for the overall sample and the sub-group that would/did not consider joining the scheme.

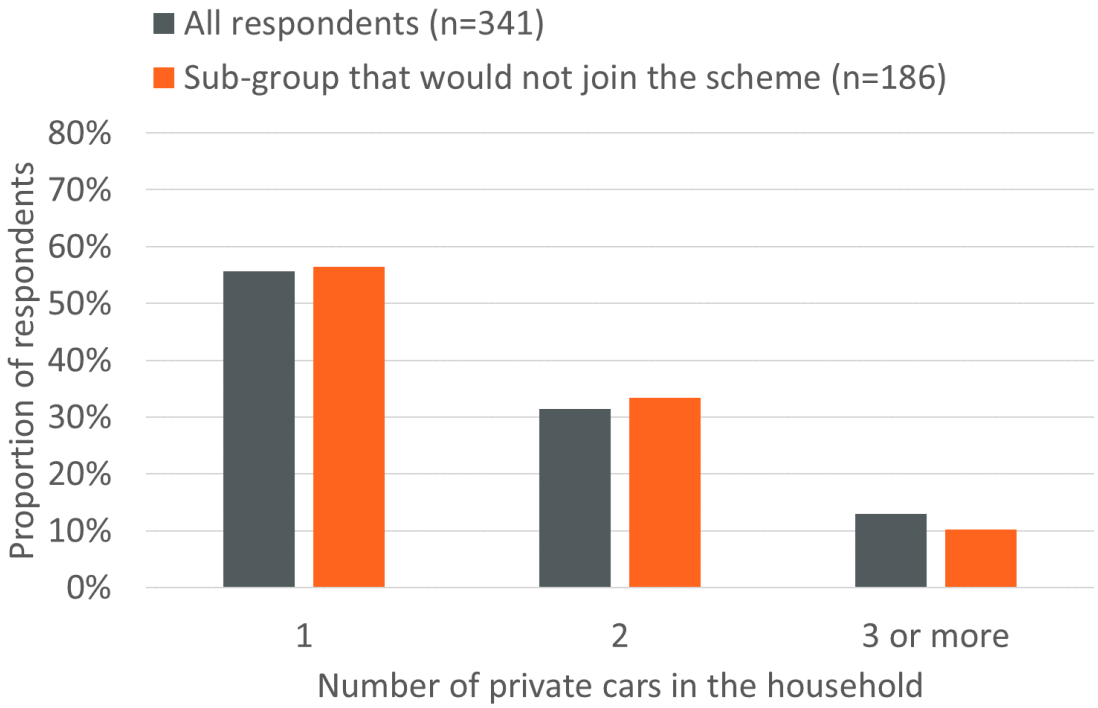


Figure 64: Number of private cars in the households of survey respondents

Over half (around 55%) of the sample had one private car in their household, and around 30% of the sample had two cars in the household. The results were similar for the sub-group that would/did not consider joining the scheme.

Respondents were asked to report their estimated total distance travelled in their 'main' vehicle in a typical month. The distribution of responses for the two groups are shown in **Table 22**.

Table 22: Distribution of mileage travelled in the main vehicle in a typical month (survey respondents)

Miles travelled in main vehicle in a typical month	All respondents (*N*=341)	Sub-group that would/did consider joining the scheme (*N*=186)
Less than 100 miles	31%	30%
Between 100 and 500 miles	50%	47%
Over 500 miles	19%	24%

Roughly 50% of the sample and the sub-group that would not join the scheme drove between 100 and 500 miles in a typical month. For comparison, the average mileage driven by the English population[14] was around 416 miles per month in 2019 (year selected due to the impact of the pandemic in 2020) according to the National Travel Survey. This suggests that the vehicle miles travelled by the sample in this study is lower than the population average.

Respondents were asked how often they travelled by each mode of transport at the time of the survey (excluding trips for leisure or fitness purposes). A summary of the responses is presented in Figure 65 for walking, train, bus, and ride hailing services.

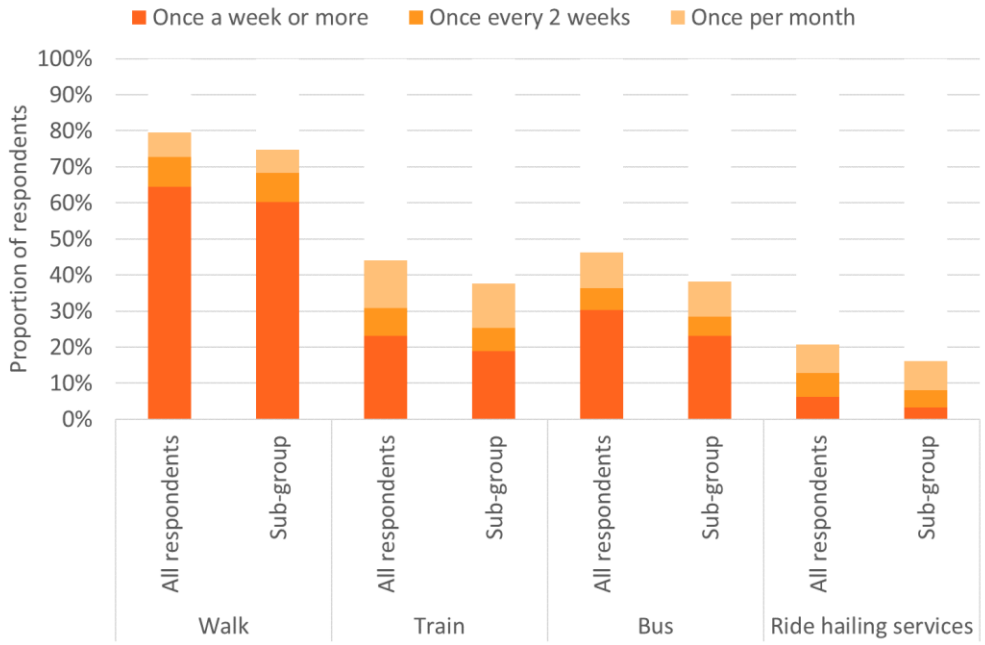


Figure 65: Comparison of survey respondents' work-related travel behaviour by mode of transport

[14] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/906847/nts-2019-factsheets.pdf

About 65% of all respondents stated that they walked once a week or more frequently. Between 25%-30% of respondents travelled by train or bus at least once a week and less than 10% used ride hailing services once per week or more. Compared to the overall sample, the frequency of travel by each mode of transport was slightly lower for the sub-group that would not consider joining the scheme.

Respondents were also asked how they commuted to their place of work in the last week (around the time of survey completion). This question was only asked to respondents who stated that they were either employed or in full-time education. Figure 66 presents the results; about 27% of respondents in full-time employment did not provide a response and these are marked 'unknown'.

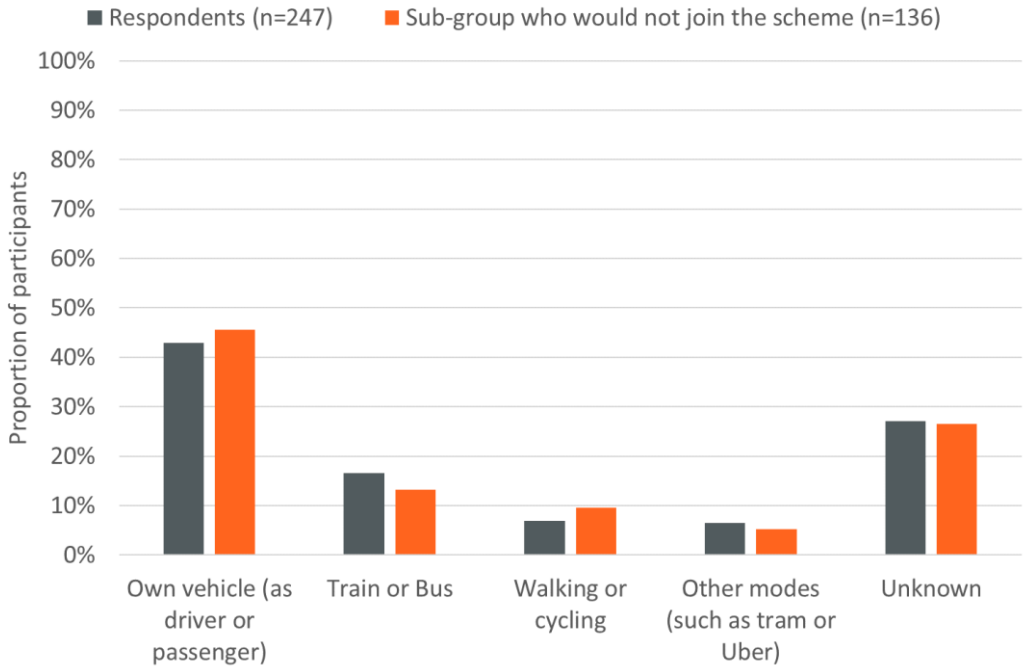


Figure 66: Mode of transport used for commuting purposes in the last week (survey sample)

Almost half (42%) of the respondents who were asked this question stated that they used their own vehicle to drive to work. Less than 20% reported using other modes of transport such as train or bus and walking or cycling. Comparing the overall results to the sub-group showed that those who would/did not consider joining the scheme had a similar distribution of responses to the overall sample.

4.1.5 Demographics of interview sample

Interviews were conducted with 15 'non-participants' who had also completed the survey and agreed to be contacted for further research. The interviews examined awareness of the scheme, the extent to which interviewees thought it would fit with their lifestyle, and whether or not they would consider using such a scheme in the future.

Details about the age and location of interviewees are provided in **Table 23** and **Table 24**, respectively. The interviews were deliberately focused on understanding the views of those who reside in Coventry (where the TfWM Mobility Credits scheme was taking place at the

time of the study), however a small number of interviewees from other areas of the West Midlands were also included.

Table 23: Age of interviewees

Age group	Number of interviewees
25-34	3
35-44	6
45-54	1
55-64	5
Total	15

Table 24: Where interviewees lived

Area	Number of interviewees
Birmingham	2
Coventry	9
Dudley	1
Solihull	1
Walsall	1
Wolverhampton	1
Total	15

We aimed to capture views from individuals who reported different reasons for not joining the Coventry Mobility Credits scheme. **Table 25** shows the number of interviewees who had and had not heard of the scheme, and their reported reasons for not joining the scheme.

Table 25: Interviewees' reported reasons for not joining the scheme

Heard of the scheme?	Reason for not joining the scheme	Number of interviewees
Yes	Considered joining and was eligible but chose not to sign up	3
Yes	Considered joining but was not eligible	1
Yes	Did not consider	6
No	Had not heard of the scheme	5
Total		15

4.1.6 Findings

4.1.6.1 Interest in joining a Mobility Credits scheme

Respondents were asked about whether they would, or did, consider joining the Coventry Mobility Credits scheme, or other (hypothetical) similar schemes, and the reasons for/against joining. This section discusses their responses to those questions.

Survey respondents were first asked whether they had heard of the Coventry Mobility Credits scheme prior to completing the survey. Of the 341 survey respondents in the sample, 86 (25%) respondents had heard of the scheme and 255 (75%) had not heard of the scheme prior to survey completion. As shown in **Table 25**, ten of the fifteen interviewees had previously heard about the Mobility Credits scheme before completing the survey. Discussion of the findings is therefore split into these two sub-groups.

4.1.6.2 Those who had heard of the scheme

Of the 86 survey respondents who had previously heard of the scheme, around 29% were from Birmingham, 33% from Coventry and the remaining from the other areas of West Midlands (less than 10 respondents were from each of the other areas).

Respondents were asked to indicate where they had heard about the scheme; respondents selected all that applied, so it is possible that one respondent selected multiple sources (Figure 67).

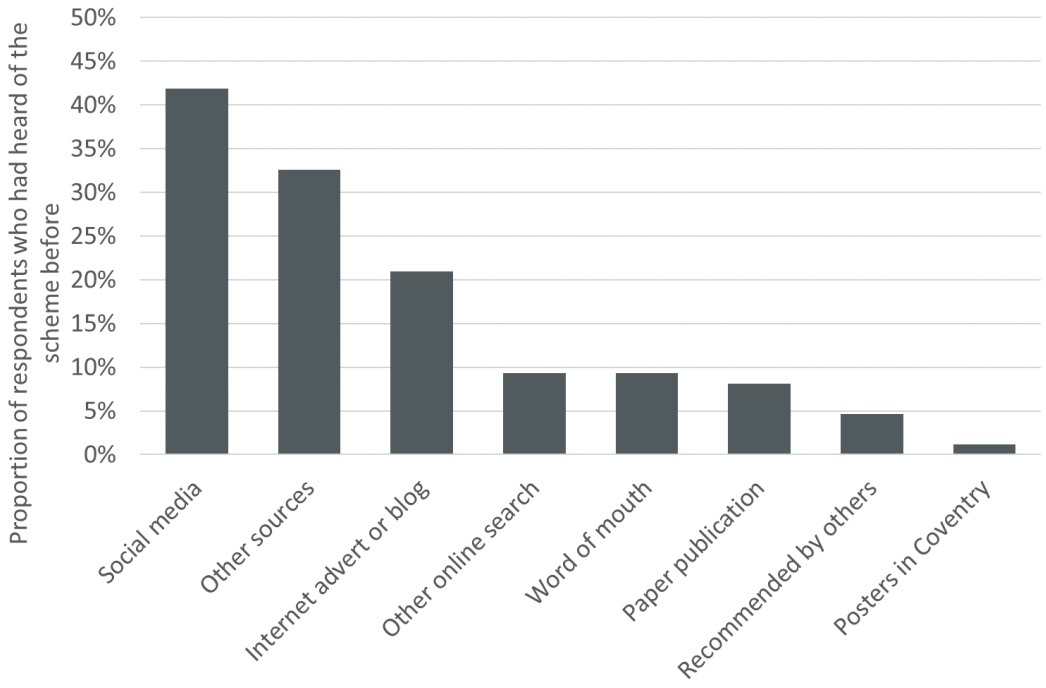


Figure 67: Where had respondents heard of the scheme

Social media and internet adverts or blogs were the most common source with around 60% (36) of respondents indicating this is how they had heard about the scheme. Around a third (28 respondents) reported other sources such notifications from TfWM for having completed other surveys with them or hearing about the scheme on the BBC News channel. Less than 5%

reported hearing about the scheme from sources like posters in Coventry or recommendations from friends or family.

Table 26 presents whether the respondents who had previously heard of the Mobility Credits scheme had considered joining it.

Table 26: Number of respondents who had heard of the scheme and considered joining it (survey sample)

	Number of respondents who had heard of the scheme	Proportion of respondents who had heard of the scheme
Considered joining the scheme and was eligible but chose not to sign up	8	9%
Considered joining the scheme but was not eligible	28	33%
Did not consider	50	58%
Total	**86**	**100%**

Just over half (58%) of the respondents who had heard about the scheme did not consider joining it. About a third of the respondents indicated they would consider joining the scheme but were not eligible to do so. Less than 10% were eligible and considered joining but chose not to do so. Figure 68 shows the distribution of these responses by location.

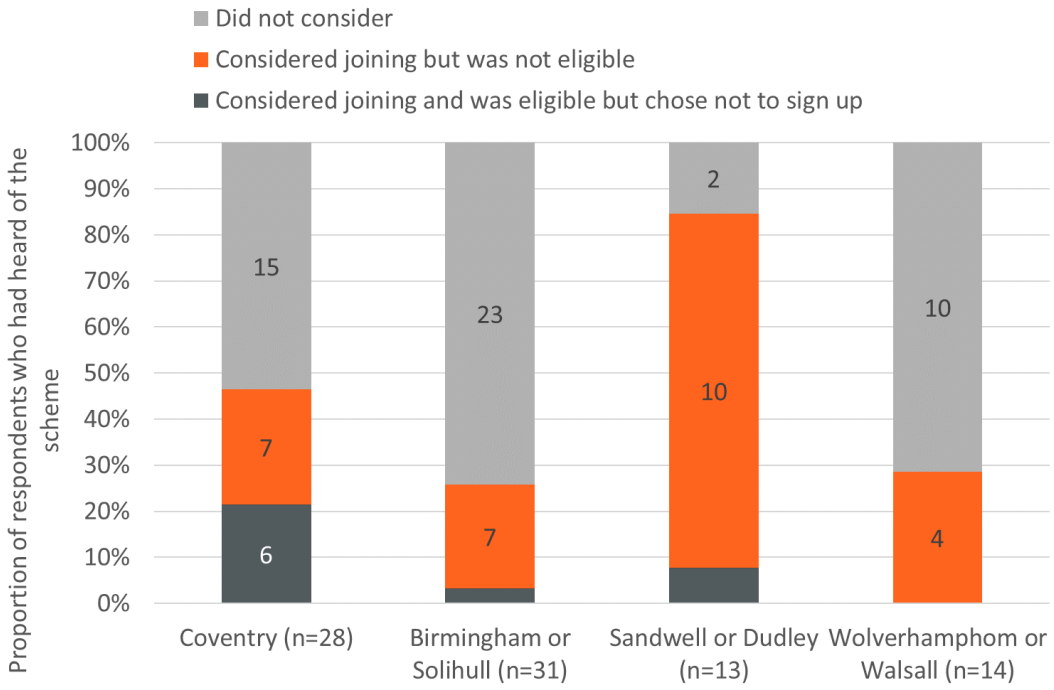


Figure 68: Decision to join the scheme by location of residence (data labels display counts)

Only six respondents out of 28 in Coventry decided not to sign up to the scheme despite being eligible. Respondents living in Sandwell or Dudley were more likely to consider joining but were not eligible. Those living in Birmingham, Solihull, Wolverhampton, or Walsall were less likely to consider joining the scheme. This suggests some good potential to expand the scheme in Sandwell or Dudley in particular, with a high proportion of people in these locations who considered joining the scheme. However, overall sample sizes were very small and as such no statistical tests could be conducted to test whether these differences were statistically significant. These results should therefore be interpreted with caution.

Respondents who did not consider joining or were eligible but chose not to sign up to the scheme were asked a follow up question around what affected their decision not to join the scheme. Respondents were asked to select multiple choices that applied to them. The responses from the 58 respondents who were asked this question is shown in Figure 69.

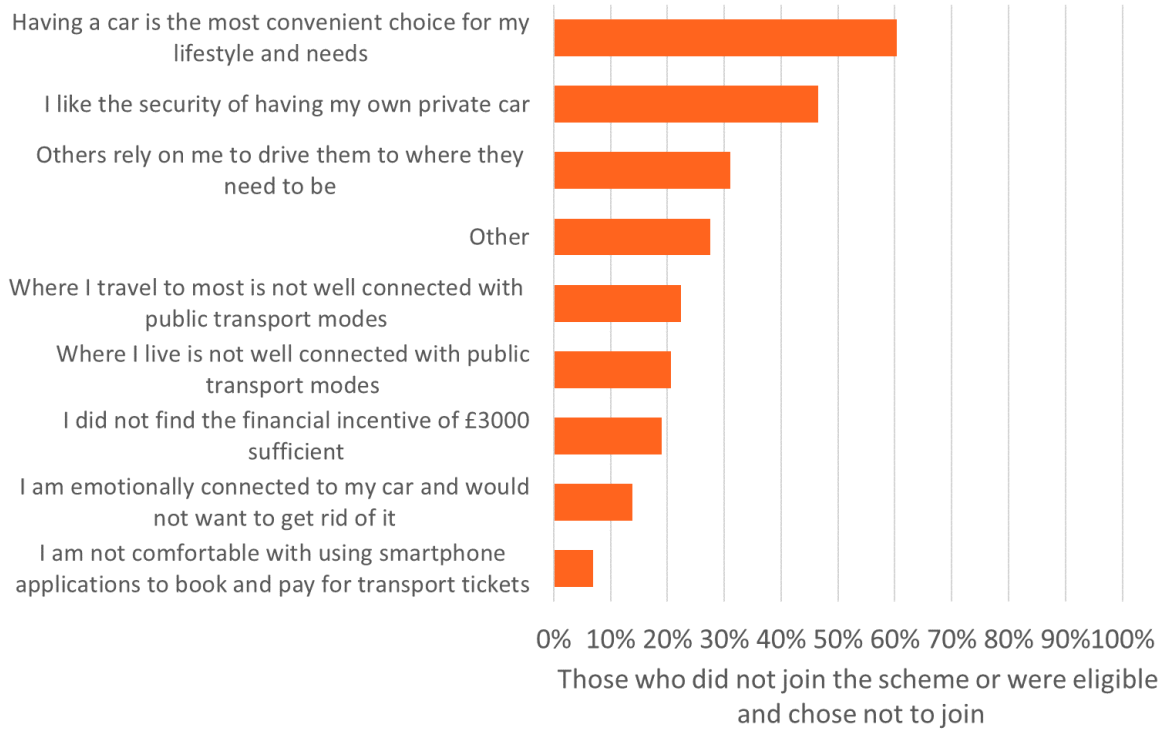


Figure 69: Survey respondents' reported reasons for not joining the scheme (N=58)

The most common reasons (about 60%) for not joining the scheme were associated with respondents' perceived security and convenience of having their own car. Around 25% of the respondents provided other reasons such as not living in Coventry (the area where the scheme is currently running) or requiring a car for work purposes. A lower proportion 20% of respondents (11 respondents) indicated that the financial incentive provided as part of the scheme was not sufficient (about 19%) or that they were not comfortable using their smartphones to pay for transport (7%).

During the interviews, those who had heard about the scheme reported that they did not sign up for the scheme for various reasons, but mainly because they felt it was not compatible with their lifestyle at the time. This aligns with the results seen from the surveys. For example, interviewees indicated that they worked in places that were inaccessible by public transport

due to a remote or distant location, or due to shift patterns outside of the scheduled public transport timetable. Others said that they hadn't paid it much interest, they felt like they needed their car, or they felt they didn't know enough about it and would like to learn more about the specifics of the scheme. Some interviewees said they may still sign up in the future as they are looking to get rid of their car, but they were unsure if the scheme would work well for them.

4.1.6.3 Those who had not heard of the scheme

This section presents responses from the 255 respondents who had *not* heard of the Mobility Credits scheme prior to completing the survey.

The survey began by explaining the concept of the current Mobility Credits scheme running in Coventry:

"The concept of a Mobility Credits scheme such as the one in Coventry involves scrapping your car in exchange for 'Mobility Credits'. You can use these credits for different transport modes such as public transport, car clubs, car hire, taxi, and bike sharing. The credits are loaded onto a pre-paid card, which you can use to pay for transport, in the same way you would use your personal debit card. Participants can use the credits to pay for their own travel and for the travel of people who live with them".

Respondents were asked if they would consider joining a similar scheme if it was to run in their area of residence. The responses are shown in **Table 27**.

Table 27: Distribution of respondents in relation to whether they would consider joining a similar scheme in their area

Would you consider joining the scheme if available in your area?	Number of respondents who had never heard of the scheme	Proportion of respondents who had never heard of the scheme
Yes	46	18%
No	136	53%
Unsure	73	29%
Total	**255**	**100%**

Less than 20% of this sub-sample of respondents (i.e., those who had never heard of the scheme before) said they would join a Mobility Credits scheme similar to the one in Coventry if there was one available in their area. About half of the respondents said they would not join one and 29% (73) said they were unsure. Various reasons were cited for not wanting to join the scheme, including factors such as the perceived flexibility in travel provided by a car, the perceived convenience of having their own car, perceptions of unreliable public transport, perceived practicality benefits of having their own car for work or shopping purposes, and the perceived ability to travel longer distances using their own car.

The qualitative analysis from the interviews provided some additional insights beyond those gathered from the survey. Of the five interviewees who had not heard of the scheme, their receptiveness for joining varied. One person gave a very strong opinion that the scheme would not work for them due to limiting mobility issues. The remaining interviewees were

either attached to using their car or indicated that they may consider using such a scheme in the future if they were eligible.

Figure 70 shows the distribution of responses by location. There wasn't a substantial difference in the proportion of respondents who said "Yes" (around 15-20%) between regions. A slightly higher proportion of respondents living in Coventry, Sandwell or Dudley were "Unsure" compared to residents of other regions. However, due to the small samples of respondents who said "Yes" in each location, it was not possible to conduct statistical tests to identify whether differences between the distributions across locations was statistically significant.

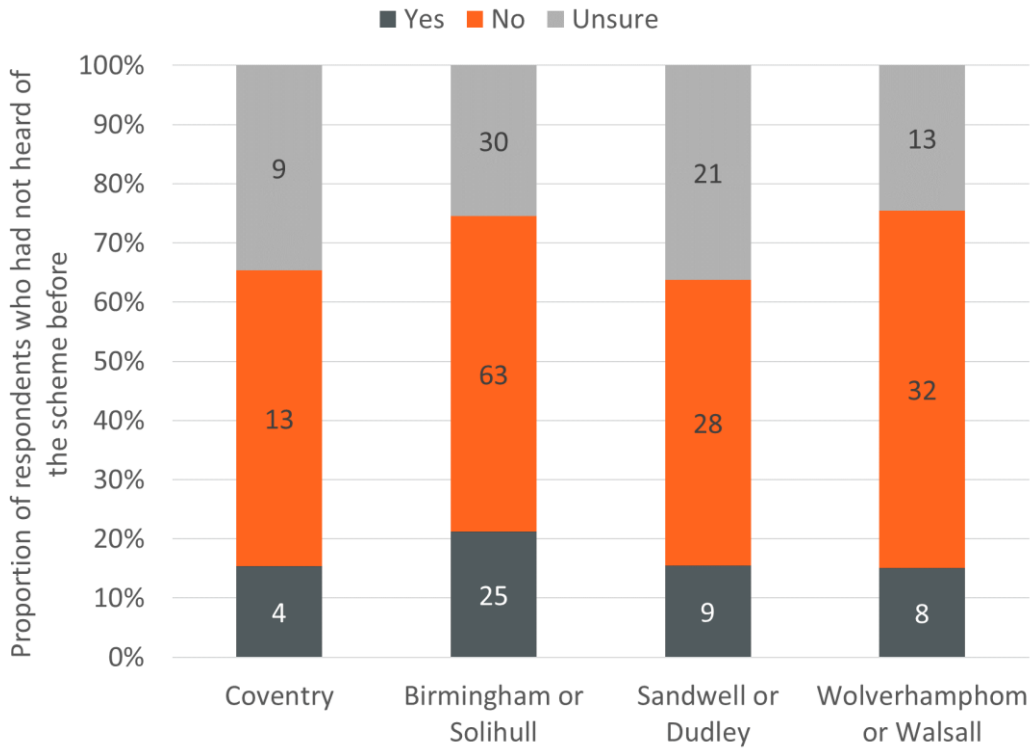


Figure 70: Distribution of respondents who would consider joining by area of residence (data labels display counts)

Although not presented in figures, there weren't any substantial differences in consideration to join the scheme based on age group. On average, half of the respondents said "No" they were unlikely to join the scheme, less than 20% said "Yes" and the remaining were "Unsure" across most age groups. Similarly, there was no substantial difference by household income or gender.

4.1.6.4 General opinions about a Mobility Credits car scrappage scheme

Respondents were asked about their general opinions of a Mobility Credits scheme similar to the one running in Coventry. This section summarises the key findings.

Survey respondents were asked open-ended questions on their perceived benefits and disbenefits of joining a Mobility Credits car scrappage scheme. Although this question was optional, almost all respondents provided an answer. Thematic analysis of the responses identified some clear themes – summarised in Figure 71.

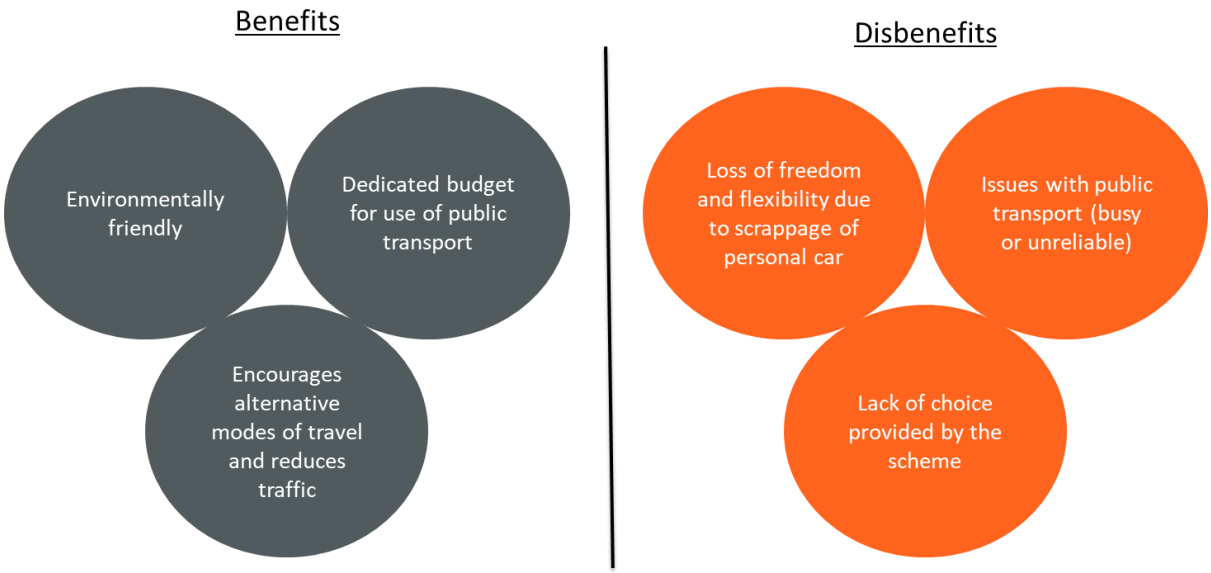


Figure 71: Summary of common themes in relation to respondents' perceived benefits and disbenefits of the Mobility Credits scheme72

4.1.6.5 Benefits

The most common perceived benefits of a car scrappage scheme (similar to the one in Coventry) were related to environmental factors, with around half of the respondents reporting this to be the main benefit of the scheme. Specifically, respondents thought that the scheme encouraged people to get rid of older cars which would in turn reduce emissions. Respondents also felt that the credits provided through the scheme would encourage the uptake of alternative modes of public transport and reduce the number of cars on roads – as illustrated by the following quotes:

> *"Probably better for environment - one less polluting car on the road. Compensation for the owner, for loss of car (and encouraged to use "greener" methods of transport)."*

> *"Greener, more environmentally friendly. Good incentive for people to consider their green footprint."*

This finding was supported by responses in the interviews. Although not wholly positive about the scheme, interviewees could see benefits, such as forcing them to use public transport and stop using a polluting vehicle which would have an obvious benefit to the environment. Similarly, to this, they felt they would be likely to walk more, encouraging more active travel and benefitting their health. Interviewees suggested that it would increase active travel in others too, generally raising levels of health if walking and cycling were used as alternative transport. One person noted that "*You wouldn't have my old car polluting the place*."

The next most commonly reported benefit in the survey sample was financial; around 20% of the survey respondents reported monetary benefits associated with the scheme. Some respondents indicated that they felt the £3,000 worth of credits represented good value for money. It is interesting to note that this opinion differs from small sample of 11 respondents (who did not consider joining the scheme or chose not to sign up) who mentioned that the financial incentive was not sufficient (shown in Figure 69). Some respondents also reported

perceived benefits in terms of the additional monetary savings that could be achieved through reduced running costs following scrappage of their cars.

> *"I think not having to tax, insure and maintain the vehicle would be a cost saving therefore Mobility Credits would be the useful outcome."*

This was also supported by the views of those that we interviewed. Many noted that there could be a financial saving if they did join the scheme.

> "*I know I will have to replace the car – it's a high value way of replacing if I could see that I would use the credits.*"

> "*It would be nice to not have to worry about having a car to tax, insure and maintain.*"

For those with a car worth less than the £3,000, the scheme would mean that they make a profit that they could use to travel with which would benefit them. Additionally, the running costs of owning a private vehicle wouldn't be a burden to interviewees, including fuel, petrol, maintenance, insurance, and parking when they travel. One interviewee thought that it would be persuasive to show an estimated cost saving when you thought about joining the scheme.

> "*If you use the car every day it will be £X, but the bus and train £X, so in a year you will save £X.*"

There was a theme throughout the interviews, that the more benefits to individuals that are advertised, the more people that will join the scheme. Interviewees also noted the financial benefit of the scheme to other members of the public, in regard to people in differing financial situations.

> "*On a low income – if thinking of giving up car anyway then this is a great scheme*."

> "*For the younger population that don't drive – but people that have the flexibility of owning a car.*"

These comments suggest that interviewees recognised how the scheme provides a financial incentive for people with an older polluting car, to exchange their car, when their circumstances mean that owning and running a car privately is not ideal. They reasoned that some of the population may be suited to having a Mobility Credits card, where they know their transport costs are already covered.

An additional benefit noted by interviewees was that if they joined the scheme they would not need to have as many vehicles at their household. One of the interviewees said that they dislike driving so would welcome giving up their car if the public transport alternatives were available to them. Multiple interviewees stated that they "*don't need the two cars they have now*".

4.1.6.6 Disbenefits

Around 20% of the survey sample reported no perceived benefits associated with this scheme. The most common disbenefits, reported by the majority (over 65%) of survey respondents, related to perceptions about losing the benefits of having access to a personal car. In particular, concerns were expressed about loss of freedom or flexibility of travel that can be provided by a car, being unable to travel long distances on holidays or for work purposes or being unable to do grocery shopping or drop off their children to school. These factors suggest

that respondents did not have sufficient confidence in the ability of public transport to fulfil even these basic journey requirements.

> *"Less independence. Public transport, especially rail is very unreliable."*

> *"Losing a lot of flexibility in when I can travel and at what time of day I travel. Also, own car is needed for transporting of bulky shopping or luggage that I would be unable to manage on public transport. Public transport does not run frequently enough to replace the car."*

The interviews supported this theme, again highlighting that some people strongly feel they need their car. In general, interviewees suggested that they thought that they could incorporate more public transport into their journeys, but ultimately, they indicated they would always prefer to make the journey in a car. Two interviewees described having mobility issues; for these individuals using public transport modes is not currently feasible, other than taxis, and therefore they rely on their own car. Multiple interviewees stated that they either live or work somewhere that is remote and inaccessible by public transport, or that their working hours are outside of the timetable for available transport. One interviewee mentioned they would want access to a private vehicle to enable them to transport their children to hospital in emergency situations late at night. They described experiences where this has been necessary before when ambulances have been available. They indicated that they feel they could not rely on public transport in these types of situations.

Survey respondents indicated they perceived public transport to have various disadvantages. For instance, respondents indicated that they felt public transport is unreliable (especially at night) and overcrowded.

> *"Crowded public transport. Some rail journeys were horrendous pre-COVID. With more people on public transport, trains and trams would be too crowded."*

> *"Not sure the public transport network could cope with an increase in users. Pre-COVID I used the train daily and at peak hours you could barely get on. Buses may not be frequent enough or go where required."*

This was also supported by interviewees who indicated that they did not want to be reliant on an external service for their journeys, in the interests of safety. Most interviewees related to the lack of convenience in some way:

> "*I'm not reliant on others*"

> "*It is convenience more than anything. If you want to go anywhere you walk out your front door at a time of your choosing from A to B with no planning whatsoever*".

Interviewees felt that if they used the scheme, it would increase the need to plan every journey they make, and they felt that the journeys themselves would take longer. There were suggestions from younger people that older people may be more likely to give up the convenience of their car if they have more free time. When asked, the older respondents commented that they value their time too much to spend twice as long on public transport journeys. The consensus was that journeys would have to be less spontaneous.

There were negative assumptions about the behaviour of other users of public transport. Throughout the interviews people mentioned that they can feel uncomfortable on public transport if other passengers are loud or make a mess (particularly on buses and trains).

> "*If it was policed and made better you wouldn't feel so unconformable. You're being given credits to use something that would cause you issues*".

One interviewee emphasised that sharing with other members of the public was not seen as an incentive, as you can't always predict others' behaviour or the hygiene of the transport itself. One interviewee raised concerns for their elderly relatives if they were to take more public transport. They expressed that you lose an element of protection when you are not travelling in your own vehicle and that there is more potential to be exposed to threats such as theft on public transport modes. They indicated they would worry about how safe the transport is for other members of their household.

When thinking about other members of their household, the strongest common theme of the interviews was that their partner relies on their own vehicle to either commute to work, drive for work, or to travel to sports clubs that require them to bring their own equipment. These types of journeys were not seen to be feasible on public transport or alternative modes. Interviewees felt that even if they personally could use the scheme; it might impact their partner more. For example, one interviewee reported that they currently car share with their partner, and although the interviewee could find public transport to their place of work, their partner couldn't. Similarly, interviewees raised the point that children are reliant on their parents to get to school; travelling by car is convenient and timely but public transport is often not available.

Interviewees stated that people who live remotely or in areas not on a public transport route would be at a disadvantage if the alternative transport modes were not available to them after exchanging their vehicle for credits. They also stated throughout the discussions that moving people away from private vehicle ownership will require a big change in mindset and it will be a difficult cultural shift.

A few interviewees reported some perceived disbenefits associated with the scheme itself such as uncertainty on what would happen when the credits run out. Some interviewees were unsure if the amount of credit offered was good value. Finally, some people wanted the option to use the credits to buy a more fuel-efficient or environmentally friendly car.

> *"The scrappage scheme should be money towards greener vehicles not public transport e.g., making electric cars more financially accessible."*
>
> *"Lack of choice - what if you run out of credits and don't have any more money."*
>
> *"No option around buying a more efficient car."*

A very small proportion of survey respondents (less than 1%) noted no disbenefits with the scheme.

4.1.6.7 Value of the credits

Respondents were asked to what extent they would be satisfied with the monetary value of £3,000 worth of credits offered towards the use of public transport as part of the current scheme in Coventry. The results are presented in Figure 73 for the entire sample (shown in

the first bar) as well as the sub-group that indicated they would/did not consider joining the scheme (shown in the second bar). The sub-group combines responses from respondents who had heard of the scheme but did not consider joining it and respondents who had not heard of the scheme but would not consider joining a similar one in future.

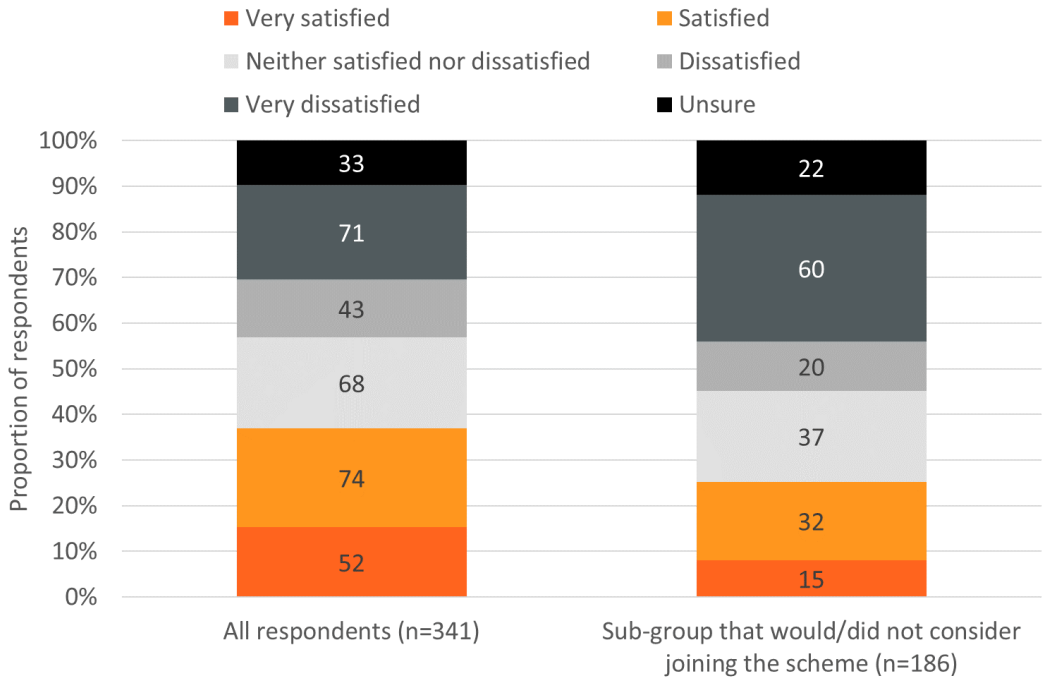


Figure 73: Summary of common themes in relation to respondents' perceived benefits and disbenefits of the Mobility Credits scheme

Overall, the level of satisfaction with the scheme was roughly 35% for the entire sample. Although not shown here, the results did not vary substantially by area of residence. Analysis showed that the level of satisfaction was lower for the sub-group of 186 respondents who would/did not consider joining the scheme.

As part of the interviews, the interviewees were asked if they were satisfied with the monetary value offered as part of the scheme. The majority of interviewees were satisfied with the number of credits that would be received in exchange for an old vehicle. Interviewees were not satisfied with the amount when they knew their car was newer and worth more than £3,000; in these instances, interviewees stated they would not use the scheme and would prefer to sell their car for a higher value via another means. It was appreciated that if your car is worth less than £3,000, then this is an attractive and high value way of scrapping your vehicle. There were still interviewees that were not interested in taking part despite the value of the credits.

> "*You could give me £50,000 and you wouldn't tempt me away from my car. Public transport is not good enough*".

This suggests that people need to want to give up their vehicle and rely on transport before they seriously consider joining the scheme.

Interviewees found it hard to estimate whether the number of credits received would take a long time to use in the given timeframe (i.e., before March 2023). Interviewees were

interested in the regions where Mobility Credits could be spent (e.g., only locally or nationwide), and there was concern that £3,000 would be a lot to spend on public transport in a relatively short period. It was felt that satisfaction with the number of credits would increase if people had longer to spend them, and that they could spend them on travel all over the country, e.g., through a national Mobility Credits scheme.

4.1.6.8 How people would use the scheme

Respondents were asked to indicate how they would prefer to use Mobility Credits if they were to take part in a similar scrappage scheme in future. Respondents were allowed to select all options that applied. The results are shown in Figure 74 which compares the overall sample with the sub-group that would/did not consider joining the scheme.

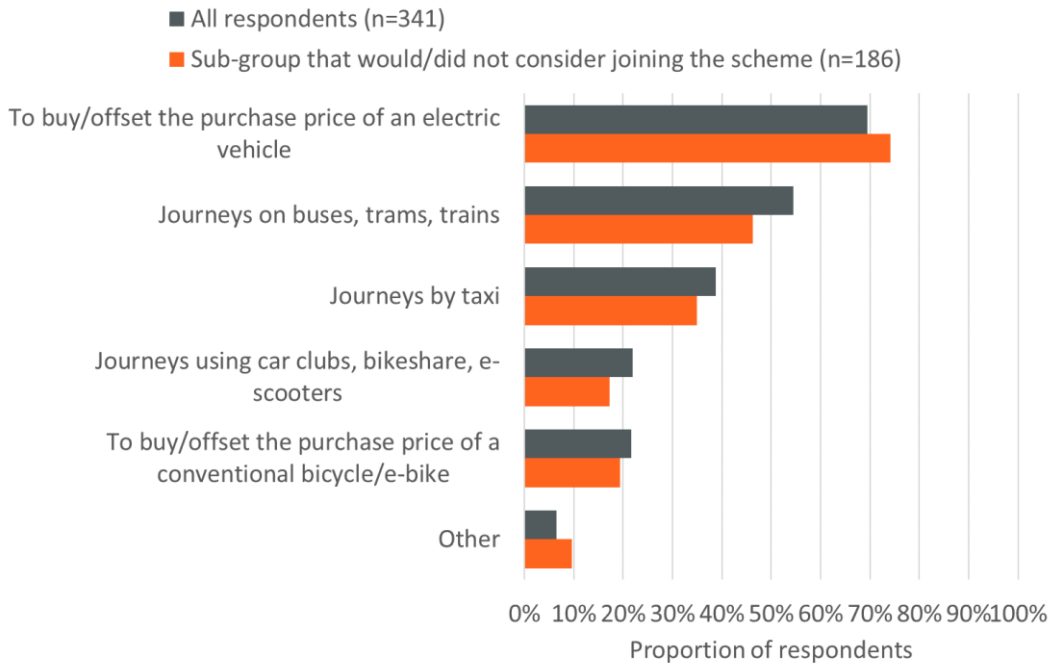


Figure 74: Survey respondents' preferences on how they would use Mobility Credits if they joined a scheme in future

'To buy or offset the purchase price of an electric vehicle' was the most common response with about 70% (237) of the 341 respondents selecting this option. Furthermore, of the 237 respondents who picked this option, around 35% of this sub-group (or 86 respondents) picked this as their *only* preferred use of the credits. This is an important finding which supports other findings identified in this study; namely that there appears to be substantial negative perceptions in the provision and suitability of public transport to meet people's travel needs. The fact that the vast majority of people indicated they would prefer to engage with a scrappage scheme which enables an 'upgrade' rather than 'replacement' of their personal car is indicative of the considerable attitudinal barriers which must be overcome to drive reductions in traffic and increases in sustainable travel. Three interviewees also showed interest in purchasing an electric vehicle or electric bike with the credits if it was possible, so that they could retain the benefits of private vehicle ownership without the environmental disadvantages of an older polluting vehicle.

The next most common preference was to use credits for 'Journeys on buses, trams and trains' with just over half of the respondents selecting it. Less than 10% picked other options such as to pay for delivery of their shopping or stating that they would not join a scheme at all.

During the interviews, train, bus, and taxis were the most commonly chosen transport modes interviewees wanted to use if they were to participate in the scheme. Some people chose train since they already had a season ticket or were well connected to a station where they currently live or regularly travel to. For some people the bus was considered to be inconvenient due to slow or poor service, or because they did not live near to a stop. For that reason, the scheme was perceived as undesirable.

When asked if other members of their household would use the scheme, a number thought that their teenage children would use the credits to get around using Uber and other taxi services. Some people thought that their partners would consider bike or car sharing to work.

Five of the respondents were strongly against the use of e-scooters as they said they wouldn't feel safe. Others said they didn't appeal, or they couldn't carry anything on them, so would not use credits on e-scooter sharing. Collectively, the interviewees considered all other transport modes; choosing modes that suit their particular travel patterns. For example, they would choose a mode based on whether they need to commute at a certain time, if they need to carry a passenger and if they need to transport luggage. When asked about whether others in their household would use the credits, there were a few interviewees that thought their housemates or partners wouldn't share the credits as they would ultimately still want or need to use their own vehicle.

When asked about their preferences on how to redeem the credits, responses were fairly mixed. About 41% of the 341 respondents indicated they would prefer the credits to be included on a pre-paid card such as a bank card, 35% would prefer them to be loaded onto an app and 24% were unsure. This is shown in **Table 28**.

Table 28: Survey respondents' preferences on how they would redeem Mobility Credits

Redeem credits	Number of respondents	Proportion of respondents
Credits included on a prepaid card	141	41%
Credits loaded onto an app that allows you to book and pay for journeys	118	35%
Unsure	82	24%
Total	**341**	**100%**

Respondents were asked to rate the level of importance of the individual features an app would offer them, the results are presented in Figure 75. The majority of the sample (over 80%) considered all features to be important.

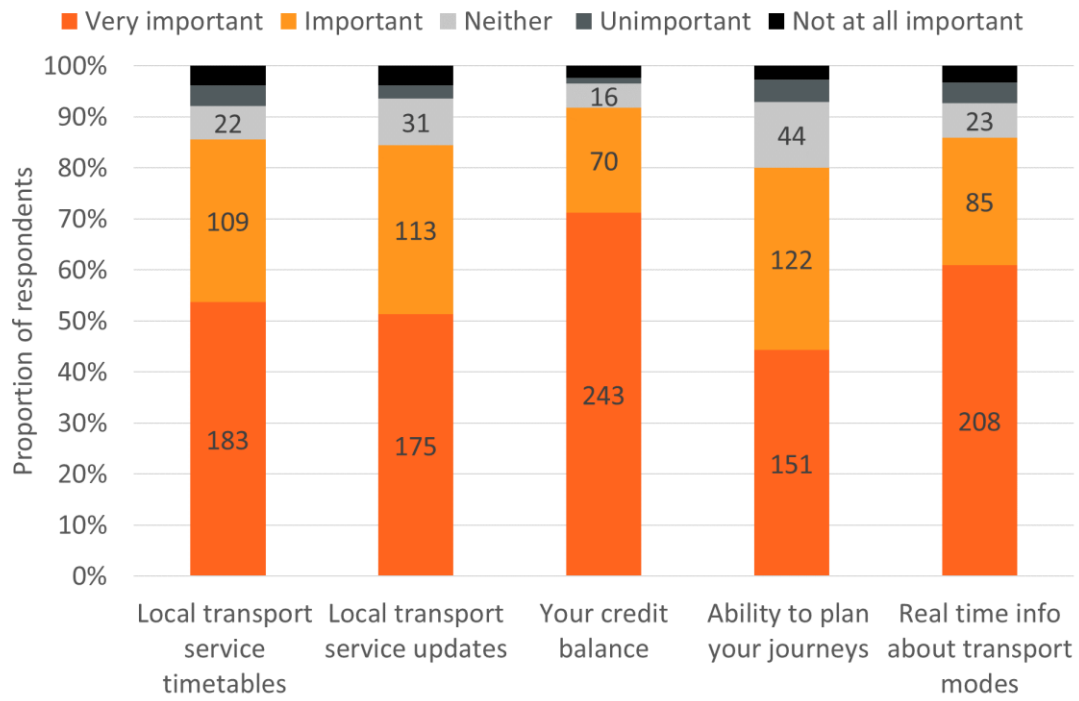


Figure 75: Level of importance of the features to be included in an app (data labels display counts)

4.1.6.9 Additional insight from the interviews

Thoughts about giving up their main vehicle

We asked interviewees how they would feel about giving up their vehicle and relying on other transport modes for their journeys. Overall, the responses were mixed.

Seven of the fifteen interviewees immediately stated that they would "*not feel good at all*". The reasons for the negative response to this question included the lack of compatibility of public transport with their lifestyle and mobility needs. A theme also emerged that public transport would greatly impact on their time, and this was valued highly amongst the interviewees, suggesting that the benefits of public transport were outweighed by the inconvenience of not having their own vehicle. Some of the interviewees said that they would be able to reduce the use of their car, but not give it up completely as they indicated there are some journeys where the car feels like the only practical option. This perception seemed to be most prevalent in those that are not well connected to other transport modes at home or their workplace or those that work irregular hours.

The other eight interviewees were comprised of people that would consider giving up their vehicle, or who thought it would be possible for them to rely on public transport entirely. They thought in more detail about how each journey they make could be replaced by an alternative mode, and one suggested that the convenience of the car is "*psychological, like a comfort blanket that is there when you need it*", but not completely necessary. Similarly, another interviewee thought that "*it's doable but needs a lot of changes to allow that to happen*". For example, the interviewee said if they scrapped their vehicle, they would need to rely on lift sharing with colleagues that won't always be around or use shopping delivery

services. Lastly, some interviewees were interested but not ready for the change as they said they don't feel the infrastructure is good enough to rely on other transport modes in the UK. Multiple people referred to the cycling infrastructure in The Netherlands and public transport in Germany as exemplar systems perceived to be more reliable and safer than counterparts in the UK.

An important point to consider is the impact of giving up the private vehicle on other members of the household. It was felt that the biggest impacts would for children that rely on their parents to get to school where there are no alternative transport modes available that are accessible and appropriate for young children. Additionally, three of the interviewees said it would affect their children's social life, for example limiting their ability to see friends and participate in afterschool clubs. Other respondents either had no dependents or thought that the people that they drive could find another way (such as bus or taxi) to get to where they need to be. One interviewee stated that their husband already currently lift shares with them and would use the other vehicle in the household to commute to work, so the scheme would not reduce the number of vehicles on the road in this instance.

Suggestions for how the scheme could be modified

Interviewees suggested that more information on the scheme would encourage more people to use it. They asked for more information on where exactly the credits can be used, and if the credits can be used with a contactless card. How long the credits last was also an important factor for interviewees; they were aware that the credits would be valid until the end of the trial and the existence of an 'expiry date' caused discomfort for some. Interviewees wanted to have an indefinite time period to use the credits, so that their spending would match their natural travel patterns, rather than forcing them to travel more in order to use them up. One interviewee thought that the scheme could use more publicity in general as they had only ever seen one advert for it.

More flexibility in using the credits would encourage more of the interviewees to sign up. One interviewee wanted to use the money to pay for storage for the bikes she already has but appreciated this is not the purpose of the credits. Multiple interviewees expressed interest in being able to put the credits towards 'greener alternatives' such as an electric private vehicle or bike. These individuals were conscious of wanting, in theory, to give up their car for the environmental benefit but, in practice, also wanted the convenience of a private vehicle. Altering the scheme to enable purchase of 'greener alternatives' to the internal combustion engine car would make the credits more useful to these interviewees as they felt it would provide them with a transport option that would better suit their needs and be less polluting than their current vehicle, whilst minimising the impact on convenience. As shown in Figure 69, the convenience of private car ownership was the most commonly reported reason for not joining the Mobility Credits scheme. As this was supported by findings from interviewees, the scheme should consider introducing more 'green' private transport options for those that don't think the scheme currently offers personal convenience (e.g., electric or hybrid private vehicles). From an environmental perspective this would be an improvement on motorists continuing to use a more polluting vehicle in order to keep the convenience of private vehicle ownership.

A theme emerged that interviewees felt the transport options available in the Coventry area were not sufficient to persuade people to join the scheme**.** One interviewee was interested in using car sharing but thought that this service was not accessible in the area where she lived. Four interviewees stated that because their car was worth more than £3,000, they would want a higher number of credits and that although the scheme was a good way to get people to get rid of old cars, they felt they would not personally be satisfied by the trade. One person commented that it should be "*tailored to the individual*" and reflect the price of their vehicle, otherwise they'd be better off selling their vehicle privately. Another theme that came up across the interviews was the need to make transport infrastructure better and public transport more desirable, citing the quality of service and infrastructure in other European countries as a baseline to aim for. Interviewees felt they would be more likely to use public transport and engage with a Mobility Credits scheme it public transport was more reliable, available when needed and had higher standards of cleanliness. This supported the findings in 4.1.6.8, and the perception that the public transport in the Coventry and West Midlands area is insufficient to satisfy all of the respondent's transport needs. For many of the interviewees, for them to consider joining the scheme, there would need to be an improvement in local public transport services. Two interviewees questioned how they would be able to do their normal activities with the available transport options, for example going to a refuse and recycling centre. They questioned the practicality of booking a slot to take refuse, using the registration plate of a car share vehicle, or other hired vehicle. They also felt that a taxi was unlikely to transport rubbish.

Interviewees suggested that the scheme could be improved with the need for further incentives for people to join it. Although they were aware of the potential benefits of the scheme, not all interviewees were convinced that the general public would be motivated to join it. One interviewee was concerned that the scheme would be unlikely to achieve its goal of moving people away from private car ownership to using public transport; "*I think people would do it and buy another car*". Interviewees questioned whether the scheme would cause a long-term behavioural shift that is the ultimate aim. They suggested that using other ways to motivate people to use the scheme and greener transport modes could be considered. For example, in Birmingham the clean air zone was implemented which has caused people to consider how much they need their vehicle, to make the cultural shift away from convenience of private ownership. More changes like this should be considered around Coventry in order to increase the use of the scheme, the use of greener transport modes and active travel.

4.1.7 Summary and conclusions from Wave 1

The aim of the survey was to understand non-participants' views on the Coventry Mobility Credits scheme and other similar schemes, whether they thought a Mobility Credits scheme would fit with their lifestyle and whether they would use such a scheme in the future. The interviews were used to supplement this information and to enable greater detail to be added. The key findings from analysis of survey responses and interview transcripts are as follows:

- Overall, non-participants could see the environmental, health and financial benefits of the scheme to themselves, other members of their household and the general public.

- The value of the credits was perceived as satisfactory, providing the car people would be scrapping is worth less than £3,000.
- The perceived viability of the scheme was dependent on people's lifestyles including where they live, where they work, if they have dependents, and if they live near public transport links.
- Most non-participants felt that they need a private vehicle for the majority of their journeys due to the convenience of a car, and the types of journeys they need to make. There is a large culture of reliance on a private vehicle.
- If they were to join a scheme in future, people in the sample were most likely to use taxis, bus, and rail as part of a scheme. E-scooters were the least popular mode of choice in the sample.
- Non-participants felt that improvements to public transport in the West Midlands area would help to encourage people to use a Mobility Credits scheme in future, citing in particular a need for improvements in vehicle cleanliness and public transport routes.
- Despite the overall negative perceptions of Mobility Credits schemes, non-participants were interested in the concept of Mobility Credits and indicated they would welcome more detail on future schemes should they become available to them.

4.2 Wave 2

4.2.1 Background

Non-participants of the scheme living in the West Midlands were invited to participate in a focus group that took place on Microsoft Teams. We conducted a total of three focus groups with a total of 10 participants in January 2023. This section presents a summary of the key findings. The discussion was focused on the extent to which the Mobility Credits scheme would fit their lifestyles, whether or not they would consider using such a scheme in the future, and discussing what an ideal Mobility Credits scheme might look like.

4.2.2 Sample

The sample consisted of seven male and three female participants, six of whom lived in Birmingham while the rest lived in Dudley, Coventry, or Walsall. Six participants were aged between 35-44, three participants were aged between 45-74, and the remaining one participant was aged between 18 – 24.

4.2.3 Awareness and opinions of scheme

Only three out of the 10 participants had heard of a similar scheme. Participants held a range of views about how the scheme could be detrimental to themselves or others. Some noted that it was a good way of encouraging people with old cars to get rid of polluting cars, and to explore alternate transport options. Participants stated they liked that there were many options available to use the mobility credits, although some noted that they do not see themselves using some of the services, namely the e-scooters for hire.

Some also noted that the uptake of the scheme could potentially reduce the number of cars on the road, however, it may not be feasible for everyone to rely on public transport for all their journeys. Many participants added that there might be various reasons why not having a car would not work. Families where more than one to two people may be reliant on the car for their transport needs will find it difficult to rely on public transports, especially if the dependents are young children or family members with disability.

Majority of the participants expressed more disbenefits of the scheme than they did the benefits. They raised concerns about being able to rely on public transports noting that buses are never punctual and that their routes are not as well connected as it may be in some of the bigger or foreign cities. Three participants compared the public transport networks in London, Germany, and the Netherlands. Aside from poor transport network, some participants felt that public transport can be very unsafe, specifically for women and people with mobility issues and disabilities. They noted that if public transport services, specifically buses, could be made safer to travel in, they were more likely to consider that mode of transport.

Apart from two participants, majority of the participants felt that the mobility credits given in exchange of the old vehicle was not enough. They felt that older cars would typically have more value than the £3000 so they thought eligible people would be better off selling their old car in exchange of money that can be used to purchase a newer car instead of mobility credits that locks them in to use other transport modes.

Finally, some participants also felt that costs of public transport were too high. They did not feel convinced that the Mobility Credit value of £3000 sufficiently covered the trips that could be made by a private car which would also have an added value of 'freedom to use as needed' and 'comfort'.

4.2.4 Transport needs

All participants indicated that they currently use their car as their main mode of transport. The top main type of journeys was for weekly commute to work and back home, and for long journeys within UK such as local holidays with family. Other types or journeys mentioned were for transporting other family members – this could be daily (for school run with children, or non-driver relative) or occasionally (for older relatives or relatives with mobility issues and/or disabilities). Two people stated that they sometimes used their personal car to re-mode to a public transport mode (rail or bus).

4.2.5 Motivations and barriers to giving up personal car

At least one person from each focus group stated that if the costs associated with using public transport were lower than using a car, than they would be motivated to give up their car. Other reasons provided that could motivate different participants to give up their car was having more reliable, faster, cheaper, and safer public transport modes. One participant felt that if they could using replace their car journeys with cycle journeys, that would mean they could 'replace' their transport with exercise which would motivate them to give up their car. Another participant said that if people have two private cars, perhaps they could be motivated to reduce it down to one private car, so at least they would have something to rely on if they could not rely on other public transport modes.

There were various factors raised as a barrier to giving up a personal car and more than one participant agreed with those sentiments. Firstly, high costs, and low reliability of public transport options, especially the buses were noted. High costs of train tickets were also noted. Some participants noted that bus stops are not conveniently located, and the bus routes are not well connected – meaning they would need to make more than one transfers to make the journey which requires more planning and reliability. Participants also felt that it was easier to travel with family, particularly when one has young children, elderly dependents, or dependents with mobility impairments that have fluctuating transport needs that is not in their control on public transport. Having a personal car makes the journey more comfortable and flexible to plan. This was also felt true for making local family holidays (i.e., travelling with luggage) as they become more popular, or long-distance journeys to another city for work. A few participants felt that having a personal car gives them a sense of independence. The thought of giving up their personal car makes them feel like they are giving up their freedom to make decisions at their own pace as they will be housebound without it.

4.2.6 Thoughts about the scheme and how they might use it

Many participants asked if the Mobility Credits could be used against the purchase of an electric vehicle. They felt that it would have been quite an enticing deal if that was possible. As mentioned above, many participants did not feel that the value of £3000 was 'good enough' or 'worth it'.

Two participants said they would appreciate some form of calculator or up-front information to show more value of this deal. One of them knew from personal experience and another did a Google search during the focus group, and they both stated that given the costs of a season pass ticket, it might in fact be quite cost effective to give up an old car for the credits. However, they would not have made that decision with the initial information we had provided about the scheme during the focus group. A few participants added to the above comment that they would want to find out how much each journey costs and calculate how long the credits is going to last before making the decision to join the scheme. A few said that this could potentially encourage the use of public transport, but some people might just use taxis and finish their Credits very quickly. This feedback highlights the knowledge gap that residents of the area may have. It appears that understanding the opportunity cost of giving up a personal car was difficult to gauge and more information on the cost benefit would be useful.

A few participants discussed how the use of Credits would be monitored. We clarified that the credits are limited to approved services and will not allow other purchases. This discussion highlights that some members of the public may not understand how the Yordex card would work.

One person said they would start with the 'normal' transport modes (i.e., bus, train, taxi) and need to do some research on other modes and how they can be used in their journey before trying it. Many said they would not use the e-scooters reasoning that 'that's not for me'.

4.2.7 *Ideal mobility credits scheme*

Various ideas were shared to describe an ideal mobility credits scheme.

1) **Point system to earn mobility credits:** Three participants suggested using a points-system to earn credits that could be used on public transport modes. For example, for every three journeys an individual makes using public transport modes, they receive one free journey that is claimable by the mobility credits. This was suggested either as a way to top-up one's existing mobility credits that they would have received for scrapping their eligible car; or as a stand-alone offer for all users, regardless of needing to scrap their eligible car. Doing so would encourage people to use public transport modes.

2) **Imposing a rule to disallow purchase of another personal vehicle for the length of the scheme:** Currently, there is nothing stopping current mobility credit scheme users to purchase a vehicle to replace the vehicle they have scrapped while also claiming the mobility credits. This raised questions about how effective it would really be to get people to use more public transport modes if they could simply purchase another vehicle and use the mobility credits on taxi journeys instead of attempting to use other public transport modes. Some participants suggested that eligible individuals who receive mobility credits should not be allowed to purchase another car until they have used up all their credits. This would likely be difficult to implement in practice.

3) **Offer tailored value of credits:** The focus group discussions noted that different people will have different use of their cars and as such should be offered a matching number of credits. For example, an individual with children has more dependents on the car whereas an individual who has no children or has a second private vehicle in the household. A value of £3000 in mobility credits will need to be split cover the journeys of each dependent child and the adult in the first example, meaning they can collectively make less journeys in total compared to another individual who has no dependents and would use all the credits for their own journey. This was felt to be unfair by the focus group participants. Therefore, it was suggested that mobility credits being offered should be calculated based on the number of dependents on the vehicle being scrapped. Dependents could be children under the age of 18, and individuals with mobility difficulties that are reliant on the car owner for their travel needs.

4) **Value of mobility credits:** Many participants felt that the £3000 was not a reasonable amount to offer for eligible cars. Some noted that the cost of living has increased in the past year and so it needs to be reflected in the value of mobility credits offered as well.

A few individuals suggested to remove the need to scrap their car to receive mobility credits. When asked what the eligibility would be to receive mobility credits in that scenario, there was little detail offered. Another suggestion was to offer a trial period to use a certain amount of mobility credits before signing up for the full scheme. This was suggested because the participant felt that users may feel intimidated to use public transport modes if they have never done it before. By offering a trial period, it could encourage more people to take on the scheme. This could be done by giving pilot participants a small number of credits to use for a month and to consider leaving their car at home. The method by which credits are distributed to short-term participants would need to be considered, as the method used for this trial (Yordex card) may be less practical.

4.2.8 Ways to encourage public transport use

The most common suggestion for increasing uptake of public transport modes was to improve existing services. Most participants talked about the bus services in their area. They felt that if there were better connections or more bus routes available, it would be easier for people to travel using buses over their private cars. It would also mean reduced time spent on travelling on public transport. They also felt that if bus arrival timings were more accurate and reliable, it would make more people feel confident in using public transport modes. Most participants felt that public transport was too expensive and provided poor service overall. When talking about services provided by transport services, participants referred to factors such as frequency, punctuality, and reliability or services; customer service on buses, trains, and train stations; safety; and cleanliness.

Two participants said that having a better understanding of costs for using public transport would help people make more informed decisions about using it. Cost savings can be a huge motivator; however, it is not always clear for the end-user. They felt that pricing systems for buses and rails appear very complicated and could be a barrier to uptake of public transport. They suggested to simplify the pricing systems or communicate the costs savings to individuals so that people could understand and compare the total costs for the same journey by public transport and a private vehicle.

4.2.9 Ways to discourage car usage

One participant stated Ultra Low Emission Zones (ULEZs) discourage people taking their cars into congested areas. More of such zones can be introduced to discourage people from driving. Another participant said if parking was made more difficult in certain areas, less people would want to drive to that area. While this would discourage people to use their cars, it would only be effective in increasing public transport use if there are public transport that can bring users there.

4.2.10 Summary and conclusions from Wave 2

The aim of the focus groups in Wave 2 was to understand non-participants' understanding and perceptions of the Mobility Credits Scheme, whether or not it would fit their travel needs and lifestyle, and how the scheme could be modified to an ideal Mobility Credits Scheme that would interest more eligible people to participate in it in the future.

- Participants noted that the scheme was beneficial to the public as it helped people to get rid of polluting vehicles, thus reducing the impact of carbon emissions on the environment. Generally, participants were pleased with the options available to use the mobility credits on.
- Some perceived disbenefits of the scheme noted by participants were that it might not be practical for everyone to rely on public transport for all their journeys, specifically for people with dependents. Participants also felt that the cost of public transport is too high, particularly when comparing with other European cities. This also reflected in their response relating to the value of the Mobility Credits received in exchange for the car. Majority of the participants felt that their vehicle would be worth more than £3000 and thus, the value of £3000 was not a fair compensation.

- All participants currently relied on a personal vehicle for all their travel needs and rarely considered other modes of transport. Reasons for not considering other modes of transport, specifically public transport mode, were the high costs and reliability (in terms of arrival and journey time) of services. Participants with young children or disabled household members felt that having a personal vehicle was convenient for customising the comfort of their passengers and having freedom to travel when need. These conveniences were considered too big to give up for what they considered to be poor public transport services.
- Participants provided unique ideas on how the Mobility Credits Scheme could be improved. A calculator to determine the cost of making a journey with a personal vehicle and compare it with the cost of making the same journey with other transport options was suggested as a useful addition to the scheme. It was also noted that such a comparison could be presented as case-studies to entice eligible people to take on the scheme in the future.
- Improving the services provided on public transport modes such as frequency, punctuality, and reliability or services; customer service on buses, trains, and train stations; safety; and cleanliness were suggested as ways to encourage use of public transport by the general public.
- Introducing more ULEZ and making parking difficult in busy areas were suggested as ways to discourage car usage among general public
- The discussion generated four ways to alter the mobility credits scheme:
    - Point system to earn mobility credits – rewarding participants points for using public transport modes to encourage using public transport over other single-user ride options (such as Taxi/Uber)
    - Restricting purchase of another personal vehicle for the length of the scheme.
    - Offering tailored value of credits depending on number of dependents on the scrapped vehicle.
    - Increasing the value of Mobility Credits issued to match the increased cost of living.

5 Discussion

5.1 Sample limitations

This evaluation gathered data from a total potential sample of 92 individuals who signed up for the Mobility Credits scheme. Overall, this is a small sample which brings with it some limitations, in particular because the sample size decreased as the evaluation progressed, despite various incentivisation efforts to boost participation in the latter During and Exit surveys. The small sample means that the results should be interpreted with caution and is the reason that formal statistical analysis was not undertaken. The qualitative research samples were also particularly small, with interview samples consisting of between 8- 15 participants. However, the purpose of the interviews was not to produce generalisable findings, but to provide in-depth insights from a few users and identify new themes that were not explored in the quantitative survey.

On the other hand, the small sample (at least for the Registration survey) is in itself an important finding from the evaluation – overall it suggests that the scheme was not as appealing to residents in Coventry as had been originally intended. The initial target was to achieve 300 sign-ups. There was online marketing of the scheme (social media, blogs, news), when it was first launched in 2021[15], however the findings from non-participants suggest that awareness of the scheme was fairly low for residents of local areas (25% of the non-participant Wave 1 sample were aware of the scheme). Future schemes should consider how to boost awareness and uptake in order to increase impact on overall travel in a region; this might include additional targeted marketing campaigns and use of nudge techniques to encourage participation. For the non-participants who had heard of the scheme but chose not to join, they were heavily influenced by an underlying preference for travelling by private car. This suggests that stronger interventions may be required to encourage wider adoption. Possibly, future marketing would benefit from strong promotion the benefits of using the scheme compared with a private vehicle, such as positive environmental impacts, opportunity to try local modes, reduced maintenance and good value-for-money compared to use of a vehicle. Mobility Credits schemes decoupled from a requirement to scrap a vehicle could also be considered, to reduce perceptions of loss of freedom, or a high level of commitment when signing up.

By its nature, the sample was also a volunteer sample. This means that the data are subject to selection bias, whereby the sample of participants are by definition individuals who took sufficient interest in the scheme to sign-up and so therefore may represent a particular segment of the population, different to those who chose not to take part. To some extent we were able to tackle this bias in the evaluation through the collection of data from non-participants as well as participants, however nevertheless caution is needed when interpreting the results and the impacts observed here cannot necessarily be generalised to other mobility credits schemes or the wider population.

[15] https://www.coventry.gov.uk/mobility-credits-1

5.2 Incentives

As is the nature of longitudinal studies, there was attrition in participation in the research activities of this evaluation as time progressed. Initially the surveys used prize draw incentives, offering participants the chance to win a £500 voucher. The Exit survey had a lower response rate than other waves, so additional incentives were used, with £10 being given to every survey respondent. This did increase the response rate by approximately 15-20 participants, suggesting that a smaller but guaranteed incentive may be more effective at encouraging participation than entry into a prize draw. As with all research and evaluation, a pragmatic approach is often required to balance the technical requirements of the project against the budget and resource available. It is recommended that future longitudinal studies of this nature consider the lessons from this, and other, evaluations to inform design of effective participant incentives. Other approaches to data collection should also be considered, for example using smartphone / app data – particularly if a future scheme uses a Mobility as a Service (MaaS) app. This might reduce effort/burden for participants thereby improving retention rates and reducing the need for large incentives.

Another consideration regarding incentives, was that participants were given all their Mobility Credits after registering to the scheme. Possibly, this could have contributed to attrition over time as it may have reduced participants' perceived importance of being involved in the research tasks, as they had already received what they joined the scheme to get (the Mobility Credits). Future schemes could consider staggering the release of Mobility Credits (e.g. providing a monthly 'allowance' or similar), although the timing and value of credits released should be tailored to ensure no negative impacts on travel, experience and satisfaction of participants.

5.3 COVID-19

The timing of the scheme's implementation unfortunately coincided with the COVID-19 pandemic and the associated lockdowns. The scheme was launched during 'Lockdown 3' in February 2021, meaning that participants initial travel behaviour was not representative of pre-COVID levels (before March 2020). The Registration survey asked respondents to self-report travel behaviour from before March 2020, as well as how they travelled at the time of completing the survey (post-February 2021). Through these questions it was confirmed that COVID-19 was an influencing factor in how much people used public transport. Unfortunately, this was an uncontrollable circumstance which related to the timing of the trials; however, it meant that careful analysis was necessary. The post-February 2021 reported travel behaviours were used as the Registration baseline data, for comparisons at later time points in the scheme.

While some of the changes in travel behaviour can be attributed to involvement in the scheme, there was a noted reduction in public transport usage by participants at the 'During' data collection point, with Credits being used less quickly due to COVID-related travel restrictions. Additionally, the analysis suggests that participants have increased walking during their participation in the scheme. It can be suggested that the COVID-19 lockdowns influenced these changes in travel behaviour, as people were making leisure and exercise journeys during lockdowns, which may have influenced changes to transport modes for commuting and non-leisure journeys.

Ultimately, the timing of the scheme in relation to the COVID-19 pandemic, and the associated impact on travel, means that the impact of the Mobility Credits scheme on its own is difficult to isolate.

5.4 Use of Mobility Credits

An important main finding was the way in which participants chose to spend Mobility Credits, and the modes that were used to replace private vehicle journeys. Trains were used by the highest proportion of participants, but following this, there is evidence that many participants replaced journeys that they would have made in a private vehicle with a similar single passenger transport mode, such as taxis, Ubers, or private hire vehicles (short term car rentals). The most amount of money was spent on taxi services, which is to be expected considering the higher cost of this mode of transport compared with others. Following these modes, the highest proportion of participants used buses. It should be noted however that analysis of the transaction data did not consider frequency of use of each mode of transport, only overall spend of credits by mode and the number of participants who used each mode. Whilst trains were used by the highest proportion of participants, it does not necessarily mean they were the most frequently used transport mode by participants. E-scooters and cycle hire were reportedly avoided by most participants, largely due to perceived safety concerns, suggesting interventions to address concerns with safety would help to encourage greater use of shared micromobility in future. However, it should also be noted that e-scooter hire was not as available as other modes on the Mobility Credits scheme, it was only available in a small area close to the Warwick University campus.

There was concern that the timeframe for using Mobility Credits was too short for some participants, placing pressure on them to use all of their credits. There were misconceptions about participants needing to use all their credits by March 2023 despite their registration date, when in reality participants had two years from their registration to use them. Findings from the interviews suggest that the satisfaction with the time period in which to spend credits was dependent on an individual's travel habits, for example some felt that £3,000 worth of credits was a lot to use in a short space of time, whereas others who used more expensive transport modes, more frequently, felt that they would run out more quickly. In future Mobility Credits schemes should consider removing the time limit for spending Credits.

In terms of what worked well, the scheme has brought various positive impacts for participants. Overall, participants seemed satisfied with their participation in the scheme due to perceiving to make greener choices and feeling like they were making a positive environmental impact. For some people it helped to reduce financial concerns associated with using transport services. Despite reporting a greater need for journey planning, participants generally found using the Yordex card easier than expected. Interview participants discussed making more journeys via active travel, bringing health benefits.

In terms of what worked less well, participants noted a few difficulties that have been faced during their participation in the scheme. A prominent theme was the need for more transport services near to where people live and work. It is recommended that future schemes are targeted in built-up areas where transport services are widely available and reliable. A barrier for the scheme was participants and non-participants being used to making most journeys using a private vehicle, and therefore finding that some journeys felt more difficult via public

transport. Awareness of available transport modes could be improved; some participants for example were unaware of the West Midlands on demand bus and the option to rent a vehicle on short-term hire.

Some participants noted issues with certain payments. This could have been due to participants not understanding how to use the card, or how to seek support. Additionally, it may have been that there were technical difficulties with the payment system, which was very much developed and tested as part of the trial. It is important to give participants the right type of information and the confidence that their card will be accepted to any services on the scheme in order to increase satisfaction and use of the scheme.

5.5 Private vehicle ownership

Alongside an understanding of the scheme's impact on public transport use, it is also important to understand participant's use, and intended future use of private vehicles. There were participants that were still using private vehicles regularly (14 participants), which was to be expected as many participants signed up to the scheme with multiple vehicles in their household (55% of the 92 participants). Generally, mileage for these participants was low, suggesting that these vehicles are mainly used by others in their household. In terms of future ownership, there were participants that did not intend to use a private vehicle in the future (eight participants), suggesting that the Mobility Credits scheme catered for their travel needs in terms of providing access to public transport, and aligned with their views on vehicle ownership.

However, new private vehicles were reportedly purchased by 13 participants of the scheme, which is a sizeable proportion of the 92 who signed up (14%). Potentially, the actual number of participants who purchased a new vehicle is higher than this, since the 13 only captures the purchasing behaviours of those that answered the 'Exit' survey. The reasons for purchasing a new vehicle were often related to practicality, for example having space for car seats, or due to perceptions that public transport services were unreliable.

The scheme was principally designed to reduce the number of petrol and diesel vehicles on the road and encourage greater use of public and active transport. Of the 13 newly purchased vehicles, two were battery electric vehicles, and the rest were either petrol or diesel vehicles. This suggests that in general scheme involvement did not greatly impact the decisions of those participants to choose a 'greener' vehicle when purchasing a new one. Eleven other participants stated that they were considering purchasing a vehicle in the future. Reasons for this were commonly related to the perceived convenience of owning a private vehicle. This suggests that these participants did not feel sufficiently able to make all their journeys by the public transport modes that were available as part of the Mobility Credits scheme. Overall, these findings suggest that the scheme was not an effective intervention for reducing car ownership and use in all participants, though given the limitations in sample size this result cannot be confidently generalised to future mobility credits schemes.

6 Conclusions

Reasons for joining the scheme

1. Participants felt aware of the benefits of participating in the scheme. They stated that reducing private car use, particularly in an older vehicle provided environmental benefits. Additionally, Mobility Credits provided a financial incentive to scrap a car they were already thinking of getting rid of, and the scheme gave them the opportunity to try alternative transport modes.
2. Barriers for joining included the accessibility of certain transport modes to participants (and non-participants). For example, modes being available near where they live, and where they are trying to get to.
3. One of the biggest barriers to non-participants signing up to the scheme was the perceived convenience, safety and reliability of private car ownership, as well as perceived incompatibility of public transport with their lifestyles.

Use of Mobility Credits and travel behaviour

4. Walking is now the most popular form of travel for commuting, closely followed by using a private vehicle. The survey findings showed self-reported increases in taxi, bus and train use for commuting too.
5. Train and Uber/other taxis were the services paid for with Mobility Credits by the greatest number of participants, followed by bus and private car hire.
6. There was a bias towards using taxis or private hire vehicles in the survey samples, suggesting that many participants were replacing journeys previously made by privately owned vehicles with other single-passenger modes.
7. Shared e-scooters were the least used transport mode in all waves of data collection, with safety concerns given as the reason for not trying this mode.
8. There was little change in the types of transport modes used between the 'During' and the 'Exit' data collection time points, suggesting that travel habits settled for participants.

Satisfaction with the scheme

9. Overall, participants were either very satisfied or satisfied with the scheme, with the majority finding Credits easy to use.
10. The majority of participants agreed that the value of £3,000 worth of Mobility Credits was fair, considering the value of the vehicle that they scrapped. However, there was a perception that the Credits were used more quickly than participants had expected. This may reflect the increase in the cost of living since the scheme started, or a reflection of participants not understanding the costs of individual journeys.
11. The majority of participants thought that the scheme worked well in Coventry.

Vehicle ownership

12. Overall, the scheme did not succeed in influencing all participants to give up private vehicles in the long term. Some participants purchased a new vehicle within the lifetime of the scheme (the majority being petrol or diesel) or said they were considering purchasing a vehicle in the future.
13. Thirty participants had requested a cycling voucher. The purchase of vouchers suggests that owning their own bicycle was preferable to shared cycle hires, which had relatively low usage throughout the scheme.
14. No participants were interested in purchasing an e-scooter in the future, even if legalised.

Impact of COVID-19

15. There was an impact of COVID-19 on participants' travel behaviour due to the timing of the launch of scheme during lockdown. There had been a reduction in the frequency of commuting journeys, and an increase in the number of active travel journeys.
16. Caution should be taken when interpreting findings, as the impacts of the scheme cannot be fully isolated from changes in behaviour which resulted from the pandemic.

7 Recommendations

We propose the following recommendations following this evaluation:

- Future evaluations should consider how to effectively incentivise participation to reduce the impact of attrition. Immediate and guaranteed incentives may be preferable to prize draws, where possible.
- Poor connectivity of public transport in some areas meant that while participants recognised the benefits of using alternative transport modes, they did not feel that they were able to fully utilise their Mobility Credits to try these options. TfWM should continue to engage with service users to understand where services can be improved, to understand whether the mode was not sufficiently attractive compared to using car, or if a mode was not available to participants.
- Future Mobility Credits (or similar) schemes should be widely promoted to increase awareness of how it works and the benefits of the scheme to as wide a population as possible.
- It is important to ensure that those using the scheme are aware of all transport modes that are available to them. To maximise the impact that the scheme could have on encouraging public transport use, regular marketing and promotional activities may be required to encourage uptake and use.
- Many non-participants indicated that the value of credits offered was insufficient given their current vehicle's value. Future schemes could consider a more flexible approach whereby the value of credits that participants receive is scaled up or down to be equivalent to the value of their vehicle, rather than offering a standardised amount for all.
- The amount of time for using Mobility Credits should not be restricted in future. Flexibility is likely to alleviate pressure and align with more participants' lifestyles and levels of spending on transport.

Appendix A Criteria for scrapping vehicle

Initial criteria as advertised to participants by TfWM:

- You must be resident in the following wards in Coventry: Earlsdon, Foleshill, Holbrook, Radford, St Michael's, Sherbourne, Upper Stoke, or Whoberley
- Your car must have been registered in your name since 1st April 2020 or earlier
- Your car must be:
    - a diesel car that is not Euro 6 compliant (most of these were manufactured before 2016), or
    - a petrol car that is not Euro 4 compliant (most of these were manufactured before 2006)

We are looking to take vehicles which pollute the most off Coventry roads. This is the same criteria that will be used to decide whether you are required to pay a charge if you take your vehicle into a Clean Air Zone, such as the one that will shortly be launched in Birmingham. You can check whether your vehicle will qualify by using the Government's online Clean Air Zone checker. If you would have to pay a charge to take your vehicle into a Clean Air Zone, it qualifies for the Mobility Credits pilot scheme.

- Your car must have a current valid MOT certificate

Two changes made by TfWM in the third criterion:

1. **August 2021:**

Your car must be:

- a diesel car that was registered for the first time in the UK before 2016 – the majority of these cars are not Euro 6 compliant
- a petrol car that was registered for the first time in the UK before 2006 – the majority of these cars are not Euro 4 compliant

2. **November 2021:**

Your car must be:

- be a diesel car that was registered for the first time in the UK before 2016 – the majority of these cars are not Euro 6 compliant
- be a petrol car that was registered for the first time in the UK before 2011 – the majority of these cars are not Euro 5 compliant

We made these changes because with the CAZ eligibility criterion, a few older petrol vehicles (e.g., a petrol that was manufactured in 2002) could be compliant with CAZ, and this created some issues and confusion in public communications on the eligibility criteria. This is why we decided to use the year of registration criterion instead which is more straightforward for the public. In addition to this, after engaging with Coventry city council,

we decided to give the opportunity to those with newer petrol cars to participate in the scheme.

Monitoring and evaluation of the TfWM Mobility Credits Trial in Coventry

TRL was commissioned to evaluate the Coventry Mobility Credits scheme on behalf of Transport for West Midlands. Participants of the scheme exchanged eligible polluting vehicles for £3,000 of Mobility Credits to be used on transport services in Coventry.

Participants were asked to complete surveys at three timepoints during their participation, when they registered, during their participation and when exiting the scheme, to gain insight into their use of credits, their satisfaction with the scheme and future travel intentions. Non-participants were also included in the research, to understand reasons for not taking part in the scheme.

The results show the transport modes used, the impact of Covid-19, vehicle ownership and perceptions of the scheme. The report concludes with recommendations for future similar schemes.

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