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Heywood Academy Rochdale

Heywood Academy
Technical Note – Travel Survey Summary





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Appendix A – Travel Survey Results 2026



1 Introduction

Overview

- 1.1 Rappor have been instructed by Heywood Academy to prepare a Technical Note [TN] summarising the findings of the travel survey obtained from staff and visitors at Heywood Academy.
- 1.2 Heywood Academy is a two-storey SEND school located approximately 5.4km south west of Rochdale Centre, 5km east of Bury Centre and 1.6km north of Heywood Industrial Estate.
- 1.3 The Travel behaviour has been identified through Travel Surveys which were distributed to residents through links and QR codes the week commencing 5th January 2026. The survey period ended on 19th January 2026. The travel survey questionnaire has been used to ascertain the current travel behaviour of at the site, as well as the reasons for modal choices and opinions towards alternative modes of transport.

Travel Survey

- 1.4 A copy of the travel surveys can be found in **Appendix A**, whilst the Travel Survey responses can be found in **Appendix B**.
- 1.5 The travel survey was distributed through links and QR codes that were provided to staff and visitors of Heywood Academy.
- 1.6 A total of 11 staff and visitors responded to the travel survey. Any targets, measures and initiatives associated with the results will be tailored based on the overall sample size.
- 1.7 It should be noted that staff / visitors could select more than one appropriate answer for Questions 3, 5, 6 and 7 of the Travel Survey.



2 Findings

Introduction

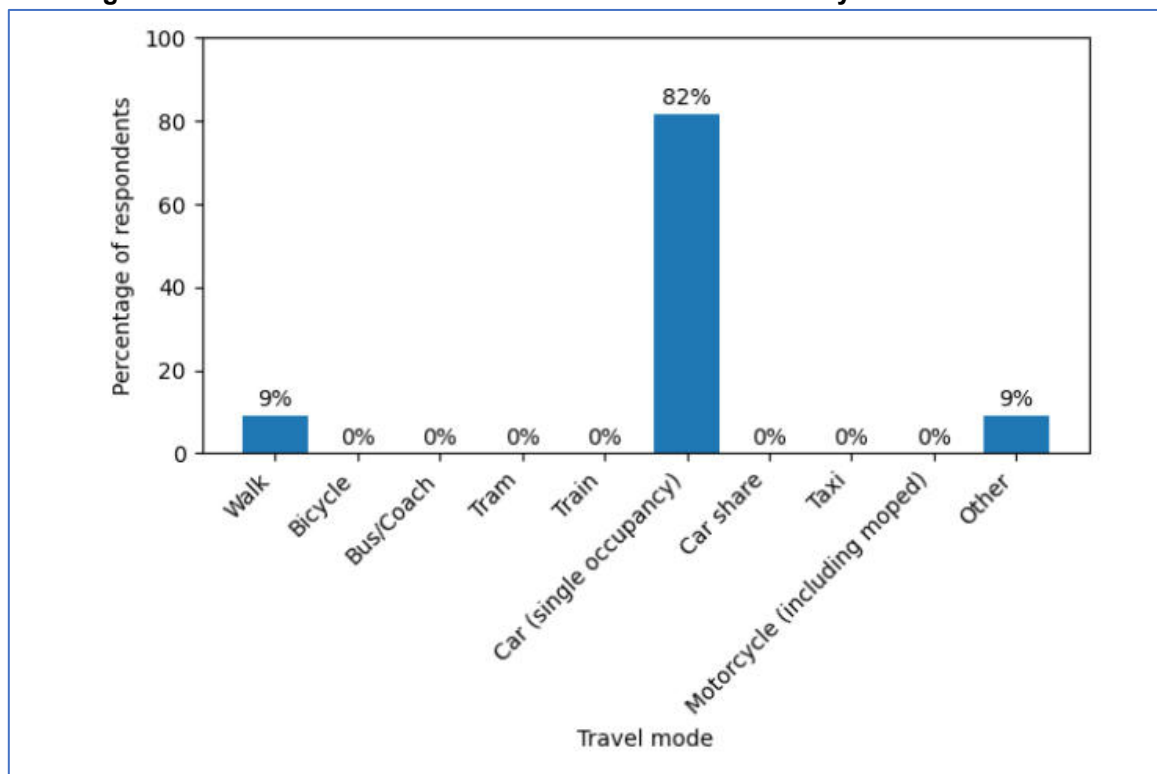
- 2.1 As previously stated, the Travel Surveys were distributed to staff/visitors the week commencing 5th January 2026. The survey period ended on 19th January 2026.
- 2.2 The trends uncovered are based on the overall number of responses by residents at Heywood Academy.
- 2.3 A summary of the Travel Survey results can be found below. A detailed analysis of the travel survey results can be found in Section 3 of the report.
- 2.4 Repeat annual surveys will be carried out at the same time of year as this initial survey. These will aim to gather information on any changes in mode choice since the previous survey was undertaken and the reason(s) for these changes.
- 2.5 Overall Staff / Visitor Results Summary – Heywood Academy
 - 82% of all respondents say that they travel to the school by car.
 - 91% of all resident respondents say that they travel 5 days/week to the school.
 - Few respondents travel to the school by sustainable modes.
 - Most respondents say that there are no alternatives other than using a car.
 - 15% of all responses said that they would be encouraged to cycle more if there were improved cycle paths.
 - 9% of responses said that more frequent public transport would encourage them to travel by public transport.

3 Heywood Academy - Overall Staff / Visitor Responses

Mode of Transport to school

- 3.1 **Figure 3.1** below illustrates a graph to show how staff and visitors usually visit the school. The majority of staff and visitors drive to the school (82%) with a further 9% walking to the Academy Site.

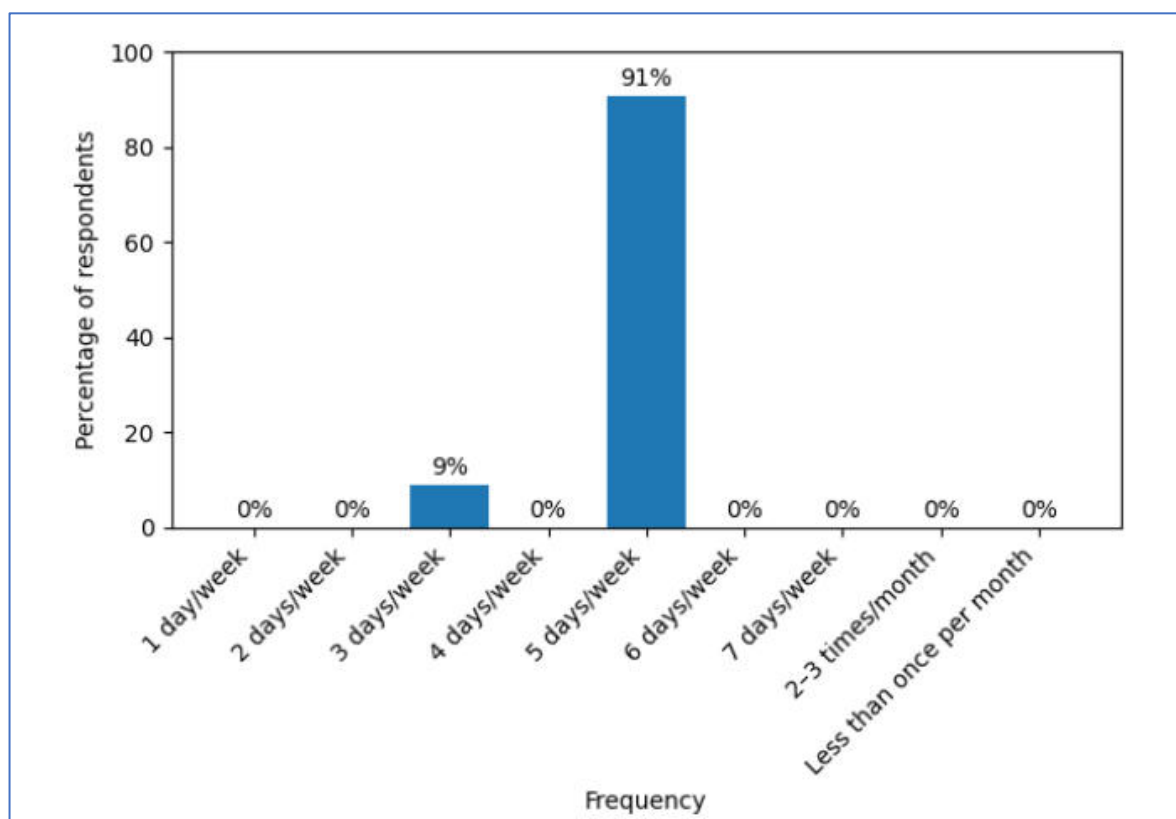
Figure 3.1: Bar-Chart to show how staff and visitors normally travel to the school



Source: Rappor Travel Survey 2026

- 3.2 **Figure 3.2** illustrates a graph to show how often staff and visitors go to the school.
- 3.3 **Figure 3.2** illustrates how often staff / visitors access the Academy via their normal mode of travel. 91% selected 5 days/week associated with full-time staff and 3 days/week was selected by the remaining 9%, potentially indicating part-time staff.

Figure 3.2: Bar-Chart to show how often staff and visitors make journeys to the Academy

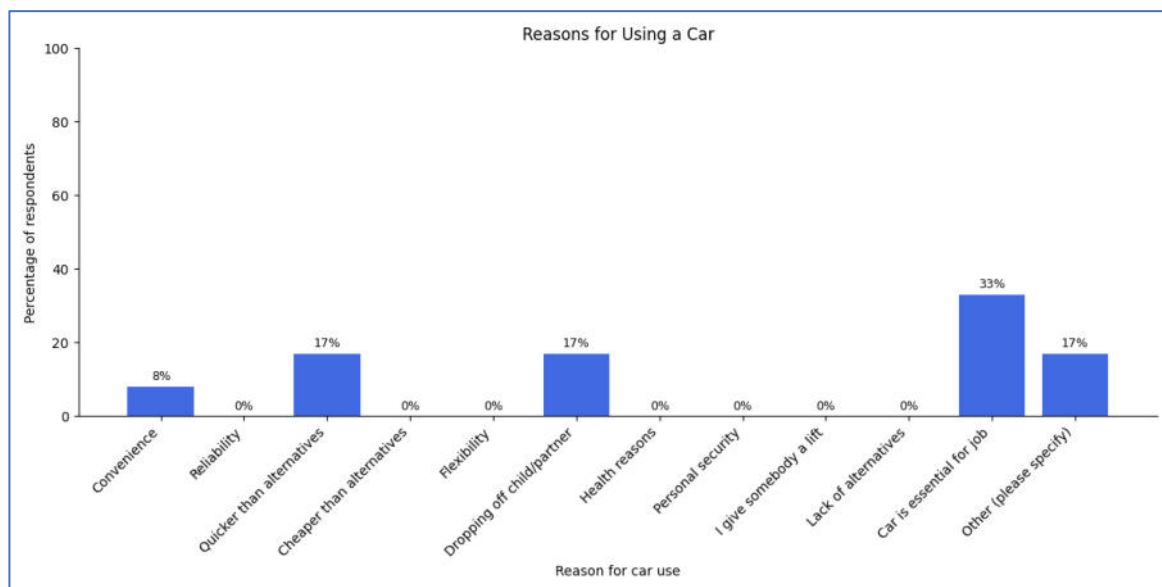


Source: Rappor Travel Survey 2026

- 3.4 The following questions in the travel survey attempted to uncover the reasoning behind why their main mode of transport was used.

- 3.5 The bar chart in **Figure 3.3** below illustrates why staff/visitors travel to the Academy by car. The most common answer was that a car was essential for the job (33%).

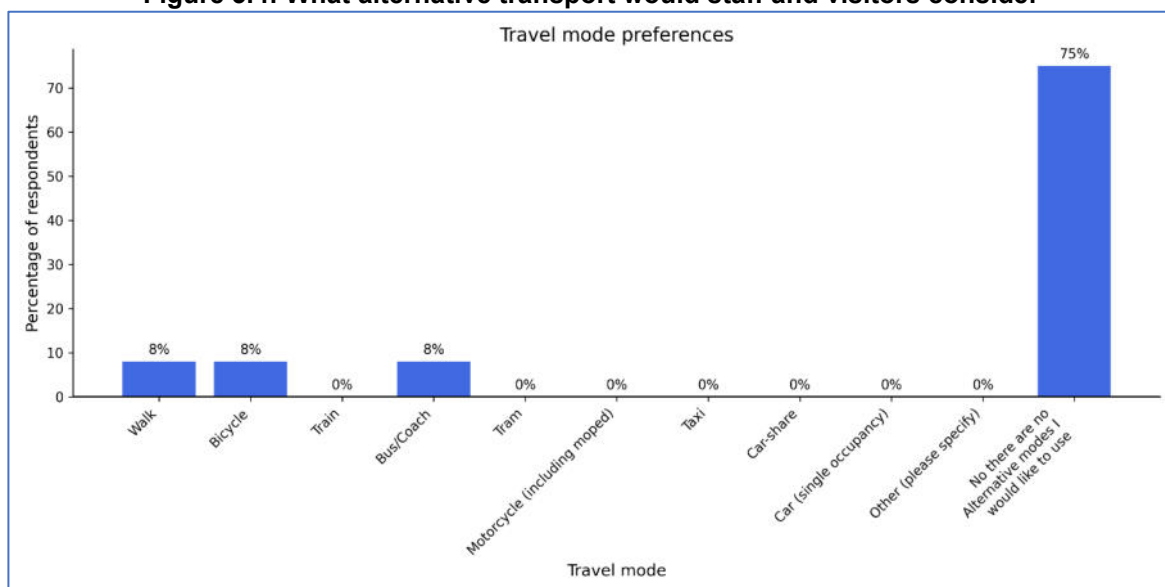
Figure 3.3: Why do staff and visitors travel by car?



Source: Rappor Travel Survey 2026

- 3.6 **Figure 3.4** below illustrates if there are any alternative modes of transport that's staff/visitors would use instead of their current mode. The majority selected that there is no alternative mode of transport they would utilise (75%), this is likely to be a result of the nature of their employment and the requirement to transport school equipment (books etc) home each evening. Other modes of sustainable transport modes that were selected include walking (8%), bicycle (8%) and bus (8%).

Figure 3.4: What alternative transport would staff and visitors consider



Source: Rappor Travel Survey 2026

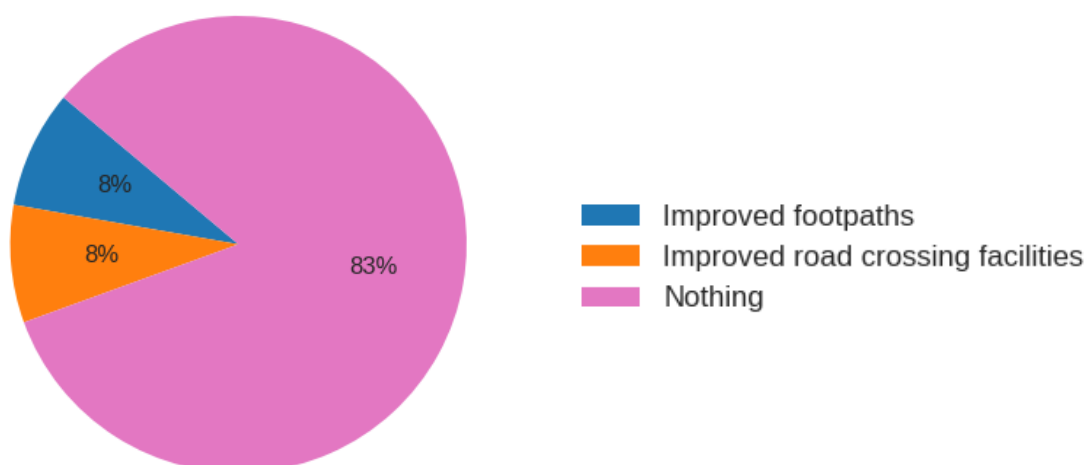
Encouraging More Sustainable Travel

3.7 The following selection of charts in **Figures 3.5 - 3.7** illustrate the overall responses on the potential options that would encourage travelling via more sustainable modes.

3.8 The key points to emerge from these questions are as follows:

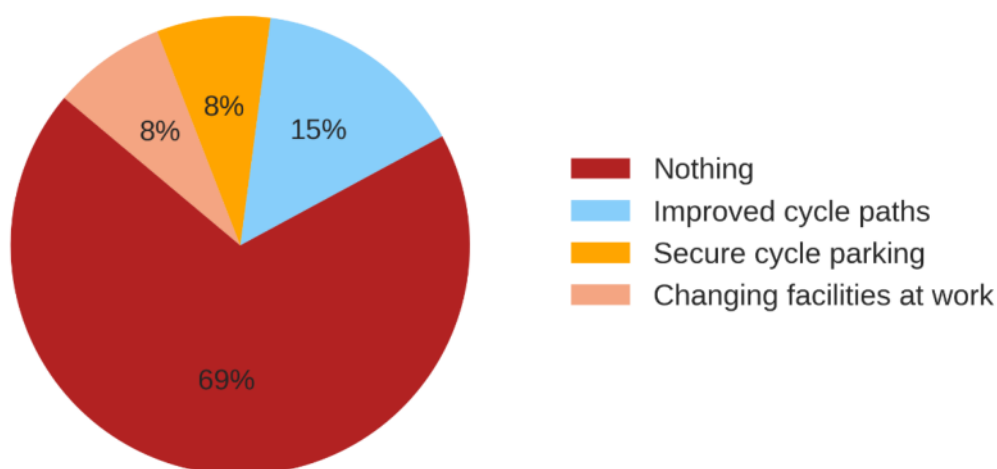
- The vast majority of respondents said that “nothing” would encourage them to walk more.
- The vast majority of respondents stated that “nothing” would make them cycle more. 2 of the 11 respondents stated that improved cycle paths would encourage them to cycle more.
- The majority of respondents stated that “nothing” would encourage them to utilise public transport more. 1 of the 11 respondents stated that more frequent public transport services would encourage them to use public transport more.

Figure 3.5: Pie-Chart to show what would encourage resident respondents to walk more



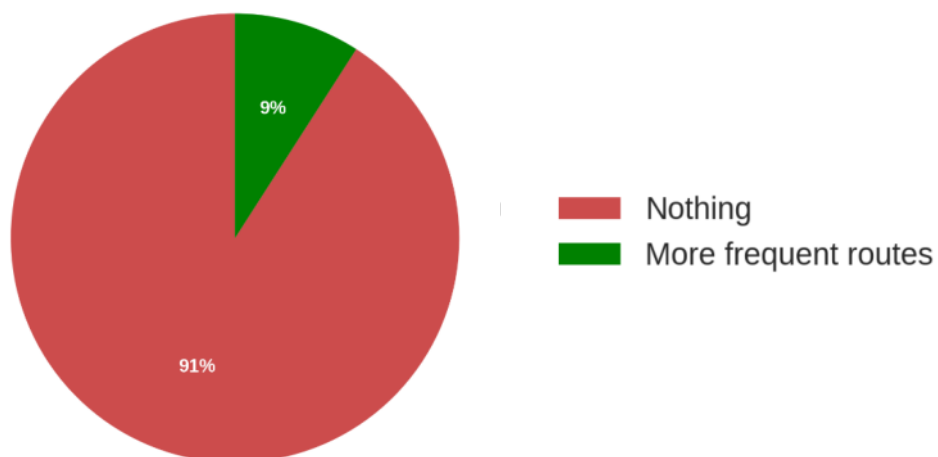
Source: Rappor Travel Survey 2026

Figure 3.6: Pie-Chart to show what would encourage resident respondents to cycle more



Source: Rappor Travel Survey 2026

Figure 3.7: Pie-Chart to show what would encourage staff and visitors to use public transport more



Source: Rappor Travel Survey 2026



4 Summary and Conclusion

Summary

- 4.1 The results of the survey provide a comprehensive guide for the targets, measures and initiatives to be derived in the associated Full Travel Plan document.
- 4.2 Staff and visitors to Heywood Academy have highlighted that sustainable transport is not easily achieved at this location / or selected as the main mode of travel. The car is used and seen as the most convenient form of transport, with few wanting to change. However, several respondents highlighted issues with lack of road crossing points and poor footways, as well as lack of cycling facilities. More frequent public transport was also cited to reduce car travel.
- 4.3 Improved local footpath and cycle infrastructure could be implemented to encourage employees to travel sustainably. This would allow for sustainable travel to become more convenient and could help in reducing the reliance on car vehicle use for the purpose of being convenient.
- 4.4 Potential initiatives, measures and objectives in relation to the travel survey responses can be found in the Full Travel Plan Strategy Document.

Conclusion

- 4.5 The results and findings of the Travel Survey undertaken by Rappor in January 2026 will tie in with the requirements of the Full Travel Plan document, and a repeat survey will be undertaken annually at the same time of year as the initial survey.

Appendix A – Travel Survey Results 2026

Heywood Academy is committed to helping staff / visitors with their journey to the school, and make it easier for you to car share, walk, cycle and travel by public transport. We are keen to help reduce the stress caused by your daily journeys, save you money and help to get fitter by promoting more "active travel".

To help achieve this aim, Heywood Academy has developed a travel plan. To inform this travel plan, we need to collect up-to-date information on your daily journeys, travel patterns and thoughts on alternative modes of transport, as well as journeys by car.

The survey does not take long to complete. The higher the response rate to the survey, the more tailored the travel measures we will be able to provide, so please show your support by completing the survey.

If you could please return this survey by accessing the following web link:

<https://forms.office.com/e/qZUrf1qrqx>

or scanning the following QR code:



If you have any queries regarding the survey, please do not hesitate to contact reception or
Email: sam.denby@rappor.co.uk

Thank you for your time and assistance.



TRAVEL SURVEY

Q1 HOW DO YOU NORMALLY TRAVEL TO THE SCHOOL?

- | | | | |
|-----------|--------------------------|------------------------|--------------------------|
| WALK | ☐ | CAR (SINGLE OCCUPANCY) | ☐ |
| BICYCLE | ☐ | CAR SHARE | ☐ |
| BUS/COACH | ☐ | TAXI | ☐ |
| TRAM | ☐ | MOTORCYCLE | ☐ |
| TRAIN | ☐ | OTHER | ☐ |
- Please specify*

Q2 HOW OFTEN DO YOU TAKE THE JOURNEY TO THE SCHOOL?

- | | | | | |
|-------------|--------------------------|-------------|--------------------------|--------------------------|
| 1 DAY/WEEK | ☐ | 5 DAYS/WEEK | ☐ | LESS THAN |
| 2 DAYS/WEEK | ☐ | 6 DAYS/WEEK | ☐ | ONCE PER |
| 3 DAYS/WEEK | ☐ | 7 DAYS/WEEK | ☐ | MONTH |
| 4 DAYS/WEEK | ☐ | 2-3 | ☐ | ☐ |
| | | TIMES/MONTH | | |

Q3 ARE THERE ANY ALTERNATIVE MODES OF TRANSPORT THAT YOU WOULD LIKE TO USE?

Please select at most 2 options.

- | | | | |
|--------------------|--------------------------|-----------------------|--------------------------|
| WALK | ☐ | BICYCLE | ☐ |
| TRAIN | ☐ | BUS/COACH | ☐ |
| TRAM | ☐ | MOTORCYCLE | ☐ |
| TAXI | ☐ | (INCLUDING MOPED) | |
| CAR | ☐ | CAR SHARE | ☐ |
| (SINGLE OCCUPANCY) | | OTHER | ☐ |
| | | Please specify* | |

NO - THERE ARE NO ALTERNATIVE MODES I WOULD LIKE TO USE ☐

Q4 IF YOU USUALLY TRAVEL BY CAR WHAT IS THE MAIN REASON FOR THIS?

Please select at most 2 options.

- CONVENIENCE
- RELIABILITY
- QUICKER THAN ALTERNATIVES
- CHEAPER THAN ALTERNATIVES
- FLEXIBILITY
- DROPPING OFF CHILD/PARTNER
- HEALTH REASONS
- PERSONAL SECURITY
- I GIVE SOMEBODY A LIFT
- LACK OF ALTERNATIVES
- CAR IS ESSENTIAL FOR JOB
- OTHER

Please specify*

Q5 WHICH OF THE FOLLOWING WOULD ENCOURAGE YOU TO WALK MORE?

- IMPROVED FOOTPATHS
- IMPROVED ROAD CROSSING FACILITES
- HELP WITH ROUTE PLANNING
- LUNCHTIME WALKING GROUP
- HOME TO WORK WALKING GROUP
- BETTER LIGHTING
- NOTHING

OTHER Please specify*

DO YOU HAVE ANY OTHER COMMENTS OR QUESTIONS ABOUT THIS SURVEY AND/OR TRAVEL TO AND FROM HEYWOOD ACADEMY?

.....

Optional Details:

NAME

.....

CONTACT NUMBER OR EMAIL

.....

Q6 WHICH OF THE FOLLOWING WOULD ENCOURAGE YOU TO CYCLE MORE?

- IMPROVED CYCLE PATHS
- SECURE CYCLE PARKING
- CHANGING FACILITIES AT WORK
- CYCLE TRAINING/ SAFETY COURSES
- HELP WITH ROUTE PLANNING
- CYCLE TO WORK SCHEME
- CYCLE SHARE SCHEME
- SHORT-TERM CYCLE HIRE
- DISCOUNTS AT LOCAL CYCLE SHOPS
- NOTHING
- OTHER

Please specify*

Q7 WHICH OF THE FOLLOWING WOULD ENCOURAGE YOU TO TRAVEL BY PUBLIC TRANSPORT?

- MORE DIRECT ROUTES
- MORE FREQUENT ROUTES
- MORE RELIABLE SERVICE
- INCREASED CAPACITY
- CHEAPER TICKETS
- DISCOUNTED TICKETS
- IMPROVED LINK TO STATION
- BETTER FACILITIES AT STATION
- HAVING MY JOURNEY PLANNED
- BETTER LIGHTING TO PUBLIC TRANSPORT HUBS (TRAM/BUS STOP)
- ANNUAL TICKET LOAN
- NOTHING

OTHER Please specify*

Responses Overview Active

Responses

11



Average Time

02:25



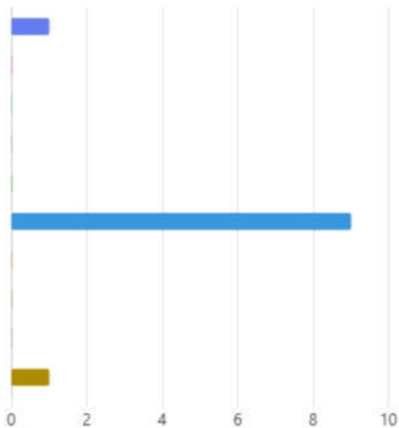
Duration

43 Days



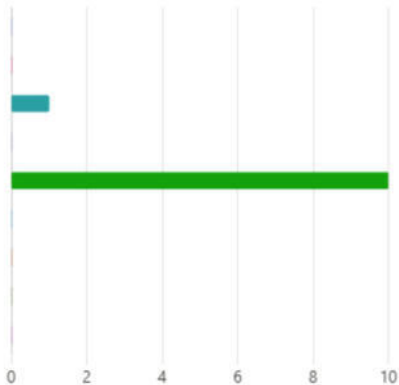
1. How do you normally travel to the School?

● Walk	1
● Bicycle	0
● Bus/Coach	0
● Tram	0
● Train	0
● Car (single occupancy)	9
● Car share	0
● Taxi	0
● Motorcycle (including moped)	0
● Other	1

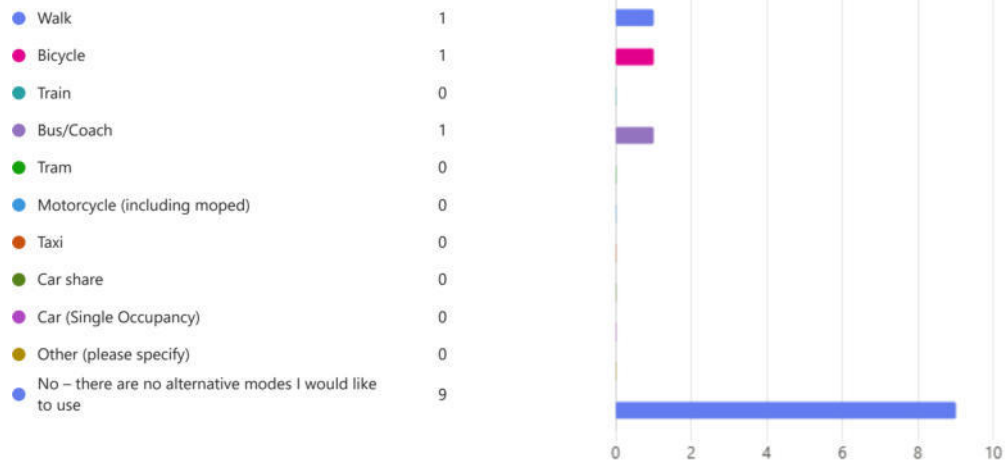


2. How often do you take the journey to the School

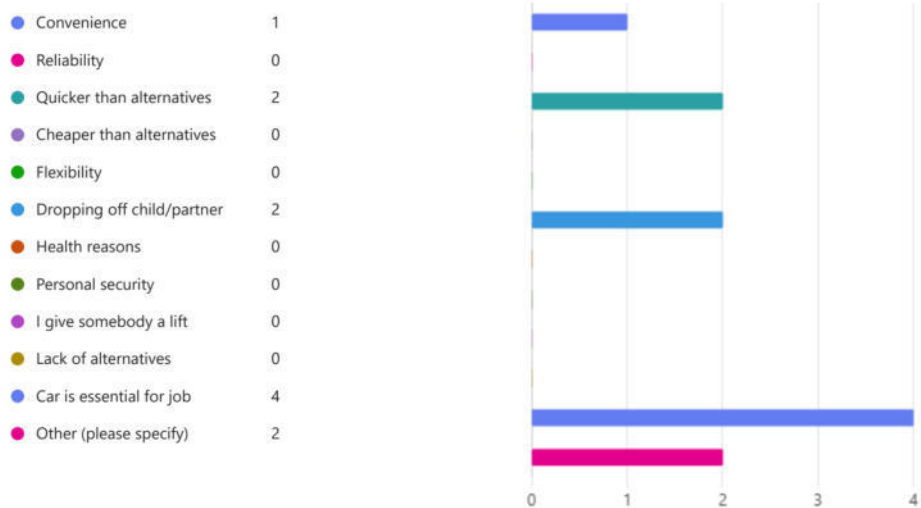
● 1 day/week	0
● 2 days/week	0
● 3 days/week	1
● 4 days/week	0
● 5 days/week	10
● 6 days/week	0
● 7 days/week	0
● 2-3 times/month	0
● Less than once per month	0



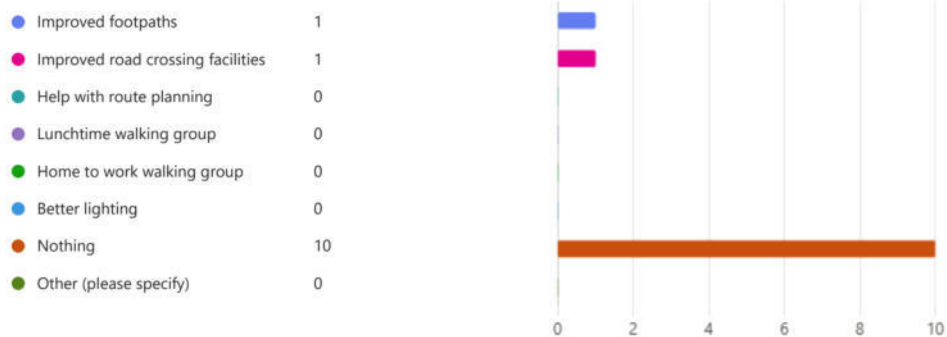
3. Are there any alternative modes of transport that you would like to use? (Select at most 2)



4. If you usually travel by car, what is the main reason for this?

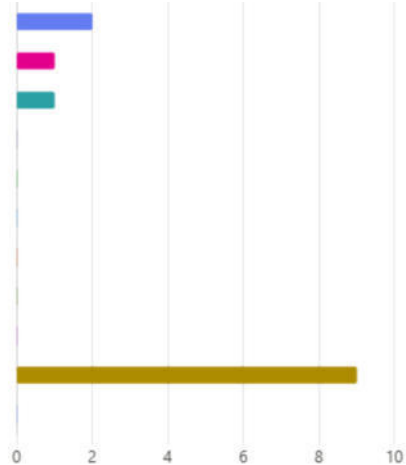


5. Which of the following would encourage you to walk more?



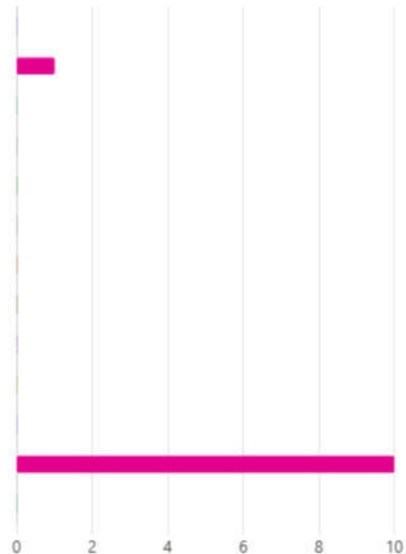
6. Which of the following would encourage you to cycle more?

- Improved cycle paths 2
- Secure cycle parking 1
- Changing facilities at work 1
- Cycle training/safety courses 0
- Help with route planning 0
- Cycle to Work scheme 0
- Cycle share scheme 0
- Short-term cycle hire 0
- Discounts at local cycle shops 0
- Nothing 9
- Other (please specify) 0



7. Which of the following would encourage you to travel by public transport? (Select at most 2)

- More direct routes 0
- More frequent routes 1
- More reliable service 0
- Increased capacity 0
- Cheaper tickets 0
- Discounted tickets 0
- Improved link to station 0
- Better facilities at station 0
- Having my journey planned 0
- Better lighting to public transport hubs (tram/bus stop) 0
- Annual ticket loan 0
- Nothing 10
- Other (please specify) 0



8. Do you have any other comments or questions about travel to/from Heywood Academy?

3
Responses

Latest Responses
"There is no zebra crossing near the school. No shelter for parents/ children waitin..."
...

9. Name (optional)

4
Responses

Latest Responses
"Shomaila Younas"
"Nina Depasois"
"Przemysław Bezdziecki"
...

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