

MEASURE > REDUCE > **REPORT**

2024 Travel Survey results

The Birmingham FA Travel survey went live on the 12th January, and closed on the 14th February

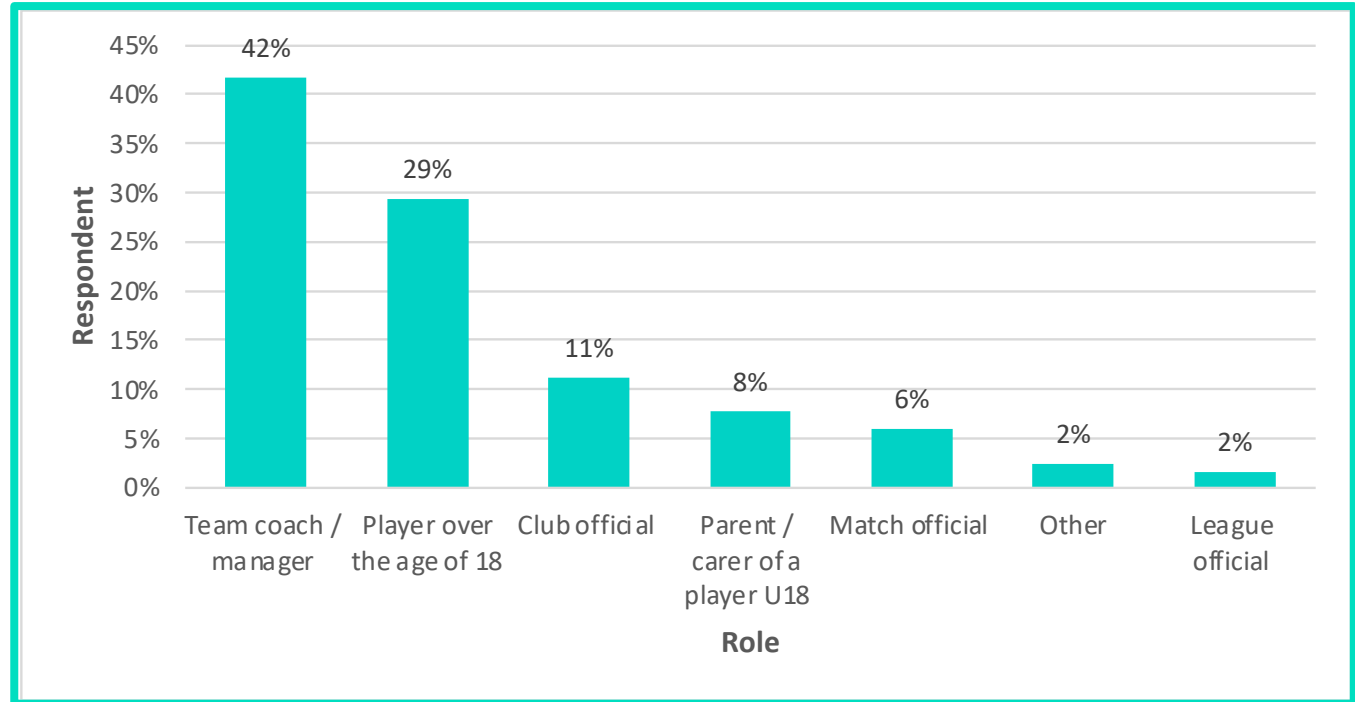
- 908 responses in total
- 3% margin of error (based on a population size of 75,000)
- Weekly emails sent out to the Birmingham FA mailing list
- 50% of respondents drive alone to football games



**BIRMINGHAM COUNTY
FOOTBALL**

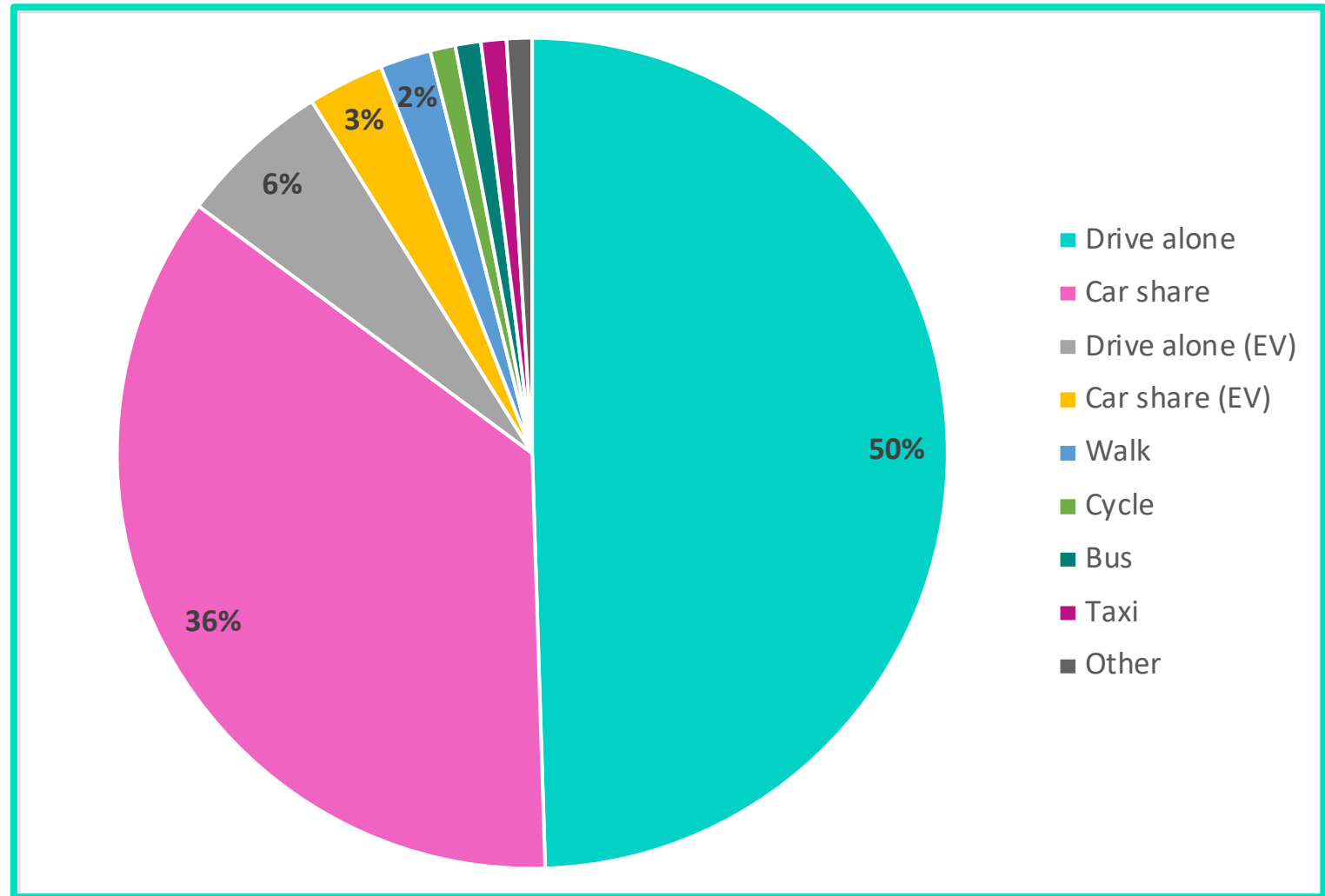
What is your main role within grassroots football?

- Predominantly the survey has been answered by team coaches/ managers, **42%** (n=378)
- Amongst the **2%** (n=22) who selected 'other' respondents mentioned having multiple roles e.g. treasurer and player



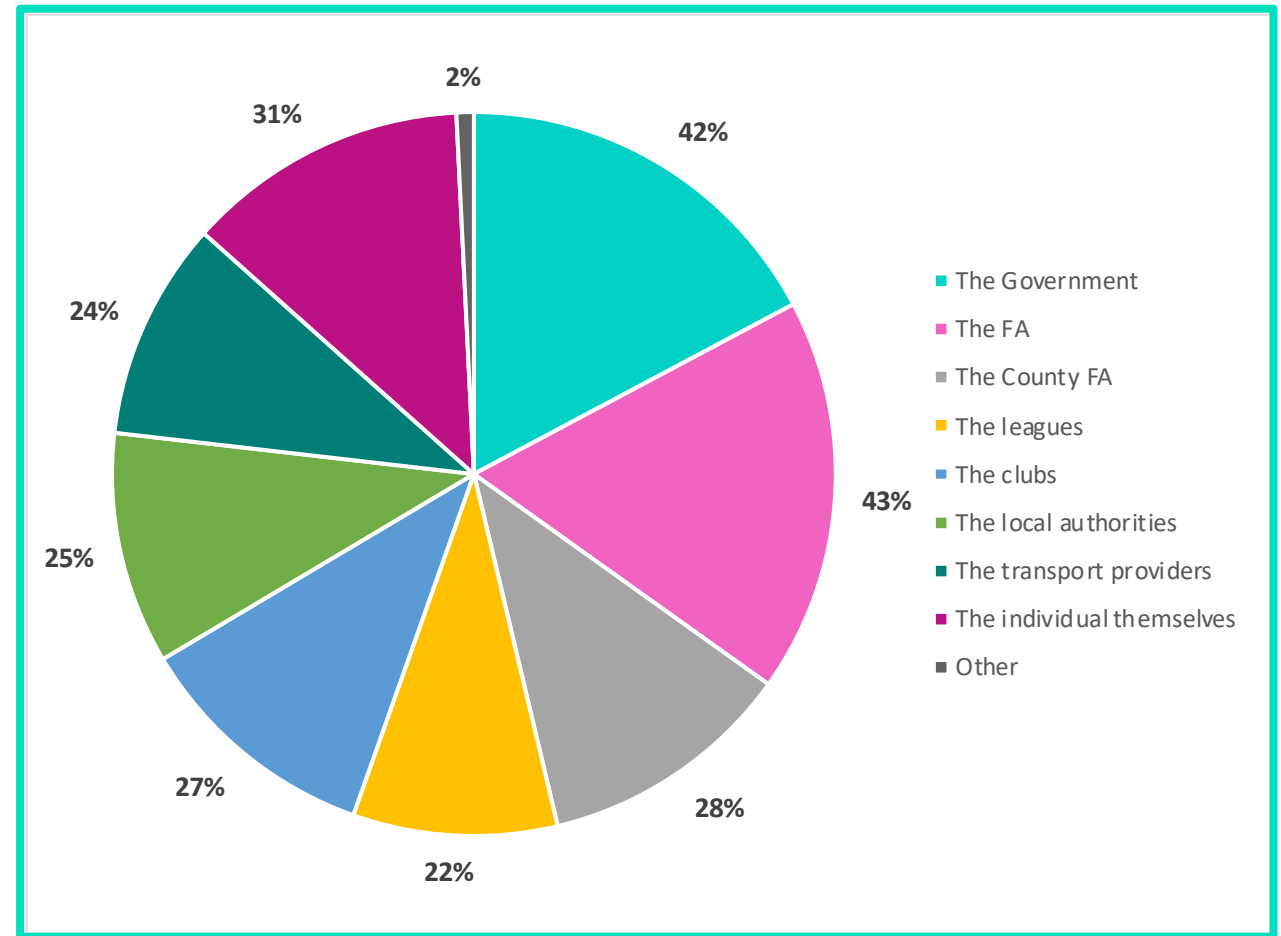
How do you usually travel to your football games?

- 56% (n=503) of respondents travel to fixtures by driving alone (50% ICE, 6% EV)
- In total 95% (n=858) of respondents are getting to matches in a car
- Only 1% (n=8) of people are using public transport to get to matches



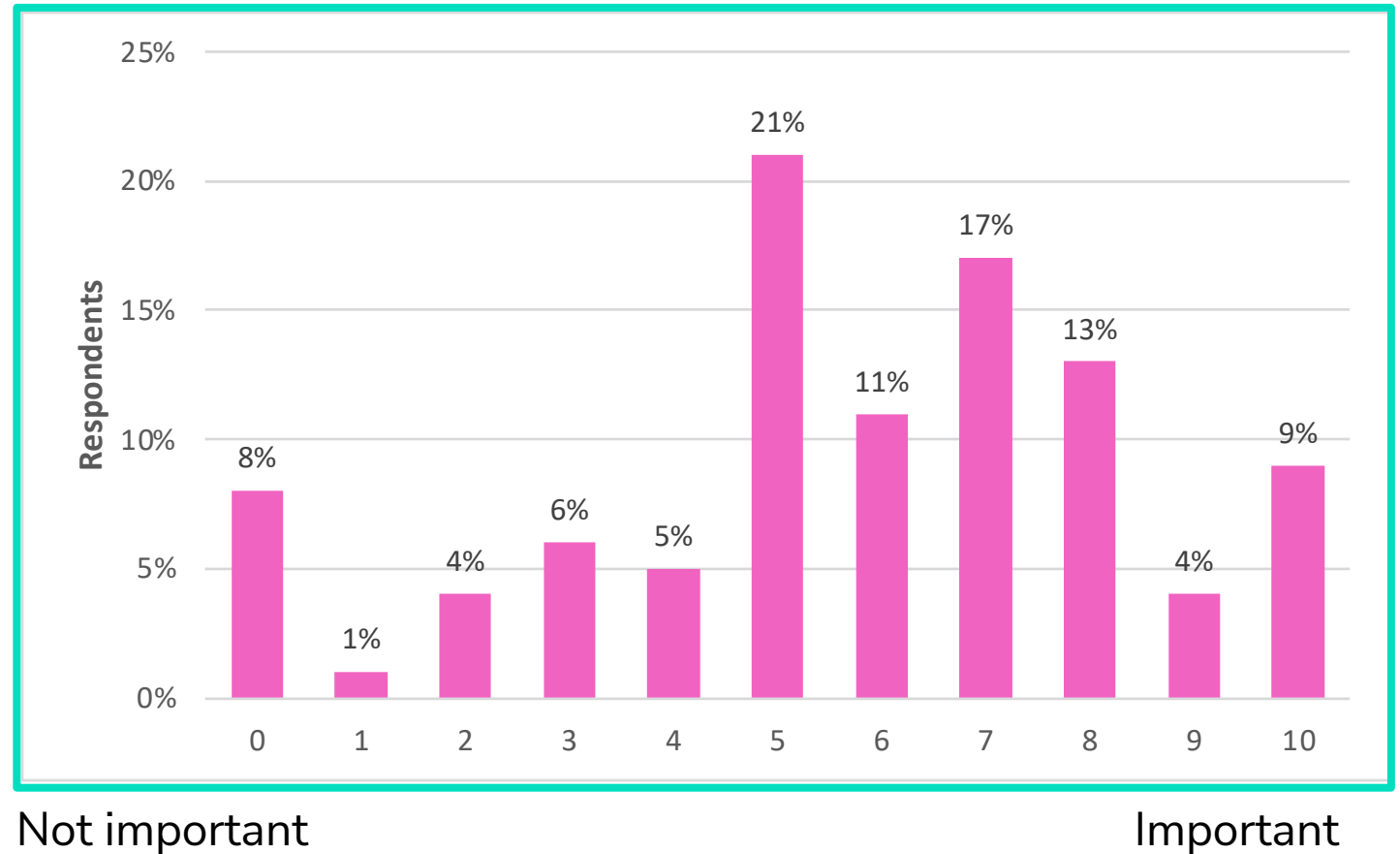
Whose responsibility is it to provide more sustainable ways to travel to football?

- As seen in the pie chart, there was a relatively even split amongst answers
- The FA has received the majority of responses, **43%** (n=388), closely followed by the government, **42%** (n=379)
- **31%** (n=278) of respondents believe it is down to the individual themselves, **28%** (n=251) stated the County FA whilst **27%** (n=243) believe it is the clubs responsibility

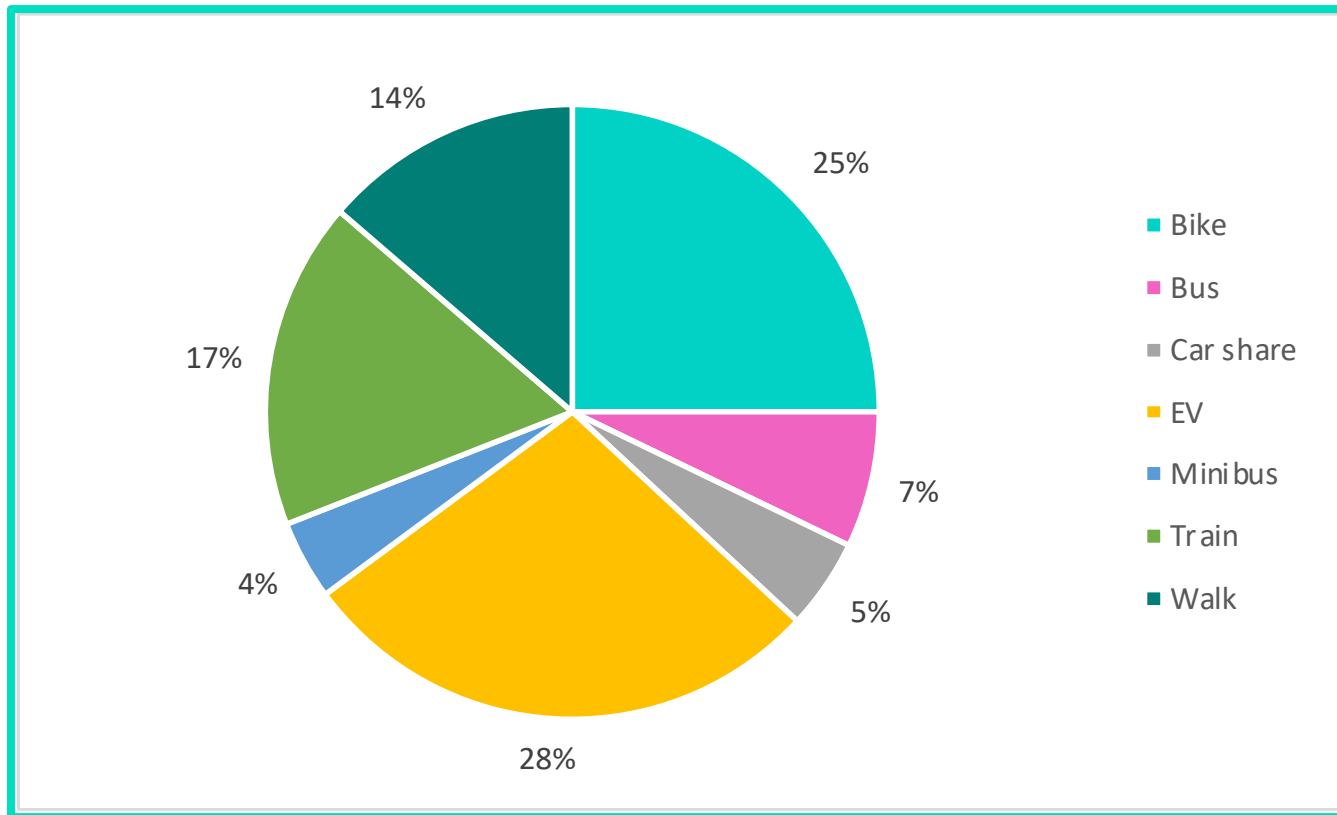


On a scale of 1 to 10, how important is environmental sustainability in your choice of transportation to football games?

- 54% (n=502) of respondents have answered 6-10 indicating that environmental sustainability does to an extent feature within their choice of travel



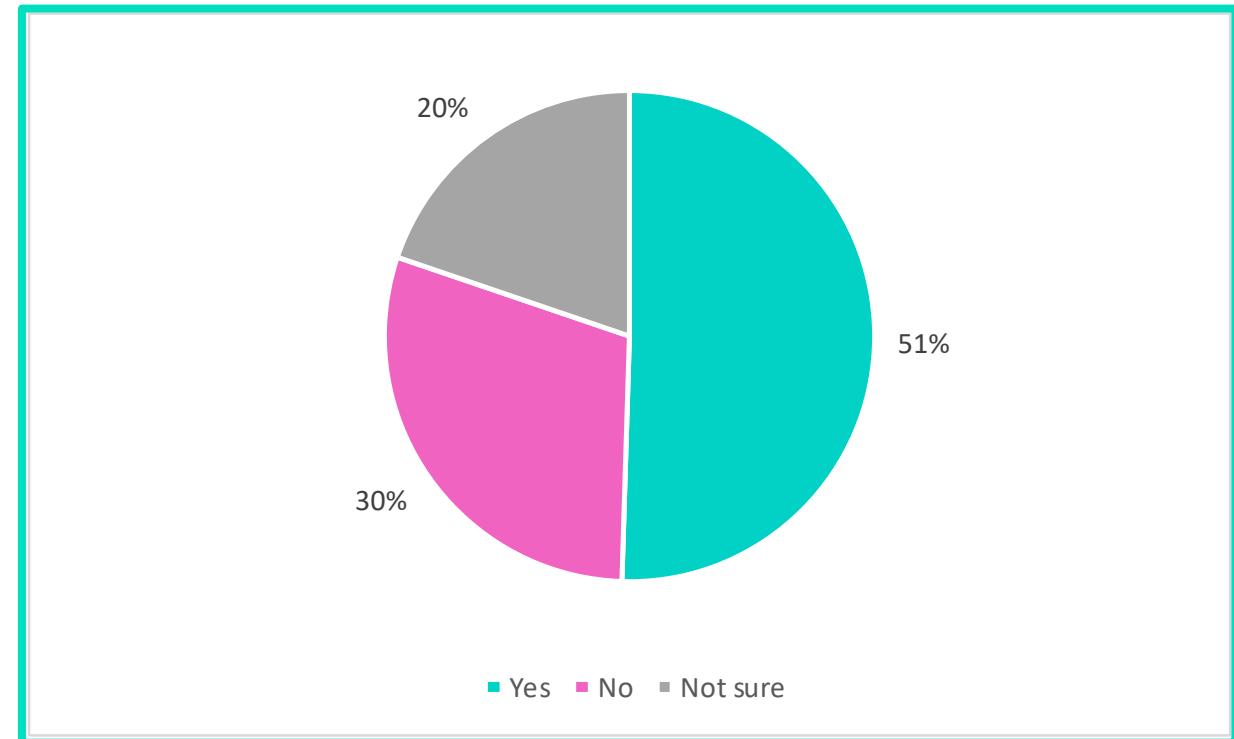
For those who said they have considered using a more sustainable or active mode, these are what they would be willing to consider:



- **28%** (n=47) of respondents would be willing to use an EV car to get to matches
- **39%** (n=65) of respondents have considered travelling in an active manner (25% bike and 14% walking)

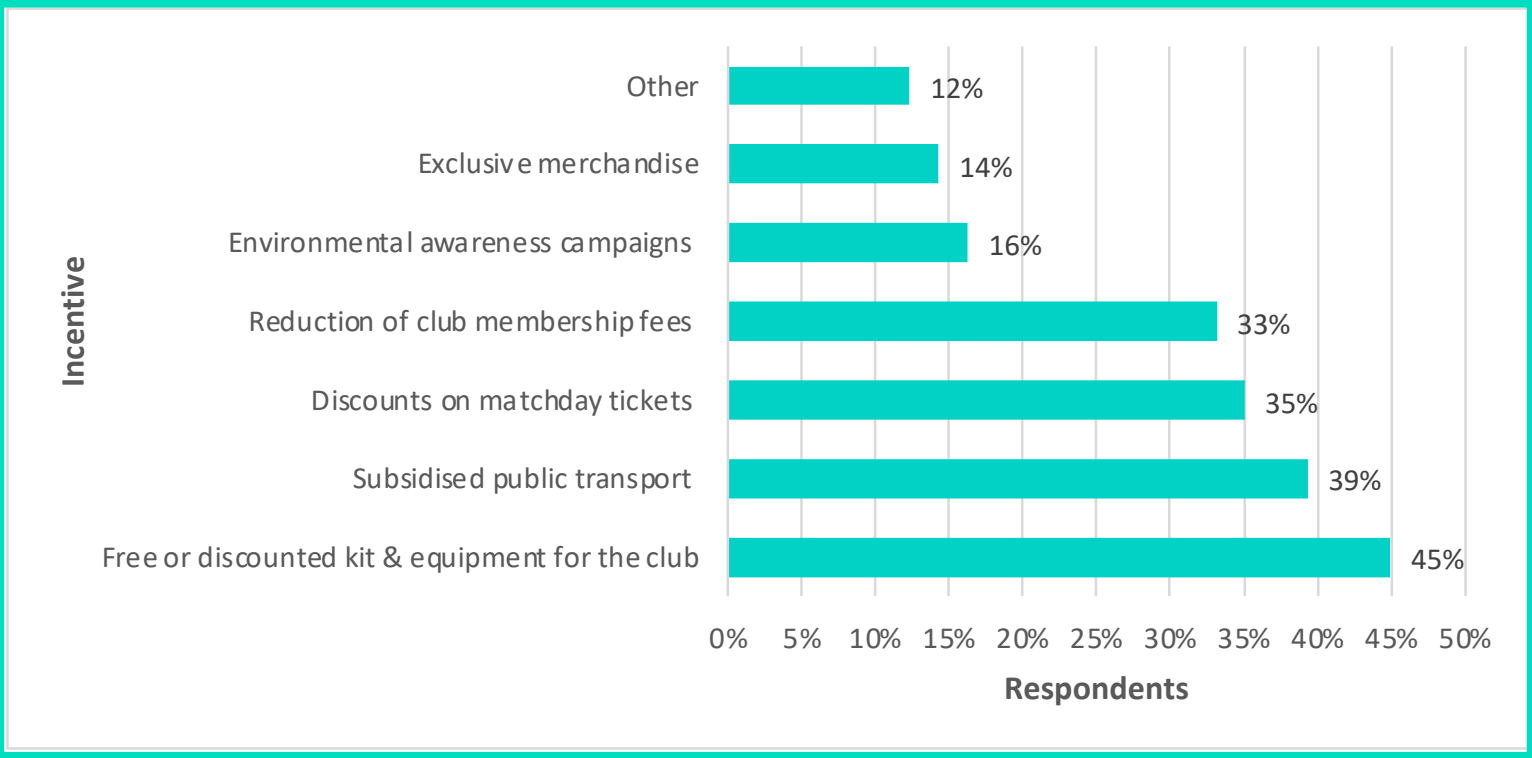
Would you be more likely to use sustainable transportation options if there were dedicated facilities and infrastructure, such as bike racks or convenient public transportation stops close to, or at your football venues?

- Just over half of respondents, **51%** (n=459), would be more likely to travel more sustainably if the infrastructure was in place



What incentives or rewards would encourage you to choose a more sustainable mode of transportation to football game?

- The most popular incentive for travelling sustainable amongst respondents was free / discounted kit & equipment, at **45%** (n=408)
- Subsidised public transport was selected by **39%** (n=357) of respondents



Qualitative feedback:

"If there was a more environmentally friendly way for me to get to my football games I would take it in a heartbeat but unfortunately there are no bus routes or train routes for me to get to my home ground and the closest train station is half hour away"

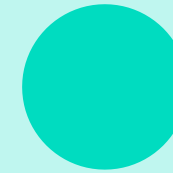
"Our club endeavour to car share to and from our local venue and away venues, however, it does not help when the Birmingham League we play in organise a venue for league matches approx 35 miles from our base, when they could arrange matches less than 8 miles away or even allow us to travel to fixtures within an 18 mile radius to play other league teams and have 'home' fixtures where we only need to travel a maximum of 3 miles to our home venue."

"Fixtures could be localised, I understand teams are based with the central Warwickshire league but travel can be over an hour. Localise leagues, meaning the player pool could also be better (not losing players to best teams), have to play within a certain distance. This could also help with the lack of officials, officials can be based within a hub."

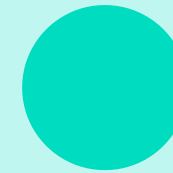
"Football usually takes place at weekends, including Sunday when there is less frequent public transport. It is simply not feasible with the amount of equipment plus access to timely local transport networks to use this as an option in all cases. It may work better in inner cities and urban areas, but for out of town locations it's harder."

"I'd like it if there was an incentive to get discounted equipment (balls, nets, goals, cones etc) especially at grassroots level, things get broken easier, misplaced/stolen. Would be nice to not have to pay the full amount. I will definitely be trying to carshare more on match days, and encourage our team and league to as well."

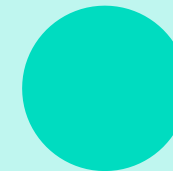
Key themes:



Localising leagues/fixtures



Predominantly weekend fixtures = lack of public transport



Transporting equipment requires car