

[redacted]

**From:** [redacted]@wellsideresearch.co.uk  
**Sent:** 16 November 2021 15:59  
**To:** [redacted]  
**Cc:** [redacted]  
**Subject:** RE: Survey demographics questions  
**Attachments:** Under 22s Questionnaire\_v1.docx

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi [redacted]

That's no problem, I've included both income and sexual orientation as required – I agree with Young Scot though that these could be less well answered and/or risk drop-out from the survey. I also think that answering the household income question might be quite difficult for some young people so could lead to the question being skipped a lot, or a lack of accuracy in the responses provided. If you're happy with the risks though, then I'm happy to include them (we can caveat self-reporting reliability issues in the reporting).

I've attached the current draft of the questionnaire for information. I'm meeting with [redacted] tomorrow afternoon to get their input, but I'm conscious of time marching on so I didn't want to delay your input any further. I'll probably send you an updated version on Thursday to take account of [redacted]'s suggestions, and I can incorporate any from yourselves at the same time if you've had a chance to consider, or afterwards as required.

Thanks

[redacted]

[redacted]

[redacted] | Wellside Research Ltd.

Tel [redacted]

Email. [redacted]@wellsideresearch.co.uk

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**From:** [redacted]@transport.gov.scot [redacted]@transport.gov.scot>

**Sent:** 16 November 2021 13:00

**To:** [redacted]@wellsideresearch.co.uk

**Cc:** [redacted]@transport.gov.scot

**Subject:** Survey demographics questions

Hi [redacted],

I've been reflecting on yesterday's discussion with Young Scot with [redacted] and wanted to give you a heads up on a few things whilst you are drafting the questionnaire:

- Given the outcome of the scheme to reduce poverty we think it is key that we ask about household income (as well as travel spend). Although postcode can be a proxy for SIMD, we're aware there are some issues with the reliability of this. We can have a think about the

best way to ask about income and we could consult internal colleagues for advice, if needed.

- Similarly, given our outcome around personal safety when travelling by bus we think it is also important that we ask about sexual orientation. This will allow us to understand if there are any barriers to travelling by bus for certain groups. [redacted] has also highlighted the following [SG Equality Evidence Strategy](#) which outlines the need to ask about gender and sexual orientation.

As standard all questions can be skipped/ prefer not to say and could have an explanation as to why we are asking.

Let me know your thoughts on this – happy to set up a quick call this week to discuss if that’s easier for you?

Thanks,

[redacted]

[redacted]  
[redacted], Transport Analytical Services

Transport Strategy & Analysis  
Transport Scotland  
Buchanan House  
58 Port Dundas Road  
Glasgow, G4 0HF

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[redacted]

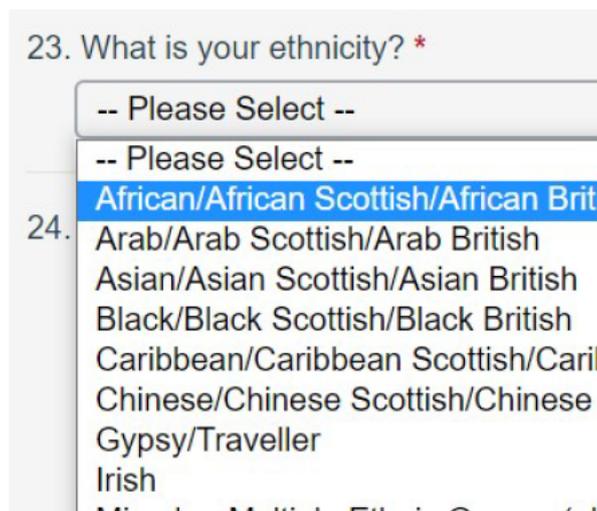
**From:** [redacted]@young.scot>  
**Sent:** 29 November 2021 12:19  
**To:** [redacted]@wellsideresearch.co.uk; [redacted]  
**Cc:** [redacted]  
**Subject:** Re: Questionnaire content and our meeting

Hi [redacted],

Thanks for sending on the draft and for the clarification below, which is justifiable.

I've taken a look at the draft and it looks great (very extensive!) The only real areas where I think that young people may struggle to answer are any costing questions, but the "don't know" option is included so happy with that.

The ethnic group question is in a slightly different format to what we use but aware that it is in line with census data. If of interest, we were audited by the organisation [redacted] as part of our anti-racist allyship work, and they gave us the following format that we now use for this question:



However, as stated, understand if you would like to remain consistent with the census.

I think that's all from us!

Thanks,  
[redacted]

[redacted]  
[redacted]



**Young Scot**, Caledonian Exchange, 19A Canning Street, Edinburgh, EH3 8EG  
[redacted]

**Our latest news & views | Ar naidheachdan is beachdan as ùire:**  
[Website](#) | [Newsletter](#) | [LinkedIn](#) | [Twitter](#) | [Awards & Partners](#)  
*We use MS Teams, so feel free to send me a meeting invitation.*



Nominate the most inspirational young people in your lives and local areas for the Sunday Mail Young Scot Awards 2022!

From: [redacted]@wellsideresearch.co.uk <[redacted]@wellsideresearch.co.uk>  
 Sent: 26 November 2021 09:41  
 To: [redacted]@young.scot>; [redacted]@young.scot>  
 Cc: [redacted]  
 Subject: Questionnaire content and our meeting

Dear [redacted]

I'm just following up on my email with the draft questionnaire to flag a few points which we discussed in our meeting.

The key questions we discussed in the meeting included:

- Household income – We've decided to retain this question rather than use postcode and SIMD equivalent however as one of the aims of the pass is to help low-income families. The income question gives us a better indicator for this and can also be used to allow us to calculate what proportion of income is being spent on transport.
- Gender and sexual orientation – Again we've retained these as the consultation and EQIA highlighted safety concerns for these groups, this will allow us to explore whether these safety concerns are borne out in the research (and they might have an impact on use). Although sexual orientation will only be asked of those aged 16+. It was also felt important to include these due to gaps in other available data (e.g. ticket sales) and due to the [SG Equality Evidence Strategy](#) to include such questions to improve equality data.

If you have any issues with these though, or can advise on appropriate wording of the questions or response options, that would be very much appreciated.

Thanks

[redacted]

[redacted]  
 [redacted] | Wellside Research Ltd.

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[redacted]

**From:** [redacted]@wellsideresearch.co.uk  
**Sent:** 25 November 2021 20:09  
**To:** [redacted]; [redacted]@young.scot; [redacted]@young.scot;  
[redacted]@improvementservice.org.uk; [redacted]; [redacted];  
[redacted]@dundeecity.gov.uk; [redacted]@dundeecity.gov.uk;  
[redacted]@stantec.com; [redacted]; [redacted]  
**Cc:** [redacted]@stantec.com; [redacted]  
**Subject:** Draft Questionnaire for Review: Under 22s Bus Pass - Baseline Survey  
**Attachments:** Draft Questionnaire\_Under 22s Bus Pass\_25.11.21.rtf

Dear Steering Group

Please find attached a rich text file version of the draft questionnaire for the Under 22s Bus Pass - Baseline Survey (so you can see it in its entirety) and a link to an online version for testing:

<https://online1.snapsurveys.com/interview/606f13d9-473b-4bb4-b997-4aa0c99a3ed1?preview=true>

The online version is not 'live' but rather a preview version, so you can submit as many responses as you like but they won't be recorded. The final link to the 'live' version will be different.

Also, the rtf version is very long as it sets out everything, including entirely separate questions for parents and young people themselves, whereas online respondents will only see and complete one section online!

Please note, we have tried to capture current travel patterns as well as views about bus travel generally and expected impacts of the travel pass. We also have a section on demographic information which we've limited to only those questions we feel are necessary for the analysis. This includes gender, sexual orientation, ethnicity disability and household income type questions, but we have determined that all are required to identify any patterns, impacts or issues for such groups.

I've also left the question numbers visible in the online version for now, just to facilitate easy reference comments. However, I plan to remove these, so they are not visible in the final version as they may be confusing where large skips are made – it will also make it look neater.

If you have any comments on the attached or online version, please do get back to me. Ideally, we need to have the survey live by the end of next week so if you could get back to me with any comments by close of play on Wednesday 1<sup>st</sup> Dec that would be much appreciated.

Kind Regards

[redacted]

[redacted]  
[redacted] | Wellside Research Ltd.

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Email. [redacted]

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[redacted]

**From:** [redacted]  
**Sent:** 01 December 2021 15:45  
**To:** [redacted]; [redacted]@wellsideresearch.co.uk; [redacted]  
 [redacted]@young.scot; [redacted]@young.scot;  
 [redacted]@improvementservice.org.uk; [redacted]  
 [redacted]@dundeecity.gov.uk; [redacted]@dundeecity.gov.uk;  
 [redacted]@stantec.com; [redacted]  
**Cc:** [redacted]@stantec.com; [redacted]  
**Subject:** RE: Feedback due today 1/12 - Draft Questionnaire for Review: Under 22s Bus Pass - Baseline Survey

Hi [redacted]

Thanks for sending this round. I have provided some brief thoughts from me on the draft questions – I have commented on the parent questions, but the same points apply to the other options too I think.

Q2.1 – do we need to /can we capture if a parent has more than one 1 child?  
 Q2.3 – what sort of travel are we trying to capture here – is it by vehicle or active or both?  
 Q2.7 – can we ask here about how they might travel post restrictions easing – i.e. will they travel more or less by different modes?  
 Q2.18 – can we get an idea of frequency of use here?

I thought that it might be worth adding some text on why we are collecting demographic information as well at the relevant sections.

[redacted]

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**From:** [redacted]@transport.gov.scot>  
**Sent:** 01 December 2021 09:58  
**To:** [redacted]@wellsideresearch.co.uk; [redacted]@transport.gov.scot>;  
 [redacted]@young.scot; [redacted]@young.scot; [redacted]@improvementservice.org.uk; [redacted]  
 [redacted]@transport.gov.scot>; [redacted]@transport.gov.scot>;  
 [redacted]@dundeecity.gov.uk; [redacted]@dundeecity.gov.uk; [redacted]@stantec.com; [redacted]  
 [redacted]@transport.gov.scot>  
**Cc:** [redacted]@stantec.com; [redacted]@stantec.com>  
**Subject:** Feedback due today 1/12 - Draft Questionnaire for Review: Under 22s Bus Pass - Baseline Survey

Hi all

Reminder – please send any feedback on the survey to [redacted] by close of play **today**.

The online version can be viewed here: <https://online1.snapsurveys.com/interview/606f13d9-473b-4bb4-b997-4aa0c99a3ed1?preview=true>

Thanks,

[redacted]

[redacted]

**From:** [redacted] @wellsideresearch.co.uk <[redacted]@wellsideresearch.co.uk>  
**Sent:** 25 November 2021 20:09  
**To:** [redacted] @transport.gov.scot>; [redacted]@young.scot; [redacted]@young.scot;  
[redacted] @improvementservice.org.uk; [redacted] @transport.gov.scot>; [redacted]  
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[redacted] @dundeecity.gov.uk; [redacted] @stantec.com; [redacted]  
[redacted] @transport.gov.scot>; [redacted] @transport.gov.scot>  
**Cc:** [redacted] @stantec.com; [redacted] @stantec.com>  
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If you have any comments on the attached or online version, please do get back to me. Ideally, we need to have the survey live by the end of next week so if you could get back to me with any **comments by close of play on Wednesday 1<sup>st</sup> Dec** that would be much appreciated.

Kind Regards

[redacted]

[redacted]  
[redacted] | Wellside Research Ltd.  
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Email [redacted] @wellsideresearch.co.uk

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[redacted]

**From:** [redacted]  
**Sent:** 01 December 2021 10:16  
**To:** [redacted]; [redacted]@wellsideresearch.co.uk  
**Subject:** RE: Feedback due today 1/12 - Draft Questionnaire for Review: Under 22s Bus Pass - Baseline Survey

Hi [redacted]

Survey looks great, thank you! I filled in the preview as a parent/carer and it took about 7/8 minutes – although I am familiar with the questions. I reckon 10 minutes is probably about right.

Couple of thoughts:

- 1) whether we should make the travel behaviour questions mandatory (demographics to stay as options) – as people can select n/a or prefer not to say anyway?
- 2) the ethnicity question - I had mentioned the descriptor as an option to reduce number of categories - but wonder if it should say 'please feel free to provide more details below' as on reflection it seemed a bit clunky as it is written now? Happy to leave as it is if you think it will work okay.

[redacted]

[redacted]  
 Transport Analytical Services  
 M: [redacted]

---

**From:** [redacted]@transport.gov.scot>  
**Sent:** 01 December 2021 09:58  
**To:** [redacted]@wellsideresearch.co.uk; [redacted]@transport.gov.scot>; [redacted]@young.scot; [redacted]@young.scot; [redacted]@improvementservice.org.uk; [redacted]@transport.gov.scot>; [redacted]@transport.gov.scot>; [redacted]@transport.gov.scot>; [redacted]@dundeecity.gov.uk; [redacted]@dundeecity.gov.uk; [redacted]@stantec.com; [redacted]@transport.gov.scot>  
**Cc:** [redacted]@stantec.com; [redacted]@stantec.com>  
**Subject:** Feedback due today 1/12 - Draft Questionnaire for Review: Under 22s Bus Pass - Baseline Survey

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Thanks,

[redacted]

[redacted]  
 [redacted], Transport Analytical Services

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**From:** [redacted]@wellsideresearch.co.uk <[redacted]@wellsideresearch.co.uk>  
**Sent:** 25 November 2021 20:09

To: [redacted] @transport.gov.scot>; [redacted] @young.scot; [redacted] @young.scot;  
[redacted] @improvementservice.org.uk; [redacted] @transport.gov.scot>; [redacted]  
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[redacted] @dundeecity.gov.uk; [redacted] @stantec.com; [redacted]  
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Kind Regards

[redacted]

[redacted]

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