




Marie Hancock, MHTC Ltd

TRICS Surveys – A Data Collection Company's Perspective



A Data Collection Company's perspective on TRICS

- Inform TRICS users how the data is collected
 - Reassure TRICS users
 - Identify areas where TRICS users can help
 - Raise a few issues that we have
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A day in the life of a TRICS Data Collection Contractor

- Tender documents
- Site specifications for Level 2 sites
- List of land uses for Level 1 sites
- Three DCCs, two weeks




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TRICS® DATA COLLECTION 2011

TENDER DOCUMENT

REGION 5 – EAST MIDLANDS



Another day in the life of a Data Collection Contractor

- Site selection (Level 1 sites)
 - Site permissions (all sites)
 - Site visit
 - Staff recruitment and training
 - On site survey work
 - Background information
 - Validation process
- 

Site Selection and Site Permissions

How the TRICS user can help...

Propose sites of interest

Local authority 'endorsement'

Day of Week	Survey Period	Land Use Category
1 x Saturday	0800-2000 *	01/E – DIY Superstore (without garden centre)
1 x Any Day	0700-2200 *	03/E (Institutional Hostel)
1 x Any Day	0700-1900	03/H – Nurses Home
1 x Mon-Fri	0700-1900	03/L (Mixed Non-Private Housing)
1 x Mon-Fri	0700-1900	04/B – Secondary School
1 x Any Day	0700-2100	05/K (NHS Walk-In Centre)
1 x Fri or Sat	1000-0200	07/A – Multiplex Cinema
1 x Any Day	0800-1800 *	07/U – Play Centre
1 x Any Day	0700-2200 *	09/G – Driving Range
1 x Peak Day	0800-1800 *	16/C (Farm Diversification)

Staff Recruitment and Training

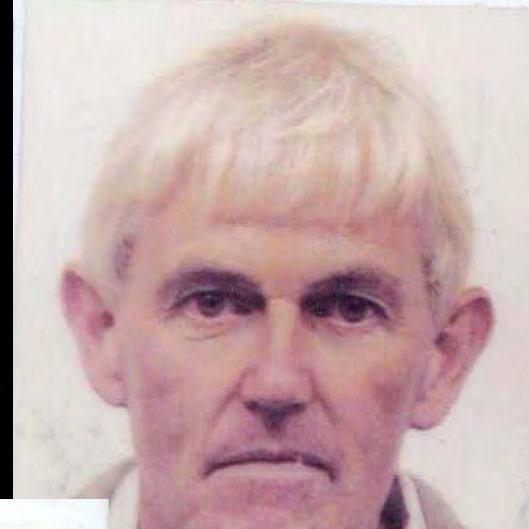
- Recruitment

Travel Surveyors

Staff are required for travel surveys in Norfolk and Suffolk from 22nd to 29th September. Staff must be fit and methodical. Various shifts. Payment £x.xx/hr. See www.mhtc.co.uk for details and to apply.

Staff Recruitment and Training

- Recruitment



Staff Recruitment and Training

- Recruitment

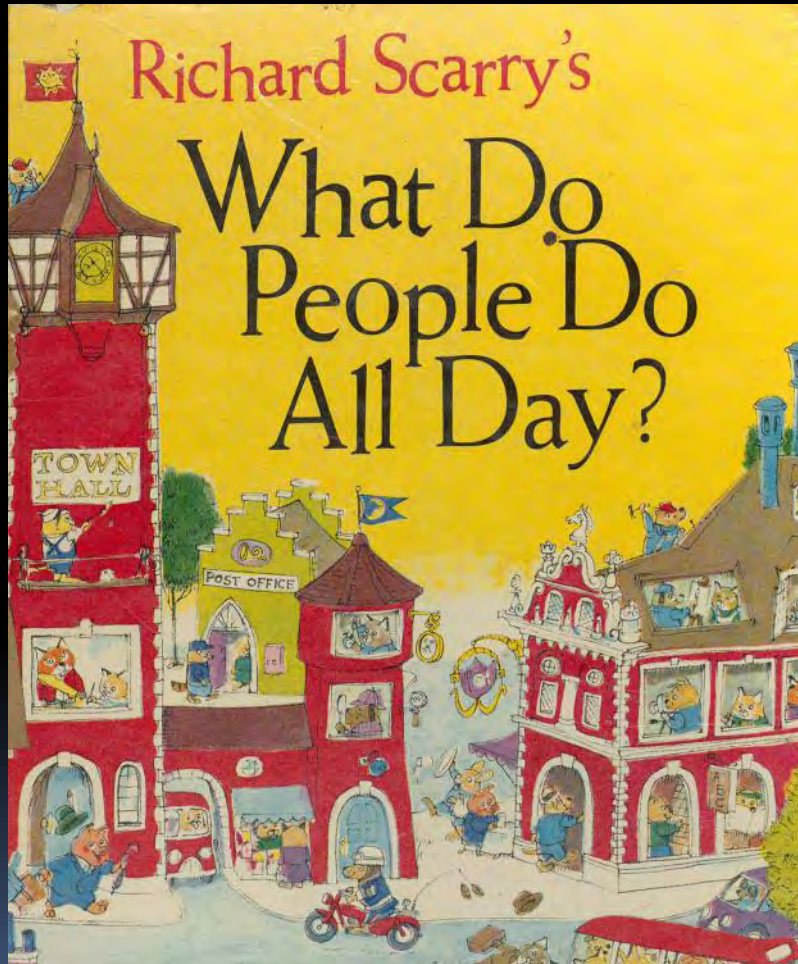


Staff Recruitment and Training

- Training



The Survey Work

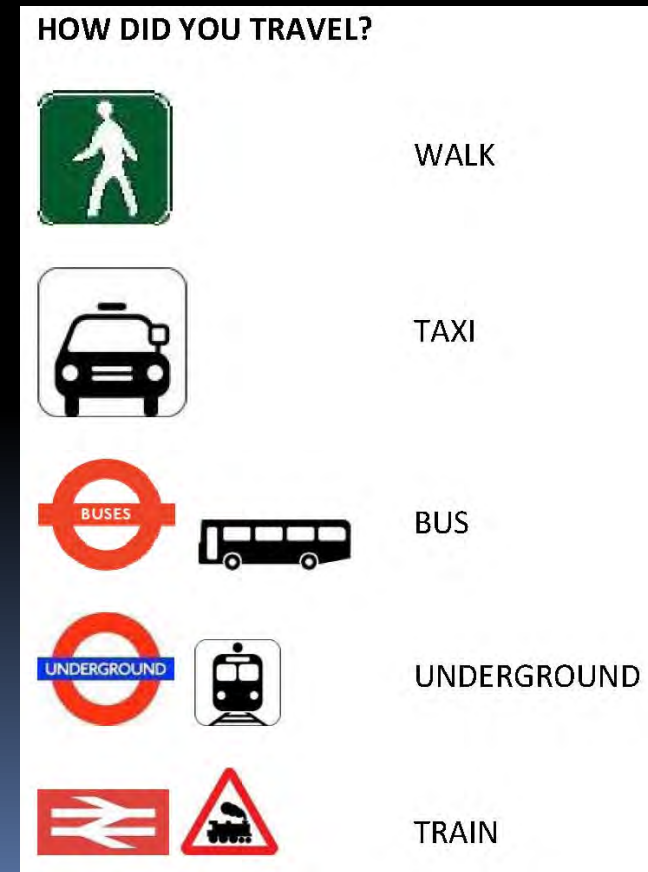


The Survey Work



The Survey Work

- Mobile phones
- Language issues
- Cigarette breaks
- 'Magic carpet' responses
- 'no 3 bus life story' responses
- 'usually by bike' responses



Background Information

- MHTC (on site survey)
- MHTC (desk top)
- Site operator
- Local authority



Data Supply and Validation

- TRICS standard spreadsheet



TRICS® DATA COLLECTION FORMS

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APRIL 2011

FOR TRICS VERSION 2011(b)v6.8.1

All data commissioned from April 2011 should be input on this version of the forms until this version becomes superseded.

THIS SET OF FORMS APPLIES TO RETAIL LAND USES ONLY

Information on the location of the site and its surroundings.

THIS SECTION IS TO BE COMPLETED IN FULL FOR EACH SITE

DETAILS OF ADDRESS AND LOCATION TYPE

HOVER OVER EDGE OF DATA ENTRY FIELDS TO SEE DEFINITIONS

Land use sub-category

Some interesting issues

A very civilised rural public house (at 3pm on Monday afternoon)

Unfortunately we surveyed it on a Friday.

People were in no state to confirm their mode of travel!



Some interesting issues

A Sainsbury's Local in central Birmingham

City centre convenience store used by local workers.

The Friday effect ...



Some interesting issues

Wolsey Close, Kingston Upon Thames

A sleepy little street turns into a data collection contractor's nightmare



Some interesting issues

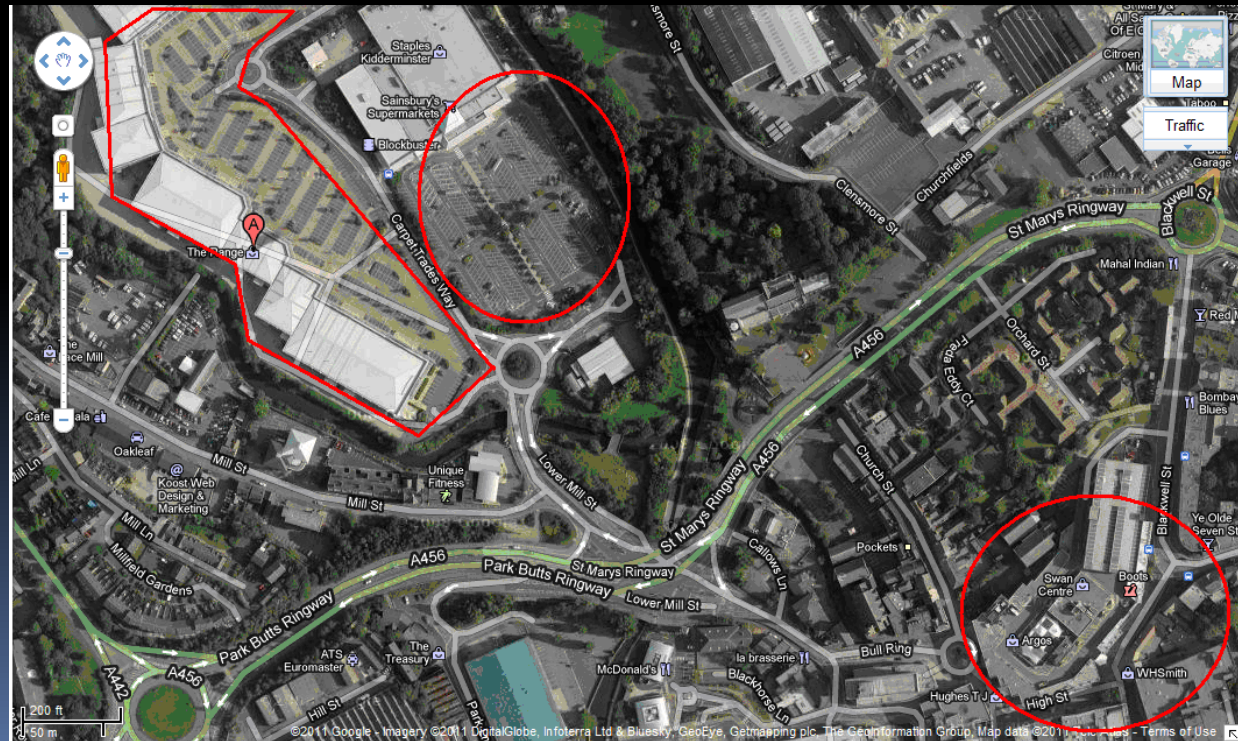
Mecca Bingo, Ipswich



Some interesting issues

Retail parks can also be a data collection contractor's nightmare

- Normal users
- Non users
- Keen shoppers
- Off site parkers



Some interesting sites

Lidl, Bangor

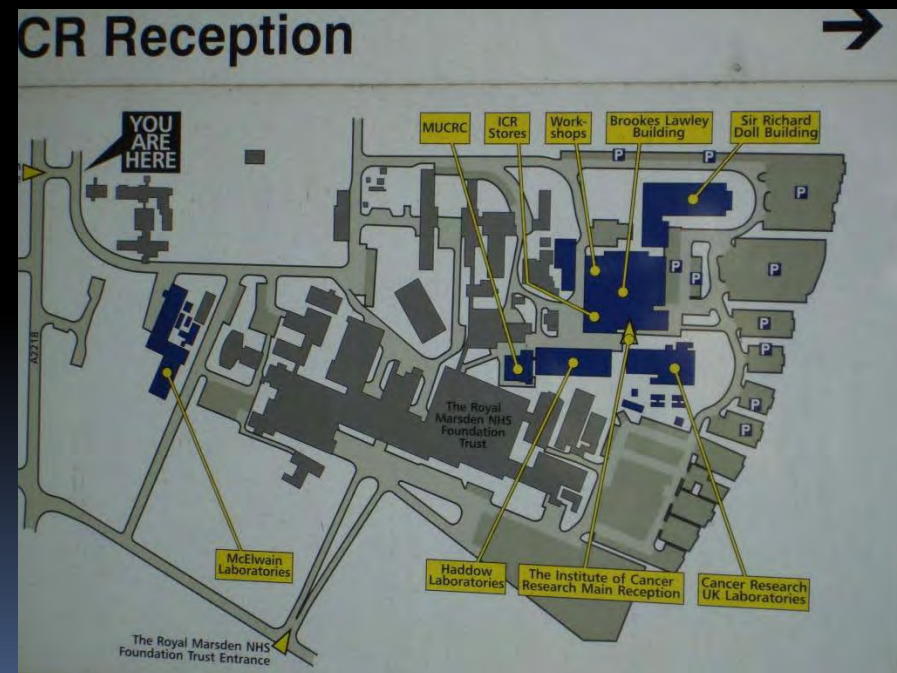
Car park full at prayer time



Some interesting sites


Large sites / Shared sites

- Royal Marsden, Sutton
- Institute for Cancer Research





The end of the day for the Data Collection Contractor

- Told you about my working day
 - Identified areas where TRICS users can help (site selection and site permissions)
 - Raised a few interesting issues
 - And finally...
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An Ode to TRICS

We sit and watch and sometimes ask,
“Please can you say, how you came here today?”
One question on occasion,
Turns into a task
When people surveyed
Seem somewhat afraid
To reply.
Not to deny the statistics
And to make the numbers realistic,
The reluctant are recorded
As a miss.
Others are friendly and chatter away.
A few may enquire
“Why the analysis?”
Some folk joke
“We came by plane”.
“Mind your own business”
We heard one complain.
But still we log the figures,
All the long day.
Pencils blunt.
Traffic surveyors.
Absolutely jiggered.