

Cycle Working Group – Survey Results



The Cycle group started in January 2020 and is open to anyone interested
We hold monthly meetings online.

Our aims:

1. Getting the planned RWB to Swindon cycle link route built by end 2020/asap
2. Developing safe, signed local routes in RWB
3. Developing safe routes linking RWB with other local communities

To support our work we developed a survey



RWB Initial Cycle Survey - Approach



- Survey open 12 June until 31 July 2020
- Respondents asked to complete survey as if we are out of lockdown.
- Survey was promoted on:
 - Facebook including RWB, Brinkworth and Dauntsey Community groups, RWB Environment Group, RWB Running club, RWB Town Council Noticeboards, Bassett Cycle Shop
 - Press Release - Swindon Advertiser
 - Shops – Tesco's, Gainsborough Stores
 - Footpaths at Church Street and Wood Street
 - RWB Schools

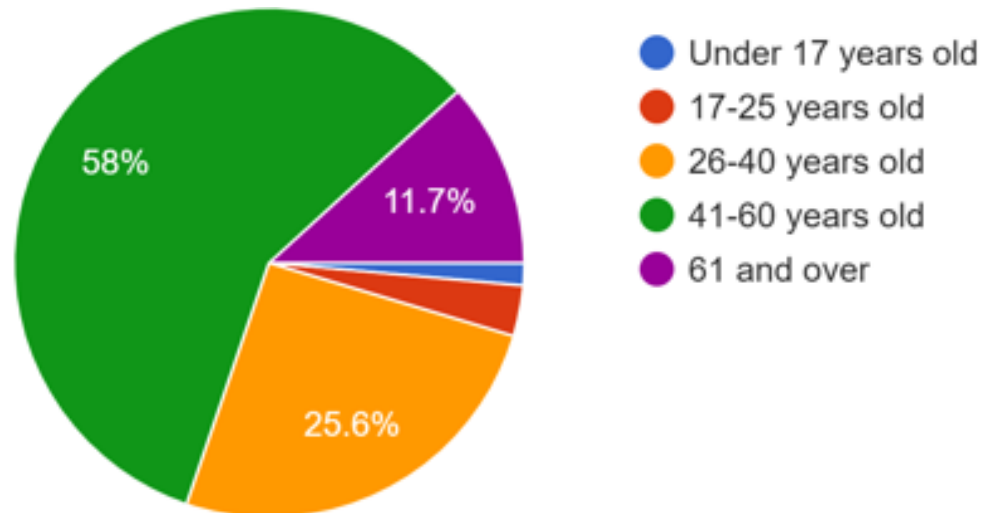
Cycle Survey Results – Responder profile



- 281 responses to the Cycle Survey
- 47% Female and 52% Male

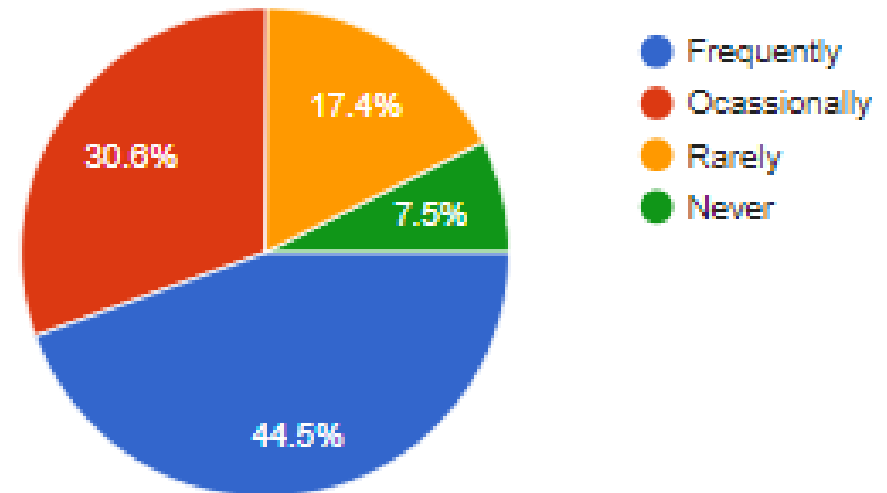
Age Groups

- ~ 5% responses from under 26 years olds
- A separate school survey was run in parallel



Do you Cycle?

- 56% never, rarely or only occasionally cycle



Cycle Survey Results - General



Why do you cycle?

(Respondents ticked all applicable)

- 84% for Leisure
- 70% for Health
- 47% to get somewhere e.g. work, study, school etc



If you don't cycle, why not?

(78 responses – main themes below)

- I don't feel safe on the roads around RWB and with young families
- Speed of cars around Town – don't feel safe
- Lack of safe cycle routes
- I was injured knocked off my bike and lost confidence
- I don't own a bike
- Anxious about accidents, I don't feel safe
- Prefer walking due to safety and carrying heavy bag
- Mountain bike only, as roads too busy, fast and dangerous mixing cars, lorries and bikes
- Normally transport items and going a distance
- No cycle path to work
- Town needs more dedicated cycle lanes, cycle boxes at Junctions (as in Bristol) and off-road routes
- J16 and the road leading to it is not cycle friendly
- Road surface too deteriorated now – pot holes

Cycle Survey Results – to Work / Study



How do you travel to work or study (exc. school)?

(Respondents ticked all applicable)

- 82% by car
- 22% by bike
- 10% walk
- 6% by bus
- 2% by train
- 1% work from home

There was a wide range of locations that responders travel to for work or study, with approximately half working or studying within a reasonable cycling distance (8m)

Would better facilities encourage you to cycle to work or study?

- No, they already have good facilities (42%)
- Yes (38%)
- No (21%)

Which facilities would encourage you to cycle more to work /study?

Approximately and assigned it as Priority 1 reason:

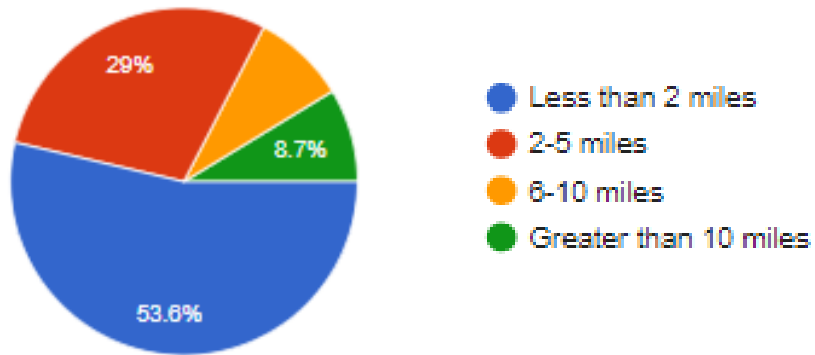
- 50 respondents - Secure bike racks
- 40 respondents – Shower & locker facilities
- 10 respondents - ebike charging points
- 10 respondents - Cycle to work scheme
- Other reasons included safe routes and too far to cycle

Cycle Survey Results – School Runs



How far do you travel in total on school runs)?

(69 responses)



Although 53% travel less than 2 miles and 82.6% less than 5 miles, 61% take the car.

Urban Planning & Mobility @urbanthoughts11 · Nov 8, 2017

School children on bike buses in Nijmegen, NL.
Efficient, healthy transport of children!

vid @MartijnLi



How do you usually make the journey?

(Respondents ticked all applicable)

- 61% by car
- 57% walk
- 10% by bike / scooter
- 1.4% taxi
- 1.4% van

Cycle Survey Results – Shopping & other Services



Where do you usually go shopping or other services e.g. haircut, doctors, charity shops etc)?

(Respondents ticked all applicable)

- 78% within RWB
- 50% 1-5 miles
- 21% Greater than 5 miles

How do you usually make the journeys?

(Respondents ticked all applicable)

- 86% by car
- 58% walk
- 20% by bike
- 2.5% by bus

People tend to travel to Swindon if they go outside of the town for services and shopping.

Cycle Survey Results – Leisure / Sport / Fitness



Lime Kiln Leisure Centre

- 42% respondents use the leisure centre
- 74% go by car, 49% walk, 26% by bike

Sports Association & Ballards Ash

- 41% respondents use the leisure centre
- 86% go by car, 31% walk, 20% by bike

If you go for cycle rides, which main routes out of RWB do you go?

(Respondents ticked all applicable)

- 59% Broad Town Road
- 52% Purton Road
- 51% White hill Way
- 45% Malmesbury Road
- 28% towards M4 Junction 16
- 24% Lyneham Road

Do you travel to any other places for Leisure, Sport or Fitness?

- 45% respondents travel to other places

Popular examples include (125 responses):

- The Wiltshire
- Link Centre
- Oasis
- Various private gyms in Swindon
- Cotswold Water Park
- The Ridgeway

Cycle Survey Results – Encourage / Promote Cycling



What would encourage you to cycle more in general? (ranked 1-5)

Top priority reasons:

Approximately:

- 180 respondents – designated cycle paths away from roads (40 marked this as their second priority)
- 40 respondents – designated cycle path lanes on roads (160 marked this as their second priority)
- 20 respondents – better traffic management or speed restrictions
- other reasons included driver education, reference to specific cycle paths (lack of them), e.g. RWB to SWI, safe (and covered) cycle parking

Reasons to promote cycling?

Top reasons and assigned it as Priority 1 reason:

Approximately:

- 150+ respondents – to improve public health and well being
- 50 respondents – for the environment – air quality / climate change
- 30 respondents – to reduce traffic congestion
- 20 respondents – to help with Covid / social distancing
- Other reasons included to encourage and enable independence, to create a cycling culture and to improve tourism as a gateway to the countryside

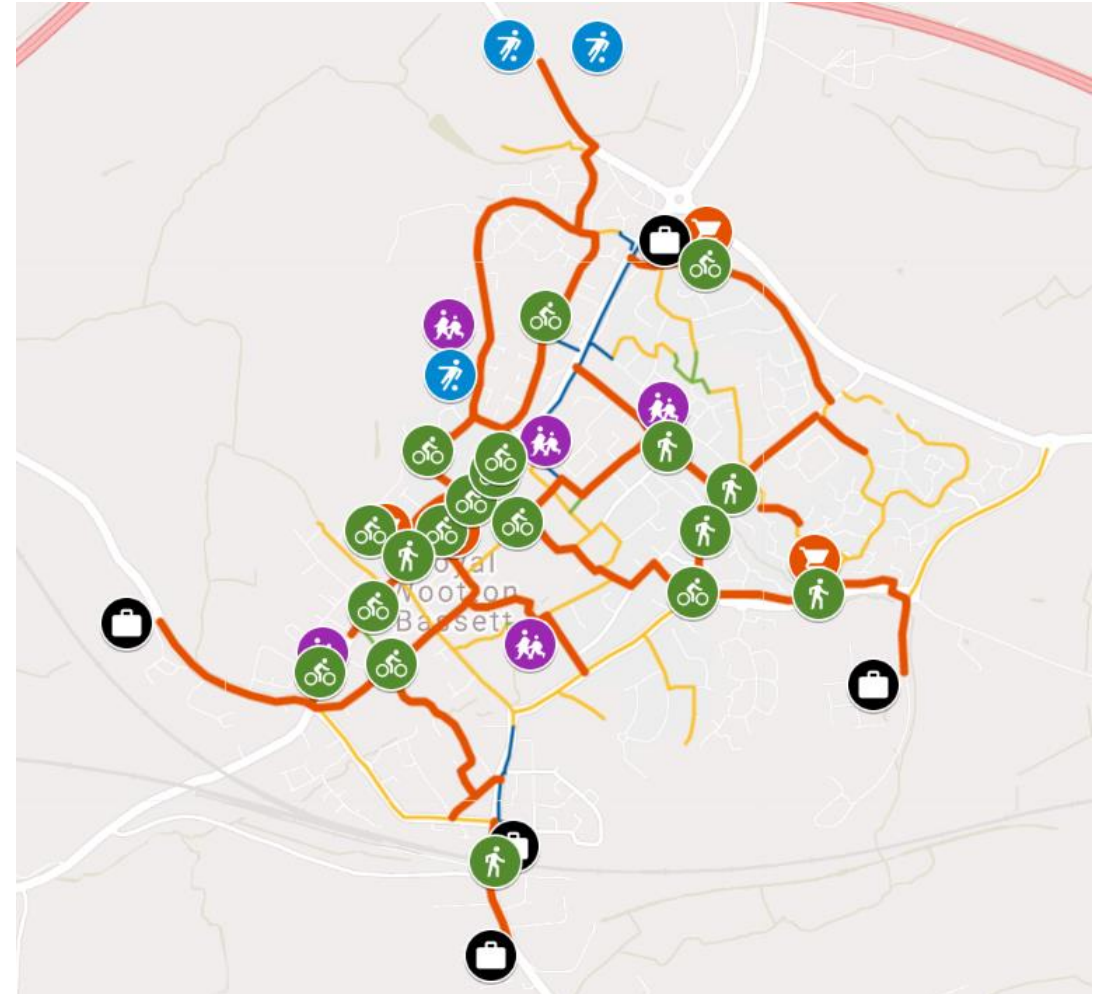
Cycle Survey Results – Proposal Map



Do you agree with the suggestions on the map?

Approximately:

- 160 respondents – fully agreed
- 110 respondents – partly agreed
- 18 respondents – disagreed
- Some respondents were concerned that changing or removing traffic restrictions on some through paths (like Spratt's Barn to Springfield) would cause problems with motorbikes and cars driving through, so careful design is needed as well as engagement on specific proposals
- We also had some excellent suggestions for very specific improvements, e.g. link from Poet's Estate to Longleaze
- Many requests for route RWB to SWI



Actions/aims for next few months



- Obtaining RWB Academy Cycle Survey results and combining
- Review and share Cycle Survey results/this presentation
- Our next meeting date **TBC/Sept**
- We will publish cycle group updates and/or survey results on the Facebook group and website ecorwb.org
- Put further detail into our map to help WC
- Taking our allocated WC Sustainable Transport officer (Ceri Williams) around RWB to show him our priorities (4th Sept)
- Convening a meeting later in Sept with all key stakeholders to accelerate progress on RWB-SWI route

How you can help

- Share the survey results
- Lobby your councillors, especially Wiltshire Councillors re our aims
- Like and share our cycling updates on social media
- Join our sub-group if you have a particular interest

Any questions? Contacts: Dave Knight and Fran Machin

