

By comparing the distance people have to travel versus how far they are physically able to travel:

% of respondents who could “technically” travel by cycle / foot to each destination:

	Cycle	Walk
Work / Education	67%	68%
Shops / Supermarket	73%	83%
GP Surgery	75%	86%

Walking:

70% are walking:

- 14% to a destination only
- 21% for pleasure only
- 36% to a destination and / or for pleasure

7% are unable to walk due to LLTI

22% are physically able to walk but don't

NB: Walking, particularly walking for pleasure, has increased over the last two years; possibly as a result of the pandemic.

Cycling:

30% are cycling:

- 6% to a destination only
- 8% for pleasure only
- 16% to a destination and / or for pleasure

11% are unable to cycle due to LLTI

59% are physically able to cycle but don't:

- | | |
|---|-----|
| - Know how to ride a bike and confident | 45% |
| - Know how to ride a bike but not confident | 49% |
| - Don't know how to ride a bike | 6% |
| | |
| - Own a bike | 25% |
| - Don't own a bike | 75% |

Barriers

Road Safety:

- People aren't confident / feel safe cycling on the road
- Clear preference for dedicated cycle paths away from / next to road (rather than on road itself)
- This is particularly true of people who:
 - Don't currently cycle
 - Don't feel confident cycling

i.e. those we should be trying to encourage

Issues: Amount of traffic, speed of traffic, condition of roads, pavements and cycle paths, air pollution

Personal Safety:

- Feelings of safety walking and cycling in the city are significantly low
- These figures plummet hugely when considering feelings of safety after dark
- Effects specific groups more than others:
 - Women
 - Aged 75 +
 - Residents with LLWI

Issues: Street lighting, CCTV, relative remoteness of routes and paths

Females Vs Males

Females:

- Less cycle ownership, less regular cyclists, less confident cyclists
- Shorter, less linear journeys
- Walking more for pleasure in last two years (potential access point)
- **Much greater emphasis on personal safety:**
 - Want better / improved street lighting
 - Want more / improved CCTV cameras
 - Feel more unsafe; particularly after dark
- **However, also more likely to have concerns about road safety; specifically the amount of traffic and the speed of traffic**

Males:

- Typically “selfish” car users
- Focus on areas of professional home owners (e.g. Group I)
- Complain about congestion / traffic but will happily sacrifice time / money to use car
- Don’t see themselves as part of the problem
- Don’t want to change behaviours
- Tied to car – alternatives need to be marketed as successful and aspirational
- **However; you also have group of middle aged well off males who are ardent cyclists (lycra men)**
- **Very positive about health / fitness benefits of cycling**
- **Advocates of new increased cycle infrastructure including new cycle lanes, cycle storage etc**

Other Key Groups:

Young People:

- Includes a high proportion off BAME residents
- Low car ownership
- Can ride a bike and are confident doing so; but tend not to cycle to an expected level
- Tend to be public transport users – although are not fans of public transport
- Are likely to switch to car usage when given opportunity to own a car / be a passenger
- How do we encourage this group to cycle more now; and to continue to do so in the future (even when they own a car) – early intervention
- Saving money is a great motivator (e.g. cycling incentives)

Elderly People / Residents with LLTI:

- Less cycle ownership, less regular cyclists, less confident cyclists
- Limited ability to both cycle and walk
- Low car ownership too – how are we supporting this group to get out and about; which they want to do but which they are able to do less and less
- Serious personal safety concerns – feel more unsafe in all circumstances
- Also specific infrastructure concerns e.g. lighting, road crossings, dropped kerbs, community and demand response transport, parking etc
- Currently very dissatisfied
- We can't write this group off; we need to think about their specific needs e.g. mobility scooters, guide dogs, barriers, signage / markings, seating etc