

Outcomes of the Cycling City and Towns programme: monitoring project report

Individual town results: Woking

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1 Introduction

1.1 Description of the Cycling City and Towns programme in Woking

The Cycling City and Towns programme delivered in Woking – ‘Cycle Woking’ - aimed to increase overall cycle journeys, particularly to railway stations and schools, through connecting people with places.

Infrastructure developments saw the construction of 26km of new traffic-free cycle network with almost 13km along the Basingstoke Canal (the Saturn Trail). This represents an increase of 60%¹ in dedicated cycle facilities since July 2008. The cycle network in Woking was rebranded with a Planet Trail theme, after the H.G.Wells novel, The War of the Worlds. Other infrastructure developments included improved signage, the installation or improvement of five signalised cycle crossings and the addition of three advanced stop lines. In addition, over 1,100 new cycle parking spaces were created across the town.

Cycle Woking targeted a number of workplaces through challenges, drop-in cycle training sessions, Bike Breakfasts and Dr Bike events. Within neighbourhoods, the project worked with Change4Life in the deprived area of Sheerwater to increase levels of physical activity through cycling. Other engagement events included the establishment of a bike club for teenagers and a BMX/skate park. A number of events were delivered during the programme period including a launch event, guided rides, police-led anti-theft stands, bike breakfasts, cycle races and a bikeathon. In addition to cycle storage, schools increased levels of cycling through the provision of a Go-Ride club which involved regular coaching and a bike club, set up to provide bicycles and to train schools to lead rides.

1.2 Expenditure

While this report is primarily concerned with the monitoring evidence around outcomes of the Cycling City and Towns programme, it is useful to place these in context through summarising the programme inputs in terms of capital and revenue expenditure. Details of expenditure in Woking during the Cycling City and Towns programme are summarised in Table 1-1.

Table 1-1 Funds invested in cycling in Woking

	2008 – 2011 revenue	2008 – 2011 capital	Total
Cycling England/DfT/DH investment	£698,963	£1,472,105	£2,171,068
Matched funding	£166,694	£2,003,830	£2,170,524
Total	£865,657	£3,475,935	£4,341,592

¹ Cycle Woking (2011) Cycle Woking End of Programme Report, Cycle Woking. Available at <https://www.gov.uk/government/publications/cycling-england-cycling-city-and-towns-end-of-programme-reports> [Accessed 31 May 2012]

1.3 Summary of available monitoring data

The following data sources are available:

- Data from 10 automatic cycle counters
- 12 hour manual counts performed three times a year since May 2009 at seven locations
- Pupil Level Annual School Census (PLASC) travel data
- counts of parked bicycles at schools and railway stations
- route user intercept survey on the Basingstoke canal towpath
- STATS19 cycling casualty data
- Active People Survey (APS) data

1.4 Summary of headline findings

Mixed evidence of change, tending towards growth in levels of cycling over time from a moderate initial baseline

The various indicators available present mixed evidence for changes in overall levels of cycling in Woking. The most complete data sets, time series data from automatic cycle counters located predominantly on traffic-free cycle routes, suggest overall growth in levels of cycling over time. However, indications from manual count data are contradictory, with an overall decrease recorded at on-road count sites forming a cordon around the town centre. Notwithstanding the limitations of the data source, levels of cycling to primary schools and secondary schools appear to have increased over the course of the programme. However, in both cases, the direction of change is not constant over the time series. Cycling to school peaks in 2009/10 (for primary schools) and 2008/09 (for secondary schools) before declining to 2010/11, although the proportion cycling to school at the end of the programme is still significantly greater than in 2006/07. It is therefore not possible to draw firm conclusions around changes in levels of cycling to school during the programme. Schools engaged with Bike It have recorded a significant increase in the numbers of children cycling to school everyday. Counts of parked bicycles at Woking's four rail stations all show an increase.

- Automatic cycle counter data indicate an increase in volumes of cycles counted of +26% against a 2007 baseline. Based on data from the 10 automatic cycle counters, this estimated growth corresponds to an increase from 993 trips per day counted in 2007 to 1,251 in 2011
- An increase was observed at eight of the automatic cycle count sites and a decrease was observed at two locations
- Overall, a non-significant decrease was observed in manual counts of cyclists between September 2009 and September 2011
- Significant changes in volumes of cyclists were recorded at five sites, comparing 12 hour manual counts performed in September 2009 and September 2011 - three were decreases and two were increases
- Across all schools, the percentage of children cycling to school as measured by PLASC was 3.1% in 2010/11 compared to 0.8% in 2006/07
- A route user intercept survey on the Basingstoke canal towpath in 2010 counted 1,569 cyclists over four 12 hour periods, with most cyclists making leisure journeys
- Increases have been observed in counts of parked bicycles at all four railway stations

- Compared to pre-programme data, the number of cycling casualties was not significantly different during the Cycling City and Town programme
- Active People Survey data indicate a decrease in Woking in the proportion of respondents cycling once or more per month and a significant decrease in the proportion cycling 12 or more times per month between 2007/8 and 2010/11

2 Analysis of automatic cycle counter data

Data from a total of 10 automatic cycle counters have been analysed. In the following sections information regarding the location, volumes of cyclists recorded and change in volumes of cyclists recorded over time are presented for each location. The counters are generally located outside the town centre, on the towpath passing through Woking east to west, and on other routes linking to Woking from the north and south. Five counters were installed in 2009. The remaining five counters were installed in 2004, although to be consistent with analysis across the Cycling City and Towns, data from 2007 onwards are included in the analysis

Two distinct sets of analysis have been undertaken using cycle counter data in Woking. In the first, all available data were analysed using a regression model to allow an estimate of change in cycle trips recorded over the programme period against a baseline. In the second, data from individual sites were analysed in order to determine the average volumes of cyclists recorded, distribution of cycle trips over the course of the day and (where sufficient data are available) the annual percentage change in the count of cyclists.

2.1 Town-wide analysis

Table 2-1 presents the percentage change in cycle counts relative to a 2007 baseline including data to the end of September 2011.

Table 2-1 Change in cycle count in Woking at the end of the Cycling City and Towns period relative to a 2007 baseline (baseline = 100%)

	2007	2008	2009	2010	2011
Change against 2007 baseline	100%	103%*	105%*	106%*	126%*

* indicates a significant difference ($p < 0.05$) compared to the 2007 baseline

The counter data indicate a significant increase in the volume of cyclists recorded each year. A substantial uplift in counts is observed between 2010 and 2011.

In order to explore the impact of the periods of poor weather nationally late 2009 and early and late 2010 on these estimates of change in cycle counts, an additional element was added into the regression model. Table 2-2 presents the findings of this analysis.

Table 2-2 Change in cycle count in Woking at the end of the Cycling City and Towns period relative to a 2007 baseline including an adjustment for snow (baseline = 100%)

	2007	2008	2009	2010	2011
Change against 2007 baseline	100%	103%*	107%*	112%*	125%*

* indicates a significant difference ($p < 0.05$) compared to the 2007 baseline

When adjusting for the periods of severe weather in 2009 and 2010, there is an increased percentage change between 2009 and 2010. This suggests that the growth in cycling was more gradual over the programme period than indicated by the analysis without the severe weather adjustment.

2.2 Analysis of data from individual counter sites

Data from individual cycle counters were analysed in order to determine the rate of change in volumes of counts recorded at each location over time. The results of this analysis are summarised in Table 2-3 and alongside more detailed information for each counter in Table 2-4. Sufficient data are available to robustly estimate the annual percentage change in the number of cyclists counted for five of the 10 automatic cycle counters. Of the remaining five count sites, based on the more limited data available, change over time is positive for four and negative for one count site.

Table 2-3 Summary of findings of detailed analysis of data from individual count sites

Number of counters for which data are available	10
Number of counters for which sufficient data are available to quantify change over time ²	5
Number of counters with quantifiable increase	4
Number of counters with no change	0
Number of counters with quantifiable decrease	1

In the following table counters are ordered by their location relative to the centre of Woking, starting with those located closest to the town centre. Map references refer to the accompanying map (section 9).

² None of the changes at individual counters are statistically significant.

Table 2-4 Description of automatic cycle counters in Woking

Map reference	Location	Time period	Annual change ^b	Average daily count in 2010	Comments
1.	White Rose Lane	2007-2011 ^a	Weekday: +6% Sat/Sun: +5%	Overall: 205 Weekdays: 247 Weekend days: 100	Located on National Route 223 of the National Cycle Network, an on-road cycle route a quarter of a mile south of the centre of Woking. This is an important access route to Woking and Woking railway station. Housing and a hospital are near the count site. Weekday counts show 'commuting' peaks.
2.	Guildford Road	2007-2011 ^a	Weekday: +8% Sat/Sun: +5%	Overall: 66 Weekdays: 72 Weekend days: 52	Located on A320 Guildford Road, half a mile south-west of the centre of Woking on an important access corridor. Weekday counts show 'commuting' peaks.
3.	Chobham Road	2007-2011 ^a	Weekday: +3% Sat/Sun: +1%	Overall: 91 Weekdays: 106 Weekend days: 59	Located on Chobham Road in the Horsell area, half a mile north of the centre of Woking. Weekday counts show 'commuting' peaks.
4.	Boundary Road	2009-2011	Positive	Overall: 156 Weekdays: 171 Weekend days: 13	Located on National Route 221 of the National Cycle Network, a traffic-free shared use canal path adjacent to the Basingstoke Canal. The site is three quarters of a mile north-east of the centre of Woking, close to Horsell Common. Weekday counts show 'commuting' peaks.
5.	Chertsey Road	2007-2011 ^a	Weekday: +6% Sat/Sun: +6%	Overall: 99 Weekdays: 121 Weekend days: 62	Located on National Route 223 of the National Cycle Network, a traffic-free shared use path adjacent to Chertsey Road, crossing Horsell Common. This route is a key link between Woking and areas to the north. The counter is located approximately three quarters of a mile north-east of the centre of Woking. Weekday counts show 'commuting' peaks.

6.	Lockfield Drive	2007-2011 ^a	Weekday: -3% Sat/Sun: -2%	Overall: 203 Weekdays: 240 Weekend days: 116	Located on a traffic-free segregated path adjacent to A324 Lockfield Drive one mile west of the centre of Woking. The route runs parallel to the Basingstoke canal towpath and Cycle Woking note that use of the route increased steadily until improvements were made to the towpath. Weekday counts show 'commuting' peaks.
7.	Westfield Avenue	2009-2011	Positive	Overall: 47 Weekdays: 54 Weekend days: 26	Located on Westfield Avenue, a residential road one mile south of the centre of Woking. A football stadium and a sports ground are nearby. Weekday counts show 'commuting' peaks.
8.	St John's Riverside Cycle Track	2009-2011	Positive	Overall: 243 Weekdays: 251 Weekend days: 210	Located on National Route 221 of the National Cycle Network, a traffic-free shared use path adjacent to the Basingstoke Canal one and a quarter miles west of the centre of Woking. Weekday counts show 'commuting' peaks.
9.	Fenwick Close	2009-2011	Negative	Overall: 68 Weekdays: 71 Weekend days: 59	Located on a traffic-free path linking to National Route 221 of the National Cycle Network. The counter is located on a link from the Goldsworth Park estate, two miles west of the centre of Woking. Weekday counts show 'commuting' peaks.
10.	Sheerwater	2009-2011	Positive	Overall: 110 Weekdays: 110 Weekend days: 111	Located on National Route 221 of the National Cycle Network, a traffic-free shared use path adjacent to the Basingstoke Canal. The counter is located in the Sheerwater area, two miles north-east of the centre of Woking. Weekday counts show 'commuting' peaks.

^a data are also available for earlier periods, but to ensure consistency across the Cycling City and Towns these have not been included in the analysis

^b for counters with less than 36 months of data only a tentative indication as to the direction of the change can be reported, either positive, negative or no change

2.3 Relationship between programme activity and automatic count data

2.3.1 Movement on the Basingstoke canal towpath

The Basingstoke canal towpath runs through the centre of Woking and then out to the east and the west of the town and the outlying areas. During the Cycling City and Towns programme an additional 12.9km of traffic free path has been constructed along the towpath, part of the Saturn Trail, providing a link from Brookwood Station to the west of Woking town centre to West Byfleet continuing to the New Haw area to the east. The route and the automatic cycle counters in the area are shown in Map 2-1.

Map 2-1 Basingstoke canal towpath (site numbers refer to Table 2-4)



Three automatic cycle counters monitor movement on the Basingstoke canal towpath (ordered from east to west):

- Sheerwater (map reference 10)
- Boundary Road (map reference 4)
- St John's Riverside Path (map reference 8)

Whilst the Sheerwater site records similar volumes of cyclists on all days of the week (110 cyclists per day in 2010), the more westerly count sites record higher counts on weekdays than on weekend days (for the Boundary Road site, 171 cyclists per day on weekdays compared to 131 cyclists per day on weekend days; for the St John's Riverside site, 251 cyclists on weekdays compared to 210 cyclists per day on weekend days). All three sites show peaks in counts recorded on weekdays at the times of day associated with commuting trips, whilst on weekends, the volumes of cyclists recorded per hour increases to mid morning and remains

relatively constant into the afternoon before declining into the evening. This pattern suggests a combination of commuting, utility and leisure use which is supported by the findings of the surveys of route users (section 6). Charts 2-1 to 2-3 below present the hourly distribution of counts for the cycle counters located on the canal towpath.

Chart 2-1 Median hourly count of cyclists in 2010 recorded on weekday and weekend days - Sheerwater

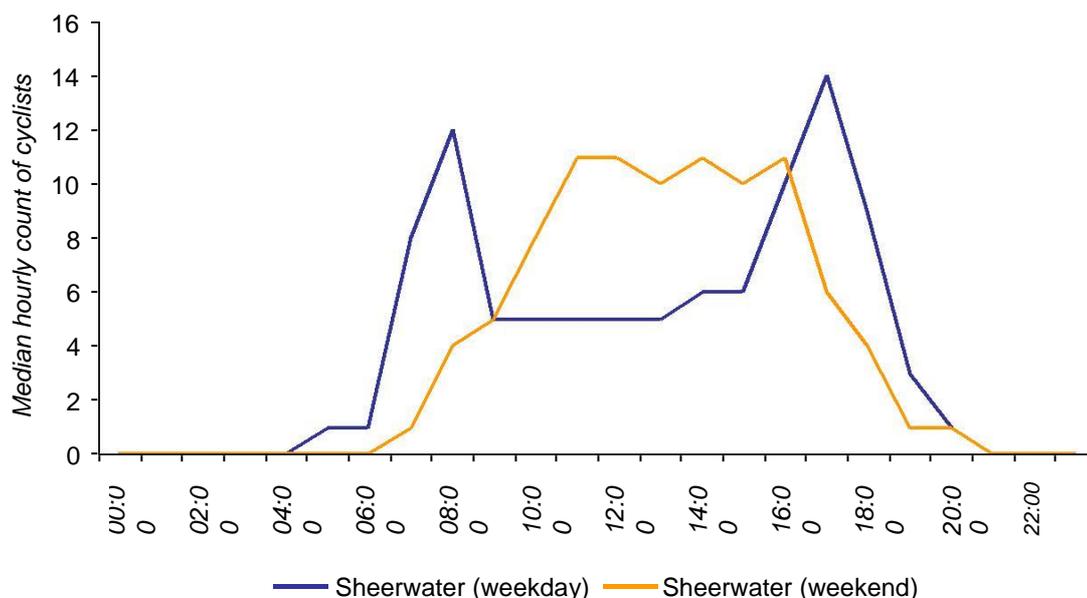


Chart 2-2 Median hourly count of cyclists in 2010 recorded on weekday and weekend days – Boundary Road

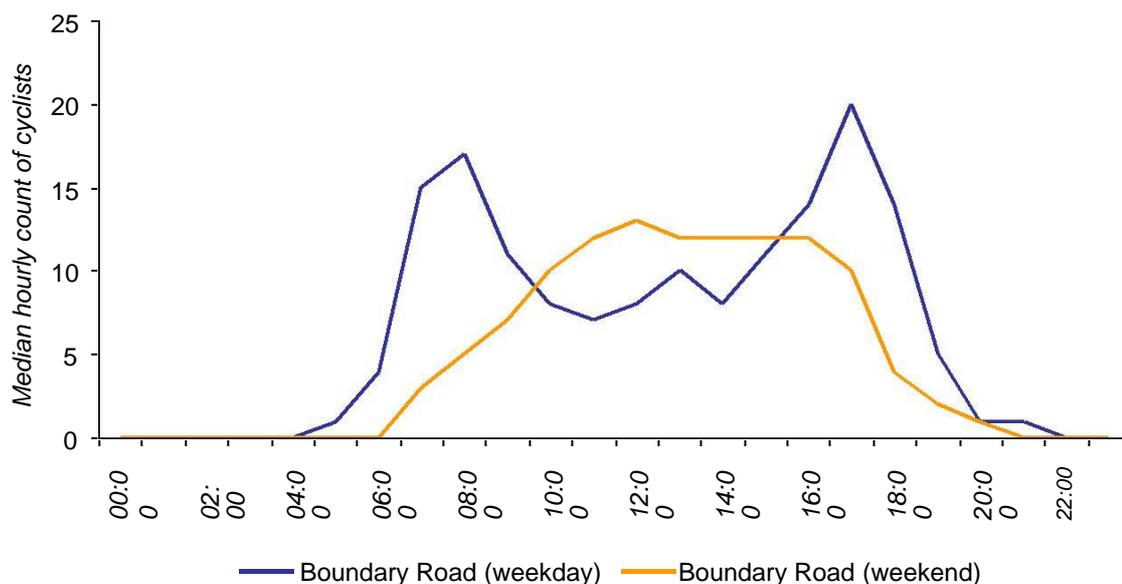
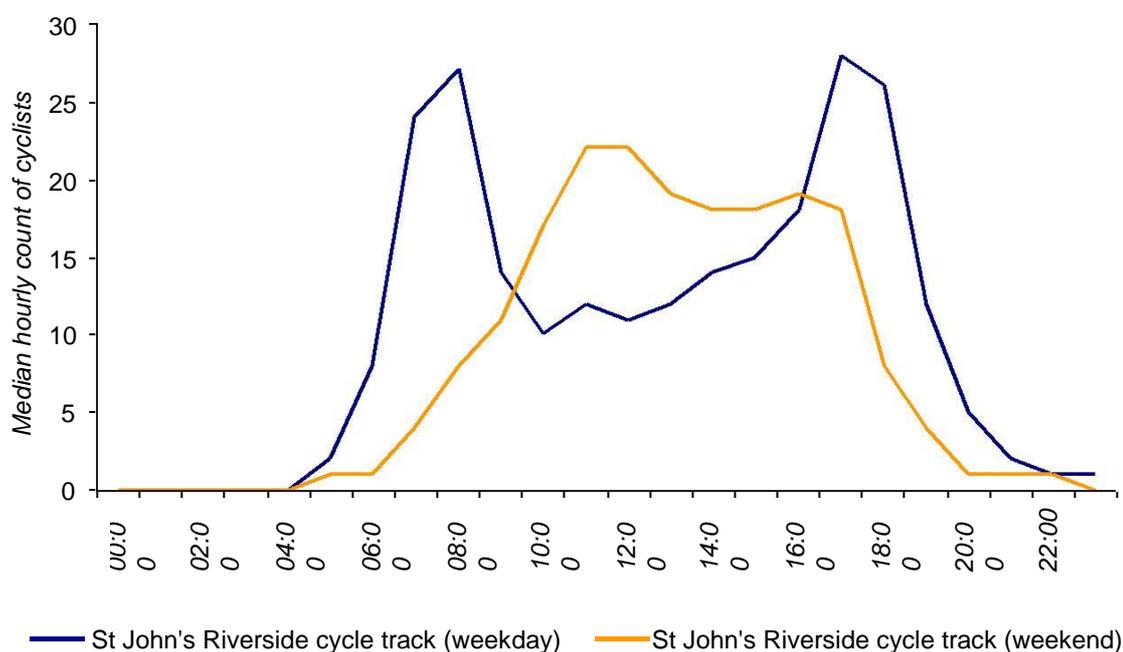


Chart 2-3 Median hourly count of cyclists in 2010 recorded on weekday and weekend days – St John’s Riverside Path



Analysing combined data from the Sheerwater, Boundary Road and St John’s Riverside Path sites indicates a significant increase in 2011 of +33% against a 2009 baseline. The year to year change in the count of cyclists recorded is presented in Table 2-5.

Table 2-5 Change in cycle count on the Basingtoke Canal Towpath in Woking at the end of the Cycling City and Towns period relative to a 2009 baseline (baseline = 100%)

	2009	2010	2011
Change against 2009 baseline	100%	103%	133%*

* indicates a significant difference ($p < 0.05$) compared to the 2009 baseline

Whilst there was some growth in 2010 compared to cycling levels recorded in 2009, this was far more substantial between 2010 and 2011, suggesting an uplift in levels of cycling following the extensive improvements made to the route.

An automatic cycle counter monitors cyclists using the Lockfield Drive route which runs adjacent to the canal towpath. Cycle Woking note a steady growth in the count of cyclists at this site prior to improvements being made to the canal towpath. Based on data collected between 2007 and 2011, the average count has declined by -3% per year, which is consistent with a displacement of cyclists onto the canal towpath.

Several automatic cycle counters are located on other key access corridors, from the north and south:

- White Rose Lane (map reference 1)

- Guildford Road (map reference 2)
- Westfield Avenue (map reference 7)
- Chobham Road (map reference 3)
- Chertsey Road (map reference 5)

With the exception of Chertsey Road, all are on or adjacent to roads. Combined analysis of data from these sites indicates an increase in 2011 of 16% against a 2009 baseline. Year to year change is presented in Table 2-6. As for counters on the canal towpath, growth is concentrated between 2010 and 2011.

Table 2-6 Change in cycle count on key access corridors in Woking at the end of the Cycling City and Towns period relative to a 2009 baseline (baseline = 100%)

	2009	2010	2011
Change against 2009 baseline	100%	102%	116%*

* indicates a significant difference ($p < 0.05$) compared to the 2009 baseline

If the Chertsey Road site is excluded, so that all data relate to on-road or road adjacent sites, there is an increase in 2011 of 11% against a 2009 baseline³.

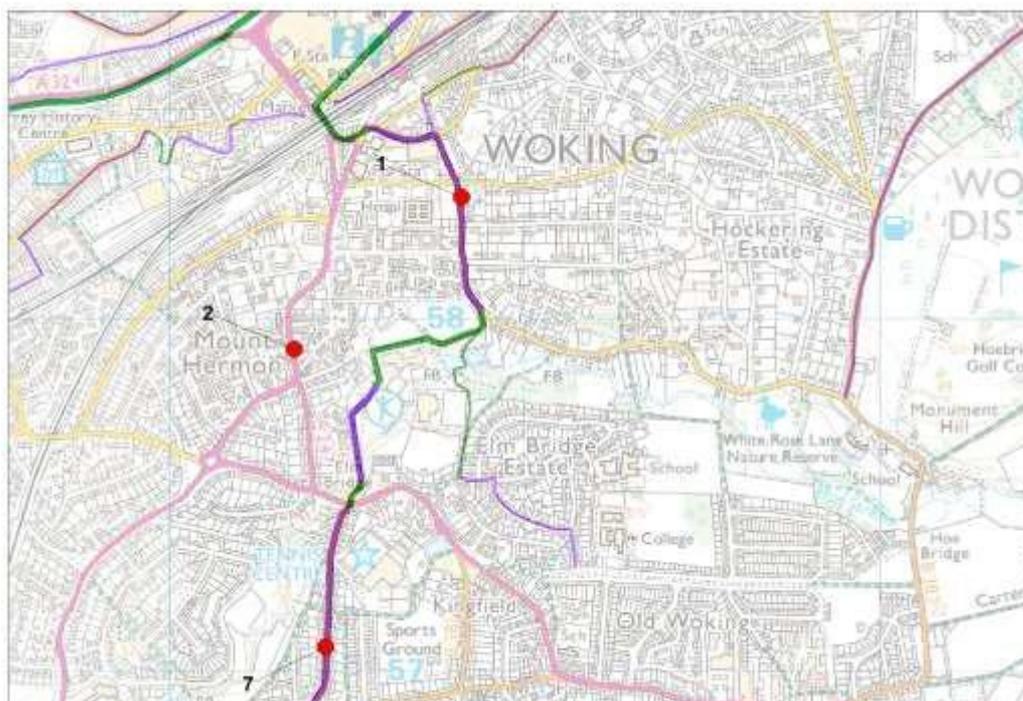
Whilst counters located both on the canal towpath and other key access corridors have recorded a significant growth in cycling compared to a 2009 baseline, growth on the canal towpath has been more than double that seen on other routes, potentially a reflection of the substantial improvements made.

2.3.2 Monitoring movement into Woking from the south

Three counters monitor movement towards Woking from the south of the town. Counters on White Rose Lane and Westfield Avenue both monitor movement on National Route 223 of the National Cycle Network, whilst a counter on Guildford Road monitors a parallel route, through the Mount Hermon area adjacent to the A320 (Map 2-2).

³ a significant difference ($p < 0.05$)

Map 2-2 South of Woking (site numbers refer to Table 2-4)



The two counters on National Route 223 of the National Cycle Network are on the newly branded Mars trail which provides a route past the train station and into the town centre. The Mars trail has undergone a number of improvements between July 2008 and March 2011 including timed signage and new cycle parking at nearby locations. Cyclists recorded passing the more southerly counter at Westfield Avenue may also pass the White Rose Lane site closer to the town centre. Whilst the seasonal profile of counts is similar for both sites, substantially higher numbers of cyclists are recorded passing the White Rose Lane counter (an average of 205 cyclists per day in 2010) than at Westfield Avenue (on average 47 cyclists per day in 2010). Chart 2-4 presents the average daily count for each month from October 2009 onwards (earlier data are available for the White Rose Lane site; the shortened time series is presented here for the purposes of comparison). Both sites show peaks in weekday counts (Chart 2-5) at times which suggest the use of this route for journeys to work. Whilst there are insufficient data to determine the trend in the Westfield Avenue count over time, the White Rose Lane counter has seen an average annual growth in counts of +7%.

Chart 2-4 Daily average count of cyclists recorded at White Rose Lane and Westfield Avenue

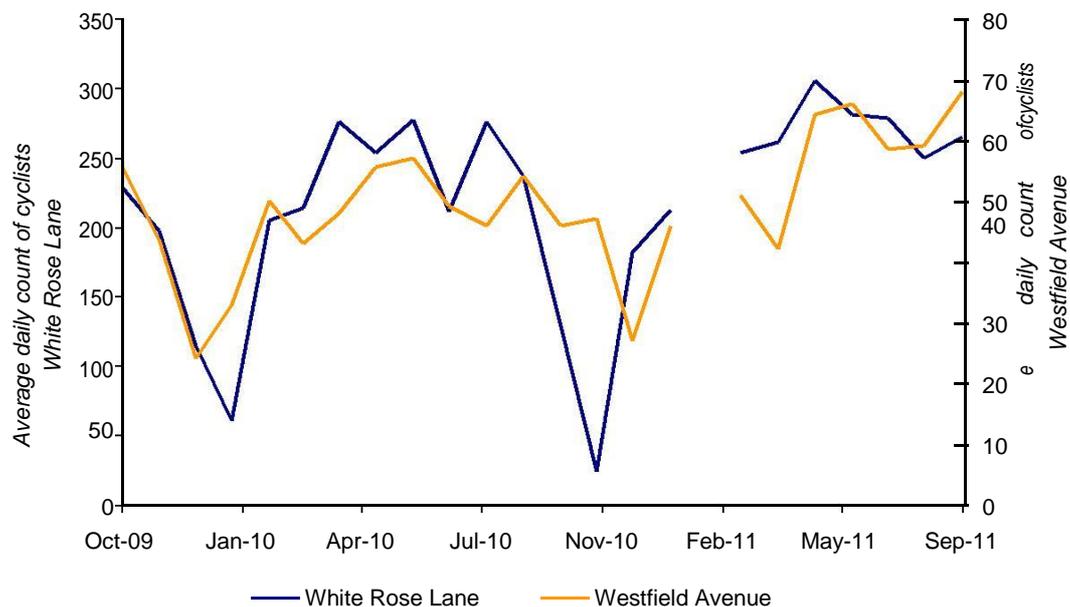
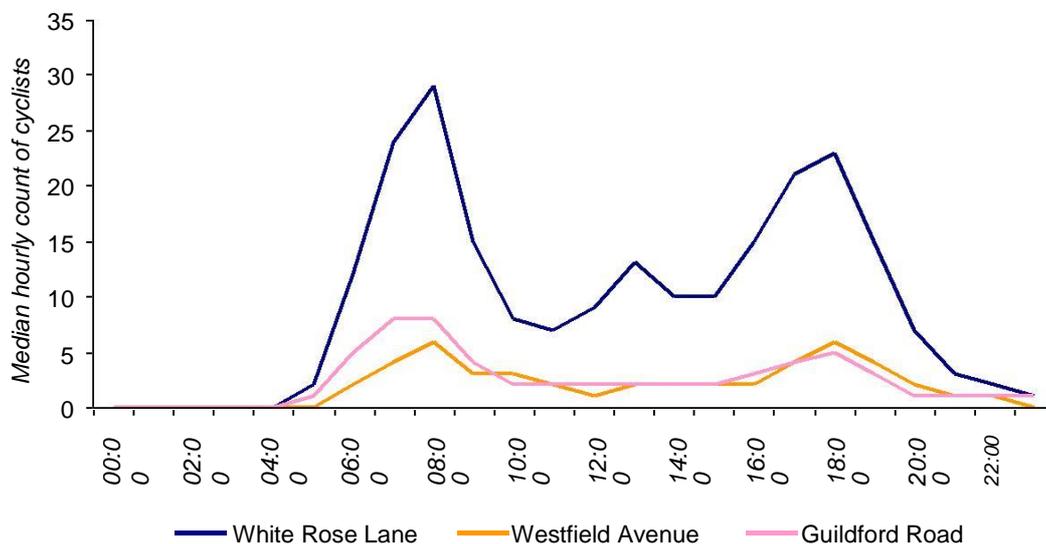


Chart 2-5 Median hourly count of cyclists in 2010 recorded on weekdays by counters monitoring movement towards Woking from the south – White Rose Lane, Westfield Avenue and Guildford Road



The Guildford Road counter monitors cycle movement on a key corridor around a busy A road from the south. Like the counters on National Route 223 of the National Cycle Network, weekday volumes peak at key commuting times. An average of 66 cyclists per day were counted at this point in 2010, and the annual average count has increased at a rate of +8% per year.

3 Analysis of manual count data

Since May 2009 12 hour counts have been undertaken three times a year at seven locations. These locations form a cordon around Woking town centre, covering the main entry and exit points. The counts at each of the seven sites have been broken down by the direction in which cyclists were travelling, thus 16 flows in total have been analysed. The count sites, indicated on the accompanying map (section 9) are as follows:

- Goldsworth Road (map reference A)
- Church Street West (map reference B)
- Victoria Arch (map reference C)
- Victoria Road (map reference D)
- Guildford Road (map reference E)
- White Rose Lane (north) (map reference F)
- Oriental Road (map reference G)
- White Rose Lane (south) (map reference H)
- Maybury Road (map reference I)
- Duke Street (map reference J)
- Chertsey Road (north-east) (map reference K)
- Stanley Road (map reference L)
- Chertsey Road (south-west) (map reference M)
- Church Street East (map reference N)
- Victoria Way signals (map reference O)
- Victoria Way pelican (map reference P)

Chart 3-1 presents the total counts in each quarter across the 15 locations for which we have data since quarter 2 2009^{4,5}.

⁴ Duke Street has been excluded as no counts were available for May 2009

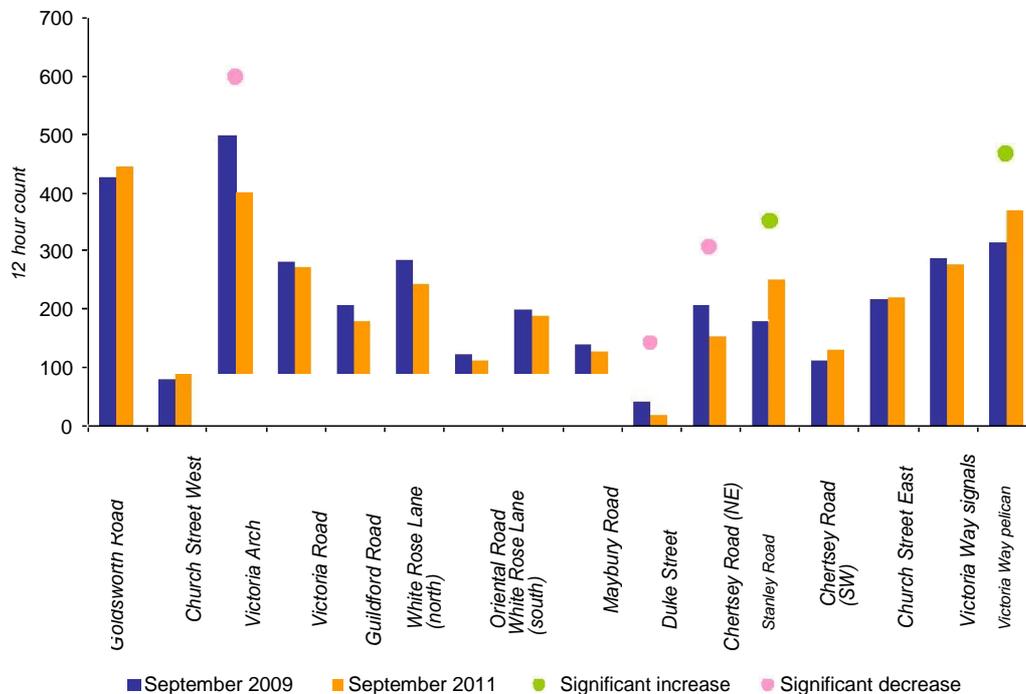
⁵ Manual counts were performed three times a year. During 2009 and 2010, counts were performed in May, September and November. In 2011 the first count of the year was performed earlier, in March, hence the inclusion of a count for calendar quarter 1 in 2011 only

Chart 3-1 Total counts for 15 manual count locations in Woking



Chart 3-2 compares data collected in September 2009 with data collected in September 2011.

Chart 3-2 Comparison of manual count data collected in Woking in September 2009 with data collected in September 2011⁶



Overall, a decrease in counts was observed. Significant changes in volumes were observed at five of the 16 count sites between September 2009 and September

⁶ Significant where $p < 0.05$

2011. Of these five significant changes, three were decreases and two were increases.

4 Analysis of school related data

During the Cycling City and Towns programme, Cycle Woking has engaged with schools to encourage cycling amongst parents, students and staff. In 2010, 500 school children cycled nearly 19,000 miles in a six-week challenge. During 2009/10, Go-Ride provided regular cycling coaching for six schools in Woking. Infrastructure developments were focused on providing new cycle parking and storage facilities for pupils and staff in primary/secondary schools and a college.

4.1 PLASC

The percentage of pupils surveyed in Woking stating cycling to be their usual mode of travel to school are summarised in Table 4-1. The proportion of pupils usually cycling to primary schools was 0.6% in 2006/07 increasing significantly to 1.9% in 2010/11. The proportion of pupils cycling to secondary schools increased significantly from 1.0% in 2006/07 to 4.4% in 2010/11. For both primary and secondary schools, proportions cycling to school peak park way through the programme (2009/10 for primary schools, 2008/09 for secondary schools) before declining, although levels recorded in 2010/11 are still significantly greater than in 2006/07.

Table 4-1 Percentage of pupils surveyed stating cycling to be their usual mode of travel to school

	Academic year				
	2006/07	2007/08	2008/09	2009/10	2010/11
Primary	0.6%	1.4%	1.9%	2.1%	1.9%*
Secondary	1.0%	3.5%	4.9%	4.8%	4.4%*
All schools	0.8%	2.4%	3.3%	3.3%	3.1%*

* indicates a significantly greater proportion of pupils cycling in the 2010/2011 academic year compared to the 2006/07 academic year ($p < 0.05$)

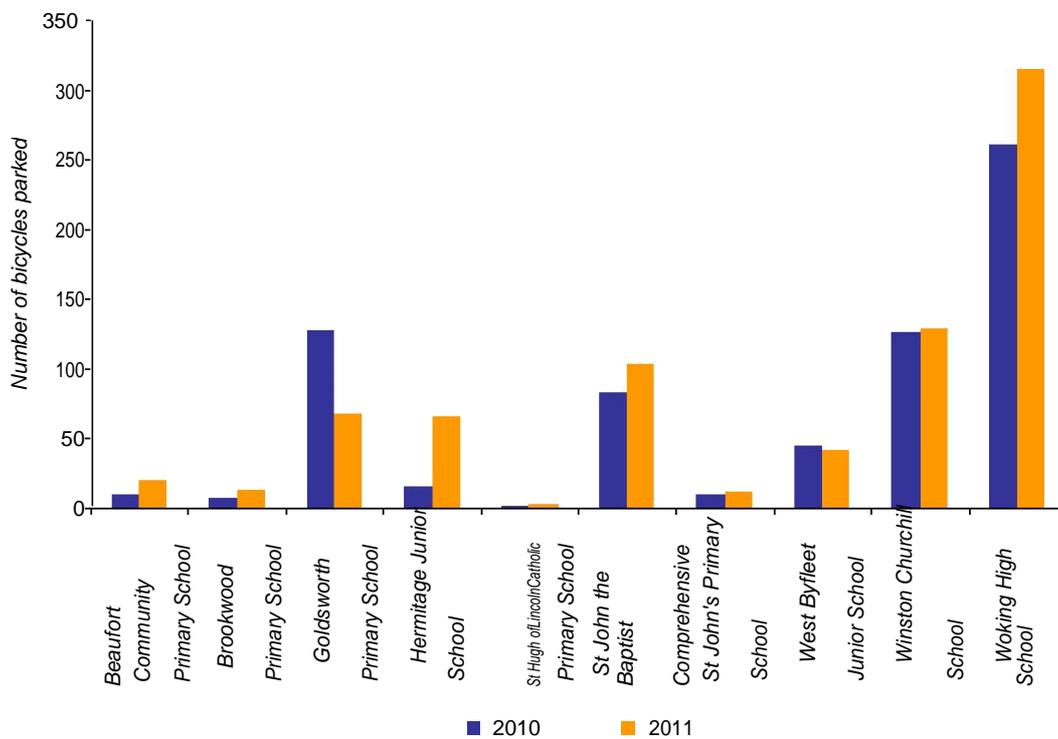
5 Analysis of counts of parked bicycles

Counts of parked bicycles were performed at schools and railway stations in Woking during the Cycling City and Towns programme.

5.1 Counts of parked bicycles at schools

Counts of parked bicycles have been performed at 10 schools at irregular intervals since 2009. Parked bicycles data collected during comparable periods in 2010 and 2011 are presented in Chart 5-1. Overall, the number of bicycles recorded at schools increased between the two periods.

Chart 5-1 Number of bicycles parked at schools in Woking on count dates in January, February, March and May 2010 compared with counts on similar dates in 2011



5.2 Counts of parked bicycles at railway stations

The Woking area is served by four railway stations, shown in Map 5-1. Additional cycle parking has been installed at all stations during the Cycling City and Towns programme.

Map 5-1 Railway stations in the Woking area



A total of 50 covered and 42 uncovered parking spaces were installed on the south side of Woking station. The 166 additional spaces installed elsewhere in the town are also anticipated to benefit cyclists using the station. Counts of parked bicycles were undertaken at Woking station approximately every quarter from February 2005 to March 2011. There has been a decline in the volumes of bicycles counted and a return to previous levels through 2006 to 2007, followed by a year on year increase of around +6% with an overall increase over the five year period to the end of quarter 1 2011 of +20.4%.

A total of 75 additional spaces (60 covered, 15 uncovered) were created at West Byfleet station during the programme. The pattern in parked bicycle counts at West Byfleet is less consistent than the pattern emerging at Woking station. The overall increase over the five year period to the end of quarter 1 2011 is 28.6%, which includes a 4.0% decrease in the year to quarter 1 2008 and an increase of +16.8% in the year to quarter 1 2011.

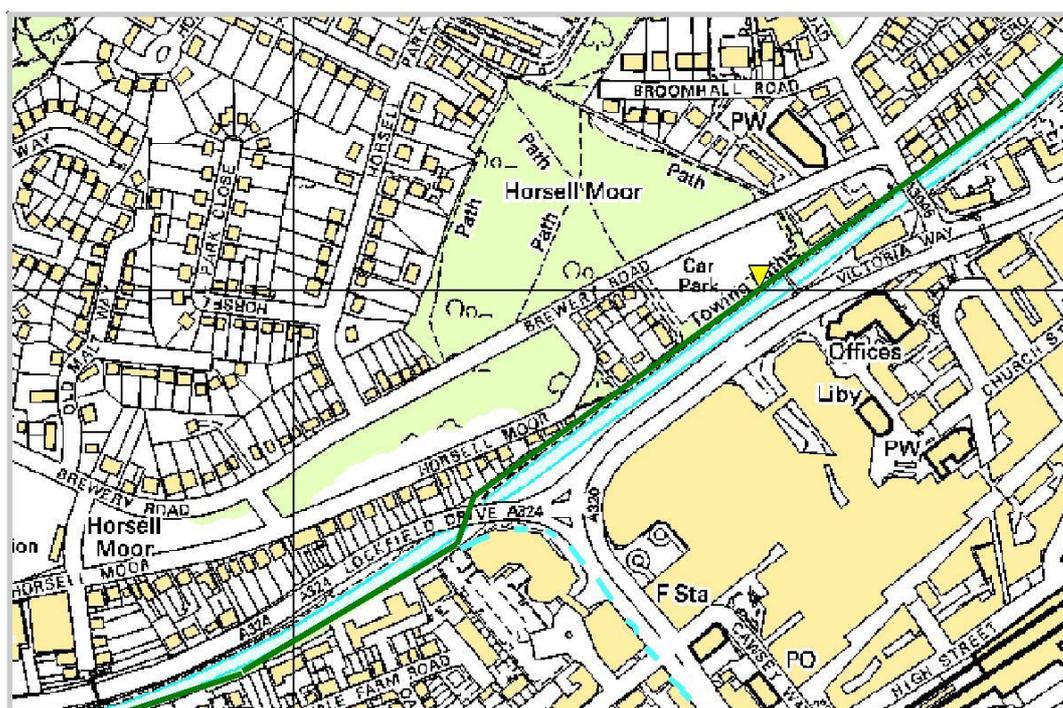
Worplesdon station is located to the south of Woking. Parking facilities at the station were expanded to meet the needs of local commuters. Counts of parked bicycles have been undertaken at Worplesdon station since quarter 3 2008. Although a 2.4% increase in counts was observed in the year to quarter 1 2011, this is based on low counts (between 8 and 23 per count) and therefore the absolute increase in bicycles counted is low.

Brookwood station is located to the west of Woking and is accessible from the Saturn and Atlas Trails. During the programme the number of covered and uncovered cycle parking spaces has increased. Counts of parked bicycles began in quarter 3 2008. The only year for which a percentage change in parked bicycles can be calculated is the year to quarter 1 2011. A +15.8% increase was observed in this year.

6 Route User Intercept Surveys

A route user intercept survey was undertaken on the canal towpath in Woking during April 2010, at the same location as a survey performed in October and November 2007. In the 2007 survey, route users were counted and interviews performed over 12 hours on each of three weekdays and one weekend day during term time⁷. In the 2010 survey, counts and surveys were performed on a school-holiday weekday, a school-holiday weekend day, a term-time weekday and a term-time weekend day. The location of the survey site is shown on Map 6-1. The survey location lies approximately half a mile south west of the automatic cycle counter located on the canal towpath at Boundary Road (map reference 4) and one mile north east of the automatic cycle counter at St John's Riverside cycle track (map reference 8).

Map 6-1 Location of route user intercept survey performed on the canal towpath in Woking in 2007 and 2010



Over the four 12 hour periods in 2010 1,569 cyclists were counted⁸. Most cyclists surveyed were making leisure journeys (41.3%) or commuting (34.6%) at the time of the survey, whilst others were travelling for personal business, education or

⁷ The 2007 survey was performed to monitor a Links to Schools scheme. In such surveys, counts and interviews are performed during term time only

⁸ Although a route user intercept survey was undertaken in 2007, the counts undertaken are not directly comparable with those undertaken in 2010 due to the difference in day types on which counts were performed. In 2007 three weekdays and one weekend day during term time were surveyed, whereas in 2010 counts and surveys were performed on a school-holiday weekday, a school-holiday weekend day, a term-time weekday and a term-time weekend day. In 2007 604 cyclists were counted over the four 12 hour periods.

shopping (9.5%, 8.1% and 6.6%, respectively). Just over half (54.5%) of cyclists classified themselves as experienced, regular cyclists, whilst 16.8% were new or returning to cycling. When asked about factors influencing their decision to use the route, 47.0% agreed or strongly agreed that it was the best transport option, 52.8% that it was the most convenient route, 61.8% that they liked the surroundings on the route and 54.3% that the route felt safe.

7 Analysis of casualty data

Cycle user casualty data were derived for Woking from STATS19 collision data. The average number of killed, seriously injured and slightly injured in each year prior to the Cycling City and Towns programme (2003-2008) are compared to those occurring during the programme in Table 7-1. The difference between the time periods compared is not significant.

Table 7-1 Annual average number of cyclists killed or injured in Woking before (2003-2008) and during (2009-2010) the Cycling City and Towns programme

	Annual average number of casualties			Total
	Killed	Seriously injured	Slightly injured	
Pre-programme	0.0	5.2	38.7	43.8
During programme	0.5	8.5	33.0	42.0

* indicates a significant change between cycling casualties recorded before and during the Cycling City and Town programme

8 Analysis of physical activity data

Data are available from Sport England's Active People Survey (APS) for two years prior to the Cycling City and Towns programme and all three years of the project. The APS data provide information on the proportion of people cycling for at least 30 minutes once or more per month and the proportion cycling for at least 30 minutes, 12 or more times per month. It should be noted that the data refer only to cycling in bouts of 30 minutes or more and therefore this measure may under represent overall cycling in the towns as shorter journeys are not included.

The proportion cycling once or more per month fell by 3.2%-points (from 14.9% to 11.7%) in Woking between 2007/8 and 2010/11⁹. The proportion cycling 12 or more times per month fell by 1.9%-points (from 2.9% to 1.1%), a significant decrease ($p < 0.05$).

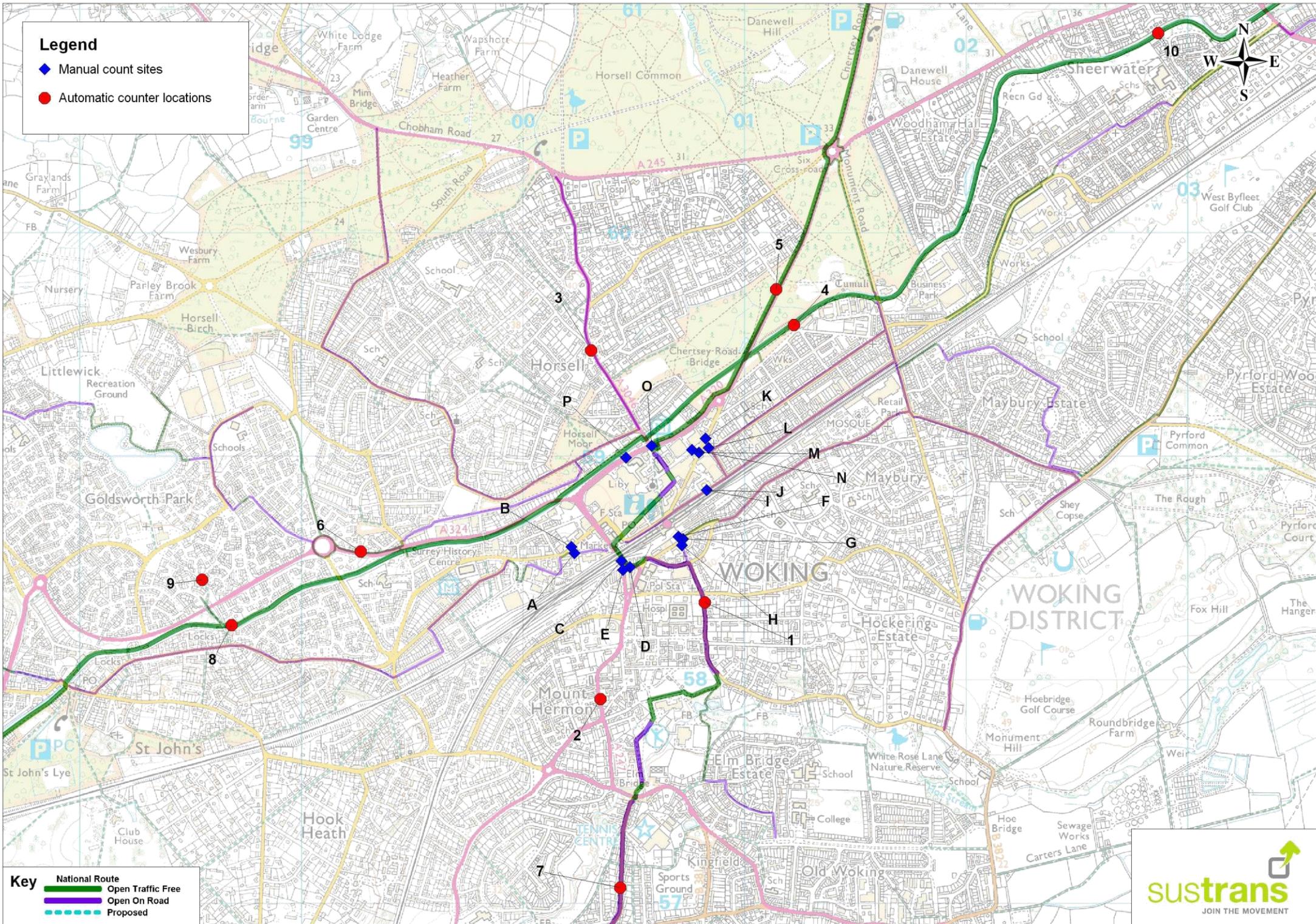
9 Maps

The following pages contain maps indicating the location of manual count and automatic cycle counter locations, and the estimated change in volumes of cycles recorded at these sites.

⁹ not a significant decrease ($p = 0.13$)

Legend

- ◆ Manual count sites
- Automatic counter locations



Key

- National Route
- Open Traffic Free
- Open On Road
- Proposed

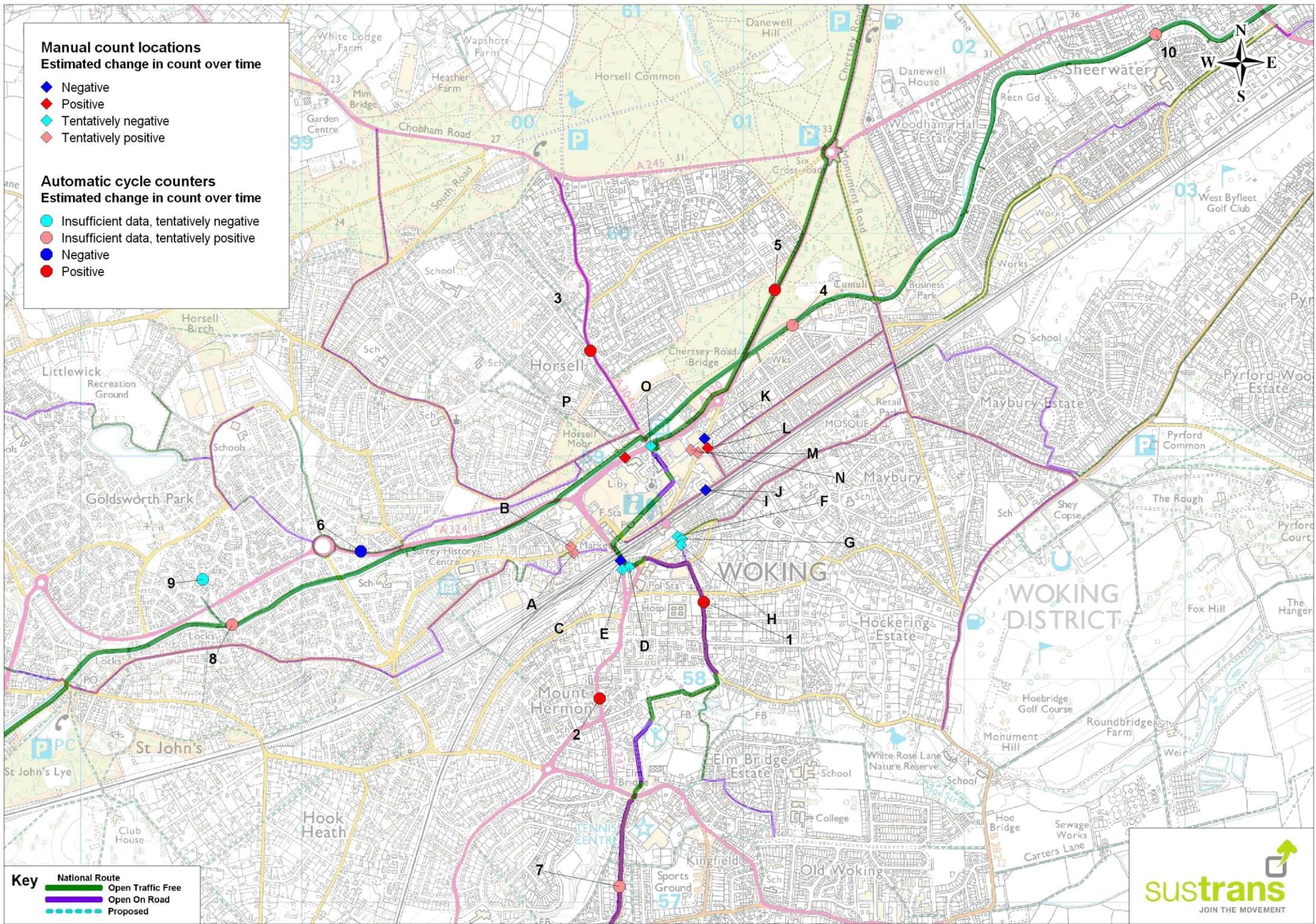
sustrans
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Manual count locations
Estimated change in count over time

- ◆ Negative
- ◆ Positive
- ◆ Tentatively negative
- ◆ Tentatively positive

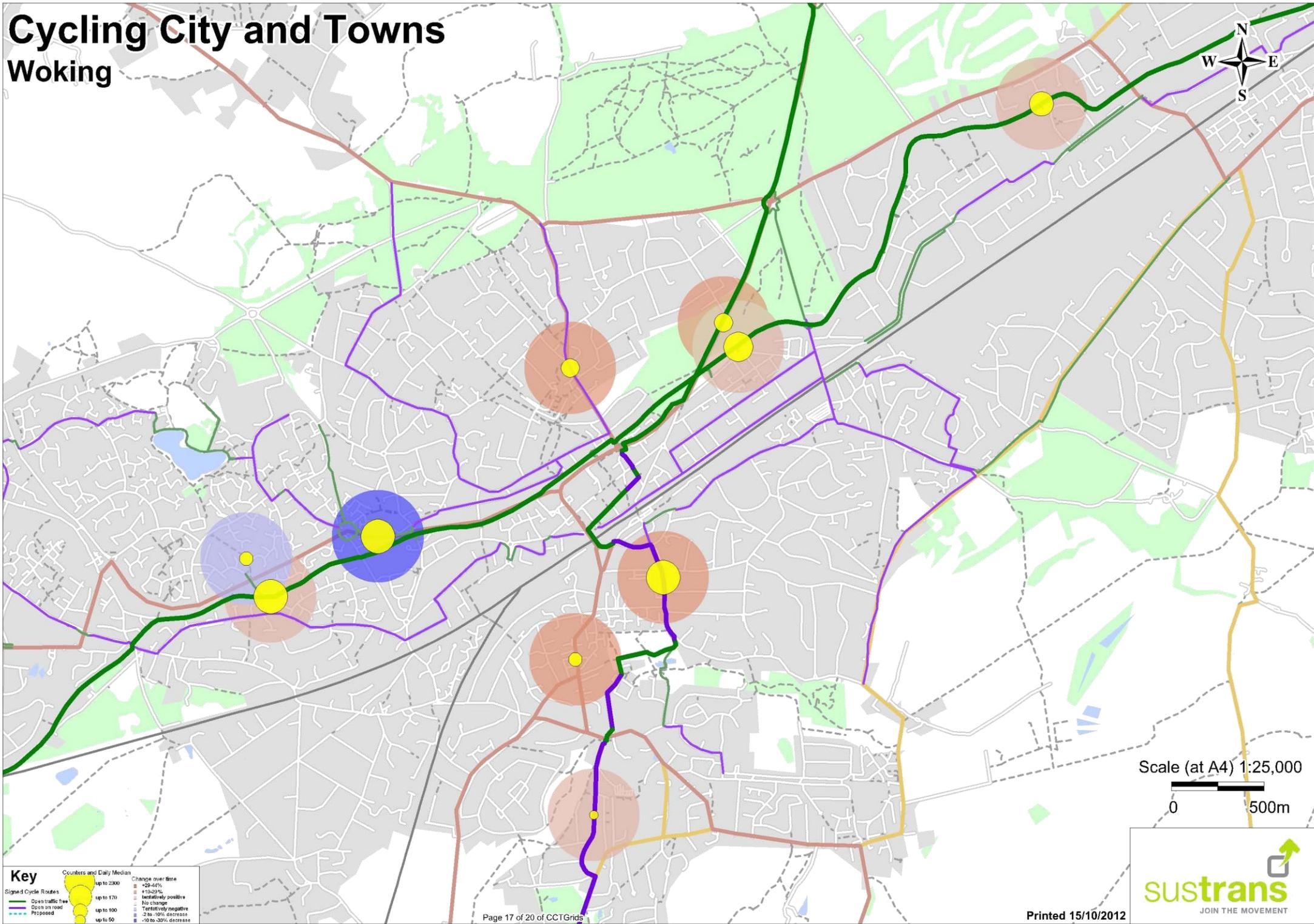
Automatic cycle counters
Estimated change in count over time

- Insufficient data, tentatively negative
- Insufficient data, tentatively positive
- Negative
- Positive



Cycling City and Towns

Woking



Key

Signed Cycle Routes	Counters and Daily Median	Change over time
Open traffic free	up to 2300	+29-44%
Open on road	up to 170	+19-29%
Proposed	up to 100	tentatively positive
	up to 50	No change
		-2 to -10% decrease
		-10 to 30% decrease

Scale (at A4) 1:25,000

0 500m

