

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

Individual town results: Southport

April 2017

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Registered Charity No. 326550 (England and Wales) SC039263 (Scotland)
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Acknowledgments

The authors are grateful for the extensive assistance of officers in the twelve Cycling City and Towns in supplying monitoring data for this research.

We are also grateful for additional support provided by Lisa Muller, Katie Pullen, George Macklon, Katie Thomson, James O'Hare, Richard Sanders, Alison Janes, Hannah Delaney, Laurence Bonner, Peter Stephenson, Charlotte Draycott and Jo Watson.

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1 Introduction

1.1 Description of the Cycling City and Towns programme in Southport

The Southport Cycling Town Project aimed to develop a 'culture of cycling' in the town¹ and focused efforts on tourism and leisure, regeneration and schools. A range of infrastructure and smarter measures were adopted to facilitate this behaviour change.

Infrastructure measures involved the development of over 16km of new and improved cycle routes, particularly on the seafront. Traffic calming measures, speed reductions and improvements in crossing points with major roads have been implemented on new routes to the east. Signage has also been improved with the addition of 151 signs including times instead of distances along 27km of routes. Themed leisure routes have also been developed, adding a further 245 signs to the network. Cycle parking has been increased by 608 spaces on street and at workplaces, and cycle parking at schools has been doubled.

Smarter measures have included school engagement, bicycle hire and promotional events. Between July 2008 and March 2011, 22 schools were intensively engaged with a range of programmes including Bikeability (which trained 1,518 pupils to Level 1 and 2), Bike It, Go Ride, school assemblies and talks, maintenance sessions, computrainer sessions, transition to high school projects, and infrastructure schemes. A cycle hire service was developed to increase the availability of bicycles. In the first two years of operation, 2,274 individual rentals took place. Events were also run to promote cycling. The Tour Series and Cycling Festival were important regional spectator events and inter-school races ran alongside these to engage children and young people. A range of promotional information and cycle guides including the dedicated cycle town website were also produced to promote the brand and encourage cycling in the area.

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 Southport during the Cycling City and Towns programme are summarised in Table 1-1.

¹ Southport Cycling Town (2011) End of Programme Report (2008-2011), Southport Cycling Town. Available at <https://www.gov.uk/government/publications/cycling-england-cycling-city-and-towns-end-of-programme-reports> [Accessed 31 May 2012]

Table 1-1 Funds invested in cycling in Southport

	2008 – 2011 revenue	2008 – 2011 capital	Total
Cycling England/DfT/DH investment	£551,847	£1,607,712	£2,159,559
Matched funding	£627,673	£882,679	£1,510,352
Total	£1,179,520	£2,490,391	£3,669,911

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 at two locations from 2006 and quarterly at a total of eight locations since 2010
- Pupil Level Annual School Census (PLASC) travel data and monitoring data from Bike It
- route user intercept surveys at two locations
- bike hire data
- cycling casualty data
- Active People Survey (APS) data.

1.4 Summary of headline findings

Evidence of growth in levels of cycling from a relatively low initial baseline

Positive change in overall levels of cycling in Southport is evident in a number of different indicators. The most complete data sets, time series data from automatic cycle counters located predominantly on traffic-free cycle routes, indicate growth over time, with some within-town variation. Greater levels of growth were seen at locations on the seafront than elsewhere in Southport. Manual counts indicate an increase in volumes of cyclists travelling across a screenline based on the railway line that runs from north to south through Southport, indicating a positive change in cycle trips across the town as well as on the coastal route.

Notwithstanding the limitations of the data source, cycling to primary schools appears to have declined during the programme, whilst cycling to secondary schools has seen an apparent increase. In both cases, the direction of change is not constant over the time series, and as such it is not possible to draw firm conclusions around this. Schools engaged with Bike It have seen significant increases in the number of children cycling to school everyday.

- Automatic cycle counter data indicate an increase in volumes of cycles counted of +30% against a 2009 baseline. Based on data from 10 counters, this estimated growth corresponds to an increase from 500 trips per day counted in 2009 to 651 in 2011
- Change over time was positive for all counters
- Analysis of manual count data collected in comparable periods at eight count locations suggests a significant increase between March 2010 and

March 2011; a significant change was observed at four sites, all of which were increases

- Across all schools, the percentage of children cycling to school as measured by PLASC was 6.4% in 2010/11 compared to 6.0% in 2006/07
- Bike It data indicate an increase in children cycling to school on the day of the survey from 7.0% in pre surveys to 13.2% in post surveys, and an increase in children cycling to school everyday from 5.3% in pre surveys to 11.4% in post surveys
- Route user intercept surveys undertaken on Portland Street and Marine Drive counted 415 and 456 cyclists respectively over 12 hour counts on four days. The majority of cyclists surveyed using the coastal route were making leisure journeys, whilst the majority of those interviewed at the inland survey site were commuting
- Bike hire data indicate an increase in the number of bike hire events per year from 990 to 1,538 over a two year period (2009-2011). Half day hires (as opposed to full day hires), as a proportion of total number of bikes hired, increased from 83% to 91% over the same time period
- 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 increase in Southport in the proportion of respondents cycling once or more per month and a 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. Four counters are located on the coast, and the remaining six are clustered to the east of the town centre. Two of the counters were installed in 2005, one in 2006, six in 2009 and one in 2010. In order to be consistent across the Cycling City and Towns, data from 2007 onwards are included in the analysis².

Two distinct sets of analysis have been undertaken using cycle counter data in Southport. 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 2009 baseline including data to the end of September 2011. 2009 was used as the baseline year as insufficient data were available for 2007 and 2008 to be able to robustly estimate the change in cycle counts against an earlier baseline.

² Although as detailed below, 2009 was used as the baseline year as insufficient data was available for 2007 and 2008 to be able to robustly estimate the change in cycle counts against an earlier baseline.

Table 2-1 Change in cycle count in Southport 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%	130%*

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

The growth in counts between 2009 and 2011 is concentrated almost exclusively between 2010 and 2011. In order to explore whether the periods of poor weather nationally in late 2009 and early and late 2010 have had an impact 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 Southport at the end of the Cycling City and Towns period relative to 2009 baseline including an adjustment for snow (baseline = 100%)

	2009	2010	2011
Change against 2009 baseline	100%	104%*	123%*

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

2.2 Analysis of data from individual count 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 two of the 10 automatic cycle counters. Of the remaining eight count sites, based on the more limited data available, change over time is positive for all sites.

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 ³	2
Number of counters with quantifiable increase	2
Number of counters with no change	0
Number of counters with quantifiable decrease	0

In the following table counters are ordered by their location in Southport from north to south. Map references refer to the accompanying map (section 9).

³ None of the changes at individual counters are statistically significant.

Table 2-4 Description of automatic cycle counters in Southport

Map reference	Location	Time period	Annual change ^c	Average daily count in 2010	Comments
1.	Coast Road/Marine Drive	2007-2010	Weekday: +5% Sat/Sun: +10%	Overall: 59 Weekdays: 51 Weekend days: 105	Located on National Route 62 of National Cycle Network, a traffic-free segregated cycle path adjacent to Marine Drive and among coastal sand banks. The site is approximately two and a half miles north-east of the centre of Southport.
2.	Marine Drive, between Marine Parade and Fairway	2009-2011	Positive	Overall: 73 Weekdays: 64 Weekend days: 109	Located on National Route 62 of National Cycle Network, a traffic-free shared use seafront path adjacent to Marine Drive with Marine Lake nearby. The site is approximately three quarters of a mile north of the centre of Southport.
3.	Wennington Road	2009-2011	Positive	Overall: 107 Weekdays: 122 Weekend days: 63	Located on Wennington Road at the edge of an industrial estate in Blowick, approximately one and a half miles east of the centre of Southport. Weekday counts show 'commuting' peaks.
4.	Coastal Road/Palace Road	2010-2011	Positive	Overall: 61 Weekdays: 55 Weekend days: 97	Located on National Route 62 of the National Cycle Network, a traffic-free shared use path adjacent to Coastal Road and seaside sand dunes. The path forms part of the Sefton Coastal Path and the Trans Pennine Trail. The site is approximately one mile south-west of the centre of Southport.
5.	Track running through Meols Park, Sefton	2007-2011 ^{a,b}	Positive	Overall: 96 Weekdays: 110 Weekend days: 67	Located on a traffic-free shared use path in an urban park, approximately one and a half miles south-east of the centre of Southport. Hospital and College sites are nearby.
6.	Blowick Moss near Town Lane	2010-2011	Positive	Overall: 41 Weekdays: 46 Weekend days: 32	Located on a traffic-free path in a semi-rural area that leads into a residential area, one and a quarter miles south-east of the centre of Southport.
7.	Track off Warwick Street, Sefton	2007-2010 ^a	Weekday: +22% Sat/Sun: +23%	Overall: 65 Weekdays: 66 Weekend days: 58	Located on a traffic-free route close to housing in the Birkdale area of Southport, close to school sites. Weekday counts show 'commuting' peaks.

8.	Bentham's Way/Town Lane Kew (north)	2009-2011	Positive	Overall: 74 Weekdays: 87 Weekend days: 48	Located on a segregated traffic-free cycle route adjacent to Town Lane (Kew). The route is surrounded by semi-rural green space, but links the Kew and Birkdale areas of Southport. It is approximately one and a half miles south-east of the centre of Southport. Weekday counts show 'commuting' peaks.
9.	Bentham's Way/Town Lane Kew (south)	2009-2011	Positive	Overall: 74 Weekdays: 88 Weekend days: 48	
10.	Coastal Road, West of Railway Bridge, Ainsdale	2009-2011	Positive	Overall: 39 Weekdays: 34 Weekend days: 79	Located on National Route 62 of the National Cycle Network, a traffic-free shared use path adjacent to Coastal Road. It forms part of the Trans Pennine Trail. It is in Ainsdale, approximately four miles south-west of the centre of Southport.

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

^b the data series for this counter has been disrupted due to damage and no data are held for 2009; the available data for this site are deemed to be reliable by Sefton Council

^c 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 Seafront route

The Southport Cycling Town programme focused in part on encouraging cycling for leisure and tourism, and included development of a network of leisure routes around the seafront, where more than 9km of route has been developed. This included a circular route around the Marine Lake and links to tourist attractions. Four counters are located on the seafront route, in the following locations:

- Coast Road/Marine Drive (map reference 1)
- Marine Drive between Marine Parade and Fairway (map reference 2)
- Coastal Road near Palace Road (map reference 4)
- Coastal Road west of the railway bridge, Ainsdale (map reference 10)

Map 2-1 Counters located on the seafront route in Southport (site numbers refer to Table 2-4)



The counters located on the route adjacent to Marine Drive between Marine Parade and Fairway, and Coastal Road near Palace Road also monitor cyclists using the

route around Marine Lake. All counters located on the seafront route record more cyclists on weekend days – based on 2010 data, between 1.7 and 2.3 times as many cyclists are counted on weekend days compared to weekdays at these locations.

Collective analysis of data from these sites indicates a growth of +35% against a 2009 baseline compared to +30% for all counters. The year to year growth in counts recorded by the seafront counters is presented in Table 2-5.

Table 2-5 Change in cycle count recorded by counters located on the seafront route in Southport 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%	135%*

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

The majority of growth has occurred between 2010 and 2011, coinciding with the opening of interventions in the area; the Marine Lake circular route was opened in spring 2010, and in spring 2011 a route to Marine Drive, including a new toucan crossing, was opened. The median hourly count recorded on weekdays and weekend days in 2009 and 2010 at the two more central count sites on the route are presented in Charts 2-1 and 2-2.

Chart 2-1 Median hourly count of cyclists recorded on weekdays and weekend days in 2009 and 2010 on Marine Drive between Marine Parade and Fairway

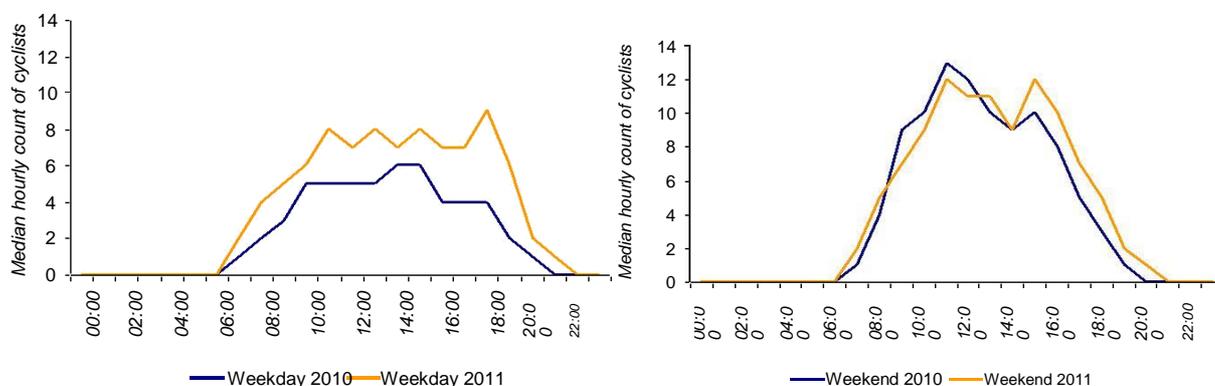
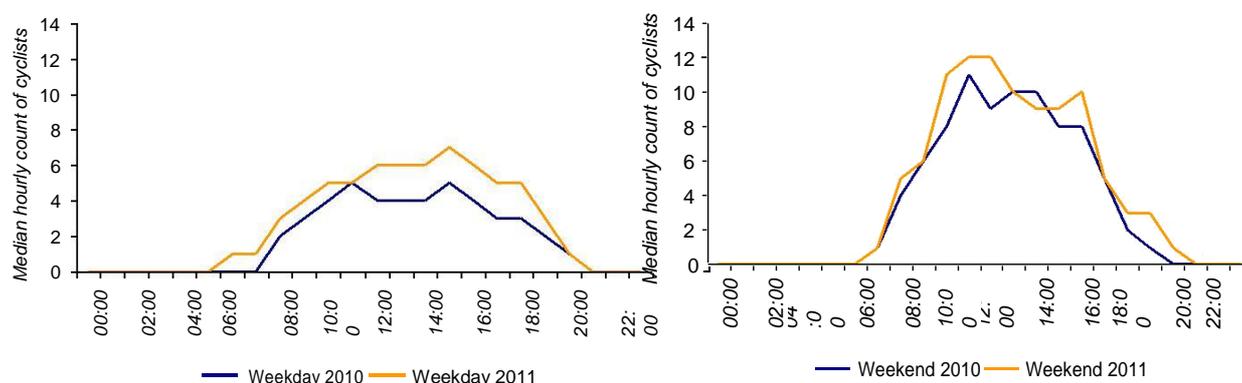


Chart 2-2 Median hourly count of cyclists recorded on weekdays and weekend days in 2009 and 2010 on Coastal Road near Palace Road



As anticipated for a route predominantly used for leisure journeys, peaks associated with commuting times are absent from the weekday data with the hourly count of cyclists remaining broadly similar over the course of the day after peaking mid morning. Comparing data from 2010 and 2011 indicates that although weekday counts are lower than those recorded on weekend days, weekend counts have remained similar between the two years whilst weekday counts have increased.

2.3.2 Cycling for commuting and utility journeys

Whilst the emphasis of the Cycling City and Towns programme delivered in Southport was on cycling for leisure, particularly on the seafront route, other interventions focused on linking the east side of the town to existing routes. A route was opened along Portland Street, linking the seafront and town centre. This utilised traffic calmed roads with a traffic free section through a community woodland area and linking to a business development area. A second route was developed along Wennington Road, linking from the north of the town centre, providing access to a business park, hospital and sixth form college from the Churchtown and High Parks areas of the town on traffic-calmed on-road routes and traffic-free cycling facilities.

The following counters are located on routes anticipated to be used for commuting and utility trips:

- Wennington Road, installed following route development in the area (map reference 3)
- Track running through Meols Park (map reference 5)
- Blowick Moss near Town Lane, installed following the construction of the new route across the park to Portland Street, forming part of the east-west route which continues up Portland Street (map reference 6)
- two counters, one each on the north and south side of Bentham's Way/Town Lane Kew, close to a secondary school, hospital and business park (map reference 8 and 9)
- Track off Warwick Street, where resurfacing occurred early in the programme (data available to the end of 2010 only, map reference 7)

Map 2-2 Counters located routes to the east of Southport (site numbers refer to Table 2-4)



Collective analysis of data from these sites indicates a growth of +25% against a 2009 baseline compared to +30% for all counters and +35% for count sites located on the seafront route. The year to year growth in counts recorded by the counters located on the east side of Southport is presented in Table 2-6. As for the seafront counters, growth is concentrated between 2010 and 2011.

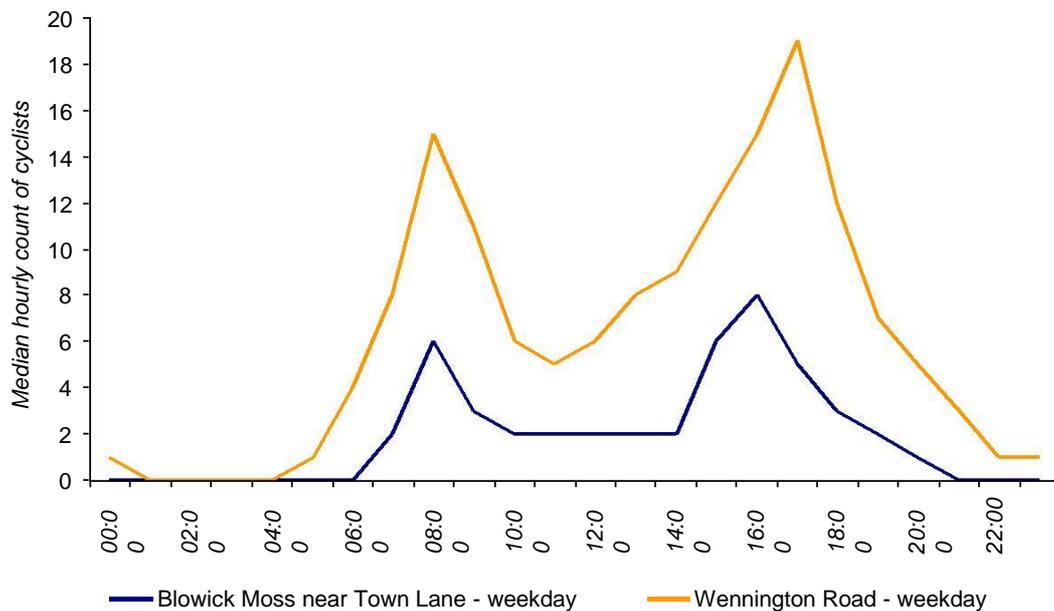
Table 2-6 Change in cycle count recorded by counters located on routes on the east side of Southport at the end of the Cycling City and Towns period relative to a 2009 baseline (baseline = 100%)

	2009	2010	2011
Change against 2009 baseline	100%	101%	125%*

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

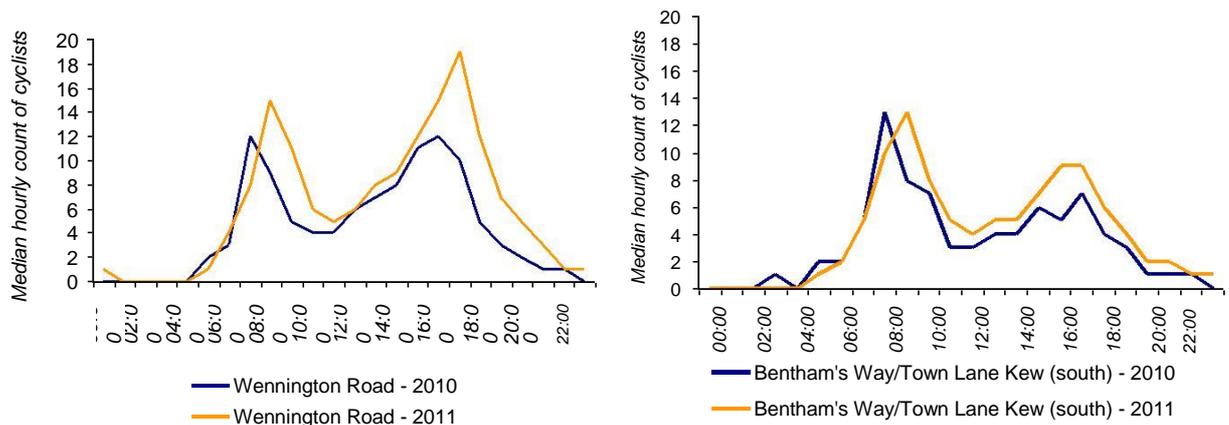
All six count locations record greater volumes of cyclists on weekdays than on weekend days, and all show peaks in flows at commuting times. Median hourly counts of cyclists recorded in 2011 for the counters located close to the Wennington Road and Portland Street developments are presented in Chart 2-3 by means of example.

Chart 2-3 Median hourly count of cyclists recorded at locations close to the Portland Street and Wennington Road route developments



Comparing hourly flows in 2010 and 2011 for the counters located on Wennington Road and the south side of Bentham’s Way/Town Lane Kew (Chart 2-4) suggests a growth in trips made at commuting times, particularly in the case of the Wennington Road site where specific route developments have taken place to improve access.

Chart 2-4 Median hourly count of cyclists recorded at Wennington Road and Bentham’s Way/Town Lane Kew (south)



3 Analysis of manual count data

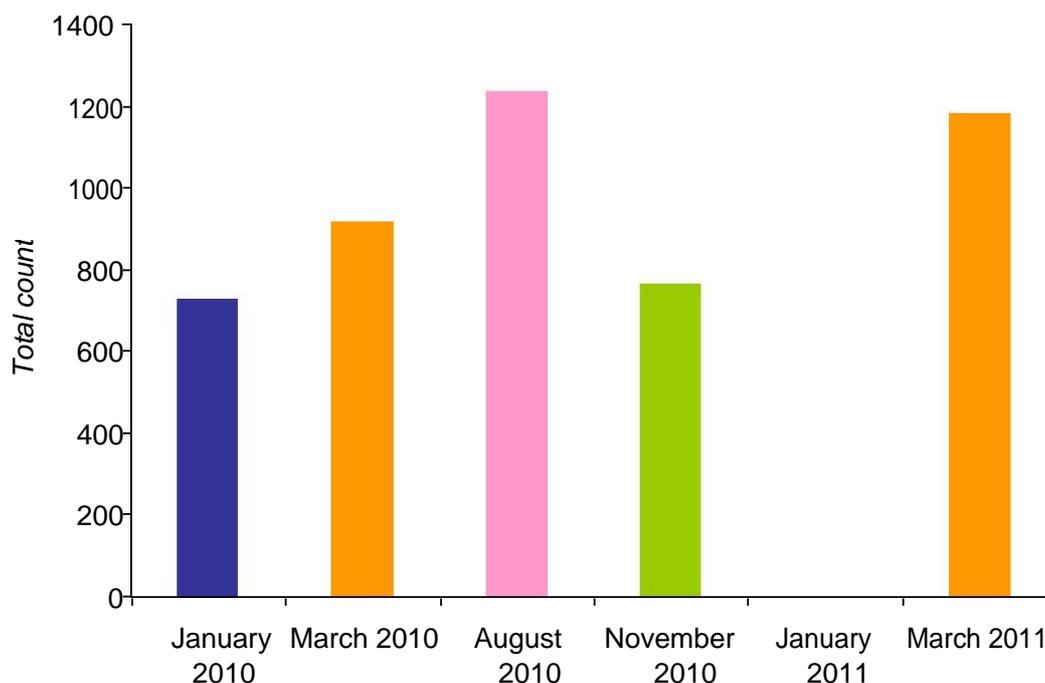
A set of eight manual count locations were established in Southport to monitor movement across a screenline formed by the railway line. Two of the sites (Eastbank Street and Waterloo Road, Hillside station) were established in July 2006. Initially, one count was undertaken near the beginning of the year and two counts were in the summer months. The remaining six sites were introduced in the summer of 2009. Counts were carried out five times at the initial two sites in 2010 and four

times at the newer sites. Counts were also carried out at all of the locations in March 2011. The locations of the eight sites, indicated on the accompanying map (section 9), are as follows:

- Eastbank Street, Southport (map reference A)
- Waterloo Road, Hillside Station (map reference B)
- Station Road, Ainsdale (map reference C)
- Liverpool Road / Weld Road, Birkdene (map reference D)
- Crescent Road, Southport (map reference E)
- Upper Aughton Road (map reference F)
- Duke Street, Southport (map reference G)
- Portland Street, Southport (map reference H)

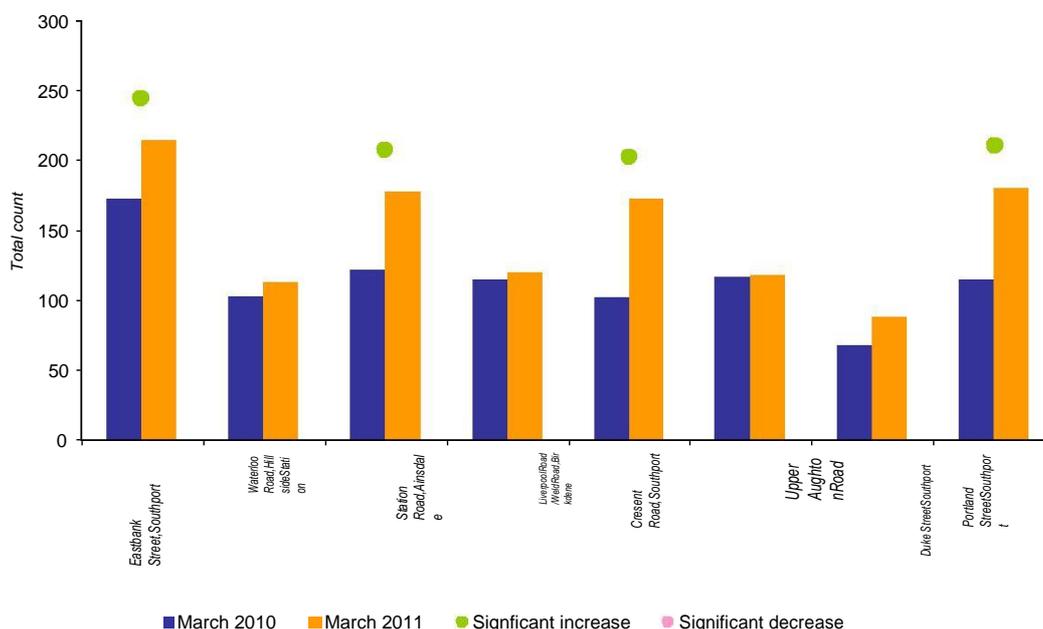
Chart 3-1 presents the total counts in each quarter since quarter 1 of 2010 across all eight count sites. The data prior to this point has not been included as it was not collected at comparable times of the year. No count was undertaken in January 2011.

Chart 3-1 Total counts for eight manual count sites in Southport



The only comparable data is for March 2010 and 2011. Comparison of these counts suggests a significant increase of 29%. Count data for the individual sites collected in March 2010 and March 2011 are compared in Chart 3-2 below.

Chart 3-2 Comparison of manual count data collected in Southport in March 2010 with data collected in March 2011⁴



A significant increase in the number of cyclists counted was observed at four of the sites between March 2010 and March 2011. A substantial amount of work has been undertaken to improve cycling conditions along Portland Street, where counts increased significantly. Duke Street runs parallel to Portland Street and although no specific initiatives have been put in place, it is possible that rather than experiencing a displacement of cyclists onto Portland Street, the wider area has become more popular with cyclists.

Chart 3-3 compares data from July and August 2007 with data from July and August 2010 for the count sites where data collection commenced in 2006. These periods were selected in order to provide the broadest coverage of the Cycling City and Towns programme period.

⁴ Indicated as significant if $p < 0.05$

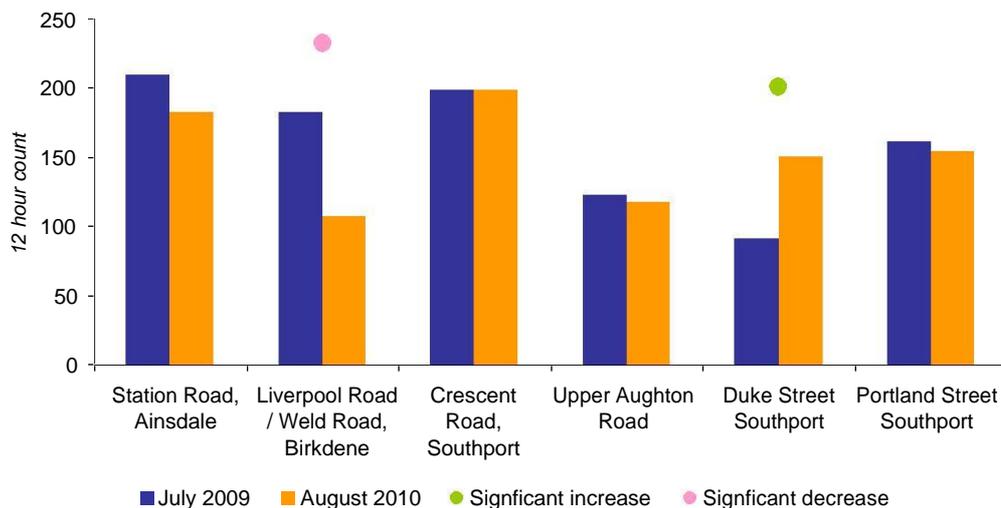
Chart 3-3 Comparison of manual count data collected at the more established sites in Southport in July and August 2007 with data collected in July and August 2010⁵



Both sites have experienced a significant change in counts although Eastbank Street has seen an increase and Waterloo Road, decrease.

For the more recently established sites, fewer data were available; Chart 3-4 compares data from July 2009 with data from August 2010.

Chart 3-4 Comparison of manual count data collected in Southport in July 2009 with data collected in August 2010⁶



Two of the sites experienced a significant change in counts over this one year period. One of these was an increase and one a decrease.

⁵ Indicated as significant if $p < 0.05$

⁶ Indicated as significant if $p < 0.05$

Station Road and Portland Street saw a decrease in counts between these periods and Crescent Road experienced very little change in counts although all three experienced a significant increase in counts between March 2010 and March 2011. This is consistent with the findings from the automatic cycle counter data, and suggests that the impact of the initiatives on cycling levels was most apparent between 2010 and 2011.

4 Analysis of school related data

During the Cycling City and Towns programme, the Southport Cycling Town programme has engaged with 22 schools to encourage cycling amongst students, parents and staff. Bike It has been delivered in 22 schools. Infrastructure developments focused on increasing the amount of cycling parking and improving access to a number of schools.

4.1 PLASC

The percentage of pupils surveyed in Southport 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 decreased between 2006/07 and 2009/10 (from 3.1% to 1.8%), yet increased between the academic years 2009/10 and 2010/11 to 2.5%. Cycling levels amongst pupils in secondary schools have significantly increased between the academic years 2006/07 and 2010/11 (from 9.5% to 11.0%) and reached their highest levels in 2008/09 at 11.6%. Considering data across all schools, the proportion of children cycling to school increased from 6.0% in the 2006/07 academic year to 6.4% in 2010/11.

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

	Academic year				
	2006/07	2007/08	2008/09	2009/10	2010/11
Primary	3.1%	2.3%	2.1%	1.8%	2.5%
Secondary	9.5%	10.3%	11.6%	11.2%	11.0%*
All schools	6.0%	5.9%	6.5%	6.1%	6.4%

^a These figures are based on data from 20 primary schools and five secondary schools

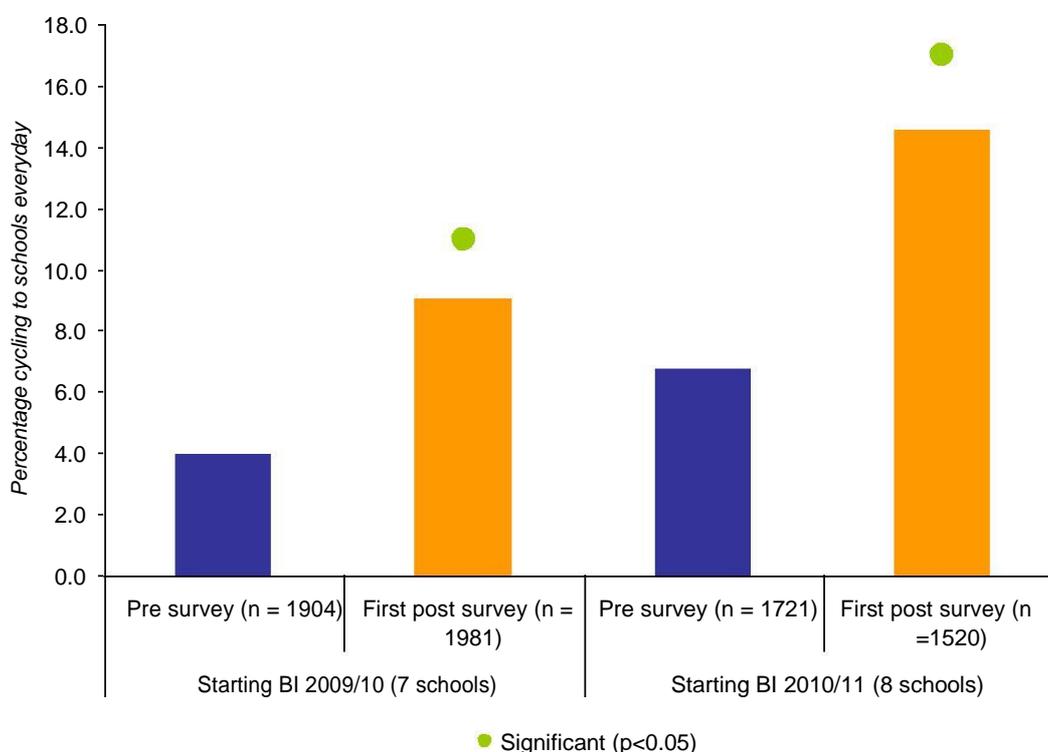
* indicates a significant change in cycling in the 2010/2011 academic year compared to the 2006/07 academic year ($p < 0.05$)

4.2 Bike It

Bike It has been delivered in a total of 22 schools in Southport since 2009/10. Data are available in the standard format (i.e., pre survey followed by a post intervention survey at the end of the first academic year of engagement) for 15 schools.

Aggregated percentages of children cycling everyday for schools starting Bike It in each academic year during the programme are presented in Chart 4-1. The change in the proportion of children reporting to cycle to school everyday between the pre and post survey is significant for schools starting Bike It in both the 2009/10 and 2010/11 academic years.

Chart 4-1 Proportion of children cycling to school everyday in the pre engagement Bike It survey and the first post-engagement survey



Aggregating together data from all pre intervention and first post intervention surveys performed during the project, the percentage of children reporting to cycle to school everyday increased from 5.3% to 11.4%⁷, whilst the proportion cycling to school regularly (everyday or once or twice a week) increased from 20.7% to 40.2%⁸. The proportion 'never' cycling to school decreased from 54.6% to 29.2%⁹. The proportion of children cycling to school on the day of the survey increased from 7.0% to 13.2%¹⁰.

For five schools in Southport data are available from hands up surveys performed at the end of the second academic year after initial engagement. The proportion cycling to school everyday, regularly and never are presented in Table 4-2. These data suggest that levels of cycling in schools engaged with Bike It are sustained into the years following initial engagement. However, it should be noted that schools may continue to have the support of Bike It officers beyond the first year of Bike It delivery, with some engagement 'at distance'.

⁷ Significant increase (p<0.05)

⁸ Significant increase (p<0.05)

⁹ Significant decrease (p<0.05)

¹⁰ Significant increase (p<0.05)

Table 4-2 Proportion of children cycling to school everyday, regularly and never before Bike It and at the end of the first and second academic years of engagement

% Cycling to school	Pre survey ^a	First post survey ^b	Second post survey ^c
Everyday	4.2%	11.0%*	8.5%*
Regularly	15.7%	38.6%*	38.2%*
Never	62.2%	30.6%*	29.5%*

^a pre-Bike It survey (in September of the first academic year of engagement)

^b first Bike It survey performed at the end of the first academic year of engagement

^c second Bike It survey performed at the end of the second academic year of engagement

* results are significantly different to the pre-intervention survey results (p<0.05)

Table 4-3 presents levels of cycling to school as recorded by PLASC in schools where Bike It was delivered between 2006 and 2011. In the table below non-Bike It schools are those not engaged in Bike It at any point between 2006 and 2011.

Table 4-3 : Comparison of PLASC data from non-Bike It schools and Bike It schools grouped by year of first engagement in Southport

	2007	2008	2009	2010	2011
Non-Bike It schools ^a	7.6%	6.4%	7.3%	6.6%	6.8%
Bike It in 2009 ^{b,d}	7.9%	8.9%	9.9%	9.1%	9.8%
Bike It in 2010 ^{c,d}	3.1%	2.6%	1.7%	2.1%	2.6%

^a Data for five primary schools and two secondary schools that were not engaged in Bike It

^b Data for six primary schools and two secondary schools initially engaged in Bike It in 2009

^c Data for eight primary schools initially engaged in Bike It in 2010

^d PLASC data are collected in January. Bike It engages with schools from the beginning of the academic year. For schools starting Bike It in, for example, 2008, the relevant PLASC year is 2009

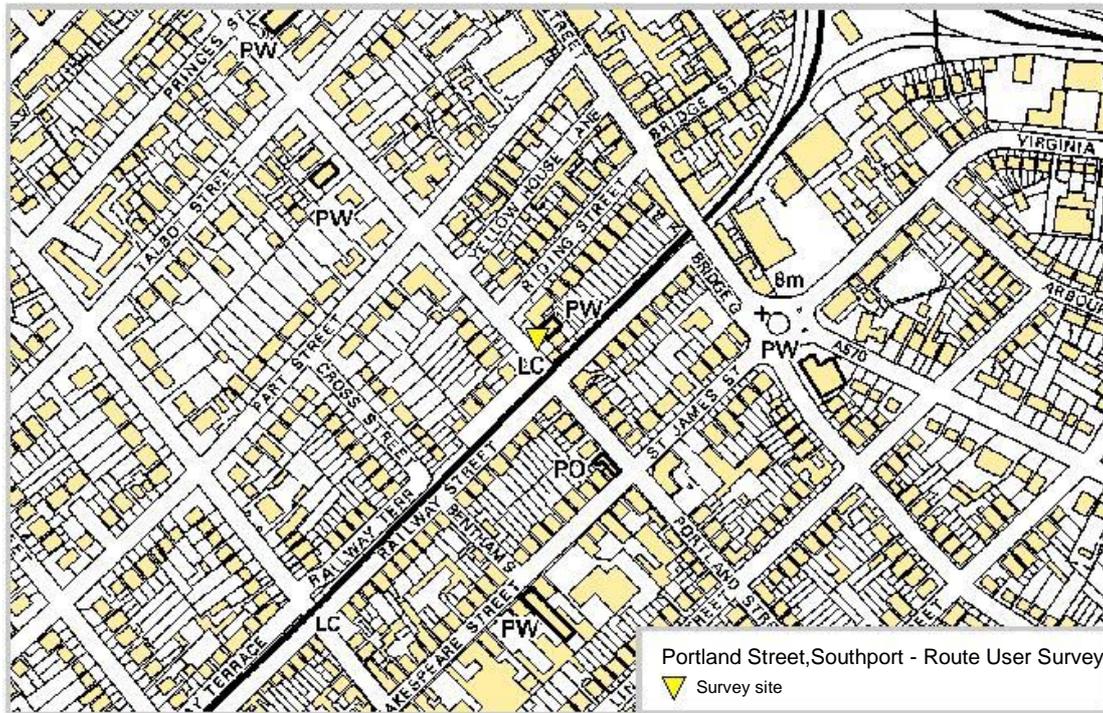
5 Route User Intercept Surveys

Route user intercept surveys have been undertaken at two sites in Southport - Portland Street and Marine Drive. In both instances, route users were counted and interviews performed over 12 hours on each of four days – a school-holiday weekday, a school-holiday weekend day, a term-time weekday and a term-time weekend day.

5.1 Portland Street

The survey at Portland Street was performed during April 2010. The location of the survey site is presented in Map 5-1.

Map 5-1 Location of Route User Intercept Survey performed at Portland Street, Southport

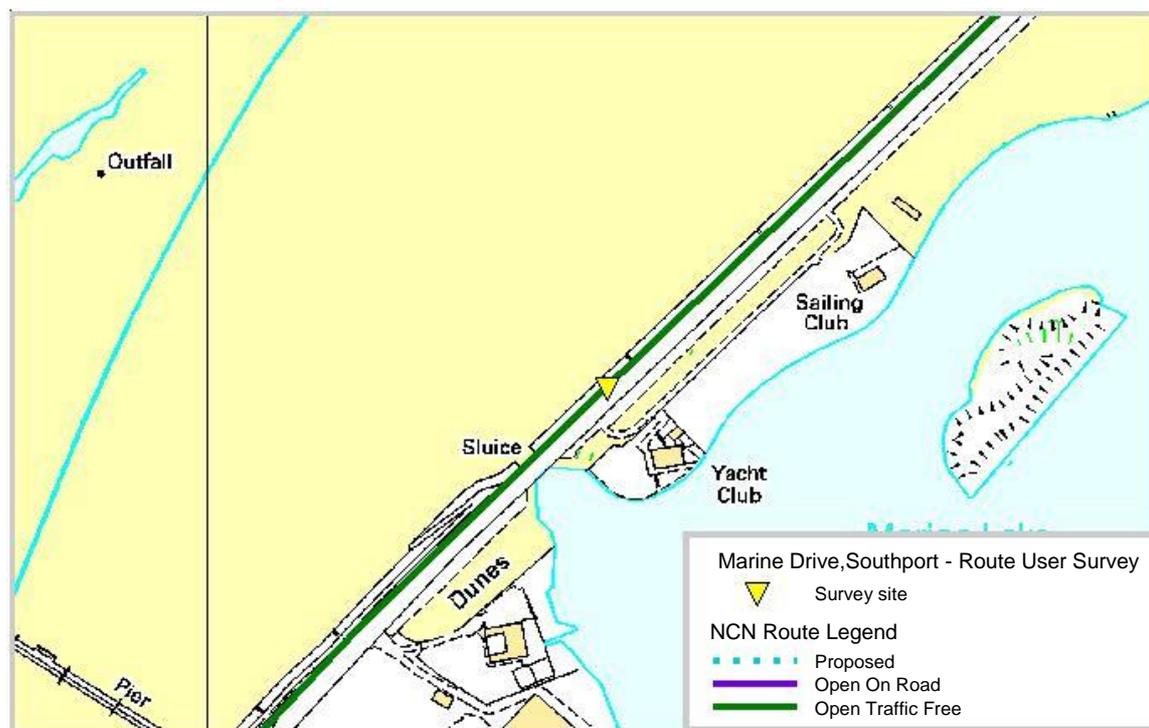


In total 415 cyclists were counted over the four 12 hour counts. Most users were commuting (44.7%), 27.9% were making leisure journeys, 15.5% were shopping and 11.0% of users were on personal business. Most cyclists (89.3%) classified themselves as experienced regular cyclists, whilst 5.9% were new to cycling, 2.5% occasional cyclists and 2.3% experienced occasional cyclists. When asked about factors influencing their decision to use the route, 100.0% agreed or strongly agreed that it was the best transport option, 100.0% that this was the most convenient route, 93.1% liked the surroundings on the route and 70.7% felt the route feels safe.

5.2 Marine Drive

The survey at Marine Drive was performed during October and November 2010. The location of the survey site is presented in Map 5-2.

Map 5-2 Location of Route User Intercept Survey performed at Marine Drive, Southport



In total 456 cyclists were counted over the four 12 hour counts. The majority of users were making leisure journeys (95.2%), whilst other users were commuting (3.6%) or shopping (1.2%). Most cyclists classified themselves as experienced, regular cyclists (87.1%), 8.2% as experienced occasional cyclists and 4.8% as occasional cyclists. When asked about factors influencing their decision to use the route 56.9% agreed or strongly agreed that it was the best transport option, 51.4% that this was the most convenient route, 91.0% liked the surroundings on the route and 37.5 thought that the route felt safe.

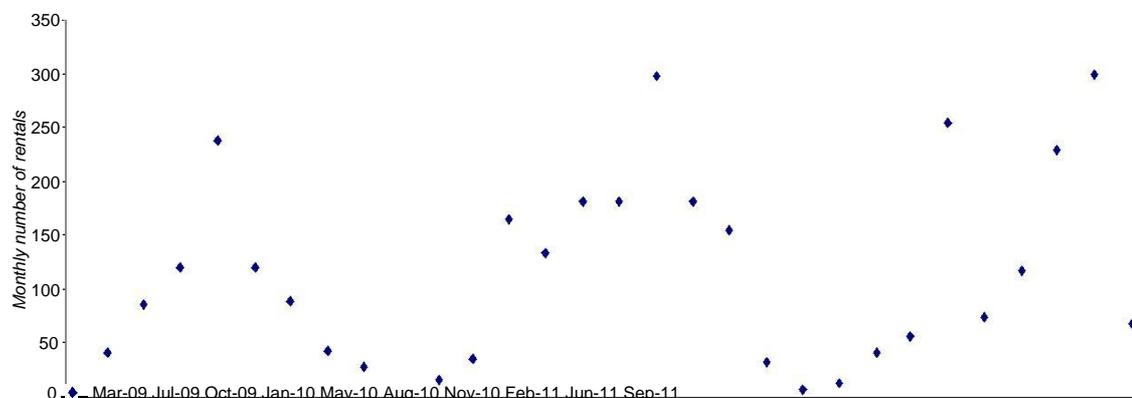
6 Bike Hire Scheme

In order to improve bicycle availability, Southport's first cycle hire centre was opened in May 2009 at the Eco Centre, located on the esplanade. The scheme was targeted at the leisure market with bicycles available for hire for a half day or a full day. Group and family discounts were offered. A number of local hotels are also involved in the scheme and hold bicycles for their guests to hire. In June 2010 an additional Cycle Centre was opened at Southport station, providing bike hire and maintenance facilities.

In the period May 2009 to April 2010a total of 990 bicycles were hired. This increased to 1,538 hires between May 2010 and April 2011, despite a small increase

in the cost of hiring the bikes. The monthly rental figures (Chart 6-1) show a strong seasonal pattern which suggests that the bicycles may be predominantly used for leisure trips.

Chart 6-1 Monthly bike rentals in Southport



Half day hires were more popular than full day hires with 83% of the hires in year one being for half days and 91% in year two. In year two, the most popular hire locations were Southport station (215 hires) and Southport Eco Centre (1,160 hires).

7 Analysis of casualty data

Cycle user casualty data were obtained from Sefton Council. 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 Southport 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	3.7	34.2	37.8
During programme	0.0	6.0	30.0	36.0

* 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 rose by 1.7%-points (from 9.6% to 11.3%) in Southport between 2007/8 and 2010/11¹¹. The proportion cycling 12 or more times per month fell by 0.2%-points (from 2.3% to 2.1%) over the same period¹². Neither of these are significant changes.

9 Maps

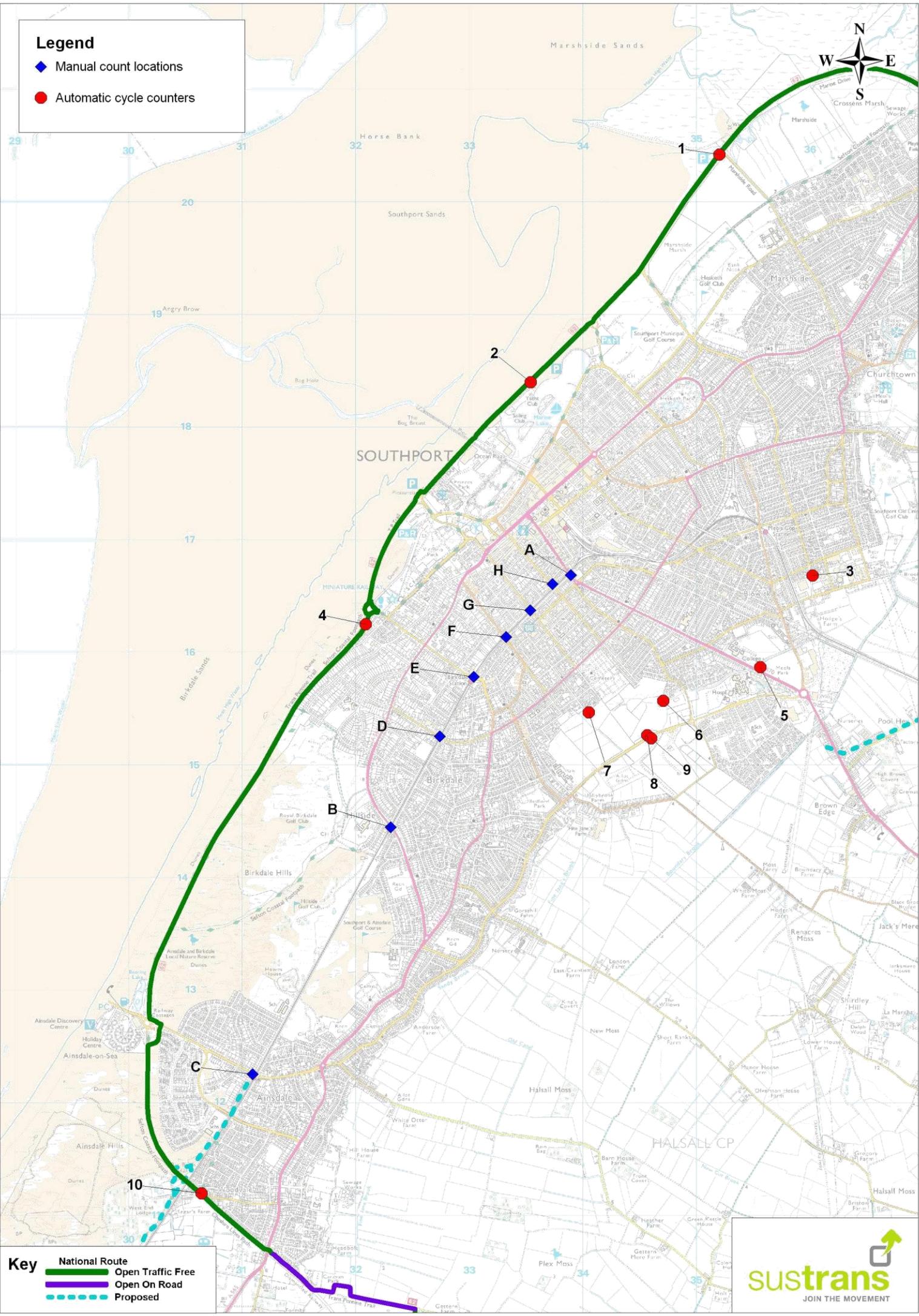
The following pages contain maps indicating the location of manual count and automatic cycle counter locations, and the estimated change in volumes of cycles recorded at these sites.

¹¹ Not significant: $p=0.35$

¹² Not significant: $p=0.80$

Legend

- ◆ Manual count locations
- Automatic cycle counters



Key

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

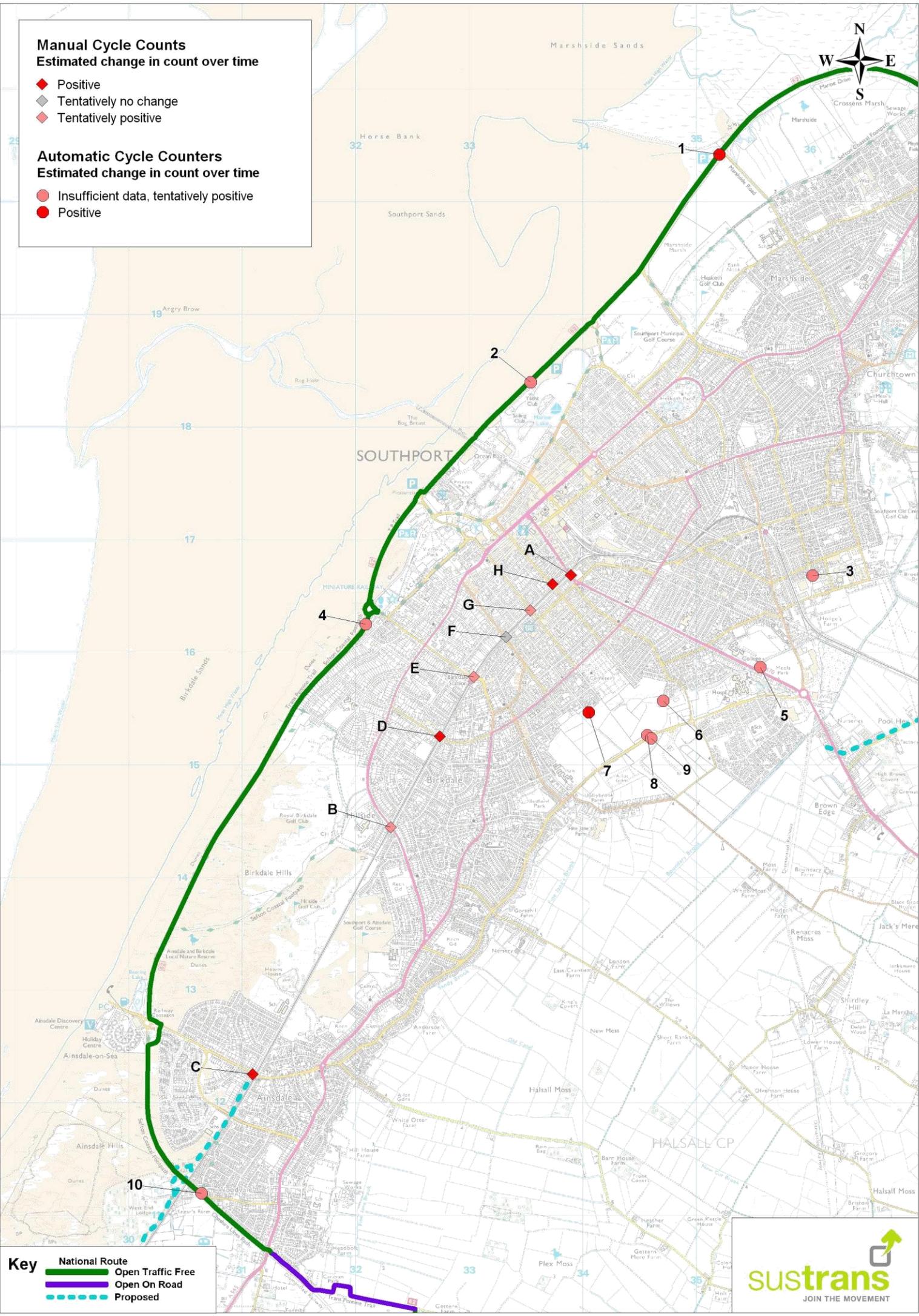


Manual Cycle Counts
Estimated change in count over time

- ◆ Positive
- ◇ Tentatively no change
- ◇ Tentatively positive

Automatic Cycle Counters
Estimated change in count over time

- Insufficient data, tentatively positive
- Positive

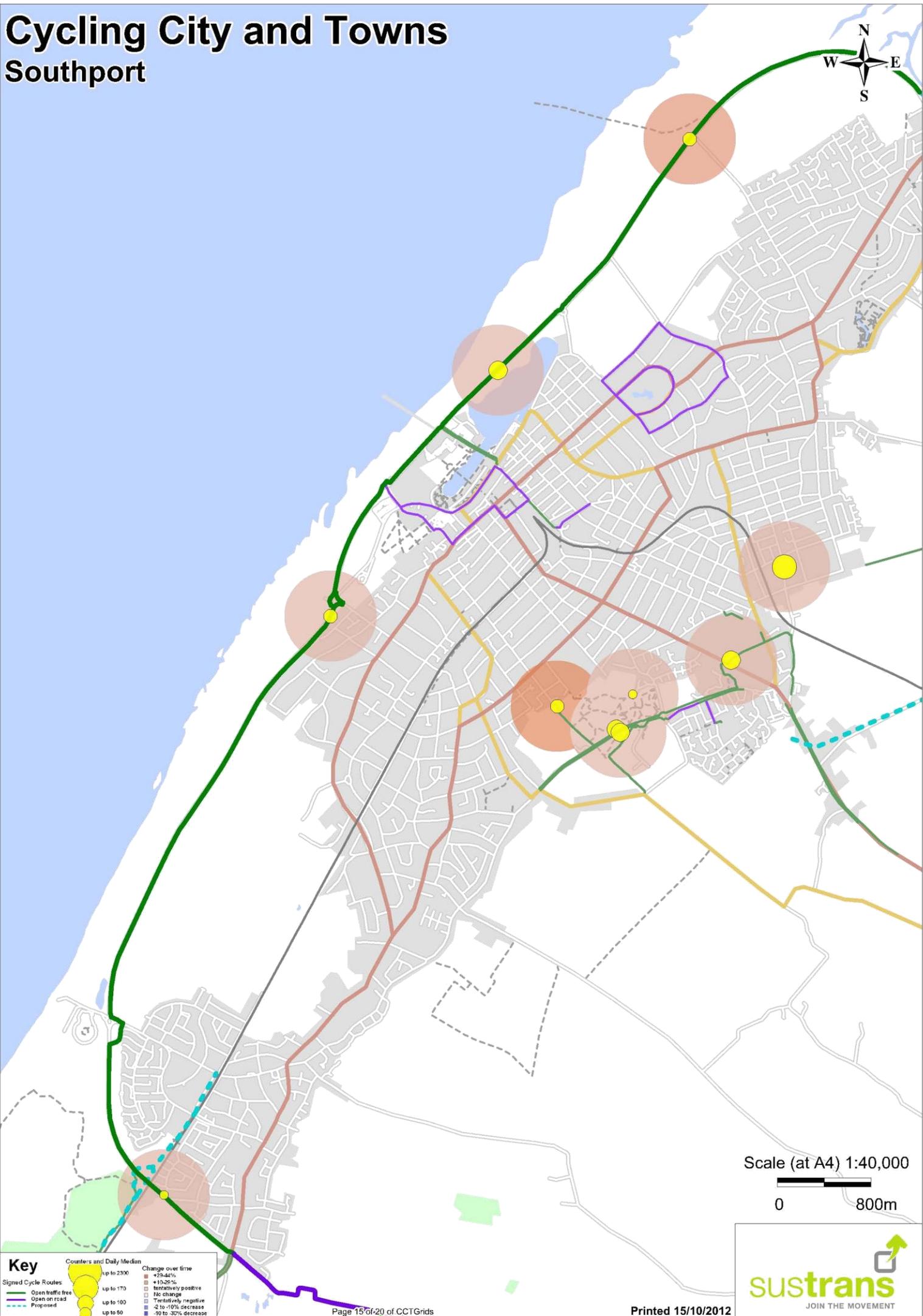


Key

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

Cycling City and Towns

Southport



Scale (at A4) 1:40,000



Key

Signed Cycle Routes Open traffic free Open on road Proposed	Counters and Daily Median up to 2300 up to 170 up to 100 up to 50	Change over time +25-44% +10-25% tentatively positive No change Tentatively negative -2 to -10% decrease -10 to -30% decrease
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