

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

Individual town results: Leighton Linslade

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1 Introduction

1.1 Description of the Cycling City and Towns programme in Leighton Linslade

'GoCycle Leighton Linslade', the Cycling City and Towns programme delivered in Leighton Linslade, aimed to double levels of cycling using a combination of infrastructure and smarter measures¹.

A total of 4.7km of cycle paths and 1.2km of on-road facilities were developed alongside smaller scale improvements to the cycle network including crossing improvements and the installation of dropped kerbs. Directional signs were added across the 100km of cycle route network in the area. Between 2008 and March 2011, cycle parking provision tripled, with the addition of over 360 spaces across Leighton Buzzard, Linslade and Heath and Reach.

Workplace engagement focused on three locations which have a high concentration of businesses. A variety of packages were promoted including Dr Bike sessions, cycle information and training, funding towards the costs of cycle parking and personalised route planning. Cycling was promoted in the area through the provision of 10 new hybrid bicycles which were made available for hire to workplace champions as well as the refurbishment and loan of another 65 children and adult bicycles, five folding bicycles, and two electric bicycles. GoCycle Leighton Linslade targeted schools through Bikeability training and increased cycle parking provision. The programme engaged with young people through clubs and the cycle play facilities across the town. The station was also improved through the addition of new cycle parking spaces and a cycle hub.

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

Table 1-1 Funds invested in cycling in Leighton Linslade

	2008 – 2011 revenue	2008 – 2011 capital	Total
Cycling England/DfT/DH investment	£787,887	£881,203	£1,669,090
Matched funding	£0	£996,938	£996,938
Total	£787,887	£1,878,141	£2,666,028

¹ Leighton-Linslade Cycling Town (2011) **End of Funding Programme Report**, Leighton-Linslade Cycling Town. 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 13 automatic cycle counters
- 12 hour manual counts performed quarterly since mid 2009 at nine locations
- Pupil Level Annual School Census (PLASC) travel data and local authority hands up survey of mode of travel to school
- counts of parked bicycles performed at the railway station
- cycling casualty data
- Active People Survey (APS) data.

1.4 Summary of headline findings

Mixed evidence of growth in cycling over time from a relatively low initial baseline

A mixed picture of change in levels of cycling in Leighton over time is evident in the available data. The most complete data sets, time series data from automatic cycle counters located predominantly on traffic-free cycle routes, indicate a growth in cycling, although there is considerable within-town variation. Manual counts, however, suggest a decrease in volumes of cyclists over time, also with substantial variation between sites. Notwithstanding the limitations of the data source, levels of cycling to secondary schools appear to have increased over time. Very low levels of cycling to primary school make it difficult to draw firm conclusions around changes in levels of cycling over the course of the programme.

- Automatic cycle counter data indicate an increase in volumes of cycles counted of +35% against a 2007 baseline. Based on data from the 13 automatic cycle counters, this estimated growth corresponds to an increase from 525 trips per day counted in 2007 to 709 in 2011
- An increase was observed at five of the automatic cycle count sites, a decrease at six and no change at two locations
- Analysis of manual count data collected in comparable periods at nine count locations indicates a significant decrease in counts overall. Significant changes were observed at six sites – an increase at two and a decrease at four locations
- Across all schools, the percentage of children cycling to school as measured by PLASC was 1.8% in 2010/11 compared to 0.9% in 2006/07
- Local authority hands up surveys performed in schools suggest higher levels of cycling of 3.9% in 2010
- Counts of parked bicycles at the railway station increased during 2009
- 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 Leighton Linlade 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 13 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 majority of cycle counters are located to the south of the town centre. One of the 13 count sites was installed in 2005, two in 2006, four in 2008 and the remaining six, in 2009. In order to be consistent 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 Leighton Linlade. 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 Leighton Linlade at the end of the Cycling City and Towns period relative to a 2007 baseline (baseline = 2007)

	2007	2008	2009	2010	2011
Change against 2007 baseline	100%	114%*	126%*	116%*	135%*

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

The counter data indicate a decline in the volume of cyclists recorded in 2010 compared with the previous year, potentially as a result of periods of poor weather nationally in late 2009 and early and late 2010. An additional element was added into the regression model to explore this. Table 2-2 presents the findings of this analysis.

Table 2-2 Change in cycle count in Leighton Linlade 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%	114%*	129%*	126%*	134%*

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

When adjusting the model for poor weather conditions, there is an increased percentage change between 2008 and 2009, and a smaller decrease in the volumes of cyclists recorded between 2009 and 2010.

2.2 Analysis of data from individual 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. There are sufficient data available to robustly estimate the annual percentage change in the number of cyclists counted over time for seven counters. For the remaining counters, based on the more limited data available, change over time is positive for one count site and negative for three sites. There was no change at the remaining two sites.

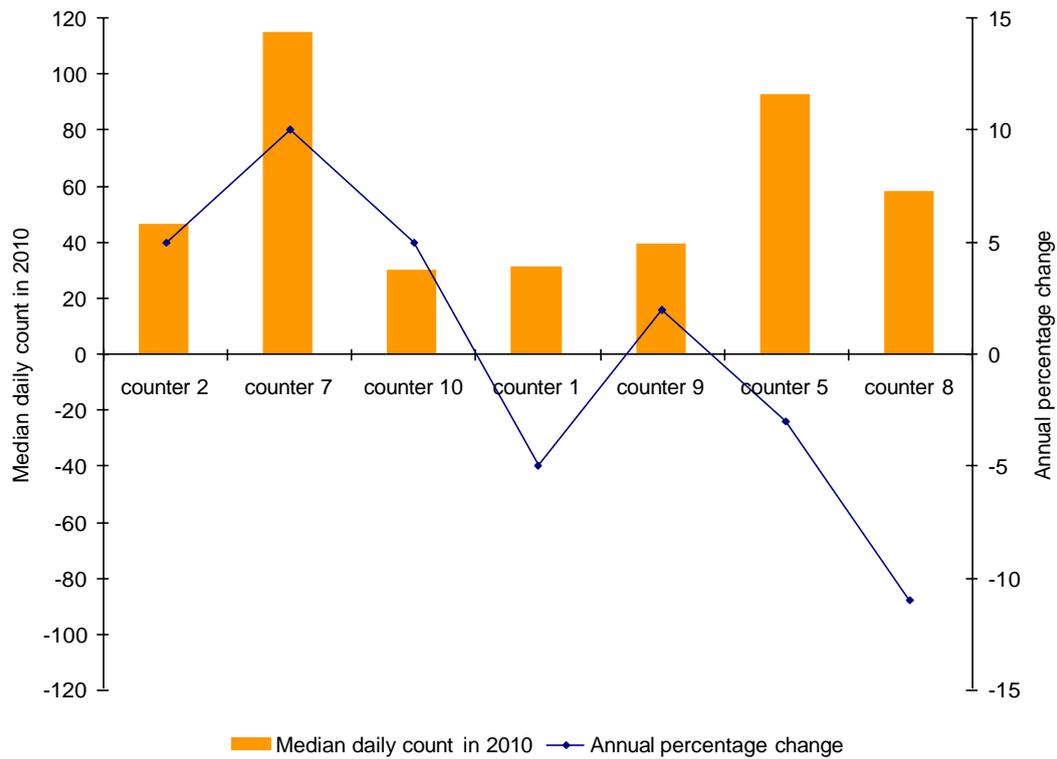
Table 2-3 Summary of findings of detailed analysis of data from individual count sites

Number of counters for which data are available	13
Number of counters for which sufficient data are available to quantify change over time²	7
Number of counters with quantifiable increase	4
Number of counters with no change	0
Number of counters with quantifiable decrease	3

Although a similar number of counters have experienced an increase and a decrease, the difference in magnitude of the counts at these sites have resulted in an overall change between 2007 and 2011 of +35%. Chart 2-1 includes the median daily count in 2010 and annual percentage change for each counter where an annual change can be calculated. The counters are presented in the order in which they were installed, with the first three having been installed over a year before the subsequent counters. Chart 2-1 shows that the highest annual increase was observed in the counter which has the highest average daily count.

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

Chart 2-1 Median daily count in 2010 and annual percentage change by counter³



In the following table counters are ordered by their location relative to the centre of Leighton Linlode, starting with those located closest to the town centre. Map references refer to the accompanying map (section 8).

³ Counter numbers refer to Table 2-4

Table 2-4 Description of automatic cycle counters in Leighton Linlade

Map reference	Location	Time period	Annual change ^a	Average daily count in 2010	Comments
1.	Leighton Buzzard riverside	2008 -2011	Weekday: -2% Sat/Sun: -10%	Overall: 31 Weekdays: 33 Weekend days: 29	Located on a traffic-free shared use canal side path in the centre of Leighton Buzzard. A school site is nearby.
2.	Canal Walk	2007-2011 ^b	Weekday: +6% Sat/Sun: +4%	Overall: 46 Weekdays: 41 Weekend days: 65	Located on a traffic-free shared use canal side path in the centre of Leighton Buzzard. A school site is nearby.
3.	Canal towpath south	2009-2011	No change	Overall: 27 Weekdays: 24 Weekend days: 45	Located on a traffic-free shared use towpath adjacent to the Grand Union Canal, approximately half a mile from the centre of Leighton Buzzard.
4.	Canal towpath north	2009-2011	Negative	Overall: 57 Weekdays: 52 Weekend days: 70	Located on National Route 6 of the National Cycle Network, a traffic-free shared use towpath adjacent to the Grand Union Canal approximately half a mile of the centre of Leighton Buzzard.
5.	Grovebury Road	2008-2011	Weekday: -2% Sat/Sun: -5%	Overall: 93 Weekdays: 108 Weekend days: 51	Located on a traffic-free shared use path adjacent to urban green space and industrial estates, half a mile south-east of the centre of Leighton Buzzard. Weekday data show 'commuting' peaks.
6.	Lovent Drive Open Space	2009-2011	Positive	Overall: 64 Weekdays: 68 Weekend days: 52	Located on National Route 6 of the National Cycle Network, a traffic-free shared use path adjacent to Clipstone Brook, half a mile from the centre of Leighton Buzzard. A school site is nearby. Weekday data shows 'school commuting' peaks.
7.	Black Bridge	2007-2011 ^b	Weekday: +6% Sat/Sun: +8%	Overall: 115 Weekdays: 127 Weekend days: 79	Located on a traffic-free shared use railway path half a mile from the centre of Leighton Buzzard and close to industrial estates. Weekday data show 'commuting' and 'school commuting' peaks.

8.	Stanbridge Road	2008-2011	Weekday:-11% Sat/Sun:-21%	Overall: 58 Weekdays: 65 Weekend days: 47	Located on a short traffic-free shared use path adjacent to housing, linking a main road with a smaller residential road, approximately three quarters of a mile east of the centre of Leighton Buzzard. A school site is nearby. Weekday data show 'commuting' peaks.
9.	The Globe	2008-2011	Weekday:+6% Sat/Sun:+1%	Overall: 39 Weekdays: 35 Weekend days: 61	Located on a traffic-free shared use canal side path by the Grand Union Canal approximately one mile north of the centre of Leighton Buzzard. A sewage works is nearby.
10.	Appenine Way	2007-2010 ^b	Weekday:+7% Sat/Sun:+10%	Overall: 30 Weekdays: 31 Weekend days: 28	Located on a traffic-free shared use path near Clipstone Brook, through a residential area approximately one mile east of the centre of Leighton Buzzard.
11.	Cycle path running parallel to Clipstone Brook	2009-2011	No change	Overall: 24 Weekdays: 23 Weekend days: 25	Located on a traffic-free shared use path close to Clipstone Brook, through a residential area approximately one mile east of the centre of Leighton Buzzard. This counter is slightly to the North of the Appenine Way counter (10) and monitors access to two local schools.
12.	Nelson Road to Vandyke Road – narrow gauge railway crossing	2009-2011	Negative	Overall: 26 Weekdays: 32 Weekend days: 16	Located on a short traffic-free segregated path crossing a railway line approximately one mile north-east of the centre of Leighton Buzzard. The path links school and college sites to a residential area.
13.	Danes Way – Marley Fields	2009-2011	Negative	Overall: 37 Weekdays: 38 Weekend days: 32	Located on a new traffic-free, shared use path between Danes Way and Marley Fields, approximately one mile to the south-west of Leighton, close to residential areas and a playing field.

^a 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

^b data are also available for earlier periods, but to ensure consistency these have not been included in the analysis

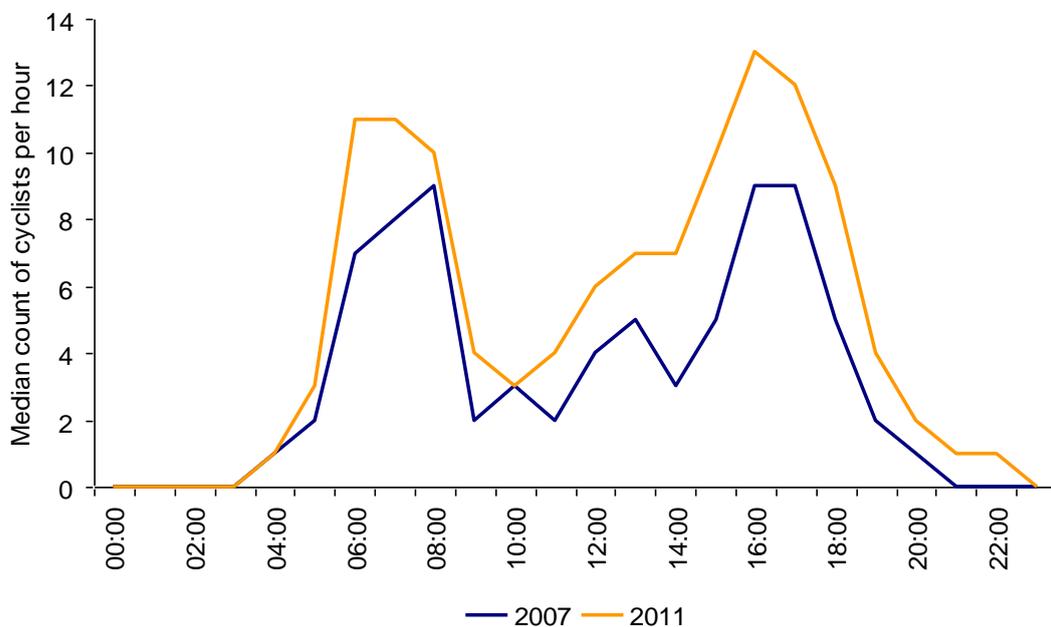
2.3 Relationship between programme activity and automatic count data

2.3.1 Black Bridge

The Black Bridge automatic cycle counter recorded the highest average daily count in 2010 of all counters in Leighton Linlade. This counter is located close to the Grovebury Road area - one of the three geographic areas in which the GoCycle team focused workplace engagement. Based on the location, this counter may record cyclists using the route to access Leighton Buzzard railway station. During the programme period additional secure cycle parking spaces were installed at the railway station and promotional activities were held. The counter is located on a route accessing The Cedars School. Go Cycle has worked extensively with this school through the Go Ride programme and the installation of improved cycle parking facilities.

Data are available from 2007 onwards for the counter located at Black Bridge. The median counts per hour at this location in 2007 and 2011 are compared in Chart 2-2. Comparison of the 2007 and 2011 count data indicates a growth in cycling between these two years, particularly at commuting times. The growth in cycling during late afternoons may be attributable to cycle trips to school and the early morning and early evening growth is likely to be due to trips to and from work. The estimated change in counts recorded at this site is +6% per year based on weekday data.

Chart 2-2 Median count per hour recorded at Black Bridge on weekdays in 2007 and 2011

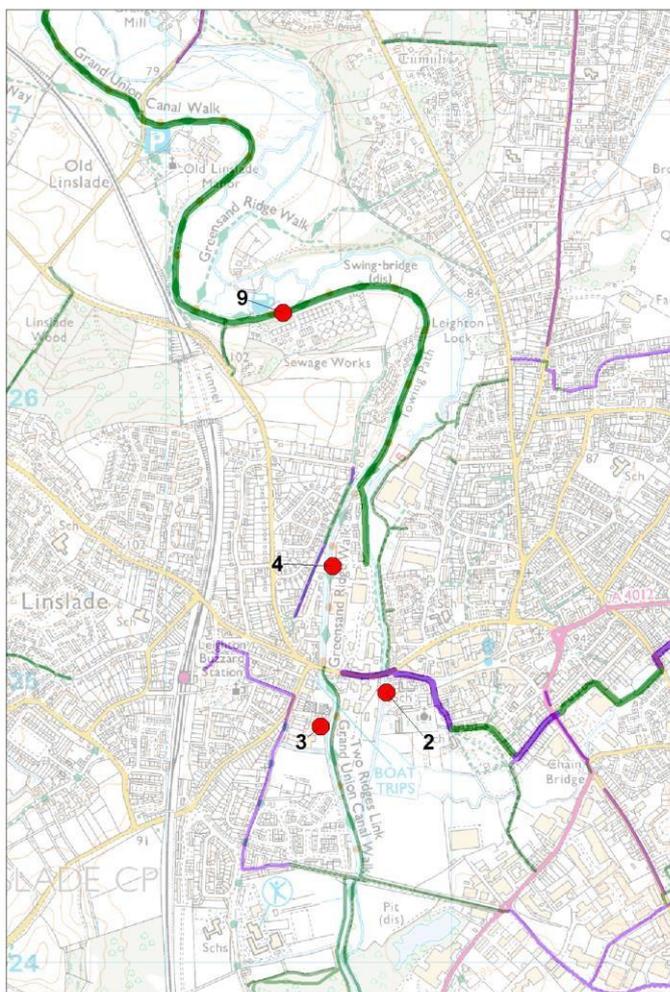


2.3.2 Movement on the canal towpath

The Grand Union Canal passes north south through Leighton Linshire. Improvements to two routes linking to the towpath (in Tiddenfoot Waterside Park and through Linshire Wood) were implemented during the Cycling City and Towns programme. Four counters monitor movement on the canal towpath (ordered from north to south on Map 2-1 below):

- The Globe (map reference 9)
- Canal towpath north (map reference 4)
- Canal Walk (map reference 2)
- Canal towpath south (map reference 3)

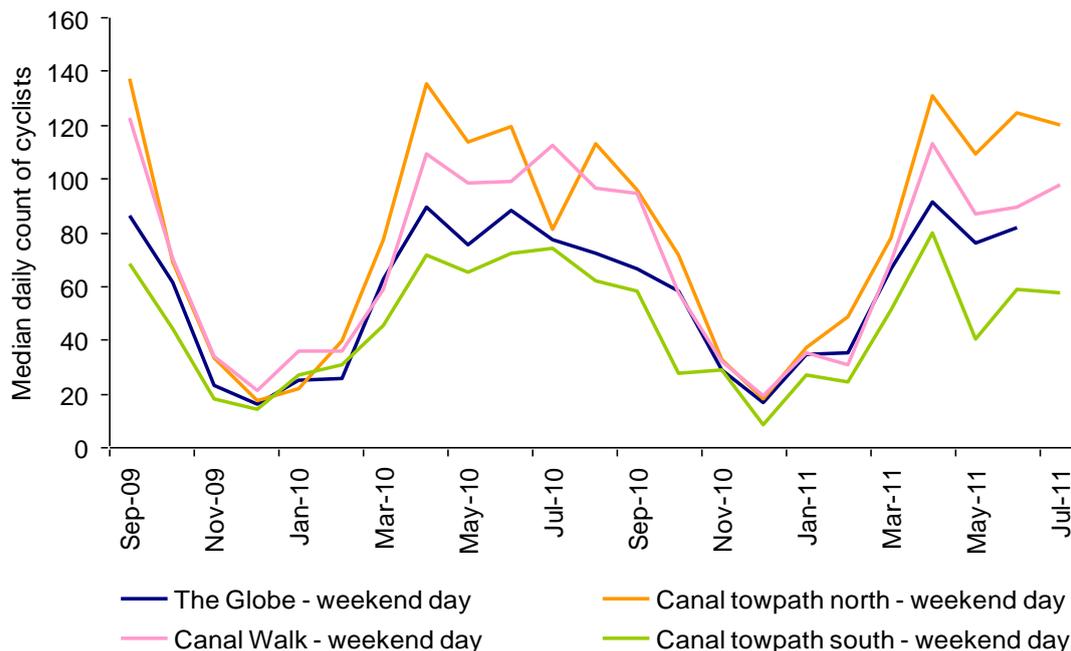
Map 2-1 Canal towpath map (site numbers refer to Table 2-4)



The route is popular for leisure journeys, and each of the count sites on the canal towpath records greater volumes of cyclists on weekend days than during the week. Based on 2010 data, the average daily count on weekend days was between 1.3 and 1.9 times greater than on weekdays.

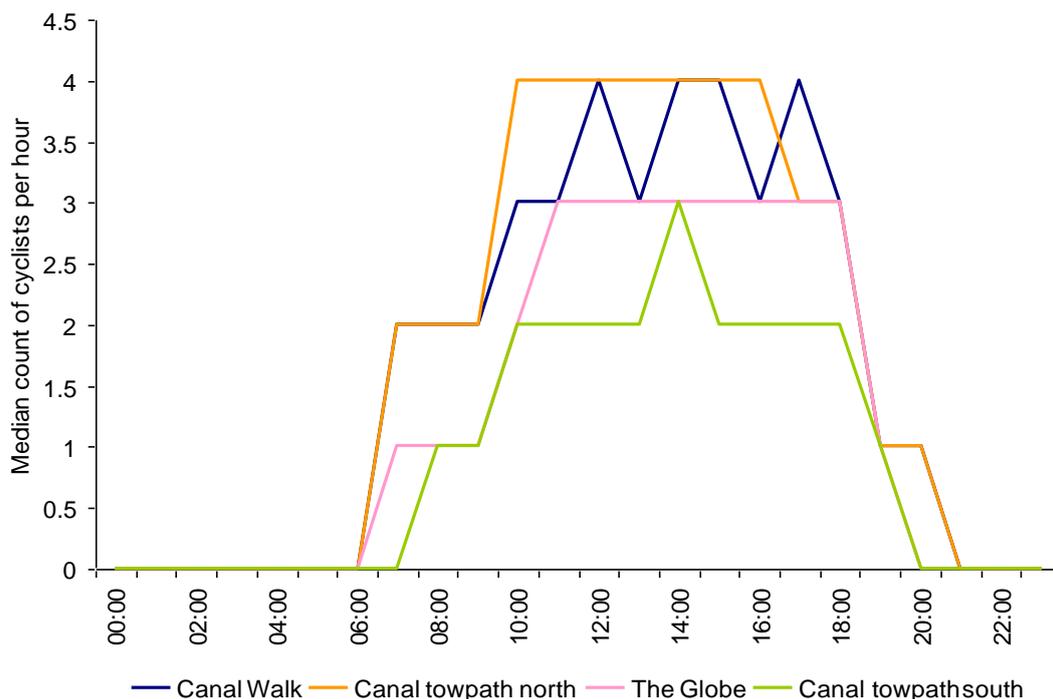
The median daily count of cyclists recorded at each location between September 2009 and July 2011 are presented in Chart 2-3. The time series show distinct seasonality, typical of routes with strong leisure use, with a greater number of cyclists recorded at the two locations closer to the town centre.

Chart 2-3 Median daily count of cyclists recorded at four locations on the Grand Union Canal towpath



The median count per hour recorded at locations on the towpath (Chart 2-4) is generally low, however upon comparing weekday and weekend day data, the pattern of counts across the course of the day is similar. The graphs generally include a plateau throughout the day and do not include the distinct commuting peaks in weekday data observed at other locations. This suggests that the towpath is predominantly used as a leisure route and this is supported by the greater volumes of cyclists which are recorded on weekend days.

Chart 2-4 Median hourly count of cyclist recorded on all days in 2010 at count sites on the Grand Union Canal Towpath



3 Analysis of manual count data

Although Bedfordshire Highways have undertaken ad hoc manual counts as part of the major traffic management works in the town centre, regular manual counts were not undertaken in the area prior to 2009. Since quarter 3 of 2009, 12 hour manual counts have been undertaken on a quarterly basis at nine locations indicated on the accompanying map (section 8). Four sites form a screenline based on the railway line:

- Stoke Road (map reference A)
- Soulbury Road (map reference B)
- Southcourt Avenue (map reference C)
- Wing Road (map reference D)

The remaining five sites form a cordon around the town centre:

- Leighton Road (map reference E)
- Bassett Road (map reference F)
- North Street (map reference G)
- Beaudesert (map reference H)
- Billington Road (map reference I)

Chart 3-1 presents the total counts in each quarter across the nine count sites for which we have data since quarter 3 2009. The seasonality within the data is evident from the higher counts in quarters 2 and 3. An 8% decrease in counts is observed when comparing quarters 3 and 4 2009 and quarter 1 2010 with the corresponding quarters a year later.

Chart 3-1 Total counts for nine manual count sites in Leighton Linlade

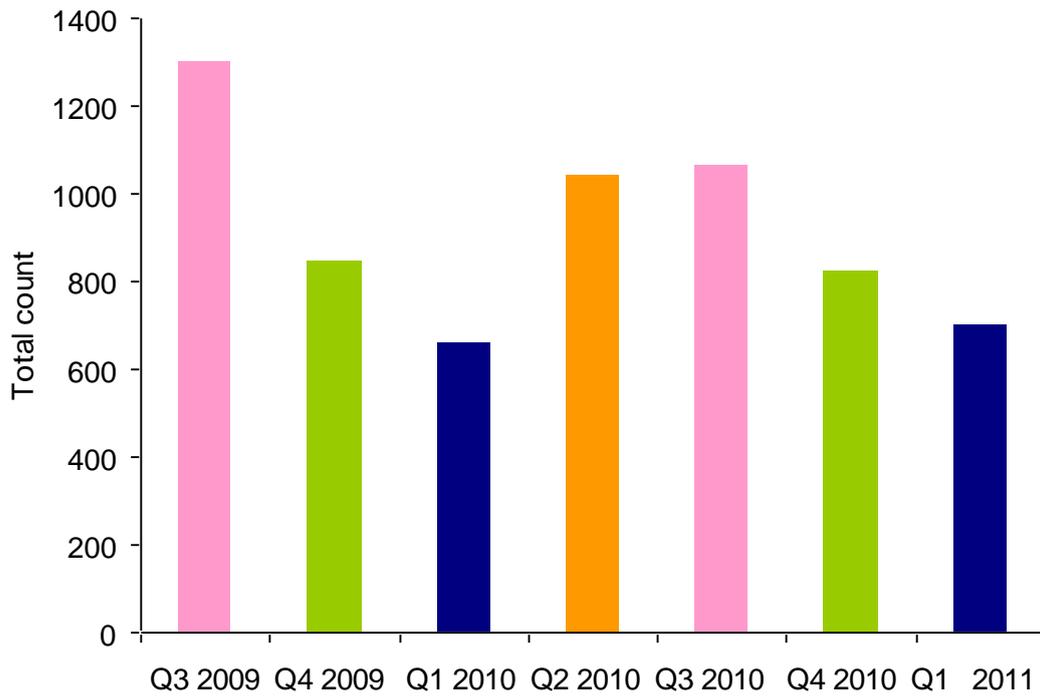
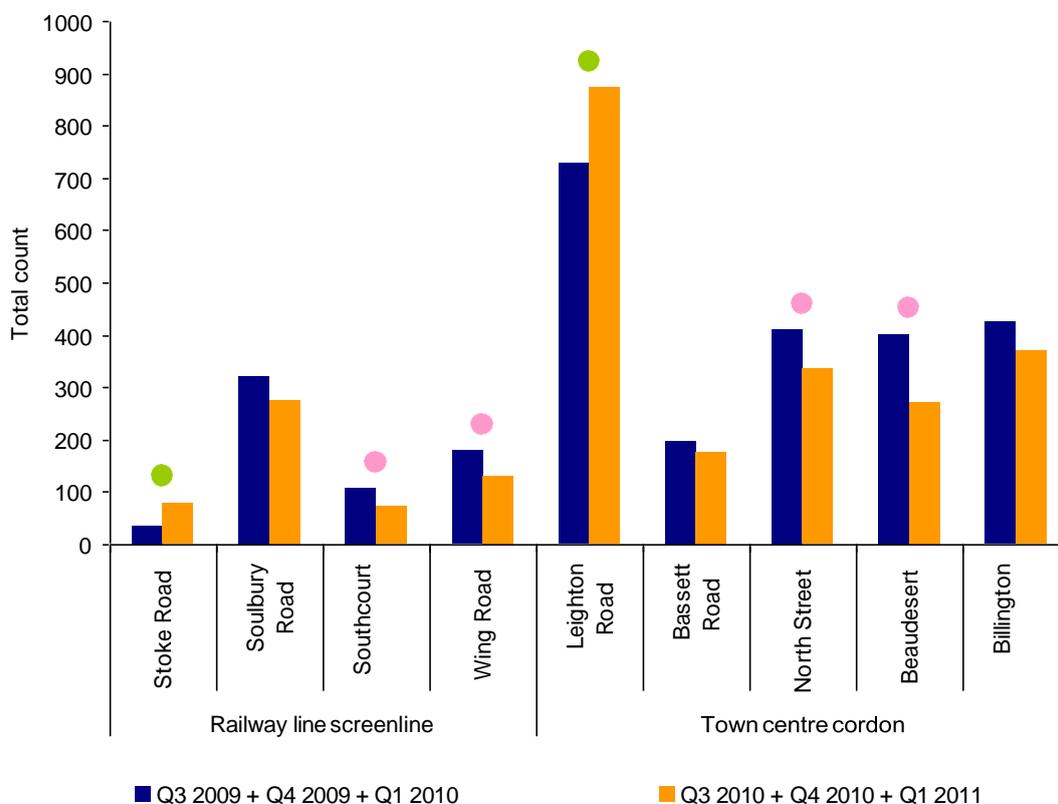


Chart 3-2 compares data from quarters 3 and 4 in 2009 and quarter 1 2010 with data from quarters 3 and 4 in 2010 and quarter 1 2011.

Chart 3-2 Comparison of manual count data collected in Leighton Linlade in quarters 3 and 4 in 2009 and quarter 1 in 2010 with data collected in quarters 3 and 4 in 2010 and quarter 1 in 2011⁴



Significant decreases in counts are observed for both the railway screenline and the town centre cordon when data from the relevant count locations are combined. Six of the nine individual sites experienced a significant change in counts between the periods analysed. Four were significant decreases and two were significant increases. One of the sites with a significant increase in counts was Leighton Road, which provides access from the west of the town and has the highest level of counts across the sites.

4 Analysis of school related data

Go Cycle worked with all 19 schools in the project area. All schools were engaged in Bikeability, with training delivered to over 2,000 pupils over the course of the programme. Cycle parking was expanded at all schools, increasing the number of cycle parking spaces from 250 to 624. All middle and upper schools, and one special school were engaged with Go Ride, with 3,137 children and young people engaged through the cycle coaching programme. Five new Bike Clubs had been established in Leighton Linlade by March 2011, and a Community Cycling Club was established at Oakbank School. Cycle play facilities were developed at six locations across the town.

⁴ Marked as significant where $p < 0.05$

4.1 PLASC

The percentage of pupils surveyed in Leighton Linshire stating cycling to be their usual mode of travel to school are summarised in Table 4-1. Levels of cycling to school were lower across the entire project period for primary schools than for secondary schools. Considering all schools, the proportion of pupils cycling to school has increased from 0.9% to 1.8%, but this is entirely due to an increase in cycling to secondary schools.

Table 4-1 Percentage of pupils surveyed reporting cycling to be their usual mode of travel to school (PLASC)⁵

	Academic year				
	2006/07	2007/08	2008/09	2009/10	2010/11
Primary	0.0%	0.0%	0.2%	0.0%	0.0%
Secondary	1.5%	1.8%	2.2%	2.5%	2.9%*
All schools	0.9%	1.1%	1.4%	1.5%	1.8%*

^a based on data from 12 primary schools and six 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 Local authority hands up survey

Data collected in hands up surveys of mode of travel to school are available for each year since 2002 (with the exception of 2007). The surveys are conducted in the third week of September each year and the percentage of children reporting to travel to school during the Cycling City and Towns programme are presented in Table 4-2.

This survey asks pupils “How did you travel to school today?” and thus differs from the PLASC data presented above where pupils’ usual mode of travel to school is recorded. The number of schools completing the hands up survey is not the same each year - 6,191 pupils responded in 2006 compared to 2,799 in 2008.

⁵ Suppression of the underlying data for disclosure purposes means that counts of one or two cyclists to a school are not included and therefore although 0% cycling to school has been reported, this does not mean that no pupils cycled to school

Table 4-2 Percentage of pupils surveyed reporting cycling to be their mode of travel to school on the day of the survey (local authority hands up survey data)

% cycling to school	Year of survey								
	2002	2003	2004	2005	2006	2007	2008	2009	2010
Lower schools	0.7%	0.8%	0.8%	0.7%	0.7%	-	4.0%	6.5%	5.4%
Middle schools	0.3%	0.4%	0.6%	1.1%	0.6%	-	2.3%	14.9%	6.5%
Upper schools	1.8%	3.9%	5.7%	6.2%	2.7%	-	0.0%	4.1%	1.0%
All schools	0.7%	1.4%	1.5%	2.3%	1.4% ^a	-	2.8%	7.5%	3.9%*
Number of pupils	3,896	3,393	4,019	5,062	6,191	-	2,799	3,394	3,121

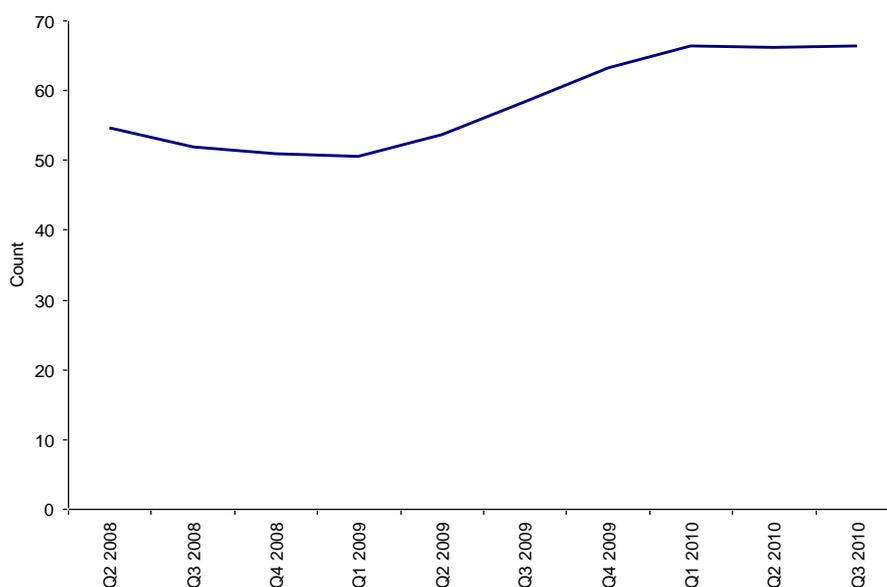
^a note that 2006 percentage cycling is calculated omitting data from one school where 87 of 89 pupils were reported to cycle to school

* indicates a significant change in cycling in the 2010 compared to the 2006 ($p < 0.05$)

5 Analysis of counts of parked bicycles

Counts of parked bicycles have been undertaken at the railway station in Leighton Linslade since June 2003. The distribution of the counts across this period has not been consistent, nor has the day of the week or time of day of counts. In performing an analysis of change in volumes of bicycles parked at the station over time, data have been aggregated together to represent quarters. Chart 5-1 shows the seasonally adjusted count values of quarterly daytime counts of bicycles at Leighton Station.

Chart 5-1 Seasonally adjusted series of quarterly daytime counts of bicycles at Leighton Station



Counts of parked bicycles at Leighton railway station display a degree of seasonality, and have increased over time, predominantly during 2009. Comparing counts from quarter 4 2008 to quarter 3 2009 with those performed from quarter 4 2009 to quarter 3 2010 indicate an increase of 23%.

6 Analysis of casualty data

Cycle user casualty data were obtained for Leighton Linslade from Bedfordshire Highways. The average number of killed, seriously injured and slightly injured in each year prior to the Cycling City and Towns programme (2006-2008)⁶ are compared to those occurring during the programme in Table 6-1. The difference between the time periods compared is not significant.

Table 6-1 Annual average number of cyclists killed or injured in Leighton Linslade before (2006-2008) and during (2009-2010) the Cycling City and Towns programme

	Annual average number of casualties			
	Killed	Seriously injured	Slightly injured	Total
Pre-programme	0.0	0.7	5.0	5.7
During programme	0.5	1.5	4.0	6.0

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

⁶ Accident data prior to 2006 were not available from the contractor managing the data; 2006 was the earliest data available

7 Analysis of physical activity data

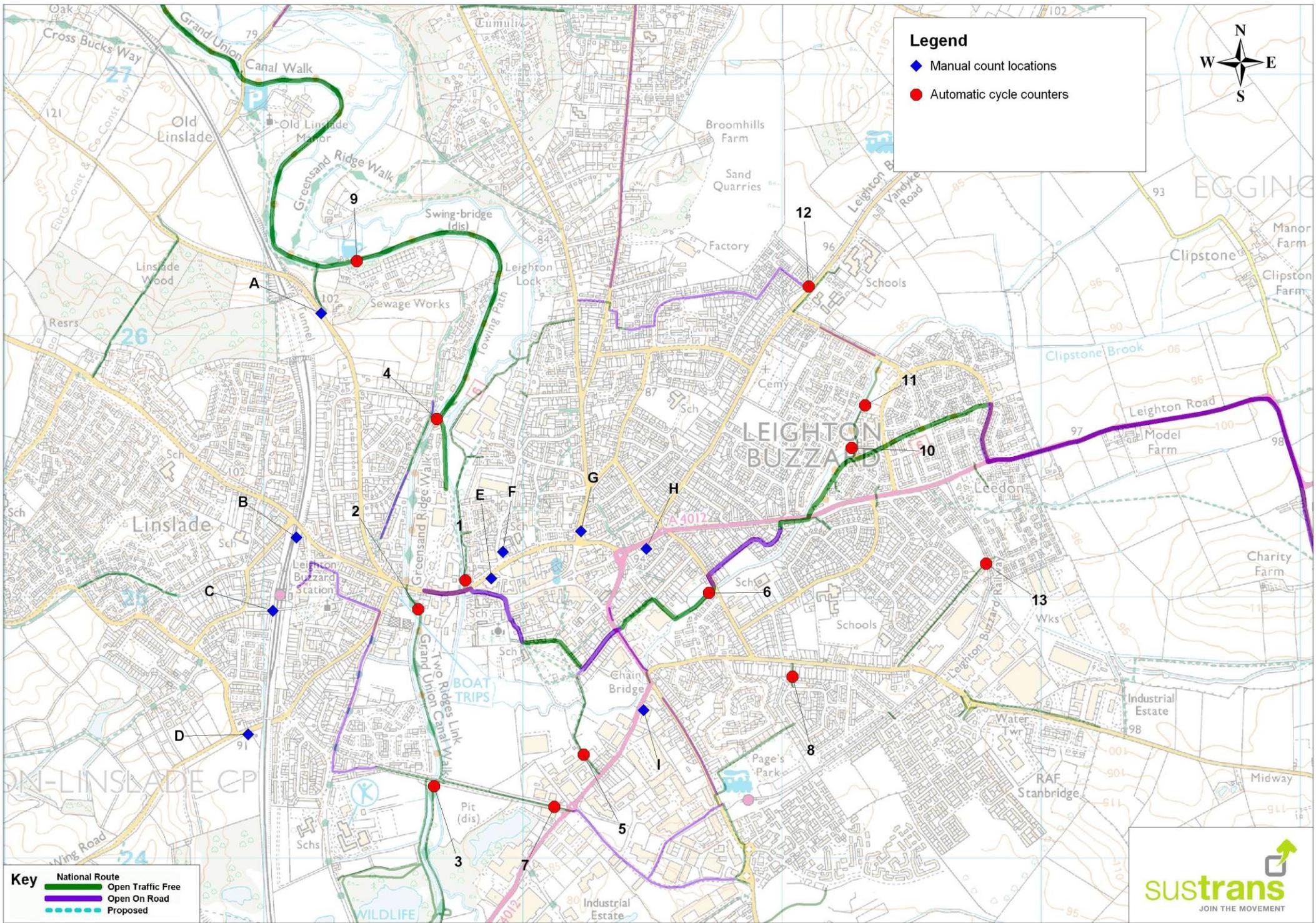
Data are available from Sport England's Active People Survey (APS) for two years prior to the Cycling City and Towns programme and all three years of the project. The APS data provide information on the proportion of people cycling for at least 30 minutes once or more per month and the proportion cycling 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 13.7% to 10.5%) in Leighton Linlade between 2007/8 and 2010/11⁷. The proportion cycling 12 or more times per month fell by 1.8%-points (from 2.5% to 0.7%). This is a significant decrease ($p < 0.05$).

8 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.

⁷ Not a significant decrease ($p = 0.12$)



Legend

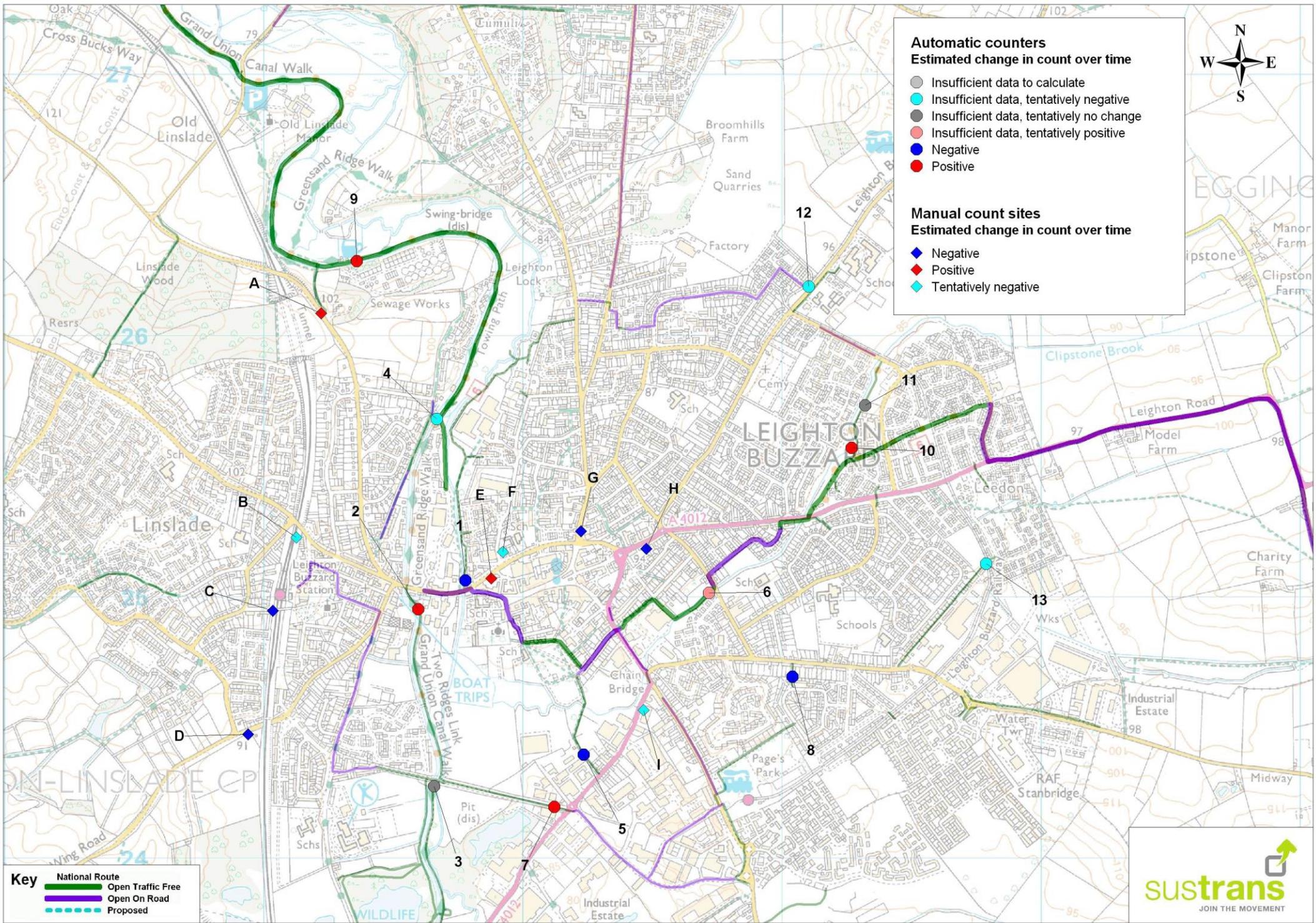
- ◆ Manual count locations
- Automatic cycle counters



Key

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





Automatic counters
Estimated change in count over time

- Insufficient data to calculate
- Insufficient data, tentatively negative
- Insufficient data, tentatively no change
- Insufficient data, tentatively positive
- Negative
- Positive

Manual count sites
Estimated change in count over time

- ◆ Negative
- ◆ Positive
- ◆ Tentatively negative



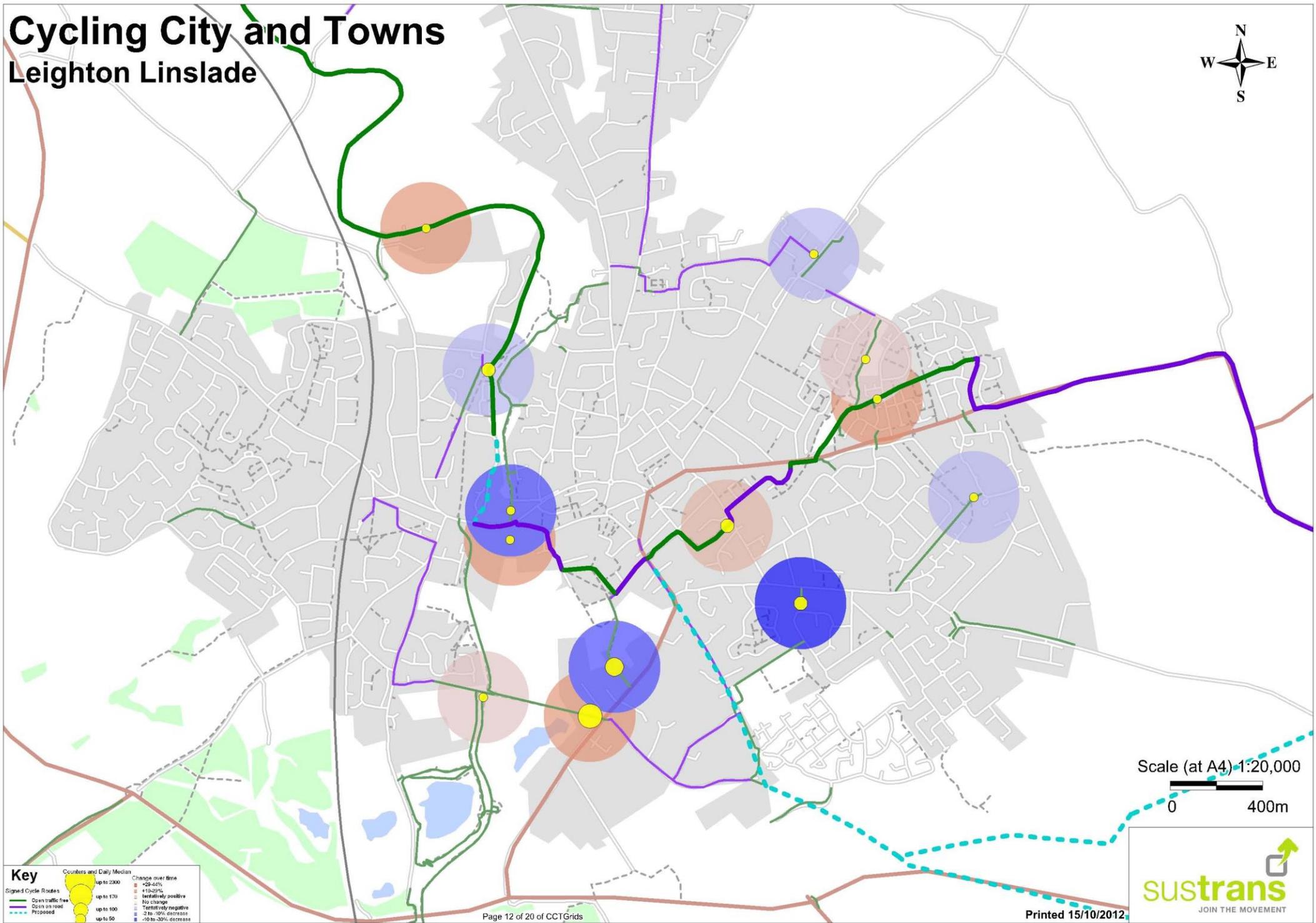
Key

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



Cycling City and Towns

Leighton Linlade



Key

	Open on road		Counters and Daily Median		Change over time
	Proposed		up to 2000		+29-44%
	Signed Cycle Routes		up to 170		+16-25%
			up to 100		Relatively positive
			up to 50		No change
					Tested only negative
					-2 to -10% decrease
					-10 to -30% decrease

Scale (at A4) 1:20,000

