

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

Individual town results: Blackpool

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1 Introduction

1.1 Description of Cycling City and Towns programme in Blackpool

The Blackpool Cycle Town programme, established in 2008 had three key aims – to influence cycle mode share, to increase participation in cycling for leisure and sport, and in part to contribute to the town’s regeneration plans. The programme targeted staff working at major employment sites, young people, and visitors to the town.

Infrastructure improvements have included the Explorer routes from the Promenade to inland destinations which included 9.8km of traffic-free routes¹. Other projects have involved the development of short contraflow lanes, segregated two-way cycle lanes, wide shared footways, road closures and road re-alignment. Linking with the Traffic Signals and Streetlighting PFI project has enabled advanced stop lines to be installed at many junctions and streetlights have been replaced by higher quality units at the back of the footway to improve safety. New signage was installed towards the end of the programme in order to ensure consistency, and 478 cycle parking spaces were added in the town centre, at workplaces, at schools and at further education establishments.

A variety of smarter measures were utilised by Blackpool to promote cycling. The workplace engagement programme included workplace cycle facilities, workplace challenges and cycling roadshows. In total the organisations engaged during the programme employ approximately 16,455 people, 27% of the total working population of Blackpool. During the programme, 2,702 children received Bikeability Level 1 or 2 training and 132 cycle parking spaces were installed in primary schools. Bike It was delivered in 14 schools, specifically targeted on hard to reach areas. Travel planning advice and roadshows provided students with information on cycle routes, security and cycle hire. The programme also engaged with local people through bike recycling activities with the Youth Offending Teams, the creation of a BMX Pumptrack and events including organised rides and spectator events. Bicycle availability was increased through the initiation of a public cycle hire scheme in 2008 and 400 low-cost bicycles were made available to local people through the recycling scheme.

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

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

Table 1-1 Funds invested in cycling in Blackpool

	2008 – 2011 revenue	2008 – 2011 capital	Total
Cycling England/DfT/DH investment	£1,240,000	£2,095,000	£3,335,000
Matched funding	£90,000	£4,795,000	£4,885,000
Total	£1,330,000	£6,890,000	£8,220,000

1.3 Summary of available monitoring data

The following data sources are available:

- Data from nine automatic cycle counters
- 12 hour manual counts performed in alternate quarters since 2010 at 15 locations
- route user intercept surveys at two locations
- Hire-a-Bike rental monitoring
- data on mode of travel to work for a small number of workplaces
- Pupil Level Annual School Census (PLASC) travel data and monitoring data from Bike It
- STATS19 cycling casualty data
- Active People Survey (APS) data.

1.4 Summary of headline findings

Limited data suggest growth in levels of cycling over time from a moderate initial baseline

The most complete data sets, time series data from automatic cycle counters located predominantly on traffic-free cycle routes, suggest a growth in cycling during the programme period although it is not possible to make an estimate of change in the final year of the programme due to the absence of data for 2011. There is substantial within-town variation in growth, which appears to have been focused on the main seafront route. Manual count data support the findings of automatic cycle counter data – indicating an overall increase in volumes of cyclists recorded between 2010 and 2011. Notwithstanding the limitations of the data source, levels of cycling to primary and secondary schools appear to have increased over the programme period. Schools engaged in Bike It have seen significant uplift in the proportions of pupils cycling to school.

- Based on data from nine automatic cycle counters, volumes of cycles counted have increased by an estimated +9% in 2010 against a 2007 baseline. Based on data from the nine automatic cycle counters, this estimated growth corresponds to an increase from 785 trips per day counted in 2007 to 852 in 2010
- An increase was observed at four sites and a decrease at five sites
- Analysis of manual count data collected in comparable periods at 14 count locations indicates a significant increase overall. Significant changes were observed at eight sites was and these were all increases
- Across all schools, the percentage of children cycling to school as measured by PLASC was 1.7% in 2010/11 compared to 1.2% in 2006/07
- Bike It data indicate an increase in children cycling to school on the day of the survey from 2.6% in pre surveys to 7.2% in post surveys, and an increase in children cycling everyday from 2.2% in pre surveys to 6.5% in post surveys
- Compared to pre-programme data, the number of cycling casualties was not significantly different during than before the Cycling City and Town programme
- Active People Survey data indicate a decrease in Blackpool in the proportion of respondents cycling once or more per month and 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 nine 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. Five of the nine cycle counters are located along the coastal route - four to the north of the town centre, and one to the south. The remaining four counters are located east and south east of the town. Four counters were installed in 2003, two in 2005, one in 2007 and the remaining two in 2009. In order to be consistent across the Cycling City and Towns, data from 2007 onwards are included in the analysis. No data are available for any of the count sites for 2011.

Two distinct sets of analysis have been undertaken using cycle counter data in Blackpool. 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 cycles 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 in relative to a 2007 baseline including data to the end of December 2010.

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

	2007	2008	2009	2010
Change against 2007 baseline	100%	98%	105%*	109%*

* 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 2008 followed by a gradual increase in 2009 and 2010. In order to explore whether the periods of severe 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 Blackpool 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
Change against 2007 baseline	100%	97%	108%*	116%*

* 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 growth in cycle counts between 2008 and 2009 and 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. Sufficient data are available to robustly estimate the annual percentage change in the number of cyclists counted for six of the nine automatic cycle counters. For the remaining three count sites, based on the more limited data available, change over time is negative.

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

Number of counters for which data are available	9
Number of counters for which sufficient data are available to quantify change over time ²	6
Number of counters with quantifiable increase	4
Number of counters with no change	0
Number of counters with quantifiable decrease	2

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

² None of the changes are statistically significant.

Table 2-4 Description of automatic cycle counters in Blackpool

Map reference	Location	Time period	Annual change ^c	Average daily count in 2010	Comments
1.	Princes Way	2007-2010 ^a	Weekday: +12% Sat/Sun: +8%	Overall: 104 Weekdays: 93 Weekend days: 133	Located on National Route 62 of the National Cycle Network, a traffic-free seaside cycle path approximately three and a half miles north of the centre of Blackpool. A school site is nearby.
2.	Red Bank Road Junction	2007-2010 ^a	Weekday: +4% Sat/Sun: +5%	Overall: 124 Weekdays: 120 Weekend days: 149	Located on National Route 62 of the National Cycle Network, a traffic-free seaside cycle path approximately two and a half miles north of the centre of Blackpool. It is adjacent to A584 Queen's Promenade. Weekday counts show 'commuting' peaks.
3.	St Stephen's Avenue	2007-2010 ^a	Weekday: +2% Sat/Sun: +7%	Overall: 141 Weekdays: 136 Weekend days: 161	Located on National Route 62 of the National Cycle Network, a traffic-free seaside cycle path approximately one and a half miles north of the centre of Blackpool. It is adjacent to A584 Queen's Promenade. Weekday counts show 'commuting' peaks.
4.	Middle Walk	2007-2010 ^a	Weekday: +6% Sat/Sun: +6%	Overall: 277 Weekdays: 277 Weekend days: 283	Located on National Route 62 of the National Cycle Network, a traffic-free cycle path on a seaside path approximately half a mile north of the centre of Blackpool. It is adjacent to A584 Promenade and tram tracks. Weekday counts show high usage with 'commuting' peaks.
5.	Woodside Drive	2007-2010 ^a	Weekday: 0% Sat/Sun: +2%	Overall: 42 Weekdays: 40 Weekend days: 57	Located on National Route 62 of the National Cycle Network, a traffic-free path across a golf course, approximately one and a half miles east of the centre of Blackpool. Zoological Gardens are nearby.

6.	The Nook	2007-2010 ^a	Weekday: -2% Sat/Sun: -5%	Overall: 25 Weekdays: 24 Weekend days: 30	Located on National Route 62 of the National Cycle Network, a traffic-free path adjoining The Nook, a residential road. The site is in Staining, a settlement two miles east of the centre of Blackpool.
7.	South Promenade	2009-2010 ^b	Negative	Overall: 35 Weekdays: 29 Weekend days: 57	Located on National Route 62 of the National Cycle Network, a traffic-free cycle path on a seaside path. It is two miles south of the centre of Blackpool near the South Pier. The Pleasure Beach attractions are nearby.
8.	Progress Way Out	2009-2010	Negative	Overall: 8 Weekdays: 8 Weekend days: 6	Located on a traffic-free shared use path adjacent to A5230 Progress Way close to a roundabout. The counters are located two and a half miles south-east of the centre of Blackpool near the edge of town. Nurseries are nearby.
9.	Progress Way In	2009-2010	Negative	Overall: 14 Weekdays: 14 Weekend days: 14	

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

^b counter installed in 2007 but due to substantial disruption to the time series, data from 2009 onwards are included in the analysis

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

2.3 Relationship between programme activity and automatic count data

2.3.1 Cycling on the Promenade cycle route

The emphasis of infrastructure investment in Blackpool was the development of four Explorer Routes, linking the Promenade to destinations inland. Whilst these new routes are not themselves monitored by automatic cycle counters, four counters are located on the Promenade route itself, and a fifth at the north end is located on route linking directly to the Promenade. The counter locations (Map 2-1), ordered from north to south are:

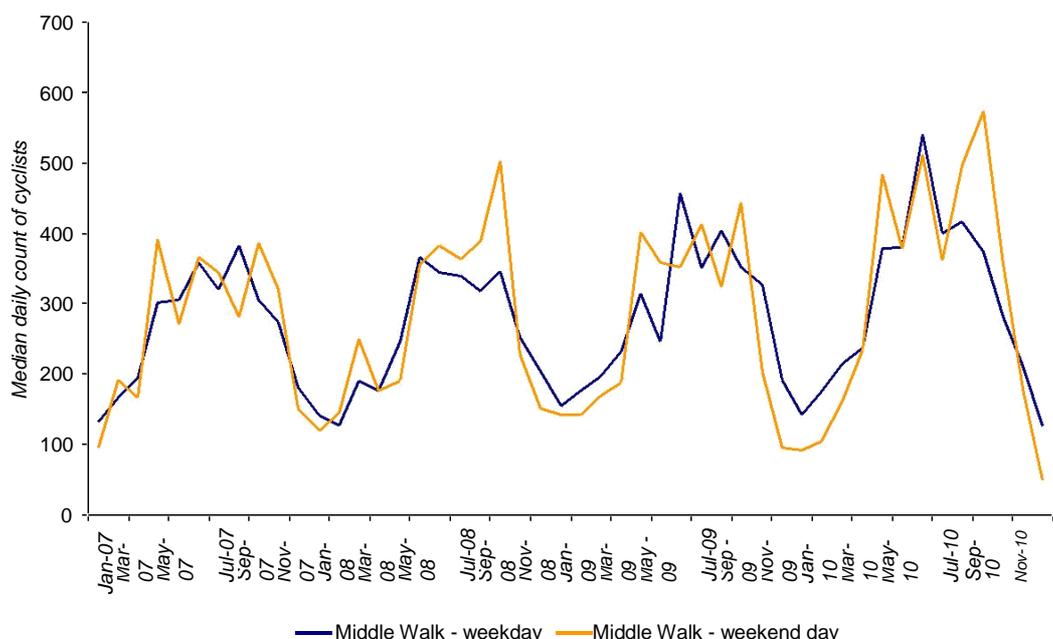
- Princes Way (map reference 1)
- Red Bank Road junction (map reference 2)
- St Stephens Avenue (map reference 3)
- Middle Walk (map reference 4)
- South Promenade (map reference 7)

Map 2-1 Automatic cycle counter locations on the promenade cycle route in Blackpool (site numbers refer to Table 2-4)



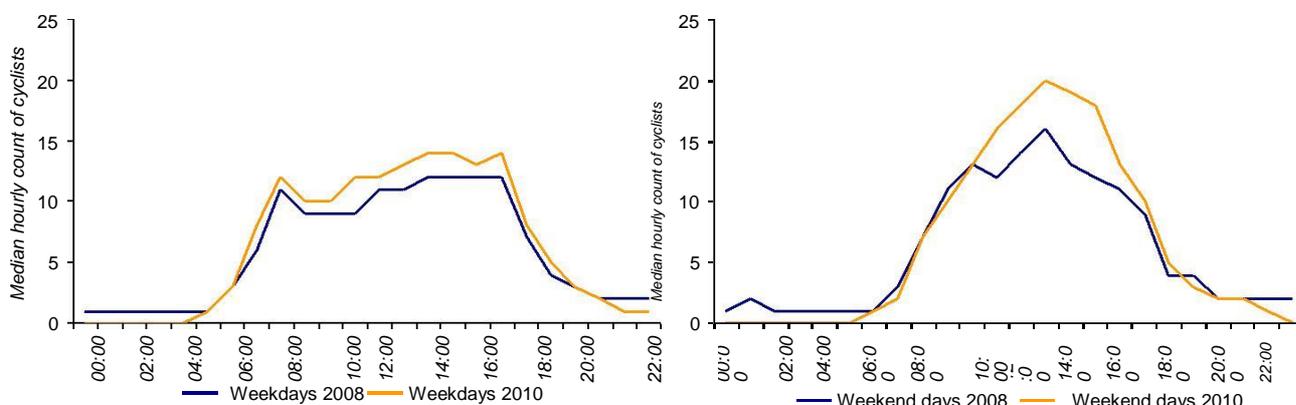
All data from sites on the coastal route show a strong seasonality with slightly greater volumes of cyclists on weekend days than on weekdays. The median daily count at the Middle Walk site is presented in Chart 2-1 and shows that whilst the volumes of weekend day and weekday counts are broadly similar, the weekend day counts generally exceed the weekday counts in April and September.

Chart 2-1 Median daily count of cyclists recorded at Middle Walk between 2007 and 2010 on weekdays and weekend days



The hourly profile for all count sites reveals trips to be made across the day, with only slight peaks at key commuting times apparent in the weekday data. Comparing data collected in 2008 and 2010 indicates growth to have been across the day rather than being associated with journeys made at particular times. The hourly distribution of counts recorded in 2008 and 2010 is presented in Chart 2-2 for the counter located on Middle Walk.

Chart 2-2 Median hourly count of cyclists recorded at Middle Walk in 2008 and 2010 on weekdays and weekend days



With the exception of the South Promenade site, sufficient data are available to estimate the rate of change in cyclists recorded, expressed as a percentage change per year. The data indicate growth at all sites, as summarised in Table 2-5.

Table 2-5 Annual average percentage change recorded at automatic cycle counters on or on routes linking to the Promenade

Site	Weekday	Weekend day
Princes Way	+12%	+8%
Red Bank Road junction	+4%	+8%
St Stephens Avenue	+2%	+7%
Middle Walk	+6%	+6%

Analysing data from all five sites on the Promenade collectively indicates a change over time of +19% in 2010 against a 2007 baseline³. Year to year change across this time period is presented in Table 2-6. Levels of cycling recorded by counters on the route were, relative to the 2007 baseline, constant during 2008 with the majority of growth occurring between 2009 and 2010. The drop off in volumes of cycles in 2008 observed in the aggregated analysis of data from counters across Blackpool (Table 2-1) is not apparent in data from counters on the Promenade; this, together with the greater growth observed at these sites over time confirms the importance of the Promenade route and leisure cycling in Blackpool.

Table 2-6 Change in cycle count recorded on the Promenade route in 2010 relative to a 2007 baseline (baseline = 100%)

	2007	2008	2009	2010
Change against 2007 baseline	100%	100%	106%*	119%*

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

3 Analysis of manual count data

Quarterly 12 hour manual counts have been undertaken at 15 locations in Blackpool since quarter 1 of 2010. Ten of the sites form a partial cordon around the centre of Blackpool and the additional five sites are further out. The locations of the 15 sites, indicated on the accompanying map (section 9) are as follows:

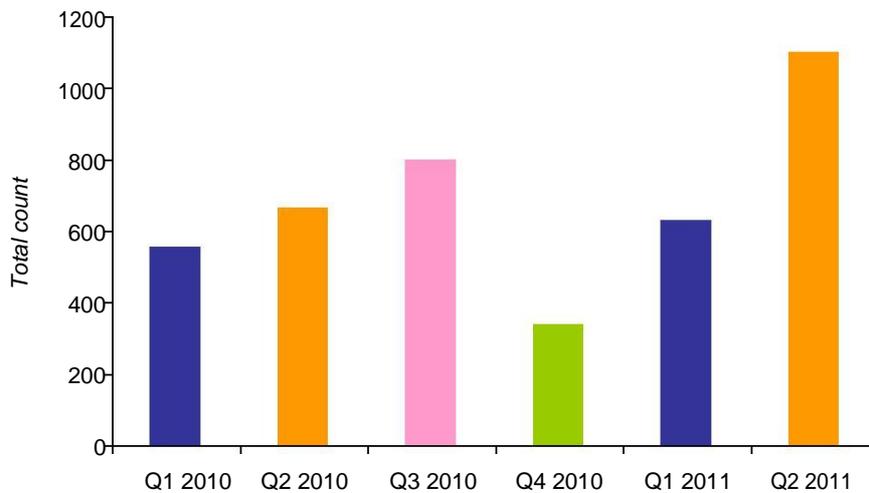
- A587 Devonshire Road (map reference A)
- Warley Road (map reference B)
- A584 Queens Promenade (map reference C)
- A586 Poulton Road (map reference D (1))
- Bispham Road (map reference D (2))
- North Park Drive (map reference E)
- B5266 Newton Drive (map reference F)
- Forest Gate (map reference G)
- Cumberland Avenue (map reference H)
- B5262 Lytham Road (map reference I)

³ This is a significant increase ($p < 0.05$)

- Marton Drive (map reference J)
- Cherry Tree Court (map reference K)
- Cedar Square (map reference L)
- A586 Talbot Road (map reference M)
- A584 Promenade (map reference N)

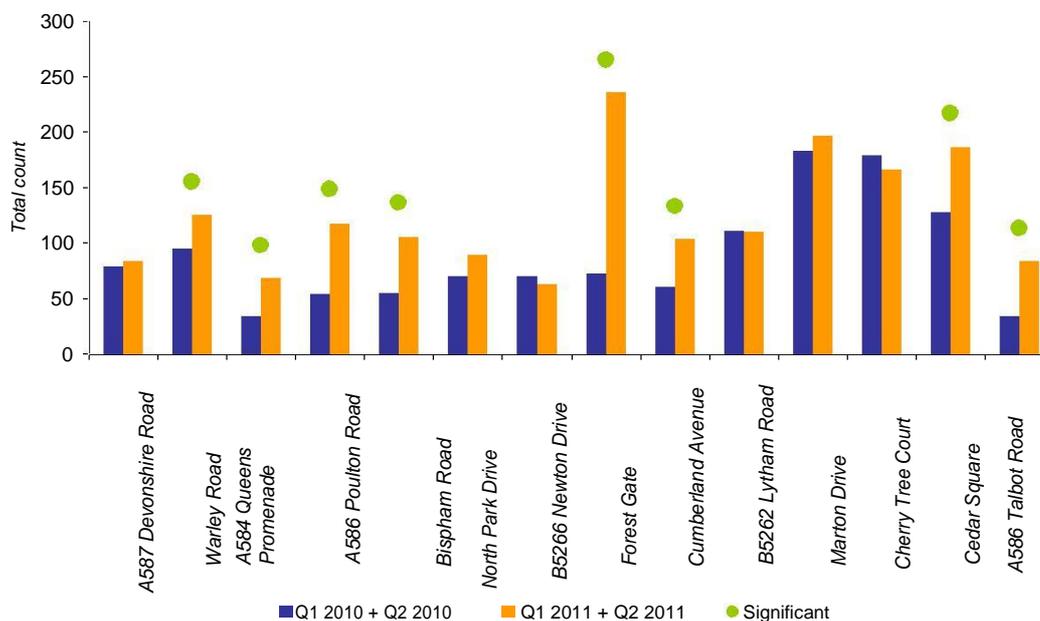
Chart 3-1 presents the total counts in each quarter across the 14 count sites for which we have data since quarter 1 2010. A584 Promenade has been excluded as no count was undertaken in quarter 1 of 2011.

Chart 3-1 Total counts for 14 manual count sites in Blackpool



In order to include as much of the data as possible, whilst also ensuring that only comparable periods are included, Chart 3-2 compares data from quarters 1 and 2 in 2010 with data from quarters 1 and 2 in 2011. Again A584 Promenade site has been excluded as no count was undertaken in quarter 1 of 2011.

Chart 3-2 Comparison of manual count data collected in Blackpool in quarters 1 and 2 in 2010 with data collected in quarters 1 and 2 in 2011⁴



When data from all fourteen sites are combined, a significant increase in counts is observed between quarters 1 and 2 2010 and quarters 1 and 2 2011. Significant changes in counts over this period were observed at eight of the fourteen sites. The greatest increase was seen at the Forest Gate site. This may have been influenced by additional traffic signals added in this area. The site records cyclists travelling towards the new route around Stanley Park, to the hospital and other employment sites.

The Cedar Square and Talbot Road sites are both on cycle routes which are now signed. This may have been influenced the increased usage on this route.

The Queen’s Promenade site, to the north of the town, saw a significant increase, although a non-significant decrease was recorded at the site on A584 Promenade between quarter 2 of 2010 and quarter 2 of 2011.

⁴ Significant if $p < 0.05$

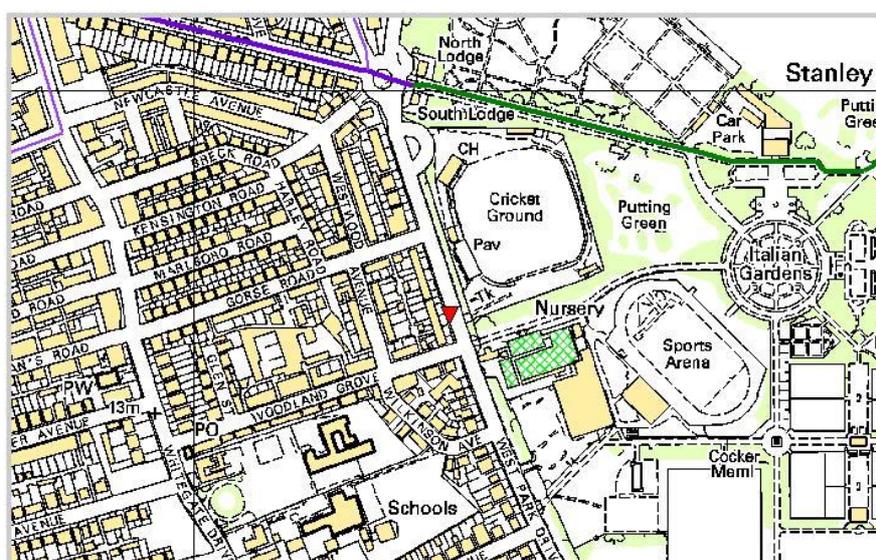
4 Route User Intercept Surveys

Route user intercept surveys have been performed at two sites in Blackpool in 2010 – West Park Drive and Signature Route 4. Counts and surveys of route users were 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.

4.1 West Park Drive

The survey at West Park Drive was performed in April 2010. The site is adjacent to West Park Drive on a newly-created shared use path (Map 4-1).

Map 4-1 Route User Intercept Survey site on West Park Drive



A total of 479 cyclists were counted over the four day survey period. The majority of cyclists surveyed at this site to the east of Blackpool were commuting (74.2%) at the time of the survey. The majority of cyclists classified themselves as experienced regular cyclists (87.5%). When asked about the factors influencing their decision to use the route, 62.4% agreed or strongly agreed that it is the best transport option, 80.1% that it was the most convenient route, 100% liked the surroundings on the route and 100% felt that the route feels safe.

4.2 Signature Route 4

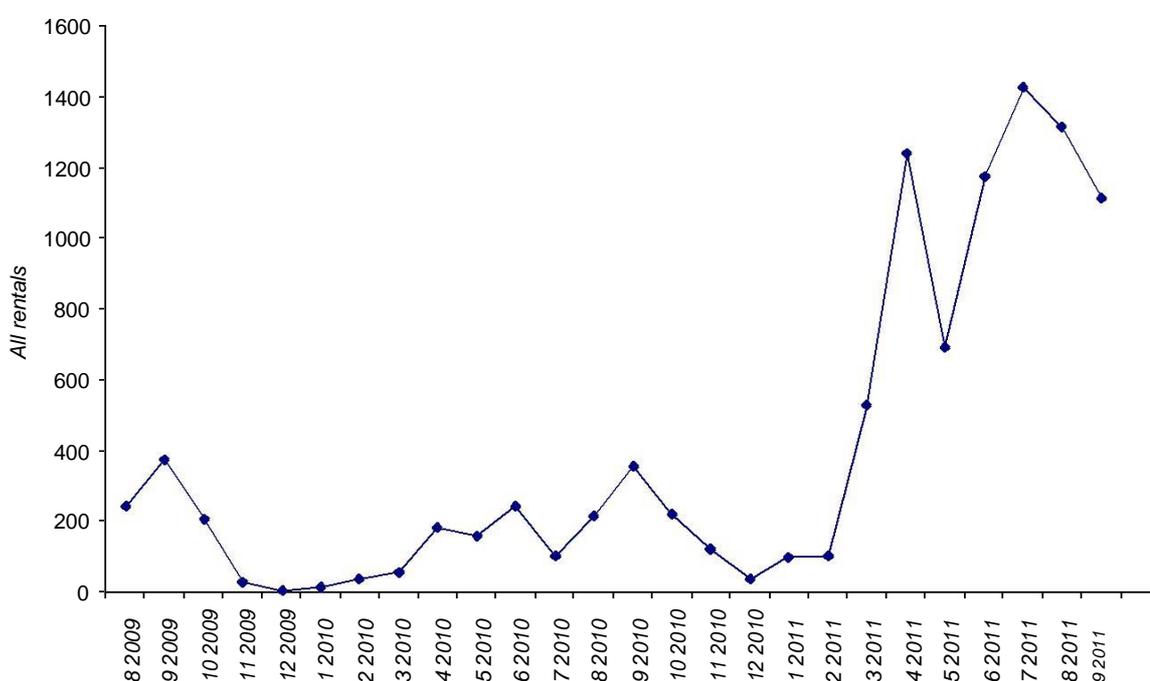
A survey at Signature Route 4 was undertaken during April 2010. The survey site is in Churchtown, close to playing fields adjacent to Blackpool and Fylde College. During the four twelve hour survey periods, 102 cyclists were counted. Too few cyclists were interviewed for any general conclusions to be drawn from the data regarding the details of journeys made by cyclists on the route.

5 Analysis of bicycle hire scheme data

During the Blackpool Cycle Town programme Blackpool Council provided a bike hire scheme. The Hire-a-Bike scheme, established in 2009, has approximately 50 stations throughout the town and operates 24 hours a day. Data has been collected from August 2009 onwards. A total of 10,299 rentals have been recorded to the end of the reporting period.

Analysis of rentals in comparable months indicates a substantial increase in the number of rentals between 2010 and 2011 (Chart 5-1) – an increase of 462% between 2010 and 2011 when comparing data from January to September. In each of these months over a quarter of rentals were made after 5pm, suggesting the use of hire bikes for leisure journeys.

Chart 5-1 Blackpool bicycle rentals



6 Analysis of school related data

During the Cycling City and Towns programme, Blackpool has engaged with 26 'Partner Schools' to encourage levels of cycling amongst parents, students and staff. Bike It has been delivered in 14 schools. Between July 2008 and March 2011 1,824 children have been trained in level 1 Bikeability, with a further 878 children achieving level 2 Bikeability. Approximately 75% of eligible children now receive cycle training to level 2. Go Ride training was also delivered in 12 schools. Over 1,050 children have participated in the Bike Club initiative. Infrastructure improvements included installing 132 new cycle parking spaces at primary schools. Holiday camps running Bikeability courses for families enabled parents to train alongside their children. Holiday camps have also been run through Go-Ride, providing mountain bike and road riding coaching.

6.1 PLASC

The percentage of pupils in Blackpool stating cycling to be their usual mode of travel to school are summarised in Table 6-1. The proportion of pupils usually cycling to primary schools has increased significantly between 2006/07 and 2010/11 (from 0.1% to 0.4%). Levels of cycling to secondary schools have increased significantly over the same time period (from 2.2% to 3.1%). Considering data across all schools, the proportion of children cycling to school increased significantly from 1.2% in the 2006/07 academic year to 1.7% in 2010/11.

Table 6-1 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	0.1%	0.2%	0.3%	0.3%	0.4%*
Secondary	2.2%	2.8%	2.7%	2.8%	3.1%*
All schools	1.2%	1.5%	1.5%	1.5%	1.7%*

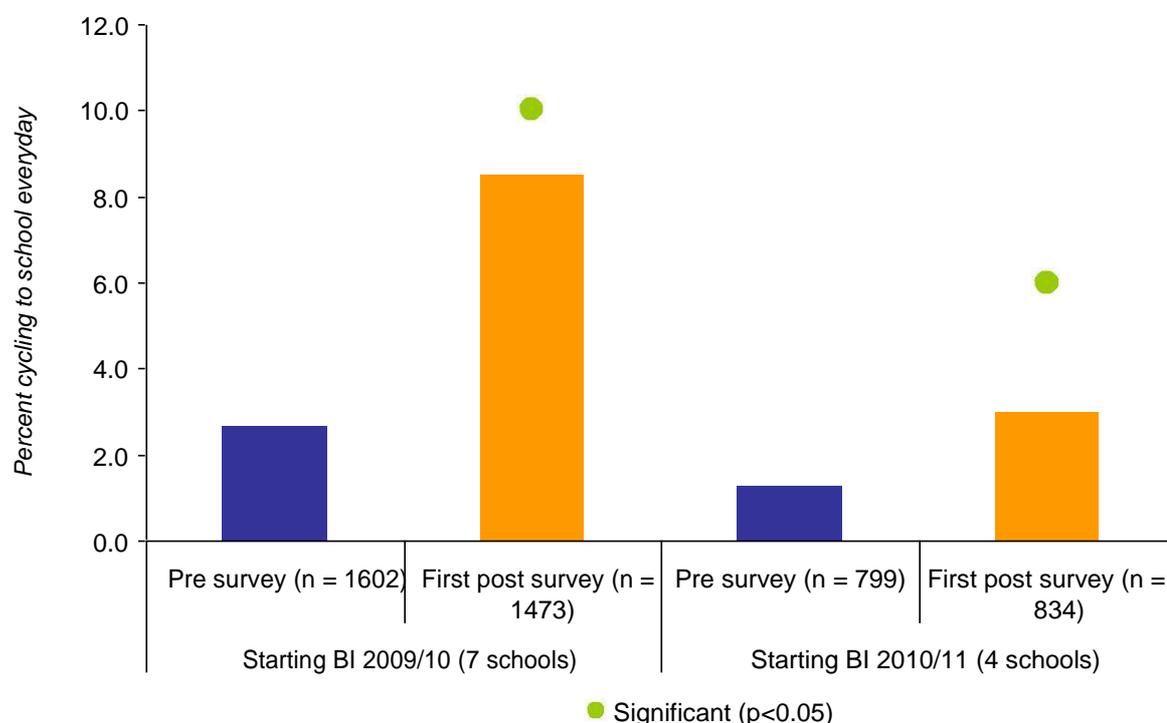
^a These figures are based on data from 34 primary schools and 10 secondary schools

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

6.2 Bike It

Bike It has been delivered in 14 schools in Blackpool during the Cycling City and Towns programme. 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 11 schools. Aggregated percentages of children cycling everyday for schools starting Bike It in each academic year during the programme are presented in Chart 6-1. The change in the proportion of children surveyed cycling 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 6-1 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 surveyed cycling to school everyday increased from 2.2% to 6.5%⁵, whilst the proportion cycling to school regularly (everyday or once or twice a week) increased from 7.8% to 19.5%⁶. The proportion 'never' cycling to school decreased from 84.0% to 63.5%⁷. The proportion of children cycling to school on the day of the survey increased from 2.6% to 7.2%⁸.

For four schools in Blackpool, 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 6-2. 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'.

⁵ Significant increase (p < 0.05)

⁶ Significant increase (p < 0.05)

⁷ Significant decrease (p < 0.05)

⁸ Significant increase (p < 0.05)

Table 6-2 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	2.4%	8.8%*	6.5%*
Regularly	9.5%	23.6%*	23.6%*
Never	77.8%	55.6%*	55.9%*

^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 6-3 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 6-3 : Comparison of PLASC data from non-Bike It schools and Bike It schools grouped by year of first engagement in Blackpool

	2007	2008	2009	2010	2011
Non-Bike It schools ^a	1.4%	1.7%	1.5%	1.5%	1.8%
Bike It in 2008 ^{b,e}	0.0%	0.0%	0.0%	0.0%	0.0%
Bike It in 2009 ^{c,e}	0.0%	0.2%	0.8%	1.0%	1.1%
Bike It in 2010 ^{d,e}	1.2%	1.4%	2.1%	2.2%	1.8%

^a Data for 22 primary schools and eight secondary schools that were not engaged in Bike It

^b Data for one primary school initially engaged in Bike It in 2008

^c Data for seven primary schools initially engaged in Bike It in 2009

^d Data for three primary schools and two secondary school initially engaged in Bike It in 2010

^e 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

7 Analysis of casualty data

Cycle user casualty data were derived for Blackpool 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 (2009-10) in Table 6-3. The difference between the time periods compared is not significant.

Table 7-1 Annual average number of cyclists killed or injured in Blackpool during the period 2003-2008, and during the Cycling City and Towns programme 2009-10

	Annual average number of casualties			Total
	Killed	Seriously injured	Slightly injured	
Pre-programme	0.2	9.0	50.2	59.3
During programme	1.0	8.0	51.5	60.5

* significant change between the pre-programme and during programme figures ($p < 0.05$)

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.

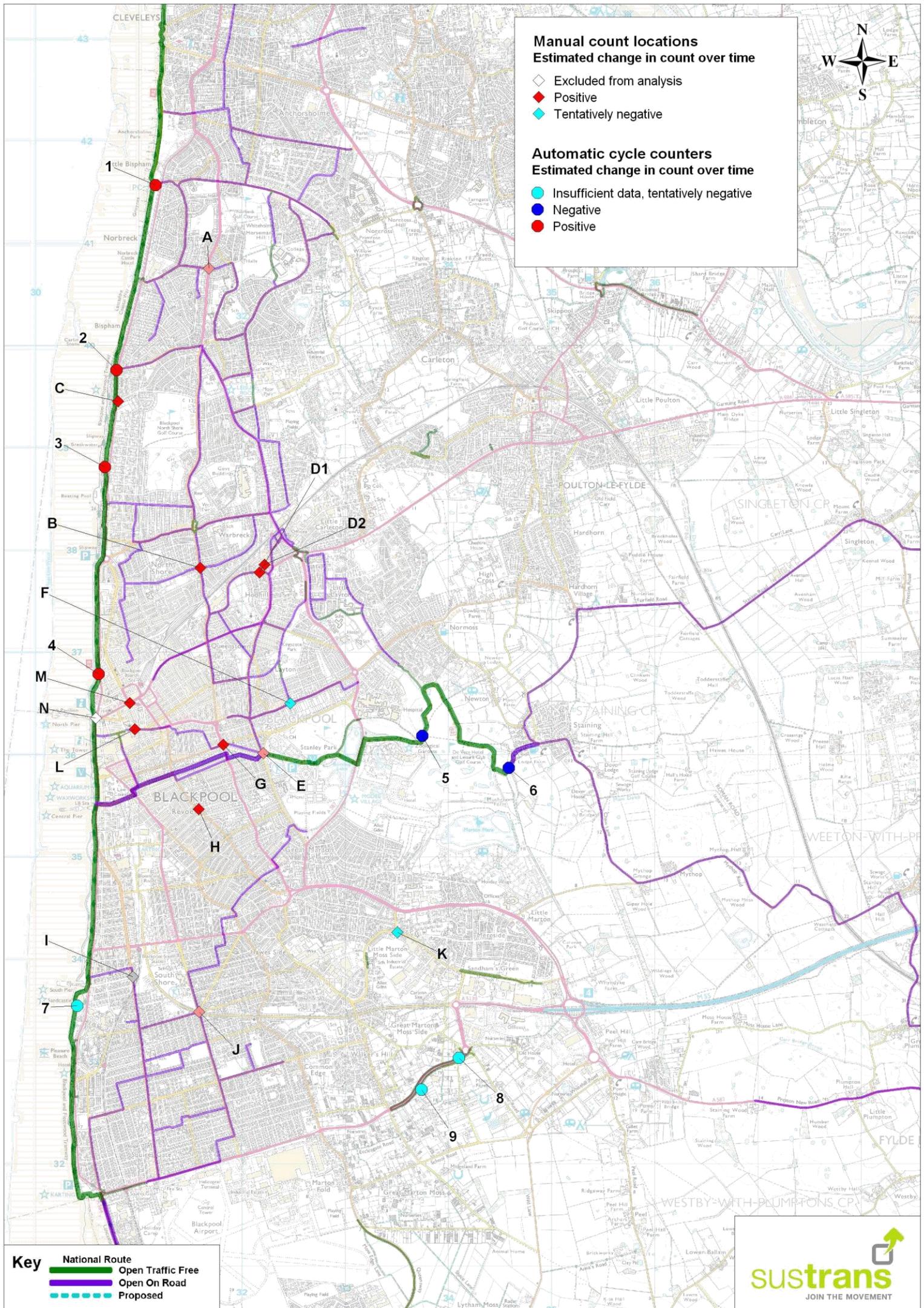
The proportion cycling once or more per month fell by 1.5%-points (from 10.8% to 9.3%) in Blackpool between 2007/8 and 2010/11⁹. The proportion cycling 12 or more times per month fell by 1.6%-points (from 3.6% to 2.0%) over the same period¹⁰. Neither of these are significant decreases.

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

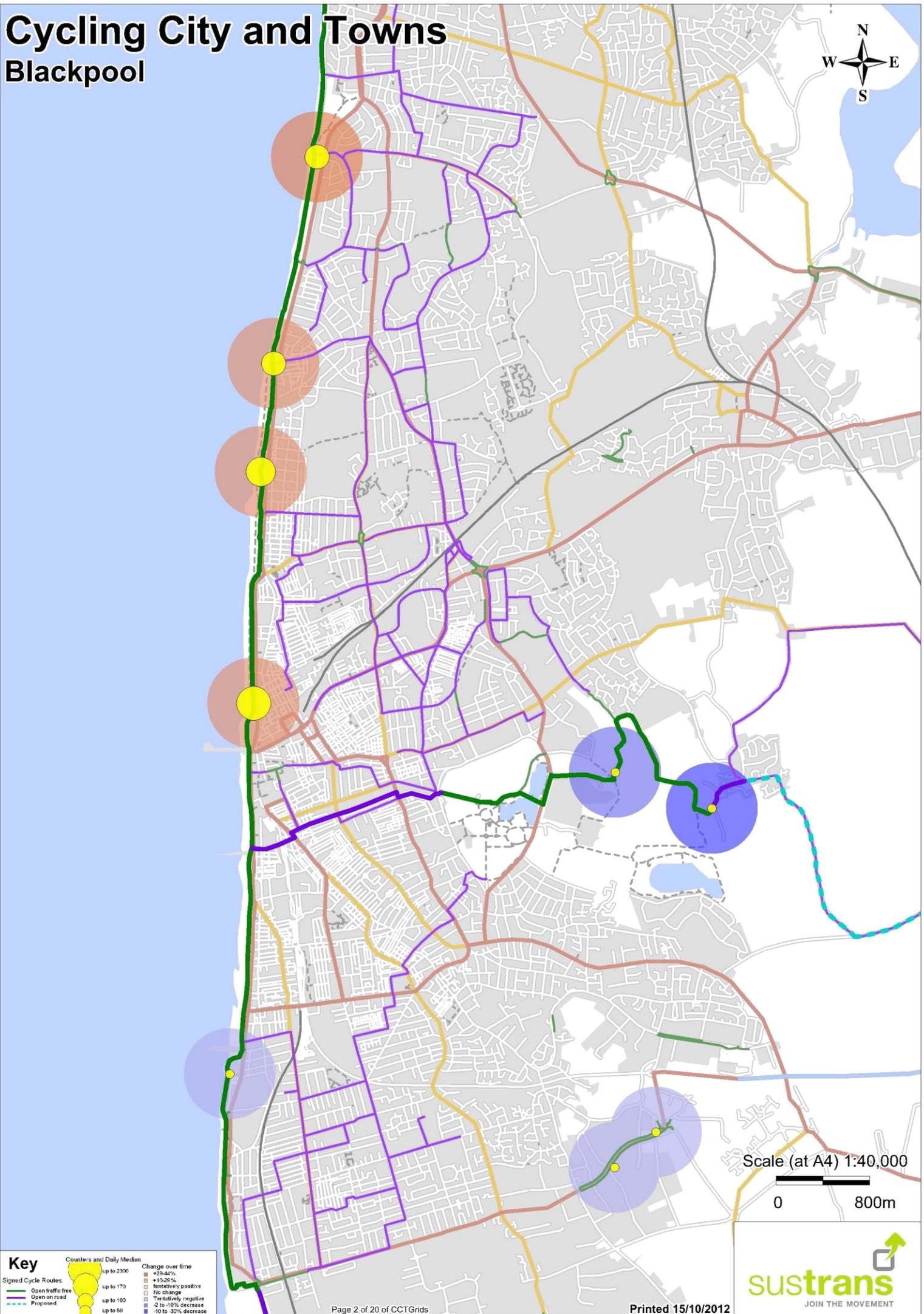
⁹ Not a significant decrease, $p=0.42$

¹⁰ Not a significant decrease, $p=0.12$



Cycling City and Towns

Blackpool



Key

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

Scale (at A4) 1:40,000

