

Active Travel – the Kelvingrove-Anderston study

Tuesday 27th January 2015, The Lighthouse, Glasgow

#GCPHcycling

Research into the use of the new Kelvingrove to Anderston route in Glasgow

Quantitative Cyclist and Pedestrian Survey

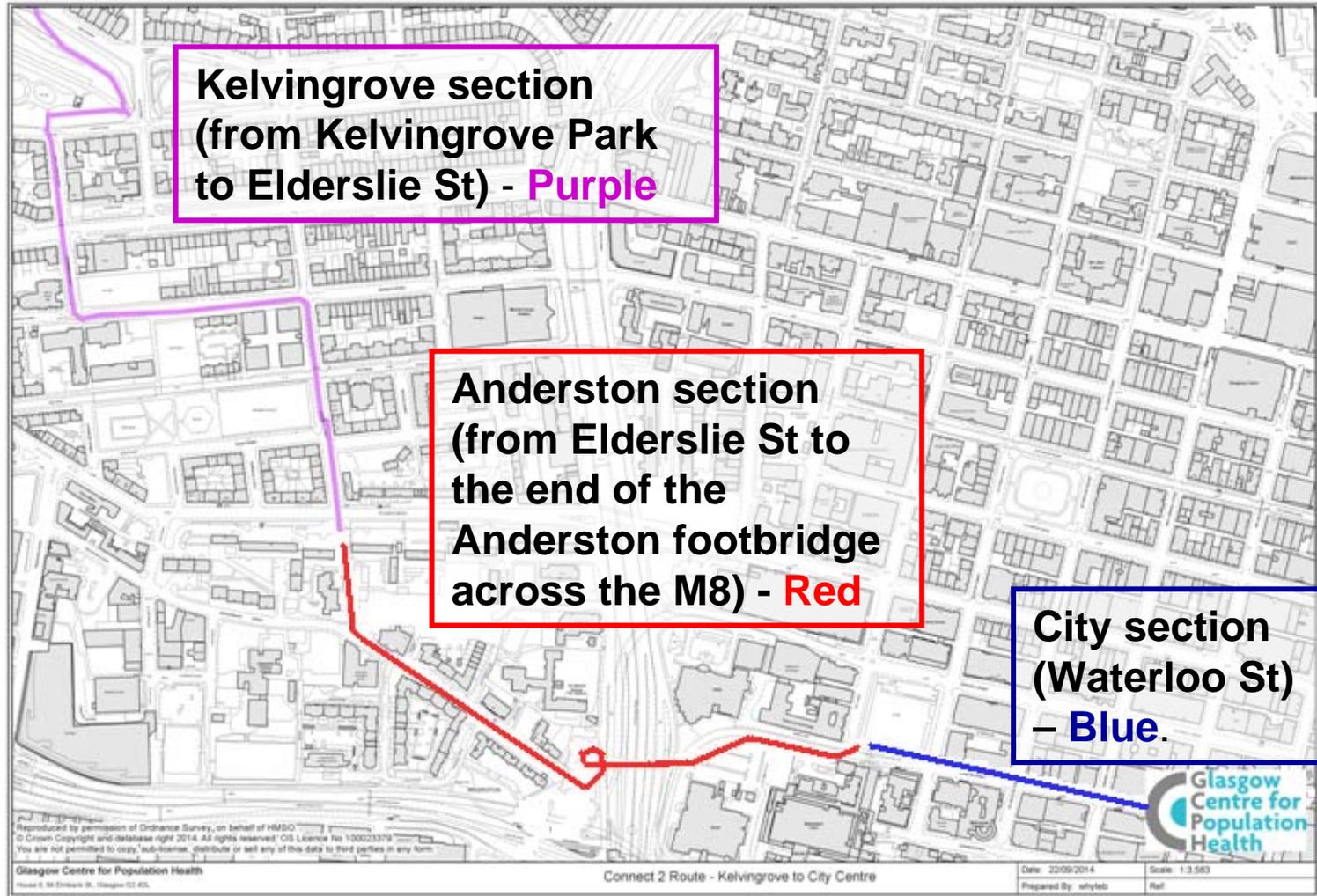
Key Findings Presentation
January 2015



Background to study

- Research Resource and ODS Consulting were commissioned to carry out a mixed method research project exploring the views of cyclists and pedestrians on the Kelvingrove-Anderston route in Glasgow.
- The route was developed as part of the Connect2 initiative, a UK-wide project led by Sustrans which has helped to transform local active travel in 84 communities across the country by overcoming physical barriers and improving connections between different places.
- The Kelvingrove-Anderston route in Glasgow opened in July 2013 after completion of a footbridge across the M8, which now forms a link between Central Station and the west end of the city.

Route Map



Key questions the research sought to address

- Who uses the Kelvingrove-Anderston route and what journeys they are taking when using it?
- Has the provision of the Kelvingrove-Anderston route resulted in significant changes to people's travel habits (i.e. mode of transport, route taken, regularity of travel)?
- How do cyclists and pedestrians using the Kelvingrove-Anderston route feel about its design, quality, accessibility and safety?
- How do users feel about the possibility of further development of infrastructure for walking and cycling in other parts of the city?

Quantitative Methodology

- Face to face cyclist and pedestrian interviews
- Total of 159 interviews achieved:

Counts Respondents	Total	Cyclist/ Pedestrian	
		Cyclist	Pedestrian
Base	159	111	48
Section of Connect 2 Route			
Kelvingrove	53	53	-
Anderston	54	29	25
City Centre	52	29	23

- Interviews took place between 1st and 11th October 2014
- Interviews spread across different times of the day and days of the week to ensure coverage of weekdays and weekends, early morning, daytime and early evening route users.



Respondent profile and usage of the route

Respondent profile

Cyclists

62% male

38% female

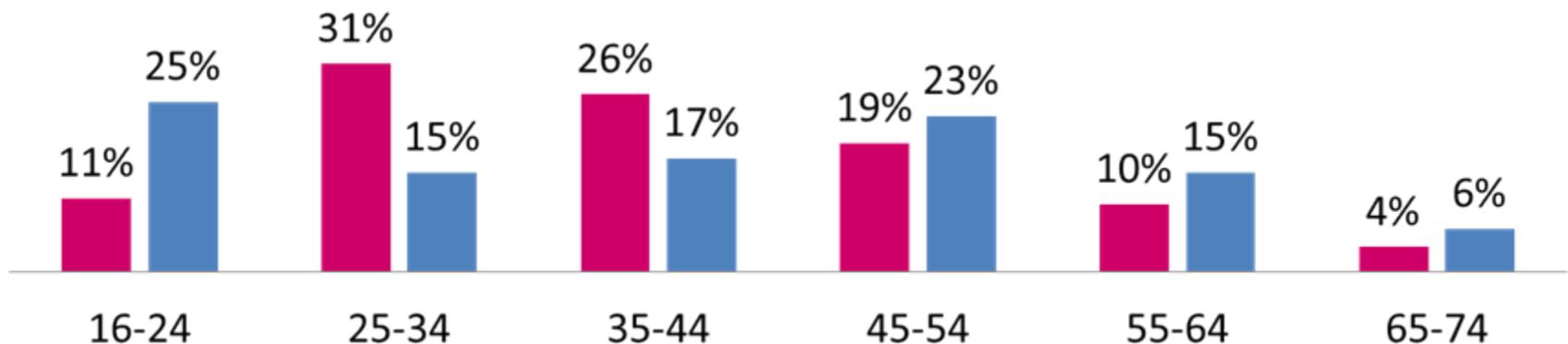
Pedestrians

42% male

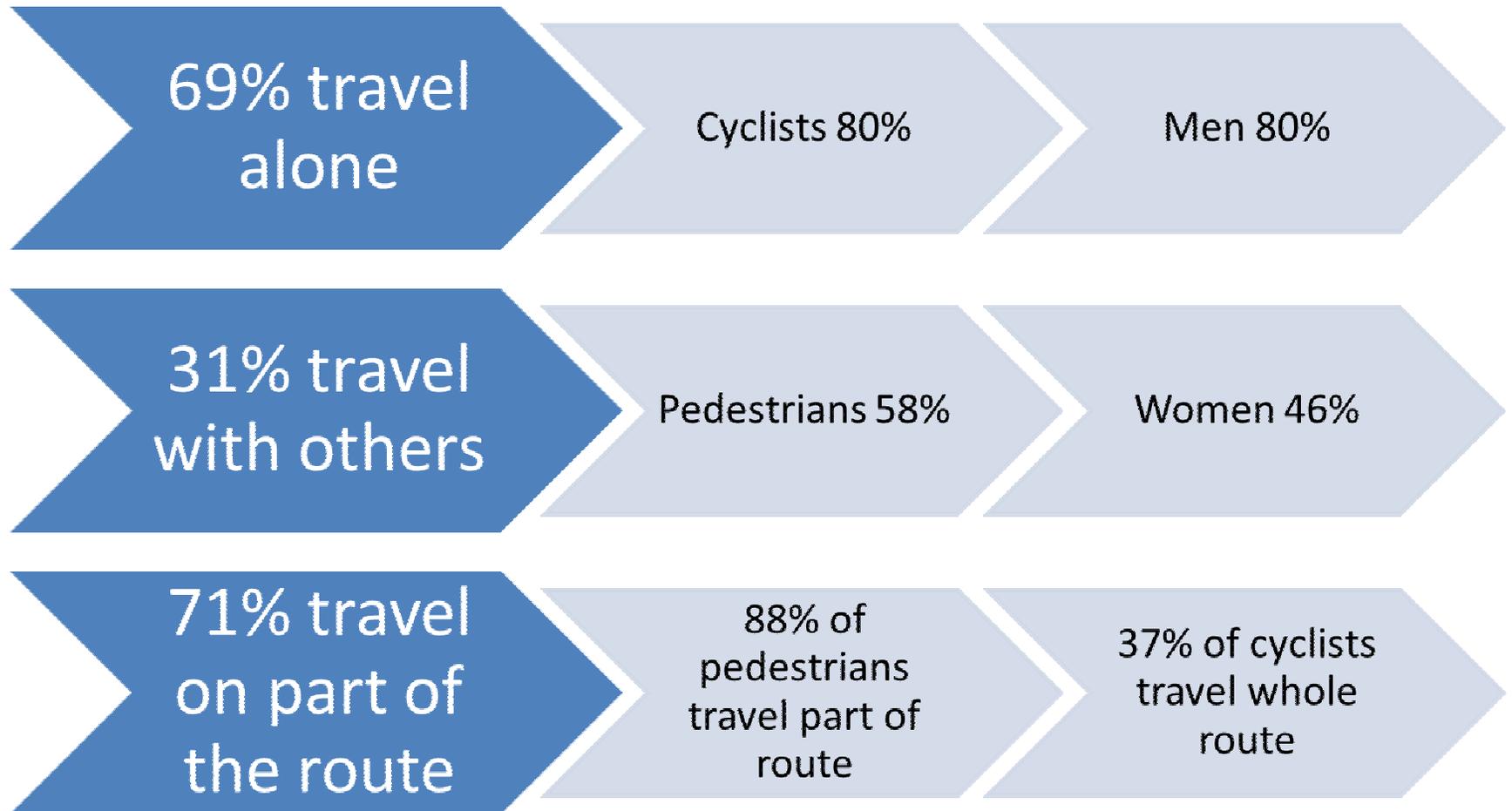
58% female

Age profile

■ Cyclist (n=111) ■ Pedestrian (n=48)



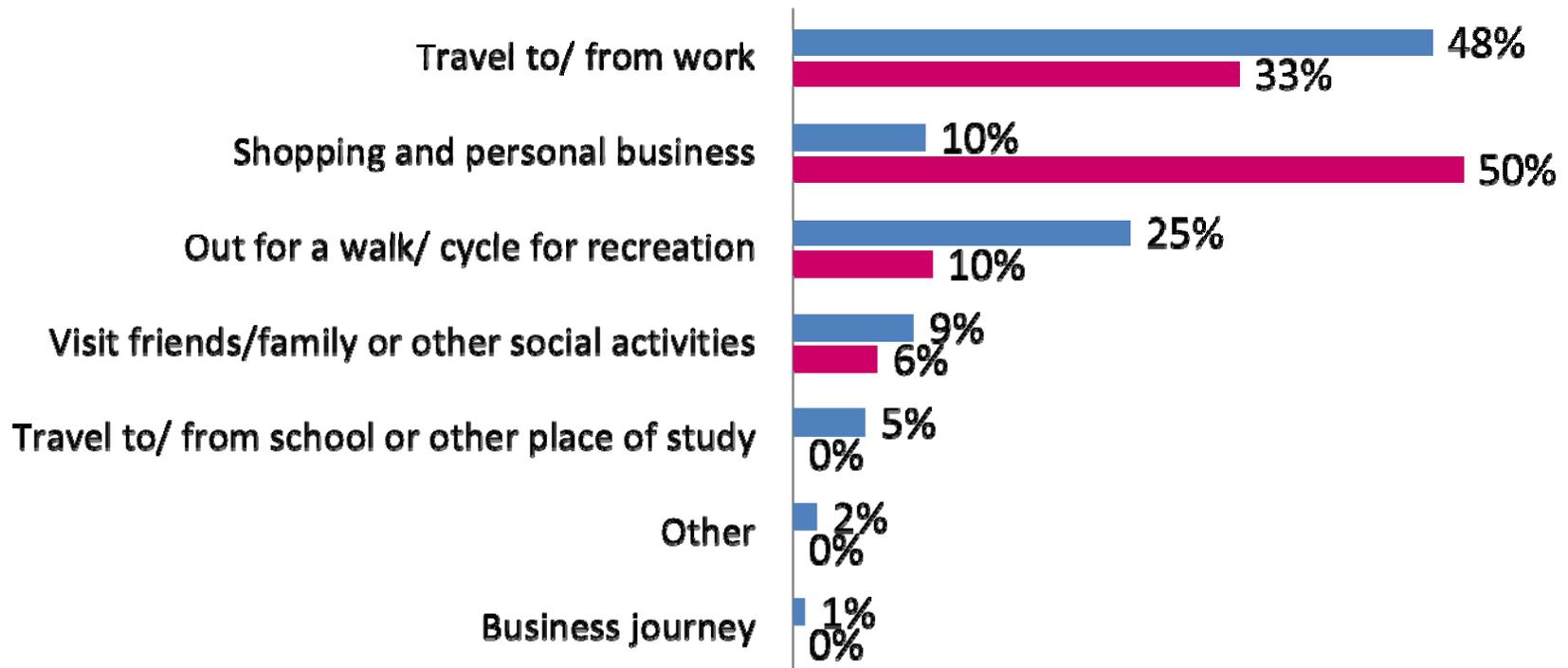
Understanding how the route is used



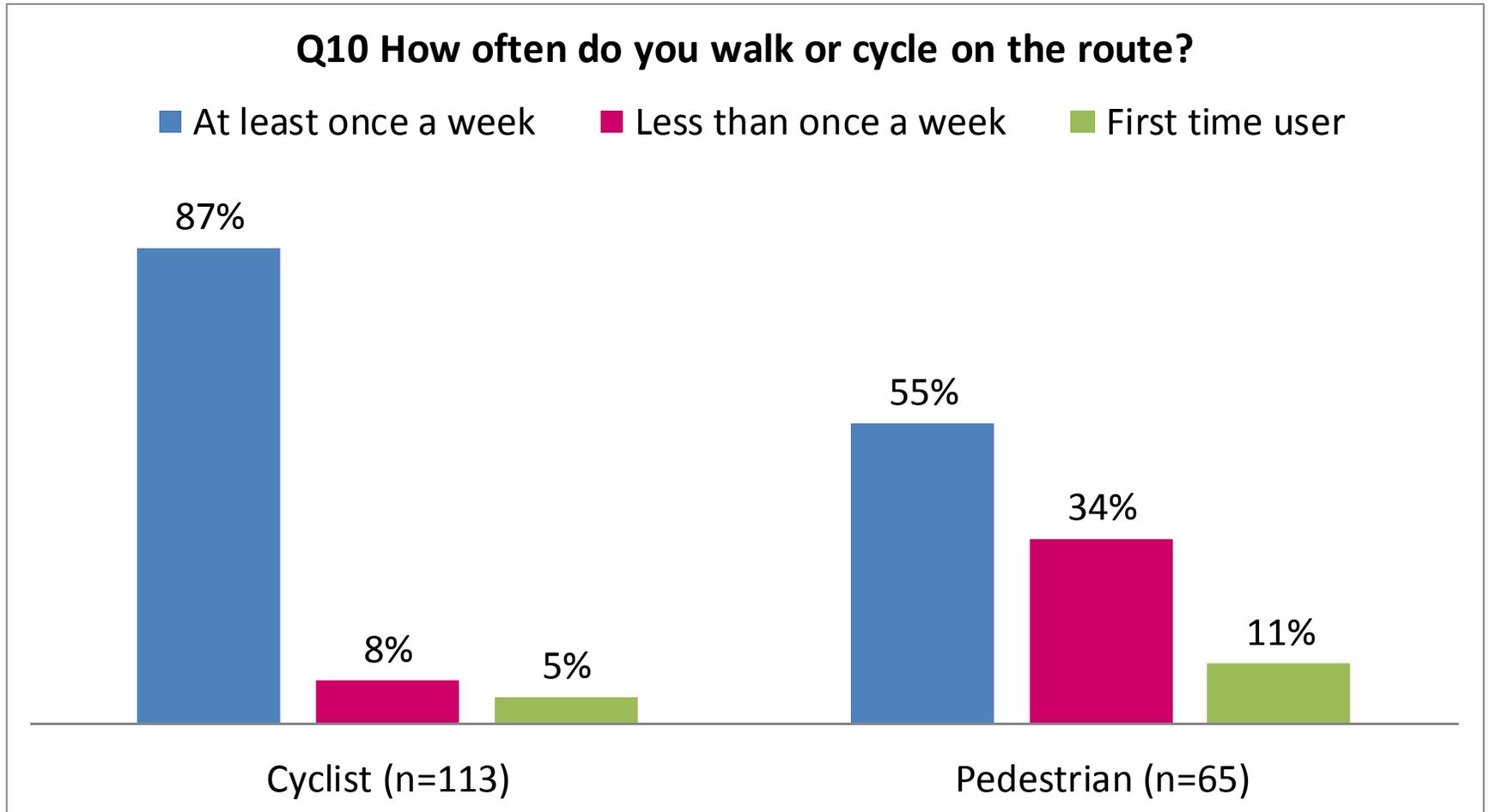
Reason for travelling on the route

Q4 What is your reason for journey today?

■ Cyclist (n=111) ■ Pedestrian (n=48)



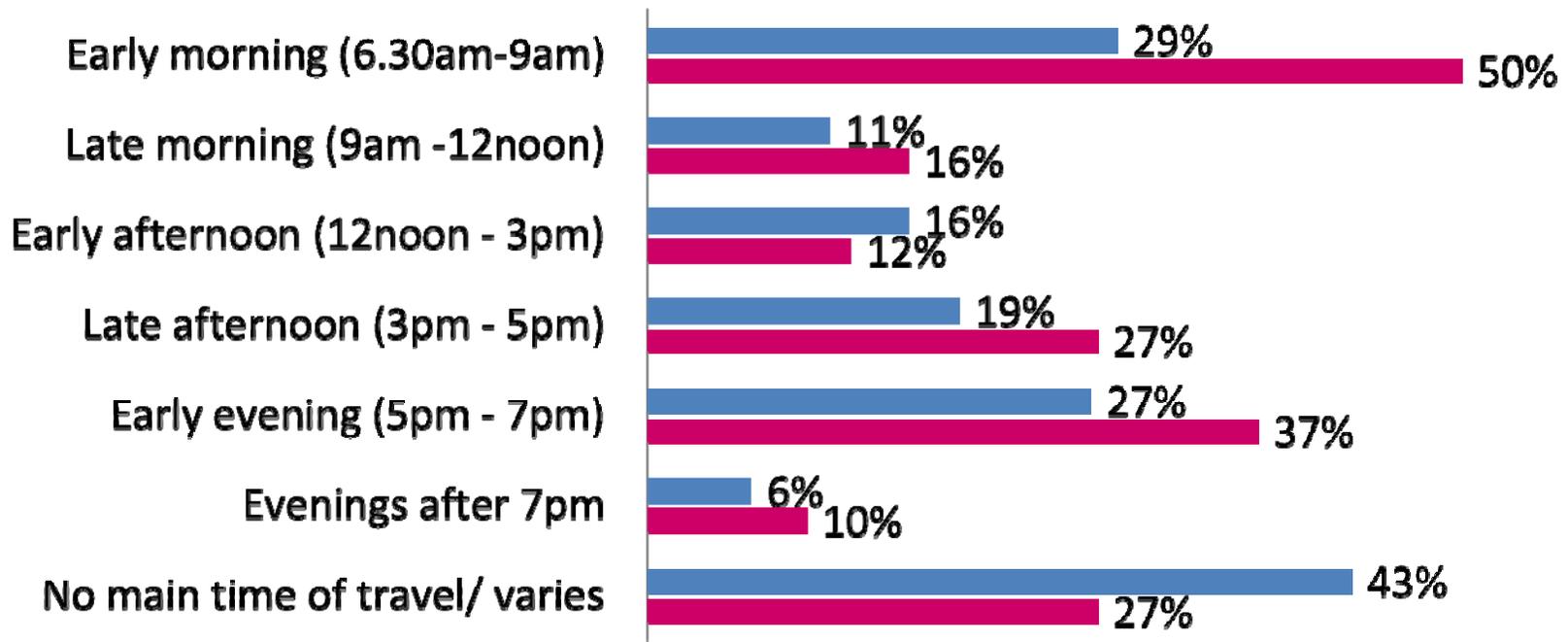
Frequency of usage of the route



Time of route usage

Q11 What are the main times that you would walk/ cycle on the route?

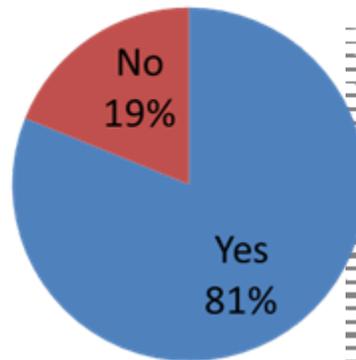
■ Pedestrian (n=63) ■ Cyclist (n=113)



Awareness of designated walker/ cyclist route

Q1 The Connect2 route in Glasgow opened in July 2013 and provides a link for pedestrians and cyclists from Kelvingrove, through Anderston to the City Centre. Were you aware that you were travelling on a designated walker and cyclist route?

Cyclists (n=111)





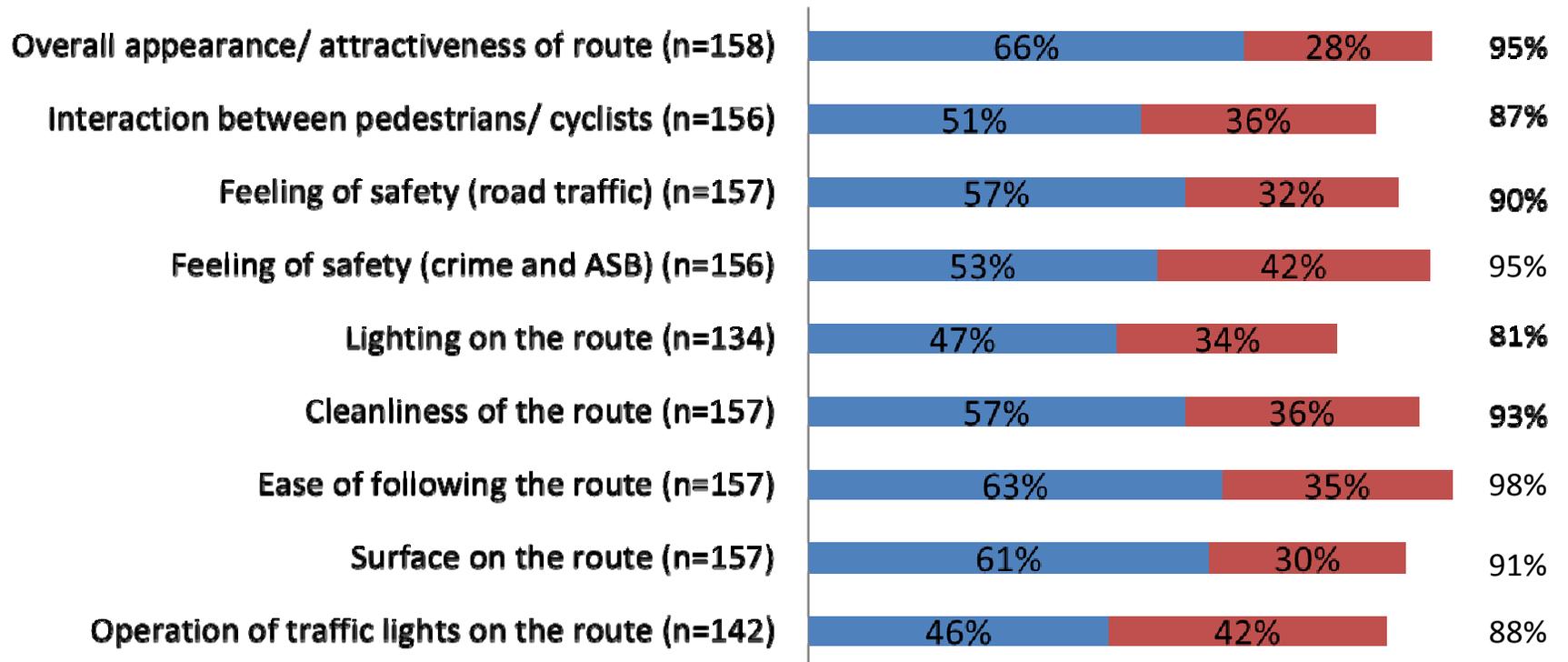
Views on design and quality of the route

Satisfaction with aspects of the route

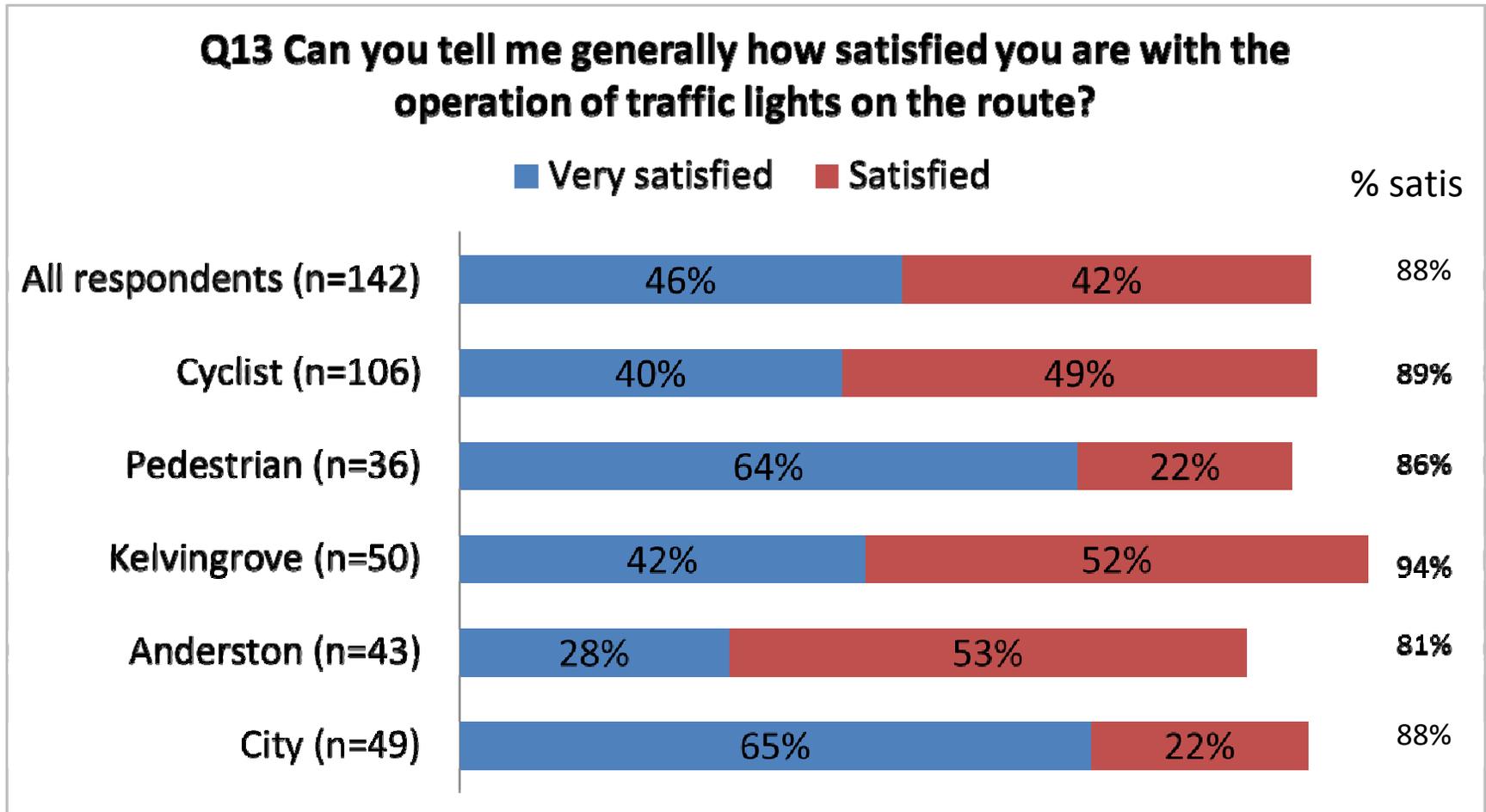
Q13 Can you tell me generally how satisfied you are with each of these...?

■ Very satisfied ■ Satisfied

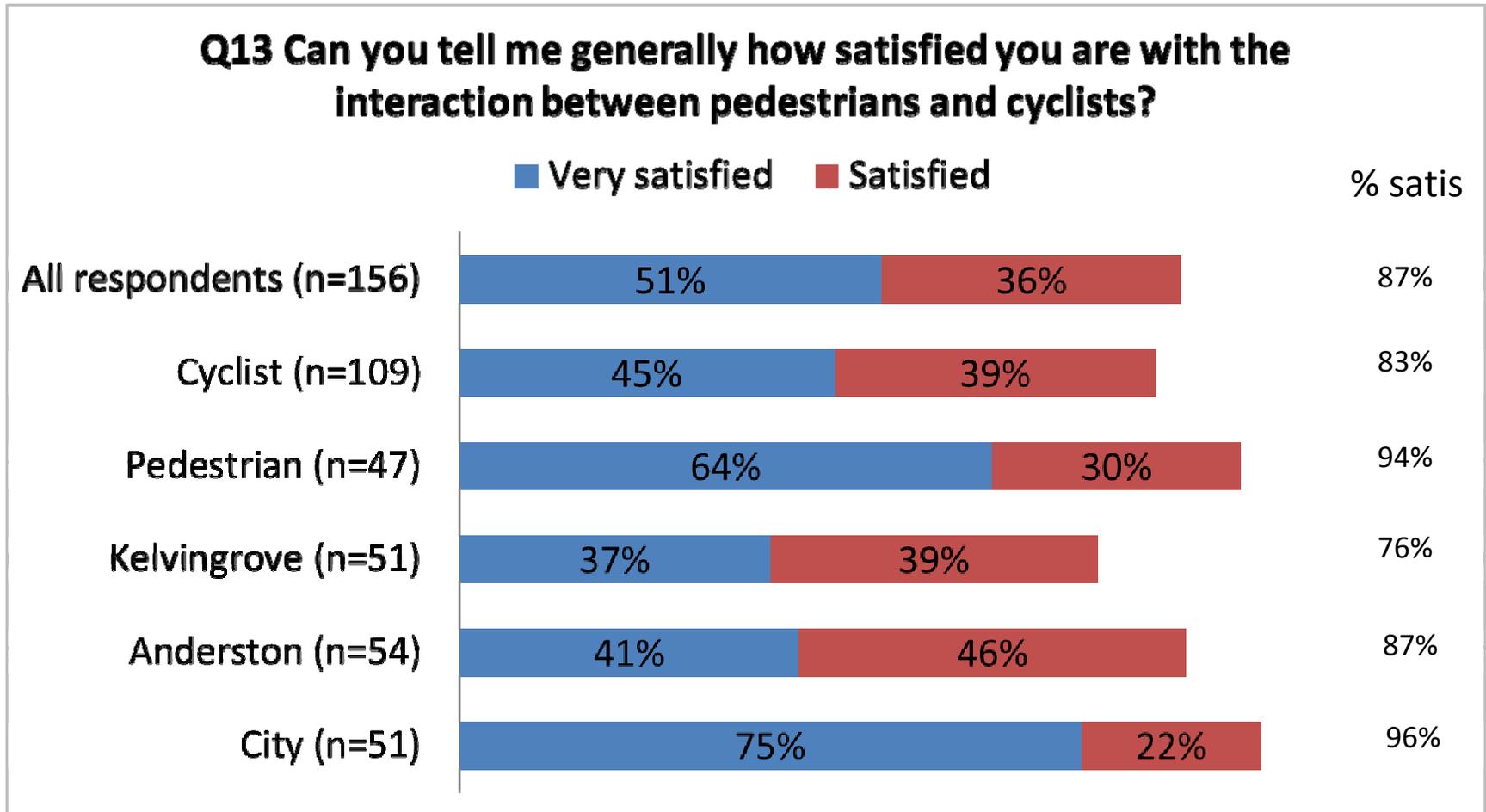
% satis



Satisfaction with operation of traffic lights

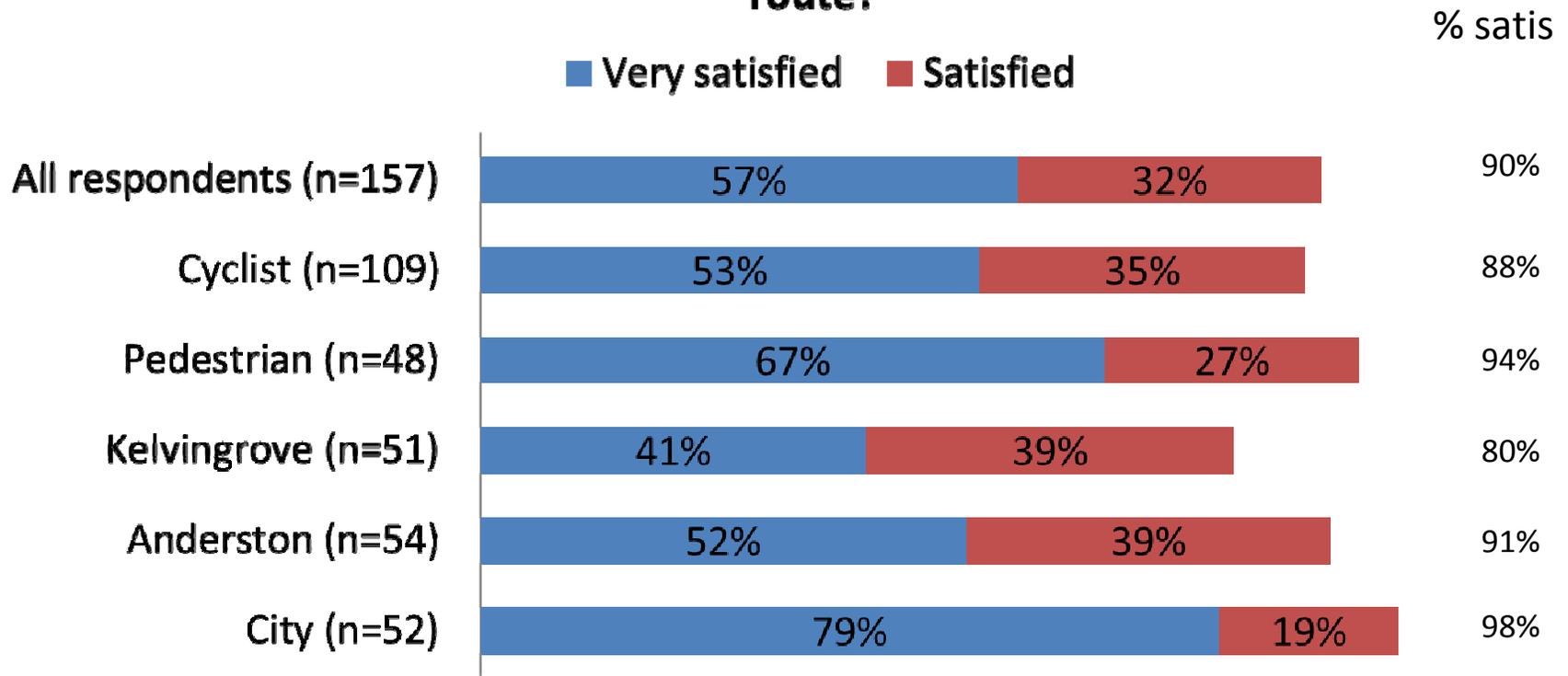


Satisfaction with interaction between pedestrians and cyclists

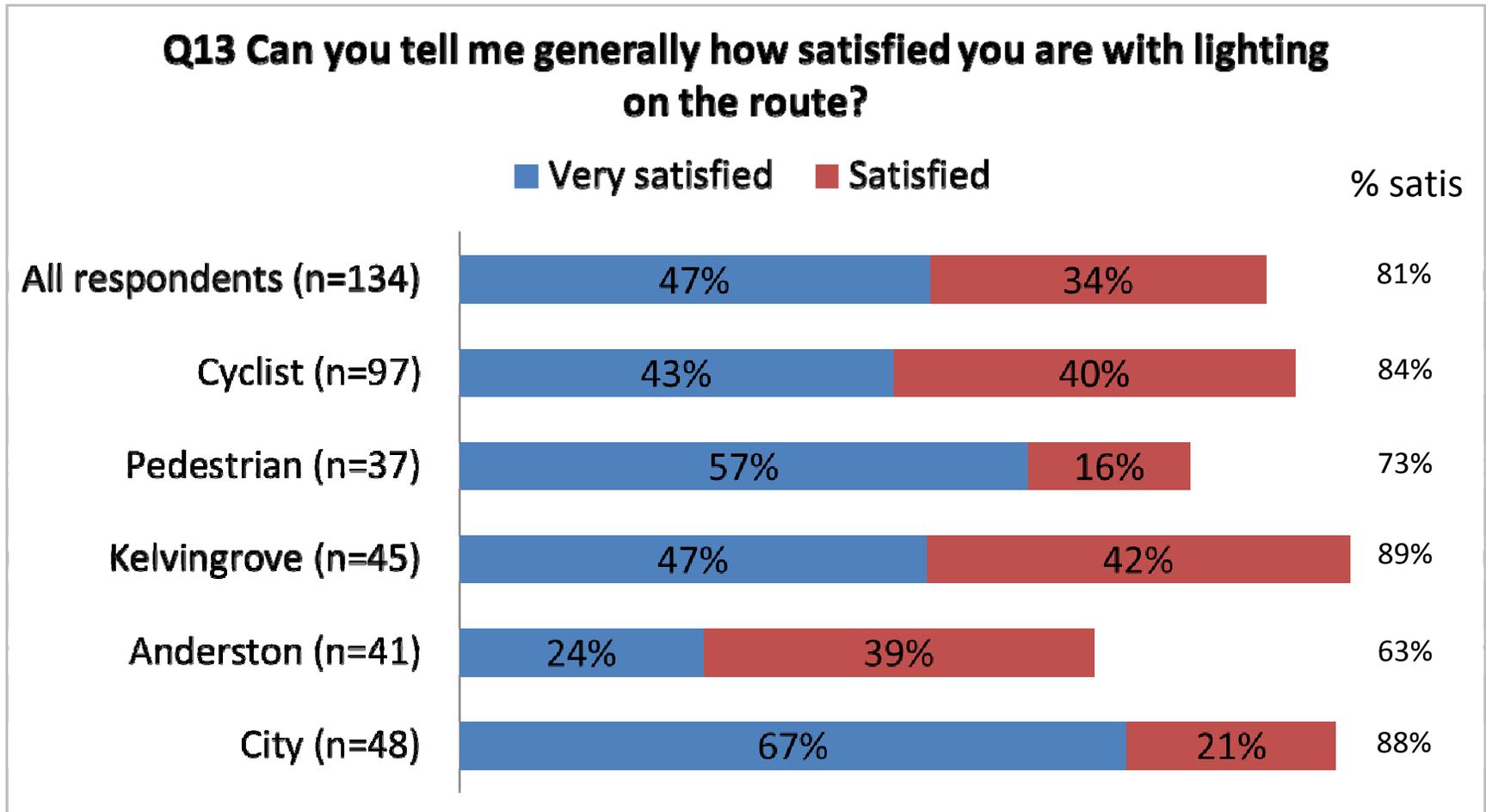


Satisfaction with feeling of safety (road traffic)

Q13 Can you tell me generally how satisfied you are with your feeling of safety relating to road traffic when travelling along the route?

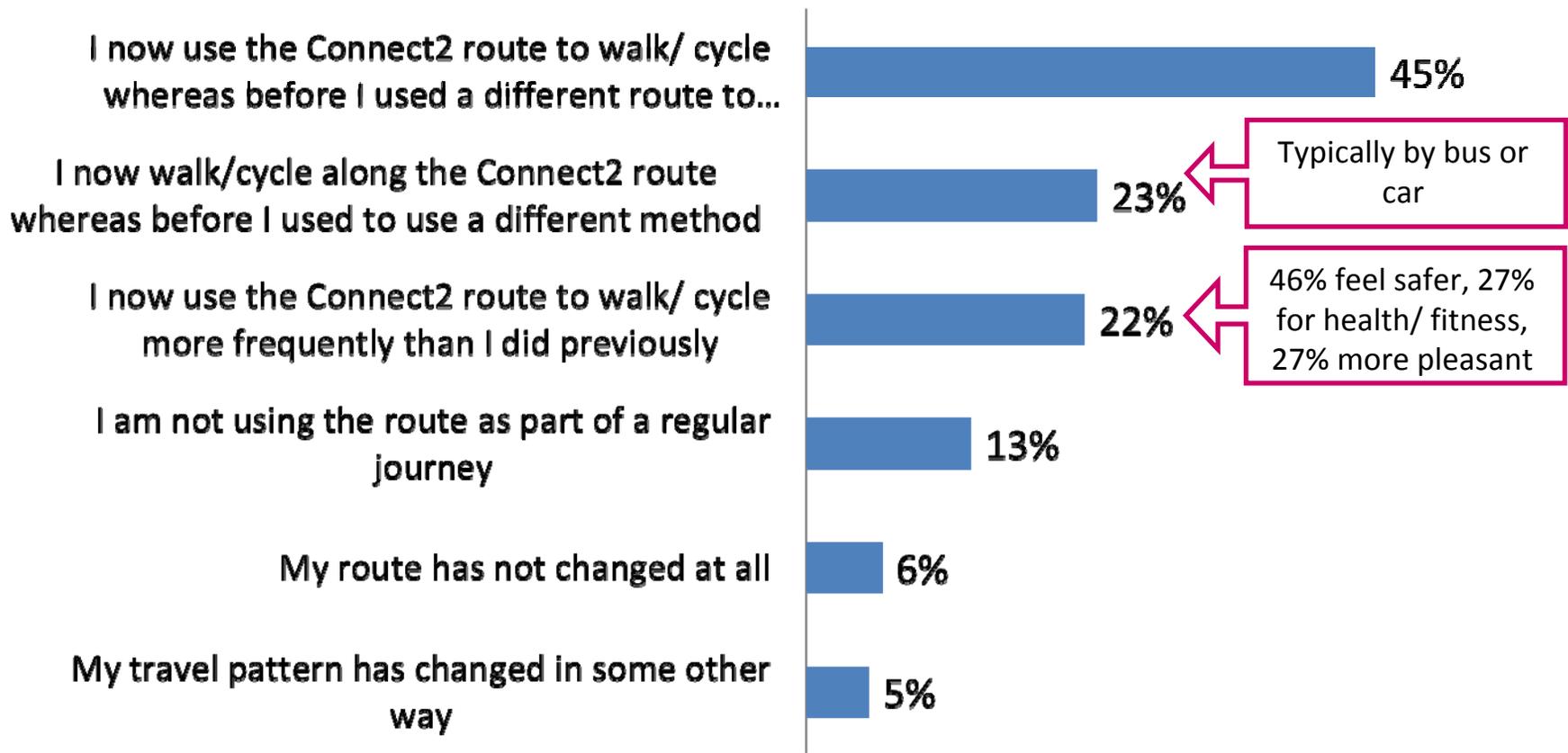


Satisfaction with lighting on the route



Impact of Connect 2 on travel patterns

Q12 Since the opening of the Connect2 route, which of the following statements, if any, best describes the change in your travel pattern?



Exploring the views of cyclists and pedestrians using
the new Kelvingrove-Anderston route
Qualitative findings

Emma Hewitt
ODS Consulting



What we did

- ▶ 4 focus groups with 33 participants
 - ▶ Two dedicated groups of cyclists
 - ▶ One pedestrian-only group
 - ▶ One mixed (pedestrian + cyclist)
 - ▶ Recruited from survey re-contacts – 45% response rate
- ▶ Groups lasted for 60 minutes
- ▶ Key topics discussed included
 - ▶ Current use
 - ▶ Design
 - ▶ Safety
 - ▶ Accessibility
 - ▶ Benefits of the route



Views on design and quality of route

- ▶ Overall appearance of route was positive.
 - ▶ 95% of survey respondents were satisfied.
- ▶ Positive aspects of the design of the route included:
 - ▶ Small kerb to physically separate the route from traffic.
 - ▶ Bollards to alert to the shared-use of the route.
 - ▶ Cycle friendly with few drains or guttering.
 - ▶ *“The kerb bit is a major plus. It stops the cars coming at you.”*

(Cyclist, male, commuting, Kelvingrove section)





Waterloo Street, City Centre section of the route

Issues raised in relation to design of route

- ▶ Some challenges were identified by participants about the design of the route.
- ▶ Specific streets such as Elderslie street were confusing for users as the route changes from one side of the street to the other.
- ▶ *“I’m not sure why it changes sides in Elderslie Street.”*
(Pedestrian, male, commuting & leisure, all sections)



Other issues

▶ Signposting

- ▶ Concerns over the signposting of the route among focus group participants. Some examples of users of the route getting lost.
- ▶ Preferable if there were more connections onto the route as it currently involves ‘dipping in and out’ of traffic.

▶ *“It’s very bitty and doesn’t flow....”*

(Cyclist, male, commuting, Anderston section)

▶ *“There are gaps in it which are not great.”*

(Cyclist, female, commuting, Kelvingrove section)



Other design features

▶ Traffic lights

- ▶ Thought to hinder journeys by interrupting momentum.
- ▶ Reports that the lights do not change fast enough, or some do not work at all.
- ▶ *“On the cycle route they impede your journey by about three or four minutes.”*

(Cyclist, male, commuting, Anderston and city centre sections)

▶ Cleanliness of the route

- ▶ Reports of glass and litter, but also that this is addressed promptly.





Elderslie Street, Kelvingrove section of the route

Perceptions of safety (road traffic)

- ▶ Strong view that route had improved feelings of safety for cyclists and pedestrians.
 - ▶ Physical separation from traffic seen as a positive.
 - ▶ Pedestrians report feeling safe on shared use aspects of route – especially the bridge at Anderston.
- ▶ *“There is plenty of room for everyone.”*

(Cyclist, male, commuting, Anderston section)





Bridge connecting Anderston to City Centre



Perceptions of safety (antisocial)

- ▶ Mixed experiences....some had no issues on route and described it as 'friendly'.
- ▶ Some examples of antisocial behaviour experienced by cyclists, predominantly from motorists.

- ▶ *"People shout – it's the nature of the beast."*

(Cyclist, male, commuting, Kelvingrove section)

Lighting

- ▶ Mixed views on lighting – some thought should be better-lit (particularly area around Anderston) others happy with light from motorway in this section.

- ▶ *"I wouldn't use Anderston at night – it's not lit."*

(Cyclist, female, commuting, Kelvingrove & city centre sections)



Perceptions of safety for children

- ▶ **Mixed views as to whether route safe for children.**
 - ▶ Some agreed Kelvingrove-Anderston route was best way to encourage cycling – on a designated route or “not at all”.
 - ▶ Others thought the route was unsafe – based on their own experiences with traffic on this route. Kelvingrove park was deemed the safest place for children to cycle.
- ▶ *“Its not safe on the road – even if there is a path, the cars won’t stop.”*

(Cyclist, female, commuting, Kelvingrove section)



Tensions on Kelvingrove-Anderston route

- ▶ Focus groups revealed examples of tensions on the route. Key issues included:
 - ▶ Perceived lack of awareness among pedestrians of existence of route – especially in the city centre.
 - ▶ Perceived lack of awareness of shared aspect of route.
 - ▶ Examples of collisions with pedestrians from several participants.
 - ▶ *“The built up areas are the problem – they (pedestrians) walk towards you with no awareness they are on a cycle path.”*

(Cyclist, male, commuting & leisure, city centre section)



Tensions on the route (2)

- ▶ Tensions also between cyclists and motorists.
- ▶ Parked cars on cycle path were an issue – hotspots for this included Waterloo Street and in Kelvingrove around the Gaelic School and Henry Wood Halls.
- ▶ Cyclists had to negotiate other obstacles such as signs for cafes and restaurants. Cyclists felt there was little awareness from others of keeping the route clear.
- ▶ *“There are always bins or cafe signs. I just kick them over.”*
(Cyclist, female, commuting, Kelvingrove section)



Benefit of the route

- ▶ Benefits reported in focus groups included:
 - ▶ Less stressful, more pleasant journeys.
 - ▶ Practical benefits such as more direct and faster journeys.
 - ▶ Improved health from increased walking and cycling.
 - ▶ Safer journeys making cyclists more confident to travel.

- ▶ *“Today I went from the east end to Byres road. It was no bother, but with the car it would’ve been a nightmare. I saved time and my health is a lot better.”*

(Cyclist, male, leisure, all sections of the route)



Impact on journeys

- ▶ Kelvingrove-Anderston route had impacted on people's journeys.
 - ▶ Focus group participants reported changing their route to take advantage of the Kelvingrove-Anderston route.
 - ▶ Cyclists said that they felt safer and therefore more confident to travel.
 - ▶ *“I changed my route – I was crossing the motorway, but now I'm in traffic less.”*

(Cyclist, female, commuting & leisure, all sections of the route)



Value of route

- ▶ Safety was valued more highly than journey time – some chose to make a longer journey to take advantage of the route as it was perceived as safer.
- ▶ *“My route is now shorter, but even if it was longer, I would still use the (K-A) route.”*

(Cyclist, male, commuting, all sections of the route)
- ▶ *“Even though its a longer walk – I’d still do it because it’s safer.”*

(Pedestrian, female, leisure, Anderston section)



Change in mode of transport

- ▶ Examples of changing from public transport to cycling in the groups –seen as faster and cheaper.
 - ▶ *“I got the bus for £1.80 return...but now I cycle every day. It saves me money and means I’m not relying on anything. I know how long it will take and I can walk in if I want.”*

(Cyclist, male, commuting, city centre section)

- ▶ Also examples in focus groups of participants changing from walking to cycling which saved them time on their journeys.



Changes in mode of transport (2)

- ▶ Others changed from driving to cycling – cheaper and less stressful commute.
 - ▶ *“I drove to work in town from the west end and spent £10 a day on parking – my commute is now free.”*

(Cyclist, male, commuting, Kelvingrove section)
- ▶ Pedestrians reported feeling encouraged to use route – walking at lunchtime in the city for example, or walking home after a night out.
- ▶ Route was used by many as part of a wider journey – with people travelling into Glasgow from surrounding areas.



Suggested improvements to route

- ▶ More connections into other existing cycle paths to integrate the city.
 - ▶ *“The bike routes just stop – it’s not integrated. They stop very suddenly and you can go from a nice path to traffic.”*
(Cyclist, female, commuting, Kelvingrove section)
- ▶ Need to raise awareness of route among pedestrians and other motorists.
 - ▶ This could include making the route more visual – painted in bright colours and with bigger signposting.
- ▶ Practical improvements such as ‘give way’ signs and fewer traffic lights.
- ▶ Website or app to report incidents and issues.



Future expansion

- ▶ Agreement that there should be more, similar infrastructure projects in the city.
 - ▶ Suggested existing “east-west bias” and calls for more to be done to connect the south side of the city.
 - ▶ Extend existing lanes into the city centre –e.g. West George Street.
 - ▶ The bridge at Anderston to join up with pedestrian walkway to train station.
 - ▶ Widen the cycle path on south side of River Clyde.
- ▶ The majority of focus group participants said that any new routes should be shared use but designed in a way to make this viable.



Encouraging cycling and walking

- ▶ Route thought to have encouraged increased numbers of cyclists and walkers in city as well as:
 - ▶ Commonwealth Games 2014
 - ▶ Cycle-to-work scheme
 - ▶ ‘People Make Glasgow’ bike hire scheme
 - ▶ *“I’ve never seen so many cyclists in Anderston in my life.”*
(Pedestrian, female, leisure, Anderston section)
- ▶ Hire bikes seen as positive at encouraging cycling – but led to perceived “amateurs” on the route.
 - ▶ *“There are a lot more cyclists - but they have no experience. You just know to give them a wide berth.”*
(Cyclist, male, commuting, all sections of the route)



Strengths and limitations of the research

▶ Strengths

- ▶ Mixed methodology = breadth of opinion through the survey and depth discussion through the groups.
- ▶ Gives greater insight into user's views of the route

▶ Limitations

- ▶ Small sample size – 159 surveyed and 33 focus group participants
- ▶ Potential bias in the data due to the profile of participants
- ▶ Research involved only users of the route – element of bias as users more likely to be satisfied with route.
- ▶ Some differences in opinion between survey and focus groups.



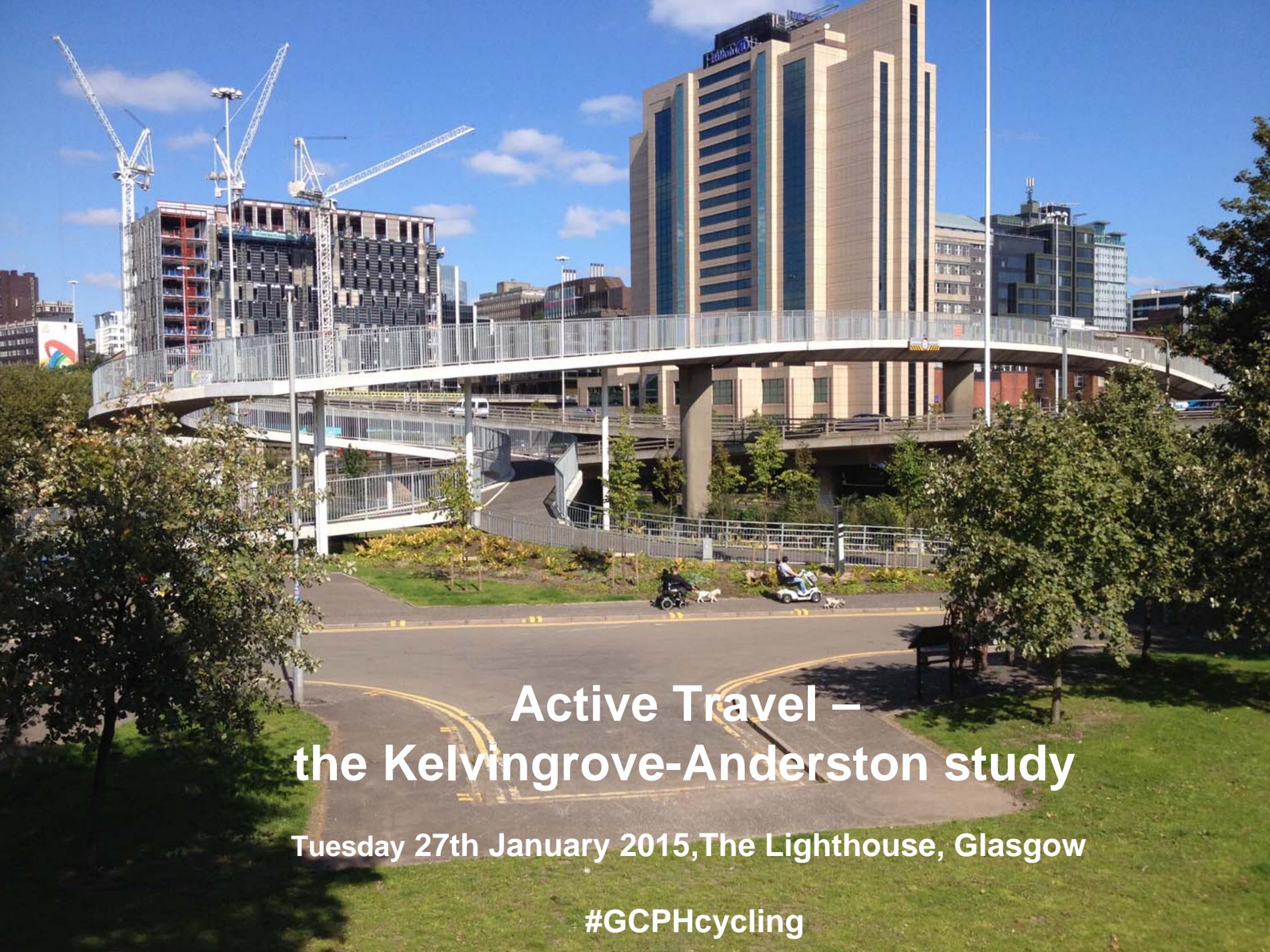
Conclusions

- ▶ This research highlights the benefits of a new safe cycling and walking route.
 - ▶ It is perceived by users to be safer than other on-road alternatives.
 - ▶ It has encouraged modal shifts to more active and sustainable modes of travel.
 - ▶ Other benefits such as quicker and cheaper journeys.
- ▶ There is support for further development of this type of safe infrastructure in other parts of Glasgow.
- ▶ Desire to see more walking and cycling routes across the city.



Questions?





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