



# The Kelvingrove-Anderston route: views of cyclists and pedestrians

Event report

Tuesday 27<sup>th</sup> January 2015

The Lighthouse, Glasgow

Glasgow Centre for Population Health



## **Introduction**

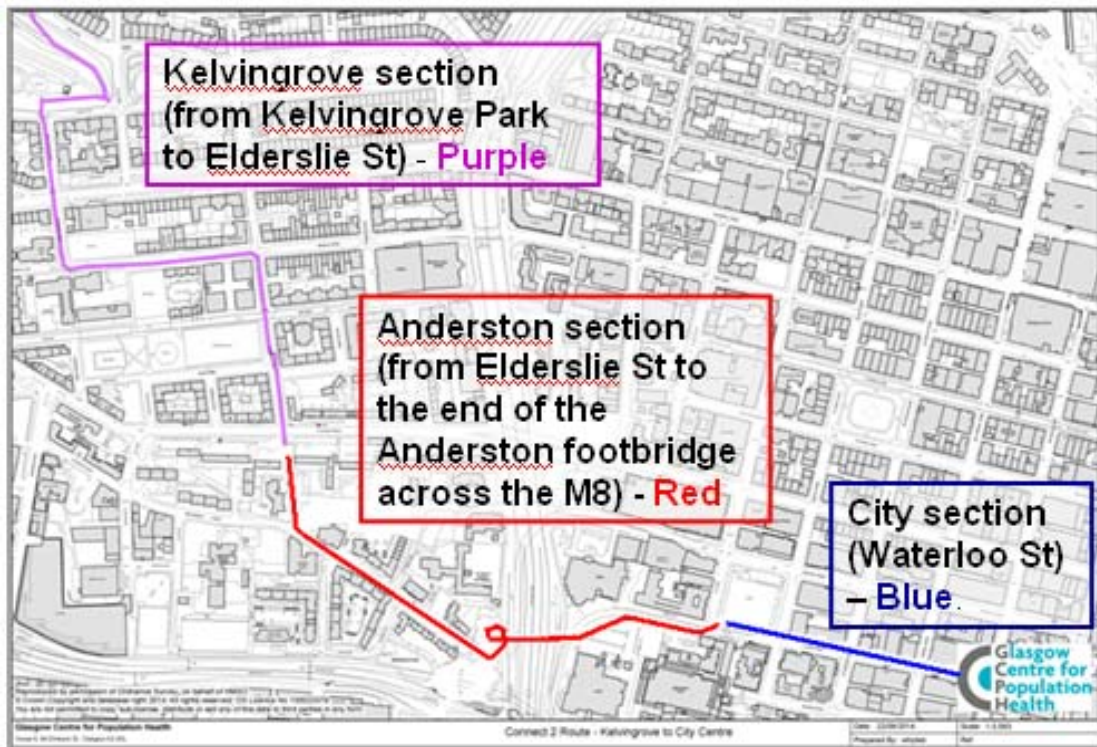
This short report summarises the key points from an active travel event held in the Lighthouse, Glasgow on the 27<sup>th</sup> of January 2015. The event took place to launch a Glasgow Centre for Population Health (GCPH) commissioned study on the views of users of the new Kelvingrove-Anderston cycling and walking route, which links the west end of Glasgow to the city centre. Forty four people were in attendance, including representation from local authorities, the Scottish Government, Universities, Sustrans, Transport Scotland, Spokes, the Glasgow Bike Station and other local organisations (see appendix). The event was chaired by Bruce Whyte of GCPH, with presentations provided by Lorna Shaw of Research Resource and Emma Hewitt of ODS Consulting. Audience members had an opportunity to ask questions of the research team, before a panel discussion took place to consider the wider implications of the findings. The full research report was published on the GCPH website and can be viewed [here](#).

## **Opening remarks**

Bruce Whyte introduced the event and provided some background information to the study. He described the route as being innovative in a Scottish context in that it includes both a segregated section for cyclists and a shared-use section for cyclists and pedestrians. He also explained that the route makes an important connection across the M8 motorway, using what was previously known as the 'bridge to nowhere'. Bruce then spoke of the wider benefits of improving the active travel infrastructure, such as tackling climate change, stimulating economic growth and creating more liveable cities. Examples were given of how active travel in Glasgow had been supported in recent years, such as the Nextbike hire scheme and the provision of other cycling and walking infrastructure in the city. However, despite progress, he also mentioned that many people in Glasgow do not consider cycling to be a safe or attractive option, and that a great deal could be learned from other European cities where joined up infrastructure for cycling and walking are already in place. Examples of success were also highlighted in Edinburgh, where good progress was seen to have been made in a relatively short space of time.

## **Study outline and key findings**

Lorna Shaw from Research Resource introduced the research and provided a brief background to the Kelvingrove to Anderston route. She explained that the research had involved a mixed methods approach, and that she had led the quantitative component of this, which involved face-to-face surveys with route users.



*Route map of Kelvingrove – Anderston cycling and walking sections*

Having introduced the research, Lorna provided an overview of the demographic profile of the survey respondents, highlighting that more males than females took part, that most were in employment or education, and that very few reported having a disability. In terms of the key findings, she reported that there were high satisfaction levels amongst users for different aspects of the route such as its appearance, feeling safe using it and ease of following the route. Importantly, she reported that nearly half of users (45%) now used the route having previously used a different one, and that nearly a quarter of respondents (23%) used the route to walk or cycle having previously used a different mode of transport.

Emma Hewitt of ODS Consulting then presented on the qualitative component of the research, which involved four focus group discussions with pedestrians and cyclists. She reported that many people felt safer using the route than non-segregated routes and that some cyclists had said they were willing to take a longer journey to take advantage of it. Some cyclists also reported feeling more confident about cycling during peak hours. Further findings were that tensions had arisen between cyclists and pedestrians or motorists, with this thought to be partly due to a lack of awareness of the route. Participants also gave suggestions around the future development of the route and the provision of active travel infrastructure in general, and there was strong support for extending and better linking the network.

After the presentations the audience were given a chance to ask questions of the research team. These covered a range of issues: using the route during periods of bad weather, ways in which route usage could be increased through better promotion of it and the potential value in conducting research with people that did not currently use the route. This, it was felt, could be worthwhile for promoting active travel across less active groups.



*Bridge connecting Anderston to the city centre*

### **Panel discussion**

After a short break, a panel discussion took place with five people currently involved in shaping action around active travel in Glasgow and Scotland. Panel members were asked to introduce themselves and reflect on what they had heard at the event.

*Fiona Crawford*, Consultant in Public Health, talked about the findings within the context of improving population health. She spoke of the compelling evidence in support of a more active population, highlighting the diverse benefits to individual physical and mental health and well-being. This included recent evidence which shows that being physically active over the life-course can help to reduce the risk of developing dementia. More broadly, she outlined the research evidence on the benefits of residential streets that are safe and pleasant for people of all ages to walk and cycle. This, she said, was important for people's quality of life, building social capital and for stimulating local economies. She also stated that there is an increasingly convincing argument that investment in measures to promote active,

sustainable travel in Scotland is more cost effective than building new roads, which many suggest will lead to increased levels of traffic and further congestion. Fiona cited the Chief Medical Officer of England's proposal that physical activity is a potential 'wonder drug', concluding that active travel is a golden opportunity to help unlock its potential.

*Graham Baker*, Chancellor's Fellow from the University of Edinburgh, stated that the evidence base around the efficacy of providing infrastructure to increase cycling levels over the past decade had shown mixed results. He stated that more evidence needed to be generated to strengthen the research base around the use of active travel infrastructure, particularly as its impact is very context specific. He also mentioned that it is important to have a range of study types, some that examine effectiveness in terms of behaviour change, and others that help identify key features of the infrastructure based on user experiences. In terms of the report findings, Graham made reference to the importance of safety, as well as the need for the route to be integrated with other infrastructure throughout the city, stating that current evidence suggested that infrastructural interventions may only be successful if delivered at a high dose.

*Rowena Colpitts* from Sustrans highlighted that the Kelvingrove to Anderston route was part of the Connect 2 project, which enables physical barriers to walking and cycling to be overcome through the provision of connecting infrastructure. She explained that Sustrans was involved in helping families and communities to make smarter travel choices, in particular encouraging active travel choices for shorter journeys. She was pleased with the research findings, which highlighted that with little promotion it had been possible to change travel behaviour. She also mentioned that the promotion of the route by Glasgow City Council would be important, and that it would be useful to measure the impact of this on the number of people using the route. Finally, Rowena highlighted the importance of the 'bridge to nowhere' in terms of providing a continuous joined up route.

*Ian Maxwell* of Spokes mentioned that a survey was currently taking place around a similar cycling infrastructure project in George Street in Edinburgh, stating that it would be interesting to compare the results. He spoke about the importance of signage on the route and of ensuring that it is useable during periods of bad weather. He made further reference to Edinburgh by stating that Edinburgh Council had begun to grit cycle routes during periods of cold weather, as well as the fact they had allocated 7% of their transport budget to cycling. He challenged Glasgow to match

this budget allocation. Finally, Ian spoke of the importance of encouraging children to cycle more in cities, questioning whether or not the route had met the 12 year old test in terms of being perceived to be safe for use.

Labour Councillor, *Frank McAveety*, thanked the research team for their efforts and stated that increasing levels of cycling throughout the city would be important for building a better city. He then made reference to the challenges posed by Ian Maxwell and endorsed the friendly competition between Glasgow and Edinburgh as a way of collectively addressing national challenges. He went on to talk about the importance of supporting change in big and small ways, stating that sometimes issues which do not seem to have traction need to reach a tipping point before major change can happen. Frank also mentioned that cycling was an important issue in terms of inequalities across the city, and that the provision of infrastructure and other measures to promote cycling needed to be put in place in other parts of the city. Finally, he acknowledged that Glasgow City Council needed to become more responsive and efficient at dealing with issues relating to getting around in the city.

Following these opening remarks, a facilitated discussion took place around the future promotion of active travel in the city and the necessary infrastructure to support this. The key points raised during the discussion are summarised under headings below.

#### *Research findings*

- The completion of the 'bridge to nowhere' was praised for providing an uninterrupted route across the city and beyond.

#### *Future development and promotion of the active travel network*

- Further work may be required to link in with disability groups to ensure that active travel infrastructure meets their needs.
- Alongside the provision of improved cycling infrastructure, the promotion of existing routes in Glasgow could help to increase use.

#### *Creating a more pedestrian and cycle friendly city*

- The introduction of 20mph zones across Glasgow were proposed as a way of reducing inequalities in traffic accidents and making the streets safer for the whole population.

- The introduction of one-way streets for cars with contraflow cycling on them was seen by some to be a positive step by Glasgow City Council in affording cyclists greater freedom.

#### *Broadening the debate*

- Active travel as a concept could be widened to link with a range of other issues. Although relevant as a public health issue, it was also seen to relate more broadly to the liveability of cities and their economic success. Placemaking was introduced here as a way of encouraging more active travel through the creation of more interesting and diverse neighbourhoods.
- Engaging with people early about neighbourhood developments was seen to be important in terms of getting local people on-board with change. It was also mentioned that more creative use of public money would be necessary in the future to get the most out of public spend.
- Active travel was seen to be a common agenda in which a number of agencies could join forces and provide budgetary contributions.

#### *Engaging the wider population*

- Increasing levels of cycling was seen to be important in terms of engaging the whole population, not simply encouraging greater use by those already converted. To achieve this, it was suggested that more work would be required to understand the demographic characteristics of the city and how this influences beliefs and dominant cultures that affect people's travel choices.
- Previous research into the views of children in Glasgow found that they highly valued being able to walk and cycle in a safe environment. One young person suggested the pedestrianisation of the city centre for a day.

#### *Influencing policy*

- The Scottish Government have recently set out a long term vision for active travel in 2030. The report outlines a vision of what Scotland might look like in the future if people were to consistently choose walking or cycling to complete short journeys. In addition, there remains a commitment to achieve the goal of ensuring that 10% of all journeys are taken by bike by 2020.
- With local and national elections looming there are now opportunities to influence political party manifestos around active travel provision.

In light of the comparisons being made between Edinburgh and Glasgow, panel members were asked to state what they felt Glasgow could learn from Edinburgh, and conversely, what Edinburgh could learn from Glasgow. Responses to this are summarised below:

*Positive examples in Edinburgh*

- Widespread adoption of 20mph zones throughout the city
- Cross-party support for active travel in the city
- 7% of transport budget used to support active travel projects
- There is a strong and growing network of active travel infrastructure throughout the city.

*Positive examples in Glasgow*

- The introduction of the Next Bike hire scheme throughout the city
- The continued use of 24 hour bus lanes
- Design features of the Connect 2 route could be replicated elsewhere.

Although sharing learning between Glasgow and Edinburgh was widely seen to be worthwhile, one panel member felt that focusing on this alone would fail to provide an adequate understanding of how behaviour change occurs. It was suggested that cultural conditions in the two cities were very different, and that this should be accounted for in considering how learning from one city might translate to the other.





*Elderslie Street, Kelvingrove section of the route*

### **Final comments and future work**

Bruce brought the event a close by thanking everyone for their input and highlighting some work that GCPH would continue to be involved in as a way of improving conditions for active travel. These were as follows:

- Continued involvement in the [M74 study](#), which focuses on local people's perceptions of their local environment, travel behaviour, physical activity and wellbeing
- investigating cycling and pedestrian casualty trends, and
- applying the HEAT tool to walking and cycling commuting in Scotland's four largest cities.

Finally, Bruce announced that a GCPH Healthier Future Forum would take place on 31<sup>st</sup> March with a focus on **active travel in an urban environment**. Information on the event will be made available on the [GCPH website](#) over the coming weeks.

## Appendix: Delegate List

Norman	Armstrong	Director	Free Wheel North & Cycling Centre
Graham	Baker	Chancellor's Fellow	University of Edinburgh
Sheila	Beck	Senior Public Health Advisor	NHS Health Scotland
Emma	Bell		Sustrans Scotland
Iain	Beverland	Senior Lecturer in Environmental Health	University of Strathclyde
Giorgia	Bigaro	MSc in Sust & Env'tal Studies	University of Strathclyde
Morven	Brown		Scottish Cycling Organisation
Eamonn	Campbell	Planner, DRS	Glasgow City Council
Rowena	Colpitts	Senior Engineer	Sustrans Scotland
Fiona	Crawford	Consultant in Public Health	NHSGGC
Sheena	Fletcher	E-Communications Officer	GCPH
Tricia	Fort	Vice Convenor	GO Bike
Scott	Gibson	Senior Transport Officer	East Renfrewshire Council
Steve	Gray	Team Leader, LES	Glasgow City Council
Rachel	Harris	Senior Public Health Research Specialist	GCPH
Peter	Hayman	CTC Councillor for Scotland	CTC Scotland
Robbie	Hawthorne	Assistant Cycling Development Officer	Glasgow Life/Glasgow Sport
Emma	Hewitt	Senior Consultant	ODS Consulting
Sue	Hilder	Outdoor Access Officer	Glasgow City Council
Russell	Jones	Programme Manager	GCPH
Lorna	Kelly	Associate Director	GCPH
Neil	Langhorn	Sustainable & Active Transport Team Bike Club Development Officer - Glasgow	Transport Scotland
Victoria	Leiper		The Glasgow Bike Station
Dr Collin	Little	LES	Glasgow City Council
Dr Andrew	Lynn	Online Learning Courseware Developer	StrathBUG
Alasdair	Macdonald	Group Co-ordinator for Glasgow	Sustrans Scotland
Patti	MacLeod	DRS	Glasgow City Council
Chloe	McAdam		NHSGGC
Cllr Frank	McAveety	Councillor	Glasgow City Council
Vincent	McInally		LES Glasgow City Council
Ian	Maxwell		SPOKES
Jim	Morley	LES	Glasgow City Council
Shona	Morris		Cycling Scotland
Jill	Muirie	Public Health Programme Manager	GCPH
Craig	O'Holleran	Sustrans Project Officer	Glasgow City Council
Owen	O'Neill		Evolution Rickshaws
Darren	Peaston		Transport Scotland
Kenneth	Reid	Sustainable Glasgow, LES	Glasgow City Council
Lorna	Shaw	Director	Research Resource Scotland Ltd
Clare	Strain	Travel Planner	SPT
Megan	Tailford	MSc Environmental Health	University of Strathclyde
John	Webster		Transform Scotland
Bruce	Whyte	Programme Manager	GCPH
Gregor	Yates	Public Health Researcher	GCPH