

## Member Survey 2015 - Results Summary

### *Profile of respondents*

- Out of 280 members, 46 members completed the survey but the responses were submitted on behalf of 61 members in total = response rate of 22%
- Respondents represented across gender and age groups, but mainly live in the west of town

### *Cycling uptake*

- Respondents cycle on an average of 13.2 days each month in summer and 10.0 days each month in winter
- Almost all respondents (96%) cycle for leisure, just under half (48%) cycle to a place of work or study and 81% cycle for utility or other purposes
- About half of respondents (48%) ride on roads if necessary but would prefer more off-road routes while 17% don't mind cycling on roads and 28% restrict themselves to off-road routes

### *Views on cycling in Chesterfield*

- On a scale of 1 (very poor) to 10 (very good), ratings for cycling in Chesterfield range from 4.0 for feeling safe on busy roads to 6.9 for feeling safe on quiet roads. Cycle route maintenance ratings range from 4.5 for routes on roads to 5.7 for off-road cycle paths.
- Respondents' two main barriers to cycling are the weather (56%) and traffic safety (49%)
- Respondent suggestions to improve cycling in Chesterfield are (in order of frequency):
  - o (Re)Designing routes to improve ease of use, accessibility and safety for cyclists, and to join up fragmented cycle routes across Chesterfield. E.g.:
    - "More of the cycling routes linking together with good signage of destination and either distance or approx cycling time."*
    - "Linking fragmented routes around the area"*
    - "If the application of cycle lanes is to be supported, they should be well planned with obvious destinations. Not applied to the wider parts of roads, only to disappear where the road narrows"*
  - o Improvements and extensions to cycle routes and off-road cycle paths. E.g.:
    - "More cycle lanes on all roads"*
    - "Increase the network of safe routes / paths / roads"*
    - "More attention to dealing with pot holes in the cycle part of the road"*
    - "Better surface on cycle routes eg Hipper Valley trail"*

- o Changing public attitudes and driver behaviours, incl. reduced speed and limiting vehicle use. E.g.:
  - “Better education and attitude of car drivers (nationwide problem).”*
  - “20mph speed limits in all residential areas”*
  - “Reduce the amount of traffic allowed in the town centre area.”*
- o Enforcing rules of the road (incl. parking on cycle routes) and holding councils and developers to account on cycle infrastructure. E.g.:
  - “Stop vehicles blocking cycle lanes.”*
  - “Planning permission should not be signed-off until all cycle provision included in the permission has been fully implemented.”*
- o Enhancing awareness of cycle routes and promoting uptake. E.g.:
  - “Better publicity of the cycle routes we have now, and publicity of new ones as they are built.”*
  - “I would like to see schools targeted to encourage young people to cycle”*

#### *Views on the Chesterfield Cycle Campaign*

- On a scale of 1 (not important) to 10 (very important), ratings for Cycle Campaign activities range from 6.7 for organising local demonstration rides to 9.5 for attending council meetings to ensure that demand for cycling is recognised and money is invested. Producing newsletters/member updates and producing cycle maps both receive high ratings of 8.3.
- The majority of comments on Campaign activities recognise that the Campaign is doing a great job and should keep up the good work. Some respondents think that more could be done to engage with and inform non-members of the Campaign, especially non-cyclists. Others emphasize keeping cycling as a priority among local councils and politicians, and to continue organising social activities. E.g.:
  - “Well done to all those involved over the years in working to get the many facilities we already have”*
  - “How to engage the current non cyclists to start cycling? Often the campaign is just 'talking' to the already converted.”*
  - “Participation in political debates re government traffic strategy, prosecution procedures, coroner's considerations”*
  - “Keep up the good work, remember the social element is always important”*

## Member Survey 2015 - Results Report

### Introduction

The 2015 member survey is an opportunity to keep the Campaign up to date with members' cycling habits and preferences and to make sure it is speaking up for the concerns of all members. A similar survey was undertaken in 2007 which was used to inform the Chesterfield cycle audit.

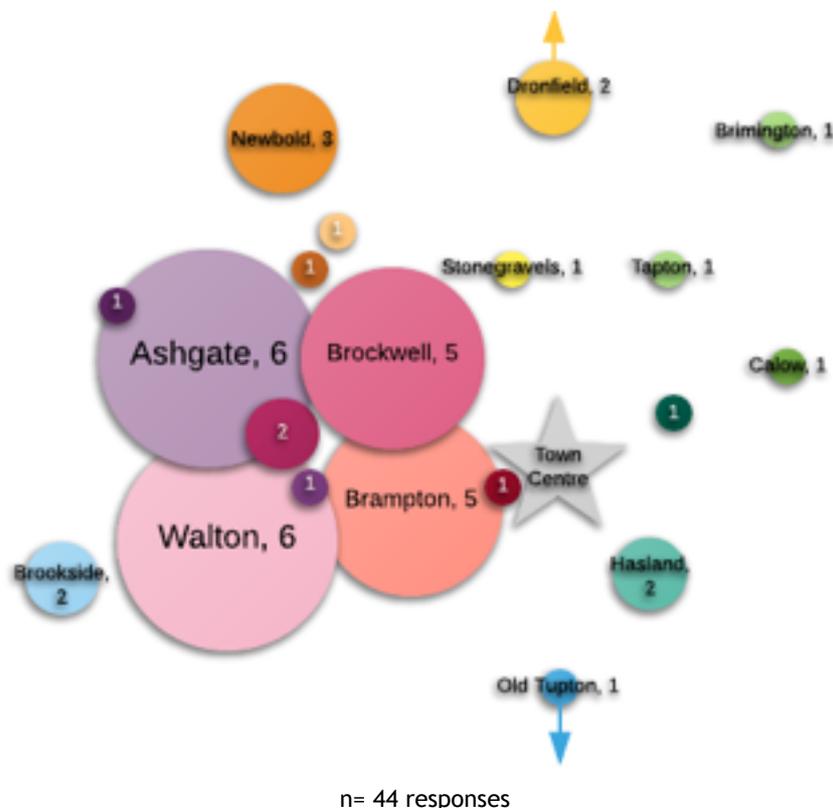
The survey was launched in the last week of August and was kept open until the first week of November. It received 46 responses. In addition, six of the respondents indicated they were completing the survey on behalf of other members in their household which equates to a further 15 members captured indirectly. Out of approximately 280 members, the survey engaged with 61 members which equals a response rate of 22%.

Eight of the completed surveys were returned as paper hard copies and 38 were completed through the Campaign website link.

### Profile of Respondents

Respondents were asked for the local area or neighbourhood where they live and Figure 1 presents the results which indicate a heavy weighting towards the west of the town, especially Ashgate, Walton, Brockwell and Brampton.

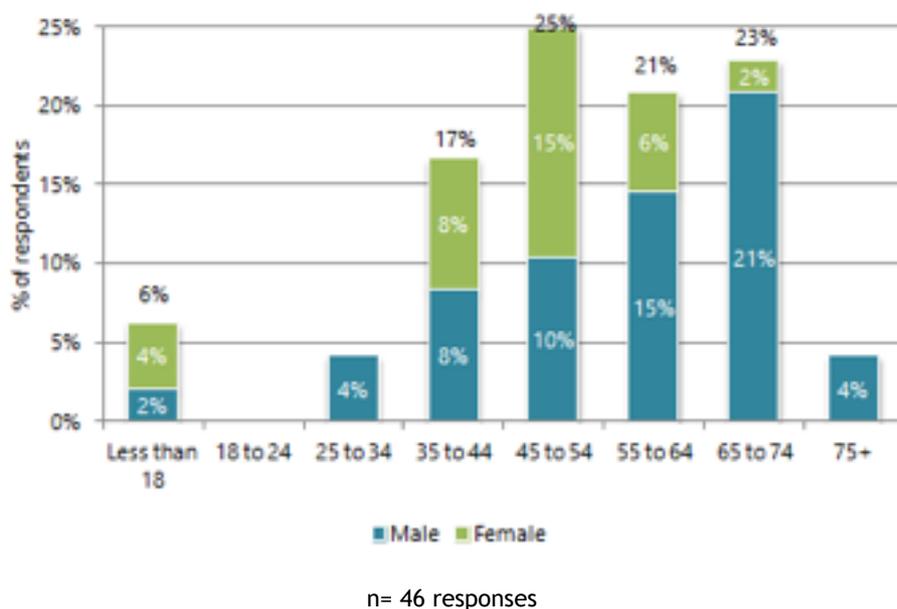
Figure 1: Neighbourhoods and Local Areas Where Respondents Live



About two-thirds of respondents were male (65%), compared to one-third female (35%). As shown in Figure 2, the majority (85%) of respondents are aged between 35 and 74.

Smaller proportions of respondents are aged 25 to 34 (4%) or over 75 (4%). It is encouraging that there are some responses from the under-18 age group (6% of the total).

Figure 2: Age and Gender of Respondents



### Cycling Uptake of Respondents

Respondents were asked how many days they cycle on average each month. The results indicate that members cycle on a mean average of 13.2 days each month during the summer (median = 12) and an average of 10.0 days each month during the winter (median = 8 to 10). This compares to results from the 2007 Campaign members survey which found that members cycle an average of 3.4 days per week (median = 3) throughout the year. For the total population of England, the 2014 National Travel Survey finds that people make an average of 18 bicycle trips per year.

The survey asked members why they cycle and the purpose of their cycle journeys, and this was divided into three categories described below and highlighted in Figure 3.

- Cycling for work or study.** Just under half of respondents (48%) cycle to a place of work or study, while 52% do not (this compares to 1.2% of Chesterfield working residents who cycle to work according to the 2011 Census). Approximately 20% of respondents cycle into the town centre for work or study and 13% cycle to Chesterfield train station for onward travel. Over one-third (37%) of respondents cycle to other locations for work or study, including within Chesterfield (i.e. Newbold, Sheepbridge, Brampton) and outside of the Borough (i.e. Dronfield, Sheffield).
- Cycling for leisure, recreation or exercise.** Almost all respondents (96%) cycle for leisure and only 4% do not. About two-thirds of respondents use local cycle trails for leisure, including the Hipper and Holmebrook Valley Trails (69%), as well as other local trails like the Trans Pennine Trail, Five Pits Trail or Archaeological Way in Bolsover (67%). Half or more of respondents also report cycling in other parts of their neighbourhoods or Chesterfield and 58% specify that they cycle in the Peak District. Over one-fifth (22%) cycle long-distance routes across the country or abroad. Among respondents identifying other locations, several listed the

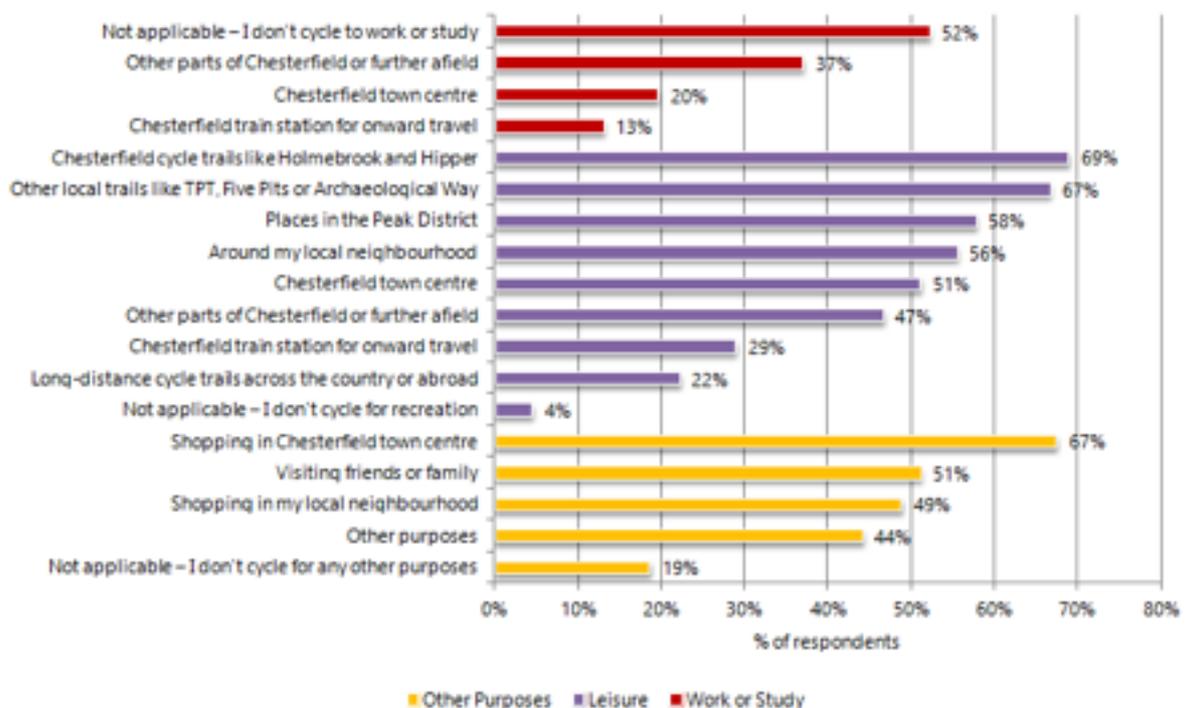
Chesterfield Canal and Clumber Park, while other examples included Sheffield, Hardwick, Notts and Lincs. This fits with results from the 2007 Campaign survey which finds that the Hipper Valley, Holmebrook Valley and Trans Pennine Trails are the most popularly used routes by members.

- **Cycling for utility and other purposes.** The majority of respondents (81%) cycle for utility or other purposes, while 19% do not. Over two-thirds (67%) cycle to go shopping in the town centre, compared to 49% cycling to shop in their local neighbourhood. About half (51%) cycle to visit friends and family. Among other reasons, four respondents (9%) cycle to leisure or sports facilities, three (7%) cycle to doctor or hospital appointments, and two (5%) cycle to the pub or entertainment venues.

These findings compare to other surveys:

- The 2007 Chesterfield survey found that the most popular purpose is leisure cycling followed by utility cycling and cycling to work.
- The national Active People Survey finds that fewer Chesterfield residents cycle for work or utility journeys (3%) than cycle for leisure (11%).
- A 2007 cycling survey for East Sussex County Council found that 66% of respondents cycle for leisure and 36% cycle for work.

Figure 3: Purpose and Reasons Why Respondents Cycle



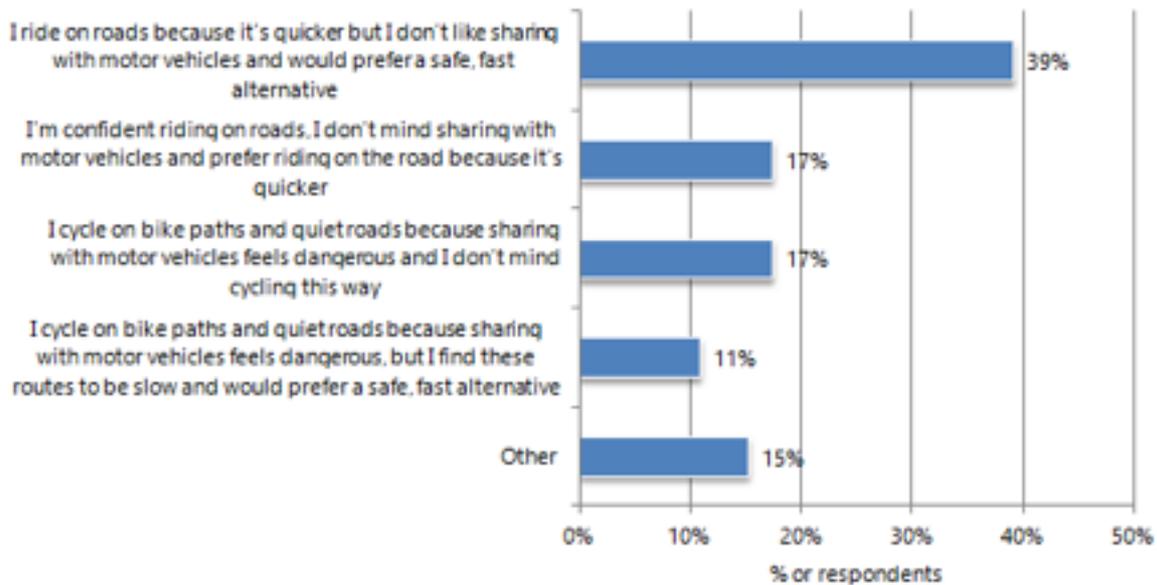
n= 46 responses

As shown in Figure 4, there is a range of cycling preferences and behaviours with the most common response being that 39% of respondent members cycle on roads because they're quicker but would prefer a safe, fast alternative free of motor vehicles. The other category also includes a further four members (9%) who report riding on roads if necessary

but would prefer more off-road routes which would increase the category response to 48% if combined.

Seventeen percent also use the roads but don't mind sharing with motor vehicles. A similar proportion tend to restrict their cycling to off road routes, with some quite happy to accept that these routes might be slower (17%) while others wish they could be a faster, safe alternative to roads (11%). Among the other responses, two members (4%) cycle on the pavement and one member (2%) has no preferences.

Figure 4: Cycling Preferences Among Respondents



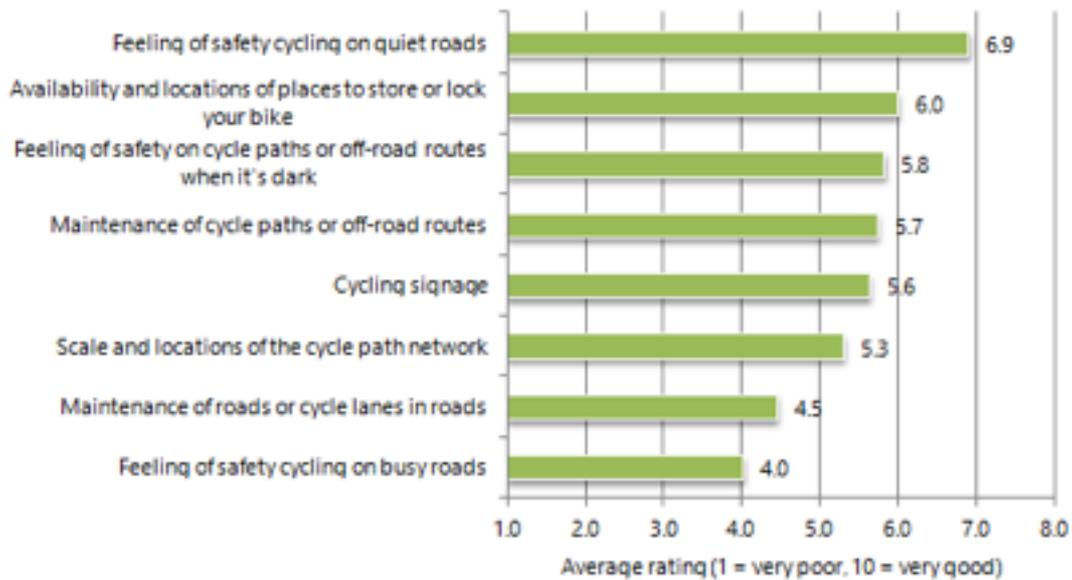
n= 46 responses

### Views on Cycling in Chesterfield

Respondents were asked to rate the experience of cycling in Chesterfield on a scale of 1 (very poor) to 10 (very good) according to several different categories outlined below and presented in Figure 5.

- **Feelings of safety.** This category has views at both ends of the spectrum. Firstly, respondents give a relatively high rating of 6.9 to cycling on quiet roads, which drops to a rating of 5.8 when cycling on off-road routes in the dark. Feeling safe cycling on busy roads receives a low average rating of 4.0.
- **Cycle facilities.** Respondents give a rating of 6.0 for the availability and locations of cycle storage facilities in Chesterfield.
- **Routes and maintenance.** Respondents give a rating of 5.3 for the scale and locations of the cycle path network in and around Chesterfield. While the maintenance of off-road routes is rated 5.7, the rating for maintenance of on-road cycle routes is 4.5. Respondents give a rating of 5.6 for cycling signage.

Figure 5: How Respondents Rate the Experience of Cycling in Chesterfield



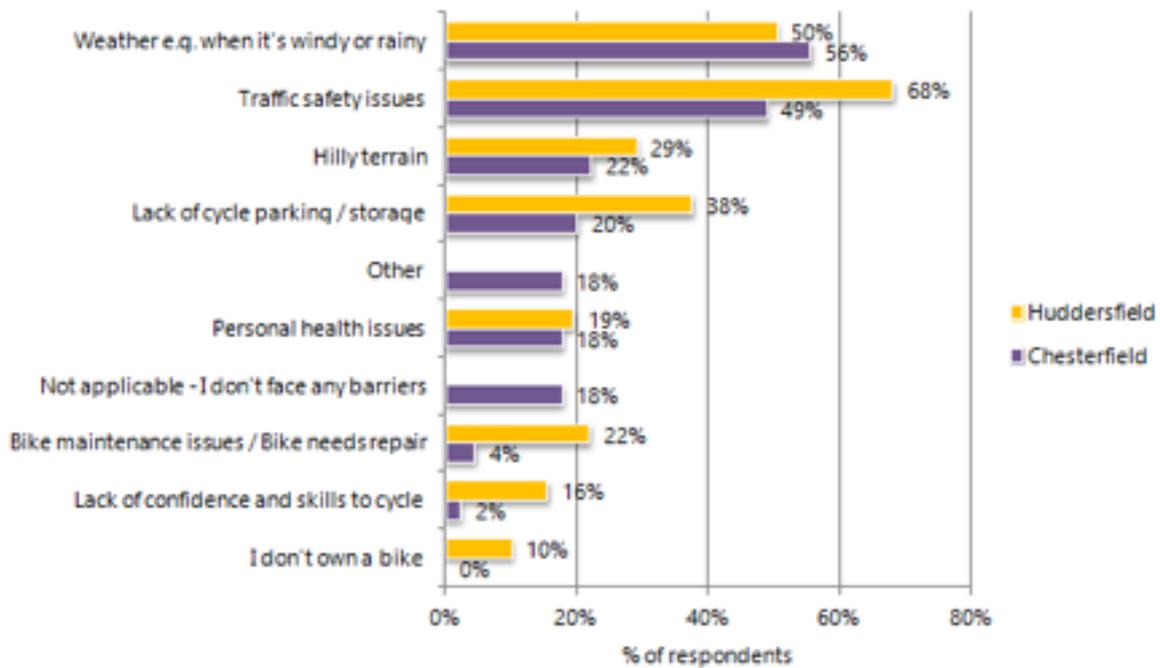
n= 46 responses

Respondents were asked what barriers prevent them from cycling at all or cycling more often and the results are presented in Figure 6. Eighteen percent respond that they face no barriers to cycling. For those that do however, the two biggest barriers are the weather (56%) and traffic safety issues (49%). Other common barriers are hilly terrain (22%), lack of cycle parking (20%) and personal health issues (18%). Relatively few respondents are prevented from cycling due to bike maintenance issues (4%) or lack of confidence and skills to cycle (2%). Other reasons include lack of time (7%) and difficulty getting to leisure cycle routes without a car (2%).

Figure 6 also presents the results for a public survey on cycling undertaken in Huddersfield. The results follow a broadly similar pattern to Chesterfield in terms of the main barriers even though greater proportions register barriers in Huddersfield. This is to be expected considering the Chesterfield survey is for members who already have an interest in cycling.

Also, a 2013 survey for Sustrans found the same top two barriers that put cyclists off from cycling to work; weather (34%) and safety/traffic (20%).

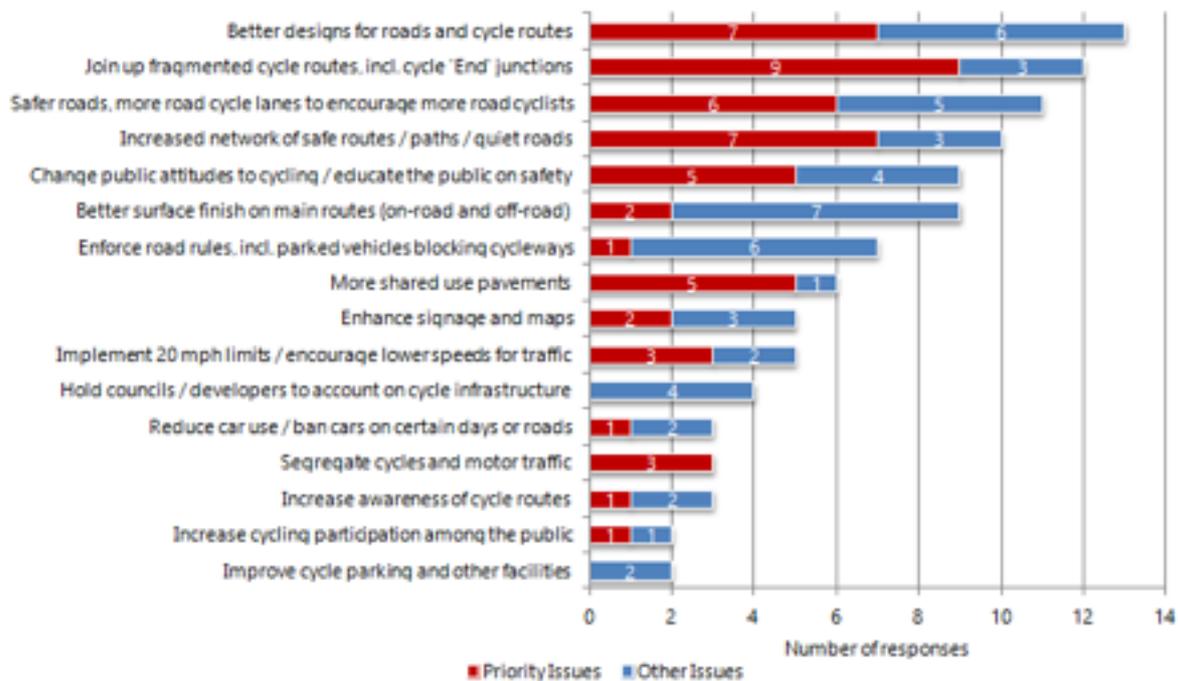
Figure 6: Respondent Barriers to Cycling



n= 45 responses

Respondents were asked for their open suggestions on what would improve cycling in Chesterfield, firstly providing their number one priority and, secondly, listing other issues that they think are important. The open-text responses were grouped into categories that are presented in Figure 7 and described further below.

Figure 7: Respondent Suggestions to Improve Cycling in Chesterfield



n= 43 responses

- **Designing joined-up cycling.** The two most frequent suggestions related to redesigning routes that cyclists use to improve ease of use, accessibility, safety and to reduce the number of stop/start junctions (13 responses) and to join up fragmented cycle routes (12 responses). Comments include:

*“More of the cycling routes linking together with good signage of destination and either distance or approx cycling time.”*

*“Linking fragmented routes around the area”*

*“Where a cycle lane is adjacent to a road, its priority should be the same as the road, so that side roads, property entries/exits give way to the cycle path.”*

*“Get traffic lights to acknowledge the presence of cyclists”*

*“Cycle lanes applied only to reduce the width of roads and not aid the cyclist should either be removed, or have solid white lines applied and any vehicles parked within them, removed.”*

*“Continuous cycle lanes on all major roads with a realistic solution at junctions that doesn't just say ‘End’. By realistic, I mean something a cyclist will use as opposed to say, Cyclists Dismount. Advanced Stop Areas are excellent but need to have a lane leading up to them to encourage cyclists to use them and motorists to see that they are supposed to come through to them.”*

*“More attention to cyclists needs in any future planning applications or road alterations / planning new roads”*

*“Have cycle lanes that continue when a hazard is reached (traffic lights, pinch point, roundabout, etc), not just stop!”*

*“Shouldn't waste money on half hearted paths: - The cycle path along the A61 south (from pomegranate roundabout) is simply some signs to say you can cycle on the footpath. Traffic from the side roads often blocks the way.”*

*“If the application of cycle lanes is to be supported, they should be well planned with obvious destinations. Not applied to the wider parts of roads, only to disappear where the road narrows and may therefore ‘inconvenience’ motorists and slow the flow of traffic.”*

- **Better on-road cycling network.** Eleven responses related to improved maintenance and/or greater distances of dedicated cycle lanes in roads, with one comment specifying the need to encourage more cyclists onto the road to help calm traffic and improve driver awareness. Comments include:

*“Get more cyclists off the pavement and on to the road. Cyclists on the road help to calm traffic and makes drivers aware they are sharing the road.”*

*“Improved safety along A619 around Brimington, Hollingwood & Middlecroft”*

*“More cycle lanes on all roads”*

*“Cycle lanes on roads where there are no parking restrictions (e.g. double yellow lines) such as on Newbold Road, which render cycle lanes useless when cars can park in the cycle lanes.”*

*“More attention to dealing with pot holes in the cycle part of the road”*

*“Get rid of all cycle lanes painted on pavements. We are beyond that now. More cycleways shared with motors. Lanes should flow and not be diverted or suddenly stop because of traffic furniture or inconvenience. Give way dashes at side roads should be before the cycle path so motors give way to the cyclists.”*

*“Where the road narrows or where there are complex side roads the cycle lane frequently disappears. In these situations cyclists should have extra protection.”*

- **Better off-road cycling network.** Ten respondents would like to see an expanded network of safe routes, paths and quiet roads, while six would like more shared use pavements and three think that cycles and motor traffic should be better segregated. Comments include:

*“Increase the network of safe routes/ paths/ roads”*

*“More off-road cycle routes, to make cycling a genuinely better alternative to driving.”*

*“More off road cycle paths”*

*“Better on-road or, even better, off-road routes from Chesterfield town centre to the Peak District / Chatsworth - - Better cycle route from the town centre to the Royal Hospital - - Better cycle route from the town centre to Hasland”*

*“A direct cycle link to Sheffield city centre from Chesterfield that avoids traffic and is wide and tarmacked the whole way and is well signed.”*

*“More shared use footpaths, especially where footpaths are already wide enough to allow this”*

*“Permit legal cycling on pavements where traffic makes it unsafe to cycle on the road”*

*“Have ALL Chesterfield pavements as shared use (pedestrians and cyclists), unless there is a reason not to in specific instances.”*

- **General cycle infrastructure.** Nine responses relate to a better surface finish for cycle routes in roads and a tarmac or firm finish on major cycle path routes. Five responses focus on enhancing signage or maps designed for cyclists, while a further two responses relate to improved cycle parking and other facilities. Comments include:

*“A joined up comprehensive network that is well signed and useable all year round, ie a good tarmac finish”*

*“Better surface on cycle routes eg Hipper Valley trail”*

*“Better surface on fast roads, eg Chatsworth Road - Better signage/ surface marking”*

*“Better surfacing on Hipper & Holmebrook Valley trails”*

*“More attention to dealing with pot holes in the cycle part of the road”*

*“Signs telling cyclists to dismount or banned should be replaced by suitable warnings (if needed) eg “Care - pedestrians have right of way”. These give a much more positive view of cycling.”*

*“Better signage, free bike maps”*

*“Safe and secure cycle storage”*

*“Cycling cafe with cycle parks only and no car parking”*

- **Changing public attitudes and driver behaviours.** Nine respondents suggest improving attitudes to cycling among the public, including educating drivers to improve cyclists’ safety. Five would like to see lower speed limits for vehicles generally and/or more 20mph zones. Three respondents go further and suggest prohibiting cars in certain areas and encouraging motorists to reduce car use. Comments include:

*“People’s attitudes towards bikes to be more positive”*

*“Education of the general public that whatever our chosen method of transport, we all have to show mutual respect to each other.”*

*“Better education and attitude of car drivers (nationwide problem).”*

*“20mph speed limits in all residential areas”*

*“All 30mph limits to be replaced by 20mph limit.”*

*“Make motoring harder! I.e. less car parks, more expensive parking, incentives to walk/cycle/use public transport”*

*“I would like to see motor vehicles banned from using Crow Lane between Calow and Tupton Golf Club entrance. - This green lane is currently very dangerous with a 60 mph speed limit and it would make an excellent extension to the Trans Pennine Trail into the heart of the town.”*

*“Reduce the amount of traffic allowed in the town centre area.”*

- **Enforcement and representation.** Seven responses focus on enforcing rules of the road, including dealing with parked cars blocking cycle routes. Four respondents suggest that cyclists need to be represented among councils and developers to hold them accountable for creating a sustainable cycling infrastructure. Comments include:

*“Stop vehicles blocking cycle lanes.”*

*“Ban cars from parking in designated cycle lanes on roads”*

*“There are some cycle lanes at the side of some roads eg Walton Rd but people park in them so what’s the point of them.”*

*“Effective policing to keep traffic speeds down and establish cycle awareness on shared routes.”*

*“The slow uptake by authorities to effect improvements is disheartening!”*

*“More attention to cyclists needs in any future planning applications or road alterations / planning new roads”*

*“Planning permission should not be signed-off until all cycle provision included in the permission has been fully implemented.”*

*“For the politicians of both county and borough or the leaders of both to have a better attitude towards cycling so that it is a higher priority in officers minds when implementing actions. Better cycling facilities does not have to cost a lot it just needs an attitude change.”*

- **Cycling awareness and uptake.** Two responses relate to increasing uptake of cycling among the public and a further three apply to increasing cyclists' awareness of routes in and around Chesterfield. Comments include:

*“I would like to see more encouragement for women and families to cycle together. I would like to see schools targeted to encourage young people to cycle to get active and reduce pollution and congestion around schools”*

*“Promoting cycling to teenagers as giving them independence - Cycle training delivered to all teenagers”*

*“Organise rides to show cycle routes”*

*“Better publicity of the cycle routes we have now, and publicity of new ones as they are built. Routes are largely hidden from view and most non-cyclists don't know they exist. Also, locations of parking places. Estimated journey times in minutes may also be helpful. Maybe regular inclusion in the DCC newsletter that goes to households?”*

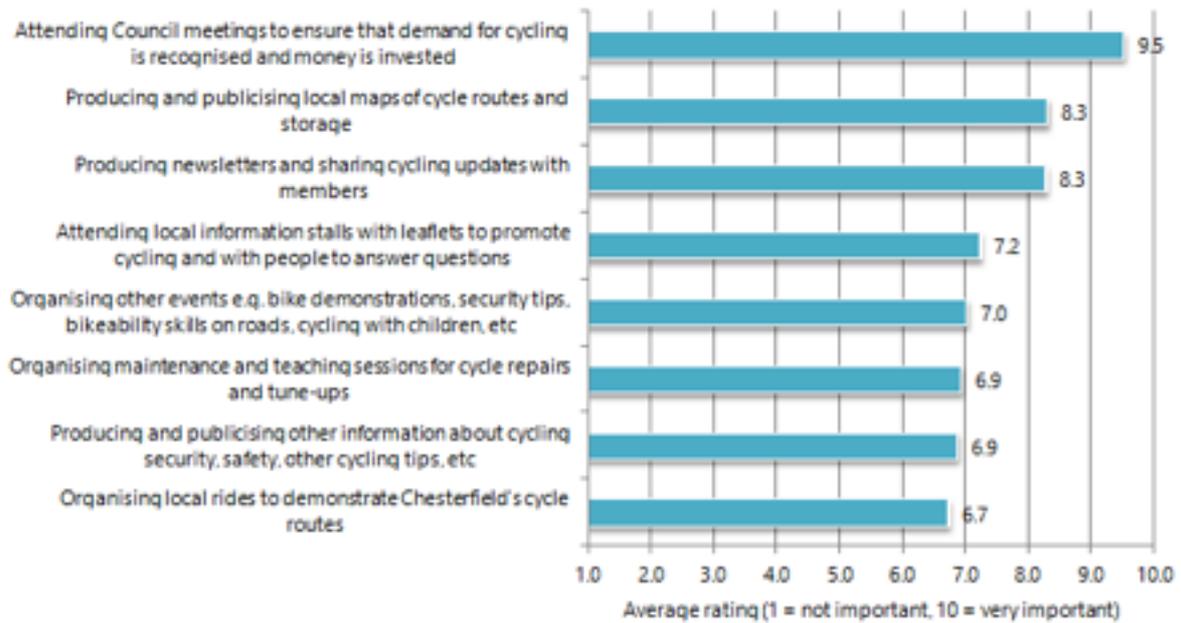
### **Views on the Chesterfield Cycle Campaign**

Respondents were given a list of some of the activities undertaken by the Chesterfield Cycle Campaign and were asked to rate how important they should be for the Campaign on a scale of 1 (not important at all) to 10 (very important). This covered several categories listed below and presented in Figure 8.

- **Representing cyclists' interests.** The highest rating (9.5) was for the Campaign to continue attending Council meetings to ensure that demand for cycling is recognised and money is invested.
- **Membership news and updates.** Respondents members place a high importance rating (8.3) on the Campaign sharing cycling updates, including through the newsletters.
- **Information for cyclists.** A high importance rating (8.3) is placed on the Campaign continuing to produce and publicise local maps of cycle routes and storage, while respondents give a rating of 6.9 for the Campaign to produce and publicise other information about security, safety, etc.

- **Cycling promotion.** Campaign activities to promote cycling by attending local information stalls have a rated importance of 7.2, while local rides to demonstrate Chesterfield’s cycle routes are rated at 6.7.
- **Education sessions.** An importance rating of 6.9 out of 10 is given for the Campaign to organise events for learning about cycle maintenance, repairs and tune-ups, while a rating of 7.0 is given for other events on bike demonstrations, security tips, bikeability, cycling with children, etc.

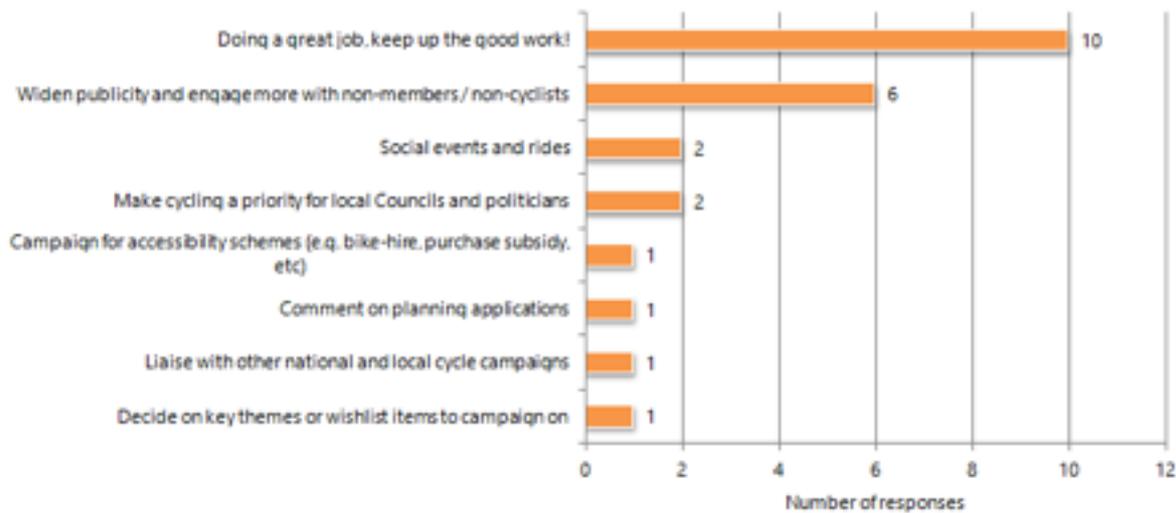
Figure 8: How Respondents Rate the Importance of Chesterfield Cycle Campaign Activities



n= 46 responses

Respondents were asked for their open comments and suggestions on the activities of the Chesterfield Cycle Campaign. The open-text responses were grouped into categories as presented in Figure 9.

Figure 9: Respondent Comments on Campaign Activities



n= 20 responses

- The main finding is the high number of members (10 respondents) satisfied with the efforts of the Campaign and committee. Comments include:

*“Well done! Please keep up the good work.”*

*“Well done to all those involved over the years in working to get the many facilities we already have”*

*“I’m pleased the organisation exists. It is a thankless task carried out by a small number of dedicated individuals. Members may not be in agreement about everything but that is the nature of debate and shows we care.”*

*“I think you are doing a good job and have a lot of valuable expertise and experience - good knowledge and approachable group”*

*“Chesterfield Cycle Campaign does a great job. It is a shame that it is down to volunteers to ensure that good provision is made for cycling.”*

*“Keep up the good work!!”*

- Six respondents suggested that more could be done to engage with, educate and inform non-members of the Campaign, especially non-cyclists.

*“Getting regular updates via the newsletter is great, however if this info was shared more with non-members they might be encouraged to get involved with some aspects of what the CCC is trying to achieve?”*

*“How to engage the current non cyclists to start cycling? Often the campaign is just ‘talking’ to the already converted.”*

*“Newsletters to Igloo, Pelican?”*

*“The Campaign is good at communicating with its membership, but not so good at getting the message out to the general public. I would consider that spending*

*money on publicity/public messages is a valid use of Campaign funds. Do we have anyone within the membership with the professional skills to help with this?"*

- Two responded that more social activities would be good, and a further two emphasized keeping cycling as a priority among local councils and politicians.

*"Keep up the pressure in your tyres, and on the Council"*

*"Participation in political debates re government traffic strategy, prosecution procedures, coroner's considerations"*

*"How about monthly social rides using the existing cycle routes"*

*"Keep up the good work, remember the social element is always important"*

- Other one-off suggestions were to campaign for cycling accessibility schemes (1), to continue commenting on planning applications (1), to continue liaising with other cycle campaigns (1), and to identify themes to build Campaign activities around.

### **References:**

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