

Darlington Borough Council
Cycling Survey
May 2016
Survey Report

Analysis and report by
NWA Social Research

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1. SUMMARY OF MAIN FINDINGS

VISITING DARLINGTON TOWN CENTRE

- 1.1 74% of respondents stated that they visit Darlington Town Centre at least 'once a week' 19% of respondents visit the Town Centre either '2-3 times a month' (12%) or 'once a month' (7%), while 8% gave less frequent responses.
- 1.2 The majority of respondents (62%) indicated that the main purpose of their visit was 'shopping'. 16.7% were in Darlington Town Centre for 'work purposes' while most mentioned of the other options listed were 'visiting bank, building society, Post Office' (5%) and 'meeting friends' (4%).
- 1.3 When asked if they had visited the town centre for any other reasons in the previous 6 months, a third of respondents who had visited in this time had done so for 'visiting bank, building society, Post Office' (33%), while a quarter or more had so for 'meeting friends' (29%), 'visiting restaurants, pubs' (29%) or 'shopping' (25%) purposes.
- 1.4 Two-in-five respondents (40%) had travelled to the town centre 'by car' and 28% had travelled by 'bus', while a quarter (25%) had walked. 6% had 'cycled', with only small numbers giving other modes of transport.
- 1.5 A third of respondents (34%) indicated that they have a bicycle available to use had they wished to cycle to the town centre.

CYCLING IN THE TOWN CENTRE

- 1.6 54% of respondents were aware that cyclists are allowed in the town centre at any time, while a further 2% were either aware 'but thought time restricted' (0%) or 'thought places allowed were restricted' (1%). 44% were 'not aware cyclists allowed in the town centre'.
- 1.7 85% of respondents had seen someone cycling in the town centre.
- 1.8 Of respondents who had seen people cycling in the town centre (352 respondents), 37% indicated that they had personally experienced problems with cyclists.
- 1.9 Half of all respondents (50%) indicated that they are in favour of cycling in the town centre continuing as it is now. 38% indicated that they would like to see a change in cycling in the town centre and 13% of respondents had 'no opinion' at this point.
- 1.10 Respondents who wanted to see restrictions placed on cycling in the town centre were then given a list of potential restrictions. Of these options, most selected was 'no cycling in the town centre at all' (44%), followed by 'cycling all day in restricted locations' (24%)

while 24% selected either 'cycling on the road in bus areas only' (13%) or 'cycling before 10am and after 5pm (like delivery vehicles)' (12%).

- 1.11 19% of the overall sample indicated that they had experienced problems because of people driving or parking cars, vans, lorries or mobility scooters in Darlington Town Centre; 81% had not.

2. BACKGROUND AND INTRODUCTION

- 2.1 When pedestrianisation of Darlington town centre was completed in June of 2007 it was agreed that cyclists would be allowed to use the town centre for a trial period of six months. This was extended in February of 2008 until November of this year. A survey of users of the town centre was undertaken in November of 2007 and this was tracked in 2008 using the same questionnaire. This report refers to the follow up survey undertaken in May 2016.
- 2.2 The purpose of the survey was to understand and gather the views of the general public on cycling in the town centre, tracking the results from the previous surveys. It was important to hear the views of a mix of pedestrians and cyclists and from visitors to the town centre on different days of the week, from different age groups and gender.
- 2.3 Specifically information was required on the following issues:
- Awareness of right to cycle in the town centre
 - Any problems experienced because of this
 - Whether respondents were in favour of continuing with cycling in the town centre
 - If not in favour, which of a number of alternative options was preferred
- 2.4 Interviewing was carried out over two weeks, (16th to 30th April) during weekdays and weekends. Sixteen interviewer sessions were undertaken with a total response of 414 responses (433 in 2008).
- 2.5 The questionnaire was designed in conjunction with the client. It replicated the questionnaire used in previous surveys, and a copy of this questionnaire is included as **Appendix 1** to this report (marked-up with overall results for the 2016 and 2008 surveys).
- 2.6 Data from the completed questionnaires has been entered and analysed by NWA using SPSS (Version 15). Frequency counts (showing counts and count percentages) were produced for all questions. These frequency counts are attached to this report as **Appendix 2**.
- 2.7 All survey results are subject to a 'margin of error' ('Confidence Interval'). This is based on both the sample number and the proportion of respondents giving a particular response. The table overleaf can be used as a guide to give an indication of the Confidence Interval at the '95% Confidence Level' relating to the overall sample and/ or sample sub-groups for the 2016 survey.
- 2.8 For differences to be statistically significant between the 2008 and 2016 survey then the difference in response that would need to be observed would be 6.8% where results are 50%/50% and 4.1% where there is a 10%/90% split.

		Sample size and %		Confidence interval	
		Number	%	Best case (90/10)	Worst case (50/50)
Gender	Male	200	48%	4.2	6.9
	Female	214	52%	4.0	6.7
Age	16 to 29	114	28%	5.5	9.2
	30 to 39	66	16%	7.3	12.2
	40 to 49	63	15%	7.5	12.4
	50 to 59	73	18%	6.9	11.5
	60 to 69	50	12%	8.4	14.0
	70 and over	47	11%	8.7	14.4
Day of week	Weekday	296	69%	3.4	5.7
	Weekend	118	31%	5.4	9.1
Q5: Do you have a bicycle available to use if you had wished to cycle?	Yes	139	34%	5.0	8.3
	No	249	60%	3.7	6.2
	Cycled to town	26	6%	11.8	19.6
Q20: Do you suffer from a long-term illness or disability?	Yes	77	19%	6.7	11.2
	No	337	18%	3.2	5.3
Time	Prior to 9am	21	5%	13.1	21.9
	9am to prior 12 noon	132	32%	5.1	8.6
	12 noon to prior 4pm	220	53%	4.0	6.6
	After 4pm	41	10%	9.3	15.5
TOTAL	All respondents	414	100%	2.9	4.8

3. VISITING DARLINGTON TOWN CENTRE

Question 1: Firstly can I ask you about how often do you visit Darlington Town Centre?

Question 2: And what is the main purpose of your visit today?

Question 3: And have you visited the town centre for any other reasons in the last 6 months?

Question 4: How did you travel here today?

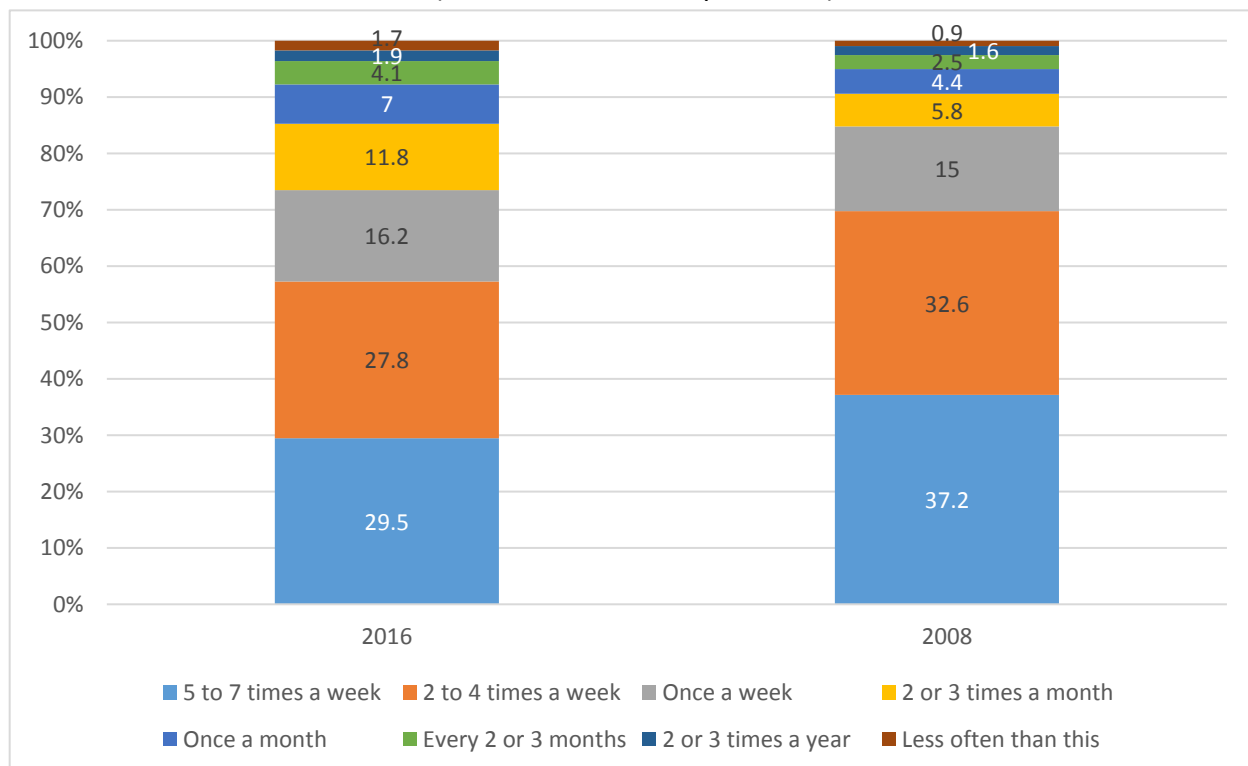
Question 5: Do you have a bicycle available for you to use had you wished to cycle?

Appendix 2 - Pages 1 to 6

3.1 74% of respondents stated that they visit Darlington Town Centre at least 'once a week' (29% '5-7 times a week'/28% '2-4 times a week'/16% 'once a week') rising to 91% of respondents interviewed prior to 9am. In 2008, 85% of respondents indicated that they visit the Town Centre at least 'once a week'. 19% of respondents visit the Town Centre either '2-3 times a month' (12%) or 'once a month' (7%), while 8% gave less frequent responses (4% 'ever 2-3 months'/2% '2-3 times a year'/2% 'less often than this').

Q1: Firstly can I ask you about how often do you visit Darlington Town Centre?

(Overall - % - 414 respondents)

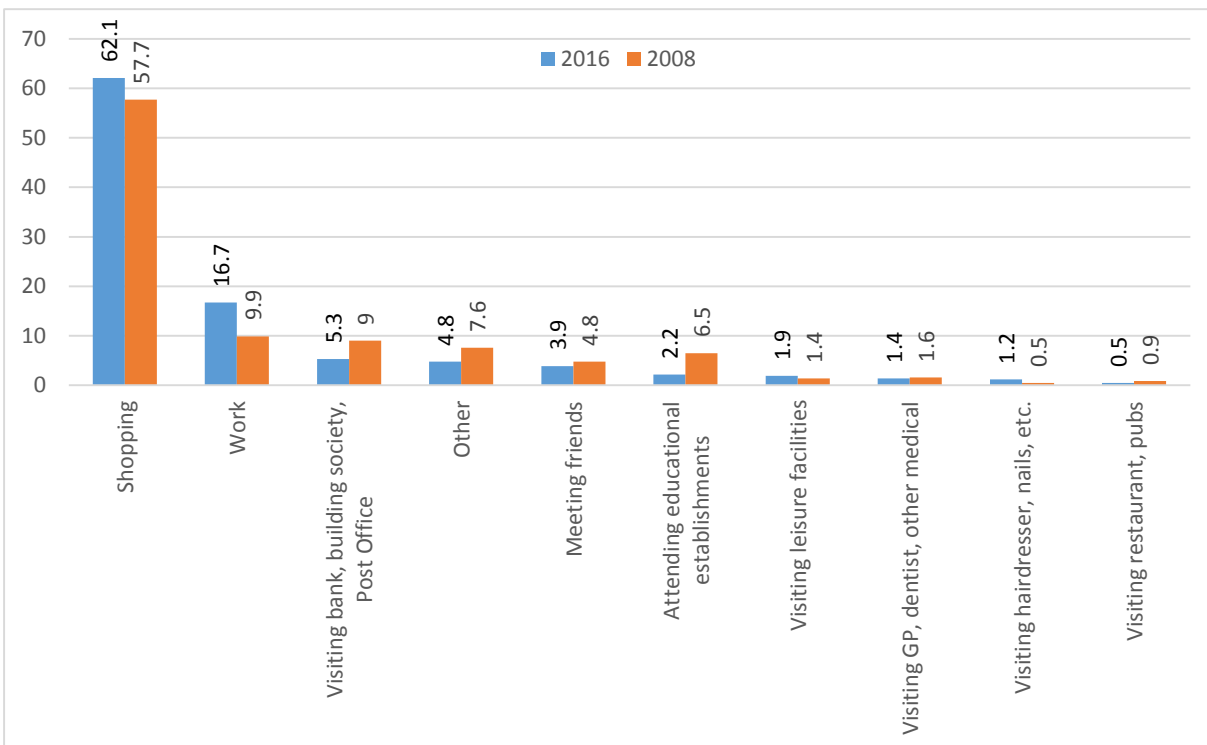


3.2 The majority of respondents (62%), as they had in 2008 (58%), indicated that the main purpose of their visit was 'shopping' rising to 70% of respondents aged 60 to 69 and 77%

of those over the age of 70, as well as 73% of respondents interviewed on a weekend. 16.7% were in Darlington Town Centre for 'work purposes' with likelihood of giving such responses consistently decreasing with age from 24% of respondents under the age of 30 to 10% of those aged 60 to 69 and 0% of those over the age of 70. Smaller numbers of respondents gave 'visiting bank, building society, Post Office' (5%), 'meeting friends' (4%), 'visiting leisure facilities' (2%), 'attending educational establishments' (2%), 'visiting GP, dentist, other medical' (1%), 'visiting hairdresser, nails, etc.' (1%) and 'visiting restaurants, pubs' (0% - 2 respondents) responses. 5% gave 'other responses'.

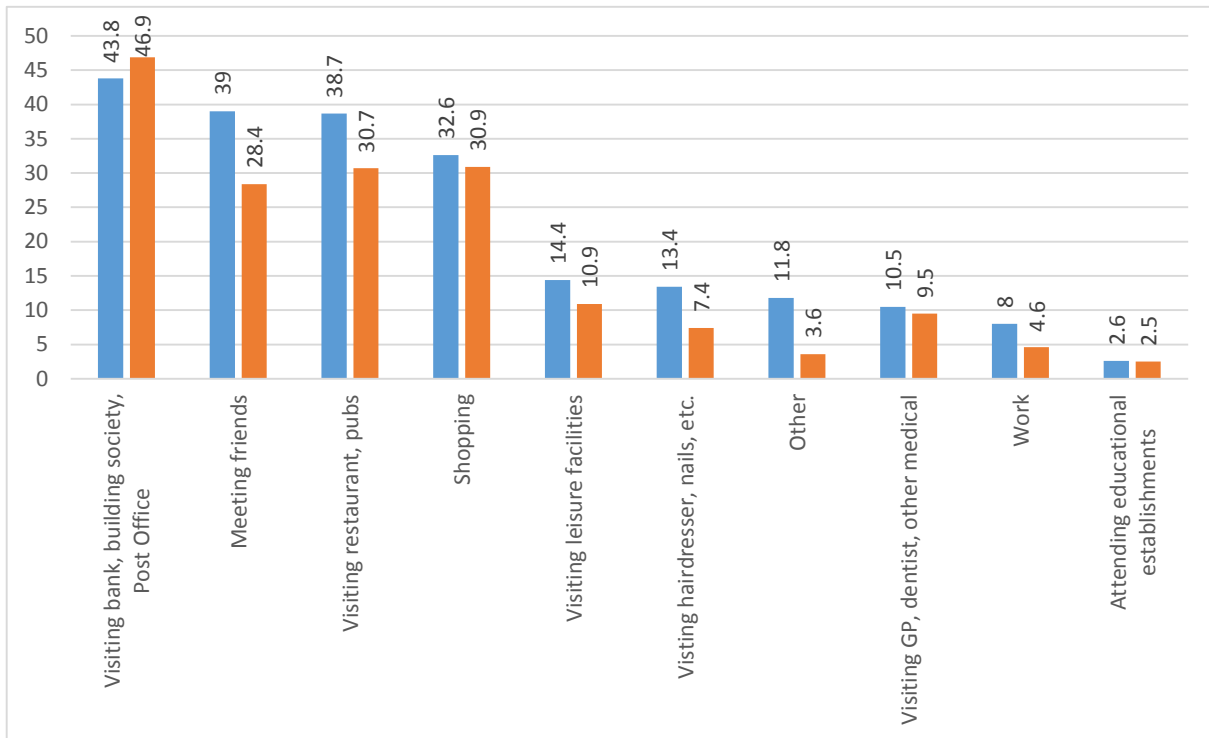
Q2: And what is the main purpose of your visit today?

(Overall - % - 414 respondents)

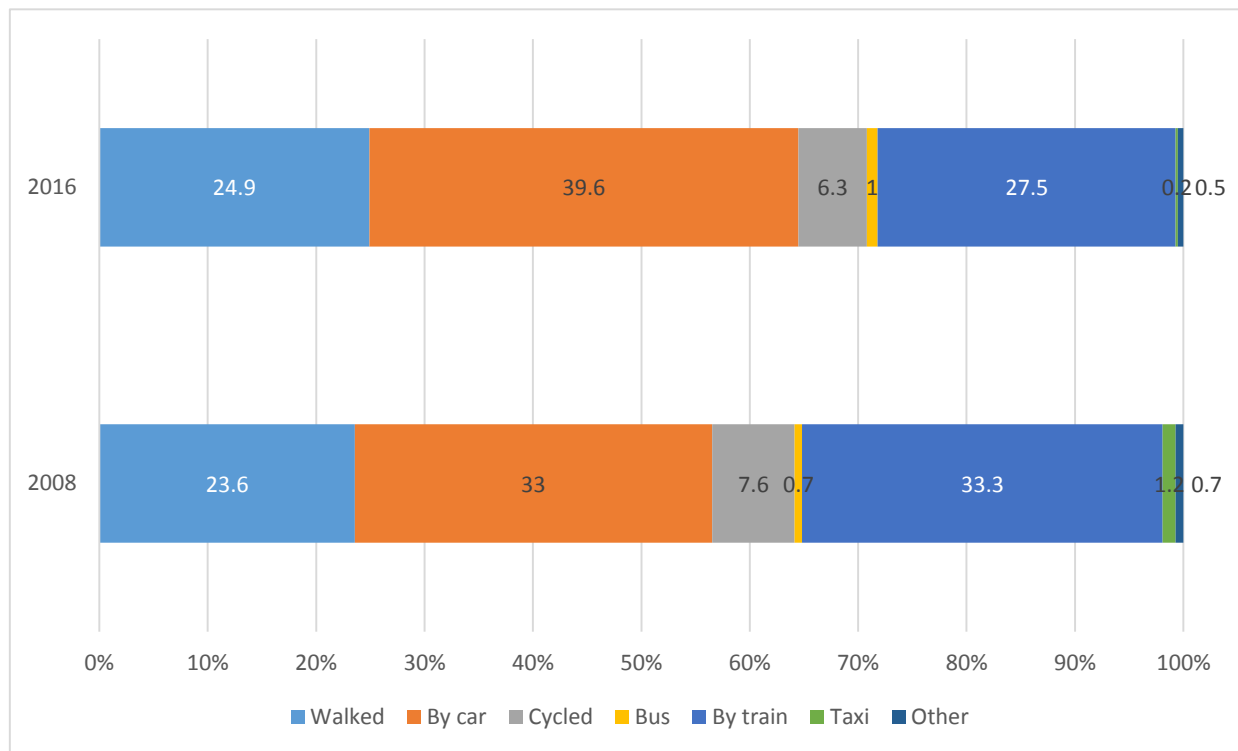


3.3 When asked if they had visited the town centre for any other reasons in the previous 6 months, two-in-five respondents who had visited in this time (313 respondents) had done so for 'visiting bank, building society, Post Office' (44%), while a quarter or more had done so for 'meeting friends' (39%), 'visiting restaurants, pubs' (39%) or 'shopping' (33%) purposes. Smaller numbers of respondents had visited for 'visiting leisure facilities' (14%), 'visiting hairdressers, nails, etc.' (13%), 'visiting GP, dentist, other medical' (11%) and 'work' (8%) while least selected was 'attending educational establishments' (3%). 12% of respondents gave 'other' reasons for having visited the town centre in this time. In all cases other than 'visiting banks etc.' (2016:44%, 2008:47%) responses were higher in 2016 than in 2008 (see Fig Q3 below).

Q3: And have you visited the town centre for any other reasons in the last 6 months?
(Overall - % - 313 respondents)



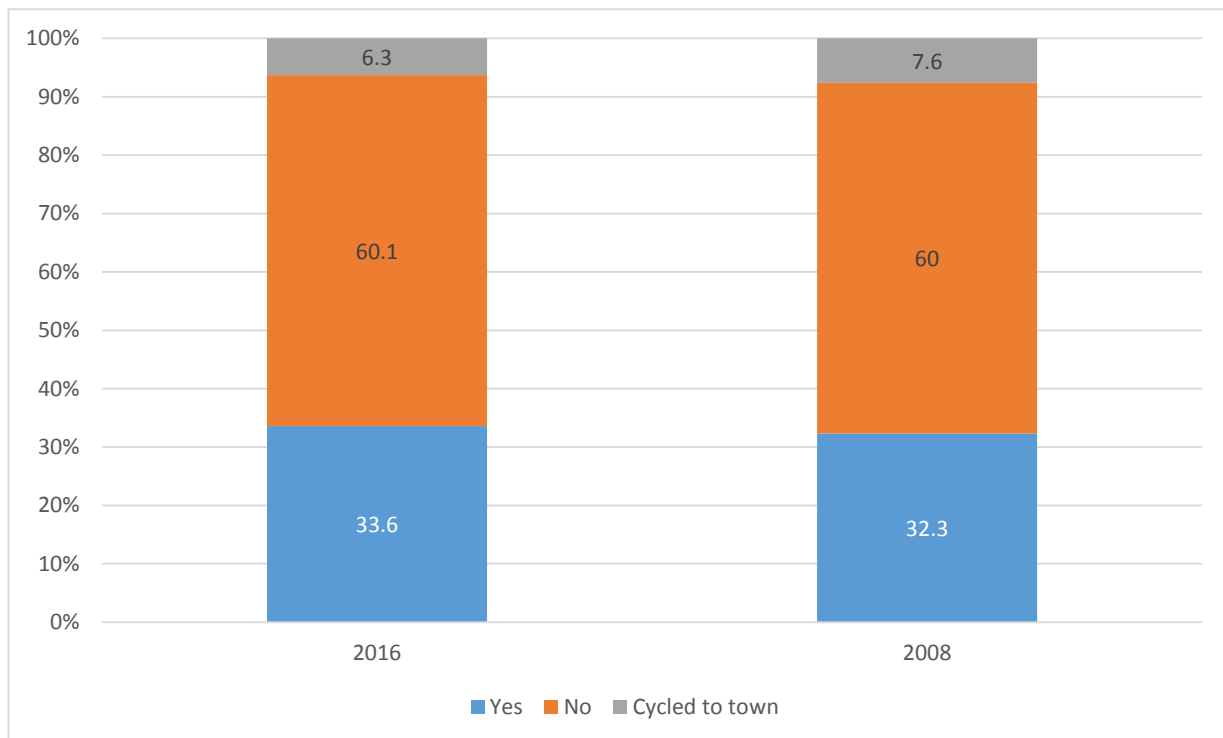
Q4: How did you travel here today?
(Overall - % - 414 respondents)



3.4 Two-in-five respondents (40%) had travelled to the town centre ‘by car’, while in 2008 a third had done so (33%). ‘By car’ responses rose to 57% of respondents from households with access to a car or van and 52% of those interviewed at a weekend, while falling to 26% of respondents over the age of 70. 28% of the overall sample had travelled by ‘bus’, rising to 48% of respondents interviewed prior to 9am as well as 47% of those over the age of 70, while a quarter (25% cf. 24% in 2008) had walked. 6% had ‘cycled’ (2008 8%), while only small numbers had travelled by ‘taxi’ (0% - 2 respondents) or ‘by train’ (0% - 1 respondent). 4 respondents (1%) gave ‘other’ responses.

Q5: Do you have a bicycle available to use had you wished to cycle?

(Overall - % - 414 respondents)



3.5 A third of respondents (34%, 2008:33%) indicated that they have a bicycle available to use had they wished to cycle to the town centre, falling to 19% of respondents interviewed prior to 9am, 19% of those who do not have access to a car or van, 19% of those with a long-term illness or disability and 17% of those over the age of 70. Such responses were highest amongst respondents interviewed after 4pm (54%). 60% of the overall sample did not have a bicycle available to use had they wished to, while 6% had cycled in to town (8%: 2008). As illustrated above, these overall results mirror those seen in 2008.

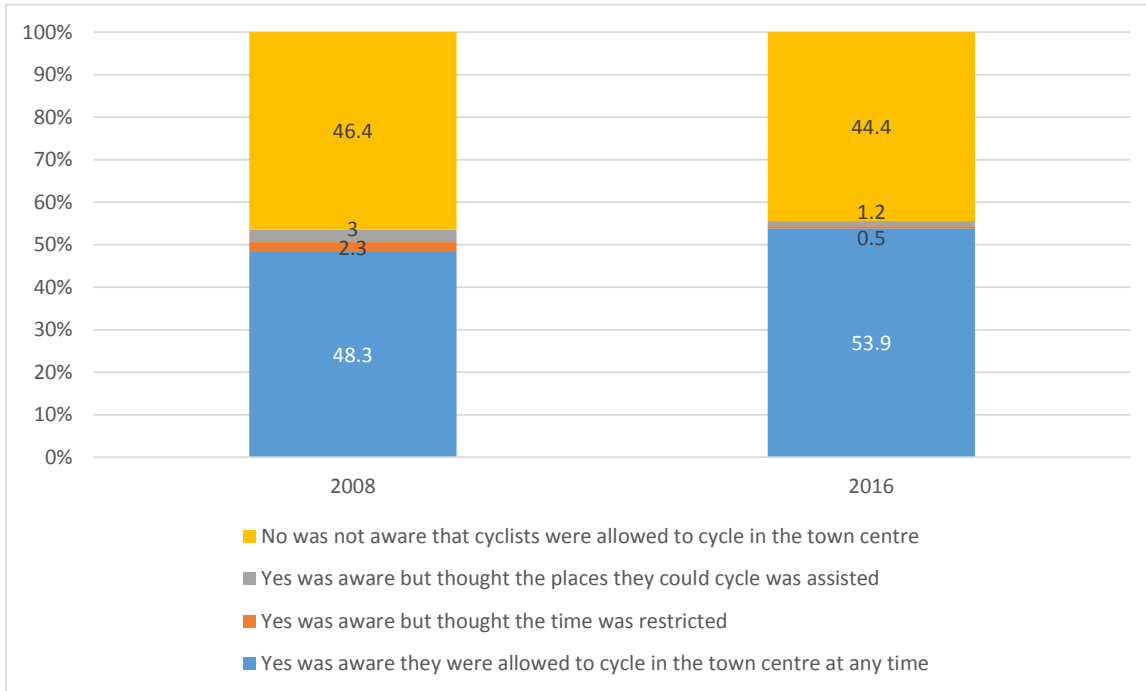
4. CYCLING IN THE TOWN CENTRE

- Question 6:** Were you aware that cyclists were allowed to cycle in the town centre at any time?
- Question 7:** Have you seen anyone cycling in the town centre?
- Question 8:** Thinking about the cyclists you have seen in the town centre, have you personally experienced any problems because of people being allowed to cycle in the town centre?
- Question 9:** If experienced problems, please could you tell me about these?
- Question 10:** Are you in favour of cycling in the town centre continuing as it is now or would you like to see this change?
- Question 11:** If in favour, why do you say this?
- Question 12:** If want change, which of these options do you prefer?
- Question 13:** Why do you say this?
- Question 14:** Have you experienced any problems because of people driving or parking cars, vans, lorries or mobility scooters?
- Question 15:** If experienced problems, please could you tell me about these?

Appendix 2 - Pages 7 to 12

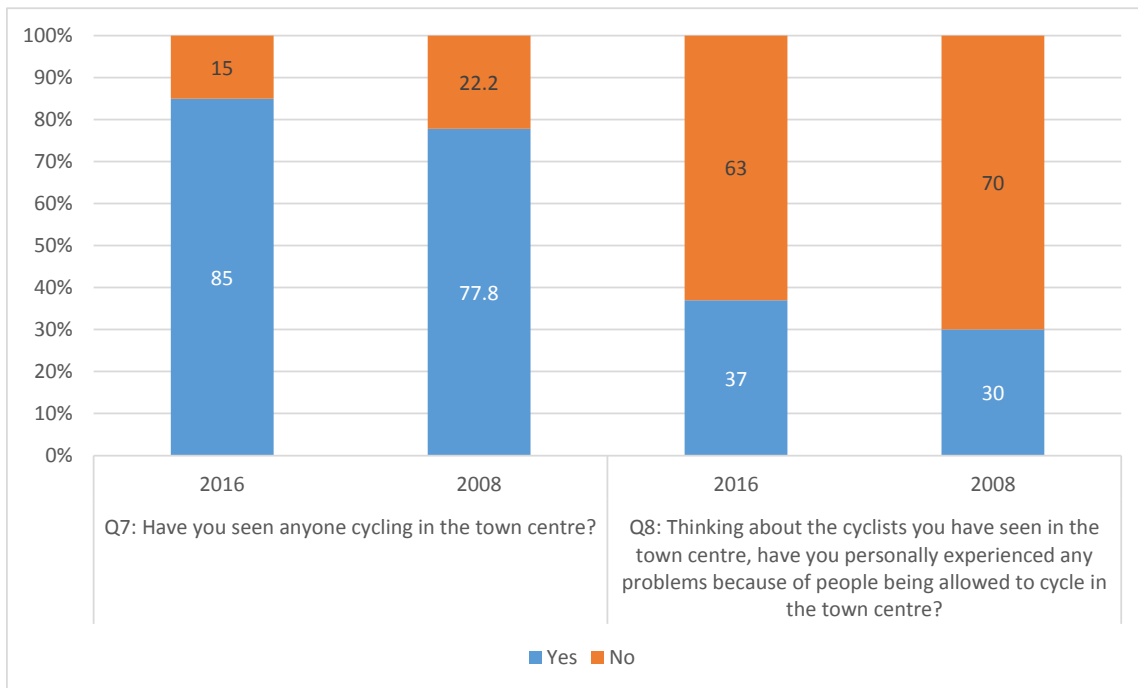
- 4.1 54% (48%: 2008) of respondents were aware that cyclists are allowed in the town centre at any time, rising to 64% of respondents over the age of 70, 76% of respondents interviewed prior to 9am and 77% of those who cycled in to the town centre, while a further 2% were either aware 'but thought time restricted' (0%) or 'thought places allowed was restricted' (1%). 44% of the overall sample were 'not aware cyclists allowed in the town centre' rising to 55% of respondents interviewed at a weekend.
- 4.2 85% (78%: 2008) of respondents had seen someone cycling in the town centre, with such responses accounting for over 80% of respondents in all subgroups. 15% had not seen someone cycling, falling to 4% of those who had cycled in to the town centre. In 2008, 78% of respondents had seen someone cycling in the town centre.
- 4.3 Of respondents who had seen people cycling in the town centre (352 respondents), 37% indicated that they had personally experienced problems with cyclists representing an increase of 7% from 2008 (37% cf. 30%). By subgroup, 'yes' responses were highest amongst respondents aged 60 to 69 (58%) and those who suffer from a long-term illness or disability (55%), while lowest amongst those who had cycled to the town centre (16%) and those below the age of 30 (16%). 63% of the overall sample had not encountered problems with cyclists in the town centre.

Q6: Were you aware that cyclists were allowed to cycle in the town centre at any time?
 (Overall - % - 414 respondents)



Q7: Have you seen anyone cycling in the town centre? /

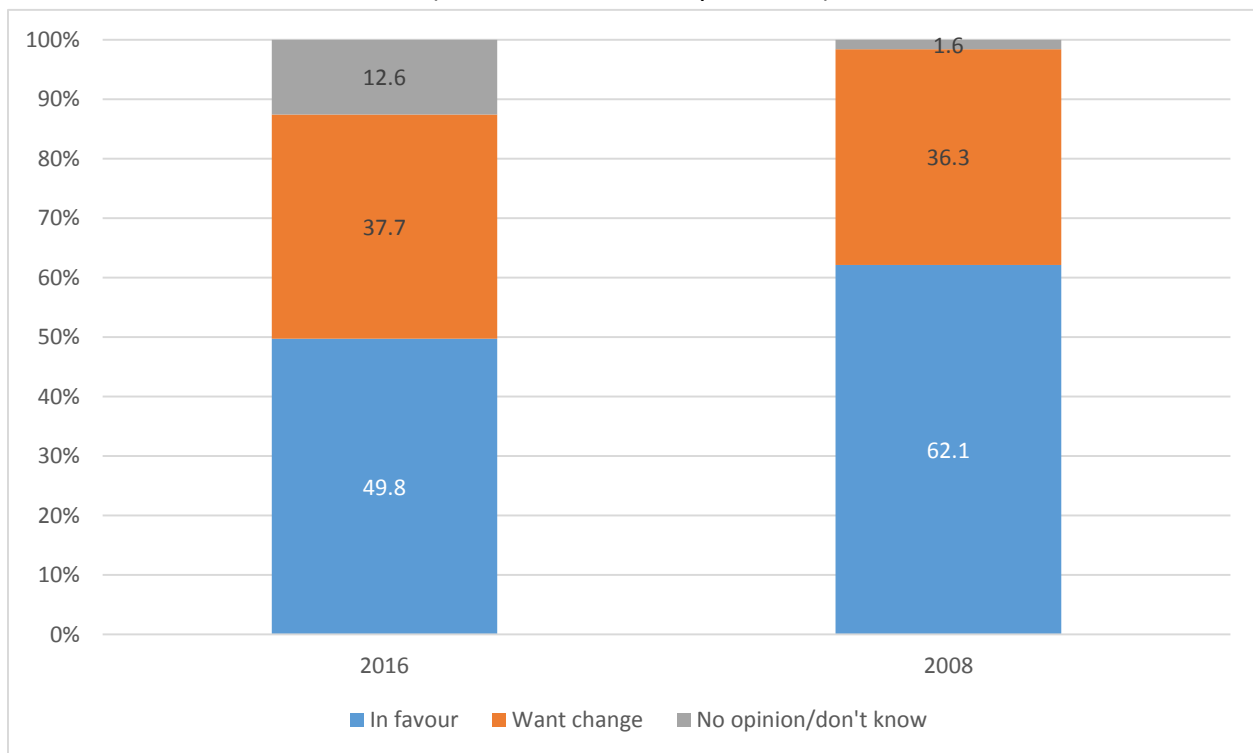
Q8: Thinking about the cyclists you have seen in the town centre, have you personally experienced any problems because of people being allowed to cycle in the town centre?
 (Overall/'Yes' at Q8 - % - 414/352 respondents)



- 4.4 When respondents who stated that they had encountered problems with cyclists in the town centre were asked to state the nature of these problems, most referred to safety and having seen accidents or near accidents resulting from cyclists not paying attention. Full responses are listed verbatim at Appendix 4.
- 4.5 Half of all respondents (50% [62% in 2008]) indicated that they are in favour of cycling in the town centre continuing as it is now, rising to 85% of respondents who cycled to the town centre and 61% of those who have a bicycle. Likelihood of giving ‘in favour’ responses continually decreased with age from 63% of those aged 16 to 29 falling to 28% of those over the age of 70. 38% of the overall sample indicated that they would like to see a change in cycling in the town centre, rising to 68% of respondents over the age of 70. 13% of respondents had ‘no opinion’ at this point.

Q10: Are you in favour of cycling in the town centre continuing as it is now or would you like to see this change?

(Overall - % - 414 respondents)

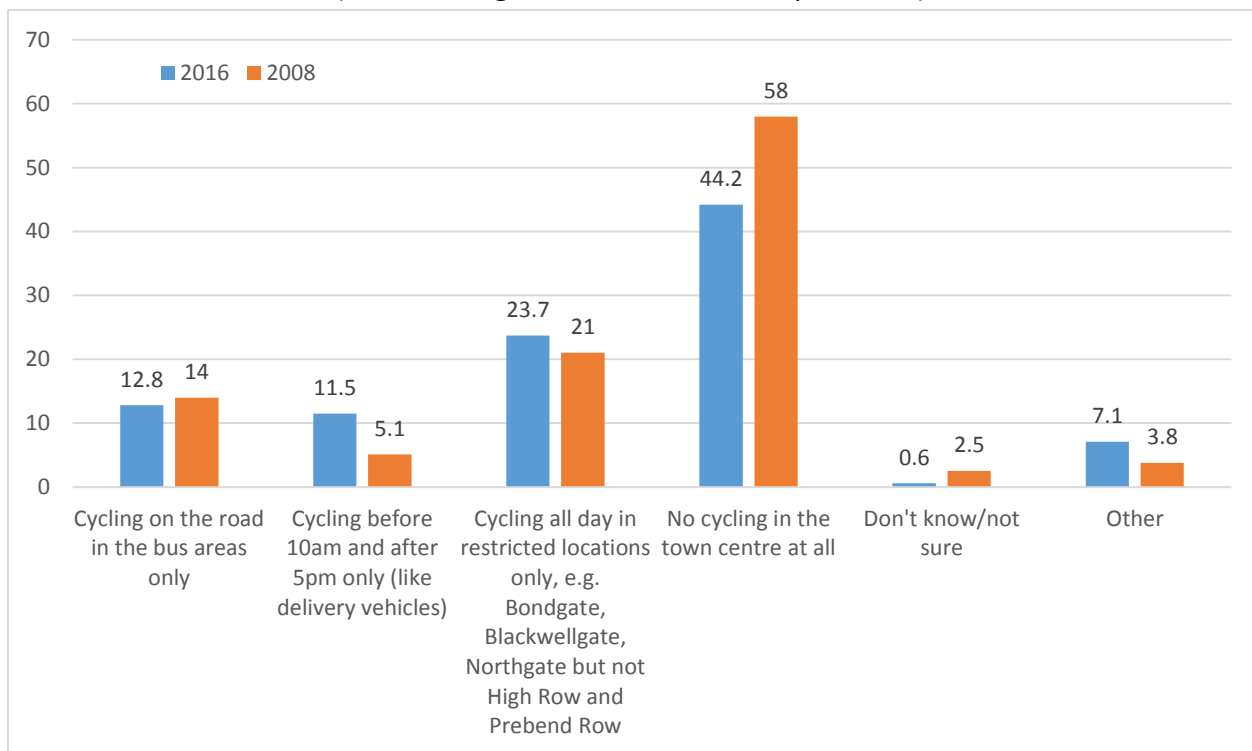


- 4.6 Respondents who were in favour of cycling in the town centre to continue unchanged were then asked to state their reasons for holding this view. Of these respondents, 53% stated that they cannot see a problem with cycling in the town centre, while a further 32% made comments relating to health and fitness related to cycling. 11% mentioned the convenience and cost implications of cycling, while 2% gave responses in relation to

safety. 6 respondents made other comments (3%) and all responses at this point are listed verbatim at Appendix 4.

Q11: If in favour, why do you say this?		Frequency	Percent	Valid Percent
Valid	Health/fitness	65	15.7	31.6
	Convenience/cost	23	5.6	11.2
	Cannot see a problem	109	26.3	52.9
	Safety	3	.7	1.5
	Other	6	1.4	2.9
	Total	206	49.8	100.0
Missing	Excluded	208	50.2	
Total		414	100.0	

Q12: Which of these options do you prefer?
 ('Want change' at Q10 - % - 156 respondents)



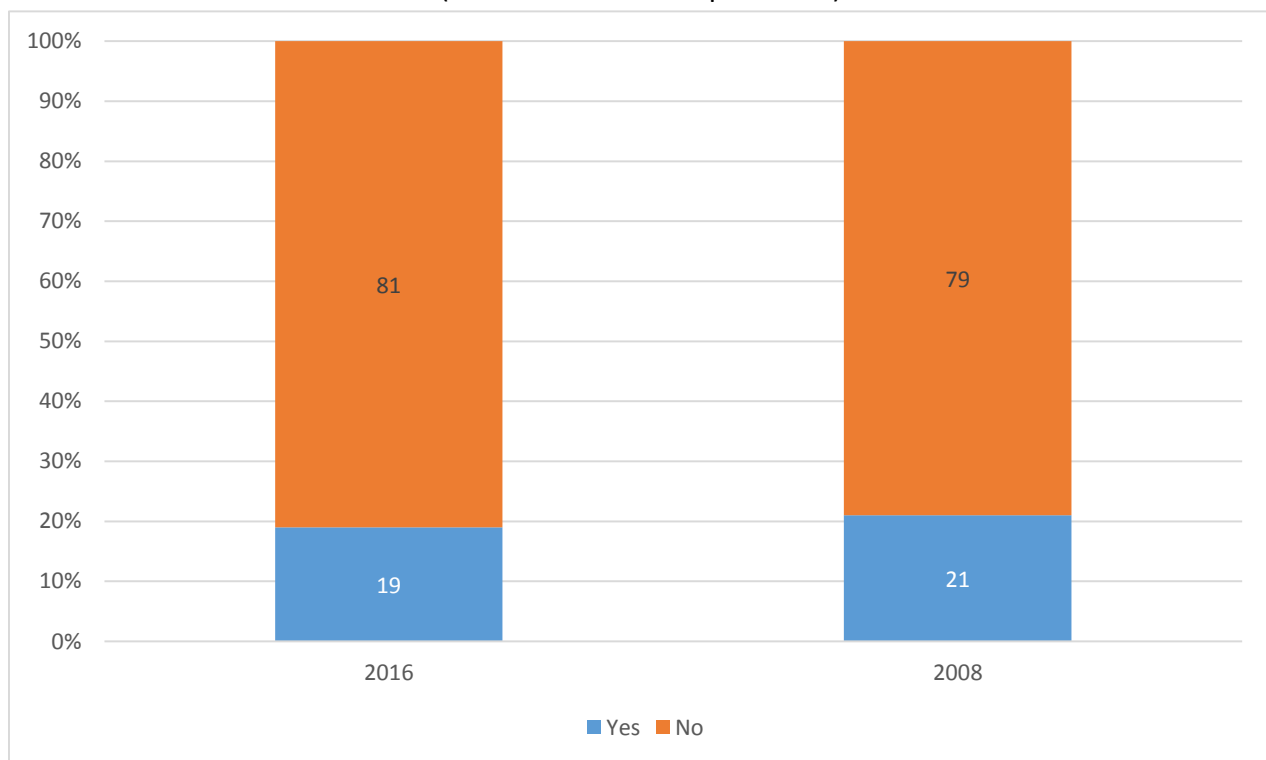
4.7 Respondents who wanted to see restrictions placed on cycling in the town centre were then given a list of potential restrictions. Of these options, most selected was ‘no cycling in the town centre at all’ (44% - rising to 66% of respondents over the age of 70), followed by ‘cycling all day in restricted locations’ (24%) while 24% selected either ‘cycling on the road in bus areas only’ (13%) or ‘cycling before 10am and after 5pm (like

delivery vehicles)' (12%). 7% of these respondents gave 'other' responses while 1% were not sure. As illustrated below, when respondents were asked for their reasoning for the option they selected, the most popular responses were in relation to 'safety' (56%), 'too many people' in the town centre (14%) and 'fewer people/not as busy' (10%) at certain times of the day – full responses are listed verbatim at Appendix 4.

Q13: Why do you say this?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Safety	85	20.5	56.3	56.3
	Too many people	21	5.1	13.9	70.2
	Fewer people/not as busy	15	3.6	9.9	80.1
	Need for designated cycle lanes	10	2.4	6.6	86.8
	For pedestrians only	9	2.2	6.0	92.7
	Should be on road	4	1.0	2.6	95.4
	Other	7	1.7	4.6	100.0
	Total	151	36.5	100.0	
Missing	N/A	263	63.5		
Total		414	100.0		

Q14: Have you experienced any problems because of people driving or parking cars, vans, lorries or mobility scooters?

(Overall - % - 414 respondents)



- 4.8 19% (21%: 2008) of the overall sample indicated that they had experienced problems because of people driving or parking cars, vans, lorries or mobility scooters in Darlington Town Centre, with such responses by subgroup being highest amongst respondents interviewed between 9am and 12 noon (24%) and those aged 60 to 69 (24%). Respondents from households with no access to a car or van were less likely than with such access to report having experienced problems (17% cf. 23%). 81% of the overall sample had not had experienced problems because of people driving or parking cars, vans, lorries or mobility scooters in Darlington Town Centre.
- 4.9 When respondents who had experienced problems were asked to state the nature of the problems they had experienced, 56% made comments relating to mobility scooters and 25% did so in relation to cars. 7% made comments relating to vans and 1% in relation lorries. 11% made comments in relation to all four or comments relating to traffic generally.

Q15: If experienced problems, please could you tell me about these?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cars	20	4.8	24.7	24.7
	Vans	6	1.4	7.4	32.1
	Lorries	1	.2	1.2	33.3
	Mobility scooters	45	10.9	55.6	88.9
	All	9	2.2	11.1	100.0
	Total	81	19.6	100.0	
Missing	N/A	333	80.4		
Total		414	100.0		

5. PROFILE OF RESPONDENTS

Question 16: Which of these age groups do you fall in to?

Question 17: And which of these best describes your employment status?

Question 18: Gender

Question 19: Pram/pushchair/wheelchair

Question 20: Do you suffer from a limiting long-term illness or disability?

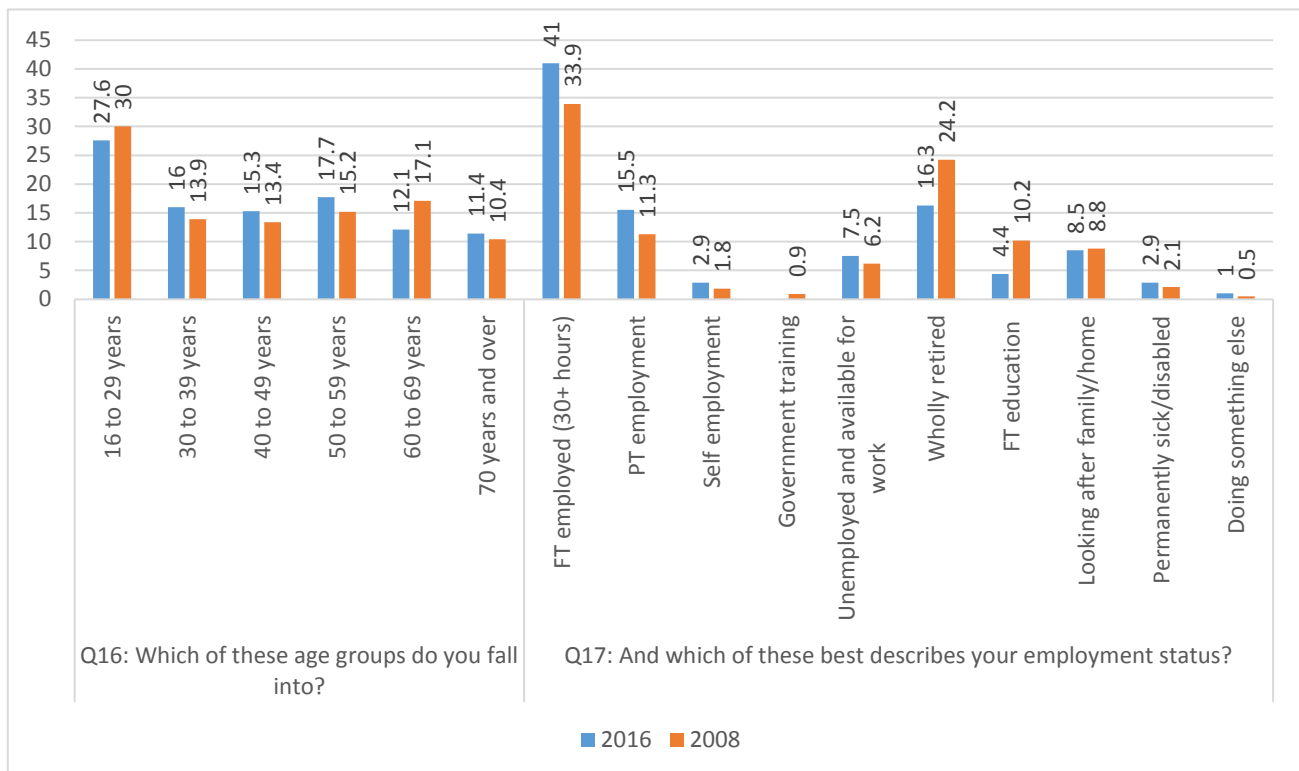
Question 21: Do you have a car or van in your household?

Appendix 2 - Pages 13 to 18

5.1 56% of respondents were under the age of 50 (28% '16 to 29 years'/16% '30 to 39 years'/15% '40 to 49 years'), with 57% being in this age range in 2008. 18% of respondents were aged '50 to 59 years', while 24% were either '60 to 69' (12%) or '70 years and over' (11%).

Q16: Which of these age groups do you fall in to? / Q17: And which of these best describes your employment status?

(Overall - % - 414 respondents)



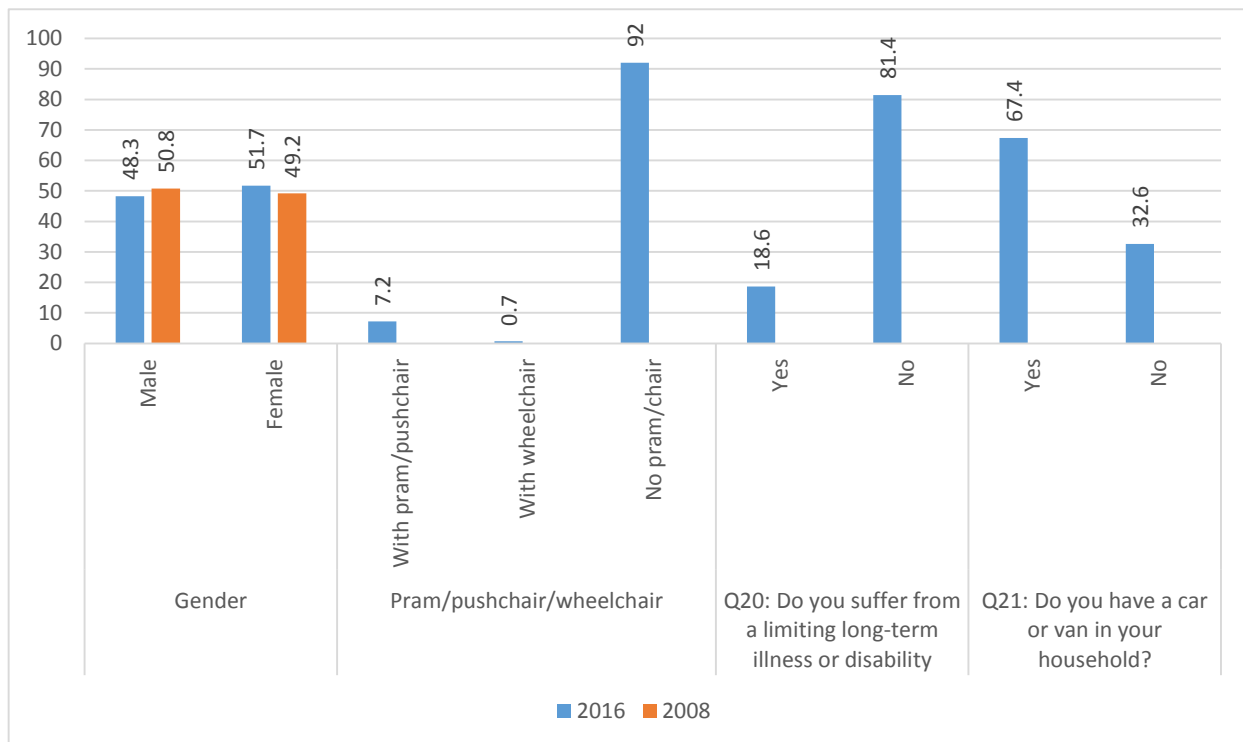
5.2 59% of respondents (47% in 2008) were 'employed' in either a 'full-time' (41%), 'part-time' (11%) or 'self-employed' (2%) capacity, and 8% were 'unemployed and available

for work'. 16% of all respondents were 'wholly retired from work' (24% in 2008), while smaller numbers of respondents gave 'looking after family/home' (9%), 'full-time education' (4%), 'permanently sick/disabled' (3%) and 'doing something else' (1%) responses. No respondents were currently involved in 'government training' (0%).

5.3 52% of respondents were female and 48% were male. 7% were interviewed with either a pram or pushchair present, and 1% were interviewed with a wheelchair.

Q18: Gender / Q19: Pram/pushchair/wheelchair / Q20: Do you suffer from a limiting long-term illness or disability? / Q21: Do you have a car or van in your household?

(Overall - % - 414 respondents)



5.4 19% of all respondents indicated that they suffer from a long-term illness or disability, and two-thirds of respondents (67%) were living in households with a car or van.