

Olympic walking and cycling routes evaluation

10116

November 2010



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Prepared by FDS International

1. Executive summary

Olympic Walking and Cycling routes (generically called Greenways) around the London 2012 Olympic and Paralympics Games site are well liked by users. High levels of satisfaction and regular use of the routes are reported. The routes reviewed are considered easy to find and access . Areas for improvement centre on increasing lighting, removing rubbish and way-finding.

As the preparations are made for the London 2012 Games, eight walking and cycling routes which will provide access to the Games are being improved by Transport for London. As part of this programme the project team need to understand user behaviour and views of the Greenways so that developments can be tailored appropriately and improvements evaluated.

To provide the evidence base 963 interviews were conducted on-site with users on set days within September and October 2010.

A wide variety of Londoners use the Greenways. Primarily users were walking along the routes although over a fifth of those surveyed were cycling. Many made frequent use of the routes with almost two-thirds of walkers being classified as regular users. Journeys along the routes were generally up to 30 minutes long.

Almost half claimed to use the routes to exercise or to go for a walk or to walk the dog, the other half were split between social or leisure activities, and those on work or education related business.

Currently, marketing activity accounts for little of the awareness of Greenways most claim to have 'always known' about the route. Where marketing activity was identified for knowledge of the Greenways it tended to be local signage or leaflets which were recalled.

A third of users also utilised another form of transport during their journey (in addition to that used on the Greenway, usually walking or cycling), generally this was road transport: driving or travelling by bus.

While the majority knew of alternative routes available to complete their journeys, the Greenways tended to be used because they either provided a more direct or faster route, or because of a liking for the surroundings. The routes being separated from traffic was also cited as a significant reason for choosing to use a Greenway.

In terms of improvements, suggestions fell into a number of categories. The most common areas of suggestions were around safety and security where better lighting was key, easier access and way-finding, and improving the visual environment (linked to clearance of rubbish).

A quarter were aware that improvements were to be carried out to the routes. Expectations were that once the improvements had been made this would encourage greater use, with over half of walkers believing they would use the routes more after improvements, and a third of cyclists.

2. Research background and objectives

Background

The Olympic Delivery Authority (ODA) is working towards staging the London 2012 Olympic and Paralympic Games sustainably. To help achieve this objective, the ODA is striving for 100% of spectators to travel to the Games on foot, by bicycle or on public transport.



Key to encouraging spectators to walk or cycle to the Games is a programme of enhancements to improve walking and cycling routes close to the Olympic Park and River Zone venues. These routes are known as Greenways and are designated safe and quiet paths through parks and green spaces.

Eight key Greenways in the vicinity of the Olympic Park are presently being enhanced. Improvements include widening and resurfacing paths, providing better disabled access to paths, creating new pedestrian crossings and improving signage. These enhancements will be completed prior to the start of the Games.

In order to evaluate the Greenways, Transport for London (TfL) requires a programme of research into the usage of the routes pre, during and post the London 2012 Olympic and Paralympic Games. Assessment of the Greenways both during and after the Games will be used to ensure a legacy of benefits for walking and cycling in the Capital.

The research comprised two elements:

- A count of users on the Greenways routes
- Face-to-face interviewing of users of the routes

Findings within this report are derived from the face-to-face user research element only. This consisted of 963 interviews with route users on set days within September and October 2010.

Details of the methodology and questionnaire are contained in an appendix to this report.

Objectives

In order to improve the walking and cycling routes around the Games, and to ensure the Greenways meet future demands, the research programme needed to provide an understanding of:

- The profile of route users (demographics, frequency of use, duration of use, differences between walkers and cyclists)
- Reasons for use and methods of awareness
- Impressions of the Greenways, both in general and of specific aspects such as safety and perceived benefits
- Additional or alternative modes of travel alongside the Greenways
- Suggested improvements to encourage greater use of Greenways
- Awareness of enhancements and the potential impact on Greenways use

3. Profile of route users

Main activity undertaken

The majority of those surveyed were walking along the Greenways (74%). Of the 716 individuals who were walking, 20% were walking their dog¹.

The second most common activity was cycling, undertaken by 19% of individuals interviewed.

Three-quarters (75%) of interviewees were using the Greenways on their own. Women were more likely to be in a group (35% compared to 25% of all route users and 18% of men).

Demographics

Compared with London census data, Greenways users were more likely to be male, in work, and aged under 55. See the table below for a summary of the demographic profile of those interviewed on the Greenways.

Table 3.1 Demographic profile of route users according to main activity undertaken

Base: all (number of respondents in brackets below)

	All	Walking	Cycling	Other	London average
Base*	963	716	180	67	
Gender					
Male	58%	57%	64%	48%	49%
Female	42%	43%	36%	52%	51%
Age					
16-34	37%	38%	33%	46%	39%
35-54	44%	42%	49%	48%	34%
55+	18%	20%	17%	6%	27%
Ethnicity					
White	73%	72%	82%	63%	71%
BAME	26%	27%	17%	36%	29%
Working status					
Working	68%	65%	79%	70%	60%
Not-working	32%	35%	21%	28%	40%

* The base sizes include those who refused to answer

58% of Greenways users were male. This is in line with the Greenways route user survey conducted by Sustrans in 2009², which also found 58% of route users to be men.

¹ While interviewees were asked to reflect the usage patterns observed, it should be noted that these figures are not intended to replace count data.

Cyclists were more likely to be male than walkers, with 64% of cyclists being male compared with 57% of those walking. This is in line with other studies showing cyclists in London are more likely to be male.

The majority of route users classed their ethnicity as white (73%) rather than black, Asian and minority ethnic (BAME) (26%). This is in line with the ethnic profile of Londoners generally, and also with the previous Greenways route user survey conducted by Sustrans, which recorded 24% of users as BAME. Of those cycling, a higher proportion were white (82%) compared to 72% of those walking and 63% of those doing some 'other' activity.

While most route users were either walking or cycling, 7% were engaged in some other activity, including running/jogging, roller-skating/skateboarding, horse-riding, playing football and meeting friends. Just 48% of these were male, substantially lower than the general Greenways user profile.

Just over two-thirds (68%) of route users were in work, slightly higher than the London average of 60%. Again some differences were observed between those walking, cycling and doing another activity, with those cycling more likely to be working (79%), particularly in comparison to those walking (65%).

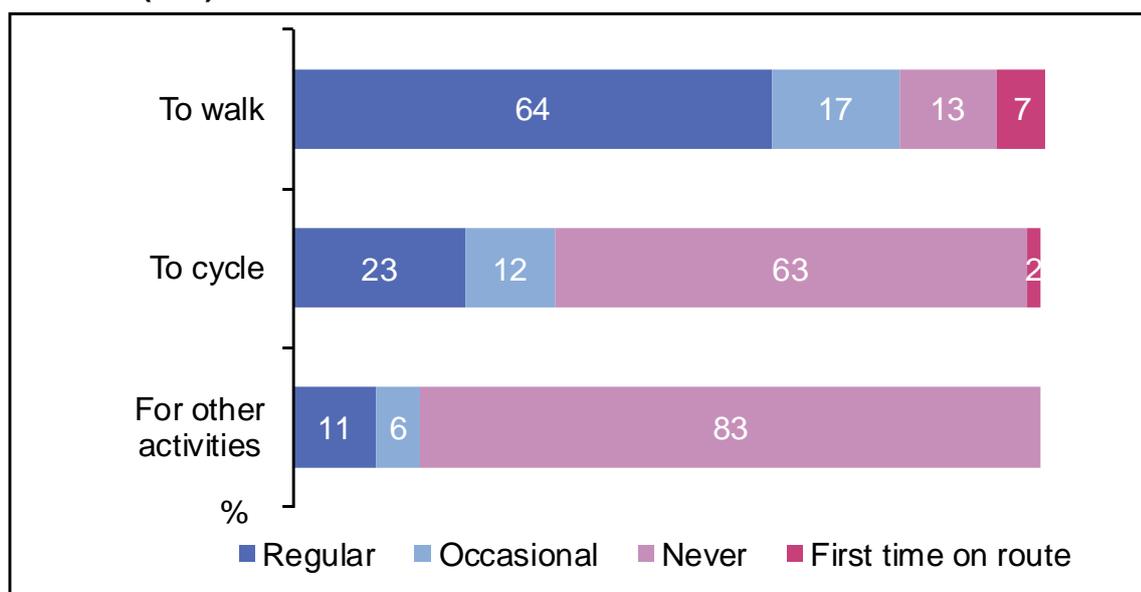
Of all the route users interviewed, six per cent claimed to have a long-term physical or mental impairment that limits their daily activities or the work they can do. A total of 12 respondents were using a wheelchair whilst on the Greenways route.

Frequency of use

Four out of five route users walked along the Greenways regularly or occasionally, compared with a third who cycle on the routes and 17% who do some 'other' activity.

Chart 3.1 How often do you use this route? (Q7a – not prompted)

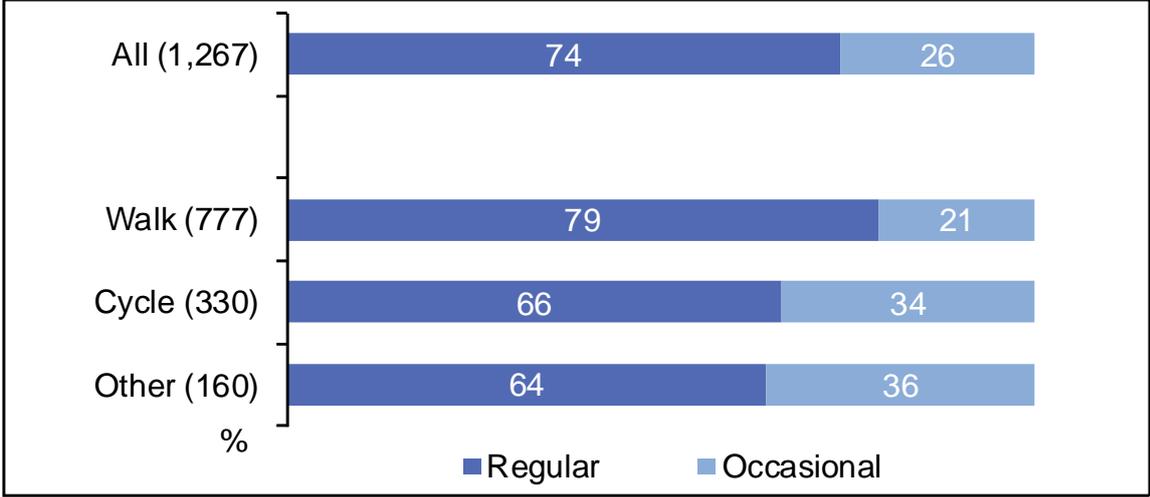
Base: all (963)



² London Greenways Monitoring Report 2009 (produced in partnership by Sustrans and TfL).

Removing those who have never used the route for certain activities and those on the route for the first time, 74% use the Greenways regularly to either walk, cycle or for other activities³.

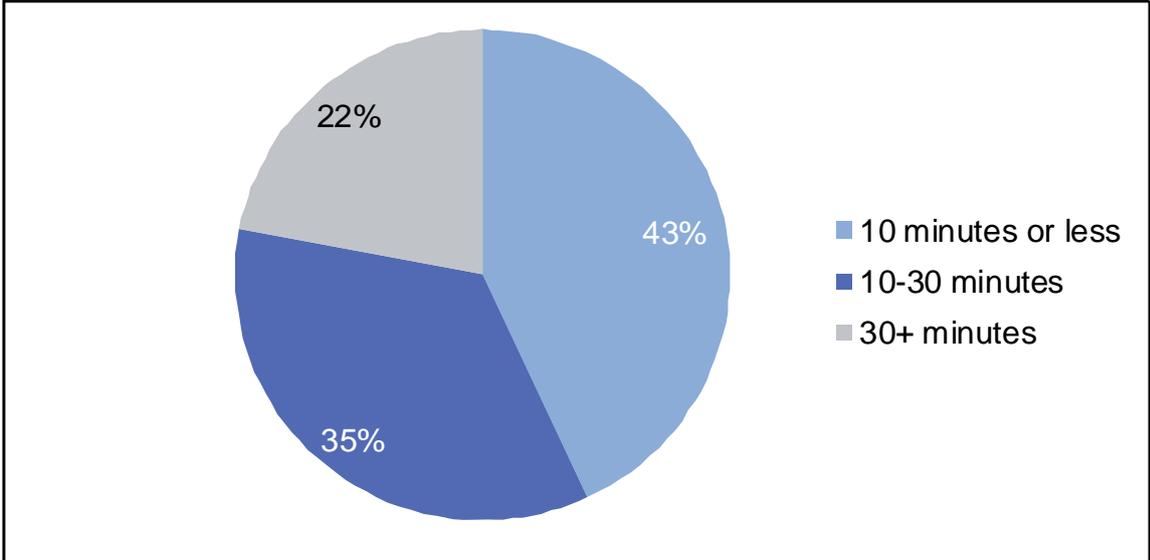
Chart 3.2 Regular and occasional use by activity (Q7a – not prompted)
Base: all (number of respondents in brackets below)



Duration of use

More than half (57%) of those interviewed said they would spend at least ten minutes travelling along the Greenways, with 22% using the path for 30 minutes or more.

Chart 3.3 How long will you spend travelling on this route? (Q5b - not prompted)
Base: all (963)



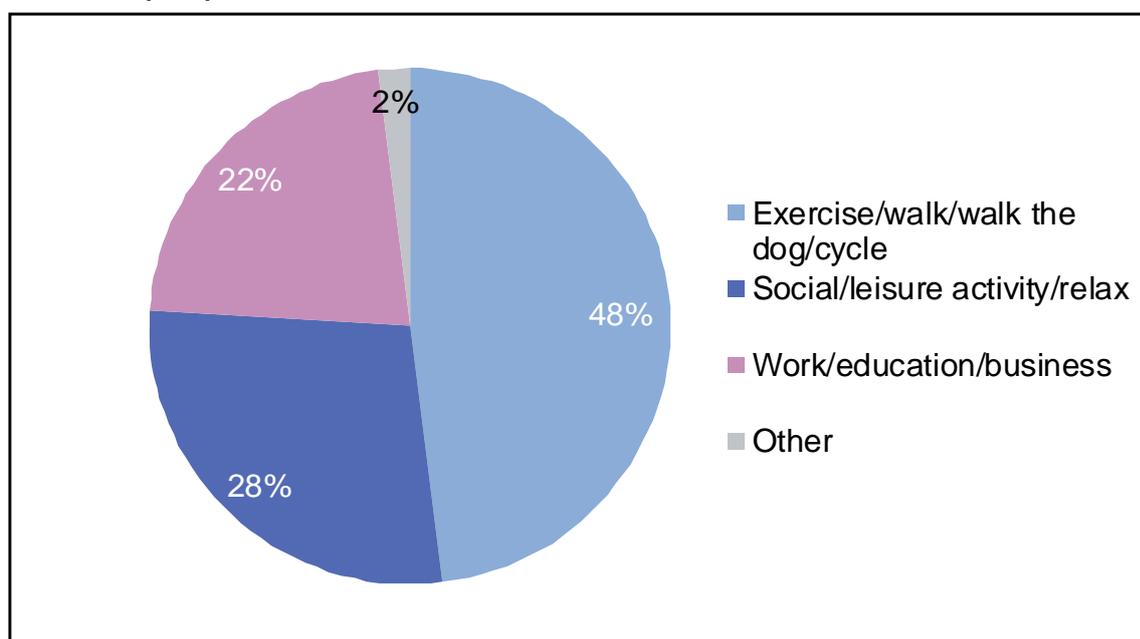
³ Regular use is defined as using the Greenways at least once a week. Occasional use includes using the Greenways at any frequency from ‘around once a fortnight’ to ‘not in the last 12 months’ (but excludes those using the path for the first time).

4. Reasons for use and methods of awareness

Reasons for use

When asked the purpose of their current journey, almost half (48%) claimed it was to get exercise, walk/walk the dog, or cycle. Going to or from somewhere for a social/leisure reason (such as visiting friends/relatives, going shopping) or to relax was mentioned by 28% of route users. Around a fifth (22%) were using the path because of work or education. Around 2% were using the path because of other reasons.

Chart 3.4 What is the purpose of your current journey? (Q1 – not prompted)
Base: all (963)



The purpose of route users' journeys differed depending on whether it was a week day or the weekend, their age, ethnicity, working status and the length of time they spent on the Greenways.

Those using the Greenways for the main purpose of getting exercise/walking/walking the dog/cycling were more likely to be older in age and white. They tended to spend longer on the Greenways and were more likely to use the Greenways for this purpose on the weekend.

Those using the Greenways for social/leisure/relaxation reasons were more likely not to be working. Again, they were more likely to use the Greenways for this purpose on the weekend, but tended to limit the time they spent on the Greenways in contrast to those using it for exercise.

Those travelling on the Greenways for purposes of work/education and/or business were more likely to be younger. They tended to spend shorter lengths of time on the route and were less likely to use the route on the weekend.

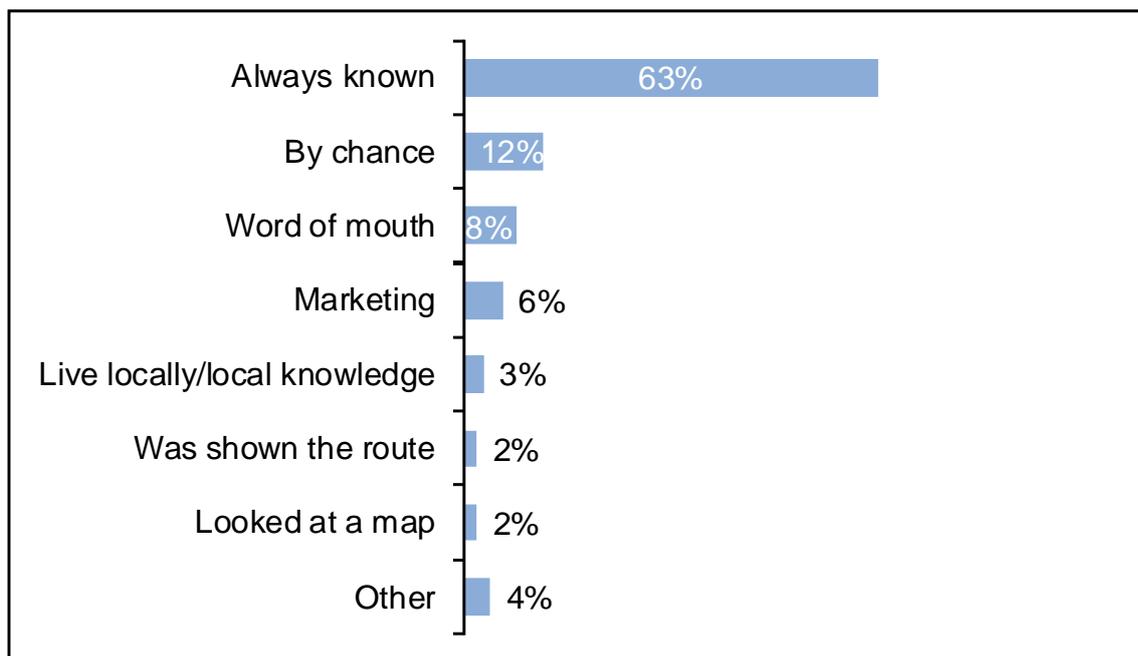
Methods of awareness

The majority of route users (63%) claimed they had 'always known' about the Greenway they were on. Other sources through which users became aware of the Greenways were 'by chance' (12%) and 'word of mouth' (8%).

Six per cent of users gained awareness directly through some form of marketing. This included:

- Local signage (24 route users, equivalent to 2%)
- Leaflets (12 route users, 1%)
- TfL website (6 route users, 1%)
- Website not specified (5 route users, 1%)

Chart 3.5 How did you find out about this route? (Q6 – not prompted)
Base: all (963)



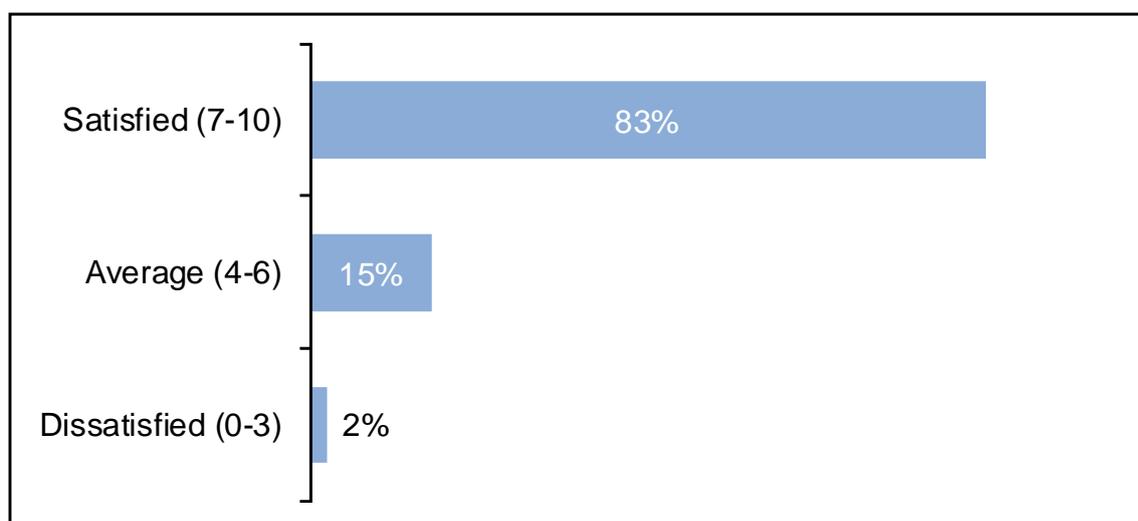
5. Impressions of the Greenways

Overall satisfaction

The majority (83%) were satisfied with the Greenways route overall, giving it a rating of 7 to 10 (where 0 is extremely dissatisfied and 10 is extremely satisfied). Only 20 individuals (2%) gave the Greenway they were using a rating of 0-3 to represent dissatisfaction.

Chart 3.6 How satisfied are you overall with this route? (Q10)

Base: all (963)



Access and navigation

In general, route users felt positively about the Greenways in relation to access and navigation, with relatively small proportions saying the Greenways were hard to find, access or navigate (shown in chart 3.7 below).

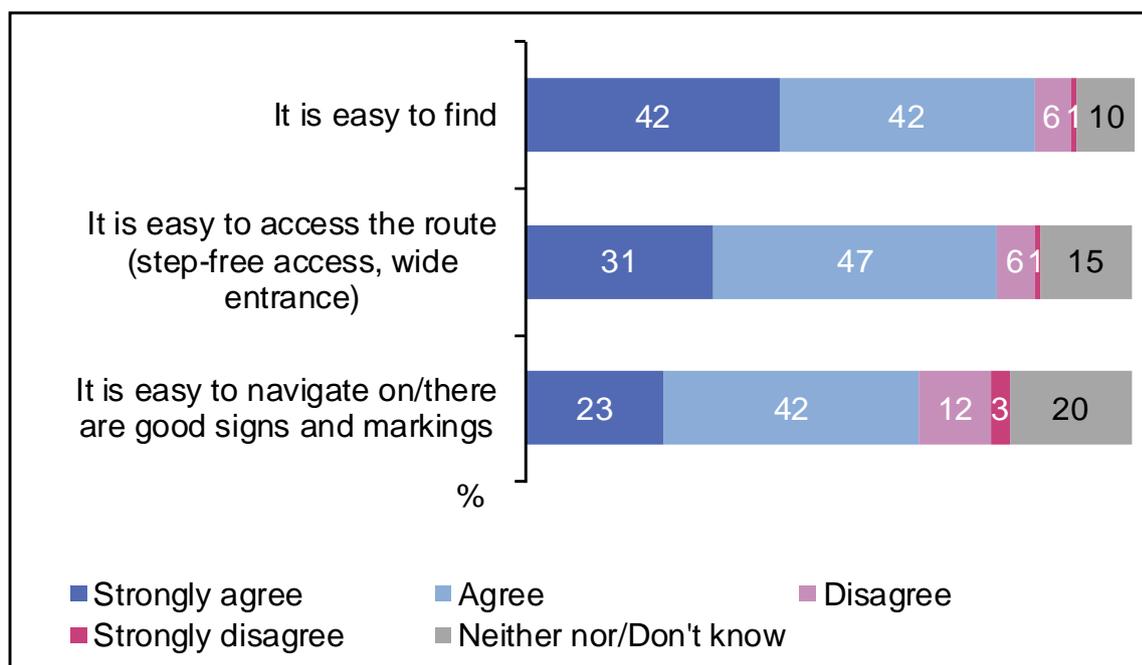
Indeed, the majority (84%) of route users felt the Greenway they were using was **easy to find**, with a similar proportion (78%) finding the route **easy to access** in terms of the provision of step-free access and wide entrances to the route.

59 individuals were interviewed who might find route access more difficult than others; they were either wheelchair users, had mobility difficulties, were visually impaired or had a serious long term illness. Of these individuals, 47 (80%) agreed that the Greenway was easy to access and only four disagreed.

When asked if they agreed that the Greenway was **easy to navigate on/there were good signs and markings**, 65% agreed compared with 15% who disagreed.

Chart 3.7 How strongly would you agree or disagree with the following statements about this route? (Q9g-i)

Base: all (963)



The percentages of route users who disagreed with the statements regarding access and navigation according to the specific Greenway they were using are shown in the appendices.

Features

The **surface quality** of the Greenways was thought to be good by 74% of users. Nine per cent of individuals who walk regularly on the Greenways disagreed that the surface quality was good. This figure rose to 15% for those who cycle regularly along the Greenways suggesting a greater importance of surface quality for regular cyclists compared to regular walkers.

An equally high proportion (72%) of route users agreed there were **sufficient trees** along the Greenway. Overall agreement decreased to 56% for whether there were **sufficient pedestrian/cycle crossings**, though this was counterbalanced to some extent by the greater proportion of users saying they neither agreed nor disagreed, or that they didn't know (29%).

Overall agreement that there are **sufficient seats** along the Greenway route was 47% whilst overall disagreement was 30%. This statement correlates to age; 34% of those aged 55 and over disagreed there were enough seats compared to 24% of those aged 16-34.

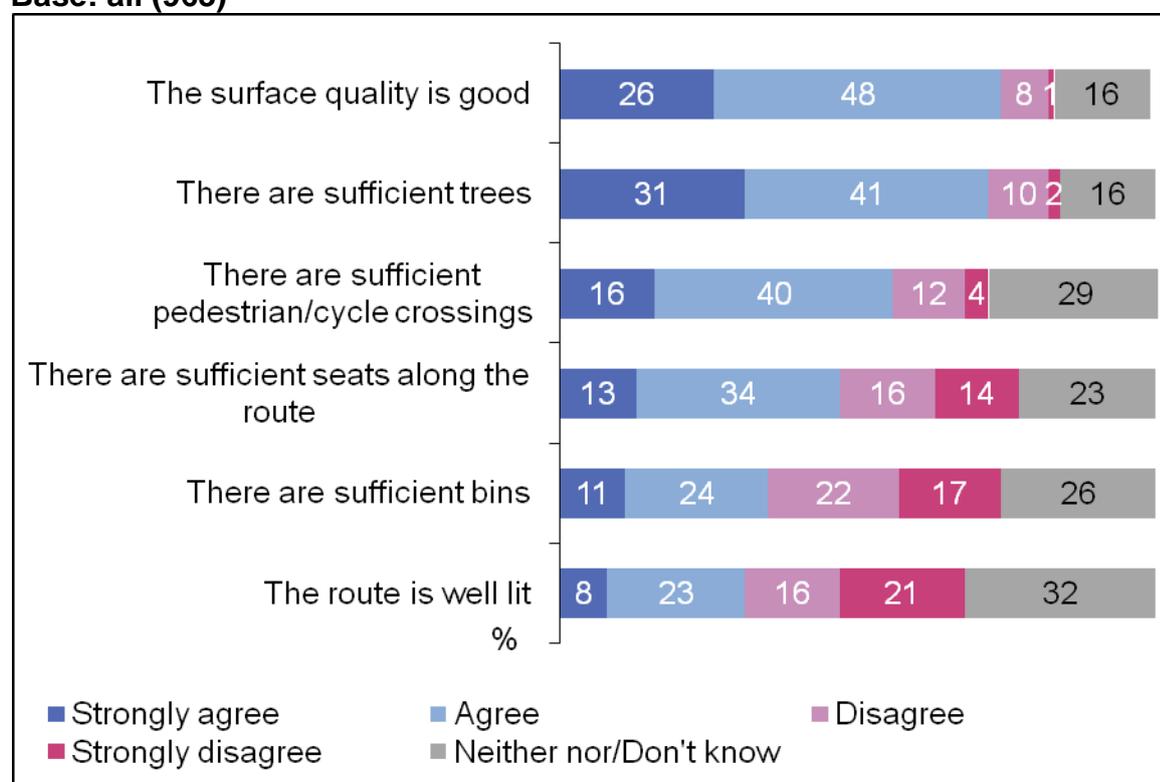
Overall agreement that the Greenways have **sufficient bins** was 35%; lower than the proportion disagreeing with this statement (39%). There was a pattern between

agreement with sufficient presence of bins and activity being undertaken. Of those walking their dog, 70% disagreed there were enough bins compared to 35% of those walking without a dog. Suggested improvements to the Greenways will be discussed in chapter 7, though it is worth noting here that route users walking their dog are more likely to request a greater number of bins/dog bins on the Greenways than other users (10% compared to the average of 4%).

The final statement, **the route is well lit**, was agreed to by 31% of route users. A greater proportion (37%) disagreed that the route was well lit. There is little difference in propensity to agree/disagree with this statement according to the time of day at which route users were interviewed.

Chart 3.8 How strongly would you agree or disagree with the following statements about this route? (Q9e, k-o)

Base: all (963)



Impressions

Only 23 individuals (2%) disagreed that the Greenways route was **separated from traffic**, with the vast majority (92%) agreeing.

Some 90% of route users agreed that they **liked the surroundings and environment** of the Greenway. Those who spent longer on the Greenways were more likely to agree they liked the surroundings and environment (95% of those spending 30+ minutes on the route agreed, compared to 87% of those spending less than 10 minutes on the route).

In the main, route users agreed that the Greenway **felt safe and secure** (76%). Again, this variable was correlated with time spent on the route such that 83% of those

on the route for 30 minutes or more agreed and 73% of those on the route for less than 10 minutes agreed.

Men were significantly more likely to agree they felt safe and secure on the route than women (80% of men, compared with 71% of women).

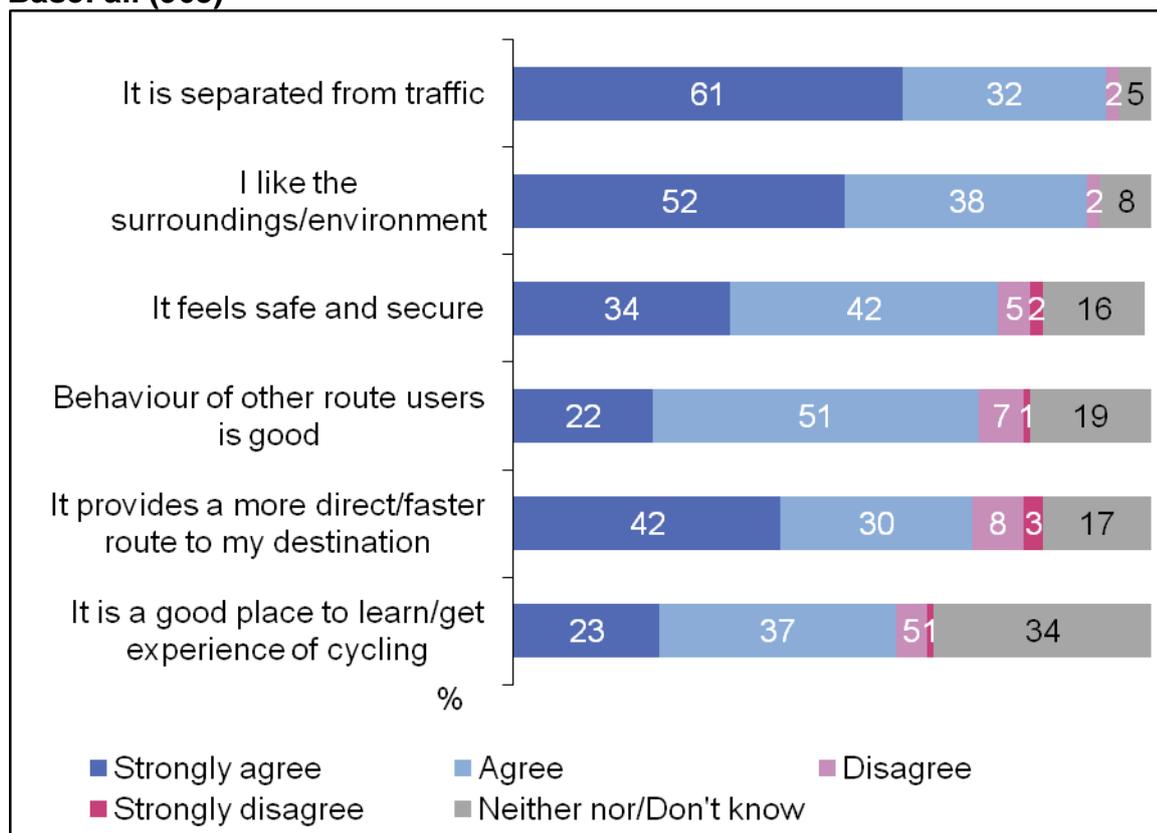
Just under three-quarters (73%) agreed that the **behaviour of other route users was good**. Those spending more than 30 minutes on the Greenways were more likely to agree (80%) compared to those on the route for less than 10 minutes (67%).

For 72%, the Greenway route was thought to be a **more direct/faster route to their destination**. Eleven per cent (105 individuals) disagreed with this statement.

Of this set of statements, **it is a good place to learn/get experience of cycling** had the lowest proportion of route users agreeing with it (60%). However, only six per cent disagreed with this statement and 34% said they neither agreed nor disagreed/they didn't know.

Chart 3.9 How strongly would you agree or disagree with the following statements about this route? (Q9a-d, f, j)

Base: all (963)



6. Additional or alternative modes of travel alongside the Greenways

Additional modes of transport

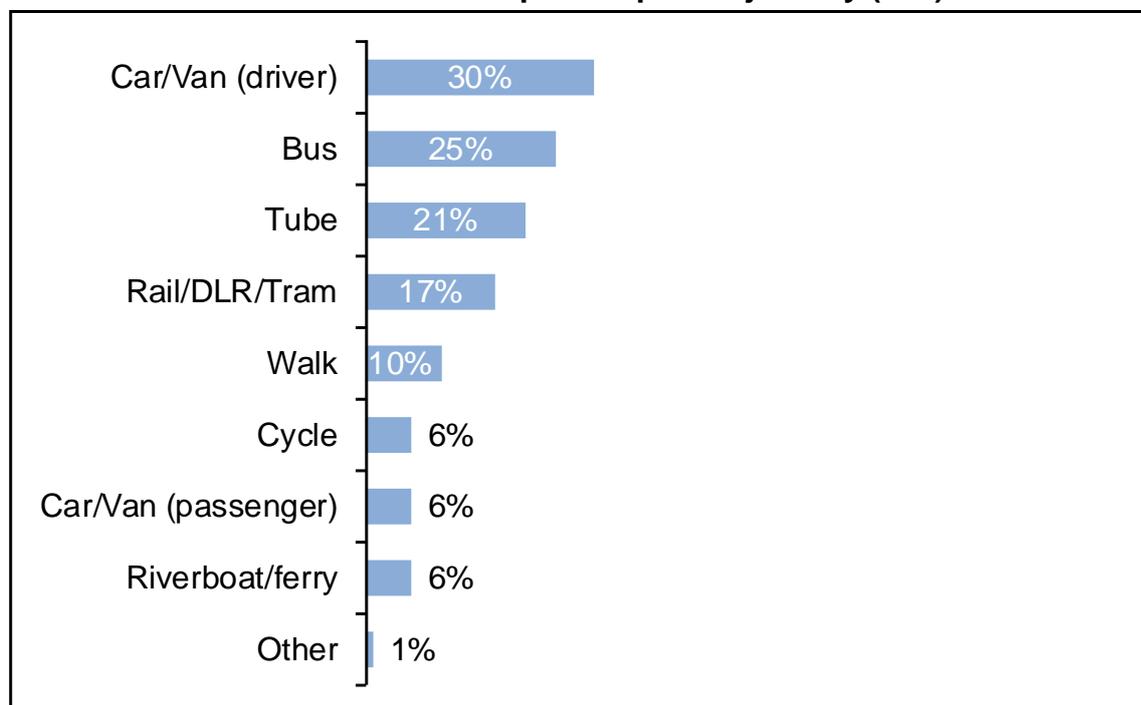
33% of Greenways users also took another form of transport as part of their overall journey. This figure was particularly high for those on the Greenwich Greenway (61% claiming they used an additional form of transport) and particularly low for the Elevated Greenway (12%).

Those in work were more likely to use an additional transport mode to complete their journey (36%) compared to 26% of those not working. Those cycling or doing an 'other' activity (not cycling or walking) were less likely than average to use an additional mode of transport (83% and 81% comparatively did not use an additional mode of travel) compared to those walking (62%).

The most common mode of additional transport used was a car/van (as a driver) (30%). This was followed by bus (25%), tube (21%) and rail/DLR/tram (17%).

Chart 3.10 Which mode of transport will you use/have you used? (Q4b – not prompted)

Base: used another mode of transport as part of journey (316)



Availability of alternative routes

59% of route users could have made their journey without making use of the Greenways, while 39% could not and three per cent didn't know.

This varied between the individual routes with 83% of those using the Elevated Greenway saying they could have made their journey without using the Greenway, compared with 37% of users on the Lee Valley North Greenway.

Of those on the route for less than 10 minutes, 62% claimed they could have made their journey through alternative modes of transport. For those on the route for more than 30 minutes, a lower proportion (52%) said they could have completed their journey without using the Greenways.

The most common reasons given for choosing to travel on the Greenways rather than on an alternative route were that the Greenways provide a more direct/faster route to their destination (40%), the surroundings and environment are liked (39%) and the Greenways are separated from traffic (32%).

Chart 3.11 Why did you choose to travel on this route rather than using an alternative? (Q8B – not prompted)
Base: all (963)



Those spending more than 30 minutes on the route were significantly more likely to mention the following reasons for choosing to use the Greenways than those on the route for less than 10 minutes:

- I like the surroundings/environment (55% of those on the route for 30+ minutes compared to 27% of those on route for less than 10 minutes)
- It is separated from traffic (40% and 27% respectively)
- Using it gives me exercise/I feel healthier (29% and 14% respectively)
- I enjoy the overall experience (21% and 14% respectively)
- It feels safe and secure (18% and 11% respectively)

It provides a more direct/faster route to my destination is important to those using the route for 10 minutes or less; 52% cited this as a reason for choosing to use the Greenways rather than an alternative route compared to 14% on the route for longer than 30 minutes.

Cyclists, and those doing an 'other' activity, were significantly more likely to use the Greenway, rather than an alternative, because the route was **separated from traffic** (58% and 39% respectively compared to 25% of walkers).

Similarly, the route feeling **safe and secure** was more important for those cycling and doing another activity (mentioned by 21% and 36% respectively) compared to those walking, for whom 12% mentioned safety and security.

7. Suggested improvements

Without prompting, route users were asked what improvements to the Greenway would encourage them to use it more. The suggested improvements fell into six categories:

- **49% safety and security** (in order of frequency within this category; better lighting, better sense of personal security, more secure bicycle parking, greater police presence/enforcement of regulations, CCTV)
- **42% access/way-finding** (better way-finding, better surfacing, improved access to route, better linkage with other routes/places, extension of route/completion of works, improved step-free access, gates opened for longer, easier cycling access/cycle gates, improved crossings)
- **40% visual environment** (clearance of rubbish, clearance of vegetation, public realm improvements, more bins/dog bins, better drainage/flooding prevention, more greenery, graffiti removal)
- **25% flow of users** (more segregation between pedestrians and cyclists, path widening, more segregation from other vehicles, more areas shared by pedestrians and cyclists, less shared areas with motor vehicles, more shared areas with motor vehicles)
- **18% facilities** (more seats along the route, more bicycle parking, cafe, more/improved/safer toilets, more/better play areas for children, more parking facilities)
- **5% other** (control dangerous dogs, greater respect between route users, more/improved railings, other)

Better lighting (28%) and clearance of rubbish (21%) were the most commonly suggested improvements to the routes (see Chart 3.12 below). These suggested improvements correspond to the agree/disagree statements where 37% disagreed the route was well lit, and 38% disagreed the Greenway had sufficient bins.

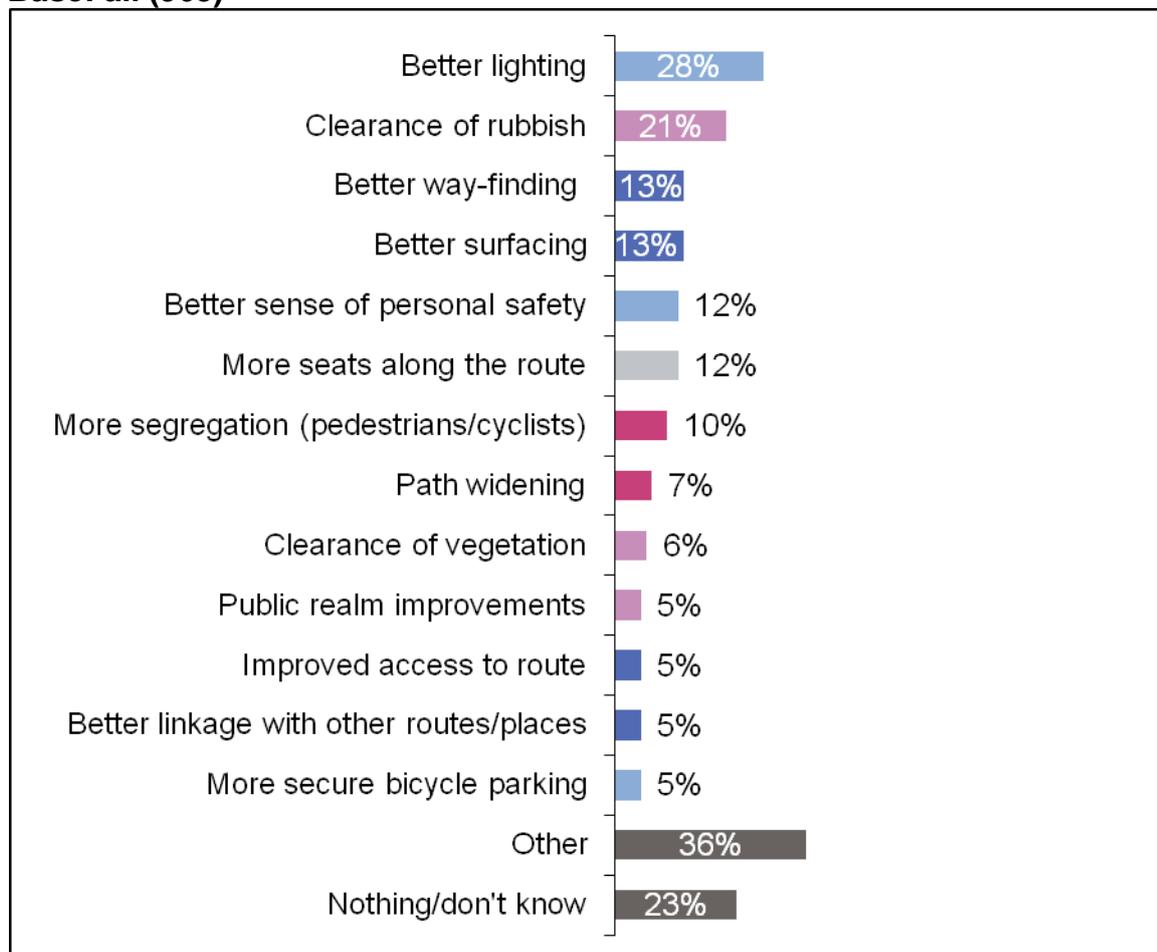
For those walking (without a dog), the three most common suggested improvements were better lighting (24%), clearance of rubbish (18%) and better sense of personal safety (12%). For those walking (with a dog), the three most common improvements suggested were clearance of rubbish (48%), better lighting (33%) and more seats along the route (23%).

Reflecting further the different priorities for improvements according to user type, cyclists most commonly mentioned better lighting (33%), better surfacing (25%) and more secure bicycle parking (12%). Those doing activities other than walking or cycling mentioned better lighting (31%), better sense of personal security (22%) and clearance of rubbish (21%).

Almost a quarter (23%) could think of nothing to improve.

Chart 3.12 What particular improvements to this route would encourage you to use it more often? (Q11 – not prompted)

Base: all (963)



Included in the 'other' category in chart 3.12 are all responses mentioned by four per cent or less. This includes:

- More bins/dog bins (39 route users, 4%)
- Greater police presence/enforcement of regulations (29 route users, 3%)
- More segregation from other vehicles (27 route users, 3%)
- More bicycle parking (26 route users, 3%)
- Open whole route/complete works/extend route (25 route users, 3%)
- More areas shared by pedestrians and cyclists (24 route users, 2%)
- Improved step-free access (23 route users, 2%)
- Better drainage/prevent flooding (16 route users, 2%)
- Less shared areas with motor vehicles (15 route users, 2%)

8. Awareness of enhancements and potential impact on Greenways use

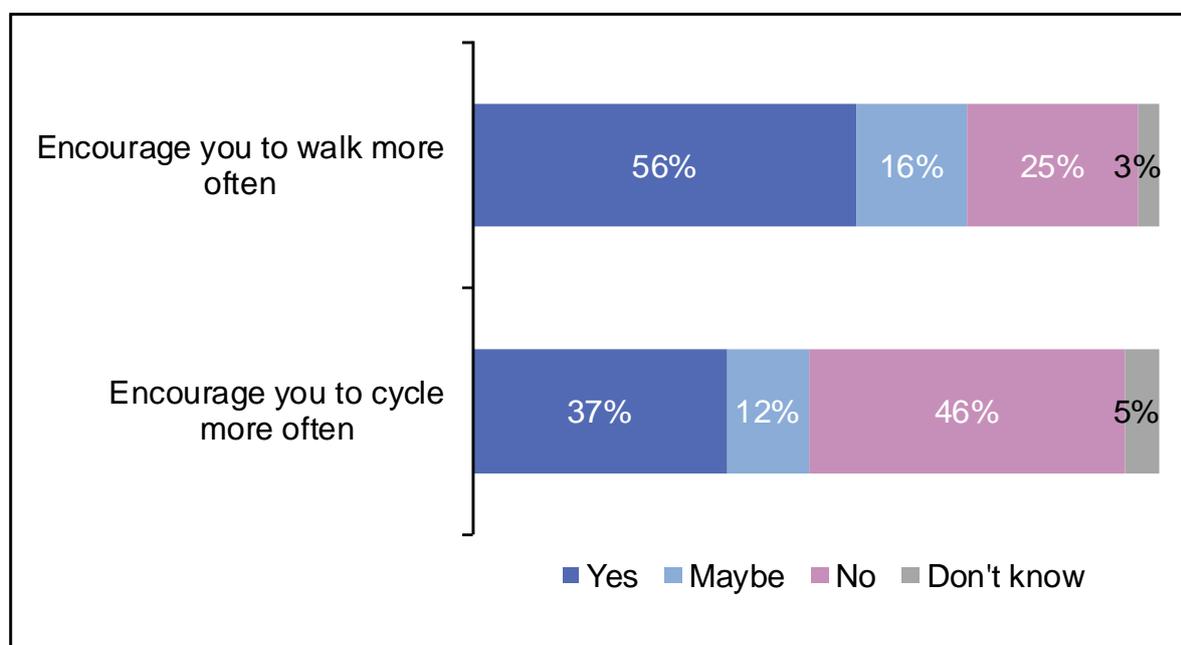
Just under a quarter (24%) of route users were aware of enhancements planned for the Greenways over the coming year⁴.

Awareness was greater amongst women (27% compared to 22% of men) and those aged 55 and over (32% compared to 22% of those aged 16-34).

Route users were all made aware of the planned improvements and asked if the improvements would encourage them to walk or cycle more often on the Greenways. Just over half (56%) said the improvements would encourage them to walk more often on the Greenways. A smaller proportion (37%) said they would be encouraged to cycle more on the Greenways.

Chart 3.13 Do you think these improvements will encourage you to walk/cycle more often on this route? (Q13/14)

Base: all (963)



Of those aged 16-34, 62% said yes they would be encouraged to walk more on the Greenways, compared to 48% of those aged 55+. Similarly, BAME individuals were more likely to say they would walk more (63%) compared to white individuals (53%).

For those already cycling on the Greenways, 64% would be encouraged to cycle more by the improvements. This compares to a much lower figure for those walking (both with, and without, a dog); of which 28% would be encouraged to cycle more.

⁴ All interviewing points were chosen specifically to be without enhancement works at the time of fieldwork.

9. Appendices

Disagreement with various aspects of each Greenway

Table A1 shows the percentage of route users disagreeing with various aspects of the Greenways. Only overall disagreement of 10% or greater is shown and where overall disagreement exceeds 30% the figure is shaded in grey.

Table A1 Ten per cent of more overall disagreement with various aspects of each Greenway

Base: all (number of respondents in brackets below)

	Elevated Greenway (110)	Epping Forest (157)	Greenwich (118)	Hackney Parks (101)	Lee Valley North (105)	Limehouse Cut (125)	Lower Lea Valley (137)	Victoria Park and Stepney (110)
Access and navigation								
It is easy to find		10%						
It is easy to access the route			11%			14%		
It is easy to navigate on/there are good signs and markings	12%	36%	11%	10%		12%	15%	
Features								
The surface quality is good		14%	13%		15%			
There are sufficient trees	16%				15%	33%	18%	
There are sufficient pedestrian/cycle crossings	15%	17%	11%	18%	14%	22%	21%	
There are sufficient seats along the route	45%	64%	14%	12%	38%	18%	24%	12%
There are sufficient bins	54%	68%	15%		37%	56%	37%	17%
The route is well lit	67%	50%		18%	50%	38%	46%	15%

	Elevated Greenway (110)	Epping Forest (157)	Greenwich (118)	Hackney Parks (101)	Lee Valley North (105)	Limehouse Cut (125)	Lower Lea Valley (137)	Victoria Park and Stepney (110)
Impressions								
It is separated from traffic								
I like the surroundings/environment								
It feels safe and secure	13%	10%		10%		10%		
Behaviour of other route users is good	15%			11%				10%
It provides a more direct/faster route to my destination		24%	18%		17%			
It is a good place to learn/get cycling experience		10%	12%					

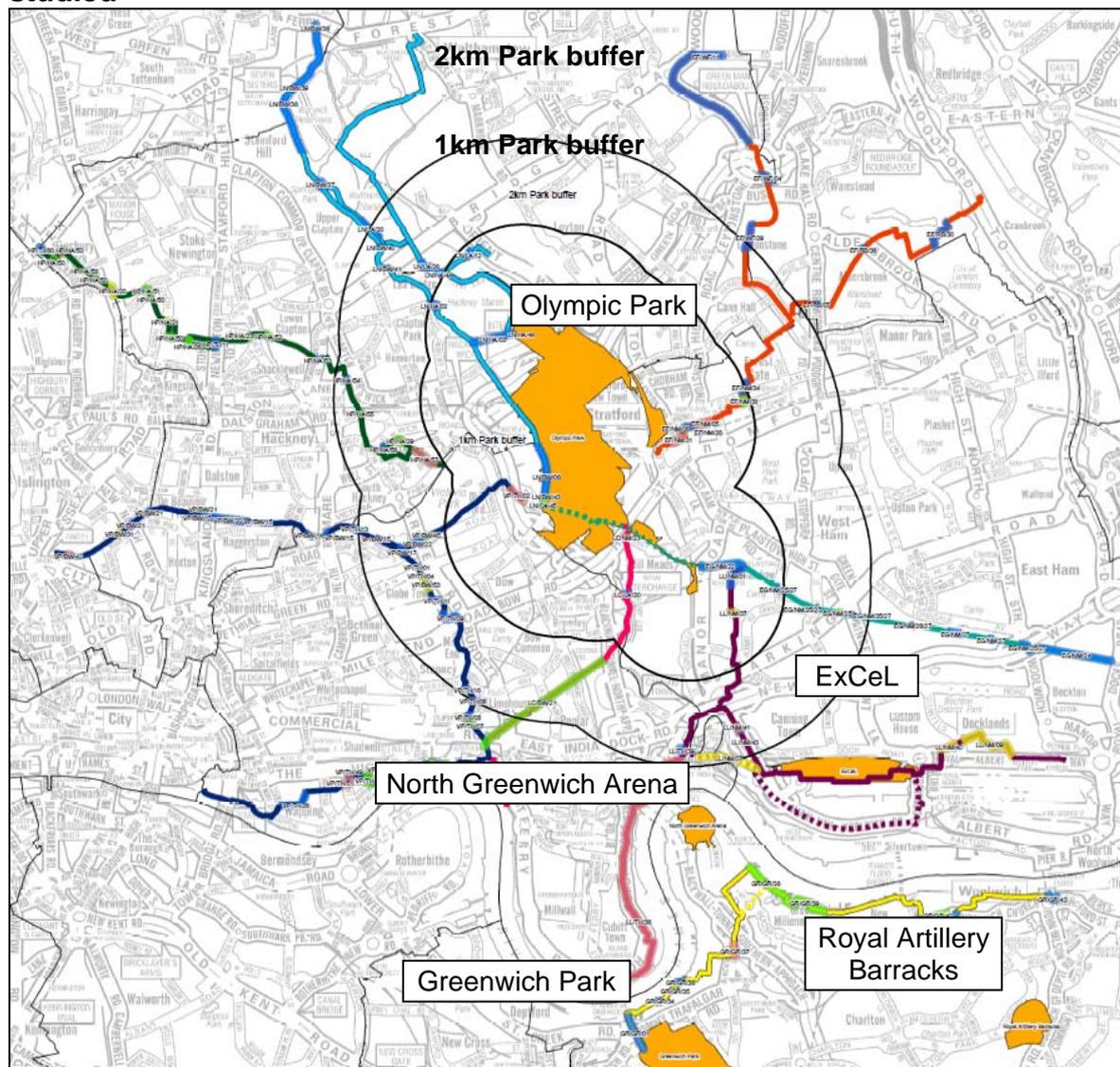
Research methodology

Face-to-face interviews were carried out with users of the eight selected Greenways. The Greenways covered in this research were:

- Elevated Greenway
- Epping Forest
- Greenwich
- Hackney Parks
- Lee Valley North
- Limehouse Cut
- Lower Lea Valley
- Victoria Park and Stepney

Figure A1 shows the proximity of these Greenways to the Olympic Games venues.

Figure A1 Location of Greenways studied



Interviewers were allocated specific points along the Greenways at which to interview. One interviewing location was allocated per Greenway route and these are detailed in table A1. To enable future comparisons to be made, these interviewing points will be used again in 2011 and after the Games.

The interviewing locations were chosen in close consultation with TfL. They were based on footfall (recorded in manual counts undertaken in 2009) and distance from the Olympic Park, ensuring that variation was secured on both these aspects. The locations took into account planned developments of the Greenways, and no interviews took place where route enhancements had already been completed.

Fieldwork took place over four days. In term-time, interviewing was on 18 (Saturday) and 22 (Wednesday) September, and in the October school holidays, on 24 (Sunday) and 26 (Tuesday). Interviews were conducted throughout the day from 7am – 7pm.

Whilst interviewers were not assigned specific quotas, they were instructed to achieve a sample that reflected route users in terms of age, gender and ethnicity.

A total of 963 interviews were achieved with users of the eight Greenways routes.

Interviewing locations

Table A2

Route	Suggested location	Description	Distance from Olympic Park	Demand level	Notes⁵
Elevated Greenway	EG/NM/27	Balham Street / Barking Road	Within 2 miles	Low	Low footfall on all of route
Epping Forest	EF/WF/11	Epping Forest / Whipps Cross Road	Outside 2 miles	High	Areas of high footfall are outside the 2 mile radius
Greenwich	GR/GR/01	King William Walk (near Greenwich Park)	Outside 2 miles	Medium	Has to be outside 2 miles. No areas of high footfall on this route
Hackney Parks	HP/HA/53	Hackney Downs / Pembury Road	Outside 2 miles	Medium	High footfall areas have work on site / due in Sept 2010
Lee Valley North	LN/HA/02	Hackney Marsh / Millfields Road	Within 1 mile	Low	Low footfall on all of route
Limehouse Cut	LC/LA/20	Three Mills Island Bridge	Within 1 mile	Low	Low footfall on all of route
Lower Lea Valley	LL/NM/01	Memorial Park	Within 1 mile	High	
Victoria Park and Stepney	VP/TH/09	Mile End Park Central	Within 2 miles	Medium	Areas of high footfall are outside the 2 mile radius

⁵ Please note that footfall estimates are based on manual counts carried out last and this year as part of the monitoring strategy.



Transport for London Better Routes & Places

Olympic Cycle and Walking Routes
Map Issued to Delivery Authority

Route

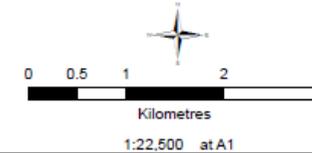
- Epping Forest
- Greenway
- Greenway (Implemented by ODA)
- Greenwich
- Greenwich_alternate
- Hackney Parks
- Lee Valley North
- Limehouse Cut
- Lower Lea Valley
- Lower Lea Valley Alternate
- Victoria Park and Stepney

Schemes

- Completed
- In Progress
- In Progress, On site in Sept 2010
- In Progress, On Site Now

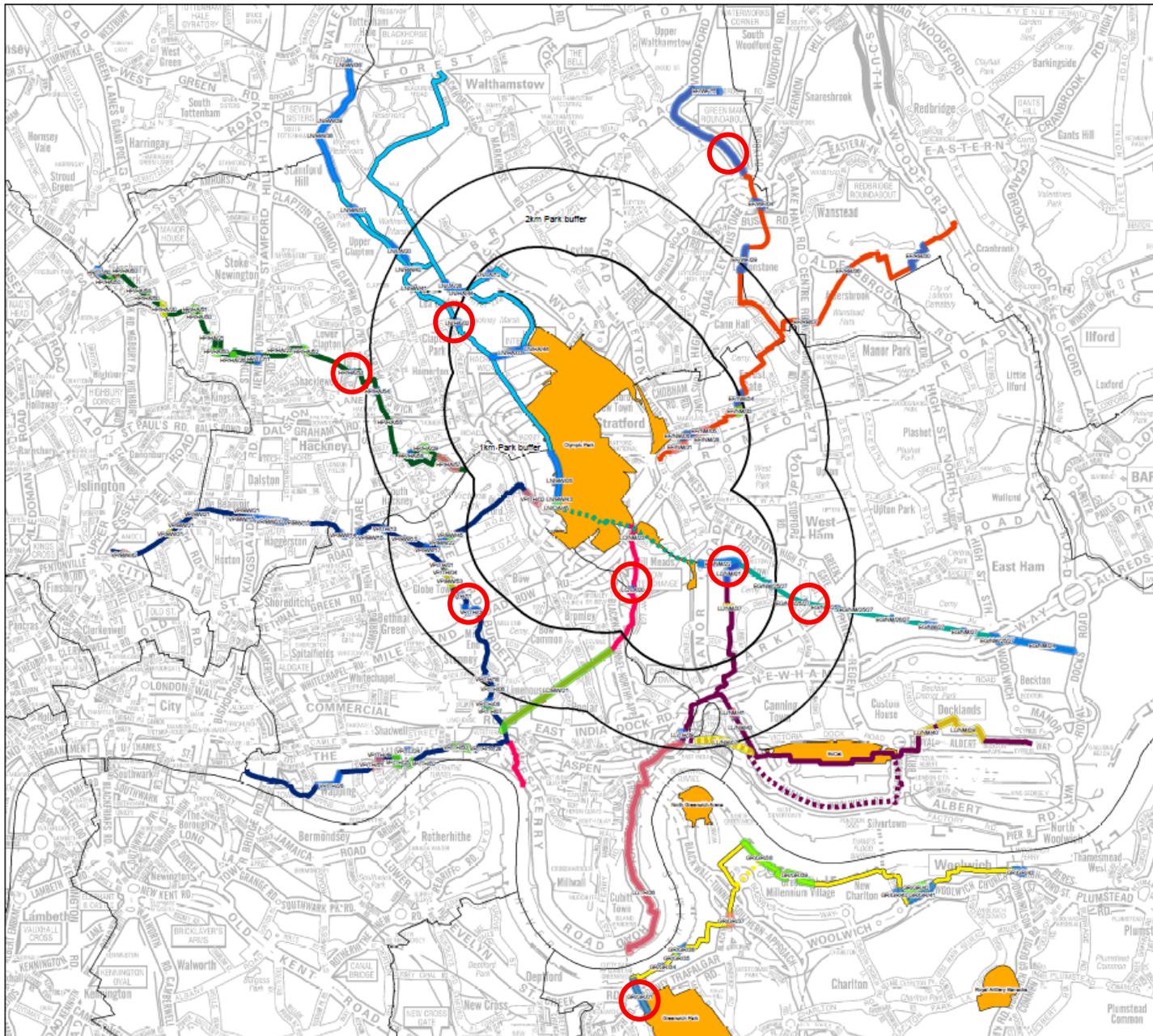
Olympic Venues

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Checked by: Shakil Hasan
Date: 26/08/2010
Contact: 020 3054 2732

Transport for London
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Questionnaire



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C1	C2	C3	C4	C5	C6	C7
7	8	6				1

Project title: Olympic Walking and Cycling Route Evaluation (OWCRE)

Document title: OWCRE questionnaire

FDS reference: q7868/ds/lp

TfL reference: 10036

Your interviewer number

--	--	--	--	--

The interview number e.g. B001

B			
----------	--	--	--

QINTRO

Interviewer note: adjust introduction depending on individual situation of the respondent

- Project on behalf of Transport for London
- Transport for London wishes to understand the views of people who use the routes and paths around this area
- Confidential – under MRS code of conduct
- Questionnaire takes approximately 5 minutes

QS1 – QS8 ARE NOT TO BE ASKED, BUT TO BE COMPLETED BY THE INTERVIEWER, UNLESS THE ANSWER IS NOT OBVIOUS

QS1 Survey site: (location and number)

--

QS2 Date: (DD/MM/YYYY)

		1	0	2	0	1	0
--	--	---	---	---	---	---	---

QS3 Time (please use 24 hour clock):

		Am	Pm
--	--	----	----

QS4a Day type

Weekday	1
Weekend	2
Bank holiday	3

QS4b Term time / school holidays

Term time	1
School holidays	2

QS5 Respondent gender

Male	1
Female	2

QS6 Is the respondent using a wheelchair?

Yes	1
No	2

ASK IF IS NOT OBVIOUS, OTHERWISE CODE WITHOUT ASKING

QS7 What is the main activity being undertaken by the respondent

(code one only - if respondent is doing more than one activity – eg cycling and dog walking – clarify which is the main activity and code that)

Walking	1
Cycling	2
Running / jogging	3
Dog walking	4
Roller-skating / skateboarding	6
Horse riding	7
Other (specify below)	8

ASK IF IS NOT OBVIOUS, OTHERWISE CODE WITHOUT ASKING

QS8 Are you...?

SINGLE CODE

By yourself	1
In a group with other adults	2
In a group with other adults and children	3
The only adult with a child/ group of children	4

SECTION 1: ABOUT YOUR CURRENT TRIP**Q1 What is the purpose of your current journey?****(DO NOT READ OUT, SINGLE CODE)**

Going to/from place of work	1
Going to/from place of education	2
Going to/from visiting friends/relatives	3
Going to/from theatre, cinema, concert etc	4
Going to/from sporting activity/event	5
Going to/from other social (e.g. pub, restaurant)	6
Going to/from museum/exhibition	7
Going to/from shopping	8
Going to/from personal business (e.g. doctor, bank, church)	9
Going to/from a business meeting	10
To go for a walk/cycle/exercise	11
Walking the dog	12
Other (specify below)	13
(Refused)	14
(Don't know)	15

Q2a. Where did you start the journey you are currently making?

OPEN-ENDED RESPONSE

Q2b And what is your destination?

OPEN-ENDED RESPONSE

Q3a We are interested in your views on this route (SHOW ROUTE). Where did you join this route today?

Q3b And where will you leave this route?

INTERVIEWER: ON THE MAP IS MARKED THE ROUTE TFL IS INTERESTED IN. PLEASE DRAW ALONG THIS ROUTE TO SHOW HOW FAR THE RESPONDENT IS TRAVELLING ON IT. PLEASE DO NOT DRAW THEIR ENTIRE JOURNEY ON THE MAP, JUST THE SECTION OF THEIR JOURNEY WHICH IS SPENT ON THE ROUTE

INTERVIEWER: BE SURE TO WRITE THE INTERVIEW NUMBER BOTH ON THE FRONT OF THIS QUESTIONNAIRE, AND ON THE MAP USED

Q4a Will you use, or have you used, any other form of transport (car, public transport etc) as part of your journey?

(SINGLE CODE)

Yes	1	ASK Q4b
No	2	SKIP TO Q5a
(Don't know)	3	SKIP TO Q5a

Q4b Which mode of transport will you use / have you used?

(DO NOT READ OUT, MUTLICODE)

Walk	1
Cycle	2
Motorbike	3
Car / Van (driver)	4
Car / Van (passenger)	5
Taxi	6
Bus	7
Rail / DLR / Tram	8
Tube	9
Horse riding	10
Riverboat	11
Other (specify below)	12
(Don't know)	13

**Q5a Approximately how long will your journey take you in total today?
(THIS INCLUDES TRAVEL ON OTHER FORMS OF TRANSPORT)**

(DO NOT READ OUT, SINGLE CODE)

Up to 5 minutes	1
6 - 10 minutes	2
11 – 15 minutes	3
16 – 20 minutes	4
21 – 30 minutes	5
31 – 45 minutes	6
46 – 60 minutes	7
More than an hour	8

Q5b And how long will you spend travelling on this route?

(DO NOT READ OUT, SINGLE CODE)

Up to 5 minutes	1
6 - 10 minutes	2
11 – 15 minutes	3
16 – 20 minutes	4
21 – 30 minutes	5
31 – 45 minutes	6
46 – 60 minutes	7
More than an hour	8

INTERVIEWER: THE ANSWER TO Q5b SHOULD BE LESS, OR EQUAL TO, THE ANSWER TO Q5a

Q6 How did you find out about this route?

(DO NOT READ OUT, SINGLE CODE)

Word of mouth	1
Was shown the route	2
Leaflet through a door	3
Picked up a leaflet	4
Local signage	5
Press / media	6
By chance	7
Always known	8
Website (specify which below)	9
Other (specify below)	10
(Don't know)	11

Q7a How often do you use this route?

(DO NOT READ OUT, SINGLE CODE PER COLUMN)

	Walk	Cycle	Other
5 or more days a week	1	1	1
3-4 days a week	2	2	2
1-2 days a week	3	3	3
Around once a fortnight	4	4	4
Around once a month	5	5	5
Within the last six months	6	6	6
Within the last 12 months	7	7	7
Not in the last 12 months	8	8	8
This is my first time on this path	9	9	9
(Never)	10	10	10

**Q8a Could you have made your journey without using this route?
(SINGLE CODE)**

Yes	1
No	2
(Don't know)	3

**Q8b Why did you choose to travel on this route rather than using an alternative?
(DO NOT READ OUT, MULTICODE)**

Provides a more direct/faster route to my destination	1
I like the surroundings/environment	2
It feels safe and secure	3
It is separated from traffic	4
Using it gives me exercise/I feel healthier	5
The surface quality is good	6
It is a good place to learn/get experience of cycling	7
It is easy to find	8
It is easy to navigate on/there are good signs and markings	9
It is easy to access the route (step-free access, wide entrance)	10
Behaviour of other route users is good	11
There are sufficient bins	12
There are sufficient trees	13
There are sufficient pedestrian / cycle crossings	14
The route is well lit	15
There are sufficient seats along the route	16
I enjoy the overall experience	17
Other (specify below)	18
(This is the only way to make my journey)	19
(Don't know)	20
(None)	21

SECTION 2: ABOUT THIS ROUTE

Q9 How strongly would you agree or disagree with the following statements about this route? (TICK START)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
a) It provides a more direct/faster route to my destination	1	2	3	4	5	6
b) I like the surroundings/ environment	1	2	3	4	5	6
c) It feels safe and secure	1	2	3	4	5	6
d) It is separated from traffic	1	2	3	4	5	6
e) The surface quality is good	1	2	3	4	5	6
f) It is a good place to learn/get experience of cycling	1	2	3	4	5	6
g) It is easy to find	1	2	3	4	5	6
h) It is easy to navigate on / there are good signs and markings	1	2	3	4	5	6
i) It is easy to access the route (step-free access, wide entrance)	1	2	3	4	5	6
j) Behaviour of other route users is good	1	2	3	4	5	6
k) There are sufficient bins	1	2	3	4	5	6
l) There are sufficient trees	1	2	3	4	5	6
m) There are sufficient pedestrian / cycle crossings	1	2	3	4	5	6
n) The route is well lit	1	2	3	4	5	6
o) There are sufficient seats along the route	1	2	3	4	5	6

Q10 How satisfied are you overall with this route on a scale of 0 to 10 (where 10 is extremely satisfied and 0 is extremely dissatisfied)?

(SINGLE CODE)

Extremely dissatisfied	0
	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely satisfied	10

SECTION THREE – IMPROVEMENTS TO ROUTE

Q11 What particular improvements to this route would encourage you to use it more often?

(DO NOT READ OUT, MULTICODE)

INTERVIEWER: PUBLIC REALM IMPROVEMENTS MEANS ‘BETTER VISUAL ENVIRONMENT (LESS STREET CLUTTER, MORE OPEN SPACES, REMOVAL OF BINS)’

Better way-finding (signage/maps/GPS/landscaping)	1
Better surfacing	2
More segregation between pedestrians and cyclists	3
More areas shared by pedestrians and cyclists	4
More segregation from other vehicles	5
More shared areas with motor vehicles	6
Less shared areas with motor vehicles	7
Public realm improvements	8
Clearance of rubbish	9
Clearance of vegetation	10
Better lighting	11
Improved access to route	12
Better sense of personal safety	13
Better linkage with other routes and places	14
Path widening	15
More bicycle parking	16
More secure bicycle parking	17
Improved step-free access	18
More seats along the route	19
Other (specify below)	20
(Nothing)	21
(Don't know)	22

Q12 Are you aware that a number of improvements are planned for this route over the coming year?

(SINGLE CODE)

Yes	1
No	2
(Don't know)	3

INTERVIEWER READ OUT IF NOT AWARE / UNSURE OF IMPROVEMENTS:

TRANSPORT FOR LONDON IS PLANNING A NUMBER OF IMPROVEMENTS TO THIS ROUTE WHICH WILL INCLUDE THINGS LIKE NEW PEDESTRIAN CROSSINGS, BETTER LIGHTING, BETTER ACCESS FOR WHEELCHAIR USERS AND WIDENING OF FOOTPATHS.

Q13 Do you think these improvements will encourage you to cycle more on this route?

(SINGLE CODE)

Yes	1
Maybe	2
No	3
(Don't know)	4

Q14 And do you think these improvements will encourage you to walk more on this route?

(SINGLE CODE)

Yes	1
Maybe	2
No	3
(Don't know)	4

SECTION 4: ABOUT YOU

Q15 Which of the following age bands do you fall into?

(READ OUT, SINGLE CODE)

16-19	1
20-24	2
25-34	3
35-44	4
45-54	5
55-59	6
60-64	7
65-74	8
75 or more	9
(Refused)	10

Q16 Do you have any long-term physical or mental impairment that limits your daily activities or the work you can do, including problems due to old age?

(USE SHOWCARD A, MULTI-CODE)

Mobility impairment	1
Age related mobility difficulties	2
Visual impairment	3
Hearing impairment	4
Learning difficulty	5
Mental health condition	6
Serious long term illness	7
Other (specify below)	8
(None)	9
(Refused)	10

**Q17 Which of the following best describes your employment status?
(READ OUT, MULTI-CODE)**

Working full-time (30+ hours per week)	1
Working part-time (less than 30 hours per week)	2
Full-time student	3
Part-time student	4
Not working – looking for work	5
Not working – not looking for work	6
Retired	7
Looking after family and home	8
Other (specify below)	9
(Refused)	10

**Q18 To which of these ethnic groups do you consider you belong?
(READ OUT, SINGLE CODE)**

White British	1
White Irish	2
Any other White background	3
White and Black Caribbean	4
White and Black African	5
White and Asian	6
Any other Mixed background	7
Indian	8
Pakistani	9
Bangladeshi	10
Any other Asian background	11
Chinese	12
Any other ethnic group	13
(Refused)	14

Thank and close

INTERVIEWER'S DECLARATION

I hereby declare that I have conducted this interview in full, with the person named below in accordance with your instructions and within the MRS code of conduct.

Interviewer's name: _____ Interviewer No:

Interviewer's signature: _____ Date: _____

Start time: _____ End time: _____

RESPONDENT'S NAME: _____

ADDRESS: _____

_____ TEL NO: _____

Thank you for your time and co-operation in this survey. If you have any queries about the survey I can give you the name and telephone number of the executive in charge. IF REQUESTED, the FDS executive in charge of the survey is Louise Park on 020 7272 7766, email address louise.park@fds.co.uk.

Interview numbers completed

Table A3 Number of interviews completed on each Greenway

	Elevated Greenway	Epping Forest	Greenwich	Hackney Parks	Lee Valley North	Limehouse Cut	Lower Lea Valley	Victoria Park and Stepney
TOTAL	110	157	118	101	105	125	137	110
18 Sept (Sat term-time)	27	45	36	35	33	47	38	27
22 Sept (Wed term-time)	37	45	21	36	30	30	39	27
24 Oct (Sun term-time)	13	39	34	15	21	23	55	32
26 Oct (Tues term-time)	33	28	27	15	21	25	5	24