

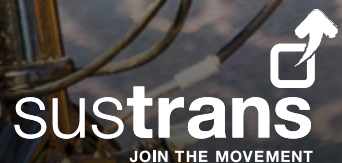
BIKE *life*

2019

Southampton City Region



Hampshire
County Council





Making tracks

Our vision for cycling in Southampton City Region

Our ten-year Cycling Strategy, released in 2017, set out our vision for transforming Southampton into a true Cycling City where cycling is safe, easy and a daily norm.

We have bold ambitions for Southampton – to reduce air pollution, ease congestion that would otherwise hamper growth, and improve the health of people living, working and visiting Southampton. Our Green City Charter, launched in June 2019, and the Hampshire Climate Emergency, demonstrates our commitment for Southampton to be carbon neutral by 2030 and is key for an inclusive and thriving place. Making cycling something people do daily supports all of this.

We at Southampton City Council and our partners at Hampshire County Council have made great strides towards achieving our vision of being a Cycling City. A number of schemes are now being built across the area, and we are preparing plans for further schemes, backed up by practical support through My Journey.

As we continue to seek investment for more high-quality major routes, we also want to see improvements in more people-friendly streets and neighbourhoods and support for people who want to start to cycle or cycle more. Connected Southampton 2040 details our aspirations for a more liveable city centre, reducing traffic, and improving local

neighbourhoods to make it easier for people to walk and cycle for short trips.

I'm currently learning to ride a bike, because I wanted to make sure I enjoy extra time with my granddaughter as she rides her bike regularly. As a beginner, I'm very aware of where I feel safe cycling with her and the routes for us to ride. So I am excited about the work we have started to make Southampton a better place for people to cycle regardless of their experience or ability.

The results from the Bike Life survey show that 61% of Southampton area residents cycle or would like to start cycling, but only 26% feel that cycle safety in the City Region is good. That's why we're addressing this concern across our network; ensuring that everyone from age 5 to 85 feels that cycling is an option for them.

I look forward to using the Southampton Bike Life report to strengthen the case for investment in our Southampton Cycle Network, and the wider improvements to make it safer and easier for people to cycle to work or school, visit friends and family, go to the shops or get out into the countryside.

Councillor Jacqui Rayment
Cabinet Member for Place and Transport
and Deputy Leader
Southampton City Council

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Introducing Bike Life

Bike Life is the biggest assessment of cycling in urban areas in the UK and Ireland. It is delivered by Sustrans in collaboration with 17 cities and urban areas. Each city* reports on progress towards making cycling an attractive and everyday means of travel.

Bike Life reports every two years. In 2015 and 2017 seven cities published reports. Glasgow, Perth and Stirling followed and published their first reports in 2018.

Fourteen areas are participating in Bike Life in 2019. This includes our first London borough, Tower Hamlets, and our first city outside of the UK, Dublin Metropolitan Area.

This is the first report from Southampton City Region, produced in partnership with Southampton City Council and Hampshire County Council. The information in this report comes from local cycling data, modelling and an independent survey of 1,232 residents aged 16 or above in the City Region.** The survey was conducted by social research organisation NatCen and is representative of City Region residents, not just those who cycle.

More details on all Bike Life reports can be found at www.sustrans.org.uk/bikelife

Our thanks to the people of the City Region who took part in the survey and shared their stories with us.



*City is used as a shorthand for Bike Life cities, city regions and boroughs
**Survey conducted April-July 2019.

Report summary

Southampton City Region

Population*

426,738

Survey area



Everyone benefits when more people cycle

Every day, cycling in the City Region takes up to

17,000 cars off the road

Based on cycling by residents that live in a household with a car. Does not include leisure cycling trips.

- Every year, cycling:
- +** prevents **191** serious long-term health conditions
 - ♻️** saves **8,800 tonnes** of greenhouse gas emissions
 - £** creates **£50.1 million** in economic benefit for individuals and the city

There is significant appetite in the City Region to start cycling.



of residents cycle at least once a week



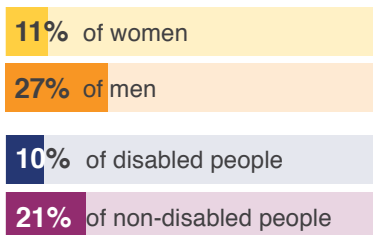
don't cycle but would like to

Safety concerns stop cycling being a genuine travel choice for many residents

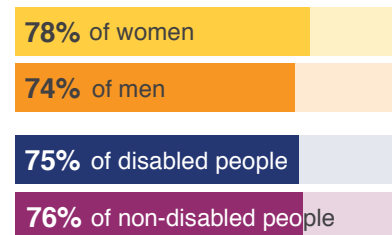
Many residents are less likely to cycle regularly, for example women and disabled people.

However, all groups want cycling safety to be improved.

Proportion of residents who cycle at least once a week



Proportion of residents who think cycle safety needs improving



To help residents cycle more we need better cycling infrastructure



think that more cycle tracks along roads physically separated from traffic and pedestrians would be useful to help them cycle more



support building more of these tracks, even when this means less room for other road traffic

3 miles

of cycle tracks along roads physically separated from traffic and pedestrians currently exist in the City Region



*NOMIS mid-year 2017 population estimate. This is the most recent available for all Bike Life areas.

People from socio-economic groups D and E are most likely to suffer the impacts of higher traffic levels,** yet are least likely to own a car

Proportion of residents from socio-economic groups AB or DE who have a car or van in their household

91% of people from groups AB

54% of people from groups DE

Not having a car can increase the risk of social exclusion, debt and transport poverty.†

75%

of residents from socio-economic groups D and E never cycle, but

23%

would like to start

This is equal to

20,000 adults

Cycling as a mode of transport is ideally suited to urban life.

Cities that are designed for cycling can help many residents access everyday services and reduce social and economic isolation.

Socio-economic group is a classification based on occupation maintained by the Market Research Society. Groups A and B are professional and managerial. Groups D and E are semi-skilled and unskilled manual occupations and people not in employment.

City Region residents believe improving their streets for cycling and walking would make their area a better place to live, work or visit

61%

think more cycling would make their area a better place to live and work

62%

think fewer motor vehicles on our streets would be useful to help them cycle more

70%

think space should be increased for people socialising, cycling and walking on their local high street

56%

think streets outside local schools should be closed to cars during drop off and pick up times

58%

think speed limits should be reduced on local roads



Residents would like to see more government spending on public transport, cycling and walking

69% Public transport

61% Cycling

54% Walking

41% Driving

Jenny Babey,
Breeze Ride Leader



Since joining Breeze Rides in 2016, I'm more confident on a bike, cycle regularly to work and have made lifelong friends with female cyclists.



**Glasgow Centre for Population Health, 2013. The built environment and health: an evidence review.
†Sustrans, 2012. Locked Out Report.



Realising benefits

Why everyone gains when more people cycle

Southampton City Region residents cycle 7 times around the world every day

61%

agree that more cycling would make the City Region a better place to live and work



18.2 million trips

made by cycle in the City Region in the past year, which adds up to

65.7 million miles

= 180,000 miles a day

Annual trips by purpose*

Leisure: 2,900,000

16%

Shopping, personal business and social trips: 5,900,000

33%

Work: 6,500,000

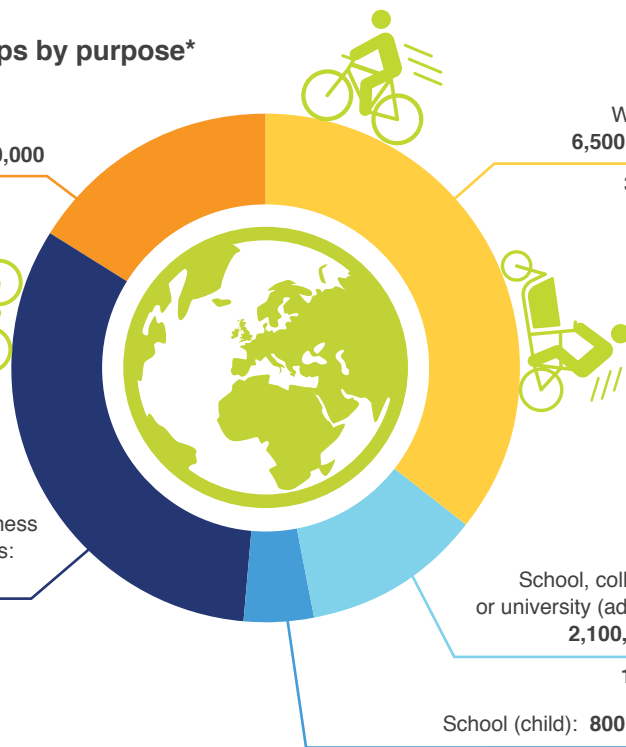
36%

School, college or university (adult): 2,100,000

12%

School (child): 800,000

4%



Cycling keeps the City Region moving

Studies show cycling frees up road space in comparison to driving.** This helps to keep the City Region moving for all road users.

17,000 return cycle trips

are made daily in the City Region by people that could have used a car

If these cars were all in a traffic jam it would tail back

52 miles

equivalent to the distance from Southampton to Guildford.

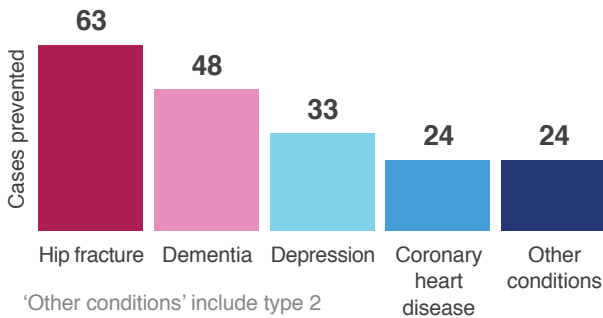


*Leisure trips include adults and children. Education trips are shown separately for adults and children. All other trips are just adults.

**Litman, 2017. Evaluating Transportation Land Use Impacts. Based upon Eric Bruun and Vuchic, 1995. The Time-Area Concept

Cycling unlocks health benefits for everyone

Cycling in the City Region prevents **191 serious long-term health conditions** each year



'Other conditions' include type 2 diabetes, stroke, breast cancer, colorectal cancer.

Saving the NHS in the City Region **£1.2 million per year**

 equivalent to the cost of **41,000 GP appointments**

Based on Sport England MOVES tool which shows the return on investment for health of sport and physical activity.

In the City Region the physical activity benefits of cycling

prevent 18 early deaths annually

which is valued at

£62.2 million†

More people cycling improves air quality:

18,000 kg of NO_x
and

2,500 kg of particulates
(PM₁₀ and PM_{2.5}) saved annually.

In Southampton Unitary Authority, **110 early adult deaths** occur each year where long-term exposure to air pollution (PM_{2.5}) is deemed to be a contributory factor.

This figure is for Southampton UA only, rather than the City Region. Based upon Public Health England, 2014. Estimating Local Mortality Burdens associated with Particulate Air Pollution. Adults = 25 years+.

Cycling helps reduce the impact of our climate crisis

8,800 tonnes of greenhouse gas emissions (carbon dioxide, methane and nitrous oxide) saved annually, equivalent to the carbon footprint of **11,000 people taking flights** from Heathrow to New York




Transport now accounts for 27% of the UK's greenhouse gas emissions, of which the main sources are petrol and diesel cars.

Overall the UK's emissions between 1990 and 2017 fell by 42%; however transport emissions barely changed (a 2% drop).

Department for Business, Energy and Industrial Strategy, UK greenhouse gas emissions 2017

Cycling benefits residents and the local economy in the City Region

 **95p** net benefit for individuals and society from each mile cycled instead of driven

These figures are based upon monetising the costs and benefits of driving and cycling. This includes travel time, vehicle operating costs, medical costs and work absenteeism, congestion, infrastructure, local air quality, noise, greenhouse gases and taxation.

In total, this adds up to:

£28.8 million

per year from people with a car choosing to cycle for transport, or

£50.1 million

annually from all trips cycled



†Based on WHO/Europe Health Economic Assessment Tool (HEAT), which enables an economic assessment of the health benefits of cycling by estimating the value of reduced mortality resulting from specified amounts of cycling.



Cycling participation

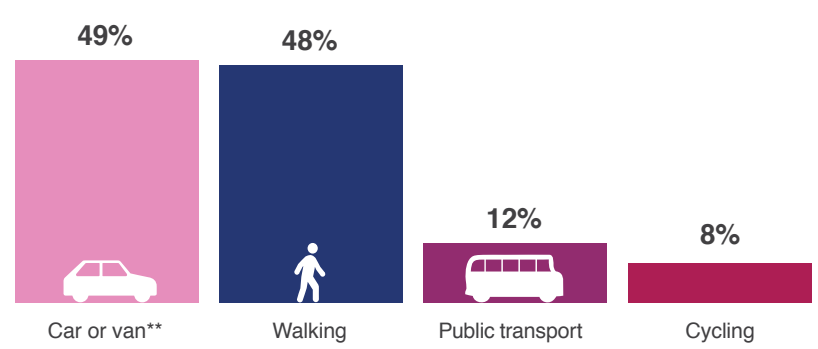
Who is cycling and how often?

Most people living in Southampton City Region do not currently cycle

Whilst many people cycle in the City Region, participation is much lower than for other modes of travel.

When cities are designed to make cycling more attractive than other forms of transport, participation can be high. For example **29%** of residents cycle five or more days a week in Greater Cambridge.*

Residents who travel by the following modes five or more days a week in the City Region



82% of City Region residents walk at least once a week

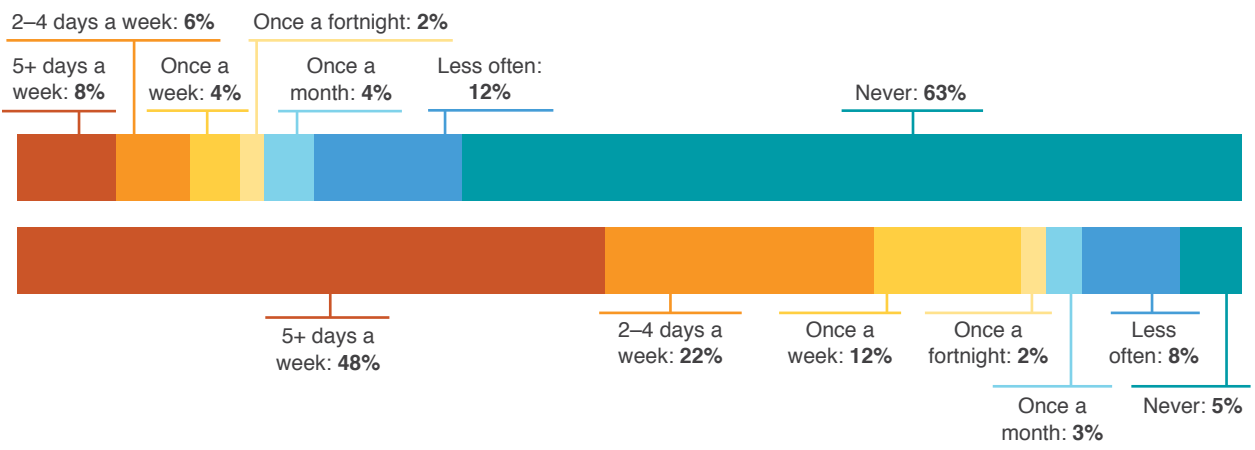
19% of residents cycle at least once a week

While it's clear that improvements need to be made to the walking environment, there is at least a network of protected space – pavements.

In comparison, it is only possible to cycle to most everyday destinations if you are happy to share road space with motor vehicles.



How often are residents cycling and walking?



*Bike Life Greater Cambridge 2019.
**Travelling as driver or passenger.

How inclusive is cycling?

In the City Region cycling participation of different demographic groups is not equal.

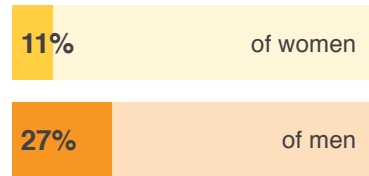
Barriers to cycling can be more pronounced for different demographic groups, however cities with high cycling rates show this is not always the case.

55% of all cycling trips in the Netherlands are made by women. Furthermore, people over 65 make 24% of their trips by cycle, higher than the percentage reported for any other age group over the age of 26.

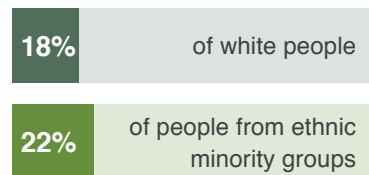
Pucher and Buehler, 2008. Making Cycling Irresistible Transport Reviews, Vol. 28.

Proportion of Southampton City Region residents in different demographic groups who cycle at least once a week

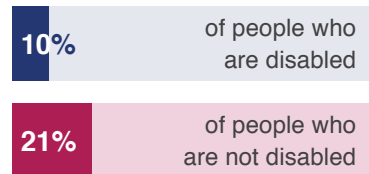
Gender



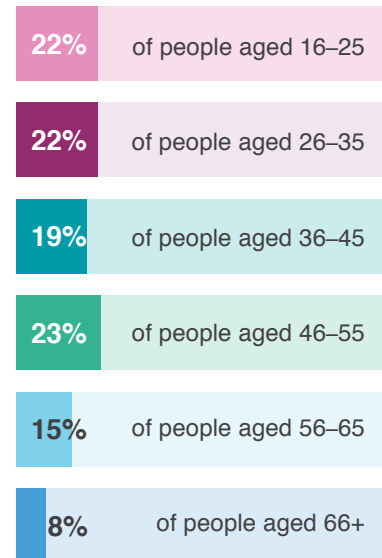
Ethnicity



Disability



Age



Roman, Parent, St John's Primary School



St John's Primary School closes the road outside the school gates to cars every school day during drop off and pick up times. Over 90% of students at St John's travel by foot, bike or scooter already, and closing streets to cars has made the final part of the school run safer and healthier for everyone.

Roman, a parent at St John's, has really noticed the difference:

"It's so much better for the children, and their safety is the most important thing for all of us. In the past before the road was closed, everyone was very stressed because they couldn't use the whole space and crossing felt dangerous.

"Now it's better for everyone. The stress level is lower for the teachers and for parents, I'm sure. My son uses his bike more often to get to school now, and his friends are happier – they are riding to school more too."





Social inequality and mobility

Cycling's potential to help people

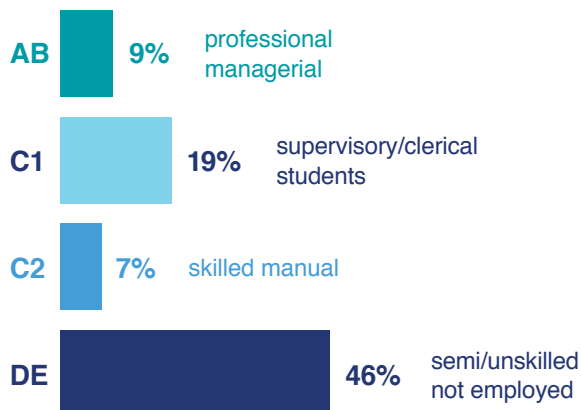
Mobility is about accessing basic, everyday needs that help people live well

Mobility enables people to access employment, education, fresh food, green space and healthcare. Mobility also enables people to see family, participate in their community and to have a voice in society.

And yet, mobility for many people in the UK is neither equal nor inclusive.

People who do not have a car can find it challenging to reach everyday services in areas where travel alternatives are lacking

Proportion of residents from each socio-economic group* who do not have a car or van in their household



24% of the population of Southampton City Region are from socio-economic groups, D and E. That's around **100,000** people in total.

Groups D and E are semi-skilled and unskilled manual occupations, homemakers and people not in employment.

Many disadvantaged neighbourhoods have fewer local amenities and poorer public transport provision.** This combination means that everyday services may be harder to reach. Cycling could help accessibility.

Many residents from socio-economic groups D and E would like to start cycling

23%

of residents from groups D and E in the City Region would like to start cycling

16%

of residents from groups D and E in the City Region currently cycle at least once a week

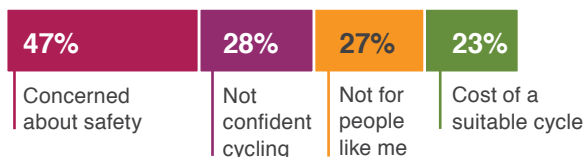
In comparison, **24%** of residents from groups A and B cycle at least once a week

*Socio-economic group is a classification based on occupation maintained by the Market Research Society.

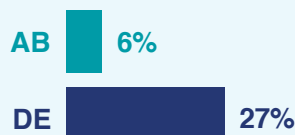
**Glasgow Centre for Population Health, 2013. The built environment and health: an evidence review.

However, many barriers prevent people from these groups cycling

Reasons why City Region residents from socio-economic groups D and E do not cycle or why they cycle less often



Proportion of residents from socio-economic groups who think cycling is not for people like them



Being a 'cyclist' can be associated with a certain type of person and characteristics.

Cycling has potential to reduce social and economic exclusion

Cycling could help many residents access employment, healthcare and everyday services, but only if we make cycling attractive, safe and easy for everyone.

At a relaxed pace you can cycle over 4 miles in 25 minutes. So, cycling can be ideally suited to urban life, especially as an option for people who do not own a car and live further away from public transport.

25-minute cycling distance from University Hospital Southampton

Cycling would enable **170,000** people to travel from their home to University Hospital in less than 25 minutes, including **44,000** people from areas that are among the 20% most deprived in England.



Brake the Cycle



Saints4Sport offers free educational, sport and employment support to local people with complex needs, including people who face issues such as substance misuse, mental ill health, homelessness, or have a history of offending.

Cycling has been a key part of the project since it started with weekly rides on bike trails in the New Forest and further afield.

Jeff, a regular attendee, says: "I look forward to it every Thursday... I don't use fellowship groups, so this is keeping me sober. It's good for my mind, body and soul. We go to different places each week and we see wildlife, birds of prey, and deer. Cycling has made a real difference to my fitness levels, and it's about enjoying yourself."

Since joining Brake the Cycle, Jeff's bought a second-hand bike which allows him to focus on his fitness levels, and save money otherwise spent on a bus pass.



[†]Adapted from TravelTime platform, travel time maps (isochrone shapes): ggis.traveltimeplatform.com. Uses a baseline cycling speed of 10mph and takes into account type of cycle tracks and junctions but does not include gradient.



Barriers

What is stopping Southampton City Region residents cycling more?

36%

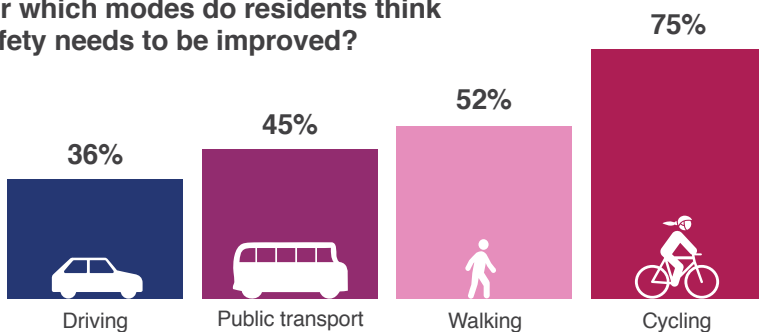
think the City Region is a good place to cycle. But many barriers to cycling exist.

Reasons why some residents do not cycle or why they cycle less often



Safety is the single largest barrier to more people cycling

For which modes do residents think safety needs to be improved?



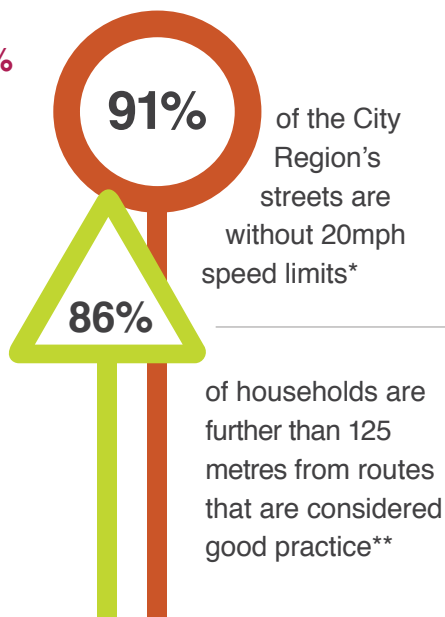
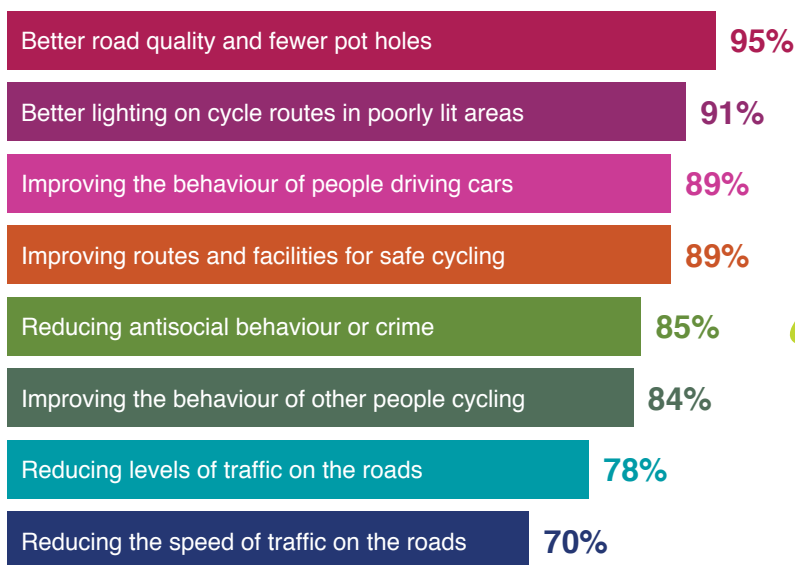
26%

of residents think cycling safety in the City Region is good

15%

think children's cycling safety in the City Region is good

Which issues do residents think are important for improving cycle safety in the City Region?

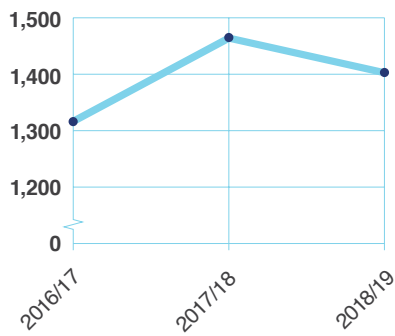


*Excluding motorways.

**These are defined as routes that are traffic-free and away from roads, and cycle tracks along roads physically protected from traffic and pedestrians.

Secure cycle storage is important at home and when out and about

Reported cycle thefts



There were **1,403** reported cycle thefts in the City Region in 2018/19.

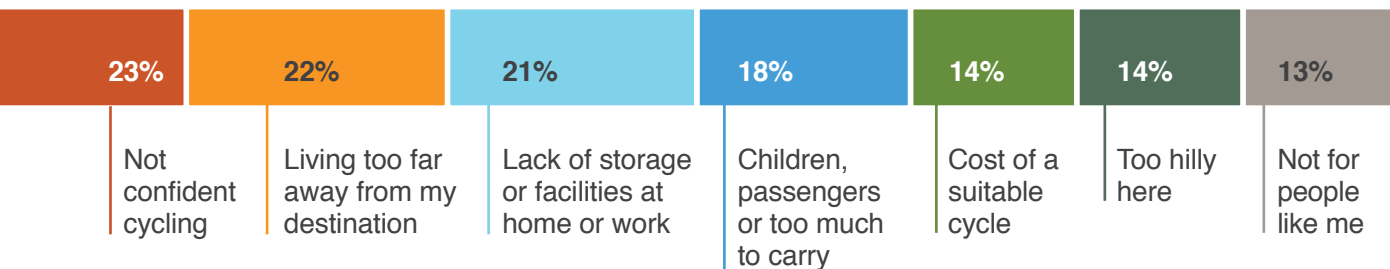
For every **146** people who own an adult cycle in the City Region, there was 1 reported cycle theft in the past year.

There is a public cycle parking space for every **77** people who cycle in the City Region.

11% of residents think the security of public cycle parking is good.

Security can also be a risk at home, especially in flats where storage inside the property can be harder.

Please note, survey respondents could pick multiple options



Mark Bailey,
UK Health Senior Test Manager, Aviva



Aviva has an office for 850 employees in Chandler's Ford. With only 200 car parking spaces and congestion issues in the area, supporting alternatives to car use is critical.

Aviva's Health Heroes are wellbeing champions who work together to deliver wellbeing activities. This has improved the sense of community and collaboration across teams.

I started cycling to work and found it took me half the time of driving to the Park & Ride and getting the shuttle. I also feel a lot happier when I'm cycling, rather than being stuck in traffic. That's why I became a Health Hero – I wanted to communicate those benefits to others.

By investing in infrastructure including showers, lockers, drying facilities and cycle maintenance equipment, Aviva has shown a commitment to staff wellbeing. Aviva is also a member of the My Journey Southampton Travel Plan Network and through the My Journey Workplaces Grant, Aviva has invested in pool bikes to support and encourage staff to try cycling.

Cycling has increased by approximately 30% from this time last year. There is a growing culture around wellbeing, and the promotion of health themes has really helped.



Solutions

What would help Southampton City Region residents to cycle more?

Many City Region residents want to cycle

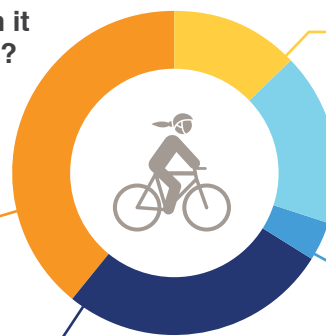
48%

of residents feel that they should cycle more

How do residents see themselves when it comes to cycling?

Do not cycle and do not want to: **39%**

Do not cycle but would like to: **27%**



Regularly cycle: **13%**

Occasionally cycle: **17%**

New or returning to cycling: **4%**

Residents want improved cycling infrastructure

What proportion of residents would find infrastructure improvements useful to cycle more?

82%

More traffic-free cycle routes away from roads, eg through parks or along waterways

78%

More cycle tracks along roads that are physically protected from traffic and pedestrians

74%

More signposted local cycle routes along quieter streets

66%

Better links with public transport

The City Region has

37 miles

of traffic-free cycle routes away from the road

3 miles

of cycle tracks physically protected from traffic and pedestrians

However, only

14%

of households are within 125 metres of these routes

There is one cycle parking space at the City Region's railway stations for every

20

passengers

71%

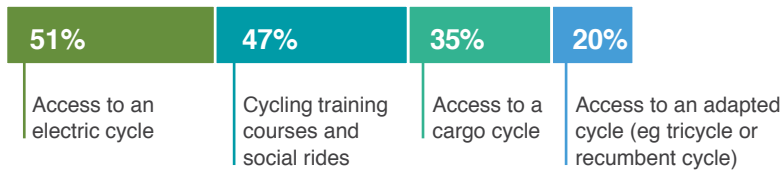
of residents support building more protected on-road cycle tracks, even when this would mean less room for other road traffic

A and B roads have higher levels of traffic so these are where physical separation is most useful for cycling. In total, **90 miles** of these roads exist in the City Region.



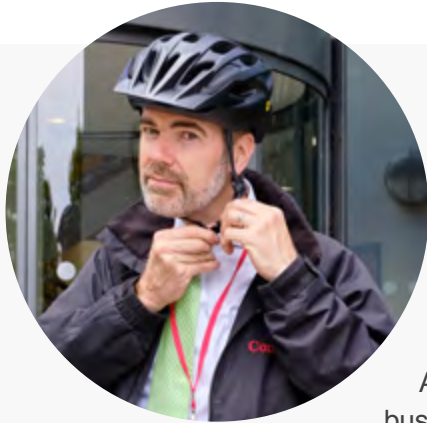
Residents want more support to cycle

What proportion of residents would find more support useful to cycle more?



59%

of residents have access to an adult pedal cycle



**Rob Birch, Service Engineer,
Condor Office Solutions**



Condor Office Solutions supplies and maintains printers and copiers for businesses. Many of Condor's deliveries are to businesses within five miles of our Chandler's Ford office.

After completing a travel action plan where we looked at existing business and commuting journeys, Condor applied for a My Journey Workplaces Grant to buy two e-bikes, panniers, locks, lights, and helmets, as having access to this equipment would remove barriers to us making deliveries in a more sustainable way.

It started when we realised that we could change some of our local deliveries of toner from car to bike.

When clients need toner urgently for their printer, we'll do a delivery. As many are within a few miles of the office, an engineer will often go out on the e-bike.

Customers haven't noticed a difference in speed and service between arriving by car or by e-bike, and that's the point – continue providing excellent customer service, more sustainably.

In addition, when our sales staff go out to meet clients on a bike, it's a good ice breaker. Most clients haven't had suppliers arrive by bike before, and it has led to discussions about sustainability in their workplace.

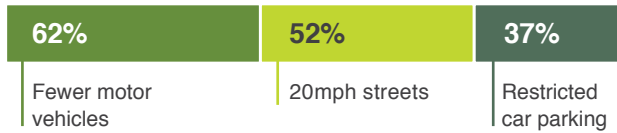
Staff are also able to use the bikes during lunchtimes to grab lunch or a coffee in Chandler's Ford, or just to get out and benefit from fresh air.



Residents think fewer motor vehicles would help increase cycling and make their area a better place

A reported cycle injury occurs once every **360,000 miles** cycled around Southampton City Region. Whilst injuries are relatively rare, sharing the road with motor vehicles is unattractive for most people.

What proportion of residents would find traffic management measures useful to cycle more?



57%

of residents think there are too many people driving in their neighbourhood

9%

of all streets in the City Region are 20mph*

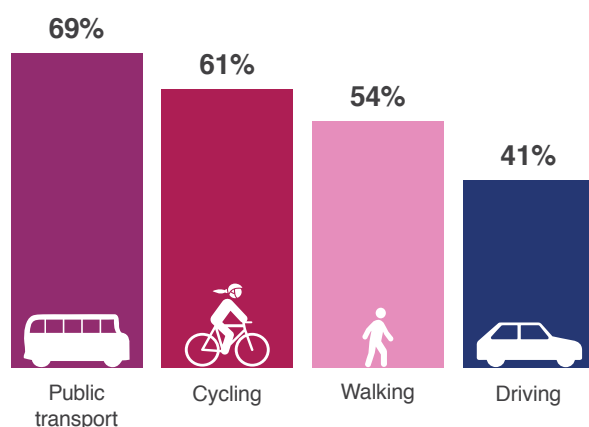


Proportion of residents who support measures to make places better for people



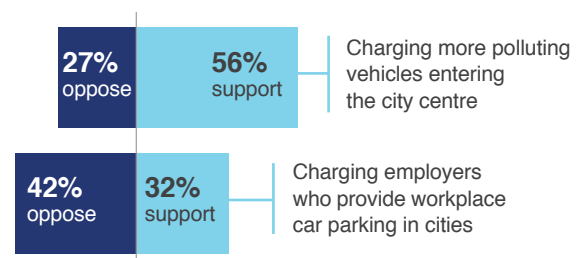
Residents want more investment in public transport, cycling and walking

Proportion of residents who would like to see more government spending on different types of transport



Public support exists for introducing policy measures that could be used to help fund cycling, walking and public transport.

Proportion of residents who support and oppose traffic management measures



Investing in provision for cycling is good value for money, and gives greater returns than many alternatives. For example, the £150 million English Cycling Cities Ambition Grant programme secures approximately £5.50 in benefits for every £1 spent. This is typical for cycling schemes in the UK, and compares favourably with most other transport schemes.



*Excluding motorways.



Improving cycling

How has Southampton City Region been developing cycling?



Delivering the Southampton Cycling Network (SCN) will create a network of high quality cycle routes separated from traffic, new routes through 'Quiet Neighbourhoods' and quality cycle parking.

Creating a true cycling city

Good progress is being made in Southampton and Hampshire towards more everyday cycling. Infrastructure improvements and supporting activities are giving people the skills and confidence they need to cycle.

Delivering the Southampton Cycling Network (SCN) will create a network of high quality cycle routes separated from traffic, new routes through 'Quiet Neighbourhoods' and quality cycle parking. This means that people's journeys from their front door to their destination can be made safely, easily and conveniently by bike.

Alongside the infrastructure works, My Journey's range of activities and events promote and inspire people to cycle. Through Hampshire County and Southampton City Councils, My Journey works with partners to deliver activities, including large-scale cycling events, balance bike sessions in the community, bling your bike in schools, competitions around cycle commuting, Dr Bike check-ups at workplaces, and led rides throughout the year.

Connecting the New Forest with the city

As one of Southampton's primary cycle routes, SCN1 – Western Cycle Freeway – provides a direct route from Totton and Waterside for commuters travelling into the City Centre, Southampton Central Station, and the Port of Southampton. It provides a connection to the New Forest National Park for those wanting to go for a cycle into the countryside. Currently around 700 people per weekday cycle along this route, which also serves as part of National Cycle Network route 236. There has been a 21% increase in the number of people cycling along SCN1.

To improve the route and separate people cycling from the high numbers of lorries that use the A33, Southampton City Council has built over 1.8km of segregated cycle track along

the parallel service roads. This has included removing traffic lanes by changing a significant section of Third Avenue to one-way to construct a segregated two-way cycle track.

To complete SCN1, Hampshire County Council will upgrade the section from Redbridge Causeway into Totton Town Centre and into the residential area of Eling in 2020. Highways England will also upgrade the shared use path and cycle-footbridge at Redbridge Roundabout (terminus of M271) in early 2020.

Quietways and Active Travel Zones

Quietways and Active Travel Zones are area-based approaches that are integral to the aspiration of making the journey from people's front doors to the SCN and local destinations as safe and easy as possible. The first of these areas has been implemented around Millbrook Road East, as part of SCN1. Millbrook Road East previously suffered from rat running and there were approximately 2,700 vehicles a day driving down this largely residential road.

To address this issue, Southampton City Council installed one-way road closures at the ends of Bourne Road and Millbrook Road East where they meet Shirley Road. Now, people driving can exit, and those cycling can both enter and exit. At those closures, there are new seats and planting to create a more pleasant space. At the Key & Anchor pub, the council installed planters and bollards to allow people walking and cycling through but stop vehicles. At Varna and Almond Road, the council put in crossings to change priority in favour of people walking.

Rat running has largely been removed from this area and there are now approximately one-third fewer vehicles a day, using Millbrook Road East. As a result, children have started playing and using their scooters in this area with a much safer cycling route for surrounding communities.





Bike to the future

Our ambition and plans to make it happen

Southampton is a city of ambition and opportunity. Southampton City Council's (SCC) twenty-year transport strategy, Connected Southampton 2040, will use transport to transform Southampton into a modern, liveable and sustainable place. This will be by planning for and investing in better and innovative ways for people and goods to move around the City Region.

A 'liveable' city centre

Over time, SCC's aim is to transform Southampton City Centre into a place where people want to live, work and spend time. This will include improvements to make it easier for people to walk, cycle and access public transport, restrict traffic, and develop attractive public spaces for people to meet. With new development in areas like Mayflower Quarter and Nelson Gate, the number of jobs and people living in the City Centre will grow. To ensure that this increase can be accommodated sustainably, new developments will need to be integrated with the Southampton Cycle Network (SCN). This will support a growing City Centre with high-quality cycling access from across the City Region.

Southampton Cycle Network

Building on the success of the segregated cycle routes already delivered, both SCC and Hampshire County Council will continue investing in high-quality direct and safe cycle routes. The SCN radiates out along nine

strategic corridors from the City Centre, across Southampton and into Hampshire. These will connect people from their front door to where they want to go whether for work, school or fun. The SCN will link into a network of quieter routes, open spaces, off-road paths, other modes of transport and waterside routes.

Last mile logistics

E-cargo bikes provide an alternative to the growth in vans and lorries for last mile deliveries. Moving goods by e-bike from a central hub helps to reduce van traffic and emissions. Since May 2019, Zedify Southampton have used e-cargo bikes to deliver a range of materials for small local businesses, SCC and other organisations. This is an industry that will grow over the next 20 years and will enable businesses looking at sustainable delivery options.

Active Travel Zones

Along with the SCN, Southampton City Council will work with local communities to roll out a network of Active Travel Zones (ATZs) in neighbourhoods across the city. ATZs are designed locally to encourage people to walk and cycle for short trips in their local area. They connect to the SCN, provide opportunities for a wide range of clean and green travel options, support healthy lifestyles, and create attractive spaces for people that also help to discourage through traffic in residential areas.

Notes on terminology and methodology:

The attitudinal survey was conducted from April to July 2019 by independent social research organisation NatCen.

The survey is representative of all Southampton City Region residents, not just those who cycle.

Rounding has been used throughout the report.

More information and a detailed methodology are available at www.sustrans.org.uk/bikelife

Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute. Join us on our journey. www.sustrans.org.uk

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