

# Route User Intercept Survey Report

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## Conwy, Conwy County Borough - Wales Rural Development Fund

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## About Sustrans

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.

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## About Sustrans' Research and Monitoring Unit

Sustrans' Research and Monitoring Unit has pioneered the development of monitoring and evaluation of sustainable travel interventions. We measure the impacts of our own work, and that of partners and clients across the UK. We also undertake research collaborations with consultants and academic groups.

Our aim is to establish effective, valid and rigorous ways of measuring a wide range of interventions. With others, we have developed a robust body of evidence assessing the value of sustainable travel.

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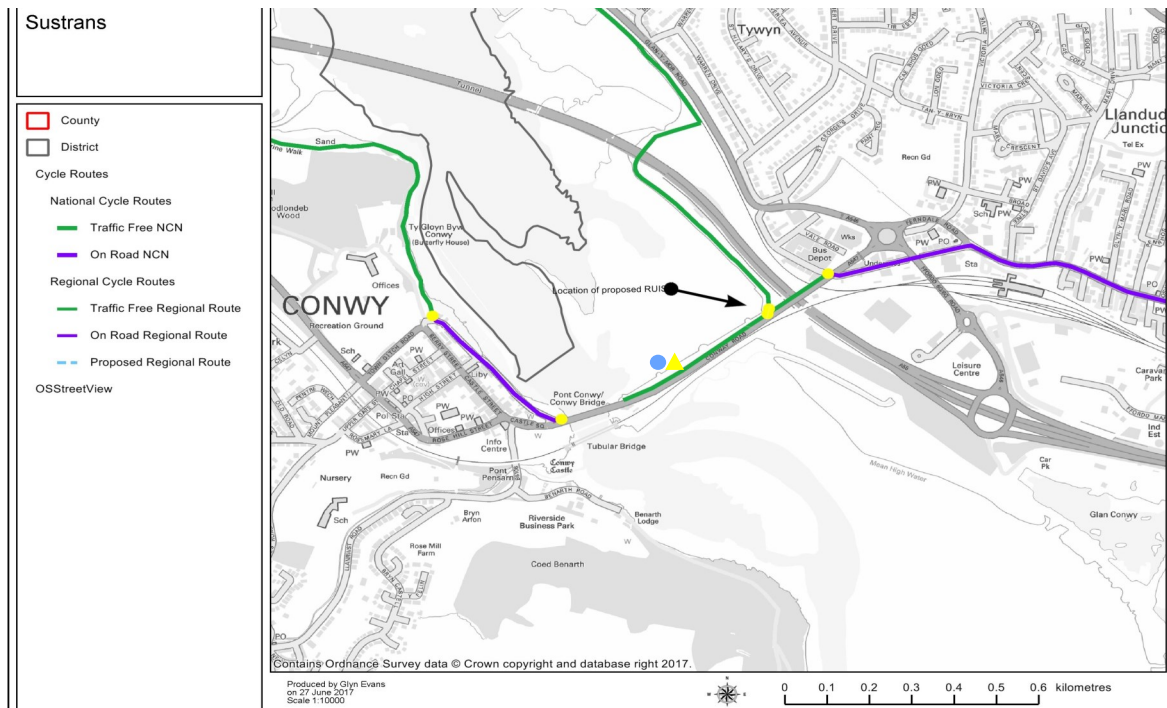
## Introduction

This is a report of data collected at a single point on the route during August and September 2017. Route users were interviewed during four 12-hour survey periods, a term time weekday and weekend day, and a holiday weekday and weekend day. Manual count data was collected during the same four 12-hour periods.

The survey dates were Thursday 3rd of August, Saturday 5th of August, Tuesday 5th of September, and Saturday 9th of September. The surveys took place from 7am until 7pm on these days. The weather on these days was: Thursday 3rd, warm and overcast, and windy with scattered showers mid morning. Saturday 5th, cloudy and windy with sunny periods, sporadic heavy showers. Tuesday 5th, wet and windy to start, turning more severe as storm developed around 11:30 am. Clearing into early afternoon, leaving skies overcast with occasional light rain. Saturday 9th, overcast, turning into heavy rain and very strong winds in the morning. A mixture of occasional light showers, overcast conditions and clear skies in the afternoon.

## Survey site

The survey site is located on Conwy Cob between Llandudno Junction and Conwy (town) within Conwy County Borough. The site is on a traffic free route at the junction of NCN5 between Llandudno Junction and Conwy and the Conwy Estuary Trail which heads North to Deganwy and Llandudno (West Shore).



The total number of route users counted over the four day survey period was 4,660. 143 interviews were conducted over the same period with adults (16+), giving a response rate of 3%. Of these interviews 6 were with cyclists, 131 were with pedestrians and 6 with joggers. During this period a total of 844 potential interviews were declined. The three most cited reasons for declining interviews were: 329 refused, 224 did not stop and 67 preoccupied.

## Key findings

- The current annual usage estimate at Conwy Cob is 438,361. It is estimated that 48,337 users will be cyclists, 381,534 pedestrians and 8,490 other types of route users. Modes of transport in the 'other' category include joggers.
- The three main purposeful uses for the route are: commuting (39%), shopping (27%), and in course of work (12%).
- 67% of route users make this journey at least once a week.

The following sections of the report outline both manual count and survey data. Data are shown for all survey respondents, followed by pedestrians and cyclists. Please note that due to rounding the totals in some cases do not add up to 100%. In some cases, the total number of responses presented will not equal the total number of respondents to the survey as not all questions are asked of all respondents.

## Manual Count Data

	Cyclists	Cyclists %	Pedestrians	Pedestrians %	Other	Other %	All
Weekday school holiday	122	10%	1,085	85%	69	5%	1,276
Weekend school holiday	172	11%	1,261	83%	85	6%	1,518
Weekday school term	125	15%	647	77%	63	8%	835
Weekend school term	170	16%	775	75%	86	8%	1,031
<b>Total</b>	<b>589</b>	<b>13%</b>	<b>3,768</b>	<b>81%</b>	<b>303</b>	<b>6%</b>	<b>4,660</b>

	All	All %	Cyclists	Cyclists %
Child	446	10 %	65	11 %
Adult Male	2136	46 %	376	64 %
Adult Female	1585	34 %	106	18 %
Older Male	265	6 %	22	4 %
Older Female	228	5 %	20	3 %
<b>Total</b>	<b>4660</b>	<b>100</b>	<b>589</b>	<b>100</b>

<b>Count direction</b>	All users	All %
Llandudno Junction to Conwy	1568	33.6%
Conwy to Llandudno Junction	1477	31.7%
Conwy to Deganwy	531	11.4%
Deganwy to Conwy	602	12.9%
Llandudno Junction to Deganwy	241	5.2%
Deganwy to Llandudno Junction	241	5.2%
	<b>4,660</b>	<b>100%</b>

## Commuting

The following tables illustrate the average number of route users counted during commuting periods of between 0700h-0900h and 1600h -1800h.

Average usage	0700-0900	1600-1800	Total average within commuting periods
Female	16	85	101
Male	24	133	157
Child	1	22	23
Cyclists	6	28	33
Pedestrian	29	176	204
Other	6	15	21

## Annual Usage Estimates

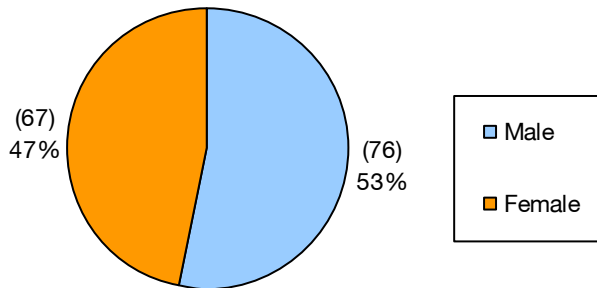
Annual usage is calculated using established patterns of movement based on this particular route type and location. The total annual usage estimate is 438,361. The following tables illustrate the probable breakdown of user types based on the estimated annual usage figure.

	%	Annual usage		%	Annual usage
Cyclists	11	48,337	Child	8	34,813
Pedestrians	87	381,534	16-64 years	76	334,917
Other users	2	8,490	65+ years	16	68,631
	%	Annual usage			
Male	52	230,105			
Female	48	208,256			

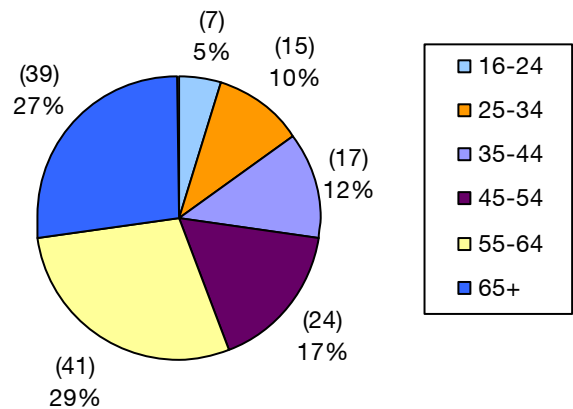
## Survey data - All

The following section of the report outlines data collected during the four day survey period from respondents aged 16 or over and includes data from pedestrians, cyclists and other users (including joggers). Each respondent has consented to their data being processed by Sustrans and included in the following summary.

### Sex (143 respondents)



### Age (143 respondents)



### Ethnicity (143 respondents)

- 99.3% (142) - White
- 0.7% (1) - Other Asian

### Employment (141 respondents)

- 46% (65) - Employed full time (30+hours)
- 11% (16) - Employed part time
- 3% (4) - Looking after home/family
- 1% (2) - Unemployed/sick leave
- 37% (52) - Retired
- 1% (2) - Studying

### Health (143 respondents)

Respondents were asked if they had any long term illness, health problem or disability which limited their daily activities or the work they do

- 4% (6) - Yes, limited a lot
- 6% (8) - Yes, limited a little
- 87% (125) - No
- 3% (4) - Prefer not to say

Respondents were asked if this route had helped them to increase the amount of physical activity they regularly take

- 50% (72) - Yes, by a large amount
- 31% (44) - Yes, by a small amount
- 19% (27) - No

Respondents were asked to rate their general health over the last four weeks

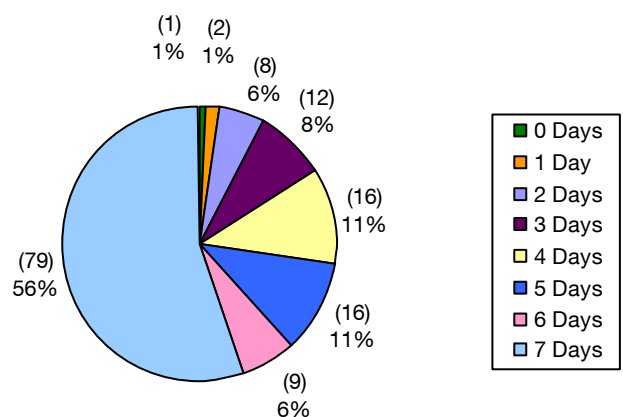
- 31% (44) - Excellent
- 50% (72) - Very Good
- 13% (19) - Good
- 5% (7) - Fair
- 1% (1) - Poor

### Cycling status (6 respondents)

Respondents that said they cycled were asked what sort of cyclists they were

- 17% (1) - Experienced, occasional cyclist
- 83% (5) - Experienced, regular cyclist

### Physical activity - Last 7 days (143 respondents)



73% of all route users surveyed meet the Chief Medical Officer's minimum requirements for physical activity of 30 minutes or more on 5 or more days per week.

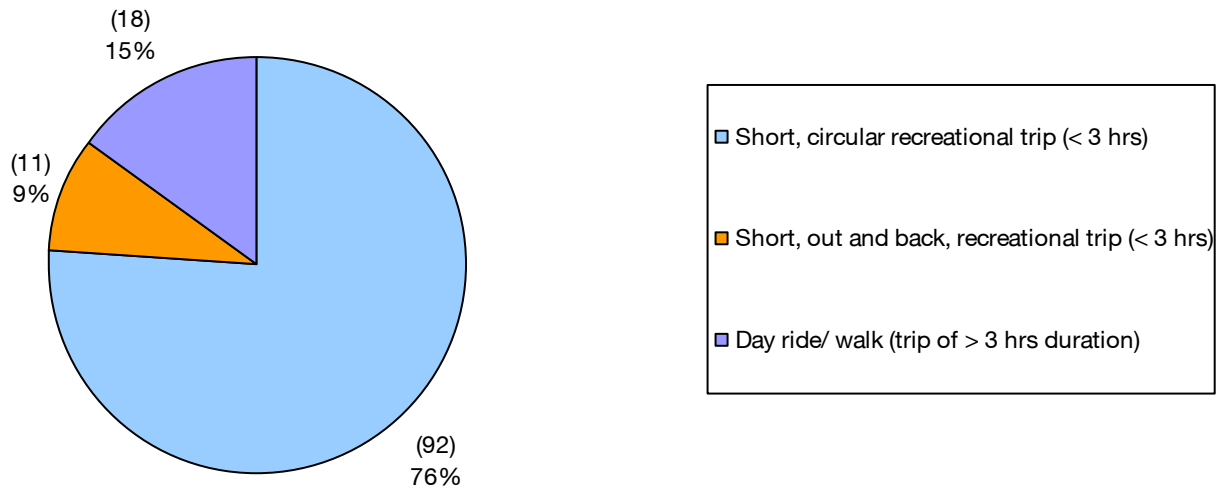
## Journey purpose (26 respondents)

Respondents were asked what the purpose of their journey was

- 39% (10) - Commuting (getting to/from work)
- 27% (7) - Shopping
- 12% (3) - In course of work
- 8% (2) - Recreation (including dog walking)
- 8% (2) - Personal business
- 8% (2) - Other

## Recreational/ Tourist users (121 respondents)

Respondents were asked to describe their cycle/walking trip on the route



Respondents were asked if they had started their trip from home or holiday accommodation

- 79% (92) - Home
- 21% (25) - Holiday base

Respondents were asked to provide a rough estimate of how much money they were likely to spend on this trip today

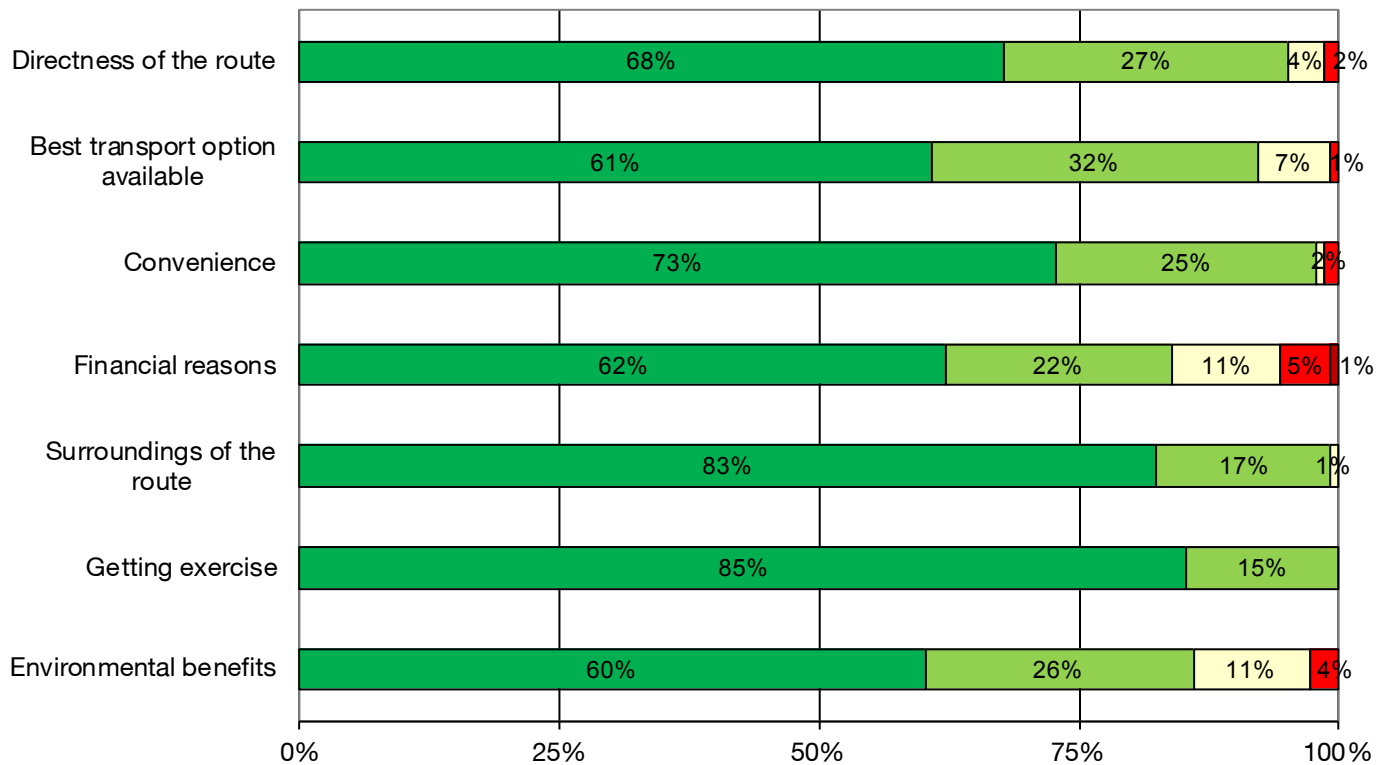
- £36 mean spend
- £100 maximum spend

## Expenditure by leisure walkers and cyclists at Conwy

- The Leisure Walking and Leisure Cycling Expenditure Models have been used to estimate the economic impact of the recreational cycling and walking usage measured at Conwy Cob. It is estimated that there are 32,386 leisure cycling trips and 316,673 leisure walking trips per year at this location on Conwy Cob.
- The total annual expenditure by leisure walkers and cyclists on this route is estimated to be £3,208,660. A large proportion of this comes from leisure walkers and is estimated at £3,156,173. An additional £52,487 in expenditure is estimated to be generated by leisure cyclists per annum.
- The direct and indirect employment supported by this leisure usage is estimated to be 72.4 FTE jobs per annum.

## Factors influencing route usage (143 respondents)

Respondents were asked to rate how strongly they agreed or disagreed with the following factors when considering what influenced their decision to use the route. The graph indicates the *percentage* of respondents in each category and the datasheet shows the *number* of respondents in each category.



	Environmental benefits	Getting exercise	Surroundings of the route	Financial reasons	Convenience	Best transport option available	Directness of the route
Strongly Agree	86	122	118	89	104	87	97
Agree	37	21	24	31	36	45	39
Neutral	16	0	1	15	1	10	5
Disagree	4	0	0	7	2	1	2
Strongly Disagree	0	0	0	1	0	0	0

All respondents either agreed or strongly agreed that getting exercise had influenced their decision to use the route. The second strongest influence was the surroundings of the route with 99% of respondents either agreeing or strongly agreeing this was a factor influencing their usage.

## Safety (143 respondents)

Respondents were asked to think about how strongly they agreed or disagreed with the following questions about safety. There was least agreement among respondents that the route was well lit, with only 66% (94) agreeing the route was safe in this respect. Users agree or strongly agree they can move freely (97%, 138) and that they feel relaxed when using the route (96%, 137).

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It is well lit	22%	44%	26%	8%	1%
I can move freely	65%	32%	2%	1%	0%
I feel relaxed	72%	24%	3%	1%	0%

## Travel behaviour (143 respondents)

Respondents were asked how often they make this journey

- 22% (31) - Daily
- 27% (38) - 2-5 times a week
- 19% (27) - Weekly
- 1% (2) - Fortnightly
- 11% (15) - Monthly
- 5% (7) - Less frequently
- 5% (7) - First time
- 11% (16) - Other

Respondents were asked if they would still have need to make this journey if they had been unable to access this route

- 42% (60) - Yes
- 55% (78) - No
- 4% (5) - Don't Know

## Transport modes

Respondents were asked if this route had allowed them to walk/ cycle instead of using a car/ van for this journey (143 respondents)

- 92% (131) - Yes
- 8% (12) - No

Respondents were asked if they could have used a car for this trip (98 respondents)

- 43% (42) - Yes, could have used a car but chose not to
- 19% (19) - No, car was not an available option
- 38% (37) - No, recreation is the main purpose of this trip

Those respondents who could have used a car but chose not to were asked which factors influenced their decision (44 respondents)

- 5% (2) - Someone else was using the car
- 46% (20) - Health benefits
- 34% (15) - Environmental concerns
- 14% (6) - Cost of fuel and or running a car
- 2% (1) - Other

Respondents were asked if they used or will use any other mode of transport during their journey (143 respondents)

- 57% (82) - None, just the bike or walking
- 32% (45) - Car/van
- 6% (8) - Train
- 6% (8) - Bus

Respondents who were using another mode of transport were asked how far they had travelled by this other mode to enable them to make the journey (61 respondents)

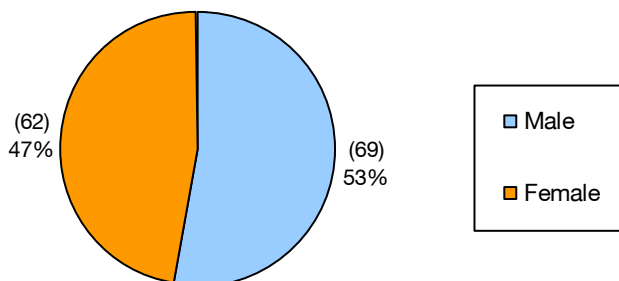
- 8% (5) - Under 1 mile
- 21% (13) - 1-2 miles
- 26% (16) - 3-5 miles
- 8% (5) - 6-10 miles
- 8% (5) - 11-15 miles
- 3% (2) - 16-20 miles
- 25% (15) - 20+ miles



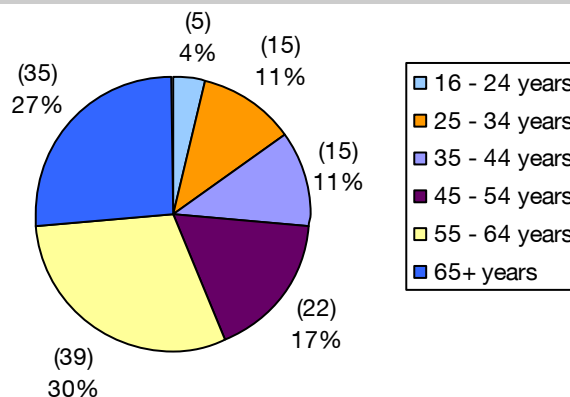
## Survey data - Pedestrians

The following section of the report outlines data collected during the four day survey period from respondents aged 16 or over. Each respondent has consented to their data being processed by Sustrans and included in the following summary.

### Sex (131 respondents)



### Age (131 respondents)



### Ethnicity (131 respondents)

- 99% (130) - White
- 1% (1) - Other Asian

### Employment (129 respondents)

- 47% (60) - Employed full time (30+hours)
- 12% (16) - Employed part time
- 3% (4) - Looking after home/family
- 2% (2) - Unemployed/sick leave
- 36% (46) - Retired
- 1% (1) - Studying

### Health (131 respondents)

Respondents were asked if they had any long term illness, health problem or disability which limited their daily activities or the work they do.

- 5% (6) - Yes, limited a lot
- 5% (7) - Yes, limited a little
- 89% (116) - No
- 2% (2) - Prefer not to say

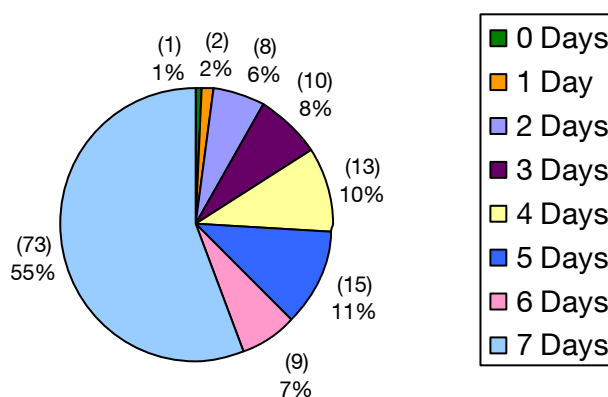
Respondents were asked if this route had helped them to increase the amount of physical activity they regularly take

- 50% (65) - Yes, by a large amount
- 31% (41) - Yes, by a small amount
- 19% (25) - No

Respondents were asked to rate their general health over the last four weeks

- 31% (40) - Excellent
- 50% (65) - Very Good
- 14% (18) - Good
- 5% (7) - Fair
- 1% (1) - Poor

### Physical activity - Last 7 days (131 respondents)



74% of all pedestrians surveyed meet the Chief Medical Officer's minimum requirements for physical activity of 30 minutes or more on 5 or more days per week.

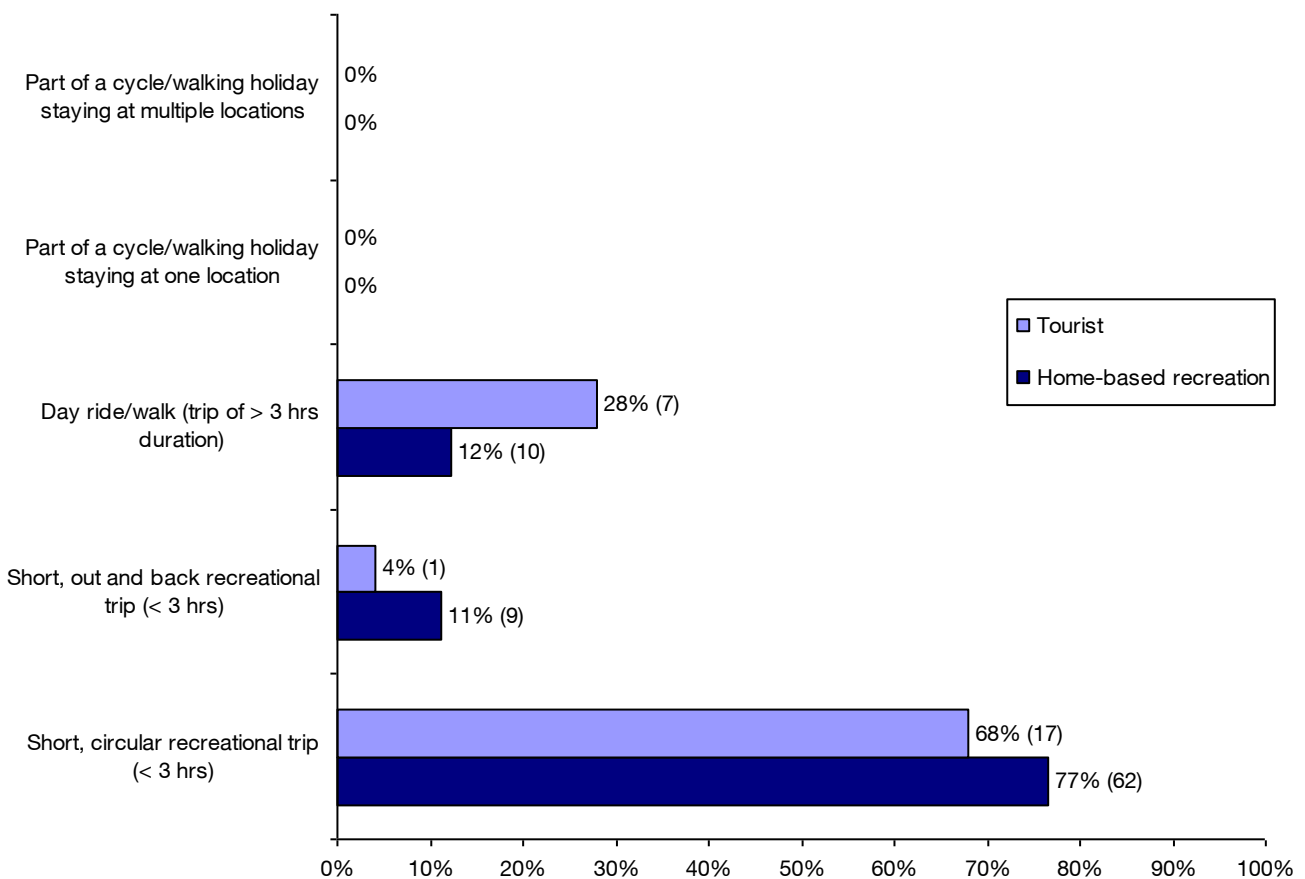
## Journey purpose (24 respondents)

Respondents were asked what the purpose of their journey was

- 38% (9) - Commuting (getting to/from work)
- 25% (6) - Shopping
- 13% (3) - In course of work
- 8% (2) - Recreation (including dog walking)
- 8% (2) - Personal business
- 8% (2) - Other

## Recreational/ Tourist users (111 respondents)

Respondents were asked to describe their walking trip on the route. There is a difference between home-based and tourist pedestrians in the types of walking trips that are being made. Tourist pedestrians are undertaking more day ride/walks of greater than 3 hours than home-based walkers, who mostly do short circular trips.



Respondents were asked to provide a rough estimate of how long their trip would be today (miles)

	Home-based recreation	Tourist
Minimum distance	0.5	1.5
Average distance	6.8	7.6
Maximum distance	60	20

Respondents were asked to provide a rough estimate of how much money they were likely to spend on this trip today

- £38 mean spend
- £100 maximum spend

Respondents were asked if they had started their trip from home or holiday accommodation

- 76% (81) - Home
- 24% (25) - Holiday base

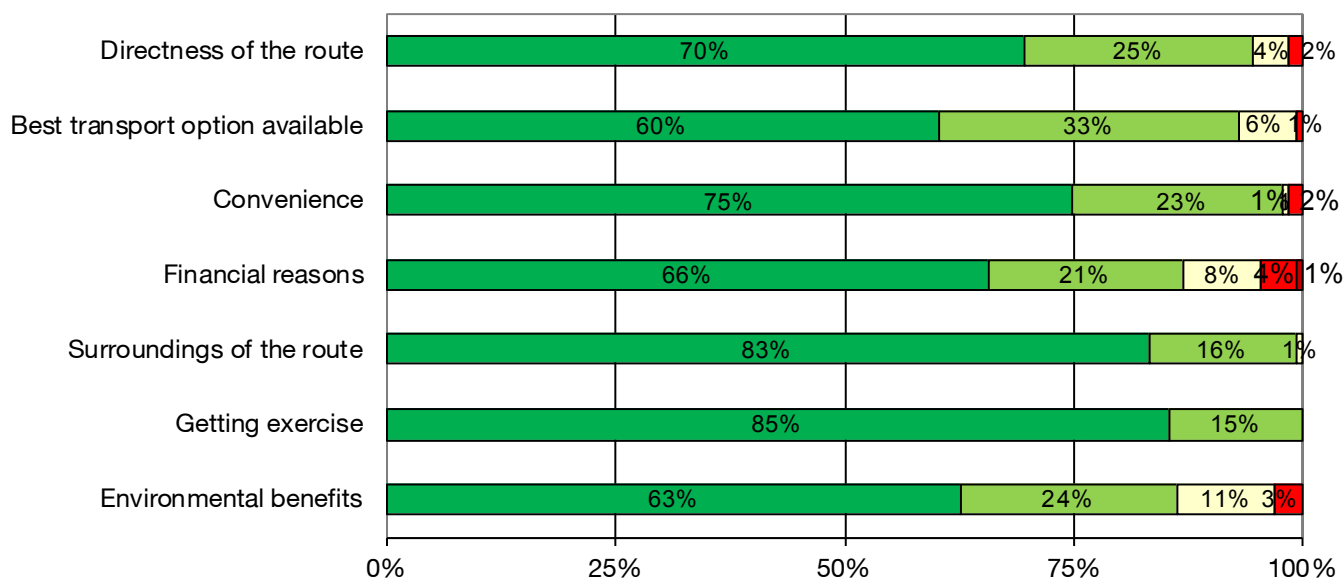
## Expenditure by leisure walkers at Conwy

The Leisure Walking Expenditure Model has been used to estimate the economic impact of the recreational walking usage at Conwy Cob. It is estimated that the 316,673 leisure walking trips on the route at Conwy Cob generate the following:

- The estimated total annual recreational spend generated by the observed leisure usage on the route is £3,156,173 per annum, across accommodation, food and drink, retail and transport cost sectors in the local economy.
- The direct and indirect employment supported by this pedestrian leisure usage is estimated to be 71.2 FTE jobs per annum.

## Factors influencing route usage (131 respondents)

Respondents were asked to rate how strongly they agreed or disagreed with the following factors when considering what influenced their decision to use the route. The strongest influences for pedestrians on the route are for getting exercise (100% (131) either agree or strongly agree this is a factor) and for enjoying the surroundings of the route (100% (131) agree or strongly agree this influences their usage).



	Environmental benefits	Getting exercise	Surroundings of the route	Financial reasons	Convenience	Best transport option available	Directness of the route
Strongly Agree	82	112	109	86	98	79	91
Agree	31	19	21	28	30	43	33
Neutral	14	0	1	11	1	8	5
Disagree	4	0	0	5	2	1	2
Strongly Disagree	0	0	0	1	0	0	0

## Safety (131 respondents)

Respondents were asked to think about how strongly they agreed or disagreed with the following questions about safety. The responses indicate that respondents seem to feel generally safe on the route with 97% (127) agreeing that they feel relaxed and 96% (126) agreeing that they can move freely. There was less strong agreement with respect to the route being well lit.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It is well lit	21%	44%	25%	8%	1%
I can move freely	67%	29%	2%	2%	0%
I feel relaxed	73%	24%	2%	2%	0%

## Travel behaviour (131 respondents)

Respondents were asked how often they make this journey

- 23% (30) - Daily
- 22% (29) - 2-5 times a week
- 20% (26) - Weekly
- 2% (2) - Fortnightly
- 12% (15) - Monthly
- 5% (7) - Less frequently
- 5% (7) - First time
- 12% (15) - Other

Respondents were asked if they would still have need to make this journey if they had been unable to access this route

- 39% (51) - Yes
- 57% (75) - No
- 4% (5) - Don't Know

## Transport modes

Respondents were asked if this route had allowed them to walk/ cycle instead of using a car/ van for this journey (131 respondents)

- 94% (123) - Yes
- 6% (8) - No

Respondents were asked if they could have used a car for this trip (89 respondents)

- 46% (41) - Yes, could have used a car but chose not to
- 19% (17) - No, car was not an available option
- 35% (31) - No, recreation is the main purpose of this trip

Those respondents who could have used a car but chose not to were asked which factors influenced their decision (43 respondents)

- 2% (1) - Someone else was using the car
- 47% (20) - Health benefits
- 35% (15) - Environmental concerns
- 14% (6) - Cost of fuel and/or running a car
- 2% (1) - Other

Respondents were asked if they used or will use any other form of transport during their journey (131 respondents)

- 57% (74) - None, just the bike or walking
- 31% (41) - Car/van
- 6% (8) - Train
- 6% (8) - Bus

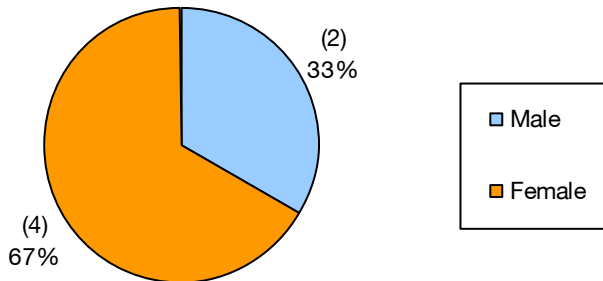
Respondents who were using another mode of transport were asked how far they had travelled by this other mode to enable them to make the journey (57 respondents)

- 7% (4) - Under 1 mile
- 21% (12) - 1-2 miles
- 28% (16) - 3-5 miles
- 7% (4) - 6-10 miles
- 9% (5) - 11-15 miles
- 4% (2) - 16-20 miles
- 25% (14) - 20+ miles

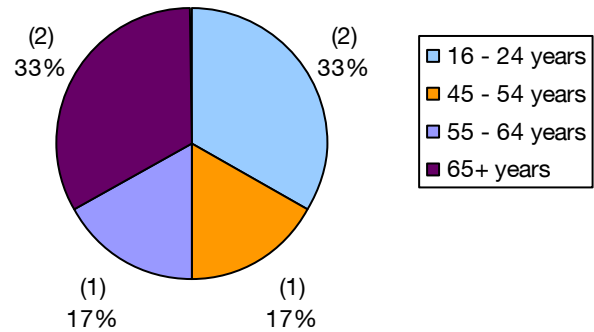
## Survey data - Cyclists

The following section of the report outlines data collected during the four day survey period from six respondents aged 16 or over. Each respondent has consented to their data being processed by Sustrans and included in the following summary.

### Sex (6 respondents)



### Age (6 respondents)



### Ethnicity (6 respondents)

- 100% (6) - White

### Employment (6 respondents)

- 17% (1) - Employed full time (30+hours)
- 67% (4) - Retired
- 17% (1) - Studying

### Health (6 respondents)

Respondents were asked if they had any long term illness, health problem or disability which limited their daily activities or the work they do

- 17% (1) - Yes, limited a little
- 50% (3) - No
- 33% (2) - Prefer not to say

Respondents were asked if this route had helped them to increase the amount of physical activity they regularly take

- 50% (3) - Yes, by a large amount
- 33% (2) - Yes, by a small amount
- 17% (1) - No

Respondents were asked to rate their general health over the last four weeks

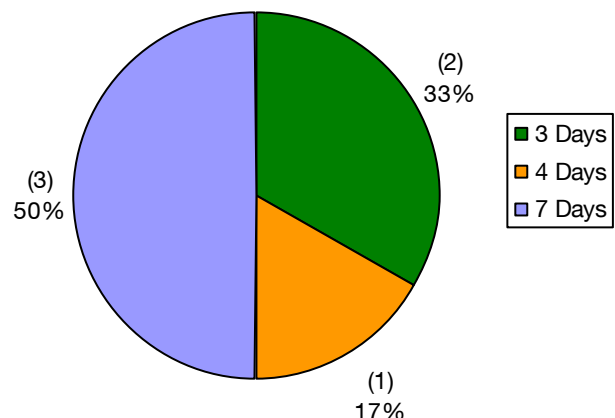
- 33% (2) - Excellent
- 67% (4) - Very Good

### Cycling status (6 respondents)

Respondents that said they cycled were asked what sort of cyclists they were

- 17% (1) - Experienced, occasional cyclist
- 83% (5) - Experienced, regular cyclist

### Physical activity - Last 7 days (6 respondents)



50% of all cyclists surveyed meet the Chief Medical Officer's minimum requirements for physical activity of 30 minutes or more on 5 or more days per week.

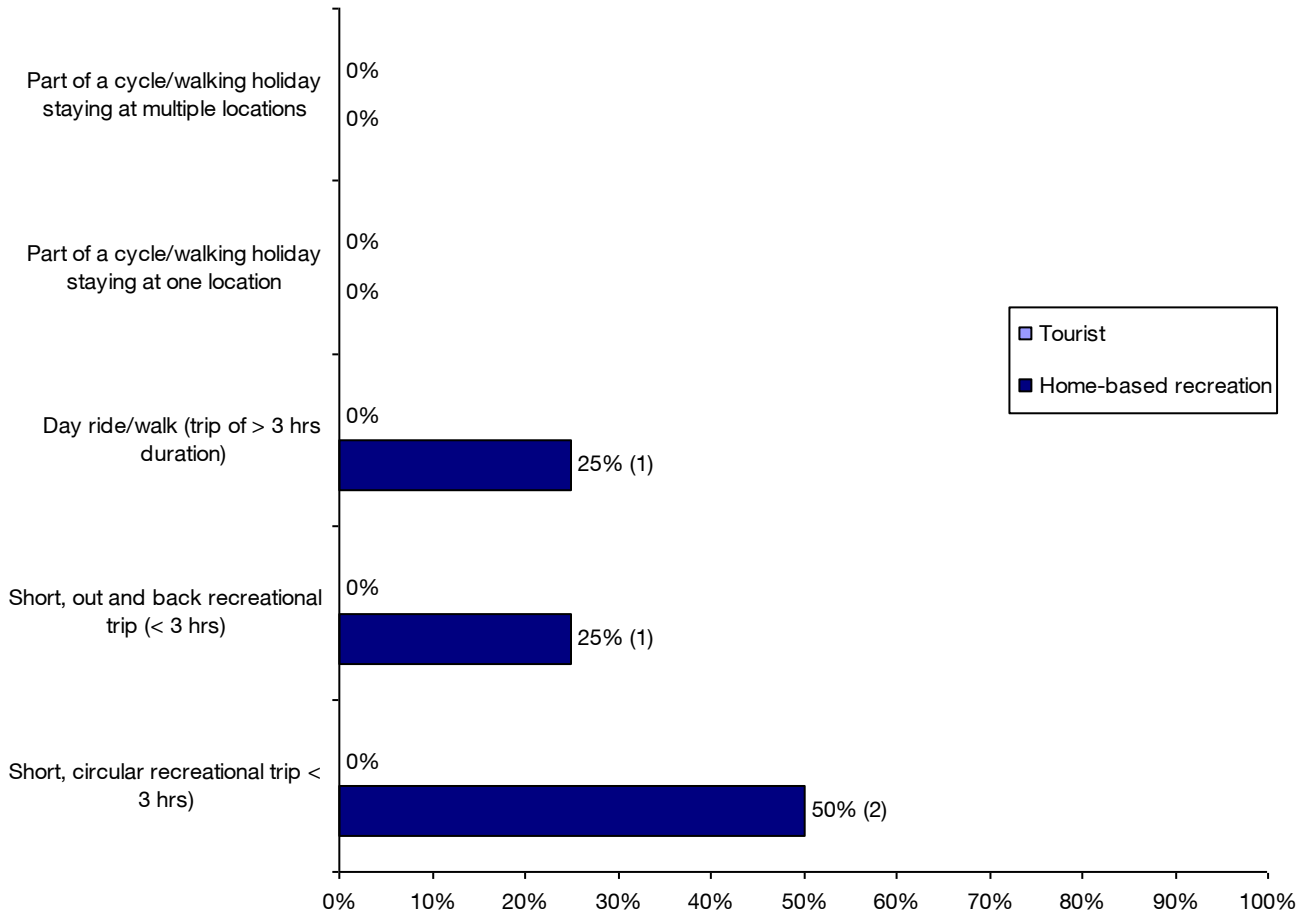
## Journey purpose (2 respondents)

Respondents were asked what the purpose of their journey was

- 50% (1) - Commuting (getting to/from work)
- 50% (1) - Shopping

## Recreational/ Tourist users (4 respondents)

Respondents who stated they were on a recreational cycling trip were asked to describe their cycle trip on the route



Respondents were asked to provide a rough estimate of how long their trip would be today (miles)

	Home-based recreation	Tourist
Minimum distance	2	N/A
Average distance	11	N/A
Maximum distance	27	N/A

Respondents were asked to provide a rough estimate of how much money they were likely to spend on this trip today

- £0 overall spend

Respondents were asked about how many people were in their group (adults and children)

- 1 person minimum
- 2 people maximum
- 1 person average

Respondents were asked if they had started their trip from home or holiday accommodation

- 100% (4)- Home

## Expenditure by leisure cyclists at Conwy

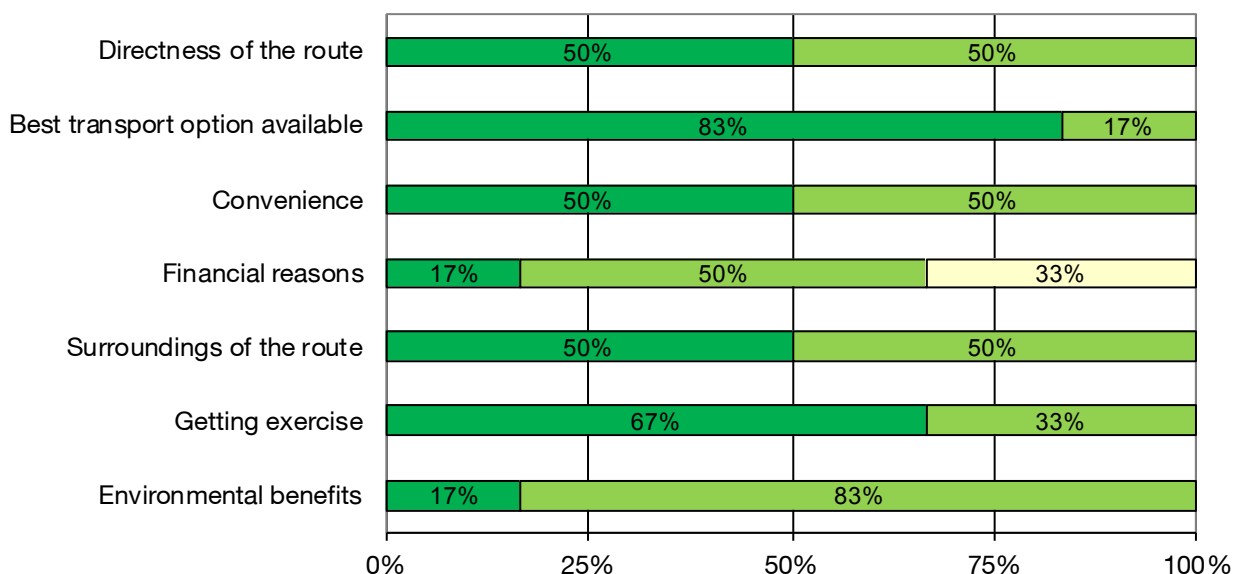
The Leisure Cycling Expenditure Model has been used to estimate the economic impact of the recreational cycling usage measured at Conwy Cob. It is estimated that the 32,386 leisure cycling trips on the route at Conwy Cob generate the following:

- The estimated total annual recreational spend generated by the observed leisure usage on the route is £52,487, across accommodation, food and drink, retail and transport cost sectors in the local economy.
- The direct and indirect employment supported by this leisure usage is estimated to be 1.2 FTE jobs.

All of the recreational cyclist trips observed in the RUIS were home-based, which have a lower expenditure association than tourist cycling trips, and 75% (3 out of 4) of these were short circular or out and back trips that do not have any expenditure associated with them.

## Factors influencing route usage (6 respondents)

Respondents were asked to rate how strongly they agreed or disagreed with the following factors when considering what influenced their decision to use the route. The most influential factor was that the route offered the best available transport option with 5 of the 6 users strongly agreeing with this statement. Getting exercise was the next strongest factor with 4 of the 6 users strongly agreeing with this statement.



	Environment al benefits	Getting exercise	Surrounding s of the route	Financial reasons	Convenience	Best transport option available	Directness of the route
Strongly Agree	1	4	3	1	3	5	3
Agree	5	2	3	3	3	1	3
Neutral	0	0	0	2	0	0	0
Disagree	0	0	0	0	0	0	0
Strongly Disagree	0	0	0	0	0	0	0

## Safety (6 respondents)

Respondents were asked to think about how strongly they agreed or disagreed with the following questions about safety. All cyclists agreed that they felt they could move freely on the route and there were no cyclists disagreeing that the route is well lit and they felt relaxed when using it.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It is well lit	17% (1)	50% (3)	33% (2)	0%	0%
I can move freely	17% (1)	83% (5)	0%	0%	0%
I feel relaxed	33% (2)	50% (3)	17% (1)	0%	0%

## Travel behaviour (6 respondents)

Respondents were asked how often they make this journey

- 17% (1) - Daily
- 83% (5) - 2-5 times a week

Respondents were asked if they would still have need to make this journey if they had been unable to access this route

- 67% (4) - Yes
- 33% (2) - No

## Transport modes

Respondents were asked if this route had allowed them to walk/ cycle instead of using a car/ van for this journey (6 respondents)

- 67% (4) - Yes
- 33% (2) - No

Respondents were asked if they could have used a car for this trip (5 respondents)

- 40% (2) - No, car was not an available option
- 60% (3) - No, recreation by cycling/walking is the main purpose of this trip

Respondents were asked if they used or will use any other form of transport during their journey (6 respondents)

- 67% (4) - None, just the bike or walking
- 33% (2) - Car/van

Respondents who were using another mode of transport were asked how far they had travelled by this other mode to enable them to make the journey (2 respondents)

- 50% (1) - 1-2 miles
- 50% (1) - 6-10 miles



## Comparison of pedestrian and cyclists respondents

A comparison of the pedestrian and cyclist respondents according to some of the user characteristics is summarised below:

### Gender

- There was a bias towards females among the cyclist route users (67% (4) female compared to 33% (2) male). This is not the usual male-female split observed among cyclists.
- Pedestrians were more evenly split across the two sexes (47% male and 53% female)

### Ethnicity

- Both pedestrian and cyclist respondents were almost all White ethnicity (99% pedestrians, 100% cyclists)

### Transport mode

- There majority of route users counted were pedestrians (3,768 to 589 cyclists). There were 303 other users counted (including joggers).

### Age

- The different age ranges were well represented in both cyclists and pedestrians
- Younger route users (ages 16-24) represent a higher proportion of cyclists (at 33%, 2 out of 6), than pedestrians (4%, 5 users)
- The proportion of users aged 45-54 was the same across both groups—with 17% (1 out of 6) of cyclists and 17% (22) of pedestrians in this age group

### Employment

- Among cyclists, 67% (4 out of 6) were retired, and 17% (1) was in full-time employment
- Among pedestrians, 36% (46) were retired and the majority, 59% (76), were in full-time or part-time employment.

## Journey purpose

Among pedestrians who were travelling for a particular purpose, only 8% (2) were using the route for recreation. The majority were commuting (38%, 9) or shopping (25%, 6). Among the two cyclists travelling for a particular purpose, 50% (1) was commuting and 50% (1) was using the route shopping. The remaining 4 cyclists were recreational users. This indicates a high level of commuting usage among both groups with journey purposes for pedestrian users varying more than those of cyclist users.

## Recreational usage

A comparison between the pedestrians and cyclists that reported to be on a recreational trip shows that home-based pedestrians show a higher frequency of short, circular trips (<3 hours) compared to home-based cyclists. There are 62% (77) of home-based pedestrians making trips of this type compared to 50% (2) of home-based cyclists. Home-based cyclists show a preference for short, out and back (<3) hours trips at 25% (2) compared to 11% (9) of home-based pedestrian users.

Among tourist pedestrians, day ride/walks (>3 hours) are popular, with 28% (7) of users making a trip of this type.

## Factors influencing route usage

In terms of the factors influencing route usage, the strongest influences for pedestrians on the route are getting exercise (100%, 131 users) and enjoying the surroundings of the route (99% agreement, 130 users). Among cyclists the most influential factor was that the route offered the best available transport option (83% in strong agreement, 5 users) . Getting exercise was the next strongest factor for cyclists with 100% of users (6) agreeing with this statement. Therefore, the opportunity to exercise is a strong motivator for usage among both groups.

The responses indicate that pedestrians feel safe on the route with 97% (127) agreeing that they feel relaxed and 96% (126) agreeing that they can move freely. There was less strong agreement among pedestrians (66%, 86) with respect to the route being well lit. 100% (6) of cyclists agreed that they felt they could move freely on the route. Among cyclists, the responses do not indicate that safety with regard to lighting on the route is necessarily a concern, with 67% (4) agreeing they feel safe in this respect and 33% (2) neutral.

## Methodology

This study used Sustrans' Route User Survey monitoring procedure. The Route User Survey has been widely applied around the UK, making this exercise directly comparable with surveys conducted on many other routes. This current survey form has been designed in partnership with the iConnect (Impact of Constructing Non-motorised Networks and Evaluating Changes in Travel) study. The survey took place at the survey site on two term-time weekdays, one term-time weekend day, and one holiday weekday. In each case, the surveys were conducted between the hours of 0700h and 1900h. A total of 48-hours of survey coverage was achieved at the site.

Estimates of total annual usage are generated by comparing the manual counts conducted over four days with observed distributions of use from continuous counts at sites of a comparable nature. The proportion of total annual use that is comprised by four days from months commensurate with the months when the route user survey is undertaken is calculated for a site with continuous usage count data and an annual usage estimate. The proportion generated is assumed to be equivalent to the proportion of annual usage represented by the four day manual count. The total annual usage estimate is calculated on the basis of this proportion. The continuous count data includes cycles only. However, the same distributions are assumed for pedestrians.

The report presents results that have not had weighting applied in the analysis. As such, the results presented are based on the number of respondents alone. Additionally, some percentages presented may not sum to 100% - this occurred as a result of the rounding applied through use of zero decimal places throughout the analysis process.