

Local Growth Interventions Evaluation

Cyclist surveys – Background, objectives and approach

25 June 2018

Background

SQW and Steer Davies Gleave have been commissioned by the Greater Cambridge Partnership to undertake an evaluation of the City Deal Investment Fund. The study is part of a broader programme of evaluation research on local Investment Funds across the UK. These evaluations will feed into central government. The evaluation of the Greater Cambridge City Deal Investment Fund comprises a mix of research on different interventions supported by the Fund, including evaluation of improvements to existing cross-city cycling routes. The evaluation is seeking to understand the effects of these improvements on cyclists' journeys, including the experience of cycling and perceptions around safety.

Objectives of the cyclist surveys

The cyclist surveys currently being undertaken in Cambridge are specifically of users of three existing routes that are being (or are due to be) improved – at Arbury Road, Ditton Lane and the Science Park. The surveys are contributing to the establishment of baseline data, which will inform the evaluation. The surveys will be repeated next year at the same time of year to understand whether cyclists' experiences and perceptions of these routes have changed between the pre-construction phase (as far as possible, recognising that construction is underway on some routes) and the period post-completion.

Approach

The method for administering the cycle monitoring surveys is to collect responses through an online survey, with respondents recruited via postcard distribution along the routes. CCTV counts of cyclists using the routes are being carried out in parallel with the online survey, and the data will be used to weight the intercept survey results to ensure the results represent the profile of cyclists.

Intercept locations for handing out the postcards for the survey were chosen by Steer Davies Gleave in cooperation with the Greater Cambridge Partnership, to locate the survey distributors at the best possible places, i.e. where it is safest to do so, and where construction activity is lowest, to minimise the effects of this on the survey. We appreciate that some construction works have recently begun and will take this into account in the analysis.

Note that this is not a general survey of cyclists. It is targeted at those routes that are being improved through Investment Fund monies. For the surveys to be useful, it is important that they are only completed by users of the routes that are the focus of the evaluation. This will mean that the effects of these schemes specifically can be understood and assessed.