



## Sandlings Safer Cycling Campaign Survey Report September 2014

Report produced by Suffolk Coastal District Council as part of the Community Environmental Action Project funded by Suffolk Coastal LSP and the Environment Agency.

### 1. Introduction

Sandlings Safer Cycling Campaign (SSCC) was formally constituted in 2008 to campaign for the provision of safer cycle and pedestrian routes in the area known as the Suffolk Sandlings and to do everything calculated to further the achievement of such provision. In 2011 it obtained £1000 in funds and support from Groundwork through the Greenprint Forum Community Environmental Action Project, which was funded by Suffolk Coastal LSP and the Environment Agency. A break down of expenditure is contained in Appendix 1.

To obtain this money, in addition to using the money towards core costs to meeting its aims which were considered compatible with the Community Environmental Action Fund remit of engaging people in action to reduce carbon emissions and build local resilience to cope with climatic changes, it committed to:

1. Quantify reduction in car use resulting from increased cycling
2. Share project aims and experiences at a relevant Greenprint Forum
3. Run at least three community cycling engagement events
4. Use a mailing list to encourage uptake of low carbon measures
5. Engage the local school in cycling activities

The group have met these commitments in the following ways:

1. These survey results compared with the baseline survey
2. A joint Greenprint Forum and SSCC event was held on 21 June 2014. SSCC gained 18 new members as a result
3. **2011:** Ran an awareness event as part of Aldeburgh festival dressed as bike thieves and Hosted launch of cycle maps and AGM event at Long Shop Museum

**2012: June AGM** promoted to and open to public as well as members. 23 attended (including 3 external speakers)

**5 Sept 2012** Cycle event at the Longshop Museum

**2013: June AGM** promoted to and open to public as well as members. 23 attended. 19 attended (including 2 external speakers)





4. Mailing list of 100 households used to share information on the Suffolk Green Insulation Scheme.
5. In 2011 the group arranged an 8 mile cycle ride followed by a picnic with local school children. The group tried to organise a similar bike ride with Coldfair Green School in 2012 but this did not meet with success. A bulk purchase of childrens' safety vests has enabled the sale of these at low cost at events and through school contacts. Screen printing of the vests was trialled however it proved complex to get vests looking good. Risk people won't want to wear if they don't look good or fashions change.

The group continues to raise awareness of the benefits of cycling and safer cycle routes around the Sandlings as well as campaigning to further improve safety. To date in 2014 they have received coverage in Saxmundham News, Aldeburgh Times and the Leiston Observer and will be running a stall at the Leiston Family event.

News article: <http://saxmundhamnews.org/wp-content/uploads/2013/08/Saxmundham-News-August-2014.pdf>.

## 2. Methodology

For the first survey paper copies were handed out at the 2012 AGM for people to complete with an advisor present to answer any queries. Responses were then entered into Survey Monkey by the advisor.

For the second survey a paper survey was attempted at first, but when this yielded no results a Survey Monkey survey was set up and emailed to the mailing list.

The results were compared using a combination of Survey Monkey Analysis and Excel.

## 3. Results

### 3.1 Numbers responding

In the first survey 12 people completed the form, and 23 completed the second, with an additional person noting that they could not complete due to the infrequent nature of journeys over 8 miles (less than 10 x a year) with all short journeys being walked and cycling. As only one named response is the same across the two surveys it is not possible to compare the responses from the two surveys directly. General similarities have been considered however.



### 3.2 Exploration of journeys

In the first survey the longest distance cycle was 28 miles cycled on a fortnightly basis. In the second survey the longest was 22 miles cycled on a fortnightly basis. The mean in survey one was 3 miles (consistent with the national average), in survey two it had increased to 6 miles. In survey one three people who gave transport modes do not cycle or walk for any of the three main journeys, in survey two this has reduced to two.

**Figure 1: Which journey have you swapped/will you swap as a result of your involvement with Sandlings Safer Cycling Group?**

|  | Count | Main current mode                 | Distance range | Mean distance | Reasons Given   |
|--|-------|-----------------------------------|----------------|---------------|---|
| <b>Journey 1</b>                                     | 2     | Car sharing to cycling            | 3 miles        | 3             | More aware of traffic as a result of SCCC   |
| <b>Journey 2 (note one response was for 2 and 3)</b> | 5     | Cycle and car alone to cycling    | 3 - 22 miles   | 8             | More aware of traffic and safer routes as a result of SCCC and a reminder of the importance of the bike                     |
| <b>Journey 3</b>                                     | 1     | Car alone to cycling              | 14 miles       | 14            | More use of off road routes   |
| <b>No journeys</b>                                   | 12    | Cycling and Car sharing no change | 1-150 miles    | 14            | 5 already walk, cycle or get the bus for all of the three main journeys. Others cite: caring responsibilities, age / health |



### 3.3 Estimate of carbon saved by switching from car alone to cycling.

In survey one, three respondents indicated a shift from car alone to cycling. In survey two, five respondents indicated that the journey they have/would be swapping started as a car alone journey.

| Miles | Frequency      | Assumed Annual miles | Carbon factor | Total kg CO2e 'Saved' |
|-------|----------------|----------------------|---------------|-----------------------|
| 3     | Twice a week   | 624                  | 0.306146      | 191                   |
| 4     | Daily          | 416                  | 0.306146      | 127                   |
| 10    | 4 times a week | 520                  | 0.306146      | 159                   |
| 22    | Fortnightly    | 2288                 | 0.306146      | 700                   |
| 1.3   | Twice a week   | 135.2                | 0.306146      | 41                    |

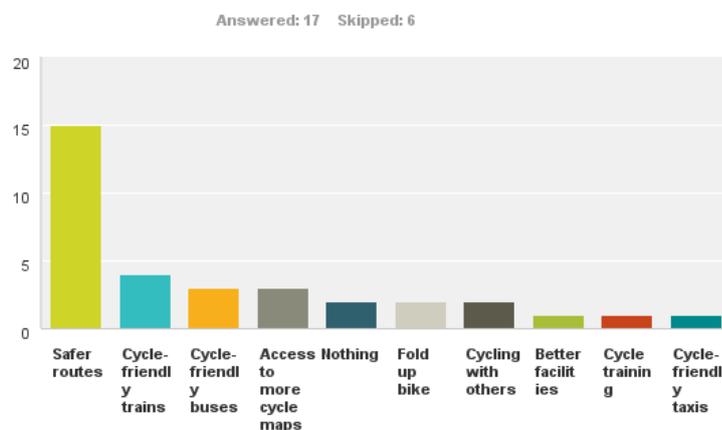
### 3.4 Points raised in open discussion

SSCC has:

- Highlighted the need for more child friendly cycle routes locally
- Raised awareness of cycling among local car drivers
- Made participants more aware of lack of security on local roads and importance of helmets and hi-viz jackets when cycling
- Made participants more aware of cycle safety and the need for more routes specifically designed for cyclists

'I like the fact that there is an organisation who I can turn to for info on cycle routes and cycling in general'

### 3.5 What would encourage you to cycle more?



From the chart it is clear that of those responding most felt safer routes would encourage more cycling.



## 4. Discussion

While little can be gleaned from such a low response rate, key areas are discussed:

### 4.1 Increase in respondents

This increase could be down to the method (electronic rather than paper) and reach (only those attending the AGM were encouraged to complete in 2012) or could indicate an increase in interest from members.

### 4.2 Exploration of journeys

- There is an indication that either there is an increase in responses from people who cycle more, or that longer journeys are now being undertaken.
- At least four people have switched or are switching from car to cycle for at least one journey saving an estimated 1 tonne of CO<sub>2</sub>e a year (This corresponds with the previous survey level). This is very low in terms of the wider district emissions of over 800T CO<sub>2</sub>e (per annum) and in terms of £ grant/T carbon saved. However, it is hoped that the wider health and community engagement benefits, which will go on well beyond the funded project, justify the expenditure.

### 4.3 The role of SCCC

Those responding clearly value campaigning for safer routes with one noting the need for child friendly ones specifically. Although only three of those responding indicated that more maps might encourage them to switch to cycling, 11 noted that they were now more aware of routes. Awareness raising of cycling safety within the group and amongst drivers also seems to be of use. This indicates that the group is focusing its efforts in the right areas.



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#### Appendix 1 Break down of Expenditure

| Item                     | Date       | Expenditure  |
|--------------------------|------------|--------------|
| Banner                   | 31/08/2011 | £57.60       |
| Waymarker Stickers       | 15/02/2012 | £336.00      |
| Hi Vis Jackets           | 16/11/2012 | £20.00       |
| Postage and printing     | 31/12/2012 | £6.26        |
| Second print of booklets | 03/06/2013 | £331.05      |
| Hire of Watt Bikes       | 21/06/2014 | £99.02       |
| Refreshments and prizes  | 21/06/2014 | £42.07       |
| Hall Hire                | 21/06/2014 | £36.00       |
| Leaflets                 | 21/06/2014 | £72.00       |
| <b>Total</b>             |            | <b>£1000</b> |