Connecting Woodside

Baseline Monitoring Report

05 October 2021

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Executive summary

The Glasgow Connecting Woodside project looks to create the first Dutch style cycle-friendly area in Scotland, in the heart of Woodside.

The baseline monitoring conducted for the Connecting Woodside project has provided a perspective on the travel habits and perceptions of the residents and service users of the area. The monitoring has revealed that high levels of walking already exist in the community, but levels of cycling could be improved upon. Respondents to the various surveys agreed that the area was already easily accessible by foot, car and public transport but disagreed about accessibility for cyclists and wheelers. The main barrier to cycling was safety, with a high proportion of respondents considering cycling a dangerous mode of transport, however they believed that the construction of dedicated cycling infrastructure could improve safety. This provides a significant endorsement to the infrastructure changes proposed by the Connecting Woodside project.

Walking was the most popular form of transportation throughout all the different monitoring tools…

90% of users at all manual count locations were pedestrians

91% of postal survey respondents always or very often walked

In comparison, cycling was less popular…

29% of postal survey respondents always or very often cycled and there was also low reported cycling in the retail vitality and access to station surveys

There were more cyclists on the pavement than on the road at each manual count location, perhaps **suggesting unsafe road conditions**

Walking was considered a safer mode of transportation…

65% of postal survey respondents felt safe walking, but only **27%** felt safe cycling

71% of postal survey respondents agreed a lack of dedicated cycling infrastructure was a barrier, **58%** felt exposed to traffic, and **54%** agreed there were too many cars on the road

A similar pattern occurred when respondents were asked about accessibility for different modes…

In the postal survey, **83%** agreed the area was accessible by foot, **42%** agreed it was accessible by cycle and only **17%** agreed it was accessible by wheeling

A similar trend was found in the access to station surveys and retail vitality surveys.

Higher numbers of male users were counted across all the manual count sites and the gender split widens further for on road cyclists only

A small but notable proportion of the respondents were car drivers…

34% of postal survey respondents always or very often travelled as the car driver, but **35%** never travelled as the driver

Average speeds recorded through Traffic Speed and Volume monitoring were generally within the speed limit

The two retail surveys presented different results…

Shoppers on Woodlands Road thought the area was **more pleasant** than shoppers on St George's Road

Survey results indicate shoppers spend a short period of time in retail areas and have a **specific destination in mind**

At both locations, retailers underestimated the proportion of shoppers who travelled by active travel and overestimated the proportion who drove

Postal survey respondents were generally positive about their neighbourhood and the proposed infrastructure…

70% agreed Woodside was a pleasant place to live, but around **50%** did have concerns about safety, anti-social behaviour and the maintenance of the area

71% felt the infrastructure changes would either greatly or slightly improve the sense of community in the area

The current programme of events suggests a construction completion date of early 2023. Following a suitable 'bedding in' period, Sustrans and GCC will undertake a programme of follow up monitoring to build on the results presented in this report.

Introduction

The Glasgow Connecting Woodside project looks to create the first Dutch Style cycle-friendly area in Scotland, in the heart of Woodside.

With £15 million of investment, £7 million of which was awarded through Sustrans Community Links PLUS programme, the project looks to use a combination of hard infrastructure and softer measures to increase the appeal of everyday active travel, whilst also creating better streets and places for people. Place making is central to the project with the aim of supporting economic regeneration and increasing the attractiveness of the area.

Glasgow has a goal to be one of the most sustainable cities in Europe and the promotion of cycling through behaviour change campaigns and improved cycle routes is key to this ambition[1]. The development of Glasgow's Cycling Strategy is aimed at making a real change to the physical look and feel of Woodside's roads and streets in a way that prioritises getting non-cyclists onto bikes through the construction of safe cycle ways suitable for all. The development of an area wide cycle network will provide infrastructure suitable for any level of cycling experience. The network will provide links to "quiet ways" making cycling enjoyable and the easiest, healthiest and most environmentally responsible way to get around. Figure 1 below displays a map of the project area that shows the network of planned cycle ways.

Placemaking and path upgrades completed at Hopehill Road/Hopehill Crescent as part of Connecting Woodside ©2019, Max Crawford, all rights reserved.

This report outlines the results of the baseline monitoring and evaluation that began in early 2018 and ended in 2021. The monitoring encompassed a variety of different data collection methods that summarise the baseline usage of the active travel routes in the area and the views of local residents/community stakeholders on the project plans and active travel in general. Data collected is reported against the outcomes listed on page 8.

[1] Glasgow City Council (2015) 'Glasgow's Strategic Plan for Cycling 2016-2025'. Available from: https://www.glasgow.gov.uk/chttphandler.ashx?id=33403&p=0

Figure 1 – Mapped network routes of Connecting Woodside

Project objectives

The objectives of Community Links PLUS – Glasgow Connecting Woodside project are:

- Increasing modal shift, helping to achieve the shared Cycling Action Plan for Scotland vision of 10% of everyday trips by bike by 2020
- Creating safer, convenient, seamless and segregated routes to and through towns and cities in both rural and urban areas
- Connecting to and through major short trip generators
- Improving the quality of the urban realm, delivering high quality designs and integrating green infrastructure, whilst meeting the needs and aspirations of communities
- Improving accessibility for all, including making substantial improvements to the environment for people on foot. This should follow, as a minimum, the principles of Designing Streets and consider the needs of groups with protected characteristics as defined in The Equality Act 2010.

Project outcomes

This report is structured around the following outcomes (set by the Sustrans Community Links PLUS team for all 2017-18 Community Links PLUS projects). Increase in levels of active travel/ increases in modal shift

- Increase in level of purposeful trips made by walking and/or cycling
- Improved air quality[2]
- Improved quality of public realm
- Increased economic vitality
- Improved health and wellbeing
- Increased biodiversity[3]
- Improved accessibility

Glasgow City Council (GCC) have also included the outcome 'Improved reliability of public transport' which they will also monitor. This reflects an alignment with the Community Links

[2] This outcome is being monitored by GCC and has therefore not been included in this report.
[3] This outcome is being monitored by volunteers/the project team and has therefore not been included in this report.

PLUS South City Way project (2016 Community Links PLUS winner) where this outcome is also being monitored. Monitoring of this outcome is not included in this report.

Project indicators

The project outcomes are accompanied by clearly defined indicators which aid the monitoring process and presentation of results. The indicators aligned to each outcome are as follows:

Table 1 – Indicators used to monitor each outcome

Outcome	Indicators
Increase in levels of active travel	Increased levels of walking and cycling Reduction in perception of level of risk as a barrier to active travel Reduction in car usage
Increased levels of purposeful trips made by walking and cycling	Increased levels of purposeful trips made by walking and cycling Reduction in car usage for purposeful trips
Improved Air Quality	Reduction of NOx and PM emissions
Improved quality of public realm	Improved community cohesion and liveability Perceptions of beneficiaries (local community, including businesses)
Increased economic vitality	Economic benefits as a result of route improvements Economic effectiveness of interventions
Improved health and wellbeing	Increased levels of attainment of recommended physical activity levels through walking and cycling
Increased Biodiversity	-
Improved accessibility	Increased accessibility for all users Increased diversity of user groups Considerations made for all user groups
Improved reliability of public transport	Improved travel times for public transport Reduction in percentage of delayed public transport vehicle

Methodology

This section outlines how Sustrans Research and Monitoring Unit (RMU) collected both the qualitative and quantitative data which forms the evidence for this report, alongside the techniques and tools used for analysis. Table 2 provides an overview of the monitoring tools used for data collection and the number of respondents or total users counted for each method.

Table 2 – Monitoring tools used in the baseline evaluation of Connecting Woodside

Monitoring tool	Monitoring Dates	Targeted Groups	No. of respondents/users counted
GCC Traffic Speed and Volume Surveys	January 2018 – February 2019	Motor vehicles travelling along the roads of the project area	-
GCC cyclist counts	March 2018	Cyclists	2,855 cyclists counted
Vacancy Rates	December 2018	Commercial properties in retail areas	-
Sustrans manual and video counts	June 2019	Pedestrians, cyclists and other non-motorised users	96,305 non-motorised users counted
Sustrans Traffic Speed and Volume Surveys	June 2019	Motor vehicles travelling along the roads of the project area	-
Access to stations survey	June 2019	Anyone entering or exiting the stations	Users surveyed: St George's 155; Kelvinbridge 129
Retail Vitality Surveys	June 2019	Retail Owners	St George's Road, 16; Woodlands Road, 26
		Shoppers	St George's Road, 52; Woodlands Road, 57
Parked bike counts	June 2019	Cyclists parking at the stations and in the retail areas	79 unique cycles counted
Postal survey	October 2020	Residents living within, or in the vicinity of, the project area	984 responses

Traffic Speed and Volume Surveys

Traffic, Speed and Volume (TSV) data was collected at two locations in the project area, Garscube Road North and South, to gather information on the flow of traffic from 11th -17th June 2019. TSV data at other locations in the project area was collected by GCC. Collected

continuously over seven consecutive days, at both locations, this data includes a breakdown of vehicle classification and speeds in 15 minutes increments. The approximate locations of the Sustrans TSV surveys and GCC surveys used in this report are marked on Figure 3.

Vacancy Rates

Vacancy rate data attempts to evaluate how commercial units change with the introduction of project infrastructure. The data shows the address, who currently occupies the unit and what 'class' this business is. The data was collected and supplied by GCC and has been mapped onto GIS by RMU. Only the vacancy rate data for the St George's Cross area was available.

Manual Counts and Video Manual Counts

Manual counts of pedestrian and cyclist movements were undertaken in June 2019 to evaluate the current usage of active travel routes in the Woodside area. These counts were undertaken at seven locations on three term time weekdays and one term-time weekend day between 07:00 and 19:00 hours. In the count, the gender, age and mode of all users is recorded. The seven count locations are marked on Figure 3. These counts are classified as 'movements' as opposed to individual pedestrians and cyclists, due to same day surveying across sites and the potential of counting individuals multiple times across locations whilst making a single trip. Each site location is a pavement next to a road, and as such each count separates out users counted on the road and users counted on the pavement. Only cyclists were counted on the road.

There was one further count conducted at Eldon Street Roundabout. Due to the complex nature of this site, it was decided that this should be a video manual count (VMC) to ensure accurate and reliable recording. For a VMC, a video camera is set up at the location which records the necessary footage, and the count is produced from the video footage. As the data is collected from video footage rather than in person, the gender and age of users cannot be obtained accurately and is therefore not recorded. Surveying was done over the same days as the manual counts and again the counts produced an on- and off- road count.

Access to Stations Surveys (A2S)

An A2S survey captures the travel behaviours of rail / subway station users. Two A2S surveys were conducted concurrently at Kelvinbridge and St George's Cross subway stations in June 2019 (18th, 19th, 20th and 22nd). Conducted on three term-time weekdays and a term-time weekend day between 07:00 and 19:00 hours, surveyors counted all subway users and interviewed a sample of users to examine travel modes to the station, attitudes towards active travel and feedback on provisions supporting active travel. The locations of the A2S surveys are marked on Figure 3 on page 13.

Retail vitality survey (RVS)

RVSs were conducted with local retail business owners and shoppers along St George's Road and Woodlands Road in June 2019. In a RVS, the surveyors attempt to stop and interview shoppers passing them by and go into shops to interview the owner or duty manager. The retailer surveys were designed by RMU to capture information from business owners on their perceptions of customer footfall, spending and travel behaviour within the local area. Similarly, the shopper surveys were specifically designed to capture evidence on the travel and shopping behaviour of the shoppers themselves. This information will be compared to post data to provide evidence on the impact of the intervention on shopping behaviour. The areas covered by the RVSs are marked on Figure 3.

Parked Bike Counts

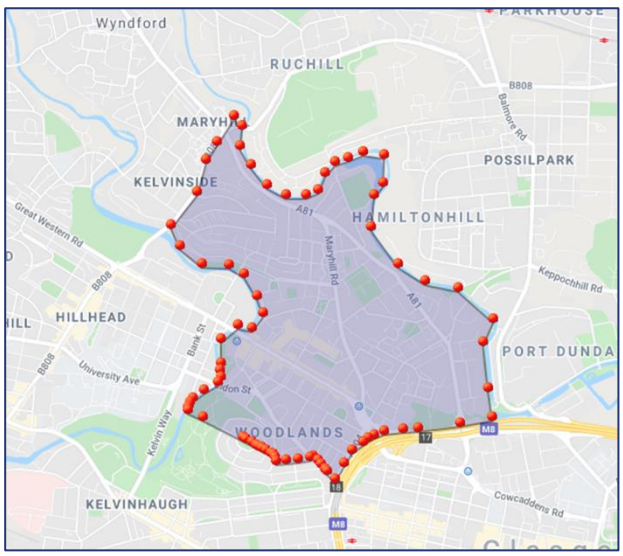
Alongside the A2S and RVSs, counts of parked bikes were undertaken at the stations and along the shopping streets. For a parked bike count, a surveyor records the number of spaces occupied at a specific parking location(s) at four times throughout the day (usually before 09:00, 12:00, 15:00, and after 18:00). The surveyor also records how many of the parked cycles are new from the previous count so the number of 'unique' cycles can be calculated. Using the total cycles recorded and the total available parking, an occupancy ratio can be calculated to provide a perception of how busy the parking is throughout the day.

Due to construction works at St George's cross subway station the cycle parking was unavailable and therefore the surveyors were unable to complete the counts at this location.

Postal survey

Postal surveys were distributed to residents living in or within the vicinity of the project area in October 2020. The survey area covered the community engagement area used by the Sustrans project team and the area used by GCC for disseminating project information, and also extended further north to the severance point of Queen Margaret Drive. Whilst not directly impacted on their doorstep by the project, it was decided that these residents would come into contact with the project when accessing the city centre and their opinions would be valuable for the baseline monitoring. The postal survey area can be seen in Figure 2.

Figure 2 – Postal Survey area selected

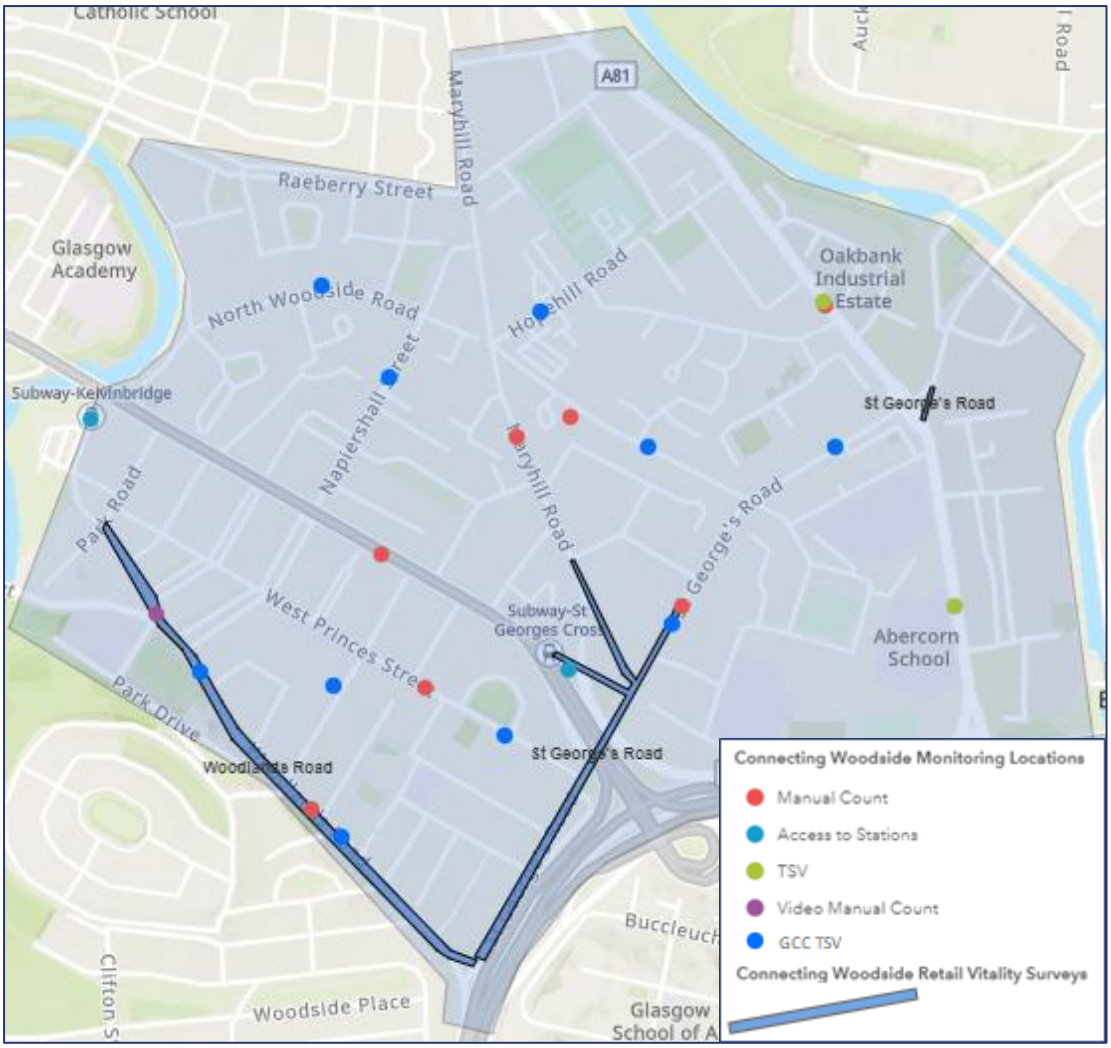


The survey targeted local residents with the aim of understanding their awareness, attitudes and perceptions of the proposed project. The survey captured information about community cohesion, residents' involvement in the neighbourhood, and perceptions towards active travel in the area and their travel behaviour in general. The survey was delivered by post and respondents were provided with a freepost envelope to return the survey form. As an incentive for participating, a single prize draw for the chance to win a £50 high street gift voucher was offered for completing the survey. The surveys were designed, collated and analysed by RMU. A copy of the survey is available in the appendix in Figure 19.

Due to the survey being conducted during the Covid-19 pandemic a note was added to the beginning of the form asking respondents to complete the survey based on their current behaviour and not on their pre-pandemic behaviour. This ensured consistency in how respondents answered the survey and created greater accuracy when they were asked to recollect their travel patterns. Due to monitoring being conducted both pre- and during the pandemic, there may be a difference between the travel behaviour data collected in the postal survey and the monitoring done before the pandemic in June 2019. This should be considered when comparing the results.

A total of 10,035 surveys were distributed, of which 984 responses were returned, giving a response rate of 9.8%.

Figure 3 – Map showing the location of Sustrans and GCC commissioned monitoring tools and the project area



Levels of active travel

The primary objective of Connecting Woodside is to increase levels of active travel throughout the project area. Active travel comprises of cycling, walking and wheeling and all modes have been considered in the infrastructure improvements. This section outlines the baseline levels of active travel as they currently stand throughout the project area.

The analysis and results included in this section reveal high levels of walking throughout all count locations and survey sites. Around 90% of users counted at each manual count site were pedestrians, and respondents to all the surveys reported walking as the most popular mode of transport. Levels of cycling on the other hand were demonstrably lower, and more cyclists were counted on the pavement than on the road at each manual count site, perhaps suggesting unsafe road conditions. Road safety and a lack of dedicated cycling infrastructure were reported as the primary barriers impeding respondents' access to cycling. Levels of car usage were lower than that of walking, but there was still a notable proportion of residents who frequently chose to travel by car. It was noticeable that, compared to shopper responses, retailers significantly overestimated the number of shoppers driving to shopping areas and, consequently, underestimated the number of customers travelling by active travel modes.

Levels of walking and cycling

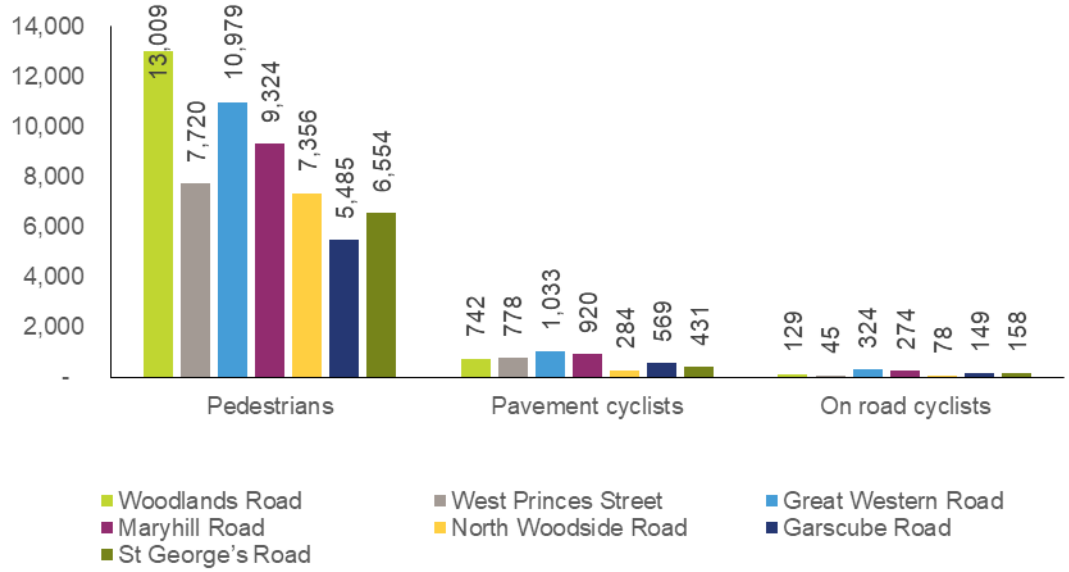
A number of counts and surveys have been undertaken throughout the Woodside area. These monitoring tools either recorded the mode of travel of the user or asked them what modes they often use when they travel through the area. The results below provide a baseline of active travel throughout the project area.

Figure 4 below shows the results of seven manual counts conducted at various locations in the project area. The results show there are already a large number of pedestrians and cyclists travelling through the Woodside area. Pedestrians are the most common, accounting for at least 90% of users at almost all of the sites. There is also a significant number of cyclists cycling on the pavement, accounting for between 4% and 9% at each site. There are actually less cyclists cycling on the road than on the pavement at all sites, indicating that many cyclists prefer to cycle on the pavement, potentially due to a perception of unsafe road conditions.

"Overall I think it will improve the area, encouraging people to cycle/walk as opposed to driving."

Postal survey respondent

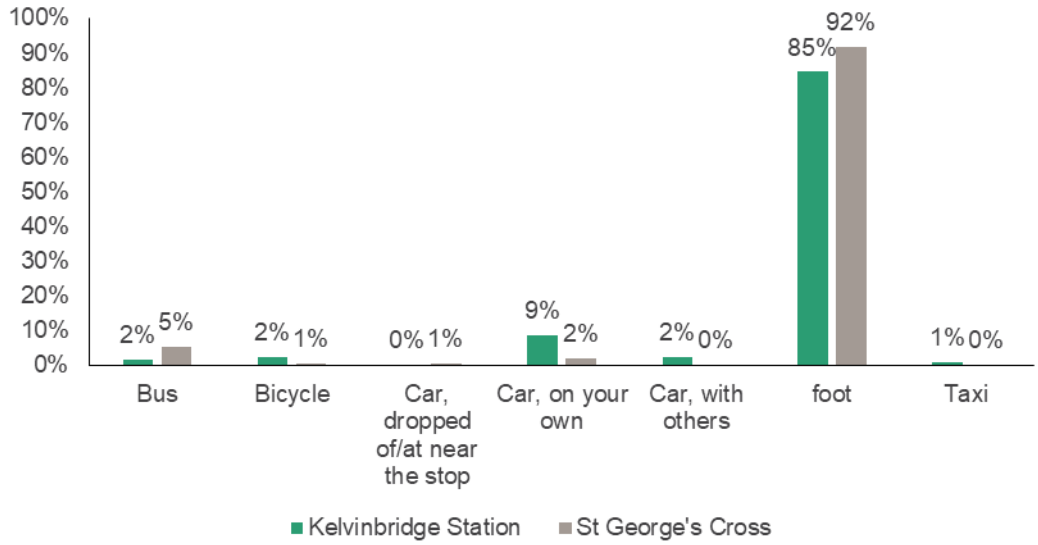
Figure 4 – Numbers of pedestrians and cyclists counted on the pavement and cyclists counted on-road at each manual count location



In addition to the manual count data presented in Figure 4, at the Eldon Street roundabout count site, a Video Manual Count was commissioned due to the complexity of the site. This site proved to be the busiest of all the count locations. On the pavement, 28,873 pedestrians were counted in contrast to only 178 cyclists and 142 other users. Breaking with the pattern seen at other sites, both pedestrians (266) and other users (2 joggers) were counted on the road and there were more cyclists on the road (1,762) than on the pavement. This perhaps suggest there is insufficient space on the pavement, forcing pedestrians into the road and cyclists may feel more comfortable on the road than at the other count sites, perhaps due to an increase in fellow users. The majority of the pedestrians were travelling from Woodlands Road to Eldon Street or vice versa, showing this to be a busy walking route. The on road pedestrians were counted travelling along Park Avenue, a much quieter road than the other branches of the roundabout.

Access to station surveys were undertaken at Kelvinbridge subway station and St George's Cross subway station. Figure 5 below presents the mode of transport that respondents usually use when travelling to the stations. By far the most commonly used mode was by foot, with 85% of respondents at Kelvinbridge and 92% of respondents at St George's Cross. There are less respondents travelling by bicycle than car to both of the stations, suggesting there is the potential to increase the number of people accessing the station by bicycle.

Figure 5 - Which modes of transport do you usually use in your journey to or from this station?



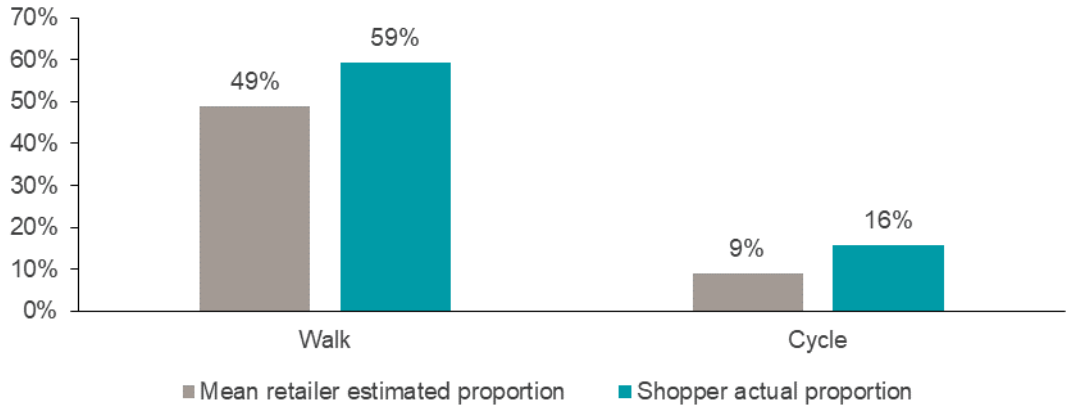
Respondents: Kelvinbridge, n=129; St George's Cross, n=155

In the postal survey, the residents of Woodside were also asked how often they travel by active modes. Once again walking was the most popular mode, with 91% of respondents always or very often choosing to walk. In comparison, only 29% of respondents always or very often travelled by bicycle and 37% never cycled at all.

The RVSs were conducted with both shoppers and retail owners on St George's Road and Woodlands Road. The survey results enable us to compare how retail owners believe their customers travel to their shop and how the customers/shoppers themselves actually travel. Figure 6 below shows that retailers underestimate the number of customers travelling to the shopping area by active modes. This is a trend that also occurs in other studies as highlighted in the Pedestrian Pound – a collation of case studies from around the UK and Ireland which has found that retailers tend to over-estimate the importance of the car for customer travel, whereas in fact, research highlights that more people walk, cycle and travel by bus[4].

[4] Living Streets and Just Economics (2014) *The Pedestrian Pound: The Business Case for Better Streets and Places*. Available from: https://www.livingstreets.org.uk/media/3890/pedestrian-pound-2018.pdf

Figure 6 – retailer's estimated proportion of customers travelling by active travel against shopper's actual reported proportion, combined for both survey locations[5]



Respondents: n=42

As part of the RVS and the A2S surveys, surveyors conducted parked bike counts of key cycle parking locations at the stations and on the shopping streets[6]:

- At Kelvinbridge subway station, 24 unique cycles were counted over the 4 day period giving an average occupancy rating of 40% at the 10 cycle parking spaces available at the station
- On St George's Road there are five cycle parking locations with a combined capacity of 34 cycle spaces. Across all the sites 28 unique cycles were counted across the two day period, giving an overall average occupancy ratio of 17%. The busiest site was at the intersection of Maryhill Road and Clarendon Place which had an average occupancy ratio of 33%, next was Clarendon Place with 27% and then St George's Road and Clarendon Place with 19%.
- On Woodlands Road there are six cycle parking locations with a combined capacity of 38 spaces. Across all the sites, 27 unique cycles were counted across the two day period, giving an overall average occupancy ratio of 17%. The busiest site was at the end of Woodlands Drive, which had an average occupancy ratio of 38%, then Ashley Street with 27% and Baliol Street with 25%.

[5] The retailers and shoppers for both RVS presented similar estimated and actual proportions for active travel, therefore for ease of data presentation the results have been combined into one graph
[6] No cycle counts were done at St George's Cross subway station as there was no cycle parking whilst improvements were underway

Perception of risk as a barrier to active travel

By constructing a network of segregated cycle lanes and improving walking infrastructure throughout the Woodside area, the project aims to reduce residents' perception that active travel is riskier than alternative modes. A number of the surveys we conducted asked respondents how safe they felt travelling by active modes and what would encourage them or what discourages them to walk or cycle.

The A2S surveys we conducted at Kelvinbridge and St George's Cross subway stations asked respondents what changes would encourage them to walk or cycle to the station. Considering there are already high levels of station users who walk to the station (85% of respondents at Kelvinbridge and 92% at St George's Cross), the results below consider what changes would encourage users to cycle[7]:

- 28% and 19% of respondents at Kelvinbridge and St George's Cross subway station respectively said segregated cycle lanes would encourage them to cycle to the station
- Lower vehicle speed was a more important encouragement to cycle for users at Kelvinbridge subway station (18%) than users of St George's Cross (4%)

"[Connecting Woodside] can't come soon enough! It will be the difference that enables me to feel comfortable cycling."

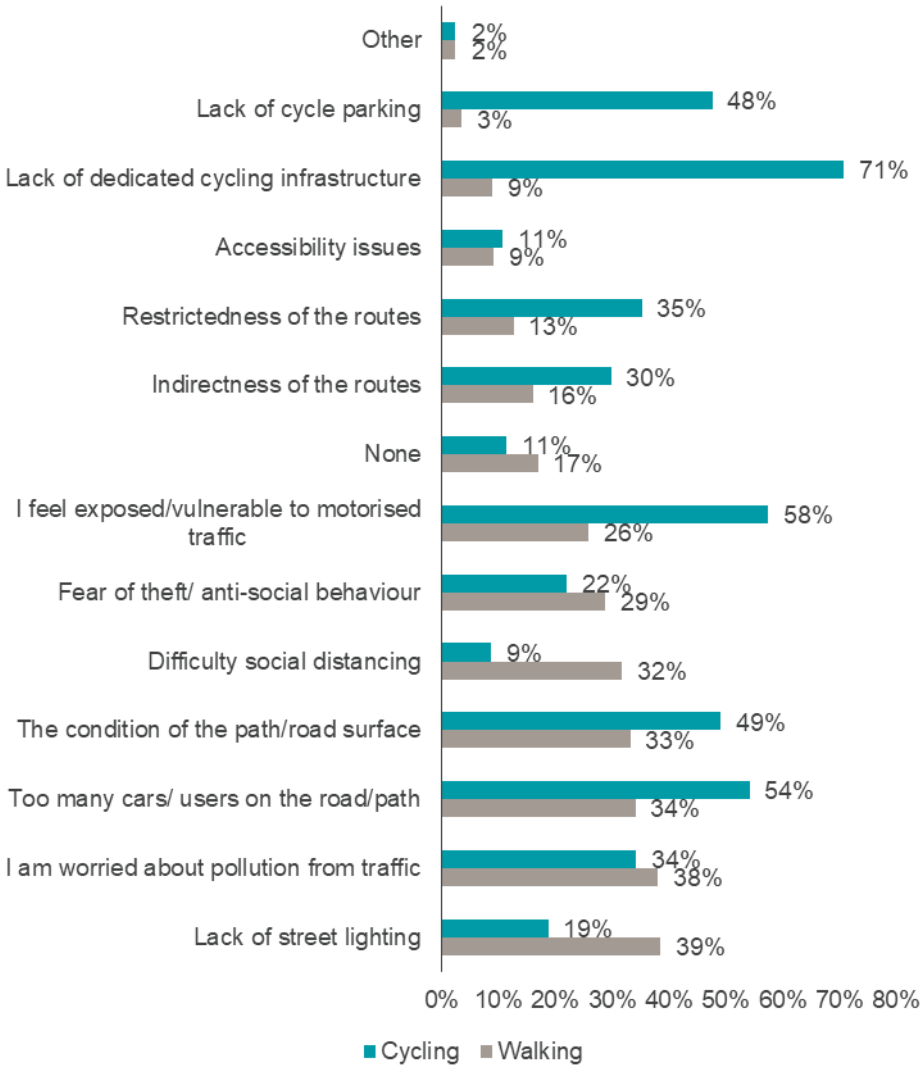
Postal survey respondent

Respondents to the postal survey were asked directly about the barriers that prevent them from walking and cycling in Woodside. Figure 7 below presents the results of this question. The most common barrier preventing people from cycling was a lack of dedicated cycling infrastructure (71%), and over half of respondents also felt exposed/vulnerable to traffic (58%) and felt there were too many cars on the road (54%). There was less of a consensus on barriers to walking and responses covered a number of different response options, though there were a few safety barriers that were significant: lack of street lighting (39%), concern about pollution from traffic (38%) and a fear of theft/anti-social behaviour (29%) (Figure 7).

Respondents to the postal survey were also asked more generally how safe they felt travelling by active modes. Significantly more respondents felt safer walking (65%) than cycling (27%) and wheeling (15%).

[7] 66% of users at Kelvinbridge and 49% at St George's Cross said nothing would encourage them to start to cycle to the subway station

Figure 7 - Currently, what are the barriers preventing you from walking/cycling in Woodside?[8]



Respondents, cycling n=664; walking n=820

Respondents to the RVSs were also asked how safe they feel when cycling and walking/wheeling through the retail areas. Respondents felt significantly safer when walking or using a wheelchair than cycling through the areas. On Woodlands Road, 81% of shoppers felt safe walking or wheeling whereas only 35% felt safe when cycling. It was similar on St George's Road, where 60% felt safe when walking or wheeling but only 13% felt safe when cycling[9].

[8] Respondents were able to select more than one option so percentages will not add up to 100%
[9] 58% of shoppers were neutral when asked how safe they felt when cycling on St George's Road, so only 29% actually felt unsafe.

Car usage

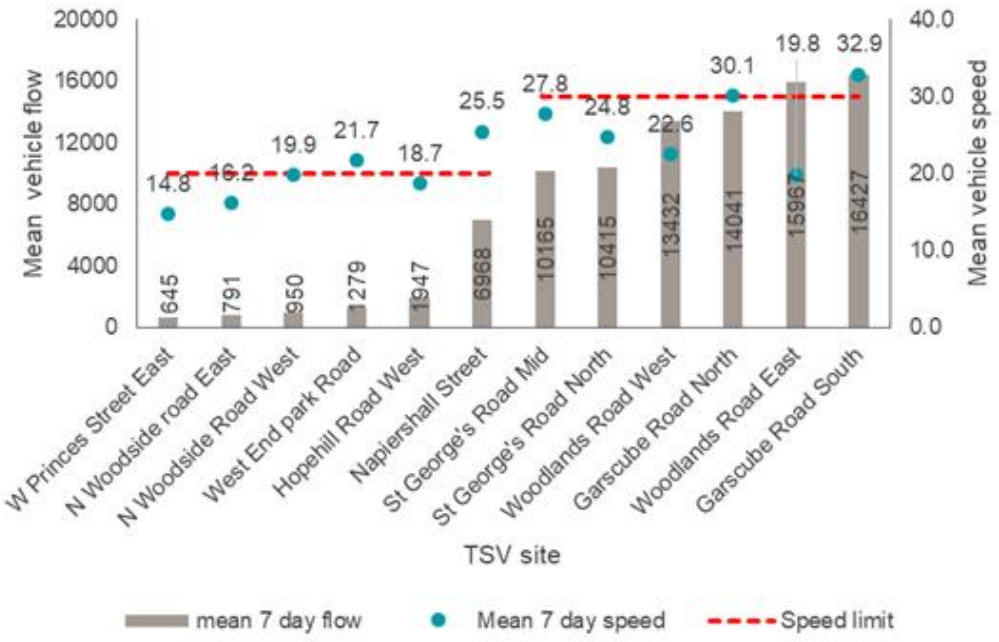
By improving the active travel facilities in Woodside, the project aims to encourage a modeshift of users away from personal motor vehicle usage towards active travel. To evidence any potential change in this, the levels of car usage have been monitored using a series of TSV surveys at strategic points in the project area and survey respondents were also asked to estimate their car usage.

"Cars go too fast in residential areas & used as shortcuts for many cars."

Postal survey respondent

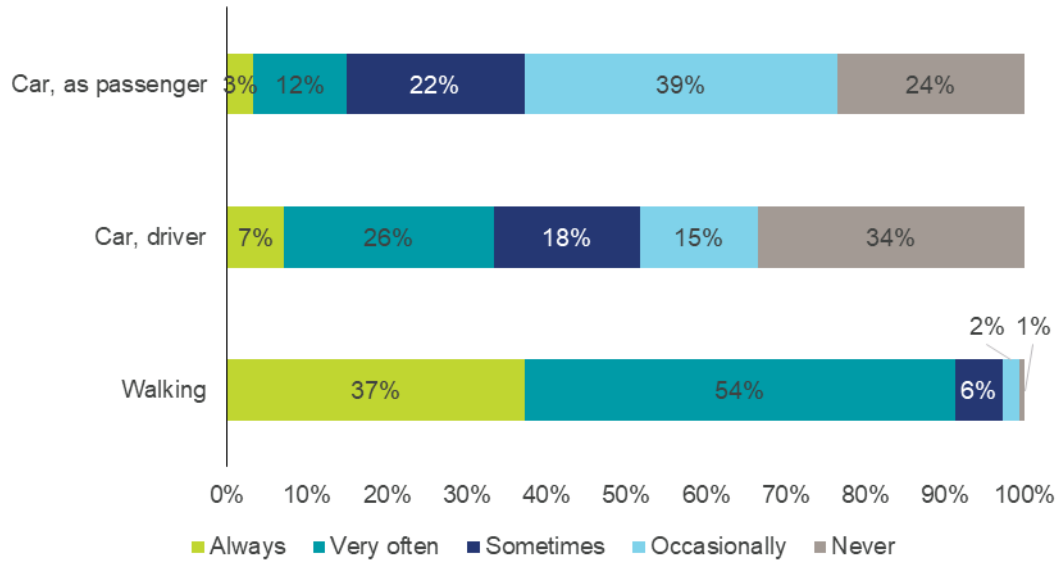
Figure 8 below shows the mean daily vehicle flow and mean vehicle speed across 12 TSV monitoring sites. The locations are a mixture of main roads and smaller residential streets. As expected, the main road sites of Garscube Road, Woodlands Road and St George's Road carry the most traffic at the highest speeds. Mean vehicle speed exceeds the 30mph speed limit on Garscube Road (which is also the busiest road monitored) with the speeds lower on the other main roads. The six sites at the lower end are all smaller residential sites and they carry lower levels of traffic at lower speeds. Despite Napiershall Street being a 20mph limit, the mean vehicle speed was 25.5mph, and it carries an average of nearly 7,000 vehicles per day, suggesting this site is somewhere in between a main road and a smaller residential street. The only other site where the mean speed exceeded the speed limit was West End Park Road, though the mean speed at some other sites was only just under the limit.

Figure 8 – Mean daily vehicle flow and speed across 12 TSV monitoring sites



Respondents to the postal survey were asked how often they travel by car. More respondents travelled by car as the driver, with 34% always or very often travelling this way. Only 15% always or very often travelled as the passenger in a car. A large proportion of respondents never travelled as the driver in the car (34%), but 39% of respondents did occasionally travel as a passenger. These figures represent a dramatic contrast to the 91% of respondents who always or very often chose to walk as a mode of transport (Figure 9). This suggests that the project may not generate large reductions in car usage as usage amongst residents is already fairly low in comparison to other modes.

Figure 9 – How often do you travel by the following modes?



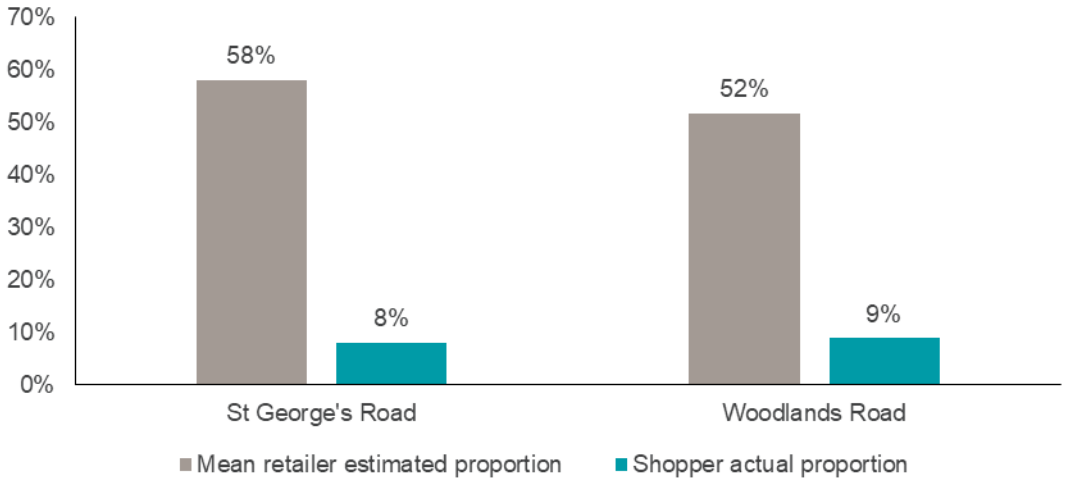
Respondents, Car, as driver n=804; car, as passenger n=756; walking, n=948

Figure 5 (page 16) shows the proportion of respondents in the A2S surveys who chose to drive to the station or were dropped off nearby. In comparison to the proportion of respondents who walked the numbers are low, with only 9% driving to Kelvinbridge and 2% to St George's Cross. Similarly, only 2% and 0% of respondents were dropped off near to the St George's Cross and Kelvinbridge subway stations respectively.

As demonstrated on page 16, retailers in the RVSs consistently underestimated the number of shoppers walking and cycling to the retail area. Figure 10 below shows that they also significantly overestimated the number of shoppers driving to the retail area. Retailers on St George's Road and Woodlands Road estimated that 58% and 52% of customers drove to the retail area, when in reality only 8% and 9% of shoppers reported driving when surveyed. This pattern also occurs in numerous others studies that are highlighted in the Pedestrian Pound[10]. These figures suggest there is a disparity between how the retail owners think their customers travel and how they actually do.

[10] Living Streets and Just Economics (2014) *The Pedestrian Pound: The Business Case for Better Streets and Places*. Available from: https://www.livingstreets.org.uk/media/3890/pedestrian-pound-2018.pdf

Figure 10 – Retailer's estimated proportion of customers travelling by car/van vs shoppers' actual reported proportion



Respondents: St George's Road, retailers n=15, and shoppers n=52; Woodland Road, retailers n= 23, and shoppers n=57

Purposeful trips made by walking and cycling

By providing high quality walking and cycling infrastructure, the Connecting Woodside project aims to increase the levels of purposeful trips made by active travel. Purposeful trips are journeys made with a particular functional destination in mind, such as commuting or shopping as opposed to leisure or recreational trips. The data used to evidence this objective is much the same as the data presented to evidence increases in levels of active travel, thus this section is brief and refers back to some of the charts and figures presented earlier in the report.

The high levels of walking reported in the previous section entail an already high number of purposeful trips made by walking. This is shown in the proportion of respondents choosing to walk to the subway stations. On the other hand, this means there are low numbers of purposeful trips made by cycling. Further analysis shows that there is a significant proportion of respondents who at least occasionally undertake purposeful trips by walking or cycling, and our analysis suggests that shopping and commuting may have the greatest potential for increasing purposeful trips by walking and cycling in the Woodside area.

Levels of purposeful trips

Figure 5 (page 16) demonstrates the already high proportion of people travelling by foot to St George's cross (92%) and Kelvinbridge (85%) subway stations. However, this means the levels of cycling to the stations are low, with only 2% and 1% travelling to the stations by cycle. This presents an opportunity to increase the levels of purposeful trips made by cycling.

"I might change my commute to Garscube Rd if there's a separate cycle path to avoid the St Georges Rd/New City Rd junction, which is horrible."

Postal survey respondent

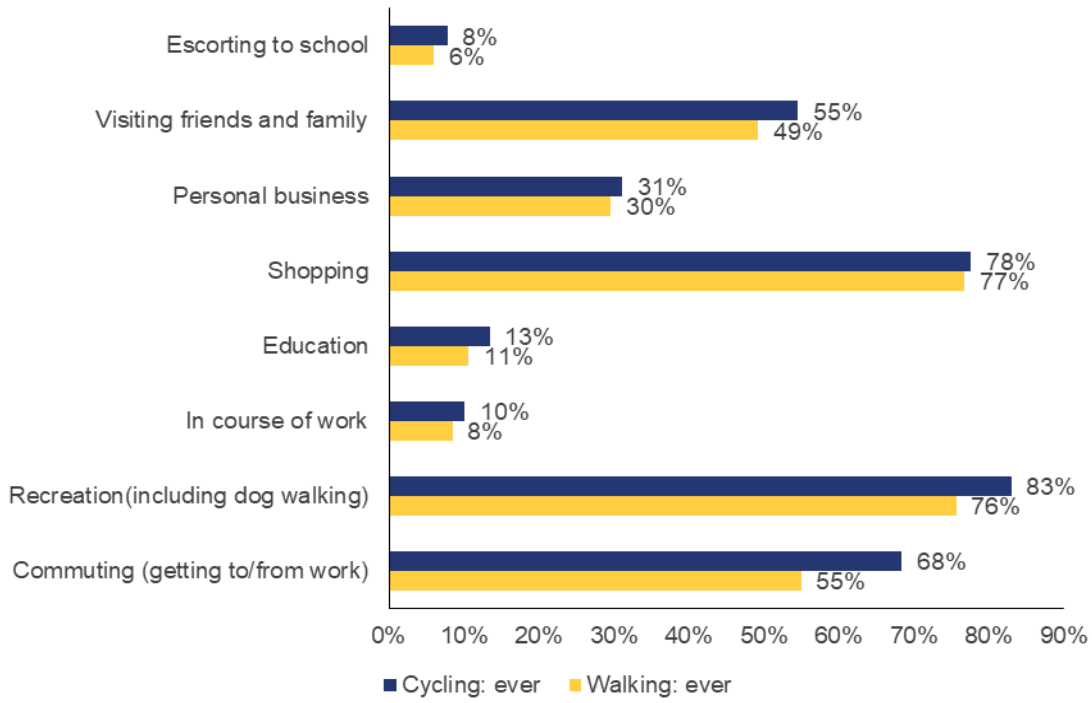
Using the results of the postal survey, we can create a cross-tabulation of the respondents who confirmed that they use active travel (*always*, *very often*, *sometimes* or *occasionally*) and the chosen purpose of their trips through Woodside. Through this cross-tabulation we can consider what purposes are most common

amongst respondents who chose walking or cycling and assess the levels of purposeful trips being undertaken by active travel.

Figure 11 below indicates that there is a high level of respondents who at least occasionally undertake purposeful trips by walking or cycling. Shopping was the highest purpose for those travelling by walking (77%) and second highest for those cycling (78%); 68% of those who ever cycled did so for commuting purposes, and whilst this figure is lower for those who ever walked, it is still over half (55%).

There were more respondents who cycled at a minimum 'occasionally' in Woodside for all of the journey purposes. The largest difference was in commuting (getting to/from work) where there were 13 percentage points more respondents who ever cycled than those who ever walked. Other notable differences were in recreation and visiting friends and family, where both had a 6 percentage point difference. Overall, these results suggest that infrastructure improvements that facilitate shopping and commuting may have the greatest potential for increasing purposeful trips by walking and cycling in the Woodside area.

Figure 11 – Cross-tabulation of respondents' choice of journey purpose and mode[11]



Respondents: Cycling ever, n=481 and Walking ever: 936[12]

[11] Cycling: and Walking: ever include all respondents who answered Always, Very often, Sometimes, and Occasionally to the question *How often do you travel by the following modes?*. Totals may not add up to 100% as respondents could select multiple responses.

[12] Total respondents figures include all respondents who provided an answer to the question *How often do you travel by the following modes?* and *What is the purpose of your trip(s)?*

Quality of public realm

Alongside the construction of segregated cycle paths, the Connecting Woodside project aims to create better streets and places for people by improving the quality of the public realm. Place-making is central to the project, with the aim of supporting economic regeneration and increasing the attractiveness of the area. Respondents to the postal survey were asked questions on these themes, and this section presents the findings from an analysis of these questions.

The results of the postal survey show that residents of the area believe Woodside is a pleasant place to live, but they had concerns about issues such as anti-social behaviour, maintenance of the public realm and safety for children. There was a difference between respondents' perception of the liveability of the main shopping areas in Woodlands, with a much higher proportion of respondents on Woodlands Road than St George's Road agreeing that the route is good/attractive. Despite this, postal survey respondents were very positive about the impact they believed the infrastructure changes would have on the sense of community.

Liveability

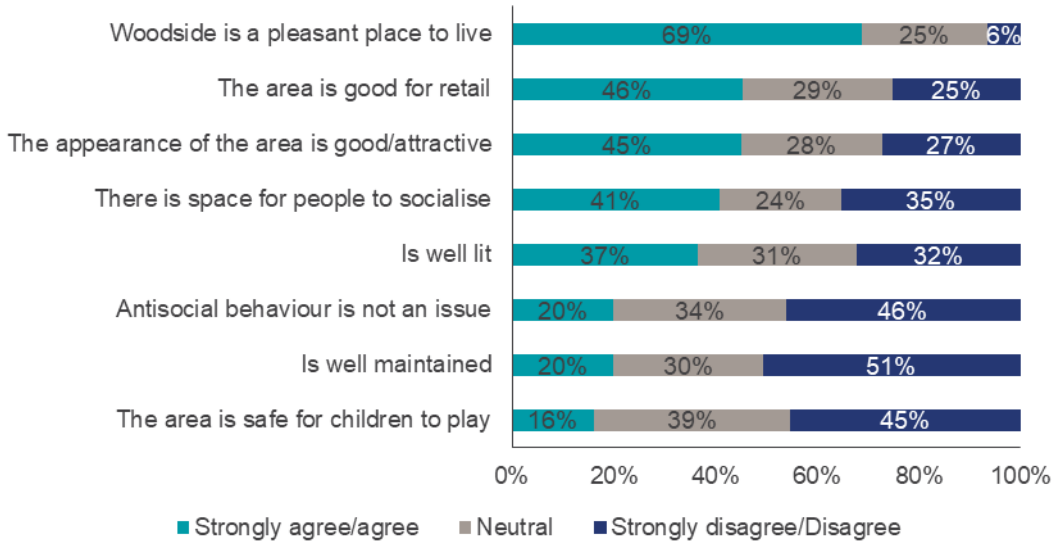
The postal survey asked respondents about their perception of the community cohesion and the physical environment of Woodside. Figure 12 shows that 69% of respondents agree that Woodside is a pleasant place to live, although less than half (45%) agree that the appearance of the area is good/attractive.

"Very welcome changes which would make life more pleasant."

Postal survey respondent

There is evidently room for improvement in these figures: 51% disagree that the area is well maintained, 45% disagree that the area is safe for children to play, and 46% believe that anti-social behaviour is an issue, all of which presents potential areas that could be focused on.

Figure 12 – How would you rate Woodside in terms of the following statements?



Maximum number of respondents for all statements: n= 942; minimum respondents: n=891.

Respondents to the shopper's survey were asked questions on their perceptions of the sociability and the appearance of the route. Whilst 74% of the shoppers on Woodlands Road agreed that the appearance of the route is good/attractive, only 23% of shoppers on St George's Road felt the same[13]. A similar pattern occurred when shoppers were asked if there was space for people to socialise and whether they chose the shopping area because it was pleasant. On Woodlands Road, 75% of shoppers agreed there was space to socialise, but only 23% on St George's Road felt the same (42% were neutral); 19% of shoppers on Woodlands Road chose the area because it was pleasant, but only 6% on St George's Road did the same.

Community cohesion

Respondents to the postal survey were asked about their perception of the community cohesion within Woodlands. They were asked to what extent they felt the proposed infrastructure changes would impact the sense of community and 71% felt it would either greatly or slightly improve. As to their perception of the sense of community at the time of surveying, 49% agreed that people get on well together in the neighbourhood (43% were neutral, leaving only 8% who disagreed). However, in terms of actual involvement in the community,

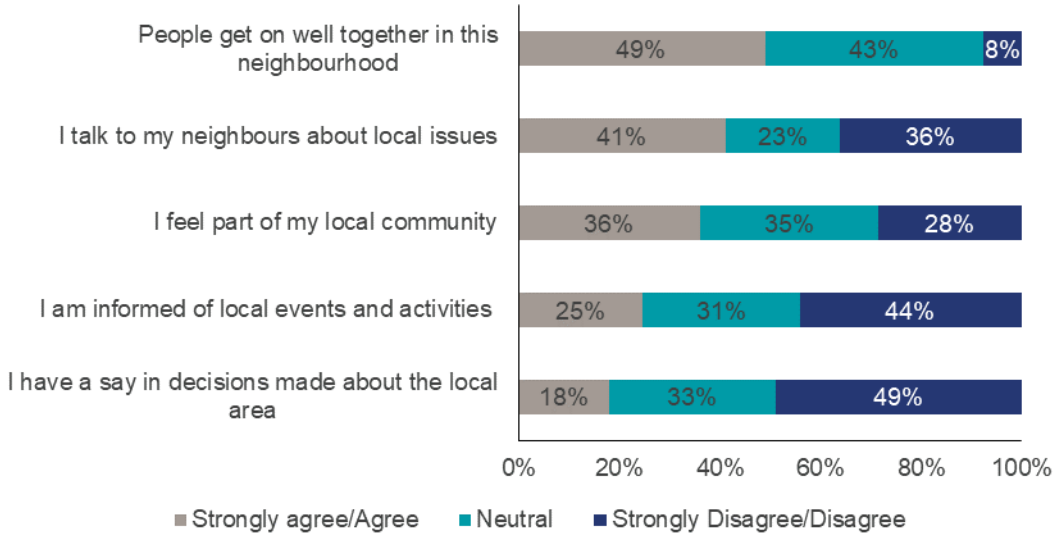
"Excited to see the potential be realised! Community grew stronger, healthier, kinder."

Postal survey respondent

[13] St George's Road, n=52 and Woodlands Road, n=57

only 18% agreed that they have a say in decisions about the local area and only 25% agreed that they are informed of local events and activities (Figure 13).

Figure 13 – How strongly do you agree or disagree with the following statements?



Maximum number of respondents for all statements: n= 951; minimum respondents: n=939.

Economic vitality

There is a large body of research that suggests the construction of dedicated cycling infrastructure and improvement of pedestrian facilities generates an increased economic expenditure in businesses along the newly constructed route[14]. Research also suggests that cyclists and pedestrians spend more money in businesses than those travelling by car and so by improving active travel infrastructure more cyclists and pedestrians are drawn to the area and thus generate greater economic expenditure. The RVSs and vacancy rate data will be used to provide an understanding of the economic environment in Woodside as it currently stands pre-intervention[15].

The RVSs have revealed similarities and differences between the two main shopping areas in Woodside. Shoppers on Woodlands Road usually spend more money but they visited St George's Road more often; at both locations the top shopping purposes were 'heading for a takeaway' or 'shopping for food/groceries', but they were switched for each site; at both locations shoppers agreed that being close to home and aiming for a specific retailer were important factors in their decision to shop there and around 50% at each location were spending less than 15 minutes in the area. Evidence suggests that shoppers don't consider these areas as somewhere they would spend time, socialise and relax in, rather they fulfil a specific purpose and spend a minimal amount of time there. This presents an opportunity for improving the placemaking of the area, and thus increasing the footfall provided to the businesses.

Economic expenditure in Woodside

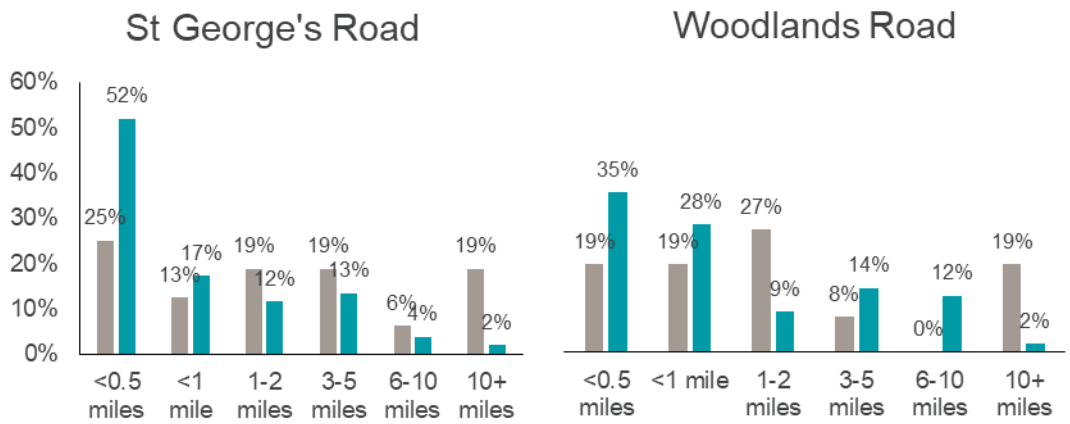
Retail owners along Woodlands Road and St George's Road were asked to estimate how far most of their customers travel to access the retail area. At the same time, surveyors also asked the shoppers in the area to estimate how far they had actually travelled.

Figure 14 demonstrates the differences in these estimates. On St George's Road retailers over estimated the number of customers travelling from 1 to 10+ miles and underestimated the proportion travelling less than a mile to the retail area. The results from Woodlands Road vary slightly, the retailers still overestimated the proportion of customers travelling 10+ miles and they still underestimated the proportion of customers travelling under a mile.

[14] Living Streets (2020) *The Pedestrian Pound: The business case for better streets and places*. Available from: https://www.highstreetstaskforce.org.uk/resources/details/?id=233fa1b5-2c21-4d32-881e-31b3fb862e22

[15] Data collected regarding the types of commercial properties and the number that are vacant in the project area is available in the appendix.

Figure 14 – Retailer estimated proportion of how far customers travel vs shopper's value



Respondents: St George's Road, retailers n=16, and shoppers n=52; Woodland Road, retailers n= 26, and shoppers n=57

Table 3 and Table 4 present the shopping and travel characteristics of shoppers interviewed on Woodlands Road and St George's Road. These baselines will be re-visited at post-construction to understand if the project has had any impact on shopping behaviour in the area.

Table 3 – Characteristics and responses of shoppers at Woodlands Road

72%

of shoppers had travelled from home

£19.60

mean spend on the day

£14.20

mean spend usually

The most common reasons shoppers chose St George's Road were:

Close to home (39%)

Specific retailer (30%)

Pleasant area (19%)

16%

of shoppers said that their mode of transport allowed them to shop more often (75% said it didn't affect the frequency they shop)

44% were heading for a takeaway, **39%** were shopping for food/groceries, **12%** for stationary/ books/ CDs/ DVDs and **12%** were using services like the bank or Post Office

9

Mean number of times shoppers visited the shops per month

51%

of shoppers were spending less than 15 minutes in the area but **25%** were spending more than 46 minutes

Table 4 – Characteristics and responses of shoppers at St George's Road

85%

of shoppers had travelled from home

£52

mean spend on the day

£10.60

mean spend usually

The most common reasons shoppers chose St George's Road were:

Close to home (67%)

Specific retailer (39%)

Support local traders (24%)

Only 6% chose the area because it was pleasant.

40%

of shoppers said that their mode of transport allowed them to shop more often

54% were shopping for food/groceries, **29%** were heading for a takeaway, **19%** for stationary/ books/ CDs/ DVDs and **17%** were using services like the bank or Post Office

14

Mean number of times shoppers visited the area per month

60%

of shoppers were spending less than 15 minutes in the area and **25%** between 16 and 30 minutes

GCC also provided information on the vacancy rate of commercial properties in the St George's Road and Great Western Road area of Woodside. When it was collected in 2018, the data suggested that there was relatively few vacant shops in the area, with only 13% of the 160 properties classed as vacant. This data will be more informative when comparing with post intervention monitoring. A summary of the data is available in Figure 22 on page 49 in the appendix.

Health and wellbeing

Physical activity and active travel are recognised as aids in improving the health and wellbeing of individuals. By improving access to walking and cycling, Connecting Woodside aims to increase levels of physical activity in the project area and consequently improve residents' health and wellbeing. The Chief Medical Officer of Scotland recommends adults aged 19-64 engage in at least 150 minutes of moderate intensity activity (such as brisk walking or cycling) or 75 minutes of vigorous intensity activity per week[16]. The results of the postal survey and A2S surveys are used here to present a baseline of physical activity levels throughout the project area.

The high levels of walking reported in the postal survey suggests that many residents may be achieving their recommended physical activity levels already, though the proportion achieving the recommended levels could be increased further by enabling residents to cycle more. The postal survey also reveals that the majority of residents rate their health positively, with only a small minority rating it negatively.

Physical activity levels through walking and cycling

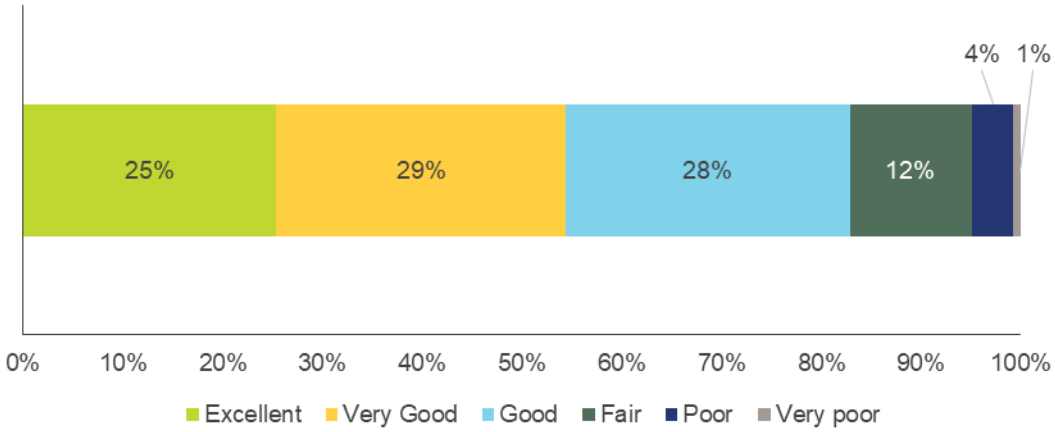
As outlined on page 14, there is already a high proportion of residents within the postal survey catchment area travelling by walking, with 91% of respondents always or very often choosing to walk. On the other hand, there are less respondents cycling, with only 29% of respondents always or very often cycling. It is not possible to assess how many respondents are achieving the CMO guidelines through walking and cycling from these figures, however we can assess the general health of respondents through answers to demographic questions. Figure 15 shows that the majority of respondents rate their general health positively and only a minority rate it negatively. Our analysis reveals a statistically significant relationship between whether respondents rate their health positively or negatively and how often they choose to cycle through the area.

"I think it's great that our city & our area are undertaking projects with this ethos; to make communities more active, connected, safe & green."

Postal survey respondent

[16] UK Chief Medical Officers' Physical Activity Guidelines (7th September 2019) Available from: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/832868/uk-chief-medical-officers-physical-activity-guidelines.pdf

Figure 15 – Overall how would you rate your general health over the last four weeks?



Respondents: n= 972

Accessibility

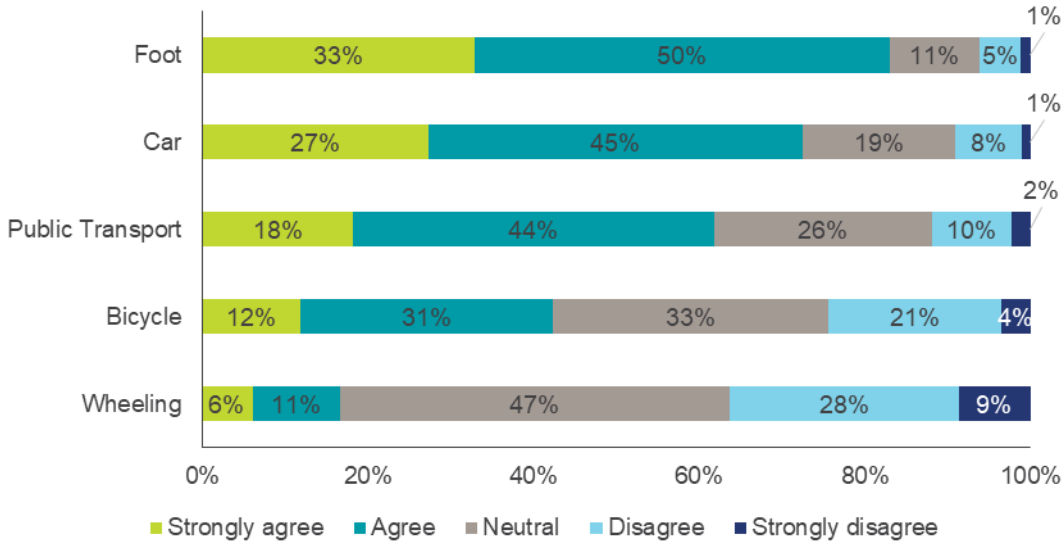
Central to the aims and objectives of Sustrans and Transport Scotland is ensuring that all new and upgraded infrastructure is accessible to all users and demographics. This must consider all potential users of the infrastructure, including mobility impaired individuals, prams, adapted cycles and all other active travel users. Accessibility also considers the protected characteristics relevant to transport and active travel as set out in the Equality Act (2010). This section presents a sample of the demographic data collected in the surveys and considers how different groups/users access the infrastructure and the area in general.

When asked which modes were most accessible when travelling around Woodside, the respondents to the postal survey, RVSs and A2S surveys all suggested that walking was the most accessible. In the postal survey, respondents considered the area easiest to access by foot, car and public transport, and least easy to access by bicycle and wheeling. In the A2S surveys and RVSs, the majority of respondents agreed that the stations and shopping areas were easy to walk to and access by public transport, but disagreed that they were accessible by bicycle. Demographic data collected as part of the various surveys and counts also provides a baseline assessment for future comparison, for instance, in terms of the representativeness of the groups using the existing walking and cycling facilities.

Accessibility for all users

Figure 16 shows that the majority of respondents to the postal survey agree that the area is easily accessible by foot, car and public transport, with 83%, 72% and 62% agreeing respectively. Comparatively, only 43% agree that the area is easily accessible by bicycle, indicating that the facilities provided for cycling are inferior to the facilities provided for driving and walking. However, the lowest percentage agreement is for wheeling, at only 17%; this rises to 29% agreement when looking at only respondents who ever ‘wheel’ through the area.

Figure 16 – How much do you agree that the area is easy to access by…?



Respondents: car, n=821; public transport, n=863; wheeling, n=606; bicycle, n=846; foot, n=958.

The above findings are reinforced by respondent ratings on how 'friendly' the area is for different travel modes. Walking had the highest levels of agreement, with 51% of respondents agreeing the area was friendly to pedestrians. This was followed by cycling, with 20% agreeing the area was friendly to cyclists, and 10% agreeing the area was friendly to wheeling. The percentage agreement for wheeling rose slightly (to 14%) when looking at only respondents who ever 'wheel' through the area.

"Improvements for pedestrians, cycles & wheelers to Great Western Rd & Maryhill Rd would make a big difference / benefit the area."

Postal survey respondent

Mode accessibility questions were also asked in the A2S surveys and a similar pattern was repeated once again. Respondents were asked whether the station was easy to access by foot, public transport, and bicycle. There was a high proportion of respondents at both stations who agreed that the station was easy to access by foot, with 95% at Kelvinbridge and 92% at St George's Cross in agreement. There were slightly more respondents at Kelvinbridge who agreed that the station was easily accessible by public transport (60%) than at St George's Cross (50%). Less than half of respondents felt the stations were easily accessible by bicycle: 34% (Kelvinbridge) and 46% (St George's Cross).

Respondents to the RVSs were also asked whether they thought the area was easily accessible for each different mode. Amongst the shoppers there was again a high proportion of respondents who thought the area was easy to access by foot, with 81% on St George's Road and 91% on Woodlands Road. For ease of access for cyclists, 23% at St George's Road

agreed and 44% at Woodlands Road agreed. For wheelchair/ mobility scooters, only 6% felt that St George's Road was easy to access (only 23% disagreed as 71% were neutral) and 25% at Woodlands Road (only 30% disagreed as 46% were neutral). When asked whether the shopping area is easily accessible, 90% agreed it was at St George's Road and 88% at Woodlands Road.

Diversity of user groups

Demographic data has been collected through several of the monitoring tools implemented on this project. As part of the manual counts, the surveyor recorded the gender, age and mode of all the users counted and this data provides a useful snapshot of the diversity of cyclists and pedestrians in the area. Demographic data was also collected as part of the postal survey, A2S surveys and RVSs. Whilst the postal survey provides an understanding of the area wide demographics, the A2S surveys and RVSs provide an understanding of the diversity of user groups accessing specific locations and services. Demographic data collected through the A2S surveys and RVSs is available in Table 7 in the appendix. A comparison between the demographic data collected in the postal survey and the figures presented in GCC's Ward factsheet also provides an understanding of the representativeness of the survey sample. This comparison is available in Table 5.

The demographic data collected in the postal survey provides an overall picture of the demographics of the individuals living in the postal survey distribution area. By comparing the figures with official demographic statistics for the area, we can assess the representativeness of the survey. The official statistics come from a ward factsheet produced by GCC in 2017, which pulls figures from a variety of sources; the catchment area for the ward almost matches the area the postal survey was distributed to (the ward area is slightly larger)[17]. The demographic categories from the postal survey have been adjusted slightly to fit the categories provided in the factsheet and comparisons for some categories aren't available.

Table 5 shows that, on the whole, the sample of respondents in the postal survey match quite closely the demographic proportions set out in the ward factsheet, for instance, on gender and economic activity. The largest disparity is seen in the age demographic, where older age groups are over represented in the postal survey sample. Respondents who identify as white are also overrepresented in the postal survey sample, though the disparity is much narrower.

[17] Glasgow City Council (2017) City ward factsheets: Ward 11 - Hillhead. Available from: https://www.glasgow.gov.uk/CHttpHandler.ashx?id=9537&p=0

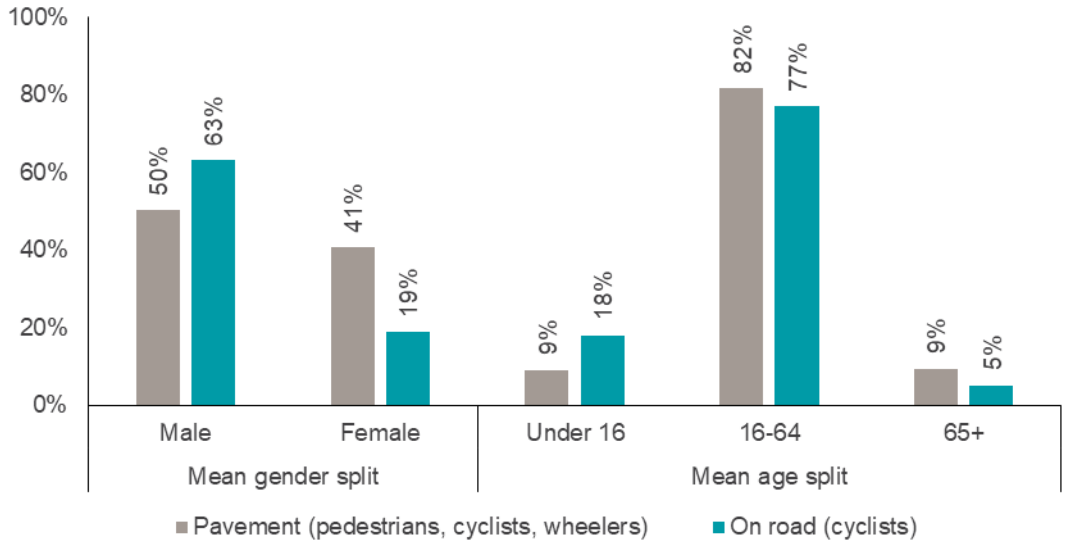
Table 5 – Comparison of demographic data collected in the postal survey with the Hillhead Ward factsheet

Demographic	Postal survey %[18]	Ward factsheet %
Gender[19]		
Males	46.5%	49.8%
Females	51.8%	50.2%
Age		
16-44	52.0%	72.5%
45-64	29.7%	18.4%
65+	19.0%	9.1%
Ethnicity		
White	91.3%	80.0%
Mixed	2.6%	1.2%
Indian	1.3%	2.3%
Pakistani	1.3%	6.1%
Bangladeshi	0.0%	0.2%
Chinese	1.4%	4.9%
Other Asian	0.8%	1.6%
African	0.6%	1.8%
Caribbean and Black	0.1%	0.3%
Other Ethnic Group	0.6%	1.6%
Employment[20]		
Economically active	66.7%	62.3%
➢ **Employees**	58.6%	48.2%
➢ **Self employed**	2.3%	6.5%
➢ **Unemployed**	5.9%	7.7%
Economically inactive	33.2%	37.7%

[18] Respondents to the postal survey who selected 'prefer not to say' for the demographic questions have been excluded from this analysis, as this data was not included in the WARD factsheet figures.
[19] The postal survey also provided an option for 'Non-Binary', 'I identify in another way' and 'Prefer to self describe' but these demographics were not available in the WARD factsheet so have been excluded from this analysis.
[20] The WARD factsheet broke down 'Economically Active' into employees, self employed and unemployed but didn't break down 'Economically inactive'. For the purposes of this analysis, the postal survey categories 'looking after home/family', 'retired', 'studying' and 'voluntary worker' have been grouped together to form the economically inactive group.

Figure 17 shows that on average more males users were counted across all the manual count sites both on the pavement and on road. The gender split widens further when considering the average on road count (the only users counted on road were cyclists), suggesting that, perhaps due to safety concerns, women feel less comfortable cycling on road. As it's the largest age group, more adults aged 16-64 were counted both on road and on the pavement, though this proportion decreases slightly when considering on road cyclists only. There were also double the number of under 16 users counted on road than there were on the pavement.

Figure 17 – Mean demographic characteristics of users counted on- and off-road at manual count locations[21]



For the number of users counted please refer to Figure 4 on page 15

[21] The average split of genders does not add up to 100% because the gender of children is not recorded in manual counts and is assumed to be an even split.

Future monitoring

At the time of writing, the infrastructure interventions are still under construction. Sections on Sauchiehall Street and Garscube Road have already been constructed with the rest of the construction continuing throughout the next few years. The current programme of events suggests a construction completion date of early 2023. Following a suitable 'bedding in' period, Sustrans and GCC will undertake a programme of follow up monitoring to build on the results presented in this report.

The follow up monitoring will focus on measuring the impact of the scheme by repeating many of the same monitoring tools undertaken at baseline. This will enable Sustrans to produce an impact report based on a comparison between the baseline and follow up monitoring results. Certain aspects and tools of the follow up monitoring may be adapted to take into account the lessons learned from conducting the baseline monitoring.

The postal survey will likely undergo the most change, with some amendments to the questions themselves. Many respondents highlighted sections of the survey they didn't understand due to jargon (eg. 'quietway', 'wheeling'), these questions will be edited to be made more clear. During analysis it also became apparent that it would be useful to have collected location data from respondents to understand where in the neighbourhood they live and what infrastructure they might be referring to. This would of course have to comply with GDPR regulations, for instance, only collecting the first three digits of the respondents' postcode.

A more targeted approach will also be used for the distribution of the postal survey to try and more closely match the survey sample with the local population profile. To increase the proportion of young people responding to the survey it might be beneficial to provide an online option for completing the survey and we could specifically target groups of young people in youth groups, universities/colleges, and workplaces. The distribution could also be specifically targeted towards non-white and economically inactive groups to try and improve the representation of ethnic minorities and non-working individuals in the sample.

As we were unable to conduct focus groups with the local community, these will be a priority at follow up to ensure we can gather more qualitative data as part of the monitoring programme. The construction of traffic free segregated cycle lanes may also enable us to conduct full Route User Intercept Surveys (RUIS) with the users of the paths.

To further understand the impact of Connecting Woodside, Sustrans will also re-visit the area and undertake legacy monitoring two years post scheme completion (approximately 2025). This will further the understanding of the long term impacts the scheme is having and better reflect typical usage after the initial period of change caused by the scheme's implementation.

Appendices

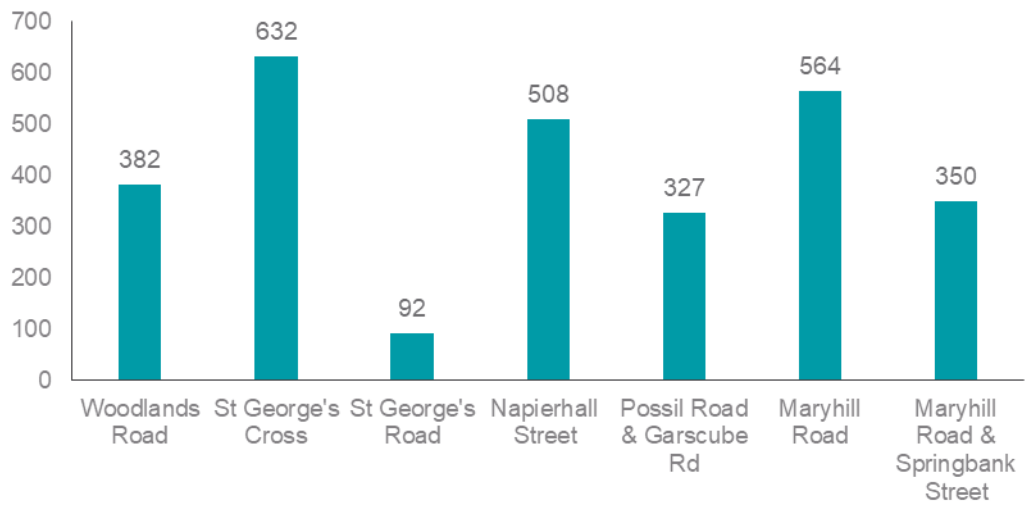
Annual Usage Estimates derived from Manual Counts

Table 6 - AUE for each user type at the manual count locations

Site	Pedestrians	Cyclists	Other users	Total	On road cyclists
Woodlands Road	1,254,827	64072.2	12009.3	1,330,908	11005
West Princes Street	745,968	67443.8	15627.8	829,040	3912
Great Western Road	1,075,865	88581.6	16455.2	1,180,902	27891
Maryhill Road	900,749	79307.6	15027.6	995,084	24444
North Woodside Road	711,516	24855.6	7262.8	743,634	6853
Garscube Road	517,415	48863	8712.7	574,991	12760
St George's Road	637,343	37235.8	5524.8	680,103	13644

Glasgow City Council cycle counts

Figure 18 – number of cyclists counted at each GCC location over a two-weekday period between 06:00 and 18:00



Demographic data from A2S surveys and RVSs

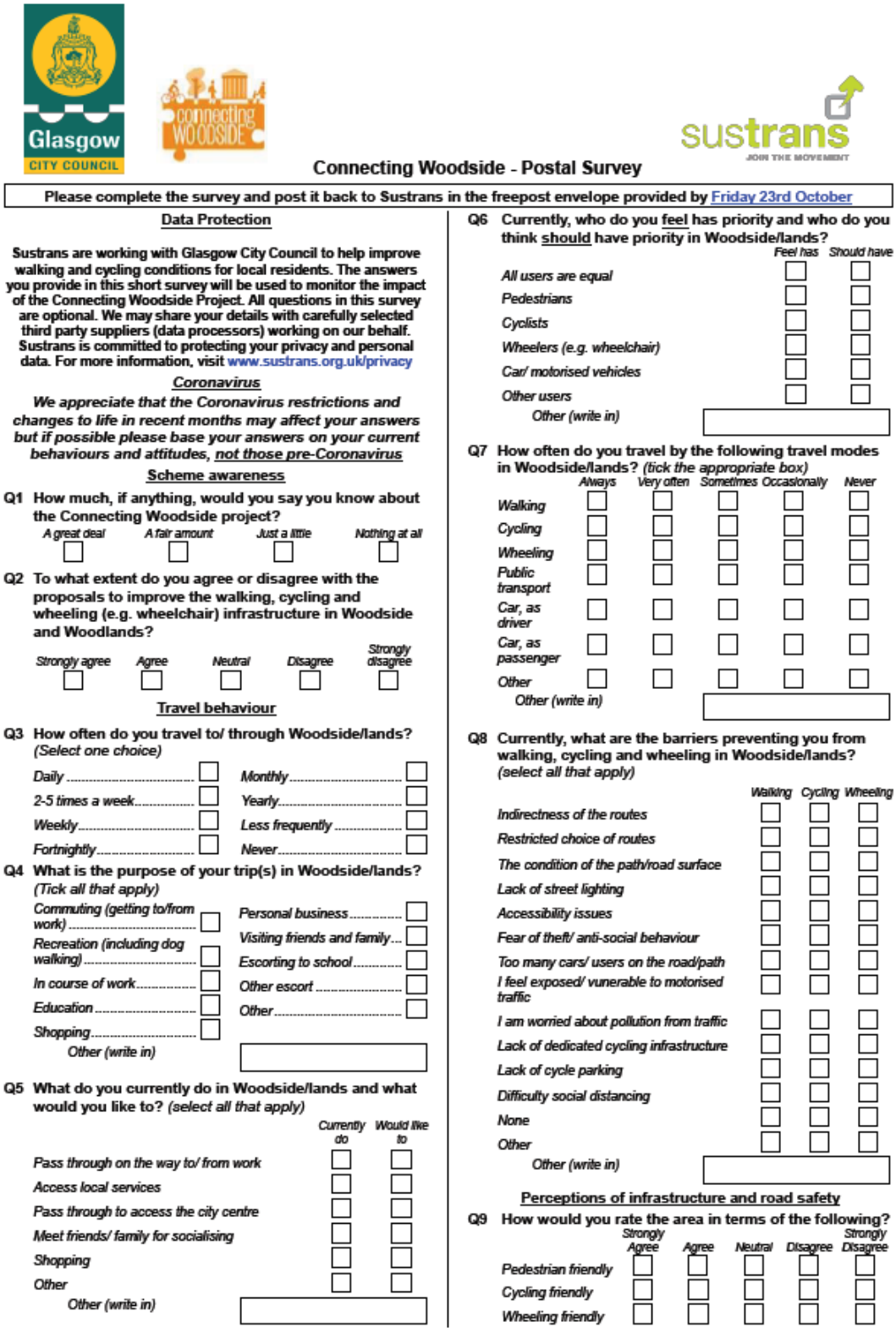
Table 7 – Demographic proportions of the respondents within the RVS and A2S survey samples

Survey	Gender		Age			Day-to-day activities limited by a health problem?		Ethnicity			
	Male	Female	16-44	45-64	65+	Yes, limited a little/ a lot	No	White[22]	Mixed	Asian	Chinese
Kelvinbridge Station	48.1%	51.9%	58.1%	33.4%	8.5%	6.3%	93.8%	-	-	-	-
St George's Cross Station[23]	54.2%	45.2%	55.5%	41.3%	3.2%	14.2%	85.8%	-	-	-	-
St George's Road	55.8%	44.2%	42.3%	36.6%	21.2%	-	-	98.0%	1.9%	0.0%	0.0%
Woodlands Road[24]	71.9%	28.1%	57.9%	38.6%	3.5%	-	-	94.8%	0.0%	1.8%	3.5%

[22] A large proportion (59.6% on St George's Road and 35.1% on Woodlands Road) of respondents in the RVSs identified as 'Any other White background', this is likely to be respondents who identify as White - Scottish rather than White – British.
[23] One respondent chose non-binary/third gender.
[24] One respondent stated their gender identity wasn't the same gender they were assigned at birth.

Connecting Woodside survey forms used

Figure 19 – Postal Survey distributed to 10,035 addresses



Glasgow CITY COUNCIL

connecting WOODSIDE

sustrans JOIN THE MOVEMENT

Connecting Woodside - Postal Survey

Please complete the survey and post it back to Sustrans in the freepost envelope provided by Friday 23rd October

Data Protection

Sustrans are working with Glasgow City Council to help improve walking and cycling conditions for local residents. The answers you provide in this short survey will be used to monitor the impact of the Connecting Woodside Project. All questions in this survey are optional. We may share your details with carefully selected third party suppliers (data processors) working on our behalf. Sustrans is committed to protecting your privacy and personal data. For more information, visit www.sustrans.org.uk/privacy

Coronavirus

We appreciate that the Coronavirus restrictions and changes to life in recent months may affect your answers but if possible please base your answers on your current behaviours and attitudes, not those pre-Coronavirus

Scheme awareness

Q1 How much, if anything, would you say you know about the Connecting Woodside project?

A great deal ☐ A fair amount ☐ Just a little ☐ Nothing at all ☐

Q2 To what extent do you agree or disagree with the proposals to improve the walking, cycling and wheeling (e.g. wheelchair) infrastructure in Woodside and Woodlands?

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree ☐

Travel behaviour

Q3 How often do you travel to/ through Woodside/lands? *(Select one choice)*

Daily	☐	Monthly	☐
2-5 times a week	☐	Yearly	☐
Weekly	☐	Less frequently	☐
Fortnightly	☐	Never	☐

Q4 What is the purpose of your trip(s) in Woodside/lands? *(Tick all that apply)*

Commuting (getting to/from work)	☐	Personal business	☐
Recreation (including dog walking)	☐	Visiting friends and family	☐
In course of work	☐	Escorting to school	☐
Education	☐	Other escort	☐
Shopping	☐	Other	☐

Other (write in) ☐

Q5 What do you currently do in Woodside/lands and what would you like to? *(select all that apply)*

	Currently do	Would like to
Pass through on the way to/ from work	☐	☐
Access local services	☐	☐
Pass through to access the city centre	☐	☐
Meet friends/ family for socialising	☐	☐
Shopping	☐	☐
Other	☐	☐

Other (write in) ☐

Q6 Currently, who do you feel has priority and who do you think should have priority in Woodside/lands?

	Feel has	Should have
All users are equal	☐	☐
Pedestrians	☐	☐
Cyclists	☐	☐
Wheelers (e.g. wheelchair)	☐	☐
Car/ motorised vehicles	☐	☐
Other users	☐	☐

Other (write in) ☐

Q7 How often do you travel by the following travel modes in Woodside/lands? *(tick the appropriate box)*

	Always	Very often	Sometimes	Occasionally	Never
Walking	☐	☐	☐	☐	☐
Cycling	☐	☐	☐	☐	☐
Wheeling	☐	☐	☐	☐	☐
Public transport	☐	☐	☐	☐	☐
Car, as driver	☐	☐	☐	☐	☐
Car, as passenger	☐	☐	☐	☐	☐
Other	☐	☐	☐	☐	☐

Other (write in) ☐

Q8 Currently, what are the barriers preventing you from walking, cycling and wheeling in Woodside/lands? *(select all that apply)*

	Walking	Cycling	Wheeling
Indirectness of the routes	☐	☐	☐
Restricted choice of routes	☐	☐	☐
The condition of the path/road surface	☐	☐	☐
Lack of street lighting	☐	☐	☐
Accessibility issues	☐	☐	☐
Fear of theft/ anti-social behaviour	☐	☐	☐
Too many cars/ users on the road/path	☐	☐	☐
I feel exposed/ vunerable to motorised traffic	☐	☐	☐
I am worried about pollution from traffic	☐	☐	☐
Lack of dedicated cycling infrastructure	☐	☐	☐
Lack of cycle parking	☐	☐	☐
Difficulty social distancing	☐	☐	☐
None	☐	☐	☐
Other	☐	☐	☐

Other (write in) ☐

Perceptions of infrastructure and road safety

Q9 How would you rate the area in terms of the following?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Pedestrian friendly	☐	☐	☐	☐	☐
Cycling friendly	☐	☐	☐	☐	☐
Wheeling friendly	☐	☐	☐	☐	☐

Q10 Thinking about personal safety, how safe do you feel travelling by the following modes in Woodside/lands?

	Very Safe	Safe	Neutral	Unsafe	Very unsafe
Walking	☐	☐	☐	☐	☐
Cycling	☐	☐	☐	☐	☐
Wheeling	☐	☐	☐	☐	☐
Other	☐	☐	☐	☐	☐

Other (write in) ☐

Accessibility

Q11 How much do you agree that Woodside/lands is easy to access by...?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Foot	☐	☐	☐	☐	☐
Cycle	☐	☐	☐	☐	☐
Wheeling	☐	☐	☐	☐	☐
Public transport	☐	☐	☐	☐	☐
Car	☐	☐	☐	☐	☐
Other	☐	☐	☐	☐	☐

Other (write in) ☐

Place shaping

Q12 How would you rate Woodside/lands in terms of the following statements? *(tick the appropriate boxes)*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The appearance is good/attractive	☐	☐	☐	☐	☐
It is well lit	☐	☐	☐	☐	☐
Is well maintained	☐	☐	☐	☐	☐
Safe for children to play	☐	☐	☐	☐	☐
Is accessible to people with a range of abilities	☐	☐	☐	☐	☐
Is good for retail	☐	☐	☐	☐	☐
There is space for people to socialise	☐	☐	☐	☐	☐
Anti-social behaviour is not an issue	☐	☐	☐	☐	☐
Woodside/lands is a pleasant place to live	☐	☐	☐	☐	☐

Q13 To what extent do you feel the proposed changes to the routes will impact on the following? *(Tick the appropriate boxes)*

	Greatly Improve	Slightly Improve	No Impact	Slightly Impair	Greatly Impair
Access to local services	☐	☐	☐	☐	☐
Access to city centre	☐	☐	☐	☐	☐
Tourism	☐	☐	☐	☐	☐
Sense of community	☐	☐	☐	☐	☐
Feelings of safety	☐	☐	☐	☐	☐
Links to local routes	☐	☐	☐	☐	☐

Community

Q14 How strongly do you agree or disagree with the following statements? *(Tick the appropriate boxes)*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am informed of events/ activities	☐	☐	☐	☐	☐
I have a say in decisions about my local area	☐	☐	☐	☐	☐
I talk to my neighbours about local issues	☐	☐	☐	☐	☐
I feel part of my local community	☐	☐	☐	☐	☐
People get on well together in Woodside/lands	☐	☐	☐	☐	☐

Q15 Do you have any further comments about the Connecting Woodside project?

About you

Q16 Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last at least 12 months?

Yes, limited a lot ☐ Yes, limited a little ☐ No ☐ Prefer not to say ☐

Q17 Overall, how would you rate your general health over the last four weeks? *(Select one choice only)*

Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor ☐ Very poor ☐

Q18 Are you? *(Select one choice only)*

Male (including trans male) ☐ I identify in another way ☐
Female (including trans female) ☐ Prefer not to say ☐
Non-binary/ third gender ☐ I prefer to self describe ☐
Self description ☐

Q19 Is your gender identity the same gender you were assigned at birth?

Yes ☐ No ☐ Prefer not to say ☐

Q20 Which age group do you fit into? *(Select one choice)*

16 - 24 ☐ 55 - 64 ☐
25 - 34 ☐ 65+ ☐
35 - 44 ☐ Prefer not to say ☐
45 - 54 ☐

Q21 Which of the following best describes your working status? *(Select one choice only)*

Employed full-time (30+ hours) ☐ Retired ☐
Employed part time ☐ Studying ☐
Looking after home/family ☐ Voluntary worker ☐
Unemployed/sick leave ☐ Other ☐
Other (write in) ☐

Q22 Which of the following ethnic groups do you consider you belong to? *(Select one choice only)*

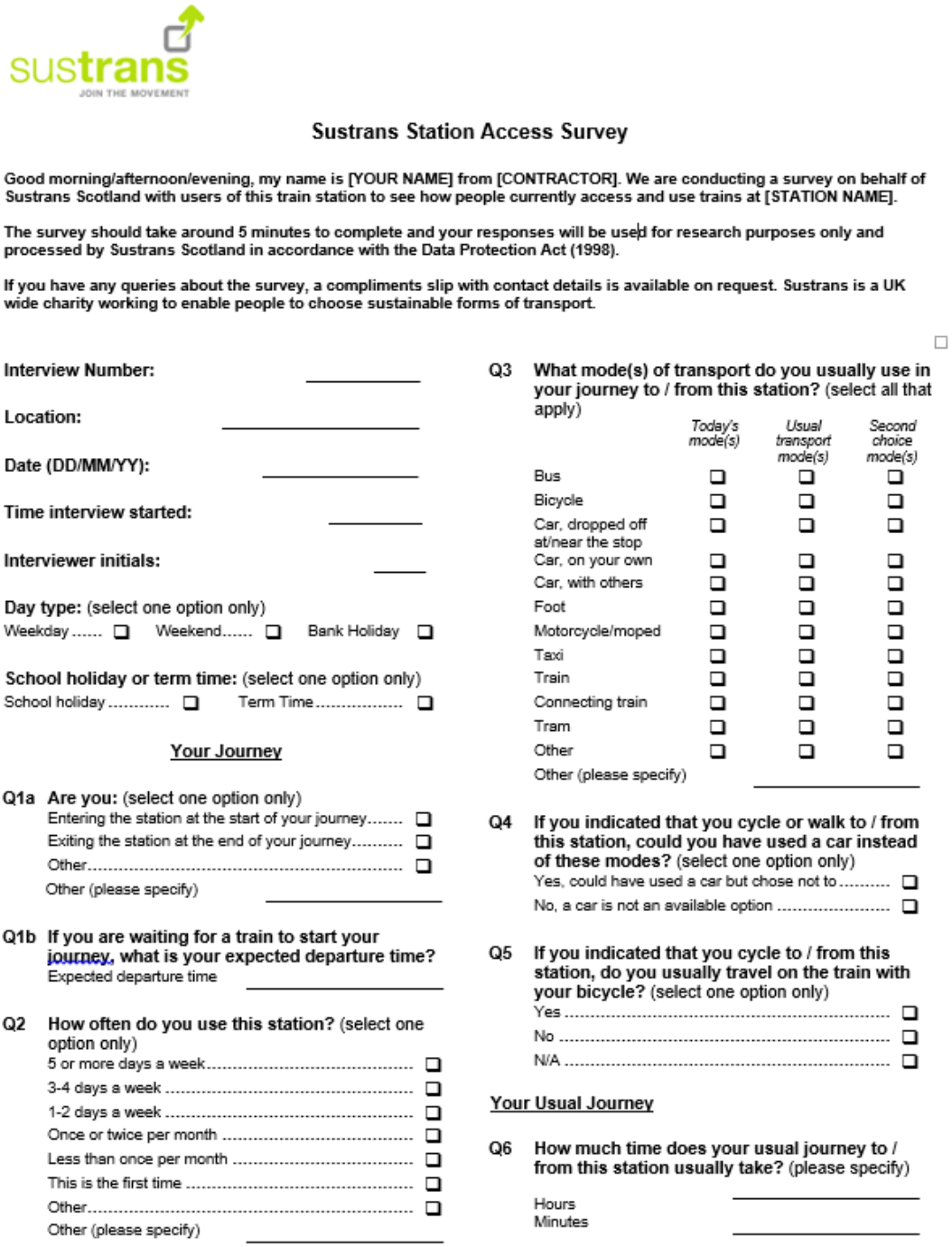
White ☐ Caribbean ☐
Mixed ethnicity ☐ African ☐
Indian ☐ Other Black ☐
Pakistani ☐ Chinese ☐
Bangladeshi ☐ Other ethnic group ☐
Other Asian ☐ Prefer Not To Say ☐

Contact

If you would like to be considered for the prize draw please provide your name and contact details. This information will be used to contact the winner and not for any other purpose.
By entering the prize draw you are confirming you have read and accepted the terms and conditions and agree to be bound by them.

Name ☐
Telephone number ☐
Email ☐

Figure 20 – Access to Stations survey



Sustrans Station Access Survey

Good morning/afternoon/evening, my name is [YOUR NAME] from [CONTRACTOR]. We are conducting a survey on behalf of Sustrans Scotland with users of this train station to see how people currently access and use trains at [STATION NAME].

The survey should take around 5 minutes to complete and your responses will be used for research purposes only and processed by Sustrans Scotland in accordance with the Data Protection Act (1998).

If you have any queries about the survey, a compliments slip with contact details is available on request. Sustrans is a UK wide charity working to enable people to choose sustainable forms of transport.

Interview Number: _____

Location: _____

Date (DD/MM/YY): _____

Time interview started: _____

Interviewer initials: _____

Day type: (select one option only)

Weekday ..... ❑ Weekend..... ❑ Bank Holiday ❑

School holiday or term time: (select one option only)

School holiday ..... ❑ Term Time ..... ❑

Your Journey

Q1a Are you: (select one option only)

Entering the station at the start of your journey..... ❑
Exiting the station at the end of your journey..... ❑
Other..... ❑
Other (please specify) _____

Q1b If you are waiting for a train to start your journey, what is your expected departure time?

Expected departure time _____

Q2 How often do you use this station? (select one option only)

5 or more days a week..... ❑
3-4 days a week ..... ❑
1-2 days a week ..... ❑
Once or twice per month ..... ❑
Less than once per month ..... ❑
This is the first time ..... ❑
Other..... ❑
Other (please specify) _____

Q3 What mode(s) of transport do you usually use in your journey to / from this station? (select all that apply)

	Today's mode(s)	*Usual transport mode(s)*	*Second choice mode(s)*
Bus	❑	❑	❑
Bicycle	❑	❑	❑
Car, dropped off at/near the stop	❑	❑	❑
Car, on your own	❑	❑	❑
Car, with others	❑	❑	❑
Foot	❑	❑	❑
Motorcycle/moped	❑	❑	❑
Taxi	❑	❑	❑
Train	❑	❑	❑
Connecting train	❑	❑	❑
Tram	❑	❑	❑
Other	❑	❑	❑

Other (please specify) _____

Q4 If you indicated that you cycle or walk to / from this station, could you have used a car instead of these modes? (select one option only)

Yes, could have used a car but chose not to ..... ❑
No, a car is not an available option ..... ❑

Q5 If you indicated that you cycle to / from this station, do you usually travel on the train with your bicycle? (select one option only)

Yes ..... ❑
No ..... ❑
N/A ..... ❑

Your Usual Journey

Q6 How much time does your usual journey to / from this station usually take? (please specify)

Hours _____
Minutes _____

Q7 **How far is your usual journey to / from this station?** (please write in miles or km)

Miles _____

Kilometres _____

Q8 **What are the start and end destinations of your usual journey to / from this station?** (please select one starting destination and one finishing destination)

	Where are you travelling from?	Where are you travelling to?
Home	❑	❑
Recreation	❑	❑
Work	❑	❑
In course of work	❑	❑
Education (school/college/etc)	❑	❑
Shopping	❑	❑
Personal business	❑	❑
Visiting friends/family	❑	❑
Social/entertainment	❑	❑
Holiday base	❑	❑
Escort to school	❑	❑
Other escort	❑	❑
Other	❑	❑

Other (please specify) _____

Q9 **What areas are you usually travelling to and from?** (preferably using post codes)

Area travelling to... _____

Area travelling from _____

Q10 **Using the following scale, please indicate the extent to which you agree with the following statement:** 'It is easy to access the station by...'

	Strongly agree	*Agree*	*Neutral*	*Disagree*	*Strongly disagree*	*N/A*
Foot	❑	❑	❑	❑	❑	❑
Bicycle	❑	❑	❑	❑	❑	❑
Public transport	❑	❑	❑	❑	❑	❑

Q11 **How would you rate this station for...**

	Very good	*Good*	*Neutral*	*Poor*	*Very poor*	*N/A*
Overall station environment	❑	❑	❑	❑	❑	❑
Cycle routes to/from station	❑	❑	❑	❑	❑	❑
Pedestrian routes to/from station	❑	❑	❑	❑	❑	❑
Car parking	❑	❑	❑	❑	❑	❑
Cycle parking	❑	❑	❑	❑	❑	❑
Personal safety at station	❑	❑	❑	❑	❑	❑

About You

Q12 **What is your gender?**

Female ❑

Male ❑

I identify in another way ❑

Prefer not to say ❑

Q13 **Which of these age groups describes you?** (please select one option)

16-19 ❑

20-29 ❑

30-44 ❑

45-59 ❑

60-74 ❑

75-84 ❑

85+ ❑

Prefer not to say ❑

Q14 **Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last at least 12 months** (select one option only)

Yes, limited a lot ❑

Yes, limited a little ❑

No ❑

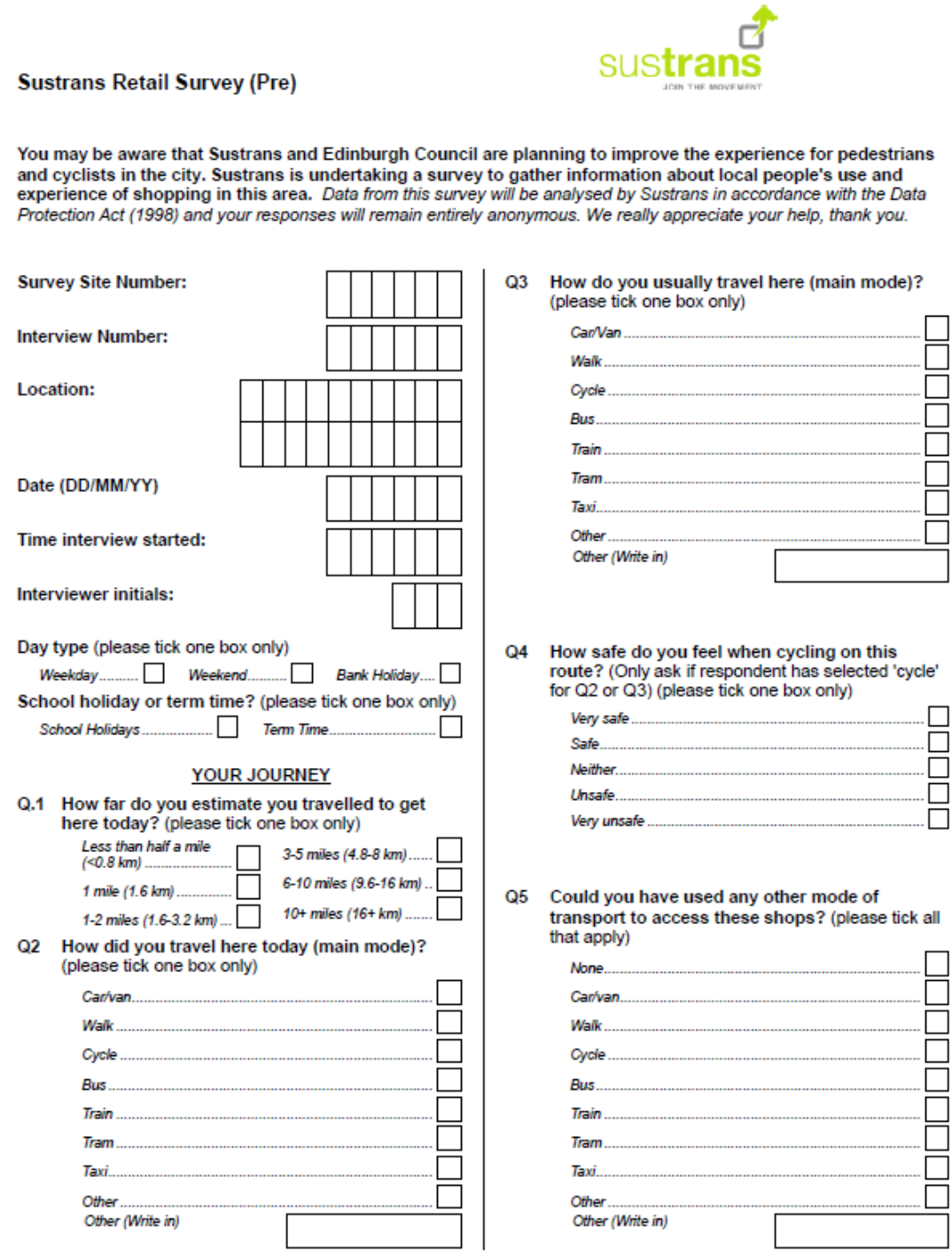
Prefer not to say ❑

Q15 **To be completed by all respondents:** I hereby consent to the information provided on this questionnaire to be processed by Sustrans and East Dunbartonshire Council for the purpose of monitoring the impact of this project. Any data collected will not be shared with any third party without my consent, or as required by law.

I agree with this statement ❑

Thank you for completing the survey!

Figure 21 – Retail vitality surveys



Sustrans Retail Survey (Pre)

You may be aware that Sustrans and Edinburgh Council are planning to improve the experience for pedestrians and cyclists in the city. Sustrans is undertaking a survey to gather information about local people's use and experience of shopping in this area. *Data from this survey will be analysed by Sustrans in accordance with the Data Protection Act (1998) and your responses will remain entirely anonymous. We really appreciate your help, thank you.*

Survey Site Number:

Interview Number:

Location:

Date (DD/MM/YY)

Time interview started:

Interviewer initials:

Day type (please tick one box only)

Weekday ☐ *Weekend* ☐ *Bank Holiday* ☐

School holiday or term time? (please tick one box only)

School Holidays ☐ *Term Time* ☐

YOUR JOURNEY

Q.1 How far do you estimate you travelled to get here today? (please tick one box only)

Less than half a mile (<0.8 km) ☐
1 mile (1.6 km) ☐
1-2 miles (1.6-3.2 km) ☐
3-5 miles (4.8-8 km) ☐
6-10 miles (9.6-16 km) ☐
10+ miles (16+ km) ☐

Q2 How did you travel here today (main mode)? (please tick one box only)

Car/van ☐
Walk ☐
Cycle ☐
Bus ☐
Train ☐
Tram ☐
Taxi ☐
Other ☐
Other (Write in)

Q3 How do you usually travel here (main mode)? (please tick one box only)

Car/Van ☐
Walk ☐
Cycle ☐
Bus ☐
Train ☐
Tram ☐
Taxi ☐
Other ☐
Other (Write in)

Q4 How safe do you feel when cycling on this route? (Only ask if respondent has selected 'cycle' for Q2 or Q3) (please tick one box only)

Very safe ☐
Safe ☐
Neither ☐
Unsafe ☐
Very unsafe ☐

Q5 Could you have used any other mode of transport to access these shops? (please tick all that apply)

None ☐
Car/van ☐
Walk ☐
Cycle ☐
Bus ☐
Train ☐
Tram ☐
Taxi ☐
Other ☐
Other (Write in)

Q.6 Why did you choose this mode to travel? (please tick all that apply)

- Cost ☐
- To carry items ☐
- Weather ☐
- Convenience ☐
- Health/fitness ☐
- Safety ☐
- Environmental issues ☐
- Parking nearby ☐
- Cost of parking ☐
- Distance from trip origin ☐
- Other ☐

Other (Write in) ☐

Q7 Where did you travel from and where are you going after? (please tick one 'from' location and one 'to' location)

	Travelled from	Travelling to
Home	☐	☐
Work	☐	☐
Education (including escort)	☐	☐
Visiting family/friends	☐	☐
Recreation/leisure	☐	☐
Other	☐	☐

Other (Write in) ☐

YOUR VISIT

Q8 What is the purpose of your visit today? (please tick all that apply)

- Shopping (Go to Q9) ☐
- Commuting (Go to Q20) ☐
- Other business (Go to Q20) ☐
- Education (including escort) (Go to Q20) ☐
- Recreation / leisure (Go to Q20) ☐
- Visiting family / friends (Go to Q20) ☐
- Other (Go to Q20) ☐

Other (Write in) ☐

Q9 What type of shopping do you intend to do today? (please tick all that apply)

- Clothing / footwear ☐
- Pharmaceuticals / toiletries ☐
- Stationery / books / CDs / DVDs ☐
- Food / groceries ☐
- Services (e.g. bank, post office) ☐
- Restaurant / cafe / diner ☐
- Takeaway food / bakery / deli ☐
- Electrical goods ☐
- Luxury goods ☐
- Home improvements / DIY ☐
- Other ☐

Other (Write in) ☐

Q10 Is this type of shopping the same type as what you normally do in this area? (please tick one box only)

- Yes ☐
- Don't know ☐
- No ☐

No (Please specify your normal type) ☐

Q11 Could you have undertaken today's shopping anywhere else? (please tick one box only)

- Yes ☐
- Don't know ☐
- No ☐

Q12 What made you choose this shopping area over others? (please tick one box only)

- Close to home ☐
- Close to work ☐
- Pleasant area ☐
- Specific retailer ☐
- Other facilities close by e.g. gym, park ☐
- Parking for car ☐
- Parking for bike ☐
- Other ☐

Other (Write in) ☐

THE RETAIL AREA

Q13 How much do you expect to spend today? (please estimate to the nearest pound) ☐

Q14 How much do you usually spend when you come shopping here? (please estimate to the nearest pound) ☐

Q15 Does the mode of transport you use affect how much money you usually spend? (please tick one box only)

- *Yes* ☐
- *No* ☐
- *Don't know* ☐
- *Why? (Please provide further details)* ☐

Q16 Do you feel this is a good retail area? (please tick one box only)

- *Yes* ☐
- *No* ☐
- *Don't know* ☐

Q17 How many times a month do you usually visit these shops?

☐

Q.18 Does your <u>usual</u> mode of transport affect the amount you shop? (please tick one box only)

- *Yes (It allows me to shop more often)* ☐
- *Yes (It prevents me from shopping as often as I would like)* ☐
- *No* ☐
- *Don't know* ☐
- *Other* ☐
- *Other (Please specify)* ☐

Q19 How long will you spend in this shopping area today? (please tick one box only)

- *Less than 15 mins* ☐
- *16 to 30 mins* ☐
- *31 to 45 mins* ☐
- *46 mins to 1 hour* ☐
- *More than 1 hour* ☐
- *Unsure* ☐

ABOUT YOU

(Survey form to be given to respondent to complete the remainder of the survey by hand)

This information will be kept confidential and only used to establish a profile of those using the retail area and whether there are any differences in the views of different people travelling to the retail area.

Q20 Are you? (please tick one box only)

- *Female* ☐
- *Male* ☐
- *Prefer not to say* ☐
- *Other* ☐
- *Other (Please specify)* ☐

Q21 Which age group do you fit into? (please tick one box only)

- *16 - 24* ☐
- *25 - 34* ☐
- *35 - 44* ☐
- *45 - 54* ☐
- *55 - 64* ☐
- *65+* ☐
- *Prefer not to say* ☐

Q22 What is your home postcode?

☐

Q23 How many other people live in your household? By this we mean people who have your residence as their only or main residence

- Children under 5 ☐
- Children 5-15 ☐
- Adults 16+ ☐
- Prefer not to say ☐

Q24 Which of the following best describes your working status? (please tick one box only)

- *Employed full time (30+ hours)* ☐
- *Employed part time* ☐
- *Not working due to disability or illness* ☐
- *Looking after home/family* ☐
- *Unemployed* ☐
- *Jobseeker* ☐
- *Retired* ☐
- *Studying* ☐
- *Self employed* ☐
- *Voluntary worker* ☐
- *Prefer not to say* ☐
- *Other* ☐
- *Other (Write in)* ☐

Q25 **Bearing in mind this data is not shared with 3rd parties and will only be analysed in conjunction with all other responses, could I ask what the total combined income of all members of your household was in 2013?**
(please select one income band)

Weekly Income	Annual Equivalent	
£0-£99	£0-5,199	☐
£100-£199	£5,200-£10,399	☐
£200-£299	£10,400-£15,599	☐
£300-£399	£15,600-£20,799	☐
£400-£499	£20,800-£25,999	☐
£500-£599	£26,000-£31,199	☐
£600-£699	£31,200-£36,399	☐
£700-£799	£36,400-£41,599	☐
£800-£899	£41,600-£46,799	☐
£900-£999	£46,800-£51,199	☐
£1,000 +	£52,000+	☐
Don't know		☐
Prefer not to say		☐

Q26 **What is your ethnic group? Choose one option that best describes your ethnic group or background** (please tick one box only)

Asian/Asian British

- Indian ☐
- Pakistani ☐
- Bangladeshi ☐
- Chinese ☐
- Any other Asian background ☐
- Any other Asian background, please describe ☐

Black/African/Caribbean/Black British

- African ☐
- Caribbean ☐
- Any other Black/African/Caribbean background ☐
- Any other Black/African/Caribbean background, please describe ☐

Mixed/Multiple ethnic groups

- White and Black Caribbean ☐
- White and Black African ☐
- White and Asian ☐
- Any other Mixed/Multiple ethnic background ☐
- Any other Mixed/Multiple ethnic background, please describe ☐

Other ethnic group

- Arab ☐
- Any other ethnic group ☐
- Any other ethnic group, please describe ☐

White

- English/Welsh /Scottish/Northern Irish/British ☐
- Irish ☐
- Gypsy or Irish Traveller ☐
- Any other White background ☐
- Any other White background, please describe ☐
- Prefer not to say ☐

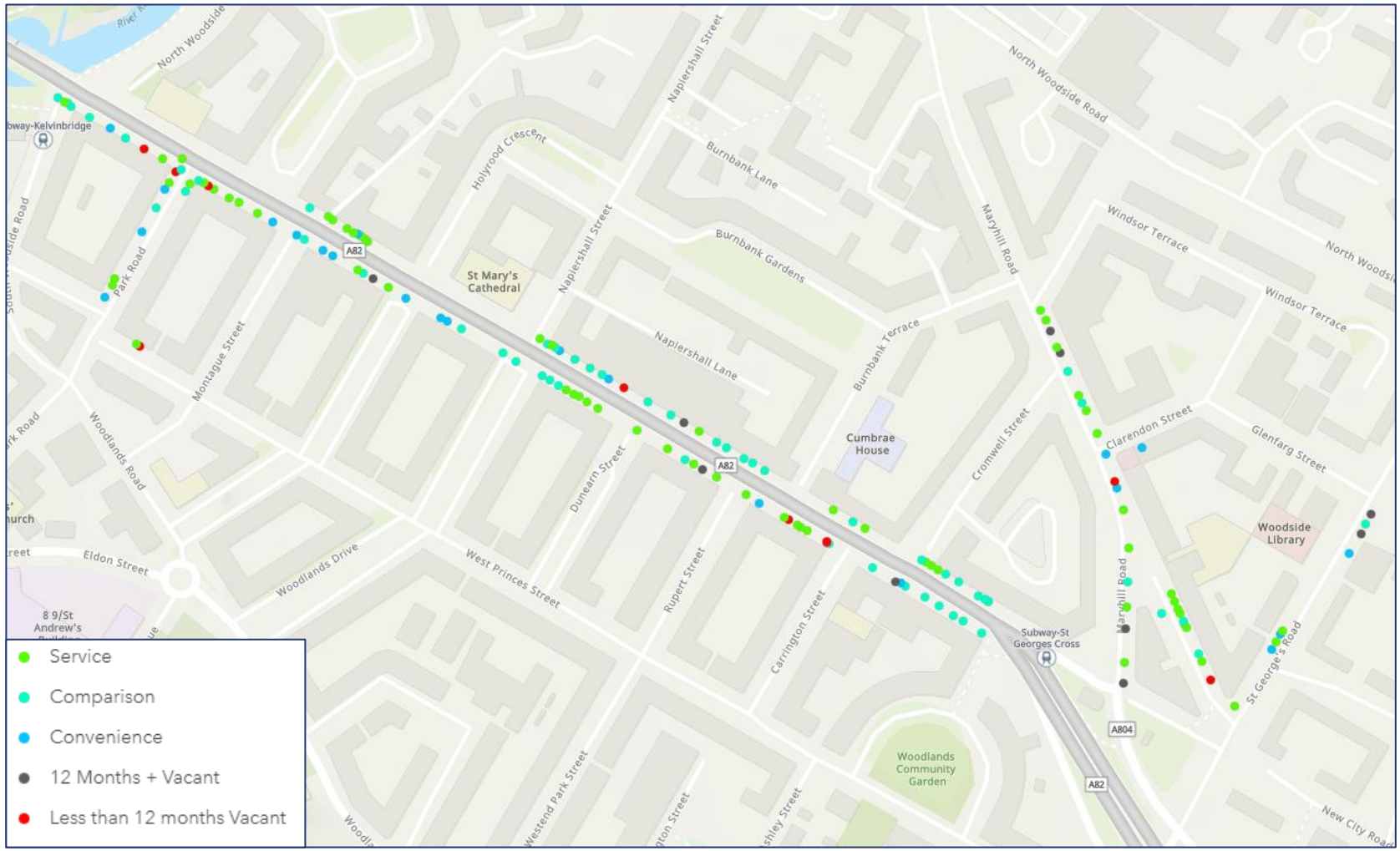
I consent to the information provided on this questionnaire to be processed by Sustrans for research purposes, monitoring the impact of their projects and informing policy. Anonymous information may also be used in Sustrans' campaigns

Please Tick

I agree with this statement ☐

Thank you for completing our survey!

Figure 22 – Map showing the time vacant, location and type of commercial properties along Great Western Road, St George's Road and adjoining streets. Data correct as of December 2018[25].



[25] Service includes all shops that provide a service, rather than retailing goods, and hot food outlets including restaurants, takeaways and cafes; comparison includes all shops that retail goods; convenience includes newsagents, supermarkets and grocers.