

Glasgow South City Way

Follow Up Monitoring Report



15 November 2024

To find out more, please contact: Callum Martin
Callum.Martin@sustrans.org.uk

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Author(s):	Stanley Barber
Reviewed by:	Callum Martin
Signed off by:	Nigel Donnell
Accepted by:	Aidan O'Meara (aidan.omeara@glasgow.gov.uk)
Contact:	Callum.Martin@sustrans.org.uk

Contents

Contents

1. Executive Summary	3
2. Scheme overview	4
3. Monitoring	7
4. Findings	9
Outcome 1: Increase in levels of active travel	9
Active travel usage	9
Motor vehicle usage	12
Community Views	13
Cycle parking provision	14
Perceptions of safety	14
Outcome 2: Increase in levels of purposeful trips made by walking or cycling	15
Travelling to and from work	15
Travel modes for daily commuting	16
School travel	19
Other purposeful trips	19
Outcome 3: Improved air quality	20
Air quality monitoring	20
Outcome 4: Improved quality of public realm	21
Attractiveness and sociability of environment	21
Community cohesion	22
Community awareness of project	23
Outcome 5: Increased economic vitality	23
Retail vitality	23
5. Conclusions	25
6. Lessons learned	27
7. Methodology	28
8. Appendix	35

1. Executive Summary

The Glasgow South City Way (SCW) project has delivered a high-quality active travel corridor from the heart of the Southside of Glasgow to the City Centre. This enables everyday journeys to be carried out in a sustainable manner by connecting key destinations. This report summarises the monitoring data from the scheme. Baseline data was collected before construction work started in December 2017. Follow up data was collected throughout the summer of 2023, when almost the entire route had been constructed.

The evaluation of the South City Way scheme is a joint partnership between Sustrans Research and Monitoring Unit and Glasgow City Council. This report mainly covers the data collected by Sustrans.

Outcome 1: Increase in levels of active travel



The project **increased active travel levels** by **12%**.

20 percentage point decrease in **vehicles exceeding speed limit**.

Outcome 2: Increase in levels of purposeful trips



185% increase in **cyclists** using the route at commuting times

15% increase in **pedestrians** using the route at commuting times

Outcome 3: Improved air quality



Carbon saving estimate of **618 tonnes per year**.

Outcome 4: Improved quality of public realm



36% of residents agreed that the route is **good/attractive**.

Outcome 5: Increase economic vitality



36 percentage point increase in shoppers spending **more than 30 minutes shopping in the area**.

2. Scheme overview

Places for Everyone

In 2015, the Community Links PLUS competition was launched. Twenty-five applications were submitted by local authorities and other statutory bodies aiming to receive matched funding to design and deliver an exemplar, high profile active travel project. In 2016 Glasgow City Council won the first iteration of Community Links PLUS, in which they received £3.25 million of matched funding to construct the South City Way¹. The Community Links programme has since changed its name to 'Places for Everyone'.

Aims and objectives

The main aim of the Community Links PLUS – South City Way project was to deliver a high-quality active travel corridor from the heart of the Southside of Glasgow to the City Centre, enabling everyday journeys to be carried out in a sustainable manner by connecting key destinations.

The objectives of the Community Links PLUS - South City Way project for Glasgow City Council were:

- Increasing modal shift helping achieve the Cycling Action Plan for Scotland (CAPS²) vision of 10% of everyday trips by bike by 2020;
- Creating a safer, convenient, seamless and segregated cycle route through the city;
- Connecting to and through major short trip generators;
- Improving the liveability;
- Contributing to sustainable place-making, delivering high quality design projects and improving the urban realm whilst meeting the need and aspirations of the community;

¹ <https://www.glasgow.gov.uk/index.aspx?articleid=19365>

²Cycling Action Plan for Scotland <https://www2.gov.scot/resource/doc/316212/0100657.pdf>

- Integrating the needs of pedestrians.



Before (Left: 2016) and after (Right: 2023) the construction of the South City Way. Credit: Sustrans (Left) & John Linton (Right)

Outcomes

The intended outcomes of the project were:

1. Increase in levels of active travel.
2. Increase in level of purposeful trips made by walking and/or cycling.
3. Improved air quality
4. Improved quality of public realm
5. Increased economic vitality

Progress against these outcomes was assessed using a range of indicators from several data sources (see [Monitoring](#) section for a summary of these sources).



Before (Left: 2016) and after (Right: 2023) the construction of the South City Way. Credit: Sustrans (Left) & John Linton (Right)

Scheme description

Places for Everyone Scheme ID	GCC-CLP-2175
Category	4
New route (currently not passable on foot)	N
Upgrade of existing route	Y
Length (if linear / known)	3 km
Date of works starting (first spade / cone)	2017
Date of works completion (last cone)	2024
Total Grant Awarded	£3.6 million
Total scheme cost (forecast)	£6.5 million

3. Monitoring

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.

Monitoring tools summary

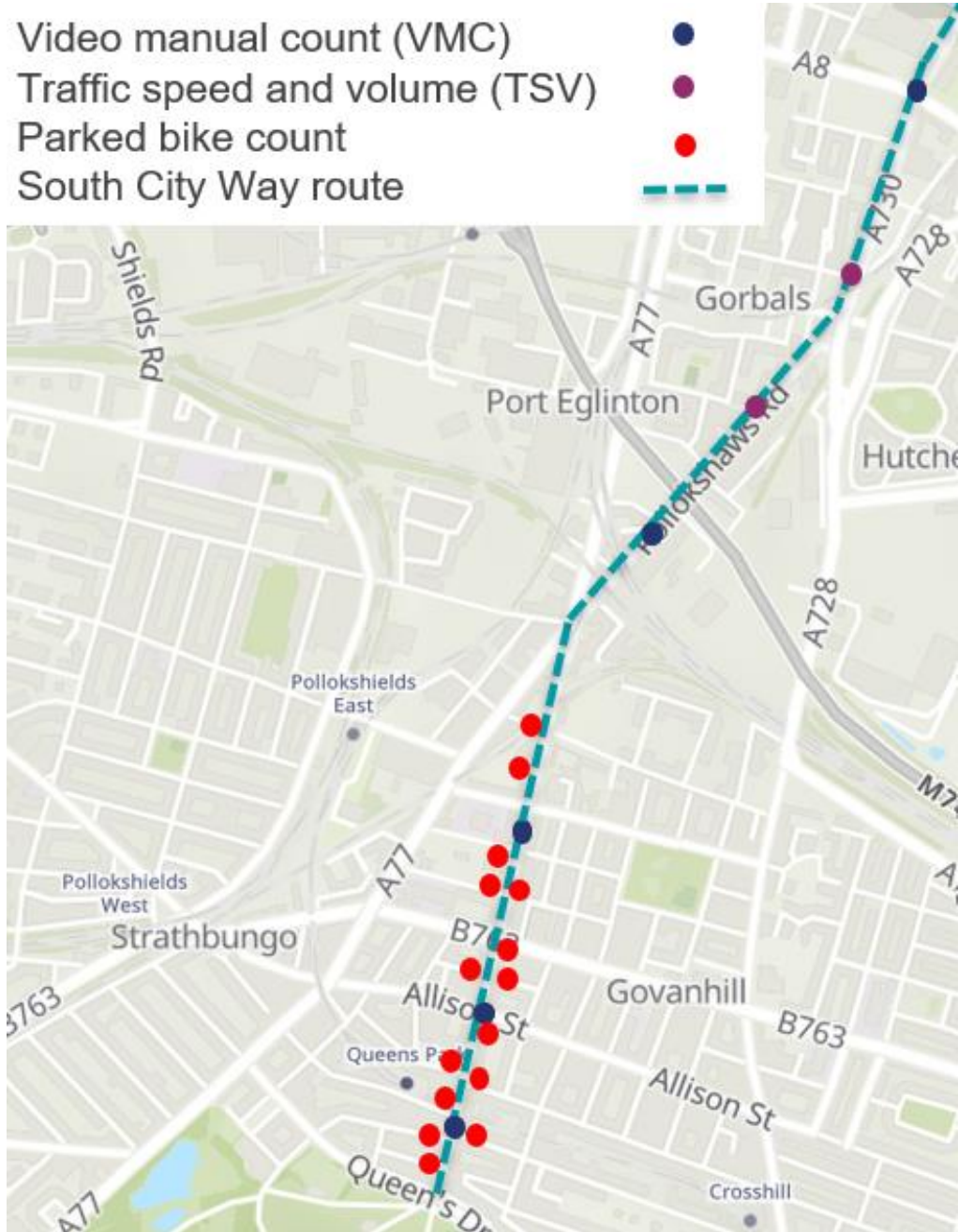
Broad timings and key elements of the monitoring programme are summarized below. For more details about the monitoring tools used please see [Methodology](#). The majority of baseline monitoring was completed in 2017 with follow-up monitoring completed in 2023, whilst some elements of the route were still under construction. However, this was only a short section (from Victoria Bridge to Trongate), that was not expected to have a large impact on the results. [Table 1](#) provides an overview of the monitoring tools used for data collection.

Table 1: Monitoring programme summary table

Monitoring Tool	Baseline		Follow-up
<i>Video Manual Counts</i>	<i>March 2017</i>	CONSTRUCTION	June 2023
<i>Commuter survey</i>	<i>May 2017</i>		September 2023
<i>Retail vitality survey</i>	<i>March 2017</i>		May 2023
<i>Parked bike counts</i>	<i>March 2017</i>		May 2023
<i>Traffic, Speed and Volume</i>	<i>March 2017</i>		June 2023
<i>Community focus groups</i>	<i>March 2017</i>		September 2023
<i>Postal surveys</i>	<i>June- July 2018</i>		July 2023

Figure 1 displays some of the key monitoring tools and their locations on the project route.

Figure 1: Monitoring tool locations



4. Findings

Outcome 1: Increase in levels of active travel

The data gives us a clear picture of increased active travel usage along the route. Whilst also showing a reduction in the speed and volume of motorised vehicles using the route.

Active travel usage

Results from video manual counts show that there has been a significant increase in the number of people walking, cycling, and wheeling along the SCW. This was further supported by findings from the postal survey. In 2018, 20% of respondents reported cycling along the route. This rose to 43% in 2023. The postal survey received 175 responses at baseline, and 343 at follow up.

In terms of the Annual Usage Estimate (AUE), overall active travel usage increased by 12% at follow up compared to baseline³. The highest overall AUE's were located at the southern end of the route. [Figure 2](#) highlights that **Victoria Rd & Allison St** had the highest AUE overall (3,642,498 at baseline) as well as the highest pedestrian usage. This can likely be attributed to a combination of passengers exiting Queens Park Station onto Victoria Road and people traveling between the retail units on this section of the route. When compared to baseline, there was an increase in cyclists, but a decrease in pedestrian usage, leading to a slight fall in AUE (3,420,829 at follow up). **Victoria Rd & Albert Ave** also recorded a high usage, with the overall AUE rising by over 660,000 to 2,880,418 at follow up, the largest single site increase. Here, usage was mostly pedestrians but increased evenly for both pedestrians and cyclists.

Further North, at **Victoria Rd & Coplaw St**, the AUE increased by over 460,000, up to 1,476,184 at follow-up. This suggests that infrastructure changes are encouraging the use of active travel in the area. Trips increased slightly for pedestrians, however, cycling trips increased more.

³ An annual usage estimate (AUE) was calculated for each site, based on four or seven days of 12-hour counts. The calculation of the AUE mitigates for day-type and seasonality by comparing the data from each day's count to a set of automatic counter data which indicates whether the count from the project was below or above average based on the time of year and type of day.

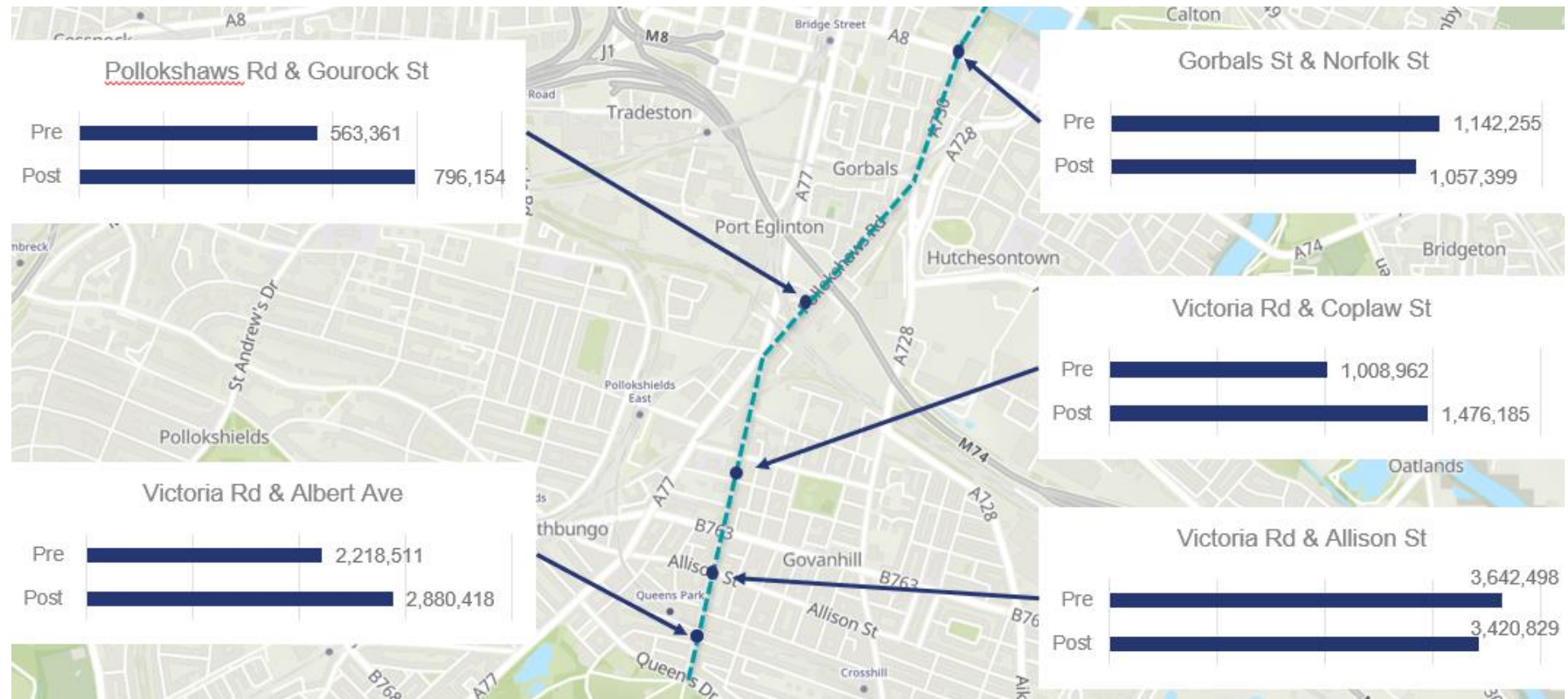
Pollokshaws Rd & Gourock St increased by over 200,000 compared to before construction. This increase was unsurprising due to the housing development led by Govanhill Housing Association in the area as well as the installation of the SCW. This has resulted in a rise in active travel journeys, primarily led by cyclists.

At **Gorbals St & Norfolk St** there remained more pedestrian than cycle usage, suggesting that residents are using the route to access the city centre on foot. Despite a small fall in overall AUE, there was a rise in the estimated number of cyclists. This reflects a pattern across three of the five count sites where the cyclist AUE increases whilst pedestrian AUEs decrease. This suggests that the infrastructure has encouraged increased use of the route by cyclists along its length. AUE breakdown by mode and location is available in the appendix ([Figure 8](#)).

The Scottish Household Survey found that across Scotland, the number of short journeys by active travel has not changed substantially since 2019.⁴ For 2022, the proportion of journeys under two miles made by walking (46.2%) and the proportion of journeys under 5 miles made by cycling (2.1%) are not statistically different from the figures for 2019 (47.6% and 1.7% respectively). Comparing this national trend to the increase in active travel along the SCW reinforces the impact of this high quality infrastructure in encouraging active travel.

⁴ Transport and Travel in Scotland Results from the Scottish Household Survey 2022, Transport Scotland (2022), page 5

Figure 2: Annual Usage Estimates for baseline and follow-up at count locations⁵



⁵ Annual Usage Estimates are estimates of the number of trips not individuals using these locations on the route. It is important to note that there will be an overlap of trips across the sites as people move north and south along the route.

Motor vehicle usage

The construction had a clear impact on motor vehicle usage on SCW. Traffic Speed and Volume data from Gorbals Street and Pollokshaws Road suggests motor vehicle usage has decreased along the route. Vehicle volume decreased at both sites. [Table 2](#) highlights that decreases were most significant at Gorbals St, where vehicle volume over seven-days fell by 71% from 48,043 at baseline down to 14,153 at follow-up. There was a reduction in the average speed at both sites (-2.1mph at Pollokshaws Rd and -0.7mph at Gorbals St). This reduction in both the speed and volume of motorised traffic in the area likely contributes to increased feelings of safety for all route users ([see p14](#)).

The impact of the infrastructure was further demonstrated by a drop in the percentage of vehicles travelling over the speed limit. As [Table 2](#) shows, at Pollokshaws Rd the figure fell from 52% in 2017, down to 33% in 2023, whilst at Gorbals St the figure decreased from 39% down to 18%.

Table 2: Seven-day total count of vehicles on Pollokshaws Road and Gorbals Street⁶

	Pollokshaws Road		Gorbals Street	
	Baseline	Follow-up	Baseline	Follow-up
Count	24,406	23,094	48,043	14,153
Average speed (mph)	29.2	27.1	25.3	24.6
Percentage of vehicles exceeding 30 mph	52%	33%	39%	18%

Decreasing motor vehicle usage was also reflected in the postal survey. There was a 13 percentage point decrease in those who reported using a car to travel along the route (falling from 49% in 2018, down to 36% in 2023). This was reinforced by 43% of participants stating that changes to the route encouraged them to travel by car less often. This had a positive impact for active travel on the route. In terms of barriers preventing active travel, users citing “feeling exposed/vulnerable to motorised traffic”, fell by 34 percentage points for cycling and 14 percentage points for walking. This shows the impact of the SCW in creating a more welcoming environment for active travel users.

⁶ This may include a small proportion of cyclists but TSV data has been found to produce unreliable data for counting cyclists.

Community Views

Focus group participants were generally supportive of the new active travel infrastructure. The protected junction crossings were the most commented on aspect of the construction⁷. There was a mixture of feelings about the impact of the new crossings on individuals' ability to travel actively. Some recounted that they provided "a very good experience", whilst others felt that "it creates a slightly more complicated space than some other junctions".

"I appreciate the fact that, as a cyclist, I'm separated from the drivers. That gives me confidence and encourages me".

Focus group participant.

"It's a buffer and it reduces the amount of space for cars, which gives it a better feeling as a pedestrian".

Focus group participant.

The new infrastructure had a predominantly positive impact on participants active travel in the area. Multiple participants noted the beneficial impact that the infrastructure had on their use of active travel along the route. This was also reflected in the responses to the postal survey. Results show that the changes to the route have encouraged 56% of respondents to cycle more often, and 23% to walk more often. There was support for the scheme amongst many, with 65% of respondents agreeing that changes have improved the walking and cycling infrastructure on the route.

Whilst younger and more able residents are likely to benefit from the project, this benefit can be less for older or less able groups. In terms of the schemes overall impact, 48% of those aged 65+ agreed that the changes had improved walking and cycling infrastructure on the route. In comparison, 92% of those aged 18-24 agreed the changes improved the active travel infrastructure. This shows that what makes active travel easier for some, can create additional challenges for others.

Further to this, the new form of interactions at the protected junctions between different route users did have an impact on the confidence of some route users. This was particularly an issue for those with a visual impairment. One visually impaired participant recounted that "I walk a lot slower in the new setup...that's not good for my active travel". This shows that whilst infrastructure improvements may be positive for many, they may add new obstacles for others.

⁷ Protected junctions have been installed at two locations along the SCW and are the first such junctions to be trialled in Scotland. A protected junction is a road junction designed so that people travelling on foot, by cycle, and in vehicles are all separated as they pass through the junction. The aim is to make the junctions safer for all road users, and particularly for people on cycles

Cycle parking provision

Parked bike counts highlighted that bike counts were lowest in the morning (09:00), and highest in the evenings (18:00). By far the most popular parking site was Queens Park Station with an average of 19 bikes parked across the four days at a site, meaning the capacity of 16 was regularly exceeded.

Compared to parking provision before construction, 5 of the 6 sites counted before and after construction saw an increase in the average daily usage. The infrastructure improvements added multiple Sheffield stands in several of these locations which, along with the general increase in cycling levels along the route, explains the increase in counts.

Perceptions of safety

Focus group participants reported feeling an increased sense of safety after the construction was completed. One quote stated, “it’s improved the drivers...they slow down at the junctions and give the cyclists and pedestrians right of way”. Providing protected space for cyclists and pedestrians had improved the experience for many from a safety point of view.

Respondents to the postal survey also reported increased feelings of safety on the route. Overall, 41% agree that the changes to the route have improved feelings of safety. There was a 28 percentage point increase (26% up to 54%) in those who feel safe cycling on SCW, and a 10 percentage point rise (49% up to 59%) in those who feel safe walking on the route. Comparing these findings to cycling safety in Glasgow overall, the recent Walking and Cycling Index report (2024) found that 39% feel that the level of safety for cycling in their local area is good⁸. This suggests that SCW route users feel safer when using the new infrastructure compared to Glasgow residents in general.

“It makes a huge difference for feeling safe on a bike”.

Focus group participant.

Focus group participants noted further ways that would help them to feel safer. Ideas included clearer separation between cyclists and pedestrians to reduce the potential for conflict caused when pedestrians step onto the cycle path. Participants also noted feeling unsafe if crossing with a bike trailer or a buggy. Overall, safety has undoubtedly improved for most route users, however, the benefits of increased safety are not felt by all.

⁸ Walking and Cycling Index, Glasgow, <https://www.sustrans.org.uk/the-walking-and-cycling-index/glasgow-walking-and-cycling-index/>

Outcome 2: Increase in levels of purposeful trips made by walking or cycling

The route was being utilised for a variety of trip purposes including leisure, recreation and commuting. Findings highlight the range of opportunities for active travel provided by the new infrastructure.

Travelling to and from work

At both baseline and follow up, results from the manual counts indicated high levels of movements on the SCW during commuting hours (07:00-09:00 and 16:00-18:00). Peak cyclist movements on weekdays were observed consistently between 08:00 and 09:00 heading north towards the city and between 17:00 and 18:00 heading south from the city centre.

As displayed in [Figure 3](#), counts of cyclists using the route at commuter times rose at all five manual count sites with an average increase of 185%. The increases were larger, further from the city centre. **Victoria Rd & Allison St** saw the largest single site increase with the count rising by 1,850 (+230%), from 803 up to 2,653. **Victoria Rd & Albert Ave** (+224%) and **Victoria Rd & Coplaw St** (+183%) also both saw large increases in usage rising to 2,321 and 2,813 respectively. All five counts increased by over 1,000, however the rises were less prominent, closer to the city centre. This highlights how the infrastructure has made the SCW a more attractive route choice for cyclist commuters.

[Figure 4](#) shows that the count of pedestrians at commuting times increased at four of the five count sites with an average increase of 15%. The largest increase in manual count was at **Victoria Rd & Albert Ave** where pedestrian counts increased by 1,398 (+37%). The largest percentage change was at **Victoria Rd & Coplaw St** where the pedestrian count increased by 43% up to 2,488. **Victoria Rd & Allison St** (+5%) and **Pollokshaw Rd & Gourock St** (+16%) also saw rises in pedestrians counts rising to 5,892 and 950 respectively. The only site where the counts decreased was **Gorbals St & Norfolk St** where the count fell (-17%). This sites location, close to the city centre, may explain why the infrastructure has not impacted on pedestrians' usage as much as the further end of the route. Overall, these increases reinforce the impact of the infrastructure in facilitating more active travel commuting journeys along the route.

To highlight the increased impact of the infrastructure further from the city centre, we can group the **Victoria Rd & Albert Av**, **Victoria Rd & Allison St** and **Victoria Rd & Coplaw St** sites as further from the city centre. These sites saw the most significant increases in cyclists at commuting times with a 210% total increase. They also saw a 22% total increase of pedestrians. Comparably, we can group **Pollokshaw Rd & Gourock St** and **Gorbals St &**

Norfolk St as sites closer to the city centre. These sites saw an 148% total increase of cyclists and a 9% total decrease of pedestrians. This shows the increased impacts for both pedestrians and cyclists further from the city centre.

As mentioned above, with the baseline counts being done in March, and the follow-up in May, it was likely that we would see more active travel in May because of seasonal differences. However, with increases in home-working after the covid-19 pandemic it is possible that overall commuting levels in this area overall have decreased. This can be evidenced with the 2022 Scottish Household Survey which found that 31% of employed people reported that they currently worked from home in 2022. This compares to 16% in 2019. The proportion of people who reported travelling to work 5 days a week dropped from 62% in 2019 to 38% in 2022⁹. Given this, and the magnitude of the differences observed, we believe that the changes reported in this section at commuting times are at least partially attributable to the SCW PfE scheme.

Travel modes for daily commuting

The baseline commuter survey found that from 43 respondents to the survey, 39 were using the route for their journey to/from work. At follow up, all 33 respondents were using the route for this purpose. Victoria Road was the most used section of the SCW with 72% of survey respondents using it at baseline, rising to 100% at follow-up).

However, there remained a range of factors that were negatively affecting commuter's journeys on the route. The volume of motor traffic was still the most significant, being mentioned by 70% in 2023, although this fell from 78% in 2017. Other key factors included vehicles obstructing the cycle path, and the weather, both affecting 64% of commuters. The construction had increased the effect of some negative factors for commuters. Those whose journey was affected by the volume of cyclists (increased by 32 percentage points, from 7% up to 39%), and volume of pedestrians (increase by 33 percentage points, from 12% up to 45%), both increased at follow-up compared to baseline.

⁹ Transport and Travel in Scotland Results from the Scottish Household Survey 2022, Transport Scotland (2022)

Figure 3: Count of cyclist movements during commuting times at manual count locations at baseline (2017) and follow-up (2023)

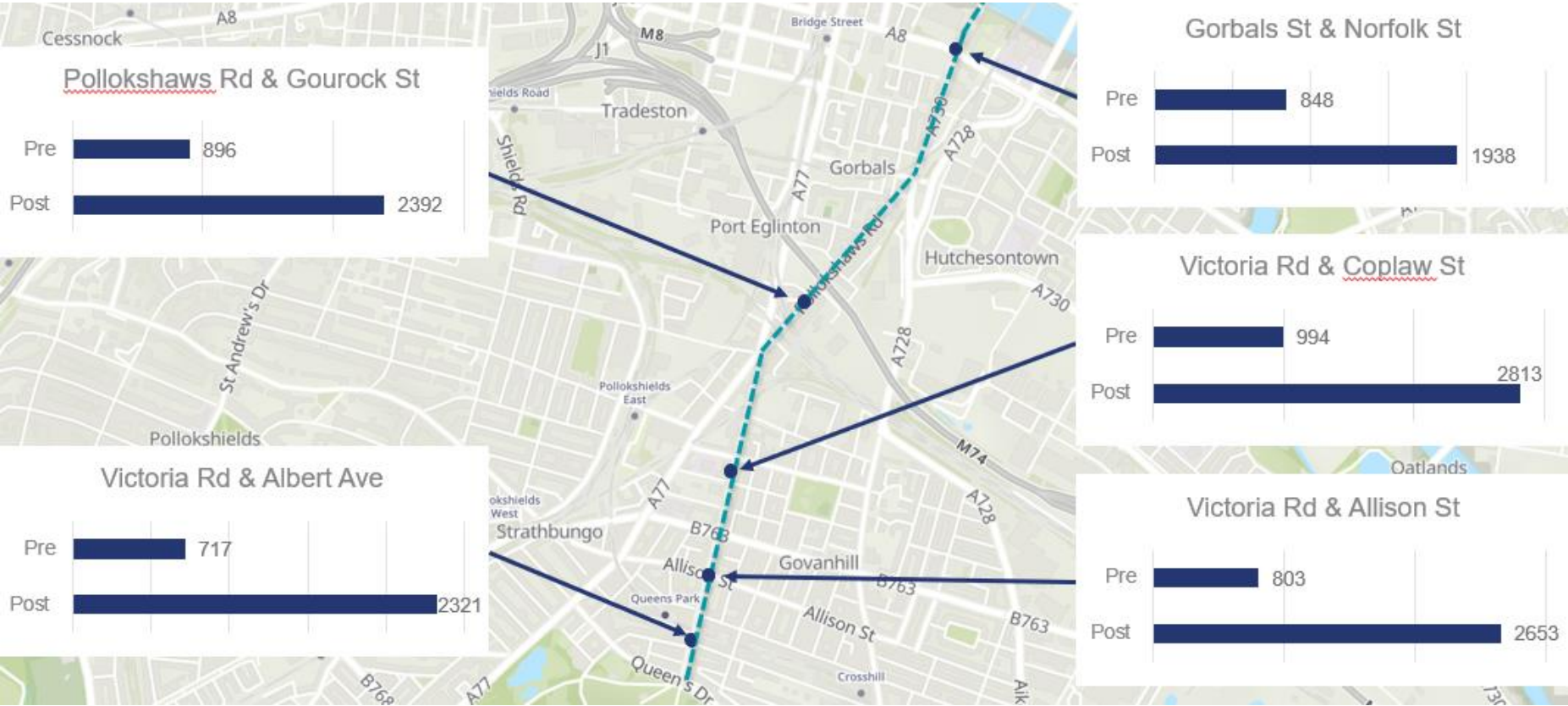
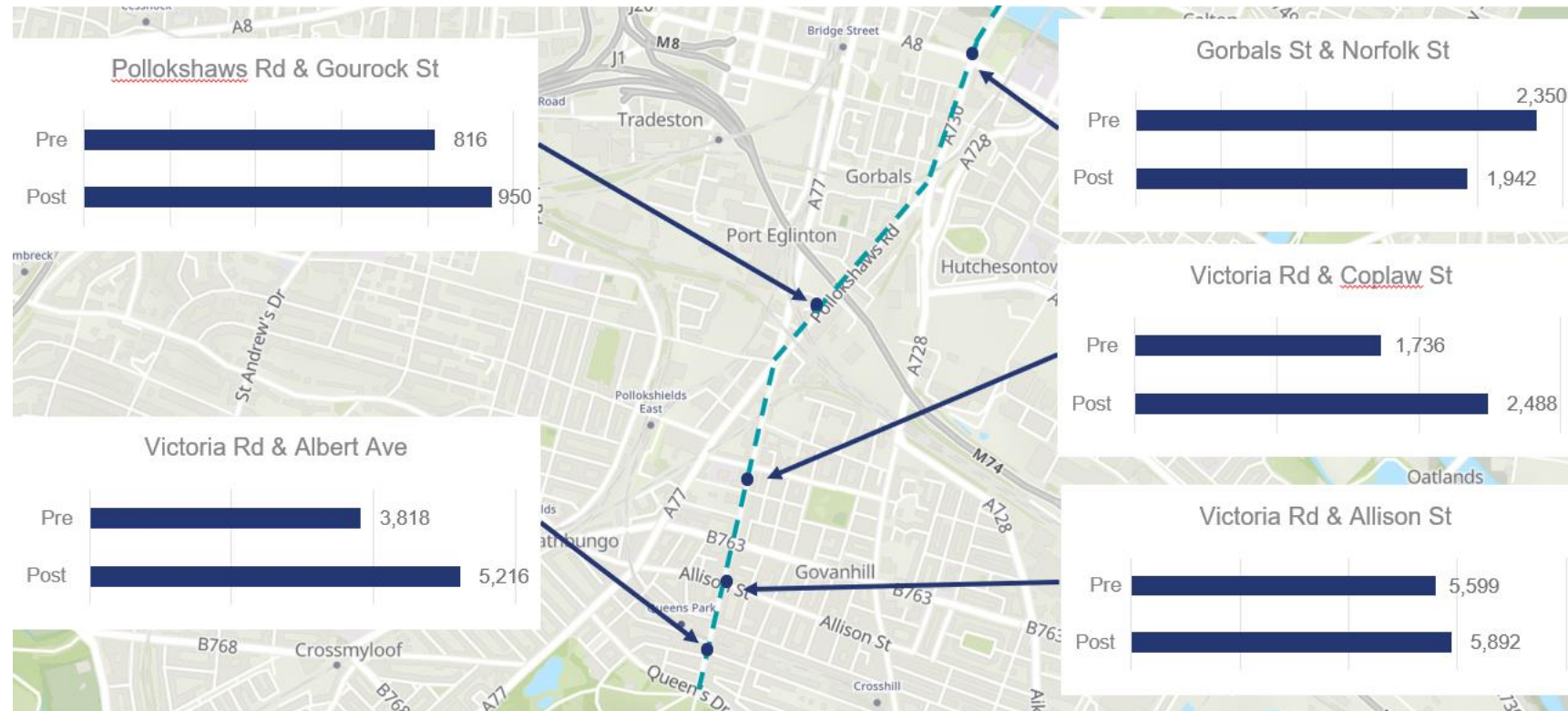


Figure 4: Count of pedestrian movements during commuting times at manual count locations at baseline (2017) and follow-up (2023)



School travel

The SCW is a viable route for many children and parents travelling to local schools. The development aimed to further motivate and encourage pupils and parents to travel actively to the schools in the area.

Hands Up Scotland Survey (HUSS) data from schools on the route shows a positive uptake of active travel. The two schools closest to the route (within 0.1 miles) saw increases in active travel when comparing 2015 with 2022 data. St Bride's primary school saw active travel usage rise from 66% up to 79%. Whilst Cuthbertson primary school also saw a rise from 73% up to 85%. The rise in active travel at both these schools coincided with a decrease in those driving, by 14 percentage points and 9 percentage points respectively.

Annette Street primary school (0.2m) and Blackfriars primary school (0.3m) are also near to SCW but saw less movement towards active travel. Since 2019, Annette Street saw an 18 percentage point decrease in active travel usage alongside increases for park and ride (6 percentage points) and driving (7 percentage points). Since 2017, Blackfriars saw less significant changes with active travel decreasing by 1 percentage point and driving increasing by 3 percentage points.

Other purposeful trips

Focus group participants highlighted the range of purposeful trips that the SCW facilitates outside of commuting hours. One commented about the value of using the route for exercising, saying "I need to do it for exercise. I feel free and happy". The route also provided a good experience for parents travelling with children, with one participant stating "We often use the South City Way to get to nursery...navigating down Victoria Road with a pram and on the bike feels relatively easy. Whilst another commented "It was a good experience with the kids".

The route was also facilitating more diverse trip purposes. This was shown by a 18 percentage points increase in respondents to the postal survey stating that they use the route for recreation (from 43%, up to 61%), a 9 percentage points rise in those using it for personal business and a 3 percentage points rise in those visiting family and friends.

The retail vitality survey, which received 69 responses at baseline, and 142 at follow up, revealed the increased use of active travel by shoppers travelling to the area. Specifically, walking rose by 5 percentage points and cycling by 3 percentage points.

Outcome 3: Improved air quality

The new infrastructure increased active travel whilst also decreasing motor vehicle usage. Decreased motor vehicle usage has a positive impact on air quality. Motor vehicle data collected along the route enables the infrastructures impact on air quality to be measured.

Air quality monitoring

Poor air quality is the largest environmental risk to public health in the UK, as long-term exposure to air pollution can cause cardiovascular and respiratory diseases leading to reduced life expectancy. Data on traffic volume, percentage of heavy-duty vehicles (HDV), average speed, and length of the scheme, was collected before and after the construction of the SCW. This data was input into the Emissions Factor Toolkit (EFT) from the Department for Environment, Food & Rural Affairs.

Table 3 shows the emission rates and percentage change of the air quality indicators and CO₂ at the PfE schemes in terms of grams per kilometre (g/km), a measure that tells us how many grams of air pollutants a vehicle generates per kilometre driven. These emission rates are estimations of the total amount of pollutants emitted per kilometre during 24 hours at pre and post project construction. The percentage change indicates the increase or decrease in pollutant emissions between pre and post.

Table 3. Estimated emission rates and percentage change of air quality indicators and CO₂ in PfE.

Scheme name	Pre	Post	% Change
	All Vehicles (g/km)	All Vehicles (g/km)	
NOx			
South City Way, Glasgow	3,286	824	-75%
Bruichladdich to Port Charlotte	444	340	-23%
East City Way, Glasgow	2,740	2,235	-18%
Cowgate, Kirkintilloch	3,254	2,587	-21%
PM2.5			
South City Way, Glasgow	158	67	-58%
Bruichladdich to Port Charlotte	24	26	9%
East City Way, Glasgow	190	180	-5%
Cowgate, Kirkintilloch	144	107	-25%
PM10			
South City Way, Glasgow	265	120	-55%

Bruichladdich to Port Charlotte	39	44	13%
East City Way, Glasgow	334	321	-4%
Cowgate, Kirkintilloch	239	176	-26%
CO₂			
South City Way, Glasgow	1,279,199	600,480	-53%
Bruichladdich to Port Charlotte	247,851	289,038	17%
East City Way, Glasgow	1,488,642	1,371,136	-8%
Cowgate, Kirkintilloch	1,228,734	975,032	-21%

Out of four projects measured across Scotland, South City Way saw the largest reduction in CO₂ levels, falling by 53%. Assuming this value was consistent for the entire length of the scheme (2.5 km), we can estimate a carbon saving of 618 tonnes per year. This coincided with a 75% decrease in NO_x (Nitrogen Oxides).¹⁰

Outcome 4: Improved quality of public realm

One of the key objectives of the Community Links PLUS competition was to design an exemplar project which would improve the liveability, contribute to sustainable place-making, and improve the urban realm of the area whilst meeting the need and aspirations of the community¹¹. This section provides evidence that these objectives have been met to some extent, whilst also highlighting where more work may be required.

Attractiveness and sociability of environment

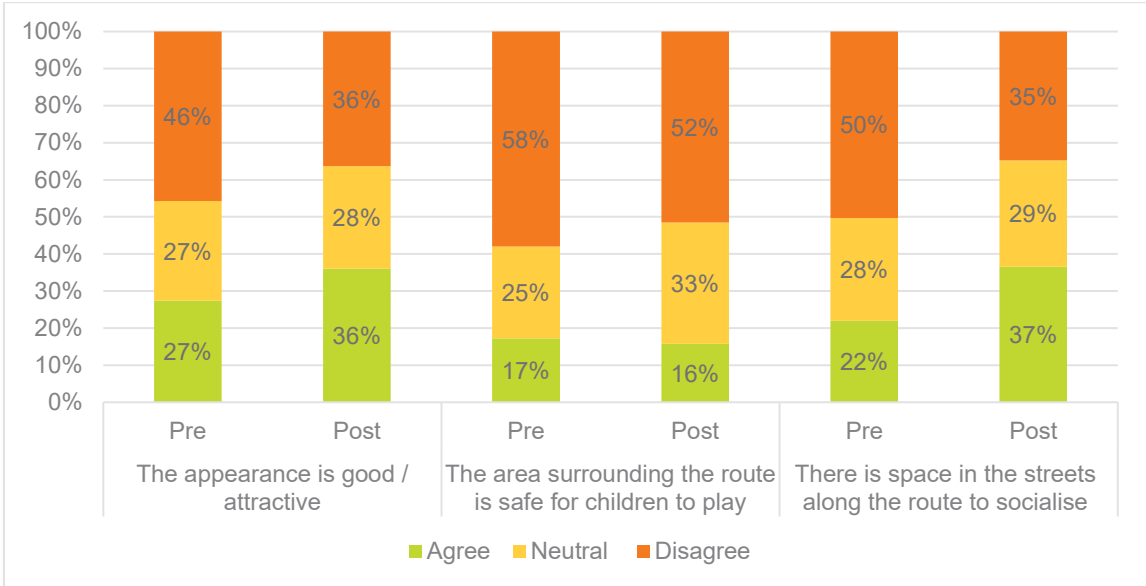
The infrastructure has had a positive impact on the attractiveness and sociability of the environment. As shown in [figure 5](#), in terms of the attractiveness, the postal survey found a 9 percentage point increase in those who agreed the appearance of the route is good/attractive, rising from 27% up to 36%. This was reinforced by a 46 percentage points increase in the commuter survey up from 12%, to 58%.

With regards to the sociability of the environment, the postal survey found a 15 percentage points increase in those who agreed that there is space along the route to socialise (increasing from 22%, up to 37%). This increase was more significant in the commuter survey rising by 48 percentage points from 19% to 67%.

¹⁰ The full report is available on request from Sustrans RMU.

¹¹ Community Links PLUS Partner Brief 2015/16

Figure 5: Extent to which postal survey respondents agreed or disagreed with statements regarding the local area around the South City Way



Insights gathered from the focus group support perceptions of the increased quality of the environment. One participant said that “Victoria Road is so much better and easier to use than all of the side streets that feed into it”. Whilst another stated “I’ve lived in this area for a long time. I think it’s improved things”.

However, from an accessibility perspective, the street furniture appears to have created additional obstacles for users with a visual or mobility impairment. A visually impaired focus group participant stated, “the street furniture narrows the space”. This was particularly an issue when street furniture was placed next to a kerb as “Kerbside is where you look for textured pavers because they tend to just be at kerbside...I didn’t know it [street furniture] was there so I banged into one and got quite a bad knee injury as a result”.

Community cohesion

Focus group participants provided positive feedback surrounding community cohesion. One participant recounted that “it’s such a good high street in terms of people being outside and running into each other and chatting, it’s a very friendly high street”.

However, findings from the postal survey show a decrease in all four questions asked regarding community cohesion when compared to the baseline. There was a 7 percentage points decrease in those who talk to neighbours about local issues, and a 9 percentage points decrease in those who feel part of their community, falling from 47% and 48% respectively, both down to 40 percentage points. There was also a fall in the number of people who agreed that people get on well together in the neighbourhood. Falling from 63%,

down to 54%. The lack of awareness about the scheme was also reflected here in a decrease in those who felt informed about local events and activities, down from 40% to 27%. These statistics suggest that community cohesion has not been improved due to the scheme's construction. However, there are many factors in addition to the SCW project, that can impact community cohesion in the project area.

Community awareness of project

Awareness for the development of the SCW amongst postal survey respondents was mixed. In 2017 over half (54%) stated they knew nothing about the development. This decreased at follow up, although there remained 42% who knew nothing at all. However, 62% of respondents felt the views of the community were considered to a large or some extent in the development of the plans. This figure remained similar at follow-up, rising by 1 percentage point to 63%.

Outcome 5: Increased economic vitality

The South City Way route provides key connections to local retail areas. Improving the active travel infrastructure along the route provides more options for residents to travel to the nearby retail areas in a more cost-effective and sustainable way. It also encourages residents to spend longer shopping in the area and enables more investment in the local economy.

Retail vitality

There was a 5 percentage points rise in those who chose the shopping area because it was a pleasant area, and a 6 percentage points rise in those who chose it because it has other facilities close by. However, being close to home (58% at baseline and 37% at follow up) and specific retailers (22% at baseline and 23% at follow up) remained the top two reasons mentioned by shoppers for choosing the area at baseline and follow up. When asked about the retail area overall, there was a 12 percentage points rise (68% up to 80%) in shoppers who think this is a good retail area.

“I come onto Vicky Road, get something from Sainsbury's, go to Inex, use the hardware store and I might visit a friend in Govan Hill. Now there's a bike path it's great, I use that going back and forth and use it going to the City Centre”.

Focus group participant.

The infrastructure has also enabled more shoppers to arrive using active travel. Many customers only travelled up to 1 mile to use the retail area (58% at baseline and 56% at

follow-up). Overall, most shoppers travelled up to 5 miles to access the retail area on Victoria Road, (91% at baseline, and 92% at follow-up). 5 miles is a distance that is doable cycling. This reiterates the schemes impact in directly enabling more active modes of travel.

In terms of length of time spent in the shopping area, there was a significant shift towards shoppers spending longer in the area. There was a 20 percentage point increase in those spending 30-60 minutes and a 16 percentage point increase in those spending more than an hour. Correspondingly, there was a 36 percentage point fall in those spending up to half an hour in the area.

This was further highlighted in the average number of trips data that was collected from shoppers. [Table 4](#) shows the average number of trips per month increased when comparing baseline to follow up. It highlights the increase in average trips per month for those catching a taxi or train to the area, as well as increased walking and driving. Average trips per month for those cycling or catching a bus to the area decreased slightly.

Table 4: Average no. of trips per month in the retail area Victoria Road by travel mode

Travel mode	Count of respondents (Baseline)	Count of respondents (Follow-up)	Average number of trips per month (Baseline)	Average number of trips per month (Follow-up)
Car/ Van	12	29	6	7
Walk	23	62	11	15
Cycle	8	27	10	8
Bus	11	10	10	4
Train	2	10	12	14
Taxi	1	2	3	18
Total	57 ¹²	140	52	65

¹² Please note not all respondents answered the question on how frequently they use the shops on Victoria Road

5. Conclusions

Outcome 1: Increase in active travel

The monitoring shows a clear increase in active travel when comparing baseline and follow up data. All video manual counts sites recorded an increase in active travel trips across the four days, a total increase of 12%. This was supported by a 23 percentage point rise in postal survey respondents cycling along the route. Alongside the increase in active travel, vehicle volume and speed decreased. At one site volume fell by 71%, whilst at another, average vehicle speed fell by 2.1mph. The reduction in motor vehicles was likely to have contributed to a 28 percentage point increase in those who feel safe cycling along the route.

Outcome 2: Increase in level of purposeful trips

The increased use of the route for purposeful trips, such as commuting, was clearly displayed in the data. The counts of cyclists using the route at commuter times rose at all five manual count sites with a total increase of 185%. The count of pedestrians at commuting times increased at four of the five sites with a total increase of 15%.

The increases were most significant further from the city centre where cyclist counts increased by an average of 210%, and pedestrians by an average of 22%. For the count sites closer to the city centre, the cyclist count saw an average increase of 148%, whilst the pedestrians count saw an average decrease of 9%.

Outcome 3: Increase in air quality

Air quality monitoring showed that South City Way had a 53% reduction in CO₂ levels when comparing baseline to follow-up. If we assume this value was consistent for the entire length of the scheme, we can estimate a carbon saving of 618 tonnes per year. This coincided with a 75% decrease in NO_x (Nitrogen Oxides). This shows the positive impact of active travel infrastructure in reducing emissions and improving air quality.

Outcome 4: Improved quality of the public realm

There was widespread agreement that the infrastructure changes have improved the quality of the public realm. The postal survey found a 9 percentage point increase in those who agreed the appearance of the route is good/attractive, backed by a 46 percentage point increase in the commuter survey up from 12%, to 58%. The sociability of the environment was also felt to have improved. The postal survey found a 15 percentage point increase in those who agreed that there is space along the route to socialise (increasing from 22%, up to

37%), again backed by a more significant increase in the commuter survey rising by 48 percentage point (up from 19%, to 67%).

The positive environmental impact was further supported by air quality data, which estimates that since the routes construction, 618 tonnes of carbon are saved per year.

Outcome 5: Improved economic vitality

The route improvement has made the area more appealing to shoppers. There was a 5 percentage point rise in those who chose to shop there because it was a pleasant area, as well as a 12 percentage point rise (68% up to 80%) in shoppers who think this is a good retail area. This may have led to shoppers spending longer in the area. There was a 20 percentage point increase in those spending 30-60 minutes and a 16 percentage point increase in those spending more than an hour.

6. Lessons learned

One key lesson learnt was around community awareness of the scheme. At follow-up, whilst 58% of postal survey respondents knew a little or a lot about the developments, a significant proportion of residents seemed to be unaware of the project. When asked about awareness of the plans for developing the route, 42% of respondents said, “nothing at all”. Similarly, 37% felt that the views of the community were not considered in the development plans. These findings highlight the challenge of awareness raising and community engagement with a large population and suggest a need for increased publicity and more in-depth consultation with community members and stakeholders throughout the design and construction process.

A further lesson learned concerned the protected junctions that were installed along the route. Whilst these were beneficial in improving safety for some users, they also created additional navigational obstacles for others. This was particularly an issue for those with a visual impairment who recounted that the junctions created confusion and decreased confidence in navigating the space. This suggests that future infrastructure improvement must be designed to meet the needs of all potential users.

This is also relevant with regards to age. Whilst younger and more able residents are likely to benefit from the South City Way project, this benefit can be less for older or less able groups. What makes active travel easier for some, can create barriers for others. This reinforces the importance of consulting with all potential users prior to construction and attempting to ensure that designs are inclusive and accessible for all.

From a monitoring and evaluation perspective a lesson for future projects would be to align the baseline and follow up monitoring to be at the same time of year. Conducting the baseline in March, and the follow up in May meant that there is a possibility of seasonal differences impacting the data collection. Where possible these have been accounted for, however future data collection should aim to eliminate these discrepancies by conducting monitoring in comparable months.

Due to the large timescales of the project running for over six years, different people have been involved at different stages. This has meant different approaches to storing, collecting and analysing data due to individual working styles. This meant that some information was more difficult to access due to personnel changes during the project’s development. Future projects of this scale should create guidance around the storage of knowledge and data to ensure consistency in this aspect.

7. Methodology

Monitoring methods used

	Method	Date	Trips counted	Responses
Before project delivery	Video manual count (x5)	March 2017	77,836 trips	n/a
	Retail vitality survey – on-street customer	March 2017	n/a	69
	Retail vitality survey – retailer	March 2017	n/a	44
	Traffic speed and volume (x2)	April 2017	72,449 trips (traffic)	n/a
	Postal survey	2018	n/a	175
	Commuter survey	May 2017	n/a	43
	Focus group (x3)	March 2017	n/a	15
	Parked bike count	March 2017	36	n/a
After project delivery	Video manual count (x5)	June 2023	101,351 trips	n/a
	Focus group (x2)	September 2023	n/a	7
	Retail vitality survey – on-street customer	May 2023	n/a	142
	Retail vitality survey – retailer survey	May 2023	n/a	27

Traffic speed and volume (x2)	June 2023	37,247 trips	n/a
Postal survey	July 2023	n/a	343
Commuter survey	September 2023	n/a	33
Parked bike count	May 2023	740 bikes (across 18 sites)	n/a

Video Manual Count

At baseline, video counts of pedestrian and cyclist movements were undertaken in March 2017 (21st, 22nd, 23rd and 25th) to evaluate the current usage of the SCW route. These counts were undertaken at five locations on three term-time weekdays and a term-time weekend day between 07:00 and 19:00 hours. At follow up, these counts were repeated at the same locations in May 2023 (16th, 17th, 18th, 20th).

The Video Manual Count (VMC) data can be used to generate Annual Usage Estimates (AUE). These are calculated by comparing the observed four day counts with observed distributions of use from a database of continuous counts collected from automatic pedestrian and cycle counters. The number of users counted over the four 12-hour survey periods was used to generate an annual estimate of trip types based on assumptions about the annual distribution of activity. The calculation takes into account the seasonality of cycle and pedestrian usage and the variation in usage between the day type on which the survey took place (weekday, weekend day, school term, and school holiday).

It is important to note that counts are considered as movements and not unique individuals or trips as many users could potentially be counted across sites as they move north and south along the route

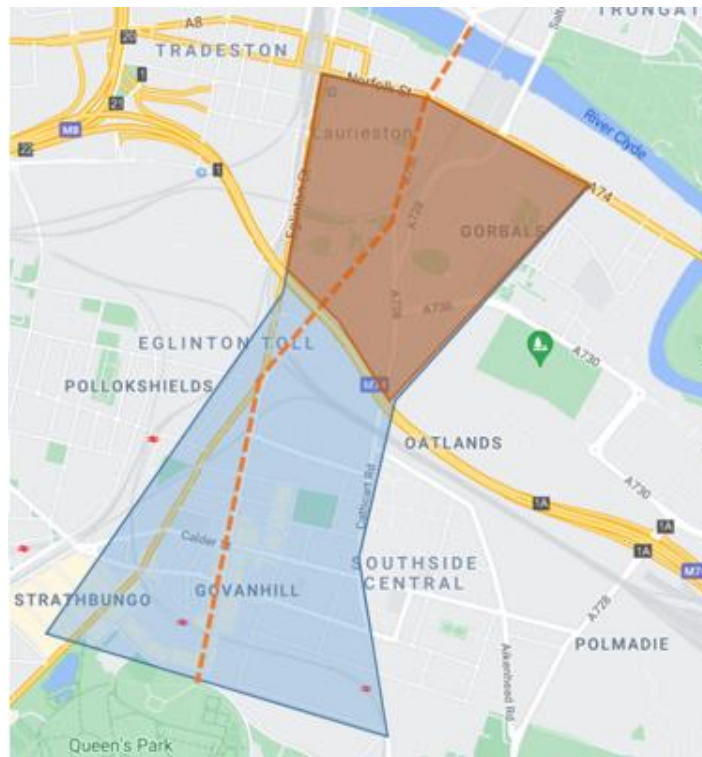
Postal survey

Postal surveys were distributed to residents living within the vicinity of the route in the Gorbals area of Glasgow in July 2018 (Figure 6). This was intended to target the local residents with the view to understanding the awareness, attitudes and perceptions of the proposed project. The survey captured information about community cohesion, resident's

involvement in the planning process, perceptions of safety towards active travel in the area and travel behaviour. 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 total of 1,859 surveys were distributed to local residents, of which 175 valid responses were returned, giving a final response rate of 9%.

At follow up in 2023, the postal survey was distributed to 4000 addresses. The sample was made up of 1,919 addresses in the project area north of the M74 plus a sample of relevant addresses in the project area south of M74. A total of 343 valid responses were returned.

Figure 6: Postal survey distribution area at the northern end of the South City Way



Focus group

We held three focus groups with members of the local community in March 2017. These gathered participants views on the proposed SCW project, their current use of the route, their personal safety perceptions and the local area in its current state. The focus groups also explored how participants perceived the wider community to be using the route and local area, and the expectations they had for its development.

Local community groups were targeted to recruit participants for each of the focus groups, and a recruitment poster was posted on the social media sites of a local community organisation (South Seeds¹³). A total of 15 local community members participated in the three focus groups (five per session). Of the 15 participants, ten stated they were keen cyclists, with the remaining five stating they were not regular cyclists. As an incentive for taking part, 'registered participants' received a £20 high street gift voucher¹⁴.

Focus groups were then repeated in 2023. Two focus groups were conducted, one with three participants, and one with four participants. Before the discussion a walkthrough was conducted which involved participants and facilitators walking a short section of the SCW together. This was followed by a focus group discussion in a nearby venue. The walkthrough was used as a basis for the discussion, which covered participants views on the new infrastructure, how it had impacted their usage of the route, and how it had impacted the local area overall.

At both baseline and follow up, recordings were transcribed by external suppliers and the subsequent transcriptions were anonymised and checked for accuracy. Thematic analysis was applied using deductive approaches with the initial themes identified using the topic guide.

Retail vitality survey

Retail vitality and shopper surveys were delivered to local retail business owners and shoppers along Victoria Road in March 2017 at baseline, and in May 2023 at follow up. The retailer surveys were designed by RMU to capture information from businesses 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 was used to enable comparison between baseline and follow-up data to provide evidence on the impact of the intervention on shopping behaviour.

Traffic speed and volume

Traffic, Speed and Volume (TSV) data was collected at two locations on the SCW route – Pollokshaws Road and Gorbals Street – to gather information on the flow of traffic in March

¹³ <http://southseeds.org/>

¹⁴ Participants were required to book a slot into one of the three focus groups to receive the incentive

2017 (27th March – 2nd April). Collected continuously over seven consecutive days, at both locations, this data includes a breakdown of vehicle classification and speeds in fifteen-minute increments. At the point where data was collected on Pollokshaws Road, traffic northbound towards the city was limited to cyclist, bus and taxi use only. Similarly, the same restrictions were also in place Southbound at the surveying point on Gorbals Street.

The data collection was then repeated in June 2023 (26th June – 2nd July). The traffic restrictions in place remained the same between baseline and follow up.

Commuter survey

A commuter survey was designed by RMU and advertised through the social media platforms used by South Seeds (Figure 7), a community organisation located on Victoria Road¹⁵. The posts used to promote the survey asked for anyone who commuted using the South City Way to complete the online survey. South Seeds is an environmental organisation working with local residents and organisations to help improve the look and feel of the area. Therefore, the sample may reflect those that follow South Seeds media channels.

Figure 7: Advertisement post for commuter survey on South Seeds Facebook page



The survey was carried out to gain an understanding of how local residents currently use the SCW as part of their commuting journey and their views on the condition of the route/ local

¹⁵ Facebook and twitter pages

area. The survey was delivered online using BOS in May 2017. As an incentive, a prize draw for the chance to win a £50 high street gift voucher was offered for completing the survey.

At follow up, the commuter survey was repeated in September 2023. The survey was publicised by project team members standing on the route during commuting hours and distributing QR codes that linked to the survey.

Parked bike count

Counts of parked bikes were undertaken at four sites along the SCW in March 2017. At follow up the counts were repeated at the same four sites, whilst, a further fourteen sites were also added. The intention was to understand an indicative use of visiting the area by cycling. Counts were completed at each site four times throughout the day; 09:00, 12:00, 15:00 and 18:00 on three days at baseline, and four days at follow up.

The four sites at baseline were:

- Junction at Albert Avenue & Victoria Road/ Albert Road & Victoria Road
- Junction at Dixon Avenue & Victoria Road/ Prince Edward Street & Victoria Road
- Lidl car park
- Royal Mail

The fourteen additional sites at follow up were:

- Maybank Lane
- Albert Road (east)
- Queens Park Station(Public Rack)
- Queens Park Station(OVO Racks)
- Prince Edward Street (west)
- Allison Street
- Alison Street (west)

Scheme ID: GCC-CLP-2175.

- Bowman Street (east)
- Bowman Street (west)
- Calder Street
- Kingarth Street (east)
- Kingarth Street (west)
- Cuthbertson Street (west)
- Victoria House

8. Appendix

Additional Data

Figure 8: Annual usage estimate at count locations by mode

AUE by mode	Cyclists		Pedestrians	
	Baseline	Follow-up	Baseline	Follow-up
Victoria Rd & Albert Av	195,021	497,388	2,023,490	2,323,290
Victoria Rd & Allison St	226,312	544,247	3,416,186	2,816,682
Victoria Rd & Coplaw St	263,097	584,905	745,865	874,958
Pollokshaws Rd & Gourock St	238,778	486,777	324,582	305,977
Gorbals St & Norfolk St	223,140	397,031	919,115	654,915