

# Newcastle Cycling Campaign



Councillor travel choice survey – Autumn 2010

## Introduction

In October 2010 the Newcastle Cycling Campaign asked Newcastle's councillors to give a minute of their time to participate in a short and exclusive travel choice survey.

The survey was unannounced.

## Aim of survey

The aim of the survey was to identify

- how our elected representatives travelled to a council meeting on 6 October 2010
- what thought process was undergone choosing to travel that way
- to raise awareness of cycling as a mode of transport
- introduce the Newcastle Cycling Campaign
- provide results to councillors for discussion

## Quick stats

Out of the 78 elected members 39 responded, making the overall response rate 50%.

From the 39 respondents six did not attend the meeting, making the attendee response rate (councillors who travelled to the Civic Centre meeting on the day) 42%.

Out of the 39 respondents, 17 want to join the campaign. We will send joining instructions to those.

## Qualitative comments

The qualitative analysis takes account of respondents' comments and shows that amongst the respondents i.e. 50% of councillors there is a good awareness of sustainable travel modes.

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Cycling was generally a highly regarded travel choice, with some admiration given to city cyclists. The current situation for cycling was acknowledged as improvable and better provision for cyclists was supported.

Some comments were received about high volumes of traffic and that traffic reduction measures are required for the city centre, coupled with pedestrianisation and improved cycling facilities, in order to make the urban space pleasant and enjoyable. This commentary is in line with the ambitious vision of 1PLAN, the economic and spatial strategy of NewcastleGateshead:

- “A key challenge will be to reduce the volume of traffic passing through the urban core”, p67
- “Over-engineered roads and fast-moving traffic blight parts of our urban core and fragment the urban fabric”, p67
- The long-term aim is to reduce the amount of traffic passing through the urban core. In the short-term, the strategy will be to civilise these routes, changing urban motorways into city streets”, p78

## Numeric analysis

For our numeric analysis we applied a simple ‘traffic light’ system.

GREEN

Sustainable modes of transport such as walking, cycling and public transport.

AMBER

All car-share modes (passenger and driver) and single-occupancy car journeys over 10 miles

RED

Single-occupancy car journeys under 10 miles

The modal trip share is tabled below.

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Tab.1 Modal share by trips

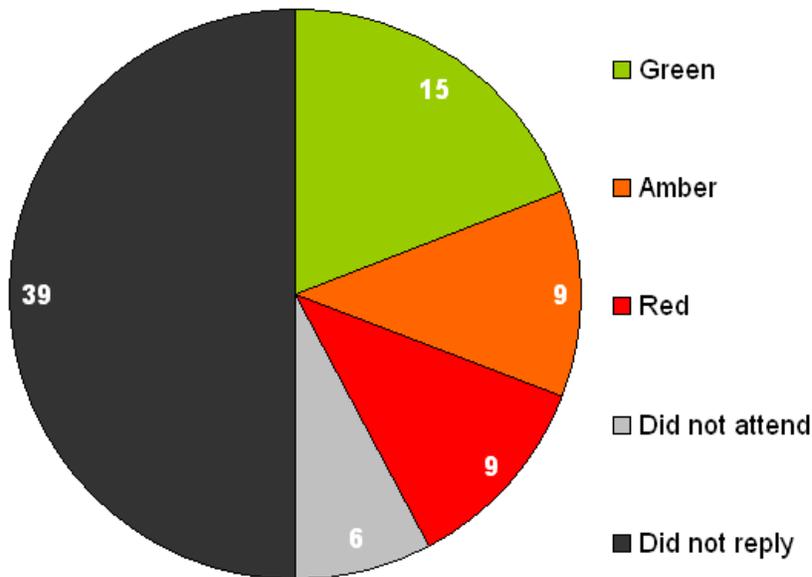
Walking	Cycling	Bus	Metro	Car - passenger	Car -Driver	Car -single	
6	2	5	5	5	2	2	9
18				9			9

Note: On two occasions the respondent stated two travel modes (multi-modal journey); the less sustainable option was chosen for the final traffic light colour.

Notably, public transport being quite popular amongst councillors with 10 trips made.

The journey rating can be seen below.

Fig.1 Journey rating



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## Conclusion

It is difficult to draw a full conclusion about the entire city council, as one half of the target group was unable to respond.

However, taking a look at the 50% who did respond, good awareness of sustainable transport was demonstrated, judging by the comments received. A genuine sense of interest in green travel was apparent. This is very encouraging.

It is a real shame that we are left wondering how the 'other half' travelled to the council meeting, and whether green travel awareness is as abundant amongst those councillors.

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Katja Leyendecker on behalf of the Newcastle Cycling Campaign 16.11.2010