

Appendix 4: Segmentation of potential strategic route users

Mapping of DfT Climate Change and Transport Choices segmentation model to existing MOSAIC consumer classification data for the city

DfT segment	Most comparable MOSAIC group/s
Carbon reduction	
Segment 4: Affluent empty nesters	A. Symbols of success: Career professionals living in sought after locations
	J. Grey Perspectives: Independent older people with relatively active lifestyles
Segment 5: Educated suburban families	B. Happy families: Younger families living in newer homes
	C. Suburban Comfort: Older families living in suburbia
Segment 8: Young urbanites without cars	E. Urban Intelligence: Educated, young, single people living in areas of transient populations
Employment and regeneration	
Segment 2: Less affluent urban young families	G. Municipal Dependency: Low Income Families Living in Estate Based Social Housing
	H. Blue Collar Enterprise: Upwardly Mobile Families Living in Homes Bought from Social Landlords
Segment 9: Urban low income without cars	D. Ties of Community: Close-knit, inner city and manufacturing town communities
	F. Welfare Borderline: People Living in Social Housing with Uncertain Employment in Deprived Areas

Sources:

DfT Climate Change and Transport Choices segmentation model

Newcastle City Council MOSAIC data (www.newcastle.gov.uk/your-council/statistics-and-census-information/mosaic-socio-economic-profiles)

Potential strategic route user 'groups'	Characteristics	Areas of concentration	Influences	Engagement strategy
Segment 4. Affluent empty nesters - Older, largely retired, affluent, well educated - Average levels of car travel; drive less than younger affluent segments - Mostly likely segment to buy cars brand new - Pro-environmental but more sceptical about climate change specifically				
A. Symbols of success: Career professionals living in sought after locations	Successful, rewarding careers, substantial wealth, influential, luxury items, specialist advice, professional, well educated, drive modern/expensive cars.	Located in the relatively affluent wards of West Gosforth (41.4%) and Parklands (38.2%) well in excess of the City average for this socio-economic grouping (5.5%). Other wards in excess of this City figure include North Jesmond (18.7%) , East Gosforth (16.0%), Dene (13.9%) and North Heaton (8.0%) .	Internet, Telephone, Magazines. Some TV	Our 2 year work programme: <ul style="list-style-type: none"> The Gosforth and Great Park routes will benefit Gosforth, Parklands and Jesmond residents. New and existing residents will have targeted door-to-door flyers. The Great North Cycle Way will travel through Jesmond and into Parklands wards. This will greatly impact the attractiveness of cycling for this group. Engagement will appeal to how quality of life can be improved without dwelling on community/welfare orientated or environmental messages; We will show how cycling can help make residents happier, wealthier, save time and how it is the latest "thing" to do. Community engagement will take place around 'cycle friendly areas' in North Jesmond and North Heaton. This will include: street-workshops to generate ideas for public space and raise awareness of new infrastructure; Large, nudging adverts on new routes at key locations to highlight alternative ways to travel.
J. Grey Perspectives: Independent Older People with Relatively Active Lifestyles	Pensioners in comfortable retirement with traditional values.	Westerhope (20.1%) and East Gosforth (15.8%) have the highest percentage (city average is 5.0%). Other wards include Parklands (12.9%), West Gosforth (12.4%), North Heaton (9.6%) , Denton (7.5%), Walkergate (7.0%), South Jesmond (6.7%), North Jesmond (6.5%) , Woolsington (6.2%), Newburn (6.1%) and Fawdon (5.8%).	Daily Telegraph, Daily Mail	Our 2 year work programme: <ul style="list-style-type: none"> Appealing to refined sensibilities and countering entrenched stereotypes will be a key tools in overcoming adoption and awareness of cycling with older people. Highlighting health risks for their age group and how cycling can combat these risks through simple, gentle and fun exercise will appeal. Providing inclusive activities and training that address not only health but companionship, mental health and isolation issues will help to build a supporter base amongst the older audience.

Potential strategic route user 'groups'	Characteristics	Areas of concentration	Influences	Engagement strategy
Segment 5: Educated suburban families - Working age, higher income, well educated, many have children - Travel and drive a lot; most likely segment to travel by plane - Positive about cycling, but distances and safety are barriers - Concerned about climate change but have high travel needs				
B. Happy families: Younger families living in newer homes	Focus is on career, home and family, married/in permanent relationship, spend on equipment for the home and garden, family is principle focus of leisure activities.	Castle ward (30.7%) has the highest percentage of younger families living in newer homes in the City, attributable to new housing developments in the North of the City (Newcastle Great Park). Dene (18.6%) and Lemington (14.4%) also have a relatively high percentage. Other wards above the City average (5.4%) are Fenham (9.2%) , Woolsington (9.0%), Newburn (8.7%), Westerhope (8.1%), Walkergate (7.0%), Kenton (5.6%) and Denton (5.6%).	Sky TV and internet	Our 2 year work programme: <ul style="list-style-type: none"> We will begin to construct the Great Park route, which will eventually run into Castle. The Great North Cycle Route will open up access to the city centre and specific family amenities will now be deemed safe enough for this group to consider cycling to. Community engagement will take place around a 'cycle friendly area' in Arthur's Hill and Fenham. We will deliver events that involve the whole family and create a positive culture change by making cycling a common theme and happy-memory activity. We will capitalise on existing school-cycling projects to involve parents and their workplaces in cycling competitions and events. We will use existing and new case studies to highlight the benefits younger families have gleaned from changing trips to cycling (focusing on the removal of distance and safety barriers). Informative publicity in family venues will attract attention and encourage follow-up action. We will use promotions, prizes, events and community infrastructure involvement opportunities. Selling how cycling can resolve common tensions around street/school parking, visiting/shopping in the centre, after-school activities and other family journeys will help families make informed travel choices.
C. Suburban Comfort: Older Families Living in Suburbia	Age mid 40s, married, 3 children aged 11 to 14 years, both are professionals, 2 cars	Westerhope ward (32.1%) has the highest percentage of older families living in suburbia. Dene (27.1%) and North Heaton (25.6%) also have a significantly higher than average percentage (8.6%). Other wards include East Gosforth (19.0%), Parklands (17.2%), Castle (14.5%), Denton (13.1%), West Gosforth (12.8%), Kenton and Newburn (10.9%).	Internet, Daily Mail	Our 2 year work programme: <ul style="list-style-type: none"> We will begin to construct the Great Park route, which will eventually run into Castle. The Great North Cycle Route will open up access. Older children wishing to access friends and the city centre's amenities will have better and safer provision that parents will be content to let them use. Community engagement will take place around a 'cycle friendly area' in North Heaton. Specific community events involving residents' groups and school liaison will help focus on key capacity issues and rat-running. Pride in public space and access to local areas such as Jesmond Dene and Denton Dene will help turn new and returning cyclists into regular cyclists for local trips based on new route updates and project maps. Linking messages to parents' health improvement (as they enter specific risk age groups associated with heart disease, diabetes and osteoporosis) will inspire change and empower action.

Potential strategic route user 'groups'	Characteristics	Areas of concentration	Influences	Engagement strategy
<p>Segment 8: Young urbanites without cars</p> <ul style="list-style-type: none"> - Younger, well-educated, big city-dwellers - Heavily reliant on walking and public transport to get around - Transport behaviour results from location and life-stage, may change 				
<p>E. Urban Intelligence: Educated, Young, Single People Living in Areas of Transient Populations</p>	<p>Young singles, students, degree level education, creative jobs, diversity, ethical products, internet searches, theatre and arts, cinema.</p>	<p>Newcastle's large student population coupled with high numbers of professional workers living in houses of multiple occupancy accounts for the fact that over 80% of people living in the South Jesmond (82.6%) ward are considered to represent this group. Similar comments apply to North Jesmond (72.7%), South Heaton (72.0%) and Ouseburn (56.6%) wards. Over a quarter of the population in the Wingrove (37.0%), East Gosforth (32.0%) and Westgate wards (28.0%) are within this group. Other wards with a higher than average percentage (17.3%) include West Gosforth (22.7%) and Dene (18.2%).</p>	<p>Internet, The Guardian, The Times</p>	<p>Our 2 year work programme:</p> <ul style="list-style-type: none"> • The Gosforth and Great Park routes will benefit Jesmond and Gosforth residents. This user group is highly tuned-in to social media and smartphone, search-driven information gathering. Specific apps and web-media will help promote routes and services whilst young people will be encouraged to use their own social networks to spread the word and provide opinions and feedback. We will capitalise on the current trend in cycling, especially around colour-coordinated single-speed bikes that lend themselves to urban cycle journeys and being visible 'on the scene'. • Our Active Travel Centre will support young urbanites to cycle. It will be a front of house for information and services sign-posting throughout the city, and to buddy-up people with similar trips to create safety in numbers and add to their trip ambience. • Community engagement will take place around 'cycle friendly areas' in South Jesmond, North Jesmond, Heaton, Ouseburn and Gosforth which will link into the Transition group, business development group and artists' quarter to help attract people to this thriving enclave deep within the City's industrial heritage. • We will focus on fostering positive travel habits for life amongst this group.

Potential strategic route user 'groups'	Characteristics	Areas of concentration	Influences	Engagement strategy
Segment 2: Less affluent urban young families - Lower travel needs, desire to own larger/faster car but behaviour constrained by relatively low income - Relatively less reliant on the car than other car owning groups - Less well educated, more ambivalent about climate change				
G. Municipal Dependency: Low Income Families Living in Estate Based Social Housing	Living in council houses, dependence on benefits, mostly white British with few immigrants.	Almost half of the population of Walker ward (49.9%) are classified within this group, whilst over one third of the population of Blakelaw (36.0%), Woolsington (34.9%) and Byker (33.9%) live in similar estate based social housing. Other wards include Kenton (28.7%), Denton (24.5%), Lemington (23.2%), Newburn (22.9%), Benwell and Scotswood (22.5%), and Fenham (19.5%) . The City average for Newcastle is 16.1%.	High TV viewing, The Sun	Our 2 year work programme: <ul style="list-style-type: none"> The Walker route will benefit Walker and Byker residents. Key references to improving quality of life through changing trips to cycling and increasing health and specifically disposable income will help generate interest and uptake in activities and usage of the new routes. Our Active Travel Centre and its outreach activities will provide a centralised, co-ordinated face and approach to participation. Specific and tailored letter drops, posters, community centre and social media campaigning will set a relevant tone that will help people choose cycling more where possible. Community engagement will take place around a 'cycle friendly area' in Fenham. Street workshops around public realm design and road space reallocation will be well received here and will act as a foundation for other areas.
H. Blue Collar Enterprise: Upwardly Mobile Families Living in Homes Bought from Social Landlords	Skilled working class, enterprising rather than well educated <i>(note that this is the most comparable of DfT segments for this group, rather than an exact fit)</i>	Fenham (23.3%) has the highest percentage. The City average is 9.2%. A further 12 wards in the City have over 10 percent of people within this group, including, North Heaton (19.2%) , Denton (18.4%), Lemington (15.5%), Woolsington and Blakelaw (15.4%), Fawdon (14.1%), Newburn (13.9%), Walkergate (13.2%), Benwell and Scotswood (13.1%), Kenton (13.0%), Westerhope (12.4%) and Castle (11.9%).	High TV viewing, The Sun	Our 2 year work programme: <ul style="list-style-type: none"> The Walker route will benefit Heaton residents. Quality of life has improved for some through hard work and self sacrifice, particularly around quality, family time. Striking a work-life balance and fitting exercise into monthly journey patterns will appeal to workers, keen to enjoy more time with their family and find a common activity to participate in.

Segment 9: Urban low income without cars

- Younger, low income, low education, high levels of unemployment
- Low travel needs, reliant on walking and public transport
- Aspire to car ownership but cannot afford a car

<p>D. Ties of Community: Close-knit, Inner City and Manufacturing Town Communities</p>	<p>Working family tax credit, close knit communities, family close by, older houses, inactive lifestyles, traditional, children, young.</p>	<p>On average, 11.7% of people in Newcastle are considered to be within this group. Elswick (27.4%), Walkergate (27.0%), Wingrove (27.0%) and Lemington (26.1%) have the highest percentage. Other wards with a higher than average percentage include; Benwell and Scotswood (22.9%), Castle (22.4%), Blakelaw (19.0%), Fenham (16.8%), Denton (13.6%), Westerhope (13.2%) and Newburn (13.0%).</p>	<p>Community Centres The Mirror, The Sun</p>	<p>Our 2 year work programme:</p> <ul style="list-style-type: none"> • We will begin to construct the Newburn route, which will eventually run into Lemington. This will directly link to popular leisure elements of the National cycle Network and provide a stepping stone for people to progress and cycle more short journeys. Close links with industrial zone employers will be tied in to workplace marketing campaign targeting Health and Safety and productivity themes. • We will focus Community Outreach activities around the Elswick area through established and respected organisations to engage local people, raise their aspirations and help them understand how the new routes and services can help them access the centre and training and employment opportunities more quickly and cheaply. • A specific focus around empowering young women and BME and minority groups will help make cycling opportunities as inclusive as possible. • Community engagement will take place around a 'cycle friendly area' in Fenham and Arthur's Hill that links to Elswick. Key messages and advertising at the confluence of major strategic routes at Big Lamp junction will reinforce the investment and priority of cycling infrastructure to all road users to persuade 'laggers' to follow the early adopters.
<p>F. Welfare Borderline: People Living in Social Housing with Uncertain Employment in Deprived Areas</p>	<p>Poorest people in the UK, urban with significant ethnic minority presence.</p>	<p>Westgate ward (55.9%) has the highest percentage of this group, though this is partly explained by the fact that the ward covers the majority of the city centre. Other wards include: Elswick (40.3%), Byker (35.7%), Walker (36.3%), Ouseburn (31.6%), and Benwell and Scotswood (24.1%), Kenton (17.6%), Wingrove (17.2%) and Fawdon (16.1%).</p>	<p>High TV viewing, The Sun</p>	<p>Our 2 year work programme:</p> <ul style="list-style-type: none"> • The Newburn route will benefit Westgate and Elswick residents. This will give more people than ever a genuine transport opportunity and onward access to the city and training and employment opportunities. We will deploy and align complementary services such as bike recycling to minimise barriers to cycling whilst also engaging the community and giving them skills and confidence. • The Walker route will benefit Byker and Ouseburn residents. Assimilation with core obesity and inactivity programmes through established delivery bodies and bike clubs will ensure a captive audience and effective and successful interventions. Partnerships with current Bike clubs and activities will help cycling immersion within the community. • Our Active Travel Centre will service the city centre and provide and support outreach activities targeted around Elswick, Cowgate, Walker and Byker. • Community engagement will take place through existing, trusted projects and at special extravaganza events that captivate the minds of residents.