

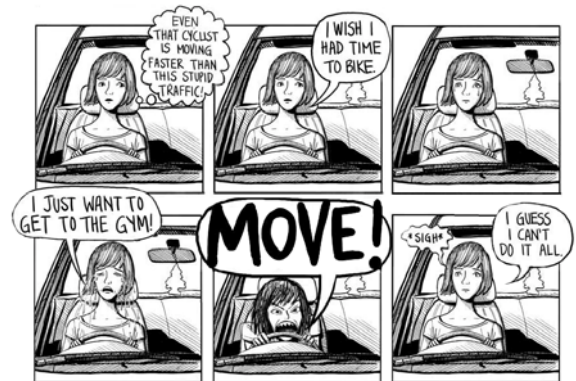
## Appendix 5: User journeys

- **Characteristics:** A 35 years old working mother, living in North Jesmond
- **Attitudes:** Susie hates sitting in traffic, and is concerned about rat running in her area, but she has so much to fit into her day that she hasn't had time to properly consider or try an alternative. Susie's travel behaviour is influenced by habit. She takes her kids to school every day in the car before driving on to work. She doesn't feel confident or capable of cycling using the facilities currently available to her.

### 2013

Every weekday Susie drops her kids off at West Jesmond Primary School before driving to work in an office in Newcastle's Stephenson Quarter.

She drives to a Gym in Gosforth several times a week. At the weekend Susie and her children tend to shop at out of town supermarkets and retail parks.



### 2014

A cycle friendly areas project kicks off in Susie's neighbourhood. She is involved in decisions to make changes around her kids' school. Rat running motor traffic is reduced.

At the same time the shopping area at Acorn Road is reshaped to give more space to pedestrians and bikes.

Involvement in the project makes Susie question her behaviour.

Suddenly doing some shopping locally with the kids looks more attractive. The local High Street has more of a buzz about it. However Susie still feels she needs to drive to work which means the school run is also done by car.



### 2015

Susie notices the construction work going on at John Dobson Street and pops into the Active Travel Centre in town to find out what's going on.

Cycling on John Jobson Street has always been impossible for Susie, even with painted bus / cycle lanes she just feels invisible.

With the opening of a protected cycle track in February 2015, together with the Gosforth Cycle Route, suddenly cycling to work is possible.



2016

Biking to work in the City Centre is becoming a regular feature of Susie's week.

As more of the city centre becomes bike friendly getting lost becomes a pleasure rather than a hazard.

Shopping by bike in the city centre is now something that Susie can consider doing with the kids.



2017

With a Low Emission Zone announced in Newcastle bringing cars into the city centre everyday looks less attractive for Susie's employer. Staff who bike to work are valued and the company keeps a few electric vehicles for employees who do need to make longer trips from the office.

Another two cycle routes open giving Susie more options cycling into the city centre. One of her daughters moves school and is able to use part of the Benfield route to get to school. Susie's job moves into the first phase of the new development on Pilgrim Street.

Newcastle's protected cycle lanes mean that she is kept safely away from construction traffic.



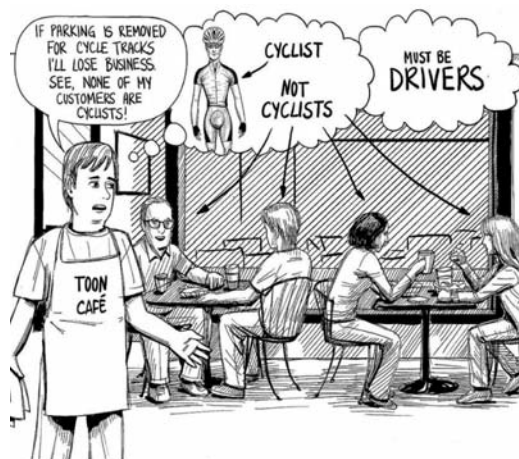
## Case study 2 – Carl

- **Characteristics:** A 43 year old part-time employee at a café on Elswick Road in Benwell close to where he lives. He leads a fairly inactive lifestyle.
- **Attitudes:** Carl hears that Newcastle City Council is going to invest in cycling facilities on Elswick Road and worries what this will mean for him. If parking spaces are removed for cycle tracks, he is worried that the business will lose customers.

2013

Carl could earn more working in the city centre but the bus fare and the time spent commuting mean it isn't worth his while.

He hears that Newcastle is going to invest in cycling facilities on Elswick Road and worries what this will mean for him and his job.



2014

Carl goes to see his GP complaining of chest pains. He is told that if he doesn't start taking regular exercise he is at risk of a heart attack.

Carl is referred to the Active Travel Centre which arranges a loan bike to help Carl get back on a bike for the first time in years.

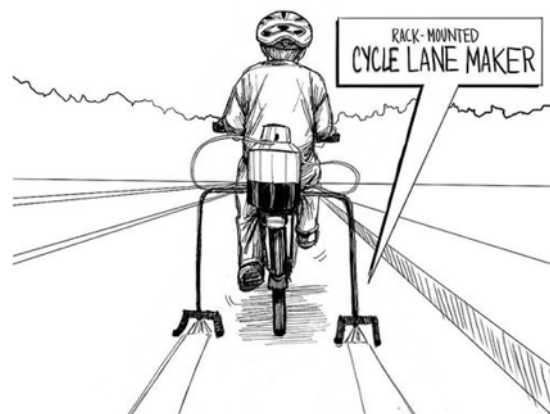


2015

The new strategic cycle route down Elswick Road to the City Centre opens and it doesn't take Carl long to realise that it's now cheap and easy for him to get to the city centre.

The first time he tries it his bike breaks down in town but he's able to pop into the Active Travel Centre where the mechanic shows him how to fix it.

Carl gets a new job at Eldon Square shopping centre working in a restaurant and makes 10% more than he did before.



2017

The city centre suits Carl and he moves to work at Deputy Manager at a new cafe opening up on the Science City site. He cycles to work using the new West Route.

Even though Carl could now afford to run a car he says that it doesn't really make sense to do so, he's got better things to do with his money and is saving for a deposit to buy one of the new homes at Scotswood. Cars seem out of place in the city centre.



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