



Sheaf Valley Cycle Route Perception Surveys

Survey Report

August 2023

Thornhill Brigg Mill, Thornhill Beck Lane, Brighouse, West Yorkshire, HD6 4AH

T: 01484 404797

W: www.enventure.co.uk

Report prepared by:

Mark Robinson
mark@enventure.co.uk

Report reviewed by:

Kayleigh Pickles
kayleigh@enventure.co.uk

Enventure Research

Thornhill Brigg Mill, Thornhill Beck Lane, Brighouse, West Yorkshire, HD6 4AH
T: 01484 404797

W: www.enventure.co.uk E: info@enventure.co.uk

Reg no: 4693096
VAT no: 816927894



Contents

The Research Programme.....	4
Background.....	4
Project aims	4
Methodology	4
Interpretation of the findings	5
Research Findings.....	6
Resident Survey.....	6
Organisation and Business Survey.....	30
Intercept Survey	38
Key findings	59
Appendices.....	62



The Research Programme

Background

Sheffield City Council has delivered a scheme for pedestrians and cyclists along Sheaf Valley from Norton Hammer to Sheaf Quay. This is intended to make walking and cycling a more attractive and safer way to travel along this route.

The Council wanted to understand public perceptions around this work by undertaking surveys with residents living in the area, organisations and businesses located along the route, and pedestrians and cyclists using the route.

Enventure Research, an independent research agency, was commissioned to undertake these surveys. This report details the findings from the three surveys.

Project aims

The objective of the research is to understand perceptions of the changes made along the route. This was undertaken by delivering three surveys targeting different groups of respondents, namely:

- Residents living within the area (resident survey)
- Organisations and businesses based along the route (organisation and business survey)
- Pedestrians and cyclists using the route (intercept survey)

Within this overall aim, the research objectives were to understand:

- Perceptions of safety
- Perceptions of walking and cycling provision in the area
- Perceptions of barriers to active travel in the area
- Perceptions of improved active travel infrastructure in the area
- Perceptions of the amount of walking and cycling activity in the area
- Perceived changes in health and wellbeing in the area
- Impact on local organisations and businesses based in the area

Methodology

Questionnaires were designed by Enventure Research in partnership with Sheffield City Council which took approximately ten minutes to complete for the resident and intercept survey, and 15 minutes for the organisation and business survey. Several topics were covered, including perceptions of the recent changes and how these have impacted on volume, speed and noise of traffic, mode of transport when travelling around the area, perceived safety, changes in local journeys, frequency of travelling around the area, barriers to walking and cycling more, and, for organisations and businesses, how the changes have affected them and their customers. The questionnaires also ensured that demographic data was recorded, such as gender, age, ethnicity, and disability. For reference, the questionnaires can be found in the Appendices.

Resident survey – a sample of 403 residents in Sheaf Valley, aged 16 and over, was interviewed. The survey was conducted via face-to-face on the doorstep and on-street interview. The survey was administered between 21 June and 24 July 2023.

Intercept survey – a sample of 443 pedestrians and cyclists, aged 16 and over was interviewed. The survey was conducted via face-to-face on-street interview at various sample points in the Sheaf Valley area. The survey was administered between 4 July and 8 July 2023.



Organisation and business survey – a sample of 60 businesses was interviewed. The survey was conducted via telephone interview, with a range of organisation and business types represented. The survey was administered between 27 June and 19 July 2023.

The surveys were administered by an experienced team of Interviewer Quality Control Scheme (IQCS) trained interviewers who used CAPI (Computer Assisted Personal Interviewing) devices. Interviewers for the resident survey and intercept survey also used a map of the area as a showcard so that respondents understood which area they were answering questions about. A copy of the map used can be found in the Appendices.

Interpretation of the findings

This report contains tables and charts. In some instances, the responses may not add up to 100%. There are several reasons why this might happen:

- The question may have allowed each respondent to give more than one answer
- Only the most common responses may be shown in the table or chart
- Individual percentages are rounded to the nearest whole number, so the total may come to 99% or 101%
- A response of between 0% and 0.4% will be shown as 0%

Subgroup analysis has been undertaken for the representative resident survey to explore the results provided by different groups, such as gender, age group, ethnicity and disability. This analysis has only been carried out where the sample size is seen to be sufficient for comment. Where sample sizes were not large enough, subgroups have been combined to create a larger group.



Research Findings

Resident Survey

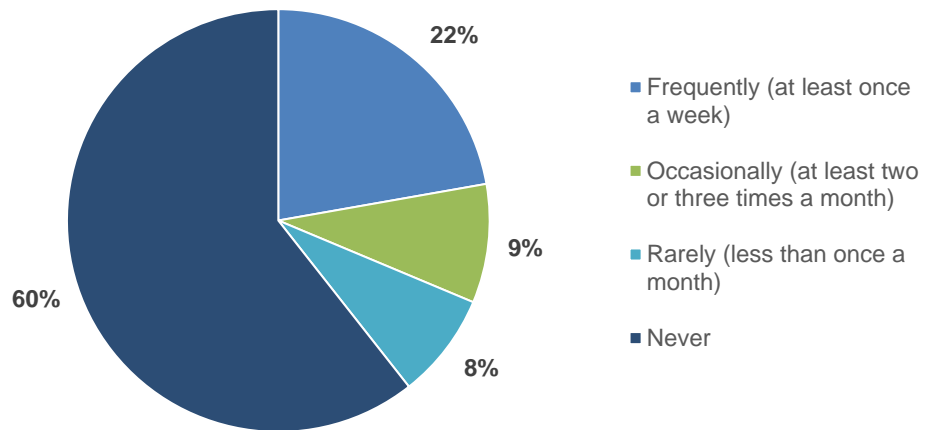
The resident survey was undertaken between 21 June and 24 July 2023, and involved interviewing 403 residents in the Sheaf Valley area.

Cycling

All respondents were first asked if they ever cycled. As shown in the figure below, most (60%) said they *never cycle*. However, just over one in five (22%) respondents said they *cycled frequently (at least once a week)*, with a further 9% saying they *cycle occasionally (at least two or three times a month)*. A similar proportion (8%) said they *rarely cycled (less than once a month)*.

Figure 1 – Do you cycle?

Base: All respondents (403)

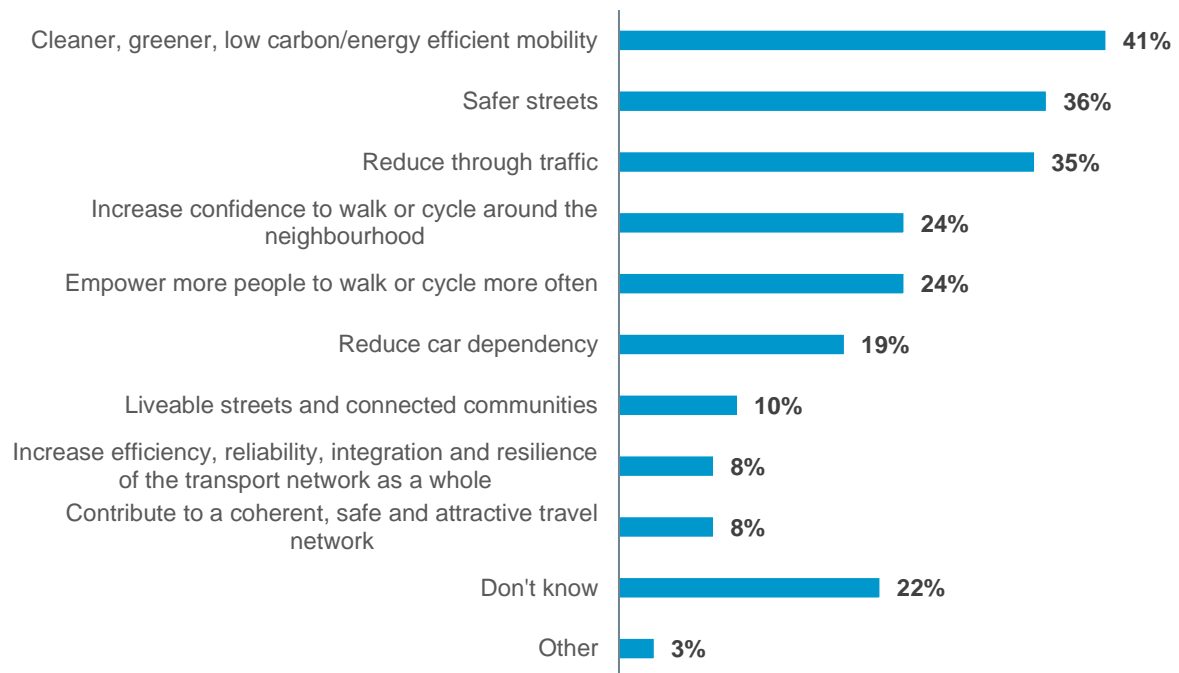


Understanding of the purpose of the changes

Respondents were then asked about their understanding of the purpose of the recent changes in the area. Two in five (41%) said they thought it was to *create cleaner, greener, low carbon/energy mobility*. Just over a third said it was to *create safer streets and reduce through traffic* (36% and 35% respectively). A quarter (24% each) believed it was to *increase confidence to walk or cycle around the neighbourhood* or *empower more people to work or cycle more often*.

Figure 2 – What is your understanding of the purpose of the recent changes?

Base: All respondents (403), respondents could tick all that apply



Perceptions of traffic speed, volume and noise

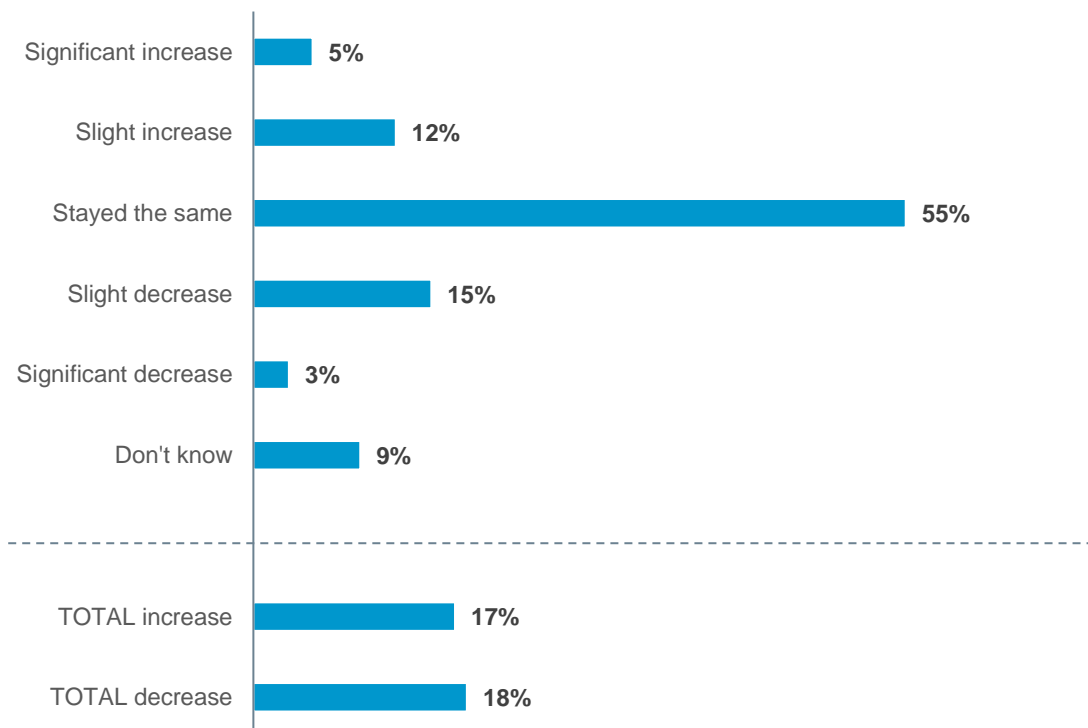
Sheffield City Council was keen to establish if residents felt there had been any changes in traffic speed, volume and noise on local roads and main roads since the changes had been introduced. The following three figures illustrate the findings.

Traffic speeds on residential roads

Respondents were asked if they felt traffic speeds had increased, stayed the same or decreased since the changes had been introduced. Over half (55%) of respondents said the traffic speed on residential roads had *stayed the same*, whilst 18% said they felt there had been a *decrease* in traffic speeds since the changes were introduced. However, 17% of respondents said they felt traffic speeds had *increased*.

Figure 3 – Since the changes were introduced, do you feel traffic speeds have increased, stayed the same or decreased in the area on residential roads?

Base: All respondents (403)



Subgroup analysis

Subgroups more likely to say the traffic speed has *decreased* on residential roads (18% overall) include:

- Those aged 45-54 (29%)



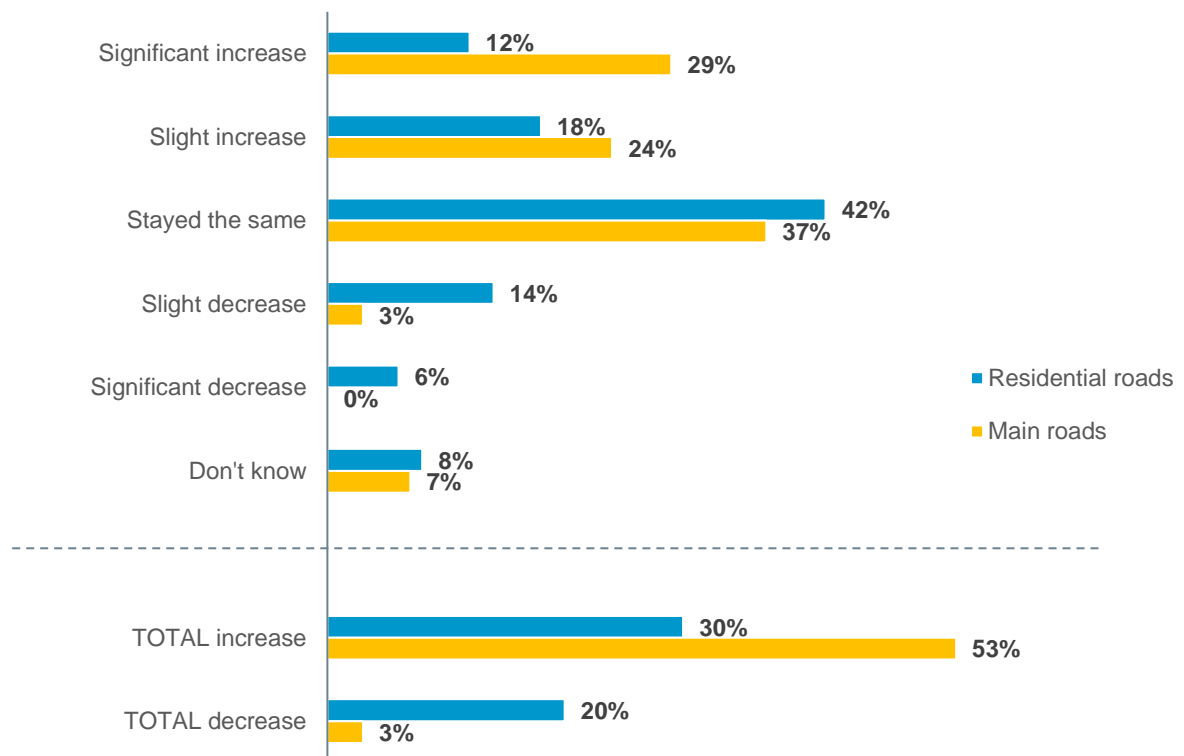
Traffic volume on residential and main roads

Respondents were asked if they felt the overall traffic volume had increased, stayed the same or decreased since the changes had been introduced. Two in five (42%) respondents said the traffic volume had *stayed the same on residential roads*, whilst 20% said they felt there had been a *decrease* in traffic volume since the changes were introduced. However, 30% of respondents said they felt traffic volume had *increased on residential roads*.

In comparison, more respondents said that traffic volume had *increased on main roads* (53%) and just 3% said it had *decreased*. Almost two in five (37%) said they thought traffic volume had *stayed the same on main roads*.

Figure 4 – Since the changes were introduced, do you feel traffic volume has increased, stayed the same or decreased in the area on residential roads and main roads?

Base: All respondents (403)



Subgroup analysis

Subgroups more likely to say the traffic volume has *increased on residential roads* (53% overall) include:

- Those aged 35-44 (66%) and 45-54+ (67%)



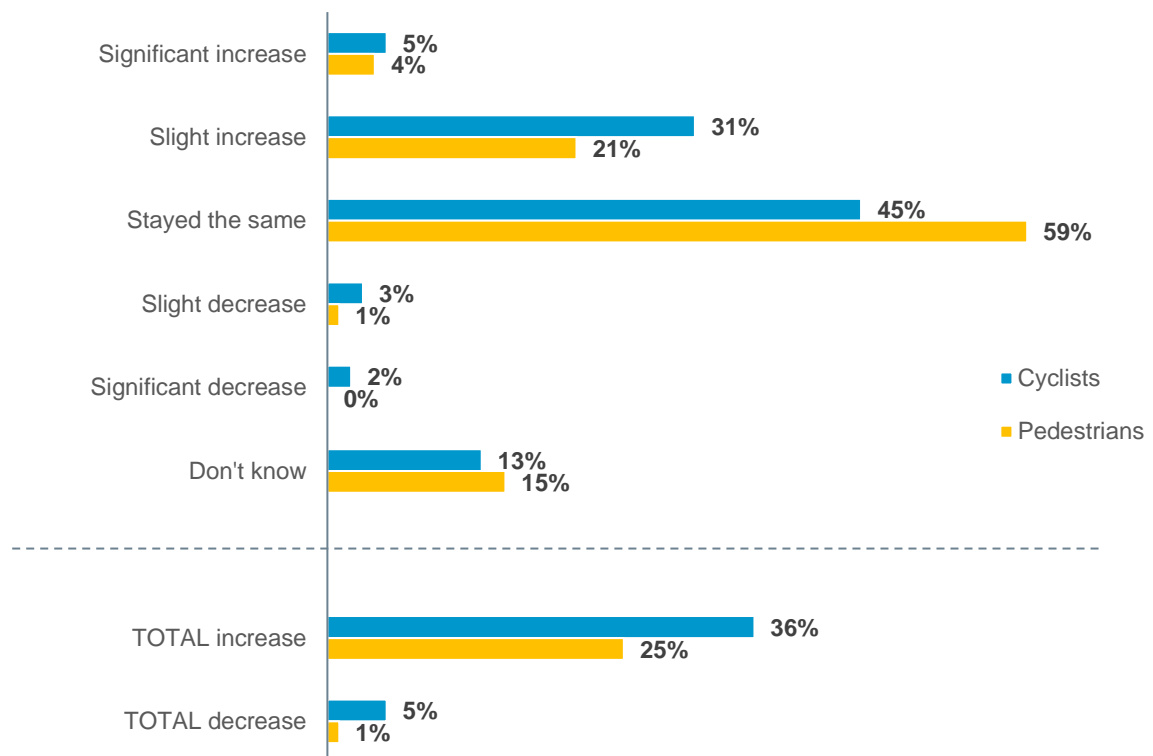
Number of pedestrians and cyclists along the route

Respondents were asked if they felt the number of cyclists and pedestrians had increased, stayed the same or decreased in the area. Just over a third (36%) of respondents thought the *number of cyclists had increased*, whilst just 5% thought the number had *decreased* and 45% thought it had *stayed the same*.

In comparison, fewer respondents thought that there had been an *increase in pedestrians* (25%), and 59% thought the number had *stayed the same*. Just 1% said they thought the number of pedestrians had *decreased*.

Figure 5 – Since the changes were introduced, do you feel the number of cyclists and pedestrians has increased, stayed the same or decreased along the route?

Base: All respondents (403)



Subgroup analysis

Subgroups more likely to say the number of cyclists has increased along the route (36% overall) include:

- Those aged 35-44 (45%)

Subgroups more likely to say the number of pedestrians has increased along the route (25% overall) include:

- Those aged 35-44 (33%)

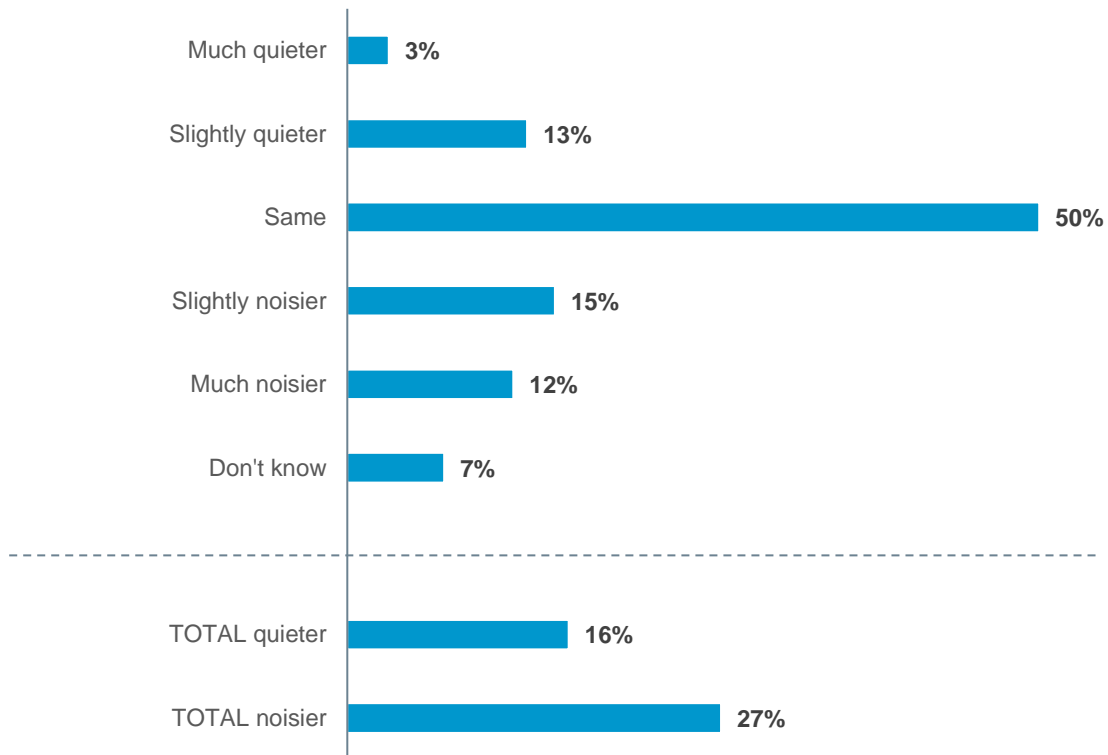


Traffic noise on residential and main roads

Respondents were also asked if they felt the overall traffic noise had increased, stayed the same or decreased since the changes had been introduced. Half (50%) felt that traffic noise had *stayed the same*, whilst 16% said they felt it was *quieter* since the changes were introduced. However, just over a quarter (27%) of respondents said they felt it was *noisier*.

Figure 6 – Thinking about the level of noise since the changes were introduced, do you feel it is quieter or noisier?

Base: All respondents (403)



Safety

Sheffield City Council wanted to determine how safe residents felt whilst walking and cycling around their local area during the day and after dark since the changes were introduced. The following six figures illustrate the findings.

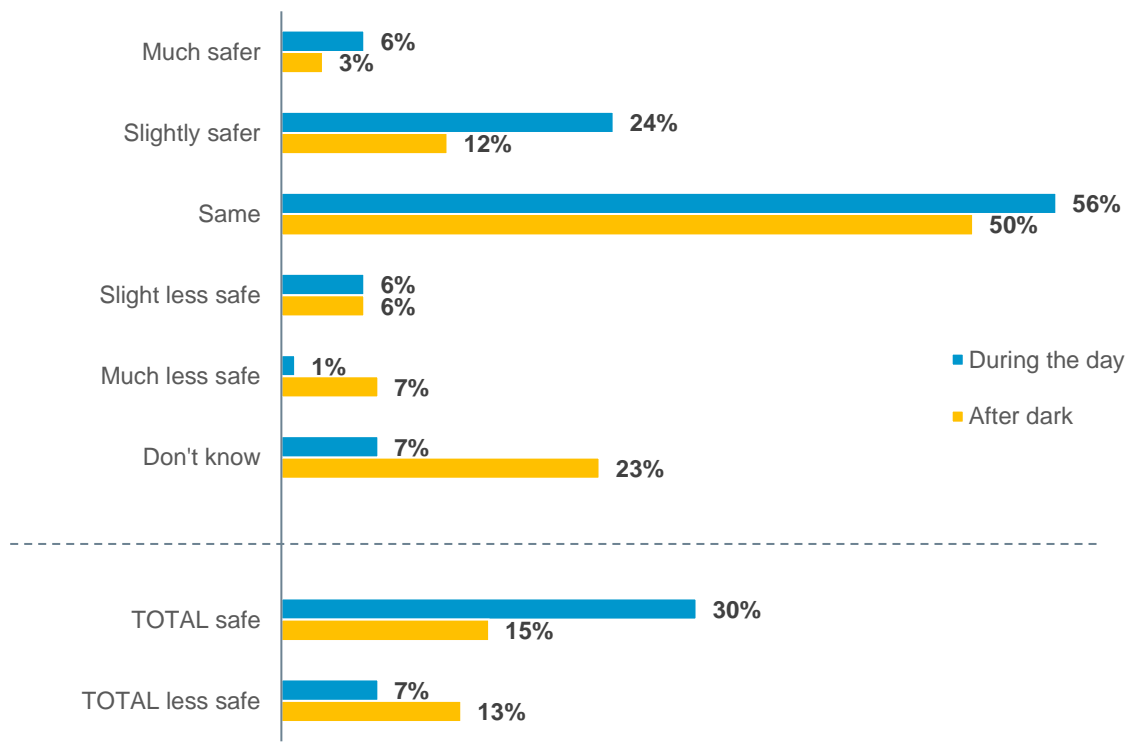
Safety – walking on residential and main roads

Respondents were asked if they felt safer, less safe or the same when walking around their local area *during the day* since the changes were introduced. Almost three in five (56%) said they felt *the same*, and three in ten (30%) said they felt *safer*. Just 7% said they felt *less safe*.

When asked how safe they felt *after dark*, fewer respondents said they felt *safer* (15%) and in contrast, 13% said they felt *less safe*. Half (50%) said they felt the *same*, and almost a quarter (23%) said they *don't know*.

Figure 7 – Do you feel the route is safer, or less when walking around your local area during the day and after dark?

Base: All respondents (403)



Subgroup analysis

Subgroups more likely to say they felt *less safe* when walking around the local area *during the day* (7% overall) include:

- Those aged 45-54 (19%)

Subgroups more likely to say they felt *less safe* when walking around the local area *after dark* (13% overall) include:

- Those aged 35-44 (17%)



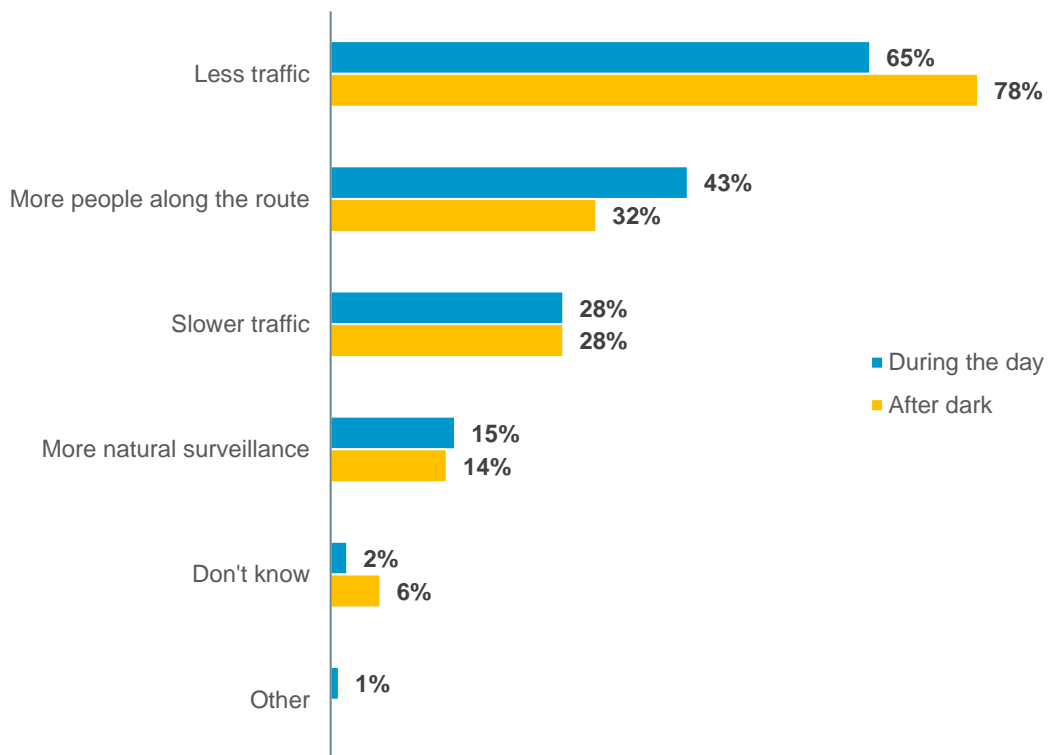
Feeling safer when walking

Respondents that said they felt safer when walking during the day and after dark were asked why they had said that. *Less traffic* was the most common response provided (65% *during the day* and 78% *after dark*). Just over two in five (43%) respondents thought there were *more people along the route* making it feel safe *during the day*, and 32% thought this *after dark*.

Slower traffic was also a reason provided by 28% of respondents for both *during the day* and *after dark*.

Figure 8 – Why have you said you feel safer when walking along the route during the day and after dark?

Base: Respondents that feel safer when walking during the day (123) and after dark (50)



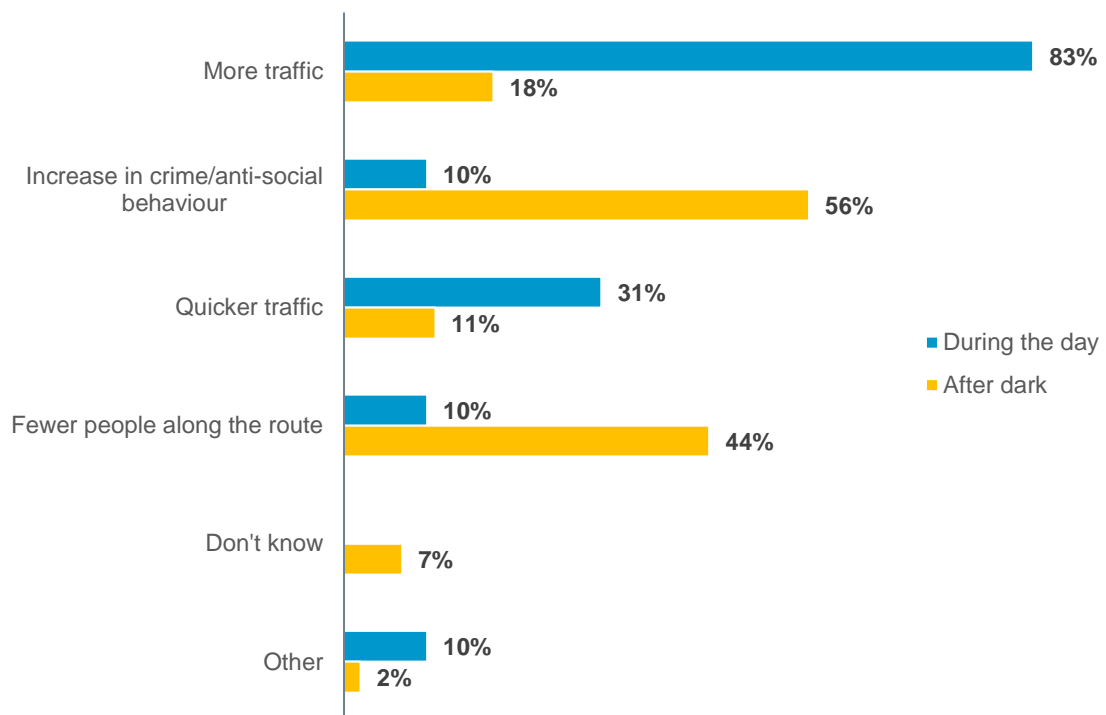
Feeling less safe when walking

Respondents that said they felt less safe during the day and after dark were asked why they had said that. *More traffic* was the most common response provided (83% *during the day* and 18% *after dark*). Just one in ten (10%) respondents thought there was an *increase in crime/antisocial behaviour during the day*, and this increased to 56% that thought this *after dark*.

Quicker traffic was also a reason provided by 31% of respondents *during the day* and 11% *after dark*.

Figure 9 – Why have you said you feel less safe when walking along the route during the day and after dark?

Base: Respondents that feel less safe when walking during the day (29) and after dark (45)

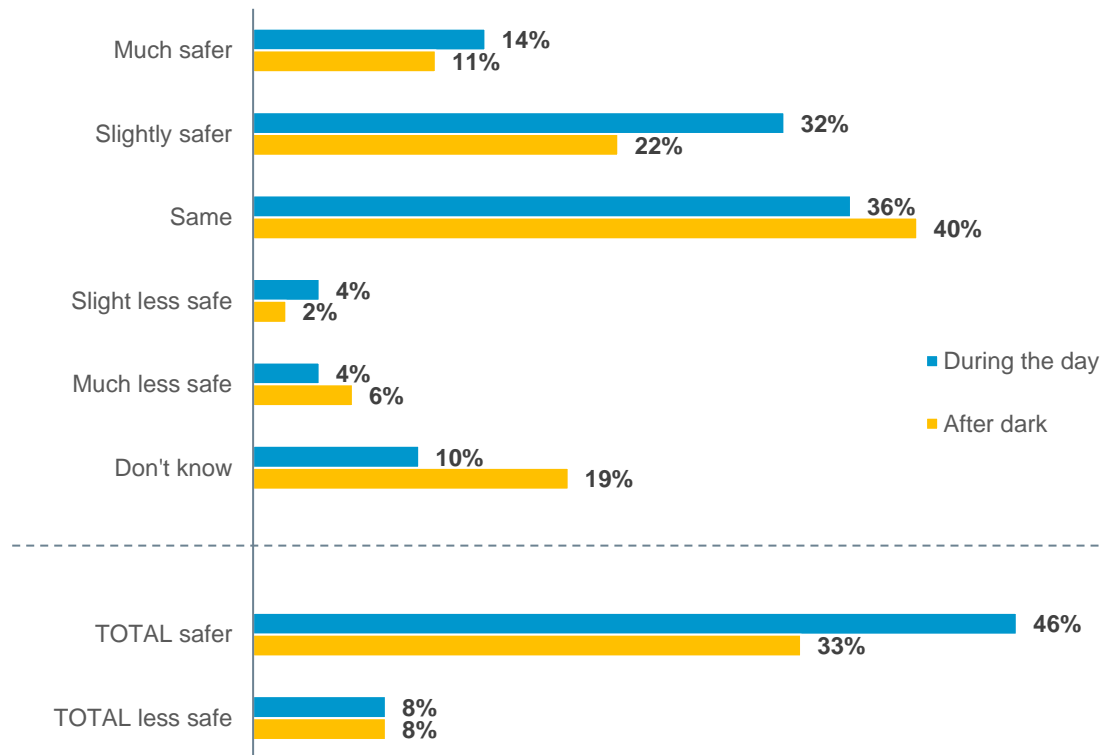


Safety - cycling on residential and main roads

Respondents who cycled were also asked the same question about safety when cycling during the day and after dark. Almost half (46%) said they felt it was *safer* to cycle *during the day* and a third (33%) said it was *safer after dark*. In contrast, just 8% said it was *less safe* to cycle *during the day* and after dark.

Figure 10 – Do you feel the route is safer, or less safe when cycling in the local area during the day and after dark?

Base: Respondents that cycle (161)



Subgroup analysis

Subgroups more likely to say it is *safer* when cycling around the local area *during the day* (46% overall) include:

- Those aged 35-44 (61%)

Subgroups more likely to say it is *less safe* when cycling around the local area *after dark* (33% overall) include:

- Those aged 45-54 (50%) and 35-44 (43%)

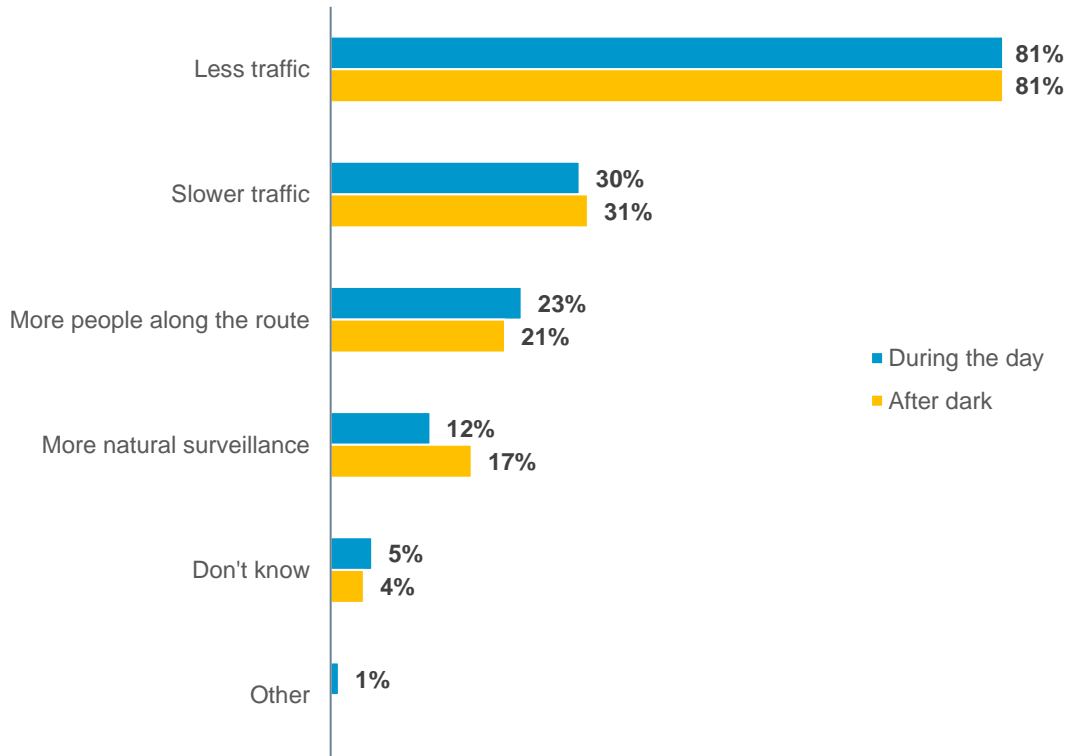


Feeling safer when cycling

Respondents that said they felt safer during the day and after dark were asked why they had said that. *Less traffic* was the most common response provided (81% *during the day* and 81% *after dark*). Three in five respondents (30% *during the day* and 31% *after dark*) said *slower traffic*. Having *more people along the route* was also mentioned by respondents (23% *during the day* and 21% *after dark*).

Figure 11 – Why have you said you feel safer when cycling along the route during the day and after dark?

Base: Respondents that cycle and said they felt safer during the day (74) and after dark (52)



Feeling less safe when cycling

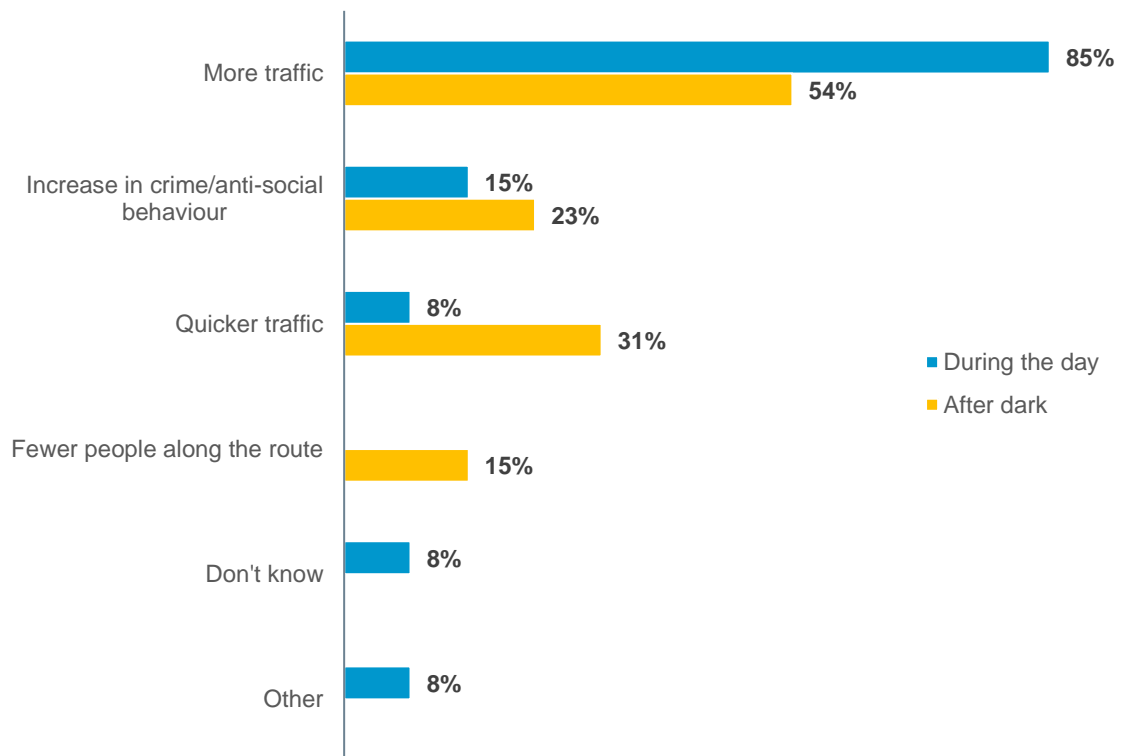
Respondents that said they felt less safe during the day and after dark were asked why they had said that. *More traffic* was the most common response provided (85% *during the day* and 54% *after dark*). One in seven (15%) respondents thought there was an *increase in crime/antisocial behaviour during the day*, and this increased to 23% that thought this *after dark*.

Quicker traffic was also a reason provided by 8% of respondents *during the day* and 31% *after dark*.

It should be noted, however, that the sample size of those that said they felt less safe was small (13 respondents).

Figure 12 – Why have you said you feel less safe when cycling along the route during the day and after dark?

Base: Respondents that cycle and said they felt less safe during the day (13) and after dark (13)

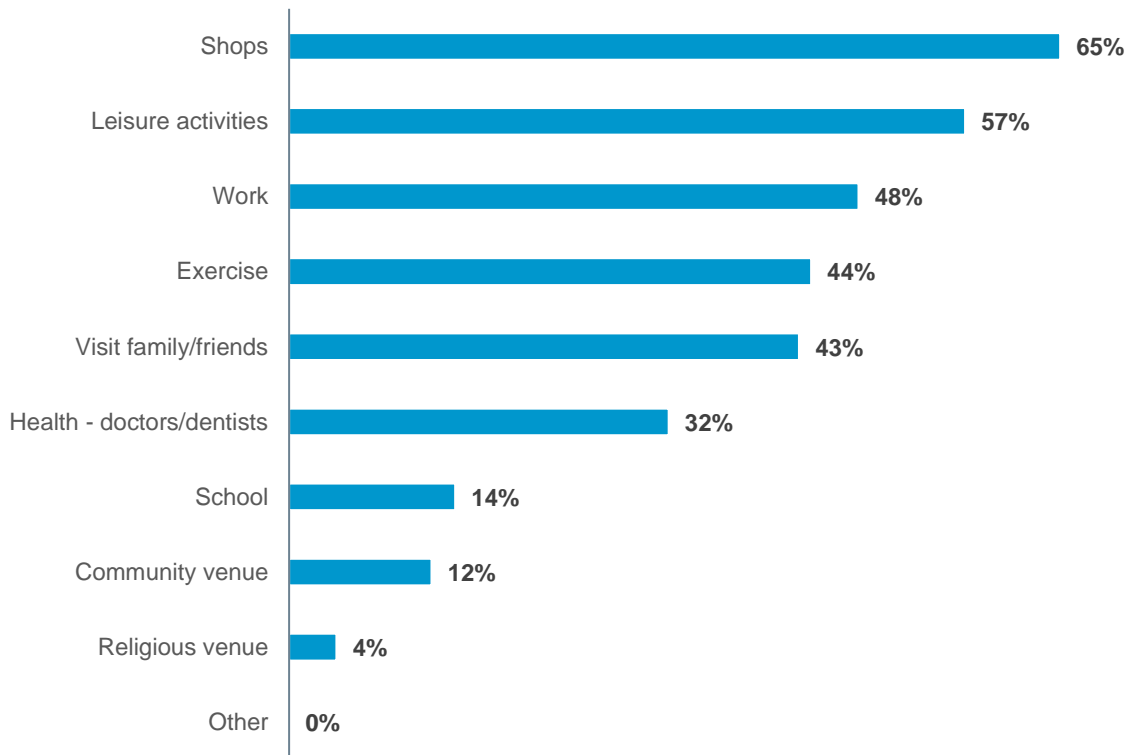


Regular journeys

To understand how residents travel, respondents were asked how they make regular journeys in and around their neighbourhood. The figure below shows that the most common reason for making a journey was to visit the *shops* (65%). Following this, the most common reasons were for *leisure activities* (57%), *work* (48%), *exercise* (44%) and to visit *family/friends* (43%).

Figure 13 – Thinking about the journeys you make in and around your neighbourhood, what journeys do you make regularly?

Base: All respondents (403), respondents could tick all that apply



Subgroup analysis

Subgroups more likely to say they regularly visit the *shops* (65% overall) include:

- Those aged 65-74 (77%) and 75+ (81%)

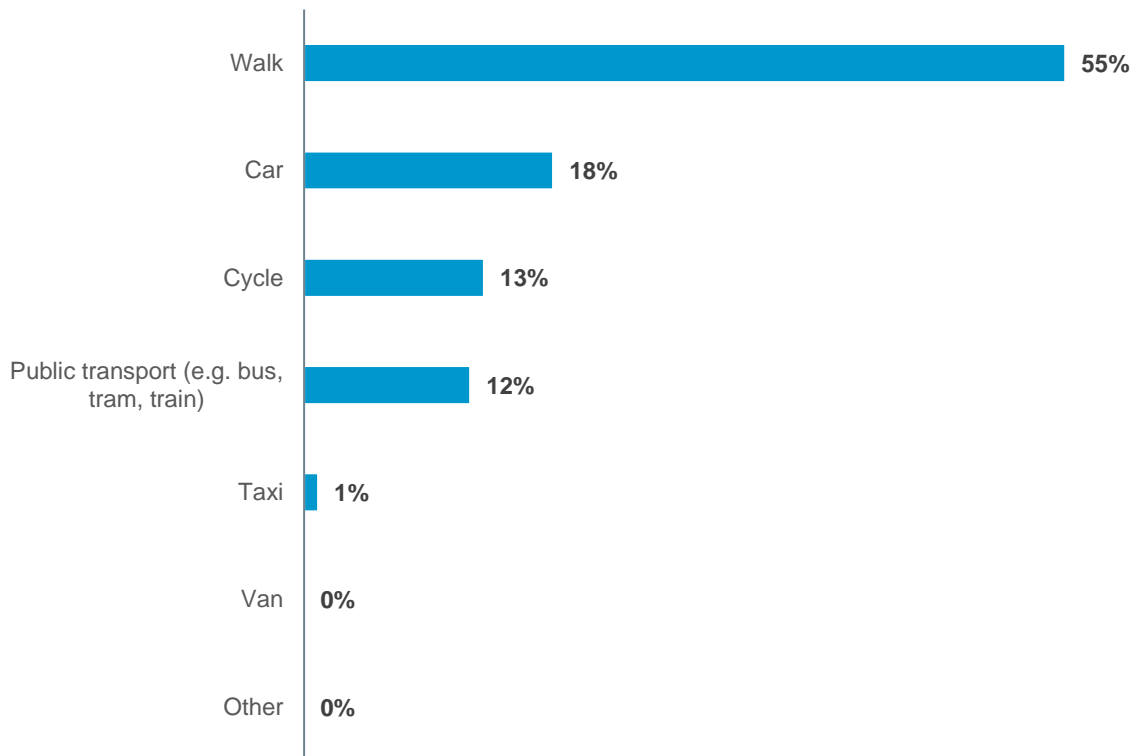


Journeys before the changes

One objective of the survey was to explore if the changes had impacted on the way residents travelled around their neighbourhood. Respondents were asked how they usually made their local journeys before the changes were introduced. The most common response provided by over half (55%) of respondents was *walking*. Almost one in five (18%) said they used a *car*, 13% said they *cycled* and 12% said they used *public transport*.

Figure 14 – Before the changes, how did you usually make these journeys around your neighbourhood?

Base: All respondents (403)



Subgroup analysis

Subgroups more likely to say they *walked* (55% overall) include:

- Those aged 16-24 (70%)

Subgroups more likely to say they used a *car* (18% overall) include:

- Those aged 55-64 (32%) and 35-44 (27%)

Subgroups more likely to say they *cycled* (13% overall) include:

- Those aged 25-34 (19%)

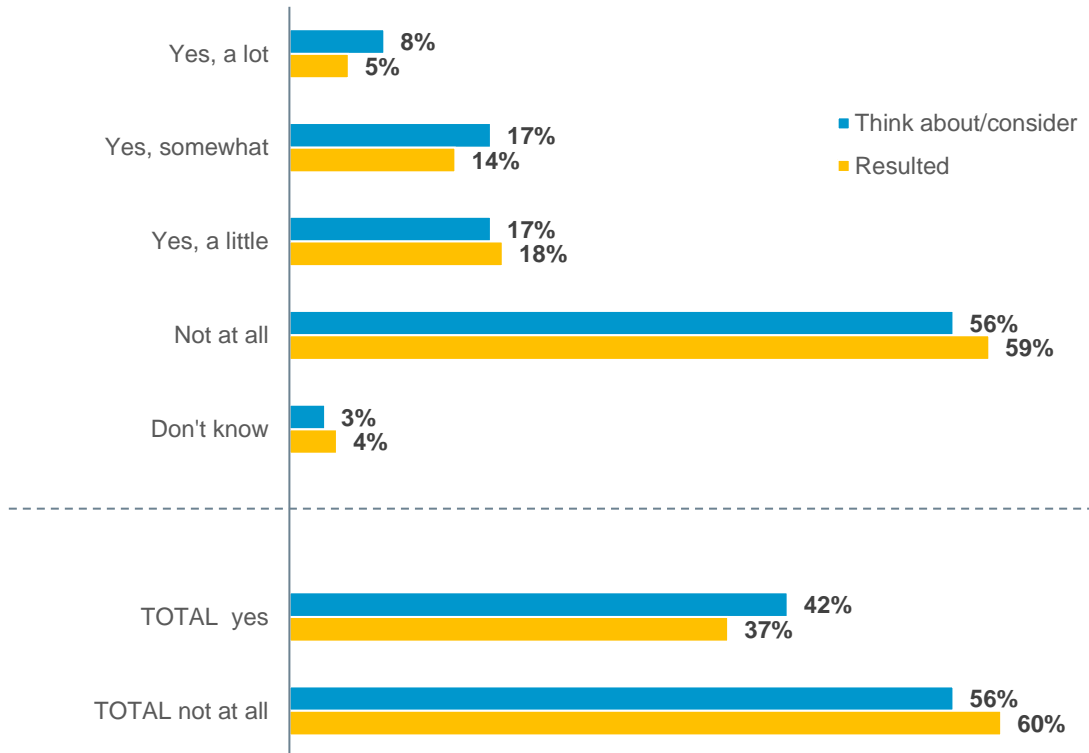


Making more walking journeys

Another key objective of the survey was to explore if the changes have made residents think about walking, and actually make more local journeys by walking. Two in five (42%) said they *had considered making more local journeys by walking* and 37% said they had actually *made more local journeys by walking* (5% a lot, 14% somewhat and 18% a little).

Figure 15 – Have the changes made you think about/consider AND resulted in making more local journeys by walking (approximately a 20-minute walk or one mile)?

Base: All respondents (403)



Subgroup analysis

Subgroups more likely to say they have *thought about walking more* as a result of the changes (42% overall) include:

- Those aged 35-44 (48%)

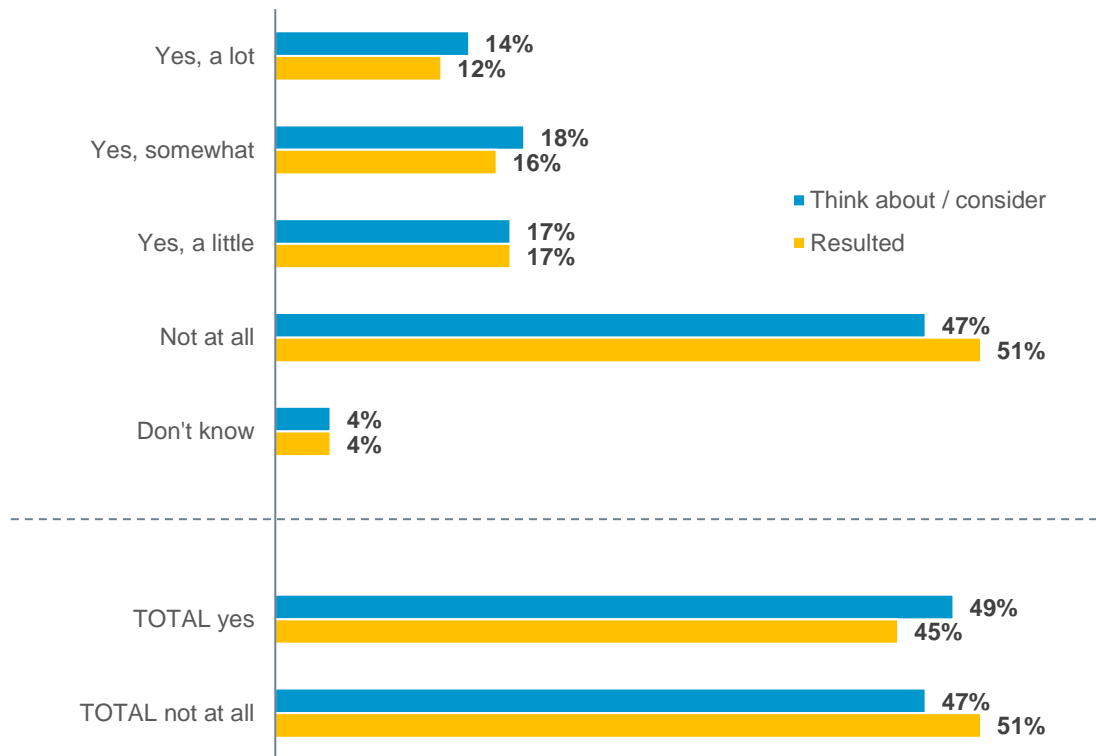


Making more cycling journeys

When respondents that cycled were asked the same question, almost half (49%) said that the changes had made them think about or *consider cycling more* and over four in five (45%) said they had *actually cycled more* as a result of the changes (12% *a lot*, 18% *somewhat* and 17% *a little*).

Figure 16 – Have the changes made you think about/consider AND resulted in making more local journeys by cycling (approximately a 20-minute walk or one mile)?

Base: Respondents that cycle (161)



Subgroup analysis

Subgroups more likely to say they have *cycled more* as a result of the changes (45% overall) include:

- Those aged 16-34 (56%) and 35-44 (57%)



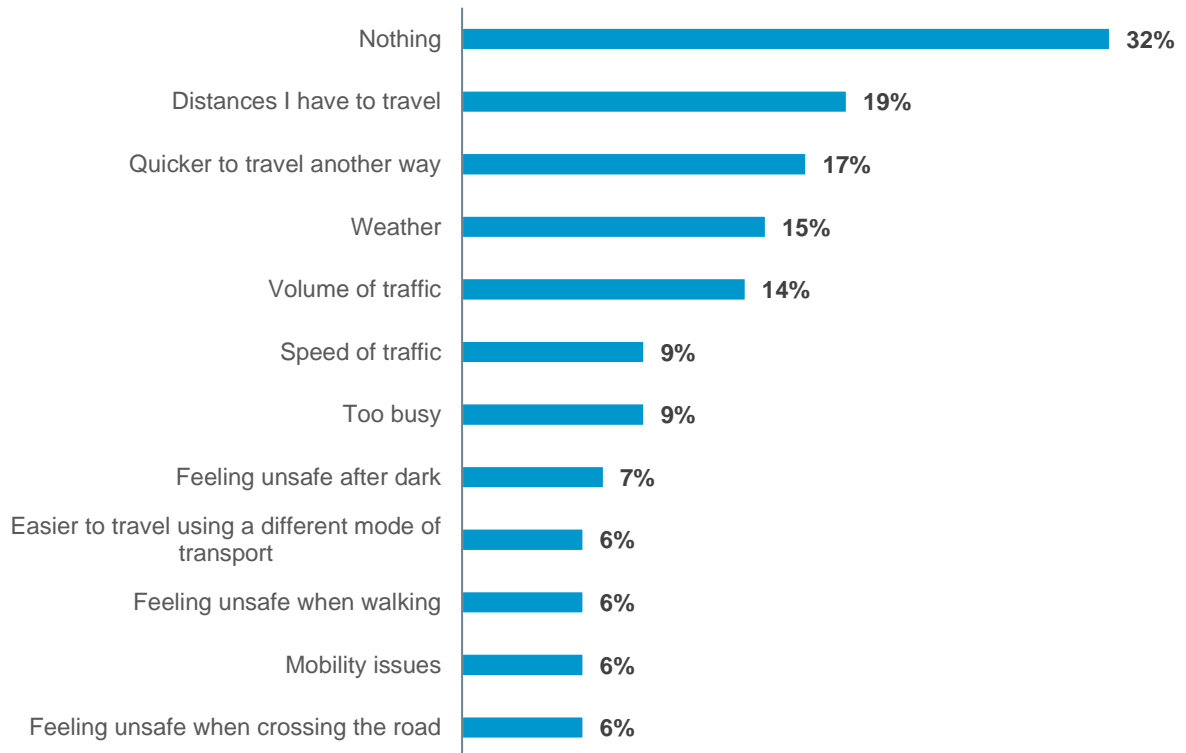
Barriers to walking for local journeys

It was important for Sheffield City Council to explore what barriers stopped or discouraged residents from walking for local journeys. As shown in the figure below, a third (32%) of respondents said there was *nothing* that stopped them from walking.

Barriers mentioned by respondents included the *distance that they have to travel* (19%), *quicker to travel another way* (17%), *weather* (15%) and *volume of traffic* (14%).

Figure 17 – If you don’t walk for local journeys, what stops you?

Base: All respondents (403), respondents could tick all that apply



Subgroup analysis

Subgroups more likely to say *nothing* stops them from walking for local journeys (32%) overall include:

- Those aged 16-34 (42%)

Subgroups more likely to say there are *quicker ways to travel* (17% overall) include:

- Those aged 35-44 (33%)

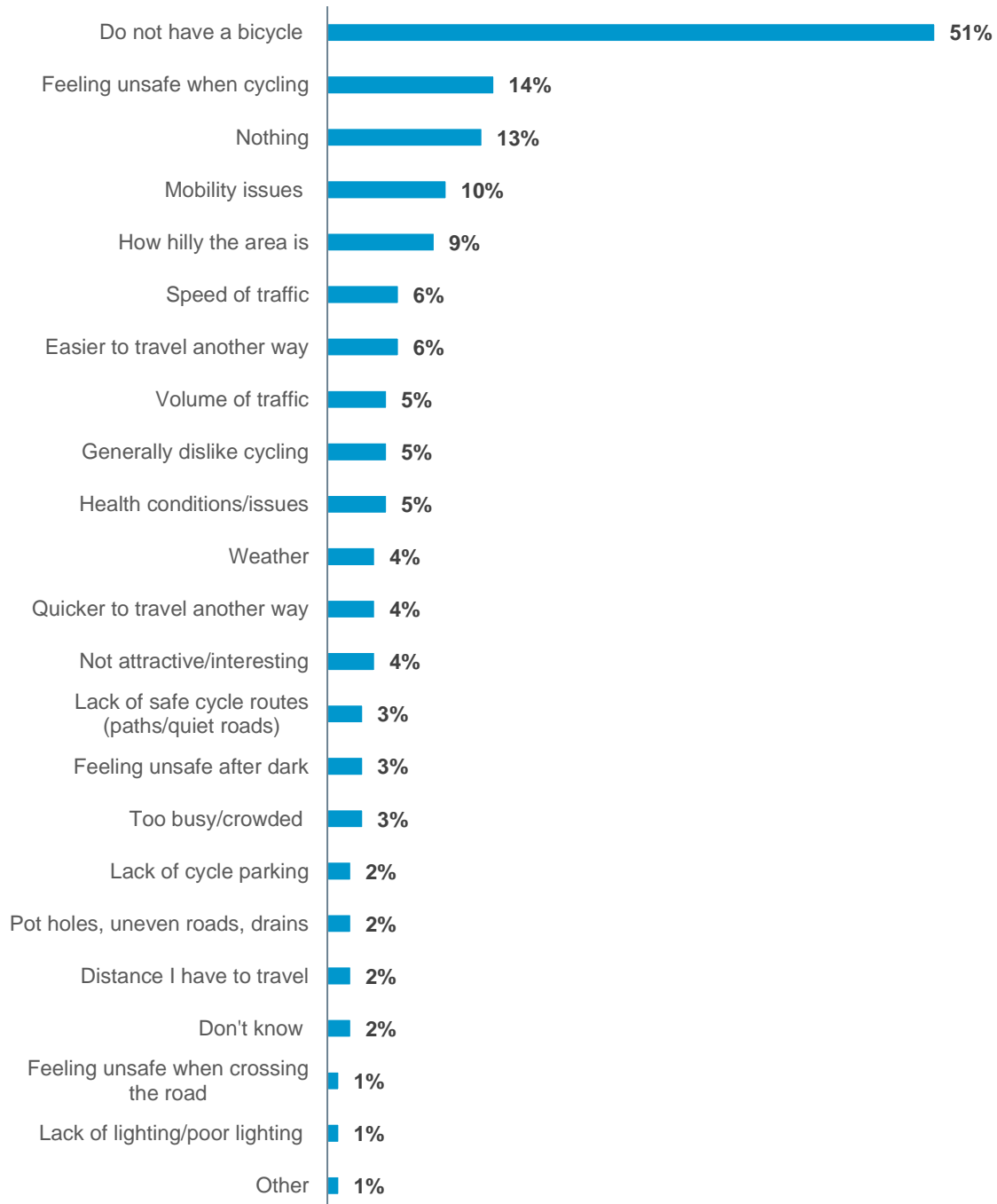


Barriers to cycling for local journeys

The same question was asked to respondents that do not cycle. Half (51%) of respondents said they simply *did not have a bicycle*. The other most common reasons provided for not cycling for local journeys included *feeling unsafe when cycling* (14%), *mobility issues* (10%) and *how hilly the local area is* (9%).

Figure 18 – If you don’t cycle, what stops you?

Base: Respondents that don’t cycle (242), respondents could tick all that apply



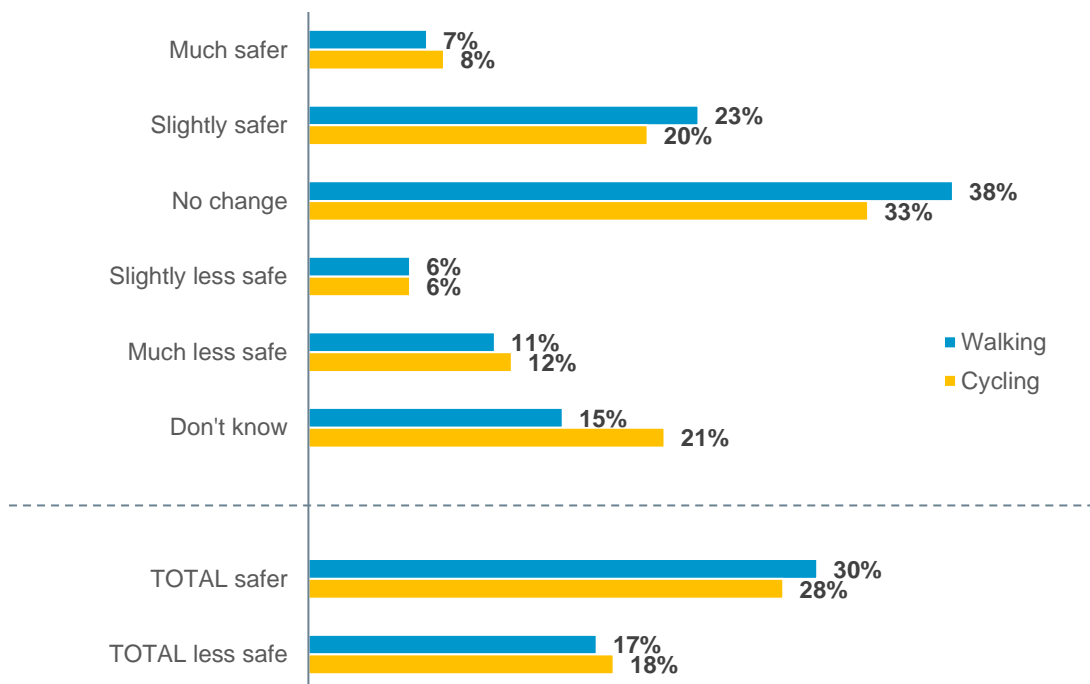
Children’s safety

Children’s safety on the roads is an extremely important issue and Sheffield City Council wanted to explore residents’ views on children’s safety during unsupervised journeys. Respondents were, therefore, asked if they thought the changes had made it safer or less safe for unsupervised journeys made by children (for example, walking to school or the local shops). Three in ten (30%) respondents thought the changes had made it *safer for children to walk*, however, 17% thought it was *less safe*. Just over a quarter (38%) thought there was *no change*.

Slightly fewer respondents believed the changes had made it *safer for children to cycle* (28%). In contrast, 18% believed cycling was *less safe*. A third (33%) said there was *no change*.

Figure 19 – Do you think the changes have made it safer or less safe for children’s unsupervised journeys (e.g. going to school or local shops) when walking and cycling around the area?

Base: All respondents (403)



Subgroup analysis

Subgroups more likely to say it is *safer* for children’s unsupervised journeys by *walking* (30% overall) include:

- Those aged 35-44 (40%)

Subgroups more likely to say it is *less safe* for children’s unsupervised journeys by *walking* (17% overall) include:

- Those aged 55-64 (25%)

Subgroups more likely to say it is *safer* for children’s unsupervised journeys by *cycling* (28% overall) include:

- Those aged 55-64 (33%)

Subgroups more likely to say it is *less safe* for children’s unsupervised journeys by *cycling* (18% overall) include:

- Those aged 35-44 (25%)

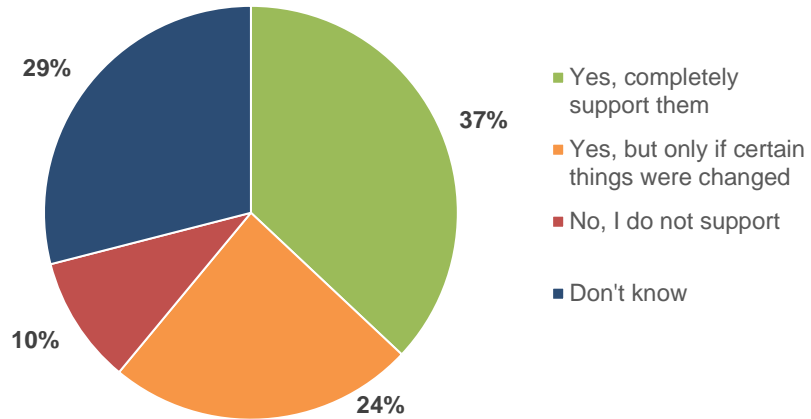


Scheme support

Finally, respondents were asked if they supported keeping the changes in place. Just over three in five (61%) said they *supported the changes* (37% *completely supported* the changes and 24% supported them *if certain things were changed*). One in ten (10%) respondents, however, said they *did not support them* and a further 29% said they *did not know*.

Figure 20 – Do you support keeping the changes in place?

Base: All respondents (403)



Subgroup analysis

Subgroups more likely to say they *completely support the changes* (37% overall) include:

- Those aged 35-54 (47%) and 25-34 (46%) vs those aged 75+ (15%)
- Those that do not have a disability (38%) vs those that do have a disability (28%)

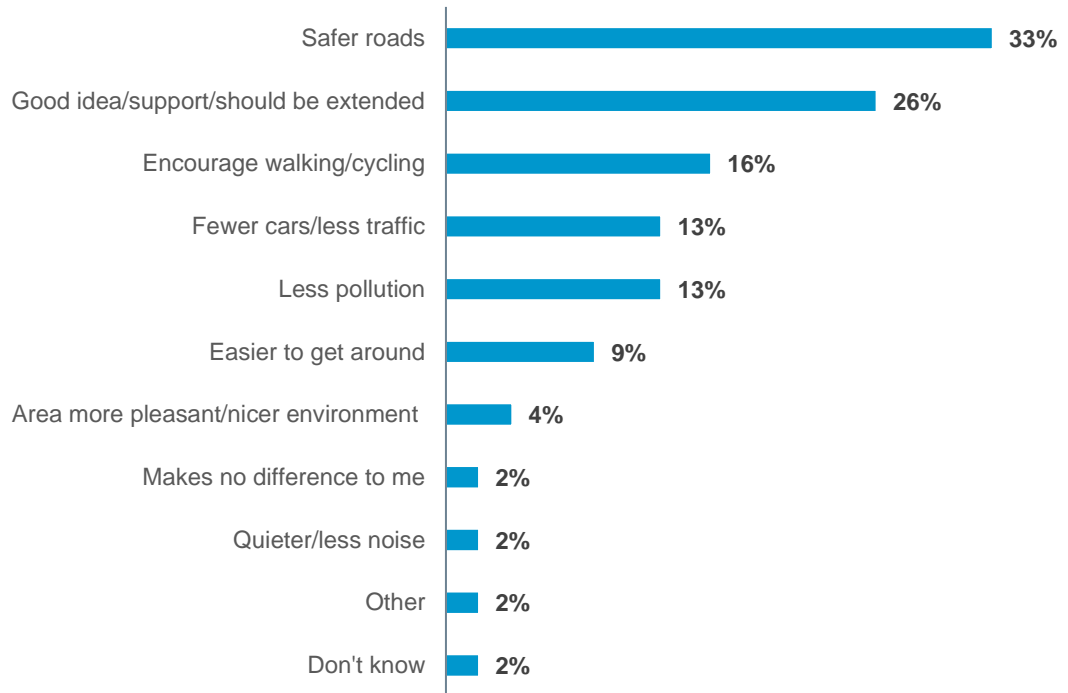


Open responses

The main reason respondents said they support the scheme was because it had created *safer roads* (33%). Other reasons included that it was a *good idea and should be extended* (26%) and that it *encouraged walking and cycling* (16%).

Figure 21 – Why do you support keeping the changes in place?

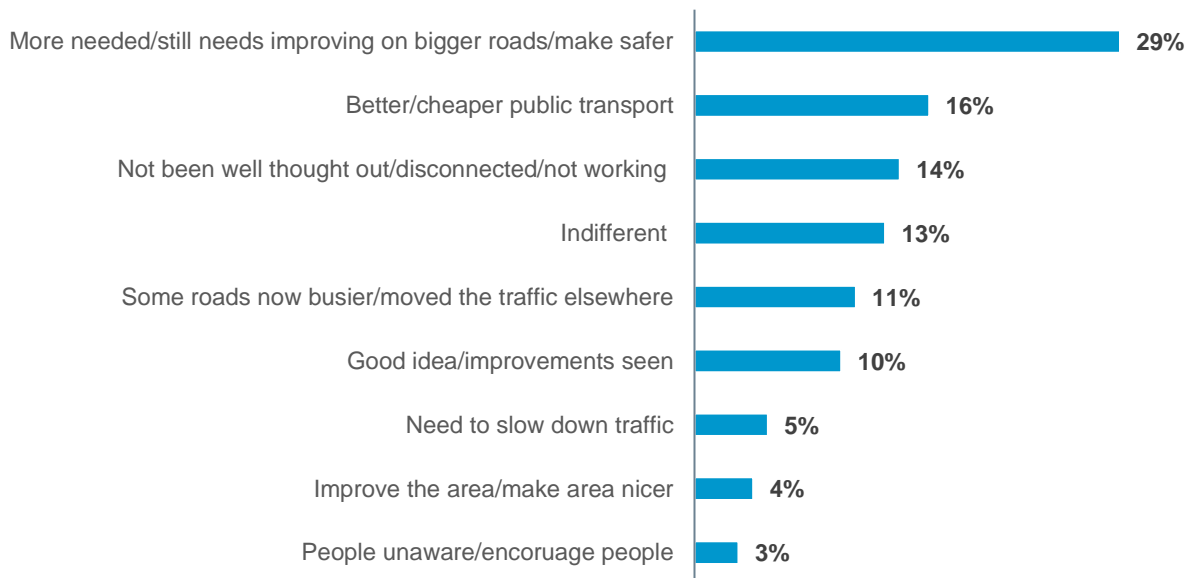
Base: Respondents that support the scheme (148)



Those respondents that supported the changes but wanted to see some changes provided a variety of comments, however, the main theme was that *more still needed to be done to make the roads safer*, mentioned by 29% of respondents.

Figure 22 – Why do you support keeping the scheme, but with changes?

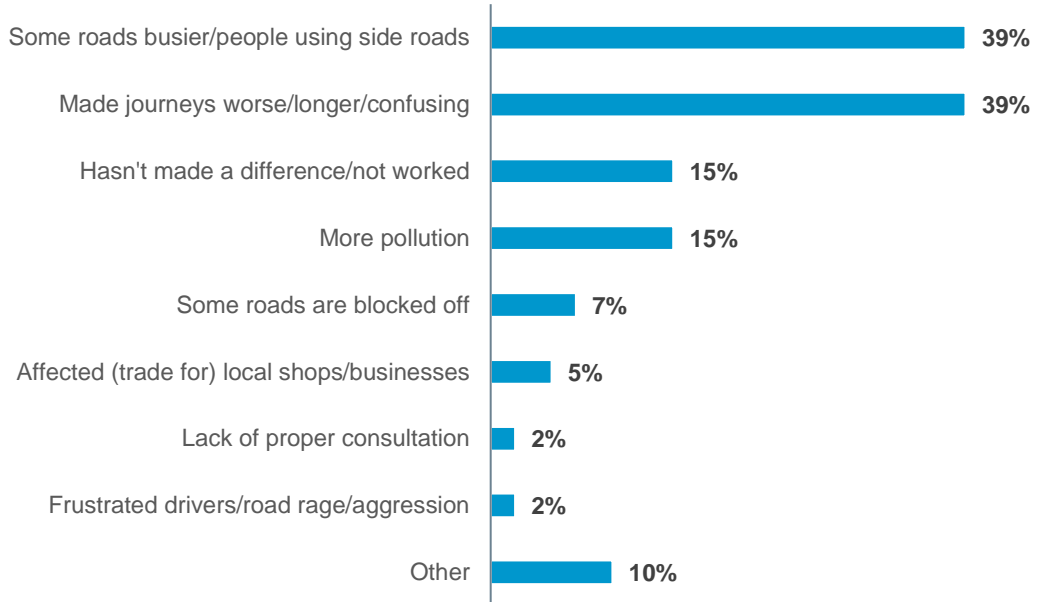
Base: Respondents that support the scheme but with changes (97)



The most common responses from those who said they did not support the scheme were that *some roads are busier as drivers were using side roads* and that it *had made journeys longer/worse* (both mentioned by 39% of respondents).

Figure 23 – Why do you not support keeping the changes in place?

Base: Respondents that do not support the scheme (41)



Respondent profiles (resident survey)

Figures 24 to 26 illustrate the demographic profile of survey respondents for the resident survey.

Figure 24 – Gender

Base: All respondents (403)

Gender	Resident survey
Male	196 (49%)
Female	206 (51%)
Other	1 (0%)
Prefer not to say	-

Figure 25 – Age

Base: All respondents (403)

Age	Resident survey
16-24	89 (22%)
25-34	63 (16%)
35-44	60 (15%)
45-54	48 (12%)
55-64	56 (14%)
65-74	61 (15%)
75+	26 (6%)
Prefer not to say	-

Figure 26 – Ethnicity

Base: All respondents (403)

Ethnicity	Resident survey
White/White British	339 (84%)
Asian/Asian British	35 (9%)
Black/Black British	11 (3%)
Mixed	10 (2%)
Other/Arab/Other ethnic group	6 (1%)
Prefer not to say	2 (0%)

Figure 27 – Physical or mental health condition

Base: All respondents (403)

Disability	Resident survey
Yes	46 (11%)
No	351 (87%)
Prefer not to say	6 (1%)



Organisation and Business Survey

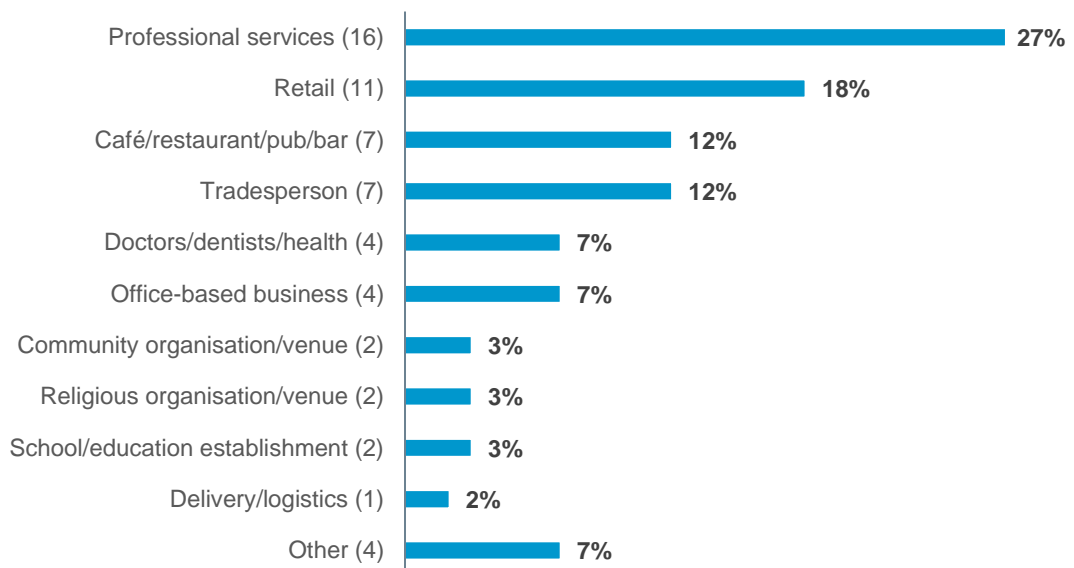
The organisation and business survey was undertaken between 27 June and 19 July 2023 and involved interviewing 60 local organisations and businesses. Subgroup analysis has not been undertaken due to the small sample size.

Organisation/business type

It was important to include a wide range of organisations and business types in the sample and the figure below illustrates this. Just over a quarter (27%) were *professional services*, 18% were *retail businesses*, and 12% represented the *hospitality sector (café, restaurant pub and bar)*. The remaining organisations and businesses included *tradesperson* (12%), health related organisations (*doctors and dentists*) (7%), *office-based businesses* (7%), *community organisations* or *religious organisations* (both 3%), two *schools/educational establishments*, and one *delivery/logistics company*.

Figure 28 – What type of organisation/business are you?

Base: All respondents (60)

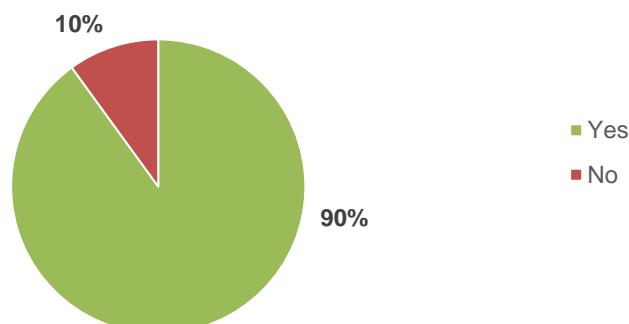


Awareness and understanding of the recent changes

Respondents were asked if they were aware of the recent changes. Nine in ten (90%) respondents *did know* about the scheme.

Figure 29 – Are you aware of the Active Neighbourhood Scheme?

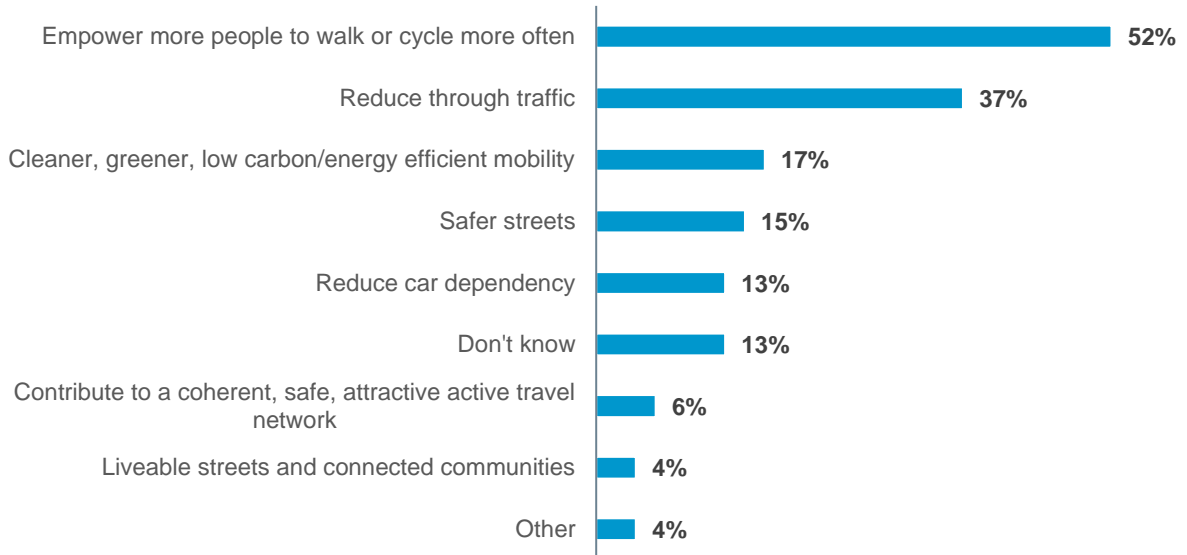
Base: All respondents (60)



Just over half (52%) of respondents thought the purpose of the recent changes was to *empower more people to walk or cycle more often* and 37% believed it was to *reduce through traffic*. Providing *cleaner, greener, low carbon/energy efficiency* was mentioned by 17% and *safer streets* was mentioned by 15% of respondents.

Figure 30 – What is your understanding of the purpose of the recent changes?

Base: Respondents aware of the changes (54), respondents could tick all that apply

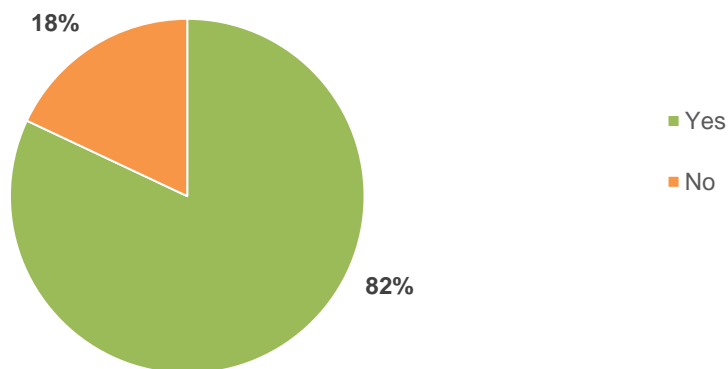


Customers and visitors

Respondents were asked if their organisation or business relied on people visiting the physical location. Just over four in five (82%) respondents said they did *rely on people visiting*.

Figure 31 – Does your organisation/business rely on people visiting your physical location?

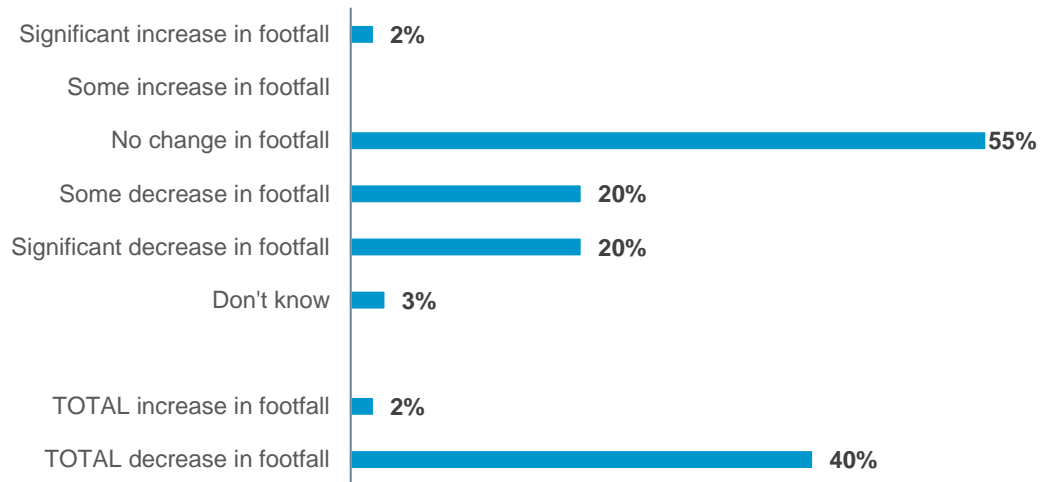
Base: All respondents (60)



Sheffield City Council was keen to establish if businesses and organisations had seen a change in footfall of people visiting the area in the last 12 months. Although 55% of respondents said there had been *no change*, 40% said they had noticed a *decrease in footfall*, whilst in contrast, just one respondent (2%) said they had seen an *increase*.

Figure 32 – Have you noticed any change in footfall of people visiting your premises in the last 12 months (outside of usual seasonal changes)?

Base: All respondents (60)

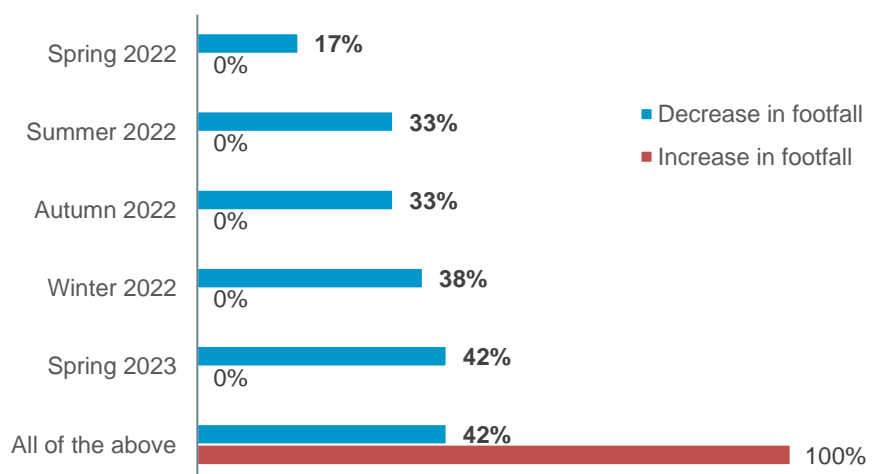


Respondents were subsequently asked when they noticed the change in footfall. Two in five (42%) said they had noticed the decrease since Spring 2023. Others had noticed a decrease in footfall over time: *Spring 2022* (17%), *Summer and Autumn 2022* (33% each), *Winter 2022* (38%) and *Spring 2023* (42%).

The one respondent that said they noticed an increase in footfall said it was throughout all the time since the changes were introduced.

Figure 33 – When have you noticed the change in footfall?

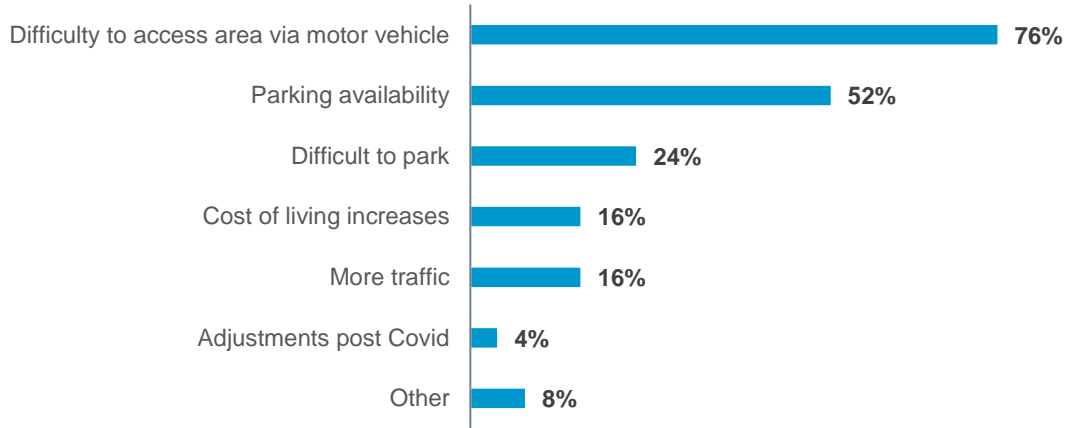
Base: Respondents that have noticed a decrease in footfall (24) and an increase in footfall (1), respondents could tick all that apply



The following question asked respondents what they thought caused the change in footfall. As shown in the figure below, three quarters of respondents (76%) thought the decrease in footfall was because of a *difficulty accessing the area via motor vehicle*. Just over half (52%) thought it was due to *parking availability* and 24% thought it was due to *difficulty in parking*.

Figure 34 – What do you think has caused this change in footfall?

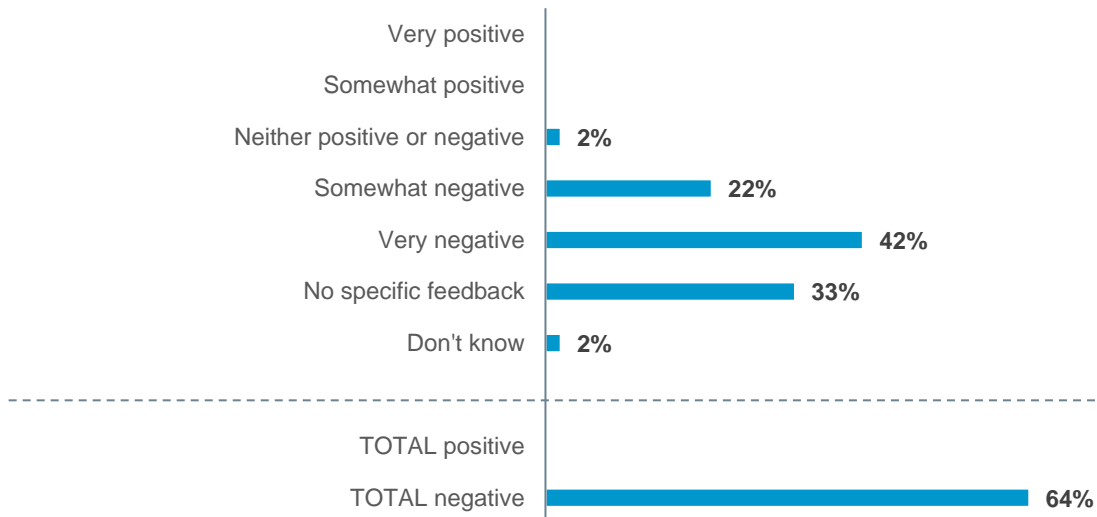
Base: Respondents that have noticed a decrease in footfall (24), respondents could tick all that apply



Respondents were asked if they had received any feedback or comments from customers or visitors about the recent changes. The figure below shows that respondents did not have any *positive* comments or feedback. Almost two thirds (64%) said the feedback had been *negative*, and a third (33%) said they had *not received any specific feedback*.

Figure 35 – What feedback, if any, have you had from your customers/visitors about the Active Neighbourhood scheme?

Base: All respondents (60)

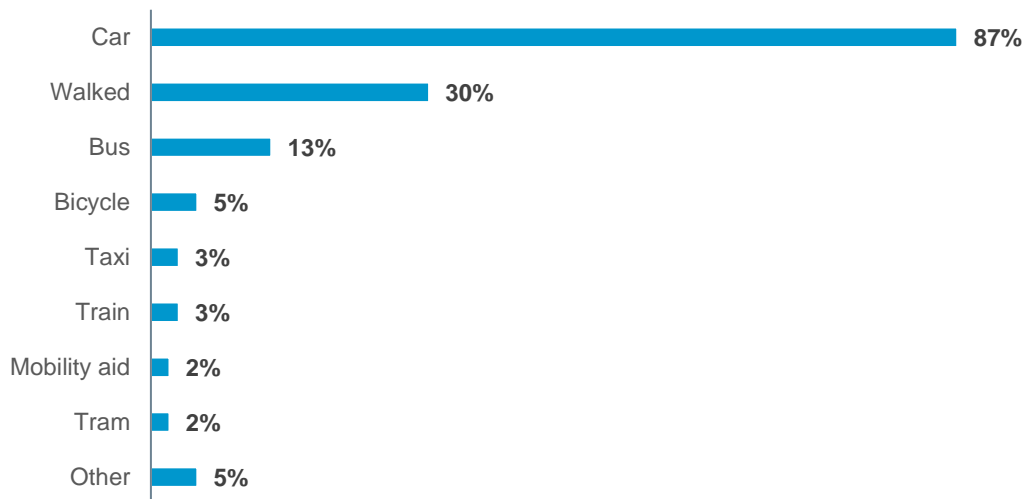


How customers travel to the area

Customers and visitors travel to the area using various methods. Respondents were asked what mode of transport they perceived the majority of their customers and visitors used to get to the area. Almost nine in ten (87%) respondents believed their customers/visitors travelled by *car*, whilst 30% believed they *walked*.

Figure 36 – How do you perceive the majority of your customers/visitors travel to your business/organisation?

Base: All respondents (60), respondents could tick all that apply

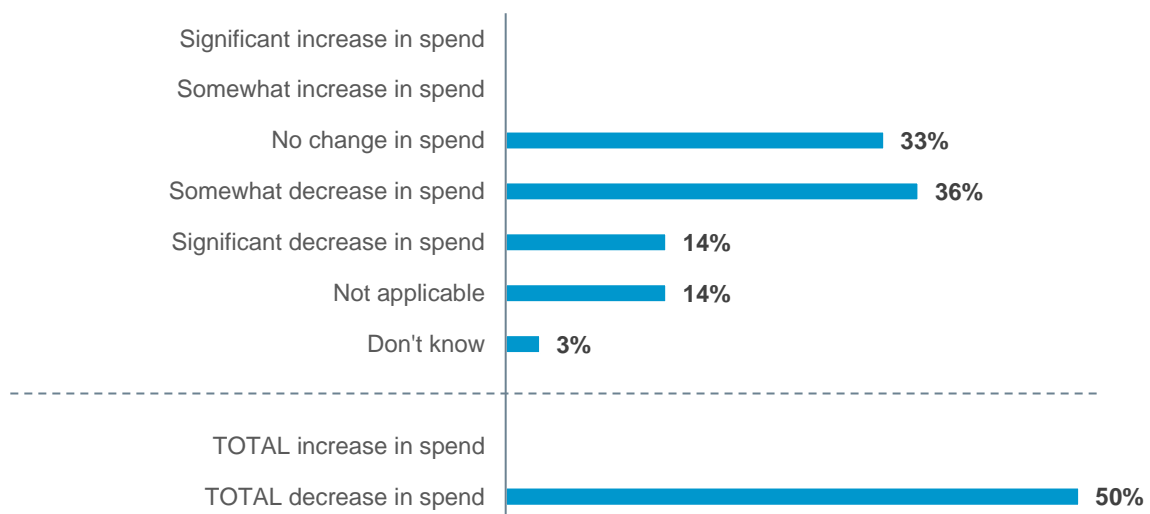


Customer and visitor spend

It was important to explore if the level of spend (or donations) had increased, decreased or stayed the same since the changes. As shown in the figure below, there was no *increase in total spend*, but there has been a *decrease in spend* identified by half (50%) of respondents. A third (33%) said there had been *no change in spend*.

Figure 37 – Have you noticed any change in spend (or donations) from your customers or visitors in the last 12 months (outside of usual seasonal changes)?

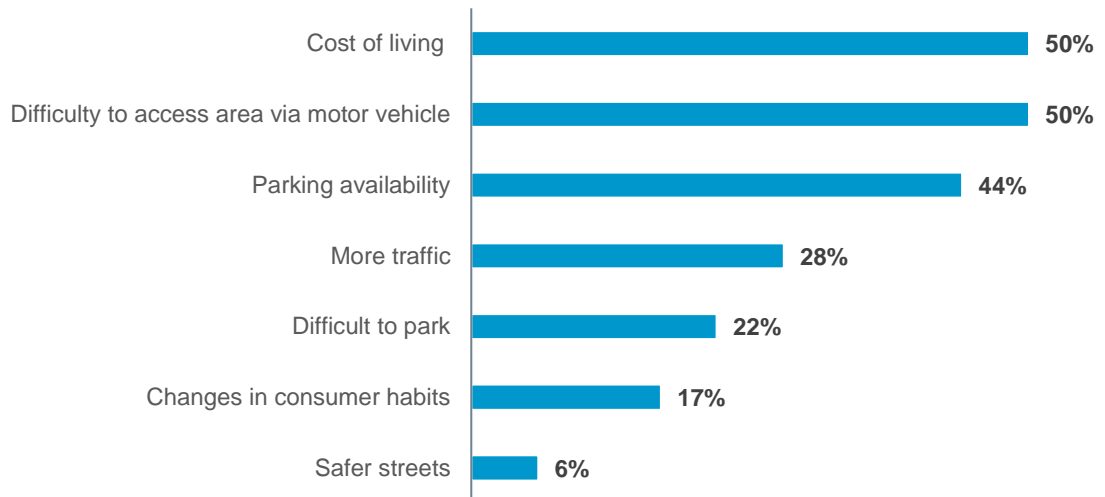
Base: Respondents that charge for products/services or receive donations (36)



To assess why there had been decreases in spend, respondents that had experienced a decrease in spend were asked why they thought this was. Half (50%) of respondents thought it was because of the *cost of living/customers not having as much to spend*, and the *difficulty to access the area via motor vehicle*. A further 44% believed it was because of the *parking availability* and 28% thought it was because there was *more traffic on the roads*.

Figure 38 – What do you think has caused this (decrease in spend)?

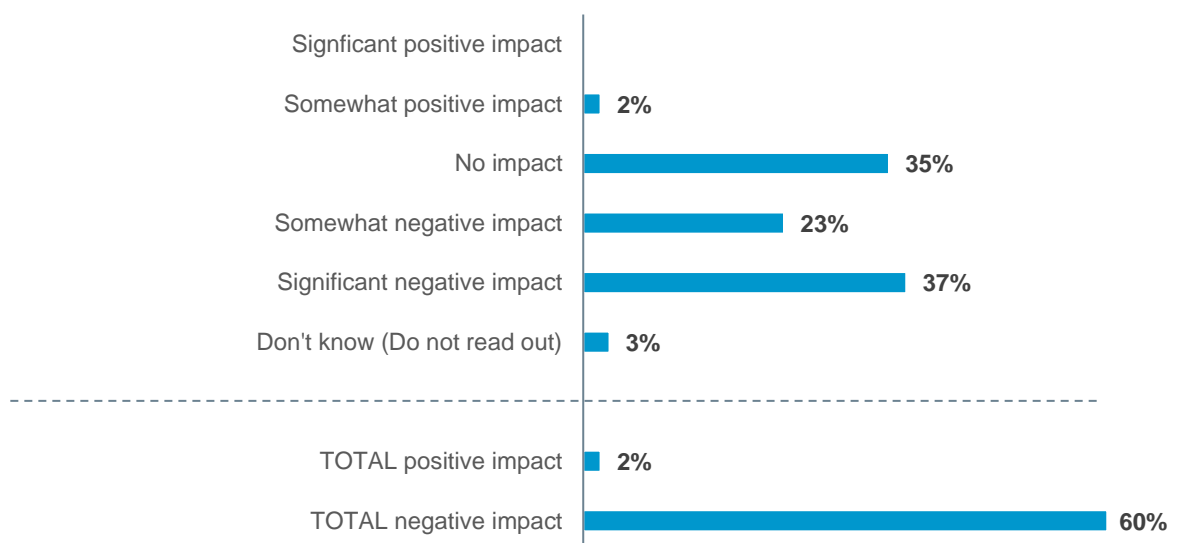
Base: Respondents that charge for products/services or receive donations and have noticed a decrease in spending (18)



When asked if the changes have had a positive or negative impact on the operations of their organisation or business, three in five (60%) said a *negative impact*, with just one respondent saying a *positive impact*. Just over a third (35%) said they had *not seen any impact* on the operations of their organisation or business.

Figure 39 – Have the changes had a positive or negative impact on the operations of your organisation/business?

Base: All respondents (60)

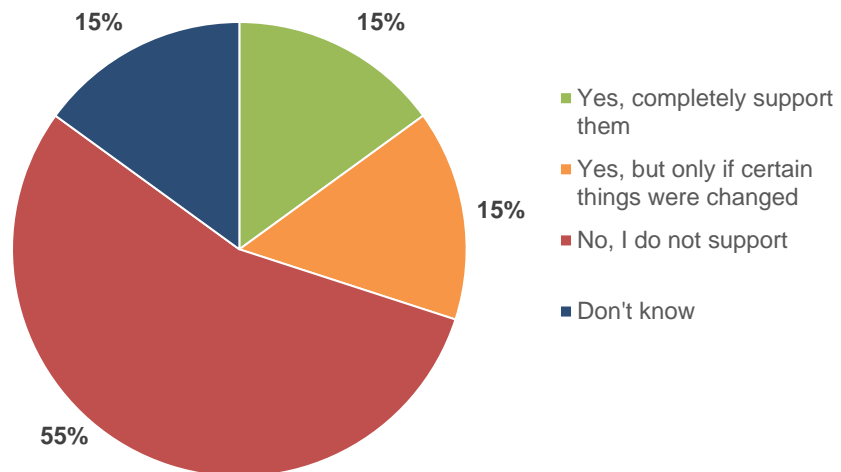


Scheme support

Respondents were asked if they supported keeping the changes in place. Three in ten (30%) said they *supported* the changes in some way (15% *completely support* and 15% *support if changes were made* (15%). In contrast, over half (55%) of respondents said they *did not support* keeping the changes in place and 15% said they *did not know*.

Figure 40 – Do you support keeping the changes in place?

Base: All respondents (60)



Open responses

Due to the small sample size, the responses for this question have been displayed in a table format. The most common reason for respondents supporting the scheme is that it has created *safer roads*.

Those that do not support the scheme said it had *affected trade for local shops*, and made journeys worse and longer.

Figure 41 – Do you support keeping the changes in place? Why do you support them?

Base: Respondents that support the scheme (9)

Makes no difference to me	4
Safer (roads/pavements for everyone)	3
Good idea/support/should be more	2
Fewer cars/less traffic	1
Easier to use/get around	1
Encourages walking/cycling	1
Quiter	1



Figure 42 – Do you support keeping the changes in place? Why do you support them, but with changes?

Base: Respondents that support the scheme, but with changes (9)

Not been well thought out/disconnected/not working/some roads need opening back up	6
More needed/still needs improving	2
More consultation needed	2
Some roads now busier/moved the traffic elsewhere	1
Stop people parking on pavements/provide more parking	1

Figure 43 – Do you support keeping the changes in place? Why do you not support them?

Base: Respondents that do not support the scheme (33)

Affected (trade for) local shops/businesses	21
Made journeys worse/longer/confusing	20
Some roads busier/people using side roads	13
Hasn't made a difference/not worked	10
Some roads are blocked off	8
Lack of parking/have to park elsewhere	7
Lack of proper consultation	3
Frustrated drivers/road rage/aggression	1
Emergency vehicle access affected	1



Intercept Survey

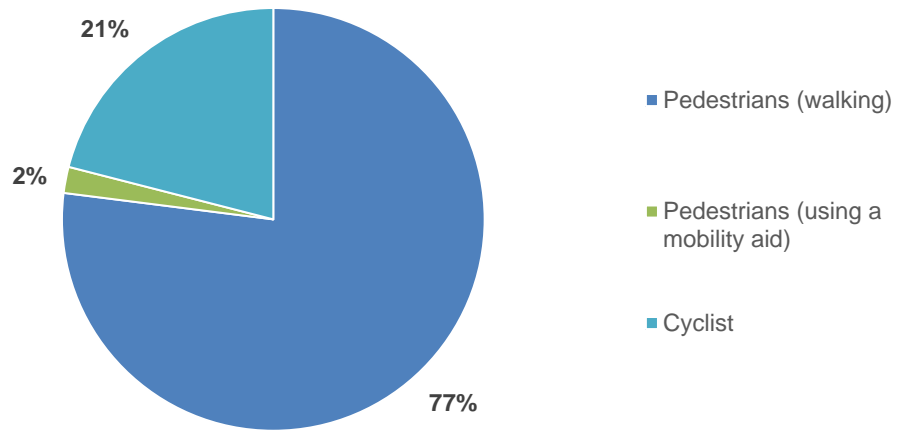
The intercept survey was undertaken between 4 July and 8 July 2023 and involved interviewing 443 respondents.

Respondent type

Interviewers recorded what type of respondents they interviewed. As shown in the figure below, just over three quarters (77%) were walking pedestrians, and a further 2% were pedestrians using a mobility aid. The remaining respondents (21%) were cyclists.

Figure 44 – Respondent type

Base: All respondents (443)

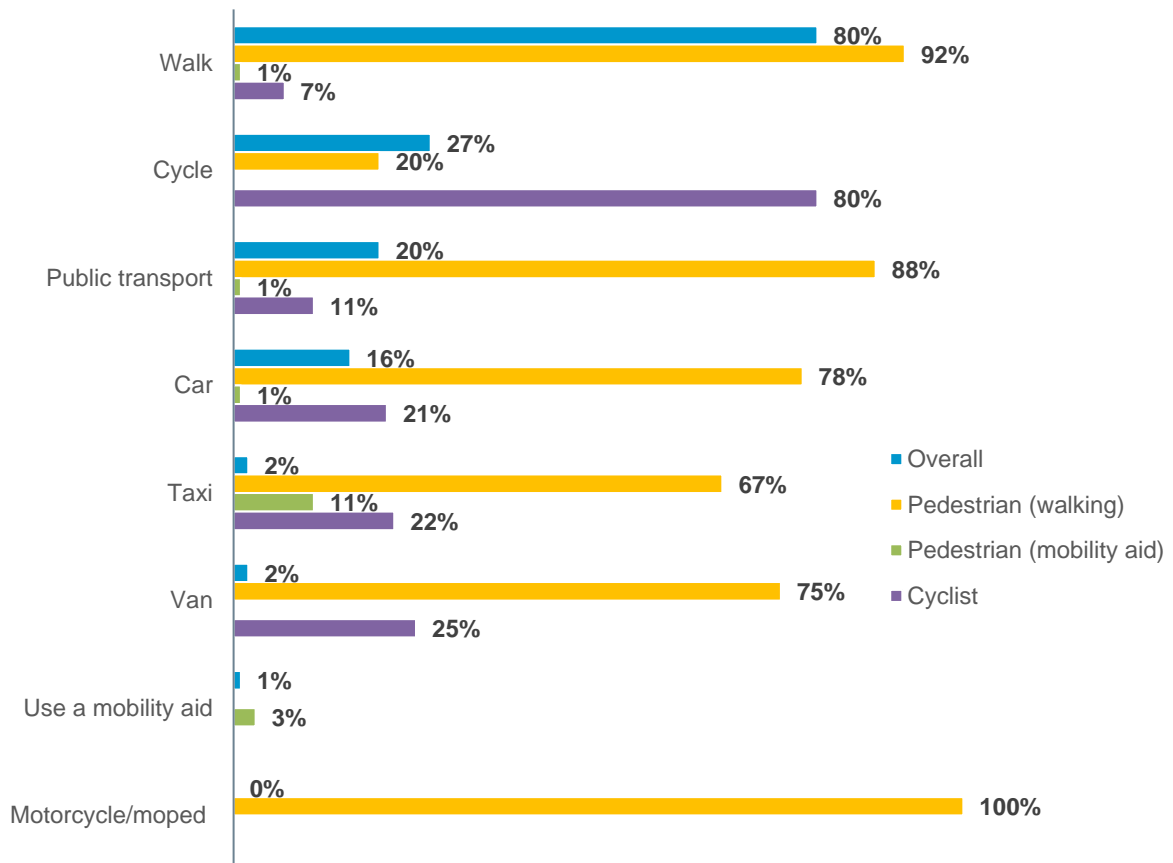


Respondents were first asked to identify how they typically travel around the area. Four in five (80%) respondents overall said they typically *walk* around the area, and a further 27% said they *cycle*.

As can be expected, the majority of those that were walking at the time of the interview said they usually walk (92%), and the majority of those that were cycling said they usually cycle (80%).

Figure 45 – Firstly, could you tell me how you typically travel around this area?

Base: All respondents (443)



Subgroup analysis

Subgroups more likely to say they *typically walk* (80% overall) include:

- Female respondents (87%) v male respondents (75%)

Subgroups more likely to say they *typically cycle* (27% overall) include:

- Those aged 25-34 (42%)
- Male respondents (37%) v female respondents (14%)

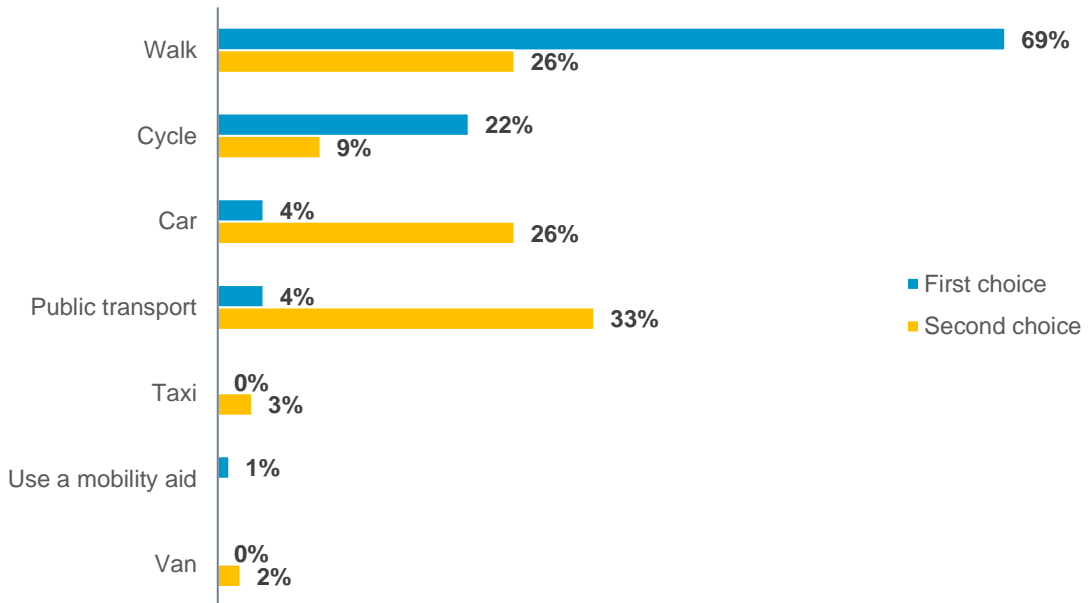


Respondents were then asked what their first choice of transport was when travelling around the area and, if they had selected more than one mode of transport, what their second choice was. The most common first choice of transport selected was to *walk* (69%), whilst the most common second choice was public transport (33%).

A larger proportion of respondents said that *cycling* was their first choice (22%) than second choice (9%).

Figure 46 – Preference of mode of transport when travelling around the area

Base: First choice – all respondents (443); second choice – those who use more than one mode of transport (168)

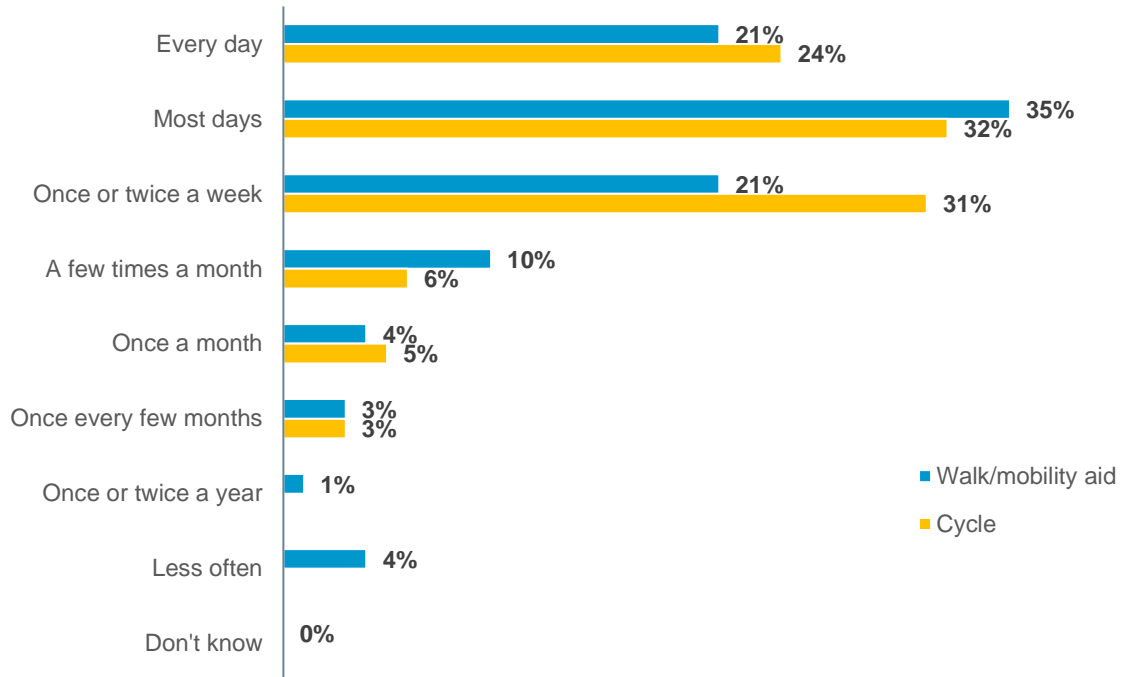


Frequency of active travel

When asked how frequently they walked or cycled in the area, the most common response was *most days* for both *walking* (35%) and *cycling respondents* (32%). A slightly larger proportion of *cycling respondents* said they did this *every day* (24%) than *walking respondents* (21%).

Figure 47 – How frequently do you walk and/or cycle in this area?

Base: Those who indicated that they walk or use a mobility aid (348); those who indicated that they cycle (95)



Subgroup analysis

Those aged 16-34 were more likely to say they *cycle every day* (44%) when compared with those aged 35+ (12%).

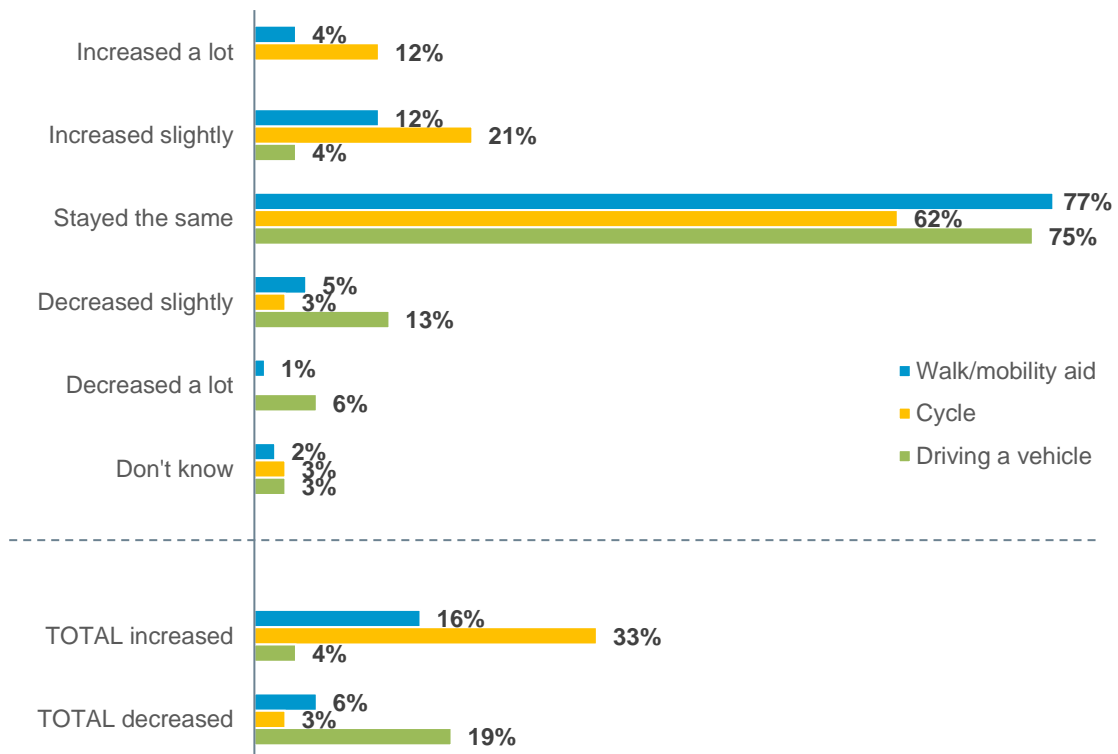


Respondents were asked if the amount of walking, cycling or driving a vehicle they do in general had changed over the last 12 months. The most common response was that these modes of travel had *stayed the same* for *walking respondents (77%)*, *cycling respondents (62%)* and those who *drive a vehicle (75%)*.

Those who cycled said this had *increased* the most (33%) compared to *walking (16%)* and *driving a vehicle (4%)*.

Figure 48 – Over the last 12 months, has the amount of walking and/or cycling you do in general increased, stayed the same, or decreased?

Base: Those who indicated that they walk or use a mobility aid (348), those who indicated that they cycle (95), those who indicated that they drive a vehicle (79)



Subgroup analysis

Subgroups more likely to say the amount they *walk* in general has *increased overall* (16% overall) include:

- Those aged 16-34 (22%)

Subgroups more likely to say the amount they *cycle* in general has *increased overall* (33% overall) include:

- Those aged 16-34 (44%) and 45-54 (43%)



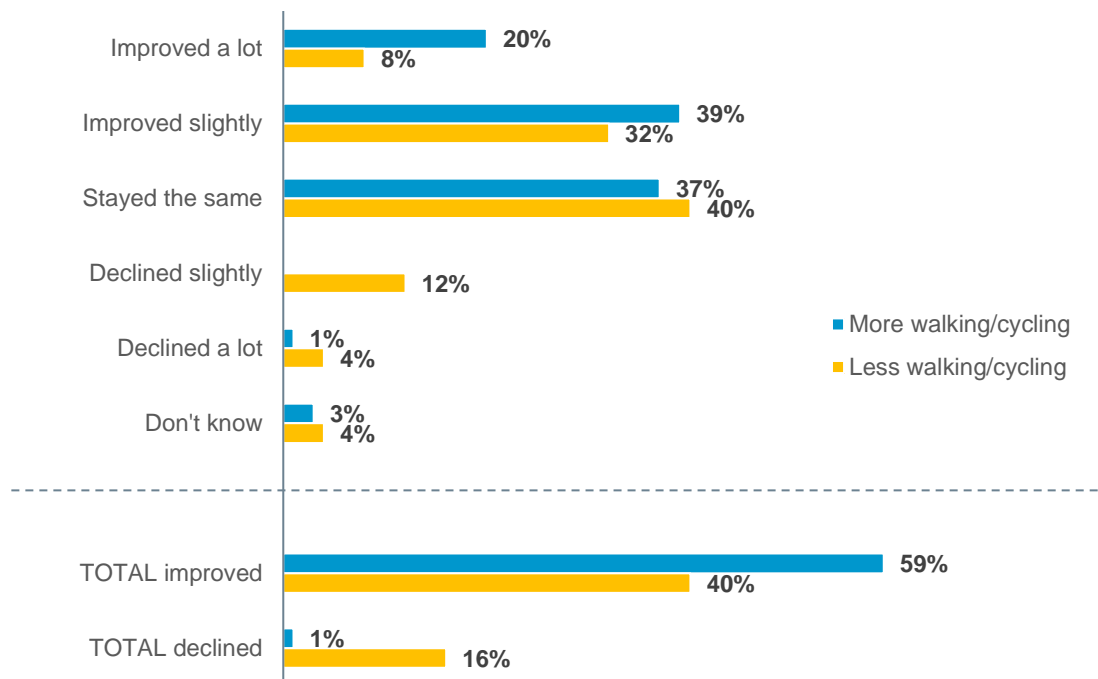
Those who indicated that the amount of walking and/or cycling they do had either increased or decreased over the last 12 months were asked whether they had noticed any changes to their own health or wellbeing since doing so.

Three in five (59%) of respondents that said they were doing more walking or cycling felt their health or wellbeing had *improved overall*, whilst almost two in five (37%) thought it had *stayed the same*. Just 1% said their health and wellbeing had *declined overall* since walking or cycling more.

Of those that said they were doing less walking or cycling, 40% said they thought their health and wellbeing had *improved overall*, in contrast to 16% that said they thought it had *declined overall*.

Figure 49 – Have you noticed any changes in your own health or wellbeing since you started walking or cycling more/less?

Base: Those who indicated that they walk/cycle more (103) and walk/cycle less (25) in general over the last 12 months

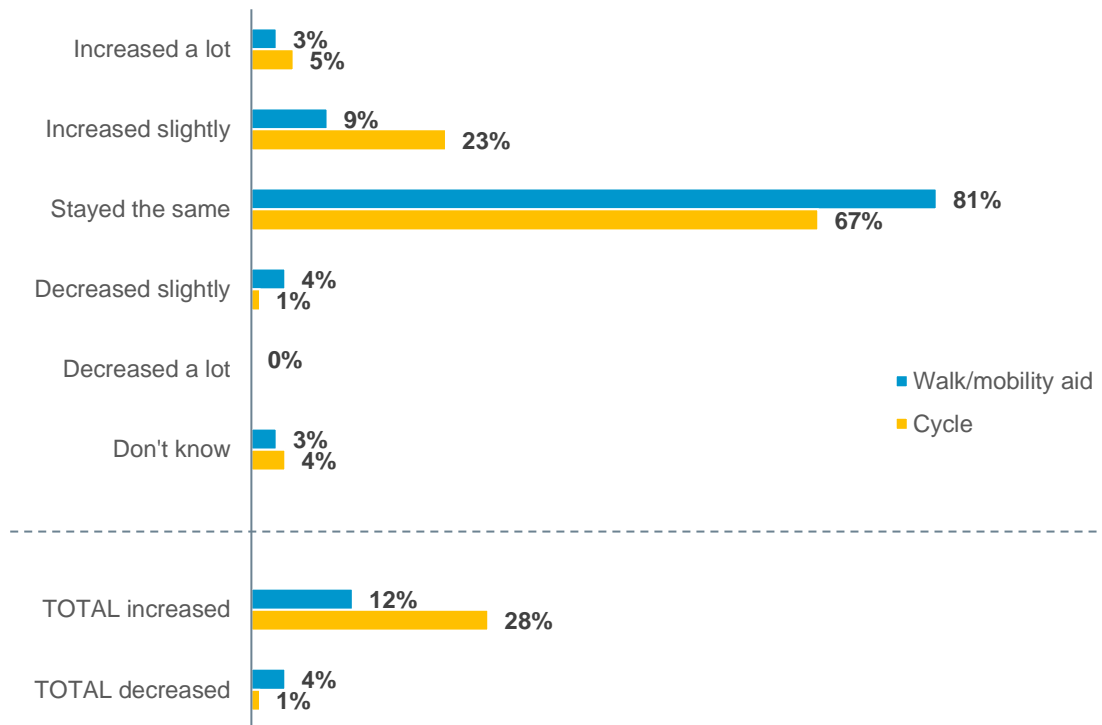


Respondents were then asked if the amount of walking or cycling they do in the local area had changed over the last 12 months. The most common response was that it had *stayed the same* for both *walking* (81%) and *cycling respondents* (67%).

Nearly three in ten (28%) *cycling respondents* said the amount of cycling they do in the area had *increased overall* in the last 12 months, whereas only 12% of *walking respondents* said the amount of walking they do in the area had *increased overall*.

Figure 50 – Over the last 12 months, has the amount of walking and/or cycling you do in this area increased, stayed the same, or decreased?

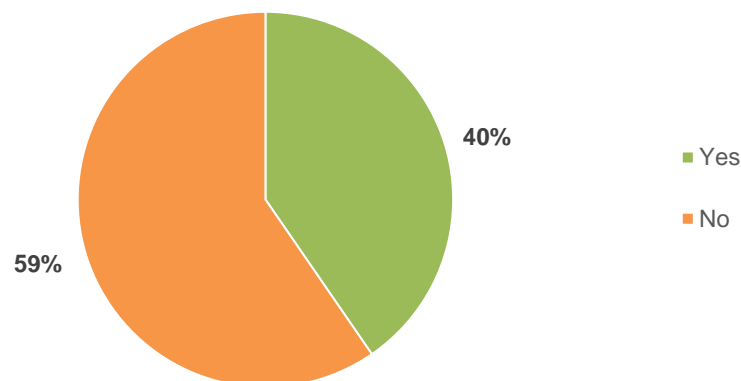
Base: Those who indicated that they walk or use a mobility aid (348); those who indicated that they cycle (95)



Respondents were then asked if they usually have access to a car, van or motorcycle. Two in five (40%) said they did have access, compared to 59% that said they did not.

Figure 51 – Do you usually have access to a car, van or motorcycle?

Base: All respondents (443)



Active travel barriers

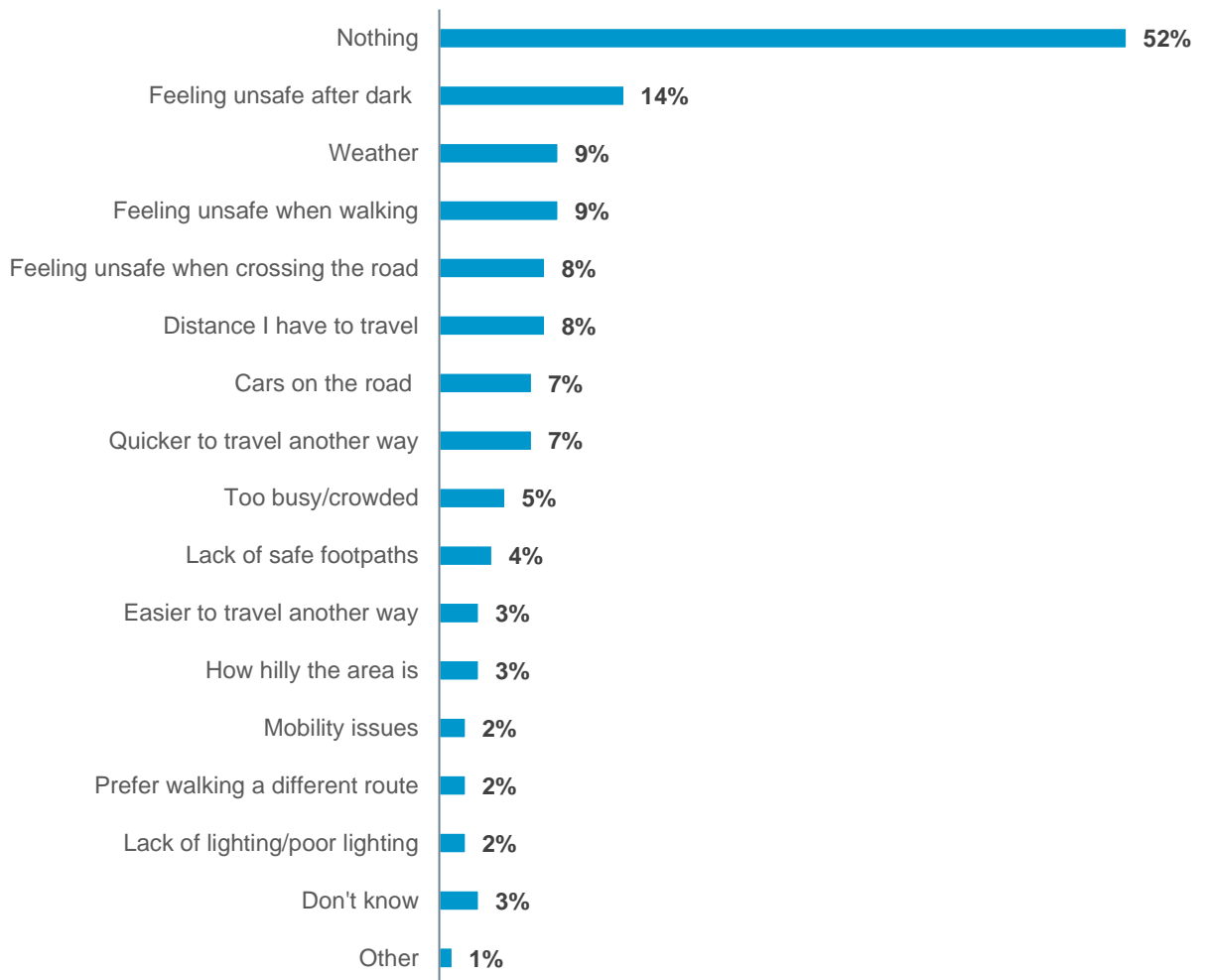
All respondents were asked whether there are any major barriers that stop them from walking around the local area. Respondents could provide more than one response. Positively, over half of respondents said that *nothing* stops them from walking in the area (52%).

Several of the most common barriers identified by respondents relate to safety, such as *feeling unsafe after dark* (14%), *weather* (9%), *feeling unsafe when walking* (9%) and *feeling unsafe when crossing the road* (8%).

The full range of responses is shown in the chart below.

Figure 52 – Are there any major barriers that stop you from walking in this area?

Base: All respondents (443)



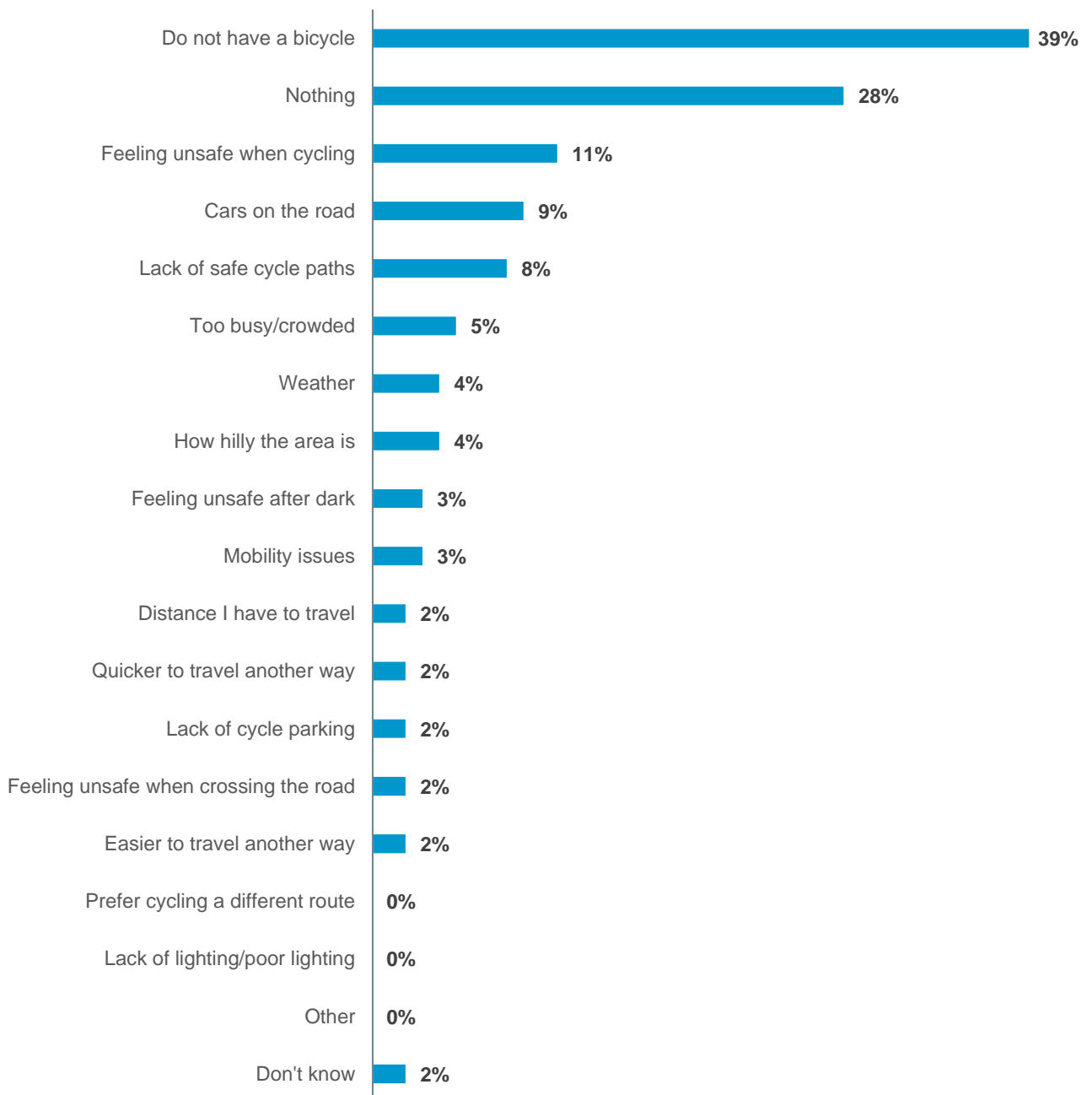
All respondents were also asked whether there are any major barriers that stop them from cycling in the area and could provide more than one response. The most common response was that they *do not have a bicycle* (39%), and almost three in ten (28%) said that *nothing* stops them from cycling in the area.

As seen with the barriers to walking in the area, safety was also identified as a key issue for cycling in the area. *Feeling unsafe when cycling* was mentioned by 11% of respondents, *cars on the road* by 9%, and *lack of safe cycle paths* by 8%.

The full range of responses is shown in the chart below.

Figure 5 – Are there any major barriers that stop you from cycling in this area?

Base: All respondents (443)

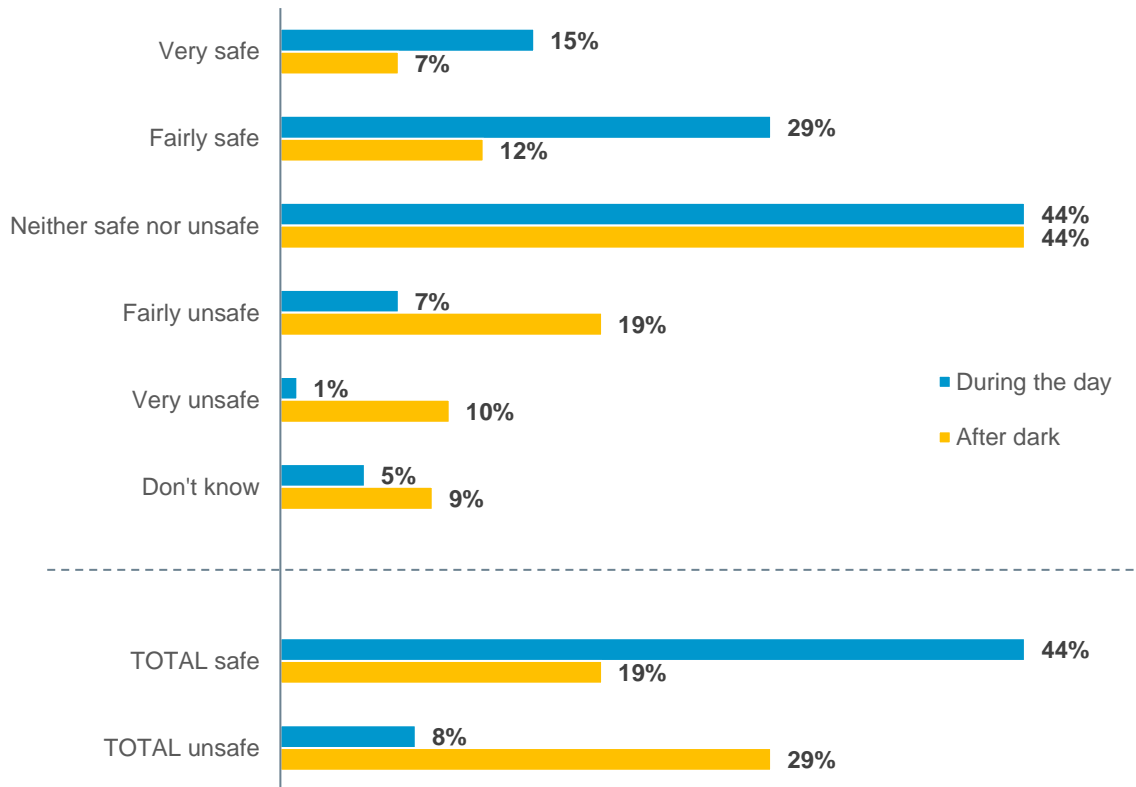


Feeling safe

When asked how safe or unsafe they feel when walking around the local area during the day and after dark, over two in five (44%) said they *felt safe during the day* and 19% said they *felt safe after dark*. Three in ten (29%) respondents, however, said they *felt unsafe after dark* when walking in the local area.

Figure 6 – How safe or unsafe do you feel when walking around the local area during the day and after dark?

Base: All respondents (443)



Subgroup analysis

Subgroups more likely to say they feel *very safe* when walking *during the day* (15% overall) include:

- Those aged 16-24 (22%)

Those from ethnic minority backgrounds were more likely to say they feel *fairly unsafe* when walking *during the day* (Asian/Asian British ethnicity 13% and Black/Black British ethnicity 13%) when compared with those of White/White British ethnicity (7%).

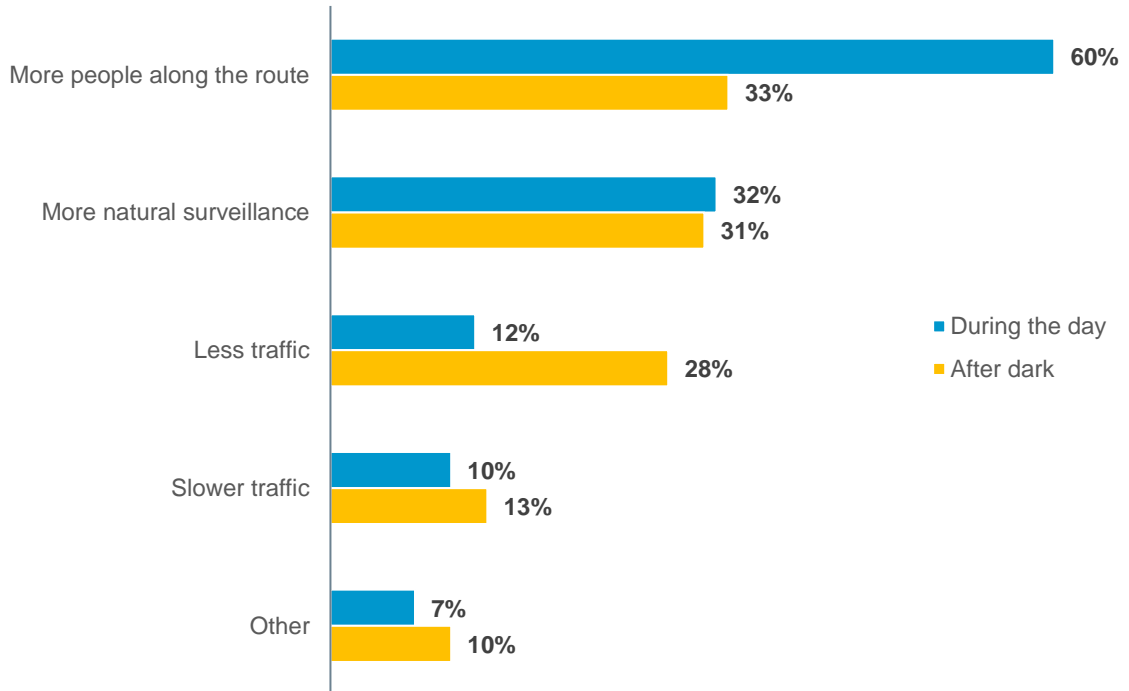


Respondents were subsequently asked why they said they felt safe or unsafe walking in the local area during the day and after dark.

More people along the route was the most common (60%) response to feeling safe *during the day*, and *after dark* (33%). Three in ten respondents also said there was *more natural surveillance* (32% *during the day* and 31% *after dark*).

Figure 55 – Why have you said you feel safe walking?

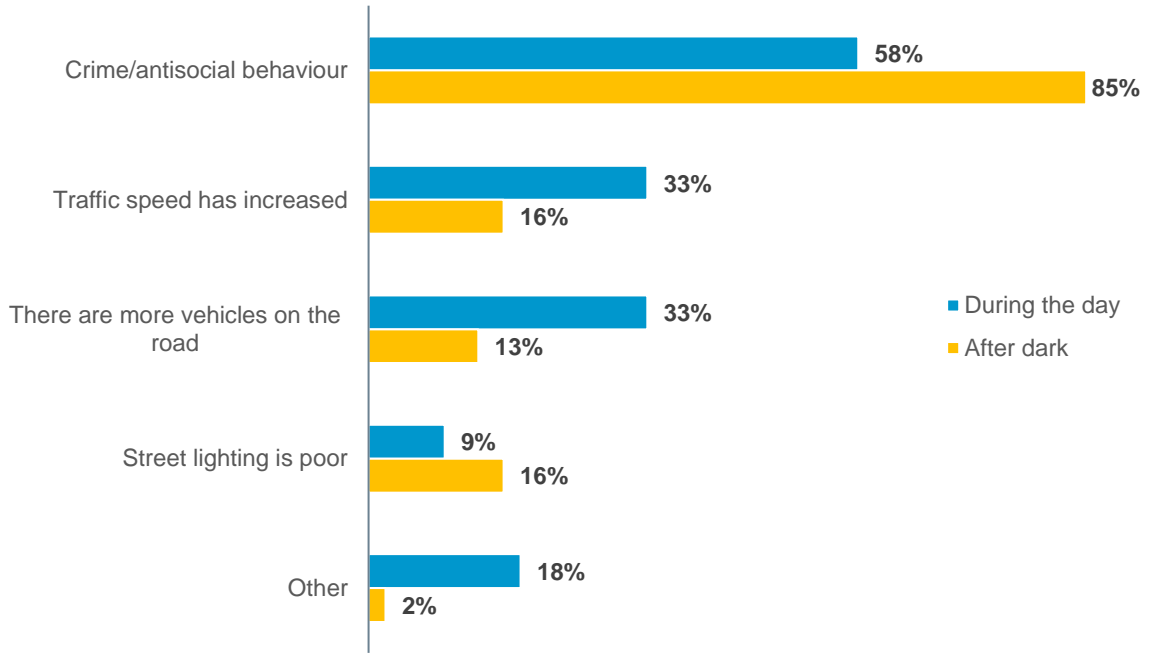
Base: Those who indicated that they feel safe during the day (195) and after dark (80)



Respondents that said they felt unsafe walking in the local area identified *crime and antisocial behaviour* as the top reason (58% during the day and 85% after dark). The *increase in traffic speeds* and *increase in vehicles on the road* was also mentioned by a third (33% each) of respondents that said they felt unsafe during the day.

Figure 56 – Why have you said you feel unsafe walking?

Base: Those who indicated that they feel unsafe during the day (33) and after dark (128)

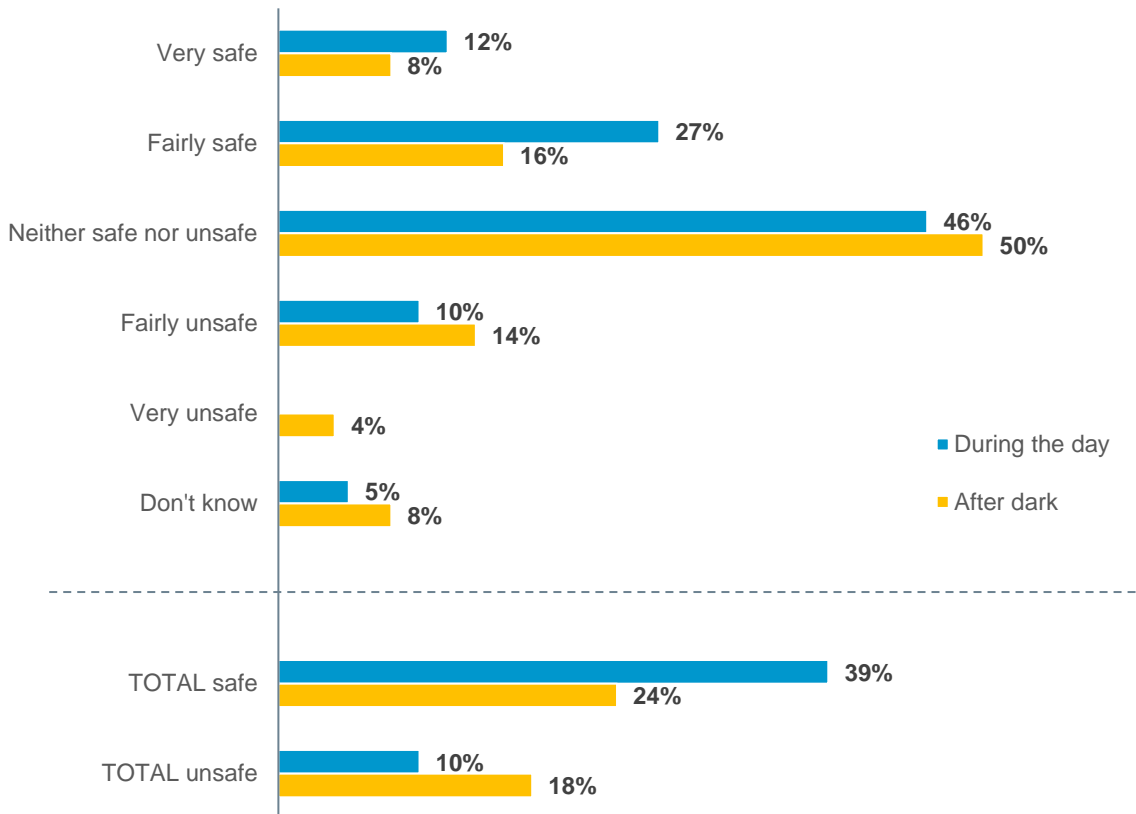


When asked to indicate how safe or unsafe they feel when cycling around the local area during the day and after dark, cycling respondents were more likely to say they *feel safe during the day* (39%) than *after dark* (24%).

Almost one in five (18%) cycling respondents said they *felt unsafe after dark in the local area*, which is more than during the day (10%).

Figure 7 – How safe or unsafe do you feel when cycling around the local area during the day and after dark?

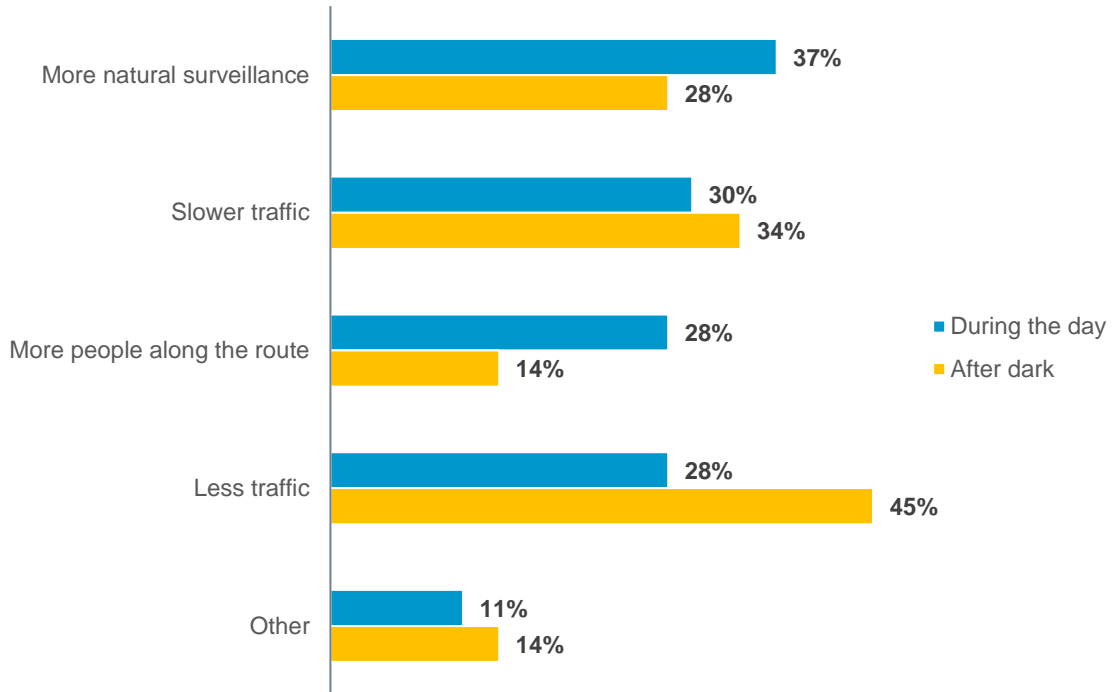
Base: Cycling respondents (95)



More natural surveillance and slower traffic were highlighted as the top reasons for feeling safe when cycling around the local area during the day (37% and 30% respectively). Less traffic was mentioned by 45% of cyclists saying they felt safe after dark.

Figure 58 – Why have you said you feel safe cycling?

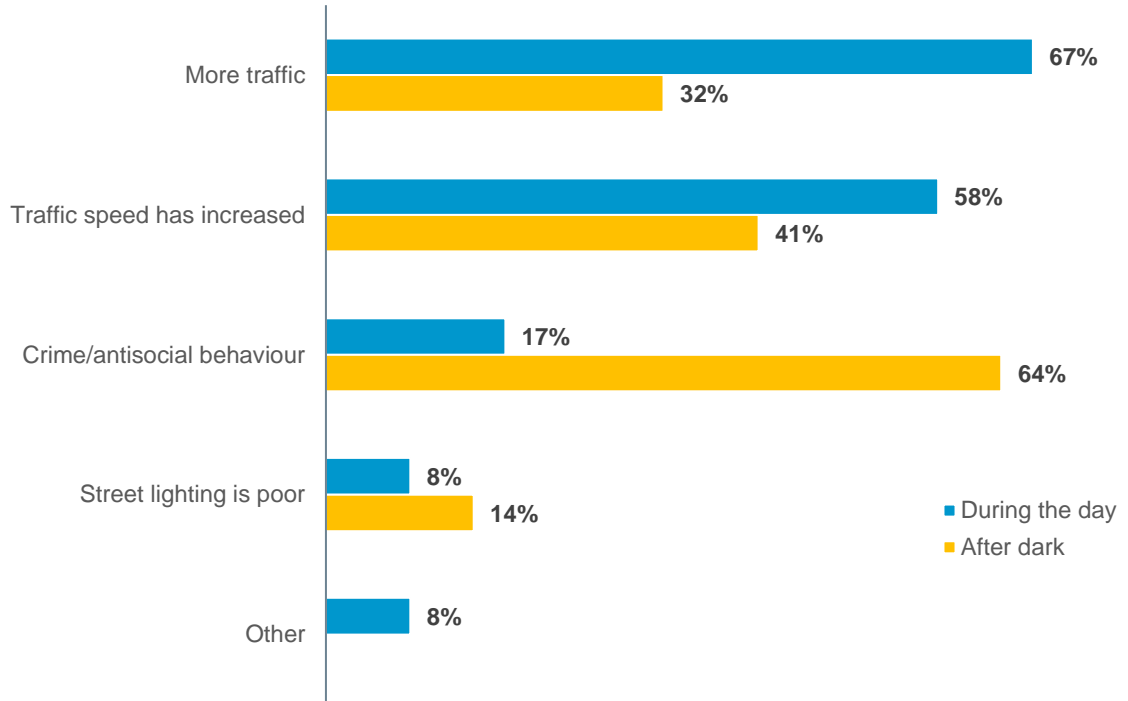
Base: Those who indicated that they feel safe during the day (46) and after dark (29)



Cyclists feeling unsafe in the local area *during the day* said the main reason was due to *more traffic* (67%) and an *increase in traffic speed* (58%). The most common response for feeling unsafe *after dark* was *crime and antisocial behaviour* (64%).

Figure 59 – Why have you said you feel unsafe cycling?

Base: Base: Those who indicated that they feel unsafe during the day (12) and after dark (22)

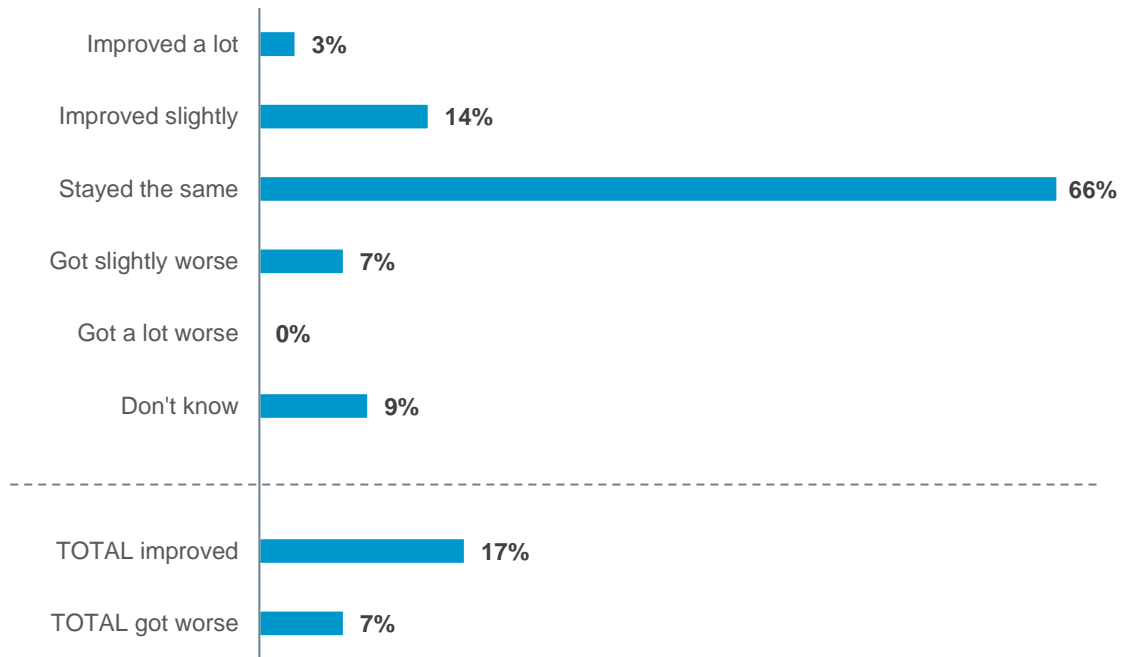


Perceptions of the walking infrastructure

Respondents were asked whether they thought the standard of the walking infrastructure in the area had improved, stayed the same, or got worse in the last few years. The most common response was that it had *stayed the same* (66%). One in six (17%) felt it had *improved overall* and a smaller proportion (7%) felt it had *got worse overall*.

Figure 60 – Do you think the standard of the walking infrastructure in this area has improved, stayed the same, or got worse in the last few years?

Base: All respondents (443)

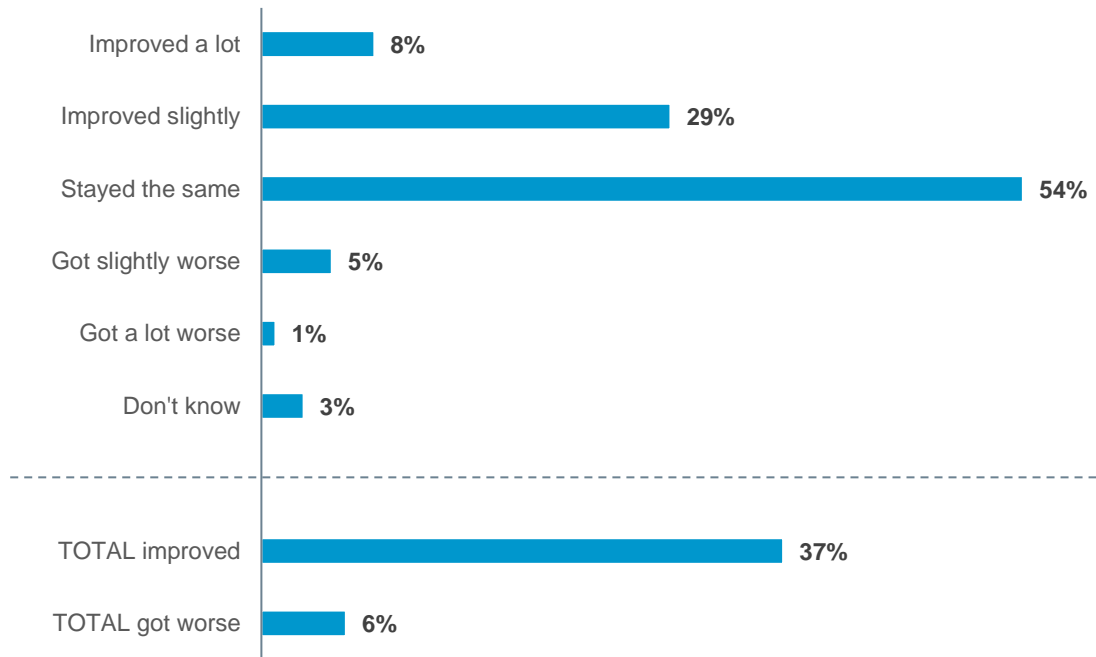


Perceptions of the cycling infrastructure

When asked whether they thought the standard of the cycling infrastructure in the area had improved, stayed the same, or got worse in the last few years, more cycling respondents thought it had *improved* (37% overall, compared with 6% that thought it had *got worse*. Over half (54%) through the infrastructure had *stayed the same*.

Figure 61 – Do you think the standard of the cycling infrastructure in this area has improved, stayed the same, or got worse in the last few years?

Base: Cycling respondents (95)

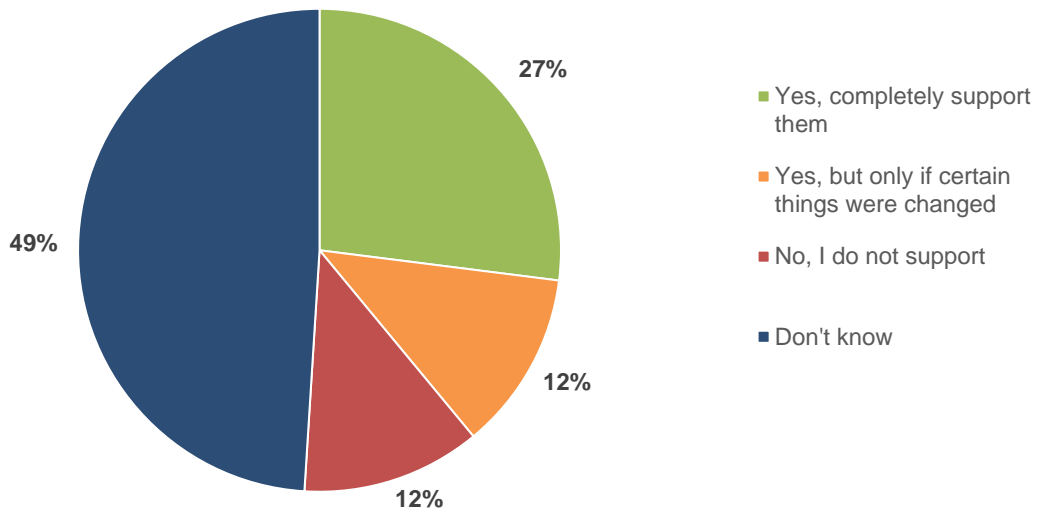


Scheme support

Respondents were asked if they supported keeping the changes in place. Four in ten (39%) said they supported the changes in some way (27% *completely support* and 12% *support if changes were made*). However, 12% of respondents said they *did not support* keeping the changes in place. Half of respondents (49%) said they *did not know*.

Figure 62 – Do you support keeping the changes in place?

Base: All respondents (443)



Subgroup analysis

Subgroups more likely to say they *completely support* keeping the changed in place (27% overall) include:

- Cyclists (41%)
- Those aged 55-64 (35%)



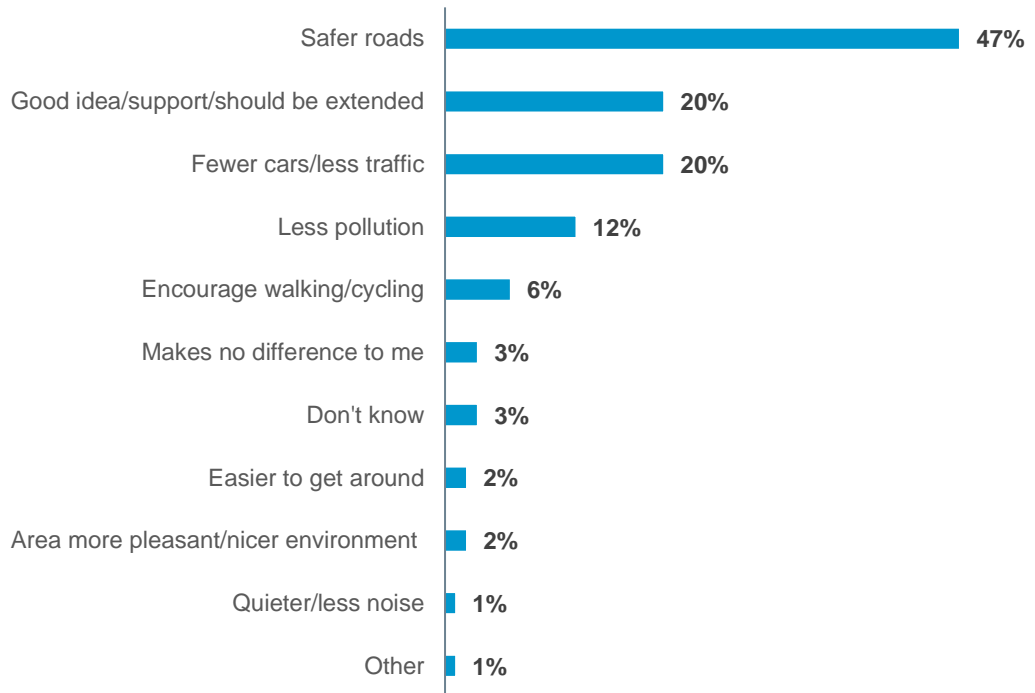
Open responses

Respondents were subsequently asked why they had given their answer to the previous question.

The main reason respondents said they support the scheme was because the changes had created *safer roads* (47%). It is a *good idea and should be extended* was mentioned by 20%, and 20% also said *fewer cars/less traffic*. *Less pollution* was mentioned by 12% of respondents.

Figure 63 – Why do you support keeping the changes in place?

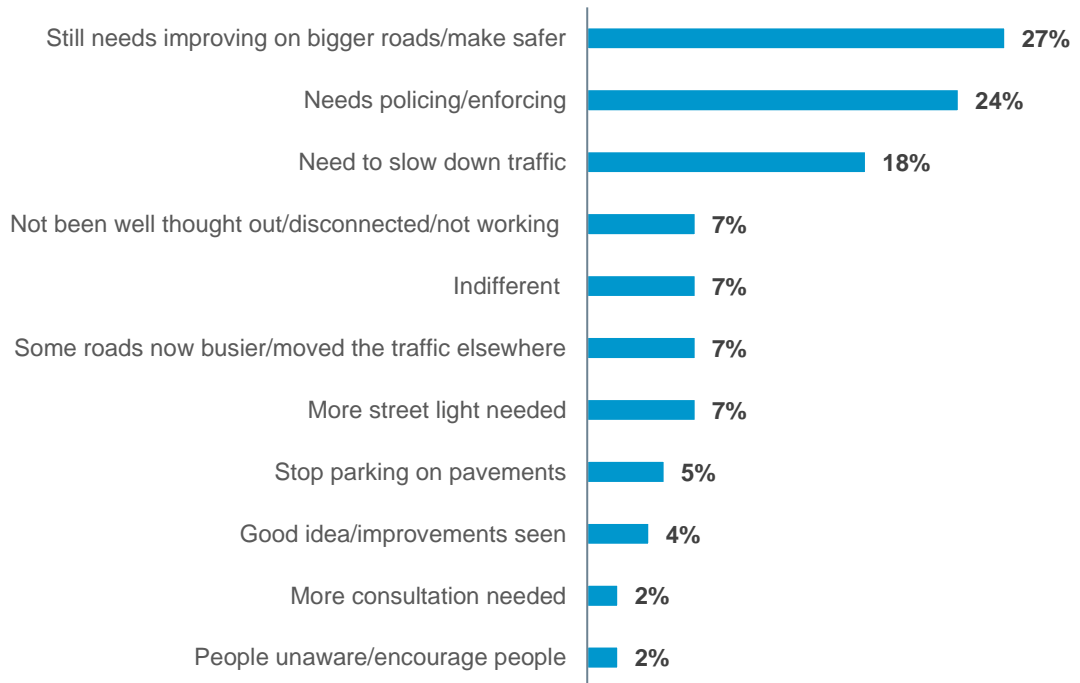
Base: Respondents that support the scheme (119)



Those respondents that supported the changes but wanted to see some changes provided a variety of comments, however, the two main themes were that *more work was still needed to be done to make it safer* (27%) and that it *needs policing and enforcing more* (24%).

Figure 64 – Why do you support keeping the scheme, but with changes?

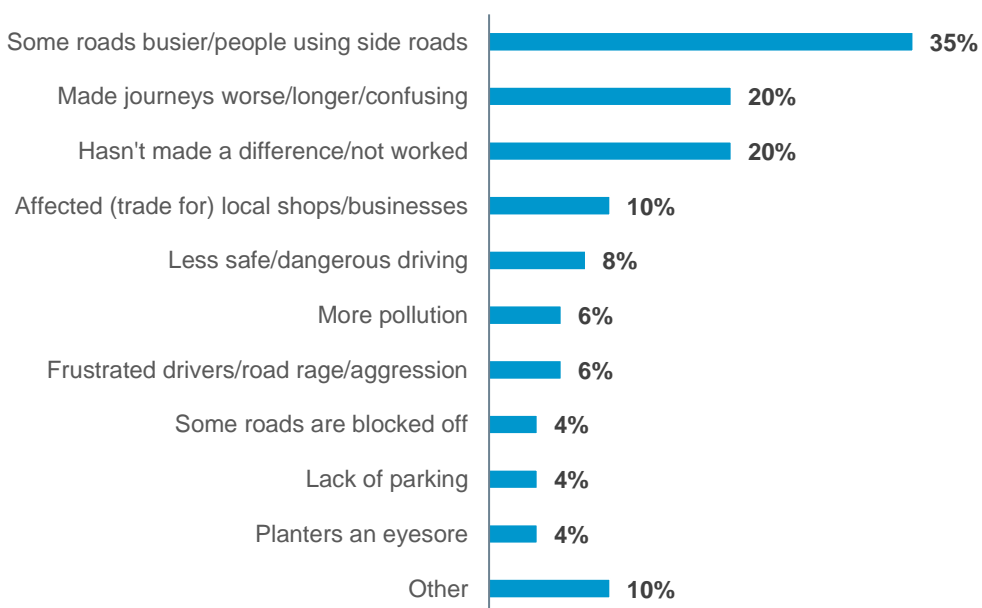
Base: Respondents that support the scheme but with changes (55)



The most common responses from those who said they did not support the scheme were that *some roads were busier now as drivers were using the side roads* (35%), and that the scheme had *made journeys longer* and that it had simply *not worked* (20% each).

Figure 65 –Why do you not support keeping the changes in place?

Base: Respondents that do not support keeping the changes (51)



Respondent profile

Figures 66 to 69 illustrate the demographic profile of survey respondents.

Figure 8 – Gender

Base: All respondents (443)

Gender	%
Male	54%
Female	44%
Other	1%
Prefer not to say	0%

Figure 67 – Age

Base: All respondents (443)

Age	%
16-24	11%
25-34	19%
35-44	23%
45-54	16%
55-64	17%
65-74	9%
75+	2%
Prefer not to say	1%

Figure 68 – Ethnicity

Base: All respondents (443)

Ethnicity	%
White/White British	68%
Asian/Asian British	14%
Black/Black British	7%
Mixed	7%
Other/Arab/Other ethnic group	3%
Prefer not to say	1%

Figure 69 – Do you consider yourself to be a disabled person?

Base: All respondents (443)

Disability	%
Yes	9%
No	90%
Prefer not to say	1%



Key findings

Resident Survey

Residents believe the changes are to encourage cleaner and greener mobility, safer streets and reduce through traffic

- Residents believe the main purposes of the recent changes are to create cleaner, greener, low carbon/energy efficient mobility (41%), encourage safer streets (36%) and reduce through traffic (35%)

Mixed opinions about the impact on traffic speed, volume and noise since the changes

- Opinion is split as to whether traffic speed has reduced (18%) or increased (17%) on residential roads
- Over half (53%) believe traffic volume has increased on main roads
- Nearly a third (30%) believe traffic volume has increased on residential roads
- A third (36%) of residents think there are more pedestrians in the area and a quarter believe there are more cyclists since the changes
- More residents think it is noisier (27%) since the changes than think it is quieter (16%)

More residents feel it is safer cycling around the area compared to walking

- Three in ten (30%) residents feel safer walking during the day since the changes
- Opinion is split about feeling safe walking after dark (safe 15% and less safe 13%)
- Most residents cited less traffic daytime 65% and after dark 78%) as a positive towards feeling safer
- Antisocial behaviour was cited as making them feel less safe walking in the area after dark (56%)
- Almost half (46%) of those that cycle feel safer since the recent changes, citing less traffic as the main reason (81%)

Making journeys around the area

- One in five (22%) cycle frequently (at least once a week)
- The most common reasons for making journeys around the neighbourhood are for shopping (65%), leisure activities (57%) and work (48%)
- Nearly two in five residents have started walking more since the changes
- Half of those that cycle have started to cycle more since the changes

There are various barriers stopping residents walking and cycling more for local journeys

- The main barriers stopping residents from walking include the distance they have to travel (19%), quicker alternatives (17%), weather (15%) and the volume of traffic (14%)
- The main barriers stopping residents from cycling are not having a bicycle (51%), feeling unsafe when cycling (14%) and mobility issues (10%)

Mixed opinions about the children's safety when walking and cycling unsupervised

- Residents held mixed opinions about children's safety when walking, with 30% saying it was safer since the changes, 38% saying there was no change and 17% saying it was less safe
- Residents were split in their opinions about children's safety when cycling, with 28% saying it was safer, 33% saying there was no change and 18% saying it was less safe

Support for the scheme is mixed

- Almost two in five (37%) residents completely support the scheme
- One in ten (10%) residents do not support the scheme, citing that roads are busier and the changes have made journeys worse and longer



Organisation and Business Survey

Awareness of the scheme was high

- 90% of organisation and business representatives were aware of the scheme
- Half (52%) thought the scheme was to empower more people to walk and cycle more often

Some organisations and businesses have seen changes in footfall since the scheme was introduced, but most have not seen any change

- Four in five (82%) organisations and business rely on people visiting their physical location
- Two in five (40%) have seen a decrease in footfall since the changes took place
- The changes in footfall have been worsening over time
- The majority (76%) believe the reason for the decrease in footfall is because it is difficult to access the area by motor vehicle, and other top reasons include parking availability, difficulty in parking and cost of living increases

Customers and visitors have been negative about the changes

- Organisation and business representatives said that feedback from their customers and visitors has mainly been negative (64%)

There has been a noticeable decrease in customer and visitor spend

- Half (50%) of organisations and businesses have noticed a decrease in spending
- No organisation or business has seen an increase in spending
- Half (50%) believe that the cost of living and difficulty in accessing the area by motor vehicle are the main reasons for a decline in spending

Over half do not support the scheme

- The main reasons for lack of support include the negative effect on local businesses and that the changes have made some roads busier

Intercept Survey

Three quarters regularly travel along the route

- Over three quarters (77%) travel along the route at least once or twice a week
- Cycling along the route has increased the most (33%), followed by walking (16%)
- One in five (19%) said they have reduced the amount they drive a vehicle in the area

Health and wellbeing has improved

- Three in five (59%) said their health and wellbeing has improved in the last 12 months
- One in eight (12%) believe the amount of walking has increased
- Three in ten (28%) cyclists believe they cycle more

There is a wide range of barriers preventing people from walking and cycling

- The main barriers to walking include feeling unsafe after dark(14%), the weather (9%) and feeling unsafe when crossing the road (8%)
- The main barriers to cycling include not having a bicycle (39%), feeling unsafe when cycling (11%), cars on the road (9%) and the lack of safe cycle paths (8%)

Those walking feel safer during the day

- Over two in five feel safer walking during the day, but less safe after dark (44% v 8%)
- Reasons for feeling safe include more people along the route (60%) and more natural surveillance (32%)
- Reasons for feeling unsafe include crime/antisocial behaviour and having more vehicles on the road (58%)



Those cycling feel safer during the day

- Two in five cyclists feel safer cycling during the day, but less safe after dark (39% v 10%)
- Reasons for feeling safe include more natural surveillance (37%) and slower traffic (30%)
- Reasons for feeling unsafe include more traffic (67%) and that the traffic speed has increased (58%)

Perceptions of the walking and cycling infrastructures are mixed

- One in six (17%) believe the walking infrastructure has improved
- Almost two in five (37%) believe the cycling infrastructure has improved

Support for the scheme is mixed

- Just over a quarter (27%) support the scheme completely, whilst one in eight do not support it
- Half (49%) of respondents did not know if they supported the scheme
- The main reason for supporting the scheme was because of safer roads (47%)



Appendices

Appendix 1 – Resident survey questionnaire

Appendix 2 – Organisation and business survey questionnaire

Appendix 3 – Intercept survey questionnaire



Appendix 1

Resident survey questionnaire





Sheaf Valley Resident Perception Survey

Hello, my name is and I work for a company called Enventure Research. We are speaking to people on behalf of Sheffield City Council.

Over the past 12 months, there has been changes along the Sheaf Valley Cycle Route, such as the closure to motor vehicles on Little London Road and on Cherry Street.

We are asking people about what impact they feel the changes have had on local journeys and on the area in general as a place to live.

The survey should take no longer than 10 minutes to complete.

Would you like to take part? **Confirm respondent is a resident in the Sheaf Valley area.**

Check respondent has not participated in survey previously. If they have, please end interview.

Q1 Confirm the resident lives in the Sheaf Valley area?

SHOW MAP

Confirmed resident lives in Sheaf Valley area

What is your postcode?

Q2 Do you cycle?

Frequently (at least once a week)

Occasionally (at least 2 or 3 times a month)

Rarely (less than once a month)

Never

Q5 Thinking about the level of NOISE since the changes were introduced, do you feel it is quieter or noisier along the route?

- Much quieter
- Slightly quieter
- Same
- Slight noisier
- Much noisier
- Don't know (*DO NOT READ OUT*)

Q6 Do you feel the route is safer or less safe when.....?

	Much safer	Slightly safer	Same	Slightly less safe	Much less safe	Don't know (<i>DO NOT READ OUT</i>)
Walking along the route in the daytime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking along the route after dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling along the route in the daytime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling along the route after dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 You have said you feel safer when walking along the route in the daytime.

Why have you said this?

- Less traffic
- Slower traffic
- More natural surveillance
- More people along the route
- Other
- Don't know (*DO NOT READ OUT*)

Other (please specify)

Q8 You have said you feel it is less safe when walking along the route in the daytime.

Why have you said this?

More traffic

Quicker traffic

Increased crime/anti-social behaviour

Fewer people along the route

Other

Don't know (*DO NOT READ OUT*)

Other (please specify)

Q9 You have said you feel safer when walking along the route in the after dark.

Why have you said this?

Less traffic

Slower traffic

More natural surveillance

More people along the route

Other

Don't know (*DO NOT READ OUT*)

Other (please specify)

Q10 You have said you feel it is less safe when walking along the route in the after dark.

Why have you said this?

- More traffic
- Quicker traffic
- Increased crime/anti-social behaviour
- Fewer people along the route
- Other
- Don't know (*DO NOT READ OUT*)

Other (please specify)

Q11 You have said you feel safer when cycling along the route in the daytime.

Why have you said this?

- Less traffic
- Slower traffic
- More natural surveillance
- More people along the route
- Other
- Don't know (*DO NOT READ OUT*)

Other (please specify)

Q12 You have said you feel less safe when cycling along the route in the daytime.

Why have you said this?

- More traffic
- Quicker traffic
- Increase crime/anti-social behaviour
- Fewer people along the route
- Other
- Don't know (*DO NOT READ OUT*)

Other (please specify)

Q13 You have said you feel it is safer when cycling along the route in the after dark.

Why have you said this?

- Less traffic
- Slower traffic
- More natural surveillance
- More people along the route
- Other
- Don't know (*DO NOT READ OUT*)

Other (please specify)

Q14 You have said you feel it is less safe when cycling along the route in the after dark.

Why have you said this?

- More traffic
- Quicker traffic
- Increased crime/anti-social behaviour
- Fewer people along the route
- Other
- Don't know (*DO NOT READ OUT*)

Other (please specify)

Individual travel

Q15 Thinking about the journeys you make in and around the route, which journeys do you make regularly (for work, leisure, school, exercise etc.)?

TICK ALL THAT APPLY

- | | |
|---|---|
| <input type="checkbox"/> Work | <input type="checkbox"/> Health - doctors/dentist |
| <input type="checkbox"/> Leisure activities | <input type="checkbox"/> Visit family/friends |
| <input type="checkbox"/> School | <input type="checkbox"/> Community venue |
| <input type="checkbox"/> Exercise | <input type="checkbox"/> Religious venue |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Other (please specify) |

Other (please specify)

Q16 Before the changes, how did you USUALLY make these journeys along the route or into the city centre?

DO NOT READ OUT, TICK ONE

- Walk
- Use a mobility aid
- Cycle
- Car
- Van
- Motorcycle / moped
- Taxi
- Public transport (e.g. bus, tram, train)
- Other (please specify)

Other (please specify)

Q17 Have the changes made you think about / consider making more local journeys along the route or into the city centre by.....? *READ OUT, SINGLE CHOICE*

	Yes, a lot	Yes, somewhat	Yes, a little	Not at all	Don't know (<i>DO NOT READ OUT</i>)
Walking around your local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling around your local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 Have the changes resulted in you making more local journeys along the route or into the city centre by.....? *READ OUT, SINGLE CHOICE*

	Yes, a lot	Yes, somewhat	Yes, a little	Not at all	Don't know (<i>DO NOT READ OUT</i>)
Walking around your local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling around your local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Barriers

Q19 If you don't walk for journeys along the route or into the city centre, what stops you?

REFER TO MAP, DO NOT READ OUT, SELECT ALL THAT APPLY

- | | |
|---|--|
| <input type="checkbox"/> Feeling unsafe when walking | <input type="checkbox"/> Speed of traffic |
| <input type="checkbox"/> Feeling unsafe when crossing the road | <input type="checkbox"/> Volume of traffic |
| <input type="checkbox"/> Feeling unsafe after dark | <input type="checkbox"/> Pavements blocked by vehicles |
| <input type="checkbox"/> Personal safety/crime | <input type="checkbox"/> Poorly maintained pavements |
| <input type="checkbox"/> Lack of safe footpaths | <input type="checkbox"/> Distance I have to travel |
| <input type="checkbox"/> Too busy | <input type="checkbox"/> How hilly the area is |
| <input type="checkbox"/> Quicker to travel another way | <input type="checkbox"/> Health conditions / issues |
| <input type="checkbox"/> Easier to travel using a different mode of transport | <input type="checkbox"/> Mobility issues |
| <input type="checkbox"/> Lack of lighting / poor lighting | <input type="checkbox"/> Nothing |
| <input type="checkbox"/> Not attractive / interesting | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Weather | <input type="checkbox"/> Don't know |

Other (please specify)

Future of the scheme

Q22 Do you support keeping the changes in place?

REFER TO MAP, READ OUT, SINGLE CHOICE

- Yes, completely support them
- Yes, but only if certain things were changed
- No, I do not support them
- Don't know (*DO NOT READ OUT*)

Why do you support them?

What things would need to be changed?

Why don't you support them?

Demographics

My final questions are about you to make sure we are speaking to a range of people. You can say that you prefer not to answer any of these questions.

Q23 Gender

- Male
- Female
- Other
- Prefer not to say

Q24 Age

16-24

25-34

35-44

45-54

55-64

65-74

75+

Prefer not to say

Q25 Ethnicity

White / White British

Asian / Asian British

Black / Black British

Mixed / multiple ethnic group

Other / Arab / Other ethnic group

Prefer not to say

Q26 Do you have a physical or mental health condition or illness lasting or expected to last 12 months or more?

Yes

No

Prefer not to say

As part of our quality checking process we contact a proportion of people to check you were interviewed in a friendly and professional manner and in accordance with the MRS code of conduct. It will only be used for this purpose and WILL NOT be passed on or used in the future.

RN Respondent Name

TEL Telephone Number

INT Interviewer Name

Thank you very much for your time *END SURVEY.*

Appendix 2

Organisation and business survey questionnaire





Sheaf Valley Organisation & Business Survey

Hello, my name is and I work for a company called Enventure Research. We are speaking to local organisations and businesses on behalf of Sheffield City Council.

Over the past 12 months, there has been changes such as the closure to motor vehicles on Little London Road.

We are asking organisations and businesses in the area about their experience of the changes.

The survey should take no longer than 10 minutes to complete.

Would you like to take part? **Confirm respondent does not represent an organisation or business from outside these areas.**

Check respondent has not participated in survey previously. If they have, please end interview.

Q1 Confirm organisation or business is situated in the Sheaf Valley area See Map

Confirm organisation or business is situated in the Sheaf Valley area

Q2 What type of organisation / business are you? (Tick one)

- Retail
- Cafe / restaurant / pub / bar
- Doctors / dentist / health
- School / education establishment
- Office based business
- Professional service
- Tradesperson
- Delivery / logistics
- Community organisation / venue
- Religious organisation / venue
- Other

Other (please specify)

Q3 Are you aware of the changes in the Sheaf Valley area?

- Yes
- No
- Don't know (Do not read out)

Q4 What is your understanding of the purpose of the recent changes? SHOW MAP OF AREA, TICK ALL THAT APPLY

- Safer Streets
- Reduce through traffic
- Empower more people to walk or cycle more often
- Contribute to a coherent, safe, attractive active travel network
- Reduce car dependency
- Increase efficiency, reliability, integration and resilience of the transport network as a whole
- Cleaner, greener, low carbon/energy efficient mobility
- Liveable streets and connected communities
- Don't know (*Do not read out*)
- Other

Other (please specify)

Q5 Does your organisation / business rely on people visiting your physical location?

- Yes
- No
- Don't know (Do not read out)

Q6 Have you noticed any change in footfall of people visiting your premises in the last 12 months (outside of usual seasonal changes)?

- Significant increase in footfall
- Some increase in footfall
- No change in footfall
- Some decrease in footfall
- Significant decrease in footfall
- Don't know (Do not read out)

Q7 When have you noticed the change in footfall? (**Tick all that apply**)

- Spring 2022
- Summer 2022
- Autumn 2022
- Winter 2022
- Spring 2023
- All of the above

Q8 Is there a particular time of day, or day of the week, that footfall has changed?

- All the time
- No particular time of day or day of the week
- Weekday mornings
- Weekday afternoons
- Weekday evenings
- Saturday mornings
- Saturday afternoons
- Saturday evenings
- Sunday mornings
- Sunday afternoons
- Sunday evenings
- Don't know (*Do not read out*)

Q9 What do you think has caused this change in footfall? (**Tick all that apply**)

- Cost of living increases
- Parking availability
- More traffic
- Difficulty to access area via motor vehicle
- Difficult to park
- Changes in consumer habits
- Internet shopping
- Adjustments post Covid
- Other

Other (please specify)

Q10 What feedback, if any, have you had from your customers / visitors about the changes?

- Very positive
- Somewhat positive
- Neither positive or negative
- Somewhat negative
- Very negative
- No specific feedback
- Don't know (*Do not read out*)

11. Can you explain why you said positive/negative

Q12 How do you perceive the majority of your customers / visitors travel to your organisation / business? (*Tick all that apply*)

- Car
- Bus
- Tram
- Train
- Taxi
- Motorbike
- Bicycle
- Walked
- Mobility aid
- Other

Other (*please specify*)

Q13 Have you noticed any change in spend (or donations) from your customers (or visitors) in the last 12 months (outside of usual seasonal changes**)?**

- Significant increase in spend
- Somewhat increase in spend
- No change in spend
- Somewhat decrease in spend
- Significant decrease in spend
- Not applicable
- Don't know (*Do not read out*)

Q14 What do you think has caused this? **Tick all that apply**

- Cost of living increases
- Parking availability
- More traffic
- Difficulty to access area via motor vehicle
- Difficult to park
- Changes in consumer habits
- Internet shopping
- Adjustments post Covid
- Safer streets
- Reduced road danger
- Increase in people passing by cycle/foot
- More liveable streets
- Other

Other (*please specify*)

Q15 **Have the changes had a positive or negative impact on the operations of your organisation / business?**

- Significant positive impact
- Somewhat positive impact
- No impact
- Somewhat negative impact
- Significant negative impact
- Don't know (*Do not read out*)

16. Why have you said a positive impact?

17. Why have you said a negative impact?

Future of the scheme

Q18 **Do you support keeping the changes in place? REFER TO MAP, READ OUT, SINGLE CHOICE**

- Yes, completely support them
- Yes, but only if certain things were changed
- No, I do not support them
- Don't know (**DO NOT READ OUT**)

Why do you support them?

What things would need to be changed?

Why don't you support them?

As part of our quality checking process we contact a proportion of people to check you were interviewed in a friendly and professional manner and in accordance with the MRS code of conduct. It will only be used for this purpose and WILL NOT be passed on or used in the future.

RN Respondent Name

TEL Telephone Number

INT Interviewer Name

Thank you very much for your time *END SURVEY.*

Appendix 3

Intercept survey questionnaire





Pedestrian and Cyclist Intercept Survey - Sheaf Valley

Hello, my name is and I work for a company called Enventure Research.

We are speaking to people on behalf of Sheffield City Council about walking and cycling in this area, and are keen to hear your thoughts.

The survey should take no longer than ten minutes to complete and we will be talking about how you travel along the following route [show map].

Would you like to take part?

[INTERVIEWER NOTE] *If the respondent says they use a mobility aid, when asking the later questions about 'walking' in this area, please ask instead about how they 'travel around' or 'get around' this area.*

Q1 Firstly, could you tell me how you typically travel?

TICK ALL THAT APPLY, REFER TO MAP, DO NOT READ OUT

- Walk
- Use a mobility aid
- Cycle
- Car
- Van
- Motorcycle / moped
- Taxi
- Public transport (e.g. bus, tram, train)
- Other (please specify)

Other (please specify)

Cycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drive a vehicle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 Have you noticed any changes in your own health or wellbeing since you started walking / cycling more?

READ OUT, SINGLE CHOICE

- Improved a lot
- Improved slightly
- Stayed the same
- Declined slightly
- Declined a lot
- Don't know (*DO NOT READ OUT*)

Q7 Have you noticed any changes in your own health or wellbeing since you started walking / cycling less?

READ OUT, SINGLE CHOICE

- Improved a lot
- Improved slightly
- Stayed the same
- Declined slightly
- Declined a lot
- Don't know (*DO NOT READ OUT*)

Q8 **Since the changes, has the amount of walking / cycling you do along this route increased, stayed the same, or decreased?**

REFER TO MAP, PROMPT IF NECESSARY, SINGLE CHOICE

	Increased a lot	Increased slightly	Stayed the same	Decreased slightly	Decreased a lot	Don't know (<i>DO NOT READ OUT</i>)
Walking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Do you usually have access to a car, van or motorcycle?

- Yes
- No
- Don't know

Q13 Why have you said you feel safe during the day?

TICK ALL THAT APPLY

- Less traffic
- Slower traffic
- More natural surveillance
- More people along the route
- Other

Other (please specify)

Q14 Why have you said you feel unsafe during the day?

TICK ALL THAT APPLY

- Traffic speed has increased
- There are more vehicles on the road (volume has increased)
- Crime/antisocial behaviour
- Street lighting is poor
- Other

Other (please specify)

Q15 Why have you said you feel safe after dark?

TICK ALL THAT APPLY

- Less traffic
- Slower traffic
- More natural surveillance
- More people along the route
- Other

Other (please specify)

Q16 Why have you said you feel unsafe after dark?

TICK ALL THAT APPLY

- Traffic speed has increased
- There are more vehicles on the road (volume has increased)
- Crime/antisocial behaviour
- Street lighting is poor
- Other

Other (please specify)

Q17 Do you feel safer or less safe when cycling along the route since the changes.....?

REFER TO MAP, READ OUT, SINGLE CHOICE

	Very safe	Fairly safe	Neither safe nor unsafe	Fairly unsafe	Very unsafe	Don't know (DO NOT READ OUT)
During the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 Why have you said you feel safe during the day?

TICK ALL THAT APPLY

- Less traffic
- Slower traffic
- More natural surveillance
- More people along the route
- Other

Other (please specify)

Q19 Why have you said you feel unsafe during the day?

TICK ALL THAT APPLY

- More traffic
- Traffic speed has increased
- Crime/antisocial behaviour
- Street lighting is poor
- Other

Other (please specify)

Q20 Why have you said you feel safe after dark?

TICK ALL THAT APPLY

- Less traffic
- Slower traffic
- More natural surveillance
- More people along the route
- Other

Other (please specify)

Q21 Why have you said you feel unsafe after dark?

TICK ALL THAT APPLY

- More traffic
- Traffic speed has increased
- Crime/antisocial behaviour
- Street lighting is poor
- Other

Other (please specify)

Q22 Do you think the standard of the walking route has improved, stayed the same, or got worse since the changes were introduced?

REFER TO MAP, READ OUT, SINGLE CHOICE

- Improved a lot
- Improved slightly
- Stayed the same
- Got slightly worse
- Got a lot worse
- Don't know (*DO NOT READ OUT*)

Q23 Do you think the standard of the cycling route has improved, stayed the same, or got worse since the changes were introduced?

REFER TO MAP, READ OUT, SINGLE CHOICE

- Improved a lot
- Improved slightly
- Stayed the same
- Got slightly worse
- Got a lot worse
- Don't know (*DO NOT READ OUT*)

Q24 Do you support keeping the changes in place?

- Yes, completely support them
- Yes, but only if certain things were changed
- No, I do not support them
- Don't know (*DO NOT READ OUT*)

Q25 Why do you support them?

Q26 What things would need to be changed?

Q27 Why don't you support them?

My final questions are about you to make sure we are speaking to a range of people. You can say that you prefer not to answer any of these questions.

Q28 Gender

- Male
- Female
- Other
- Prefer not to say

Q29 Age

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say

Q30 Ethnicity

- White / White British
- Asian / Asian British
- Black / Black British
- Mixed / multiple ethnic group
- Other / Arab / Other ethnic group
- Prefer not to say

Q31 Do you consider yourself to be a disabled person?

- Yes
- No
- Prefer not to say

Q32 Do you use a mobility aid?

- Yes
- No

Thank you very much for your time *END SURVEY*.

Q33 Do not ask - interviewer to code respondent type

- Pedestrian (walking)
- Pedestrian (using a mobility aid)
- Cyclist



Thornhill Brigg Mill, Thornhill Beck Lane, Brighouse, West Yorkshire, HD6 4AH

T: 01484 404797

W: www.enventure.co.uk