



# **Crookes / Walkley Active Neighbourhood Perception Survey**

Survey Report

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# The Research Programme

## Background

Active Neighbourhoods involves introducing measures to make streets safer, cleaner and quieter for local residents and businesses. This is intended to make walking and cycling a more attractive and safer way to travel within these neighbourhoods.

The Crookes / Walkley active neighbourhood included a range of measures such as road closures, crossings and one-way systems, however, some of the interventions originally included have since been removed due to local feedback.

Sheffield City Council wants to understand public perceptions around this work by undertaking surveys with residents, visitors to the area, and organisations and businesses.

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

## Project aims

The objective of the research is to understand public perceptions around whether the area is a nicer place to live and work, if there is any increase in active travel (or the safety of active travel), motorised traffic displacement and the general opinion on the changes in the area. This was undertaken by delivering three surveys targeting different groups of respondents, namely:

- Residents living within Crookes and Walkley
- Visitors to the area
- Organisations and businesses based in Crookes and Walkley

Within this overall aim, the research objectives were to:

- Understand perceptions of people living in the area
- Understand perceptions of those visiting the area
- Record details of different modes of travel used by visitors on their current journey
- Understand perceptions of representatives of local organisations and businesses
- Produce a comprehensive and easy-to-understand written report of the survey results
- Provide the raw data in Excel

## Methodology

Questionnaires were designed by Enventure Research in partnership with Sheffield City Council which took approximately ten minutes to complete for the resident and visitor survey, and 15 minutes for the organisation and business survey. Several topics were covered, including perceptions of the recent changes and how this has impacted on volume, speed and noise of traffic, mode of transport when travelling around the area, 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 and visitors. 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 400 residents in Crookes (176) and Walkley (224), aged 16 and over was interviewed. The survey was conducted via face-to-face on the doorstep and on-street interviewing. The survey was administered between 12 May and 17 June 2023.



**Visitor survey** – a sample of 151 visitors, aged 16 and over was interviewed. The survey was conducted via face-to-face on-street interview at various sample points in Crookes and Walkley. The survey was administered between 24 May and 26 June 2023.

**Organisation and business survey** – a sample of 55 businesses in Crookes (30) and Walkley (25) was interviewed. The survey was conducted via telephone interview, with a range of organisation and business types represented. The survey was administered between 25 May and 13 June 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 visitor 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

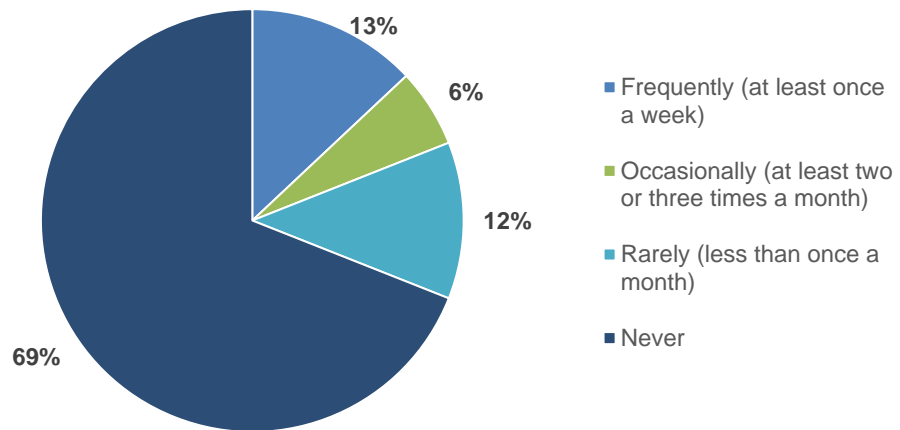
The resident survey was undertaken between 12 May and 17 June 2023, and involved interviewing 400 residents across Crookes and Walkley, with 176 in Crookes (44%) and 224 (56%) in Walkley.

### Cycling

All respondents were first asked if they ever cycled. As shown in the figure below, most (69%) said they *never cycle*. However, one in eight (13%) respondents said they *cycled frequently (at least once a week)*, with a further 6% saying they *cycle occasionally (at least two or three times a month)*. A further 12% said they *rarely cycled (less than once a month)*.

**Figure 1 – Do you cycle?**

Base: All respondents (400)



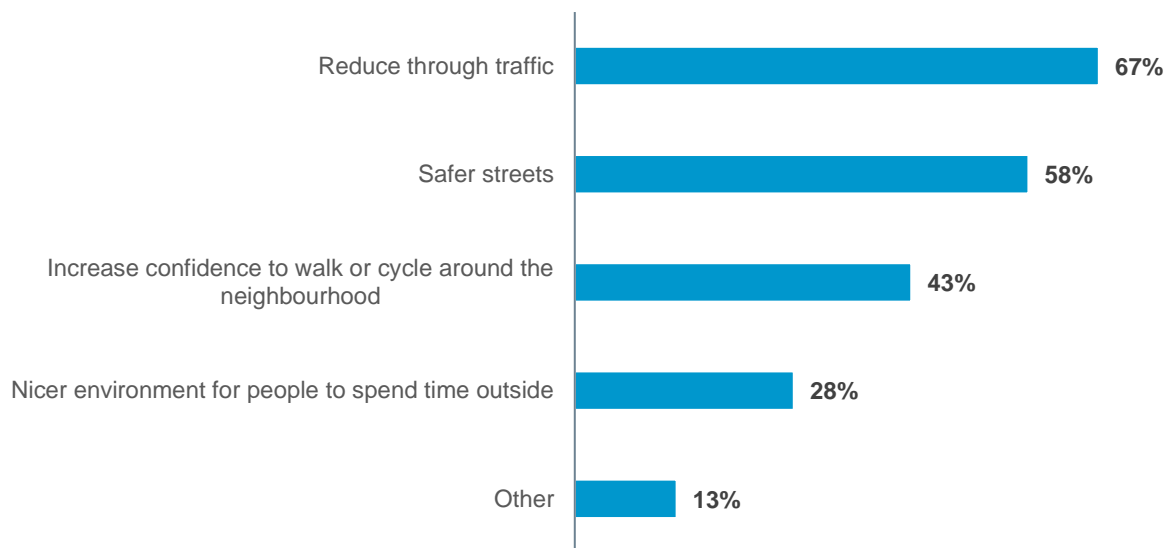
## Understanding of the purpose of the changes

Respondents were then asked about their understanding of the purpose of the recent changes in the area. Two-thirds (67%) said they thought it was to *reduce through traffic*, whilst 58% said it was to *create safer streets*. Just over two in five (43%) said it was to *increase confidence to walk or cycle around the neighbourhood*, whilst 28% said it was to *create a nicer environment for people to spend time outside*.

Some participants also mentioned ‘*other*’ reasons (13%). These included to improve air quality / reduce emissions (15), annoy residents and not achieve anything (13), use other transport / promote active travel (4), safety, with slower traffic and safer roads near schools (3), improve traffic flow (2) and don’t know (14).

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

Base: All respondents (400) – respondents could tick all that apply



## Perceptions of traffic speed, volume and noise

Sheffield City Council was keen to establish if residents felt there were 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.

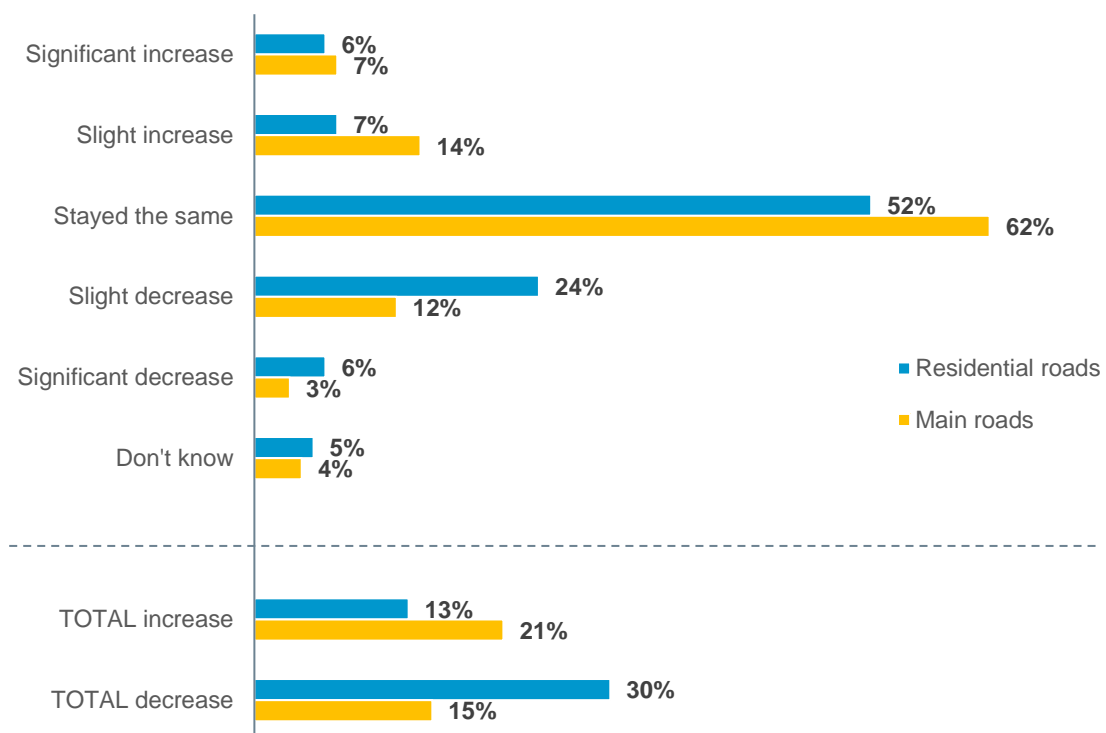
### Traffic speeds on residential and main roads

Respondents were asked if they felt traffic speeds had increased, stayed the same or decreased since the changes had been introduced. Just over half (52%) of respondents said the traffic speed on residential roads had *stayed the same*, whilst 30% said they felt there had been a *decrease* in traffic speeds since the changes were introduced. However, 13% of respondents said they felt traffic speed had *increased*.

In comparison, a larger proportion of respondents (62%) said that traffic speeds had *stayed the same* on main roads. One in six (15%) respondents said traffic speed had *decreased*, however, slightly more (21%) said it had *increased* on main roads.

**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 and main roads?**

Base: All respondents (400)



#### Subgroup analysis

Subgroups more likely to say the traffic speed has decreased on residential roads (30% overall) include:

- Those aged 35-54 (38%)





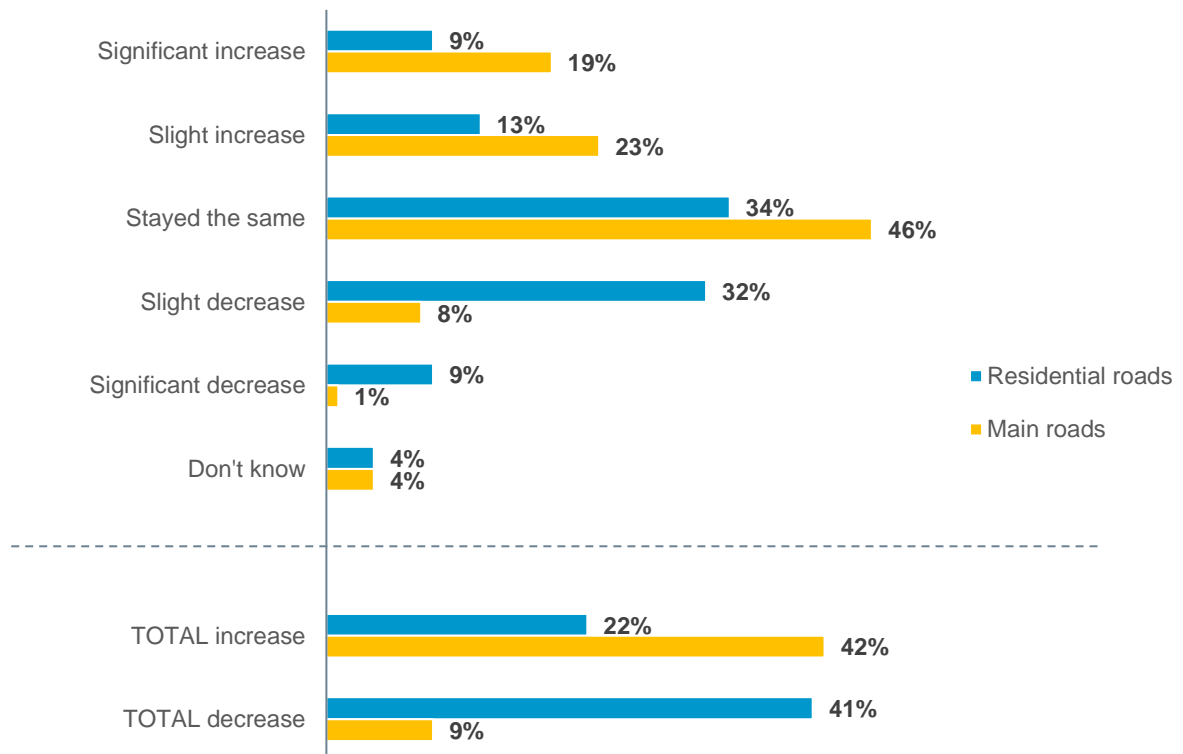
## Traffic volume on residential and main roads

Respondents were asked if they felt the overall traffic volume had increased, stayed the same or decreased since the changes had been introduced. A third (34%) of respondents said the traffic volume on residential roads had *stayed the same*, whilst 41% said they felt there had been a *decrease* in traffic volume since the changes were introduced. However, 22% of respondents said they felt traffic volume had *increased*.

In comparison, a larger proportion of respondents (46%) said that traffic volume had *stayed the same* on main roads, but fewer said it had *decreased* (9%). Two in five (42%) respondents felt traffic volume had *increased* 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 (400)



### Subgroup analysis

Subgroups more likely to say the traffic volume has increased on residential roads (22% overall) include:

- Those aged 75+ (31%)



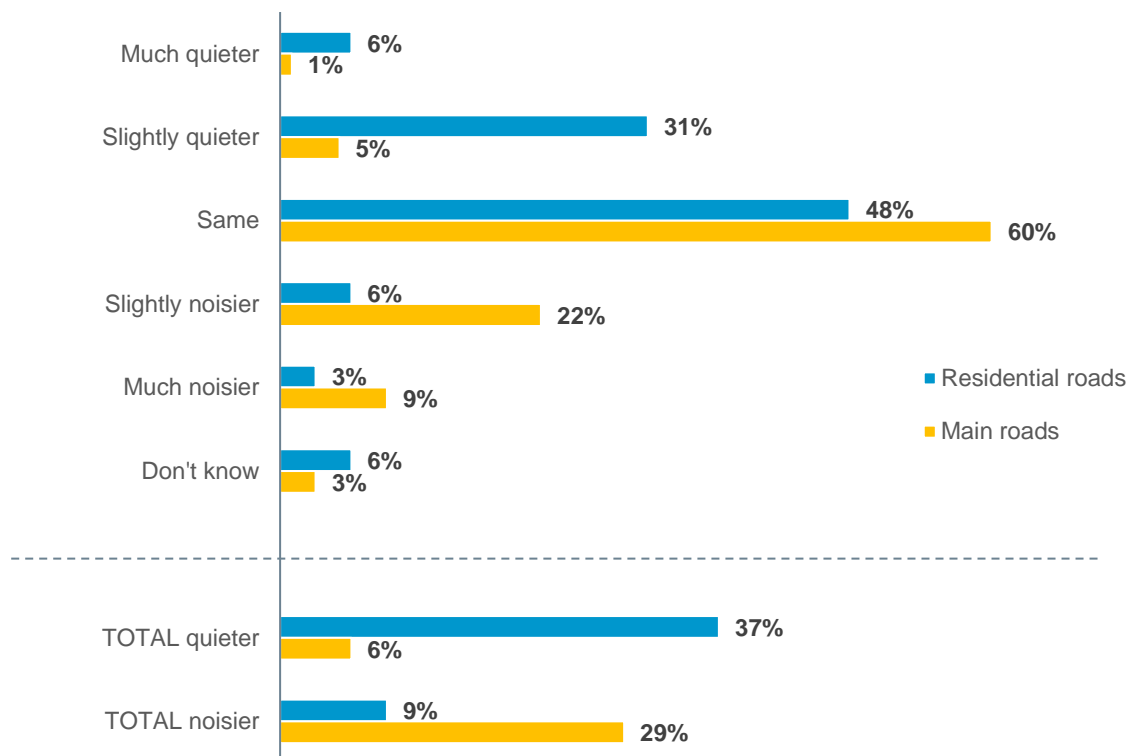
## Traffic noise on residential and main roads

Respondents were also asked if they felt the overall traffic noise had increased, stayed the same or decreased since the changes had been introduced. Almost half (48%) felt that traffic noise had *stayed the same* on residential roads, whilst 37% said they felt it was *quieter* since the changes were introduced. However, 6% of respondents said they felt it was *noisier*.

When asked about main roads, a larger proportion of respondents (60%) said that traffic noise had *stayed the same* on main roads, and 29% said it was *noisier*. Just 6% felt it had been *quieter*.

**Figure 5 – Since the changes were introduced, do you feel traffic noise has increased, stayed the same or decreased in the area on residential roads and main roads?**

Base: All respondents (400)



## Safety

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

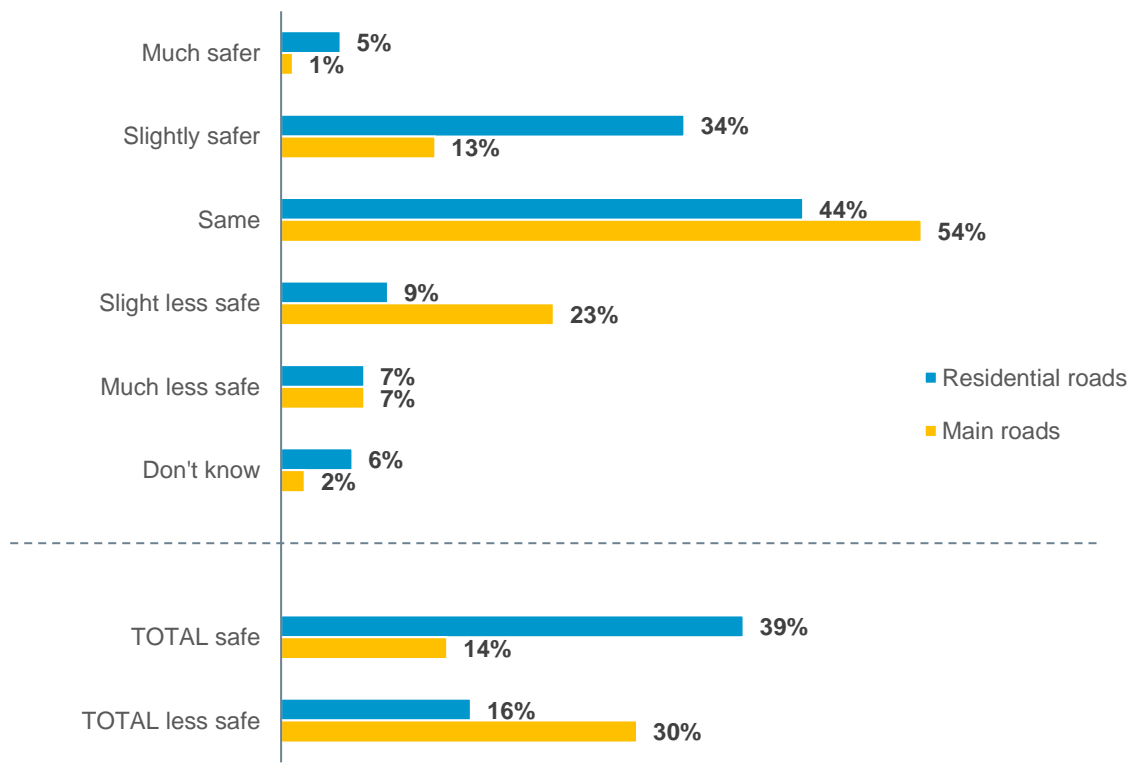
### Safety – walking on residential and main roads

Respondents were asked if they felt safer, less safe or the same when walking around their local area since the changes were introduced. Over two in five (44%) said they felt *the same* on residential roads, and two in five (39%) said they felt *safer*. However, 16% said they felt *less safe* since the changes were introduced.

When asked how safe they felt on main roads, however, fewer respondents felt safe, with 14% saying they felt *safer* and 30% saying they felt *less safe*. Over half (54%) said they felt *the same*.

**Figure 6 – Do you feel residential roads and main roads are safer, or less safe in your local area when walking around since the changes were introduced?**

Base: All respondents (400)



### **Subgroup analysis**

Subgroups more likely to say it is less safe when walking around the local area on residential roads (16% overall) include:

- Those aged 55-74 (23%)

Subgroups more likely to say it is safer when walking around the local area on residential roads (39% overall) include:

- Those living in Walkley (42%) vs those living in Crookes (36%)

Subgroups more likely to say it is less safe when walking around the local area on main roads (39% overall) include:

- Those aged 55-74 (23%) vs those aged 16-34 (11%)



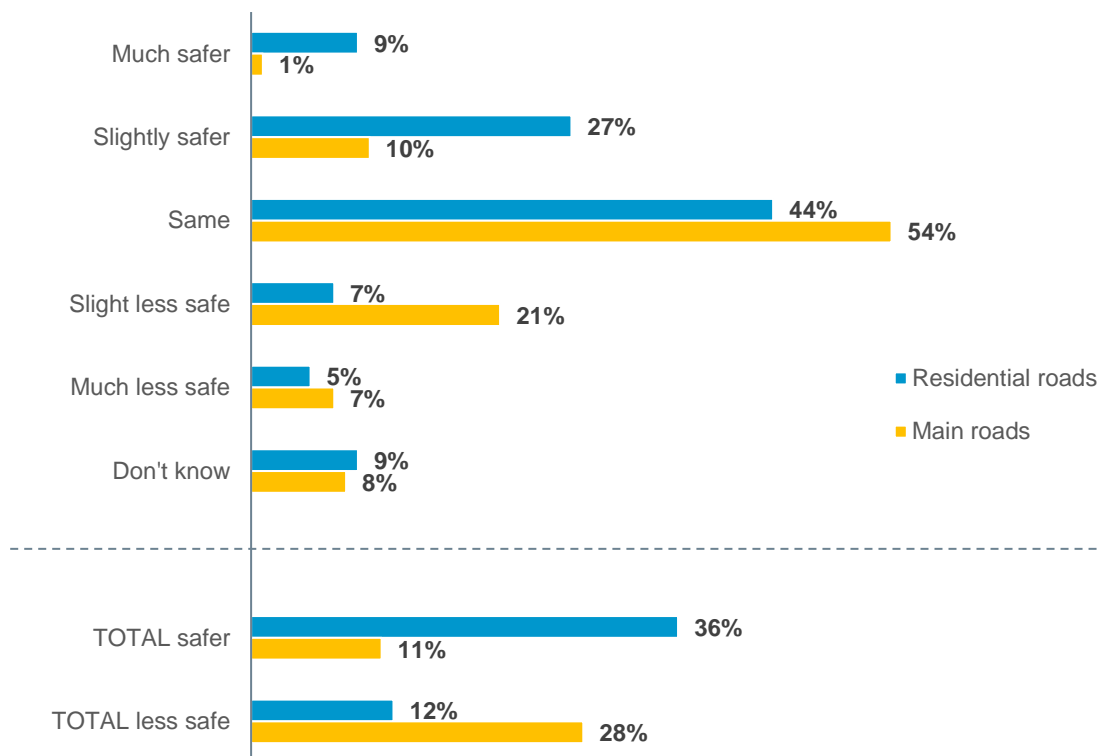
## Safety - cycling on residential and main roads

Respondents who cycled were also asked the same question about safety when cycling on residential roads and main roads. Just over a third (36%) said they felt it was *safer* to cycle on residential roads since the changes, however, 12% said they thought it was *less safe*. Over two in five (44%) said they felt it was *the same* as before the changes.

When asked about main roads, 11% said they felt it was *safer* but 28% said it was *less safe*. Over half (54%) said they felt it was *the same*.

**Figure 7 – Do you feel residential roads and main roads are safer, or less safe in your local area when cycling around since the changes were introduced?**

Base: Respondents that cycle (123)



### Subgroup analysis

Subgroups more likely to say it is safer when cycling around the local area on residential roads (36% overall) include:

- Those living in Walkley (40%) vs those living in Crookes (30%)

Subgroups more likely to say it is less safe when cycling around the local area on main roads (28% overall) include:

- Male respondents (34%) vs female respondents (18%)



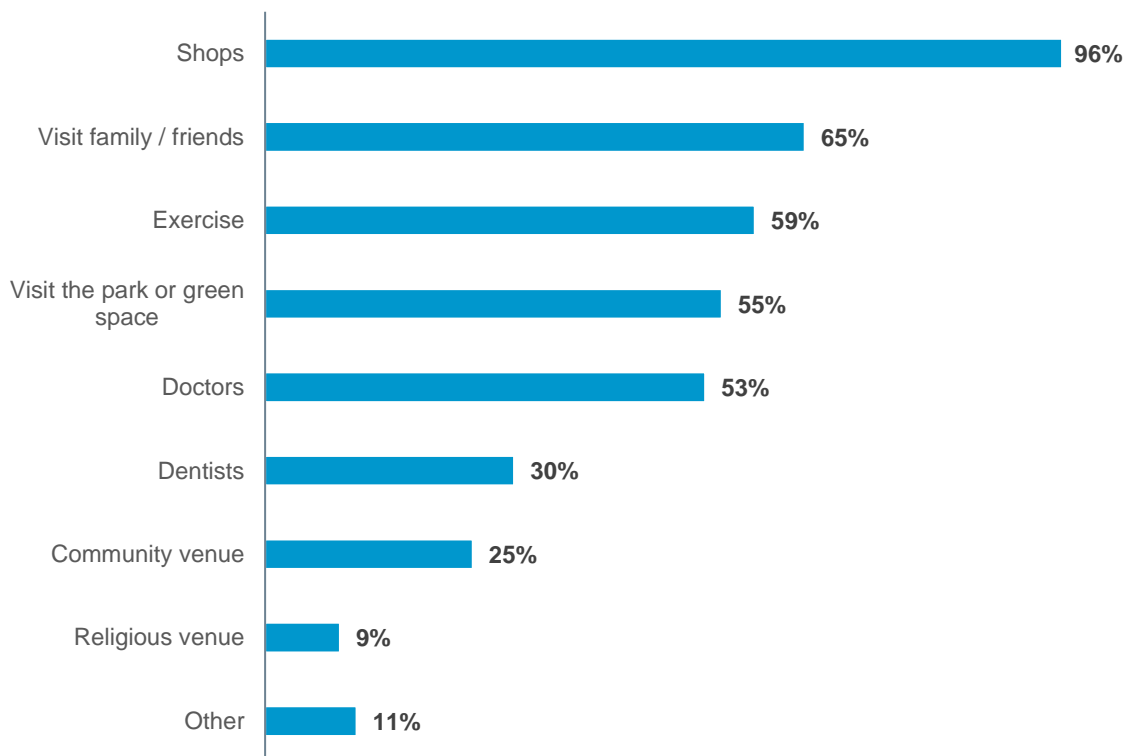
## Regular journeys

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 around their neighbourhood was to visit the *shops* (96%). Following this, the most common reasons were to visit *family / friends* (65%), *exercise* (59%), *visit the park or green space* (55%) or going to the *doctors* (53%).

Some participants also mentioned ‘other’ reasons and these included commuting (23), school run (8), college / university (6) and dog walking (3).

**Figure 8 – Thinking about the journeys you make in and around your neighbourhood, what journeys do you make regularly?**

*Base: All respondents (400), respondents could tick all that apply*



### Subgroup analysis

Subgroups more likely to say they regularly visit family / friends (65% overall) include:

- Those aged 35-54 (76%) vs those aged 75+ (28%)
- Female respondents (72%) vs male respondents (57%)

Subgroups more likely to say they regularly visit the park or green space (55% overall) include:

- Those aged 35-54 (62%) vs those aged 75+ (17%)

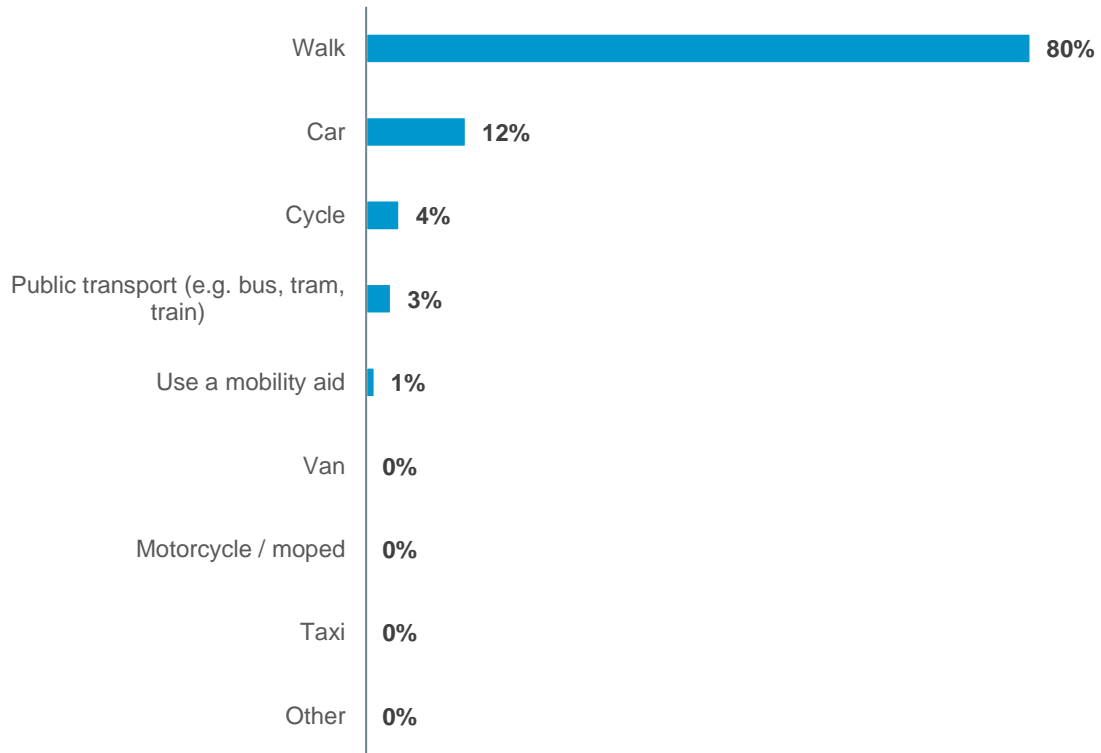


## Journeys before the changes

One objective of the survey was to explore if the changes had impacted on the way residents travelled around their neighbourhood. Respondents were, therefore, asked how they usually made their local journeys before the changes were introduced. Most respondents (80%) said they *walked*. One in eight (12%) said they used a *car* and 4% said they *cycled*.

**Figure 9 – Before the changes, how did you usually make these journeys around your neighbourhood?**

Base: All respondents (400)

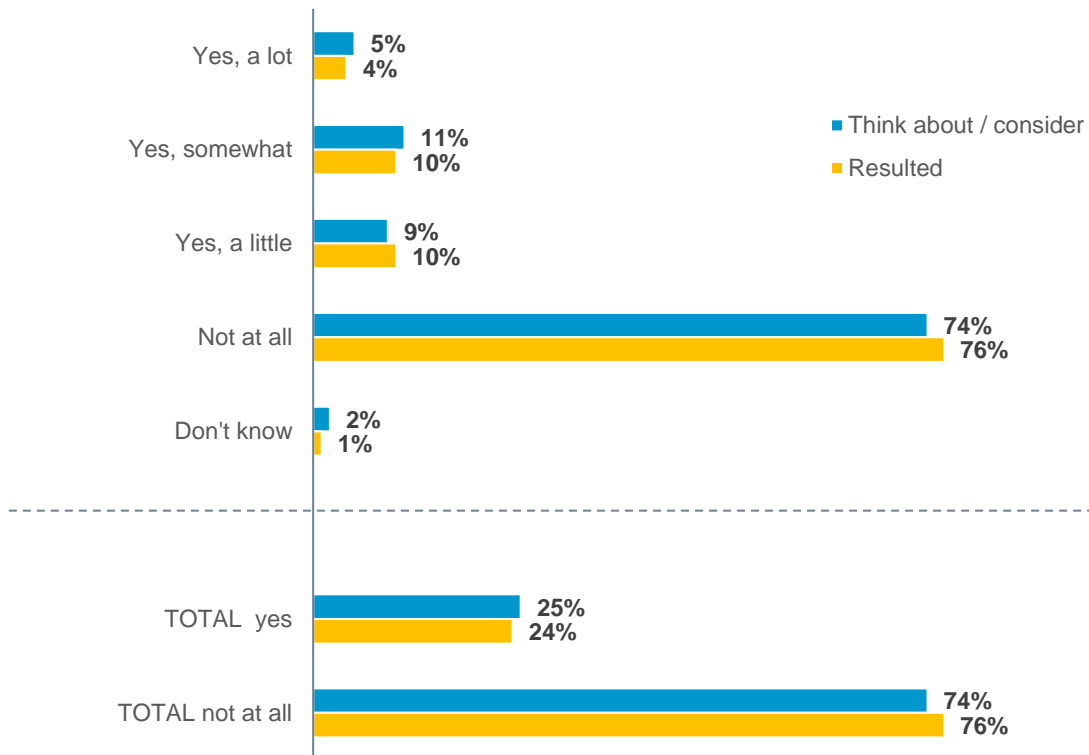


## Making more walking journeys

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. A quarter (25%) said they *had considered making more local journeys by walking* and 24% said they had *actually made more local journeys by walking* (4% a lot, 10% somewhat and 10% a little).

**Figure 10 – 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 (400)



### Subgroup analysis

Subgroups more likely to say they have actually walked more as a result of the changes (24% overall) include:

- Those aged 16-34 (30%) vs those aged 55-74 (9%)
- Those living in Crookes (25%) vs those living in Walkley (21%)



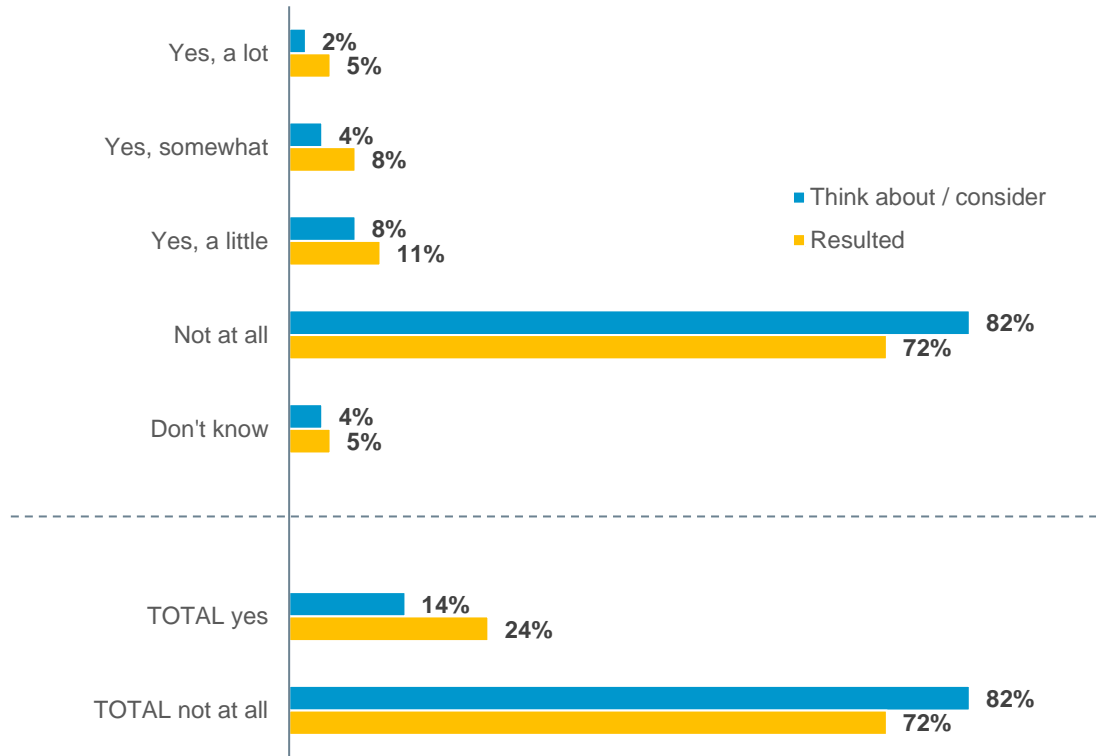


## Making more cycling journeys

When respondents that cycled were asked the same question, a quarter (24%) said that the changes had resulted in them cycling *more* (5% a lot, 8% somewhat and 11% a little).

**Figure 11 – 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 (123)



### Subgroup analysis

Subgroups more likely to say they have cycled more as a result of the changes (24% overall) include:

- Those aged 16-34 (32%) vs those aged 55-74 (5%)
- Male respondents (31%) vs female respondents (14%)
- Those living in Crookes (32%) vs those living in Walkley (16%)

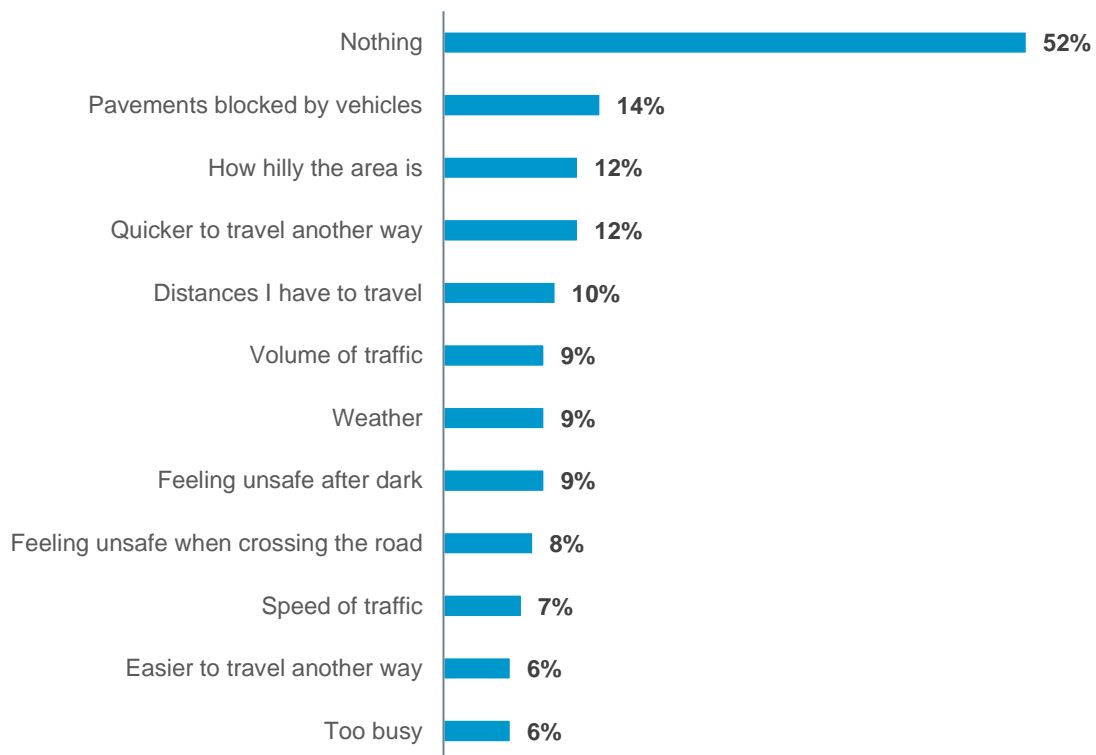


## Barriers to walking for local journeys

It was important for Sheffield City Council to explore what barriers stopped residents, or discouraged residents, from walking for local journeys. As shown in the figure below, just over half (52%) of respondents said there was *nothing* that stopped them from walking. Barriers mentioned by respondents included *pavements blocked by vehicles* (14%), *the area being hilly* (12%), that it was *quicker to travel by another method* (12%) and the *distance that they have to travel* (10%). Safety was also mentioned, with 9% of respondents saying they *felt unsafe after dark* and 8% saying they *felt unsafe when crossing the road*. The *speed of traffic* was also a barrier, with 7% saying this.

**Figure 12 – If you don't walk for local journeys, what stops you?**

Base: All respondents (400)



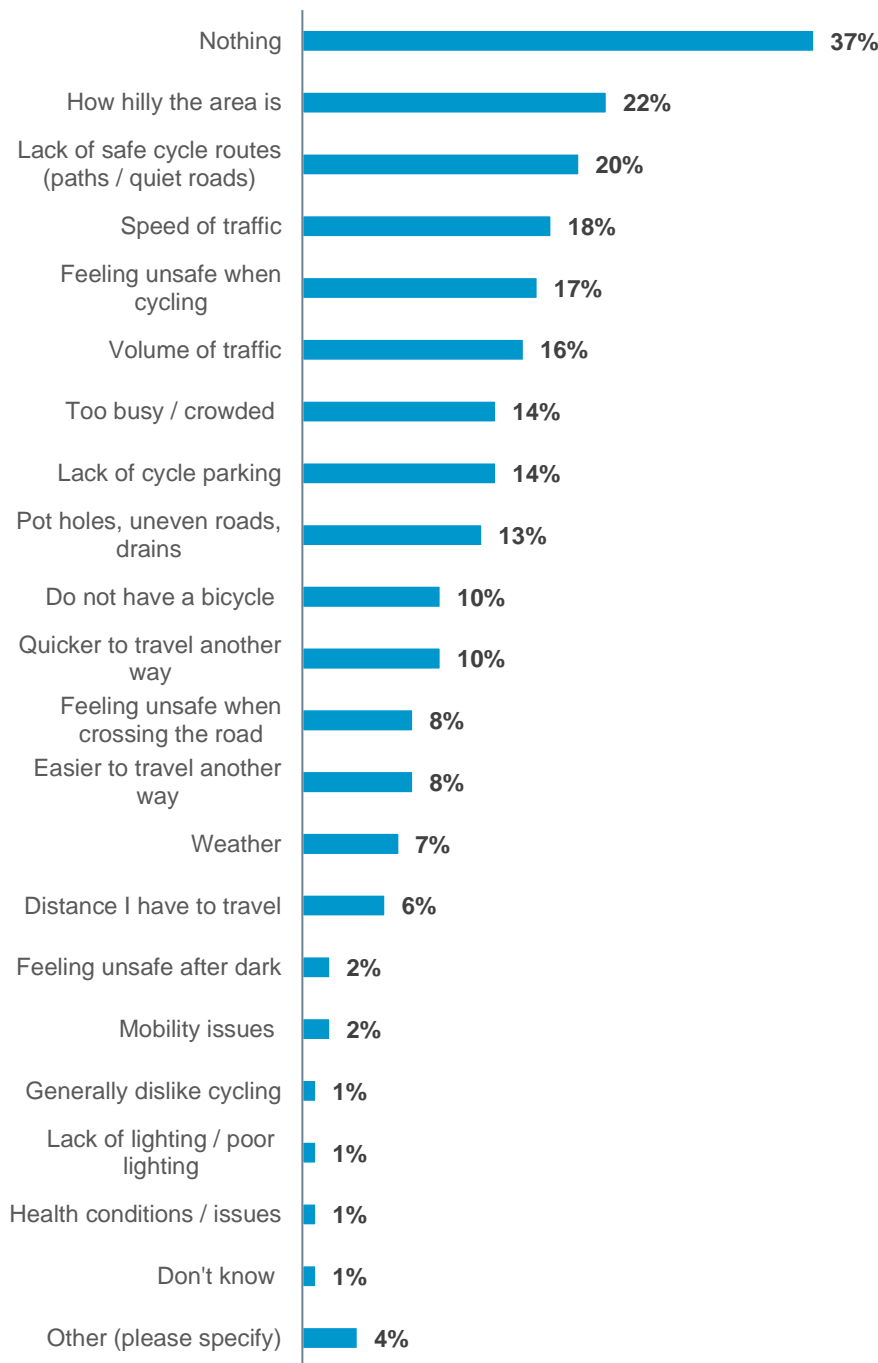
## Barriers to cycling for local journeys

The same question was asked to respondents that cycled and almost two in five (37%) said there were *no barriers* to cycling for local journeys. Reasons given for not cycling when making local journeys included that the area was *hilly* (22%), there was a lack of safe cycling routes (20%), the *speed of traffic* (18%) and *generally feeling unsafe when cycling* (17%). The *volume of traffic* and *being too busy / crowded* were also common reasons provided (16% and 14% respectively).

'Other' responses include security of the bicycle (2), personal circumstances (3) and can't ride a bicycle (1).

**Figure 13 – If you don't cycle, what stops you?**

Base: Respondents that don't cycle (277)



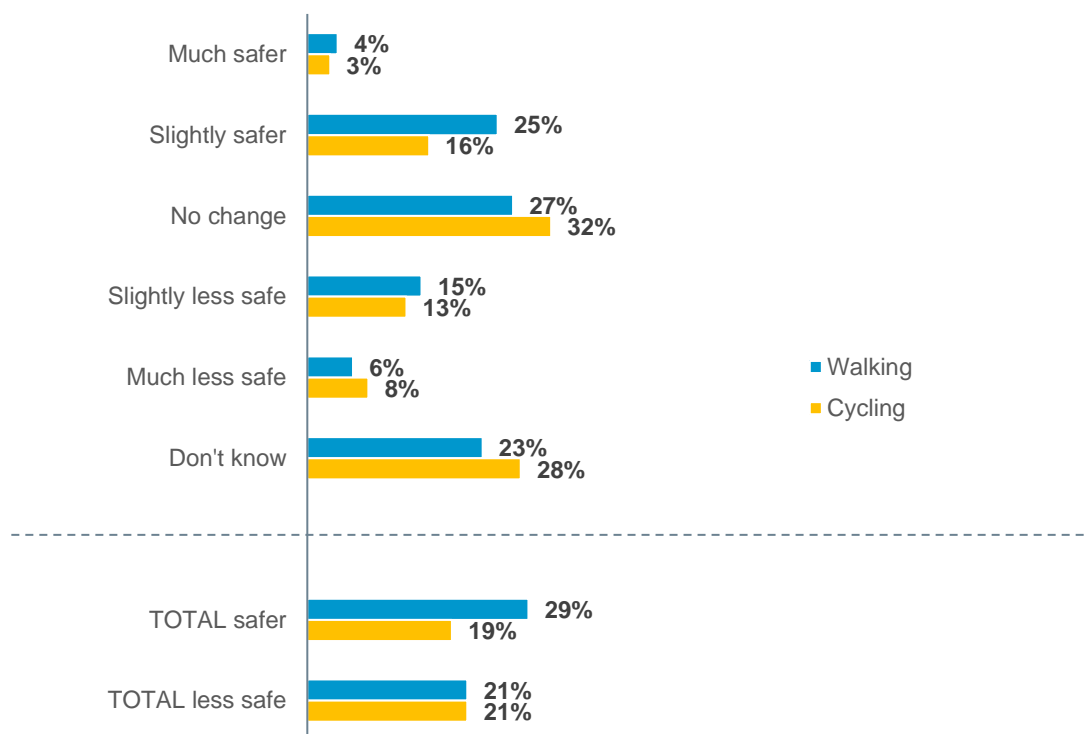
## Children’s safety

Children’s safety of 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 have made it safer or less safe for unsupervised journeys made by children, for example, walking to school or the local shops. Three in ten (29%) respondents thought the changes have made it *safer for children to walk*, however, 21% thought it *was less safe*. Just over a quarter (27%) *did not think there was any change*.

Fewer respondents believed the changes had made it *safer* for children to cycle (19%). In contrast, 21% believed it was *less safe*. A third (32%) said there was *no change*.

**Figure 14 – 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 (400)



### Subgroup analysis

Subgroups more likely to say it is safer for children’s unsupervised journeys by walking (29% overall) include:

- Those aged 16-34 (33%) and 35-54 (33%) vs 55-74 (25%) and 75+ (7%)

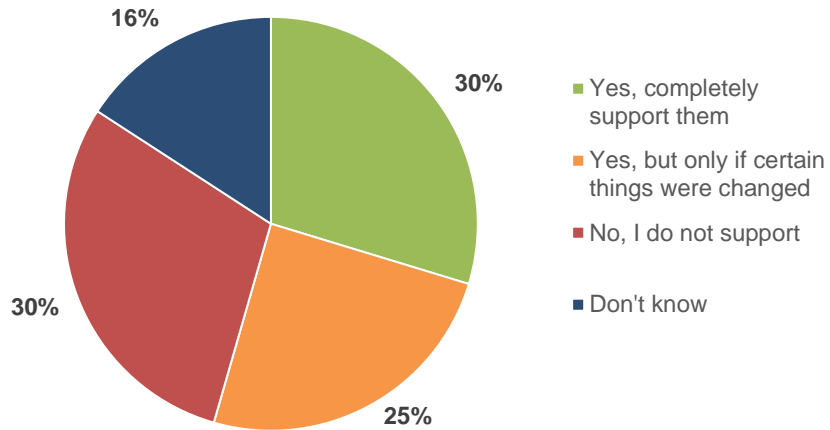


## Scheme support

Finally, respondents were asked if they supported keeping the changes in place. Over half (55%) said they *supported the changes* (30% *completely supported* the changes and 25% supported them *if certain things were changed*). Three in ten (30%) respondents, however, said they *did not support them* and a further 16% said they *did not know*.

**Figure 15 – Do you support keeping the changes in place?**

Base: All respondents (400)



### Subgroup analysis

Subgroups more likely to say they completely support the changes (30% overall) include:

- Those aged 35-54 (35%) vs those aged 55-74 (21%)
- Those that do not have a disability (33%) vs those that do have a disability (17%)

Subgroups more likely to say they do not support the changes (30% overall) include:

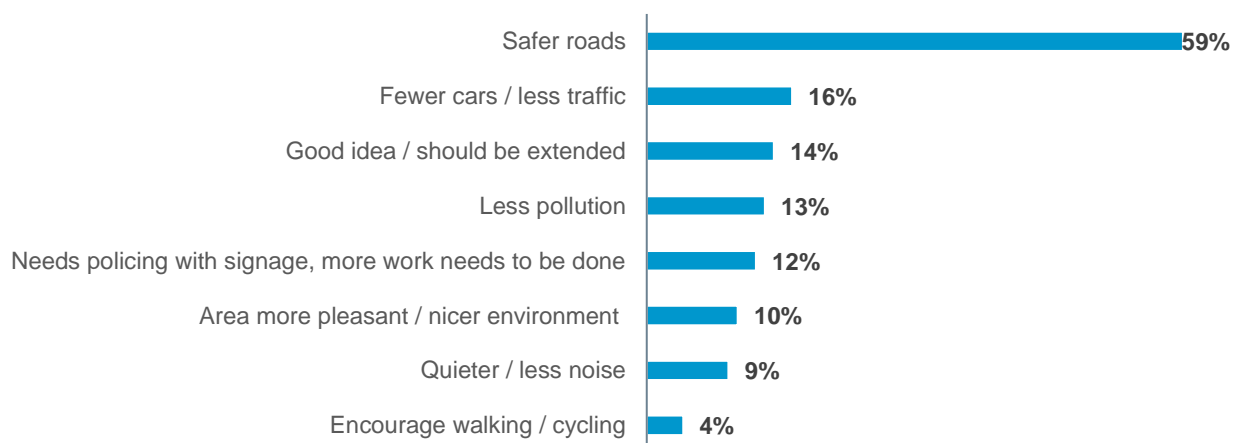
- Those living in Walkley (34%) vs those living in Crookes (24%)

## Open responses

The main reason respondents said they support the scheme was because the changes had created *safer roads* (59%). *Fewer cars / less traffic* was mentioned by 16%, it was a *good idea and should be extended* was mentioned by 14% and 13% said it had resulted in *less pollution*.

**Figure 16 –Why do you support keeping the changes in place?**

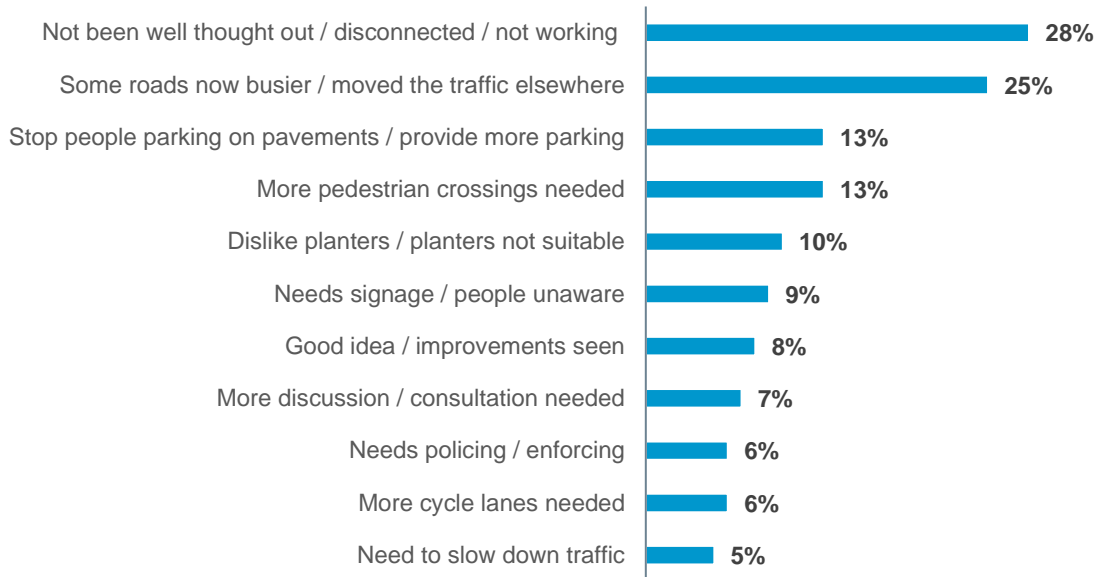
Base: Respondents that support the scheme (102)



Those respondents that supported the changes but wanted to see some changes provided a variety of comments, however, the two main themes were that it had *not been well thought out and was disconnected and not working* (28%) and that *some roads were now busier as the traffic had been moved* (25%). Some suggestions for improvements included the need to *stop people parking on pavements* (13%), *more pedestrian crossings* (13%), *more signage* (9%), *enforcement by the police* (6%) and *more cycle lanes* (6%).

**Figure 8 –Why do you support keeping the scheme, but with changes?**

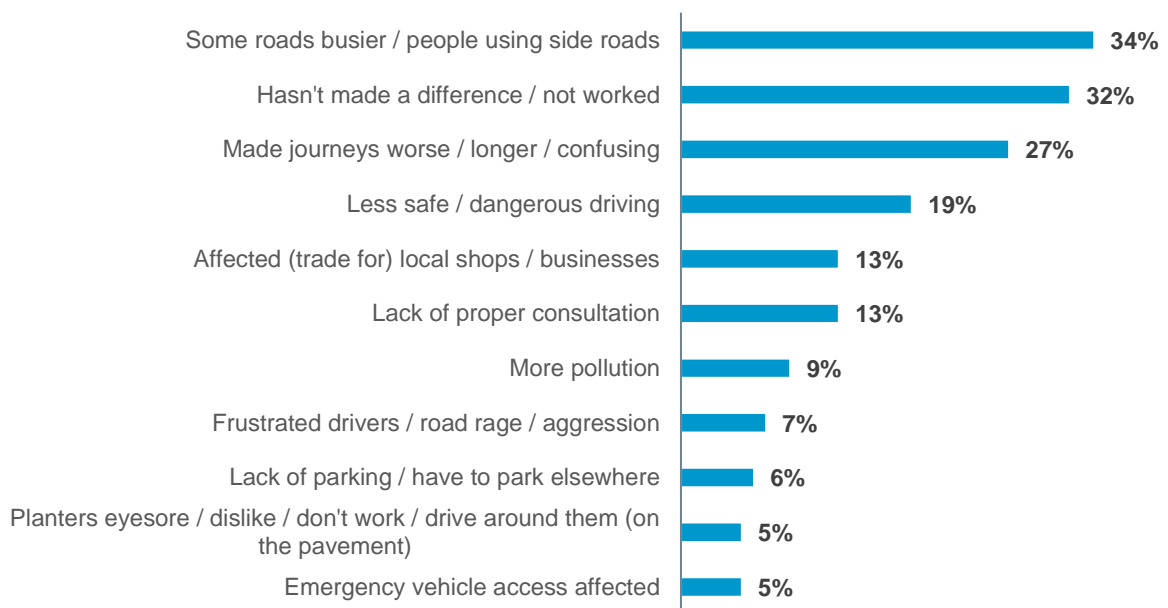
Base: Respondents that support the scheme but with changes (96)



The most common responses from those who said they did not support the scheme were that *traffic had been moved to side roads so they were now busier* (34%), that it simply *has not worked* (32%) and that it has *made journeys worse* (27%).

**Figure 9 –Why do you not support keeping the changes in place?**

Base: Respondents that do not support the scheme (112)



## Visitor Survey

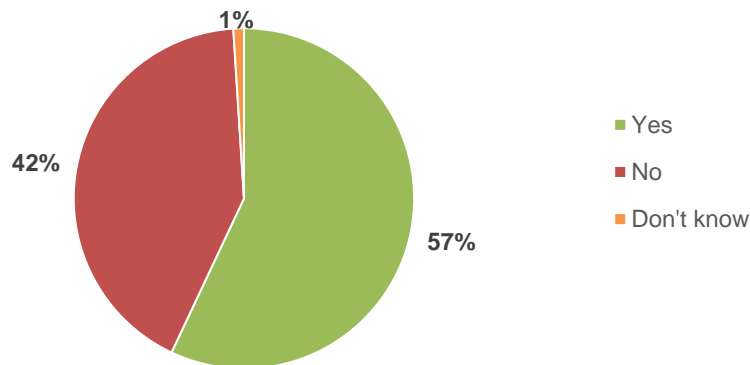
The visitor survey was undertaken between 24 May and 26 June 2023, and involved interviewing 151 visitors to the area, with 86 interviews conducted in Crookes (57%) and 65 interviews in Walkley (43%).

### Awareness of the Active Neighbourhood scheme

Respondents were asked if they were aware of the Active Neighbourhood scheme. Almost three in five (57%) said they were *aware* and 42% said they were *not aware*. Just 1% said they *did not know*.

**Figure 109 – Are you aware of the Crookes / Walkley Active Neighbourhood scheme?**

Base: All respondents (151)

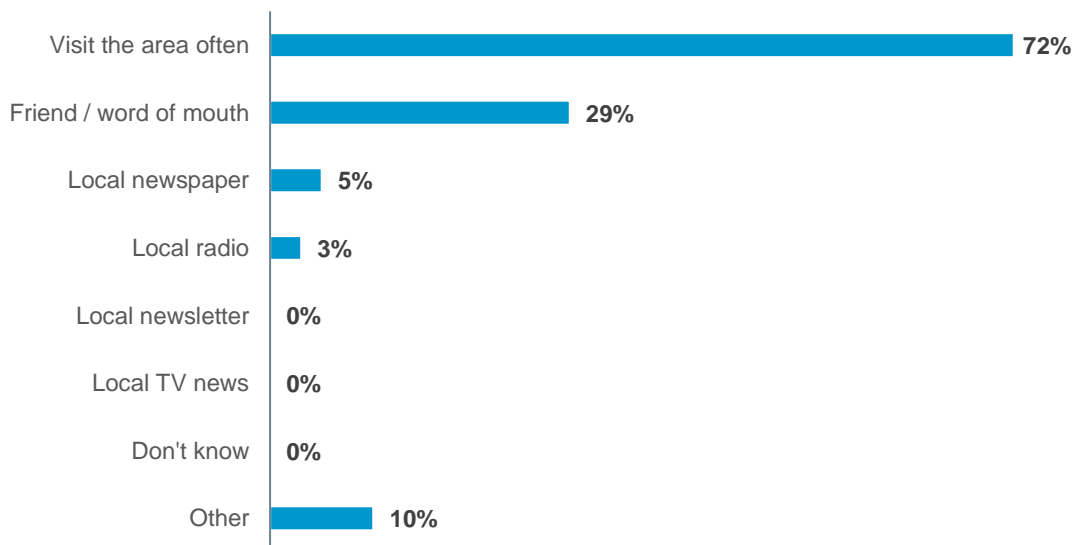


Of those respondents that said they were aware of the scheme, 72% said they were aware of the scheme as they *visited the area often*, and 29% said they were aware because of a *friend or word of mouth*. A small proportion (5%) said they became aware via the *local newspaper* and 3% said via *local radio*.

'Other' responses included Facebook/social media (5), work in the area (2), seen the crossings (1) and family member (1).

**Figure 20 – How are you aware of the scheme?**

Base: Respondents aware of the changes (86)



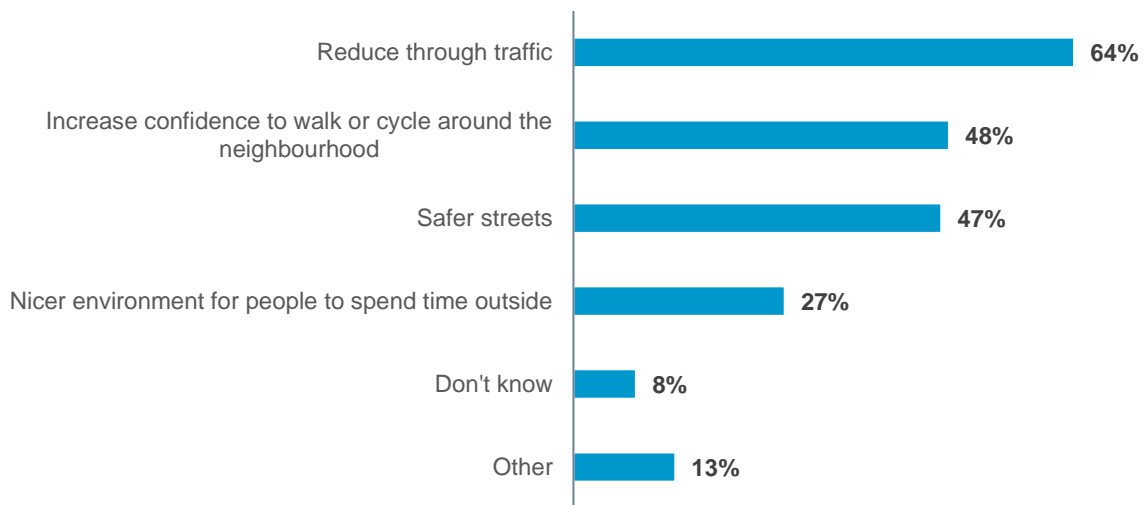
## Understanding the purpose of the changes

Respondents were then asked about their understanding of the purpose of the recent changes in the area. Almost two-thirds (64%) of respondents said they thought it was to *reduce through traffic*, whilst 48% said it was to *increase confidence to walk or cycle around the neighbourhood* and 47% said it was to *create safer streets*. Just over a quarter (27%) said it was to *create a nicer environment for people to spend time outside*.

Some participants also mentioned ‘other’ reasons (13%). These included traffic calming/reduce speeds (3), reduce pollution (2), to frustrate drivers/make life hard for residents (2), reduce congestion during rush hour (1), and cause more congestion (1).

**Figure 21 – What is your understanding of the purpose of the recent changes?**

Base: Respondents aware of the changes (86), respondents could tick all that apply

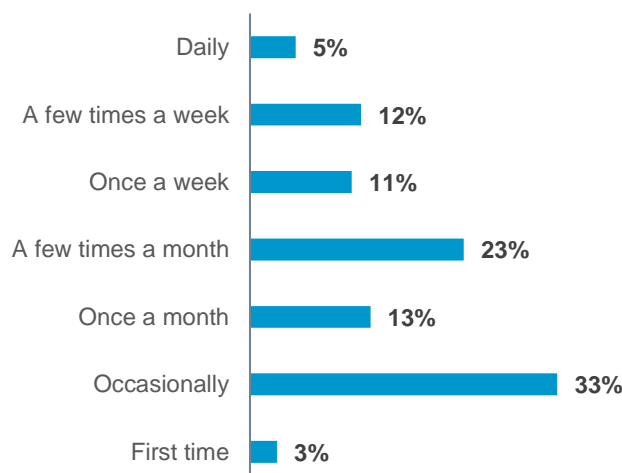


## Visiting the area

Respondents were asked how often they visited the area. As shown in the figure below, 28% of respondents visited *at least once a week* (11% *once a week*, 12% *a few times a week* and 5% *daily*). Almost a quarter (23%) said they visited *a few times a month* and 13% said *once a month*. A third (33%) of all respondents said they *visited occasionally*.

**Figure 22 – How often do you visit the area?**

Base: All respondents (151)



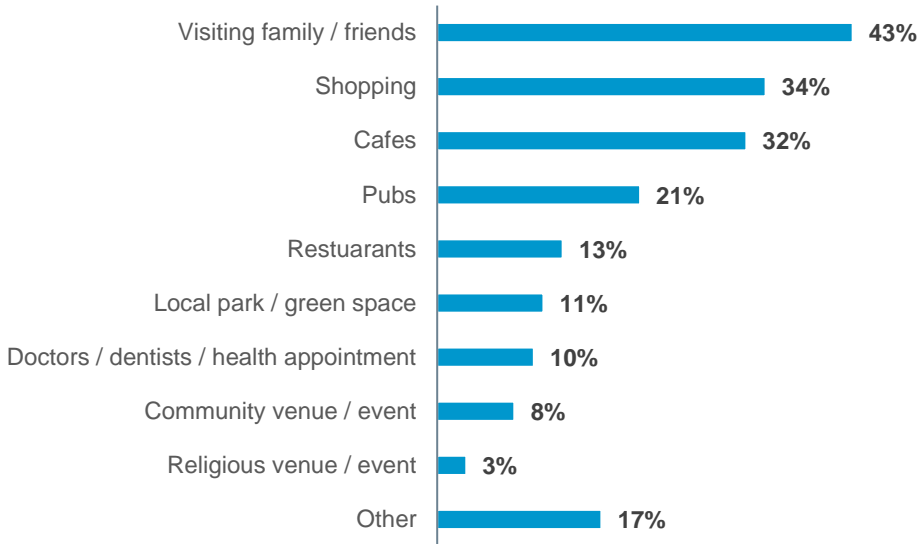


Respondents were subsequently asked why they visited the area. The most common response was to *visit family / friends*, mentioned by 43%. The second most common response was for *shopping* (34%), followed by visiting *cafes* (32%), *pubs* (21%) and *restaurants* (13%).

‘Other’ responses included work (14), school / childcare (3) and passing through (3).

**Figure 23 – What do you usually visit the area for / why are you visiting?**

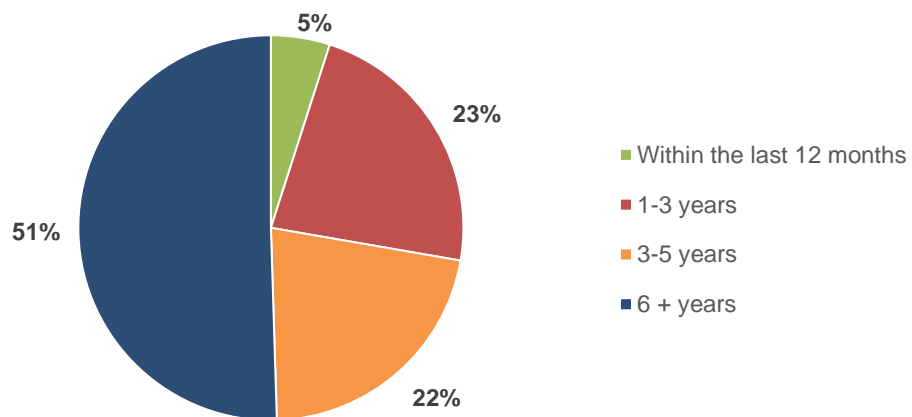
Base: All respondents (151)



Half (51%) of respondents said they had been visiting the area for *six years or over*, whilst just over two in five (22%) said they had been visiting for *3-5 years*. Just 5% said they had been visiting *within the last 12 months*.

**Figure 24 – How long have you been visiting the area?**

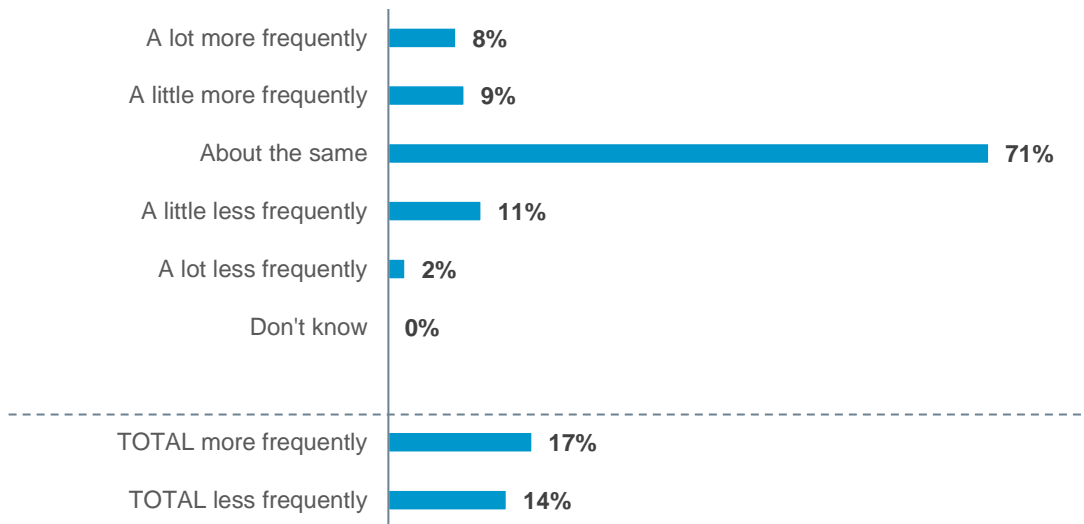
Base: All respondents (151)



Respondents were also asked if the frequency of their visits to the area had changed since May 2022, when the changes were first introduced. Most respondents (71%) said they have been *visiting about the same*, however, 17% said they had been *visiting more frequently* (a lot more frequently 8%, a little more frequently 9%). One in seven (14%) respondents said they *visited less frequently* since the changes were introduced (11% a little less frequently and 2% a lot less frequently).

**Figure 25 – Has the frequency changed since May 2022?**

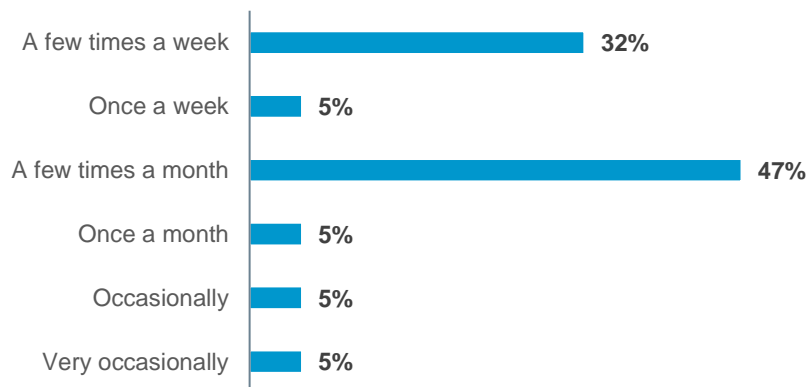
Base: All respondents (151)



Of the those that said they visited less frequently, 32% said they used to visit a *few times a week*, 5% said *once a week* and 47% said a *few times a month*.

**Figure 26 – You said you visit less frequently – how often did you use to visit the area?**

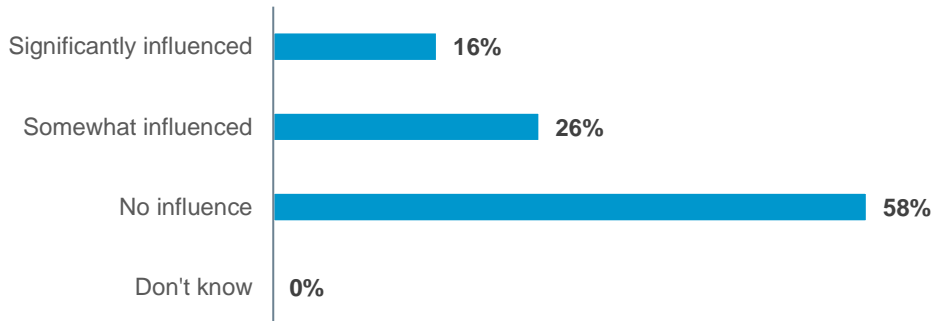
Base: Respondents that visit less frequently (19)



Respondents were also asked to what extent the scheme influenced the change in frequency of visits. Two in five (42%) said it had *influenced* them (16% *significantly influenced* and 26% *somewhat influenced*). Three in five (58%) said it had *not influenced the change at all*.

**Figure 27 – To what extent has the scheme influenced this change?**

Base: Respondents that visit less frequently (19)

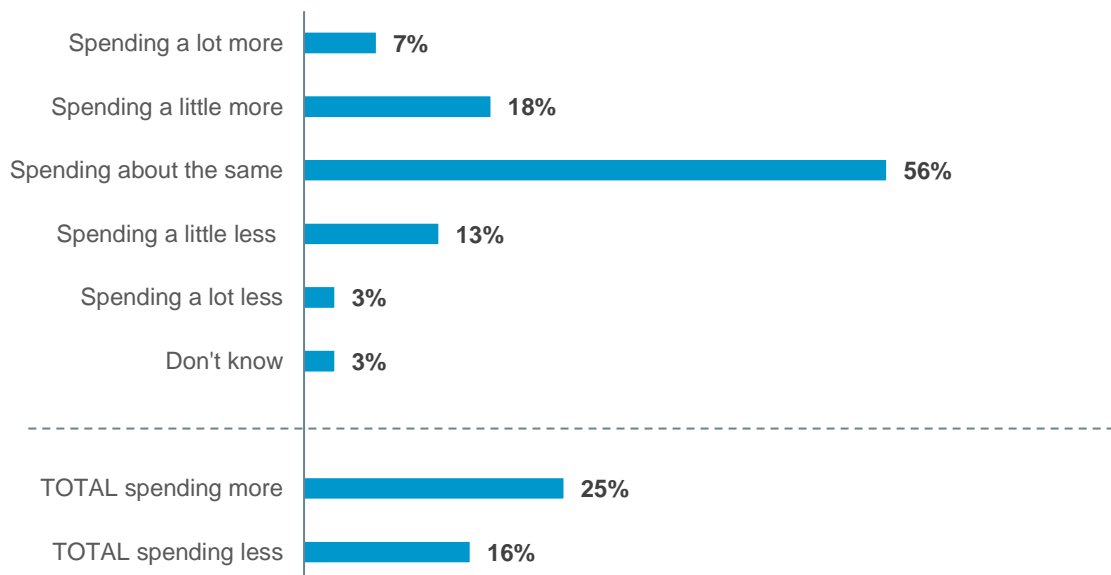


## Spend figures

It was important to explore if there have been any changes in the level of spend by visitors to the area since May 2022, when the changes were introduced. As shown in the figure below, 56% of respondents said they thought they were *spending about the same*. A quarter (25%) said they thought they were *spending more* (7% *spending a lot more* and 18% *spending a little more*). This compares to 16% that said they thought they were *spending less* (13% *spending a little less* and 3% *spending a lot less*).

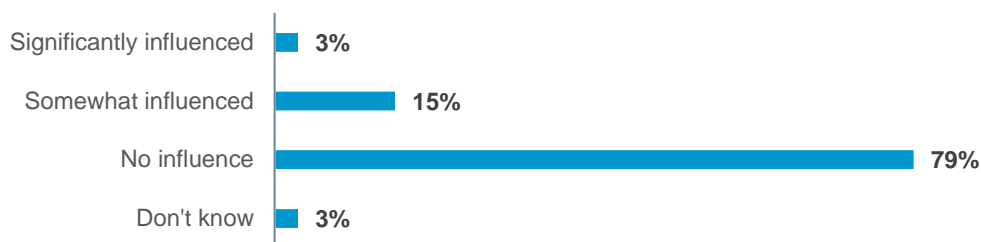
**Figure 11 – Do you think, on average, you are spending more, about the same or less than pre-May 2022?**

Base: All respondents (151)



The majority of respondents (79%) said the change in spend was *not influenced* by the changes, however, 18% said the change in spend was *influenced* (3% *significantly influenced* and 15% *somewhat influenced*).



**Figure 12 – To what extent has the scheme influenced this change?***Base: All respondents***Travel**

The table below shows that 26% of respondents were from outside of Sheffield. The remaining 112 respondents are from one of the wards listed in the table below.

**Figure 30 – Where have you travelled from?***Base: All respondents (151)*

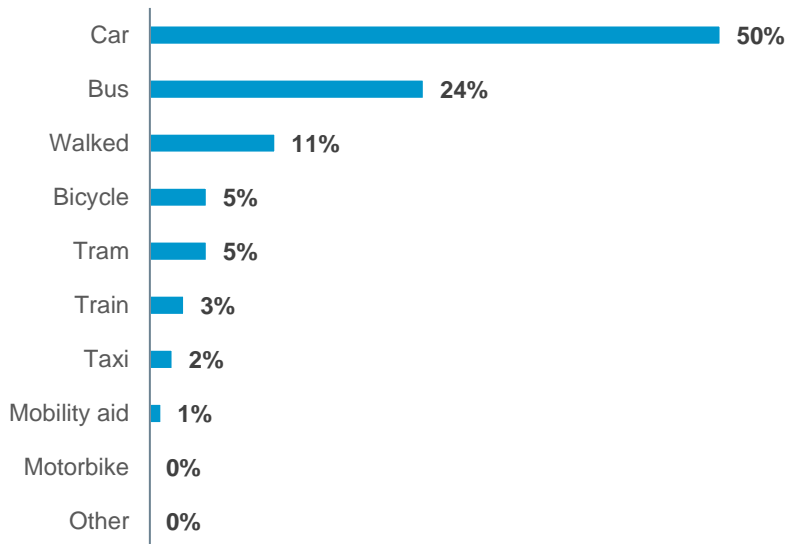
Sheffield ward	Number of visitors	Proportion of all visitors
Outside of Sheffield	39	26%
Beauchief and Greenhill	1	1%
Beighton	1	1%
Birley	1	1%
Broomhill and Sharrow Vale	17	11%
Burngreave	2	1%
City ward, Sheffield	3	2%
Crookes & Crosspool	12	8%
Darnall	3	2%
Dore and Totley	3	2%
East Ecclesfield	2	1%
Ecclesall	9	6%
Firth Park	0	0%
Fulwood, South Yorkshire	3	2%
Gleadless Valley	3	2%
Graves Park	3	2%
Hillsborough	13	9%
Manor, South Yorkshire	1	1%
Mosborough	3	2%
Nether Edge and Sharrow	8	5%
Park & Arbourthorne	2	1%
Richmond, Sheffield	4	3%
Shiregreen and Brightside	2	1%
Southey, South Yorkshire	0	0%
Stannington	10	7%
Stocksbridge and Upper Don	1	1%
Walkley	2	1%
West Ecclesfield	1	1%
Woodhouse, South Yorkshire	2	1%



Half (50%) of respondents said they travelled to the area by *car*, and a further quarter (24%) said they used the *bus*. One in nine (11%) respondents said they had *walked* to the area.

**Figure 31 – How did you travel here?**

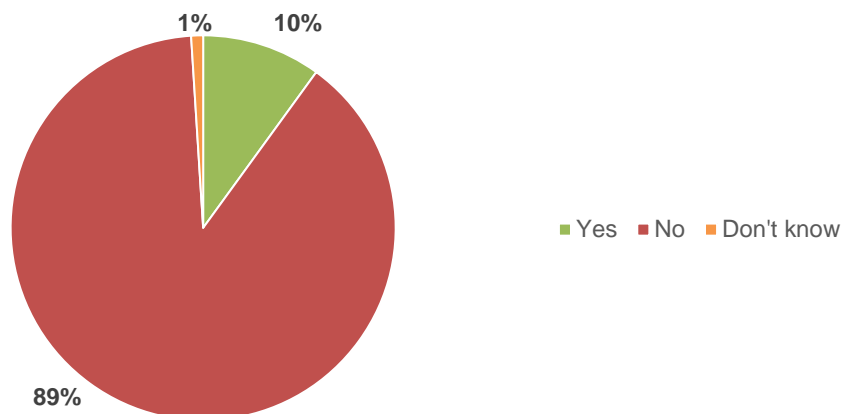
Base: All respondents (151)



When asked if the way they travel to the area had changed since the introduction of the scheme, most (89%) said it *had not*. However, 10% said they *had changed* the way they travelled since the introduction of the scheme. Of these, ten respondents said they used to use the car, four respondents said they used to travel by bus and one respondent said they used to walk.

**Figure 32 – Has the way you travel to this area changed since the introduction of the scheme?**

Base: All respondents (151)

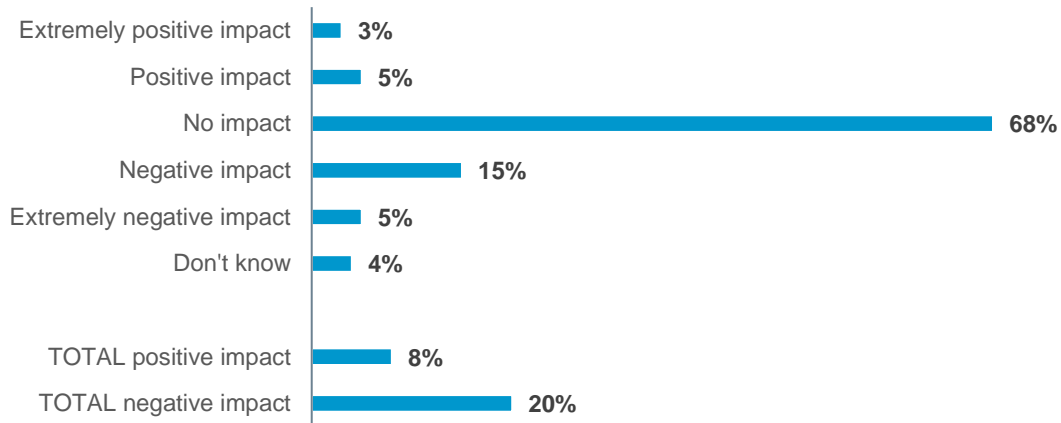


## Impact of the scheme

Sheffield City Council wanted to assess if visitors had been impacted by the scheme, and if so, whether this was a positive or negative impact. Two-thirds (68%) of respondents said the scheme had *not impacted them at all*. One in five (20%) respondents, however, said they had experienced a *negative impact* and in contrast, 8% said they thought it was a *positive impact*.

**Figure 33 – Would you say the impact of the scheme on yourself has been positive, negative, or that there has been no impact?**

Base: All respondents (151)

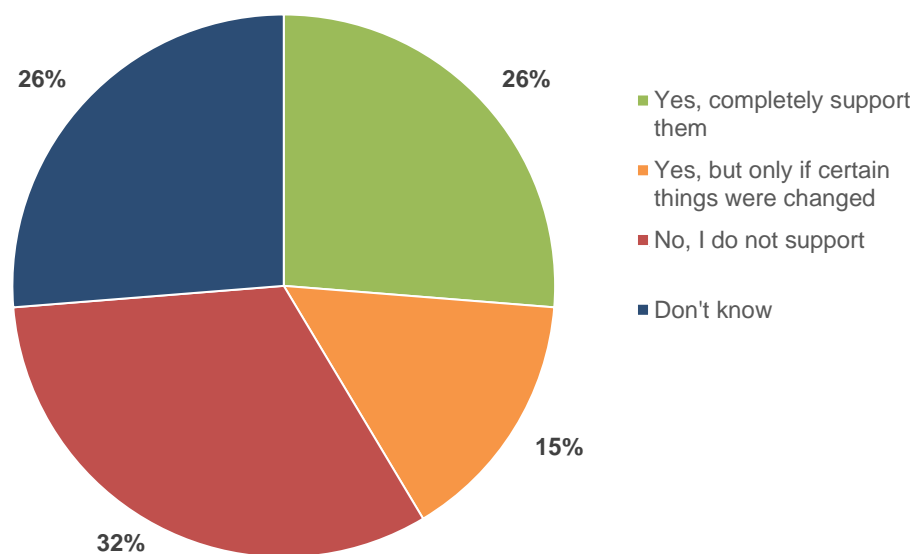


## Scheme support

**Figure 34 – Do you support keeping the changes in place?**

Base: All respondents (151)

Finally, respondents were asked if they supported keeping the changes in place. Two in five (41%) said they *supported the scheme* (26% *completely supported* the changes and 15% *supported them if certain things were changed*). Three in ten (32%) respondents said they *did not support the changes* and a quarter (26%) said they *did not know*.

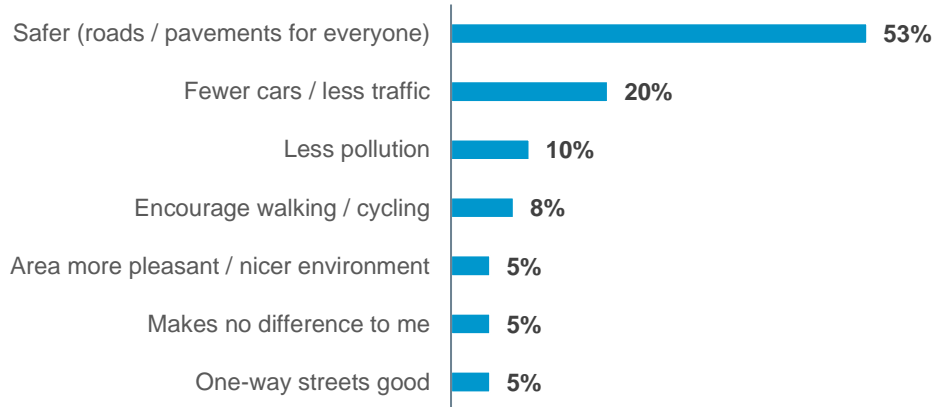


## Open responses

The most common reason provided by respondents that support the scheme was *safer roads and pavements* (53%). Other reasons provided included *fewer cars or less traffic* (20%), *less pollution* (10%) and that it *encourages walking and cycling* (10%).

**Figure 35 –Why do you support keeping the changes in place?**

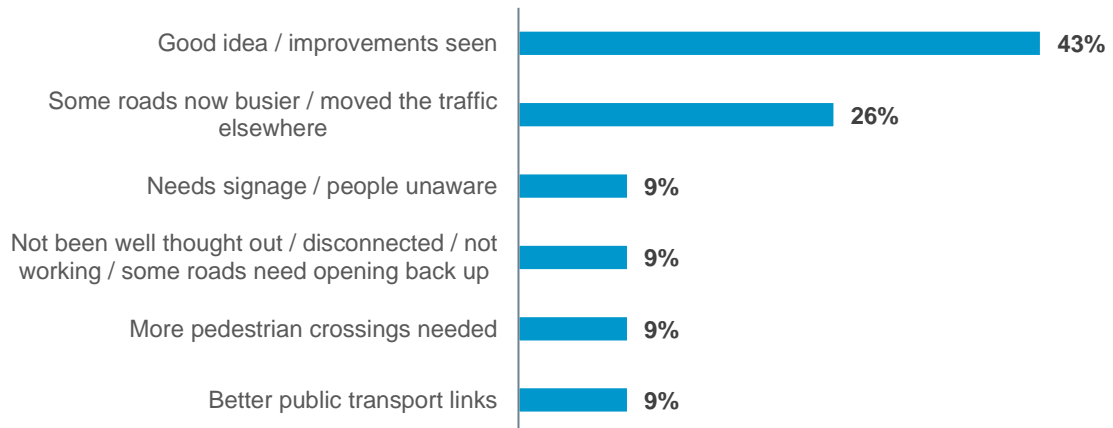
*Base: Respondents that support the scheme (40)*



Respondents that support the scheme but think there needs to be some changes said it was a *good idea and that they have seen improvements* (43%) but also noted that *some roads were busier now as the changes had moved traffic elsewhere* (26%).

**Figure 36 –Why do you support keeping the scheme, but with changes?**

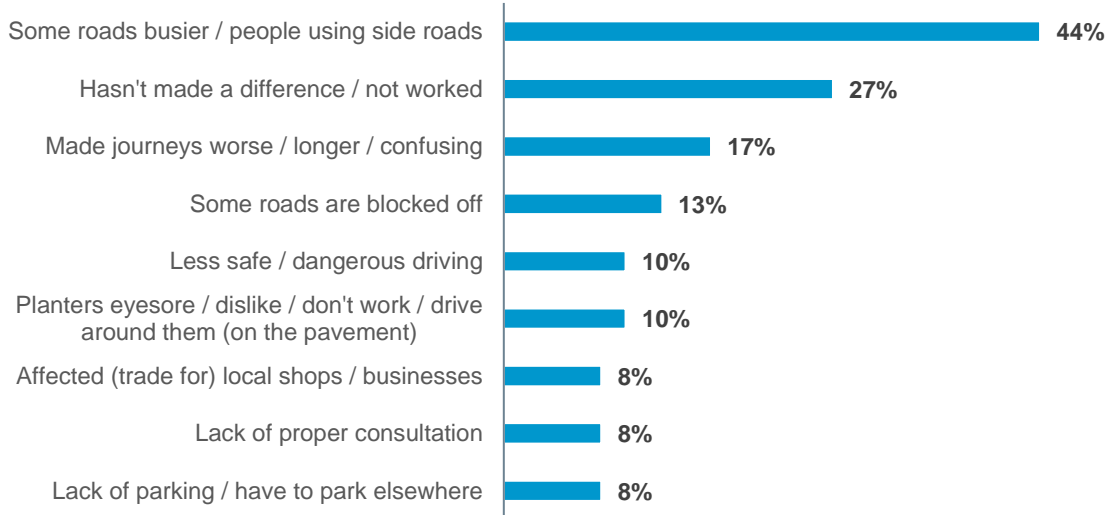
*Base: Respondents that support the scheme, but with changes (23)*



Respondents that did not support the changes said it was because *some roads are now busier* (44%), that it *has not made a difference or has not worked* (27%), that it *has made some journeys worse and longer* (17%) and that *some roads have been blocked off* (13%).

**Figure 37 –Why do you not support keeping the changes in place?**

*Base: Respondents that do not support the scheme (48)*





## Organisation and Business Survey

The organisation and business survey was undertaken between 25 May and 13 June 2023 and involved interviewing 55 local organisations and businesses, with 30 in Crookes and 25 in Walkley. Subgroup analysis has not been undertaken due to the small sample size.

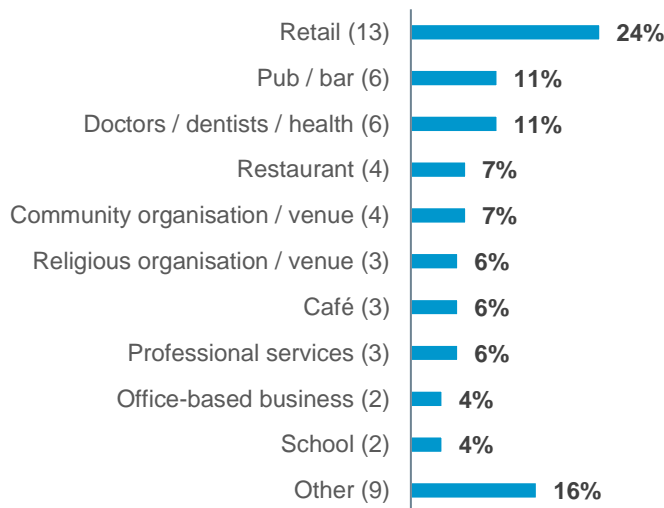
### Organisation / business type

It was important to include a wide range of organisations and business types in the sample and the figure below illustrates this. A quarter (24%) of respondents were *retail businesses*, and a quarter (24%) represented the *hospitality sector* (11% *pub / bar*, 7% *restaurant* and 6% *café*). The remaining organisations and businesses included *health related organisations* (doctors and dentists) (11%), *community organisations* or *religious organisations* (7% and 6% respectively), *professional services* and *office-based businesses* (6% and 4% respectively) and two *schools*.

The ‘other’ organisations and businesses were hairdressers/barbers (4), takeaway (2), charity shop (2) and a dog/cat care kennel (1).

**Figure 13 – What type of organisation / business are you?**

Base: All respondents (55)

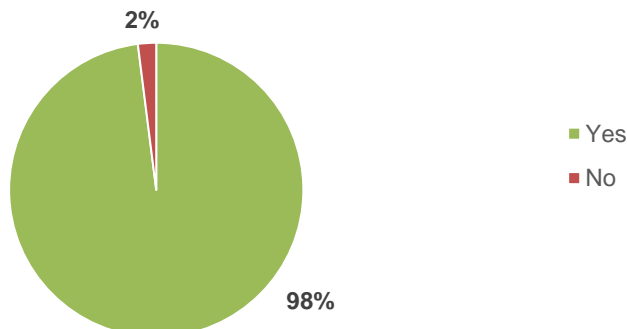


### Awareness and understanding of the Active Neighbourhood Scheme

Respondents were asked if they were aware of the Active Neighbourhood scheme. All respondents, apart from one (2%) *did not* know about the scheme.

**Figure 39 – Are you aware of the Crookes / Walkley Active Neighbourhood Scheme?**

Base: All respondents (55)

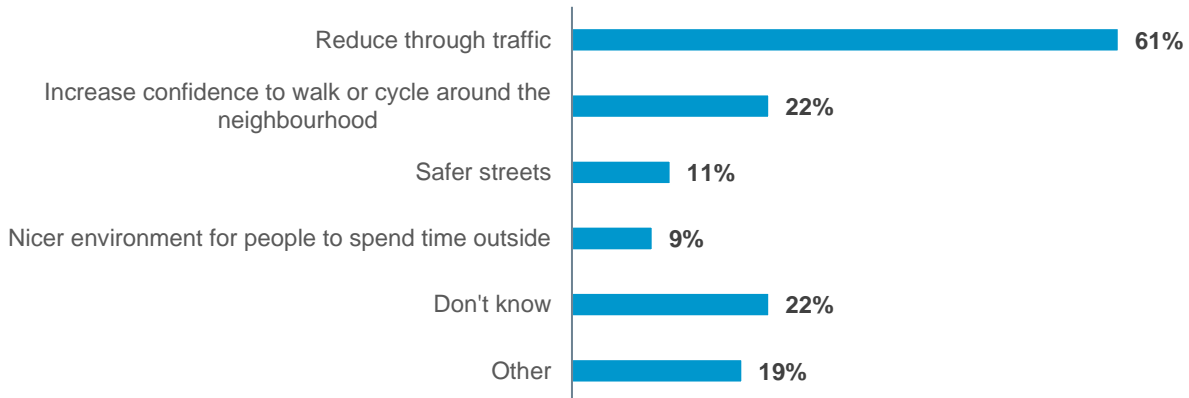


Three in five (61%) respondents thought the purpose of the recent changes was to reduce through traffic, and one in five (22%) believed it was to increase confidence to walk or cycle around the neighbourhood. *Safer streets* was mentioned by 11% and a *nicer environment for people to spend time outside* was mentioned by 9% of respondents. Just over one in five (22%) said they *did not know*.

‘Other’ responses included to cut down / stop pollution (3), slow down traffic (1), enable more outdoor facilities (e.g. eating outside, outside entertainment) (1) and encourage people to use public transport (1)

**Figure 40 – What is your understanding of the purpose of the recent changes?**

Base: Respondents aware of the changes (55) (respondents could tick all that apply)

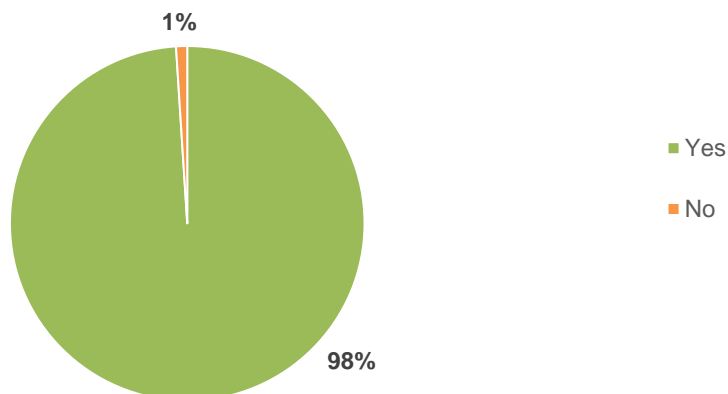


### Customers and visitors

Respondents were asked if the organisation or business relied on people visiting the physical location. All respondents, apart from one said it *did rely on people visiting*.

**Figure 41 – Does your organisation / business rely on people visiting your physical location?**

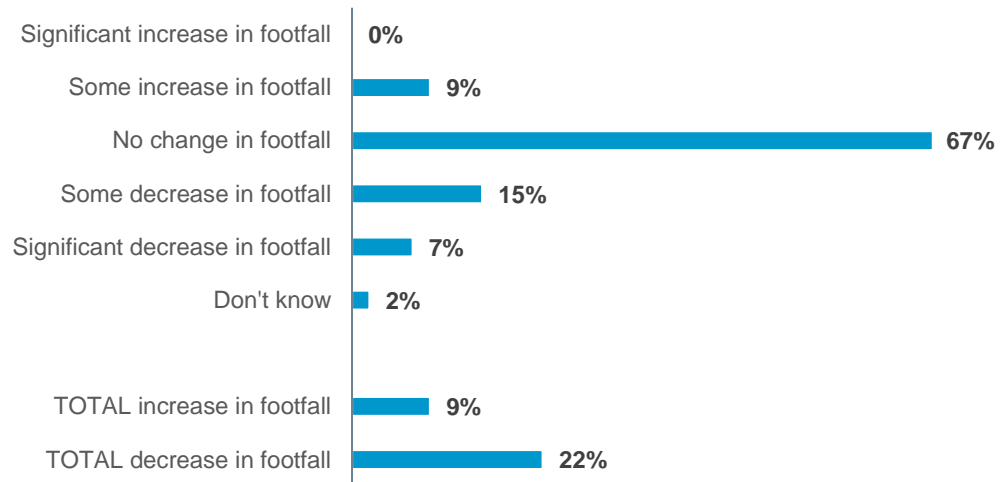
Base: All respondents (55)



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 67% of respondents said there had been *no change*, just over one in five (22%) said they had noticed a *decrease in footfall*, whilst 9% said they had seen an *increase*.

**Figure 42 – Have you noticed any change in footfall of people visiting your premises in the last 12 months (outside of usual seasonal changes)?**

Base: Respondents aware of the changes (54)

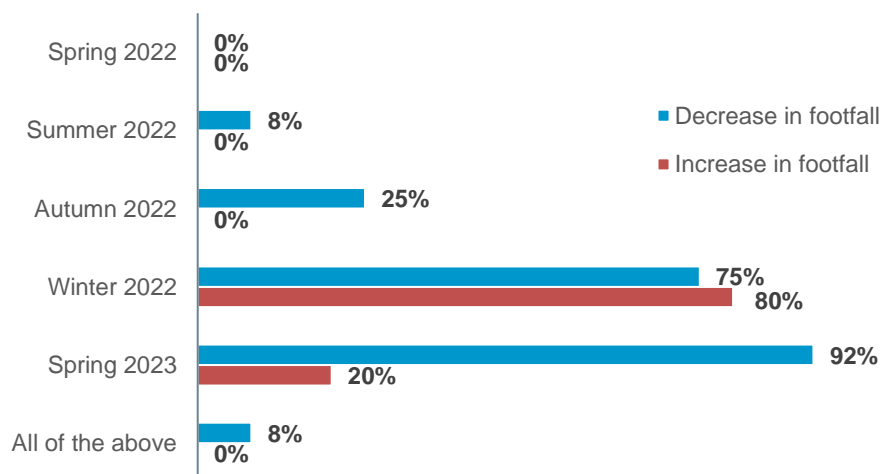


Respondents were subsequently asked when they noticed the change in footfall. Those that had noticed an increase had observed the change during *Winter 2022* (80%) and *Spring 2023* (20%), whereas most of those who had noticed a decrease said it was during *Spring 2023* (92%), *Winter 2022* (75%), and *Autumn 2022* (25%).

Respondents were also asked if there was a particular time of day or day of the week in which they had observed the change in footfall. For those that noticed a decrease, nine respondents said it was all of the time and three respondents said there was not any particular time. For those that said there was an increase, two said it was all the time and two said there was no no particular time.

**Figure 43 – When have you noticed the change in footfall?**

Base: Respondents that have noticed a decrease in footfall (12) and an increase in footfall (5) (respondents could tick all that apply)



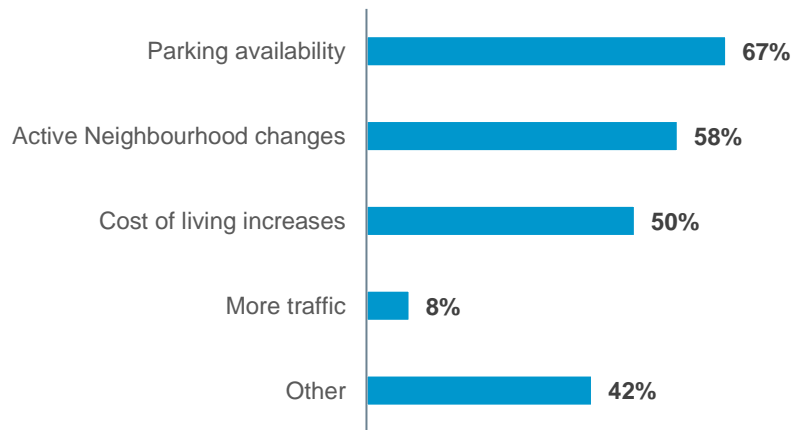
The following question asked respondents what they thought caused the change in footfall. As shown in the figure below, two-thirds of respondents (67%) thought the decrease in footfall was because of *parking availability* and 58% thought it was because of the *active Neighbourhood changes*. Half (50%) of respondents said it was due to the *cost of living increases*.

Other responses included the one-way system and road closures (3), the aftermath of Covid (1), and too many shops closing (1).

Reasons provided by respondents for an increase in footfall included the ability to adapt after Covid with advertising and using social media (1), nicer weather (1), more customers using the facility to keep warm because of high energy costs (1), being the only NHS optician (1), major refurbishment (1) and more cafés so more people browsing (1).

**Figure 44 – What do you think has caused this change in footfall?**

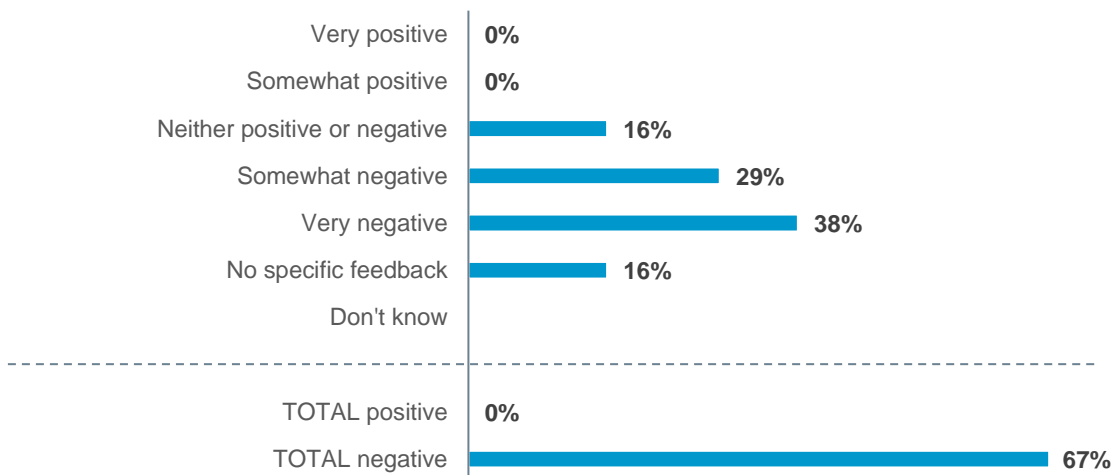
Base: Respondents that have noticed a decrease in footfall (12) and an increase in footfall (5)( respondents could tick all that apply)



Respondents were asked if they had received any feedback or comments from customers or visitors about the Active Neighbourhood scheme. The figure below shows that respondents did not have any *positive* comments or feedback, with one in six (16%) saying that feedback was *neither positive or negative*. However, two-thirds said feedback was *negative* (29% *somewhat negative* and 38% *very negative*). A further one in six (16%) said they had *not had any specific feedback*.

**Figure 45 – What feedback, if any, have you had from your customers / visitors about the Active Neighbourhood scheme?**

Base: All respondents (55)

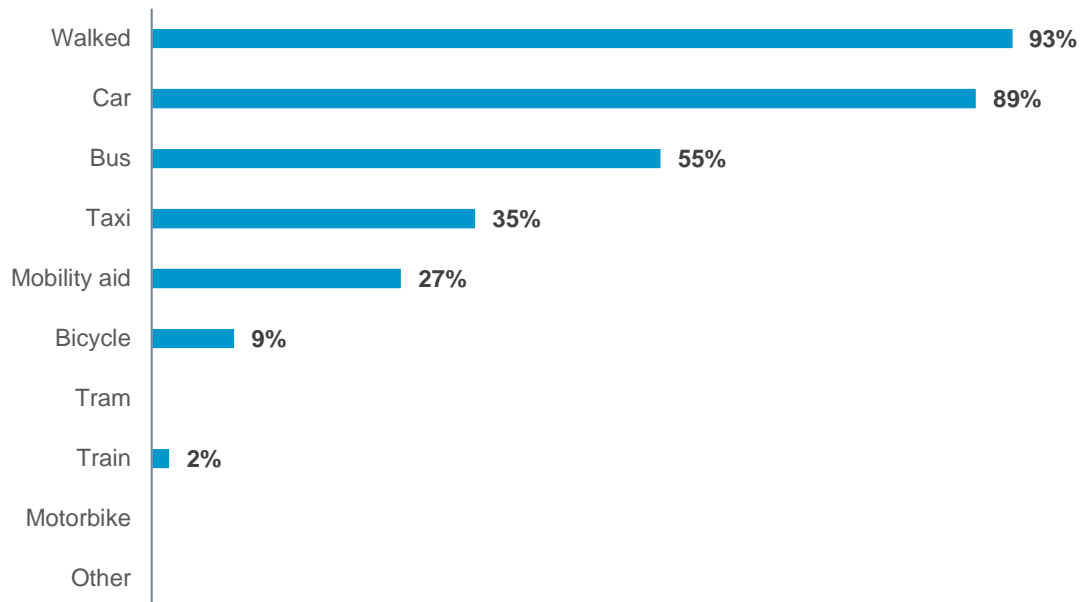


## How customers travel to the area

Customers and visitors travel to the area using various mode of travel. Respondents were asked what mode of transport they perceived the majority of their customers and visitors used to get to the area. Most (93%) respondents believe their customers / visitors *walked*, and 89% thought they used a *car*.

**Figure 46 – How do you perceive the majority of your customers / visitors travel to your business / organisation?**

Base: All respondents (55) (respondents could tick all that apply)

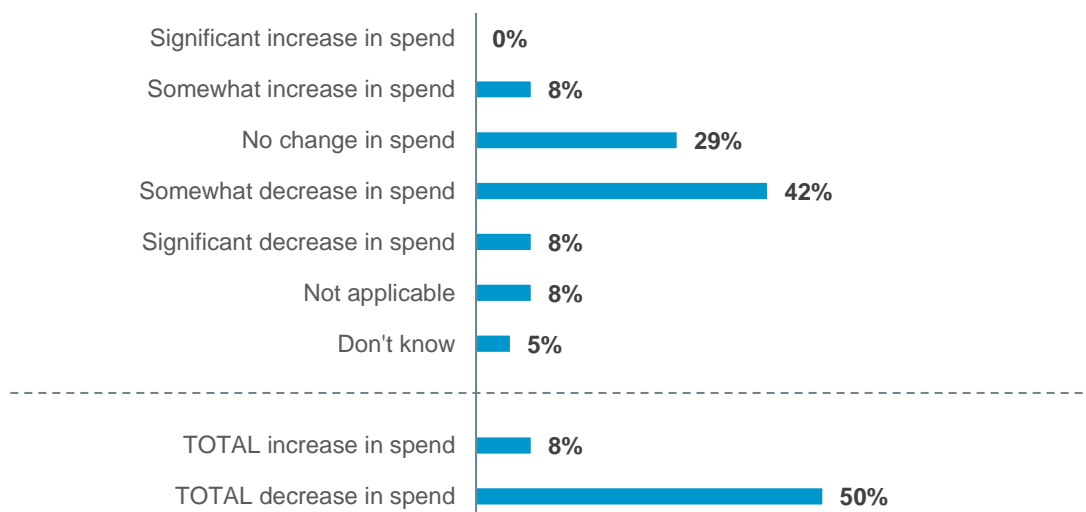


## Customer and visitor spend

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, the total spend *increased* for 8% of respondents (0% *significantly increase* and 8% *increased somewhat*), however, the total spend *decreased* for 50% of respondents (42% *somewhat* and 8% *significantly*) for 50% of respondents. There was *no change* in spend for three in ten (29%) respondents.

**Figure 14 – 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 (38)

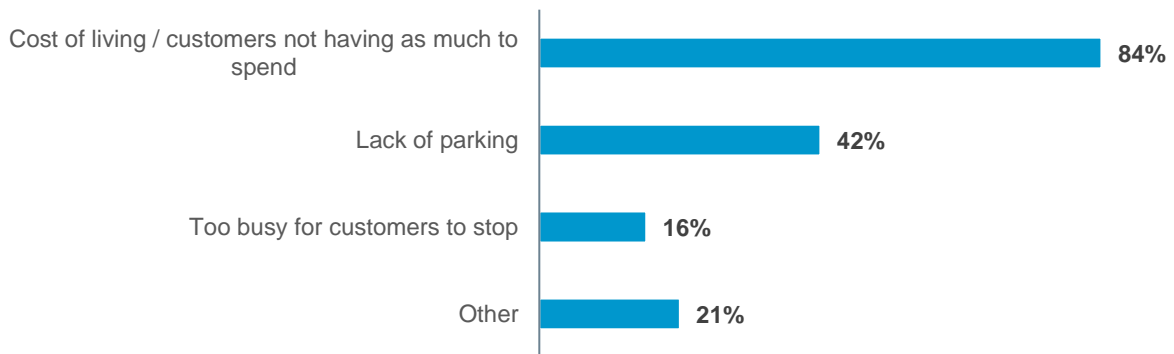


To assess why there had been decreases in spend, respondents that had experienced a decrease in spend were asked why they thought this was. Over four in five (84%) respondents thought it was because of the *cost of living / customers not having as much to spend*, and 42% believed it was because of the *lack of parking*. Three respondents (16%) said it was because the *area was too busy for customers to stop*.

Other responses included the recent changes creating congestion (3) and shoppers going elsewhere (1).

**Figure 48 – 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 (19)

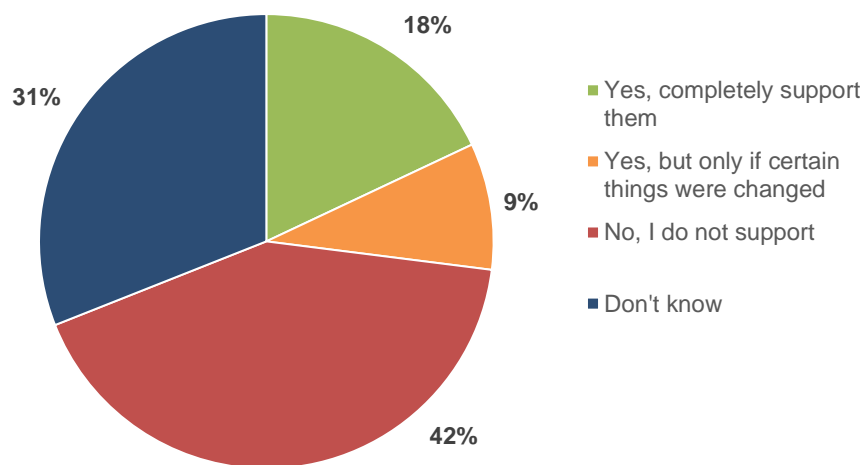


### Scheme support

Respondents were asked if they supported keeping the changes in place. Just over a quarter (27%) said they either *completely support* this (18%) or *support if changes were made* (9%). In contrast, just over two in five (42%) or respondents said they *did not support* keeping the changes in place and three in ten (31%) said they *did not know*.

**Figure 15 – Do you support keeping the changes in place?**

Base: All respondents (55)



## 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 and pavements*. Suggestions for improvements included the *need for signage*, and to *stop people from parking on pavements*.

Those that do not support the scheme said it had *affected trade for local shops*, has generally *not made a difference*, that it has *created few parking spaces* and *made journeys longer* for people.

### Figure 50 – Do you support keeping the changes in place? Why do you support them?

Base: Respondents that support the scheme (10)

Safer (roads / pavements for everyone)	4
Area more pleasant / nicer environment	3
Makes no difference to me	3
Fewer cars / less traffic	2
Good idea / support / should be more	1

### Figure 51 – 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 (5)

Not been well thought out / disconnected / not working / some roads need opening back up	3
Some roads now busier / moved the traffic elsewhere	2
Needs signage / people unaware	1
Stop people parking on pavements / provide more parking	1
Good idea / improvements seen	1

### Figure 52 – Do you support keeping the changes in place? Why do you not support them?

Base: Respondents that do not support the scheme (23)

Affected (trade for) local shops / businesses	12
Hasn't made a difference / not worked	11
Lack of parking / have to park elsewhere	11
Made journeys worse / longer / confusing	8
Some roads busier / people using side roads	7
More pollution	4
Less safe / dangerous driving	2
Emergency vehicle access affected	2
Lack of proper consultation	2
Frustrated drivers / road rage / aggression	2



# Respondent profiles

## Resident and visitor surveys

Figures 53 to 56 illustrate the demographic profile of survey respondents for the resident survey and visitor survey.

### Figure 53 – Gender

Base: Resident survey (400), Visitor survey (151)

Gender	Resident survey	Visitor survey
Male	47%	48%
Female	53%	52%
Other	1%	0%
Prefer not to say	0%	0%

### Figure 54 – Age

Base: Resident survey (400), Visitor survey (151)

Age	Resident survey	Visitor survey
16-24	15%	13%
25-34	30%	26%
35-44	17%	19%
45-54	10%	18%
55-64	11%	17%
65-74	9%	8%
75+	7%	1%
Prefer not to say	1%	0%

### Figure 55 – Ethnicity

Base: Resident survey (400), Visitor survey (151)

Ethnicity	Resident survey	Visitor survey
White / White British	79%	81%
Asian / Asian British	10%	6%
Black / Black British	2%	5%
Mixed	7%	6%
Other / Arab / Other ethnic group	2%	3%
Prefer not to say	1%	0%

### Figure 56 – Do you consider yourself to be a disabled person?

Base: Resident survey (400), Visitor survey (151)

Disability	Resident survey	Visitor survey
Yes	16%	11%
No	80%	88%
Prefer not to say	4%	1%





# Key findings

## Resident Survey

### Residents believe the changes are to reduce traffic and create safer streets

- Residents believe the main purpose of the recent changes is to reduce through traffic (67%), followed by safer streets (58%)

### Residents think traffic speed, volume and noise has fallen on residential roads but increased on main roads since the changes

- A third (30%) of residents feel traffic speeds have decreased on residential roads and 21% think traffic speeds have increased on main roads
- Two in five (41%) residents feel traffic volume has decreased on residential roads and 42% think that it has increased on main roads
- Nearly two in five (37%) residents feel traffic noise is quieter on residential roads, and 29% think it is noisier on main roads

### Residents feel safer on residential roads compared with main roads, particularly in Walkley

- Residents feel safer on residential roads (39%) when walking and less safe on main roads (14%)
- Residents living in Walkley are more likely to feel safer walking around residential roads than those in Crookes (42% compared with 36%)
- Residents feel safer on residential roads (36%) when cycling and less safe on main roads (11%)
- Residents living in Walkley are more likely to feel safer cycling around residential roads than those in Crookes (40% compared with 30%)
- Male residents feel safer when cycling on residential roads than female residents (34% compared with 18%)

### Making journeys around the area

- One in five (19%) cycle at least occasionally
- The most common reasons for making journeys around the neighbourhood are for shopping (96%), visiting family and friends (65%), exercise (59%), visiting the park or green space (55%) and going to the doctors (53%)
- Most residents (80%) walked around their neighbourhood before the changes
- A quarter (24%) of residents have actually made more journeys by walking around their neighbourhood since the changes
- One in seven (14%) residents that cycle have actually made more journeys by cycling around their neighbourhood since the changes

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

- The main barriers stopping residents from walking include pavements being blocked by vehicles (14%), how hilly the area is (12%), there being quicker ways to travel (12%) and the overall distances that have to be travelled (10%)
- The main barriers stopping residents (that don't cycle) are how hilly the area is (22%), lack of safe cycling routes (20%), speed of traffic (18%), feeling unsafe when cycling (17%) and volume of traffic (16%)

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

- Residents were split in their opinions about children's safety when walking, with 29% saying it was safer since the changes, 27% saying there was no change and 21% saying it was less safe
- Residents were split in their opinions about children's safety when cycling, with 19% saying it was safer, 32% saying there was no change and 21% saying it was less safe



### **Support for the scheme is mixed, with many saying they want changes to be made**

- Although over half (55%) said they support the scheme, nearly half of these want certain things about the scheme changed
- Residents said they supported the scheme because it created safer roads, meant fewer cars and less traffic, less pollution and a more pleasant environment
- Residents suggested that the area needs more signage, more pedestrian crossings and better public transport links
- The main reasons for not supporting the scheme (30% of residents) are some roads becoming busier as people are using side roads, it not making a difference, making journeys worse and longer, being less safe, and affecting trade for local shops and business

## Visitor Survey

### **Over half of visitors were aware of the scheme and believe the changes are to reduce traffic and increase confidence to walk or cycle around the neighbourhood**

- Almost three in five (57%) visitors were aware of the scheme
- Just over seven in ten (72%) were aware because they visit the area often and the others were aware because of a friend / word of mouth (29%), a local newspaper (5%) or local radio (3%)
- Residents believe the main purpose of the recent changes is to reduce through traffic (64%), followed by to increase confidence to walk or cycle around the neighbourhood (48%) and to create safer streets (47%)

### **Visitors travel to the area for different reasons, with some having done so for a long time**

- Almost three in ten (28%) of visitors travelled to the area at least once a week
- A third (33%) visit occasionally (less than once a month)
- The most common reasons to visit were to visit family or friends (43%), for shopping (34%), to visit a cafe (32%) and to visit a pub (21%)
- Half of visitors had been visiting the area for over six years
- Only 5% had started visiting the area within the last 12 months
- Since the changes, 17% visit more frequently and 14% less frequently
- Most of those that visit less frequently have not been influenced by the changes

### **Generally, visitors are either spending the same or slightly more in the area since the changes**

- Just over half (56%) of visitors said they are spending about the same since the changes
- A quarter (25%) of visitors said they thought they were spending more since the changes, but most of these visitors said it was a little more, rather than a lot more
- Most (79%) visitors said the scheme had not influenced the change in their spending

### **Visitors use a range of transport modes to travel to the area**

- Half (50%) of visitors used a car to travel to the area, and a quarter (24%) used the bus
- Most visitors (89%) said the recent changes had not made them change the way they travel

### **Support for the scheme is mixed, with many saying they want changes to be made**

- Two-thirds of visitors said the scheme had not impacted them, however, one in five (20%) said it had a negative impact on them
- Two in five (41%) said they support the scheme, with many wanting certain things about the scheme changed
- Visitors supported the scheme because it had created safer roads, led to fewer cars and less traffic, less pollution and a quieter environment, however, suggestions for improvements included the need to stop people parking on pavements, to have more pedestrian crossings, more signage, enforcement by the police, and more cycle lanes
- A third (32%) said they did not support the scheme, with the main reasons being side roads were busier from increased traffic, that it simply has not worked, and that it has made journeys worse



## Organisation and Business Survey

### **Awareness of the scheme was high, with most believing the changes are to reduce through traffic**

- All but one organisation and business representatives were aware of the scheme
- Three in five (62%) believed the purpose of the scheme was to reduce through traffic

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

- All organisation and business representatives, apart from one, rely on people visiting their premises
- Two-thirds of organisations and businesses have not seen any change in footfall
- One in five (22%) have seen a decrease in footfall since the changes
- Most of the decrease in footfall has been during Winter 2022 and Spring 2023
- Parking availability and the Active Neighbourhood changes were the two most common reasons given for the decrease in footfall

### **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 (67%)

### **There has been a noticeable decrease by organisations and businesses in customers and visitor spend**

- Half (50%) of organisations and businesses have noticed a decrease in spending, compared to just 8% that have noticed an increase since the changes
- Most believe that the cost of living and customers not having as much to spend is the main reason (mentioned by 84% of organisations and businesses)

### **Support for the scheme is mixed, with many saying they want changes to be made**

- Just over a quarter of organisations and businesses support the changes, with a third of these wanting to see some things change
- The main reason for supporting the scheme was that it had created safer roads
- Suggestions for improvements included more signage and to stop people parking on pavements
- Two in five organisations and businesses (42%) said they did not support the scheme, with the main reasons being it had affected trade, has created a lack of parking, and has generally made journeys worse and take longer



# Appendices



**Appendix 1**  
**Resident questionnaire**



## Crookes and Walkley Resident 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, changes have been made to certain roads using planters, one way systems and new crossings have been put in. These changes are part of a trial active neighbourhood scheme.

We are asking people about what impact they feel the trial changes had 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 Crookes or Walkley.**

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

Q1 Which area is the interview taking place? *DO NOT ASK*

- Crookes
- Walkley

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

Trial active neighbourhood scheme



**Q7 Do you feel the MAIN ROADS are SAFER OR LESS SAFE in your local area since the changes were introduced when.....?**

	Much safer	Slightly safer	Same	Slightly less safe	Much less safe	Don't know (DO NOT READ OUT)
Walking around your local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling around your area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Individual travel

**Q8 Thinking about the journeys you make in and around the neighbourhood, which journeys do you make regularly? *TICK ALL THAT APPLY***

- Visit family/friends
- Exercise
- Shops
- Doctors
- Dentists
- Community venue
- Religious venue
- Visit the local park or green space
- Other (please specify)

Other (please specify)

**Q9 Before the changes, how did you USUALLY make these journeys around your neighbourhood? *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)



**Q10 Have the changes made you think about / consider making more local journeys (approximately a 20 minute walk or one mile) by.....? READ OUT, SINGLE CHOICE**

	Yes, a lot	Yes, somewhat	Yes, a little	Not at all	Don't know (DO NOT READ OUT)
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"/>

**Q11 Have the changes resulted in you making more local journeys (approximately a 20 minute walk or one mile) by.....? READ OUT, SINGLE CHOICE**

	Yes, a lot	Yes, somewhat	Yes, a little	Not at all	Don't know (DO NOT READ OUT)
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

**Q12 If you don't walk for local journeys, what stops you? REFER TO MAP, DO NOT READ OUT, SELECT ALL THAT APPLY**

- |  |  |
|--|--|
| <input type="checkbox"/> Feeling unsafe when walking           | <input type="checkbox"/> Volume of traffic             |
| <input type="checkbox"/> Feeling unsafe when crossing the road | <input type="checkbox"/> Pavements blocked by vehicles |
| <input type="checkbox"/> Feeling unsafe after dark             | <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 another way          | <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                    |
| <input type="checkbox"/> Speed of traffic                      |  |

Other (please specify)

**Q13 If you don't cycle, what stops you? REFER TO MAP, DO NOT READ OUT, SELECT ALL THAT APPLY**

- |  |  |
|--|--|
| <input type="checkbox"/> Do not have a bicycle                           | <input type="checkbox"/> Speed of traffic                |
| <input type="checkbox"/> Feeling unsafe when cycling                     | <input type="checkbox"/> Volume of traffic               |
| <input type="checkbox"/> Feeling unsafe when crossing the road           | <input type="checkbox"/> Pot holes, uneven roads, drains |
| <input type="checkbox"/> Feeling unsafe after dark                       | <input type="checkbox"/> Distance I have to travel       |
| <input type="checkbox"/> Lack of safe cycle routes (paths / quiet roads) | <input type="checkbox"/> How hilly the area is           |
| <input type="checkbox"/> Too busy / crowded                              | <input type="checkbox"/> Lack of cycle parking           |
| <input type="checkbox"/> Quicker to travel another way                   | <input type="checkbox"/> Health conditions / issues      |
| <input type="checkbox"/> Easier to travel another way                    | <input type="checkbox"/> Mobility issues                 |
| <input type="checkbox"/> Generally dislike cycling                       | <input type="checkbox"/> Nothing                         |
| <input type="checkbox"/> Lack of lighting / poor lighting                | <input type="checkbox"/> Other (please specify)          |
| <input type="checkbox"/> Not attractive / interesting                    | <input type="checkbox"/> Don't know                      |
| <input type="checkbox"/> Weather   |  |

Other (please specify)

**Children's safety**

**Q14 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.....?**

	Much safer	Slightly safer	No change	Slightly less safe	Much less safe	Don't know (DO NOT READ OUT)
Walking around the local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling around the local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Future of the scheme**

**Q15 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.

### Q16 Gender

- Male
- Female
- Other
- Prefer not to say

### Q17 Age

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

### Q18 Ethnicity

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

Q19 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.**

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

**Appendix 2**  
**Visitor questionnaire**



## Crookes and Walkley Visitor 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, changes have been made to certain roads using planters, one way systems and new crossings have been put in. These changes are part of a trial **active neighbourhood scheme**.

We are asking visitors to the area about their experience of the area and the changes.

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

Would you like to take part? **Confirm respondent is NOT a resident in Crookes or Walkley and is from outside these areas.**

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

Q1 **Confirm respondent is visiting the area and is NOT a resident**

Confirm respondent is a visitor to the area

Q2 **Which area is the interview taking place? DO NOT ASK**

Crookes

Walkley

Q3 **Are you aware of the Crookes / Walkley Active Neighbourhood scheme?**

Yes

No

Don't know (*Do not read out*)

**Q4 How are you aware of the scheme? Tick all that apply**

- Visit the area often
- Local newspaper
- Local newsletter
- Local TV news
- Local Radio
- Friend / word of mouth
- Don't know (*Do not read out*)
- Other

Other (please specify)

**Q5 What is your understanding of the purpose of the recent changes? SHOW MAP OF AREA, TICK ALL THAT APPLY**

- Safer Streets
- Reduce through traffic
- Nicer environment for people to spend time outside
- Increase confidence to walk or cycle around the neighbourhood
- Don't know (*Do not read out*)
- Other

Other (please specify)

**Q6 How often do you visit the area?**

- Daily
- A few times a week
- Once a week
- A few times a month
- Once a month
- Occasionally (less than once a month)
- First time

**Q7 What do you usually visit the area for? / Why are you visiting? (Tick all that apply)**

- Shopping
- Cafes
- Restaurants
- Pubs
- Doctors / Dentists / health appointment
- Visiting family / friends
- Community venue / event
- Religious venue / event
- Local park / green space
- Other

Other (*please specify*)

**Q8 How long have you been visiting the area?**

- Within last 12 months
- 1-3 years
- 3-5 years
- 6+ years
- Don't know (*Do not read out*)

**Q9 Has the frequency of visiting changed since May 2022?**

- A lot more frequent
- A little more frequent
- About the same
- A little less frequent
- A lot less frequent
- Don't know

**Q10 You have said you visit less frequently - how often did you use to visit the area?**

- A few times a week
- Once a week
- A few times a month
- Once a month
- Occasionally (less than once a month)
- Very occasionally (once or twice a year)



**Q11 To what extent has the scheme influenced this change?**

- Significantly influenced
- Somewhat influenced
- No influence
- Don't know (*Do not read out*)

**Q12 Do you think, on average, you are spending more, about the same or less than pre May 2022?**

- Spending a lot more
- Spending a little more
- Spending about the same
- Spending a little less
- Spending a lot less
- Don't know (*Do not read out*)

**Q13 To what extent has the scheme influenced this change?**

- Significantly influenced
- Somewhat influenced
- No influence
- Don't know (*Do not read out*)

**Q14 Where have you travelled from? Ward or outside of Sheffield?**

- |   |  |
|---|--|
| <input type="radio"/> Outside of Sheffield                | <input type="radio"/> Gleadless Valley (ward)        |
| <input type="radio"/> Don't know - what is your postcode? | <input type="radio"/> Graves Park (ward)             |
| <input type="radio"/> Beauchief and Greenhill             | <input type="radio"/> Hillsborough (ward)            |
| <input type="radio"/> Beighton (ward)                     | <input type="radio"/> Manor, South Yorkshire         |
| <input type="radio"/> Birley                              | <input type="radio"/> Mosborough (ward)              |
| <input type="radio"/> Broomhill and Sharrow Vale          | <input type="radio"/> Nether Edge and Sharrow (ward) |
| <input type="radio"/> Burngreave (ward)                   | <input type="radio"/> Park & Arbourthorne            |
| <input type="radio"/> City ward, Sheffield                | <input type="radio"/> Richmond, Sheffield            |
| <input type="radio"/> Crookes & Crosspool (ward)          | <input type="radio"/> Shiregreen and Brightside      |
| <input type="radio"/> Darnall (ward)                      | <input type="radio"/> Southey, South Yorkshire       |
| <input type="radio"/> Dore and Totley                     | <input type="radio"/> Stannington (ward)             |
| <input type="radio"/> East Ecclesfield                    | <input type="radio"/> Stocksbridge and Upper Don     |
| <input type="radio"/> Ecclesall                           | <input type="radio"/> Walkley (ward)                 |
| <input type="radio"/> Firth Park (ward)                   | <input type="radio"/> West Ecclesfield               |
| <input type="radio"/> Fulwood (ward), South Yorkshire     | <input type="radio"/> Woodhouse, South Yorkshire     |

Outside of Sheffield - Where?

Don't know - what is your postcode?

**Q15 How did you travel here? (Tick all that apply)**

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

Other (please specify)

**Q16 Has the way you travel to this area changed since the introduction of the scheme?**

- Yes
- No
- Don't know

**Q17 How has it changed? Used to use.....**

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

Other (please specify)

Q18 **Would you say the impact of the scheme on yourself has been positive, negative or there has not been any impact?**

- Extremely positive impact
- Costive impact
- No impact
- Negative impact
- Extremely negative impact
- Don't know

### Future of the scheme

Q19 **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.

Q20 **Gender**

- Male
- Female
- Other
- Prefer not to say

**Q21 Age**

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

**Q22 Ethnicity**

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

**Q23 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.**

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

**Appendix 3**  
**Organisation and business questionnaire**



## Crookes and Walkley 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, changes have been made to certain roads using planters, one way systems and new crossings have been put in. These changes are part of a trial **active neighbourhood scheme**.

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 Crookes or Walkley area**

Confirm organisation or business is situated in the Crookes or Walkley area

Q2 **Which area is the organisation or business in? DO NOT ASK**

Crookes

Walkley

**Q3 What type of organisation / business are you? (Tick one)**

- Retail
- Cafe
- Restaurant
- Pub / bar
- Doctors / Dentist / Health
- School
- Office based business
- Professional service
- Community organisation / venue
- Religious organisation / venue
- Other

Other (please specify)

**Q4 Are you aware of the Crookes / Walkley Active Neighbourhood scheme?**

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

**Q5 What is your understanding of the purpose of the recent changes? SHOW MAP OF AREA, TICK ALL THAT APPLY**

- Safer Streets
- Reduce through traffic
- Nicer environment for people to spend time outside
- Increase confidence to walk or cycle around the neighbourhood
- Don't know (*Do not read out*)
- Other

Other (please specify)

**Q6 Does your organisation / business rely on people visiting your physical location?**

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

**Q7 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)

**Q8 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

**Q9 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
- Saturday mornings
- Saturday afternoons
- Sunday mornings
- Sunday afternoons
- Don't know (*Do not read out*)
- Other

Please specify

**Q10 What do you think has caused this change in footfall? (Tick all that apply)**

- Cost of living increases
- Parking availability
- More traffic
- Active neighbourhood changes
- Other

Other (please specify)



**Q11 What feedback, if any, have you had from your customers / visitors about the Active Neighbourhood scheme?**

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

**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?**

- Cost of living / customer not having as much to spend
- Lack of parking
- Too busy for customers to stop
- Other

Other (please specify)

**Q15 Have the changes in the active neighbourhood scheme 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?

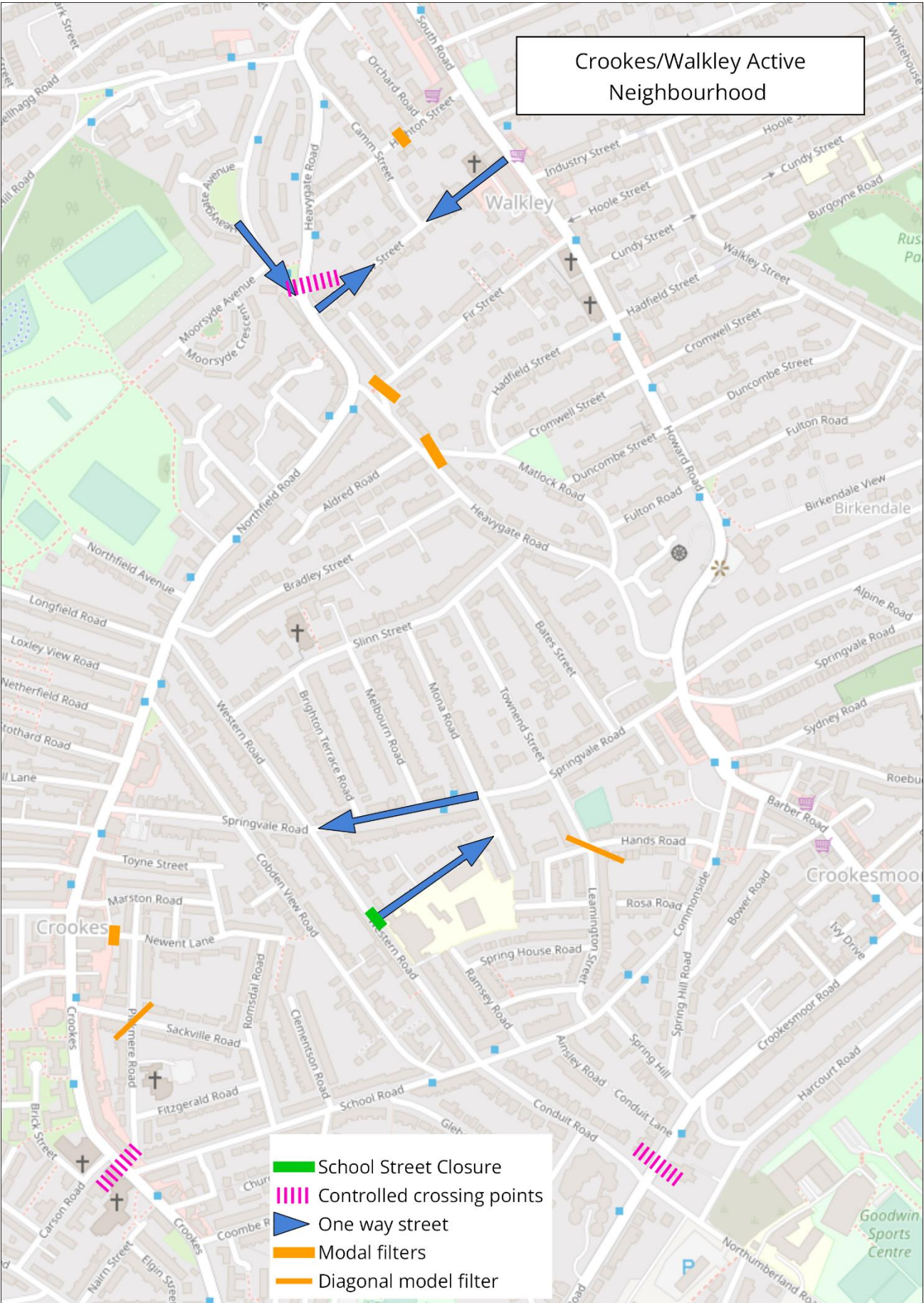
**As part of our quality checking process we contact a proportion of people to check you were interviewed in a friendly and professional manner and in accordance with the MRS code of conduct. It will only be used for this purpose and WILL NOT be passed on or used in the future.**

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

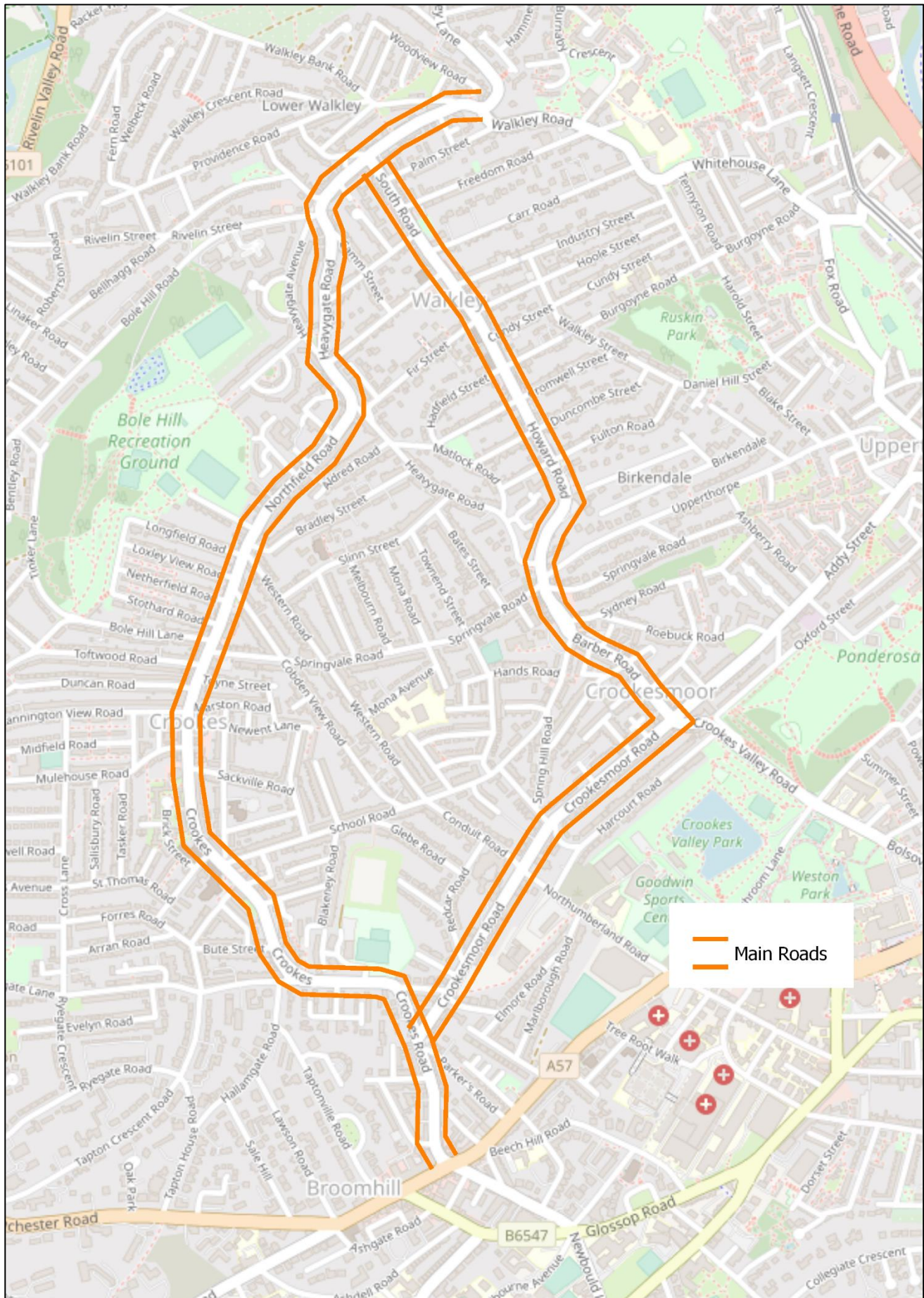
## **Appendix 4**

### **Location map of the Crookes / Walkley Active Neighbourhood area**

# Crookes/Walkley Active Neighbourhood









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