

Safe and central cycle hub survey response analysis

There were **478** responses to the survey which was live from 19 January to 26 February 2023.

Summary

Respondents to this survey have clearly indicated that there is an appetite for a cycle hub in Cheltenham town centre, and that this would increase the number of journeys those individuals take into town by bike. Users of the hub would cycle to it from across all of Cheltenham's wards and would use it once or multiple times a week.

Currently, most cyclists who come into the town centre store their bikes on existing cycle racks in high street locations. Many are not happy with this solution, the majority stating security concerns as a reason for this unhappiness.

The results suggest that the main requirements, for potential users of such a facility, are the following:

- The hub must be secure, and users must have confidence in this security
- The hub must be located in a suitable town centre location, accessible to all bike types
- The hub must be weather proof
- The facility should be free – or if it is not free then very low cost. More importantly, lower cost than driving into town. Many respondents stated that they would not use the hub at all if a cost was involved
- If there is a usage fee, then there should be a variety of payment options to suit all users
- Bikes should be able to be left for up to five hours, but ideally there should be options for longer stays
- The hub should be open 24 hours a day
- If there are additional facilities in the hub, then these should not take away trade from local businesses.

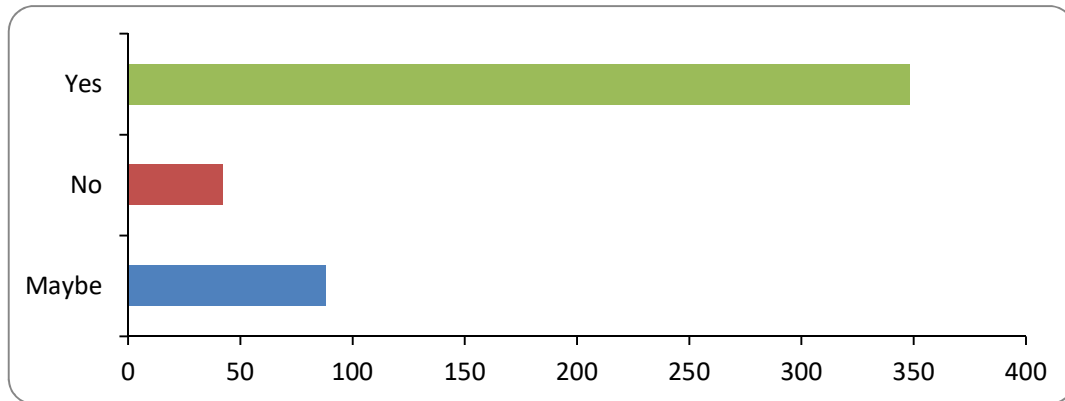
- The most popular additional facilities requested included:
 - Access to local maps and information on cycle routes
 - Power points for charging e-bikes
 - Kit storage
 - Changing facilities

Infrastructure

In addition, although it is outside of the borough council's control, it has been highlighted repeatedly that cycling infrastructure in the borough is falling short. The council should use its sphere of influence to, where possible, feed back to the County Council that the cycling infrastructure, and state of the roads needs drastic improvement should we expect this facility to be successful and widely used.

Analysis of responses

1: Would you be interested in using the proposed cycle storage facility?



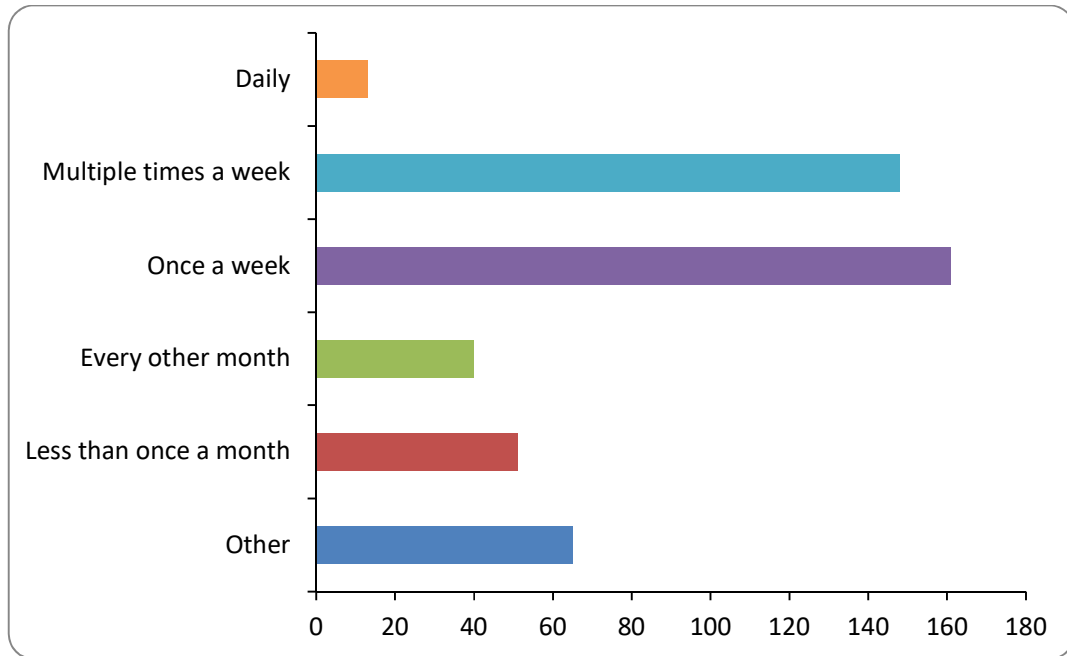
Option	Total	Percent
Yes	348	72.80%
No	42	8.79%
Maybe	88	18.41%

135 respondents provided further details on their answers.

Most of the additional comments related to the **location** of the hub being a determining factor. Plus individuals expressed **security concerns** and a need for **confidence in the hub** to provide this.

Of those who responded 'maybe' or 'no' a total of 21 respondents stated that there need to be **infrastructure improvements** to cycling in Cheltenham first, or alongside, the development of the hub.

2: How regularly would you use such a facility?



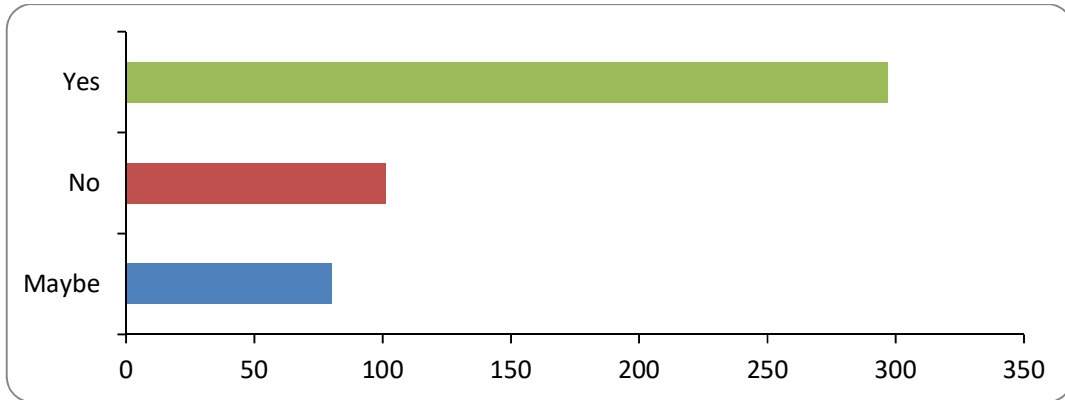
Option	Total	Percent
Daily	13	2.72%
Multiple times a week	148	30.96%
Once a week	161	33.68%
Every other month	40	8.37%
Less than once a month	51	10.67%
Other, please comment	65	13.60%

The majority of respondents stated that they would use the facility once or multiple times a week.

Of the additional free text comments made:

- Twelve said their use would vary
- One said they would use it monthly
- One said they would use the facility every couple of weeks

3: Would such a facility encourage you to cycle into town more than you already do now?



Option	Total	Percent
Yes	297	62.13%
No	101	21.13%
Maybe	80	16.74%

Just over 60% of those who completed the survey stated that the presence of a cycle hub **would encourage them to cycle into town more** than they already do now. With an additional 17% thinking that it may do.

4: Where do you cycle into town from?

This response allowed individuals to select a location or to add a free text description of their departure point. If respondents provided a Cheltenham location which had regrettably been missed off the survey, then these have been added to the main results.

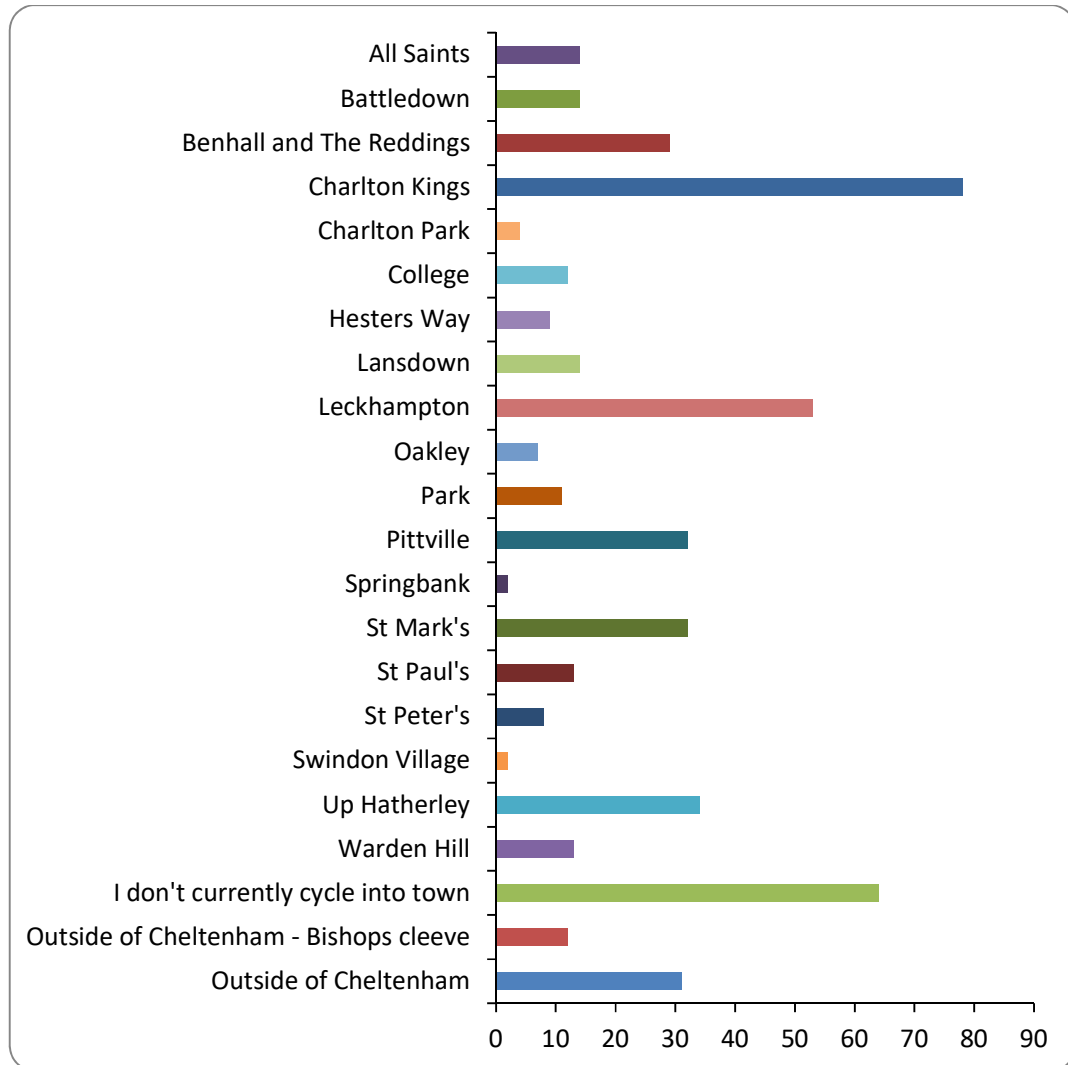
Please note that the total responses for this question add up to more than the 478 individual respondents. This is as some people selected more than one location to ride in from.

Option	Total	Percent
All Saints	14	2.93%
Battledown	14	2.93%
Benhall and The Reddings	29	6.07%
Charlton Kings	78	16.32%
Charlton Park	4	0.84%
College	12	2.51%
Hesters Way	9	1.88%
Lansdown	14	2.93%
Leckhampton	53	11.09%
Oakley	7	1.46%
Park	11	2.30%
Pittville	32	6.69%
Prestbury	27	5.64%
Springbank	2	0.42%
St Mark's	32	6.69%
St Paul's	13	2.72%
St Peter's	8	1.67%
Swindon Village	2	0.42%
Up Hatherley	34	7.11%
Warden Hill	13	2.72%
I don't currently cycle into town	64	13.39%
Outside of Cheltenham	43	9.00%

The most popular locations to ride into town from were Charlton Kings (16.32%) and Leckhampton (11.09%). But following those there was a relatively even spread across the town.

'Outside of Cheltenham' locations were broad, including many of the town's bordering villages and towns. The only significant higher response rate to note (which has been added in the chart) were 12 cyclists from Bishops Cleeve

Gloucester and Stroud were the furthest away locations mentioned. Though a couple were coming in on the train and cycling from the station into town so these individuals may themselves have come from further afield.



5: Where do you usually store your bike when cycling into town?

Answers were free text and then tagged during analysis to pick out key topics and concerns.

The top two storage locations are highlighted and were on existing cycle racks in high street locations. If we combine the 'high street location' results with the other town centre locations mentioned such as the promenade and the brewery we can see a clear number of users storing their bikes in the main shopping area bike rack locations.

At work / campus	33	6.90%
Brewery	6	1.26%
Bus station	3	0.63%
Existing racks	257	53.77%
Fencing / railings	37	7.74%
High street location	112	23.43%
Keep bike with me	10	2.09%
Lamp posts	15	3.14%
Leave it with a friend	6	1.26%
Multiple locations on one visit	13	2.72%
NCP covered storage	3	0.63%
Nearest location to where I'm going	44	9.21%
No storage currently used	48	10.04%
Outskirts of town location	9	1.88%
Prom location	50	10.46%
Railway station	2	0.42%
Trees	2	0.42%

How do you feel about this storage solution?

There was some disparity in the free text answers to this question. It was intended to gauge how happy people were with their current cycle storage solutions. However, some interpreted the question to be asking them how they felt about the proposed cycle hub.

As such during analysis we have pulled out the different sentiment and themes to provide the following results.

For those who spoke about their current solution the majority (at just under 50%) were unhappy with this.

Happy with current solution	84	17.6%
Not happy with current solution	229	47.9%
No view expressed on happiness	165	34.5%

Within these comments many (42% of the total number of respondents) expressed concerns with keeping their bike secure, and themselves safe, during their travels into town.

Personal safety concerns expressed	7	1.46%
Security of bike concerns expressed	201	42%

In the comments collected it was also possible to gauge a feeling on if people were supportive of the hub in general or not. Though this was not directly asked we noted that 71% gave no clear view on this, 25% were supportive, and only 4% were against the concept of the hub.

Supportive of the hub	119	24.9%
Not supportive of the hub	21	4.39%
No direct view given	338	70.7%

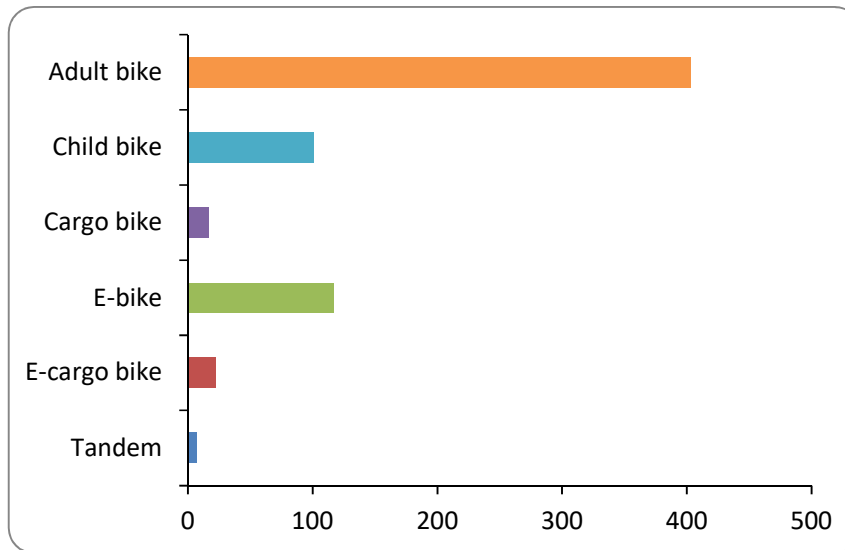
As with earlier in the survey some respondents chose to use the opportunity to express their concerns about the cycling infrastructure in the town.

Improve infrastructure first	8	1.67%
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6: What type of bike would you consider storing in the hub / facility? Please select all that apply.

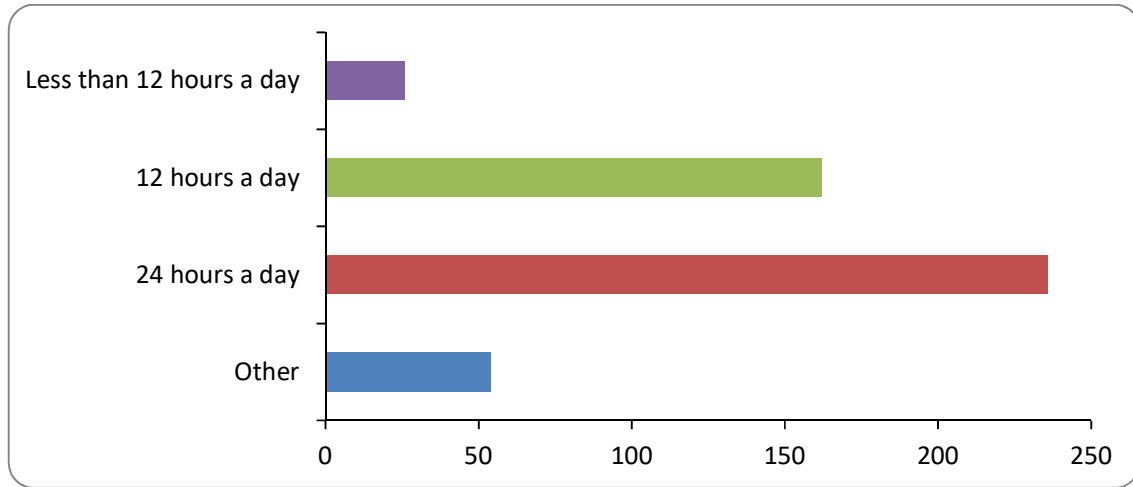
Where respondents answered 'other' and stated different types of bikes, these have been added into the analysis.

By far the most popular bikes to ride into town were '**Adult bikes**' at 84.52% of respondents. But there is a clear need for the hub to support a wide range of bicycle options.



Option	Total	Percent
Adult bike	404	84.52%
Child bike	101	21.13%
Cargo bike	17	3.56%
E-bike	117	24.48%
E-cargo bike	22	4.60%
Tandem	7	1.46%
Adult bike with trailer / tag along	2	0.42%
Disabled bike	1	0.21%
E-Trike	1	0.21%
Folding bike	2	0.42%
Kick bike	2	0.42%
Penny farthing	1	0.21%
Kids scooters / skateboards	1	0.21%
Trike	3	0.63%
Unicycle	1	0.21%

7: What opening hours would you like to see for the facility?

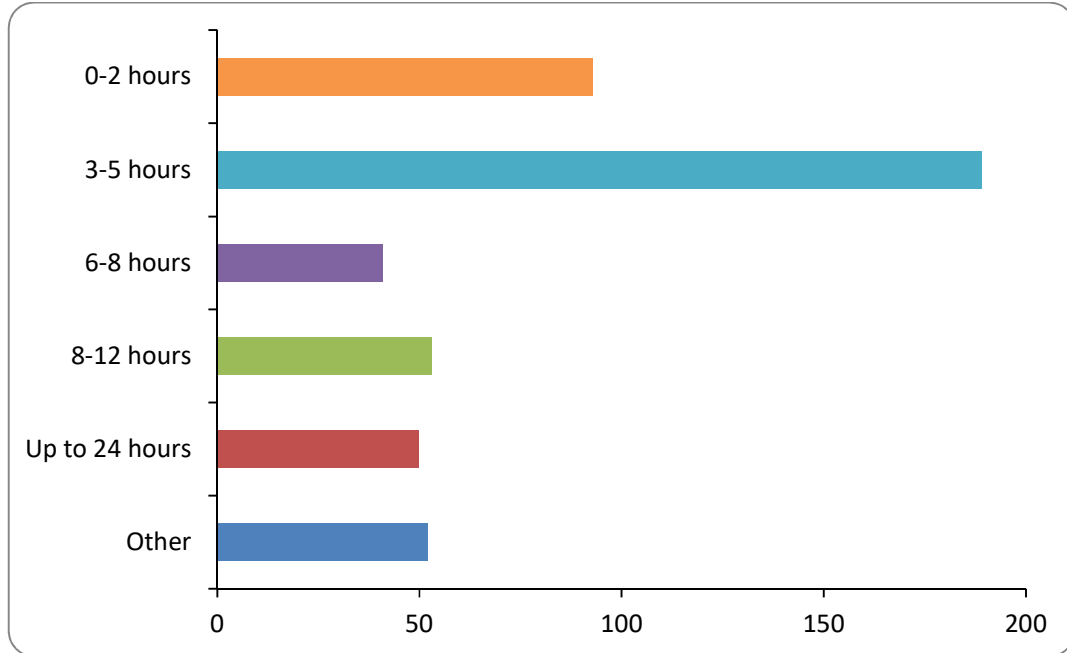


Option	Total	Percent
Less than 12 hours a day	26	5.44%
12 hours a day	162	33.89%
24 hours a day	236	49.37%
Other, please comment below	54	11.30%

Respondents showed a strong preference (49%) for the facility being open as long as possible, preferably **24 hours a day**.

Of those who made additional comments many indicated that the facility should be open from at least early morning (covering the commute in, plus local business opening hours) till after the hospitality industry had closed. For example from 6am to midnight.

8: How long would you expect to be able to leave your bike for at a time?

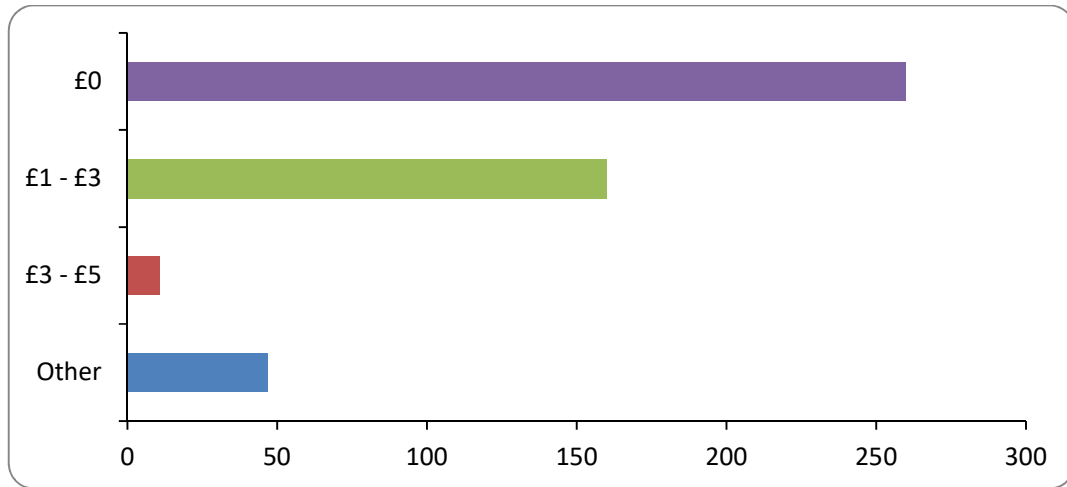


Option	Total	Percent
0-2 hours	93	19.46%
3-5 hours	189	39.54%
6-8 hours	41	8.58%
8-12 hours	53	11.09%
Up to 24 hours	50	10.46%
Other, please comment	52	10.88%

40% of individuals felt that they would like to be able to leave their bike for between **3-5 hours**.

Of the additional comments received it was suggested that bikes should be able to be left for multiple days, and that this could assist town center residents with no bike storage at home.

9: How much would you expect to pay per visit?

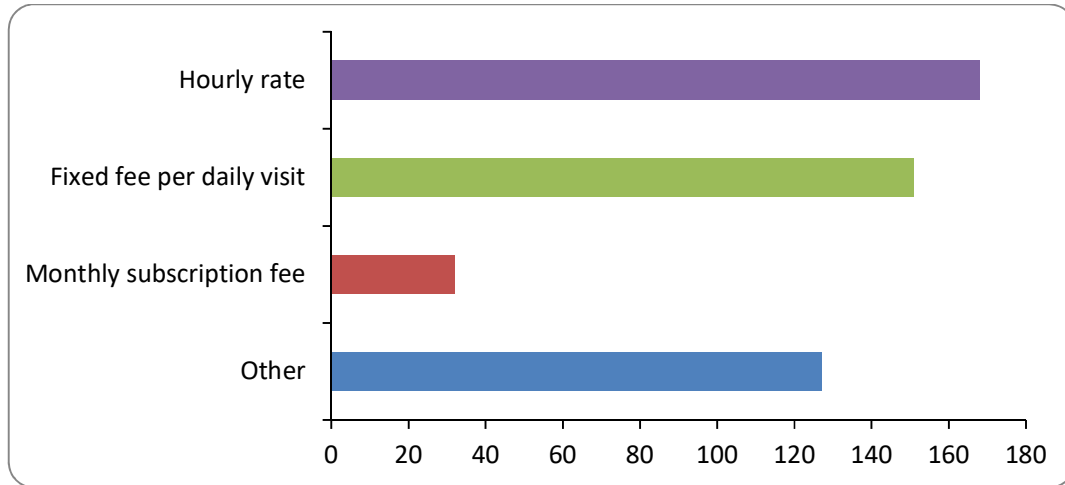


Option	Total	Percent
£0	260	54.39%
£1 - £3	160	33.47%
£3 - £5	11	2.30%
Other, please comment	47	9.83%

A strong preference (54%) for the facility to be **free**, or at the least, very low cost (33%) was indicated by respondents.

Of the additional comments received feedback included those who said they would only pay if they were confident in the security, that the cost should be lower than parking a car and that we could perhaps consider a free initial period of parking, followed by charges after that.

10: If there is a usage fee, would you prefer the rate charged to be hourly, per visit, or on a monthly subscription basis?



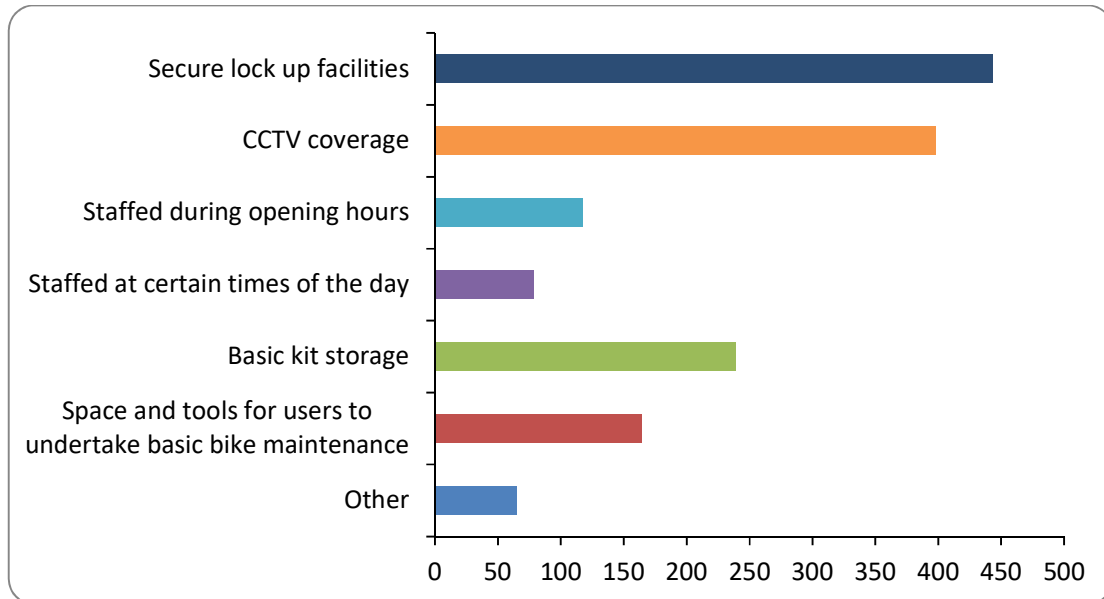
Option	Total	Percent
Hourly rate	168	35.15%
Fixed fee per daily visit	151	31.59%
Monthly subscription fee	32	6.69%
Other, please comment	127	26.57%

There was a close preference for both an **hourly** (35%) and a **fixed fee per daily visit** (32%).

Of those who provided additional comments, 11% of the total number of respondents (53) to the survey, stated that they wouldn't use this service if there was a charge.

8% of the total respondents (40) thought that there should be a mix of payment charges to suit a variety of users.

11: What facilities would you expect?



Option	Total	Percent
Secure lock up facilities	443	92.68%
CCTV coverage	398	83.26%
Staffed during opening hours	117	24.48%
Staffed at certain times of the day	78	16.32%
Basic kit storage	239	50.00%
Space/tools to undertake basic bike maintenance	164	34.31%
Other	65	13.60%

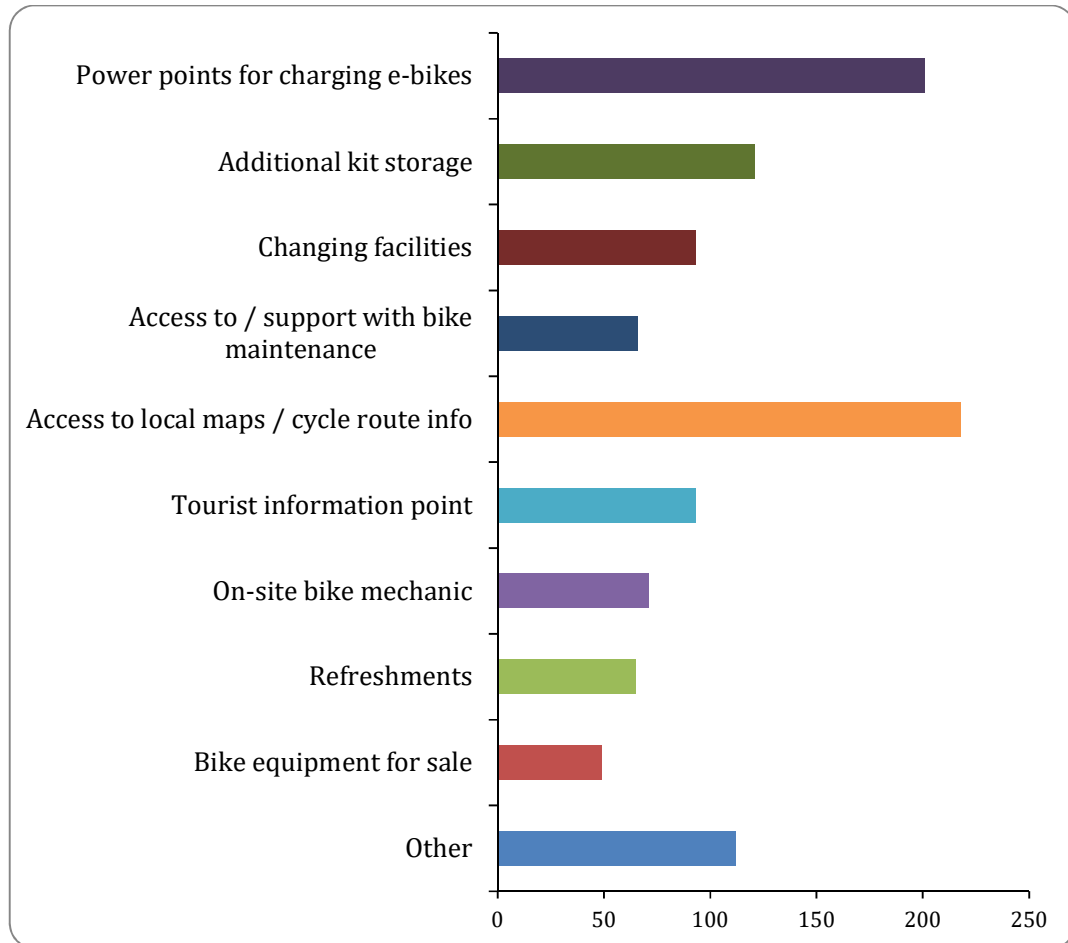
There is a clear indication that respondents want the hub to be **secure and protected from theft**.

There is a 50:50 split on to if people feel kit storage is needed, and this most likely varies on the user's reason for cycling into town (for example commuting versus shopping versus hospitality).

Of the additional suggestions received (see table below) the majority related to ensuring the area was **weatherproof**.

Automated storage	8 (1.67%)
Bike cages	4 (0.84%)
Covered area	40 (8.36%)
Good lighting	24 (5.02%)
Good access	2 (0.42%)
Open and airy	6 (1.26%)
Regular patrols	12 (2.51%)
Secure entry	17 (3.56%)
Showers	11 (2.30%)
Staffed	4 (0.84%)
Toilets	11 (2.30%)
Water for bottles	14 (2.93%)

12: What ‘add-on’ facilities would you like to see?



Option	Total	Percent
Power points for charging e-bikes	201	42.05%
Additional kit storage i.e. wet clothing or panniers	121	25.31%
Changing facilities	93	19.46%
Access to one to one support with bike maintenance	66	13.81%
Access to local maps and information on cycle routes	218	45.61%
Tourist information point	93	19.46%
On-site bike mechanic	71	14.85%
Refreshments	65	13.60%
Bike equipment for sale	49	10.25%
Other	112	23.43%

Of the additional add on suggestions there were a range of opinions but **access to local information** (cycle routes etc) and **power points for charging e-bikes** were two of the most popular.

112 additional comments were received suggesting other additions, with many highlighting security, weather proof facilities, good access and good lighting as elements they would like to include.

11 people mentioned showers, 11 mentioned toilets and 14 suggested an area to fill up water bottles.

However, in those comments there were some strong voices (34) stating a preference that the hub be keep simple and secure, no bells and whistles required (7.11% of total survey respondents).

Plus that refreshment and bike maintenance / parts, be kept with the local businesses rather than trying to recreate this in the hub, 25 (5.23% of total survey respondents).

13: Do you have any other comments on what would encourage or discourage you from using this proposed facility?

There were 268 responses to this part of the question where people were given the chance to highlight what would, and would not, encourage them to use a cycle hub. Results are calculated on the percentage of total respondents (478) who made this comment.

Once again a high number of respondents highlighted the need for better **cycling infrastructure** within Cheltenham, plus a need for confidence that the cycle hub would be **secure** and a trusted place to leave their bikes.

Other comments of note include yet more emphasis on the need for the facility to be free, plus location and the safety of users being key.

Better cycling infrastructure needed	81	16.95%
Roads in poor condition, fix these	16	3.35%
Confidence in the security	74	15.48%
Design for future expansion	4	0.84%
Easy way to report theft / suspicious activity	2	0.42%
High cost would discourage me	19	3.97%
Needs to be free	29	6.07%
If families could share on space	1	0.21%
Locate it near the bus / taxis	4	0.84%
Location is key	41	8.58%
Needs good marketing	1	0.21%
Multiple hub locations	7	1.46%
Needs to be accessible	10	2.09%
Needs to be clean	8	1.67%
Needs to be large enough	7	1.46%
Needs to be weatherproof	10	2.09%
Poor design would discourage me	5	1.05%
Pre book via an app	5	1.05%
Lock provided	1	0.21%
Racks need to be quick and easy to use	6	1.26%
Storage options for residents	1	0.21%
Safety of users	22	4.60%
Suitable space for my bike	3	0.63%
Well lit	13	2.71%