

Bingley Rural Green Travel Project: Survey Results



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Executive Summary

Bingley Rural Green Travel Project takes a community-led approach to sustainable transport engagement, awareness-raising and development. For peri-urban areas such as Bingley Rural, which have become increasingly car-dependent over many decades, the imperative to reduce car use poses particular challenges. Understanding local views, needs and aspirations is key. This one-year project, funded through Shipley Climate Action Fund and run by the village and town councils of Cullingworth, Denholme, Harden and Wilsden, working with Sustrans and Mapping for Change, has set out to engage residents of Bingley Rural and Bingley, as well as some of the area's thousands of visitors.

At a series of 4 roadshow events held in summer/autumn 2021, and through an online survey, people have identified the current barriers to travelling sustainably in and around the Bingley Rural area. They also identified what is needed to enable them to walk, cycle or use public transport more frequently. Crucially, local residents and visitors also expressed interest in and positivity about travelling more sustainably, if these barriers are broken down. A total of 249 surveys were conducted, alongside a range of qualitative input from conversations at the roadshows. This input has been analysed by Sustrans, who produced this report on behalf of the project's steering group.

Car use

The vast majority of survey respondents who lived in the Bingley Rural area used a car most days. However, despite a high reliance on cars, the survey responses, as well as conversations held at the roadshows, demonstrated that people were keen to explore alternatives and had constructive views to feed in.

It is striking that over 90% of those surveyed at St Ives Estate had arrived by car. Significantly, the majority were from outside the Bingley Rural area, highlighting the extent to which the estate brings additional traffic into the area. It also suggests that St Ives Estate – alongside possibly other green spaces in the area - is not adequately accessible and inclusive for those without access to a car. There is a great opportunity to bring in visitors in greener, healthier and more inclusive ways if safe and convenient walking, cycling and public transport connections are created, and awareness raised amongst visitors.

Public Transport

A key theme in the comments, and in conversations at the roadshows, was the extent to which inter-village sustainable transport does not adequately meet people's practical needs. Over a third of respondents thought that public transport was poor. Also significant was people's lack of awareness of public transport as an option. 20% of respondents that lived in the area said they did not know about public transport options in the area, and most visitors to St Ives seemed to struggle to answer the survey question about the quality of local public transport.

“Buses need to be more regular and turn up on time!”

Complaints about buses were mostly around regularity, reliability, expense, the need for evening buses, and the need for better connections (particularly between Denholme and Bingley; between the villages and towns in Bingley Rural; and between trains from Bingley Station and the villages/towns in Bingley Rural).

Another theme in the comments was concern about using public transport due to the pandemic, suggesting a need to (re)build confidence and positivity about public transport.

Walking and cycling

Walking was largely seen to be good in the area. However, a distinction should be drawn between traffic-free leisure routes – often accessed by car, as at St Ives – and an integrated network of active travel routes that connect people to everyday destinations and green spaces. When asked what would enable them to travel more sustainably, the majority of people cited “safer walking and cycling routes.”

Concerns were raised about the width of pavements, particularly in relation to walking with children and prams/pushchairs. More generally, parents raised concerns about the lack of opportunities for children and families to walk and cycle, it not being safe on the roads, and the lack of safe, active access to green spaces like St Ives Estate.

“There is only a very narrow path leaving [Harden] down towards Bingley. The path is just wide enough for one person in places, in a poor state of repair and very overgrown... The speed limit is 40mph but often vehicles travel much faster making walking down this road really quite scary!”

Nearly half of respondents said that cycling options in the area were poor. Key concerns were a lack of safe, segregated cycle lanes, and connectivity to traffic-free routes. There was also frustration about cycle lanes that stop abruptly, such as the one on Main Street in Wilsden.

Emerging conclusions

This project comes at a crucial time, as we seek to recover and rebuild from the pandemic. There is an opportunity to reshape behaviours at a community level, building on the positivity and interest both residents and visitors show in sustainable travel, but as the evidence in this report shows, it will require both further awareness-raising and engagement, and infrastructure and service improvements to overcome practical and perceived barriers.

Sustrans' analysis of feedback from residents and visitors, and discussion by the project steering group, suggests there is a need for:

- a thorough review of public transport routing and timetables, with a joined-up approach between bus and rail operators, West Yorkshire Combined Authority and local councils;
- consideration by local councils and Bradford Council of specific improvements needed to active travel routes between the villages, Bingley, St Ives, and other key conurbations and green spaces, and measures to manage traffic speeds, to make it safer, easier and more pleasant to walk and cycle as a means of travel;
- measures to raise awareness and encourage non-car-based travel (and travel confidence) both among visitors to St Ives and other destinations, as well as local residents.

The next step of the Bingley Rural Green Travel Project is a series of mapping workshops to explore and pinpoint local needs, issues and aspirations in more detail. The local councils of Cullingworth, Denholme, Harden and Wilsden will then be considering how they can take a joined-up approach with Bradford Council and WYCA, to take forward and prioritise improvements to current provision, and deliver further community-led interventions to further raise awareness and increase positivity and confidence around green travel.

1. All Survey Results

This chapter presents the combined results from all of the 249 surveys completed at St Ives Estate, Cullingworth, Wilsden, and on online.

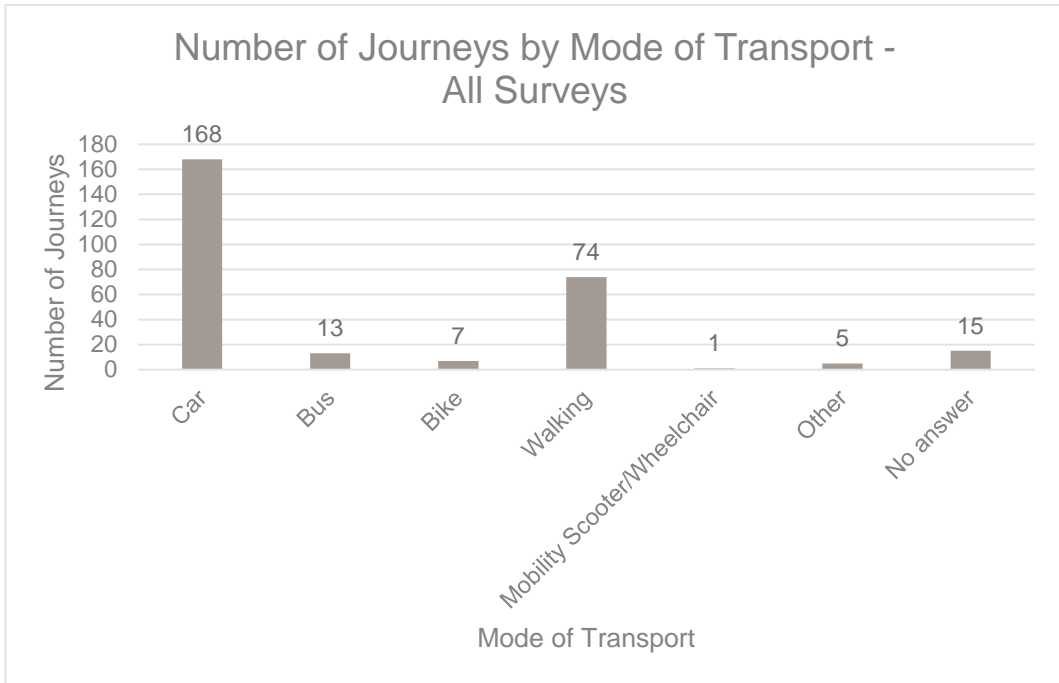
1.1. Where did Survey Respondents Live?

This report presents the results to each of the six survey questions in turn. Question 1 asked: *Do you live in the Bingley Rural area?* The majority of people that completed the surveys lived in Bingley Rural, with 176 out of 249 answering that they lived in the area. A further 21 respondents answered “No but I visit weekly or more,” 17 answered “No but I visit monthly or more,” 26 answered “No and I visit less than monthly,” 2 answered “No and it’s my first visit,” and 7 respondents did not answer this question.

1.2. How Survey Respondents Travelled

Question 2 asked: *How did you travel here today and how many miles have you come? If you travelled by more than one mode, fill in the number of miles for each mode.* This question was re-worded for the web survey, which instead asked: The last time you visited or made a journey in (or out from) the Bingley Rural area, how did you travel? The results have been combined here.

Figure 1: Number of Journeys by Mode of Transport - All Surveys



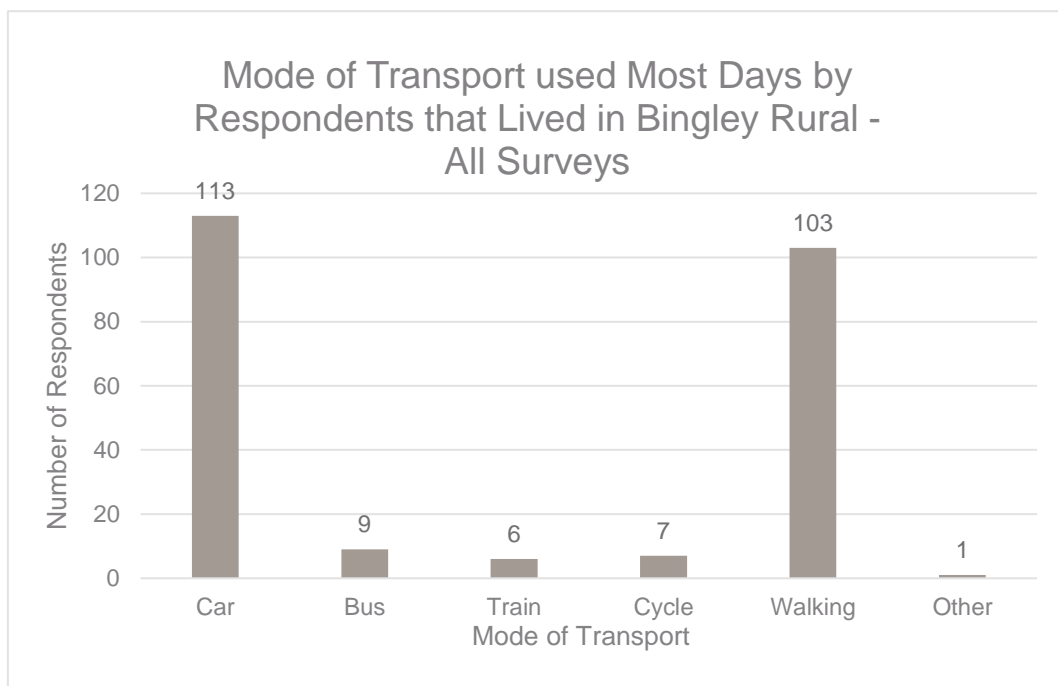
168 of 249 respondents (67%) had travelled by car to reach the destination where the roadshow was held (or had used a car for their last journey in/out of Bingley Rural if they completed the online survey), 74 had walked, 13 used a bus, 7 used a bike, 1 used a mobility scooter/wheelchair, 5 used “other” means of transport, and 15 respondents did not answer the question. This totals 283 responses from 249 respondents, meaning that some respondents must have used more than one mode of transport; for example, a respondent may have driven their car for the first part of the journey and then walked the rest of the way.

The average mileage by mode of transport was also analysed. Respondents that travelled by bike on average covered the furthest distance with 14 miles, followed those that travelled by car (11.19 miles), bus (7.75 miles), other (3.88 miles), mobility scooter/wheelchair (2 miles), and walking (1.89). Cars were the most used mode of transport among survey respondents, covering the second longest distance. While walking was the second most used mode of transport, respondents on average, were only walking a short distance.

1.3. Use of Different Modes of Transport by Survey Respondents that Lived in Bingley Rural

Question 3 asked: *How regularly do you use each of these modes of transport?* Respondents were asked how often they used a car, bus, train, cycled or walked. The frequency options included: most days, once or twice a week, once or twice a month, less often, and never. Only responses from respondents living in the Bingley Rural area were analysed as these were most relevant to the project. Figure 2 below demonstrates how many of the 176 respondents living in Bingley Rural said that they used each mode of transport “most days”.

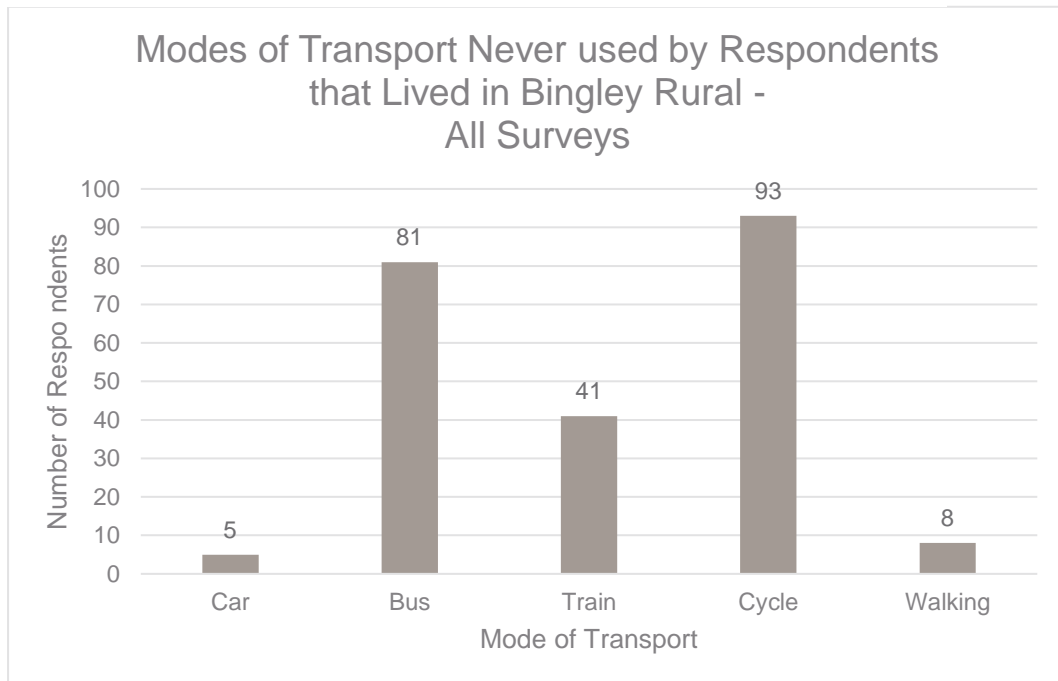
Figure 2: Mode of Transport used Most Days by Respondents that Lived in Bingley Rural - All Surveys



113 respondents (64%) from the Bingley Rural area used a car most days. 103 respondents (59%) walked most days. However, only 9 people (9%) used a bus most days, 7 people (4%) cycled most days, and 6 people (3%) caught a train most days. Only one person said that they used “other” mode of transport most days. The total count for the modes of transport used most days totalled more than the number of respondents from the Bingley Rural area; this means that some respondents used more than one mode of transport most days.

The data was analysed to assess which modes of transport were never used by respondents that lived in Bingley Rural. Figure 3 below shows the responses.

Figure 3: Modes of Transport Never used by Respondents that Lived in Bingley Rural - All Surveys



Only 5 respondents out of 176 that lived in Bingley Rural never used a car, meaning that most respondents used a car at least some of the time. Almost half of respondents (81 out of 176 – 46%) that lived in Bingley Rural never used a bus, and 41 respondents never caught a train. The BRGTP may want to focus some of its efforts on changing the travel habits of people that said they used a car by encouraging and enabling them to use public transport instead. 93 of 176 people never cycled, however, only 8 people said that they never walked.

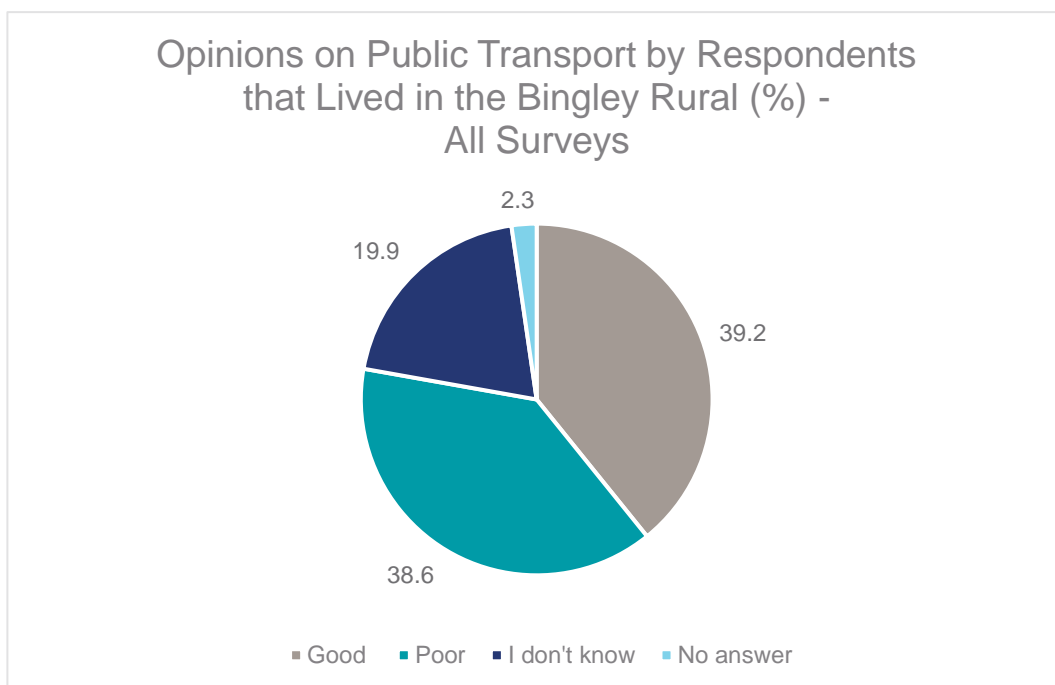
1.4. Opinions on Public Transport, Walking, and Cycling in Bingley Rural

Question 4 asked: *What do you think about public transport, walking, and cycling options in the Bingley Rural area?* The possible answers were “good,” “poor,” and “I don’t know”. The responses are reported below for each mode of transport.

1.4.1 Opinions on Public Transport

When looking at the responses of all respondents, regardless of whether or not they lived in Bingley Rural, 31.3% said “I don’t know” about public transport in the area. Due to the high percentage of people that answered “I don’t know,” further analysis was undertaken to determine the responses from people that lived in the Bingley Rural area only. Figure 4 below shows the responses.

Figure 4: Opinions on Public Transport by Respondents that Lived in the Bingley Rural (%) - All Surveys

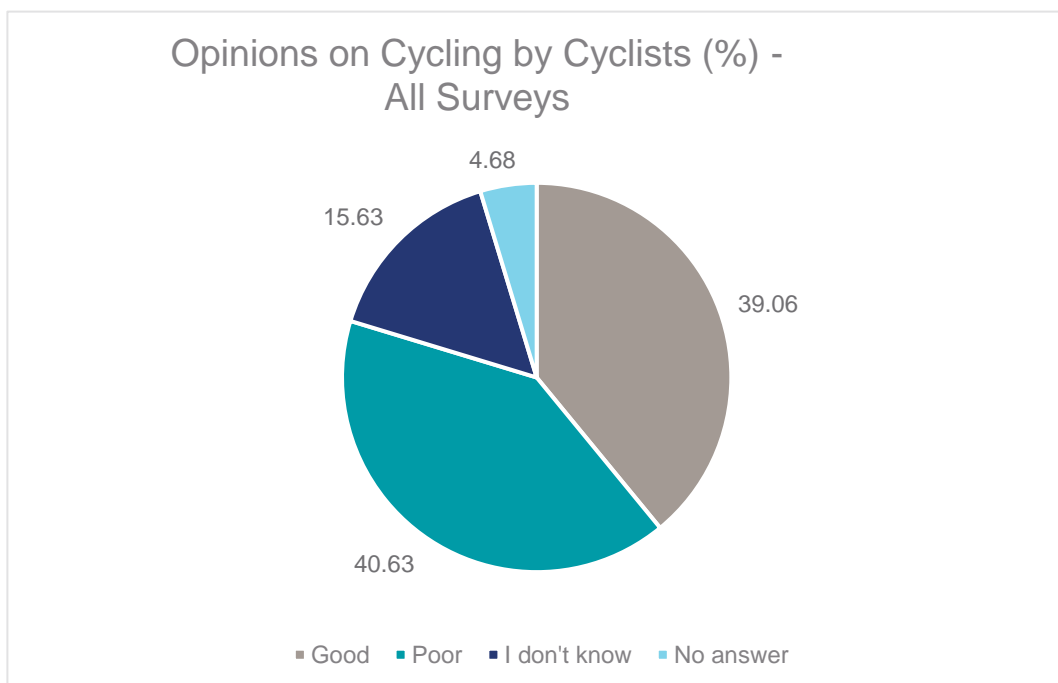


When analysing the answers of 176 respondents that lived in the Bingley Rural area, the percentage of respondents who answered “I don’t know” about public transport is considerably smaller than when looking at the answers of all respondents (19.9% or 35 respondents). 39.2% of respondents from the Bingley Rural area (69 respondents) said that public transport options were good, 38.6% (68 respondents) said that they were poor, and 2.3% (4 respondents) did not answer the question. Almost the same percentage of respondents said that public transport was poor as said it was good. However, the qualitative data collected demonstrates that there are many areas for improvement (see section 1.6.1). As nearly 20% of respondents from the area said that they did not know about public transport, an information campaign may be needed, particularly if services are improved as part of the project.

1.4.2. Opinions on Cycling

Due to the high percentage of overall respondents who answered “I don’t know” when asked about cycling options in the Bingley Rural area, the responses of cyclists only were analysed. For the purpose of analysis, a respondent was classed as a cyclist if they answered in Question 3 that they cycled “most days,” “once or twice a week,” “once or twice a month” or “less often”. In total, 64 cyclists completed the survey. Figure 5 below shows the responses by cyclists.

Figure 5: Opinions on Cycling by Cyclists (%) - All Surveys

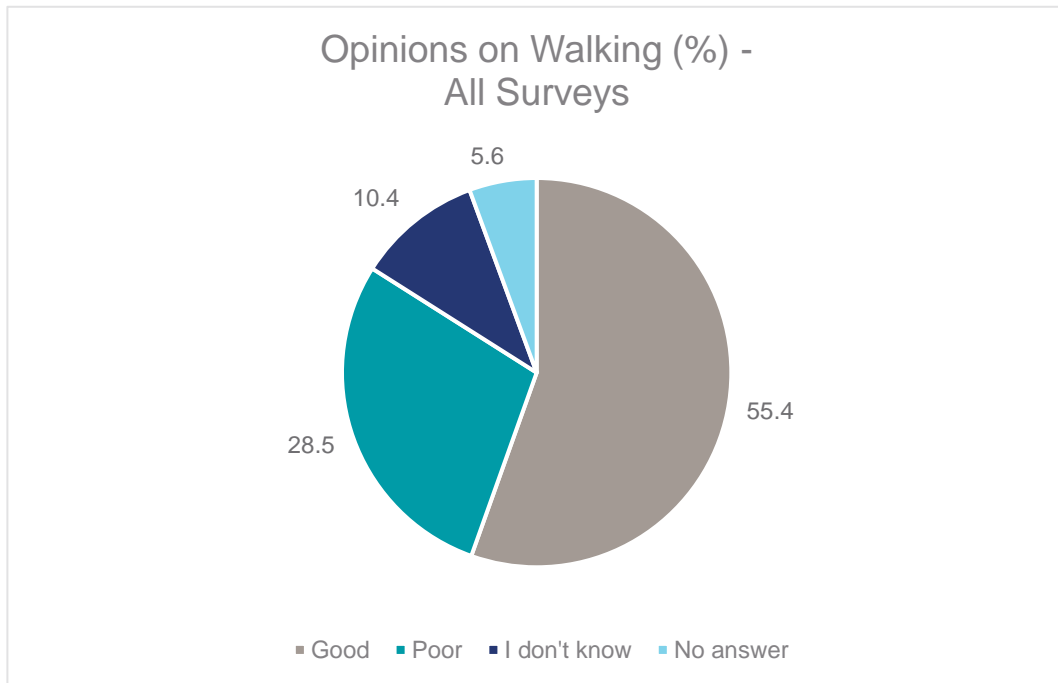


When looking at the responses of cyclists 39.06% (25 cyclists) thought that cycling options in Bingley Rural were good, while 40.63% (26 cyclists) said they were poor, 15.63% (10 cyclists) said “I don’t know” and 4.68% (3 cyclists) did not answer the question. While nearly the same percentage of cyclists said that cycling options were good as said they were poor, the qualitative data shows that safety was a concern for many cyclists and potential cyclists. There were calls for more cycle lanes and traffic-free routes (see section 1.6.2). This is supported by the majority of respondents saying that “safer walking and cycling routes” would enable them to travel more sustainably.

1.4.3. Opinions on Walking

Figure 6 below shows the opinions that all 249 survey respondents had on walking options in Bingley Rural.

Figure 6: Opinions on Walking - All Surveys

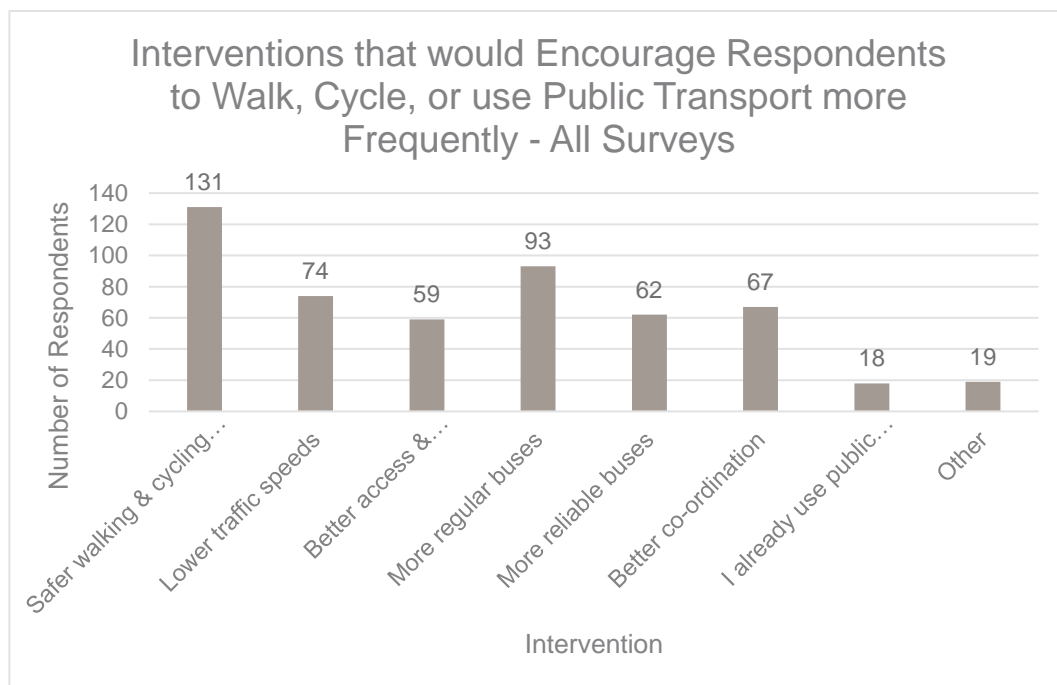


Walking in Bingley Rural was mostly seen to be good, with 55.4% of respondents (138 respondents) selecting this answer. 28.5% (71 respondents) said that walking options were poor, 10.4% (26 respondents) said “I don’t know,” and 5.6% (14 respondents) did not answer the question. However, some respondents that answered “good” may have been thinking about walking in green spaces such as St Ives Estate, as the qualitative data demonstrates safety concerns by many respondents with regards to walking on paths along some roads in the area (see section 1.6.3.). This is supported by the finding that the majority of respondents said that safer walking and cycling routes would encourage or enable them to walk or cycle more (see section 1.5. below).

1.5. Encouraging and Enabling use of Public Transport, Walking, and Cycling

Question 5 of the survey asked: *What would encourage or enable you to use public transport, walking and cycling to get to or around the Bingley Rural area (tick up to three)?* The options to choose from included: safer walking and cycling routes, lower traffic speeds, better access and facilities for cyclists, more regular buses, more reliable buses, better co-ordination of buses with local trains, I already use public transport/walk/cycle most of the time, and other. Respondents could choose up to 3 options, some chose less. A small number of respondents selected more than 3 options so only their first 3 answers were counted.

Figure 7: Interventions that would Encourage Respondents to Walk, Cycle, or use Public Transport more Frequently - All Surveys



Safer walking and cycling routes was chosen as the most popular intervention to encourage respondents, with 131 respondents selecting this option. This followed by: more regular buses (93), lower traffic speeds (74), better co-ordination of buses with local trains (67), more reliable buses (62), and better access & facilities for cyclists (59). In addition, 19 respondents said “other” inventions would encourage or enable them, and 18 respondents said “I already use public transport/walk/cycle most of the time”.

1.6. Views and Ideas from Survey Respondents

The final section of the survey told respondents “Use the box below to provide any further views or ideas you have on how we can encourage and improve walking, cycling, or public transport in the Bingley Rural area”. Comments for each set of surveys are provided in the Appendices of this report. The comments are summarized below in sections 1.6.1-1.6.3.

1.6.1. Public Transport

Complaints about public transport were almost all related to buses. The complaints were mostly around regularity and reliability of buses. This is unsurprising given that “more regular buses” was the second most popular intervention that survey respondents said would increase the frequency with which they walk, cycle or use public transport.

“Buses need to be more regular and turn up on time!”

“The reliability of buses is key to me. I use First Bus and in talking with other passengers the general feeling is that the service is deteriorating with busses not turning up as scheduled. Due to this unreliability my use of taxis has increased”.

Other issues related to buses that were captured in the comments included expense, the need for more and later evening buses, and the size of buses going through the villages (double-decker buses were seen to be too big and unnecessary).

“The bus fare from Harden to Bingley is ridiculous, it’s cheaper for us to get a taxi in”.

There were also several comments about the need for buses to go to more destinations; particularly from Denholme to Bingley town centre. Respondents also wanted to see better connectivity between the villages in Bingley Rural.

“I live in Denholme, work in Bingley but have to use my car otherwise it is several long bus journeys”.

In addition, there were several comments made on the survey, and to staff at the roadshows, about respondents being afraid to use public transport due to the Covid-19 pandemic.

Feedback from the surveys suggests that there is a need for a thorough review of public transport routing, timetables, and ticket pricing. Also, people need to feel confident that measures are being taken to ensure that users do not catch Covid on public transport.

Promotion and advertising will be important given the percentage of respondents that said that they did not know about public transport in the area.

1.6.2. Cycling

Safety was a key issues for most cyclists, especially when it came to cycling with children. Many cyclists wanted to see more cycle lanes, more traffic-free routes, and better connections to traffic-free routes.

“I would never take my bike down [Harden Road]...it feels really dangerous for me and unobtainable for the kids. A bike path or lane would be an incredible addition to the community”.

The cycle lane on Main Street in Wilsden was mentioned as problematic by several survey respondents.

“Safe road links between bridleways for cycling are patchy... [The] cycle lane along Wilsden Main Street narrows & stops in places”.

In order for rates of cycling to increase, cyclists need to feel safe, and parents need to feel that their children will be safe. Segregation of cyclists from motor vehicles should be provided in line with current design guidance (LTN 1/20).

1.6.3. Walking

When asked on their opinion of walking options in the Bingley Rural area, walking was largely seen to be good. However, this may have been in relation to traffic-free leisure routes as many comments on the survey demonstrated that there were concerns about walking on pavements along some roads in the area. In particular, safety concerns were raised about walking with children and prams/pushchairs, especially on the path along Harden Road to Bingley town centre. This correlates with the finding that “safer walking and cycling routes” was the most popular intervention that would encourage respondents to walk, cycle, or use public transport more frequently.

“There is only a very narrow path leaving [Harden] down towards Bingley. The path is just wide enough for one person in places, in a poor state of repair and very overgrown... The speed limit is 40mph but often vehicles travel much faster making walking down this road really quite scary!”

Some of the respondents that walked to St Ives Estate told staff at the roadshows that it did not feel safe to walk there. Given that several of the respondents that drove to the estate lived one mile or less from the estate, these people could be targeted to encourage them to walk instead in the future. However, this is only likely to happen if they perceive it to be safe to do so.

1.7. Conclusion

In conclusion, car usage was high with the majority of people travelling to the roadshows by car (or using a car for their last journey in/out of Bingley Rural). Most respondents that lived in Bingley Rural reported that they used a car most days. However, despite a high reliance on cars, the survey responses, as well as conversations held at the roadshows, demonstrated that people were keen to explore alternatives and had constructive views to feed in.

Conversely, public transport use and cycling rates were low. Opinion was split about public transport and cycling options. Over a third of respondents from Bingley Rural said that public transport was poor. However, nearly the same proportion thought it was good. Likewise, amongst those who cycled, there was a similar divide. Walking rates were generally high. Over half of respondents said walking options in Bingley Rural were good. However, there is room for improvement as the majority cited “safer walking and cycling routes” as the intervention most likely to enable them to travel more sustainably. This is supported by several comments made about the need for cycle lanes and traffic-free cycling routes, and also comments about walking related to the need for some footpaths to be improved and the need for more footpaths to be added. Several comments were also made about speeding and speed limits in the area, which if addressed, may make walking and cycling routes safer.

Large numbers of respondents said that they did not know about cycling and public transport options in the area. More information is needed and it needs to be easily available. A campaign that encourages people to try out newly improved services and infrastructure could change the travel habits of some car users.

2. St Ives Estate Survey Results

Two roadshows were held at St Ives Estate, a public park in Harden, Bingley Rural. A total of 76 surveys were completed. The survey responses from both roadshows were analysed together and the results are provided in this chapter.

2.1. Where did Survey Respondents Live?

Question 1 on the survey asked: *Do you live in the Bingley Rural area?* Most people visiting the St Ives Estate did not live in the Bingley Rural area. Of the 75 responses collected, 20 people lived in the Bingley Rural area, 12 did not live in the area but visited weekly, 14 did not live in the area but visited monthly or more, 25 visited less than monthly, 2 respondents were visiting of the first time, and 2 people did not answer the question.

2.2. How Survey Respondents Travelled

Question 2 asked: *How did you travel here today and how many miles have you come? If you travelled by more than one mode, fill in the number of miles for each mode.* The majority of respondents travelled to St Ives by car, with 70 out of 75 respondents saying that they used a car for at least some of the journey, and 68 of the respondents saying that they used the car for the whole journey. 6 out of the 75 respondents walked to St Ives but 2 of the 6 used the car for some of the journey. No respondents used a bus, bike, or wheelchair/mobility scooter. 2 respondents said that they used “other” means of transport to get to St Ives.

Figure 8: Number of Journeys by Mode of Transport – St Ives Estate Surveys

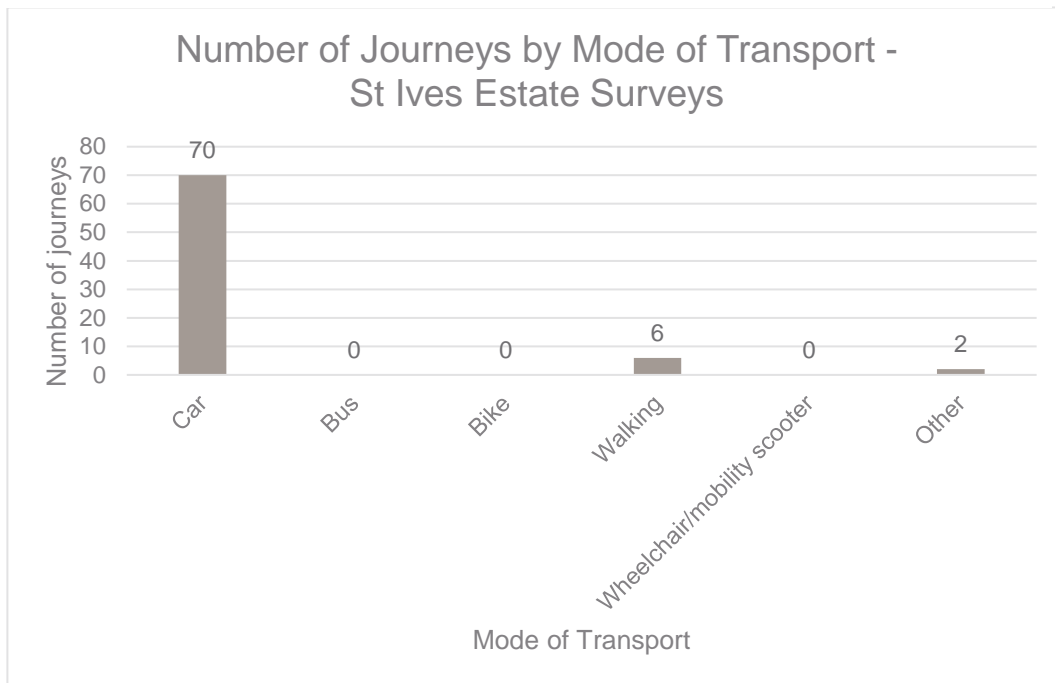


Figure 8 above shows that the number of journeys to St Ives Estate equalled 78 but there were only 75 respondents that completed the survey. There are more journeys because some respondents used two modes of transport to travel to St Ives Estate.

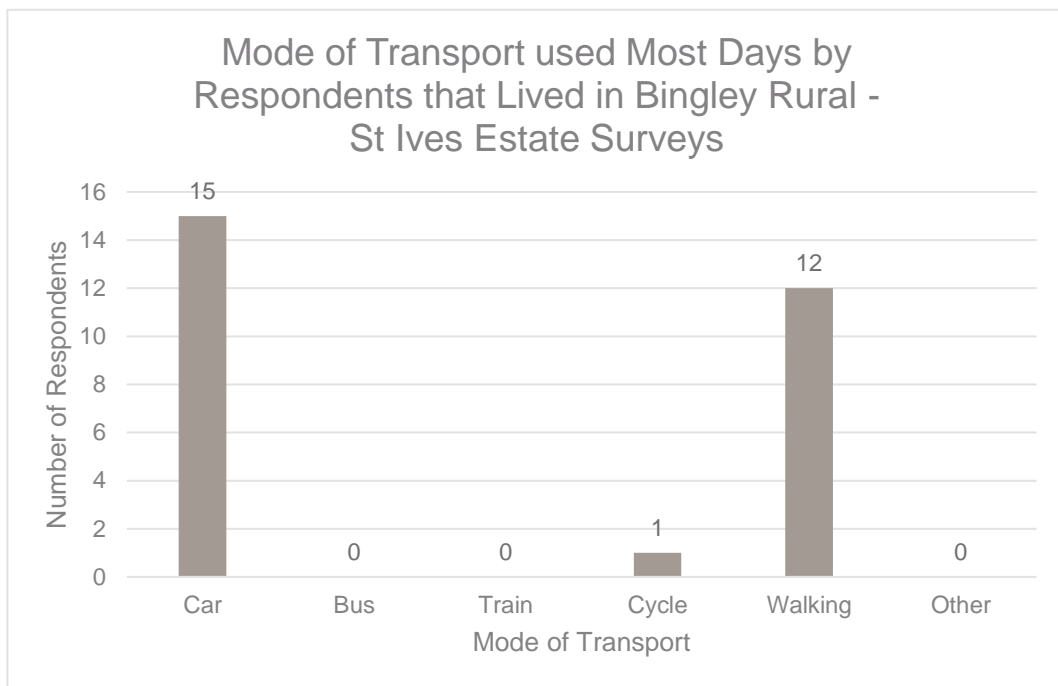
Given the high rate of car usage to access St Ives Estate, there may be scope for the BRGTP to work with the council, who own the park, to encourage and enable more sustainable methods of travelling to the estate. Car journeys varied between 0.5 and 20 miles, with the average mileage being 5.38 miles. Those who walked averaged 2.16 miles, and those using “other” modes of transport averaged 4.75 miles. Those travelling short distances by car could be targeted by BRGTP to encourage them to walk, cycle or use public transport instead.

2.3. Use of Different Modes of Transport by Survey Respondents that Lived in Bingley Rural

Question 3 asked: *How regularly do you use each of these modes of transport?* Respondents were asked how often they used a car, bus, train, cycled or walked. The frequency options

included: most days, once or twice a week, once or twice a month, less often, and never. Figure 9 below shows the modes of transport used most days by respondents who lived in the Bingley Rural area.

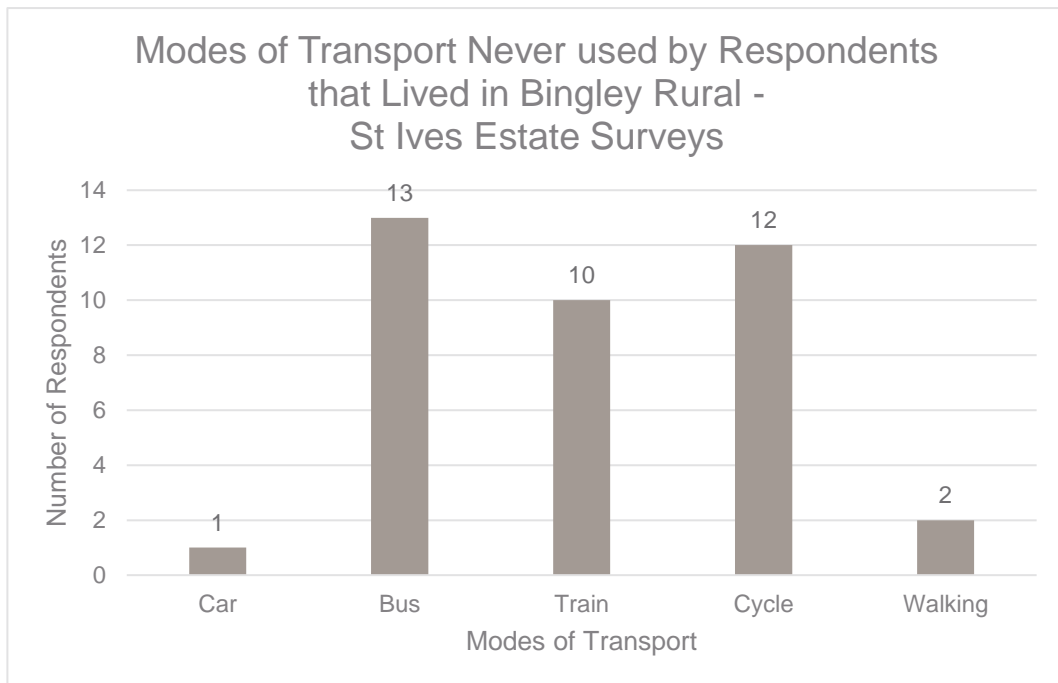
Figure 9: Mode of Transport used Most Days by Respondents that Lived in Bingley Rural - St Ives Estate Surveys



Out of the 20 respondents that lived in Bingley Rural, 15 used a car most days (75%), 12 walked most days (60%), and 1 cycled most days (5%). No respondents used a bus, train or other mode of transport most days. While there were only 20 respondents that lived in Bingley Rural, there were 28 responses to this question, meaning that some respondents use more than one mode of transport most days.

The data was also analysed to determine which modes of transport are never used by respondents from Bingley Rural. Figure 10 below shows the results.

Figure 10: Modes of Transport Never used by Respondents that Lived in Bingley Rural - St Ives Estate Surveys



Out of 20 respondents that lived in Bingley Rural, 13 never used a bus (65%), 12 never cycled (60%), 10 never caught a train (50%), 2 never walked (10%), and 1 never used a car (5%).

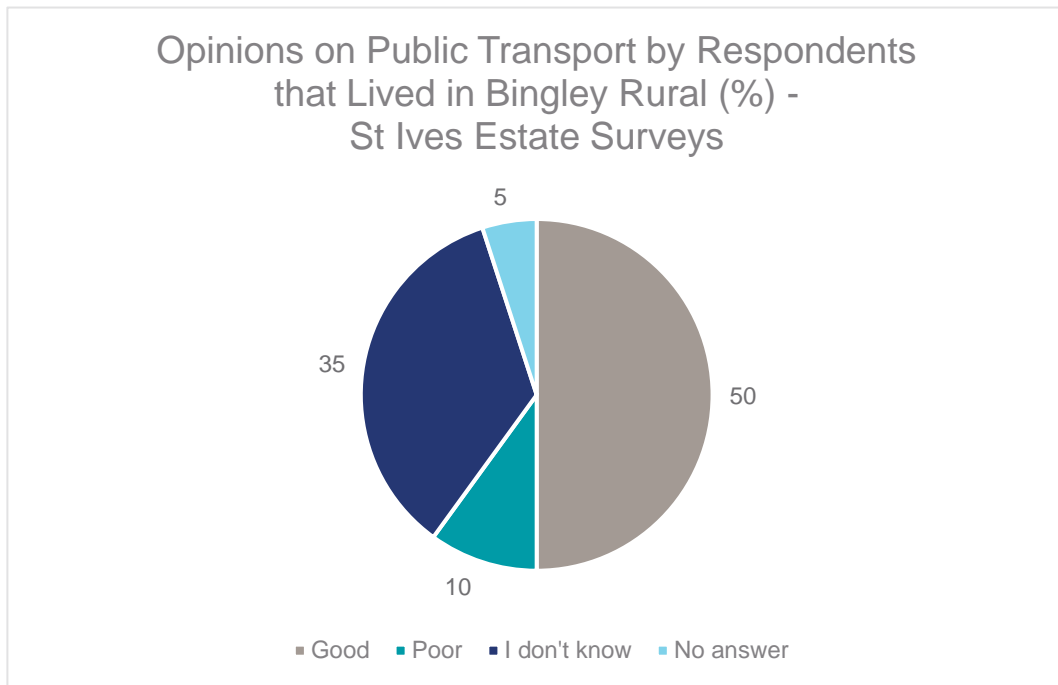
2.4. Opinions on Walking, Cycling, and Public Transport in Bingley Rural

Question 4 asked: *What do you think about public transport, walking, and cycling options in the Bingley Rural area?* The response options were “good,” “poor,” and “I don’t know”. The responses are reported below for each mode of transport.

2.4.1. Opinions on Public Transport

Initial analysis of the responses from all surveys carried out at St Ives Estate showed that 60% of people did not know about public transport options in Bingley Rural. Due to this high response of “I don’t know,” further analysis was conducted to determine the views of respondents who lived in Bingley Rural only. The results are presented in Figure 12 below.

Figure 11: Opinions on Public Transport by Respondents that Lived in Bingley Rural (%) - St Ives Estate Surveys

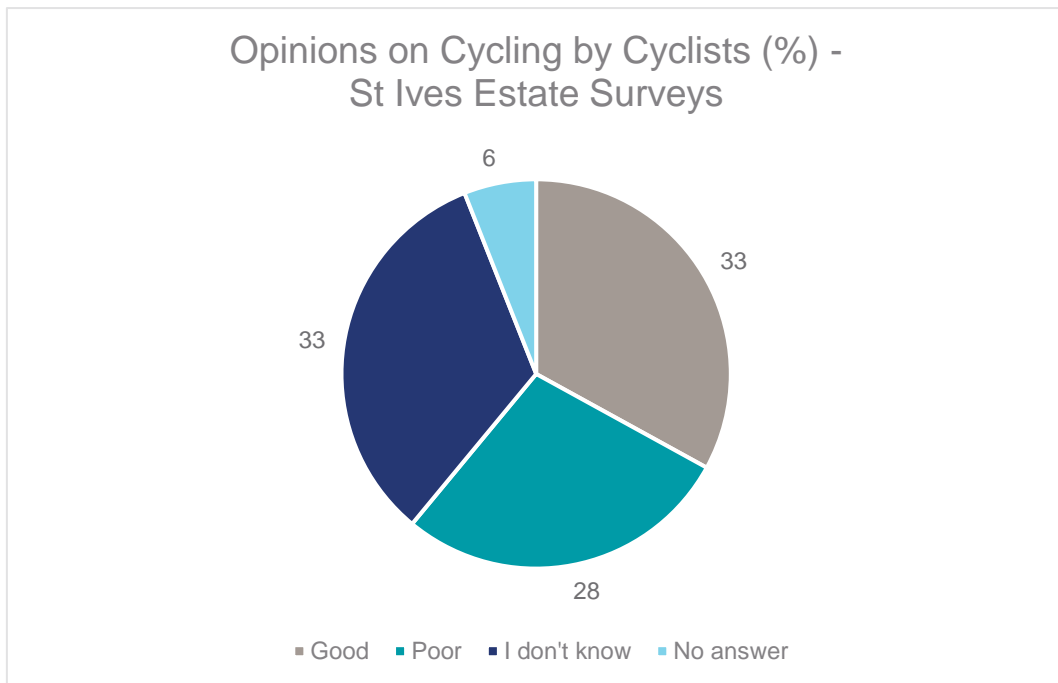


Opinions of the 20 respondents that lived in Bingley Rural on public transport options were as follows: 50% (10 respondents) good, 10% (2 respondents) poor, 35% (7 respondents) I don't know, and 5% (1 respondent) no answer. While half of respondents thought that public transport was good, the large proportion of respondents that did not know about public transport could be due to low usage rates, as reported in section 2.3. of this report. It may also be due to a lack of information.

2.4.1. Opinions on Cycling

Initial analysis of all surveys conducted at St Ives Estate showed that 51% answered "I don't know" when asked about their opinion on cycling in Bingley Rural. Therefore, the opinions of cyclists only were analysed. A respondent was classed as a cyclist if they answered in Question 3 that they cycled "most days," "once or twice a week," "once or twice a month" or "less often". Figure 12 below shows the responses by cyclists.

Figure 12: Opinions on Cycling by Cyclists - St Ives Estate

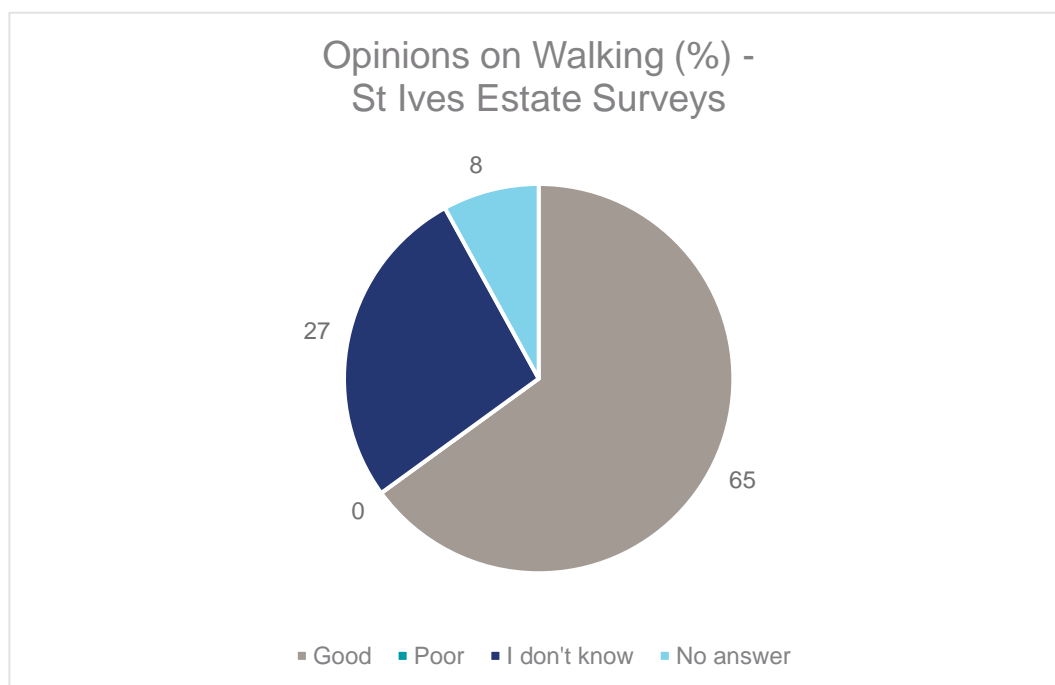


Out of the 18 cyclists that completed the survey at St Ives Estate, 33% (6 cyclists) said that cycling options in Bingley Rural were good, 28% (5 cyclists) said they were poor, 33% (6 cyclists) said "I don't know," and 6% (1 cyclist) did not answer the question.

2.4.2. Opinions on Walking

All the surveys that were conducted at St Ives Estate we analysed to determine respondents' opinions on walking in Bingley Rural. The results are presented in Figure 13 below.

Figure 13: Opinions on Walking (%) - St Ives Estate Surveys



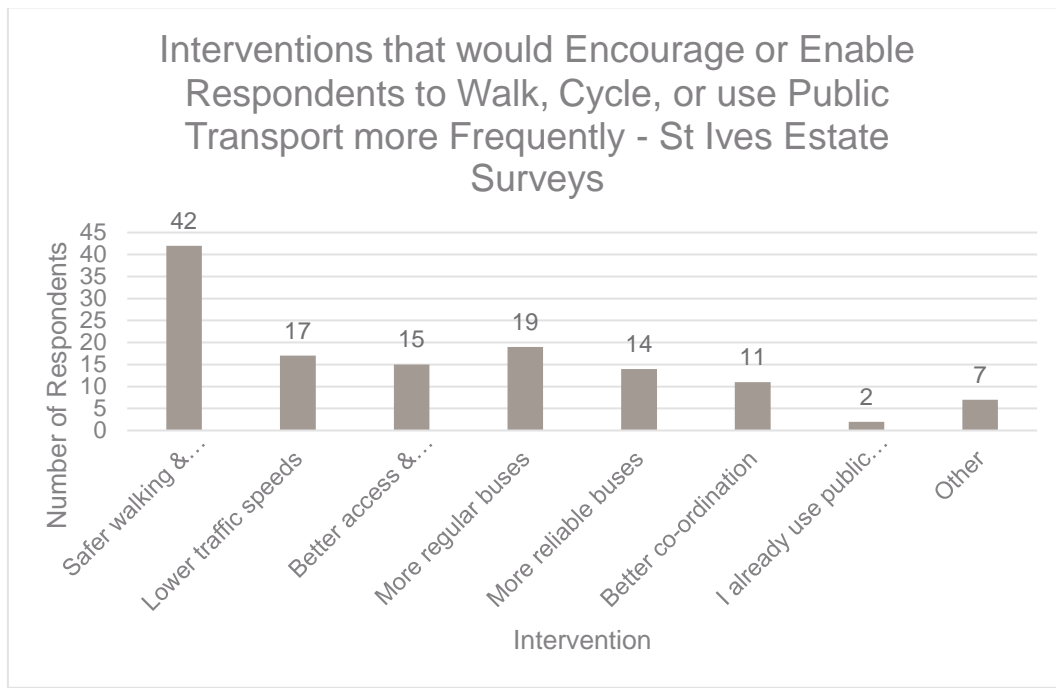
Out of the 75 surveys conducted, 65% of respondents (49 respondents) said that walking options in Bingley Rural were good. No respondents said that walking was poor, 27% (20 respondents) said “I don’t know” and 8% (6 respondents) chose not to answer the question. However, given that many of the respondents had been/were going for walk at St Ives Estate, they may have been referring to walking in this green space, rather than walking for transport, given that 55 of the 75 respondents (73%) said that safer walking and cycling routes would encourage them to walk or cycle more to get to or around the Bingley Rural area (see section 2.5. of this report for more information).

2.5. Encouraging and Enabling use of Public Transport, Walking and Cycling

Question 5 of the survey asked: *What would encourage or enable you to use public transport, walking and cycling to get to or around the Bingley Rural area (tick up to three)?* Possible answers included: safer walking and cycling routes, lower traffic speeds, better access and facilities for cyclists, more regular buses, more reliable buses, better co-ordination of buses with local trains, I already use public transport/walk/cycle most of the time, and other. Survey respondents could select up to 3 answers. A small number of respondents selected more

than 3 options so only their first 3 answers were counted. Some respondents chose less than 3 answers. The results are presented in Figure 14 below.

Figure 14: Interventions that would Encourage or Enable Respondents to Walk, Cycle, or use Public Transport more Frequently – St Ives Estate Surveys



Safer walking and cycling routes was the most popular intervention that respondents said would encourage them to walk, cycle or use public transport more frequently; 55 of 75 respondents chose this option. This was followed in popularity by more regular buses (47 respondents), and better co-ordination of buses with local trains (39 respondents).

The comments made by some respondents that selected “other” in response to question 5 are provided in Appendix 1.

2.6. Views and ideas from survey respondents

The final section of the survey provided a comment box for respondents to make suggestions as to how walking, cycling, and public transport could be improved in Bingley Rural. Comments on cycling mostly related to the need for cycle lanes and more traffic-free routes. Comments on public transport mostly related to buses not being regular enough. Some of the comments on walking referred to specific areas that need improvement, including the path

from Harden into Bingley, and along Keighley Road. All comments from the surveys conducted at St Ives Estate are provided in Appendix 2.

2.7. Conclusion

The vast majority of visitors to St Ives Estate that completed the survey travelled by car. Significantly, the majority were from outside the Bingley Rural area, highlighting the extent to which the estate brings additional traffic into the area. It also suggests that St Ives Estate is not currently adequately accessible and inclusive for those without access to a car.

Several of the survey respondents that travelled to St Ives Estate by car lived within 1 mile of the estate. People living close to the estate could be targeted and encouraged to walk or cycle to the estate. This is more likely to happen if the walking route along Harden Road to St Ives Estate is improved. Two comments referred to the need for the path from Harden to Bingley, which runs past St Ives Estate, to be improved (more comments were made about this on the online survey). Also, in conversations between staff at the roadshows at St Ives Estate and walkers, the walkers explained that it did not feel safe to walk to the estate. There is a great opportunity to bring in visitors in greener, healthier and more inclusive ways if safe and convenient walking, cycling and public transport connections are created, and awareness raised amongst visitors.

As the majority of respondents said that they did not know about public transport options in the area, there is an opportunity to provide information at the estate given that there is a bus stop at the entrance to the estate. One respondent explained to a Sustrans staff member that she did not know that it was possible to get a bus to St Ives Estate and that there did not seem to be any information at the estate about buses that run there. This may be an area for improvement.

3. Cullingworth Survey Results

Surveys were conducted at an event at Cullingworth Village Hall in Bingley Rural, which was aimed at local residents. The results of the 30 surveys conducted are reported in this chapter.

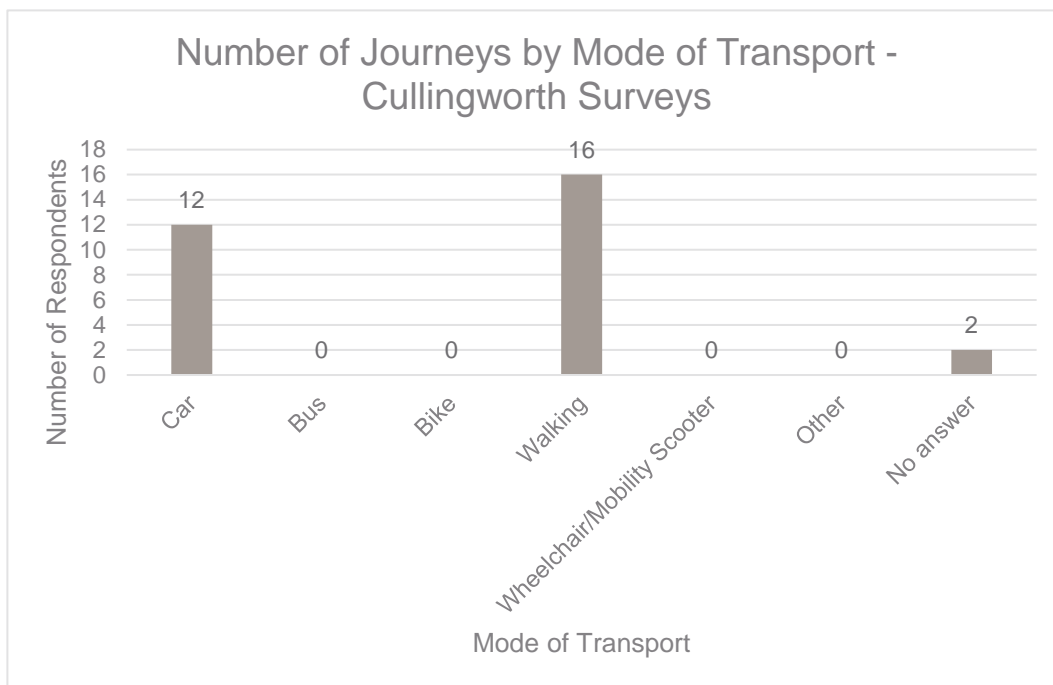
3.1. Where did Survey Respondents Live?

Question 1 on the survey asked: *Do you live in the Bingley Rural area?* Of the 30 survey responses, 26 respondents lived in the Bingley Rural area, 1 answered “no but I visit monthly or more,” and 3 respondents did not answer the question.

3.2. How Survey Respondents Travelled

Question 2 of the survey asked respondents: *How did you travel here today and how many miles have you come? If you travelled by more than one mode, fill in the number of miles for each mode.* Figure 15 below shows the responses.

Figure 15: Number of Journeys by Mode of Transport - Cullingworth

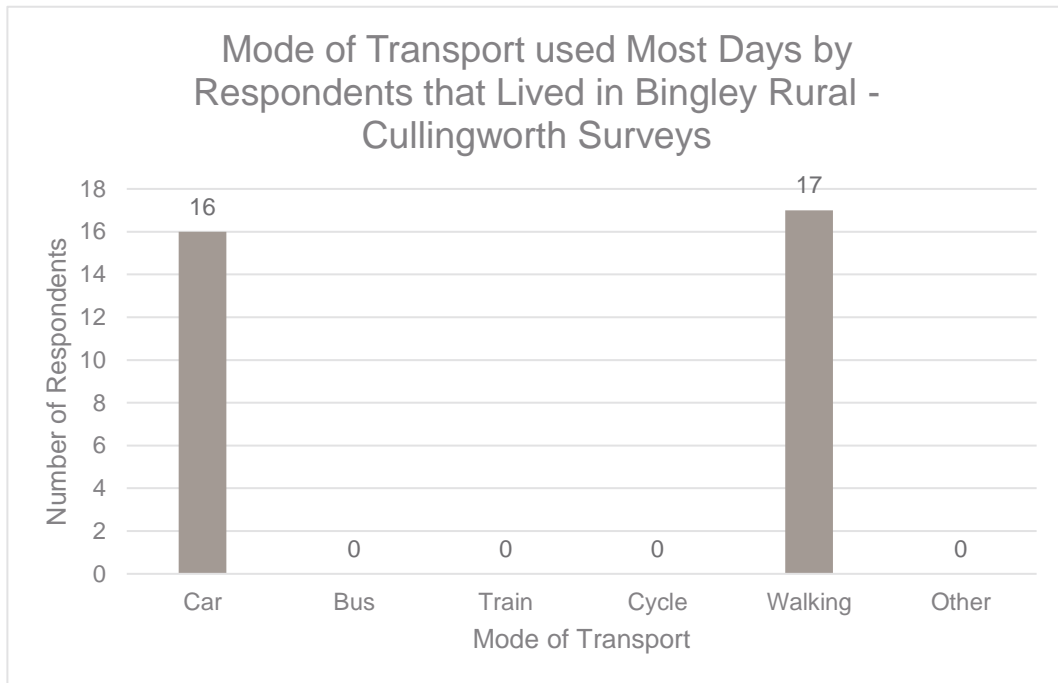


Of the 30 respondents, 16 walked to the village hall, and 12 travelled by car. No respondents travelled by bus, bike, or wheelchair/mobility scooter. 2 respondents did not answer the question. Those travelling by car, on average, travelled further than those who walked to the village hall. On average, respondents that travelled by car came 2.83 miles while those who walked averaged 0.53 miles. Of the 12 people that travelled by car, 8 came less than 1 mile; there could be an opportunity to encourage people to travel more sustainably for short journeys.

3.3. Use of Different Modes of Transport by Survey Respondents that Lived in Bingley Rural

Survey respondents were asked: *How regularly do you use each of these modes of transport?* Types of transport included: car, bus, train, cycle or walk. The frequency options included: most days, once or twice a week, once or twice a month, less often, and never. Figure 16 below shows the modes of transport used most days by respondents who lived in the Bingley Rural area.

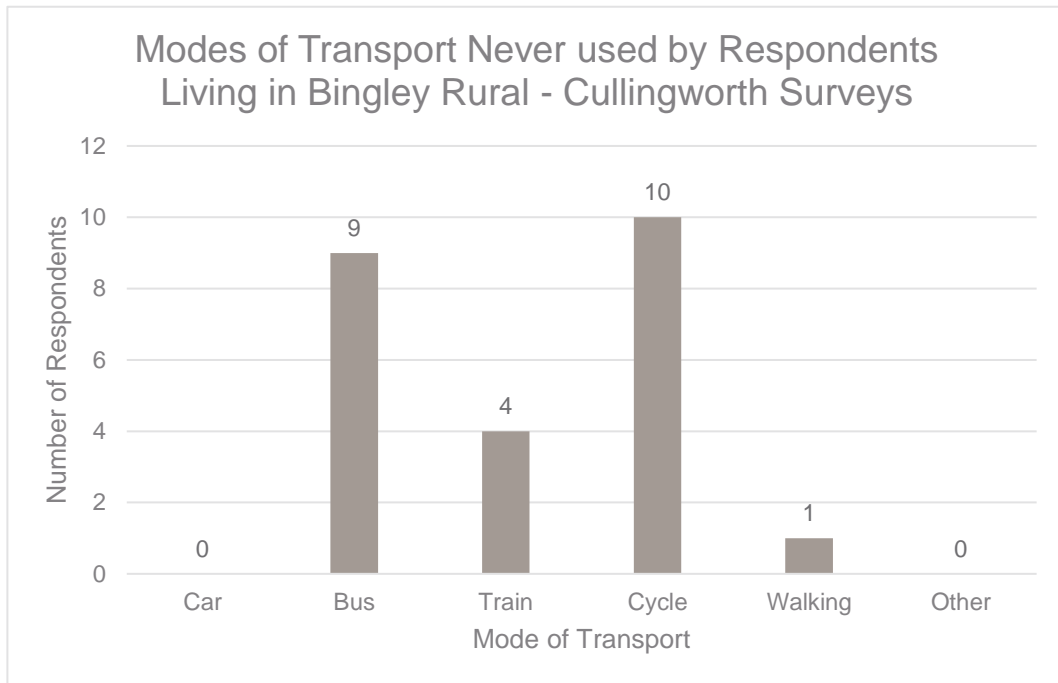
Figure 16: Mode of Transport used Most Days by Respondents that Lived in Bingley Rural - Cullingworth Surveys



Out of the 26 respondents from the Bingley Rural area, 17 walked most days (65%), and 16 (62%) used a car most days. No respondents said that they used a bus, train, cycled, or used another form of transport most days.

The data from the Cullingworth surveys was analysed to ascertain which modes of transport were never used by respondents from Bingley Rural. The results are presented in Figure 17 below.

Figure 17: Modes of Transport Never used by Respondents that Lived in Bingley Rural - Cullingworth Surveys



Out of 26 respondents that lived in Bingley Rural, 10 never cycled, 9 never caught a bus, 4 never used a train, and 1 never walked. No respondents said that they never use a car.

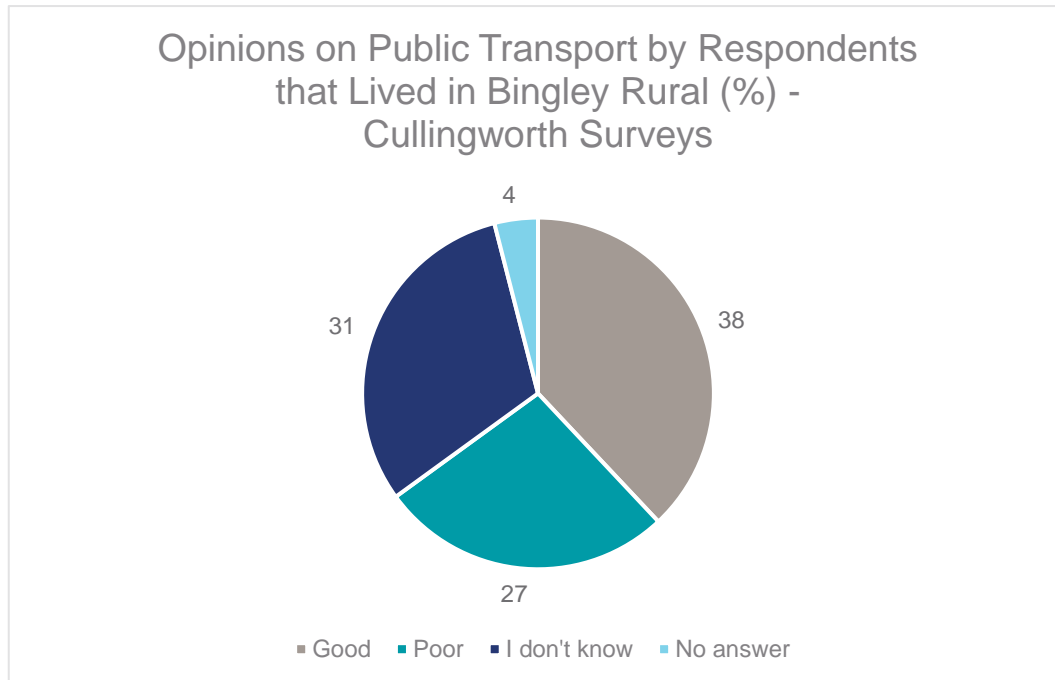
3.4. Opinions on Walking, Cycling, and Public Transport in Bingley Rural

Question 4 asked: *What do you think about public transport, walking, and cycling options in the Bingley Rural area?* The response options were “good,” “poor,” and “I don’t know”. The responses are reported below for each mode of transport.

3.4.1. Opinions on Public Transport

Analysis of all of the surveys conducted at Cullingworth Village Hall found that 33% of respondents said “I don’t know” about public transport in the Bingley Rural area. Due to this high percentage rate, further analysis was carried out to determine the opinions of respondents that lived in the Bingley Rural area. The responses are shown in Figure 18 below.

Figure 18: Opinions on Public Transport by Respondents that Lived in Bingley Rural (%) - Cullingworth Surveys

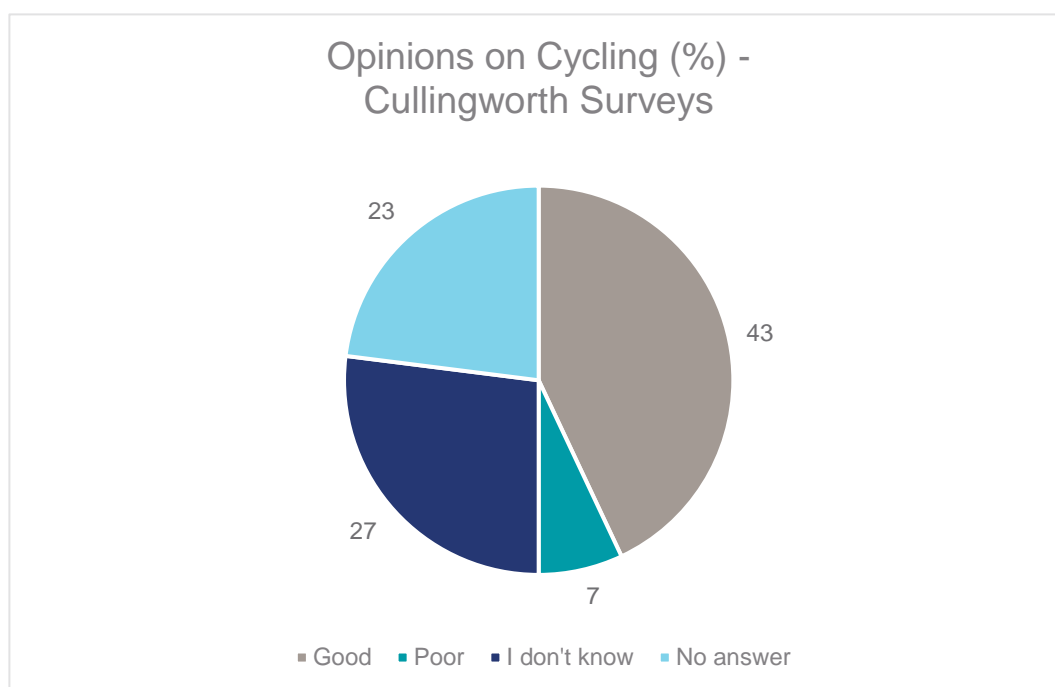


Out of the 26 respondents that lived in the Bingley Rural area, there was still a high percentage of respondents (31% - 8 respondents) that answered “I don’t know”. This was expected given that 9 respondents from Bingley Rural said that they never get a bus and 4 said that they never get a train. 38% (10 respondents) said that public transport was good, 27% (7 respondents) said it was poor, and 4% (1 respondent) did not answer the question.

3.4.2. Opinions on Cycling

The responses of all survey respondents were analysed to determine opinions on cycling options in the Bingley Rural area. The responses are represented in Figure 19 below.

Figure 19: Opinions on Cycling in Bingley Rural - Cullingworth Surveys

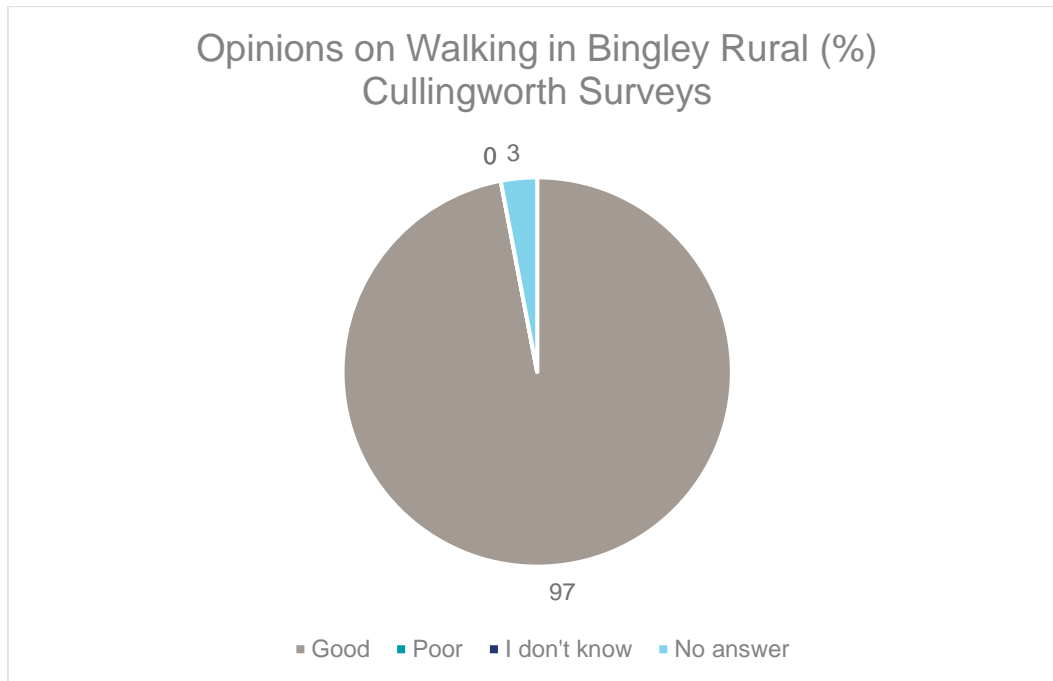


43% of respondents (13 respondents) thought that cycling options were good, 7% thought that they were poor (2 respondents), 27% (8 respondents) answered "I don't know" and 23% (7 respondents) did not answer the question. The high percentage of respondents that said "I don't know" about cycling options in Bingley Rural was expected as only 4 out of the 30 respondents said that they cycled. Given the small sample size of cyclists, analysis was not undertaken to determine percentage rates for cyclists only. However, of the 4 respondents that cycled, 2 said that cycling was good, 1 said "I don't know," and 1 did not answer the question.

3.4.3. Opinions on Walking

The Cullingworth surveys were analysed to determine opinions on walking in Bingley Rural. The results are shown in Figure 20 below.

Figure 20: Opinions on Walking in Bingley Rural (%) - Cullingworth Surveys

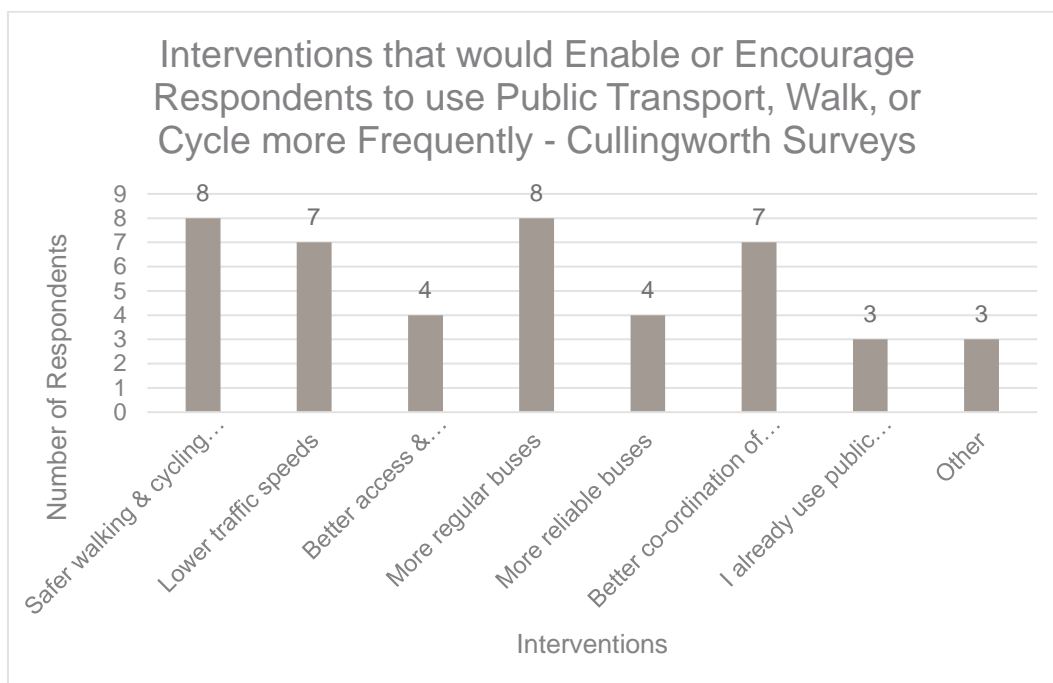


Out of the 30 respondents, 29 (97%) said that walking in Bingley Rural was good, while only one respondent (3%) said that it was poor. This was despite 8 of the 30 respondents saying that they wanted to see safer walking and cycling routes (see section 3.5. below).

3.5. Encouraging and Enabling use of Public Transport, Walking and Cycling

Question 5 of the survey asked: *What would encourage or enable you to use public transport, walking and cycling to get to or around the Bingley Rural area (tick up to three)?* Possible answers included: safer walking and cycling routes, lower traffic speeds, better access and facilities for cyclists, more regular buses, more reliable buses, better co-ordination of buses with local trains, I already use public transport/walk/cycle most of the time, and other. Survey respondents could choose up to 3 answers. A small number of respondents selected more than 3 answers so only their first 3 answers were counted. Some respondents chose fewer than 3 answers. The results are presented in Figure 21 below.

Figure 21: Interventions that would Enable or Encourage Respondents to use Public Transport, Walk, or Cycle more Frequently - Cullingworth Surveys



The top responses were safer walking and cycling routes, and more regular buses (8 respondents each). This was followed by lower traffic speeds, and better co-ordination of buses with local trains (7 respondents each).

3.6. Views and ideas from survey respondents

10 respondents made comments about improving walking, cycling, or public transport in the Bingley Rural area. These were mostly about public transport, in particular the need for more regular buses. This supports the finding that “more regular buses” was the most wanted intervention to encourage or enable respondents to walk, cycle, or use public transport more frequently (along with safer walking and cycling routes). Speeding cars were also mentioned several times in the comments. All of the comments are presented in Appendix 3 of this report.

3.7. Conclusion

In conclusion, 30 surveys were conducted at Cullingworth Village Hall. The main area for improvement from the perspective of respondents was found to be public transport. No respondents travelled to the roadshow by public transport and no respondents that lived in the Bingley Rural area said that they used public transport most days. This may be in part, because 27% of respondents that lived in the area thought that public transport was poor. With 62% of respondents that lived in the area using a car most days, improving public transport, and providing more information about it, may encourage people out of their cars.

While walking in Bingley Rural was seen to be good, safety was a concern. Safer walking and cycling routes was one of the most popular interventions that respondents said would encourage or enable them to walk, cycle or use public transport more frequently. This was supported by several comments made about speeding cars through the village.

4. Wilsden Survey Results

A stall was set up for the roadshow on Main Street in Wilsden, Bingley Rural. Surveys were also conducted outside Wilsden Primary School at pick up time. In total, 61 surveys were conducted in Wilsden. This chapter presents the results of those surveys.

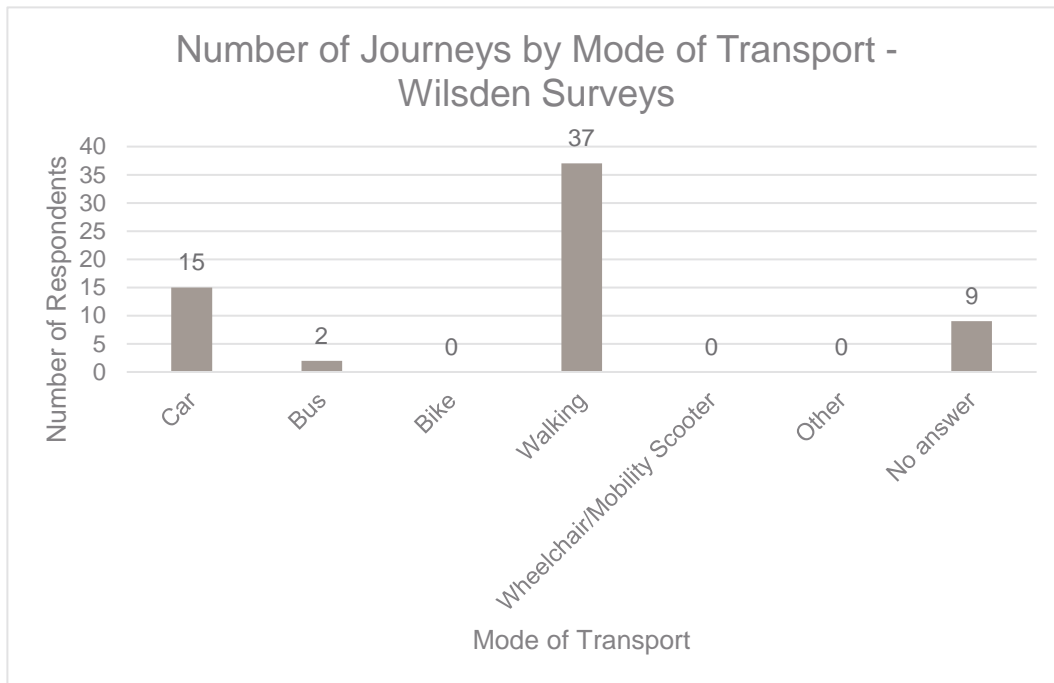
4.1. Where did Survey Respondents Live?

Question 1 of the survey asked respondents if they lived in the Bingley Rural area. Out of the 61 surveys conducted, 52 respondents lived in the Bingley Rural area. 6 respondents said that they did not live in the area but visited weekly or more, 1 said that they did not live in the area but visited monthly or more, and 2 respondents did not answer the question.

4.2. How Survey Respondents Travelled

Question 2 asked: *How did you travel here today and how many miles have you come?* Figure 22 below shows the number of responses for each mode of transport.

Figure 22: Number of Journeys by Mode of Transport - Wilsden Surveys



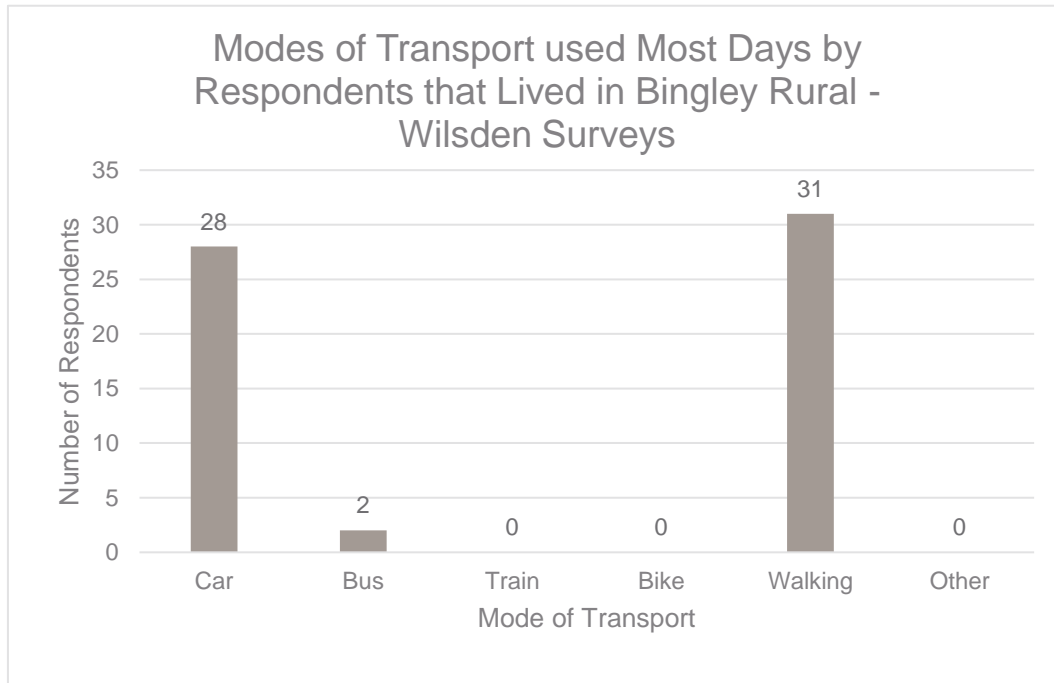
37 of the 61 respondents said that they walked, 15 went by car, 2 went by bus, and 9 people did not answer the question. Nobody went by bike, mobility scooter/wheelchair, or other type of transport. The total number of journeys totals 63 although only 61 respondents completed the survey; this is because 2 respondents used more than 1 mode of transport.

While less than half of the respondents travelled by car, many of those that did use the car travelled short distances. 9 of the 15 respondents that went by car travelled less than 3 miles, and 6 out of 15 travelled less than 1 mile. Those using a car for short distances could be targeted by BRGTP to encourage and enable them to travel more sustainably.

4.3. Use of Different Modes of Transport by Survey Respondents that Lived in Bingley Rural

Question 3 of the survey asked: *How regularly do you use each of these modes of transport?* Types of transport included: car, bus, train, cycle or walk. The frequency options included: most days, once or twice a week, once or twice a month, less often, and never. Figure 23 below shows the modes of transport used most days by respondents who lived in the Bingley Rural area.

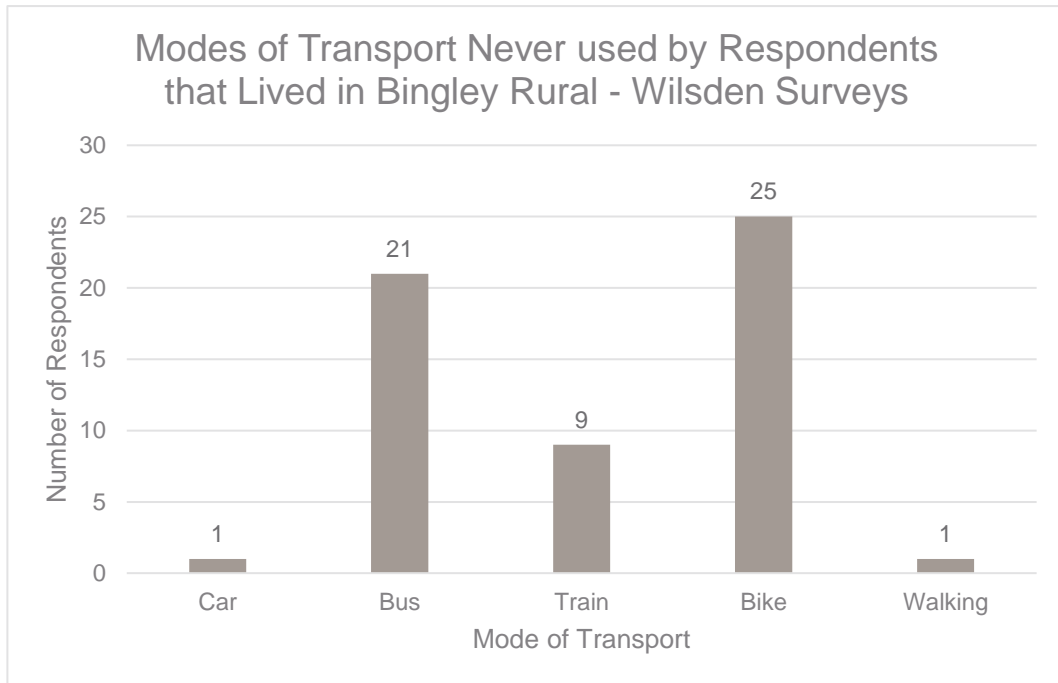
Figure 23: Modes of Transport Never used by Respondents that Lived in Bingley Rural – Wilsden Surveys



Out of the 52 respondents that lived in the Bingley Rural area, 31 walked most days (60%), 28 (54%) used a car most days, and 2 used a bus most days (4%). No respondents used a train, bike, or other mode of transport most days.

The data from the surveys conducted in Wilsden was analysed to determine if any modes of transport were never used by respondents from Bingley Rural. Figure 24 below represents the results.

Figure 24: Modes of Transport Never used by Respondents that Lived in Bingley Rural - Wilsden Surveys



Out of 52 respondents that lived in Bingley Rural, 25 never used a bike (48%), 21 never used a bus (40%), 9 never used a train (17%), 1 never used a car (2%), and 1 never walked (2%).

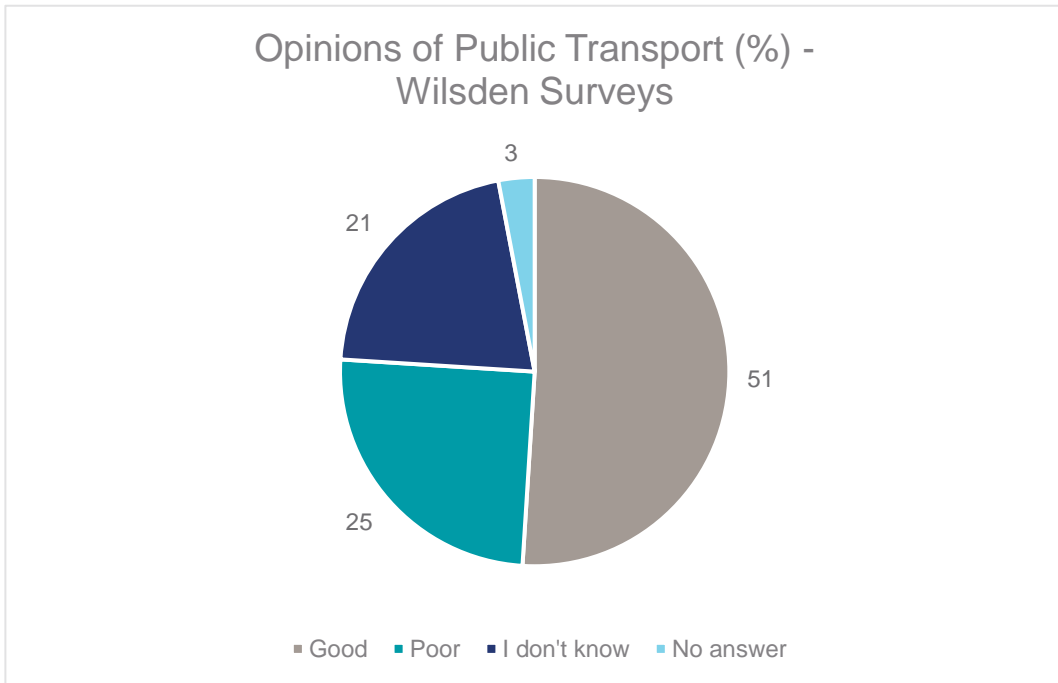
4.4. Opinions on Walking, Cycling, and Public Transport in Bingley Rural

Question 4 asked: *What do you think about public transport, walking, and cycling options in the Bingley Rural area?* The possible answers were “good,” “poor,” and “I don’t know”. The responses are reported below for each mode of transport.

4.4.1. Opinions on Public Transport

Survey respondents were asked their opinion on public transport options in Bingley Rural. The results are shown in Figure 25 below.

Figure 25: Opinions on Public Transport (%) - Wilsden Surveys

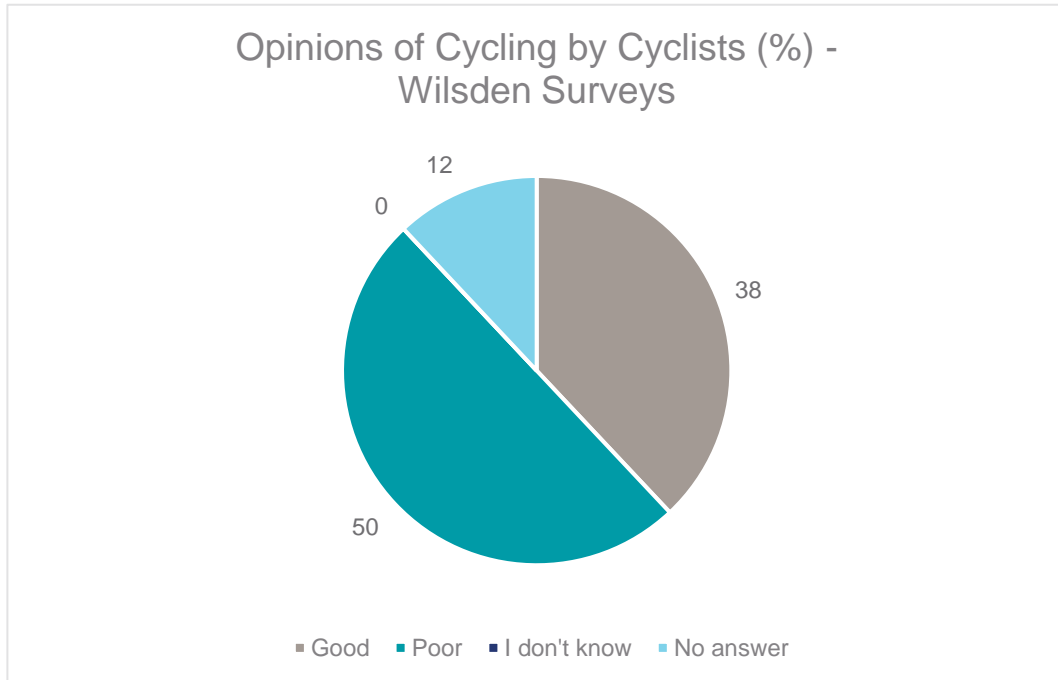


51% of survey respondents (31 respondents) thought that public transport options in Bingley Rural were good, 25% (15 respondents) said they thought they were poor, 21% (13 respondents) said "I don't know," and 3% (2 respondents) did not answer the question.

4.4.2. Opinions on Cycling

When asked about cycling options in Bingley Rural, 39% of respondents said that they did not know about cycling options. Due to the high percentage of respondents that said that they did not know, further analysis of the data was conducted to determine the opinions of cyclists only. The results presented in Figure 26 below are based on the 8 respondents that said that they cycled some of the time (the opinions of those that said they never cycled, or did not answer how often they cycled, have not been included in analysis).

Figure 26: Opinions on Cycling by Cyclists (%) - Wilsden Surveys

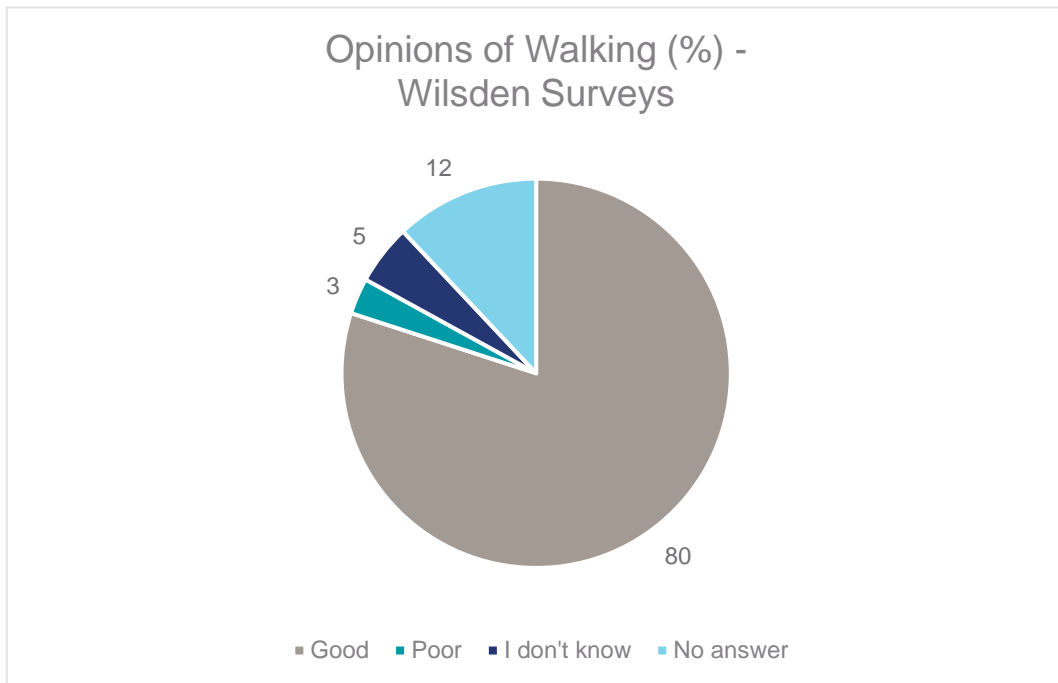


50% of cyclists that completed the survey (4 out of 8) said that cycling options were poor in the Bingley Rural area. 38% (3 cyclists) said that they were good, and 12% (1 cyclist) did not answer the question.

4.4.3. Opinions on Walking

Respondents were asked what they thought about walking options in the Bingley Rural area. The opinions of all 61 respondents are shown in Figure 27 below.

Figure 27: Opinions on Walking (%) - Wilsden Surveys



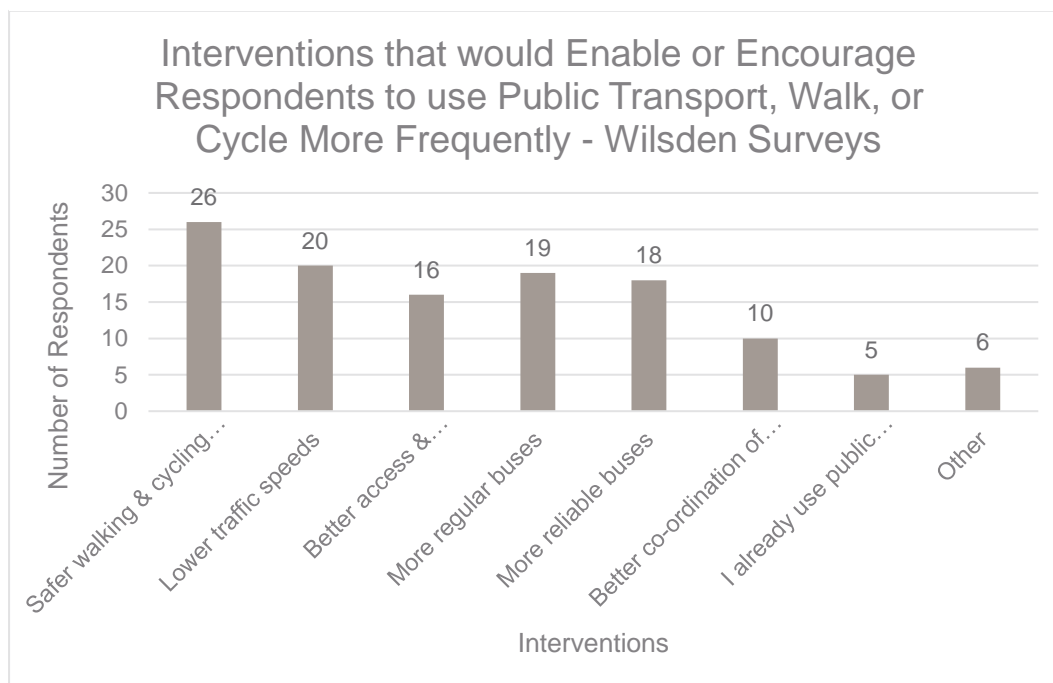
80% of all respondents (49 respondents) thought that walking was good in Bingley Rural, 3% (2 respondents) thought it was poor, 5% (3 respondents) said they did not know, and 12% (7 respondents) did not answer the question. Despite walking being seen to be good, more people said that safer walking and cycling routes would encourage or enable them to walk, cycle or use public transport more frequently (see section 4.5. of this report).

4.5. Encouraging and Enabling use of Public Transport, Walking and Cycling

Survey respondents were asked: *What would encourage or enable you to use public transport, walking and cycling to get to or around the Bingley Rural area (tick up to three)?* Possible answers included: safer walking and cycling routes, lower traffic speeds, better access and facilities for cyclists, more regular buses, more reliable buses, better co-ordination of buses with local trains, I already use public transport/walk/cycle most of the time, and other. Survey respondents could choose up to 3 answers. A small number of respondents selected more than 3 answers so only their first 3 answers were counted.

Some respondents chose fewer than 3 answers. The results are presented in Figure 28 below.

Figure 28: Interventions that would Enable or Encourage Respondents to use Public Transport, Walk, or Cycle More Frequently - Wilsden Surveys



Safer walking and cycling routes was the most popular intervention to enable or encourage respondents to walk, cycle or use public transport more frequently, with 26 out of 61 respondents selecting this intervention. This was followed by lower traffic speeds (20 respondents), and more regular buses (19 respondents). Safer walking and cycling routes may be needed in relation to traffic speeds and vehicles travelling above the speed limit. These issues were commented on by several survey respondents (see section 4.6 of this report and Appendix 4). Any comments made by respondents that answered “other” interventions would encourage or enable them to walk, cycle, or use public transport more frequently are provided in Appendix 5.

4.6. Views and Ideas from Survey Respondents

Comments and suggestions made by respondents of the survey in Wilsden were largely related to cycling, public transport, and speeding/speed limits. In relation to cycling, comments were mostly on the need for cycle lanes and traffic-free routes. There were lots of

comments about public transport; looking at the responses of those that said that public transport was poor in question 4, issues related regularity, reliability, and affordability of buses. Finally, several comments related to speeding or speed limits in specific areas of Wilsden (Main Street and Lane Side), as well as speeding or speed limits in Bingley Rural more generally. All comments from the Wilsden surveys are provided in Appendix 4 of this report.

4.7. Conclusion

In conclusion, car usage was high among residents of Bingley Rural but walking rates were also high. This was despite respondents saying safer walking and cycling routes were needed, and that speed limits/speeding were an issue. Safety was an issue for the 50% of cyclists that said cycling was poor, as they made comments about the need for cycle lanes and traffic-free routes. Walking and cycling rates may increase if issues around safety are addressed.

While 51% of respondents thought that public transport in Bingley Rural was good, of those respondents that lived in the area, the number using public transport most days was extremely low, while several never used a bus or train. More regular buses, and the publicity of this, may encourage uptake of public transport.

5. Online Survey Results

Bingley Rural Green Travel Project (BRGTP) hosted a survey on the Harden village website. The survey was promoted to residents of all the villages in Bingley Rural. 83 respondents completed the survey. This chapter reports on the results of those surveys.

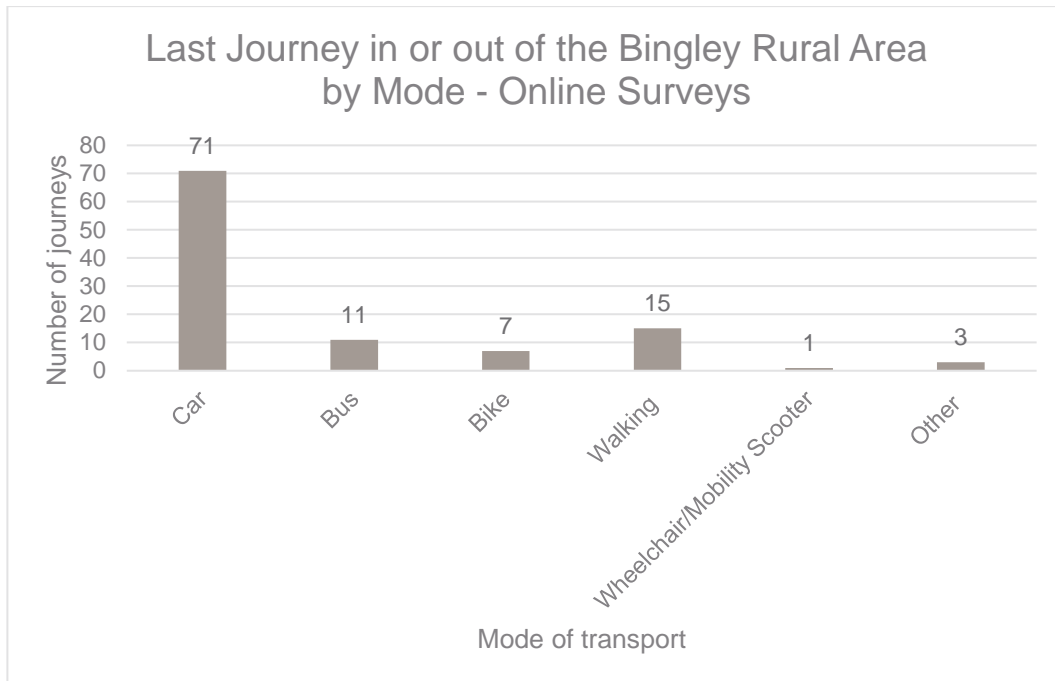
5.1. Where did Survey Respondents Live?

Survey respondents were asked if they lived in the Bingley Rural area. Out of the 83 respondents, 78 lived in the Bingley Rural area, 3 visited weekly or more, and 2 visited monthly or more.

5.2. How Survey Respondents Travelled

Question 2 on the online survey was changed from question 2 asked on the survey at the roadshows. The question for the roadshows had asked how respondents had travelled to the destination where they were completing the survey. This did not make sense for the online survey, where respondents did not need to travel in order to complete it. Instead, question 2 of the online survey asked: *The last time you visited or made a journey in (or out from) the Bingley Rural area, how did you travel?* Figure 29 below shows the results.

Figure 29: Last Journey in or out of the Bingley Rural Area by Mode - Online Surveys



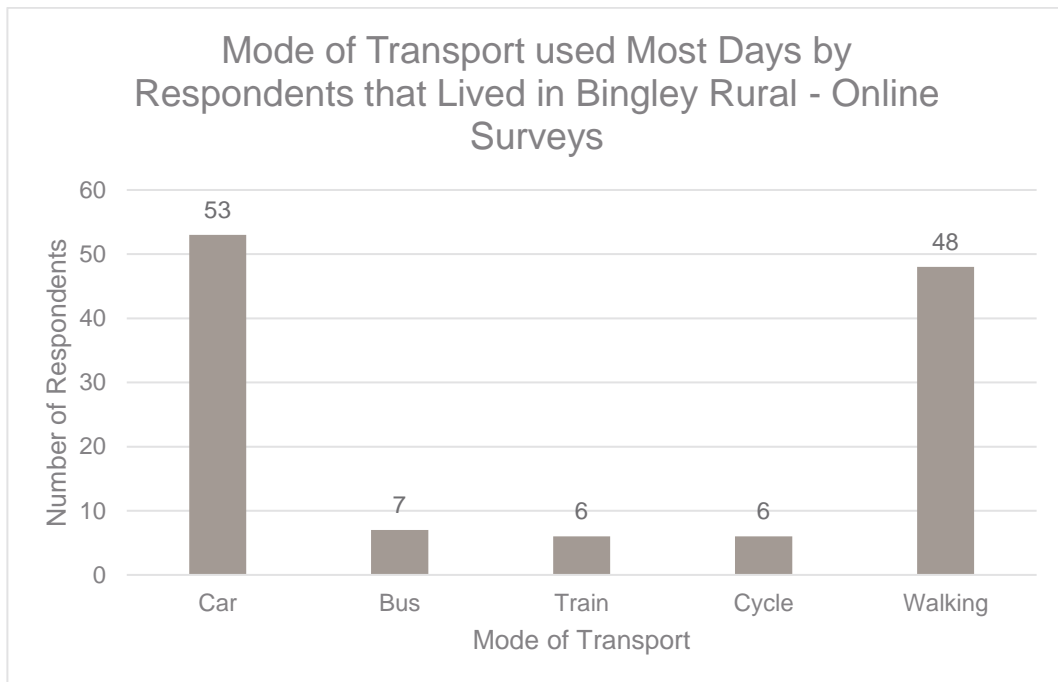
The results show that 71 of the 83 respondents (86%) used a car for their last journey in or out of the Bingley Rural area. In comparison, there were 11 journeys by bus, 7 by bike, 15 by walking, 1 by wheelchair or mobility scooter, and 3 by “other” means of travel. These figures total 108 journeys; more than the number of survey respondents. This is because some respondents selected more than one mode of travel. This means that some respondents used more than one mode of travel when they last made a journey in or out of the Bingley Rural area; for example, someone may have driven their car part of the way and then walked the remainder of the journey.

Those respondents who used a car travelled further than those using other modes of transport; on average covering 33.2 miles. The 5 respondents living outside Bingley Rural travelled between 2 and 15 miles, all of them by car. The more sustainable travel options were used to travel shorter distances on average with those travelling by bus going 11 miles on average, by bike 6.5 miles, by walking 2.7 miles, and by wheelchair or mobility scooter 2 miles.

5.3. Use of Different Modes of Transport by Survey Respondents that Lived in Bingley Rural

Respondents were asked how often they used a car, bus, train, cycled or walked. The frequency options included: most days, once or twice a week, once or twice a month, less often, and never. Figure 30 below shows the modes of travel used most days by respondents who lived in the Bingley Rural area.

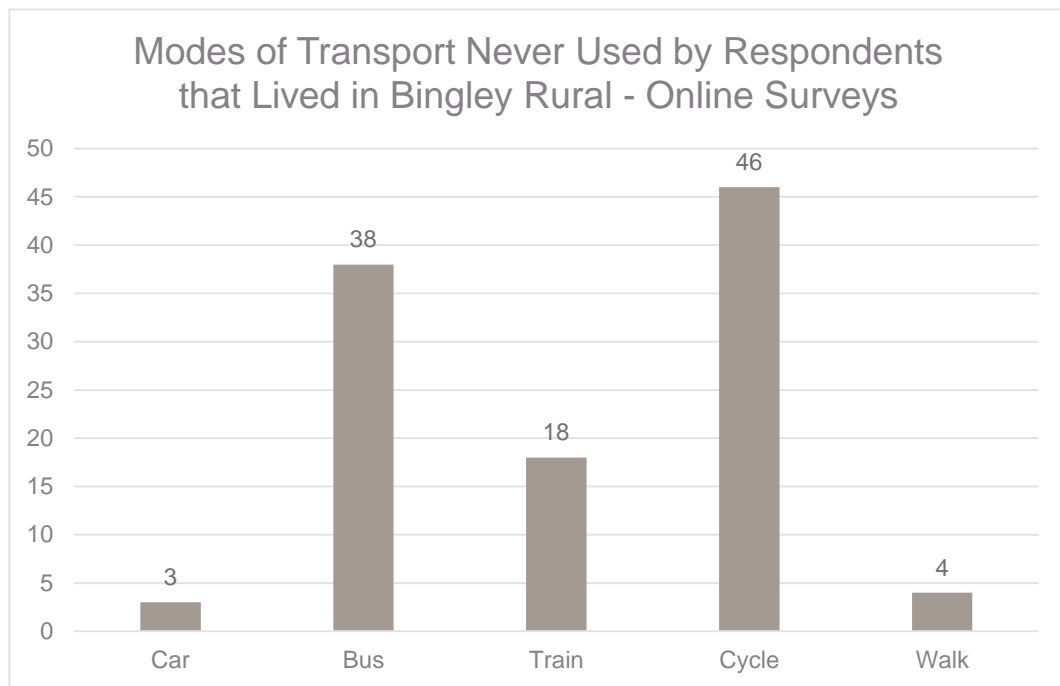
Figure 30: Mode of Transport used Most Days by Respondents that Lived in Bingley Rural - Online Surveys



53 of the 78 respondents that lived in Bingley Rural used a car most days (68%). In addition, a further 19% who lived in the area used a car once or twice a week. Walking rates were high amongst those living in Bingley Rural with 48 respondents (62%) saying that they walked most days. However, the number of respondents who used a bus, train, or cycled most days was low. Only 7 people (9%) used a bus most days, 6 people (8%) used a train most days, and 6 people cycled most days. While there were only 78 respondents to the survey that lived in Bingley Rural, there were a total of 120 responses to this question. This is because some respondents used more than one mode of transport most days.

The data was analysed to determine which modes of transport were never used by respondents that lived in Bingley Rural. The results are presented in Figure 31 below.

Figure 31: Modes of Transport Never Used by Respondents that Lived in Bingley Rural - Online Surveys



Out of the 78 respondents that lived in the Bingley Rural area, 46 (59%) never cycled, 38 (49%) never caught a bus, 18 (23%) never used a train, 4 (5%) never walked, and 3 never used a car (4%). Some respondents answered “never” to more than one mode of transport.

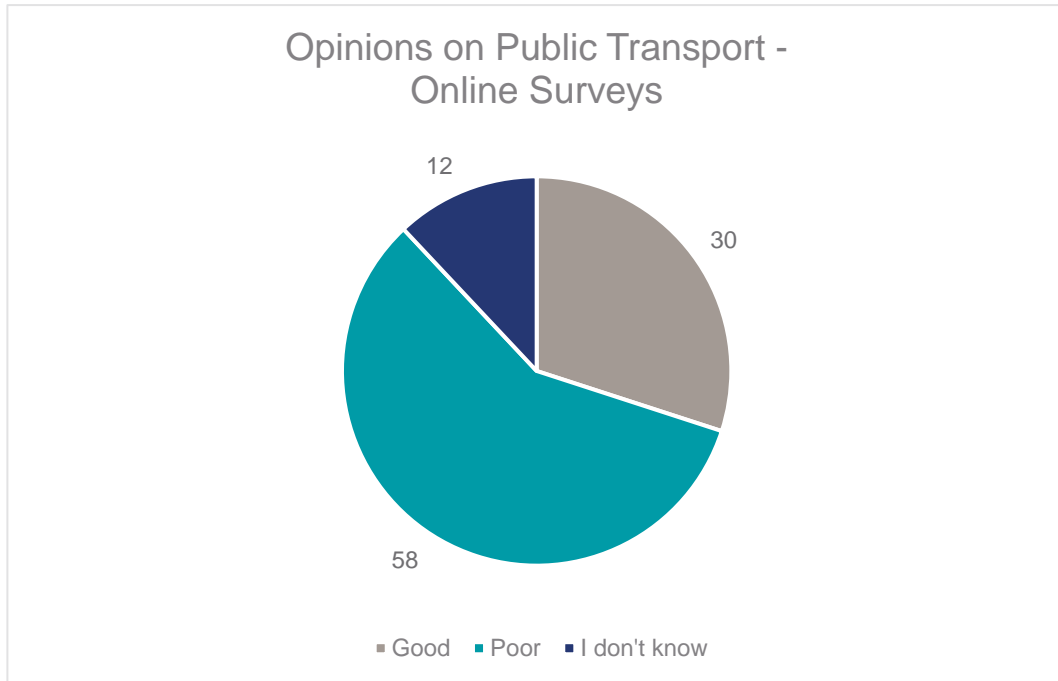
5.4. Opinions on Walking, Cycling, and Public Transport in Bingley Rural

Question 4 of the survey asked: *What do you think about public transport, walking and cycling options for travelling to and around the Bingley Rural area (Harden – including St Ives Estate, Cullingworth, Denholme, Wilsden, and Cottingley)?* The results are presented for each mode of transport in turn.

5.4.1. Opinions on Public Transport

The opinions of all 83 respondents of the online survey are represented in Figure 32 below.

Figure 32: Opinions on Public Transport - Online Surveys

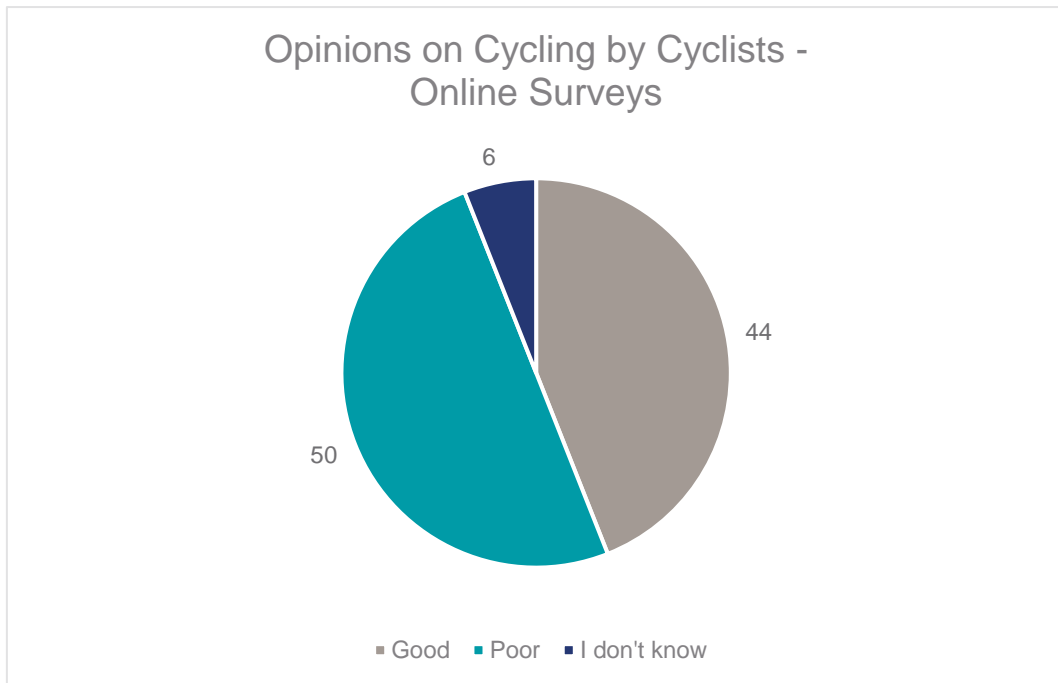


58% of respondents (48 respondents) that completed the survey online thought that public transport was poor, 30% (25 respondents) said it was good, and 12% (10 respondents) said they did not know about public transport options in Bingley Rural.

5.4.2. Opinions on Cycling

All of the online surveys were analysed to assess respondents' opinions on cycling options in the Bingley Rural area. As 27% of respondents said that they did not know about cycling options in Bingley Rural further analysis was conducted to determine the opinions of the 34 cyclists that completed the survey. The opinions of cyclists are represented in Figure 33 below.

Figure 33: Opinions on Cycling by Cyclists - Online Surveys

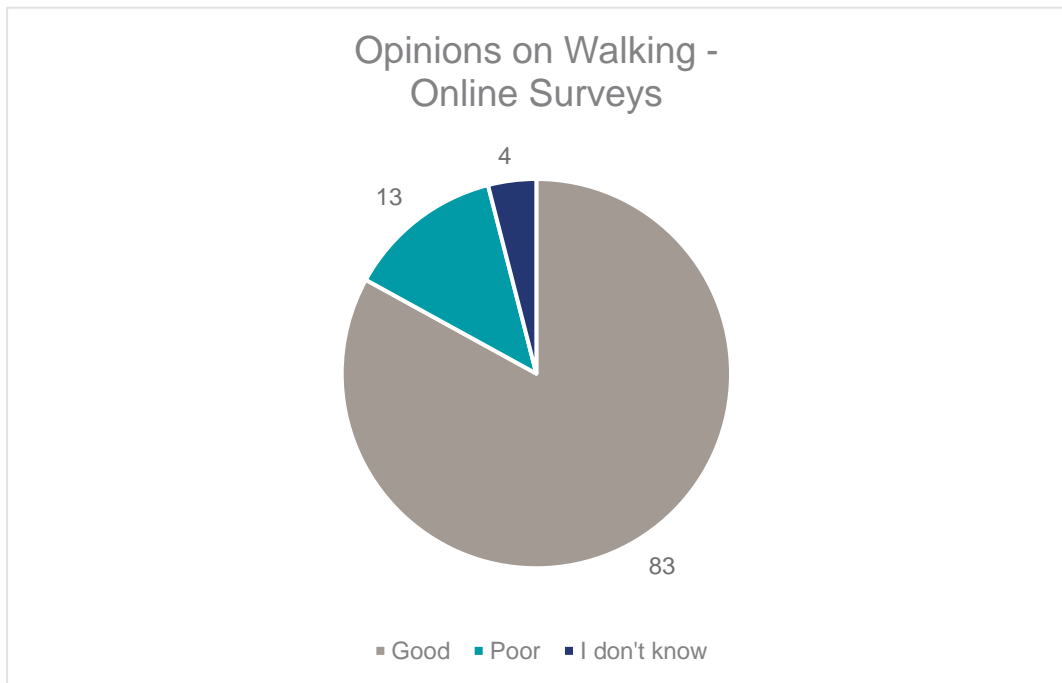


50% of cyclists (17 cyclists) that completed the online survey said that cycling options in Bingley Rural were poor, 44% (15 cyclists) said that they were good, and 6% (2 cyclists) said "I don't know".

5.4.3. Opinions on Walking

The survey responses of all respondents that completed the online survey were analysed to determine opinions on walking options in the Bingley Rural area. Figure 34 below shows the results.

Figure 34: Opinions on Walking: Online Surveys



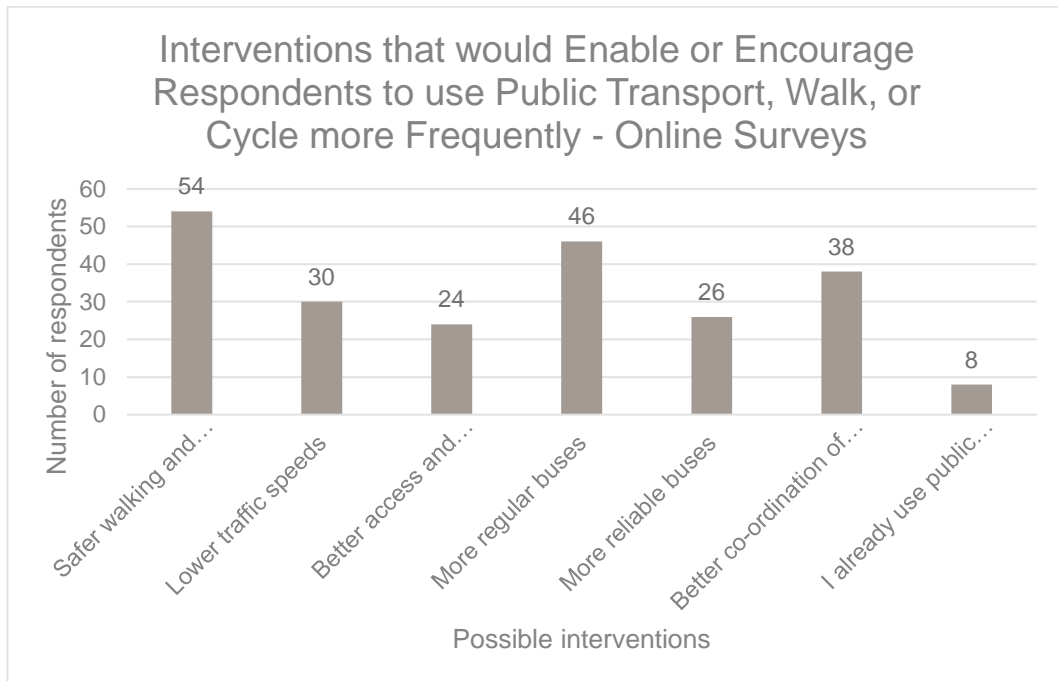
83% of respondents (69 respondents) said that walking options in Bingley Rural were good, 13% (11 respondents) said that they were poor, and 4% of respondents (3 respondents) said "I don't know".

5.5. Encouraging and Enabling use of Public Transport, Walking and Cycling

Question 5 of the survey asked: *What would encourage or enable you to use public transport, walking and cycling to get to or around the Bingley Rural area? (tick up to three).*

Respondents could choose up to 3 options, some chose less. Also the option of "I already walk/cycle/use public transport most of the time. A small number of respondents selected more than 3 options so only their first 3 answers were counted. The results are shown in Figure 35 below.

Figure 35: Interventions that would Enable or Encourage Respondents to use Public Transport, Walk, or Cycle more Frequently - Online Surveys



The most popular option was safer walking and cycling routes, which was selected 54 times. This was followed by more regular buses, which was selected 46 times. The rest of the results were as follows: Better co-ordination of buses with local trains (selected 38 times), lower traffic speeds (selected 30 times), more reliable buses (selected 26 times), better access and facilities for cyclists (selected 24 times), and I already use public transport/walk/cycle most of the time (selected 8 times).

Despite 83% of respondents saying that the walking was “good” in Bingley Rural, “Safer walking and cycling routes” was the highest scoring intervention that would encourage respondents to change their behaviour.

Some respondents wrote comments in answer to this question, which are included in Appendix 6.

5.6. Views and Ideas from Survey Respondents: Online Surveys

Respondents were asked to provide any further views or ideas that they had to encourage and improve walking, cycling, or public transport in the Bingley Rural area. Comments about walking were mostly related to improving or adding footpaths, with several comments being about the footpath from Harden into Bingley being too narrow. Comments that related to cycling were largely about the need for cycle lanes and traffic-free paths. Comments about public transport largely fell into several categories to do with regularity, reliability, expense, size of buses, need for evening buses, and buses going to more destinations (between Denholme and Bingley in particular). All comments are available in Appendix 7.

5.7. Conclusion

In conclusion, car use was high among those that completed the online survey with the vast majority of respondents using a car for their last journey in/out of Bingley Rural. Also, the majority of respondents that lived in the Bingley Rural area used a car most days. Walking options were seen to be good in Bingley Rural, with a high percentage of people that lived in the area walking most days. However, there was still room for improvement, with safety being an issue. More than half of respondents from Bingley Rural never cycled, and half of cyclists that completed the survey said that cycling was poor in the area. Bus use was low, with the majority of respondents thinking that public transport was poor.

6. Conclusion

In conclusion, this report has presented the results of the 249 surveys conducted for Bingley Rural Green Travel Project (BRGTP). Chapter 1 presented the findings of all of the surveys combined, and chapters 2-5 presented the findings broken down by survey location (St Ives Estate, Cullingworth, Wilsden, and online).

The report has found that car usage was consistently high amongst respondents that lived in the Bingley Rural area. Visitors to Bingley Rural also mostly used a car to travel to/from the area; for example, all of the respondents that completed the online survey that did not live in the area said that their last journey to/from the area was by car. Many respondents used a car for a short journey (e.g. less than 3 miles), which, with intervention, could possibly be completed on foot, bike, or public transport in the future. Despite high levels of car use in the area, the majority of survey respondents were happy to engage with the project and make suggestions for improvement to active travel and/or public transport options.

Walking rates were consistently high and walking options in the area were seen to be good. However, there is a distinction to be made between traffic-free leisure routes – often accessed by car, as at St Ives Estate – and an integrated network of active travel routes that connect people to everyday destinations and green spaces. With regards to the latter, there is room for improvement as “safer walking and cycling routes” was consistently voted as the most likely intervention to encourage or enable respondents to walk, cycle, or use public transport more frequently to get to or around the Bingley Rural area. This was supported by the qualitative data, in which many comments highlighted safety concerns.

Overall, almost 39% of respondents that lived in the area thought that public transport in the area was poor, and 20% did not know about local public transport options. When asked what intervention would encourage respondents to use public transport, walk, or cycle more frequently, “more regular buses” was chosen as the second most popular answer overall. The qualitative data highlighted many further barriers to people using public transport.

Overall, almost 41% of cyclists thought that cycling options in the area were poor. However, for the Wilsden and online surveys, this figure was even higher. This may be improved if safer walking and cycling routes are implemented, such as segregated and traffic-free routes.

There was consistency in interventions that respondents said would encourage them to walk, cycle, or use public transport more frequently; safer walking and cycling routes plus more regular buses were in the top 3 results in all sets of surveys.

This project comes at a crucial time, as we seek to recover and rebuild from the pandemic. There is an opportunity to reshape behaviours at a community level, but as the evidence in this report shows, it will require investment in infrastructure and service improvements.

Feedback from residents and visitors suggests there is a need for a thorough review of public transport routing, timetables, and active travel routes between the villages, and from the wider Bradford area. In a joined-up approach with Bradford Council and WYCA, adjustments to current provision should be considered, priorities for investment identified taking into account key trip generators, and potential community-led interventions scoped out to fill any gaps. An awareness-raising exercise about existing public transport, especially to access St Ives Estate, would also be beneficial.

7. Appendices

Appendix 1: “Other” Interventions that would Encourage or Enable Respondents to Walk, Cycle, or use Public Transport More Frequently - St Ives Estate Surveys

Public Transport
Need people to wear masks on public transport and less traffic.
If I was sure it was Covid safe otherwise I wouldn't use it.
More bus routes no link between Haworth & Bingley.
Mandated masks on buses and trains.
Needs to be easier and cheaper to get public transport.
Other
Traffic free days - less traffic.

Appendix 2: Views and Ideas from Survey Respondents - St Ives Estate

Walking and Cycling
I 'd like to see cyclists use cycle paths and not public foot paths. As a dog walker I'm fed up of speeding cyclists on footpaths. Have bridle ways for horses & cyclists to protect pedestrians.
Better/ signed posted walking/cycling routes.
Improved routes- bus, walking, cycling.
You need to provide segregated cycle ways.
Consult local cyclists about best route cycle lanes.
More traffic free cycle routes.
More pedestrianised areas and paths.
Local guides to routes. Cycling for those haven't cycled for years.
Better wayfinding.
Cycle lane would help on road.
Need a cycle lane up the hill to St Ives.
Long walk from main road to St Ives Estate.
Walking great in Bingley Rural. More info about walking routes online. Clearing cycling route at St Ives Estate.
Keighley Rd bad for walking. Path down to Bingley narrow. Speed Cameras needed in Harden.

More safe places for confident young cyclists to cycle away from main roads to practice.
More cycle routes suitable for families/children.
More things directed at getting kids active.
Footpath from Harden to Bingley.
Separate lanes to traffic. Cyclist priorities over cars (giving way).
Cheaper bikes & e-bikes. More training & cycling proficiency. Getting kids cycling. Charging points (hybrid cars). One day a month going car free.
Fast traffic speeds mean you can't take kids walking on roads around here - it's too scary. In London they have introduced pocket park & stopped non-residents driving through, which has been great for families.
The canal tow path is great. We just need more links, though it's difficult with narrow roads.
More encouragement for kids to walk & cycle & make it safer for kids - supervised walks/walking buses at schools.
Public Transport
Better coordination with train/bus services.
More buses.
More regular and direct buses.
Denholme - 1 bus an hour.
Buses for older people - from main road to estate. Publicise buses better so people know there's buses.
Shuttle bus to Cullingworth from Bingley centre. Buses not regular enough. No buses on a Sunday.
Better bus connections.

Easier connections for buses i.e. times.
Other
Do something about speed limits. Mad Mile - not speed restriction. Lack of parking at Bingley station so drive all the way to Leeds.
Traffic calming, speed cameras.

Appendix 3: Views and Ideas from Survey Respondents - Cullingworth Surveys

Walking and Cycling
Denholme - paths are needed.
Ability to do walks with prams.
Clearer signing of public footpaths.
Electric bikes.
Public Transport
More buses as service has been reduced [in Denholme].
Earlier and more frequent bus route.
Public transport was better.
No bus service between 1900 & 2100. In Middlesbrough where I come from pensioners pay 20p to use a bus before 0930.
Improved public transport. More frequent & direct bus service to Bingley & Bradford. Plus cheap tickets for regular travel.

Other
Better education of car/van/truck drivers. Drivers to be more aware of slower road users and prosecution where education fails.
Traffic calming - road curfews.
Cars too fast through Cullingworth. People don't notice the zebra crossing opposite Co-op. Parking at junction of lodge & Halifax Road dangerous.
More prosecution of speeding motorists - cameras.

Appendix 4: Views and Ideas from Survey Respondents – Wilsden Surveys

Walking and Cycling
Take bikes elsewhere with kids because it's not safe.
I would be happier cycling with cycle lanes.
Would love to cycle however would need cycle areas with no cars.
Offers, discounts, events for walking & cycling.
Providing more information on which trails/routes are available to cyclists would be an improvement on the current situation.
Rather than just including a cycle lane try extending the pavement & incorporate a lane on the pavement like they do in Canary Islands.
Safe road links between bridleways for cycling are patchy e.g. cycle lane along Wilsden Main Street narrows & stops in places.

Register more bridleways to cyclists.
Public Transport
Better parking options to link with train in Bingley so go out for day.
Bus every hour - don't turn up.
Public transport is unreliable. We could do with more public transport on Sundays.
More info/easy access to bus times and locations.
Buses need to be more regular and turn up on time!
Buses on time, or not actually arriving at all! 5pm bus.
More buses, regular buses on time.
Bus every 1/4 hour.
Public transport is expensive so I'll drive instead.
Public transport too expensive - cheaper to get a taxi to town if there's 3 of you.
Better bus service via Wilsden e.g. to Shipley/Saltaire.
Publicity & lobbying for better connectivity - ticketing.
Other
Speeding on Main Street & parking on school is an issue.
Lower road speeds - installation of speed cameras - Wilsden Main Street.
Park & rides? Walking to school local amenities are okay but pick up tiny legs are tired after a long day - need the car.
Laneside to Harecroft 20mph coming into Harecroft but then 30mph Laneside.

No improvements to above needed but more speeding checks/restrictions required particularly on Laneside.
Speed bumps, cameras etc to calm traffic.
Slower traffic, speed cameras.
Cars not parking on pavements.
Encourage or deregulate to allow competition.
Advertising.

Appendix 5: “Other” Interventions that would Encourage or Enable Respondents to Walk, Cycle, or use Public Transport More Frequently – Wilsden Surveys

Walking and Cycling
More signposted cycle routes.
Public Transport
Better info about buses.
Cheaper cost.
Greater connectivity to other parts of Bingley Rural e.g. Denholme.
Other
End of Covid risk on public transport.

Appendix 6: “Other” Interventions that would Encourage or Enable Respondents to Walk, Cycle, or use Public Transport More Frequently – Online Surveys

Walking and Cycling
Better access to the Great Northern Railway Trail, and extension of that trail to further destinations.
The speed and volume of traffic is increasing through Wilsden village and no one does 20mph. When walking I don't feel as safe as I should as cars whizz past close to pavement and the excess speed and traffic is noisy so not a good experience.
Pavements with more dropped curbs.
Public Transport
I have to use taxis at night and sometimes during the day if the buses don't turn up. The other times I uses taxis is at Christmas when the service is practically non existent and must make life very hard for anyone who would not be able to afford a taxi.
Bus routes. A local bus with a route to each village. A bus that goes directly to Bingley from Denholme.
Bus route from Denholme to Bingley.
More buses Cullingworth to/from Wilsden.
More useful bus routes connecting Bingley Rural without having to wait ages in exposed locations.
Cost of bus transport a huge barrier for young people and families in Denholme and Cullingworth.
Cheaper buses - the fares are incredibly expensive.

Less expensive buses.
Lower cost public transport, lower cost parking at hubs (eg Bingley railway station). Better rail network (have to change at Leeds for most destinations adding time and cost to the journey).
Free bus pass. I'm 64 and feel I should have got it at 60 as I haven't driven for the past four years.
Smaller buses.
Mandated mask wearing on trains and buses.

Appendix 7: Views and Ideas from Survey Respondents – Online Surveys

Walking, Cycling & Mobility Scooters
Walking in/out of Harden during summer months is OK, but in autumn and winter it is a very dark route. There is no public footpath leaving the village towards Long Lee. There is only a very narrow path leaving the village down towards Bingley. The path is just wide enough for one person in places, in a poor state of repair and very over grown with weeds/grass making a trip hazard. The speed limit is 40mph but often vehicles travel much faster making walking down this road really quite scary!
Improve the main road from Harden to Bingley, very dangerous road for cyclists and pedestrians. Pavement to narrow, busy for cyclists. Open up St Ives Estate more for cycling, improving Alter Lane links.
Safer walking routes. Road down to Bingley is dangerous, especially in the dark. The pavement is too narrow and many vehicles drive way in excess of the speed limit. Enforce a 30 mph limit.

<p>The pavement footpath Bingley to Harden is unsuitable for prams, mobility scooters or parents with toddlers, it is too narrow, a permissive footpath that avoids the Harden Grange area via St Ives would be good and encourage cyclists to the station.</p>
<p>Improved walking and cycling routes into St Ives and connecting Harden with Bingley and surrounding villages.</p>
<p>The stretch of road and pavement from Harden Grange to St Ives gates is very dangerous. Pedestrians cannot pass without stepping into the road. The road is not wide enough for larger vehicles to pass in opposite direction - wing mirrors on vans and lorries for example often protrude over pavement line. Vehicles will often overtake cyclists without regard for the safe space cyclists need. Overgrowing plants restrict safe pavement space. Pavement is too narrow for safe pushchair use.</p>
<p>Improved safety of the footpath on the roadside to Bingley would help.</p>
<p>Walking into Bingley has to be through St Ives or Blackhills woods because the main road is so dangerous - fast cars, narrow pavements, overhanging truck mirrors and sharp hawthorn branches. The walk through the woods is lovely but obviously takes a lot longer. I would never take my bike down that road as again it feels really dangerous for me and unobtainable for the kids. A bike path or lane would be an incredible addition to the community.</p>
<p>A629 through Denholme, congestion with large amounts of lorries going through creating a not good air pollution for walking.</p>
<p>Safer environment - it does not feel safe for women to walk or cycle alone after dusk. The short walk from the bus stop to my home is poorly lit (but the lack of light pollution is also one of the benefits of living in a rural area), there are few people around (another benefit of living here) and therefore does not always feel safe. The significant number of people from outside the area who drive around it at night to take advantage of the quiet lanes for their activities can be intimidating and if there were measures in place to reduce that, it would feel safer.</p>
<p>The main issue is that Ryecroft Road is so narrow, and busy with speeding cars hurtling downhill that I have never been comfortable walking (or cycling) it with a child, so we end up using the car all the time, even for short journeys into Harden, which is a shame!</p>
<p>Regardless of the set speed limit, cars regularly exceed these and drive erratically making cycling high risk, I no longer cycle because of this. Linking Hewenden viaduct with</p>

Queensbury/Thornton routes and onwards to Halifax via the existing tunnel would create a useful cycle corridor. And allow me to commute to work.
Please try to get the Sustrans route completed from Keighley to Halifax we have been waiting years for the Northern Trail to be extended.
Maintaining the edges of road surfaces (gutters) is more important than white line cycle lanes that cars park in anyway.
The topography in the villages is too much for those a bit unfit. People drive too fast and roads narrow in places. We need electric cycles and good cycle lanes where people don't park. Have more checked on drivers in the 20mph zones as many exceed the speed limit. Allow cyclists on more footpaths as there are very few bridleways in the area. We need more traffic free cycle routes.
The cycle route in Cullingworth is great and a safe option for our young children starting out on bikes. More off road cycle routes would be great if there are any areas suitable for such use.
Provide OFF road cycle routes.
The cycle lane just abruptly stops but should be continued up the village.
I would like to see more cycle ways around the Bingley Rural area. I don't like cycling where there is busy traffic and cycleways would encourage me to use my bike more.
Ideally there should also be cycle lanes which are physically segregated - such as those in parts of Leeds city centre and Kirkstall. Finally, perhaps links could be made with the Slow Ways network of walking routes? There should be plenty of accessible footpaths for people to walk between villages.
Get youngsters into cycling. Provide practice / training rides to teach them about riding safely on the road and in traffic so that they can cycle to school or to friends houses. Also maybe for adults.
With regard to walking and cycling it would be useful if the Great Northern Trail was extended to Doe Park in Denholme. This would allow some children to cycle on the trail from

Denholme to Parkside school in Cullingworth. Also, it may make families aware of the facilities at Doe Park in Denholme.
I think that you should consider a designated cycle path or bridge from Harden to Bingley perhaps via St Ives that was safe so that school children could use it instead of buses to get to BGS and adults could use it to get to get to Bingley. I am originally Cambridge and these cycle routes are all over the city & work really well. The twines as it is very unsafe and totally unsuitable for children to bike along. I think if we invested in cycle routes it would reduce our carbon footprint & also keep our children healthy by creating regular exercise.
Mountain bike trail in St Ives.
We have just moved back to Harden after 21 years in North York's. We find the roads in a pretty bad state - my husband has a motorbike and says it's not enjoyable riding round here and the problem would be much worse, and dangerous, on a pedal cycle with thin tyres. We've found some of the footpaths we used to use when we lived here previously are somewhat overgrown. Also disappointed that charging for parking vehicles in St Ives has been introduced! I think many more people have been enjoying the outdoors since Covid struck and this should be encouraged, not discouraged by parking charges. Many thanks.
A lot of the walking routes are only suitable for summer walking as they become very boggy and muddy in winter. We regularly walk and cycle over the Hewenden Viaduct but the connection from the new Hewenden Ridge estate to that route is very poor. We also struggle walking from the estate with children as the pavement down Manywells Road to the village is very narrow and the crossing is unsafe. To walk from Cullingworth out towards Harden is almost impossible with a family in tow because of the speed on the main road and the unsuitability of off-road paths in the bad weather. Equally, cycling out of Cullingworth with children is a terrifying event! The speeds on surrounding roads are too high and there are no safe cycle routes.
Better signposted rural footpaths. More consistent pavements. More dedicated cycle routes. Better drained rural footpaths.
Make it easier for disabled people like myself to be able to use mobility scooters on pavements without having to drive along the roads due to a lack of dropped curbs, especially by the garden centre and at the top of Ferrands Rd. I have complained to Bradford Council via their website, but it seems to fall on deaf ears!!!
Public Transport

Free and frequent bus between Bingley and local villages. I might use it myself, but children definitely would and that would be fewer lifts by car for them.
More regular bus service between Harden and Bingley particularly at weekends and evenings. Cheaper fares.
Need to have more regular buses after tea time from Keighley... finish work 7-30pm no bus till 9pm. Hence taxi home. Same Saturday morning... no early bus... again taxi to work.
Bus from Denholme to Bingley.
I live in Denholme, work in Bingley but have to use my car otherwise it is several long bus journeys. My husband works in Leeds and couldn't get to work for 7am using public transport.
More frequent buses or at least review bus times to allow parents to take children to school by bus or older children to travel independently. A Bingley Rural service from Denholme to Bingley via Crossflats and Wilsden would be most welcome.
Improve bus services as above, particularly better co-ordination with local rail services.
Also the bus timetabling is a problem with two buses an hour leaving five minutes apart.
The majority of the buses that go through Wilsden are old with big diesel engines that heavily pollute the narrow/enclosed road up Main Street in Wilsden. This is NOT a greener way of travel. They should be made less often as buses are always half empty, at best! Please don't increase the amount of buses it's a terrible idea for so many reasons! The small green Keighley buses are far better for small villages. A cycle route down to Bingley would be cool combined with slower road speeds and less buses would definitely make me take the bike out to do down to Bingley.
No need for big double decker buses on rural routes....apart from school buses.
Electric buses-smaller ones.
Bus services in Wilsden are extremely poor and actively discourage people from choosing greener methods of transport over a car. Buses should be more frequent, especially on Sundays; hourly services are incompatible with green travel and they should be at least

<p>every 20 minutes. There should also be buses serving more areas - a direct bus from Wilsden to Saltaire or Shipley, for example.</p>
<p>The K17 & 19 from Cullingworth to Bingley and the 502 to Halifax do not run on Sundays. There is a two hour gap in buses between 7 & 9pm. Provide an 8pm service. The last bus from Keighley to Cullingworth is 9pm. Run later buses, one at 11pm on Saturdays would be appreciated. Perhaps a circular route based on the K17/19/67/502 routes. I recently moved into the area from Middlesbrough, there pensioners paid 0.20P before 0930, here we have to pay full fare or use a Just Go Card which comes to £1.75P per trip.</p>
<p>My son currently goes to Calderdale College and I'm having to take him/pick him up most days, due to the infrequent bus service to and from Halifax and the fact that the last bus from Halifax on an evening is 17:23, it's very poor.</p>
<p>I've recently moved to Harecroft and have been surprised at how few buses run throughout the day, particularly at key times in the morning and evenings for work and school and at weekends. My daughter goes to school in Skipton and uses both bus and train. Unfortunately she just misses the connecting bus to the village from Bingley train station in the evenings and there isn't another one for another 90 minutes. I collect her from the train station or adjacent villages by car which feels a journey which could be saved by better connections. I would definitely use the buses if these were more frequent.</p>
<p>As a resident in Ryecroft, I would happily use a bus that went into Bingley.</p>
<p>The reliability of buses is key to me. I use First Bus and in talking with other passengers the general feeling is that the service is deteriorating with busses not turning up as scheduled. Due to this unreliability my use of taxis has increased. A bus did not turn up the other day and in order to be on time for a meeting I had to use a taxi. When returning home at night I pre-book a taxi, rather than risking having to wait alone at a bus stop at night. Until buses become reliable it will be an up-hill battle to persuade people to increase their use of them. At night the buses are often quite empty, is it possible for a fleet of small buses to run at night?</p>
<p>The reliability of the first bus service is poor at the moment.</p>
<p>Whilst the local bus service is quite good an extra bus or two an hour to reduce tight connections with trains would be good. Also on a Friday and Saturday night possibly a late/night bus to get back to Harden from Bingley.</p>

The bus fare from Harden to Bingley is ridiculous, it's cheaper for us to get a taxi in.
Cheaper fares.
Buses need to be cheaper to encourage people out of cars and taxis. National transport policy.
Better car parks in Bingley to use the train. Too expensive.
Other
Reduce cars cutting through the villages from Bingley, speed restrictions are not effective- Harden Lane needs road signage eg SLOW writing on road and more speed bumps further down. Regular mobile speed van use to deter.
Public transport has lacked investment and routes and times have been reduced over the years. Affluent car owners in the area are out of practice with getting on a bus. The reality is Wilsden and Harden are areas of high affluence and home ownership within the Bradford area. The car will be here to stay. Efforts should be also focused at installing and considering infrastructure for charging and managing electric vehicles around historic streets and terraced houses.
Discourage parking on the main road and in residential areas.