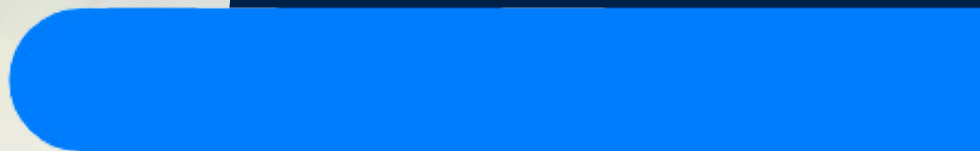
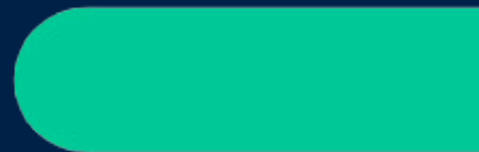


Cycling Levels Analysis



Background

CitizenSense conducted this report to analyse cycling activity across six sites in Redbridge using data collected by Citi Sensors and analysed with SmartLenz technology. The study focuses on comparing cyclist volumes and their proportion of total traffic over four specific weeks in 2024, including two normal weeks, one holiday week, and one mid-year week (February, April - term time and holiday week, and June).

The goal is to understand patterns in cycling behavior, particularly the variation between weekdays and weekends, and the impact of holidays on cycling levels. The findings are intended to inform Redbridge Borough Council's strategies for promoting cycling as a sustainable mode of transport, aligning with national efforts to encourage active travel.

Key Findings

- **Increased Cycling Activity:** Cycling volumes and percentages increased notably from February to June, with the highest levels recorded in April (term time) and June.
- **Weekend Activity:** Weekends consistently exhibited higher cycling volumes and percentages compared to weekdays. This trend was most pronounced in April, with weekends reaching up to 18.3% of total traffic.

Data Comparison: Pre- and Post-Scheme

The following observations highlight the impact of cycling initiatives:

- **Cycling Growth:** Data confirms a steady increase in cycling activity post-scheme implementation.
- **Traffic Composition Shift:** Cycling became a larger proportion of total traffic in several sites, demonstrating a shift towards active travel.
- **Consistent Weekend Peaks:** Higher weekend engagement suggests increased leisure cycling, potentially encouraging long-term behavioural change.

Site Overview

The study covered six monitoring sites across Redbridge:

- Site 1 - Blake Hall Road
- Site 2 - Lake House Road
- Site 3 - Centre Road
- Site 4 - Aldersbrook Road
- Site 5 - Woodford New Road
- Site 6 - Uphall Road



Site 1 - Blake Hall Road

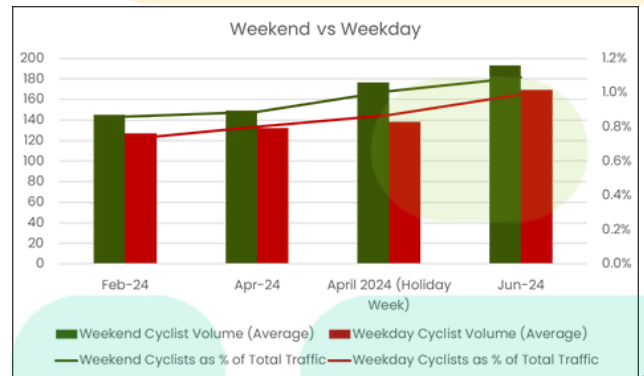
The table below summarizes the cyclist volumes, total traffic volumes, and the percentage of cyclists in the total traffic for Site 1 across four specific weeks in 2024.

- There was a noticeable increase in cyclist volume from February to June, with the highest number recorded in June (1,232 cyclists).
- The percentage of cyclists relative to total traffic remained stable at 0.8% in February and April, increased slightly during the holiday week in April (0.9%), and reached 1% in June, indicating a gradual rise in the share of cyclists.

Week	Cyclist Volume	Total Traffic Volume	Cyclists as % of Total Traffic
Feb-24	925	120995	0.8%
Apr-24	959	116187	0.8%
April 2024 (Holiday Week)	1046	114791	0.9%
Jun-24	1232	120916	1.0%

The graph shows the analysis of average weekday and weekend cycling levels further highlights the cycling patterns.

- On both weekday and weekend, cycling volumes increased over the months, with the most significant rise in June.
- Weekend cycling levels consistently exceeded weekdays, peaking in June and during the April holiday week.



Site 2 - Lake House Road

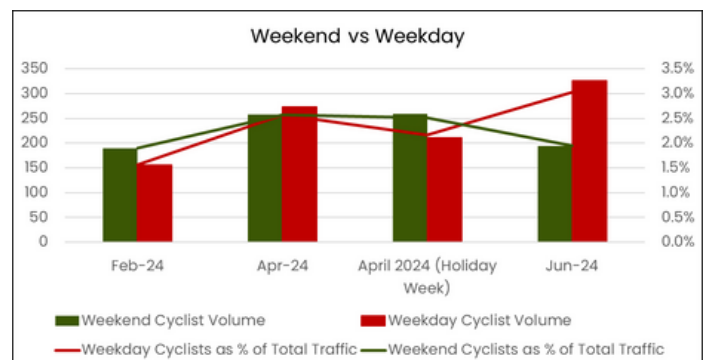
The table below summarizes the cyclist volumes, total traffic volumes, and the percentage of cyclists in the total traffic for Site 2 across four specific weeks in 2024.

- Cyclist volumes increased steadily from February to June, with the highest recorded in June (2,018 cyclists).
- The percentage of cyclists saw a gradual rise, peaking at 2.7% in June.

Week	Cyclist Volume	Total Traffic Volume	Cyclists as % of Total Traffic
Feb-24	1158	69577	1.7%
Apr-24	1886	73305	2.6%
April 2024 (Holiday Week)	1573	69218	2.3%
Jun-24	2018	73810	2.7%

The graph shows the analysis of average weekday and weekend cycling levels further highlights the cycling patterns.

- Weekdays saw a significant increase in cycling volume in June, surpassing weekends in terms of percentage of total traffic.



Site 3 - Centre Road

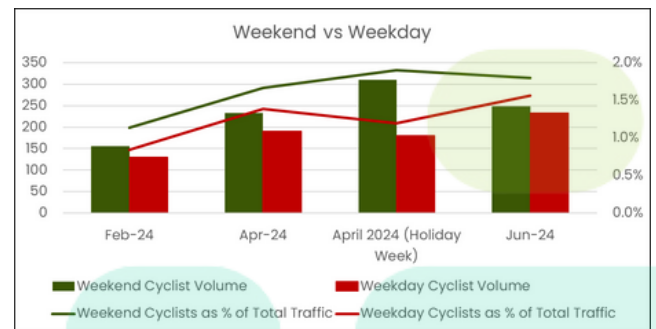
The table below summarizes the cyclist volumes, total traffic volumes, and the percentage of cyclists in the total traffic for Site 3 across four specific weeks in 2024.

- Cyclist volumes increased from February to June, reaching a peak of 1,661 cyclists in June.
- The percentage of cyclists increased slightly, peaking at 1.6% in June.

Week	Cyclist Volume	Total Traffic Volume	Cyclists as % of Total Traffic
Feb-24	965	104768	0.9%
Apr-24	1418	96598	1.5%
April 2024 (Holiday Week)	1523	108403	1.4%
Jun-24	1661	102206	1.6%

The graph shows the analysis of average weekday and weekend cycling levels further highlights the cycling patterns.

- Weekends consistently had higher cycling volumes and percentages compared to weekdays.
- Weekdays showed a notable increase in cycling volume and percentage in June, almost reaching weekend levels.



Site 4 - Aldersbrook Road

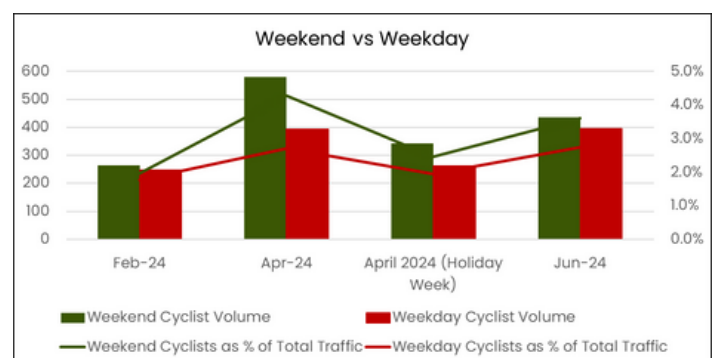
The table below summarizes the cyclist volumes, total traffic volumes, and the percentage of cyclists in the total traffic for Site 4 across four specific weeks in 2024.

- In contrary to the other sites, Cyclist volumes peaked in April with 3,127 cyclists, showing significant increases in both April and June compared to February.

Week	Cyclist Volume	Total Traffic Volume	Cyclists as % of Total Traffic
Feb-24	1760	96487	1.8%
Apr-24	3127	99984	3.1%
April 2024 (Holiday Week)	1995	95060	2.1%
Jun-24	2848	96475	3.0%

The graph shows the analysis of average weekday and weekend cycling levels further highlights the cycling patterns.

- Similar to other sites, weekends consistently had higher cycling volumes and percentages compared to weekdays.
- Notably, the weekend in April during term time recorded the highest cyclist volume of 581
- The weekdays in June and April had a similar cycling trend



Site 5 - Woodford New Road

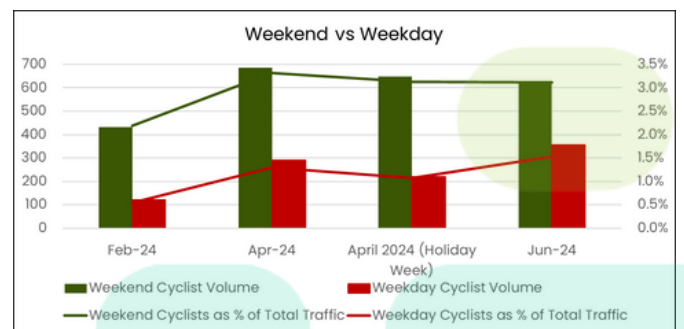
The table below summarizes the cyclist volumes, total traffic volumes, and the percentage of cyclists in the total traffic for Site 5 across four specific weeks in 2024.

- Cyclist volumes increased from February to June, peaking at 3,030 in June.
- The highest percentage of cyclists as part of total traffic was observed in June at 1.9%.
- It is also noted that cycling volumes during term time in April were higher than during the holiday period.

Week	Cyclist Volume	Total Traffic Volume	Cyclists as % of Total Traffic
Feb-24	1470	152264	1.0%
Apr-24	2833	154160	1.8%
April 2024 (Holiday Week)	2398	144139	1.7%
Jun-24	3030	156472	1.9%

The graph shows the analysis of average weekday and weekend cycling levels further highlights the cycling patterns.

- Weekends consistently had higher cycling volumes and percentages compared to weekdays.
- Weekdays showed lower cycling volumes and percentages, with a notable increase in June, but still trailing behind weekends.



Site 6 - Uphall Road

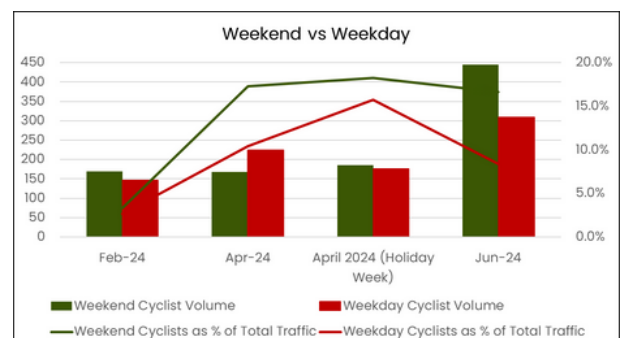
The table below summarizes the cyclist volumes, total traffic volumes, and the percentage of cyclists in the total traffic for Site 6 across four specific weeks in 2024.

- Cycling volumes increased significantly from February to June, with the highest volume recorded in June (2,432 cyclists).
- The percentage of cyclists was highest during the April holiday week, reaching 16.4%, and remained notably high throughout the period.

Week	Cyclist Volume	Total Traffic Volume	Cyclists as % of Total Traffic
Feb-24	1075	37918	2.8%
Apr-24	1456	12694	11.5%
April 2024 (Holiday Week)	1254	7638	16.4%
Jun-24	2432	23725	10.3%

The graph shows the analysis of average weekday and weekend cycling levels further highlights the cycling patterns.

- During the April holiday week, cycling peaked at 18.3% on weekends and 15.7% on weekdays.
- In June 2024, weekend cycling remained robust at 16.7%, while weekday cycling decreased to 8.4%.





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