

RESEARCH SUMMARY

Title	Awareness of road closures during the Olympic road events		
Objective	To assess awareness and understanding of road closures in South West London for London 2012 Road Cycling events		
Date	June 2012	Agency:	SPA Future Thinking
Methodology	624 (322 telephone and 302 face-to-face) interviews with residents and 100 telephone interviews with businesses within the Kingston and Richmond area		

Abstract

Two Olympic Road Cycling events will pass through South West London as part of the London 2012 Games and significant road closures will affect residents living along and near the routes as well as local businesses. TfL is carrying out a communications programme to raise awareness of the routes and encourage local residents and businesses to explore alternative travel plans. Awareness of the events is reasonably high, as it is of consequent road closures, but knowledge of the number of days the area will be affected and the specific race dates is low among both residents and businesses.

Key findings

The majority of residents and businesses are aware that road events will be taking place in or through South West London, although specific awareness of London 2012 Road Cycling events is lower. Awareness of the Cycle Road Race event and its route is higher than for the Time Trials event.

Nearly all residents (96%) and businesses (95%) are aware that there will be road closures in the local area on race days, while around three in five are aware that there will be difficulty moving around due to the closures. At least four fifths that know of the cycle races are aware parking restrictions will be in place on race days.

Only 13% of residents and 20% of businesses know that the events will affect the local area on 3 days during the Games, although most know that only a few days will be affected. The specific dates of the cycle races have not filtered through – only 7% of businesses and 5% of residents aware of the cycle races could name all three race dates.

Around half remember receiving a leaflet about the cycle road races, although residents' recall varies widely by postcode. Half of residents and businesses who received a leaflet have kept it for future reference.

Half of residents expect the cycle road races to impact on them in some way, while businesses expect a range of challenges including deliveries and getting clients and staff to and from sites. 10% of businesses say they will close on race days in order to avoid disruptions, possibly because they feel unprepared – half gave a rating of 0 – 6 out of 10 (0 = not at all prepared, 10 = fully prepared).

Most businesses intend to take some form of action during the events; in particular they will check online before making any journeys on race days. At the time of the research however (27 April to 9 May), businesses were more likely to be planning action rather than having taken it.