

# RESEARCH SUMMARY

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|--------------------|--|---------------|-----------|
| <b>Title</b>       | Olympic walking and cycling routes evaluation  |               |           |
| <b>Objective</b>   | To understand user behaviour and views of the routes so that developments can be tailored appropriately and improvements evaluated |               |           |
| <b>Date</b>        | October 2010   | <b>Agency</b> | FDS / HPI |
| <b>Methodology</b> | 963 face to face interviews with OWCR users  |               |           |

## Abstract

Users report high levels of satisfaction and use of the Olympic Walking and Cycling routes (generically called Greenways) around the London 2012 Olympic and Paralympics Games sites. The routes reviewed are considered easy to find and access. Key areas for improvement are increasing lighting, removing rubbish and way-finding.

## Key findings

Transport for London is making improvements to eight Greenways around the Olympic sites to provide better access to the London 2012 Games.

A wide variety of Londoners use the Greenways, primarily for walking although over a fifth of those surveyed were cycling. Many are frequent users with almost two-thirds of walkers being classified as regular users (at least once a week).

Almost half use the routes to exercise, to go for a walk or to walk the dog; the others are split between social or leisure users, and those on work or education related business.

Most users have 'always known' about the routes; where marketing activity has led to increased awareness this tends to be via local signage or leaflets.

Most users actively choose to use the Greenways despite knowing of alternatives; this is because the Greenways either provide a more direct or faster route, or that users like the surroundings. The routes being separated from traffic was also cited as a significant reason for choosing to use a Greenway.

The most common suggested improvements are around safety and security where better lighting, easier access and way-finding, and improving the visual environment (linked to clearance of rubbish) are all mentioned.

A quarter of users are aware that improvements are planned for the routes. Expectations are that these will encourage greater use, with over half of walkers believing they would use the routes more after improvements, and a third of cyclists.

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