

RESEARCH SUMMARY

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| Title | Waterloo Congestion Relief Pilot | | |
| Objective | To understand awareness and recognition of the campaign and impact on attitudes to walking and walking behaviour. | | |
| Date | 21/11/2011 | Agency | TNSRI |
| Methodology | Hybrid methodology combining face-to-face and online interviews with peak time users of Waterloo station who make a potentially walkable journey to or from Waterloo station. Conducted in October 2011. | | |

Abstract

In September 2011 TfL piloted a scheme to increase walking trips from Waterloo station during peak times in order to relieve congestion on buses and Tubes. Results show that this scheme may have raised the profile of walking as there was a 6% net increase in walking for journeys to and from Waterloo and a 16% net increase for other journeys, aside from those to and from Waterloo. There were no significant differences between those who had and had not seen the campaign and there was no evidence that the reported increases in walking had reduced bus or Tube usage. However, the research suggests that when people are given the relevant tools and information, such as maps and distances (in terms of time), it may be possible to get people to try walking instead of getting the bus or Tube. The research also suggests that off peak journeys may be easier to convert than peak time commuter journeys.

Key findings

Walking is currently the most frequently used way in which to get to or from Waterloo within a 2 kilometre radius, followed by the Tube.

There was a 6% net increase in walking for journeys to and from Waterloo and a 16% net increase for other journeys, aside from those to and from Waterloo. There were no significant differences between those who had and had not see the campaign.

There was no reported change in bus and Tube usage following the initiative.

Most people see the benefits of walking in terms of fitness, quickness, enjoyment and reliability. Recognisers of the campaign are significantly more likely than non recognisers to agree that walking is enjoyable.

One half of the respondents saw at least one element of the campaign.

The leaflet and posters recieved similar levels of recognition (35% and 33% respectively). They reached different people to a certain extent, with each element extending the reach of the campaign by about one third.

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