

Vision King's Lynn

Walking and Cycling Survey

Executive Summary



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Overview

The Vision King's Lynn Walking and Cycling Survey took place online from 30th September – 9th October. During this time, 424 respondents took part with a survey completion rate of 91%.

As with other Vision King's Lynn surveys – with which this aligns – the survey was promoted via the Vision King's Lynn channels - including the Vision King's Lynn website - and in the local media. We also shared it with over 500 Vision King's Lynn subscribers.

Key Themes

There are some key themes that emerged throughout the feedback:

- **Leisure:** the primary purpose for walking and cycling in the King's Lynn area is for leisure. Whether this is to keep fit, visit green spaces, or go shopping/visit the town centre, people are walking and cycling as a leisure activity.
- **Safety:** a thread running throughout the feedback is a theme of safety. Respondents want to be safe when they're walking or cycling, be this through safe routes, better lighting, or better storage and security. This appetite for safety suggests this is a need that is not being completely met currently.
- **Routes, paths, pavements:** a key improvement that respondents want to see is to the routes, paths, pavements they use – the condition and availability of what walkers and cyclists travel on is of importance and a priority for improvement.

A: Walking

- The highest proportion of respondents (31.9) are walking more than five times per week. Overall, 85.8 per cent of respondents are walking at least once per week and the number of respondents walking at least once a month in the King's Lynn area is 96%.
- The main reasons people have for walking in King's Lynn and the surrounding area are to keep fit (64.8%), to go shopping or visit the town centre (62%) or to access green space (45.4%). This demonstrates an onus on leisure activities as a reason for walking.
- People who are walking most frequently – more than five times per week – are predominantly doing so for leisure purposes (to keep fit, to access green space).
- The most frequent reason that respondents have for walking in King's Lynn and the surrounding area is to keep fit (34.1%) followed by shopping (24.8%), reflecting the predominant leisure focus of respondents' walking.
- The improvement that respondents would like to see is well-maintained pavements; 76% of respondents gave this response. This is followed by safe roads cited by 57.3% and more safer crossing points.
- The main other improvement respondents would like to see is information on walking routes with 71.2% choosing this option. This suggests a lack of knowledge and information which impacts on people walking.

B: Cycling

- The majority (65.4%) stated that they do (ever) cycle in King's Lynn.
- Of those who cycle, over a quarter (26.2%) cycle once per week and over 20% cycle five times per week.
- The overwhelming reason why respondents cycle in King's Lynn and the surrounding area is to keep fit – 81% selected this option.
- The main reason that respondents have, and aligning with the key theme in the previous question, is to keep fit (46.2%) followed by to get to work / as part of my work (20.0%). The prevalence of the main reason again as keeping fit reflects the predominant leisure purpose of cycling.
- The two main infrastructure improvements people would like to see are off-road and segregated cycle paths (86.5%) and safe cycle lanes (78.2%), underlining an appetite for dedicated routes and paths for cyclists.
- The key other improvement that would encourage respondents to cycle more is promotion of local cycling routes (83.8%). This aligns with the similar response around walking and indicates the importance of access to information and knowledge for walkers and cyclists.
- The main improvement around cycle storage that respondents would like to see is cycle storage in King's Lynn town centre (86.1%).

C: About the respondents

- The majority of respondents (58.0%) live in the PE30 postcode. This covers King's Lynn, North Wootton, and South Wootton;
- The majority of respondents are aged 45 – 64 (51.8% in total). The lowest number of respondents are aged 16 – 24 (2.3%);
- The majority of respondents state their gender as female (56.0%).

D: Previous Vision King's Lynn Consultation

- Our *Vision King's Lynn Consumer Confidence* study in June 2020 found that 18.7% of respondents intended to walk into King's Lynn town centre on their next visit compared to 7.3% who intended to cycle.
- In comparison, *The Vision King's Lynn Young People's Survey* from October 2020 found 16.8% of young people aged 16-24 usually walk into the town centre and 4.1% tend to cycle into town.
- The four main challenges to travel for young people aged 16-24 are traffic, bus service, parking, and cycling.
- The main improvement that would encourage young people aged 16-24 to walk / cycle more is off road and segregated paths (43.5%). This is followed by safer roads (37.7%) and well-maintained road surfaces for cycling (36.1%).
- The main other improvement that respondents would like to see is promotion of local cycling routes (41.3%).