

What are the key factors encouraging and discouraging people from cycling in the Devizes area?



Report by:



Executive Summary

In 2020 COVID-19 has in many ways shown how we can make rapid changes to our behaviour in response to an emergency. It brought out the best in community spirit in Devizes, as volunteers rapidly gathered to assist those who most needed to isolate during lockdown. Remarkably it also led to more people getting out on their bicycles, particularly to get some exercise and fresh air but latterly as a way of travelling whilst avoiding the use of public transport. Reduced traffic levels during lockdown made cycling a pleasant experience for many less confident cyclists.

Perhaps we can take lessons from this for tackling the climate emergency declared by Wiltshire Council, in February 2019, and the goal of making Wiltshire carbon neutral by 2030. Inspired by reports from cyclists at a Repair Café event in July 2020, Sustainable Devizes launched a cycling survey to find out what attracts people here to cycling and what discourages them from cycling.

From the 264 responses it is clear that the majority choose to cycle for recreational purposes and so cycling as a means of commuting or for shopping is currently pursued by a minority. The reasons for this are not fully apparent but the high number of people commuting to jobs outside Devizes together with dissatisfaction with the present cycling infrastructure are the prime candidates. However the willingness to cycle for leisure, fitness or as a family activity is encouraging. There was even a suggestion that Devizes could become a hub for local cycle routes, where people could stop for coffee or lunch!

The leading reason people cited for being discouraged from cycling was 'traffic'. On the flip side the measure people most cited as encouraging them to cycle more was traffic free cycle routes. Looking at the detailed comments in responses shows that this is primarily motivated by a fear of aggressive and careless drivers as manifested by close passes, often by high speed vehicles. Since almost all of the participants are already cyclists this factor is almost certainly the barrier that stops many non-cyclists from riding bicycles at all. There were however other discouragements including the prevalence of pot holes along the edge of many roads and a lack of secure bicycle parking near to the shops.

Sustainable Devizes would like to work with Wiltshire Council and other community groups to plan and implement better cycling infrastructure both in Devizes and between Devizes and the surrounding villages. This could form a vital part of the decarbonisation of transport needed to meet the goal of making Wiltshire carbon neutral by 2030. An immediate target for this work could be a review of the cycle routes along London Road, which attracted many negative comments, followed by the creation of a Devizes Cycling Strategy – a blueprint for implementation as and when government funding is made available for active travel.

Sustainable Devizes would like to work with Devizes Town Council and other community groups to create a Cycle Friendly Devizes, by ensuring that appropriate secure cycle parking is available in locations where people need it and by making cyclists feel welcome in our town.

It would also be good to see Wiltshire Police doing more to enforce speed limits on roads in the town and wider area, plus doing more to educate drivers about the dangers of close passes on cyclists. However with the current resource constraints we realise that this may be unrealistic.

Authors:

The survey documented here was instigated and devised by Martin Reed and the report written by John Schofield with contributions from Graham Martin.

If you wish to contact the authors then please email to admin@sustainabledevizes.org.uk

Contents

1	Introduction	5
2	Background and Hypothesis	5
2.1	Hypothesis.....	6
3	Method (Process & Justification).....	7
3.1	Process	7
3.2	Justification	7
4	Results.....	8
4.1	About the participants	8
4.2	Responses to cycling specific questions.....	10
4.2.1	Impediments to cycling	12
4.2.2	Encouragement to cycle more	13
4.3	Other comments provided by participants.....	14
4.3.1	Positive comments about cycling in the Devizes area	14
4.3.2	Specific issues about cycling in the Devizes area	15
4.3.3	Interesting suggestions for making things better	18
4.3.4	Comments on the survey itself	20
5	Discussion.....	20
5.1	Effective targeting to get more people cycling.....	20
5.1.1	Targeting cycling for particular purposes	20
5.2	Targeting cycling at particular groups of people	21
5.3	Addressing all aspects needed to make people feel happy cycling.....	22
5.3.1	The image of cycling and cyclists	22
5.3.2	Lack of confidence or skills	22
5.3.3	The cost of a bicycle.....	22
5.4	Stressing the additional benefits from more active travel	23
6	Conclusions	24
6.1	Recommendations	25
6.1.1	Infrastructure related.....	25
6.1.2	Attitudes and behaviour related.....	25

6.2	Next steps and further research	25
7	References	27
8	Appendix A – The Survey	29
9	Appendix B – Other comments from survey participants	34

1 Introduction

In recent months there have been many press articles suggesting that cycling has become more popular during the COVID-19 crisis. For example on August 30th The Guardian ran a profile of a number of people who returned to cycling during this period (Livesey, 2020). This is backed up by the chart in Figure 1 drawn from the Government policy paper “Gear Change – A bold vision for cycling and walking” (Department for Transport, 2020b, p. 10).

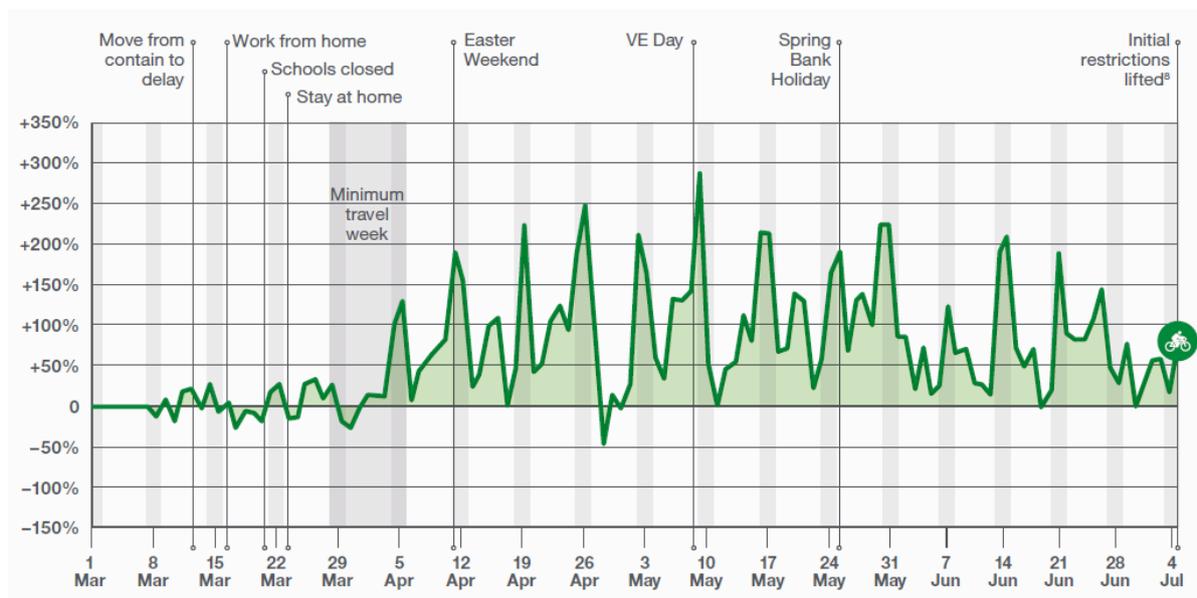


Figure 1 - Percentage change in estimated cycling trips during COVID-19 lockdown (Department for Transport, 2020b, p. 10)

The increase in demand for cycling became evident to Sustainable Devizes when we ran a Repair Café session in July, where we offered to repair bicycles. Over and over we were told that the local bike shop had a long queue for repairs, as they were overloaded by the sudden demand. This observation triggered the survey detailed here, because as a group we are keen to promote low carbon methods of travel and this appears to be a key moment for cycling.

2 Background and Hypothesis

In February 2019 Wiltshire Council “resolved to acknowledge a climate emergency and to seek to make the county of Wiltshire carbon neutral by 2030” (Wiltshire Council, 2020a).

Data from the National Atmospheric Emissions Inventory (NAEI, 2019) shows that road transport is the sector responsible for by far the largest share of CO₂ emissions that occur within the boundaries of the county see Figure 2. Therefore a rapid reduction of fossil fuelled road transport must form a major part of the changes needed, in order to hit the goal of becoming carbon neutral by 2030.

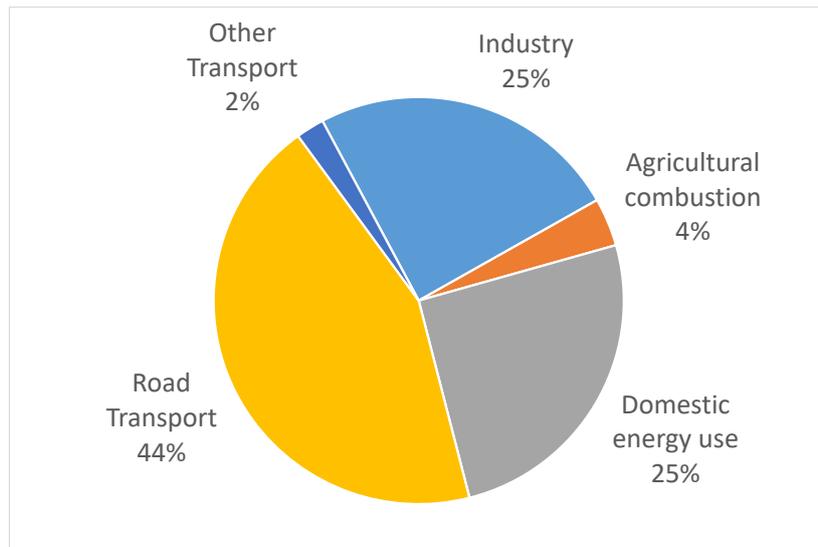


Figure 2 - Breakdown by sector of CO2 emissions within Wiltshire – Data from (NAEI, 2019)

The importance of ‘active travel’ (walking and cycling) has been widely recognised both within cities around the UK and by the national Government. The policy paper “Gear Change: bold vision for cycling and walking” (Department for Transport, 2020b) released in July 2020 sets out a vision to put “Cycling at the heart of decision-making” and to achieve this by “Empowering and encouraging Local Authorities” thus “Enabling people to cycle and protecting them when they do”. Whilst that policy paper does include tackling climate change and air quality as motivation, it also outlines benefits to health, wellbeing, congestion reduction and to local businesses from a widespread move to active travel.

The desire to get more people cycling in the Devizes area formed a part of the 2012 Devizes Transport Strategy (Mott MacDonald, 2012) which included the following measures:

- *Implement a comprehensive, convenient and safe cycle network including parking at employment and retail sites and educational and leisure facilities;*
- *Cycle campaign (to include Bike It investment); and*
- *Develop and promote safe routes from villages to Devizes.*

Looking back at this from 2020 meaningful progress towards these measures has been rather limited.

2.1 Hypothesis

The basic hypothesis behind this report is that there are already many people in the area who are willing to use bicycles for more of their journeys. However a number of factors make cycling too unattractive for them to act upon this willingness. Thus the aim here is to establish whether this is the case and if so to identify these factors and propose a set of actions to mitigate against them.

If we can address the issues blocking people from cycling, then there is great potential for bicycles to displace fossil fuelled motor vehicles in the Devizes area. This helping Wiltshire Council to meet the 2030 net carbon zero goal.

3 Method (Process & Justification)

3.1 Process

The data for this report was collected via an online survey promoted largely via social media (Facebook and Twitter) but also with paper copies of the survey distributed via the 'Bikes and Boards' bicycle shop and during a Repair Café session which included bicycle maintenance.

The survey was made up of a number of questions where participants selected one or more responses from a list, together with a number of open questions where participants were able to provide their thoughts as freeform text.

The list of survey questions is included in appendix A.

3.2 Justification

Whilst the survey has been open for any member of the public to complete, the promotion of it is clearly skewed towards people who either already cycle or who are considering cycling. Since the survey is aimed at finding out what encourages and what discourages cycling this bias in the selection of candidates is necessary, for without some prior experience of the issues participants would be unable to answer many of the questions.

In his book *Cycle Nation – How Cycling can Save the World* (Walker, 2017) Peter Walker asserts that the evidence from new London infrastructure shows that the improvements act to encourage groups who don't currently cycle as much. As a result, many more women, children and older people take up cycling following improvements, as they are more deterred by risk than young men. This means the current level of cycling, and the current demographic of cyclists are not necessarily a guide to the need for facilities. As a town with growing numbers of young families, and retired people, improvements here could have a far reaching impact.

4 Results

4.1 About the participants

Of the 264 participants 52% were female and 48% male. The age distribution was as shown in Figure 3.

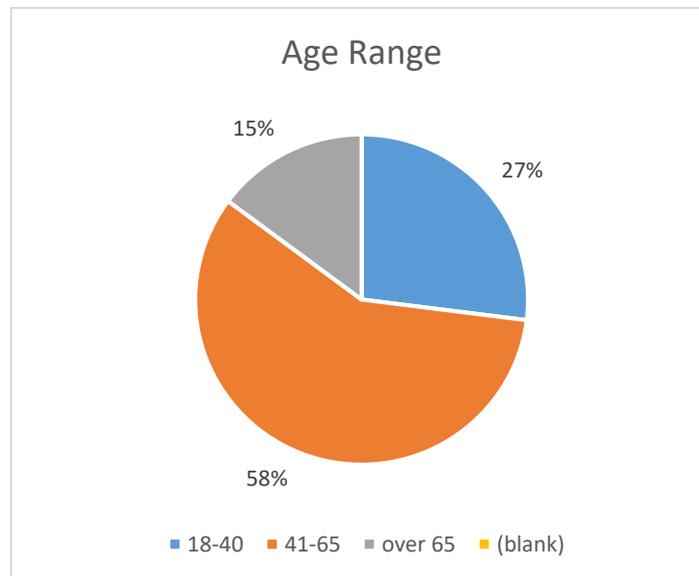


Figure 3 - Age ranges of survey participants

Thus the majority of participants were of working age. The employment status as shown in Figure 4 backs this up by showing that 74% of participants are working either full or part time.

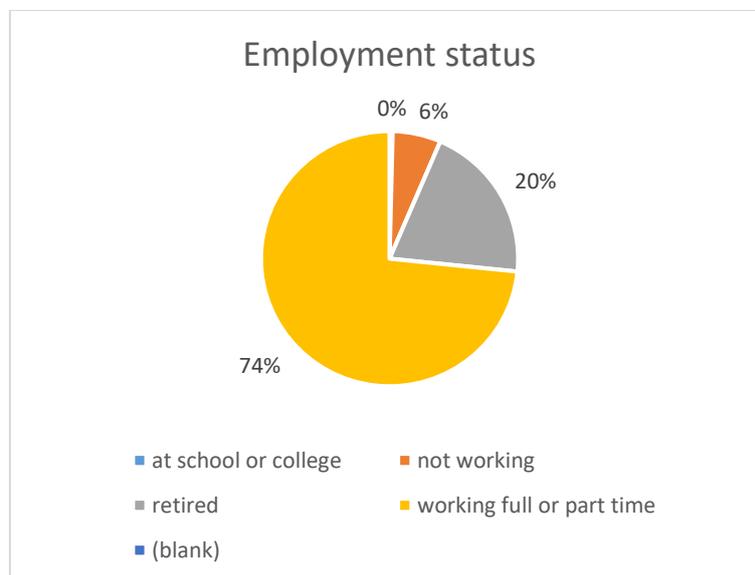


Figure 4 - Employment status of survey participants

The profile revealed here does suggest that the survey has not reached younger people and in particular those who are at school or college. That said a third (33%) of those surveyed have children under the age of 18 within the household.

In terms of a geographical spread of where participants live Figure 5 shows a fairly even spread throughout the designated zones. With 'outside Devizes' being the largest contributor as might be expected from the much larger area that this covers.

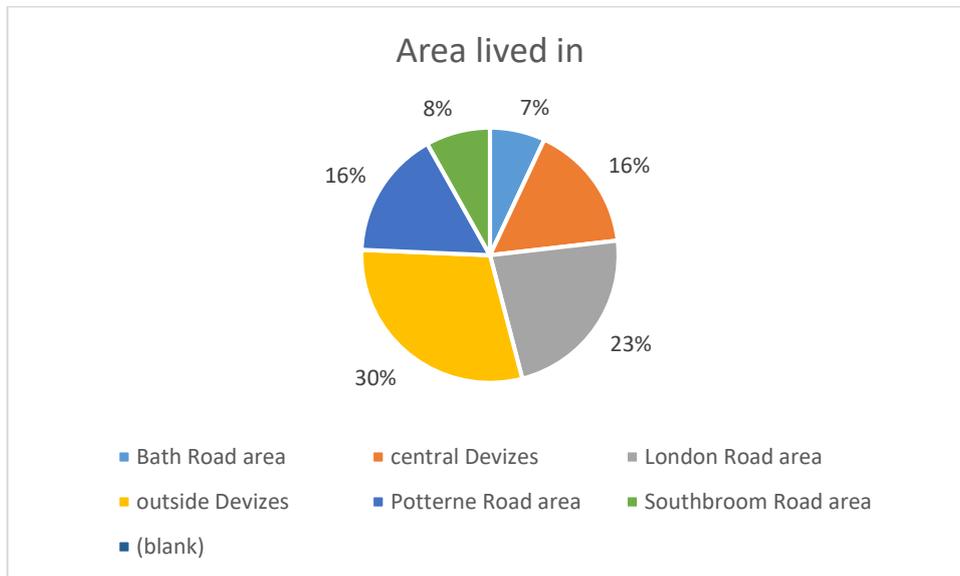


Figure 5 - Where survey participants live

In contrast with this more than half of all participants work or study outside Devizes. Thus implying that the majority of commuting trips involve travel outside of Devizes.

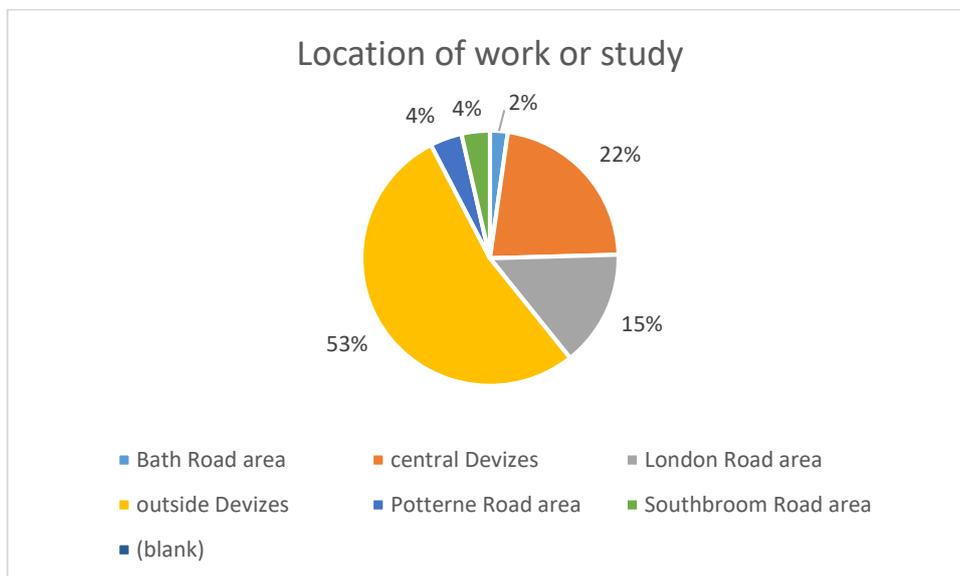


Figure 6 - Where survey participants work or study

By comparing where people live and where they work we can attempt to establish whether there are any key commuting routes which could best be served by cycling. Table 1 shows the data that was captured by the survey. With such low numbers for each potential route it is difficult to spot any obvious routes to target for cycling.

		I work in					
		Bath Road area	Central Devizes	London Road area	Outside Devizes	Potterne Road area	Southbroom Road area
I L i v e i n	Bath Road area	2	4	1	9		1
	Central Devizes	1	12	2	21	1	
	London Road area	2	8	19	18	2	
	Outside Devizes		13	5	48		1
	Potterne Road area		9	3	16	5	1
	Southbroom Road area		3	2	6	1	5

Table 1 - Matrix of where people work vs where they live

4.2 Responses to cycling specific questions

In terms of access to a bicycle the respondents seem well served as shown in Figure 7. Of note is that over 40% of households have at least three bicycles.

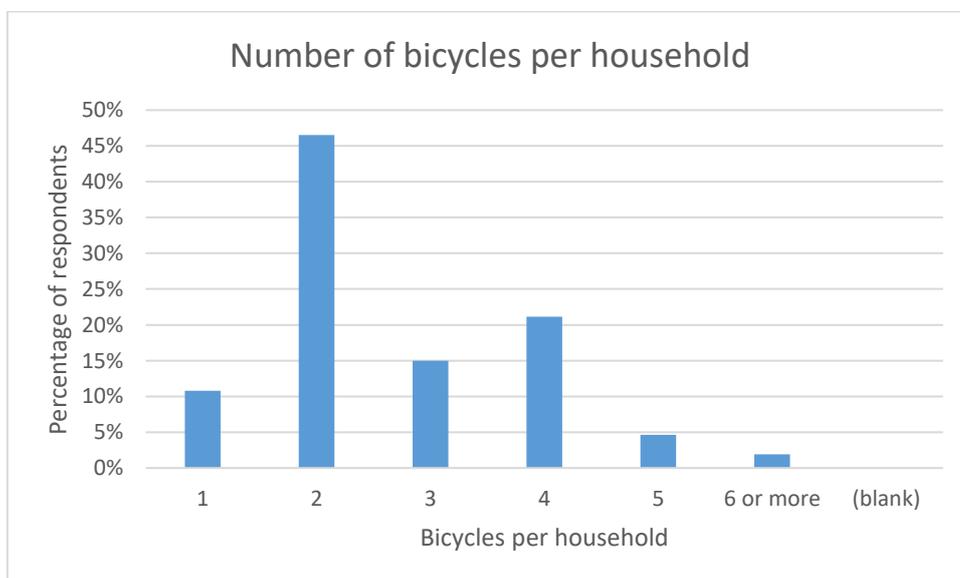


Figure 7 - Number of bicycles per household

As shown in Figure 8 the majority of those surveyed ride a bicycle quite often. However there is a significant minority that either very rarely or never ride. The answers from these people may be of particular relevance when considering what discourages people from riding.

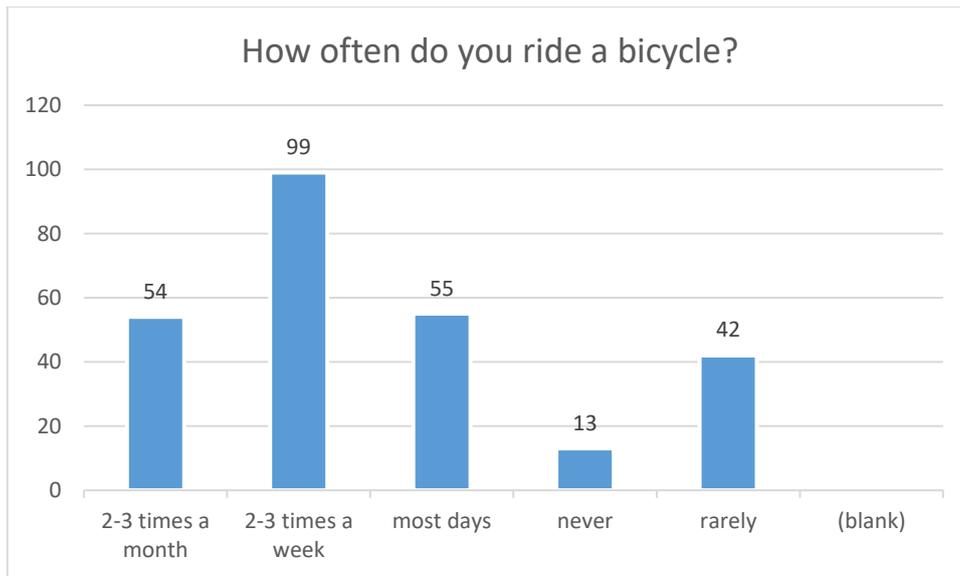


Figure 8 - How often participants cycle

Responses to the question “Where do you cycle?” really show why people are cycling. As seen in Figure 9 by far the most cycling is done for recreational purposes, thus suggesting that cycling is rarely viewed as purely a means of transport in the area.

That said 32% of those of working age cycle to work – this is far higher than the national average of around 3.6% based on data from (Department for Transport, 2020d). This higher figure reflects that most people who chose to complete the survey are already cycling enthusiasts.

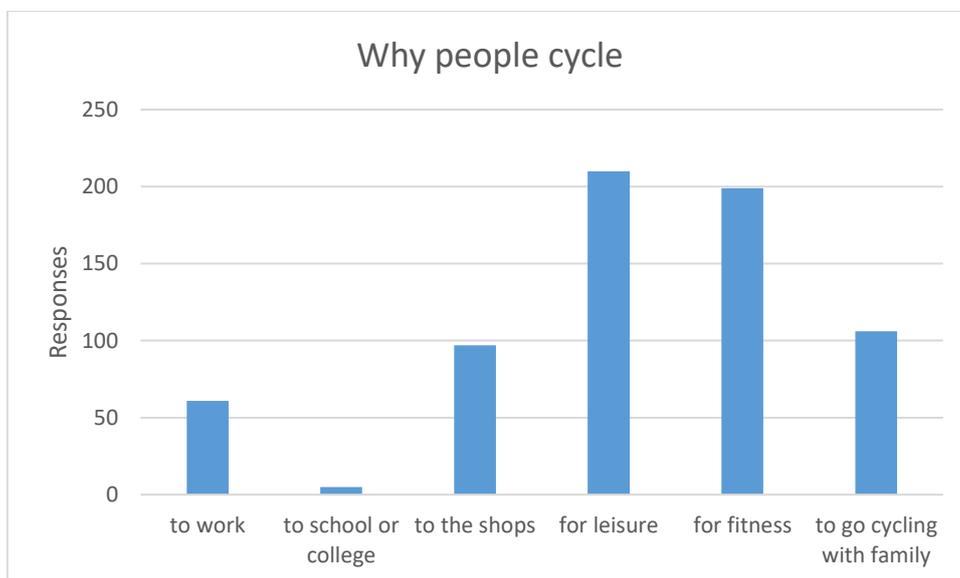


Figure 9 - Why people cycle

It is interesting that the responses to “Where would you like to cycle more?” (Figure 10) are very similar to those asking where people cycle now, cycling to work or school / college show a moderate increase. This may reflect that for many people the daily commute is either too far or too frightening to contemplate by bicycle. However it is encouraging to see that rather more people would like to cycle to the shops more than they do now.

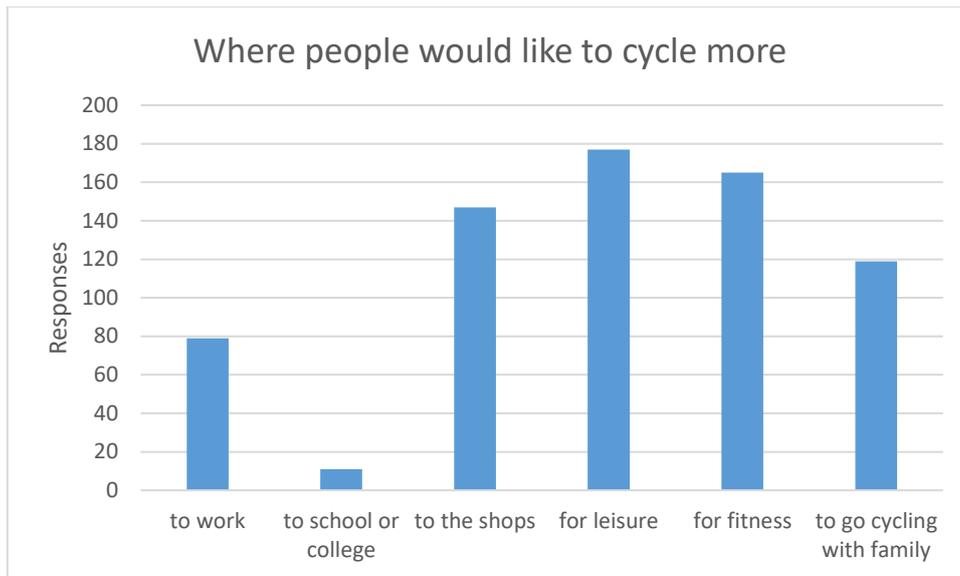


Figure 10 - Where people would like to cycle more

4.2.1 Impediments to cycling

When asked to select from a list of things that deter them from cycling the responses clearly identified three main areas: traffic, pot holes and lack of safe cycle parking. See Figure 11 for the figures.

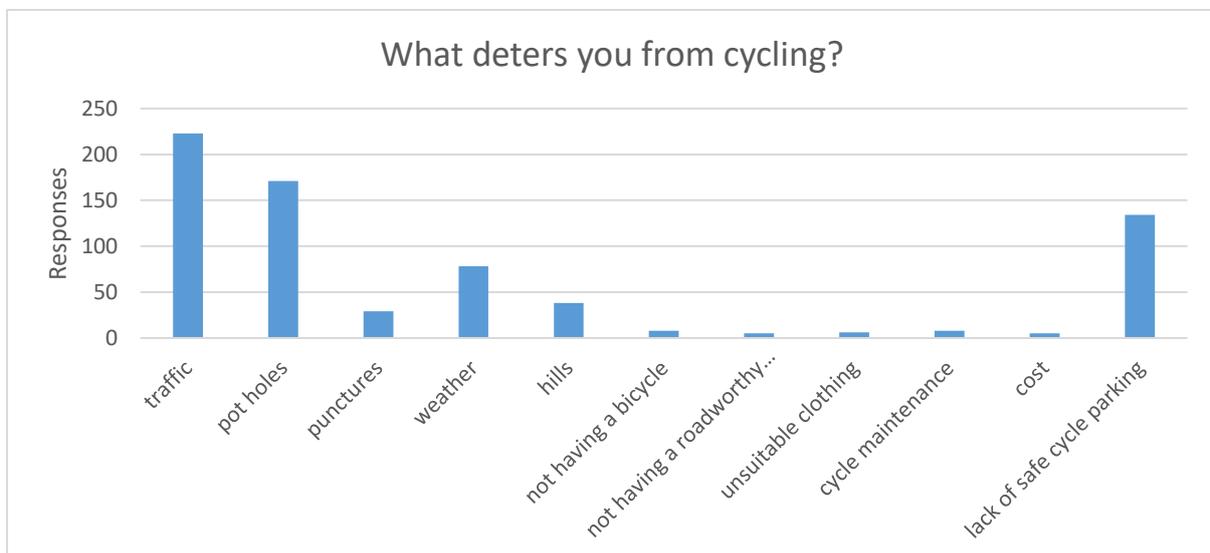


Figure 11 - What deters people from cycling?

This question also gave people the option to identify other deterrents. The reasons given included the following:

- (Many responses) Fear of aggressive and careless drivers.
- (Many responses) Lack of safe traffic free cycle routes
- Car drivers not giving enough space despite clearly having a child on the back and following the correct safety guidance for bikes

- Time – cycling takes too long compared with using a car particularly for longer distances
- Impossibility to take normal bikes on buses to go further afield
- Lack of confidence to cope with other road users
- Lack of safe roads between Devizes and villages
- Bad behaviour of other cyclists
- Nothing stops me cycling!
- Cycle/pedestrian paths have no priority over side roads. Pedestrians do not have to keep to one side on shared routes.

It would appear from these that “traffic” being the most popular response is because people do not feel safe sharing many of the roads in the Devizes area with motor vehicles.

4.2.2 Encouragement to cycle more

When asked to select which from a range of measures would encourage more cycling opinion was somewhat split, as seen in Figure 12. However taken together the two measures related to the provision of safer cycling routes were clearly the most popular by a reasonable margin.

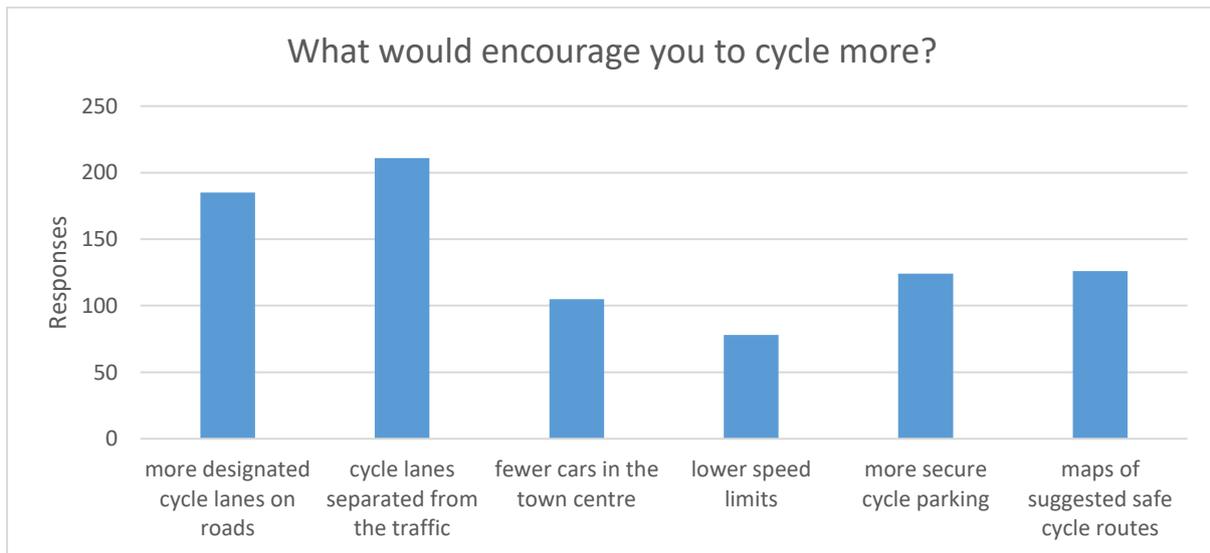


Figure 12 - What would encourage you to cycle more?

When asked what would most encourage them to cycle more and given a free form text box a number of themes emerged as listed in Table 2. Of these by far the most prevalent theme was a call for more routes where cyclists are separated from motorised traffic.

Theme	Number of times mentioned	Percentage of mentions
Desire for more traffic free cycle routes	106	53%
Improvements to road surfaces e.g. fixing potholes	13	7%
More secure cycle parking	8	4%
A reduction in aggressive or intimidating driving	21	11%
Changes to and driver adherence to speed limits	10	5%
Having more free time	6	3%
A reduction in the number of motor vehicles on the road	15	8%
More information for cyclists (e.g. maps)	6	3%
Other	15	8%

Table 2 - Main themes for what would most encourage cycling

4.3 Other comments provided by participants

The final question of the survey asked participants if there was anything else that they would like to say about cycling in Devizes.

There was quite a range of comments varying from voicing fears already expressed earlier in the survey through serious suggestions for improvements to positive comments about cycling in the Devizes area. The full list of comments can be found in Appendix B, but a selection of the most enlightening are presented here.

4.3.1 Positive comments about cycling in the Devizes area

The following positive comments, albeit with some reservations, were submitted:

- *We really enjoyed cycling during lockdown where there were far less cars. Now feels too scary to go as far/as often. The children cycle maybe 2/3 times a week accompanying me jogging, but [it] is scarier than a few months ago.*
- *It's an absolutely fabulous way to explore and discover new places.*
- *The canal is a great route, and it would be excellent if more paths joined up with it to make a wider network of paths.*
- *Great place when cycling alone as an adult but very limiting when cycling with children*
- *We enjoyed the cycling event in Devizes a few years ago where you followed a map around town.*
- *Cycling around Devizes is amazing on the country roads and we are very, very lucky to have so much choice.*
- *Wiltshire has superb cycling options across the region, and we must tell far more people the story of the beautiful Wiltshire Cycleway for example, but the towns are haphazard in their facilities for cycling and short journeys into town is where fantastic gains for the environment and our health and happiness by bike can be really achieved.*
- *There is little traffic in Devizes comparable to other towns so there is no need to be afraid of cycling here.*
- *I'd love to cycle more - Devizes is a fantastic town but it could feel so much more vibrant with less traffic and more cycling and walking in the town centre.*

4.3.2 Specific issues about cycling in the Devizes area

When it comes to specific issues that people mentioned London Road topped the list with the following responses:

- *London road cycle lane [is] pointless.*
- *The cycle lane on London road is a good idea, having it finish at the canal bridge is not safe.*
- *The London Road cycle lane is an accident waiting to happen.*
- *I feel the 'cycle lanes' on the London Road (along by Police HQ) are dangerous as it encourages vehicles to close pass. I would like to cycle in the middle of the lane to reduce this risk but vehicles then think you're obstructing them, not realising that the cycle lane feels a dangerous place to cycle.*
- *London road cycle lanes need a major refurb.*
- *London Road cycle lane is pointless, I would never use it.*
- *On the A361 from central Devizes to Lidl cars pass really close if cycling in the bike lane. The lane often had potholes but motorists get angry if the cyclist tries to avoid them*
- *London road cycle lane surface uneven and wearing away so dangerous*
- *London Road should have cycle route off road and on pavement*
- *Being passed at 40/50 miles an hour on London Road and Horton Road is scary!*
- *The roads are a liability, the cycle lane along London road is an accident waiting to happen.*
- *Foot path too wide heading out of Devizes via London road. Cycle lane too narrow too close to traffic.*

A full examination of the difficulties of cycling up London Road is beyond the scope of this report, but a couple of points are worth immediate mention. Firstly the cycle lanes marked at the Town end of the road are of concern, see Figure 13 picture (a) taken outside Wiltshire Police HQ. Here the cycle lane advisory and is only 1 metre wide. Guidance in the recently published LTN 1/20 (Department for Transport, 2020a) says:

6.4.9 *Advisory lanes should only be used when limitations on the overall space available mean that motor vehicles will sometimes need to enter the cycle lane. Advisory lanes are not recommended where they are likely to be blocked by parked vehicles.*

And:

6.4.3 *Cycle Lanes less than 1.5m wide should not normally be used as they will exclude the use of the facility by larger cycles and are therefore not inclusive. They can also encourage 'close-passing' of cyclists by motorists, who tend to judge their road position with reference to the nearside marking.*

In practice when there is a traffic queue going in to town then vehicles leaving town do not have sufficient space to safely overtake cyclists on this road.



Figure 13 - Examples of London Road cycling infrastructure (a) & (b)

Secondly further up London Road the cycle path switches to the original pavement where cyclists must share the space with pedestrians, see Figure 13 picture (b). Here there is no demarcation line between the space allocated to each and in sections vegetation reduces the width of the shared path to less than 1 meter. Furthermore where this path crosses the entrance to Quakers Road cyclists are instructed to dismount for the road crossing and are again asked to dismount before joining the on-road cycle path shortly afterwards.

The canal towpath also attracted considerable criticism:

- *The main cycle path (canal) is obstructed by pedestrians. There should be designated cycle paths separate from pedestrians that could at least lead into town*
- *The canal towpath should be wider and have a cycle friendly surface.*
- *The tow path is not suitable for road-bikes so lanes on the road are essential for commuters, shoppers etc.*
- *Love cycling the canal path from Devizes to Bath parts of the path prove narrow and difficult when walkers and cyclists are using the same area.*
- *Canal tow paths need to be more bike friendly, decent surface and not mud.*
- *Stop putting gravel down on the canal towpath - it was a great cycle path until that was done. Make it more dangerous and difficult to ride.*
- *There is an over reliance of routes via the canal, but a lot of anti-cyclist feeling from pedestrians.*

Here the main issue being raised is that this is a shared path where cyclists must give way to pedestrians and since it is popular with families and dog walkers this makes it difficult to make any reasonable progress by bicycle, see Figure 14. However the surface and width of the path

make it unsuitable for all weather commuting, particularly towards Trowbridge and Bradford on Avon.



Figure 14 - Canal towpath shared cycleway

Other interesting feedback on the challenges of cycling in the Devizes area was:

- *Bikes get stolen all the time and this makes me less likely to cycle to town for shopping. Very little seems to be happening to put this right*
- *The cycle ways currently stop short of the town centre? Poor parking for bikes especially in the Market Place*
- *Mixed pedestrian/cycling pavements do NOT work. They simply move the problem*
- *"The cycle lanes are great in Devizes, sadly they have been dug up by contractors and are now uneven and bumpy. The edges of the road is also usually where the road dirt is found. It would be great if they could be cleaned more regularly by the local council. It would encourage me to stay within them if they were.*
- *I live off Marshall Road and it never ceases to amaze me when I cycle or drive to town, the amount of cyclists NOT using the bike lane, by the school on Nursteed Road.*

There is clearly some demand for secure cycle parking in the Market Place, as shown by the improvised parking by cyclists during a recent market event, see Figure 15



Figure 15 - Improvised cycle parking in the Market Place (12/9/20)

4.3.3 Interesting suggestions for making things better

Many people contributed great ideas about what it would take to make cycling more attractive in the area.

One popular theme was the provision of cycling routes between town and the surrounding villages:

- *There should be more cycle routes between towns and villages in Wiltshire, without having to use A roads with fast moving vehicles*
- *As much as it would be great to have more cycle lanes on main roads around Devizes, I don't see there is much space for this without removing verges and hedges. However, fixing potholes to make the usable area of road wider would make it safer for cyclists and reduce the need to cycle in the middle of the road to avoid the potholes!*
- *It would be great to have a cycle 'ring road' around Devizes - if you come in from the villages, you would get on to this and then get off at the nearest point to your direction. This could be integrated with other routes such as Quakers Walk and the canal.*
- *Could the footpath along the main road between Chippenham and Devizes be widened and modified to accommodate cyclists*
- *Improve width of useable towpath eastwards out of Devizes from Coate Bridge towards Horton and Pewsey. This would allow access into Devizes for cyclists avoiding what now are increasingly busy country roads, filling with car and truck traffic.*
- *Devizes is a centre for lots of small villages. If these villages could be connected to Devizes with dedicated cycle paths more people would use their bikes to get around rather than driving.*
- *Consider access to Devizes from surrounding villages eg Potterne as well to encourage more bike use and kids to school. Also cycle routes to Lavington school*

A number of suggestions were made regarding improvements within Devizes town:

- *Cycling to run errands in town could be a lot better with secure storage maybe run by the toilet attendants? A couple of proper bike lockers maybe as mine are too expensive to secure with a normal lock that bolt cutters would remove.*
- *Devizes could be marketed as a roadie stop for cafes and could quickly gain a good reputation as cyclist welcome - we are in the middle of many well used routes and at the moment Woodborough, Honey Street and Mipo [Lydeaway] are used by riding groups*

- *The cycle way on Windsor Drive is brilliant, but should link to Coate Bridge, especially for the school children of Nursted School.*
- *A one way vehicle system along new park street, A360, Long Street and Northgate with a separate cycle lane would be an improvement.*
- *It would be a step in the right direction if all Devizes schools were linked with dedicated cycle paths (not footpaths) that joined together all housing areas. Introduction of a one way system around the town could enable half the road space to be given to cycle paths and could potentially improve traffic flow if planned correctly with some thought given to second and third order effects.*
- *Really worry about church walk at school times as cars use it as a short cut and also lots children on bikes I worry someone is going to get run over. I think this road should be made safer for children. Maybe access only or widen pavements?*
- *We would like to see a cycle network particularly linked to leisure facilities so our children can safely cycle to their clubs without us needing to drive them. We would like much greater emphasis on cycle safety, use of helmets, reflective wear and for the stakeholders to support this as part of their planning when holding clubs. We have written and submitted a proposal for cycle to leisure safety scheme which we would love to develop for this wonderful town.*
- *National cycle maps currently cover the areas across 4 maps with a gap. It would be nice to have a map like Pewsey Velo shop created that also advises of other local bike shops, cafes and suggested routes.*
- *Nursted road the white end could do with resurfacing*

Some comments clearly target the behaviour of road users, both drivers and cyclists:

- *If cyclists want to be treated as responsible road users, adhere to the Highway Code. My big bugbear is selfish cyclists who won't, as required by the Highway Code, (slow moving vehicles) pull over to allow queues forming to pass. As a car/van driver and rider of pedal and motor cycles, a bit more consideration would go a long way. As a cyclist I cannot expect the whole world to change to accommodate me, but must accept that whatever mode I'm travelling in there are others using the same space.*
- *The speed of traffic on many roads surrounding Devizes is a big issue for me. Many drivers seem to exceed the speed limit by a large margin. In villages with narrow roads and around town it would be great to have 20mph speed limits which are actually enforced.*
- *There is also no visible deterrent for drivers who seem to be increasingly using our town as a private race track. No police or PCSO seem to walk around anymore.*
- *Needs to be more prosecutions of careless/dangerous cyclists on footpaths, particularly on the canal.*
- *Kids are now cycling to Green Lane and they are at risk. Also, there's no culture of ensuring roadworthiness of bicycles and the use of safety equipment. In Germany you'd get fined for having a light that doesn't work or brakes that were ineffective and the police enforce it.*
- *I also walk and too many cyclists use unsuitable footpaths and pavements*
- *Most of the cyclists (all ages), in Devizes ride on the pavement and no one does anything about it. Perhaps you could use your influence and get the message out that it is illegal.*
- *A lot of children and adults cycle on the pavements as the roads are just too dangerous. I've had a few near misses from larger vehicles when cycling to work. It's a scary experience and shouldn't be.*

Several of these comments relate to cycling on pavements or footpaths. With both the canal towpath and parts of London Road and Nursteed Road using shared pedestrian and cycle paths there is perhaps scope for confusion by both pedestrians and cyclists about which footpaths are shared and which aren't. This is a further drawback to the provision of such infrastructure.

There were two comments relating to the use of bridleways for cycling:

- *I think it's so wrong the way bridle paths/ cycle paths suddenly change to footpaths leaving you stuck*
- *there are lots of bridleways but I don't know where they go - dedicated cycle maps would be an asset*

4.3.4 Comments on the survey itself

A couple of comments were clearly directed at those organising the survey:

- *Nursteed Road area has cyclists too!!*
- *And please remember that many of us don't work in Devizes and therefore need our cars. I tire of the green brigade making us feel guilty. The only place that I will use a bicycle is down in Torbay where they have a dedicated cycle track. It is safe, fun and well managed.*
- *What a good time for your survey!*
- *Please think about "inclusive" cycling. Those who might use trikes or red cycle parks to be close to amenities.*

5 Discussion

5.1 Effective targeting to get more people cycling

5.1.1 Targeting cycling for particular purposes

With the end goal of reducing car use, and hence CO₂ emissions, it is tempting to target initial interventions at times of peak car use – namely commuting. However the 'commute' is a daunting place to start for someone who may not have cycled for a long time, or ever before. This is particularly true for younger or older people and to an extent for women.

Furthermore it is not clear that targeting commuting will have the most significant effect. Data from 2019 on how many trips people make for different purposes - NTS409 (Department for Transport, 2020c) shows that just 15% of trips are due to commuting, see Figure 16. Note that both leisure and shopping are responsible for more trips, which seems to fit with the observed levels of traffic in Devizes on a Saturday!

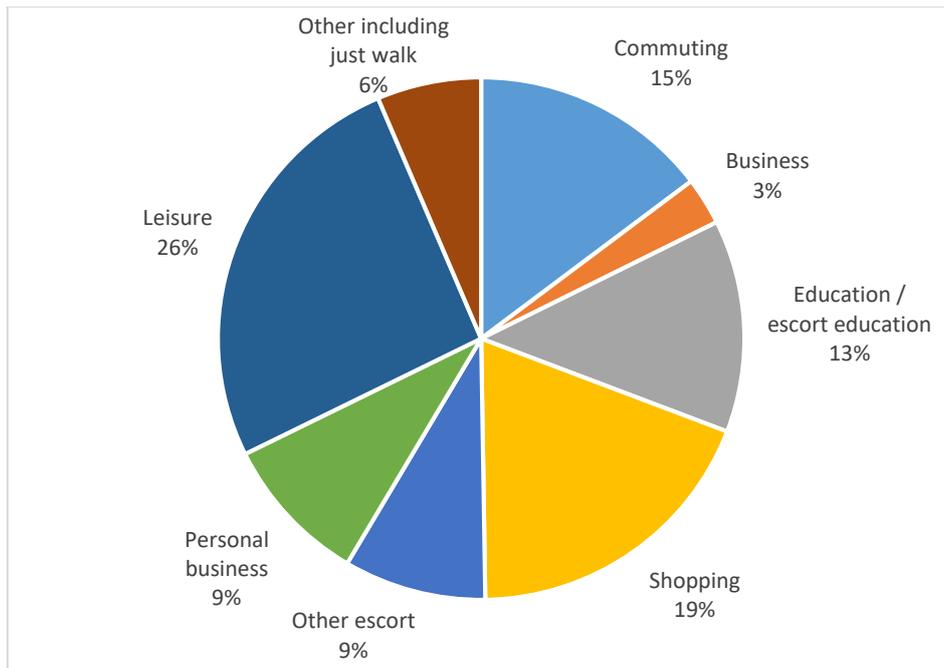


Figure 16 - Purpose of trips - all travel modes Data from NTS409 (Department for Transport, 2020c)

Put together these suggest that the first step to increasing the use of bicycles in the area should be targeted more at leisure and shopping. Once people are cycling for these reasons then they may build up the confidence needed to consider commuting by bicycle.

5.2 Targeting cycling at particular groups of people

Responses to our survey came predominantly from people aged 18-65, but the resolution in the survey question does not allow for a more detailed breakdown than this. We can compare this to the 2011 Census data for the Devizes area (Wiltshire Council, 2017) as shown in Figure 17

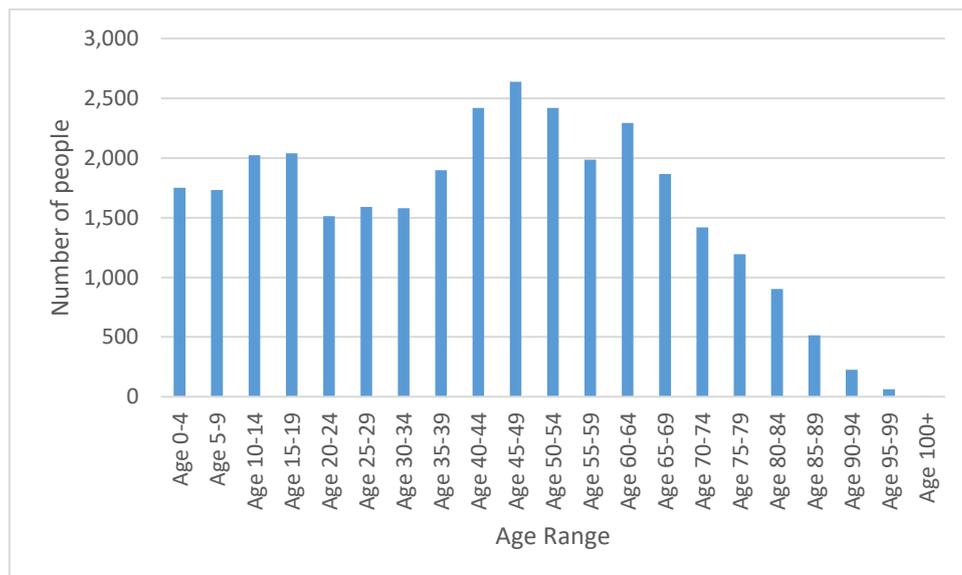


Figure 17 - Age breakdown of Devizes Area residents, Data from (Wiltshire Council, 2017)

It is clear that there are a large number of younger people whom either the survey failed to reach or who are not currently considering cycling. There are also a significant number of older people who

fall into the same category. Both of these groups could be considered as vulnerable and so are likely to be more intimidated by the thought of cycling on busy roads.

The recently published report 'Cycling for Everyone' commissioned by Sustrans (Burns, Man Oram and Claris, 2020) highlights the tendency for cycling policy to serve the needs of people that are more likely to already cycle. It suggests that instead there should be ore focus on welcoming and supporting all people to cycle.

If we are to succeed in getting more people using a bicycle for journeys in the Devizes area then we must target people who are not already cyclists.

5.3 Addressing all aspects needed to make people feel happy cycling

The survey responses included an almost universal cry for better cycling infrastructure, where cyclists are physically separated from both motor vehicles and pedestrians. Clearly this is the single biggest change needed to address the fears that are holding people back from cycling.

However providing infrastructure is likely to take considerable time and on its own is insufficient to make people take up cycling or to return to cycling. So alongside any infrastructure improvements we must also address:

5.3.1 The image of cycling and cyclists

Perhaps in recent years the success of Britain in the sport of Cycling has led to the predominant image of cyclists as fit young men whizzing about on racing bikes. This coupled with media pushing the idea that there is a war between cyclists and motorists (Channel 5, 2019) makes in hard for non-cyclists to see cycling as having any relevance to them.

Changing this image will be a challenge, but perhaps the key lies in consistent local / social media campaigns showing a variety of people cycling in normal clothes in the Devizes area. Maybe such a campaign could include 'car free' days when we encourage many people to cycle in to Devizes to visit the shops and cafes here.

5.3.2 Lack of confidence or skills

For inexperienced cyclists the roads are a much more terrifying place and this clearly deters many from even trying cycling. Largely this is an issue of confidence, hence young men are more willing to cycle. However confidence can also be won through learning the skills which can help you to negotiate traffic safely.

Thus a programme of training both for adults and children should be seen as an essential part of the package needed to get more people cycling. For those new to cycling schemes like Bikeability (Bikeability, 2020) provide an excellent introduction. Those returning to cycling could be more easily helped by guided rides showing the best local routes and providing tips and encouragement.

5.3.3 The cost of a bicycle

Whilst for most participants in our survey cost wasn't an issue this is clearly an impediment for many people who are in less fortunate circumstances, a situation that is likely to become more common in the wake of COVID-19. The cost lies not just in the purchase of a bicycle but also in the ongoing maintenance, which can be more difficult on low quality cheaper bicycles.

There are a number of schemes which take in donated bicycles for refurbishment and resale. Perhaps the closest is the Julian House Bike Workshop in Trowbridge (Julian House Bike Workshop, 2020), they also ran a workshop in Erlestoke where bicycles were refurbished by the prisoners however it is not clear whether this is currently running due to COVID-19.

When it comes to reducing the cost of maintenance the Devizes Repair Café has run sessions including free bicycle maintenance, but perhaps the largest opportunity lies with teaching people how to maintain their own bicycle.

5.4 Stressing the additional benefits from more active travel

In initiating this survey Sustainable Devizes has primarily been motivated by the potential carbon emission reduction from reducing motor traffic. However there are other benefits to cycling, and more widely active travel including walking. The recent government whitepaper (Department for Transport, 2020b, p. 9) lists the following additional benefits at a national level:

- **Health** – *Physical inactivity costs the NHS up to £1bn per annum, with further indirect costs calculated at £8.2bn*
- **Wellbeing** - *20 minutes of exercise per day cuts risk of developing depression by 31% and increases productivity of workers*
- **Congestion** - *The new east-west and north-south cycle routes in London are moving 46% of the people in only 30% of the road space*
- **Local businesses** - *Up to 40% increase in shopping footfall by well-planned improvements in the walking environment*
- **Environmental and air quality** - *Meeting the targets to double cycling and increase walking would lead to savings of £567 million annually from air quality alone and prevent 8,300 premature deaths each year and provide opportunities to improve green spaces and biodiversity*
- **Economy** - *Cycling contributes £5.4bn to the economy per year and supports 64,000 jobs*

Thus in the Devizes area more people cycling and walking regularly has the potential to:

- Reduce the pressure on local Doctor's Surgeries, by improving the health of people here.
- Reduce the loading on the Avon and Wiltshire Mental Health Support Service, by reducing the level of depression
- Increase business for our many independent retailers, by reducing pressure on car parking and making the streets in the town centre a more pleasant place for shoppers to linger.
- Reduce the traffic congestion through the town and hence improve the air quality at hot-spots like the 'Roses' roundabout and by Shane's Castle on Bath Road.

6 Conclusions

The majority of participants choose to cycle for recreational purposes rather than as a means of commuting. In part this perception can be attributed to the high proportion of participants who work outside Devizes. However experiences with poor cycling infrastructure, in particular up London Road, suggest that many people feel that the dangers of commuting by bicycle are just too great. This suggests that initial interventions should be targeted at getting more people cycling for leisure and shopping rather than for commuting. Such interventions are also more likely to encourage non-cyclists to give cycling a try, which may pave the way to more commuting at some point in the future

In general the main reason people do not choose to cycle more, in the Devizes area, is that they are too afraid to do so. This fear stems from experiences in sharing local roads with motorised traffic, with many people feeling intimidated by the speed of vehicles and the aggressive behaviour from many drivers. Ironically the high number of motor vehicles on roads in the area is a big driver for this, so if more people chose to cycle then the situation would be improved for cyclists generally.

There are also secondary reasons such as the fear of having a bicycle stolen and not having convenient and secure places to lock bikes, plus the facing the conflict caused by sharing cycle paths with pedestrians. What is perhaps interesting though is that factors like the British weather, hills and the cost of bicycles were of a much lower concern.

If we can begin to address people's fears then there must be great potential to get far more people making journeys by bicycle in the Devizes area. In practice this will require improvements to local cycling infrastructure to reduce the conflict with motor vehicles and pedestrians. However great care must be taken that this is done in a way that includes public consultation and buy-in, in particular with drivers, in order to avoid the backlash seen recently with many schemes within cities - for example the introduction of Low Traffic Neighbourhoods by Wandsworth Council (Parker, 2020).

Amongst the participants there was a considerable call for safe cycling routes to provide access from the surrounding villages to Devizes. This echoes the measure from the Devizes Transport Strategy (Mott MacDonald, 2012) to "*Develop and promote safe routes from villages to Devizes*". This measure has the potential to reduce inbound traffic to Devizes thus helping to make the roads in town less congested and more suitable for cycling.

Amongst the suggestions was the idea that Devizes could become a hub for local cyclists, in particular as a place for groups of cyclists to stop for coffee. Given that Devizes lies on the National Cycle Network Route 4 (Sustrans, 2020) there must be potential for making cycling in the area more of a tourist attraction and hence bringing income to local businesses. This would however rely on either making it safe for both cyclists and motor vehicles to share the town, or on providing off road routes to keep the two separate.

6.1 Recommendations

6.1.1 Infrastructure related

R1. Additional secure cycle parking could be included as part of the planned Market Place parking changes

R2. Cycle parking by the main supermarkets in Devizes may not be adequate for the number of cyclists wishing to use it. Therefore we should undertake an audit of how much each is used and if it proves to be inadequate then should petition the supermarkets to increase the provision of cycle parking.

R3. The cycle paths up London Road should be reviewed with the aim of revising them to meet the standards laid out in LTN 1/20 (Department for Transport, 2020a)

R4. In the long term cycle friendly routes are needed between the main areas of Devizes and between Devizes and the surrounding villages.

6.1.2 Attitudes and behaviour related

R5. There are two areas where Wiltshire Police could help to enforce and influence the behaviour of drivers:

- i) By more rigorous enforcement of speed limits within the area
- ii) By running a number of 'Close Pass' operations similar to [this one in Melksham](#) (Wiltshire Police, 2020)

R6. For many people the fear of what might happen when cycling is actually far worse than the reality of getting out on a bicycle. Therefore we suggest a campaign to train cyclists in riding confidently on the road and to inform cyclists about the best routes to use for their journeys in the area. Such a campaign would require partnerships with local (eg. Devizes Town Cycling Club) and national (e.g Sustrans, British Cycling or Cycling UK) cycling organisations, to make use of their specialist skills and knowledge.

R7. A consistent and long running campaign is needed to send out the message that cycling is for everyone. For people to try out cycling then need to see 'people like them' on bicycles.

6.2 Next steps and further research

During the COVID-19 crisis the UK Government made available emergency funding to make improvements active travel infrastructure. Five towns in Wiltshire were able to make use of this funding. In order to take advantage of opportunities like this we need to have a clear plan for such improvements in the Devizes area. Therefore Sustainable Devizes would like to work with Devizes Town Council, Wiltshire Council and other community groups to create a Devizes Cycling Strategy similar to the one created by Letchworth Garden City in 2018 (Steer Davies Gleave, 2018). This would include detailed plans for infrastructure improvements. Clearly further research and public engagement is necessary in order to create this cycling strategy.

Sustainable Devizes are part of the Wiltshire Climate Alliance and as such are keen to work with Wiltshire Council in planning how to meet the goal of net zero carbon emissions by 2030. Via the transport related group of WCA we intend to promote the development of a network of cycle-ways between the villages and towns within Wiltshire. It is encouraging that we are starting to see recommendations from the Wiltshire Council Global Warming & Climate Emergency Task Group (Wiltshire Council, 2020b) which echo our findings here. Namely that the council:

- *Provides the physical infrastructure (dedicated/ segregated/ all-weather cycle paths, wayfinding signage, cycle parking) that makes cycling a safer, more convenient and (for shorter journeys) preferred way to travel.*
- *Works with town and parish local authorities, cycling groups and other stakeholders to significantly upgrade town and village cycle networks and cycle parking, prioritising key network/ parking improvements where demand is greatest, connecting people with intended destinations (e.g. town centres, train stations, bus stations, schools, leisure centres, council buildings and centres of employment).*
- *Works with Sustrans, town and parish local authorities, cycling groups and other stakeholders to create and develop an inter-connected, long-distance, segregated, safe, all-weather network of cycle routes across the county (including diverting current 'National' cycle paths and networks away from major roads).*
- *Prepares and implements an ambitious and comprehensive long-term cycling plan for the county.*
- *Supports and promotes safe cycling through:*
 - *providing accessible and up-to-date information on cycle routes (e.g. direct vs quiet routes) and availability of secure cycle parking (e.g. CCTV coverage at stations and in town centres);*
 - *campaigns to raise awareness of cyclists/ cycle safety among all road users;*
 - *training services such as those offered through Bikeability or other types of provider*
 - *working with schools to encourage and incentivise cycling.*

7 References

Bikeability (2020) *Bikeability | Cycle training for everyone, delivering better, safer cycling, Bikeability*. Available at: <https://bikeability.org.uk/> (Accessed: 27 September 2020).

Burns, T., Man Oram, M.-Y. and Claris, S. (2020) *Cycling for Everyone - A guide for inclusive cycling in cities and towns*. Available at: https://www.sustrans.org.uk/media/7377/cycling_for_everyone-sustrans-arup.pdf (Accessed: 27 September 2020).

Channel 5 (2019) 'Cyclists: Scourge Of The Streets?' Available at: <https://www.my5.tv/cyclists-scourge-of-the-streets> (Accessed: 27 September 2020).

Department for Transport (2020a) *Cycle Infrastructure Design*. S.I.: TSO. Available at: <https://www.gov.uk/government/publications/cycle-infrastructure-design-ltn-120>.

Department for Transport (2020b) *Cycling and walking plan for England, GOV.UK*. Available at: <https://www.gov.uk/government/publications/cycling-and-walking-plan-for-england> (Accessed: 2 September 2020).

Department for Transport (2020c) *Modal comparisons (TSGB01), GOV.UK*. Available at: <https://www.gov.uk/government/statistical-data-sets/tsgb01-modal-comparisons> (Accessed: 27 September 2020).

Department for Transport (2020d) *Purpose of travel, GOV.UK*. Available at: <https://www.gov.uk/government/statistical-data-sets/nts04-purpose-of-trips> (Accessed: 16 September 2020).

Julian House Bike Workshop (2020) *Julian House Bike Workshop*. Available at: <https://www.jhbikeworkshop.org/> (Accessed: 27 September 2020).

Livesey, A. (2020) 'Back in the saddle: Britain's new love affair with cycling', *The Guardian*, 30 August. Available at: <https://www.theguardian.com/lifeandstyle/gallery/2020/aug/30/back-in-the-saddle-britains-new-love-affair-with-cycling> (Accessed: 10 September 2020).

Mott MacDonald (2012) *Devizes Transport Strategy*. Available at: <https://cms.wiltshire.gov.uk/documents/s51333/Devizes%20Transport%20Strategy%20306427-04-C%20ISSUED.pdf> (Accessed: 13 September 2020).

NAEI (2019) *Local Authority CO2 interactive maps - NAEI, UK*. Available at: <https://naei.beis.gov.uk/laco2app/> (Accessed: 10 September 2020).

Parker, S. (2020) *Sophia Parker on Twitter, Twitter*. Available at: <https://twitter.com/mssophiaparker/status/1304540870499274754> (Accessed: 13 September 2020).

Steer Davies Gleave (2018) *Letchworth Garden City Cycling Strategy*. Available at: https://www.leitchworth.com/sites/default/files/documents/2018-10/Letchworth%20Cycling%20Strategy_v5.0.pdf (Accessed: 13 September 2020).

Sustrans (2020) *National Cycle Network - Route 4, Sustrans*. Available at: <https://www.sustrans.org.uk/find-a-route-on-the-national-cycle-network/route-4> (Accessed: 13 September 2020).

Walker, P. (2017) *How Cycling Can Save the World*. New York: Penguin Publishing Group. Available at: <http://lib.myilibrary.com?id=1001880> (Accessed: 13 September 2020).

Wiltshire Council (2017) 'Census Wiltshire Intelligence', *Wiltshire Intelligence*. Available at: <https://www.wiltshireintelligence.org.uk/population/census/> (Accessed: 27 September 2020).

Wiltshire Council (2020a) *Climate emergency - Wiltshire Council*. Available at: <https://www.wiltshire.gov.uk/green-economy-climate-emergency> (Accessed: 10 September 2020).

Wiltshire Council (2020b) *Overview and Scrutiny Management Committee meeting 29 September 2020 - Agenda Supplement (1)*. Available at: <https://cms.wiltshire.gov.uk/ieListDocuments.aspx?CId=1122&MId=13596&Ver=4> (Accessed: 27 September 2020).

Wiltshire Police (2020) *Drivers stopped in Operation Close Pass - Wiltshire Police*. Available at: <https://www.wiltshire.police.uk/article/4993/Drivers-stopped-in-Operation-Close-Pass> (Accessed: 13 September 2020).

8 Appendix A – The Survey

This section contains a copy of the survey text and questions.

A spreadsheet containing all the survey responses is available at:

<https://sustainabledevizes.org.uk/documents/category/8-transport-and-air-quality?download=82:cycle-survey-with-analysis>

Cycling in Devizes

Cycling has recently grown, especially through the 2020 lock down. Older people have rediscovered their bicycles, parents have been able to safely ride with children and the increased availability of ebikes has allowed many to get back on the road or to travel further. Cycling benefits us all; it is enjoyable, saves money, reduces congestion, helps the local economy and improves physical and mental health.

Sustainable Devizes is a local group working on transport, food supply and the Repair Cafe; more details at www.sustainabledevizes.org.uk/. We would like to find out how many more of us would like to cycle, where they wanted to go and anything that could be done to help this happen. We will feed back any information to the local planners and campaigners where it can help provide the facilities that are needed.

Thank you for filling in this questionnaire. It doesn't capture any personal data unless you wish to add your email address at the end to be sent further information.

Q1. Would you describe yourself as:

- Female
- Male
- Other
- Prefer not to say

Q2. Are you

- under 18
- 18-40
- 41-65
- over 65

Q3. Are you presently

- at school or college
- working full or part time
- not working
- retired

Q4. I live in

- central Devizes
- Bath Road area

- London Road area
- Potterne Road area
- Southbroom Road area
- outside Devizes

Q5. I work or study in

- central Devizes
- Bath Road area
- London Road area
- Potterne Road area
- Southbroom Road area
- outside Devizes

Q6. I mostly shop in

- central Devizes
- Bath Road area
- London Road area
- Potterne Road area
- Southbroom Road area
- outside Devizes

Q7. How many are there in your household

- 1
- 2
- 3
- 4
- 5
- 6 or more

Does your household include children aged under 18

- Yes
- No

Q8. How many bikes do you have in your household

- 1
- 2
- 3
- 4
- 5
- More than 5

Q9. Do you have these types of bike, tick all that apply

- road bike
- mountain bike
- hybrid bike
- cargo bike

- folding bike

Q10. Are any of these electrically assisted (pedelecs)

Text field for answer

Q11. Have you bought a bike in the last 12 months

- Yes, a new bike
- Yes, a second-hand bike
- No

Q12. Are you thinking of buying a bike in the next 12 months?

- Yes, a new bike
- Yes, a second-hand bike
- No

Q13. Do you ride a bicycle

- most days
- 2-3 times a week
- 2-3 times a month
- rarely
- never

Q14. Where do you cycle, tick all that apply

- to work
- to school or college
- to the shops
- for leisure
- for fitness
- to go cycling with family

Q15. Where would you like to cycle more often, tick all that apply

- to work
- to school or college
- to the shops
- for leisure
- for fitness
- to go cycling with family

Q16. What deters you from cycling, tick all that apply

- traffic
- pot holes
- punctures
- weather
- hills
- not having a bicycle
- not having a roadworthy bicycle

- unsuitable clothing
- cycle maintenance
- cost
- lack of safe cycle parking
- Other: text field for more details

Q17. What most deters you from cycling?

Text field for answer

Q18. What do you enjoy about cycling, tick all that apply

- fresh air, exercise & fitness
- time out with family & friends
- seeing new places
- saving money
- teaching children to cycle
- sustainability and the environment
- Other: text field for more details

Q19. What do you most enjoy about cycling?

Text field for answer

Q20. Where do you most like to cycle

Text field for answer

Q21. Where do you least like to cycle

Text field for answer

Q22. What would encourage you to cycle more, tick all that apply

- more designated cycle lanes on roads
- cycle lanes separated from the traffic
- fewer cars in the town centre
- lower speed limits
- more secure cycle parking
- maps of suggested safe cycle routes
- other: text field for more details

Q23. What would most encourage you to cycle more

Text field for answer

Q24. Is there anything else you would like to say about cycling in and around Devizes?

Text field for answer

Thank you for taking the time to fill in this questionnaire. If you would like to know more about Sustainable Devizes, please add your email address at the website <https://www.sustainabledevizes.org.uk/> and we will send you our regular newsletter.

9 Appendix B – Other comments from survey participants

This appendix contains a list of all the replies submitted in response to the question “Is there anything else you would like to say about cycling in and around Devizes?”

- We really enjoyed cycling during lockdown where there were far less cars. Now feels too scary to go as far/as often. The children cycle maybe 2/3 times a week accompanying me jogging, but is scarier than a few months ago.
- There should be more cycle routes between towns and villages in Wiltshire, without having to use A roads with fast moving vehicles
- As much as it would be great to have more cycle lanes on main roads around Devizes, I don't see there is much space for this without removing verges and hedges. However, fixing potholes to make the usable area of road wider would make it safer for cyclists and reduce the need to cycle in the middle of the road to avoid the potholes!
- too much traffic
- The cycle "lanes" are laughable, unusable, I ride on the road usually
- It would be great to have a cycle 'ring road' around Devizes - if you come in from the villages, you would get on to this and then get off at the nearest point to your direction. This could be integrated with other routes such as Quakers Walk and the canal.
- Cars often don't give much room. I don't feel comfortable cycling on or near roads with my children
- Bikes get stolen all the time and this makes me less likely to cycle to town for shopping. Very little seems to be happening to put this right
- I think more cycle lanes etc would encourage more people young and old to only use the car when needed you only have to look at other towns/cities where they have them Unfortunately though it would be amazing to see more cycle lanes in Devizes I'm not convinced they will ever happen.
- I think it's so wrong the way bridle paths/ cycle paths suddenly change to footpaths leaving you stuck
- Please do something to reduce congestion and pollution and nightmare drivers.
- there are lots of bridleways but i dont know where they go - dedicated cycle maps would be an asset
- idiot drivers
- Could the footpath along the main road between Chippenham and Devizes be widened and modified to accommodate cyclists
- London road cycle lane pointless. Cycling around Devizes is amazing on the country roads and we are very very lucky to have so much choice. Cycling to run errands in town could be a lot better with secure storage maybe run by the toilet attendants? A couple of proper bike lockers maybe as mine are too expensive to secure with a normal lock that bolt cutters would remove. Devizes could be marketed as a roadie stop for cafes and could quickly gain a good reputation as cyclist welcome - we are in the middle of many well used routes and at the moment Woodborough, honey street and Mipo are used by riding groups
- Most roads in Wiltshire have one (fast traffic) road between villages/ towns
- The cycle way on Windsor Drive is brilliant, but should link to Coate Bridge, especially for the school children of Nursteed School. There is an over reliance of routes via the canal, but a lot of anti-cyclist feeling from pedestrians.
- The cycle ways currently stop short of the town centre? Poor parking for bikes especially in the Market Place

- It should and could be much better
- Mixed pedestrian/cycling pavements do NOT work. They simply move the problem
- The main cycle path (canal) is obstructed by pedestrians. There should be designated cycle paths separate from pedestrians that could at least lead into town
- I feel the 'cycle lanes' on the London Road (along by Police HQ) are dangerous as it encourages vehicles to close pass. I would like to cycle in the middle of the lane to reduce this risk but vehicles then think you're obstructing them, not realising that the cycle lane feels a dangerous place to cycle.
- "The cycle lanes are great in Devizes, sadly they have been dug up by contractors and are now uneven and bumpy. The edges of the road is also usually where the road dirt is found. It would be great if they could be cleaned more regularly by the local council. It would encourage me to stay within them if they were.
- Thanks for setting this up!"
- Transportation is geared towards cars, even around our small town. This needs to change.
- There is very poor provision for cyclists, it is not a cycle friendly town
- It's dangerous the roads are narrow, very hilly and busy
- It's an absolutely fabulous way to explore and discover new places.
- Be assertive, own your road space, no problems with other vehicles.
- There aren't many places to securely park your bicycle in central Devizes
- Improve width of useable towpath eastwards out of Devizes from Coate Bridge towards Horton and Pewsey. This would allow access into Devizes for cyclists avoiding what are now increasingly busy country roads filling with car and truck traffic.
- Too many people riding at speed on pavement (not designated as cycle paths) and are a danger to pedestrians. Cycle lanes need to be separated from both traffic and pedestrians.
- The canal towpath should be wider and have a cycle friendly surface. A one way vehicle system along new park street, A360, long street and Northgate with a separate cycle lane would be an improvement.
- Fix the potholes, educate the drivers, and more cycle lanes, please
- Drivers to respect cyclists more, pot holes to be filled
- Feels unsafe as cars pass at stupid places and far too close and fast. Pot holes and poor road conditions, my partner hit a pot hole and cut his chin open and has been left with an unsightly scar on his face. People in cars not seeing or even looking at junctions.
- Canal tow paths need to be more bike friendly, decent surface and not mud.
- Better place enforcement of speeding around Devizes would make roads much safer.
- Please get the road surfaces improved. More cycle routes. This will encourage more people to cycle
- "I think central Devizes is pretty good. However, the roads into Devizes are dangerous and the combination of potholes and fast traffic make them daunting for the cyclist.
- I would also add that cyclists often do not help - 2 abreast when it is not necessary and prevents safe overtaking can annoy drivers, make them take risks and be less well disposed to cyclists. Vans are the worst in my experience.
- The speed of traffic on many roads surrounding Devizes is a big issue for me. Many drivers seem to exceed the speed limit by a large margin. In villages with narrow roads and around town it would be great to have 20mph speed limits which are actually enforced.
- the traffic is unsupportive of cyclists
- The canal is a great route, and it would be excellent if more paths joined up with it to make a wider network of paths.

- Too many cyclists on the road wearing silly clothing thinking they own the place.
- Need more off road routes away from dog walkers
- It would be a step in the right direction if all Devizes schools were linked with dedicated cycle paths (not footpaths) that joined together all housing areas. Introduction of a one way system around the town could enable half the road space to be given to cycle paths and could potentially improve traffic flow if planned correctly with some thought given to second and third order effects.
- Not worth the risk
- More downhills, less uphill
- The tow path is not suitable for road-bikes so lanes on the road are essential for commuters, shoppers etc
- The cycle lane on London Road is a good idea, having it finish at the canal bridge is not safe.
- Great place when cycling alone as an adult but very limiting when cycling with children
- We enjoyed the cycling event in Devizes a few years ago where you followed a map around town.
- The standard of driving is generally horrendous, ditto the attitude to cyclists. It's no wonder many people are put off.
- More parking for bikes would be essential for shopping in town
- It would be good to get more people involved / riding with the local club.
- The London Road cycle lane is an accident waiting to happen.
- Town centre not geared up for bikes.
- If the council fix the roads it would be a game changer, too much damage occurs due to holes in surfaces.
- Cyclist should all take a licence to be out on the road
- Traffic through town centre is a real disincentive to cycle
- A map of suggested quiet routes would be good.
- there definitely needs to be more cycle lanes on the roads that actually go somewhere! And these need to be maintained so they don't end up like the one along London Road.
- Most off road cycle lanes are shared with pedestrians and can be hard/dangerous to navigate
- Devizes is a centre for lots of small villages. If these villages could be connected to Devizes with dedicated cycle paths more people would use their bikes to get around rather than driving.
- I live off Marshall Road and it never ceases to amaze me when I cycle or drive to town, the amount of cyclists NOT using the bike lane, by the school on Nursted Road.
- London Road cycle lanes need a major refurb.
- Love cycling the canal path from Devizes to Bath parts of the path prove narrow and difficult when walkers and cyclists are using the same area.
- Devizes is a centre for lots of small villages. If these villages could be connected to Devizes with dedicated cycle paths more people would use their bikes to get around rather than driving.
- Vehicles often break the speed limit and many vehicles don't allow for cyclists being on the road.
- Nursted Road area has cyclists too!!
- Cyclists need to have their own cycle paths and be fined if they don't use them. They also need action taken against them for not obeying the laws of the road. Many cyclists are sensible, but the Lycra clad morons who think that it is acceptable to whizz past cars on the

inside or overtake on blind bends do their breed no favours whatsoever. And please remember that many of us don't work in Devizes and therefore need our cars. I tire of the green brigade making us feel guilty. The only place that I will use a bicycle is down in Torbay where they have a dedicated cycle track. It is safe, fun and well managed.

- Better maps indicating routes, (road, path, byway etc.) type of terrain, bike recommended, e.g. mountain bike etc.
- We need a decent cycling infrastructure throughout the town. Everyone drives everywhere, even journeys of less than 1 mile.
- It's great, as long as people are cycle aware
- It's dangerous and really must be addressed
- Cycling is something the whole family can enjoy together - I don't feel it's safe enough for me to cycle in the area let alone my grandchildren (that's another generation!)
- Family safe routes are needed
- Should be a lot more of it, but the roads are not conducive.
- Too much traffic
- Wiltshire has superb cycling options across the region, and we must tell far more people the story of the beautiful Wiltshire Cycleway for example, but the towns are haphazard in their facilities for cycling and short journeys into town is where fantastic gains for the environment and our health and happiness by bike can be really achieved.
- Devizes has some great routes but it the condition of the roads that makes cycle unfriendly and unsafe
- the roads are have lots of pot holes that put cyclists lives in danger
- Lovely to ride around, except for the traffic. There is also no visible deterrent for drivers who seem to be increasingly using our town as a private race track. No police or pcso seem to walk around anymore.
- Stop putting gravel down on the canal towpath - it was a great cycle path until that was done. Make it more dangerous and difficult to ride.
- Unless you are an experienced cyclist the main routes through the town are very bike unfriendly
- Cycle paths through the countryside not on roads
- I am a worrier and like to know that I am safe but I'm scared to get on my bike
- If cyclists want to be treated as responsible road users, adhere to the Highway Code. My big bugbear is selfish cyclists who won't, as required by the Highway Code, (slow moving vehicles) pull over to allow queues forming to pass. As a car/van driver and rider of pedal and motor cycles, a bit more consideration would go a long way. As a cyclist I cannot expect the whole world to change to accommodate me, but must accept that whatever mode I'm travelling in there are others using the same space.
- London Road cycle lane is pointless, I would never use it.
- Some terrible road surfaces and some bad drivers, but still do it
- So very busy with cars
- Keep cyclists and pedestrians separate
- Great cycling in the district
- On the A361 from central Devizes to Lidl cars pass really close if cycling in the bike lane. The lane often had potholes but motorists get angry if the cyclist tries to avoid them
- Road surfaces are poor
- London road cycle lane surface uneven and wearing away so dangerous

- Driver attitudes and behaviours are aggressive
 - Make cycle lanes safe and clean to ride on
 - connection of all areas and housing connected via cycle lanes and then cycle lanes to other parts of the surrounding area - villages
 - London Road should have cycle route off road and on pavement
 - There needs to be more cycle lanes and priority should not always be given to cars
 - Consider access to Devizes from surrounding villages eg Potterne as well to encourage more bike use and kids to school. Also cycle routes to Lavington school
 - Really worry about church walk at school times as cars use it as a short cut and also lots children on bikes I worry someone is going to get run over. I think this road should be made safer for children. Maybe access only or widen pavements?
 - I think there should be shared footpaths and cycle paths, rather than cycle lanes the road. I also think motorists should be reminded to give cyclists more space when they overtake them.
 -
 - Needs to be more prosecutions of careless/dangerous cyclists on footpaths, particularly on the canal.
 - We would like to see a cycle network particularly linked to leisure facilities so our children can safely cycle to their clubs without us needing to drive them. We would like much greater emphasis on cycle safety, use of helmets, reflective wear and for the stakeholders to support this as part of their planning when holding clubs. We have written and submitted a proposal for cycle to leisure safety scheme which we would love to develop for this wonderful town.
 - Kids are now cycling to Green Lane and they are at risk. Also, there's no culture of ensuring roadworthiness of bicycles and the use of safety equipment. In Germany you'd get fined for having a light that doesn't work or brakes that were ineffective and the police enforce it.
 - I also walk and too many cyclists use unsuitable footpaths and pavements
 - Devizes Bypass would make a massive difference.
 - The traffic drives too fast and there isn't enough space between me on my bike and the large lorries
 - Definitely more cycle parking and easy access to repairs.
 - There is little traffic in Devizes comparable to other towns so there is no need to be afraid of cycling here.
 - What a good time for your survey!
 - Would be nice to have more cycle paths and slower speed limits
 - Being passed at 40/50 miles an hour on London rd and Horton rd is scary!
 - More of the above
 - I'd love to cycle more - Devizes is a fantastic town but it could feel so much more vibrant with less traffic and more cycling and walking in the town centre.
 - The roads are a liability, the cycle lane along London road is an accident waiting to happen.
 - Please think about "inclusive" cycling. Those who might use trikes or red cycle parks to be close to amenities.
 - National cycle maps currently cover the areas across 4 maps with a gap. It would be nice to have a map like Pewsey Velo shop created that also advises of other local bike shops, cafes and suggested routes
-
- A local trail centre style set up would be good for the area and encourage more people to cycle.

- A lot of children and adults cycle on the pavements as the roads are just too dangerous. I've had a few near misses from larger vehicles when cycling to work. It's a scary experience and shouldn't be.
- It's dangerous. I've been clipped twice. Don't ride around Devizes anymore.
- Too much traffic and poor road surfaces.
- Bikes and shopping don't really mix, due to the bulk and carrying capabilities of a bike. You could not do a weekly shop on a bike.
- Nursted road the white end could do with resurfacing
- Foot path too wide heading out of Devizes via London road. Cycle lane too narrow too close to traffic.
- It needs to be encouraged! Plus it often doesn't feel safe in the centre of Devizes when cycling with children.
- Speed limits and awareness for cyclists could be improved.
- Reduce traffic! Slow it down!
- Too busy to feel safe
- I don't feel safe doing it.
- Most of the cyclists (all ages), in Devizes ride on the pavement and no one does anything about it. Perhaps you could use your influence and get the message out that it is illegal.
- Better facilities for parking and securing your bike
- Need covered lockable parking