

APPENDIX F: KEW ROAD CYCLE COUNTS

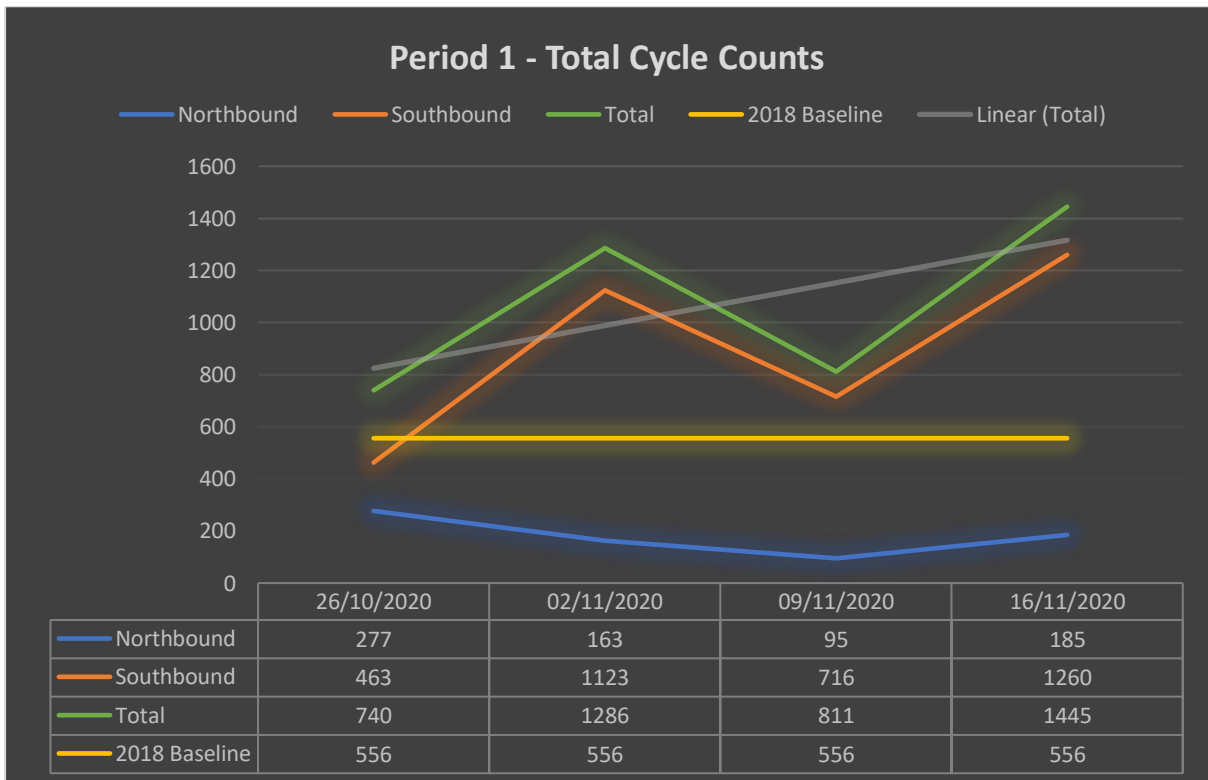
1. DATA COLLECTION

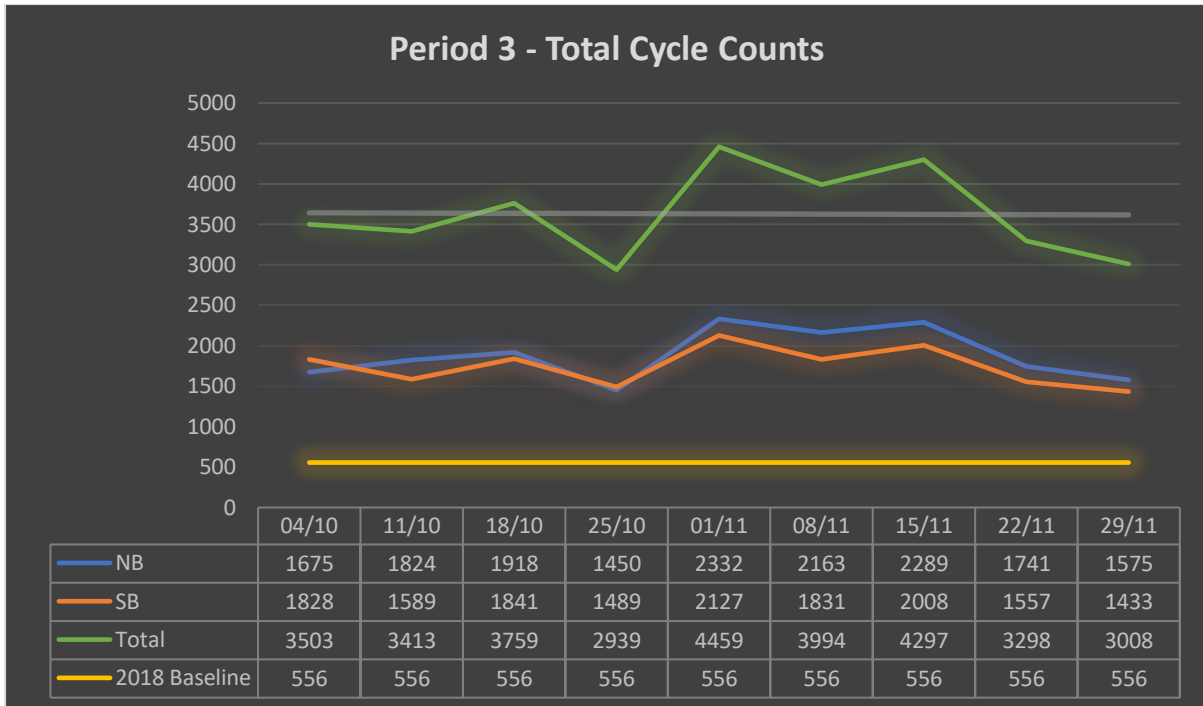
- 1.1 We have 4 sets of data for comparison; our **Baseline** data, which was collected before the scheme was implemented. **Period 1** data, which was gathered directly after the first phase of the scheme was implemented. **Period 2** data, which was ongoing monitoring covering the implementation of second phase of the scheme. And **Period 3** data, which continues after a break in Period 2 due to a system upgrade.
- 1.2 The Baseline data was collected in 2018 and was part of a general overview of the road. This data only shows the total number of cyclists and covers the 7am – 7pm peak period over 5 days (Monday – Friday).
- 1.3 This survey showed a total of 397 cyclists using Kew Road in that period. The average daily use for this period is 79 cyclists per day.
- 1.4 Our more recent data covers a full 7 day period, so for comparison purposes we have used the Baseline daily average of 79 cyclists over a 7 day period to give us a Baseline figure of 556 cyclist per week.
- 1.5 Some of our figures previously reported had been reduced to 5 days for comparison purposes against the Baseline data. However, that did not fully represent the current cycle usage on Kew Road. As such all future data will cover the full 7 days and any reference to the Baseline data will be the adjusted 7 day figure of 556 cyclists.
- 1.6 Directly after the scheme was implemented, we commissioned some on-going monitoring on Kew Road for accurate up to date data. The system was set up and tested in November 2020 for a period of 4 weeks; this is Period 1 of post implementation data set.
- 1.7 After the successful test in November the system was taken offline to be updated and prepared for full implementation in February 2021. From this point onwards represents Period 2 of our post implementation data set.
- 1.8 A further system upgrade was needed at the end of July 2021, which left the system offline. The system was online again from October 2021, which represents Period 3 of our data collection.

2. RESULTS

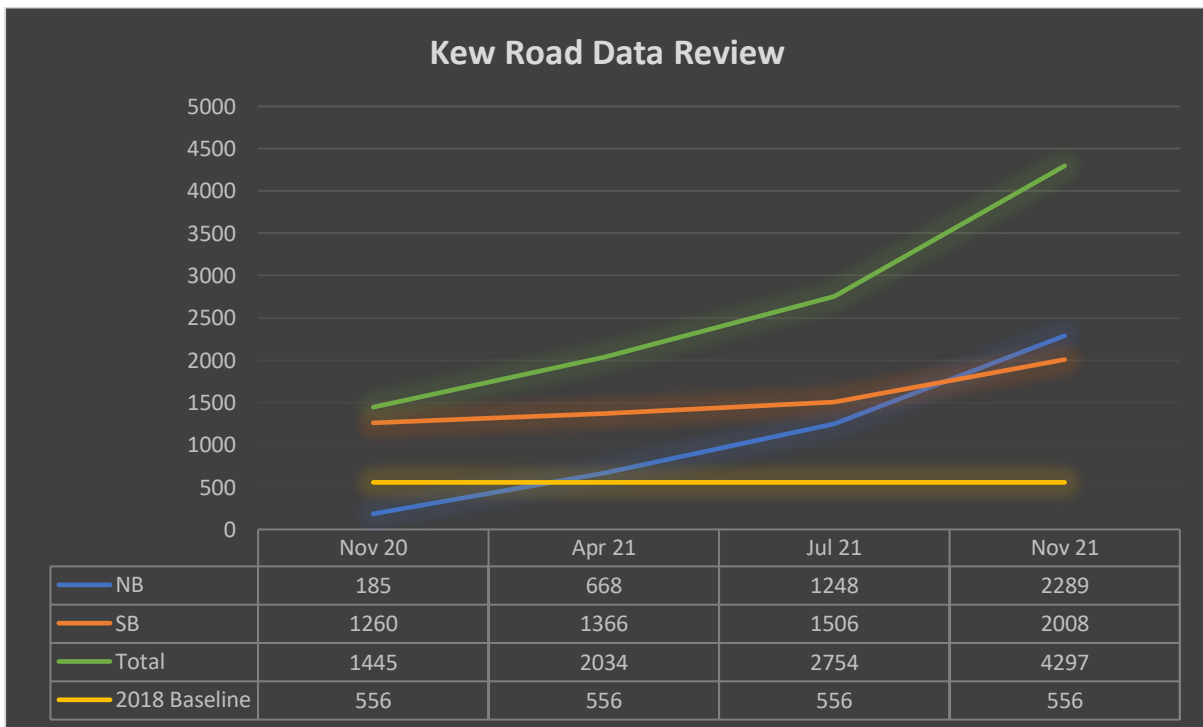
- 2.1 The data from Period 1 shows us that that cycling numbers increased significantly after the implementation of the dedicated cycle facility on Kew Road. The variation in the numbers in this first 4 weeks is most likely due to the scheme being relatively new and possibly to poor or adverse weather.
- 2.2 When this is compared with Period 2, we not only see a continued increase in the number of cyclists using the route, but also more consistent usage.
- 2.3 The average weekly count during the 4 weeks of Period 1 is 1070 cyclists. This is a 92.4% increase on the Baseline value of 556 cyclists.

- 2.4 Taking the last 4 weeks of Period 2 for comparison gives us an average of 1950 cyclists per week. This represents a 250% increase over the Baseline data, and an 82.2% increase over Period 1.
- 2.5 Using the last 4 weeks of Period 3 for comparison gives us an average of 3649 cyclists per week. This represents a 550% increase over the Baseline data and an 87.1% increase over Period 2.
- 2.6 Below are the Total Cycle Counts for Period 1, 2 and 3. These show the total figures and a linear upward trend. They have also been broken down to show north and south bound cycle journeys. Unfortunately, we do not have this same data for the Baseline period, however by Period 2 you can see that by this point the northbound cyclists have exceeded the Baseline total.

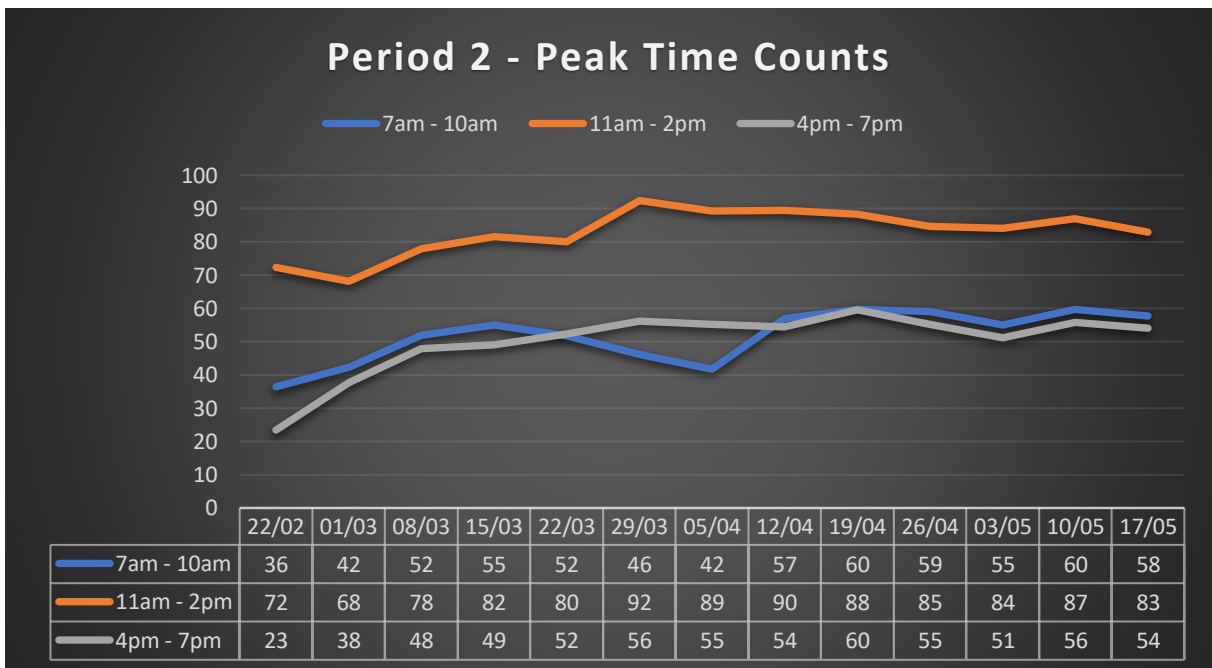
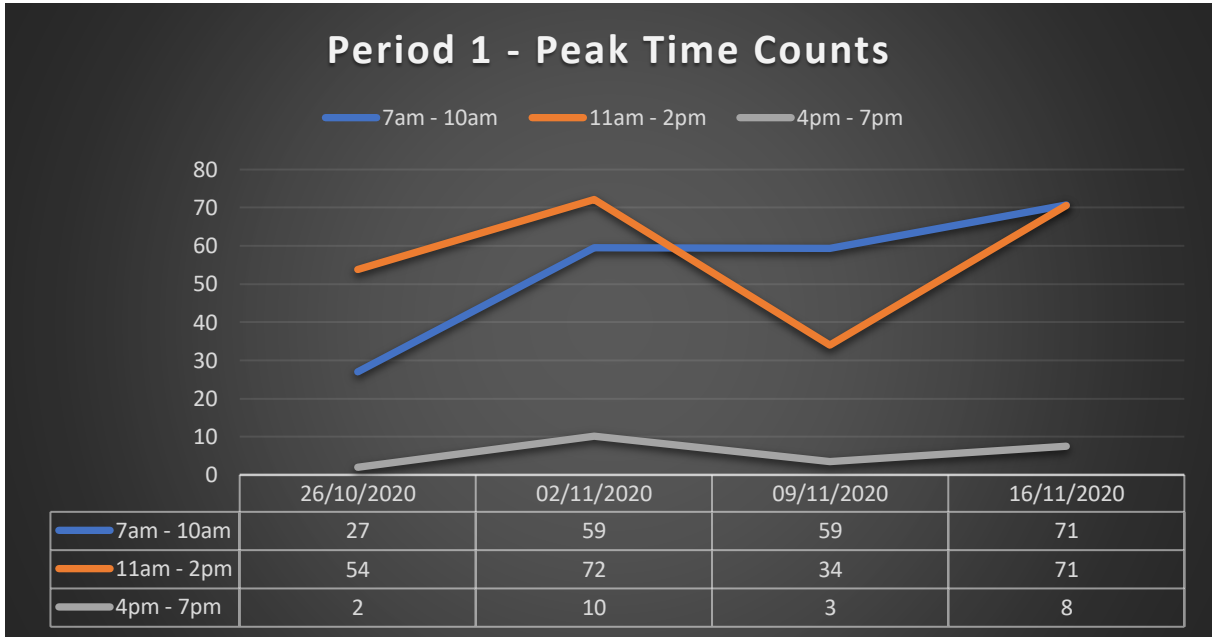


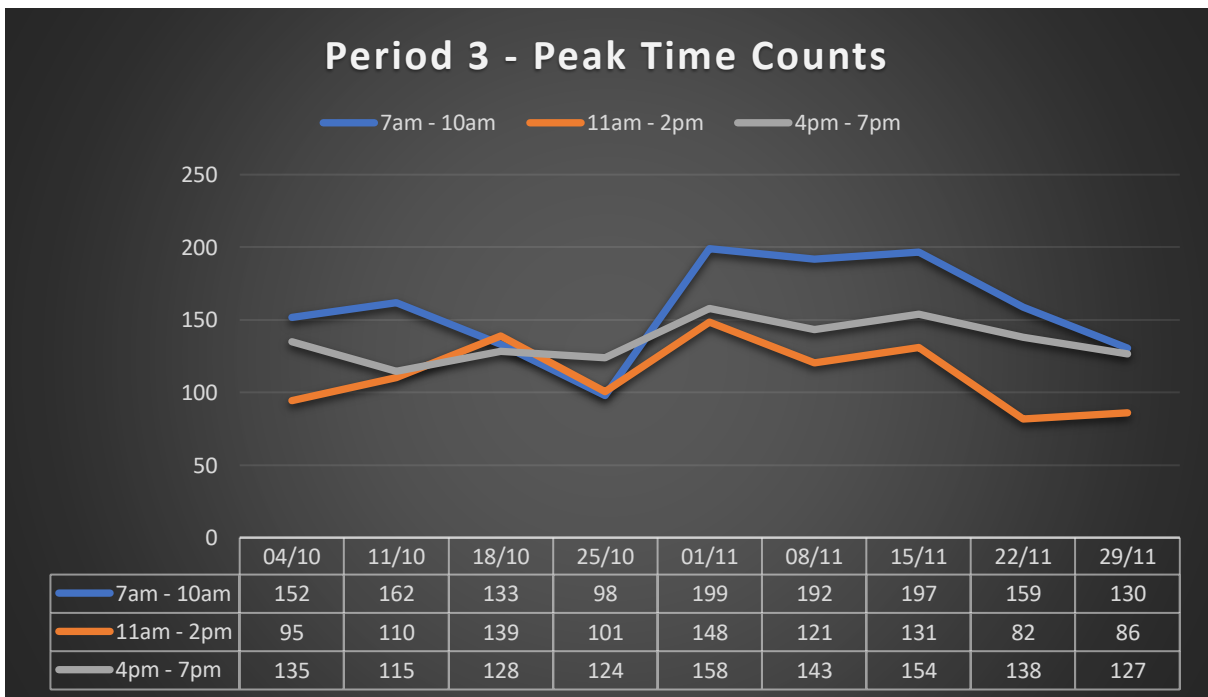
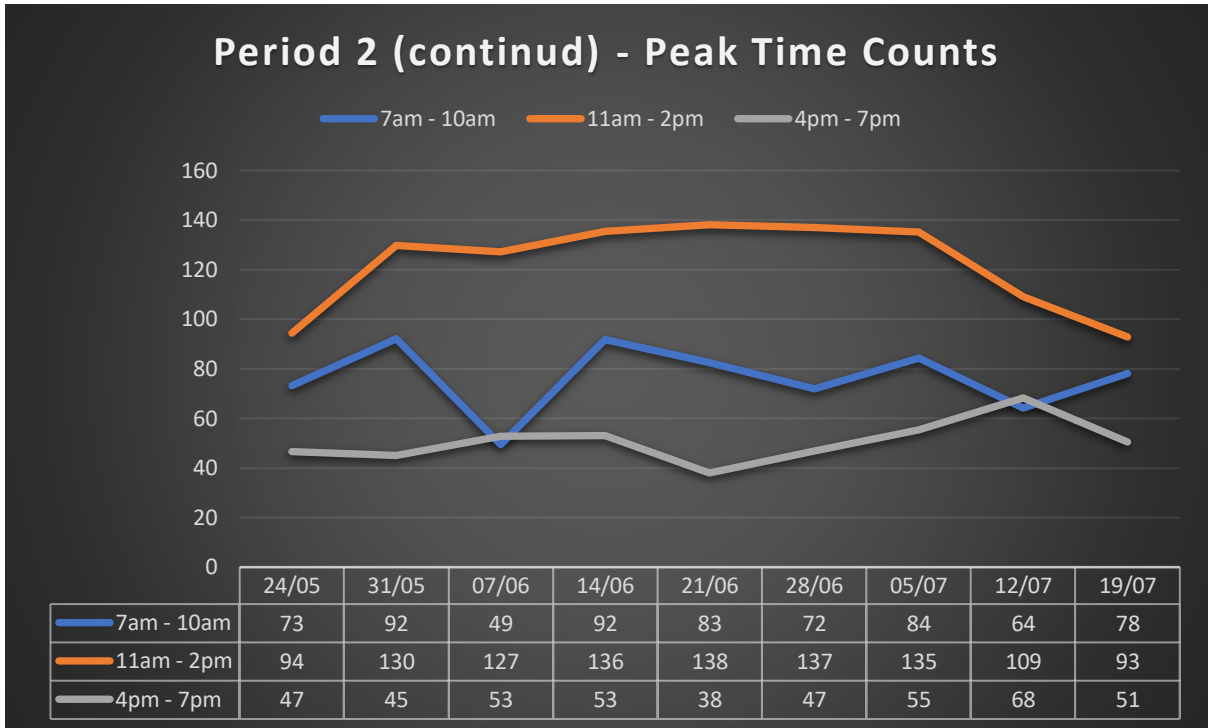


2.7 The chart below shows the increase in use across all 3 periods post implementation.



2.8 The next set of charts show the total number of cyclists during the morning, midday and evening peak periods. This data clearly shows an increase in the evening peak over the monitored periods.





3. REVIEW

3.1 The data collected to date indicates that the number of cyclists on Kew Road has increased significantly from the 2018 Baseline data, following the implementation of the new cycling facilities. There has then been a steady increase in the months that have followed. We will continue to monitor cycle numbers should it be recommended that the scheme remains permanent.