

# Monitoring and Evaluation Report

## Michaelson Road & Bridge Road Active Travel Scheme



June 2024

# Contents

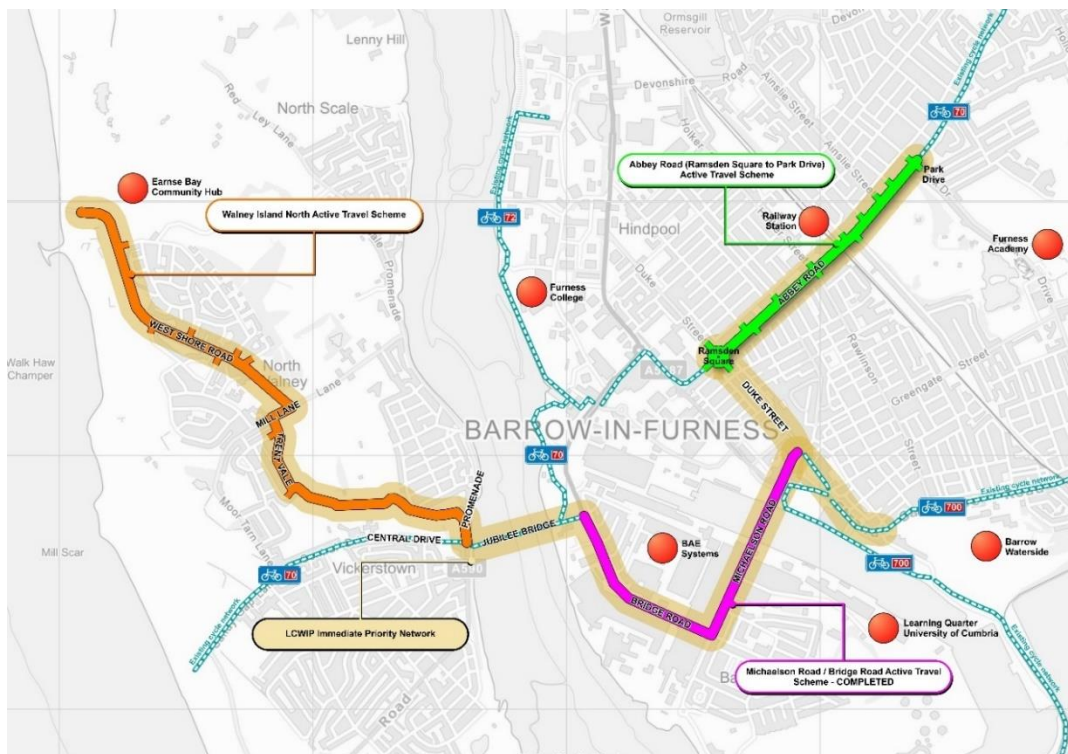
<b>1</b>	<b>Introduction</b> .....	<b>1</b>
1.1	Background .....	1
1.2	Need for data collection.....	2
1.3	Purpose of this report .....	2
<b>2</b>	<b>Data Collection</b> .....	<b>3</b>
2.1	Introduction.....	3
2.2	Traffic Cycle Counts .....	3
2.3	Locations .....	3
<b>3</b>	<b>Results</b> .....	<b>5</b>
3.1	2021 Data Collection Results .....	5
3.2	2023 Data Collection Results .....	6
<b>4</b>	<b>Analysis</b> .....	<b>7</b>
4.1	Michaelson Road.....	7
4.2	Bridge Road .....	8
4.3	Jubilee Bridge.....	9
4.4	North Road.....	10
<b>5</b>	<b>Conclusion</b> .....	<b>11</b>

# 1 Introduction

## 1.1 Background

- 1.1.1 The Department for Transport (DfT) launched an Active Travel Fund (ATF) to increase the number of people able to cycle or walk to work and education. The Council secured £886k for tranche 2 to deliver a high-quality cycling and walking scheme in Barrow-in-Furness.
- 1.1.2 The routes are identified in the Barrow-in-Furness Local Cycling and Walking Infrastructure Plan (LCWIP). This consists of 69 km of cycling improvements and 14 km of walking improvements within the town. The LCWIP routes were identified following extensive consultation with local members and the general public to identify areas that were felt to be most in need of walking and cycling infrastructure improvements.
- 1.1.3 An active vision for the town centre identified a core network from the wider LCWIP to deliver first, as shown in Figure 1.

**Figure 1: Barrow-in-Furness Town Centre Active Travel Vision**



- 1.1.4 The Michaelson Road/Bridge Road location has high commuter footfall accessing BAE and other large businesses operating along the waterfront.
- 1.1.5 The project involved the provision of cycling infrastructure and improvements for pedestrians on Bridge Road and Michaelson Road (LCWIP Route 1) in Barrow-in-Furness. This included the introduction of lightly segregated uni-directional cycling infrastructure on Bridge Road and Michaelson Road. There have been alterations to bus stops around the scheme, with the inclusion of Bus Stop Bypasses where possible. There are also improved facilities for pedestrians, including enhancements

to the existing Michaelson Road crossing, and an additional signalised crossing on Bridge Road. Both have a new separate cycle crossing immediately adjacent to the pedestrian crossing. The introduction of a raised table at the Farm Street junction also serves as both a traffic calming, and a safer crossing point.

- 1.1.6 Construction of the Michaelson Road/Bridge Road active travel scheme was completed in 2022.

## **1.2 Need for data collection**

- 1.2.1 ATE (formerly DfT) strongly encourages formal evaluation of all permanent schemes as set out in the monitoring and evaluation guidance. Baseline data collection was carried out in May 2021 and November 2021 via automatic cycle counters (ACCs) and traffic counts.
- 1.2.2 The ATE guidance stipulates that ‘Data should be collected before scheme implementation, and at the same time of year approximately 1 year after scheme completion’ (*DfT Active Travel Fund Monitoring Guidance, Nov 2020, page 6*).
- 1.2.3 Repeats of the 2021 data were carried out in October 2023 and form the basis of this report. The data sets used for comparison are from September 2021 and October 2023 as these are the most similar in terms of weather and conditions.

## **1.3 Purpose of this report**

- 1.3.1 The purpose of this report is to provide details of the data collected in 2021 and compare with data collected in 2023, in order to evaluate the impact of the infrastructure on active travel in Barrow.

## 2 Data Collection

### 2.1 Introduction

2.1.1 Westmorland and Furness Council (formerly Cumbria County Council) commissioned Matrix to complete cycle counts at agreed sites within Barrow in Furness. The aim was to capture those travelling around Michaelson Road and Bridge Road in order to identify the changes in cycle travel following construction.

2.1.2 Counts were completed in May 2021 and September 2021. A follow up count was carried out in October 2023, approximately one year after project completion.

### 2.2 Traffic Cycle Counts

2.2.1 Traffic counts were taken using pneumatic temporary tube counters over a two-week period during neutral months to provide 5 day and 7-day averages.

2.2.2 Counts were taken on both the footway and carriageway to include those who were using the footways to travel by cycle.

### 2.3 Locations

2.3.1 Traffic counts were taken at the locations shown in Table 1 and Figure 2.

**Table 1: Count Locations**

Location	Movement
Michaelson Road Carriageway	Northbound and Southbound
Michaelson Road East Footway	Northbound and Southbound
Michaelson Road West Footway	Northbound and Southbound
Bridge Road Carriageway	Northbound and Southbound
Bridge Road East Footway	Northbound and Southbound
Bridge Road West Footway	Northbound and Southbound
Jubilee Bridge Carriageway	Eastbound and Westbound
Jubilee Bridge North Footway	Eastbound and Westbound
Jubilee Bridge South Footway	Eastbound and Westbound
North Road Carriageway	Northbound and Southbound
North Road East Footway	Northbound and Southbound
North Road West Footway	Northbound and Southbound



**Figure 2: Counts Location Plan**



Tube counter positioned in the carriageway



Tube counter positioned in the footway

## 3 Results

### 3.1 2021 Data Collection Results

3.1.1 Table 2 provides a summary of the baseline cycling counts (2021) as 5-day and 7-day averages.

**Table 2: Summary of 5-day average and 7-day Average Results**

2021	5-day Average	7-day Average
Michaelson Road Carriageway NB	21	19
Michaelson Road Carriageway SB	51	41
Michaelson Road East Footway NB	24	23
Michaelson Road East Footway SB	23	23
Michaelson Road West Footway NB	10	9
Michaelson Road West Footway SB	8	8
Bridge Road Carriageway NB	43	37
Bridge Road Carriageway SB	25	20
Bridge Road East Footway NB	5	5
Bridge Road East Footway SB	9	8
Bridge Road West Footway NB	16	14
Bridge Road West Footway SB	16	13
Jubilee Bridge Carriageway EB	79	73
Jubilee Bridge Carriageway WB	12	10
Jubilee Bridge South Footway EB	23	20
Jubilee Bridge South Footway WB	19	18
North Road Carriageway NB	32	27
North Road Carriageway SB	57	52
North Road East Footway NB	12	11
North Road East Footway SB	17	15
North Road West Footway NB	28	26
North Road West Footway SB	30	28
<b>Totals</b>	560	507

### 3.2 2023 Data Collection Results

3.2.1 Table 3 provides a summary of the 1+ year post construction cycling counts (2023) as 5-day and 7-day averages.

**Table 3: Summary of 2023 5-day and 7-day Average Results**

<b>2023</b>	<b>5-day Average</b>	<b>7-day Average</b>
Michaelson Road Carriageway NB	71	62
Michaelson Road Carriageway SB	98	82
Michaelson Road East Footway NB	18	17
Michaelson Road East Footway SB	19	17
Michaelson Road West Footway NB	8	8
Michaelson Road West Footway SB	7	7
Bridge Road Carriageway NB	28	23
Bridge Road Carriageway SB	33	27
Bridge Road East Footway NB	7	6
Bridge Road East Footway SB	6	6
Bridge Road West Footway NB	51	43
Bridge Road West Footway SB	21	20
Jubilee Bridge Carriageway EB	71	63
Jubilee Bridge Carriageway WB	23	20
Jubilee Bridge South Footway EB	31	28
Jubilee Bridge South Footway WB	50	42
North Road Carriageway NB	43	37
North Road Carriageway SB	24	20
North Road East Footway NB	14	12
North Road East Footway SB	16	13
North Road West Footway NB	39	35
North Road West Footway SB	34	31
<b>Totals</b>	<b>712</b>	<b>619</b>



## 4 Analysis

### 4.1 Michaelson Road

4.1.1 Table 4 provides a comparison of the 5-day average results from 2021 (baseline) and 2023 (+ 1 year post construction) along Michaelson Road:

**Table 4: Michaelson Road 5-day average results comparison**

Location	5-day Average 2021	5-day Average 2023	% Change
Michaelson Road Carriageway NB	21	71	+ 238%
Michaelson Road Carriageway SB	51	98	+ 92%
Michaelson Road East Footway NB	24	18	-25%
Michaelson Road East Footway SB	23	19	-17%
Michaelson Road West Footway NB	10	8	-20%
Michaelson Road West Footway SB	8	7	-12.5%
<b>Totals</b>	<b>137</b>	<b>221</b>	<b>+61%</b>

4.1.2 Table 5 provides a comparison of the 7-day average results in 2021 (baseline) and 2023 (+ 1 year post construction) along Michaelson Road.

**Table 5: Michaelson Road 7-day average results comparison**

Location	7-day Average 2021	7-day Average 2023	% Change
Michaelson Road Carriageway NB	19	62	+ 226%
Michaelson Road Carriageway SB	41	82	+ 100%
Michaelson Road East Footway NB	23	17	-26%
Michaelson Road East Footway SB	23	17	-26%
Michaelson Road West Footway NB	9	8	-11%
Michaelson Road West Footway SB	8	7	-12.5%
<b>Totals</b>	<b>123</b>	<b>193</b>	<b>+57%</b>

4.1.3 Counts have increased at an average of 61% over a 5-day period, and 57% over a 7-day period. There has been a reduction in cyclists using the footways, some of these users may now be opting to use the cycleway which is positioned in the carriageway.

4.1.4 Vehicle traffic counts show an average increase of 3% from 2021 to 2023.

## 4.2 Bridge Road

4.2.1 Table 6 provides a comparison of the 5-day average results from 2021 (baseline) and 2023 (+1 year post construction) along Bridge Road:

**Table 6: Bridge Road 5-day average results comparison**

Location	5-day Average 2021	5-day Average 2023	% Change
Bridge Road Carriageway NB	43	28	-35%
Bridge Road Carriageway SB	25	33	+32%
Bridge Road East Footway NB	5	7	+40%
Bridge Road East Footway SB	9	6	-33%
Bridge Road West Footway NB	16	51	+219%
Bridge Road West Footway SB	16	21	+31%
<b>Totals</b>	<b>114</b>	<b>146</b>	<b>+28%</b>

4.2.2 Table 7 provides a comparison of the 7-day average results from 2021 and 2023 along Bridge Road:

**Table 7: Bridge Road 7-day average results comparison**

Location	7-day Average 2021	7-day Average 2023	% Change
Bridge Road Carriageway NB	37	23	-38%
Bridge Road Carriageway SB	20	27	+35%
Bridge Road East Footway NB	5	6	+20%
Bridge Road East Footway SB	8	6	-25%
Bridge Road West Footway NB	14	43	+207%
Bridge Road West Footway SB	13	20	+54%
<b>Totals</b>	<b>97</b>	<b>125</b>	<b>+27%</b>

4.2.3 Counts have increased at an average of 28% over a 5-day period, and 29% over a 7-day period. There has been a reduction in those using the carriageway as the data suggests that users are now opting to use the cycleway which is positioned in the footway in this location.

4.2.4 Vehicle traffic counts show an average increase of 6% from 2021 to 2023.

### 4.3 Jubilee Bridge

4.3.1 Table 8 provides a comparison of the 5-day average results from 2021 (baseline) and 2023 (+1 year post construction) along Jubilee Bridge:

**Table 8: Jubilee Bridge 5-day average results comparison**

Location	5-day Average 2021	5-day Average 2023	% Change
Jubilee Bridge Carriageway EB	79	71	-10%
Jubilee Bridge Carriageway WB	12	23	+92%
Jubilee Bridge South Footway EB	23	31	+35%
Jubilee Bridge South Footway WB	19	50	+163%
<b>Totals</b>	<b>133</b>	<b>175</b>	<b>+32%</b>

4.3.2 Table 9 provides a comparison of the 7-day average results from 2021 (baseline) and 2023 (+1 year post construction) along Jubilee Bridge:

**Table 9: Jubilee Bridge 7-day average results comparison**

Location	7-day Average 2021	7-day Average 2023	% Change
Jubilee Bridge Carriageway EB	73	63	-14%
Jubilee Bridge Carriageway WB	10	20	+100%
Jubilee Bridge South Footway EB	20	28	+40%
Jubilee Bridge South Footway WB	18	42	+133%
<b>Totals</b>	<b>121</b>	<b>153</b>	<b>+26%</b>

4.3.3 Counts have increased at an average of 32% over a 5-day period, and 26% over a 7-day period, despite no changes to infrastructure along the Bridge itself.

4.3.4 Vehicle traffic counts show an average increase of 8% from 2021 to 2023.

## 4.4 North Road

4.4.1 Table 10 provides a comparison of the 5-day average results from 2021 (baseline) and 2023 (+ 1 year post construction) along North Road:

**Table 10: North Road 5-day average results comparison**

Location	5-day Average 2021	5-day Average 2023	% Change
North Road Carriageway NB	32	43	-25%
North Road Carriageway SB	57	24	-25%
North Road East Footway NB	12	14	+17%
North Road East Footway SB	17	16	-6%
North Road West Footway NB	28	39	+39%
North Road West Footway SB	30	34	+13%
<b>Totals</b>	<b>176</b>	<b>170</b>	<b>-3%</b>

4.4.2 Table 11 provides a comparison of the 7-day averages from 2021 (baseline) and 2023 (+1 year post construction) along North Road:

**Table 11: North Road 7-day average results comparison**

Location	7-day Average 2021	7-day Average 2023	% Change
North Road Carriageway NB	32	37	+37%
North Road Carriageway SB	57	20	-61%
North Road East Footway NB	11	12	+9%
North Road East Footway SB	15	13	-13%
North Road West Footway NB	26	35	+35%
North Road West Footway SB	28	31	+11%
<b>Totals</b>	<b>159</b>	<b>148</b>	<b>-7%</b>

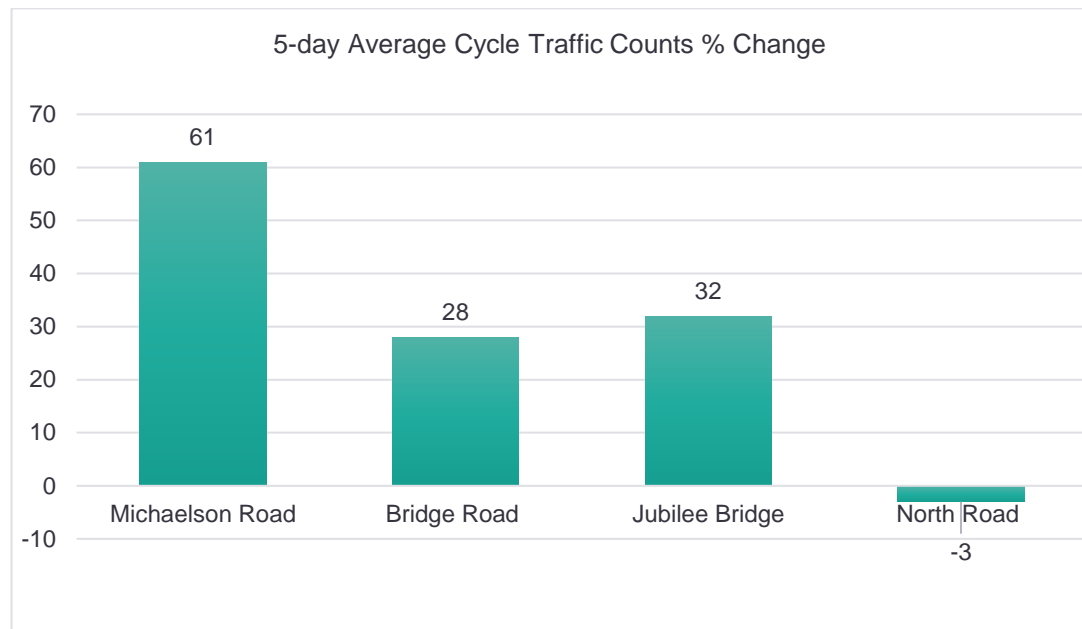
4.4.3 Counts have decreased at an average of 3% over a 5-day period, and 7% over a 7-day period. Cycle infrastructure was not constructed as part of this scheme along North Road, and so this figure is in line with the national average of a 5% post pandemic fall in cycling in the UK.

4.4.4 Vehicle traffic counts show an average increase of 8% from 2021 to 2023.

## 5 Conclusion

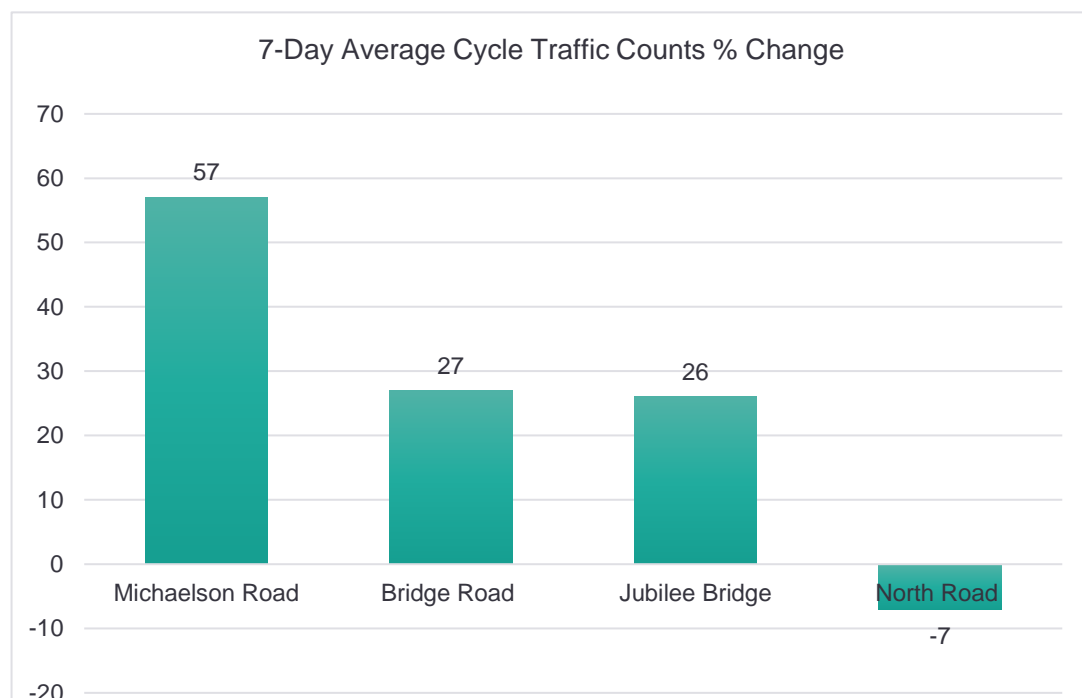
5.1.1 Figure 3 shows a summary of the overall percentage change in cycle counts from 2021 to 2023 across the 5-day average data in each location.

**Figure 3: 5 day Average Cycle Traffic Counts**



5.1.2 Figure 4 shows a summary of the overall percentage change in cycle counts from 2021 to 2023 across the 7-day average data in each location.

**Figure 4: 7 day Average Cycle Traffic Counts**



- 5.1.3 The data indicates an overall uplift in the number of cycle counts of **+57%** along Michaelson Road from 2021 to 2023 averages.
- 5.1.4 Bridge Road data indicates an overall uplift in the number of cycle counts of **+27%** from 2021 to 2023 averages.
- 5.1.5 Jubilee Bridge indicates an overall uplift in the number of cycle counts of **+26%** from 2021 to 2023 averages.
- 5.1.6 North Road indicates a decline in overall cycle counts of **-7%** from 2021 to 2023 averages.
- 5.1.7 The expected uplift of this infrastructure was anticipated to be 48% based on the average increase in cycling due to an on-road segregated cycle track.