

REPORT ON MARCH 2015 ONLINE SURVEY

Summary

“I don’t go there because I can’t leave the bike properly”
(Margiotta’s, Lasswade Road)

“Friends who cycle actively prefer this supermarket because of the good provision”
(Morrisons, Livingston.)

- The survey generated a wide range of responses, covering stores across Edinburgh and the Lothians, and across a range of sizes. Whilst not systematic or comprehensive enough to make too many generalisations about the findings (e.g., about the relative merits of different supermarket chains’ policy and practice), the results provide a starting point lobbying for improvements.

- Overall, stores typically have some cycle parking, but with inadequacies in relation to quality and/or quantity.

- Often these inadequacies are accompanied by access issues too, particularly in relation to the immediate vicinity of the store - e.g. where cyclists need to cross busy car parks or where a cycle path passes nearby but is not properly joined up to the store for easy direct access.

- Lack of adequate cycle parking, and awkward cycle access, put cyclists off shopping at those stores. Conversely, good facilities attract them.

- Design problems are common, in relation to the basics of stand shape and spacing.

- Covered parking was of interest to some as an area for improvement (this being absent from many facilities), but secondary to better basic design to ensure proper functionality around standing and securing bikes.

- A significant number of respondents considered there was ample space available at their store for cycle parking.

- Needs for improvements in relation to signage and visibility / customer awareness were noted frequently too.

- Clearly, there is significant potential for improvements to cycle parking at and cycle access to supermarkets in Edinburgh and the Lothians. Some of the improvements sought should be relatively easy and inexpensive to implement

- Useful next steps could include a more detailed look at stores for which multiple survey responses were received, with a view to subsequent focused work with them to develop and implement improvements. Further analysis should also be done look across responses for all stores in a particular chain and identify any common themes.

- Stores with good access currently might also be appropriate targets for focused work on cycle parking improvements.

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1. Background

Nipping down to your local shop or supermarket by bike should be straight-forward. It provides your daily dose of physical activity and helps keep down congestion and pollution. And small local stores are more likely to be supported if people feel less need to drive to larger ones.

So why is shopping by bike often so difficult? Many stores have difficult cycle access to the site and poor parking provision. Some new stores, often the small 'Express' shops, have no cycle parking at all, despite Council parking standards.

Spokes has started a project to look at how cycle parking for shopping could be improved, particularly for local supermarkets in Edinburgh and the Lothians. The vision is of local supermarkets having good accessibility by bike and with appropriate and adequate cycle parking to encourage more people to shop by bike rather than by car.

Through this project, Spokes aims to

- Promote the potential for supermarket cycle-parking improvements to the cycling community and others with an interest, to generate interest and momentum
- Develop a picture of current provision, its limitations and opportunities
- Create information on possible solutions that could be considered by stores (different types of parking etc)
- Identify specific locations where cycle parking (and/or access) could be improved and open negotiations around achieving this on the ground, with practical suggestions / signposting (e.g., to suppliers, Council contacts etc)
- Work with a supermarket chain to develop an area-based demonstration project [e.g. Edinburgh, or South East Scotland] to ensure every supermarket is bike-friendly, in exchange for widespread publicity
- Ensure that Edinburgh and Lothians councils always insist on adequate cycle parking and access at new supermarkets of all sizes [or where the store has no land outside the building this would be by funding nearby Council bike parking]
- Promote wide awareness of improvements and possibilities to potential users, to generate good usage levels and further improvements.

2. The Online Questionnaire

As a first stage to the project, Spokes designed an online questionnaire geared to gathering information from interested people to gauge at a general level the issues and interests. The questionnaire, which was open to anyone to complete, was promoted during the month of March, 2015, through the Spokes Bulletin, Spokes website, Spokes Twitter account, email to all members, and subsequent passing-on.

This report contains an initial analysis of the resulting data to see what patterns, trends etc can be identified. Further analysis can then be done to identify any specific issues (e.g., around parking and/or access needs at one particular store) that could be subject to some local campaigning action for positive practical outcomes.

This mini-survey does not, of course, claim to be a comprehensive study: the stores assessed, and the information / ratings supplied will depend on the respondents who completed the survey. Respondents were self-nominated from amongst those who (a) heard about it and (b) were willing and able to complete the questionnaire within the requested time period, and so obviously do not represent a random and statistically significant sample of the cyclist (or general) population. As it wasn't a systematic, comprehensive survey with appropriate quality controls etc, it isn't possible to draw robust conclusions about current provision and the relative merits of different chains of stores, for example. Nonetheless, the data gathered here provide a platform for further thought around how to tackle this significant issue if more everyday journeys are to be made by bike.

3. Overview of Responses

127 completed questionnaires were received. Respondents could complete more than one questionnaire, with some completing two or more, and one respondent completing over 20. Respondents were not required to leave their names or contact details (but could choose to, if they were interested in further involvement in the project), so questionnaires cannot necessarily be matched to individuals.

Respondents were free to choose whichever store(s) they wished, meaning that obviously some stores were surveyed by more than one respondent. This will provide useful data for further analysis as responses can be looked at together to get a more detailed picture of current cyclist perceptions.

| Chain | Number of unique stores covered | Number of responses |
|-------------|---------------------------------|---------------------|
| Aldi | 2 | 2 |
| Asda | 5 | 12 |
| Lidl | 6 | 7 |
| Morrison's | 8 | 12 |
| Sainsbury's | 14 | 23 |
| Scotmid | 18 | 21 |
| Tesco | 18 | 29 |
| The Co-op | 3 | 3 |
| Waitrose | 2 | 11 |
| Other | 7 | 7 |
| Total | 83 | 127 |

Respondents were asked to choose a size category for their store. Of the larger stores, numbers are as follows. As some stores received more than one response, so the second column shows the numbers of unique stores.

| Store type | Total | No specific customer car-parking | Specific customer car-parking |
|------------|-------|----------------------------------|-------------------------------|
| Small | 35 | 24 | 11 |
| Medium | 44 | 13 | 31 |
| Large | 48 | 0 | 48 |

Most responses referred to Edinburgh stores, but with a significant minority referring to East-Lothian, Mid-Lothian and West-Lothian. Respondents were asked to indicate roughly where the store was to be found:

| Location | Number of questionnaires |
|---|--------------------------|
| City Centre | 11 |
| Within a couple of miles of the city centre | 79 |
| Further out | 37 |

4. Cycle Access to the Store

“Q4 - Please describe what cycle access to the supermarket is like (e.g., busy / quiet road, on-road or off-road cycle path etc). Tick all that apply.”

Respondents were asked to categorise the store in relation to cycle access:

| | Number of responses |
|-------------------------------------|---------------------|
| via a busy road with no cycle lanes | 78 |
| via a busy road with cycle lanes | 31 |
| via a quiet road | 24 |
| via an off-road cycle path | 27 |

Comments made included the quotes below. Observations on themes include the following:

- Access is often awkward, especially in the immediate vicinity of the store. Some stores are located near cycle paths but need better connections for direct cycle access.
- For larger stores with carparking, bike access is generally via same route as cars, with no alternative paths.

Some Survey Respondents' Comments on Cycle Access:

The store is on the unrefurbished section of Leith Walk. The existing cycle lanes are in such poor condition and so frequently double parked, that I have discounted them as cycle lanes.

Road access is busy (Queensferry Road) with a nasty final right turn, but the store is very convenient for the NEPN. My only criticism of this route is the final 100 metres where you come off the path onto the retail park road including severe rumble paving with a very narrow (20 cm) strip for bikes to negotiate. This is much worse on the return when you have to cross the rumble paving and then immediately cross the very busy retail park access road to get to the path.

Access is awkward. Either on very busy Ferry Road, or by an annoyingly difficult exit from NEPN, through a leisure centre car park, onto a busy Pilton Drive, and finally a testing right turn into the store access road. As the store backs onto the NEPN, surely a direct way from the path to the store could be engineered?

Car park and access has been designed for cars rather than cyclists or in quite a few places, pedestrians. The route from Blackhall cycle path (National Route no 1) starts well, with a crossing on South Groathill Avenue designed for both cyclists and pedestrians, then becomes unclear as it passes playpark whether it is a cycle route. No dropped kerb from this path to get on the road leading to mini roundabout.

Busy car park, with cycle parking in rear

Main access is via busy road and two mini roundabouts. Off-road cycle path access is from south and west only and not really connected with main road.

Access to Craigleith from the NEPN is via a poorly designed shared use path

Bike access is via same route as cars, with no alternative paths

If you are using the off-road cycle path at the rear of the store, it is not possible to cycle directly to the cycle racks without going out of the car park, onto the main road and back into the car park.

5. Current Cycle Parking Provision

“Q5 - What bike parking does this supermarket have currently?”

Respondents identified their stores as having the following current cycle parking provision:

| Category | No. of responses | % |
|---|------------------|----|
| No dedicated bike parking | 30 | 24 |
| 1-5 stands to which you can lock your bike frame (e.g., the inverted-u -shaped 'Sheffield' racks) | 41 | 33 |
| More than 5 stands to which you can lock your bike frame | 33 | 26 |
| 1-10 'butterfly' (or 'wheel-bender') cycle stands (where you can only lock the front or rear wheel to it) | 11 | 9 |
| more than 10 'butterfly' cycle stands | 4 | 3 |
| 1-5 cycle-hoops on lamp-posts or other vertical structures | 6 | 5 |
| more than 5 cycle-hoops | 2 | 2 |
| a metal bar or similar secure fixing along the shopfront, to which bikes can be secured | 1 | 1 |

Comments made included the quotes below. Observations on themes include the following:

- A significant number of smaller stores (typically street-fronting) – but also some others - had no cycle-parking provision at all
- Where stands are provided, generally numbers are deemed to be adequate currently (though some stores could do with more)
- However, basic design problems were reported frequently, with stands being of awkward shapes, too close together, too close to walls, on a slope, with curved connecting bars at ground-level that are badly placed for wheels etc.
- ‘Wheel-bender’ butterfly racks are still common too, rather than the much-preferred inverted-U Sheffield racks.
- Cycle parking areas are often not well-maintained, and cluttered with other things (trolleys, grit and litter bins etc).

Some Survey Respondents’ Comments on Current Cycle Parking Provision:

20 butterfly stands that were so poor in design that I would never use them. Interestingly at either end of the stands there is a rail (similar to a Sheffield stand) which is not bike parking, but just to delineate the butterfly stands, but a bike was locked to one of them, whereas the butterfly stands were not used at all.

Not only is there no dedicated cycle parking but there is absolutely nowhere in the vicinity to lock a bike to anything.

It is very surprising that at this major store there is absolutely zero dedicated cycle parking infrastructure. At the rear car park entrance there is a small area surrounded by bars (a bit like very long Sheffield stands) but I'm sure this is for trolleys. [Tesco's, Duke St, Leith]

There is 1 cycle hoop on a nearby pole.

For me, cycle parking at this store is the most disappointing in all Edinburgh, even those stores that don't provide any; at least they haven't decided to do something and got it so spectacularly and comprehensively wrong. First there are 6 covered triangular style ones in two toastracks - the combination of the cover and the closeness of the individual stands makes them very difficult to access. Secondly, there are 3 uncovered triangular ones in one toastrack that are positioned so close to the other cover that you can't get a bike forward enough to secure the frame. Thirdly, there are 6 'artistic' bike shaped hoops in two toastracks that are hard up against a wall so you can't secure the frame to them. [Tesco, Canonmills]

6 cycle hoops attached to railings on the road. Only one bike per hoop is possible. A trailer wouldn't fit.

8 Sheffield stands, one of which is permanently blocked by a grit/salt container.

These are good, but are position too close to the store structure, making it difficult to lock bikes to. They are also frequently used as a trolley park by both staff and customers, and also by motor cycle riders. [B&Q, Hermiston Gate]

The stands are good, but are a peculiar shape, meaning that a bicycle is very unstable if only one lock is used. This is demonstrated by my often finding bikes that have fallen over whilst their owners are shopping when I arrive. The stands also suffer the common problem of having been installed too close to the wall, your front wheel is pressed up against the wall yet you are unable to position your bike against the stand as you would like.

Stands are right next to the trolley park so you cannot attach the bikes to both sides

The bike parking is horrid. Triangular stands which you can lock your frame to, but which don't support the bik frame - more likely is that your bike will fall over with the stand poking up through the frame. Domino effect can happen - rectifying it with panniers full of shopping when you emerge to spreadeagled bike is not easy. You can't cycle up to the bike parking - you have to get off the bike to get to it. Individuals stands are too close together so hard to access when busy. I tend to use the supermarket more on days when I travel by bus because it is so fiddly - if on a bike day, then I live nearby enough to prefer to go home and lock up my bike and then go to the supermarket - which actually is an indication of how bad it is; that I'd rather have a ten minute detour than use something so inconvenient. [Waitrose, Morningside]

People tend to use the trolley park rails instead

Ignore the useless wheel locks and lock bike to the trolley park

Bike rack 50m from the door and quite concealed, most people use the trolley store for locking up.

The racks are too close to the building so bikes are not secured well in terms of being resistant to minor knocks from other users or wind. Bike positioning relevant to the rack is also compromised by the connector between racks which stops wheels sitting naturally. The racks also don't appear to be full sized.

There is no dedicated cycle parking. The nearest racks are around the corner. Some cyclists take a chance and leave bikes unattended in front of the shop. Some use railings nearby.

There are a LOT of spaces. But because the stands are the wheelbender type people tend to park 'along' them, side on, and often the spaces are actually blocked by trolleys or in one case last year, a longstanding display of decking and gardening equipment.

3 triangular-frame stands, with tie bar at ground level (as seen at Waitrose in Morningside). Badly positioned on a slope, so bike tends to roll back then tip over due to triangular shape. Tie bar is badly spaced for bike wheels, one generally rests on it, causing bike to roll / tip. Frames too close together, stops you getting 1 bike on each side.

It is hidden at the edge of the car parking area and only has a couple of wheelbenders - I always just lock my bike to the shop sign instead but only one bike can do this... If all parking spaces are used then you can't actually get to the bike racks anyway.

Stands are uncovered and often used for tying dogs to whilst their owners shop. The stands are too close together. I use a pillar by the shop entrance which is under the entrance canopy.

There used to be good covered bike racks, but I think they were removed. As a result I always park at the front, on the railings, which are not covered. I don't know what the parking at the back is now like, but I think it is wheel benders. [Asda, Chesser]

There used to be more bike parking but it was reduced to make room for trolleys. Only 2 racks now. [Scotmid, Leven St]

No railings, fences or other suitable objects. One lamppost is ok if you have a good kickstand and a very long chain lock, there is another lamppost but the bike would then block the footpath. I was advised by staff to lock my bike to the trolley pen, but it has a domed plastic roof starting at the railings so that it's fairly difficult to lock a bike to it. [The Range, Brunstane]

No railings or fences anywhere near the entrance. The only place to lock a bike is the rail around the shopping trolley pen. Often they have gardening or other offers which are stored around the trolley area; last Thursday I could not find any place to lock the bike and left without shopping. [LIDL, Craigmillar]

Tesco Canonmills has toast-racks (at one location) but their shape is triangular rather than an inverted 'U' shape so bikes are not properly supported. Also the racks are too tightly spaced. Following complaints, Tesco installed extra racks shaped like half bicycles. These would be OK except they were installed too close to a wall of the building so that not enough of an adult bike is supported.

6. Perceptions of Current Cycle Parking Provision

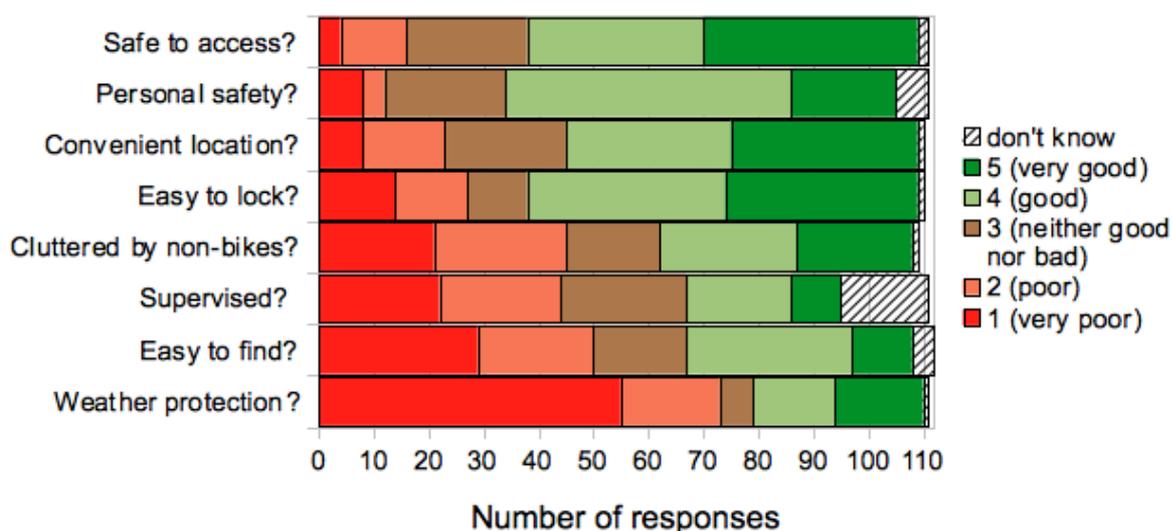
“Q6 – How would you rate the current bike parking at (or near) the supermarket (or shopping complex), on a scale of 1-5? (1 = very poor; 5 = very good)”

Obviously many of the question responses are subjective, and so can only be taken as an indication of cyclist perceptions of the bike-parking provision. NB As of course the scores relate to diverse stores, and were given by diverse respondents, there are limits to how much can really be said about the aggregate results.

Unsurprisingly, a number of respondents indicated that they themselves were not keen on shopping by bike at the store they were surveying (presumably this dissatisfaction / frustration was one of the motivating factors for questionnaire completion).

| | 1 (very poor) | 2 (poor) | 3 (neither good nor bad) | 4 (good) | 5 (very good) | Don't know | Total |
|---|------------------|-------------|--------------------------|-------------|------------------|------------|-------|
| Visibility / signing (if appropriate) | 29 | 21 | 17 | 30 | 11 | 4 | 112 |
| Convenient for supermarket (or complex) entrance | 8 | 15 | 22 | 30 | 34 | 1 | 110 |
| Covered from rain /snow | 55 | 18 | 6 | 15 | 16 | 1 | 111 |
| Security (e.g. can you lock bike frame securely to something fixed) | 14 | 13 | 11 | 36 | 35 | 1 | 110 |
| Personal security (e.g. lit at night) | 8 | 4 | 22 | 52 | 19 | 6 | 111 |
| Supervision (e.g., over-looked by store staff or CCTV) | 22 | 22 | 23 | 19 | 9 | 16 | 111 |
| Usability (e.g., clear of dogs, trolleys, recycling etc) | 21 | 24 | 17 | 25 | 21 | 1 | 108 |

Response to Parking Quality



Comments made included the quotes below. Observations on themes include the following:

- At many stores, cycle parking is situated inconveniently, whether for cycle access, access to the store entrance, or managing shopping / trolleys whilst supervising a bike
- Often the visibility of cycle parking to potential users is inadequate
- Covered cycle parking is provided only at a minority of stores
- Supervision and maintenance (e.g., removing litter, keeping it clutter-free etc) inadequate.

Some Respondents' Comments:

This is my nearest large store and I like the bike parking facilities. I only have 2 negative comments. That after 8pm when the front door is closed you have to use the rear car park entrance which has no bike facilities. And, I don't in general like toastrack style stands, but in this case there are so many, and so few bikes, that it is never a problem. [Asda, 2 Sandpiper Drive EH6]

There is nothing nearby to lock a bike to.

Considering this is a major store, the cycle parking is useless. The stands are invisible, not signed, inconvenient, unsupervised, and worst of all, the butterfly design is not secure bike parking, and consequently aren't used. I saw 2 cyclists while I was there who improvised by locking their bikes to random structural elements nearer the door. Absolutely rubbish provision. [Morrison's, Portobello]

Considering this is a major store the cycle parking provision is lamentable. There are only 3 stands but while I was there, these were heavily used. The triangular shape and toastrack style makes them difficult to use. [Sainsbury's, Moray Park EH7]

No dedicated cycle parking in this major store! [Tesco's, Duke St, Leith]

The cycle parking is in a passage by the side of the store leading to the car park. As such, it is not very visible (not signed) nor convenient for the front door. I can also imagine that at night, it also might feel a bit lonely and unsafe. There is possible conflict with customers who also use the passage to get shopping trolleys. There is a CCTV camera.

This provision is not as good as Morrison's store at Waterfront Broadway. There are only 4 stands, they are not very convenient (round a corner beyond the trolley park), and they are too close to the wall, making it a bit difficult (but not impossible) to secure both frame and wheel to the stand. [Morrison's, Pilton Drive]

The stands are around the corner from the door so not visible and you wouldn't necessarily know they were there. Not visible from store and no CCTV.

Good provision. Not covered but the occasional wet saddle doesn't bother me. I'd rather that than awkward access due to some useless cover.

Visibility poor because not easy to spot attached to trolley railing. Not secure because can only attach front wheel. Not visible from store and no CCTV. Some conflict between cycle parking and trolley access, and bikes could impede path for customers.

These are relatively positive comments but relate to only one cycle hoop - quantity is the major concern.

Poor design - the rack is too close to wall. Hard to lock bike to, which makes balancing bike difficult, particularly with full panniers. Sheffield style racks would be much better. Bike park not that obvious - signage would be good. On plus side, nice and close to trolley park. Not too far from entrance, with zebra crossing next to it for additional safety.

As the bike park is round the corner from where the trolleys are, it is not possible to supervise your (often full) panniers on the bike when putting back your trolley. I therefore don't park my bike in the designated bike park. Along with most other cyclists I use an empty trolley area around the corner within site of the trolley park by the entrance.

Bike racks are not ideal - short/ angled at the top, easy for bike to twist and fall while being loaded with shopping. Second/ third stands often obstructed by "wheelchair" trolleys. Dogs tied there and also used as the "smoking" area.

There is potential for undercover cycle parking (which used to exist), demand for which is clear from the numbers who do not use the racks but park under the overhanging roof of the store. Racks are not in a very well-trod part of the area so not as secure as they could be if close to the entrance. [Tesco's, Corstorphine]

Cycle hoops are on fencing associated with pedestrian crossing - an attached bike takes up space from the pavement, causing irritation to some pedestrians.

Provision is of a poor type to which it is very difficult to securely lock a bike to. It is in a dark corner of the carpark and if busy it would start to block the pavement used by pedestrians.

The main problem is that most cyclists approach the supermarket from the path at the rear which links to the Blackhall Path, however, due to the one way systems and road layout, access to the facility is poor. Most cyclists do not use it and normally attach bikes to poles outside the store to which a more secure fix can be achieved. National cycle route 1 runs closely past the supermarket, crossing Cramond Road South but I see more cyclists come using the path at the rear. [Tesco's, Davidson's Mains]

The racks are too close together. It's a struggle to squeeze bikes in and out of the shelter.

Excellent provision although would like to see it being used more! [Morrison's, Bathgate]

Excellent facility [Morrison's, Livingston]

There's bins right next to it and it's often cluttered / hard to see / sometimes the bins are right against one of the metal bike racks.

Bike parking partially covered by overhanging roof, but still a bit exposed 4 sheffield type Stands, but mounted too close together, so only really space for 4 bikes stands hidden away at the end of a dead-end path up the side of the building, 50m from the entrance and hidden by displays outside the shop

On wide section of pavement next to bus stop, easy to access

This was an afterthought badly sited and often overrun by trolleys dumped by staff

The bike stands are awkwardly in a corner of the car park, behind a sign, can be difficult with larger bikes.

One of the best provisions I've seen. [Morrison's, Gilmerton]

Answer refers to the rail around the trolleys, as there is no dedicated bike parking.

The cycle parking overall is not very user-friendly. It would have been very easy for Tesco to have improved the racks but they ignored my suggestions. [Tesco's, Cannonmills]

Usability is poor due to the racks being 'wheel-benders'

The stands are placed too close to the end of the shelter to be able to easily fit the wheel in the space. The rounded base of the rack means bikes tend to roll off and fall over, particularly when being loaded with shopping. The racks are quite closely spaced so people trying to park their bikes often cause those already parked to fall over. A flat base instead of the rounded one would solve this issue

7. Overall picture of existing situation

To get an overall picture of each supermarket that had been the subject of survey responses, we calculated the average ratings across all of the aspects that had been considered [Questions 4-6]. Fifteen supermarkets, of the 86 individual stores surveyed by respondents, obtained an average rating of 2 (poor) or less. The majority of these were located within a couple of miles of the city centre. The elements likely to have caused the poor rating of these supermarkets are poor access (the majority of them are accessed via busy roads with no cycle lanes) and the lack of parking facilities. Of the fifteen worst, on the basis of the survey respondents, three shops were rated more than once: Sainsbury's Bernard St, Tesco Davidson's Main and Morrison's Portobello.

8. Ideas for Supermarket Cycle Parking Improvements

"Q7 – What improvements in cycle parking and / or access do you think might be worthwhile and feasible at this supermarket?"

Comments made included the quotes below. Observations on themes include the following:

- A considerable number of respondents considered that there was ample space available for cycle parking, or scope for more cycle hoops on nearby poles for those stores that were genuinely space-constrained.
- Re-positioning racks to be more visible, convenient and easy to use would improve facilities at a number of stores.
- Better signage would be good.
- Cover would be welcome, but seemed a secondary desire compared to getting the design basics right for good functionality as a secure bike stand.

Some Respondents Comments on Possible Cycle Parking Improvements:

Covered bike parking

This store would genuinely find it difficult to accommodate bike parking. My only suggestion might be 1 or 2 hoops on short poles near the door. [Sainsbury's, Bernard St]

There is ample space for Sheffield stands, and considering that Morrison's at Edinburgh's Waterfront is probably the best I have surveyed, there's no good reason why this store is so bad.

There is space on the wide pavement for 1 or 2 Sheffield stands.

There is plenty of space for 8 well-spaced Sheffield stands.

Consider Sheffield stand bike parking in the centre of the pedestrian area, not only for this store but also for the other stores in the precinct.

There is space on the pavement for 1 or 2 Sheffield stands.

It's only one hoop. There is another pole nearby which could also carry a hoop.

There is room outside the store for one or two Sheffield stands.

Reposition the stands in a more convenient and easy to use position.

Sheffield racks not too close to wall to allow for wheel space and easier locking. Signage. Roof.

Provide better cycle parking (which will avoid fouling the fire exit door and also avoid the rails being too close to the building) in the trolley area. This would provide a shorter distance from the trolley park to the bike for carrying heavy panniers. It also allows you to supervise the panniers on the bike when putting your trolley away. This location would also make it much more visible to cyclists approaching the entrance, as the official bike park is easily missed and not really in the right place.

More racks/stands and a cover, there is space around the current location. Directions from path entrances

Covers to keep bikes dry would be good.

Signage directing users to the area would be helpful. Signage stating whether parking is covered by CCTV would also be helpful.

9. Views on potential impacts of improved Cycle Parking / Access

“Q8 - Spokes is interested in how you think improving bike parking (and potentially access) would impact on the number of people shopping there by bike. Do you have any evidence of people being deterred / encouraged to shop here because of the problems / quality of the bike parking and / or access?”

Comments made included the quotes below. Observations on themes include the following:

- Poor access and poor cycle parking affect cyclists' choices about where to shop
- Good provision does too, with cycle-friendly stores likely to win enhanced cyclist custom.

Some Respondents' Comments on Potential Impact of Current / Improved Cycle Parking:

Access would make a difference I think. Very busy roads at Cameron Toll

I don't consider this store for my shopping, even though it is second nearest for me, entirely because of the bike parking. That said, there are always bikes using these awful facilities.

Access directly from the NEPN would make this store much more attractive to cyclists. I am deterred from using this store because of awkward access.

I visit this so far less often than the nearby Tesco, partly because it is less convenient to cycle to with its lack of bike parking options.

Regularly used racks sometimes full so more needed for peak shopping times

No one I have spoken with at the bike racks think they are any good. Also, the hand rail on some steps nearby is often used as spillover bike parking so there's clearly some extra demand. [Tesco's, Colinton]

Friends who cycle actively prefer this supermarket because of the good cycle provision. [Waitrose, Morningside]

I'm deterred mainly by having had items stolen from my bike while in the store.

Evidence of bikes being chained to fencing and other posts in preference to using the existing racks.

If the shop wasn't so close to home, I wouldn't go there. It's ripe for good cycle access, which they've tried to put in but it's ill considered and functionally useless. Wouldn't take that much to put it right. It would benefit pedestrians too as the access is equally silly. Also should have good access as this is the local glass / fabrics recycling facility.

I am put off going to the shop because of the hassle trying to lock to the sign instead of the wheelbenders.

Too, For me, the awkward bike parking is a deterrent, but it would be a convenient shop as it's so close to the centre-KB route.

I don't go there because I can't leave the bike properly.

Huge impact. The store has a lot of outdoor and also basic bicycle stuff attractive for many cyclists, and it is right at the NCN where hundreds of cyclists pass all the time. I often stop there when coming back from a tour towards Porty/Musselburgh, but not when I see another bike occupying the good lamppost.

10. Project future – next steps

Clearly, there is significant potential for improvements to cycle parking at and cycle access to supermarkets in Edinburgh and the Lothians. Some of the improvements sought should be relatively easy and inexpensive to implement, e.g., around signage and keeping racks litter- and clutter-free.

Further analysis should be done on the data, particularly to look more closely at responses for specific stores where multiple people submitted questionnaires, and to look across responses for all stores in a particular chain.

Based on the preliminary findings from this online survey, follow up work might be geared to outcomes such as:

- A more systematic, comprehensive and detailed report on the state of supermarket bike parking in and around Edinburgh
- An investigation of the technical options for bike parking and develop a resource (to use with supermarket shop and/or area managers etc when discussing improvements)
- Materials to help shops encourage customers to come by bike – including local stores as well as supermarkets
- Materials to help individuals like *you* to approach their local store management about improvements that would promote shopping by bike
- Lobbying the council to ensure that every new store (including on-street 'Express' supermarkets) has decent bike parking and access
- Engaging with supermarket Regional Managers to ensure all their stores meet a high standard
- Further work around demand for cycle parking at supermarkets, and the potential beneficial impacts that improvements could bring
- Work with other bodies to develop wider momentum around improvement work (e.g., Cycling Scotland, Sustrans, Living Streets etc)