

Spokes website survey results

March 2020

Responses: 65

Spokes member: Y – 49, N – 17

What are the most important sources of Spokes information for you?

Spokes Twitter	27.3%
Spokes Facebook	25.8%
Spokes website	30.3%
Spokes bulletin	68.2%
Email circulars	57.6%

Have you visited the spokes website: Y – 61, N – 4

The following results are from respondents who have used the Spokes website.

What information were you looking for when you visited the Spokes website?

Consultation / planning information & guidance	44.1%
Info about cycle accessories, maintenance, bike purchase	3.4%
Cycle routes / maps / rides	39%
Info about cycling facilities / infrastructure	30.5%
Spokes events / stalls	16.9%
Spokes publications & updates (Spokesworker, bulletin)	42.4%
Spokes factsheets	16.9%
Spokes membership info	13.6%
Don't remember	13.6%
Spokes competition	3.4%

While you were on the Spokes website, did you find anything else interesting or useful that wasn't to do with the initial purpose for the visit?

- Info on helmets
- Info on current campaigns
- West Lothian Shale Trail link
- Election info
- Fact sheets
- Map info
- Cycling news
- General cycling info
- Events
- Past consultations

What did you like and dislike about the website?

Likes

Comments	No. respondents who said this
Lot of great information	12
Useful	3
Comprehensive	3
Functional	2
Access to archived materials	2
Updates	1
Thoroughness	1
Layout	1

"The content is serious, useful and thorough with a strong sense of deep commitment to a great cause and deeply earnest."

"I like that it gives small bits of info that you can follow up on if that's what interests you."

"Spokes site is very helpful for understanding campaigning timelines, commitments from council and ongoing projects."

Dislikes

Comments	No. respondents who said this
Cluttered	19
Difficult to navigate & find what you're looking for	19
Layout & page design	10
Outdated	8
Text too small	6
Dense information & text heavy	5
Hard to read on phone	5
No pictures	3
Represents Spokes badly	3
Membership application process	1
External links broken	1

"Does not make Spokes look like an approachable or modern organisation."

"The system for becoming a member seems quite complicated, and has prevented me from becoming a member. The online sign-up form is portrayed as unreliable, and the paper version seems a bit ridiculous in the 21st century."

If Spokes were to redesign the website, which features, or information would you want to make sure was there? This can be existing aspects you want to keep or suggestions for new things.

Features	No. of respondents
Member benefits / section	2
What's happening near me	1
Direct links from Spokes website to Facebook post link is referring to	1
Twitter feed	3
Events planner / calendar	4
Online maps	2
News	2
Public meeting details	2
Bulletins	1
Ordering maps online	2
Keep all info	8
Information tags	1
Reporting aggressive drivers/potholes/crashes	2
Planning proposals / traffic issues / forthcoming Traffic Regulation Orders	4
Political info	1
Consultations	5
Factsheets	1
A schedule of local members who new cyclists can contact for advice, guidance on cycling in their area.	1
Bike counts	1
The campaigning information and the history of various campaigns/issues/projects	2
General info about cycling in Edinburgh	1
Somewhere to highlight hazards to other cyclists, such as icy roads and new potholes with a level of immediacy.	1

Are there any websites that you particularly like the design of that could serve as inspiration for a revised Spokes websites?

- Hollandcyclingroutes.com
- West Lothian Council
- CND
- Friends of the Earth Scotland
- <https://www.moneysavingexpert.com/>
- theguardian.com
- bbc.co.uk / BBC News
- Edinburgh printmakers
- British Heart Foundation
- extinction rebellion
- <https://www.sbueast.org.uk/>
- www.cycling-edinburgh.org.uk

- <https://www.mountaineering.scot/>
- <https://www.creative-edinburgh.com/>
- <https://www.voluntaryarts.org/>
- <https://www.volunteeredinburgh.org.uk>
- <https://www.sustrans.org.uk/>

The following results are from respondents who have not used the Spokes website. Only 3 responders in this category filled in the answers.

If you ever look online for cycling or cycle campaigning information, which websites or social media accounts do you go to?

- <http://citycyclingedinburgh.info/bbpress/>
- Roseburn Cycle Forum
- Google

What kind of cycling information do you look for online? If you have never looked for cycling information, would you be interested in finding out about any of the below? Tick all that apply.

Cycles routes / maps / rides	3
Consultation / planning information & guidance	2
Local cycling events	2
Info about cycling accessories, maintenance, bike purchase	1
Info about cycling facilities / infrastructure	1
Location of bike shops	1

What are the top 3 things you would like to find on the Spokes website?

- Topical issues
- Maps
- Events for Edinburgh
- Infrastructure designs
- Local bike shops
- Traffic free/light routes

Is there any information about cycling in Edinburgh and the Lothians you feel is missing from currently available resources?

- More positive stories
- Per cent chance of getting harassed by drivers on any road in Edinburgh at peak times