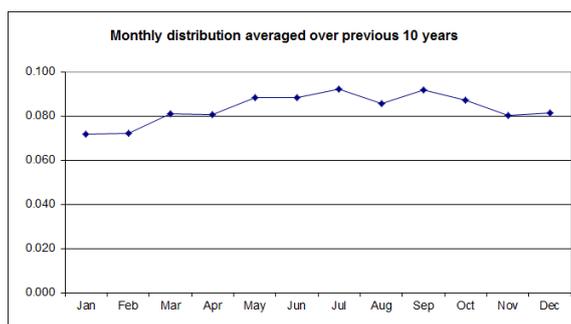


Cycle Survey 2018 report

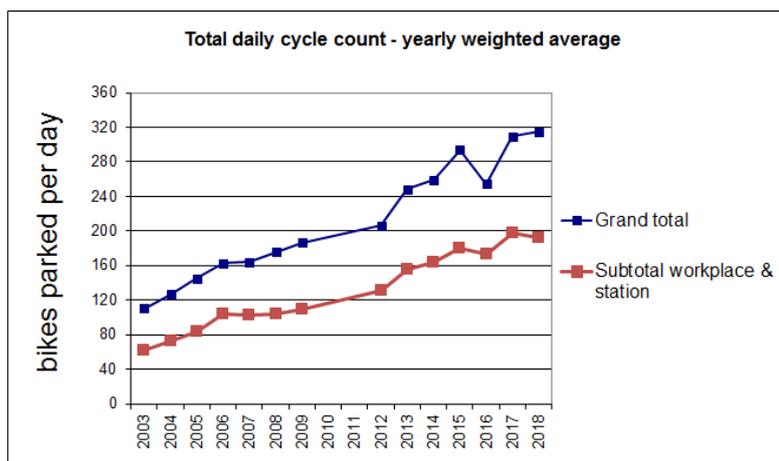
John Edwards set up a cycle survey, counting bikes 'parked' around the town, on a fixed survey circuit. John was forced to give up this survey in 2010. Chris Gillham and Phil Gagg took over the survey in mid-2012. John's original surveys were carried out as frequently as three times a month, but the subsequent surveys have mostly been on a monthly frequency. Usually, for consistency, a normal (e.g. not a special week like half-term) weekday is chosen in advance (to avoid the temptation of only doing fair weather surveys).

Because John's data collection was frequent but not necessarily regular and in recent less frequent surveys some of this irregularity persists it is necessary to weight observations by the time of year. The counts refer to daily counts. Yearly weighted averages are weighted according to an average monthly distribution (probability – the sum of all values is 1) as computed over the previous 10 years (in this case 2007-9; 2011-17). The weighting process also allows an interim estimate of the current year's final total.



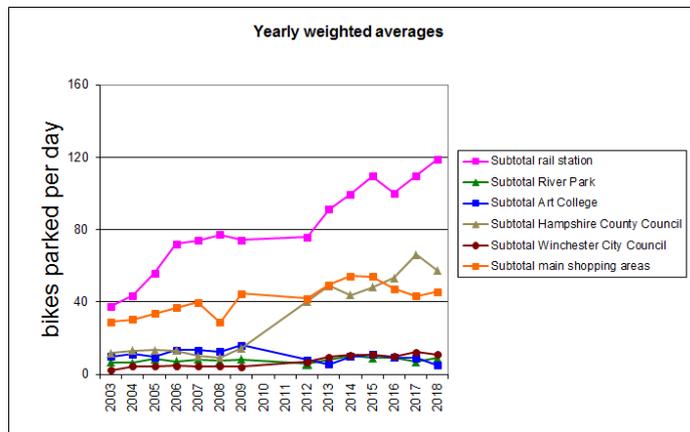
It may seem surprising that the distribution is not more peaked in the summer, but almost throughout the ten years of this data, there has been a steady increase in use of bikes which is reflected across the average year, i.e. if all months were very similar the graph would still show a rising trend simply because there has been a rising trend in the yearly average. In fact the graph is a lot less peaky than it was, suggesting that use of cycles in Winchester¹ is getting less seasonal.

The trend in total use of bikes, which faltered in 2016, turned up in 2017 and has taken a further modest upturn in 2018:

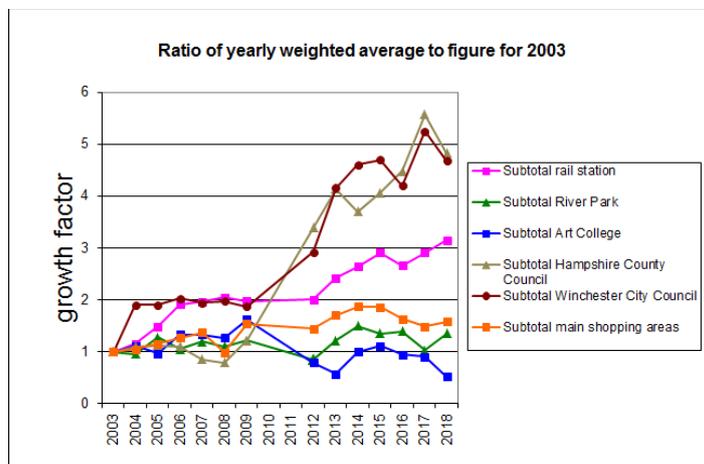


The workplace (including station) count has slightly, but insignificantly dropped. We can aggregate the data into various probable trip purposes:

¹ Recreational use of bikes is probably still very seasonal; but this survey of urban parked bikes is likely to be representing use of bikes as a means of transport.



The station continues to grow, while the council office bike use appears to have faltered. The main shopping area has halted its decline. Anecdotally there are many more shopping centre bikes at weekends, but our measurements have been exclusively weekday measurements (indeed almost always a Wednesday morning) in order for trends to be meaningfully detected. If anyone wanted to do a regular weekend count (say once a month) it would be very welcome. Growth in the different groups may best be appreciated by referring the counts to a 2003 datum:



It seems the two Councils have the best record for growth (more than 5-fold in 14 years) in bike use, with station commuters next.

For completeness I show the maximum survey counts:

