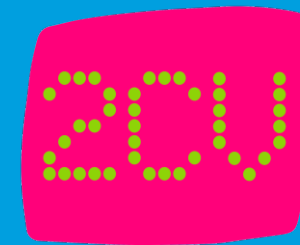


# Quietways Wayfinding User Testing

Debrief to London Grid Board

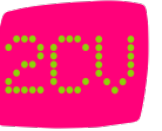
July 2016

# Contents



- 1 Background
- 2 Quietways experience
- 3 Response to wayfinding tools
- 4 Impact on local environment
- 5 Signage in parks and along canals
- 6 Summary and recommendations
- 7 Appendix

# Qualitative sample overview\*



We spoke to 50 people in total...



## CYCLISTS

7 x regular commuter cyclists  
15 x occasional utility/commute/leisure cyclists



## CYCLING CONSIDERERS

22 x considerer cyclists – including a mix of active considerers and ‘opens’



## RESIDENTS

6 x residents around Q1 – including some drivers

## 1. Journeys on Q1

Cyclists and potential cyclists all had the opportunity to experience the signage in context on Q1 (20 x off-peak journey diaries, 12 x accompanied journeys, 12 x GoPros). Participants were encouraged to explore the route freely and in a self-directed manner to see their natural interaction with signage as they go

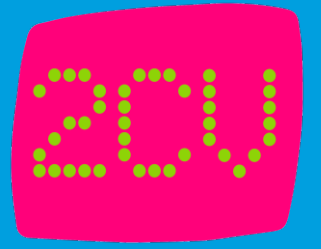
## 2. Focus groups

Following the journeys participants were reconvened for 1hr 15 min groups to discuss their experiences. Groups also ran through the key elements of signage using photos from the route and examples from the Quietways Signage Guidance and design options

## 3. Resident discussion group

Residents local to the area around Q1 attended a 1 hour 15 minute discussion where they discussed any awareness of the routes and signage and responded to videos of the route, photos of signage and options for signage

\*Detailed sample included in the appendix



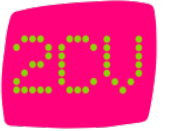
# Quietways experience

# Using Quietway 1 was a positive experience

Reported  
by a few



Reported  
by all



- ✓ Quiet roads
- ✓ Easy to navigate
- ✓ Feeling relaxed
- ✓ Reassurance that you are going the right way
- ✓ You are on a safe path
- ✓ Safe for families and children to cycle
- ✓ Somewhere where cyclists should be - a stamp of approval
- ✓ Fun and leisurely
- ✓ Exploring/learning about different areas
- ✓ Avoiding air pollution



It was healthier with not so many fumes, fresh air.



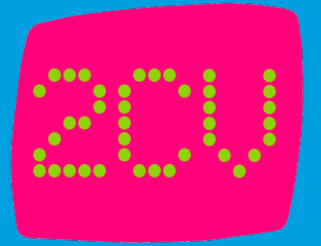
It's a very continuous route for someone that doesn't cycle regularly. It was well signed and not like a special language



It didn't feel like Central London, we were cycling through a residential area and I felt 'oh I feel comfortable cycling here'

It definitely felt more leisurely and relaxed and it's quieter so you have time to read the signs and didn't feel panicked or rushed by the other people on the road

**Quietways feels like a new type of cycling experience in central London. Particularly well suited to leisure and less confident cyclists, but could be useful for commuting for less confident or for existing commuter cyclists if direct enough**



# Response to wayfinding tools

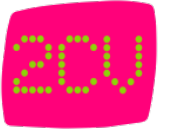
# What's working

# A lot of the Q1 route is working well

Reported  
by a few



Reported  
by all



## It is acting as a tool for wayfinding

- It makes cycling in London and navigating feel easier
- There are some well positioned signs – giving the right level of pre-warning for cyclists to turn at decision points
- On-carriageway Q1 confirmatory and directional markings provide confidence and reassurance
- Signs give useful information and help with wayfinding

I have a bad sense of direction, it's so much easier to be told where you're going

## It is working as an advertorial to attract new cyclists

- The branding panel stands out to grab non-cyclists / infrequent cyclists attention
- It makes non-cyclists / infrequent cyclists aware of an alternative route
- The branding clearly communicates and reinforces a positive cycle experience

It needs the branding as that's what is grabbing the attention from the get go.

Gives you a choice to go somewhere on your bike and relax, whilst exercising

## It is prompting behaviour change

- It makes cycling feel appealing and a viable alternative mode of transport to non-cyclists / infrequent cyclists
- The branding is perceived as indicating a 'leisurely' cycling route suitable for everyone
- It is more appealing than current cycle signage which feels suited to 'professional' or 'serious' cyclists

If there are quiet areas you can go along without all the rush, it appeals

Taking the Q1 route gave me the confidence to cycle

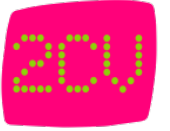


# Signage and road markers give confidence and reassure as people find their way

Reported  
by a few



Reported  
by all



- Signage and on-carriageway markings giving direction work together to make the route easy to navigate
  - There were very few moments of confusion and only a small number missed a turn
- Being guided step-by-step on street during the cycle takes the pressure off while cycling
- It also reduces the amount of thinking and pre-planning required – essential for making cycling feel easy

**On-carriageway markings make it easy to follow the route**



**Map clearly indicates direction of route at tricky junction**



**Colour of branding panel, logo and Q1 on signs all helped people quickly notice and read signs**



Road markings were really useful, reassure you you're still on track, and guide you at turns, without them you'd get lost

When you turn the road markings confirmed you were on the right track

This sign was really helpful just ahead of the junction – you saw it and knew what to do, without it you'd see the busy road and panic

You kept an eye out for the purple signs and Q1 to keep an eye on where you were.

I thought they were good, I cycled it and enjoyed the experience – they were easy and clearly signposted

# On-street signage and road markings essential for the Quietways experience and use

Reported  
by a few



Reported  
by all



During the groups we asked participants about the importance or need for signage/road markings for Quietways:

## QUIETWAYS WITH SIGNS AND ROAD MARKINGS



- On-street wayfinding tools means the cyclist has everything they need to navigate so that they can **relax and enjoy** the route
- It enhances the experience giving **confidence and reassurance**
- Good for people with a poor sense of direction or who are unfamiliar with an area
- It is essential for **safety** - avoiding getting their phone out whilst cycling or having to stop at busy roads

The signs make it safe because you don't want to use your phone whilst you're cycling. The signs are the best thing about it that make it safe

Without the signs and markings you may as well not bother doing it. That's what makes it totally different.

[If there were no signs] you wouldn't use the routes, you wouldn't remember - you'd feel apprehensive

## QUIETWAYS WITHOUT SIGNS AND ROAD MARKINGS

- If there were digital resources only (ie an app or online map), instead of the physical step-by-step guidance, new or considerer cyclists would **not feel confident or safe to use the routes**
- Many claimed they would **not use the routes** if this were the case

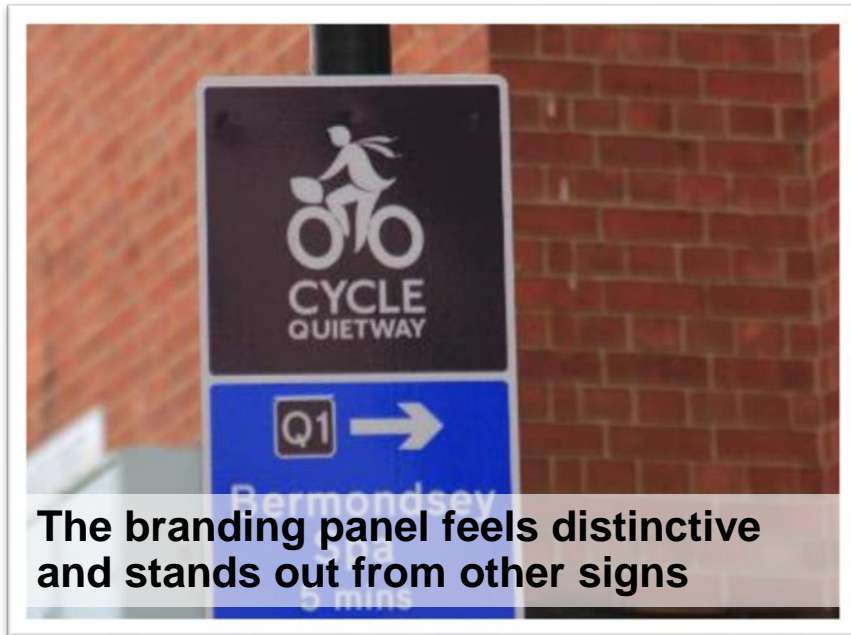
**Both on-street signs and road markings play functional and emotional roles to create the Quietways experience**

# The branding panel is distinctive and attractive

Reported  
by a few



Reported  
by all



The branding panel feels distinctive and stands out from other signs

- The branding panel makes the signs easily identifiable and distinctive from other signs and existing cycle route signage
  - Cyclists: know it is for them, makes it easy to spot
  - Potential cyclists: raises awareness (particularly when Quietways are new)
  - Residents: know it is for cycling rather than parking or directions for cars, alerts them to cyclists in the area
- The colour, image and wording on the panel feels different and catches attention
- Purple was felt to be a positive and calming colour
  - !! Although some felt the colour was not bright enough on the signs and preferred the bright purple of the print outs/digital versions

I think having it in purple just popped out, and made sure you were on the right route

It's a friendly sign – quite pleasant looking.

As a driver it's useful to see that it's for cyclists – then you can just zone out the signs

That logo [advertorial panel] really works. You can see from a distance what these routes are and recognise who they are for. Without it, it could be just another cycle route

The purple here [printed for focus groups] is much more eye catching than the ones we saw on the street – those were much darker, harder to spot and looked less nice



Branding panel helps the signs stand out and raises awareness of the Quietway

# The branding panel helps communicate a pleasant, inclusive and safe cycling experience

Reported  
by a few



Reported  
by all



- Both the image and the wording 'CYCLE QUIETWAY' work together to communicate the street/cycling experience.
  - It makes the route feel friendly and indicates that it is a slower, more leisurely route
  - It also makes people feel the route is for all types of people (younger, older, children, families, new cyclists, experienced cyclists)
  - Can make people feel it would be a good route for pedestrians too – quieter, safer streets
- It also suggests that it is a good starting point for new cyclists and more vulnerable users (eg families and children) – the image and words feel applicable to them and their ability level
- As they are cycling, seeing the image on the signs is felt to reinforce this and makes them feel at ease – this builds confidence and reinforces the pleasantness of the experience. Some also feel it encourages a slower and less competitive cycling style than the Superhighways



**Branding clearly communicates the route experience**

It's a bit subliminal – it helps reassure you about how you should be feeling

I think the [advertorial] panel adds to it. It gives it that leisure thing. Some people are more perceptive to photos and pictures

**Branding panel is very important in communicating the cycling experience and creating a more inclusive type of cycling**

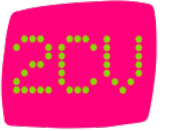
# The majority of people felt the branding panel was important and should be retained

- In the research we asked whether the branding panel was necessary for the Quietways signs and showed an alternative sign without branding
  - Most felt it lost the 'emotional' benefits – crucial for building confidence and reassurance
  - Failed to communicate the cycling experience – looks more like a regular cycle route for 'professional' rather than new cyclists
  - Looks like you need pre-knowledge to use it (and you would need to learn about the Quietways elsewhere)
  - Blue signs are very generic - some worried it would be easier to miss them as a cyclist amongst street clutter or it would get mistaken for a parking sign or driving directions by drivers
  - Some felt it could be used once people get much more familiar with the Quietways (eg in a few years)

Reported  
by a few



Reported  
by all



I guess once you knew what the Quietways were you wouldn't need it in a few years time

It's not delivering 'essential' information, so I guess if you had to remove something...

Without the logo and words the signs would be easily missed and it just looks like those other signs for professionals [LCN]

**Majority of participants felt the signs would have less impact and be less useful without the branding**

# Watch outs

- **Most felt the signs were too small**

I think the signs could have been a bit bigger

The signs were really small, I had to strain to really read them

I didn't see any of those [see through confirmatory] – where were they?

- **Positioning of signage could be optimised**

They could move the sign closer to the turning

This one I missed because it was after the turn – you're not expecting that

I had to go back and read that again, it should be on the other side of the road

- **More consistent and frequent signage would provide reassurance**

When you don't see signs your concentration has to be a bit higher when really you want to just relax and enjoy the route

Not all of the cycles had Q1 under them, they should add it to all of them. If you miss one turning, then what's the point?

Having the signs regularly makes people feel assured

- **Current location / next destination panels could be streamlined**

- **A call for more support at junctions through signage and junction design**

- **Some felt better forewarning was needed for pedestrianised areas**

- **Maximise visibility at night**

- **Other tools to support the Quietways would be welcomed**



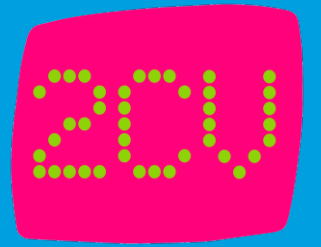
Standard signs were felt to be too small



There are many road markings with no Q1



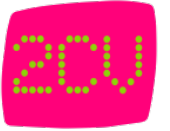
On-carriageway markings are crucial for night time navigation



# Impact on local environment



# Response to on-street tools from a resident's perspective was positive



- Generally the wayfinding tools (both on-road and street signs) were perceived as being **subtle and unobtrusive**. In fact, of all the residents we spoke to who live near the Q1 route area, no one had noticed any of the signage or on-carriageway markings yet
  - Frequency and positioning is felt to be at an appropriate level – expect to see road signs at junctions and decision points and on-road frequently along the route
- So the **impact on the local environment is seen to be minimal** and not viewed as street clutter
- **The branding is crucial for communicating the route** to drivers – it is the image of the cyclists and the words 'CYCLE QUIETWAY' which conveys this message
  - Friendly and relaxed cycling zone
  - May prompt them as drivers to slow down and drive carefully, raises awareness/expectation for cycling
  - Raises awareness for pedestrians of cycling in area
  - Does not pose a risk of confusion between parking or other driver signage (means they know they can ignore it)
- The branding is also important to ensure that despite being subtle within the environment **the signage is able to increase awareness and attract new cyclists**

Reported  
by a few



Reported  
by all

It's a bit of paint and planning and signposts – you can't lose really can you.



It's quite a nice friendly sign telling people where to go, it's not offensive.



Because it's a quiet way you become a bit more cautious [as a car]. If you see the sign you'd slow down a bit more.



I think as a driver I'd take notice and slow down.

# Response to wayfinding tools from residents' perspective – a few minor watch outs

- **Size** – most residents felt the 25mm x-height signs were too small, the 30mm size is deemed more appropriate for ease of use whilst also being in-keeping with the environment. However, the largest size seen (40mm) however, would be too obtrusive
- **Lighting of the signs** came up spontaneously as a potential concern for residents if this were to occur – again this is perceived as obtrusive, especially in residential areas
- **Importance of branding on street signs** – without the branding clearly communicating the wayfinding tools as cyclist signage, there is a risk of confusion and distraction for motorists
- **Too many standard signs could cause concern** – these are just expected at junction and decision points and too much could be deemed street clutter. The current amount on the route was deemed appropriate
- ✓ **On-carriageway markings however, are not a concern** – they are not seen to impede the environment, frequent on-carriageway markings supporting the necessary standard signs are well received

Reported  
by a few



Reported  
by all



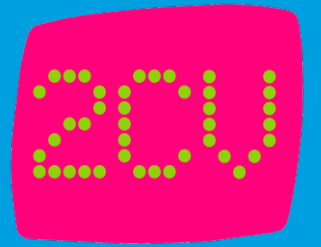
Yeah it doesn't matter [if there are signs in our area]. If they're going to be lit I might have something to say.

You would want something people could see as they ride along and those ones [25mm] are a bit small

Biggest [size sign] is a bit too dramatic.

On-carriageway markings are not seen to have any impact on the local environment





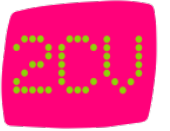
# Signage in parks and along canals

# Response to wayfinding tools in parks, canals and heritage areas – subtle signage preferred

Reported  
by a few



Reported  
by all



- Subtle signage through parks, along canals and in heritage areas is preferred by cyclists and residents – the adapted signs feel in-keeping and more natural to these environments
- It is easier and safer to stop and look at signs in these environments – so size/at-a-glance readability is not so much of an issue
- Less need for focus on traffic/environment so easier to look out for colour/logo
- On path markers welcomed to reassure that you are on the right track

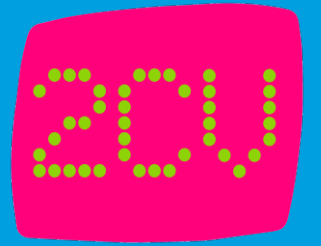


That [adapted version] for parks definitely – you don't want to spoil the parks.

For the first sign, cycle saying Quietway in the label is helpful. Then you'd use the logo and Q1

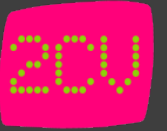


**More subtle signage welcomed – use of branding and colours helps grab attention and keep signs distinctive**



# Summary and recommendations

# Overall response



- Overall, all participants (cyclists, considerers and residents) felt very positive towards the Q1 route and the potential roll out of the Quietway network
  
- The Quietways were felt to offer a more inclusive type of cycling not currently on offer to cycling.
  - Less MAMIL, more families, women and children
  - More relaxed, fun and safe experience
  - Less tension between cyclists and other road users
  
- The wayfinding tools (both on carriageway and standard signs) are deemed as essential for this experience
  - Grab attention and communicate the experience
  - Give reassurance and confidence on the go
  
- On the whole the Q1 tools are working very well
  - Most found it easy to use. Very few got lost or confused
  - Residents happy and accepting of the signage
  - On the whole a good level of frequency and positioning (although some improvements could be made)

# Recommendations: what to keep

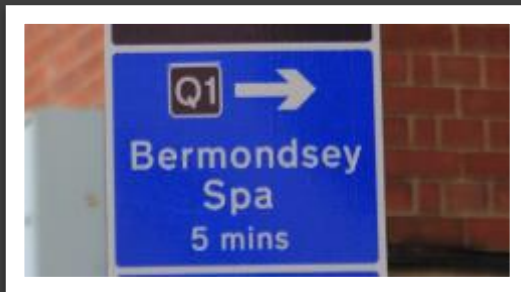
1. Both standard and on-carriageway signs essential for the Quietway experience



2. Branding panel (including logo and words) important on several levels:
  - Raising awareness of Quietways
  - Communicating the Quietways experience and providing reassurance on route
  - Making it friendly/positive for residents
  - Helping clearly distinguish them from other signs



3. Next destination villages are useful and reassuring



4. Minutes rather than kilometres or miles
  - Also best if kept to 2-15 minute time to destinations

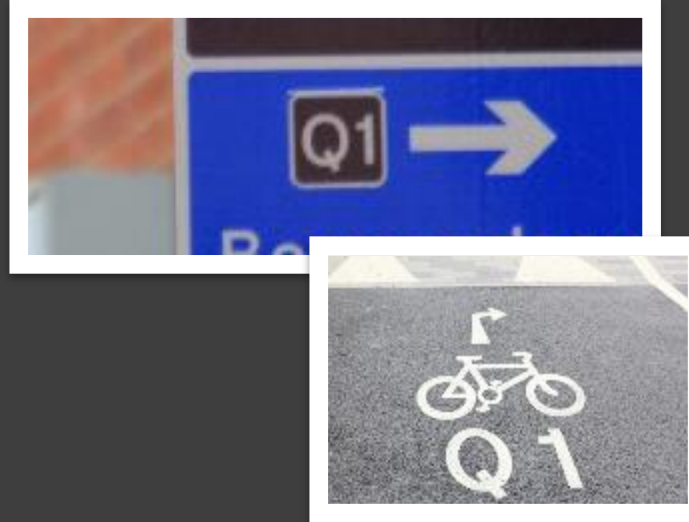
5. Use subtle signs in parks and canals - more in keeping with look and feel of these environments



# Recommended improvements



1. Include the option of increasing the size of sign to larger than 25mm x-height but smaller than 40mm (30mm felt 'about right')
2. Include the option of increasing the size of see-through confirmatory sign and consider including brand logo/colour



3. Make sure every sign and road marking has a Q1 included, wherever possible
4. Increase prominence/size of Q1 on standard signs

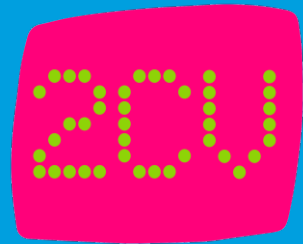


5. Signs should be consistently placed at junctions
  - A few metres in advance
  - Always on the left
  - Using maps when needed to help with complex turns
6. Visibility of standard signs at night in dark areas could be improved (although not through lighting of signs)

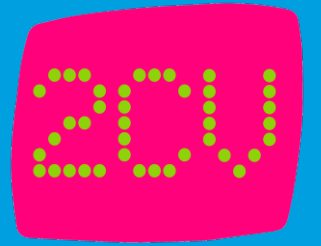


# Potential improvements

- Consider moving or removing the location panel
- Provide on-street maps/Quietway route information (eg at Santander Cycles or bus stops)
- Could use larger/blue signs at entrance to parks and canals to raise awareness of the route and presence of cyclists in the park/canal



# Appendix

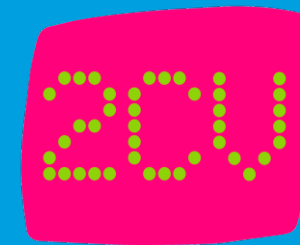


# Quietways Wayfinding User Testing

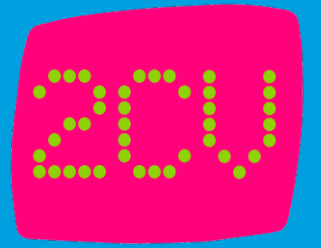
Full Debrief

July 2016

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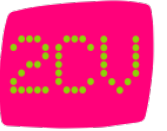


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# Background

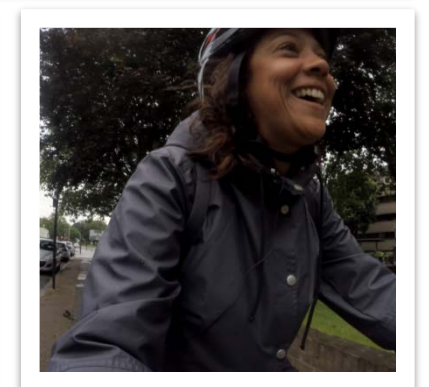
# Background to the project



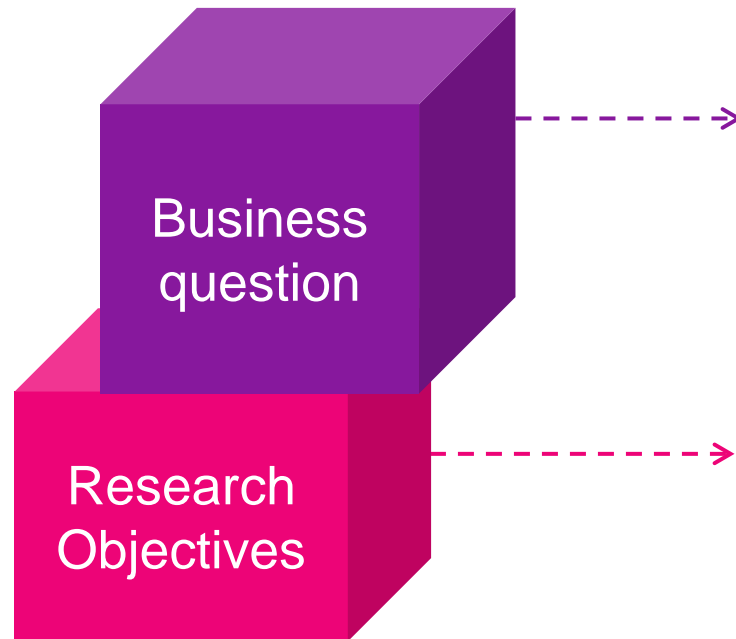
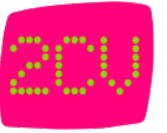
- TfL, in partnership with the London Grid Board, is aiming to launch seven Inner London Cycle Quietway routes by the end of 2016.
- Quietway routes are signposted routes, run on quiet back streets, designed to deliver a network that feels calmer and safer than the main Cycle Superhighways (CSHs).
- Quietway 1 (Q1) has now been launched. The signage guidance for this route was developed based on previous research conducted by 2CV in 2013. However, before the roll out of Q2-Q7, TfL wants to check that the signage is user friendly and works well for cyclists, potential cyclists and is acceptable to residents
- TfL therefore commissioned 2CV to carry out user testing among all potential users (non-cyclists, cycling considerers, and cyclists) to understand what is working and if any improvements could potentially be made



Kensington Palace – Royal Parks black finger post with Q number and logo.



# Research objectives



What is working well in the Quietways signage design and how can TfL optimise the on-street signage and wayfinding tools to ensure that it works as both a tool and an advertorial?

## To test how the signage is working as a tool:

- Is it visible and easy to read?
- Is it well positioned?
- Does it provide the important and relevant information?
- Is each piece of information clearly visible and easily understood?
- Does it make cycling in London and navigating feel easier?

## To test how it is working as an advertorial

- Does it stand out enough to grab non-cyclists/infrequent cyclists attention?
- Is it attractive?
- Does it make cycling feel appealing? Does it make cycling look like a viable alternative mode?
- Is it more appealing than current cycle signage?

## To explore other factors:

- What is the impact on the local environment? Does it add to street clutter? What is the best design for parks and canals?
- Is it better than existing signage?
- What, if anything, could be improved?

# Qualitative sample overview\*

We spoke to 50 people in total...



## Cyclists

7 x regular commuter cyclists  
15 x occasional utility/commute/leisure cyclists



## Cycling Considerers

22 x considerer cyclists – including a mix of active considerers and ‘opens’



## Residents

6 x residents around Q1 – including some drivers

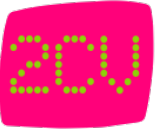
## Other demographics:

- A broad range of age groups and life-stages
- Male and female
- Live in Inner, Outer London and a range of borough (including a good representation of users and potential users of Q1-7)
- A good mix of ethnicity
- SEG and income mixture
- Cycling behaviour:
  - A mix of own bike vs Santander users
  - A wide range of frequency of cycling
  - Using a range of wayfinding tools

\*Detailed sample included in the appendix



# Research methodology



## 1. Journeys on Q1

Cyclists and potential cyclists all had the opportunity to experience the signage in context on Q1 (20 x off-peak journey diaries, 12 x accompanied journeys, 12 x GoPros). Participants were encouraged to explore the route freely and in a self-directed manner to see their natural interaction with signage as they go



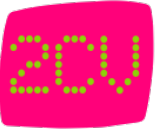
## 2. Focus groups

Following the journeys, participants were reconvened for 1hr 15 min groups to discuss their experiences. Groups also ran through the key elements of signage using photos from the route and examples from the Quietways Signage Guidance and design options

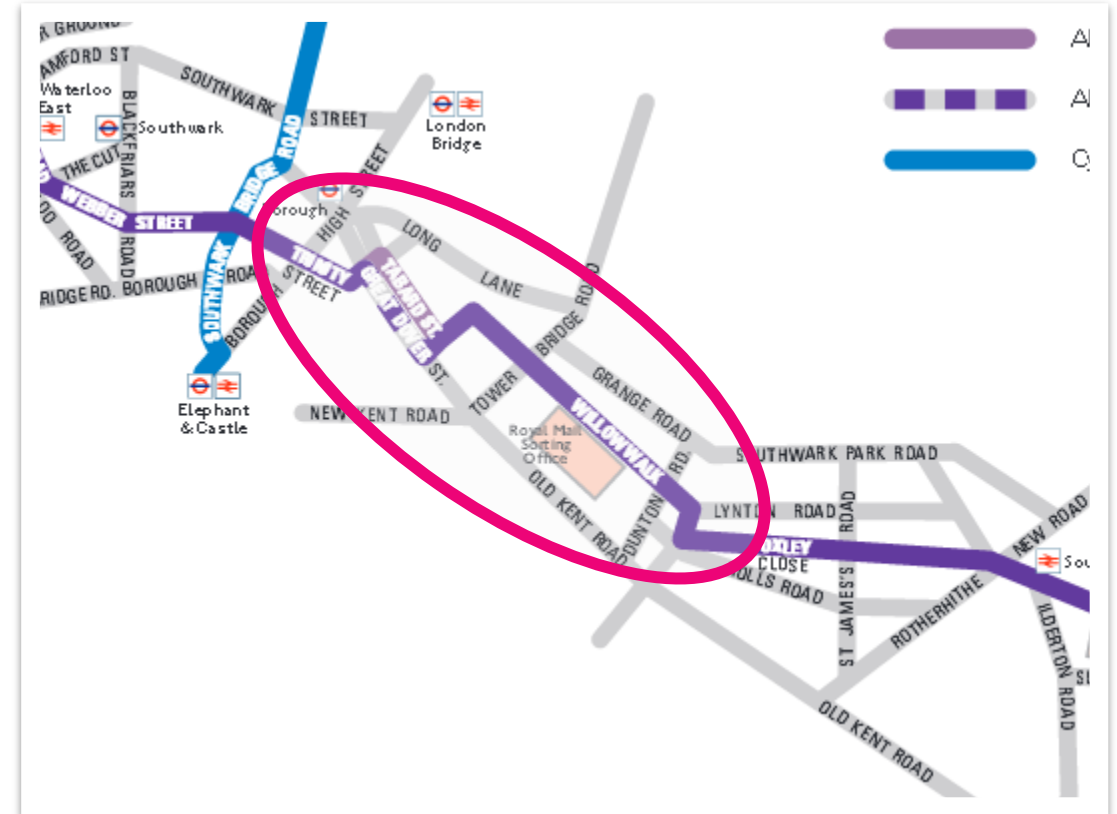
## 3. Residents discussion group

Residents local to the area around Q1 attended a 1 hour 15 minute discussion where they discussed any awareness of the routes and signage and responded to videos of the route, photos of signage and options for signage

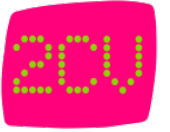
# Testing in situ: Quietway 1



- We conducted live-testing the route on a two kilometre section **from Trinity Square to Oxley Close (just off Chaucer Drive)**
- Images shown in the research were also from this section of the route.
- The key benefit of using this section was that it:
  - Provided a consistent context to the signage to be discussed in focus groups
  - Included a range of the different signage and junction types TfL is designing for
  - Covered a range of road environments



# Other stimulus explored in the research



- In the research we also explored a range of additional stimulus and alternative options for signage (some examples below)

## Parks and canals options



## Existing cycling signage

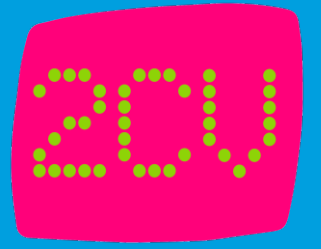


## Alternative signage options

Three size options tested:

- 25mm (as on street)
- 30mm
- 40mm





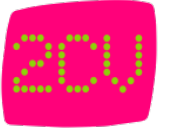
# Quietways experience

# Using Quietway 1 was a positive experience

Reported  
by a few



Reported  
by all



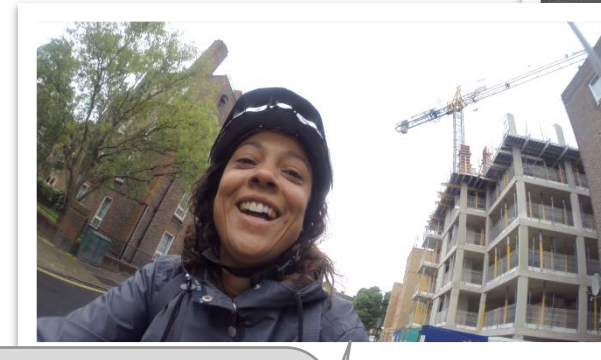
- ✓ Quiet roads
- ✓ Easy to navigate
- ✓ Feeling relaxed
- ✓ Reassurance that they are going the right way
- ✓ You are on a safe path
- ✓ Safe for families and children to cycle
- ✓ Somewhere where cyclists should be - a stamp of approval
- ✓ Fun and leisurely
- ✓ Exploring/learning about different areas
- ✓ Avoiding air pollution



It was healthier with not so many fumes, fresh air.



It's a very continuous route for someone that doesn't cycle regularly. It was well signed and not like a special language



It didn't feel like Central London, we were cycling through a residential area and I felt 'oh I feel comfortable cycling here'

It definitely felt more leisurely and relaxed and it's quieter so you have time to read the signs and didn't feel panicked or rushed by the other people on the road

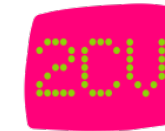
Quietways feels like a new type of cycling experience in central London

# People could imagine using the Quietway

Reported  
by a few



Reported  
by all



## Experienced cyclists / commuters

- Comfortable using main roads and prefer direct routes for commuting and think they may stick to habitual routes
- However, Quietways appeal if they are direct enough for commuting or for leisure cycling or with family
- Or as a way to avoid dangerous spots on their route/bad weather days

I cycle a bit more often and did feel it was going through back roads, maybe as an experienced cyclist you take the main roads

It's for people who are going with family or for leisure

## Less experienced / occasional

- Encourages lapsed cyclists to re-engage by providing an alternative
- Overcomes existing pain points / fears of busy main roads
- Occasional cyclists may ride more often for utility/leisure/commute with safer options available

I really like the idea of cycling but those massive roundabouts have put me off. This showed me there are parts of Elephant & Castle that are really quiet

You feel pressed on main roads by cars, buses, trucks. This was different

## Considerer cyclists and residents

- An easy and safe place to start cycling
- A fun and new type of cycling in London
- Reassures and give new cyclists the confidence to cycle on the road

You'd feel more positive going on a bike ride with family members – right we can go on the road and it's not crazy, it's relaxing

**Particularly well suited to leisure and less confident cyclists,  
but could be useful for commuting for less confident or for existing commuter cyclists if direct enough**

# People felt the Quietway promoted a more relaxed pace than current cycling in London

Reported  
by a few



Reported  
by all



- Felt less pressured to ride fast
  - Quieter streets with less competition
  - Quietways branding suggested something more leisurely and relaxed
- For people of all ages, rather than just confident or 'professional' cyclists
- A different type of cycling than currently exists in the capital
- Making local communities healthier and more active

In our area it's mostly middle aged men who cycle and a few women. People who feel confident and can hold their own on the roads. These Quietways wouldn't be like that. They would be for people like families and normal people to cycle.

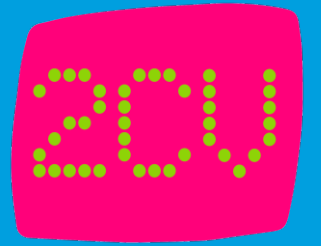
***Considerer***

I have been shouted at before by other cyclists, but I don't think you'd get that on these roads – you can go at your own pace

***Occasional***

You can see it being used for kids cycling. It would be good for them to cycle to school. Not enough kids cycle to school in my opinion

***Resident***



# Response to wayfinding tools



# What's working

# A lot of the Q1 route is working well

Reported  
by a few



Reported  
by all



## It is acting as a tool for wayfinding

- It makes cycling in London and navigating feel easier
- There are some well positioned signs – giving the right level of pre-warning for cyclists to turn at decision points
- On-carriageway Q1 confirmatory and directional markings provide confidence and reassurance
- Signs give useful information and help with wayfinding

I have a bad sense of direction, it's so much easier to be told where you're going

## It is working as an advertorial to attract new cyclists

- The branding panel stands out to grab non-cyclists / infrequent cyclists' attention
- It makes non-cyclists / infrequent cyclists aware of an alternative route
- The branding clearly communicates and reinforces a positive cycle experience

It needs the branding as that's what is grabbing the attention from the get go.

Gives you a choice to go somewhere on your bike and relax, whilst exercising

## It is prompting behaviour change

- It makes cycling feel appealing and a viable alternative mode of transport to non-cyclists / infrequent cyclists
- The branding is perceived as indicating a 'leisurely' cycling route suitable for everyone
- It is more appealing than current cycle signage which feels suited to 'professional' or 'serious' cyclists

If there are quiet areas you can go along without all the rush, it appeals

Taking the Q1 route gave me the confidence to cycle

# Signage and road markers give confidence and reassure as people find their way

Reported  
by a few



Reported  
by all



- Signage and on-carriageway markings giving direction work together to make the route easy to navigate
  - There were very few moments of confusion and only a small number missed a turn
- Being guided step-by-step on street during the cycle takes the pressure off while cycling
- It also reduces the amount of thinking and pre-planning required – essential for making cycling feel easy



Road markings were really useful, reassure you you're still on track, and guide you at turns, without them you'd get lost

When you turn, the road markings confirmed you were on the right track

This sign was really helpful just ahead of the junction – you saw it and knew what to do, without it you'd see the busy road and panic

You kept an eye out for the purple signs and Q1 to keep an eye on where you were.

I thought they were good, I cycled it and enjoyed the experience – they were easy and clearly signposted

# On-street signage and road markings essential for the Quietways experience and use

Reported  
by a few



Reported  
by all



During the groups we asked participants about the importance or need for signage/road markings for Quietways:

## QUIETWAYS WITH SIGNS AND ROAD MARKINGS



- On-street wayfinding tools means the cyclist has everything they need to navigate so that they can **relax and enjoy** the route
- It enhances the experience giving **confidence and reassurance**
- Good for people with poor sense of direction or unfamiliar with an area
- It is essential for **safety** - avoiding getting their phone out whilst cycling or having to stop at busy roads

The signs make it safe because you don't want to use your phone whilst you're cycling. The signs are the best thing about it that make it safe

Without the signs and markings you may as well not bother doing it. That's what makes it totally different.

[If there were no signs] you wouldn't use the routes, you wouldn't remember - you'd feel apprehensive

## QUIETWAYS WITHOUT SIGNS AND ROAD MARKINGS

- If there were digital resources only (ie an app or online map), instead of the physical step-by-step guidance, new or considerer cyclists would **not feel confident or safe to use the routes**
- Many claimed they would **not use the routes** if this were the case

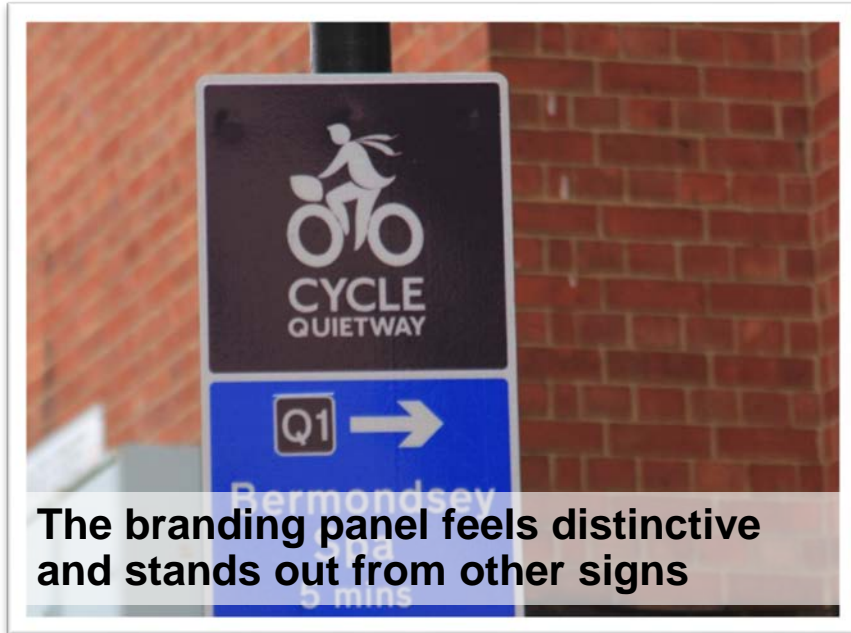
Both on-street signs and road markings play functional and emotional roles to create the Quietways experience

# The branding panel is distinctive and attractive

Reported  
by a few



Reported  
by all



The branding panel feels distinctive and stands out from other signs

- The branding panel makes the signs easily identifiable and distinctive from other signs and existing cycle route signage
  - Cyclists: know it is for them, makes it easy to spot
  - Potential cyclists: raises awareness (particularly when Quietways are new)
  - Residents: know it is for cycling rather than parking or directions for cars, alerts them to cyclists in the area
- The colour, image and wording on the panel feels different and catches attention
- Purple was felt to be a positive and calming colour
  - !! Although some felt the colour was not bright enough on the signs and preferred the bright purple of the print outs/digital versions

I think having it in purple just popped out, and made sure you were on the right route

It's a friendly sign – quite pleasant looking.

As a driver it's useful to see that it's for cyclists – then you can just zone out the signs

That logo [advertorial panel] really works. You can see from a distance what these routes are and recognise who they are for. Without it could be just another cycle route

The purple here [printed for focus groups] is much more eye catching than the ones we saw on the street – those were much darker, harder to spot and looked less nice



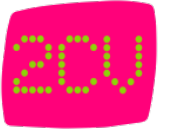
Branding panel helps the signs stand out and raises awareness of the Quietway

# The branding panel helps communicate a pleasant, inclusive and safe cycling experience

Reported  
by a few



Reported  
by all



- Both the image and the wording 'CYCLE QUIETWAY' work together to communicate the street/cycling experience.
  - It makes the route feel friendly and indicating that it is a slower, more leisurely route
  - It also makes people feel the route is for all types of people (younger, older, children, families, new cyclists, experienced cyclists)
  - Can make people feel it would be a good route for pedestrians too – quieter, safer streets
- It also suggests that it is a good starting point for new cyclists and more vulnerable users (eg families and children) – the image and words feels applicable to them and their ability level
- As they are cycling, seeing the image on the signs is felt to reinforce this and makes them feel at ease – this builds confidence and reinforces the pleasantness of the experience. Some also feel it encourages a slower and less competitive cycling style than the Superhighways



It's a bit subliminal – it helps reassure you about how you should be feeling

I think the [advertorial] panel adds to it. It gives it that leisure thing. Some people are more perceptive to photos and pictures

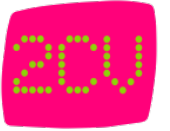
**Branding panel is very important in communicating the cycling experience and creating a more inclusive type of cycling**

# Quietway signage feels more positive and inclusive compared to other signage

Reported  
by a few



Reported  
by all



In the sessions we also compared the new signage with the London Cycle Network (LSN), the National Cycle Network (NCN) and (CSH) signage:

- The Quietway branding works well at communicating that this is a route for less experienced cyclists compared to the LCN and CSH signage which is taken to be for more experienced, 'professional' cyclists
- It feels more appropriate for cyclists of all ages and ability, including families and children
- Quietways branding thought to be more effective at attracting less experienced cyclists, those entirely new to cycling in London and different types of cycles eg cycling to the park or shops, weekend family cycles



As someone who cycles a lot in London I'm pretty confident. These would encourage those with less experience to get out there. This (Q1) is definitely something I'd be happy for my daughter to cycle

I think it's great especially for younger generations – you know this is a route you can take the kids on

That logo and word 'Quietway' tells you it's for families and leisure riders, not professionals

Logo and mileage used suggest more serious cycling



# The majority of people felt the branding panel was important and should be retained

- In the research we asked whether the branding panel was necessary for the Quietways signs and showed an alternative sign without branding
  - Most felt it lost the 'emotional' benefits – crucial for building confidence and reassurance
  - Failed to communicate the cycling experience – looks more like a regular cycle route for 'professional' rather than new cyclists
  - Looks like you need pre-knowledge to use it (and you would need to learn about the Quietways elsewhere)
  - Blue signs very generic - some worried it would be easier to miss them as a cyclist amongst street clutter or it would get mistaken for a parking sign or driving directions by drivers
  - Some felt it could be used once people get much more familiar with the Quietways (eg in a few years)

Reported  
by a few



Reported  
by all



I guess once you knew what the Quietways were you wouldn't need it in a few years time

It's not delivering 'essential' information, so I guess if you had to remove something...

Without the logo and words the signs would be easily missed and it just looks like those other signs for professionals [LCN]

**Majority of participants felt the signs would have less impact and be less useful without the branding**

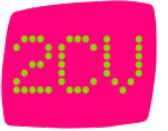


# Minutes feel easy and accessible

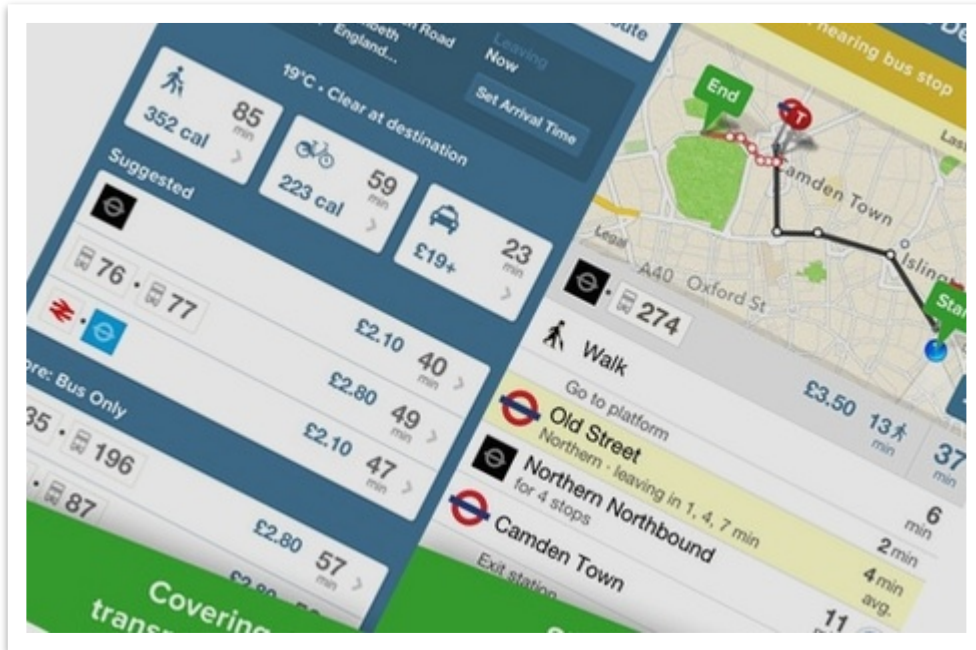
Reported  
by a few



Reported  
by all



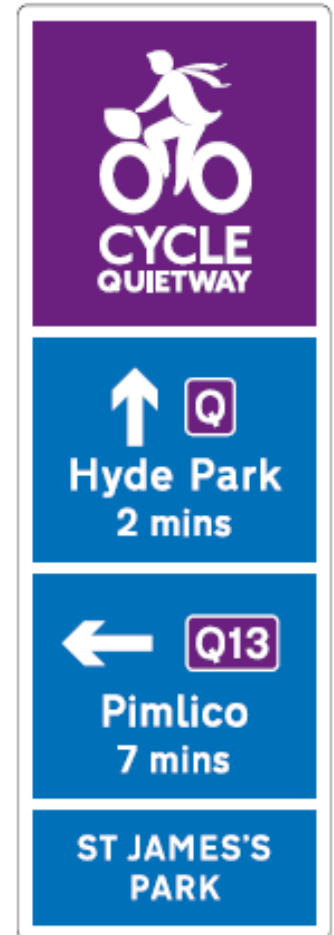
- For most, the use of minutes rather than miles suggests this is a route for new or less-confident cyclists
- This is also how non-cyclists are currently benchmarking journeys
  - Makes it easy to compare to other journeys eg tube or walking
- Most also felt it was useful information to have on the signs – providing reassurance if cycling and making journeys look easy (2-15 minutes perceived as ‘easy’ for cycling)
- A minority preferred miles/kilometres as a more objective measure of the route



I quite like the time. Kilometres or miles is a bit meaningless if you're not a commuting cyclist

Minutes make more sense, it's easier to know how long it will take to get there

I guess minutes could be a bit subjective – it depends how fast you're going.



# Watch outs

# Most felt the signs were too small

Reported  
by a few



Reported  
by all



- Spontaneously after the ride many raised the issue of signs being too small
  - They were hard to spot as people cycled along (some missed them and relied on on-carriageway markers)
  - Text was too small to read
  - Size was a particular issue in areas where there was a lot going on or ahead of junctions where cyclists wanted the clearest possible information - some felt size should be tailored to different situations
  - See through confirmatory far too small and most missed these



Standard signs were felt to be too small

I think the signs could have been a bit bigger

The signs were really small, I had to strain to really read them

I didn't see any of those [see through confirmatory] – where were they?

- We also looked at a range of sign sizes in the focus groups (25mm – on street, 30mm or 40mm):
  - For the vast majority of respondents the 25mm signs felt too small
  - 30mm was seen as easier to use and more noticeable and about right for most people
  - Whereas the 40mm was seen as too large and a bit imposing



Very few noticed the see-through confirmatory signs, these were too small to see and missing 'Quietways' logo

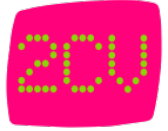
- The Q1 on the sign itself was also felt to be a little small in proportion to the sign

# Positioning of signage could be optimised

Reported  
by a few



Reported  
by all



## ! POSITIONING



Sign is after the junction

- Standard signs should be placed a shortly before the junction (a few seconds)
- Signs after a junction can cause confusion

They could move the sign closer to the turning

This one I missed because it was after the turn – you're not expecting that

## ! SIDE OF ROAD



Sign is on the opposite side of the road

- Should be consistently on the left side of the road.
- Signs on the opposite side of the road are often missed.

I had to go back and read that again, it should be on the other side of the road

## ✓ HEIGHT



Sign height was not mentioned as an issue

- Signage height was seen to be easy to see from the bike and on approach and no-one raised it as an issue in the research

**Sticking to a consistent positioning for signs will make them easier to notice giving reassurance and confidence**

# More consistent and frequent signage would provide reassurance

Reported  
by a few



Reported  
by all



- **Consistency** – every sign/markings should contain a route number indication (eg Q1). There are examples of both map-type signs and on-carriageway markings missing the route number causing concern for cyclists



There are many road markings with no Q1



Q1 on path but not on bollard sign



No indication of Q1 route number

I can see a bike but no Q1. Am I still in Q1? Anything with just a bike makes you feel anxious because you're not sure

Not all of the cycles had Q1 under them, they should add it to all of them. If you miss one turning, then what's the point?

You should add a Q1 to that sign – just so you know

- **Frequency** – inconsistency in the frequency of signs makes cyclists question their route and raises anxiety. More consistently frequent signs/road marking would allow them to enjoy the journey

- Road marker frequencies suggested – every 80ft- every 500 metres; every few seconds to every couple of minutes
- Road side signs expected at every junction or decision point
- On-road signs expected on both sides of the road

When you don't see signs your concentration has to be a bit higher when really you want to just relax and enjoy the route

Having the signs regularly makes people feel assured

There were periods when they were quite sporadic and you didn't know if you were on the same route

# Current location / next destination panels could be streamlined

Reported  
by a few



Reported  
by all



- **Village destination** – The use of villages in this piece of research was not well understood as the area (Bermondsey Spa) was highly unfamiliar and therefore caused confusion

- Familiar village next destination names were expected to be helpful and important to include on sign for wayfinding and exploring the route
- Next destination better than final destination as felt more achievable/local
- Some suggested that well-known areas and landmarks would be better to aid navigation

What about landmarks to help tell you where you actually are? Every now and then I thought “Where am I? I actually don’t know”

- **Position/amount of information** – Some felt providing the current location as well as the next destination was too much / hard to process next to each other on the sign, two suggestions were mooted:

- The location could be better positioned at the top of the sign
- Or it could be removed all together



It should be the other way around because I'd look at that and think I'm heading towards Deptford and then I'll get to Greenwich

They should move that information [the location panel] into the purple bit

# A call for more support at junctions through signage and junction design

Reported  
by a few



Reported  
by all



- Junctions could be a cause of anxiety for users of the route and many felt that more could be done to support them:
  - **Signage at every junction** – Q1 signage / on-carriageway markings are required at every junction, even when the route continues straight on. This reassures cyclists of correct route. For some junctions, on-carriageway markings are in place but without 'Q1' indication
  - **Multi-modal environments** – communication and reassurance becomes even more important at complex environments ie where cyclists integrate with motorists and pedestrians and have to cycle on the pavement (which is unfamiliar behaviour)
  - **Support through junction design** – some of the junctions could be made more Quietways friendly eg yellow boxes preventing motorists sitting across a junction at busy times, more time for cyclists on phased lights and avoiding the two-way flow of traffic where motorists can potentially turn whilst cyclists are crossing



There was no Q1 at that junction so I just went straight across but I wasn't sure about it

The only time I felt uncomfortable was at that second intersection as we had to weave through busy traffic

# Some felt better forewarning was needed for pedestrianised areas

- As the route shifts between roads and shared paths, some felt a little more guidance and notice was required
  - This was particularly the case for those who rode at end of school time
  - Also if the pedestrian area is around a corner or unexpected
- Both pedestrians and cyclists would benefit because:
  - Pedestrians would know to expect cyclists and take care
  - Cyclists would be more careful around pedestrians

Reported  
by a few



Reported  
by all

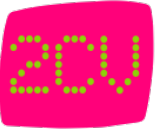


When you went into the estate there were quite a lot of children as it was out of school time, it would be helpful to warn you of that

It's useful for pedestrians and cyclists to know to expect each other... maybe even a sign asking to cycle carefully



# Night time



All participants viewed photos of the route in the dark and 4 rode the route at night:

- Some had safety concerns using the route at night time – cycling through estates in quieter areas and being the only person on the roads.
  - Although those who cycled the route at night time admitted that they would typically not cycle so late into the evenings (10pm+)
- Respondents felt there was reduced visibility at night time making navigation more difficult eg street signage not reflective enough or captured by bike lights
- This places importance on well positioned road markings with directional markers which can still be easily followed in darker conditions

It was a bit too quiet on my night time cycle. If you're the only person, as a woman, you might not feel safe

I couldn't read the signs as well at night, I could see the road markings but the signs weren't reflective



Bike lights are not directed high enough to pick up signs



On-carriageway markings are crucial for night time navigation

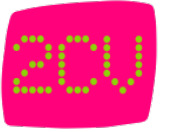
# Other tools to support the Quietways would be welcomed

- Spontaneously many asked for additional tools/information:
  - A list of 'villages' along each Quietway (like a bus stop list)
  - On-street information/maps – possibly at Santander docking stations or at other existing infrastructure
  - Online maps and guides – to help users explore the routes
  - Journey planner integration
  - Apps to help with planning/exploring the Quietway network

Reported  
by a few



Reported  
by all

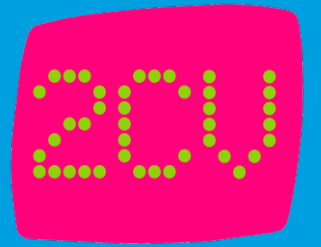


It would be good to have a list like you get for bus routes– of all the next destinations

If these came up on journey planner that would be great – might encourage people to use it as it's a Quietway and safer

These would be useful tools – but without the stuff out there on the street, it really wouldn't work. I have a terrible sense of direction and need the on street stuff to give me confidence and make me feel safe

**These are seen to complement rather than replace the on-street information**



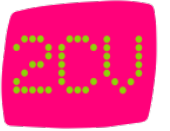
# Impact on local environment

# Responses to cycling routes in London from residents were mostly supportive

Reported  
by a few



Reported  
by all



- They encourage improvement to London's cycle choices and options:
  - Segregation offered by CSH was seen to be a good thing – making cyclists safer and it less stressful for drivers
  - They feel encouraging cycling on quiet roads is safer and better for road harmony than busy main roads where tension occurs
  - For both cyclists and non-cyclists, making more environmentally friendly modes of transport available is seen to benefit all
- Some concerns were raised about road works and disruptions for major infrastructure change or tension on the roads
  - Quietways were seen as a relatively low cost/low disruption option
  - On main thoroughfares cyclists can be seen to be slowing/disrupting traffic



It only can be a positive thing to put bike ways in London, to make it a safer place

The CSH is great, it means that now cars and bikes can go along in harmony

I'm more in to the safety and seeing the progression of how it's being brought forward

# Quietway routes were viewed even more positively

- The concept of routes on quiet roads is warmly welcomed:
  - There was little awareness of Quietway routes, but for those who had heard of it, their views were supportive
  - For those learning about it for the first time, the concept of quiet routes for cyclists to navigate around London was positively received

I have younger brothers and sisters and can imagine them using these – I wouldn't need to worry as they'd be safe

There's a lot more safety there. It will encourage more people to cycle because there's no competition.

I think there's about 7 areas. Use the back streets where there's more trees.

The only thing I know about it is there's going to be several of these cycle routes through areas not on major roads. The safety aspect is excellent. This is a quiet route where you can take your time and cycle along.

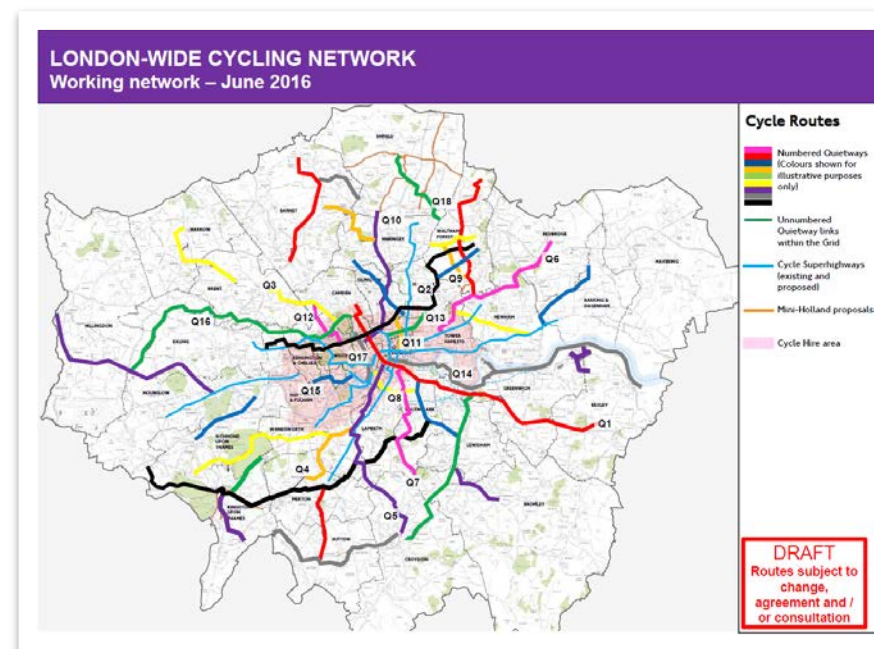
Reported  
by a few



Reported  
by all



**Network map shared for illustrative purposes only, participants advised it was still TBC/under consultation:**

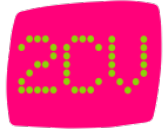


# Quietways welcomed for making London cycling safer

Reported  
by a few

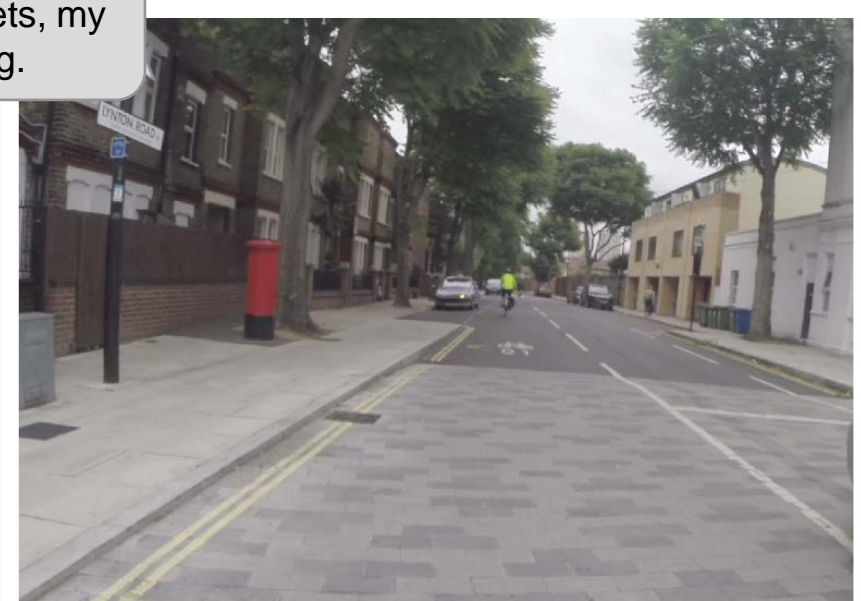


Reported  
by all



- Residents could really see the appeal from a cyclist's perspective
  - Cyclists' safety is always top of mind when thinking about cycling – Quietways offered a safer and more friendly option
  - The fast paced and competitive nature of main roads can raise anxiety for cyclists' safety, and at times frustration at cyclist behaviour/risk taking
  - Quieter roads, which are well signposted, are seen as being safer
- As well as increased safety the routes were assumed to be relaxed
  - Most felt the routes would prompt them to consider cycling the route themselves or with family members
  - Also, a couple mentioned pedestrians could use the signs to navigate and find nicer walking routes

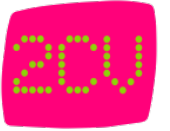
Well that's good it's on quiet streets, my kind of cycling.



It just impacts the future of cycling, something to get into more and more.

If there are quiet areas you can go along without all the rush, it appeals.

# Response to on-street tools from a resident's perspective was positive



- Generally the wayfinding tools (both on-road and street signs) were perceived as being **subtle and unobtrusive**. In fact, out of the residents we spoke to who live near the Q1 route area, no one had noticed any of the signage or on-carriageway markings yet
  - Frequency and positioning is felt to be at an appropriate level – expect to see road signs at junctions and decision points and on-road frequently along the route
- So the **impact on the local environment is seen to be minimal** and not viewed as street clutter.
- **The branding is crucial for communicating the route** to drivers – it is the image of the cyclists and the words 'CYCLE QUIETWAY' which conveys this message
  - Friendly and relaxed cycling zone
  - May prompt them as drivers to slow down and drive carefully, raises awareness/expectation for cycling
  - Raises awareness for pedestrians of cycling in area
  - Does not pose a risk of confusion between parking or other driver signage (means they know they can ignore it)
- The branding is also important to ensure that despite being subtle within the environment **the signage is able to increase awareness and attract new cyclists**

Reported by a few



Reported by all

It's a bit of paint and planning and signposts – you can't lose really can you.



It's quite a nice friendly sign telling people where to go, it's not offensive.

Because it's a quiet way you become a bit more cautious [as a car]. If you see the sign you'd slow down a bit more.



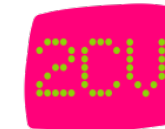
I think as a driver I'd take notice and slow down.

# Response to wayfinding tools from the residents' perspective – a few minor watch outs

Reported  
by a few



Reported  
by all



- **Size** – most residents felt the 25mm signs were too small, the 30mm size is deemed more appropriate for ease of use whilst also being in-keeping with the environment. However, the largest size seen (40mm), would be too obtrusive
- **Lighting of the signs** came up spontaneously as a potential concern for residents if this were to occur – again this is perceived as obtrusive, especially in residential areas
- **Importance of branding on street signs** – without the branding clearly communicating the wayfinding tools as cyclist signage, there is a risk of confusion and distraction for motorists
- **Too many standard signs could cause concern** – these are just expected at junction and decision points and too much could be deemed street clutter. The current amount on the route was deemed appropriate
- ✓ **On-carriageway markings however, are not a concern** – they are not seen to impede the environment, frequent on-carriageway markings supporting the necessary standard signs are well received

Yeah it doesn't matter [if there are signs in our area]. If they're going to be lit I might have something to say.

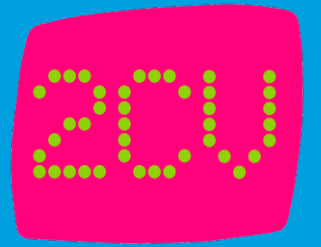
You would want something people could see as they ride along and those ones [25mm] are a bit small

Biggest [size sign] is a bit too dramatic.

On-carriageway markings are not seen to have any impact on the local environment







# Signage in parks and along canals

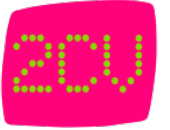
# Cycling in parks and canals positive for the Quietways experience

- Many feel that cycling in parks and canals is safe and in keeping with the Quietways experience
- Many realise there are existing restrictions to cycling in parks and on canals and that these spaces are to be shared with pedestrians
- Quietways were felt to help improve access for families and less confident cyclists to the parks and canals
  - Means less of a need to drive or walk bikes to the park/canal
  - An important 'joining up' of access to safe spaces for cycling

Reported  
by a few



Reported  
by all



There's not many places where you can cycle in parks anyway – it's quite limited at the moment

It's all very well having cycle paths in parks, but how as a family do you get there? The Quietways would give families and children a safe way to get to the parks



# Response to wayfinding tools in parks, canals and heritage areas – blue signs

- Some felt the on-street signage was too bright and bold for the parks and canals environment
- A feeling that it could ruin the aesthetic and atmosphere of the park/canal
- However, many felt the signs could be useful at the point of entry to increase awareness of the Quietways
  - A place for people to learn more about the routes and network
  - Increasing awareness of pedestrians to bikes

It looks like a motorway sign in a park, I don't like that at all [standard sign in park]

Reported by a few



Reported by all



Big ones at the beginning of the park, then small ones as you go through.

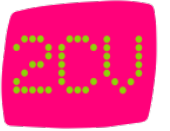
Could be used at entrance to parks and canals but probably not inside the parks themselves

# Response to wayfinding tools in parks, canals and heritage areas – subtle signage preferred

Reported  
by a few



Reported  
by all



- Subtle signage through parks, along canals and in heritage areas is preferred by cyclists and residents – the adapted signs feel in-keeping and more natural to these environments
- It is easier and safer to stop and look at signs in these environments – so size/at-a-glance readability is not so much of an issue
- Less need for focus on traffic/environment so easier to look out for colour/logo
- On path markers welcomed to reassure that you are on the right track

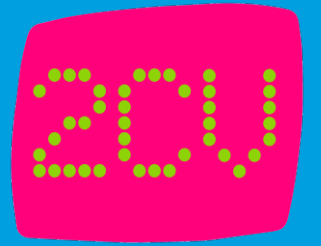


That [adapted version] for parks definitely – you don't want to spoil the parks.

For the first sign, cycle saying Quietway in the label is helpful. Then you'd use the logo and Q1

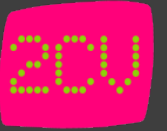


**More subtle signage welcomed – use of branding and colours helps grab attention and keep signs distinctive**



# Summary and recommendations

# Overall response



- Overall all participants (cyclists, considerers and residents) felt very positive towards the Q1 route and the potential roll out of the Quietway network
- The Quietways were felt to offer a more inclusive type of cycling not currently on offer to cycling.
  - Less MAMIL, more families, women and children
  - More relaxed, fun and safe experience
  - Less tension between cyclists and other road users
- The wayfinding tools (both on carriageway and standard signs) are deemed as essential for this experience
  - Grab attention and communicate the experience
  - Give reassurance and confidence on the go
- On the whole the Q1 tools are working very well
  - Most found it easy to use. Very few got lost or confused
  - Residents happy and accepting of the signage
  - On the whole a good level of frequency and positioning (although some improvements could be made)

# Recommendations: what to keep

1. Both standard and on-carriageway signs essential for the Quietway experience

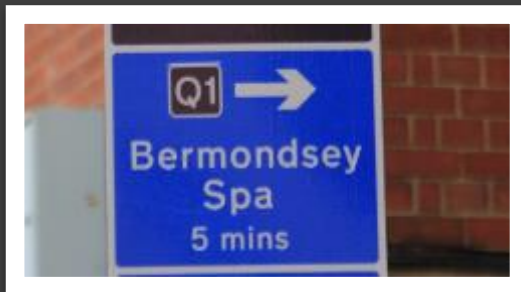


2. Branding panel (including logo and words) important on several levels:

- Raising awareness of Quietways
- Communicating the Quietways experience and providing reassurance on route
- Making it friendly/positive for residents
- Helping clearly distinguish them from other signs



3. Next destination villages are useful and reassuring



4. Minutes rather than kilometres or miles

- Also best if kept to 2-15 minute time to destinations

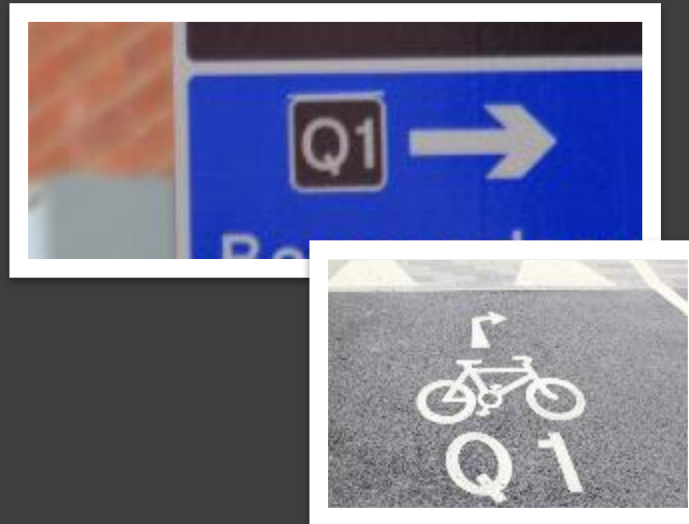
5. Use subtle signs in parks and canals - more in keeping with look and feel of these environments



# Recommended improvements



1. Include the option of increasing the size of sign to larger than 25mm x-height but smaller than 40mm (30mm felt 'about right')
2. Include the option of increasing the size of see-through confirmatory sign and consider including brand logo/colour



3. Make sure every sign and road marking has a Q1 included, wherever possible
4. Increase prominence/size of Q1 on standard signs

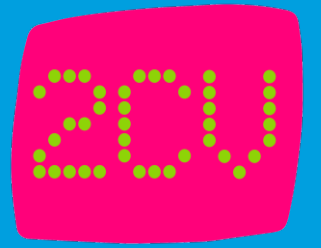


5. Signs should be consistently placed at junctions
  - A few metres in advance
  - Always on the left
  - Using maps when needed to help with complex turns
6. Visibility of standard signs at night in dark areas could be improved (although not through lighting of signs)



# Potential improvements

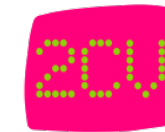
- Consider moving or removing the location panel
- Provide on-street maps/Quietway route information (eg at Santander Cycles or bus stops)
- Could use larger/blue signs at entrance to parks and canals to raise awareness of the route and presence of cyclists in the park/canal



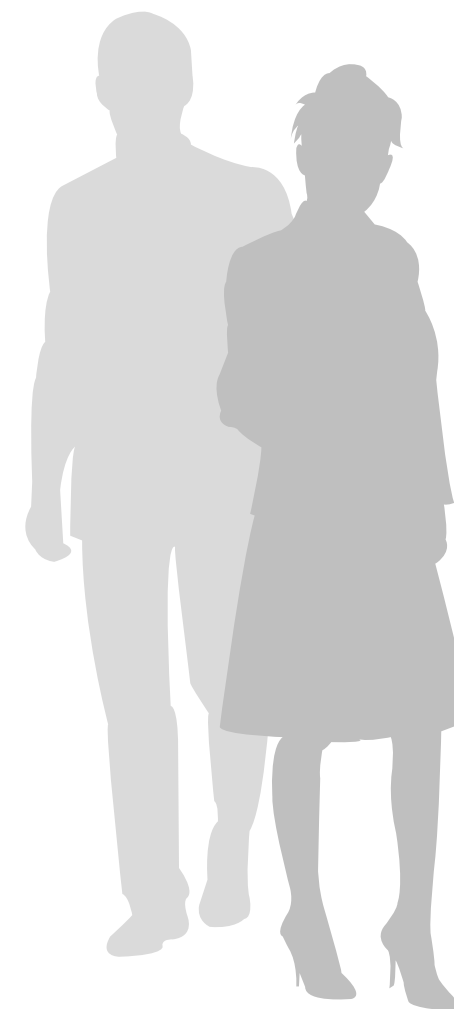
# Appendix

**Sample**

# Qualitative sample

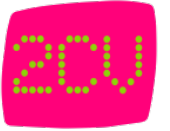


Group	Cycling Behaviour	Life stage	Location	SEG
1	Regular – commuter	25-40 years	Mix	BC1C2D
2	Occasional – commuter/utility	25-40 years	Mix	BC1C2D
3	Occasional – Leisure	Pre-family	Mix	BC1C2D
4	Considerer – Active	Family	Mix	BC1C2D
5	Considerer – Active/Open	Pre-family	Mix	BC1C2D
6	Considerer – Open	Post-family	Mix	BC1C2D
7	Resident (including at least ½ who drive)	Family	Along/near Q1 route	BC1C2D



# Detailed route feedback

# Scenario 1 - Left turn in heritage area (finger post) Trinity Church Square to Globe St



There was no indication that was going to take me anywhere so I went straight

I'd put one on the lamp-post or wall on the left side

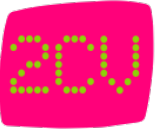
## What's working:

- ✓ Includes distinctive branding

## Watch outs:

- Many cyclists (especially experienced cyclists) tend to avoid the gates and instead mount the pavement to pass. This leaves them at risk of missing the on-carriageway marking
- Finger post can be interpreted as simply informing cyclist to pass through gates, rather than to the left
- The no entry sign can cause initial concern and put cyclists off turning left
- Finger sign would therefore be better positioned on one of the lamp-posts at the turning

## Scenario 2 - Straight across signalised cycle only (Q symbol only) Globe St - Pilgrimage St



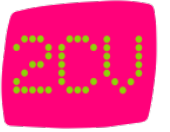
### What's working:

- ✓ Traffic lights for cyclists make crossing stress-free

### Watch outs:

- No arrow indicating direction of route at junction – although this is easily inferred by on-carriageway markings further ahead

# Scenario 3 - Right turn from major to minor priority junction (standard and Q symbol with arrow) into Tabard St



## What's working:

- ✓ Partitioned cycle path after the turn – reassures cyclists they are on the right route and feels safe

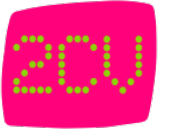
## Watch outs:

- Sign is on the opposite side of the road – few respondents notice it
- Meaning they were reliant on the on-carriageway marking which at times can be concealed

I was lucky to catch this one as it's on the wrong side of the road



# Scenario 4 - Left from major to minor arm priority junction (standard and Q symbol with arrow) Law St



## What's working:

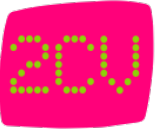
- ✓ Position of sign gives enough pre-warning of turn
- ✓ Supported by on-carriageway marking at turn

## Watch outs:

- Sign could be larger to make it stand out more – especially important at the time of carrying out research as building work, which could distract, is taking place
- Some felt sign could be positioned closer to turning point

Great as sign was in the right place and you've got it on the floor as well

# Scenario 5 - Right turn from carriageway to cycle track on housing land (map type sign and Q symbol)



## What's working:

- ✓ On-carriageway markings reassure cyclists – especially important when turning off the road and into a residential area (not naturally assumed to be a cycle route)

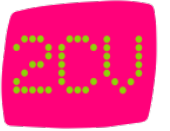
## Watch outs:

- Map type sign does not represent road / path layout
- The path should be illustrated on the map to clarify position of turn
- Map suggests approaching roundabout not T-junction
- No Q1 indication on map type sign or cycle path sign

It wasn't in the right place the sign was too late

You don't expect to go off the road and onto a housing estate

# Scenario 6 - Parallel crossing off set Rothsway St to Webb St



## What's working:

- ✓ Segregated cycle path and traffic lights provide reassurance at junction

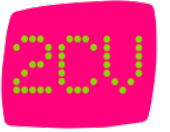
## Watch outs:

- A section where cyclists, pedestrians and motorists are all interacting – extra reassurance is needed for cyclists to know they have permission to cycle alongside pedestrians at the crossing and on the pavement
- No Q1 signs or markings to reaffirm route
- Striped lines could continue on to the pavement to guide correct route

Where cars, pedestrians and cyclists are navigating you need to make this clear as you can

I guessed we were going straight across but I wasn't sure

# Scenario 7 - Dog leg at signalised junction Dunton Road (map type sign and Q symbol)



## What's working:

- ✓ Map type sign is working well at communicating direction of route
- ✓ Supported by small sign after crossing

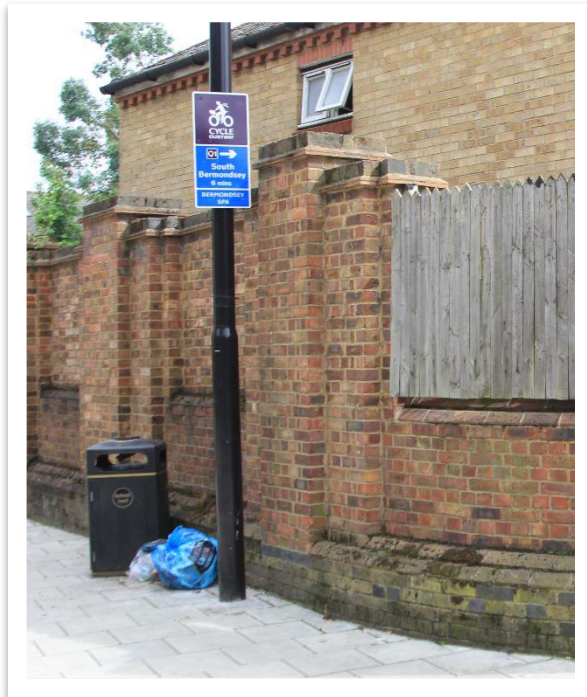
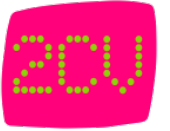
## Watch outs:

- No Q1 indication on map type sign
- Lights allow oncoming traffic flow, which can feel unsafe particularly with turning cars
- No yellow box on road so at busy times cars are stopped on the crossing – meaning cyclists have to weave in and out whilst traffic is flowing on the other side of the road
- Light phasing does not allow enough time for cyclists to cross before traffic starts flowing

It was dangerous, they need to put a yellow box as no one is stopping at the lights and we had to go through the traffic

The sign was good though, it's early and actually starts at the cycle lane

# Scenario 8 - Right turn major to minor priority junction Lynton Road (Q symbol)



## What's working:

- ✓ Clear on-carriageway marking before turning
- ✓ Supported by Q1 on-carriageway markings through residential area

## Watch outs:

- Sign is on the opposite side of the road and after the junction – few respondents notice it
- At busy times back-to-back traffic conceal on-carriage marking

That sign I expect to be on the left, and before the turning

## Summary of findings by tool, advertorial and behaviour change

# Tools for wayfinding

20V

## What's working

- When signage and on-carriageway markings work together the route is easy to navigate
- Being guided step-by-step during the cycle provides reassurance whilst cycling
- On-carriageway Q1 confirmatory and directional markings in particular provide confidence and reassurance
- On-street signs needed at key decision points/junctions
- On-street wayfinding tools means the cyclist has everything they need to navigate so that they can relax and enjoy the route, without having to make multiple stops or compromise safety by getting their phone out whilst cycling
- The 'on-street' tools are essential for Quietway routes to work - if there were digital resources only (ie an app or online map) new or considerer cyclists would not feel confident or safe to use the routes

## Watch outs

- The standard signs (25mm) felt too small, the next size up (30mm) was seen as easier to use and more noticeable
- See-through confirmatory signs were too small and not noticed by most respondents
- Standard signs should be placed before the junction and on the left side of the road
- Every sign should contain a Q1 indication, when this is missing it causes concern for cyclists
- Frequent signage / on-carriageway marking is essential to reassure cyclists and allows them to enjoy the journey
- Position of the location panel caused some confusion. Consider moving the current location to the top of the sign or removing altogether
- Q1 signage / on-carriageway markings are required at every junction, even when the route continues straight on. Especially important at complex environments

# Advertorial to attract new cyclists

## What's working

- The branding panel makes it easily identifiable and distinctive from existing cycle route signage, catching attention
  - Quietways much preferred to LCN/NCN signs which are seen to be for experienced, 'professional' cyclists only
- Both the image and the wording 'CYCLE QUIETWAY' work together to communicate the cycling experience. Making it feel friendly and indicating that it is a slower and more leisurely route
- It communicates that it is a good starting point for new cyclists – the message feels applicable to them and their ability level
- The branding is also crucial to communicate to drivers that this is a quiet cycle route, encouraging them to drive more carefully



# Prompting behavioural change

## What's working

- The on-street wayfinding tools reduce the amount of thinking and pre-planning required – essential for making cycling feel easy
- The branding panel builds confidence, makes you feel at ease and reinforces this experience as you cycle
- The use of minutes rather than miles supports the message that this is a route for new or less-confident cyclists – this is how non-cyclists are currently benchmarking journeys making it easily comparable to other modes of transport

## Watch outs

- Without the on-street wayfinding tools the Quietway routes no longer feel easy and accessible for all

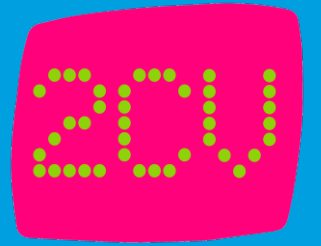
# Impact on local environment

## What's working

- For both cyclists and non-cyclists, making more active/environmentally friendly/enjoyable modes of transport available is seen to benefit all
- There was little awareness of Quietway routes, but for those who had heard of it their views were supportive
- The concept of quiet routes which are safer for cyclists to navigate around London was positively received
- The wayfinding tools were perceived as being subtle and unobtrusive with minimal impact on the local environment
- Frequent on-carriageway markings are not seen to impede the local environment
- For drivers the signage clearly communicates that this is a quiet cycle route. The branding panel plays a crucial role in this

## Watch outs

- The 25mm is seen as too small for wayfinding, 30mm size is deemed more appropriate for ease of use and is also in-keeping with the environment/does not raise issues around street clutter. The 40mm however, would be too obtrusive
- Lighting of the signs came up as a potential concern for residents spontaneously – this is perceived as obtrusive in residential areas
- Too many on-street standard signs could cause concern – these are just expected at junction and decision points
  - However, current frequency along Q1 does not cause concern



## Thank you

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