



ACTIVE TRAVEL CONSULTATION REPORT

July 2026



LOCAL COUNCIL
AWARD SCHEME
QUALITY GOLD

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INTRODUCTION

This report concludes the public consultation undertaken between 16th October and 30th November 2025. The aim of the consultation was to gather views about walking and cycling in Knutsford. The consultation was designed to feed into the development of an Active Travel Infrastructure Plan by the Town Council and to inform future investment and priorities.

The consultation was promoted in local media, via the council's e-mailing list and online. The survey was also promoted through the schools. Paper surveys were available at the Library and The Welcome. 360 surveys were completed.

DEMOGRAPHY

RESPONDENT AGE

Age data was provided for responses. Table 1 shows the percentage of responses compared with approximate age profiles from the 2021 census data. As is common, under 17s were significantly under represented whilst older adults were over represented. Young adults were represented commensurate with the population. The number of responses in the 0-10 and 11-17 categories was low (n:6 total) meaning data from those ages may not be accurate.

Age Range	Respondent %	Census % ¹
0-10	0.3	11.1
11-17	1.4	11.8
18-35	10.8	11.9
36-65	56.9	40.6
66+	30.6	24.6

Table 1 Respondent Profile: Age

RESPONDENT GENDER

Age data was provided for responses. Table 2 shows the percentage of respondents by gender, there

¹ Approx. Census five year ages run 0-4, 5-9 etc

was better response rate from males compared to previous consultations, but still slightly skewed towards responses from women.

Gender	Respondent %
Male	41.8
Female	55.7
Non-Binary	0.8
Prefer not to say	1.7

Table 2 Respondent Profile: Gender

DISABILITY

Respondents were asked if they have a disability which affects their ability to walk or cycle. Table 3 shows the percentage of respondents and compares with census data.

Disability	Respondent %	Census %
Yes	9.5%	16%
No	90.5%	84%

Table 3 Respondent Profile: Disability



WALKING IN KNUTSFORD

FREQUENCY OF WALKING AS A MODE OF TRANSPORT

The survey asked respondents to indicate how often they walk as a mode of transport for a range of travel purposes within Knutsford. Data was additionally analysed by age.

Almost 75% of respondents always or often walk when visiting local shops, only 8.5% rarely or never walk for shopping. This is fairly consistent across the different age groups.

How often do you walk to SHOP	0-10	11-17	18-35	36-65	66+	All
Always	0.0%	0.0%	35.9%	22.4%	30.9%	26.1%
Often	0.0%	80.0%	38.5%	49.8%	46.4%	47.8%
Occasionally	100.0%	0.0%	10.3%	18.5%	18.2%	17.5%
Rarely	0.0%	20.0%	10.3%	4.9%	3.6%	5.3%
Never	0.0%	0.0%	5.1%	4.4%	0.9%	3.3%

Table 4 Frequency by age of walking to the shop

For following questions included a number of 'not applicable' answers. The percentage figures exclude these from the calculation. It is possible that some of the "never" answers provided were given as it is not applicable, rather than indicating they do travel to this facility but never do so by walking – for example this would explain the high "never" responses to walking to school (particularly for the over 66s), which contrasts with the frequency of walking for shops, leisure and services.

How often do you walk to SCHOOL	0-10	11-17	18-35	36-65	66+	All
Always	100.0%	40.0%	5.9%	26.7%	0.0%	20.8%
Often	0.0%	40.0%	23.5%	20.0%	7.7%	18.8%
Occasionally	0.0%	20.0%	0.0%	9.5%	7.7%	8.4%
Rarely	0.0%	0.0%	11.8%	8.6%	3.8%	7.8%
Never	0.0%	0.0%	58.8%	35.2%	80.8%	44.2%

N = 154

Table 5 Frequency by age of walking to school

Similarly, it is possible that the higher negative responses to the walking to work question include those who do not work / do not work in Knutsford, rather than those who do work in Knutsford but do not walk, this could be evidenced by the high "never" response to the over 66 category. The majority of respondents (65%) indicated they do not walk to work.

How often do you walk to WORK	0-10	11-17	18-35	36-65	66+	All
Always	0%	100%	20%	12%	0%	11.5%
Often	0.0%	0.0%	12.0%	8.7%	6.9%	8.8%
Occasionally	0.0%	0.0%	8.0%	6.3%	6.9%	6.6%
Rarely	0.0%	0.0%	4.0%	9.5%	3.4%	7.7%
Never	100.0%	0.0%	56.0%	63.5%	82.8%	65.4%

N = 182

Table 6 Frequency by age of walking to work

65% of respondents always/often walk to access services within Knutsford, with only 13% rarely/never walking.

How often do you walk to ACCESS SERVICES	0-10	11-17	18-35	36-65	66+	All
Always	0.0%	0.0%	28.9%	32.2%	34.3%	31.9%
Often	0.0%	80.0%	28.9%	31.2%	33.3%	32.2%
Occasionally	100.0%	0.0%	21.1%	23.3%	24.8%	23.4%
Rarely	0.0%	20.0%	13.2%	5.9%	4.8%	6.6%
Never	0.0%	0.0%	7.9%	7.4%	2.9%	6.0%

N = 351

Table 7 Frequency by age of walking to access services

64% of respondents always/often walk to access leisure within Knutsford, with only 11% rarely/never walking.

How often do you walk to ACCESS LEISURE	0-10	11-17	18-35	36-65	66+	All
Always	0.0%	0.0%	28.9%	26.5%	36.2%	29.2%
Often	0.0%	60.0%	39.5%	37.3%	27.6%	34.8%
Occasionally	0.0%	40.0%	13.2%	25.0%	29.5%	25.2%
Rarely	100.0%	0.0%	13.2%	4.9%	3.8%	5.7%
Never	0.0%	0.0%	5.3%	6.4%	2.9%	5.1%

N = 353

Table 8 Frequency by age of walking to leisure

There is a slight increase in both the always/often and rarely/never walking for leisure or services in the 18-35 category with fewer respondents than other age ranges doing so occasionally.

WHAT AFFECTS CHOICE OF WALKING

Respondents were asked a number of questions which sought to understand what influenced their choice to walk (or not) over other modes of transport.

The first question provided a list of five interventions. Improved pavement surfaces and improved maintenance of pavements were generally the highest scoring interventions across the different age groups. Improved crossings and dropped kerbs scored more highly for younger respondents; this is possibly due to this age group having young children (i.e. and pushchairs).

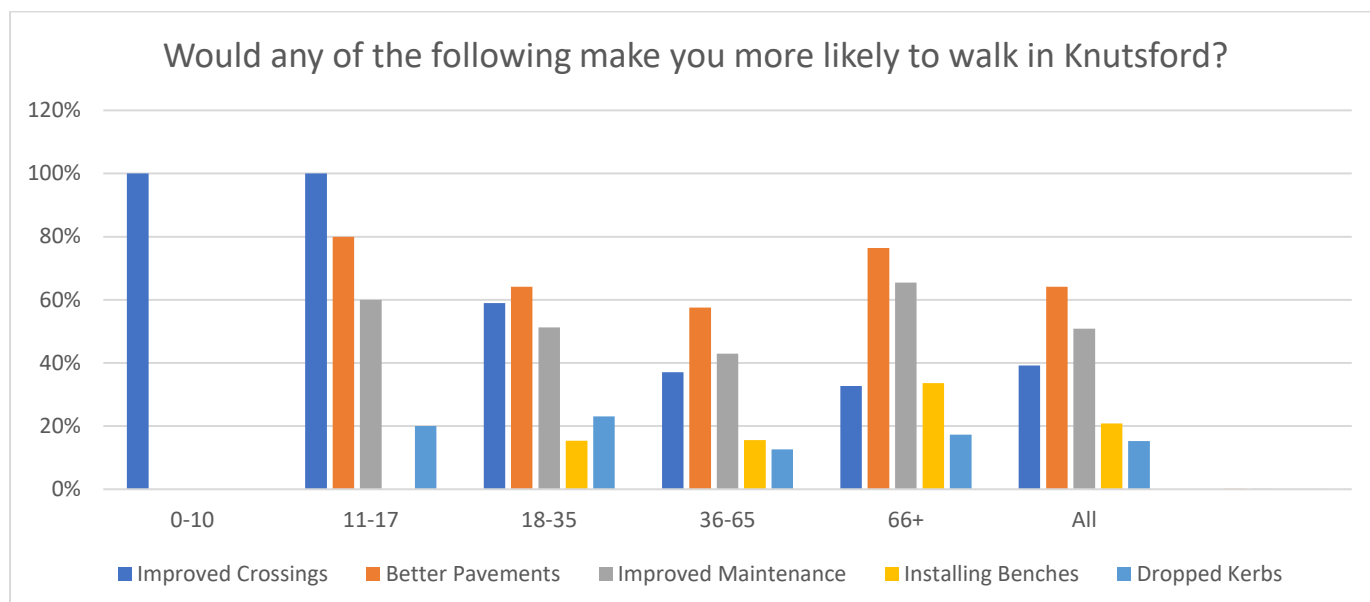


Figure 1 Bar Chart of responses to 'Would any of the following make you more likely to walk in Knutsford by age

This data was subject to a separate analysis for respondents who indicated they had a disability to establish if this affected the impact of interventions. Figure 2 shows the differences between respondents with and without disabilities; the most significant differences are the large increase in impact for installing benches (59% vs 17%) and dropped kerbs (44% vs 12%).

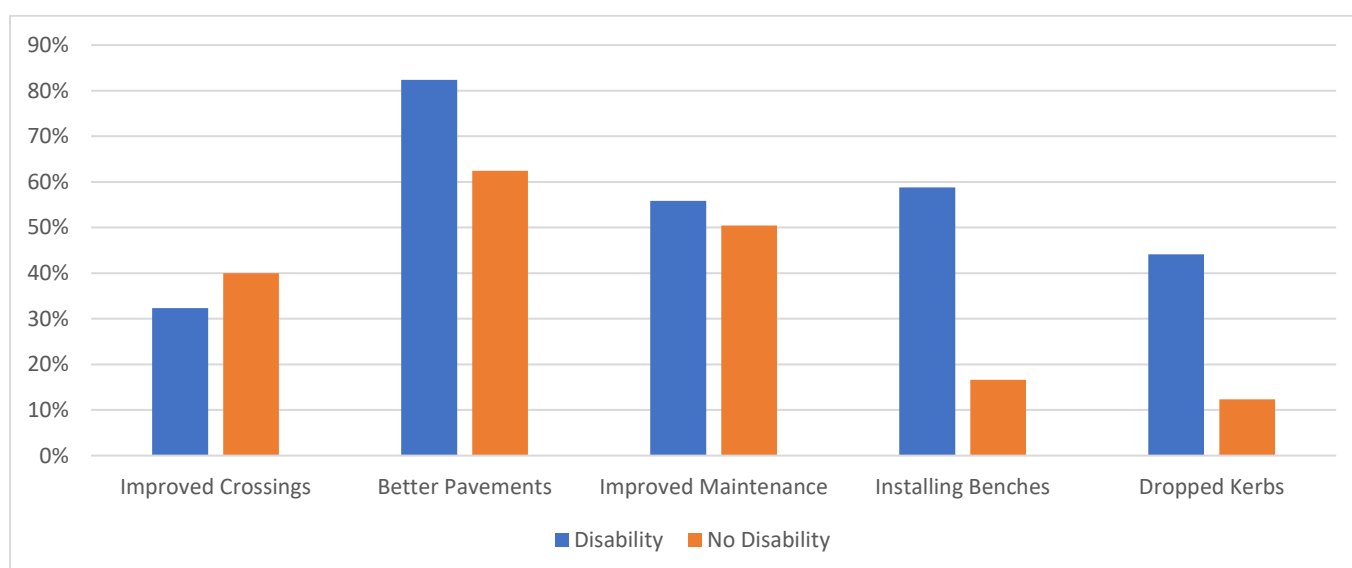


Figure 2 Bar Chart of responses to Would any of the following make you more likely to walk in Knutsford by disability

Respondents were asked an open question of what stops them from walking more often. These responses were coded to enable quantitative analysis. The responses raised by at least 5% of the respondents were:

- Nothing – 23%
- Addressing narrow pavements – 16%
- Reducing impact of traffic – 13%
- Improving maintenance of paths – 11%
- Time – 9%

- Weather – 9%
- Crossings – 7%
- Condition of pavements – 7%
- Needing to carry items – 6%
- Health – 5%

Respondents were asked to identify suggestions that would encourage them to walk more often in Knutsford. The themes of responses were:

- Improvements to pedestrian space within the town centre
- Improvements to pavements – widening and resurfacing
- Addressing obstructions caused by parked cars – e.g. on double yellow lines or on pavements
- Improved crossings and traffic calming
- Improved maintenance of pavements to remove overgrowth
- Improved lighting, benches and litterbins
- Improved connectivity – including access to lost areas (e.g. Sandfield Wood) and improved maintenance of spaces which connect places (e.g. St John's Wood)

IMPROVEMENTS TO PROMOTE WALKING

Respondents were asked to identify specific areas where they have encountered problems/challenges or can identify improvements. The most commonly cited are summarised below. All responses will inform the next phase of work on improving active travel:

- Improved crossing at Mobberley Road (junction with Thorneyholme Drive)
- The Town Centre (narrow pavements, challenging visibility/crossings)
- Improved crossing at Chelford Road (opposite the Legh Arms)
- Improved crossing at Manchester Road (Tabley Road/Garden Road junction)
- Improved crossing at Toft Road (Leycester Road/Beggarmans Lane junction)
- Improved crossing at Toft Road / Adam's Hill
- Improved crossing at Stanley Road (junction with Toft Road)
- Faster crossing at Toft Road (outside library)
- Improved crossing at Canute Place (from Sainsbury)
- Improved crossing at King Street (near Aldi)
- Improved crossing at Haig Road (junction with Parkgate Lane)
- Improved crossings at Northwich Road (e.g. near chip shop)
- Improved crossings at Manchester Road (e.g. near medical centre)
- Improved crossing at Mereheath Lane
- Improved crossing at Mobberley Road (near fire station)
- Lack of pavement on Leycester Road (from Legh Road to Toft Road)
- Lack of pavement on Goughs Lane
- Cars mounting kerbs on Tatton Street
- Lack of lighting on the Moor and Church Walk
- Lack of lighting along Sparrow Lane
- Lack of lighting on path to Woodlands Court
- Lack of lighting Stanley Road and Westfield Drive
- Lack of benches on the Heath

- Overgrown paths in St John's Wood
- Narrow / overgrown pavements on Brook Street and Hollow Lane
- Lack of safe crossings near Bexton School
- Lack of dropped kerbs near the community orchard
- Narrow Railway Bridges at Blackhill Lane and Parkgate Lane
- Narrowed/overgrown pavements out of town to cemetery, Fryers and Lambing Shed



CYCLING IN KNUTSFORD

FREQUENCY OF CYCLING AS A MODE OF TRANSPORT

The survey asked respondents to indicate how often they cycle as a mode of transport for a range of travel purposes within Knutsford. Data was additionally analysed by age. Questions included the option of selecting of 'not applicable' answers. The percentage figures exclude these from the calculation.

Only 15% of respondents always or often cycle when visiting local shops, whilst 66% rarely or never cycle.

How often do you cycle to SHOP	0-10	11-17	18-35	36-65	66+	All
Always	0.0%	20.0%	2.9%	1.6%	1.1%	1.9%
Often	0.0%	0.0%	2.6%	12.7%	12.7%	12.9%
Occasionally	0.0%	40.0%	7.7%	21.0%	12.7%	19.4%
Rarely	100.0%	0.0%	10.3%	15.6%	8.2%	14.4%
Never	0.0%	40.0%	64.1%	41.0%	48.2%	51.4%

N = 319

Table 9 Frequency by age of cycling to the shop

Similarly, only 7% of respondents regularly cycle to school with 81% rarely or never cycling. Notably, none of the school aged responds cycle to school regularly.

How often do you cycle to SCHOOL	0-10	11-17	18-35	36-65	66+	All
Always	0.0%	0.0%	0.0%	3.4%	0.0%	2.1%
Often	0.0%	0.0%	3.8%	7.8%	0.0%	5.3%
Occasionally	100.0%	40.0%	3.8%	13.8%	2.4%	11.1%
Rarely	0.0%	0.0%	3.8%	5.2%	0.0%	3.7%
Never	0.0%	60.0%	88.5%	69.8%	97.6%	77.8%

N = 189

Table 10 Frequency by age of cycling to school

A small number (6%) regularly cycle to work with the majority (88%) never or rarely cycling to work.

How often do you cycle to WORK	0-10	11-17	18-35	36-65	66+	All
Always	0.0%	0.0%	3.2%	2.2%	2.2%	2.3%
Often	0.0%	0.0%	0.0%	5.2%	0.0%	3.3%
Occasionally	0.0%	33.3%	0.0%	8.2%	2.2%	6.1%
Rarely	0.0%	0.0%	12.9%	6.0%	4.3%	6.5%
Never	0.0%	66.7%	83.9%	78.4%	91.3%	81.8%

N = 214

Table 11 Frequency by age of cycling to work

11% of respondents regularly cycle to access services with 76% never/rarely cycling.

How often do you cycle to ACCESS SERVICES	0-10	11-17	18-35	36-65	66+	All
Always	0.0%	0.0%	0.0%	1.7%	1.1%	1.3%
Often	0.0%	20.0%	0.0%	7.2%	17.0%	9.4%
Occasionally	0.0%	40.0%	6.3%	16.0%	10.2%	13.7%
Rarely	100.0%	0.0%	12.5%	14.4%	9.1%	12.7%
Never	0.0%	40.0%	81.3%	60.8%	62.5%	62.9%

N = 307

Table 12 Frequency by age of cycling to access services

11% of respondents also regularly cycle to access leisure with 70% never/rarely cycling.

How often do you cycle to ACCESS LEISURE	0-10	11-17	18-35	36-65	66+	All
Always	0.0%	0.0%	0.0%	1.7%	3.3%	1.9%
Often	100.0%	20.0%	0.0%	10.0%	10.0%	9.4%
Occasionally	0.0%	40.0%	3.1%	20.0%	18.9%	18.2%
Rarely	0.0%	0.0%	21.9%	16.1%	8.9%	14.3%
Never	0.0%	40.0%	75.0%	52.2%	58.9%	56.2%

N = 308

Table 13 Frequency by age of cycling to leisure

Whilst the number of respondents is low in this category, it suggests younger people are more likely to cycle to access services/leisure, mostly likely as they have limited alternative forms of transport.

WHAT AFFECTS CHOICE OF CYCLING

Respondents were asked a number of questions which sought to understand what influenced their choice to cycle (or not) over other modes of transport.

The first question provided a list of nine interventions. Better roads was the strongest overall response (36%), followed by additional cycle parking (28%) and covered cycle shelters (21%). Cycle Training would have little impact (4% overall) although may have greater impact for young people (20% for respondents aged 11-17); similarly, dropped kerbs will have limited impact (8%).

11-17 year-olds indicated a greater impact from better pavements, improved crossings, cycling maintenance infrastructure and advance stops at traffic lights compared with other ages; the number of respondents in this age range is low (n=5) so further engagement with young people should take place.

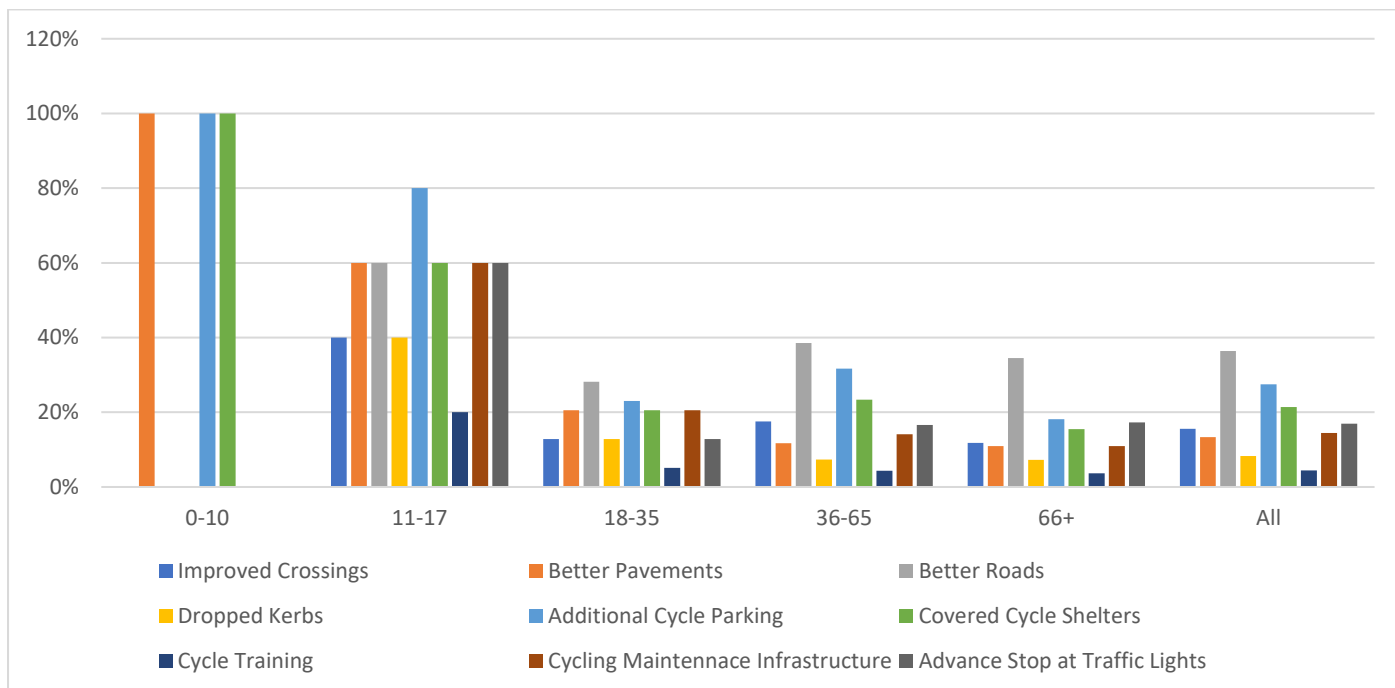


Figure 3 Bar Chart of responses to 'Would any of the following make you more likely to cycle in Knutsford by age

This data was subject to a separate analysis for respondents who indicated they had a disability to establish if this affected the impact of interventions.

Figure 4 shows the differences between respondents with and without disabilities. Except dropped kerbs, no intervention would encourage people with disabilities to cycle more than it would for people without disabilities. The impact for those living with disabilities was generally lower, likely because there disabilities are a greater barrier to cycling in the first place.

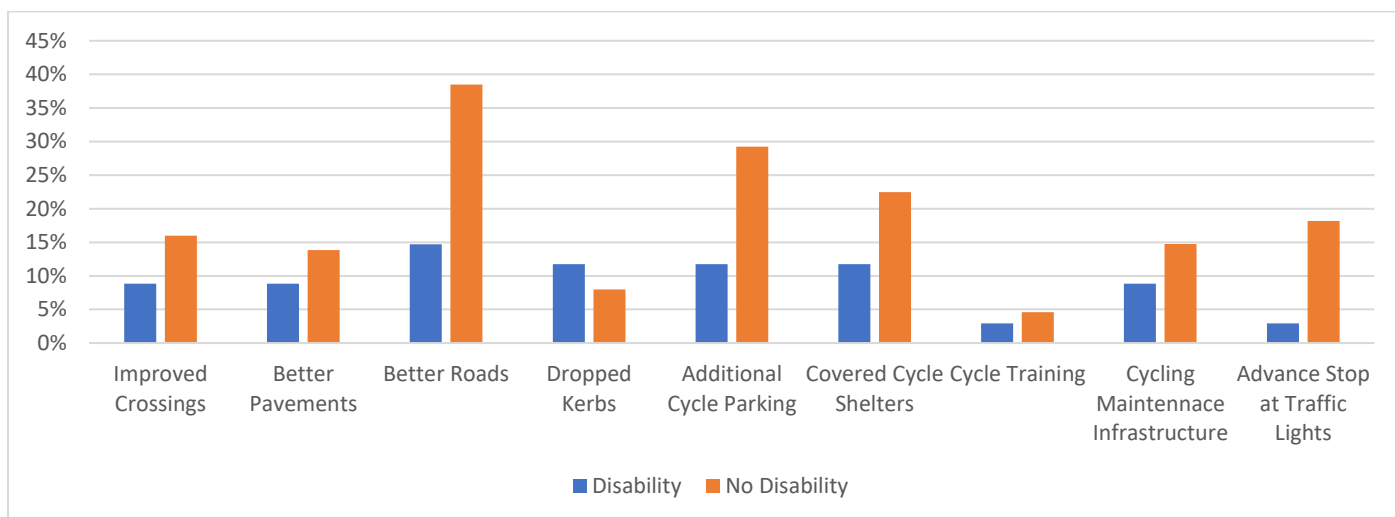


Figure 4 Bar Chart of responses to Would any of the following make you more likely to cycle in Knutsford by disability

Respondents were asked what prevents them from cycling more often in Knutsford. The most common response themes were:

- Traffic – 21%

- Safety concerns – 14%
- Lack of cycle paths – 13%
- Lack of secure parking – 14%
- Personal choice – 10%
- Driver behaviour – 7%
- Health/age – 6%
- Road surface – 5%

Respondents were asked to identify suggestions that would encourage them to cycle more often in Knutsford. The themes of responses were:

- Dedicated / separated cycle space – particularly on main roads and routes to schools
- Changes to traffic volume and speed
- Driver behavioural changes – citing issues of impatience, aggression and unsafe driving
- Improvements to the condition of roads
- Improved leisure routes – particularly linked to Tatton Park
- Better cycle parking

Additionally, there were a number of comments against investment in cycle infrastructure citing challenges of the existing narrow roads, wet weather and hills deterring cycling and impact on traffic flows.

IMPROVEMENTS TO PROMOTE CYCLING

Respondents were asked to identify specific areas where they have encountered problems/challenges or can identify improvements. The most commonly cited are summarised below. All responses will inform the next phase of work on improving active travel:

- Along A50 / Toft Road
- Manchester Road
- Mobberley Road
- Chelford Road
- Northwich Road
- Mereheath Lane
- Brook Street
- Toft Road /Adam's Hill Junction



CONCLUSIONS

It is worth noting that there will be an element of self-selection bias to the survey, insofar as active pedestrians and cyclists are more likely to complete an active travel survey than those who do not walk or cycle.

However, the survey has highlighted the following, which will inform the development of an Active Travel Infrastructure Plan:

1. Walking is a common mode of transport for residents of all ages, with most residents walking when shopping, to access services or to access leisure.
2. The primary intervention to promote walking should be improving pavements – this would include improved surfacing and improved maintenance to prevent narrowed pavements and remove detritus.
3. The installation of benches along routes, and a greater number of dropped kerbs would better support people living with disabilities to walk further
4. There were a number of locations identified where walking is particularly challenging, most of these are improvements where there are currently no formal crossings
5. There is a lower take up of cycling as a mode of transport with only between 6%-11% of respondents regularly cycling
6. The primary intervention for promoting cycling is improving road conditions for cyclists, this would include addressing traffic speed and sense of safety
7. The installation of cycle parking/covered shelters would also promote cycling take up
8. The data for respondents under 18 is based on a very low sample size and further engagement with young people should take place.

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