

Active Travel Survey – Fowlmere & Foxton

# Fowlmere Road



# Background

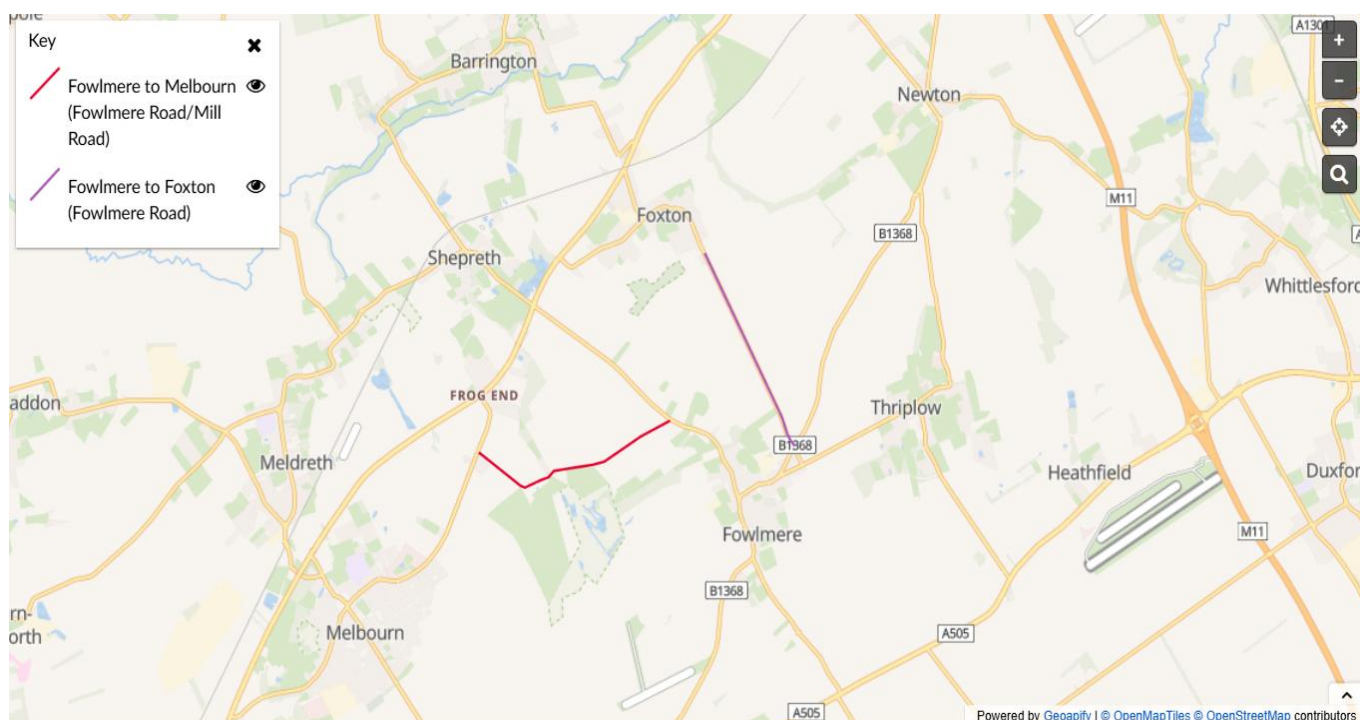
The survey was conducted to gather views from local residents on active travel in Fowlmere, Foxton and Melbourn.

Two routes had been identified for opportunities to improve active travel conditions as they provide links between rural villages to access key amenities such as a GP surgery, library, railway station and shops. These routes are Fowlmere Road / Mill Road, linking Fowlmere and Melbourn, and Fowlmere Road, linking Fowlmere and Foxton.

Responses will form the evidence base for local support for active travel in and around the villages. It will enable the county council to prioritise schemes and consider routes to develop further if funding becomes available.

The survey opened in mid-December 2025 and ran for three months until late March 2026.

The survey has been split into two reports: Fowlmere and Melbourn, which focuses on Fowlmere Road / Mill Road; and Fowlmere and Foxton, which focuses on Fowlmere Road. This report focuses on Fowlmere Road, between Fowlmere and Foxton. The route covered in this report is the right-most purple line on the map, connecting Fowlmere and Foxton via Fowlmere Road.



walk  wheel  cycle 

# Engagement

Advertisements were included in the February 2026 editions of the Fowlmere & Thriplow Newsletter and Foxton Laurentian. Posters were sent to various local organisations including Fowlmere Parish Council, Foxton Parish Council and Melbourn Parish Council, to advertise through various medias. Physical leaflets were delivered to residential properties in Foxton and Fowlmere, with Fowlmere Parish Council supporting.

The survey was available to complete online via the Your Voice platform, and paper copies of the survey were also made available to collect at locations in each parish.

## Report Overview

A total of 250 responses were received, with 122 from Fowlmere (48%), 57 from Foxton (23%), 24 from Melbourn (10%) and 47 from other places (19%). These included neighbouring villages such as Whaddon, Meldreth, Thriplow and more.



### A short summary of the survey results:

- 65%** of respondents would cycle more along the route if measures were introduced to improve active travel conditions
- 51%** of respondents would walk more along the route if measures were introduced to improve active travel conditions
- 53%** of respondents would consider changing their transport mode from car or other motorised vehicle to active travel if active travel measures were introduced along the route
- 93%** of respondents would support a type of active travel measure being introduced along the route
- 68%** of respondents would consider separating active travel users from vehicles as the most important measure to be introduced

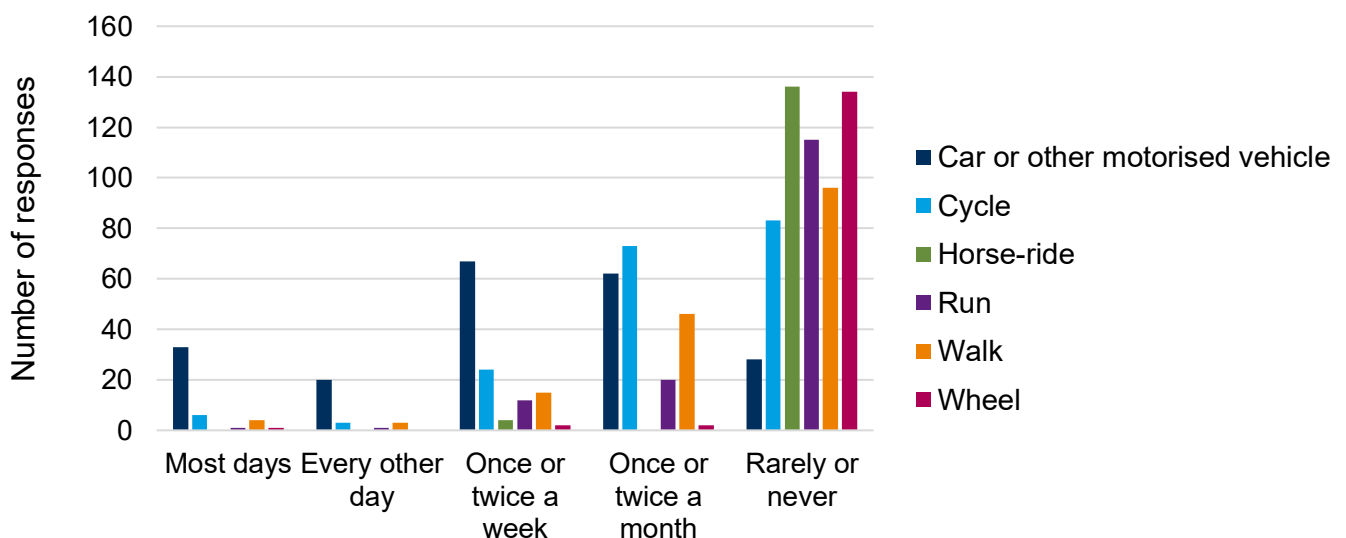
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## Q8 – Frequency of Travel

The eighth question of the whole survey, first question of the Fowlmere and Foxton section, asked respondents how often they walk, wheel, run, cycle, horse-ride and travel by car or other motorised vehicle along this road (Figure 1). The results clearly demonstrate a strong reliance on car travel, with 85% of respondents using a car at least occasionally and only 15% stating they rarely or never do so. In contrast, use of active travel modes is considerably lower, with cycling showing the greatest uptake, although 44% of respondents report that they rarely or never cycle. Walking follows a similar pattern, with 56% rarely or never walking, while running (80%), wheeling (97%) and horse-riding (98%) are used very infrequently.

Car dependency may suggest a number of possibilities, including a lack of infrastructure to make active travel users feel safe and confident, that users may consider it takes too much time, or that journey distances are too great for active travel to be a practical option. However, as a proportion of respondents do report using modes such as walking and cycling at least occasionally, this indicates that these behaviours are not absent and that behaviour change may be possible with the right interventions, which is explored later in the survey.

Figure 1 - Do you travel on Fowlmere Road? If so, by what means and how frequently?



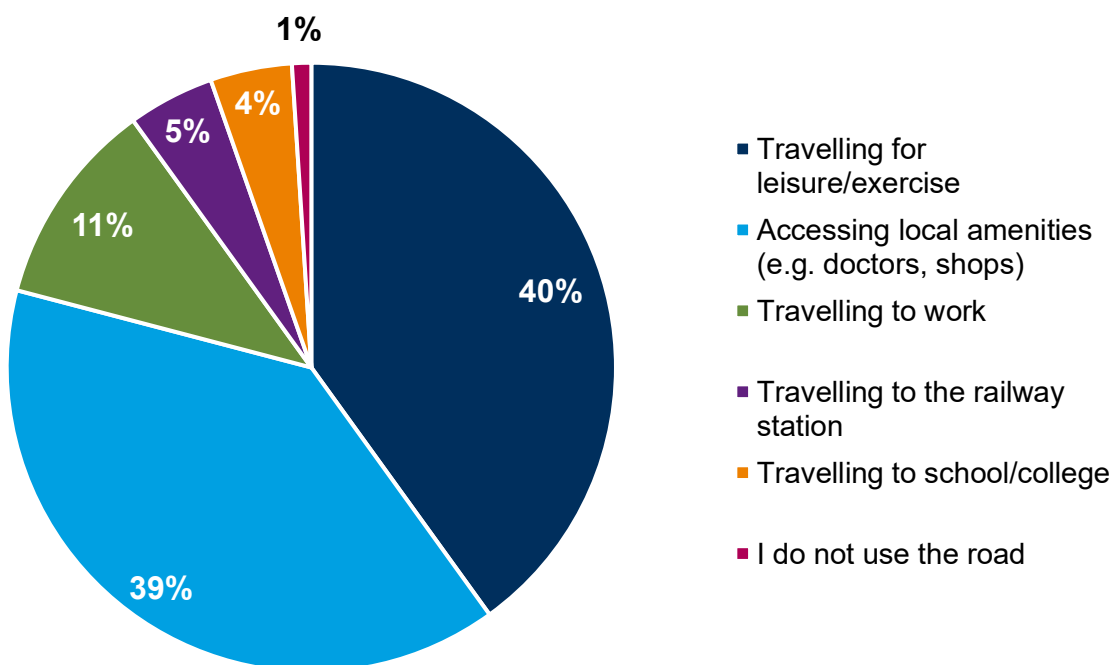
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## Q9 – Purpose of Travel

The next question asked respondents to identify their main reason for using the road (Figure 2). The results show that usage is largely driven by local journeys, with travelling for leisure or exercise (32%) and accessing local amenities such as shops and healthcare (30%) accounting for the majority of trips. A smaller but notable proportion of respondents use the road to access the railway station (19%), suggesting a role in connecting to wider transport networks. In contrast, travelling to work (9%) and travelling to school or college (4%) represent a relatively smaller share of overall use. Only 11 respondents (5%) indicated that they do not use the road at all.

This distribution indicates that the road is predominantly used for short, local trips supporting day-to-day needs, alongside leisure and exercise journeys. It highlights the importance of creating an environment that accommodates a wide range of users and trip purposes, and reinforces the potential for increased uptake of active travel modes where conditions are improved.

Figure 2 - For what purpose do you travel on Fowlmere Road?



walk  wheel  cycle 

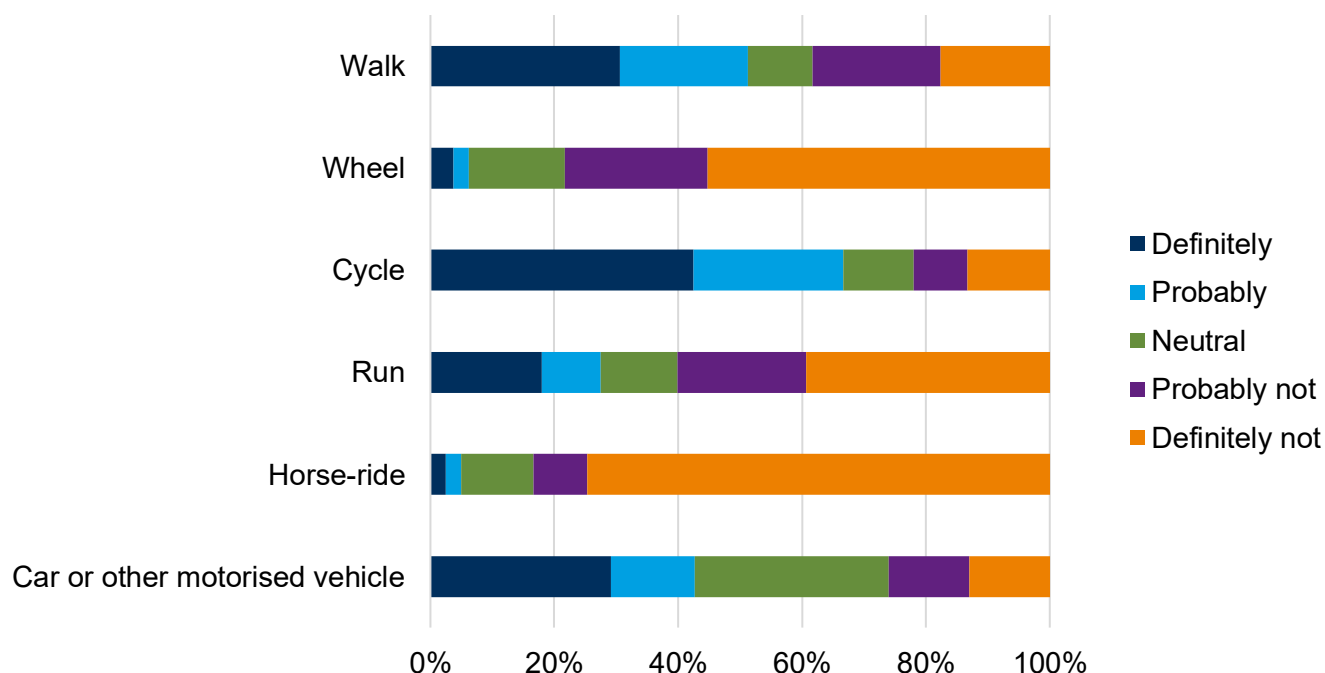
# Q10 – Propensity to Change Mode

Respondents were then asked whether they would consider using more sustainable modes of transport if active travel measures were introduced (Figure 3). Overall, 33% of responses were positively inclined toward change, 16% were neutral and 51% indicated resistance.

Focusing on active travel modes, the results are notably more positive. Cycling shows the strongest potential for change, with 65% of responses indicating respondents would definitely or probably cycle more, compared to 25% who would not. A further 9% of responses were neutral, suggesting a group that would be interested in cycling more with improved conditions. Walking also demonstrates a positive trend, with just over half of responses indicating a willingness to walk more, alongside 18 neutral responses, again indicating some respondents may walk more with appropriate interventions.

Overall, the data suggests that for active travel modes—particularly cycling and walking—positive responses outweigh negative ones, with a further proportion of respondents undecided. This indicates that behaviour is influenced more by existing conditions than fixed attitudes, highlighting strong scope for targeted active travel interventions to encourage more walking, wheeling and cycling..

**Figure 3 - If active travel measures were introduced along Fowlmere Road to encourage greater use by sustainable transport modes, would you use it more?**



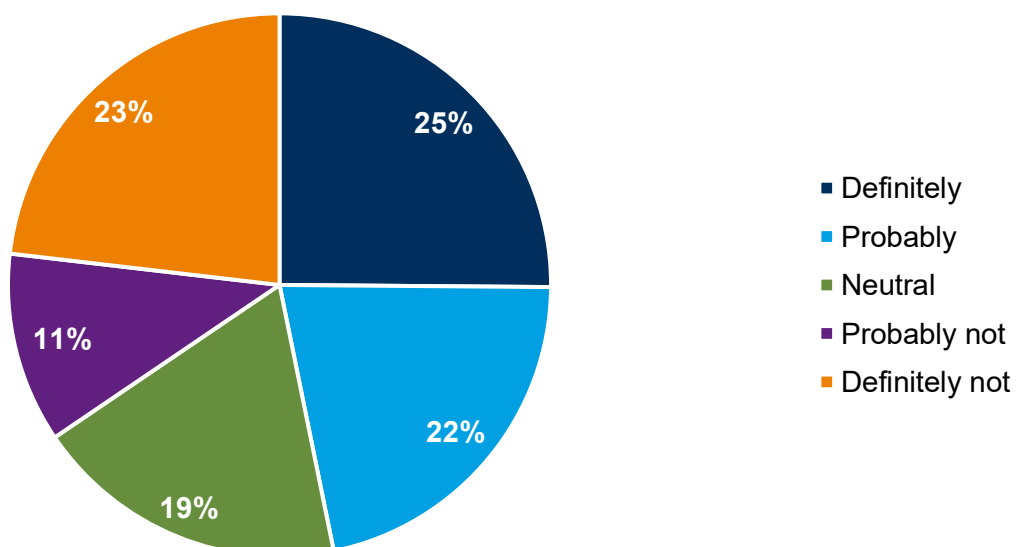
walk  wheel  cycle 

# Q11 – Propensity to Change Mode from a Motorised Vehicle

Respondents who had previously indicated using a car or other motorised vehicle were asked whether they would consider changing to active travel if measures were introduced (Figure 4). The results indicate a broadly positive level of openness to change, with 111 respondents expressing a willingness to switch, compared to 70 respondents indicating they would not and 30 respondents remaining neutral.

This suggests that over half of current car users would be encouraged to shift towards active travel, with a further proportion undecided. The neutral group represents an opportunity, as these respondents may be influenced by improvements to safety, infrastructure and overall journey quality. While a third of respondents were resistant, the overall balance demonstrates a net positive inclination toward modal shift, reinforcing wider findings that behaviour is influenced more by existing conditions than fixed attitudes.

Figure 4 - If you previously indicated using a car or other motorised vehicle, would you consider changing your transport mode to active travel if active travel measures were introduced?



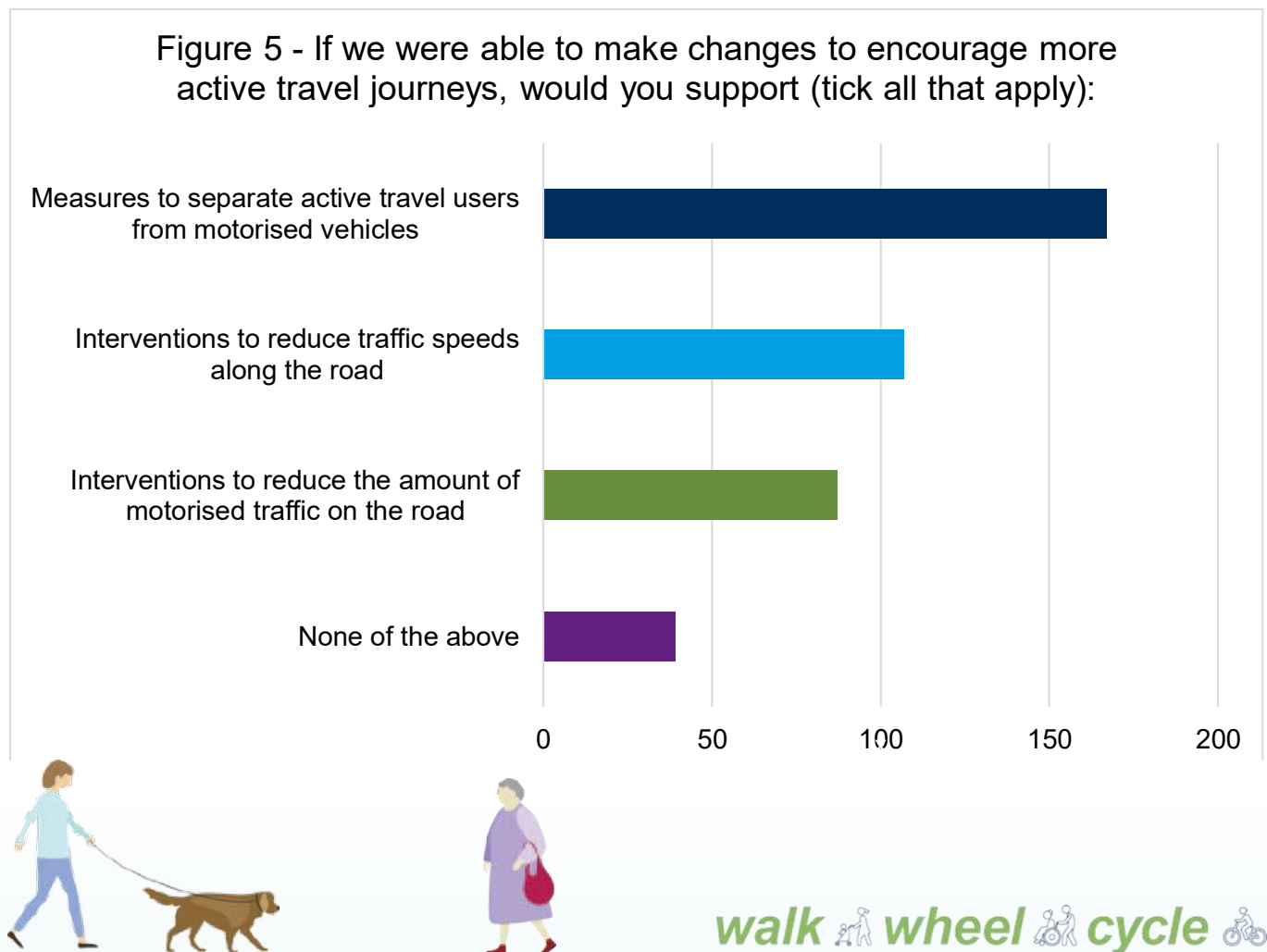


# Q12 – Views on Active Travel Interventions

Respondents were also asked which types of intervention they would support (Figure 5), with the option to select multiple responses. The results show strongest support for measures to separate active travel users from motorised vehicles, which received 183 responses (44%), making it the most widely supported intervention by a clear margin.

Support for interventions to reduce traffic speeds was also notable, with 129 responses (31%), while measures to reduce the amount of motorised traffic on the road received 70 responses (17%), indicating a lower but still meaningful level of support. Only 30 respondents (7%) selected “none of the above”, meaning that over 90% of respondents supported at least one intervention.

Overall, the findings suggest a clear preference for measures that separate users rather than restrict movement. While support for speed and traffic reduction measures is lower, it remains significant, indicating that a range of interventions may be acceptable to respondents, particularly where they improve safety and the usability of the route for active travel.



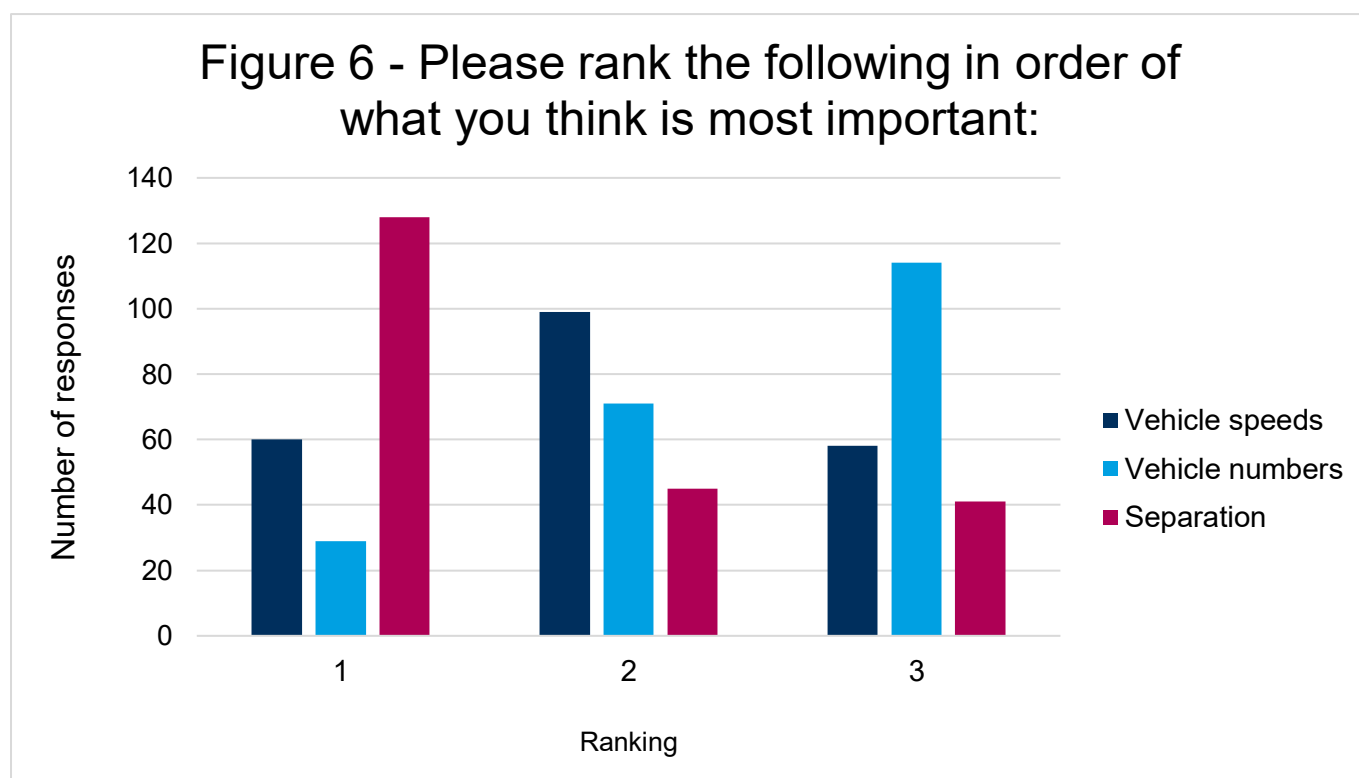


# Q13 – Ranking of Active Travel Interventions

Respondents were also asked to rank the proposed interventions in order of importance (Figure 6). Separating active travel users from motorised vehicles was clearly the highest priority, with 68% ranking it most important. Reducing traffic speeds was generally seen as a secondary measure, most commonly ranked second, while reducing motorised traffic was most frequently ranked least important (69%).

Overall, this reinforces a clear preference for separation measures over traffic restriction.

In the below figure, respondents were asked to rank the interventions from most important (1) to least important (3).



walk  wheel  cycle 

# Q14 – Comments on Active Travel

Respondents were also invited to provide additional comments, which have been grouped into key themes (Table 1). The most frequently raised issue was support for segregated cycling and walking infrastructure (66 comments), followed by concerns about road condition and potholes (58 comments) and traffic speed and driver behaviour (54 comments), highlighting safety and maintenance as primary concerns. Overall, the comments reinforce a consistent message that respondents prioritise safer conditions and improved infrastructure for active travel.

| Table 1 - Comments on Active Travel               | Number of Comments |
|---------------------------------------------------|--------------------|
| Support for segregated cycling and walking        | 66                 |
| Poor road condition and potholes                  | 58                 |
| Concerns about traffic speed and driver behaviour | 54                 |
| Desire for safer access to railway station        | 42                 |
| Poor or unsafe walking conditions                 | 39                 |
| Safe access to schools and college                | 34                 |
| Support for traffic calming measures              | 33                 |
| Opposition to restricting motor vehicles          | 31                 |
| General support for active travel                 | 26                 |
| Preference for maintenance only                   | 24                 |
| Concerns about lighting and nighttime safety      | 19                 |
| Wider network connectivity issues                 | 18                 |
| Support for alternative routes                    | 15                 |
| Environmental and rural character concerns        | 11                 |
| Equestrian inclusion and horse-safe design        | 9                  |
| Accessibility considerations                      | 8                  |
| Comments regarding survey process and design      | 13                 |
| <b>Grand Total</b>                                | <b>500</b>         |

