# Improving UK evidence on health and environmental (low carbon) behaviours

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Department for Transport

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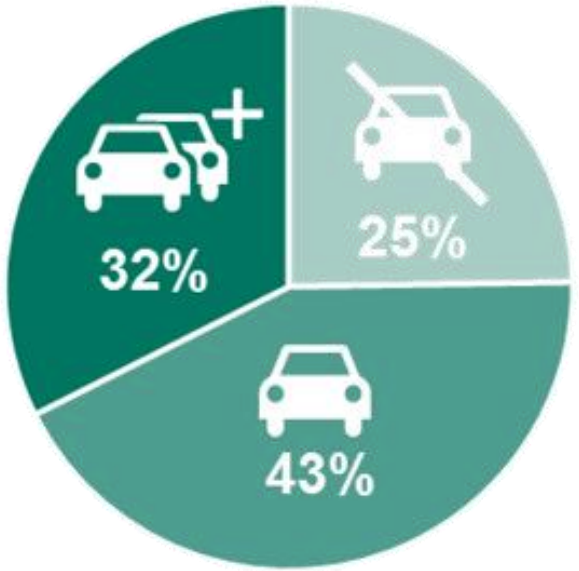
# Walking and cycling have popular support

- Over 90% of adults say everyone should be encouraged to **walk** to improve their health, the environment and congestion *Source: National Travel Survey, 2013 (England)*
- **Cycling** is generally seen as cheap, quick, convenient, good for health and environment and enjoyable *Source: British Social Attitudes Survey, 2013*
- 39% of adults in Great Britain say that they would cycle more if cycling on the road was made safer in the future
  *Source: RoSPA – Safer Cycling, 2015*




Car ownership by household in England
*Source: National Travel Survey, 2013*

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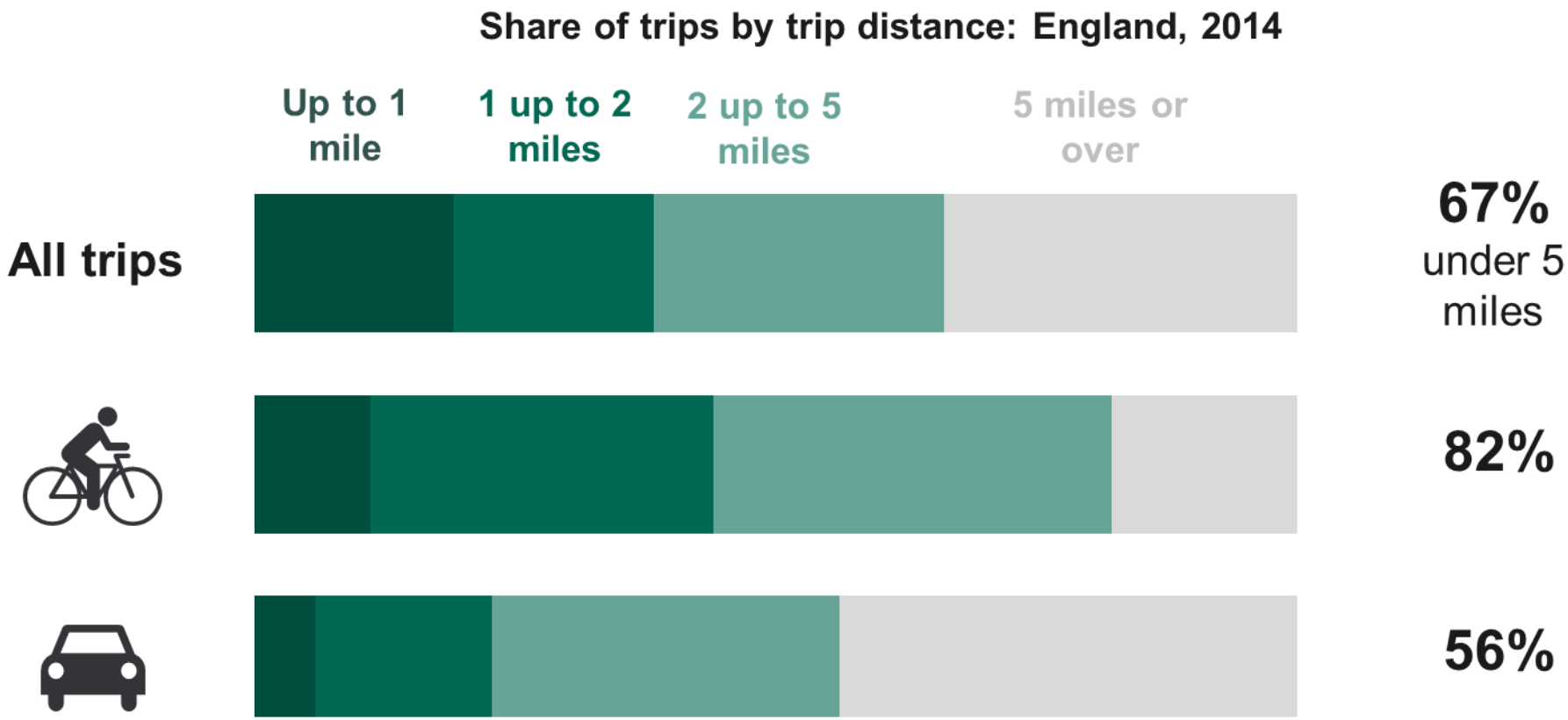
# Most trips *could* be walked or cycled

## Most trips are short, *local* ones



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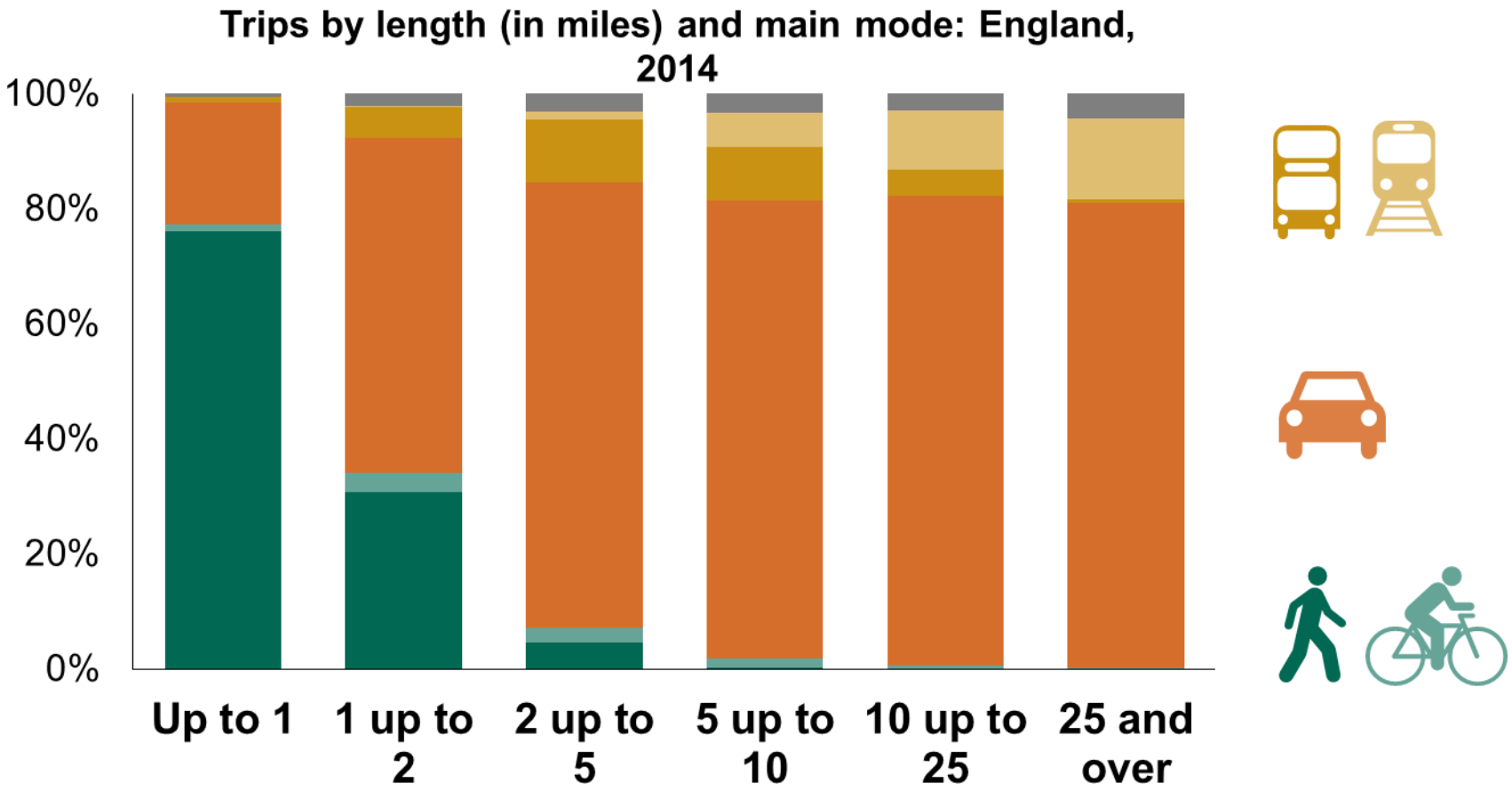
# How people actually choose to travel

## Mode of travel varies by trip distance



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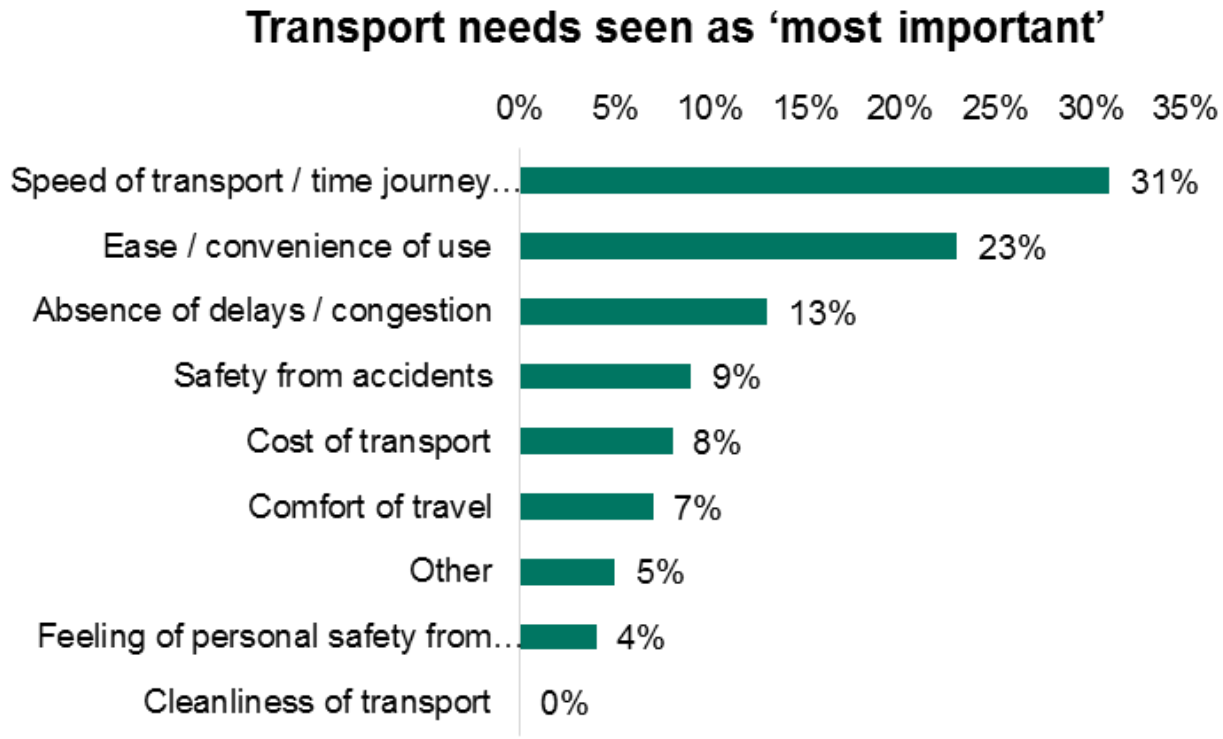
# People continue to travel by private car because they don't think there are reasonable alternatives

- Many people report that they are constrained into travelling by car by a lack of suitable alternative ways of making journeys
- Attitudes to the car are associated with people's core values, aspirations and self-image. Many people associate car travel with feelings of freedom and independence
- The most popular measure for addressing levels of congestion on the road is improving public transport

*Source: DfT, Climate Change and Transport Choices Segmentation Study, 2010*




*Source: DfT Citizens' Panel, 2008*
*Respondents able to pick one option from list*

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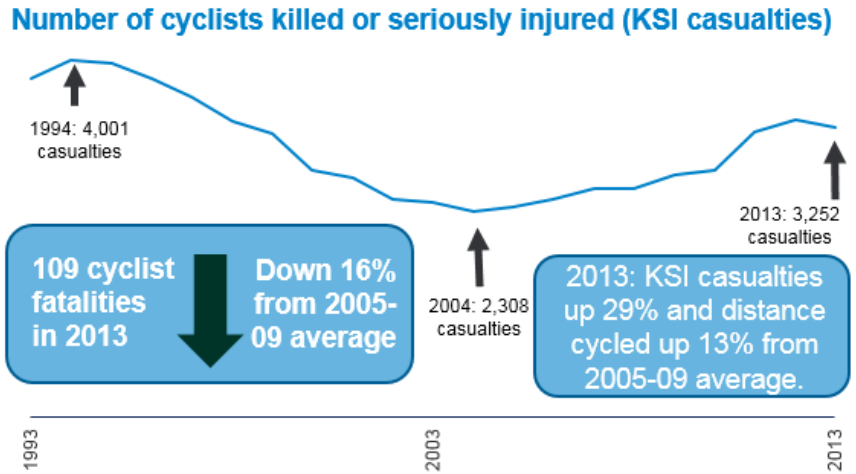
# Despite the many benefits to cycling and walking, there are some known barriers preventing progress

- Cycling fatalities have decreased. However, serious injuries have increased



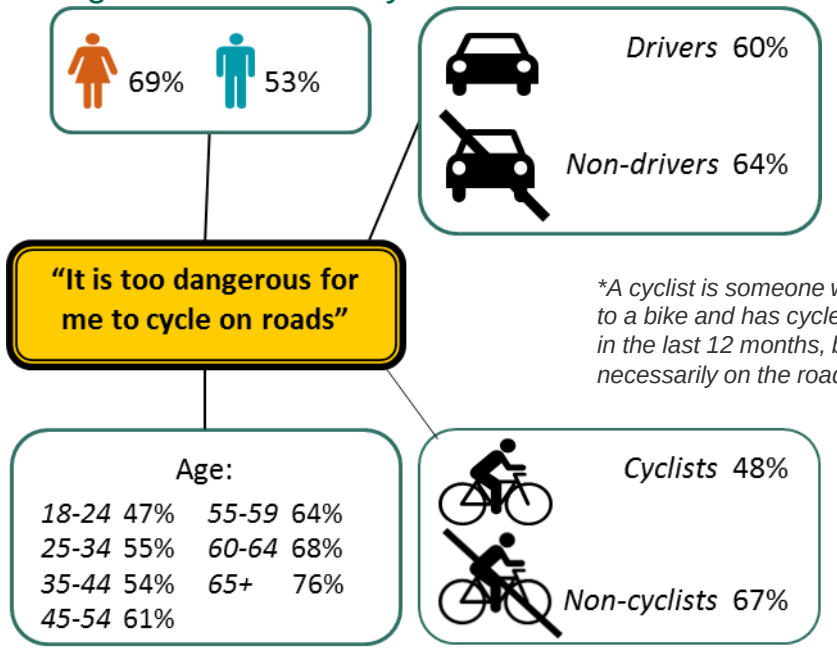

- Whilst cycling and walking stakeholders tell us that poor/disconnected infrastructure and lack of funding to support change is the main barrier, the public also share a range of other concerns….

Issues such as crime, physical environments and decrease in amenities within walking distance

Perception that walking is for 'poor' people and old people

Parental concern over child safety

- Negative public perceptions over safety is also a barrier – in 2013, **61%** of people said "It is too dangerous for me to cycle on roads"




**A cyclist is someone who has access to a bike and has cycled at least once in the last 12 months, but not necessarily on the road*

Perception of lycra clad cycling for 30 year old men

For women, the use of helmets/high visibility jackets (not mandatory) is considered off-putting

Lack of secure cycle parking

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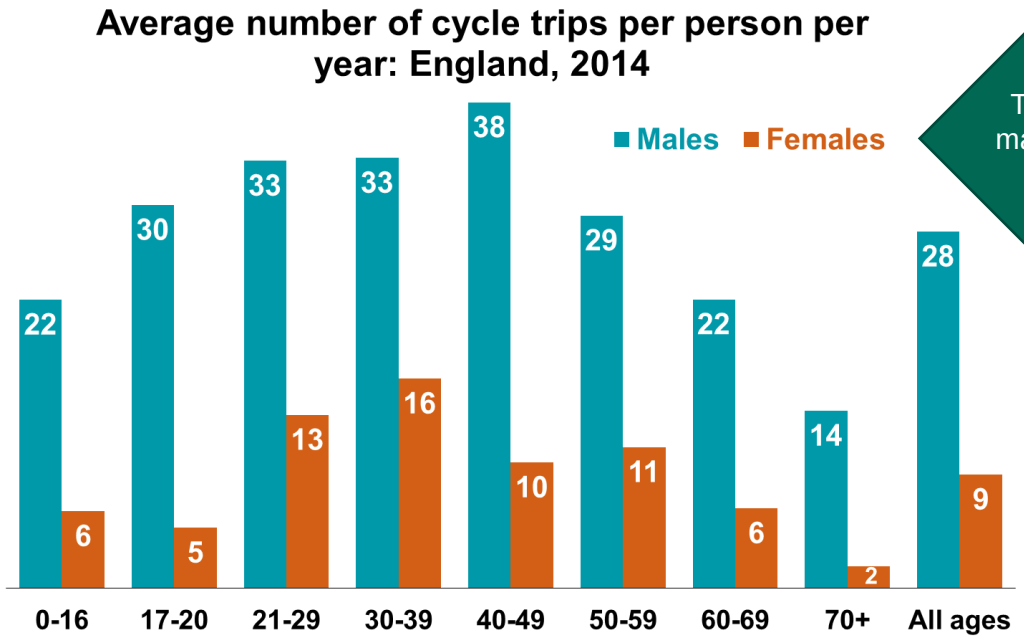
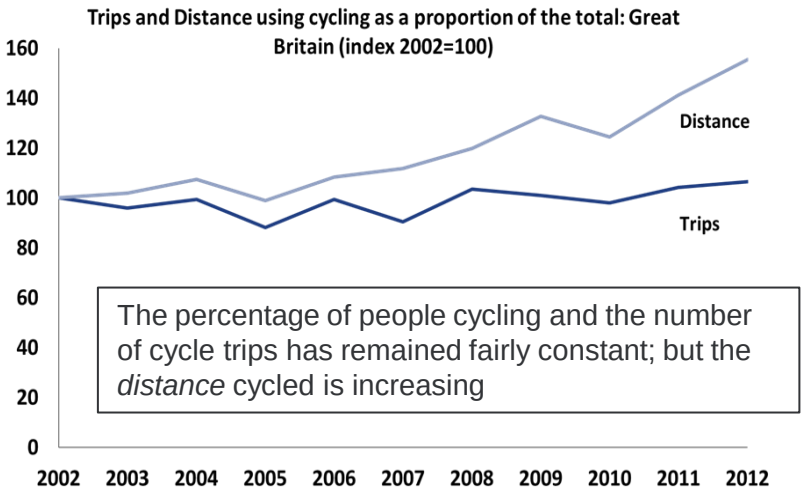
# Who is cycling?

- 42% of people own a bicycle in England but only 2% of all trips made in England are made by bicycle
- Cycling for recreation is more common in rural areas, whilst utility cycling is more common in urban areas

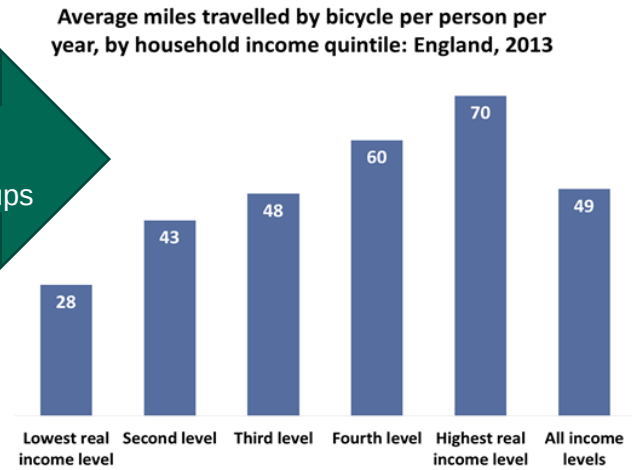



There are more male cyclists than female




The percentage of people cycling and the number of cycle trips has remained fairly constant; but the *distance* cycled is increasing

Cycling is more common among higher income groups



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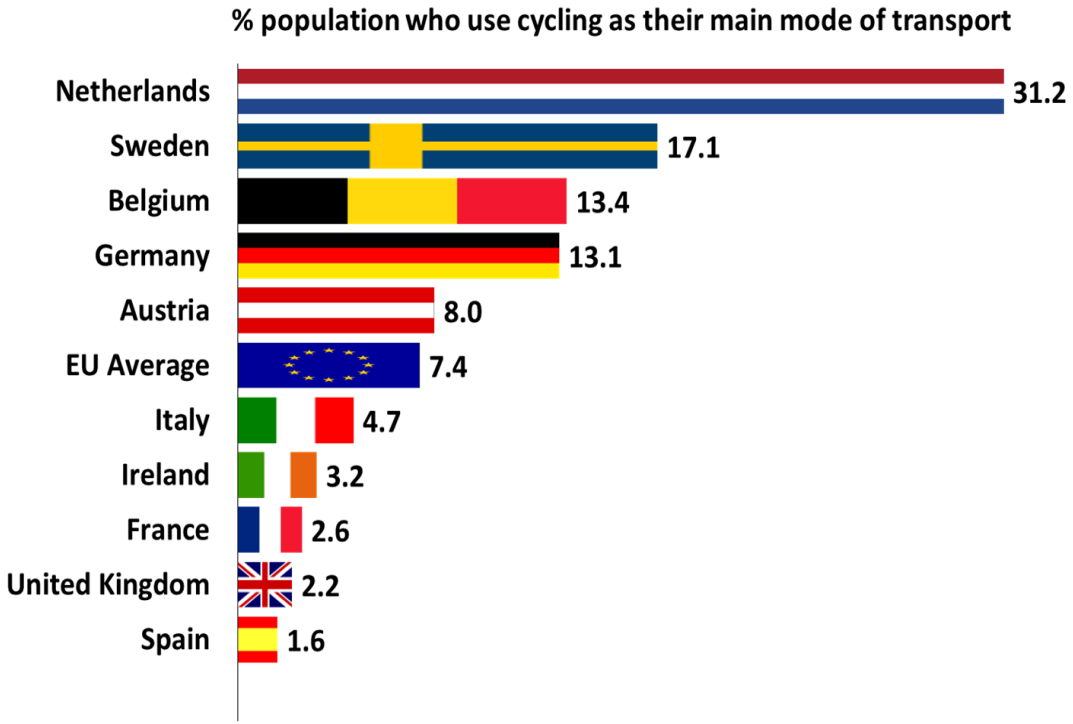
# At 2%, the UK has one of the lowest cycling rates in Europe

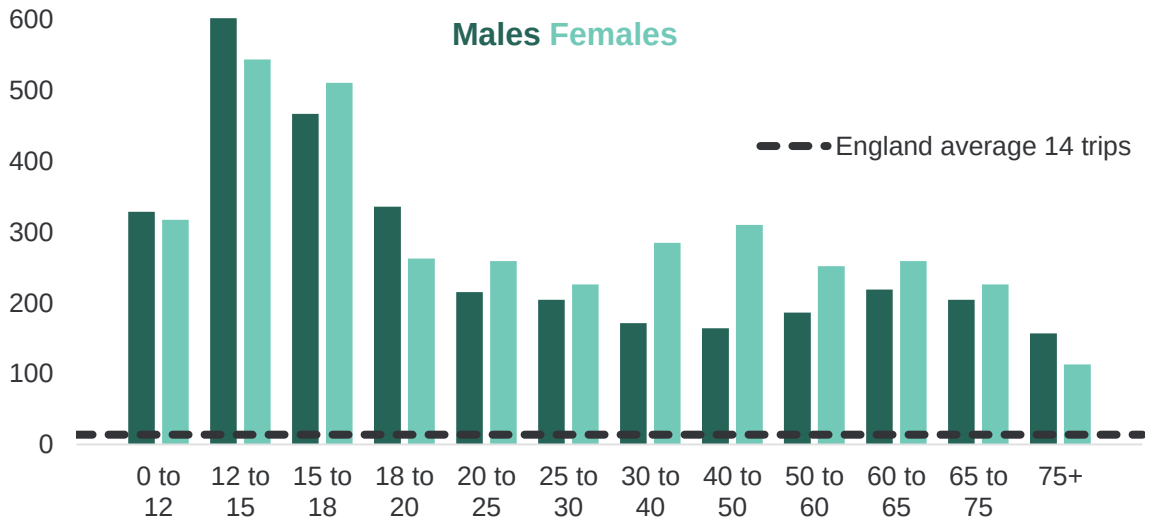
## International comparisons

- The UK at 2% has one of the lowest cycling rates in Europe and varies widely from our northern European neighbours such as the Netherlands




- Countries with high levels of cycling do not have the decline in cycling among women and the elderly which England does. For example, 75 year old Dutch women cycle 3 times as many trips as English teenage boys.

Netherlands: Cycle trips per person per year, 2013



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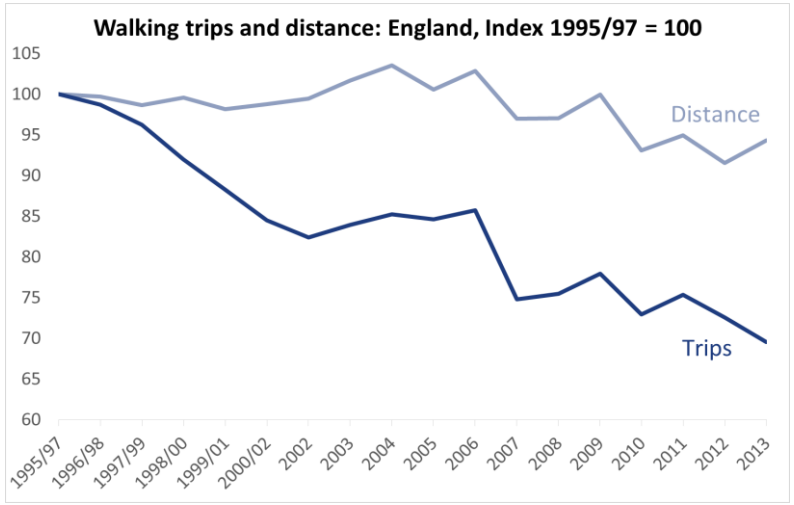
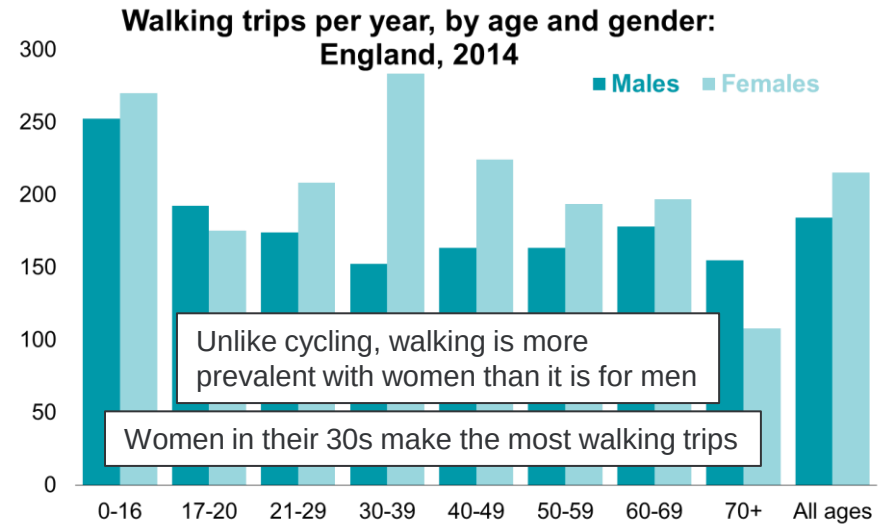
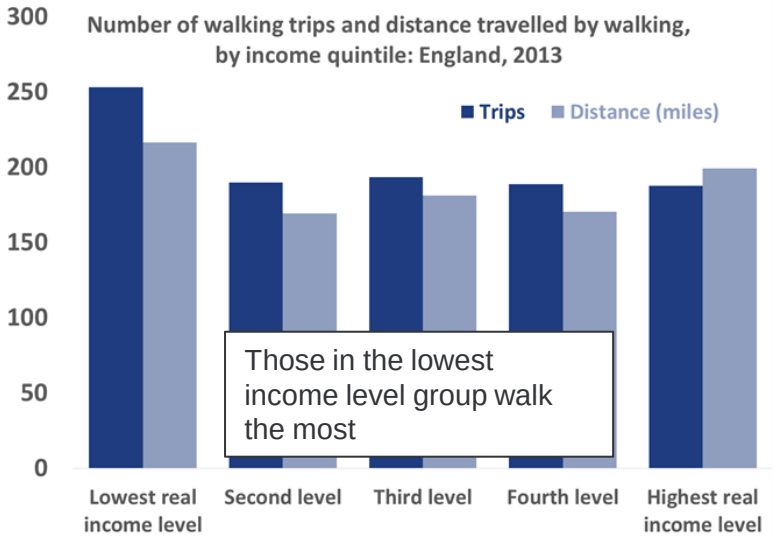
# Who is walking and why?




Proportion walking in England for 10 minutes at least …

- Once a month: 86%
- Once a week: 77%
- Five times a week: 44%

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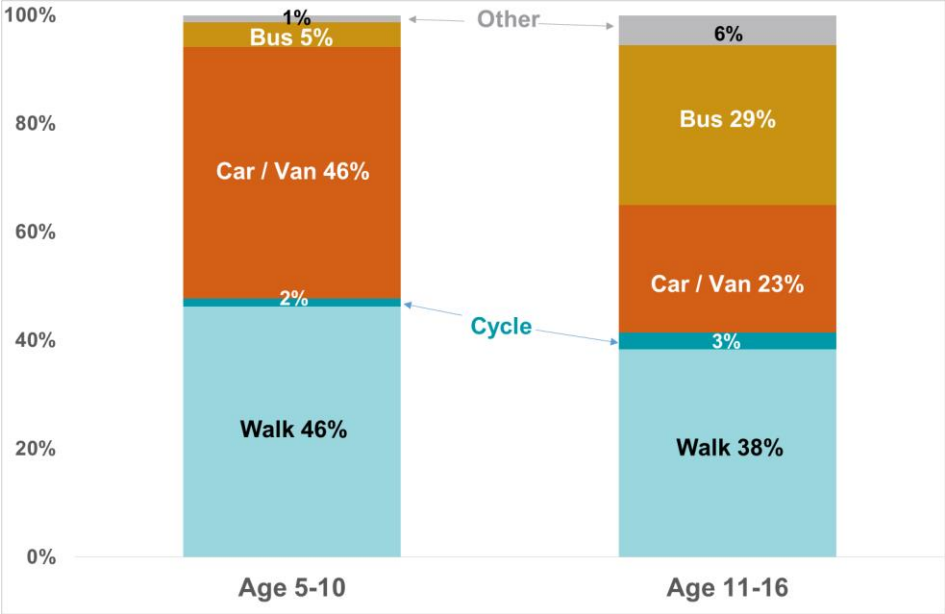
# Walking and cycling to school have decreased; while walking to work has also decreased, cycling to work has remained stable

## Travel to school

- Walking is the main mode of transport to school for all ages. With age, walking decreases for secondary school pupils, as the use of buses increases
- The proportion of children aged 5-16 walking to school decreased by 5 percentage points between 1995/97 and 2013. Car/van usage increased during this time




## Travel to work

- The 2011 census revealed 11% of those in work walk to work
- In 2011, 2.8% of 16-74 year olds in employment cycled to work. This figure was unchanged from the 2001 census

### Local authorities across England with the highest proportion of people who walk / cycle to work

| Authority | % Walk | Authority | % Cycle |
|---|---|---|---|
| City of London | 54 | Cambridge | 33 |
| Isles of Scilly | 39 | Isles of Scilly | 21 |
| Norwich | 25 | Oxford | 19 |
| Exeter | 24 | Hackney | 15 |
| Scarborough | 23 | York | 12 |
| Brighton and Hove | 22 | Gosport | 12 |
| Greater London | 9 | Greater London | 4 |

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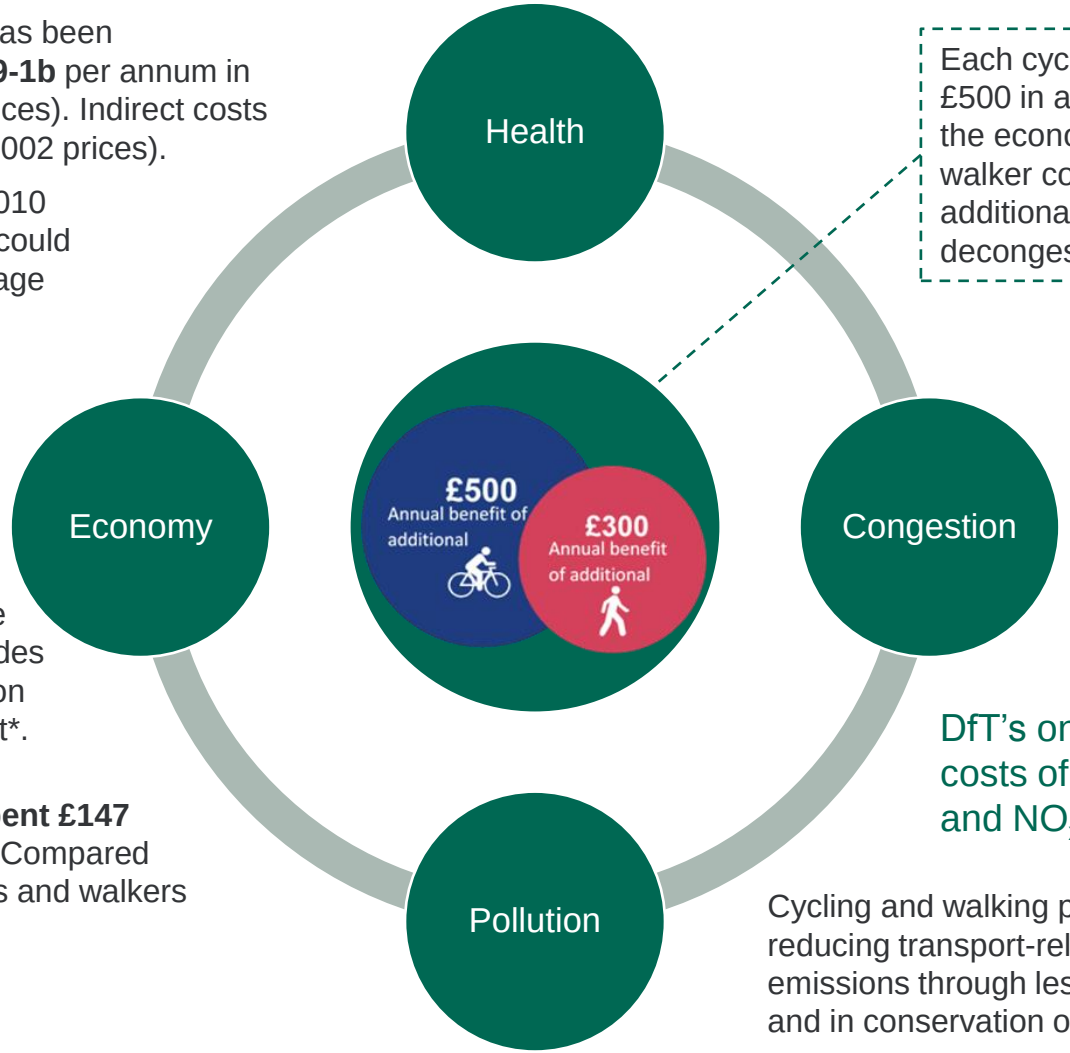
# Cycling and walking improves public health and air quality, helps to decarbonise, reduces congestion, and brings economic benefits

Illness as an outcome of physical inactivity has been conservatively calculated to be between **£0.9-1b** per annum in direct costs to the NHS alone (in 2006-07 prices). Indirect costs have been estimated as **£8.2b** per annum (2002 prices).

A recent study found that roughly **£17b** (in 2010 prices) - or 1% of the yearly health budget - could be saved over 20 years if there was an average daily cycling distance of 3·4 km in urban England and Wales




Each cyclist contributes £500 in additional benefit to the economy and each walker contributes an additional £300 (health and decongestion benefits).

Cycling and walking in inner city areas reduces noise and traffic congestion and often provides the quickest, most reliable way of travelling for those short to medium distance trips

It is estimated that British **cyclists** contribute **£2.9b** per annum to the economy. This includes £1.6bn on purchase of bicycles and £853m on accessory and £500m in cycling employment*.

In 2011, in London town centres**, walkers spent £147** more per month than those travelling by car. Compared with 2004, spending by public transport users and walkers has increased

DfT's online WebTAG provides monetary costs of delay, noise, carbon, particulates and $NO_x$, for appraisal purposes

Cycling and walking play an important part in reducing transport-related greenhouse gas emissions through less motor vehicle use and in conservation of land and air pollution

*these figures are not included in the DfT standard appraisal*

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# Significant benefits of people travelling more sustainably

## Air quality & Health

- There are 29,000 deaths attributed to air quality and £16 billion in health costs alone.
- **68%** of UK citizens think public authorities are not doing enough to promote good air quality *Source: Eurobarometer, Attitudes of Europeans Towards Air Quality, January 2013*

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# Government placed a duty in the Infrastructure Act 2015 to produce a Cycling and Walking Investment Strategy. Other policy priorities have also been identified

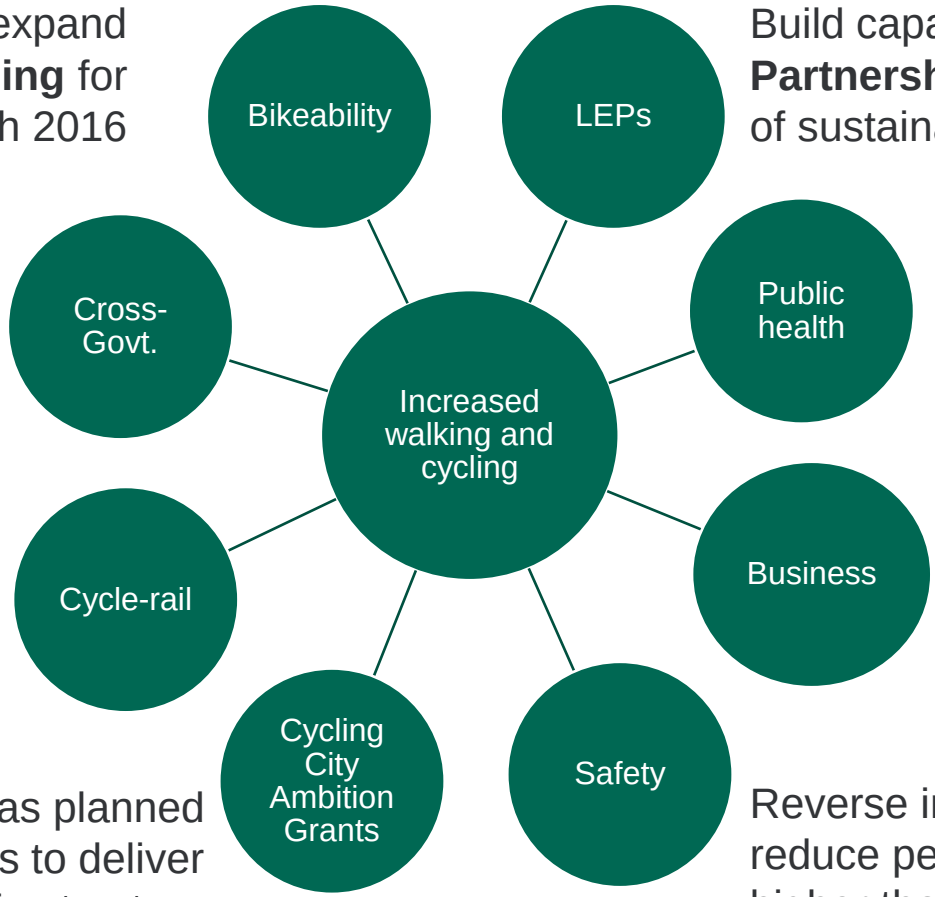
Commencing the **Cycling and Walking Investment Strategy** clause of the Infrastructure Act 2015 and developing the first Strategy are stakeholder priorities. Options for further consideration:

Continue and expand Bikeability **cycle training** for children post March 2016

Contribute to **cross - government strategies** - Olympic and Paralympic Legacy 2022 vision on reducing physical inactivity; independent living for older people; reducing NHS/public health costs

**Cycle parking facilities** at railway stations have tripled in recent years

Continue **CCAG programme** as planned until 2017/18 for the 8 cycling cities to deliver innovative and ambitious infrastructure




Build capacity in **Local Enterprise Partnerships** to enable the delivery of sustainable travel schemes

Optimise links with **public health** and increase awareness of **physical activity** benefits

Engage with **business**, encourage workplace walking and cycling

Reverse increase in cyclist **KSIs**, reduce pedestrian KSIs, which are higher than any other road user type

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# Investigating Behaviour change

## Opportunities for modal shift through behavioural change:

- Travel choices are framed by the social practices of daily life and are a matter of habit and routine;
- Changing behaviour requires the breaking of this routine, and usually only happens in response to a strong external stimulus such as changes in a persons personal circumstances or a disruptive event.

- **Greener Journeys 'Driving modal shift from car to bus'**
  - Encouraged switching from car to bus through targeting drivers at 'low' points – such as when stuck in traffic, trying to find parking or paying for petrol – and giving them a free bus ticket;
  - In the trial location, 51% of people using the free bus ticket said they would otherwise have driven, and 55% of infrequent bus users made more bus trips after the trial.

- **Heathrow Behavioural Insights Trial**
  - A new trial which ends in Spring 2016 encouraging Heathrow employees to shift to more sustainable means of travel through consumer incentives;
  - Interventions include matching car sharers to encourage lift sharing, free bus vouchers for increased bus travel to work, free bike hire, helmet and safety training so employees can 'try-before-you-buy', and personalised travel planning.

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# Some data gaps

- Longitudinal study: which people make which mode shift?
- Ethnic minority differences
- Segmentation studies: How to apply TfL's London Travel Demand Survey (LTDS) and DfT's 'Transport Choices & Environmental Attitudes and Behaviour Study' to the rest of the country ('Propensity to cycle' project will help, and enable estimations for smaller areas)
- How to analyse the effects of whole networks, and the optimum combination of measures, rather than single pieces of infrastructure

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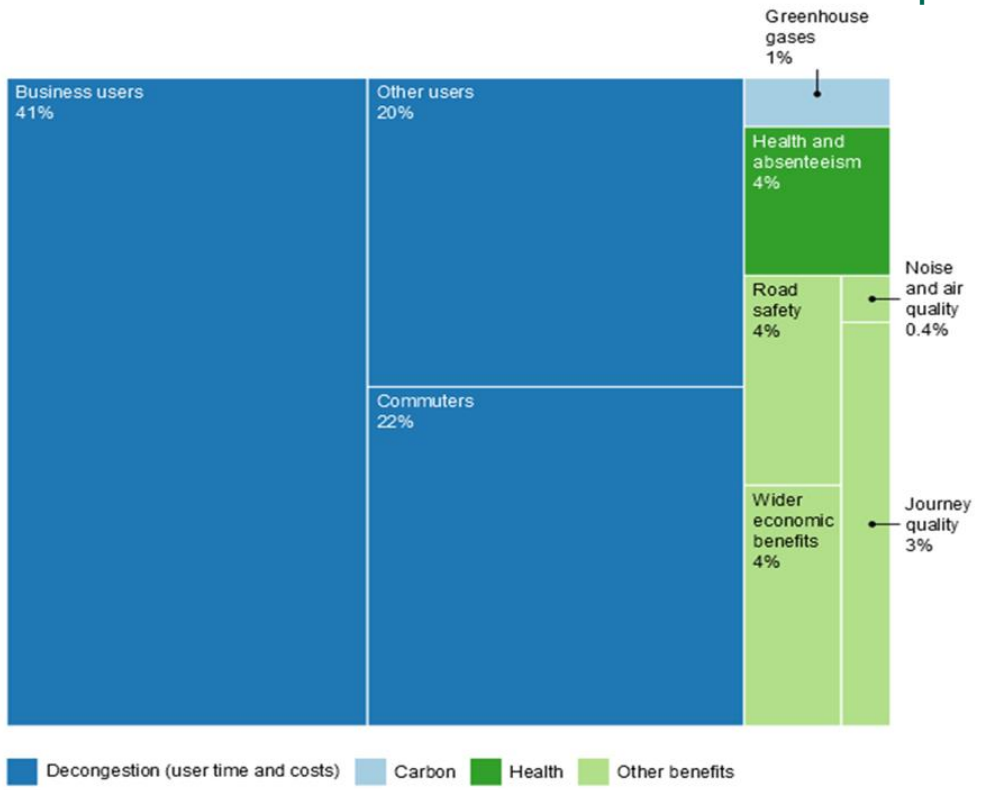
# £ Economic benefits of people travelling more sustainably

Collective benefit-cost ratio (BCR) of the LSTF Large Projects estimated to be approximately 5:1 - that is, for every £1 spent on these projects, society derives benefits worth at least £5. This is classified as 'very-high' value for money by the Department.

Better connected sustainable transport gives a range of cost of living benefits

Nearly half of these modelled benefits consist of business time savings arising from decongestion and other wider economic benefits, such as improved employee health and reduced absenteeism and increased turnover

## Split of benefits of the Local Sustainable Transport Fund




Cycling economy is worth £2.5 billion per annum and 23,000 people are directly employed in bike sales