

The Case for Cycling

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West Sussex Cycle Summit 2016

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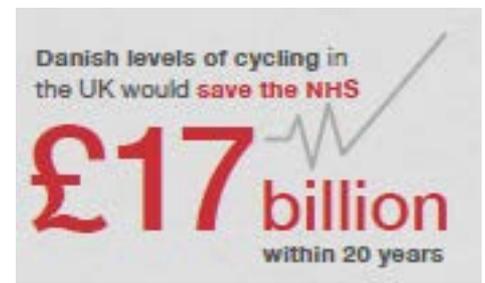
Photo of Betty
by Kat
Jungnickel

The Case for Cycling

Content of talk

- Benefits of cycling – quick overview
- Local economic benefits of cycling – some evidence
- Overcoming barriers to cycling for all





Some benefits of cycling

- Journey time/cost
- Journey quality
- Health benefits
- Absenteeism
- Air quality
- Noise pollution
- CO₂ emissions
- Decongestion
- Retail
- Access to jobs
- Tourism
- Accessibility/
mobility

Many (not all) can be monetised via BCRs (but often not done)

Example: local economic benefits (1)

- Those who access shops by walking or cycling tend to **make more trips to the high street**, which can lead to higher monthly spends than those who use a car.
 - They also tend to shop more locally, which supports local businesses.
- Improvements to public spaces have boosted **footfall and trading by up to 40%**
- High street walking and cycling projects have **increased retail sales by up to 30%**.
- Cycle parking can deliver up to **5 times higher retail spend per square metre** than car parking.



Example: local economic benefits (2)

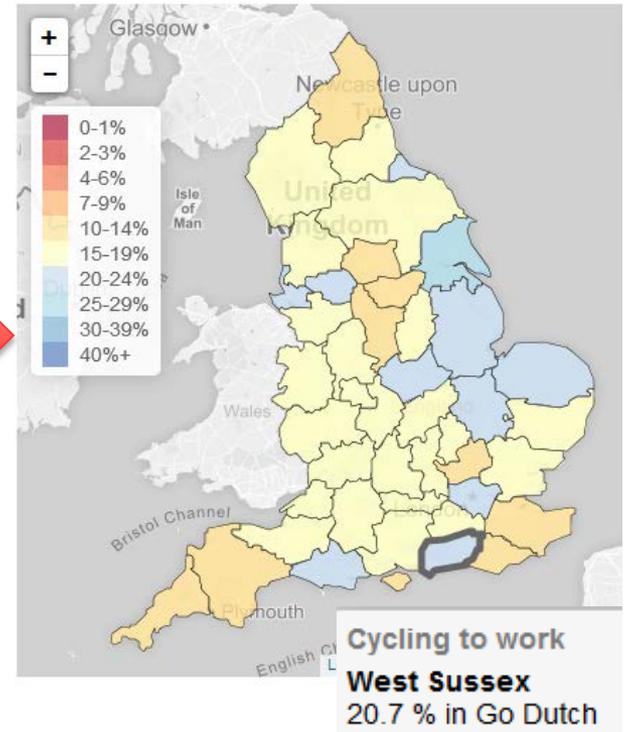
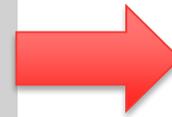
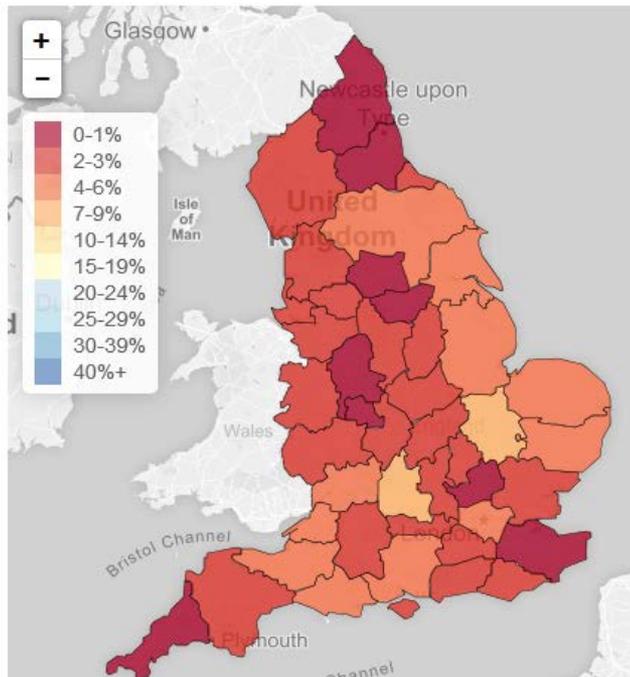
- Businesses switching to cycle freight can **save between 39% and 64%** compared to a van.
- There is little evidence of a link between more car parking and town centre commercial success.
 - A **good mix of shops and a quality environment** are cited as the most important factors in attracting people.
- International evidence shows that replacing on-street parking with cycle lanes has little to no negative impact on local businesses, and can have a positive impact.
 - Businesses across the world over-estimate how many customers arrive by car.



Some references on local economic benefits

- *The Mayor's Vision for Cycling in London*, GLA, 2013
<https://www.london.gov.uk/file/1994>
- *The pedestrian pound: the business case for better streets and places*, Living Streets, 2014
https://www.livingstreets.org.uk/media/1391/pedestrianpound_fullreport_web.pdf
- *The relevance of parking in the success of urban centres*, British Parking Association, 2012
<http://www.londoncouncils.gov.uk/services/parking-services/parking-and-traffic/parking-information-professionals/review-relevance>
- *The value of cycling: rapid evidence review of the economic benefits of cycling*, Department for Transport, 2016
<https://www.gov.uk/government/publications/the-value-of-cycling-rapid-evidence-review-of-the-economic-benefits-of-cycling>

Cycling potential across England



So why is hardly anyone cycling?

Department for
Transport

Local Transport Note 2/08
October 2008

Cycle Infrastructure
Design



Safe and Subjectively Safe

- ‘a broad academic consensus that most people prefer to cycle away from motor traffic, or in environments with low levels of motor traffic’ (Aldred 2015: EJTIR

http://www.tlo.tbm.tudelft.nl/fileadmin/Faculteit/TBM/Onderzoek/EJTIR/Back_issues/15.2/2015_02_00.pdf).

- Includes 2 detailed and particularly relevant TfL studies, my own recent UK study
- Increasing evidence that ‘build it and they will come’
 - High immediate growth e.g. in London
 - Increasingly high quality academic studies e.g. <http://discovery.ucl.ac.uk/1476446/>

Realising the benefits: Gold Standard Infrastructure

Direct routes...

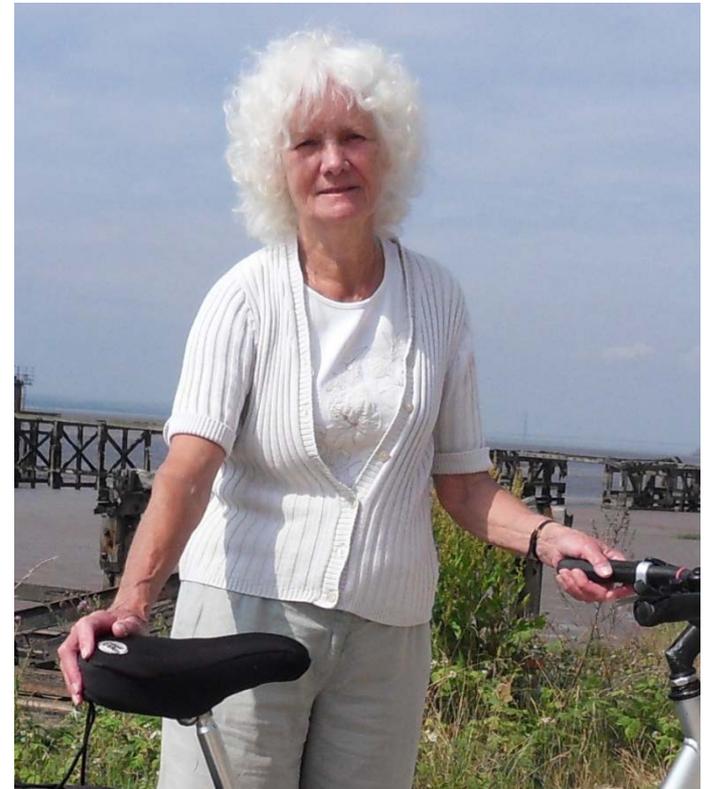
- Away from motor traffic
- Physically protected infrastructure (tracks) on busier roads
- Very lightly trafficked smaller streets





Conclusions

- Many benefits from cycling
- High potential for cycling even in hilly, rural areas
 - esp. given likely e-bike takeup
- Safety and comfort main barriers
- 3 types of gold standard
 - All remove/reduce interactions with motor traffic
 - Particularly important for groups under-represented in cycling in UK



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