How to increase active travel?

Jill Muirie, Glasgow Centre for Population Health
‘Active travel’

Walking, cycling or using some other form of physical activity for all or part of a journey instead of using motorised transport.
Climate change

Physical activity

Physical health

Local economy

Mental health

Air quality/pollution

Social benefits

Congestion
Travel to work trends, 1966 - 2011

Usual mode of travel to work in Scotland, 1966-2011

Source: Census
In general, travel related trends are going the wrong way:

- Walking and public transport (bus) use
- Physical activity
- Road traffic injuries but...inequalities persist

- Slight increase in cycling, but...
- Adult cycling casualties
- Car ownership - at its highest (but inequalities)
- Obesity

But there are some reasons to be cheerful...
Glasgow City Centre Cycle Counts, 2009-2016

Glasgow cycle counts from cordon sites around the city, 2009-2016
Source: Land & Environmental Services, Glasgow City Council
Travel to work (excluding those who work at/from home) shown by annual net income of household, 2015.
Source: Scottish Household Survey
Ayr's Holmston Road cycle lane to be ripped up after council vote

COUNCILLORS voted by a majority of 19-11 to return Holmston Road to its original layout.

Phase 2 of Bears Way is not going ahead

Phase One of the Bears Way which is from Bumbrae roundabout to Hillfoot.

By LAURA STIRRICK
Email

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Phase 2 of the Bears Way project has been stopped in its tracks.
In more less affluent communities

• More likely to be relatively low-paid, self-employed, part-time or contract workers
• More likely to rely on public transport
• More likely to have transport needs outside of ‘working hours'
• Less likely to have access to a car or a bike
Glasgow’s public bike hire scheme

- 16,122 individuals registered with scheme
- 55% males; 36% females; gender could not be assigned by name for 9%
- Ratio of males to females of approximately 3:2
- 91% of users had Glasgow area postcodes
Safety

• Safety concerns discourage walking and cycling (Heavy, fast road traffic, unsafe routes, poorly maintained routes, darkness, potholes, broken glass…)

• Greater sense of safety encourages use of new (segregated) cycle and walking routes
20mph speed limit for Edinburgh passed by councillors

Councillors have passed plans for more than 80% of Edinburgh’s roads, including the whole of the city centre, to have a 20mph (32kmph) speed limit.

The second phase of the £2.2m 20mph speed limit plan comes into effect.

It covers the north of the city. Zone one, covering the city centre, is due in March 2016. It is being introduced over six phases.

Motorists face £100 fines and three penalty points if they exceed the 20mph limit.

The roll-out will be complete by 2018. It is designed to help encourage people to walk or cycle.

The second zone is from Granton to Portobello and Duddingston.

Lesley Hinds, City of Edinburgh Council’s transport and environment convener, said: “We’re bringing in 20mph limits for city centre roads.”

Do 20mph speed limits actually work?

Slower cars should mean fewer accidents and less serious injuries – but some studies show 20mph limits only reduce car speeds by an average of 1mph.
Safe routes to school? We don’t think so!

Children should be kept away from this busy junction, not forced to use it to get to class.
Culture and social norms

- Individual’s choices influenced what is ‘normal’.
- For most, cycling is not considered a transport option.
- Freedom and independence are important and associated with cars.
Cycling has so many benefits...

Health

Environment

Community

Local economy

...it's great fun too!

We have to change the culture...

bloody cyclists!!

Don't shout at me! I should be hugged!
Policy and leadership
Learning from others
HOW CAN WE HELP INCREASE LEVELS OF ACTIVE TRAVEL?

Strong leadership, integrated policies and investment
Need consistent vision, community engagement and a shift in investment

Increase focus on the transport options for disadvantaged communities

Culture and behaviour change
Need to improve other options to encourage people not to drive

Urban planning
Better connectivity to amenities, safe walking and cycling routes, particularly near schools

Integrated infrastructure
Maintenance of active travel routes important but greater focus needed on role of public transport

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Thank you.

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