

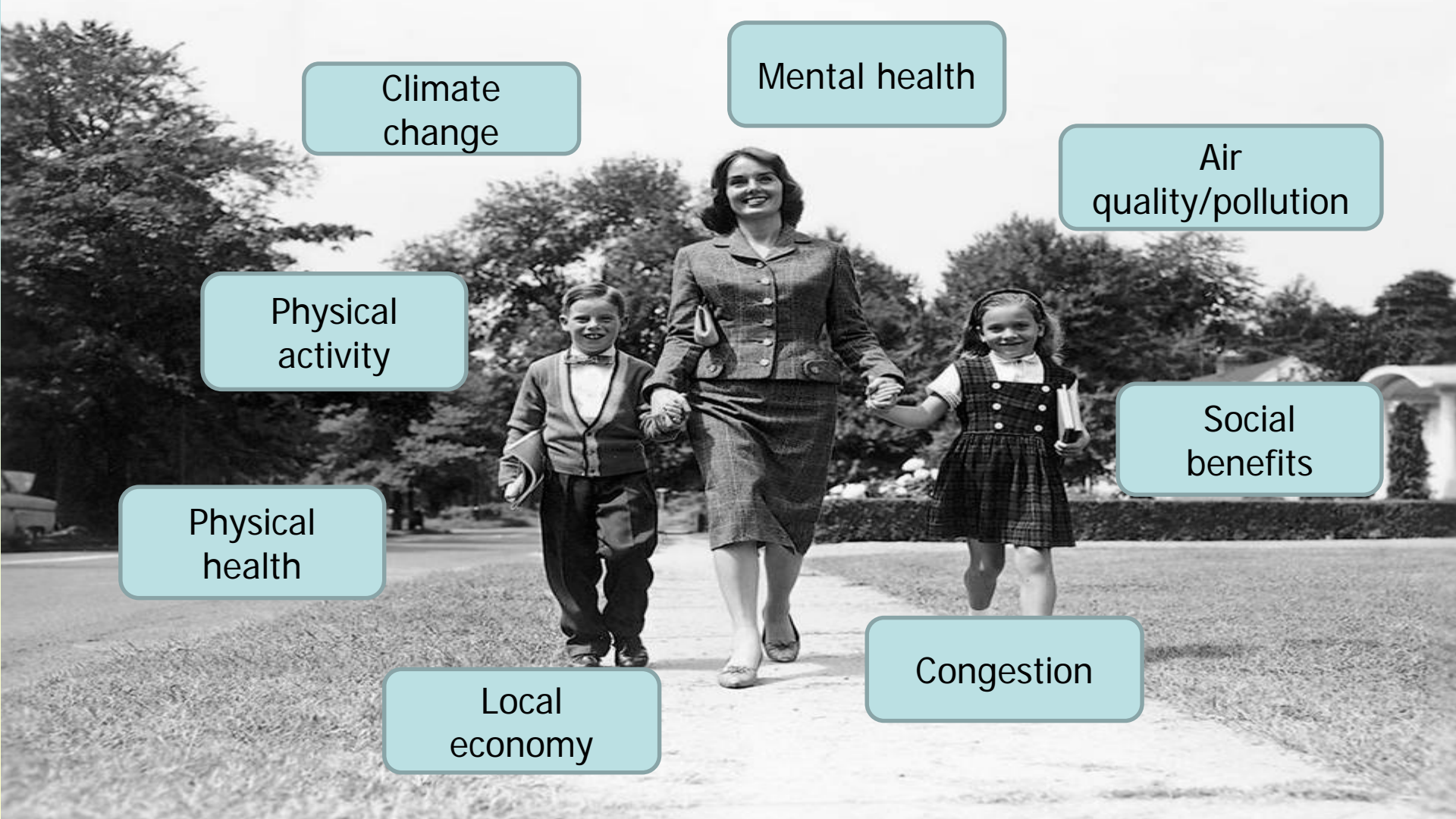
How to increase active travel?

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

Mental health

Air
quality/pollution

Physical
activity

Physical
health

Local
economy

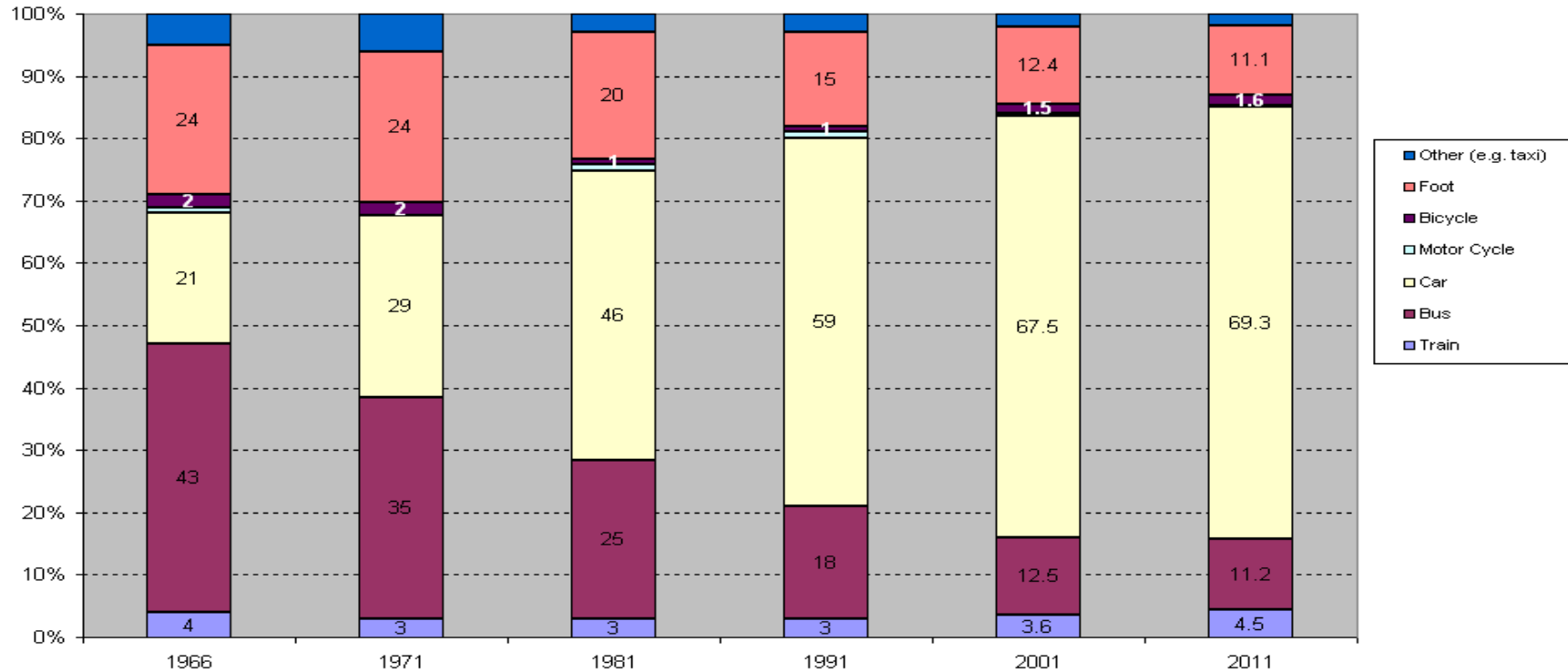
Congestion

Social
benefits

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:



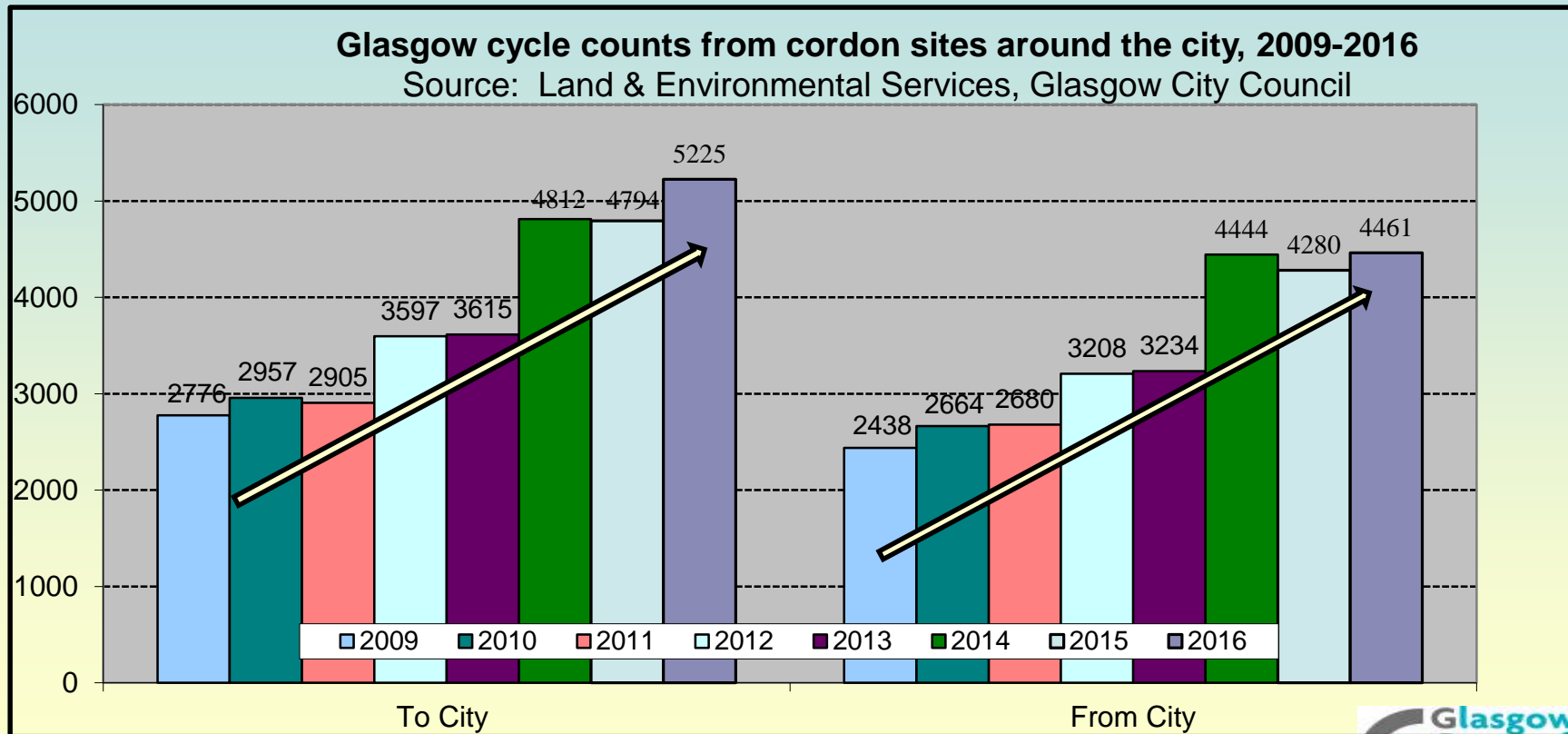
- Walking and public transport (bus) use
- Physical activity
- Road traffic injuries but...inequalities persist



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

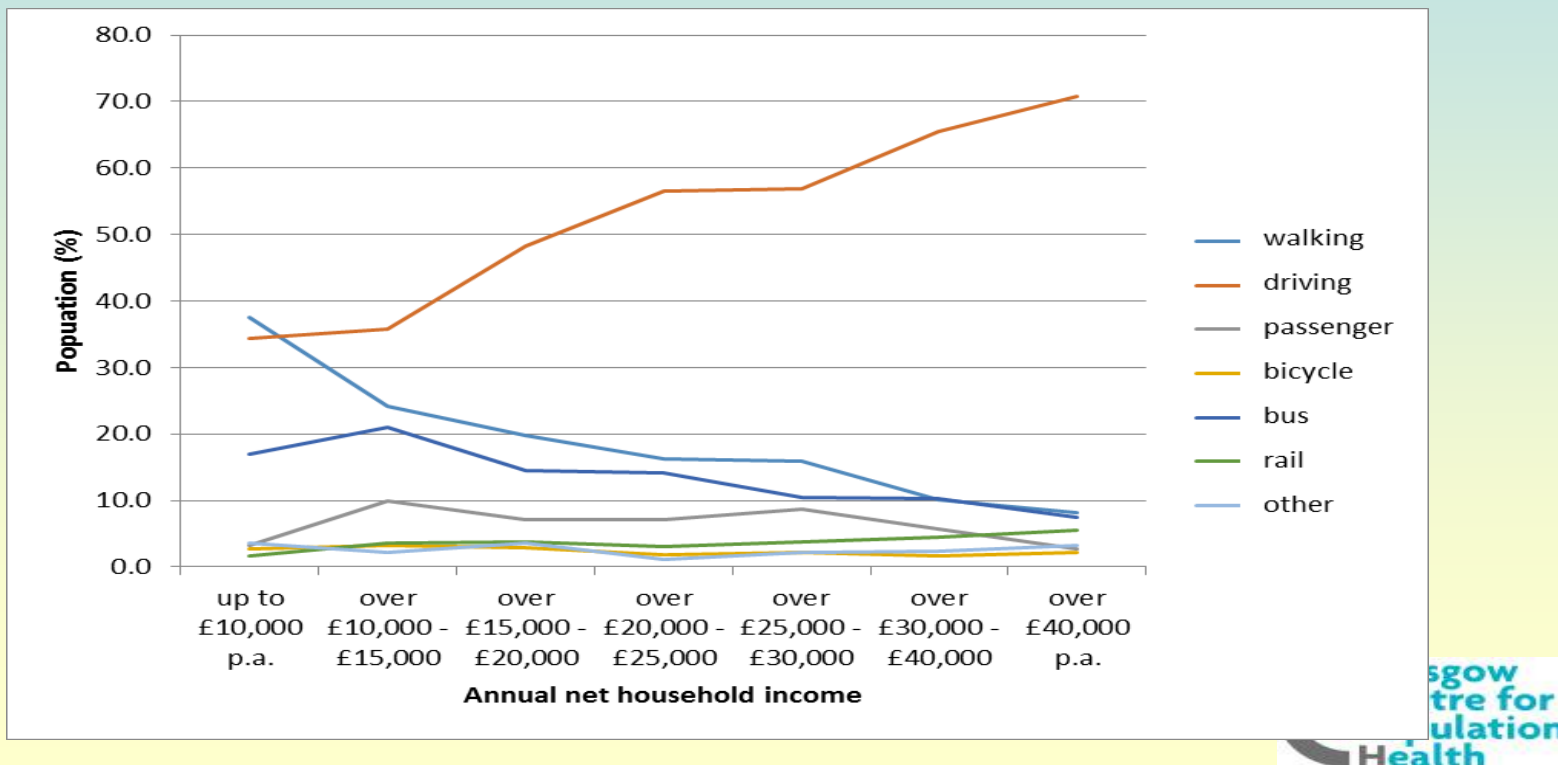
But there are some reasons to be cheerful...

Glasgow City Centre Cycle Counts, 2009-2016



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.



227

SHARES

Stuart Wilson

15:13, 6 OCT 2016

UPDATED 15:41, 6 OCT 2016

NEWS



Phase 2 of Bears Way is not going ahead



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

By

LAURA STURROCK

Email

Published: 15:04

Friday 30 September 2016

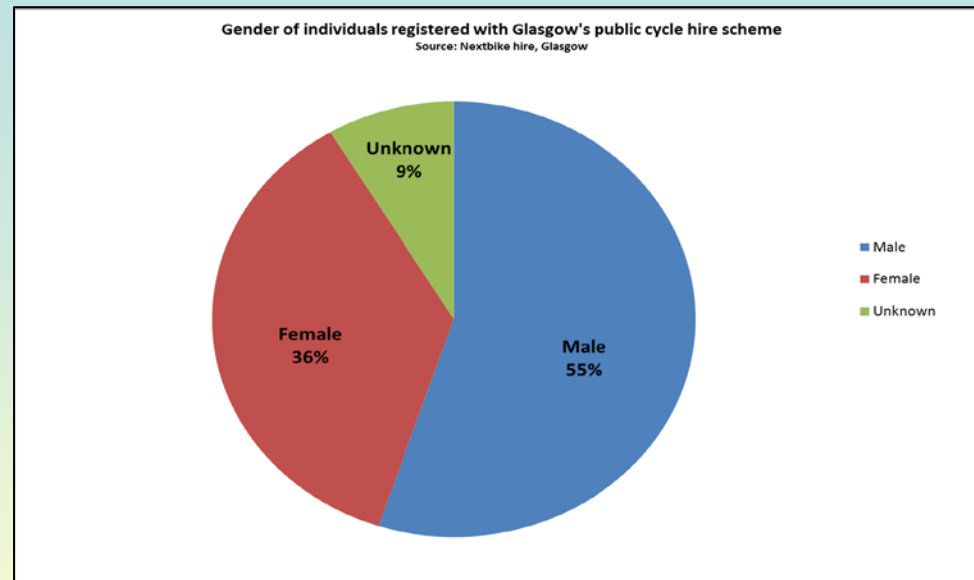
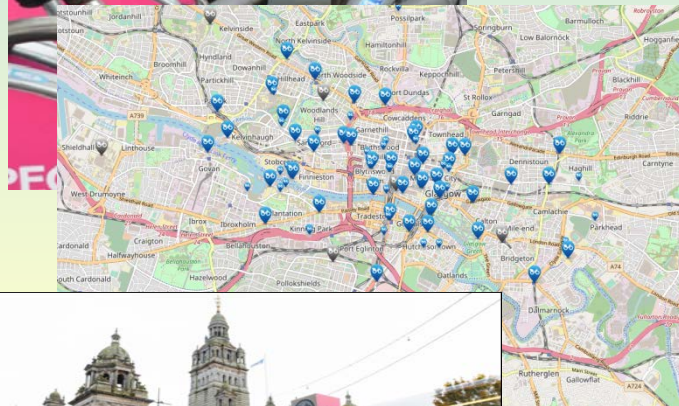


Phase 2 of the Bears Way project has been stopped in it's tracks.

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



South West City Way



Image: Glasgow City Council



Image: Joe Crossland, GCPH

Cycle
counter



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



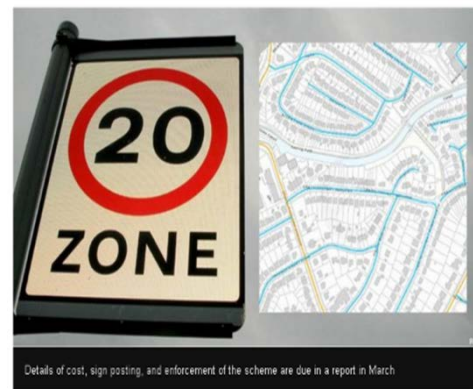
NEWS

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20mph speed limit for Edinburgh passed by councillors

© 13 January 2015 | Edinburgh, Fife & East Scotland



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.

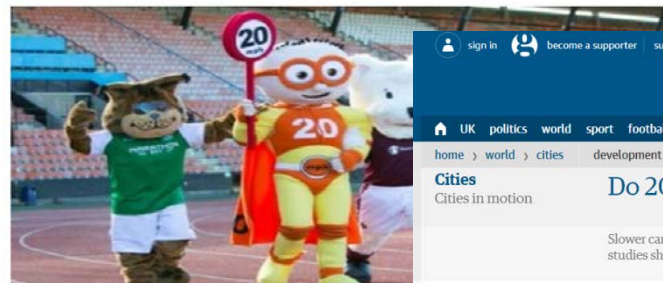
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Second phase of 20mph zone begins in Edinburgh

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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 being introduced over six phases.

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

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

The second zone is from Granton to Portobello and Duncraig. Lesley Hinds, City of Edinburgh Council's transport and roads director, said: "We're bringing in 20mph limits for city centre roads to make them safer for everyone."

Traffic speed

the guardian

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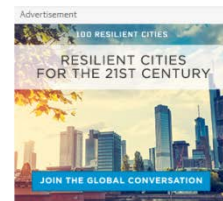
Cities Cities in motion

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

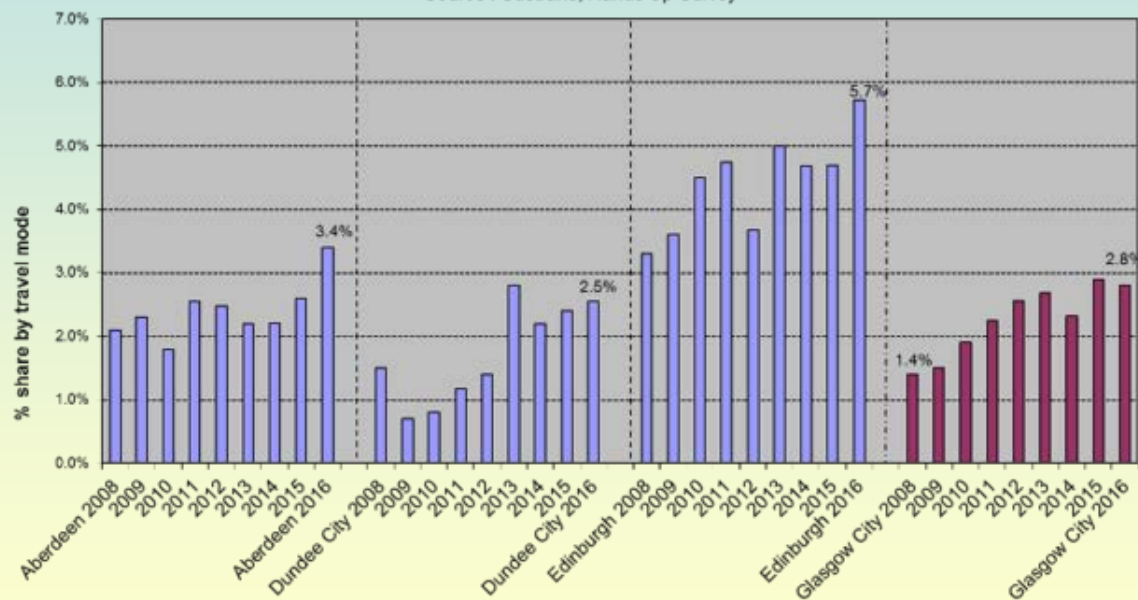


The Department for Transport has commissioned a three-year, £715,000 study on the effectiveness of 20mph zones. Photograph: Martin Bond/Alamy



Cycling to school, 4 largest Scottish cities, 2008-2016

Source : Sustrans, Hands Up Survey



**Safe routes
to school?**

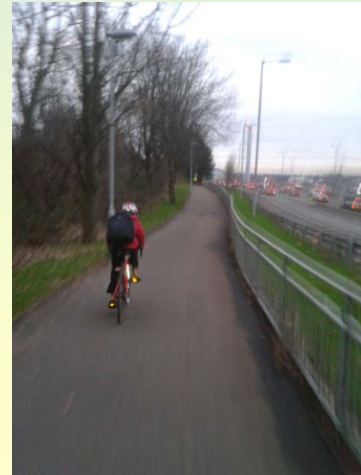
we don't think so!

children should be kept away from this busy junction,

not forced to use it to get to class

Culture and social norms

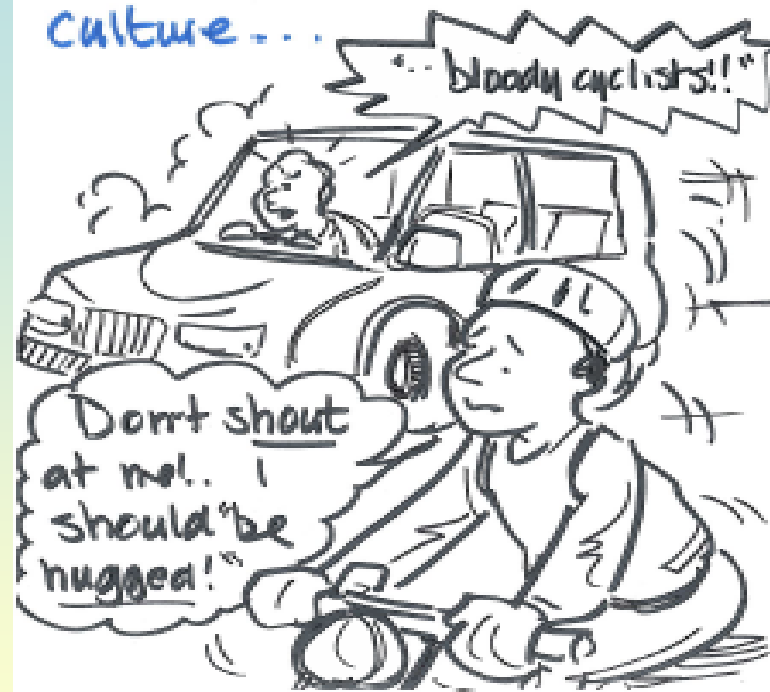
- Individual's choices influenced what is 'normal'.
- For most, cycling is not considered a transport option.
- Freedom and independence are important and associated with cars.



Cycling has so many
benefits...



We have to change the
culture...



Policy and leadership

Vision: A More Active Scotland

Physical activity is about getting people moving. Daily walking, playing in a park, going to a gym, training with a team or aspiring to win a gold medal - it really doesn't matter how people get active, it just matters that we do.

Being physically active contributes to our personal, community and national wellbeing.

Our vision is of a Scotland where more people are more active, more often.

A MORE ACTIVE SCOTLAND

Building a Legacy from the Commonwealth Games

comes

employment

Research and Innovation

Young People

CYCLING ACTION PLAN
for SCOTLAND



Let's Get
Scotland Walking
The National Walking Strategy



Climate Change (Scotland) Act 2009 page 131

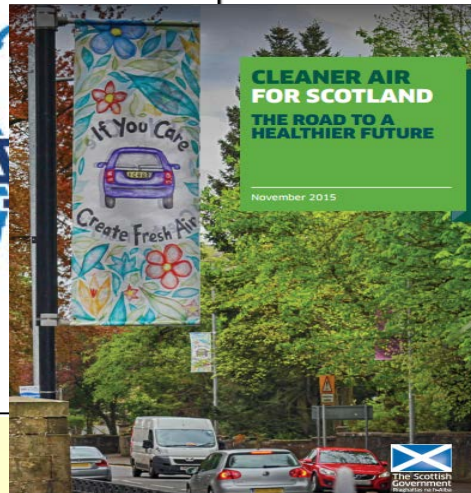


Climate Change (Scotland) Act 2009

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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

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



Increase focus on the transport options for disadvantaged communities

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





Thank you.

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Glasgow Centre for Population Health

www.gcph.co.uk