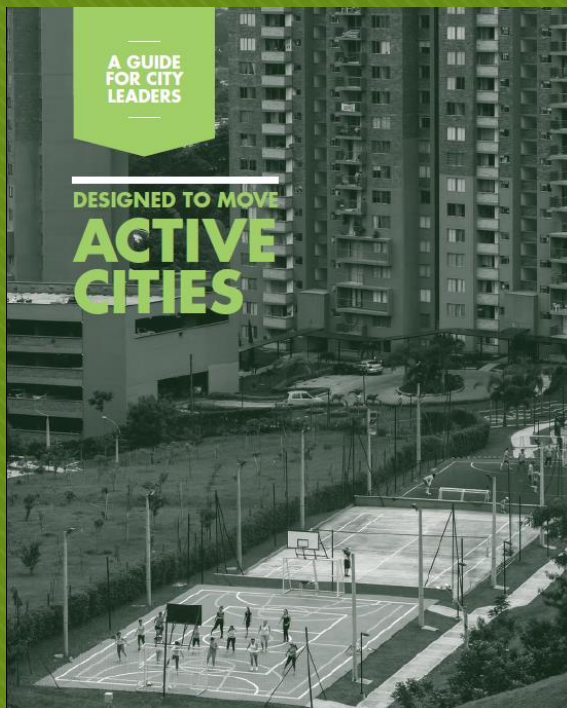


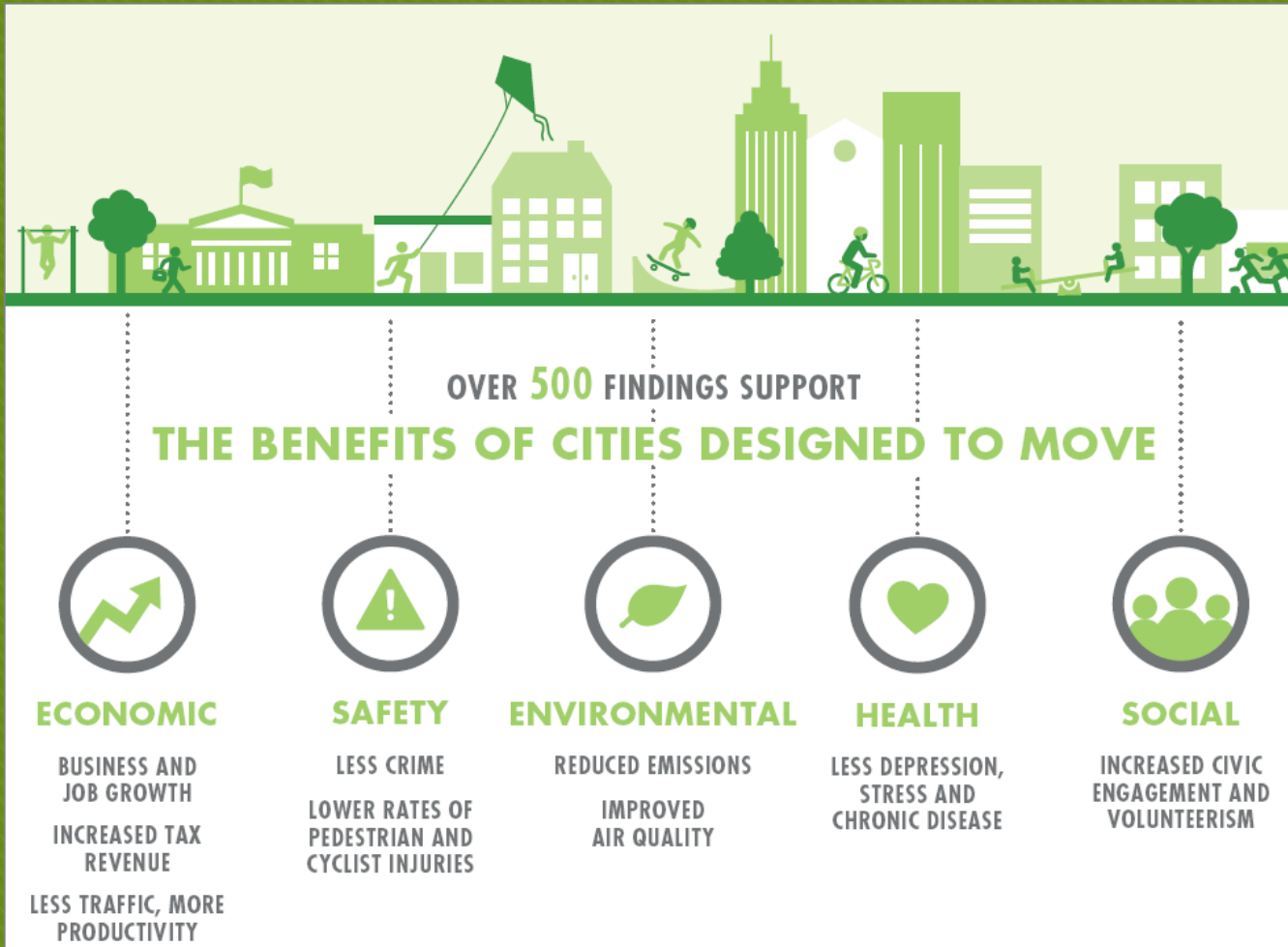
Active cities and urban competitiveness

Jason Torrance, Sustrans

EVIDENCE AND OPINIONS





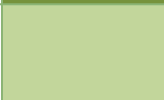




ACTIVE CITIES



Over 500 findings from 17 countries across 5 key settings



Summary of Scores & Color Codes for Each Level of Evidence

Level of Evidence	Range of Scores	Color Code
Strong evidence of positive effect	15 and above (+)	
Good evidence of positive effect	10-14 (+)	
Moderate evidence of positive effect	4-9 (+)	
Insufficient evidence	3.5 (-) to 3.5 (+)	
Moderate evidence of negative or null effect	4-9 (-)	
Good evidence of negative or null effect	10-14 (-)	
Strong evidence of negative or null effect	15 and above (-)	

Summary of Co-Benefits of Designing Activity-Friendly Environments

Setting	Physical Activity	Physical Health	Mental Health	Social Benefits	Environmental Sustainability	Safety / Injury Prevention	Economic Benefits
Open spaces / Parks / Trails	+++	57.5+ 3.5(0)	93+	42.5+ 4(0)	20+ 4(0)	23+	19+ 4(0)
Urban design / Land use	+++	105+ 54(0) 19-	31+ 4-	80.5+ 29(0)	265.5+ 45.5(0) 3.5-	13.5(0) 18.5-	69+ 10.5(0) 4-
Transport systems	+++	7+ 3.5-	3+ 3.5(0)	23+	70+ 21(0) 3-	67+ 14(0) 4-	56+ 3.5(0) 4-
Schools	+++	19.5+ 3.5(0)	21+	11+	21.5+	4+ 3-	15+
Workplaces / Buildings	+++	55+ 3.5(0)	18.5+ 4-		20.5+		48+ 3.5(0)

Green indicates positive benefits; red indicates negative impacts; white indicates insufficient evidence

BIKE LIFE

- Independent research by ICM who interviewed a total of **c.11,000 residents** aged 16+ across 7 UK cities in May and June 2015
- Research, Monitoring and Evaluation data collected and presented on how residents travel by bike and what impact project delivery is having of travel behaviour.
- Development and Communication of vision for cycling in each city



Attitudes to cycling are positive



73% of people agreed

that things would be better if people in general rode bikes more



67% of people agreed

that more people riding bikes would make the area a better place to live and work



61% of people agreed

that things would be better if friends and family rode bikes more

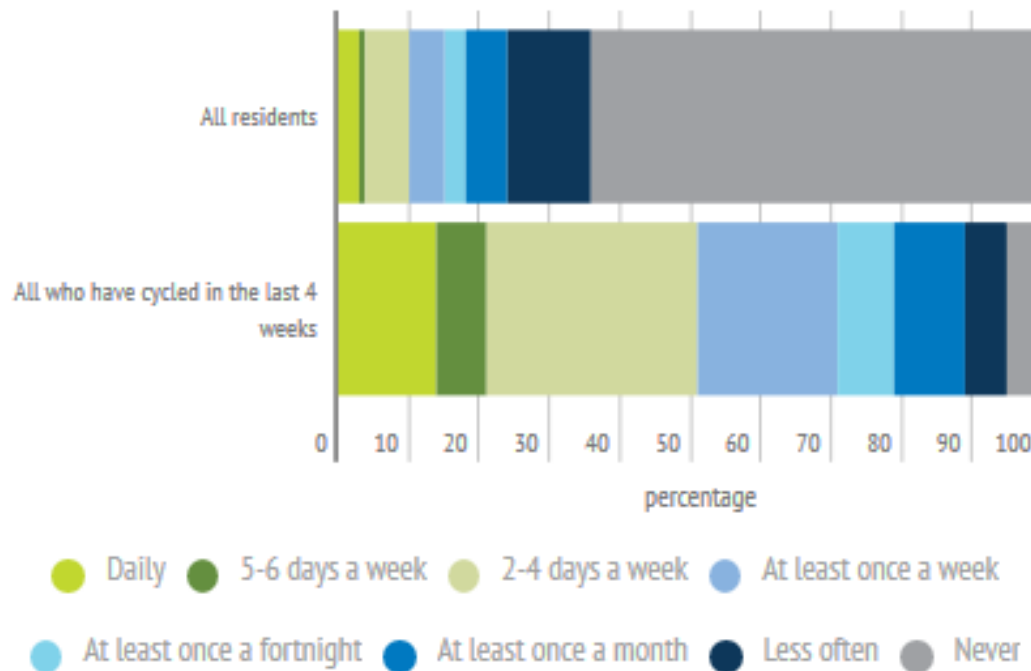


54% of people agreed

that they themselves should ride a bike more

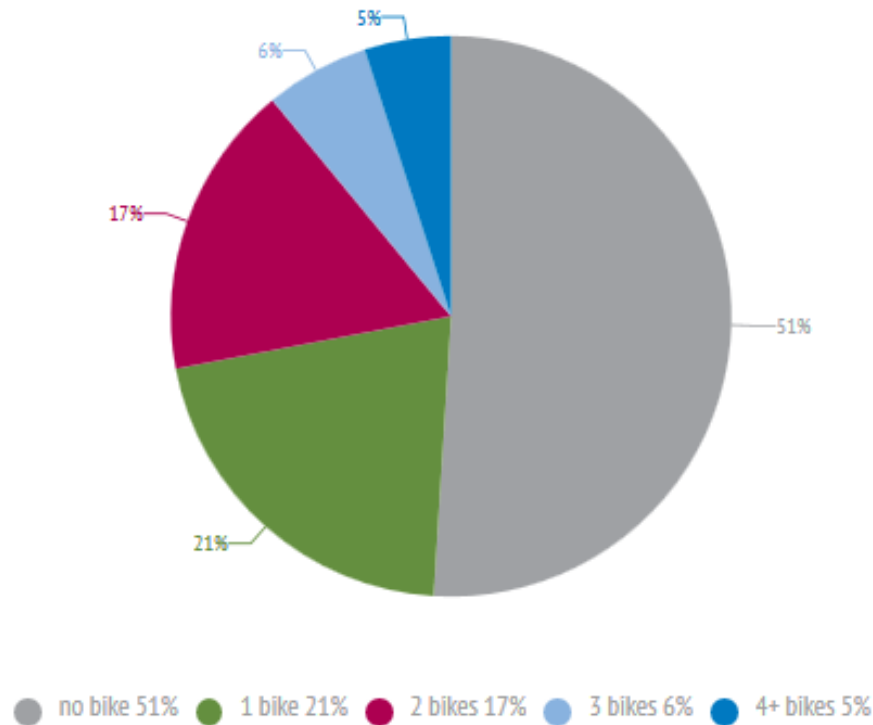
Bike usage is low

Relative to the number of bikes owned, usage is low, although nearly a quarter (24%) of people say they usually ride a bike once a month or more.



Bike ownership is commonplace

Bike ownership is common across the seven cities, with nearly half of people (49%) living in households owning at least one adult bike.



People want more investment in cycling

- Three quarters (75%) of people want national governments to invest more in making cycling safer.
- Nearly eight in ten (79%) people say they want improved safety for people riding bikes.
- Three quarters (75%) support more investment in cycling, with £26/person a year the average amount people want governments to be investing.

THIS IS ABOUT MAKING OUR CITIES MORE COMPETITIVE

OUR BODIES ARE DESIGNED TO MOVE. OUR CITIES SHOULD BE TOO.

Active Cities report at: www.sustrans.org.uk/activecities

Bike Life reports at: www.sustrans.org.uk/bikelife

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