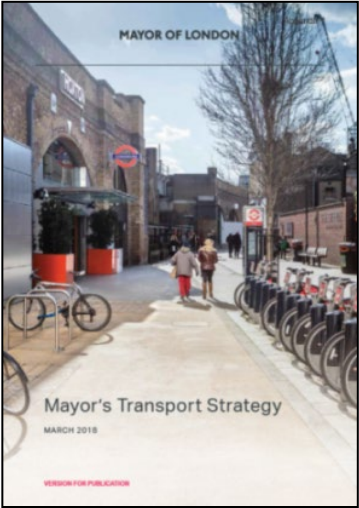


Economic Benefits of Walking & Cycling

Ben Bost
Transport Strategy & Policy
Transport for London



London has ambitious plans for sustainable transport



80% sustainable mode share by 2041



Zero emission by 2050



20 minutes of active travel per day for all by 2041



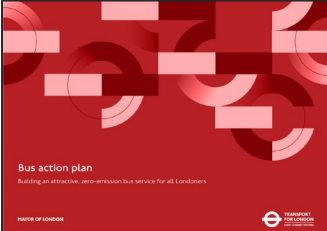
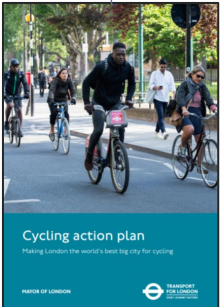
10% less in central London am peak 2026



Vision Zero for road danger by 2041



3 million fewer private car trips by 2041

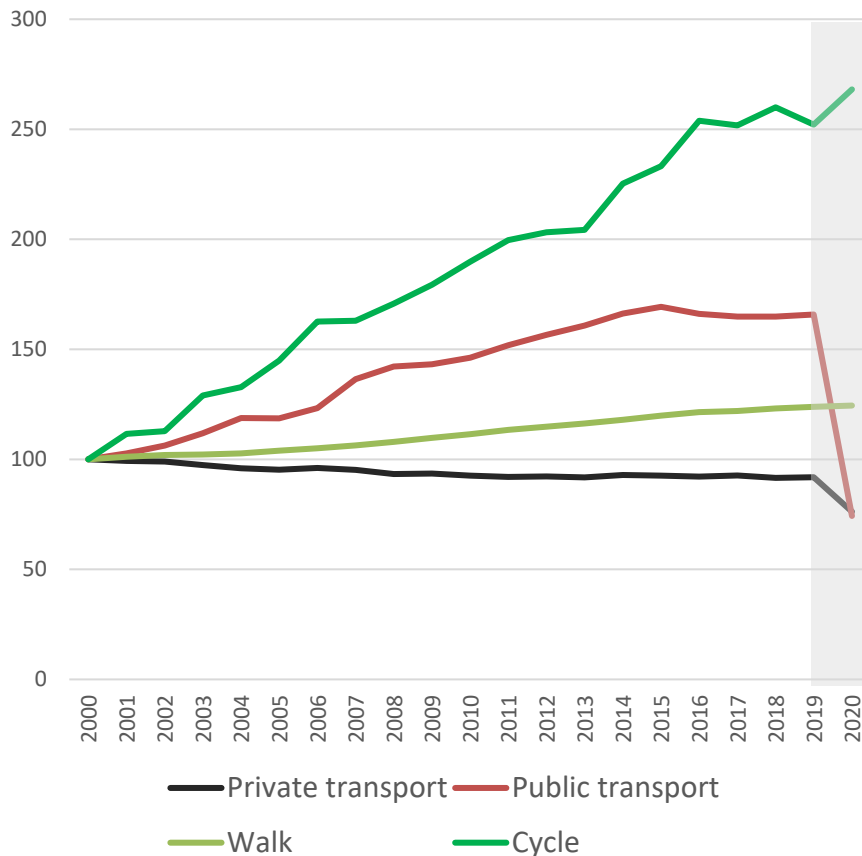


Cycling Action Plan update (early 2023)



The growth of active travel in London

Growth in number of trips by mode (indexed to 2000)

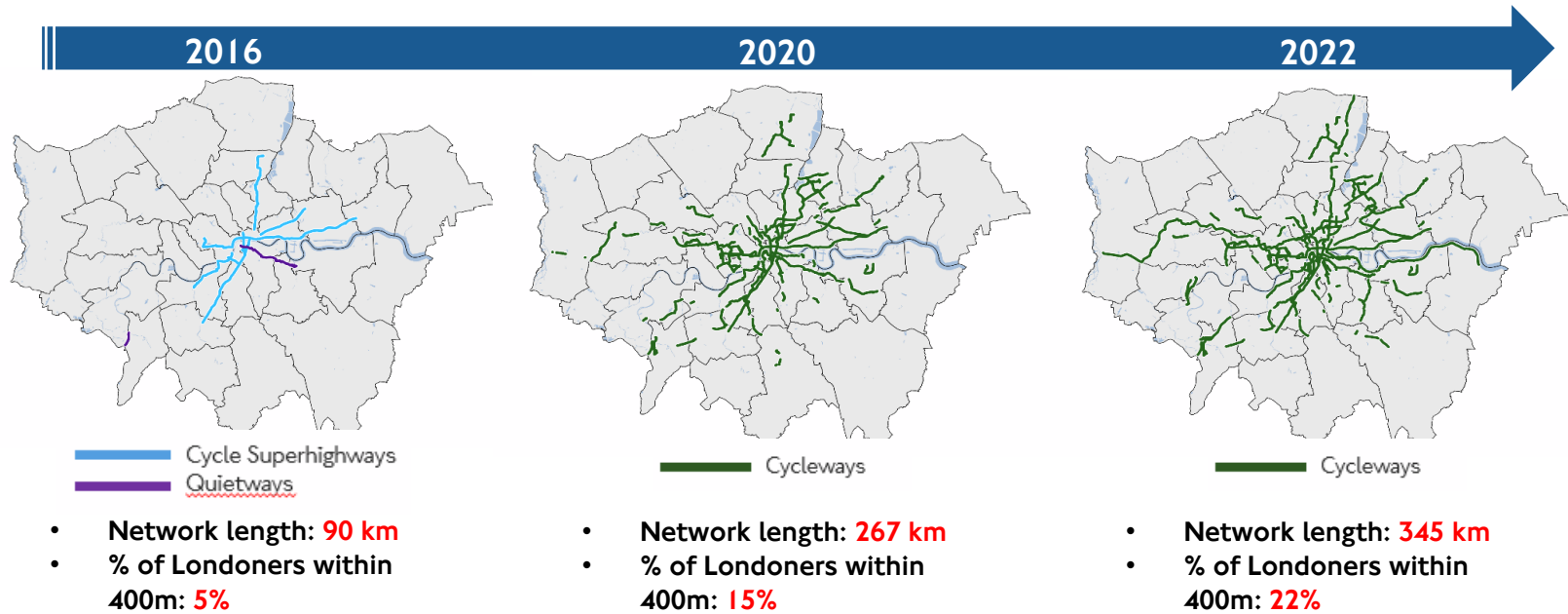


- Cycling has been the fastest growing mode in the past 20 years (+168%).
- Slower pan-London cycling growth in 2016-19 but continued to grow where we invested.
- Walking has historically grown in line with population growth.
- Walking and cycling were the most resilient modes during the pandemic and continued to increase despite an overall reduction in travel demand.

2021 data to be published in December 2022 in Travel in London Report 15.



We are transforming London's streets to prioritise sustainable modes



Following our response to the pandemic, there are now over 100 **Low Traffic Neighbourhoods**, over 500 **School Streets**, and **85km of 24/7 bus lanes** (useable by people cycling), reducing car dominance, supporting the growth in walking and complementing the Cycleway network.

There is huge potential for growth in walking and cycling

Londoners make over 20m journeys each day.

Over 8 million journeys currently made by motorised modes could potentially be cycled all the way, and over 3 million could potentially be walked.

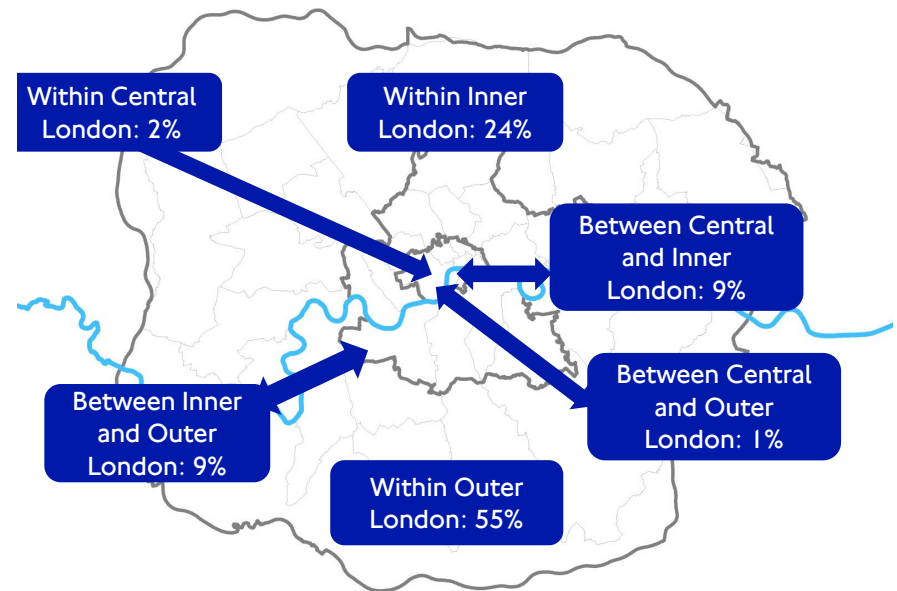
Real health and transport benefits can be achieved by shifting more of these journeys to active travel.

The greatest potential for new cycling and walking trips is within Inner and Outer London.

We need to support current demand, plus these new potential trips.

2/3rd of car trips are shorter than 5km

Distribution of potentially cyclable trips



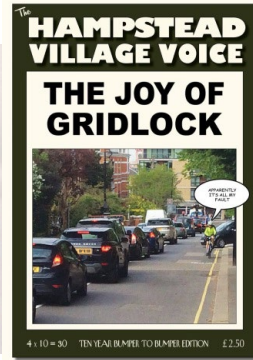
Understanding the economic benefits of walking and cycling

- We formed a partnership consisting of subject matter experts and stakeholders from across London and the UK, including delivery partners, academia, business and walking and cycling lobby groups
- The group delivered a joint action plan to build knowledge, harness support, inform future policy and influence key stakeholders
- Research launched in 2018 on our online hub:
<https://tfl.gov.uk/corporate/publications-and-reports/economic-benefits-of-walking-and-cycling>
- Aimed at:
 - ✓ Providing **robust and credible economic evidence** to support and prioritise investment
 - ✓ Addressing **common myths and misconceptions** on the impacts of active travel investment



Myth-busting – congestion, pollution, gentrification

Cycle lanes lunacy! More and more are being built across Britain, causing gridlock and pollution. But the



Cycling and the gentrification of inner London



Pupils and parents protest at pollution



Donning face masks, they called on London mayor Sadiq Khan to intervene to stop the Cycle Superhighway 11 (CS11)

Waltham Forest 'mini-Holland' row: politics, protests and house prices



Myth-busting – schemes are often delayed by concerns over their impact on the local economy



News › London

Plans for west London cycle superhighway slammed for creating a 'speedway for cyclists' and 'crippling' trade



News › Transport

'Rethink London's cycle lanes and end congestion charge', say business chiefs

PIPPA CRERAR | Thursday 13 October 2016 10:29 | 98 comments

Small businesses fear ruin from prolonged Hackney town centre regeneration

£25m revamp has wrecked Trafalgar Square, rages National Gallery boss

Our evidence dispels these myths and sets out a compelling case for investment in walking and cycling...



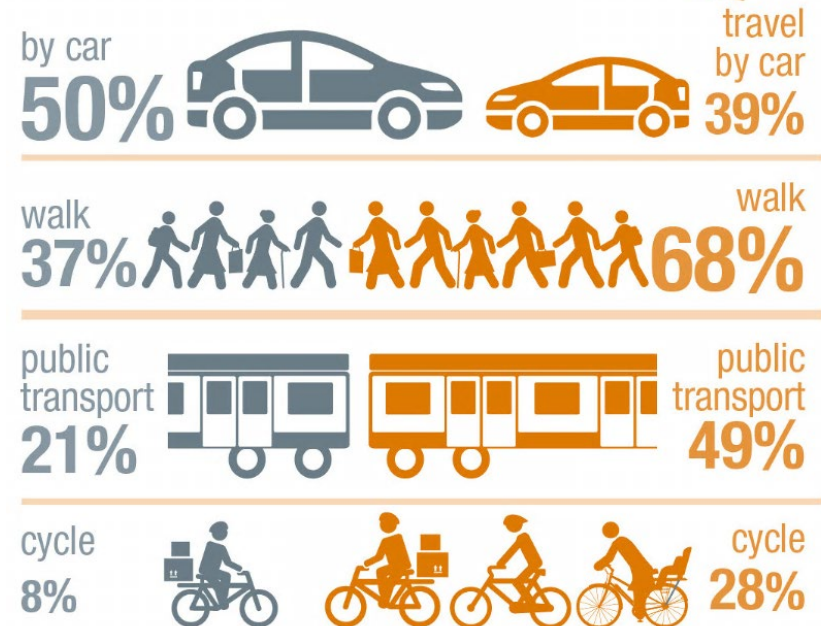
Walking and cycling can help strengthen high streets across London – better serving existing customers and helping draw new ones

- Surveys have shown that business owners **often overestimate how many of their customers travel by car** – and underestimate how many customers walk. *(LBWF, 2015)*
- Walking improvements can help **increase high street footfall** – research suggests by **up to 40%** *(Lawlor, 2013)*.
- Cycle parking can deliver **5 times the retail spend per square metre** than the same area of car parking *(Rajé and Saffrey, 2016)*.

Businesses

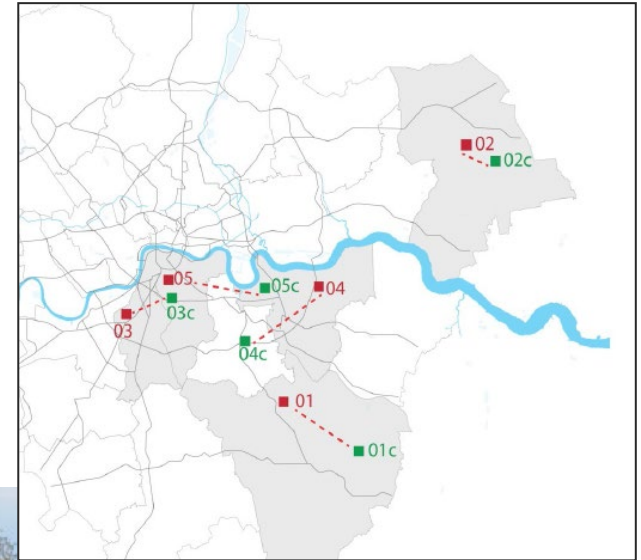
on Forest Road think their customers travel to the area:

However, people who use the area said they:



Comparing the economic performance of improved and unimproved town centres in inner and outer London

- **Increased footfall:** the number of people standing, waiting and sitting nearly doubled and people walking in the streets increased by 93%
- **People spent more time in the street :** with a 216% increase in activity such as going into a shop, stopping at a café or sitting on a bench
- **Business performance:** Retail rental values (taken as a proxy for business) increased by 7.5% and office rental values increased by 4%, suggesting that local businesses are thriving in the area
- **Increased retail occupancy:** there was a 17% decline in retail vacancy compared to unimproved town centres



What do BID's think about walking and cycling?

- We surveyed London's Business Improvement Districts (BIDs) together with the University of Westminster
- Key focus on understanding how walking and cycling investment contributes to business performance.
- High response rate (40 BIDs) providing clear evidence that BIDs across Greater London see cycling and walking as important to business performance.

95% of BIDs surveyed feel that a good environment for **walking** is important for business performance

85% of BIDs surveyed feel that a good environment for **cycling** is important for business performance



Creating a great environment for walking and cycling can help attract major businesses and strengthen London's talent pool

- Cities increasingly **compete on quality of life** to build their pipeline of talent, and great places for walking and cycling are fundamental to this.
- We asked BIDs why creating a good walking and cycling environment is important to business performance. **'Attracting and retaining staff'** was cited as a top three reason. *(Aldred and Sharkey, 2018)*
- Employees who are physically active take **27% fewer sick days** than their colleagues. *(National Institute for Health and Care Excellence, 2012)*
- 73% of employees who cycle felt it makes them **more productive at work** *(The Prince's The Responsible Business Network, 2011)*



Major businesses are demanding investment in active travel



“ Cycling is a fundamental part of the future city and has been a critical factor in Google’s decision to invest in King’s Cross and London. Cycling has an important role to play in attracting and retaining talent ”

Dan Copley, former CEO of Google UK

Over 200 major employers came together to support plans for segregated cycle routes in central London

(<https://cyclingworks.wordpress.com/>)

“ The proposed north–south and east–west routes will help us attract and retain the employees our business needs to continue to thrive. They will also make London a more attractive city in which to build and run our business. ”

John Ridding, CEO Financial Times



“ We specifically chose to open our store in Francis Road because we liked the idea of the road being pedestrianised. There have been lots of new businesses opening up in recent months and there is a great community atmosphere among us and our customers. ”

Tiff Howick, co-founder Venner Store



Road space efficiency – moving more people on our roads

One car takes up the same space as...



5 people cycling

or



20 people walking

or



12 cycle parking spaces

The average car in London carries:



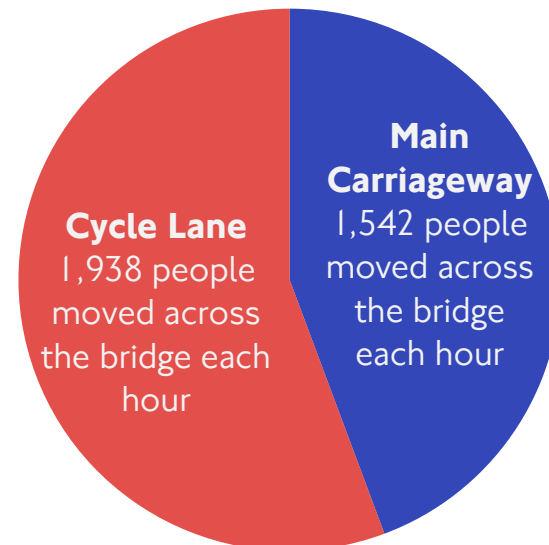
1.56 people

Illustrating this concept, we have measured **total people movement** on the Blackfriars Bridge corridor:



5% increase

in the number of **people moved** across Blackfriars Bridge in the peak hour since construction of the Cycleway 6



Active travel has significant health benefits – translating into significant economic benefits and savings

If all Londoners walked or cycled for 20 minutes a day, this would save

£1.7bn

in NHS treatment costs over 25 years and would contribute to fewer of the following⁵:

Source: Healthy Streets for London; Department of Health



A person who is active every day reduces their risk of⁶:

Type 2 diabetes

35-50% ▼

Depression

20-30% ▼

Coronary heart disease

20-35% ▼

Alzheimer's disease

20-35% ▼

Hip fracture

36-68% ▼

Breast cancer

20% ▼

Death

20-35% ▼

Colon cancer

30-50% ▼



Summary & next steps

- Active travel can help London and the UK's economy thrive – from our global companies to local businesses and the high street
- Securing funding and political support for active travel continues to be a challenge. We need to build on the evidence and strengthen the case for investment – and make sure it reaches the right audiences
- Next steps:
 - ❑ Publish new Cycling Action Plan to reiterate our commitment to grow cycling and highlight its contribution to London's success
 - ❑ Publish the economic case for buses on London's street
 - ❑ Update the 2018 economic case hub with the latest evidence, drawing from recent delivery (e.g. Low Traffic Neighbourhoods, School Streets) and the critical role of active travel in the post-pandemic recovery and economy crisis.



Thank you

Ben Bost
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Online hub available at:
<https://tfl.gov.uk/corporate/publications-and-reports/economic-benefits-of-walking-and-cycling>

