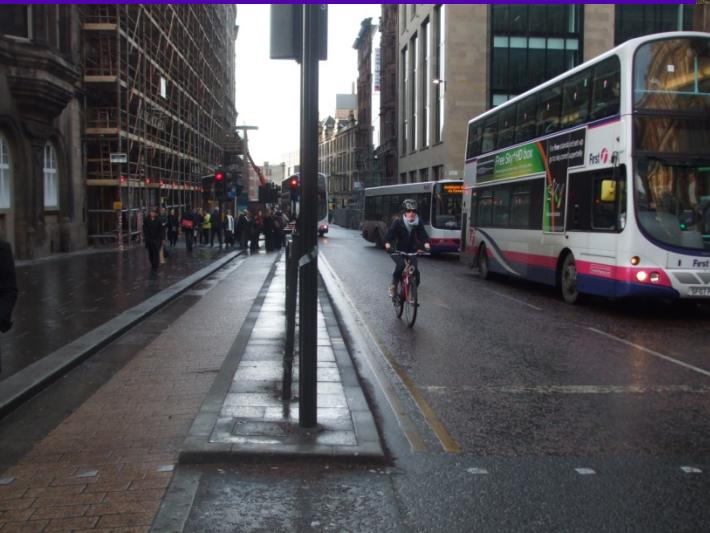


Monitoring and Appraising Cycling

GCPH Growing the Evidence Base

Chris Paterson | 21 May 2013



Recent MVA Cycling-related Projects

- Transport Strategy for Glasgow City Centre (walking and cycling plays a key role)
- Measures to increase cycling in and around Irvine (North Ayrshire Council)
- Improvements to Scottish Borders Cycle Network
- Monitoring levels of cycling (Cycling Scotland & Transport Scotland)
- Active Travel to/from Schools in the Greater Glasgow Area (GCPH)
- Health Benefits of the Forth & Clyde and Union Canals (British Waterways Scotland)

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Health Benefits of the Forth & Clyde and Union Canals

- Literature Review
- Primary Research (Quant & Qual)
- Health Benefits
 - Additional walking and cycling (HEAT)
 - Cycling accident reduction
 - Time spent in cleaner air
 - Reduced absenteeism
 - Various other attitudinal responses



Health Benefits of the Forth & Clyde and Union Canals

- Literature Review
- Primary Research (Quant & Qual)
- Health Benefits
 - Additional walking and cycling (HEAT) (>£6.4M pa)
 - Cycling accident reduction (>£220K pa)
 - Time spent in cleaner air (85,000 hrs pa = £????)
 - Reduced absenteeism (>£77K pa)
 - Various other attitudinal responses



Approaches for monitoring levels of cycling in Scotland

- MVA Consultancy was commissioned by Cycling Scotland and Transport Scotland to identify a robust approach to monitoring levels of cycling in Scotland
- Particular emphasis on monitoring progress towards achieving Scottish Government's cycling target/vision of '**10% of trips by bike**'

Key Points

- The main requirement of the Study was identify ways to monitor progress towards the '10% of trips by bike'
- A number of other outcomes are also relevant
 - cycling as a form of exercise
 - cycling to reduce congestion
 - economic impacts of cycling (including tourism)
 - cycling safety
 - evaluating cycle-related expenditure
 - understanding cycling-related behaviour
- 'Usual Mode' questions are biased against cycling

Main Recommendations (1st of 2)

- SHS (and its Travel Diary) is a key data source for monitoring cycle use (and so the relevant questions should be protected)
- SHS 'Proportion of Trips by Main Mode' data should be used as the core indicator for measuring progress towards the '10% of trips by bike'
- Household surveys incorporating the wording of the SHS questions re frequency of cycling in the past 7 days should be used to estimate the prevalence of cycling in a given area
- Any monitoring should include all relevant active modes.
- Sustrans HUSS should continue to be actively supported/promoted/extended
- The Scottish Health Survey (SHeS) provides an additional source of information regarding cycling from a health perspective

Main Recommendations (2nd of 2)

- SNH's Scottish Recreational Survey can provide additional (bi-annual) information about the frequency of various forms of on-road and off-road cycling at the Scottish level
- STATS19 (supplemented by ISD reports) can be used to measure cycling-related road accidents
- Any reporting of cycling accidents should include an estimate of the accident rate (eg per 1000 cycle kms)
- A value of '£230 per regular cyclist' (2011 prices) from a previous LSE study could be used as a 'Rule of Thumb' to estimate the economic benefits of regular cycling
- All significant investment in cycling infrastructure should be evaluated using robust Before and After monitoring
- Sources of data which can be used to understand why people do (and don't) cycle should be safeguarded.

Additional Guidance/Research Required

- GIS-based collation of estimates of quarterly cycling (and walking) totals at each continuous counter location.
- Guidance on the purchase, installation, maintenance and use of cycle counting equipment, including consideration of the cost and responsibility for maintenance
- Relationship between cycling and pedestrian infrastructure and the public's perception of their neighbourhood
- Health benefits of traffic-free cycle routes
- Quantification of the contribution of cycle-related tourism to the Scottish economy (including inclusion of cycling in visitor surveys)
- Workshop covering cycling investment-related topics including 'Best Practice' for funding, delivering, monitoring and evaluating cycle/active-travel related expenditure.

Questions and Discussion



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