

Active Travel

Active Travel and Economic Performance



Table of contents

Active travel and economic performance

4

Improving business efficiency

'What Works' evidence of the impact of different walking and cycling typologies

Where to target interventions

Benefits of a holistic approach

Overview of economic benefits, associated setting and



1. Active travel and economic performance

play a very significant role in optimising the contribution of transport to economic

Our work highlights five key areas where walking and cycling contribute towards

Improving business efficiency (reduced absenteeism as

What would an ideal shopping street look like

Reduction of traffic on the road.



1.3 Improving business efficiency

11

12



2. 'What Works' evidence of the impact of different walking and cycling typologies

Physical barriers, whether natural or man-made, can strongly influence the extent to

Benefits to boost economic performance include:

bridges, tunnels and traffic-free links demonstrate the impacts of these interventions

Bike 'n' Ride: whole project³¹

Bike 'n' Ride across 120 stations, with around 2,200 beneficiaries,

Access to Stations



Personalised Travel Planning



Evidence from town-wide interventions demonstrates the benefits of smarter-

The Cycling Demonstration Towns



Figure 4: changes in the recorded number of cycling trips along routes in Aylesbury town centre.

The Sustainable Travel Towns

A benefit cost ratio of 4.5 to 1 was calculated based only on the reductions in

Figure 5: Changes in number of trips of different modes made by Sustainable Travel Town residents between 2004 and 2008



3. Where to target interventions



4. Benefits of a holistic approach³⁴

31

35

projects. The report highlighted the difficulty of quantifying what the ideal balance is,

Benefits of co-delivery rather than just infrastructure³⁴

36

6. Benefit Cost Ratios for different project types



7. References

1. Cabinet Office 2009 The costs of urban transport
- 2.
3. <https://www.gov.uk/transport-analysis-guidance-webtag>
- 4.
- 5.
- 6.
- 7.
- 8.

27.

