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 t arget interventions

Benefits o f a holistic approach

Overview of economic benefits, associated setting an

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



Route	Year	Distance (km)	Cycle trips	(of which end to end)	

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
Benef ts to boost economic performance include:
bridges, tunnels and traff c-free links demonstrate the impacts of these interventions



Bike 'n' Ride: whole project ³¹	
Bike 'n' Ride across 120 stations, with around 2,200 benef ciaries,	
Access to Stations	

Personalised Travel Planning

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

The Cycling Demonstration Towns



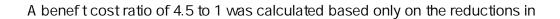


Figure 5: Changes in number of trips of different modes made by Sustainable Travel Town residents between 2004 and 2008

3. Where to target interventions

4. Bene ts of a holistic approach³⁴

31

35

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

Bene ts of co-delivery rather than just infrastructure³⁴

36

6. Bene t Cost Ratios for different project types

7. References

Cabinet Office 2009 The costs of urban transport.
https://www.gov.uk/transport-analysis-guidance-webtag

27.