

Appendix: Charter Supporting Evidence

“The Value of Cycling”, DfT sponsored research from University of Birmingham & Phil Jones Associated. Mar’16:

- Economic growth can result from high density, cycle friendly urban design
- Reduced infrastructure maintenance costs come with catering for active travel and are typically 33% lower.
- Cycle parking allows 5 times more retail spend than the same space for car parking. Furthermore, a compact town optimised for walking and cycling typically delivers a ‘retail density’ (spend per square metre) 2.5 times higher than typical urban centres.
- Residential property values rise 1% when motor traffic is reduced 50%
- Facilitation of cycle to work leads to lower staff turnover.
- Cycling can reduce absenteeism
- Children who walk or cycle to school tend to be more attentive and achieve greater results

Public Health England: “Working Together to Promote Active Travel A briefing for local authorities”

Walking and cycling are good for our physical and mental health. Switching more journeys to active travel will improve health, quality of life and the environment, and local productivity, while at the same time reducing costs to the public purse. These are substantial ‘win-wins’ that benefit individual people and the community as a whole

- physical inactivity directly contributes to 1 in 6 deaths in the UK and costs £7.4 billion a year to business and wider society
- the growth in road transport has been a major factor in reducing levels of physical activity and increasing obesity
- building walking or cycling into daily routines are the most effective ways to increase physical activity
- short car trips (under 5 miles) are a prime area for switching to active travel and to public transport
- health-promoting transport systems are pro-business and support economic prosperity. They enable optimal travel to work with less congestion, collisions, pollution, and they support a healthier workforce.

Cycling UK (formerly CTC) - business benefits of cycling briefing

- Cycling could substantially reduce these risks, while strengthening local economies in both urban and rural areas; supporting local businesses and property values; boosting the economic productivity of a healthy and satisfied workforce; and enabling disadvantaged groups to gain skills and access employment opportunities.
- The average economic benefit-to-cost ratio of investing in cycling & walking schemes is 13:1.

- Academics who studied the cost benefit analysis used by Copenhagen to decide whether to build new cycling infrastructure, concluded that cars cost society and private individuals six times more than cycling.
- On average, cycle commuting employees take one less sick day p.a. than non-cyclists and save the UK economy almost £83m.
- Although cyclists may spend less than car-borne shoppers per trip, their total expenditure is on average greater because they tend to visit the shops more often.
- On 9th Avenue (Manhattan), where a high quality cycle lane was rebuilt in late 2008, retail sales increased by up to 49%, compared to 3% borough-wide.

From Devon County Council's "Cycling and Multi-Use Trail Network Strategy" March 2015:

- "Our walking and cycle network supports our economy and enables people to enjoy being active"
- "Cycling supports the local economy in urban and rural areas; supports local businesses and property values by reducing vehicular traffic and congestion; it boosts the economic productivity of a healthy and satisfied workforce, and enables disadvantaged groups to gain access to training and employment opportunities"
- " Cycling, multi-use trails and public open space are seen as an intrinsic part of the solution for a modern growing economy"
- "We will develop a segregated, high quality multi-use network of routes and trails that provide access for all and promote healthy, active lifestyles in Devon"
- "Exeter is the economic hub of Devon and is where the payback in investing in cycling, walking and leisure routes is multiple"