
Report to Place Committee

Date of Meeting: 20 May 2021

Subject: Connected Clackmannanshire

Report by: Strategic Director (Place)

1.0 PURPOSE

- 1.1. This report updates Members on the development of the Strategic Transportation Strategy '*Connected Clackmannanshire*' and outlines progress on related CRD Active Travel activities.
- 1.2. The Council is leading on world class transformational projects that aim to connect our settlements, increase our connectivity to our neighbouring Authorities by promotion of Active Travel via cycling, walking and use of public transport.
- 1.3. This paper highlights the following key areas of work :
 - Update on the development of the Connected Clackmannanshire Strategy and City Regions Deal (CRD) Active Travel bid.
 - Development of a Mountain Bike Trail Masterplan & Pump Tracks Bid
 - Outline collaboration, key risks & conclusions.

2.0 RECOMENDATIONS

- 2.1 It is recommended that the Committee provides its full support and commitment to further development of the Connected Clackmannanshire Strategy and for all Services to continue their collaboration to further develop and achieve its aims and maximise the opportunities available
- 2.2 The Committee note the submission of the Outline Business Case to Scottish Government for City Region Deal Active Travel as an integral step towards the overall programme.

3.0 CONSIDERATIONS

Connected Clackmannanshire - CRD - a Visual, Place Based Approach

- 3.1 The 'Connected Clackmannanshire' Strategy is in its early phase of development. The Senior Manager has devised this as a way of effectively communicating the vast array of transformational projects that relate to the further advancement of our transportation and active travel network. This comprises our cycling and walking paths, connectivity between our settlements but also our wider links beyond our Council boundaries. This is not just limited to active travel but also our strategic road and rail network which also forms part of our connectivity.
- 3.2 The concept of the strategy is to take complex detailed projects, plans, reports, bids and aspirations and to visualise them in a way that communicates clearly our intent. Initially this has been developed into a visual map basis for the cycle network development (Appendix 1).
- 3.3 This highlights our existing cycle path network and what is planned to be developed as part of the various initiatives and funding mechanisms, primarily but not exclusively the Active Travel Projects within the CRD.
- 3.4 The map based approach has helped to highlight to our funders, internal and external collaborators and key stakeholders of how much Clackmannanshire has accomplished to date. It also highlights the plans we have to further increase connectivity and further reduce the reliance on motorised transport.
- 3.5 The essence of the plan is to ensure we have all of our towns, villages and schools connected by an active travel network that will promote walking and cycling wherever possible.
- 3.6 By increasing the connectivity of our settlements to Schools we have brought about significant health benefits both mental and physical to our community. The recent projects at Lornshill Academy - Sauchie and Glen Ochil, and the extension of the Alva Cycleway have physically demonstrated the approach we are taking.
- 3.7 Early feedback from our communities during the Pandemic has highlighted the success of having street lit, safe, high quality paths that are used by a wide cross section of the community.
- 3.8 Connectivity to our key tourism areas will complement and help support development of the CRD Tourism Bid. By having high quality active travel links to our key tourist areas we will help increase the likelihood of successful CRD Tourism bids. This will provide increased economic benefits, likely on the 13:1 ROI basis. Studies on the impact of spend on similar projects demonstrate that for every £1 pound spent on walking and cycling projects they generate £13 pound of economic benefit to the local economy (Appendix 2).
- 3.9 Our strategic plan will be further developed over the coming months to highlight key areas of interest across the area and to help pull together separate parts of the network to ensure we can demonstrate the multiple benefits of an integrated approach to design, planning, consultation,

development, construction, marketing and promotion of all the projects in CRD and beyond.

- 3.10 The potential exists for Connected Clackmannanshire in time to become much more of a concept and brand to describe our extensive network and access to our assets and economy, just as Glasgow used '*People Make Glasgow*'. Clackmannanshire will be a destination area for all forms of cycling and active travel building upon on our existing natural and built assets.

Collaboration & the CRD OBC (Outline Business Case)

- 3.11 After extensive collaboration and joint working on the 7th of April 2021 Clacks and Stirling Council submitted our joint CRD Active Travel Outline Business Case to the Scottish Government.

- 3.12 At a high level the submitted full list of projects are the following:

- Stirling to Alloa
- Stirling City to Cambuskenneth
- Clackmannanshire Bridge to Stirling
- South Stirling Gateway Corridor
- Dunblane to Bridge of Allan
- Hillfoots to Stirling University
- NCN 765 Completion to Doune
- Kings Highway
- Alloa Bridge
- Clackmannan to Dollar & Muckhart

- 3.13 As part of the Stirling to Alloa Project, the section from Alva to the Stirling University has been tentatively selected as the first project for the programme. Consultation regarding project feasibility & design funding with Sustrans has commenced. Our design briefs are complete, land discussions underway and going well with positive feedback as there is now a greater awareness and appreciation of the benefits of these projects to everyone involved.

- 3.14 On the successful approval of the OBC the Service will then develop a Full Business Case for September 2021. This is a significant piece of work that will require to be completed to the Government green book standard.

Mountain Bike Development & Pump Tracks Bid

- 3.16 Connected Clackmannanshire is more than just going from A to B, there will be exciting things to see and do along the way that will improve the lives of everyone in the area, one of which is the proposal to have pump tracks in the County. The Wishawhill Pump Track has been an amazing success in terms of community impact. Best evidenced in this video: <https://www.youtube.com/watch?v=n4auyR3mjTs>

3.17 As part of Scotland Hosting the World Cycle Championships in 2023 a significant fund is available for Authorities in Scotland to apply for improvements and projects that will assist in Scotland's success, With assistance from our new funding Officer bids have been made for pump tracks in Clackmannanshire. The planned application for a large pump track in Clackmannan is complemented by the Alva to Menstrie project:

- A tarmacked cycle / active travel path linking Menstrie with Alva. This route will become part of the NCN 768.
- A small pump track in Alva next to the cycle track and near to Alva Primary School.
- A floodlit mountain bike skills area on the site of Menstrie's old train station next to the new cycle track.
- A storage facility in the centre of Menstrie where mountain bikes and accessible bikes can be loaned and where riders can maintain their bikes.
- A new high-quality downhill mountain bike route through the steep Menstrie Community Woodland to take people off Dumyat and into Menstrie.
- Professional pump tracks with a range of skills challenges in a park in Clackmannan including flood lighting.
- A built and signposted mountain bike trails area on the wooded hillside on the north-west side of Clackmannan.
- A physical hub providing space to fix, clean and maintain bikes, storage for bikes to loan out, information for visitors regarding cycling routes nearby and a safe space for young children to learn basic cycling skills.
- A bike path linking these sites to the new proposed train station in Clackmannan.

3.18 The next planned phase of this development is to further extend the traffic-free cycle route network, linking it both with transport hubs and other networks, to enable visitors to enter and leave the region as well as travel within it. It is envisaged that this may also include connections with 'gravel' routes both across the Ochil Hills and to the south, to link into other established gravel networks which will encourage Mountain bike riding in the area.

3.19 With regards to Mountain Biking (MTB) specifically, some initial enquiries have been made around the development of two different facilities in Clacks. One of these is planned to be an asphalt surfaced pump track, while the other a MTB skills park of as yet undefined design. Development of facilities such as these would help to deliver some of the aims of the national strategy for mountain biking in Scotland (The MTB Strategy) – particularly developing:

'A world class trail network' and 'Tackling Scotland's issues of health and wellbeing' as well as helping to provide opportunities for riders from all areas and backgrounds to thrive. The MTB strategy has an ambitious vision for Scotland to be recognised as the leading nation in Europe for mountain biking, led by Developing Mountain Biking in Scotland (DMBinS), part of Scottish Cycling.

3.20 The Scottish MTB strategy has a mission to increase the economic contribution of mountain biking by 51% to be worth £257m GVA per annum to the Scottish economy, grow participation to 2m rides per annum and for Scots

to be crowned world champion or World Series winner in every mountain bike discipline. Ambitious plans that on consultation with key partners Clackmannanshire has a huge amount to offer in respect of this.

3.21 The Mountain Bike Master planning will be broken into key stages as follows :

1. Outline of MTB Participation and Tourism in Central Scotland
2. Outline of Policy Context
3. Outline of Social Benefits
4. Estimation of Likely User Numbers
5. Economic Impact Estimates
6. Identifying Suitable Locations for MTB Facilities & Descriptions of each
7. Preparing Draft Masterplan suitable for user consultations
8. User Consultations with MTB/cycle groups, stakeholder organisations etc
9. Community Consultations

3.22 An area with a long history of mining and other traditional industries, Clackmannanshire Council has made significant efforts in recent years to improve the quality of life for local residents and provide appealing reasons to visit the region. This has included a drive to increase the number of traffic-free cycle routes in the region, by repurposing old mining rail tracks. The Service is also undertaking studies into both improving outdoor play facilities in our public parks via Park Master planning and increasing the number of trees and associated tree canopy cover across the region as part of the overall investment in sustainable infrastructure and urban forests concept.

Collaboration

3.23 The Senior Manager recently presented the 'Connected Clackmannanshire' plans to the People Directorate and feedback has been positive. The Environment Service will continue to work collaboratively with other service areas as we imbed the approach to Active Travel in all aspects of our project delivery.

3.24 The Transportation Team Leader has also recently engaged with our Sports Development team in meeting with Sportscotland to discuss our application for Pump Track Funding. They were very impressed with our joined up thinking, our initial visual strategy, community involvement and our understanding of the sports / health agenda. Initial feedback is that our projects will be looked upon favourably by funders.

3.25 Senior Managers in Place have met with the owners of the Tillicoultry Sterling Mills Outlet, Affinity Group. They have aspirations of increasing cycle related retail within the site. They are looking to develop the site to encourage more access. As this site is so close to our own flagship cycle path, there are greater opportunities to upgrade our linkages to the site, increase disabled accessibility and improve our play parks.

3.26 The Commercial owners realise that on average people who commute on bicycles or walk to the shops increase their spend by 40% over a month and in general walking and cycling public realm projects increase spend by 30%.

This site is visited by over 1.6 million people per year and is a key draw for visitors to Clackmannanshire.

- 3.27 The Connected Clackmannanshire Strategic Map was presented and the owners were impressed with our approach, there is a real synergy to their objectives and of own active travel plans. Further discussions will take place to ensure we work collaboratively to increase uptake of walking and cycling to the site and the benefits to our surrounding areas.
- 3.28 Further collaboration will continue and initial discussions with a variety of partners is ongoing to ensure we can lever in as much funding as possible but also to ensure that our projects integrate with our local businesses and the aspirations of our community Councils, elected members and strategic partners. (Appendix 3)

4.0 RISKS

- 4.1 Whilst there are a whole host of exciting significant transformational projects ongoing and planned within Clackmannanshire that bring many multiple benefits and inward investment to the area. This needs to be offset by the reality of the limited resources we have in house as a small Local Authority.
- 4.2 Clackmannanshire Council have continually punched above our weight in the area of Active Travel. The levels of inward investment through Sustrans, our relationships with Landowners and expertise in this area have been stretched, Our OBC Bid was slightly delayed due to our capacity/covid issues and going forward the ongoing structure review will need to reflect the resources required to achieve our objectives in relation to CRD.
- 4.3 There is no doubt that Active Travel funding will continue to be invested by UK & Scottish Government as the wide ranging and immediate benefits are so evident. With this will bring added pressure in not only managing projects, but dealing with Bids, Consultations, Procurement and Construction and marketing.
- 4.4 Most of the work required to develop the CRD projects require the initial funding to establish masterplans, consultants will be engaged and in order to complete FBCs there will need to additional funding identified in order to have the data and plans in place to gain funding from CRD. We will also need to develop marketing, comms and digital information to promote these active travel networks.

5.0 Sustainability Implications

5.1

6.0 Resource Implications

6.1 *Financial Details*

Finance have been consulted and have agreed the financial implications as set out in the report. Yes

7.0 Exempt Reports

7.1 Is this report exempt? Yes (please detail the reasons for exemption below) No

8.0 Declarations

The recommendations contained within this report support or implement our Corporate Priorities and Council Policies.

(1) **Our Priorities** (Please click on the check box)

Clackmannanshire will be attractive to businesses and people and ensure fair opportunities for all

Our families, children and young people will have the best possible start in life

Women and girls will be confident and aspirational, and achieve their full potential

Our communities will be resilient and empowered so that they can thrive and flourish

(2) **Council Policies** (Please detail)

9.0 Equalities Impact

9.1 Have you undertaken the required equalities impact assessment to ensure that no groups are adversely affected by the recommendations?

Yes

No

11.0 Legality

11.1 It has been confirmed that in adopting the recommendations contained in this report, the Council is acting within its legal powers. Yes

12.0 Appendices

Appendix 1 Connected Clackmannanshire Map – Cycle Paths

Appendix 2 Economic Impact of Cycling and Walking Projects

Appendix 3 Active Travel Collaborators

Links

<https://www.uci.org/news/2019/glasgow-and-scotland-to-host-inaugural-uci-cycling-world-championships-in-2023>

<https://www.youtube.com/watch?v=n4auyR3mjTs>

13.0 Background Papers

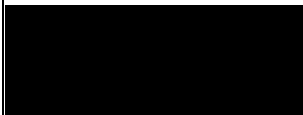
13.1 Have you used other documents to compile your report? (All documents must be kept available by the author for public inspection for four years from the date of meeting at which the report is considered).

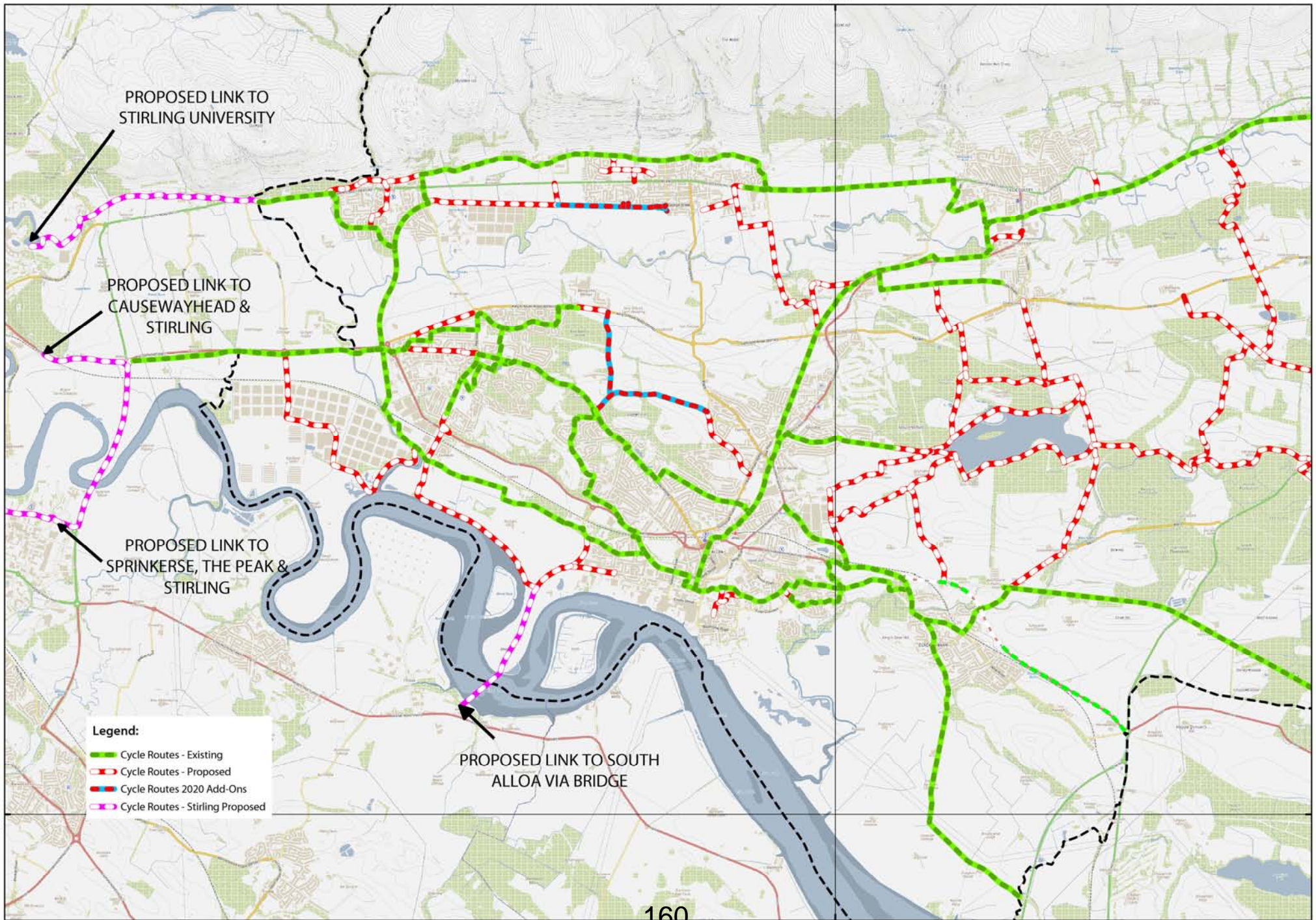
Yes No
(please list the documents below)

Author(s)

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Approved by

NAME	DESIGNATION	SIGNATURE
Pete Leonard	Strategic Director - Place	



Legend:

- Cycle Routes - Existing
- Cycle Routes - Proposed
- Cycle Routes 2020 Add-Ons
- Cycle Routes - Stirling Proposed

Walking & cycling: the economic benefits



What is this pack?

This pack outlines the economic benefits of encouraging more walking and cycling in cities. It sets out the strongest evidence from London and elsewhere, grouped into six major topic areas.

It is aimed at policy makers, local communities, officers in local and national government, business networks and everyone else who is interested in how investment in walking and cycling can create more prosperous cities.

This pack has been produced by Transport for London (TfL) as part of an ongoing collaboration with partners across London, and has been published as part of TfL's online hub for the economic benefits of walking and cycling. We are particularly grateful to representatives from the Department for Transport, the University of Westminster, GlaxoSmithKline, the London Boroughs of Enfield, Hackney and Southwark, the Bicycle Association, Sustrans, the London Cycling Campaign, Cycling UK and Living Streets for their support in developing this evidence base.

OVERVIEW

Investment in walking and cycling helps encourage more Londoners to travel in a greener and healthier way. It also brings significant benefits for the economy:

Boosting the high street and local town centres:

walking and cycling improvements can increase retail spend by up to 30%.

Reducing absences and increasing productivity:

People who are physically active take 27% fewer sick days each year than their colleagues.

Attracting employees and businesses:

Businesses see walking and cycling as key to attracting and retaining the staff the need to thrive

Keeping the city moving for business:

New cycle lanes in London have helped some streets carry up to 5% more people at the busiest times.

Wider Economic Benefits:

Investing in walking and cycling can prevent billions of pounds worth of health and environmental damage.

Helping everyone share the benefits:

Active travel is accessible and inclusive. Making it easier to walk and cycle means that more Londoners can enjoy the benefits

Walking & cycling is good for the high street

People walking and cycling visit high streets more frequently and spend more money there compared to people in cars

High streets that are nice places to walk, cycle and spend time in attract more shops, making the high street more economically viable and vibrant

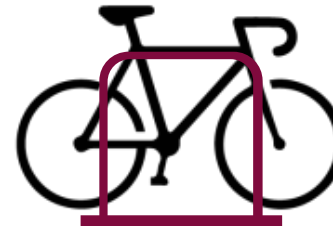
HIGHER SPENDS



High street walking, cycling and public realm improvements can **increase** retail sales by up to **30%**

Source: Lawlor, 2013

Cycle parking delivers



5x

the retail spend per square metre than the same area of car parking

Source: Raje and Saffrey, 2016

People who walk and cycle take more trips to the high street over the course of a month

Average number of visits to local town centre each month, by mode



16 visits



12 visits



8 visits

Source: TfL, 2014

Over a month, people who walk to the high street spend up to

40% more



than people who drive to the high street

Source: TfL, 2013

Walking and cycling helps create
thriving high streets



As well as more customers, this brings benefits to the local community



Making it easy to walk and cycle to high streets means that more Londoners can enjoy these opportunities

SOCIAL VALUE

45%

of visitors to London high streets visit for **social and community** reasons



Source: Hall et al, 2017

Improving London high streets for walking and cycling led to a

216%

increase in people **stopping, sitting or socialising**



THRIVING HIGH STREETS

Retail vacancy was **17% lower** after high street and town centre improvements...



...and retail rental values **rose by 7.5%**

Source: Carmona et al, 2018

Businesses may overestimate their customers' car use

Businesses on Lea Bridge Road think their customers travel to the area:

However, visitors said they travelled:

by car **63%**   by car **20%**

walk **49%**    walk **64%**

public transport **41%**   public transport **54%**

cycle **12%**   cycle **12%**

Source: London Borough of Waltham Forest

What do BIDs say?

9 in 10

say walking and cycling creates vibrant areas

83%

say it attracts more customers

Source: Aldred & Sharkey, 2017



GLOBAL EVIDENCE

A study of businesses in **Portland** found people walking and cycling spent more in a month than drivers.

Source: Clifton et al., 2012

Streets with dedicated cycle lanes in **New York** saw a larger rise in retail sales compared to the surrounding area.

Source: New York DOT, 2014

Businesses on two **Dublin** shopping streets overestimated how many customers travel by car and underestimated how many cycle.

Source: O'Connor et al., 2011

People who walk and cycle in **San Francisco** visit shops more often and spend more in a month than drivers.

Source: Bent and Singa, 2009

In **Los Angeles** sales tax revenue rose by two thirds after cycle lanes were built – 14% higher than unimproved areas.

Source: McCormick, 2012

For every square metre of parking space in **Bern**, customers who cycled generated 7,500 EUR compared to 6,625 EUR from car drivers.

Source: [Fahrradportal](#) (online)

People who cycle to shops and supermarkets in **Copenhagen** spend more each year than people who drive. Two thirds of shopping trips and half the total revenue comes from customers on foot and cycle.

Source: Copenhagen Bicycle Account, 2012

Walking & cycling boosts productivity

People who walk and cycle regularly have been shown to take less sick days, be more productive at work and enjoy their job more

Encouraging more people to walk and cycle more can help give London's economy a big productivity boost

REDUCED ABSENTEEISM

Employees who are physically active take

27%



fewer sick days than their colleagues

Source: National Institute for Health and Care Excellence, 2012

Employees who cycle regularly take



fewer sick days each year than those who don't...

... this is worth



£128m

every year to the national economy

Source: Hendriksen, et al, 2010

Source: Grous, 2011

INCREASED PRODUCTIVITY



73% of employees who cycle felt it makes them **more productive** at work

Source: The Prince's Responsible Business Network, 2011

54%



of people who cycle to work feel **happy** & **energised** during their commute - more than any other mode

Source: CycleScheme, 2015

People who walk to work report



greater job satisfaction

and wellbeing – which in turn leads to **increased employee retention** and **reduced costs** to businesses.

Businesses see real value in walking & cycling

People want to live and work in areas that offer a high quality of life. For many, this means places where they can walk and cycle

Creating great places for walking and cycling strengthens London's talent pool and give businesses a competitive advantage

More and more businesses around the capital are voicing their support for walking and cycling

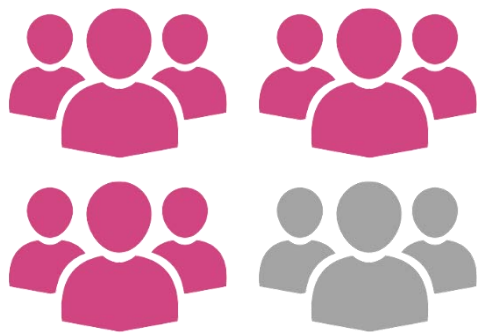
ATTRACTING AND RETAINING STAFF

“ Our network of offices will be knitted together by Cycle Superhighways. We look forward to using the protected routes to help us attract and retain the people we need to thrive ”

Michael van der Bel, former CEO of Microsoft UK

Source: Cycling Works, 2014

By 2025 3 in 4 workers
will be **millennials**



Millennials are more
focussed on the **environment**
and **use cars less**

Source: Deloitte, 2014

73% of London BIDs say
walking and cycling
are important for
**attracting and
retaining staff**

Source: Aldred & Sharkey, 2017

BUSINESS BENEFITS

85%



think that cycling is important

Business Improvement Districts agree that active travel is important for their business performance

95%

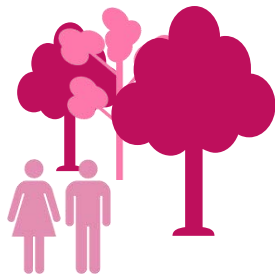


think that walking is important

Why do BIDs think walking and cycling is important for business?



Attracting more customers



Creating vibrant areas



Attracting and retaining staff

Businesses are **prioritising** offices with high-quality cycling facilities

Source: *British Council of Offices, 2017*



BUSINESS SUPPORT

“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

“Businesses in London Bridge are keen to make it a safe and attractive place to walk and cycle. With continued growth in the area, creating a street environment that makes cycling convenient, safe and attractive is more pressing than ever”

Nadia Broccado, CEO of Team London Bridge BID

BUSINESS SUPPORT

In 2014 over

180

major London employers
came together to support plans
for new protected cycle routes

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

John Ridding, CEO of Financial Times

Walking & cycling keeps London moving

Congestion costs London's economy £9.5bn each year, and the challenge will grow as the city's population grows and travel increases

Walking and cycling, along with public transport, are the most efficient uses of limited road space. By encouraging walking and cycling we can move more people on our streets. This keeps the city moving for everyone

KEEPING STREETS MOVING

London is growing by...

6 new residents
every hour



That's a car load
every 40 minutes



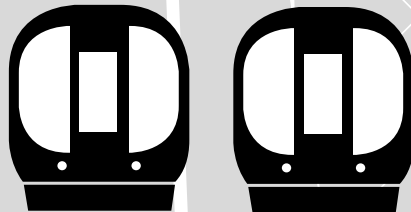
or

2 Buses
every day



or

2 Tube trains
every week



Today the population is

8,800,000

and by 2030, it will be

10,000,000

Congestion
costs London's
economy



£9.5bn
every year

KEEPING STREETS MOVING

One car takes up the same space as...



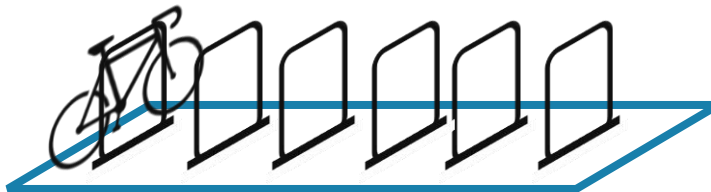
5 people cycling

or



20 people walking

or



12 cycle parking spaces

The average car in London carries:



179

1.56 people

KEEPING STREETS MOVING

Segregated cycle lanes on Blackfriars Bridge help the street move

5% more people

in the am peak than before

Source: TfL analysis

Businesses using **cycle freight save** between

39 and **64%**
on **delivery costs**

Source: Raje and Saffrey, 2016

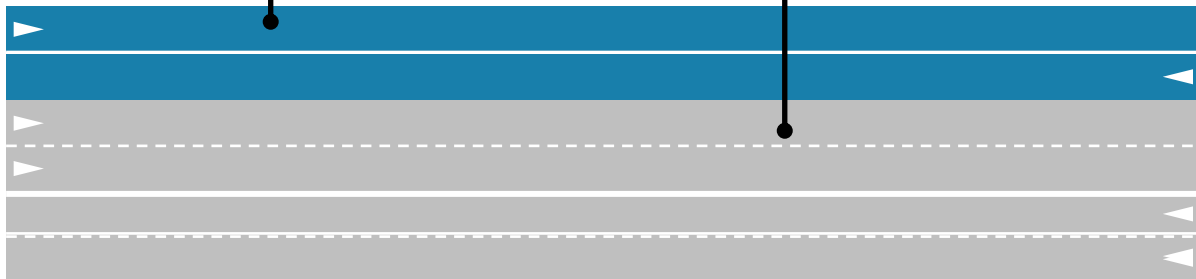


Cycle lane north:

1,938 people per hr

Vehicle lanes north:

1,542 people per hr



BLACKFRIARS BRIDGE, AM PEAK 08:00 – 09:00 180

Walking & cycling helps the wider economy

Walking and cycling already make an important contribution to Britain's economy, and encouraging more people to walk and cycle will provide a further boost

Investment in walking and cycling is a cost-effective way to unlock these benefits, including significant savings to the NHS

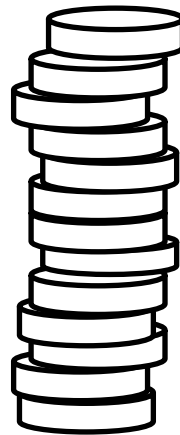
VALUE FOR THE ECONOMY

13:1 is the average 'Benefit Cost Ratio' for walking and cycling projects

this means for every

£1 spent on walking and cycling,

→ **£13** of benefits are returned to the economy



“ Based on the BCRs (Benefit Cost Ratios) reported ... one can confidently conclude that sustainable travel and cycling and walking in particular regularly offer

high and very high value for money ”

Source: Department for Transport, 2015

Cycling contributes

£5.4bn



each year to the UK economy

...more than

3x



the contribution of the UK steel industry

Source: Newson and Sloman, 2018

SUPPORTING THE NHS

If every Londoner walked or cycled for 20 minutes each day, this would save the NHS

£1.7bn

in treatment costs over 25 years

“

If as a nation we keep piling on the pounds around the waistline, we'll be piling on the pounds in terms of future taxes needed just to keep the NHS afloat.

I don't think it's any exaggeration to say that the health of millions of our fellow citizens, the sustainability of the NHS, and the economic prosperity of Britain now depends on a radical upgrade in prevention and public health. ”

Simon Stevens, NHS Chief Executive



Source: Department of Health, 2011

SUPPORTING NEW DEVELOPMENT

“

As the Cycle Hire scheme has expanded outside of central London and into areas that are a lengthy walk from the Tube, we have seen a dramatic increase in tenant enquiries for those areas ”

Marc von Grundherr, Director, Benham & Reeves Residential Lettings

Source: Steer, 2017



“ *The fact that buyers expect cycle storage in new developments affects saleability and desirability of the property ... if we did not provide cycle parking, desirability of the properties would be negatively affected* ”

Linden Homes

Everyone shares the benefits

Everyone should be able to benefit from London's economic success

Walking and cycling are inclusive ways to travel that can help people access employment and opportunities easily and cheaply

The economic benefits of walking and cycling are not constrained to central London: businesses in all parts of the Capital can benefit from making it easier to walk and cycle

ACCESSIBILITY AND AFFORDABILITY

The economic benefits of walking and cycling can be enjoyed by everyone in London



81% of Londoners say they can cycle, including...

3 in 4 older people (aged 65+)

76% of disabled people

Source: TfL customer research, 2017

Active travel is more affordable
Average cost of travel each year:



£0



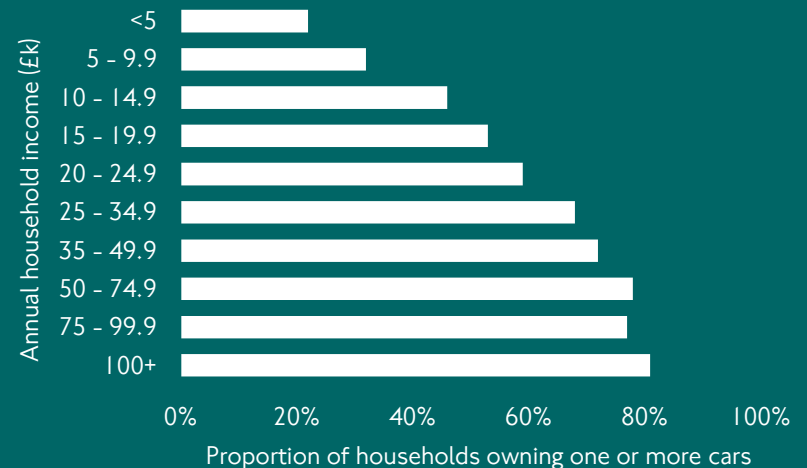
£250 Cost of a quality cycle, lights and lock



£7,300

Yearly cost of running a car in London

Car ownership in London increases with household income



SUPPORTING BUSINESSES ACROSS LONDON

The economic benefits of walking and cycling can be enjoyed everywhere in London



Over

99%

of London employers are **small and medium-sized enterprises**

SMEs provide

1/2

London's jobs

2 in 3 London jobs are outside central London



Every Londoner

lives within a 10 minute walk of a high street



SUMMARY

The evidence in the pack shows that investment in walking and cycling has the potential to bring significant benefits across a number of facets of the economy.

In London, TfL and boroughs are working to make walking and cycling easier for everyone by investing in initiatives to address the barriers to walking and cycling, including improved streets and community grants. The evidence in this pack can be used to support this investment by:

- Making the case for overall investment in walking and cycling to decision makers;
- Informing the strategic narrative for walking and cycling business cases;
- Supporting consultation and engagement around specific schemes and projects.

The pack can be used in its entirety, or specific content can be extracted to contribute to presentations or other documents. A full reference list is provided, and further information can be found on the economic benefits of walking and cycling [online hub](#).

We would like to keep the pack regularly updated with the latest research, evidence and case studies on the economic impacts of walking and cycling.

Please email activetravel@tfl.gov.uk with any suggestions or additional evidence.

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