



Overview of the UWAC project: aims, methods and headline results

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The problem

- Lack of sustainable urban travel
- Lack of success in increasing cycling
- Lack of understanding of why people in Britain do not respond to initiatives for more sustainable travel



Evidence: Britain 2009

	Car	Walk	Cycle
% of all trips	62.9	23.4	1.5
% of trips <2 miles (3.2km)	36.1	56.5	2.1
% of trips <5 miles (8.1km)	53.0	35.0	2.0

National Travel Survey, 2010

An international perspective

Cycling and walking share of daily trips (selected countries)

	Walking	Cycling
UK	22	1.6
USA	11	1
Belgium	16	8
France	22	2.7
Finland	22	9
Sweden	23	9
Germany	24	10
Denmark	16	18
Netherlands	25	26

Pucher, J. and Buehler, R. (2010) 'Walking and Cycling for Healthy Cities' *Built Environment* 36. 391-414

Project aims

- **How are walking and cycling incorporated into everyday routines of families, households and individuals?**
- **How do walking and cycling as everyday means of transport interact with other modes?**
- **How are decisions about specific walking and cycling routes made?**
- **Do most individuals construct an identity of themselves and others as cyclists or walkers?**
- **How do specific interventions to promote cycling and walking affect everyday decision making about short-distance travel?**
- **How is the particular complexity and contingency of travel decision making with respect to cycling and walking best conveyed to planners and policy makers?**

Case study areas



Worcester

Lancaster

Leicester

Leeds



Population*

93,353

133,914

279,921

715,402

Index of Multiple deprivation **

185

135

23

114

Non-white British ethnic group (Eng ave = 13%)*

6%

5%

39%

11%

Connect2 intervention

✓

✗

?

?

Sustainable travel town?

✓

✗

✗

✗

Cycling Demonstration town?

✗

✓

✗

✗

*2001 census data

** English Indices of Deprivation 2007 rank of average rank, where 1 is most deprived and 354 least deprived

Overview of methods

- **Multi method – quantitative and qualitative**
- **Theoretically informed (TPB)**

- **Social survey (N=1,417)**
- **Spatial analysis: MCA and land use mix**
- **Interviews (80) and ethnographies (20)**

- **Focus on talking to people who travel**

Questionnaire survey

- **Two questionnaires – walking and cycling**
- **Stratified sample in 4 case study towns: location and IMD**
- **c15,000 distributed, c10% response rate (798 walking and 619 cycling)**
- **Slight over-representation of females (especially walking), older age groups, car owners and those with a degree level qualification (especially cycling).**

Spatial analysis of the built environment

- Land-use mapping and identification of all routes for walking and cycling**
- Multiple Centrality Analysis (MCA) used to assess connectivity**
- 800m (walking) and 2,500m (cycling) buffers used to compute measures of connectivity and access to everyday services**
- Correlated with reported levels of walking and cycling from questionnaire**

Qualitative methods

Sample from across all 4 cities:

- **Household interviews (40)**
- **Mobile interviews 'go-alongs' (20 walking, 20 cycling)**

Focus on one neighbourhood in each town:

- **Ethnographies(20) consisting of: interviews, 'go-alongs', mapping exercises, mobility inventories, observations**
- **Total immersion (c3months each area) in locality**
- **Variability of ethnographic methods used**
- **262 separate transcripts, c1.5m words of text**

Key findings: attitudes

- **Attitudes to walking and cycling generally positive or neutral (health, local environment)**
- **Main concerns around safety (cycling) and weather (walking)**
- **Q methodology: 3 components (cycling, walking, cars) – but 58% of variance unexplained.**

Key influences on walking and cycling

- **Physical environment: risk, connectivity, land-use mix**
- **Household and family (children, trip chaining, space etc)**
- **Perceptions of normality: car use is habitual and expected**

Risk and normality

- *Of course I want my kids to cycle. I love cycling. They can get free training which'll make them better cyclists. But a big part of me hates the idea of them riding on the roads, so I do wonder why we're bothering to teach them. It's like creating a false expectation, isn't it?(Brian, Lancaster)*
- *People still assume that there's something wrong with you if you don't drive (Bob, Leeds).*

What needs to change?

- **Make using cars for short trips in urban areas more difficult**
- **Make using cars for short trips in urban areas feel abnormal**
- **Make walking and cycling easy, safe and comfortable**
- **Make walking and cycling normal**



Four papers providing evidence and explanation:

- **What people think: explaining urban walking and cycling**
- **How does the built environment influence walking and cycling: results from the spatial analysis**
- **People moving in places: results from the ethnographies**
- **The experience of walking and cycling in British urban areas**