



Summary and Policy implications

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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**
- **Overcoming the values-action gap**

Making walking and cycling easy

(providing the best possible walking and cycling environment on different routes)

- **Fully segregated cycle and pedestrian routes on all arterial roads.**
- **Restrictions on traffic speeds, parking, access etc on all residential roads**
- **Adopt ‘strict liability’ on roads to protect the most vulnerable road users**
- **Changes to structure of cities to make accessing services on foot or by bike easy, and storing and parking bikes easy**
- **Societal and economic changes to give people flexibility to travel more sustainably (flexi hours, school provision etc)**
- **Change the image of cycling and walking so that it becomes ‘normal’**

Key messages

- **Don't assume that attitudes are closely correlated with behaviour and choice of transport mode.**
- **Understand the views of potential walkers and cyclists rather than current, committed, walkers and cyclists**
- **Recognize that changing travel behaviour requires more than infrastructure – need for integrated policy**

Communicating the message

- ***'Tool-kits'* for change – examples of how the message might be delivered and communicated**
- **Text**
- **Visual**
- **Examples**
- **Need for action at a wide range of different levels: individual, voluntary agencies, communities, employers, local authorities, national government**



Need to change external physical and social conditions that influence everyday travel and household behaviour rather than relying on individual behaviour change and choice.

