Transport for London

Exploring the walking near market

10077

April 2011

Research conducted by 2CV

Contents

Background

- The Mayor's Transport Strategy sets out the ambition to *'deliver a step change in the experience of walking in London by making walking count'* (proposal 59). The Mayor's target is to increase walking by 1%, or 57,000 trips a day by 2031

- Previous qualitative research has armed TfL with insights on walking for both utility and leisure journeys; including the various motivations and barriers that exist simultaneously in people's minds. These include Personal, Social and Environmental factors

- The findings of several studies in sustainable travel suggest that the same behaviour change model applies to walking as it does for most other transport/travel behaviour change. However, TfL has relatively little research examining the triggers and tipping points that can convert the near market to walking more

- Research was required to help identify how TfL can use communications and other strategies to persuade and/or nudge people into walking more short trips

Research objectives

To help TfL understand what would be the most effective measures to persuade and/or nudge people into walking more short trips

In more detail, research is required:

1. *To understand why walking's mode share drops sharply even for supposedly easily walkable trips (of less than 1.7km / 1 mile)*
   - *Outer London short car trips*
   - *Inner London short trips on Tube and bus*
   - *After Rail market*

2. *To understand in detail and in depth the nature of the mode choice decision-making process for this type of trip, at the time of the choice being made*

3. *To help us understand fully how best to leverage the motivators to walking*

Designing an effective approach: what we already know

- Previous research has explored barriers to walking with people who were disinclined to walk short trips using in-depth interviews, ethnographies and cultural analysis

- The previous research uncovered a host of benefits and barriers (see next charts) and opportunities for communication and environmental initiatives

- However, the research was not designed to explore the tipping points or triggers to walking, which will be important in designing effective strategies and interventions for encouraging walking in the future

- For this project we wanted to explore people's attitudes to walking and their journey to change in order to provide insights into what will trigger and support customers on the behaviour change journey. We know from previous sustainable travel research that the process of change for walking short trips is often subtle and low conscious. We therefore took an approach of forced behaviour change in order to understand in more detail the experiences and needs of people who are increasing walking

Walking benefits from previous research
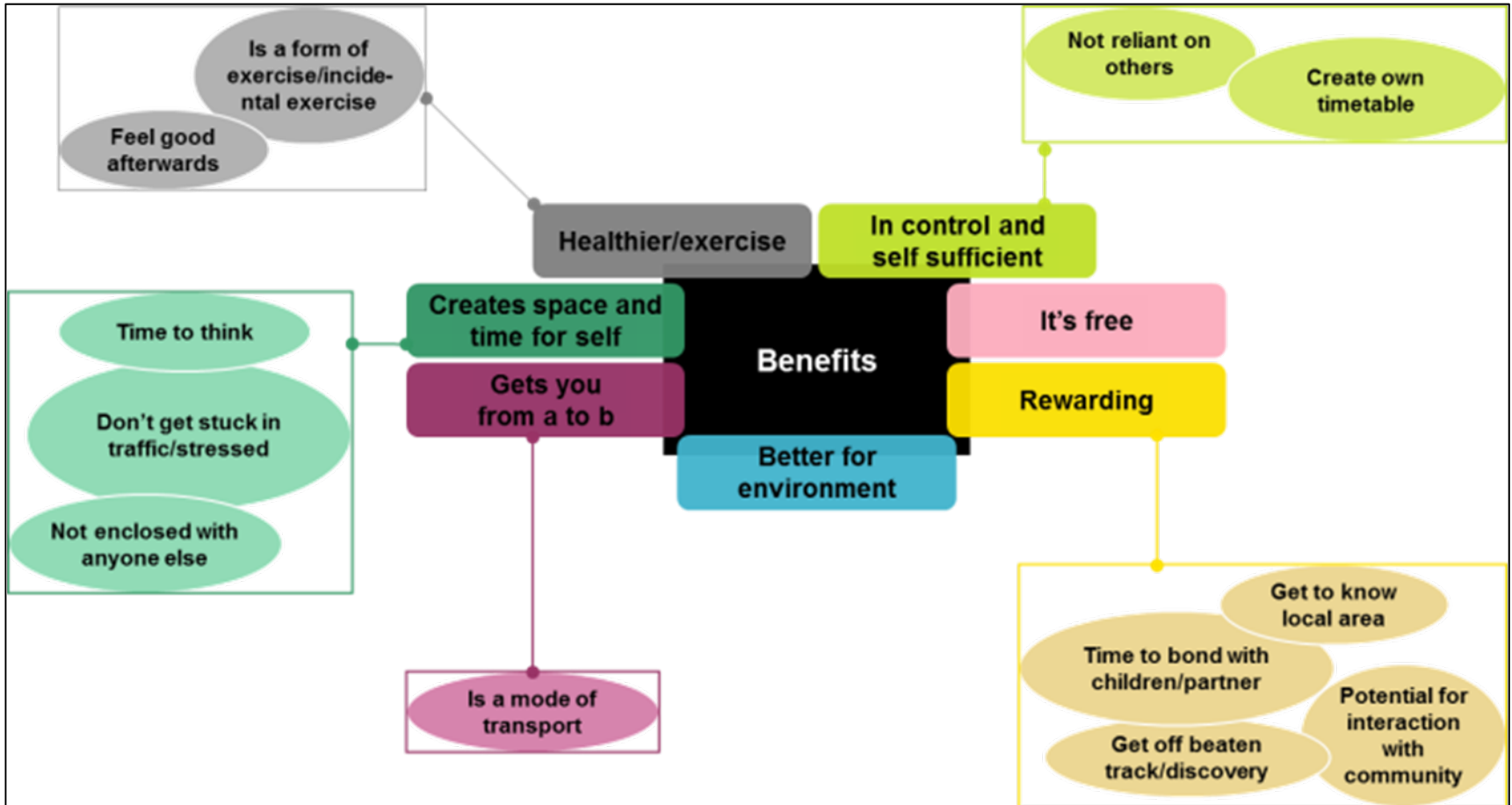
Walking barriers from previous research
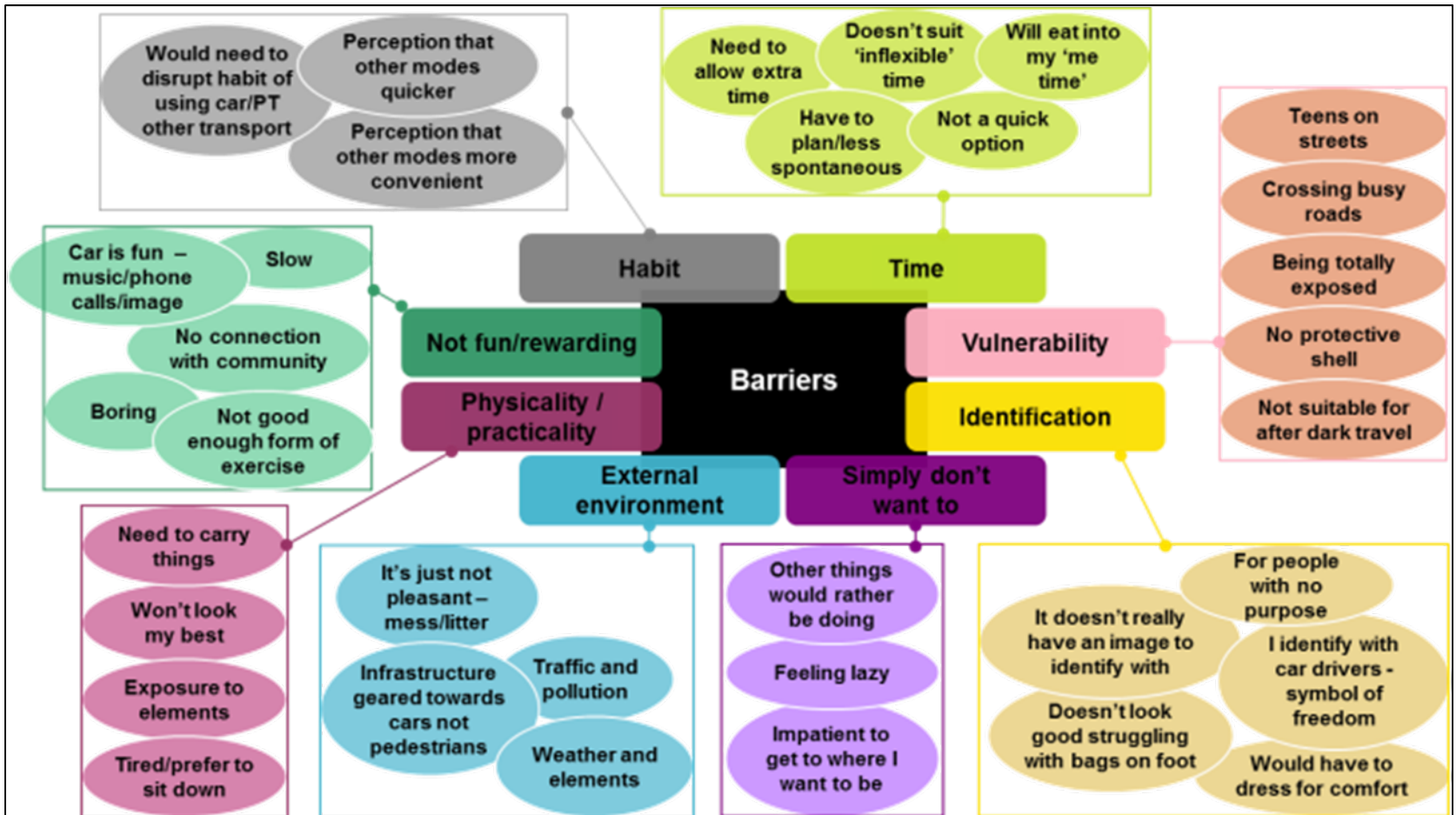
Recap on methodology

Modal diary	Telephone interview	Behaviour change task diary	Creative mini-groups
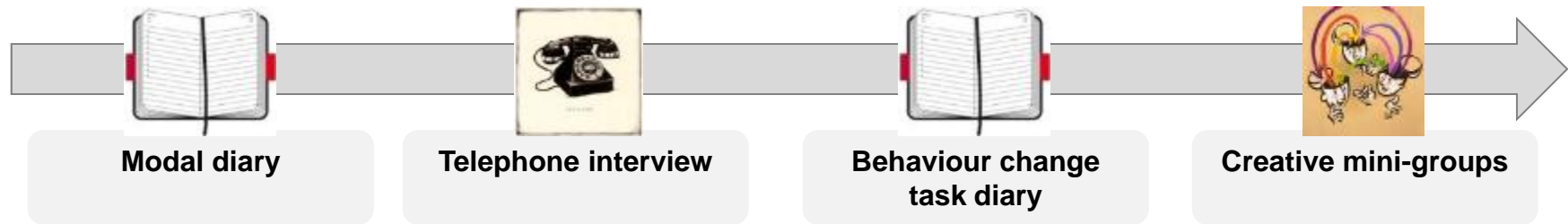
4 day diary covering:
- Modal choice
- Other modes that could have been used
- Rationale for choice
- Experience of mode (positives and negatives)

20 minute phone call:
- Discuss mode use and motivations barriers
- Current context of walking
- Introduce behaviour change task

4 day diary covering:
- Attitudes to walking – positives, negatives, emotional and visual associations
- Where/how increased walking, experience of walking more

1.5 hours mini group
- 5-6 people per group
- Exploring modal choice decision factors
- Exploring attitudes to walking, experiences of behaviour change, modal shift opportunities
- Response to a number of provocative / positioning statements and other stimulus

Sample

- The research consisted of 6 creative groups (with 5-6 respondents per group) who all completed a pre-task before attending the group

Group	Life stage	Current near market journey	Location
1	Pre-family	Inner London short trips on Tube and bus / After Rail market	Inner
2	Family	Inner London short trips on Tube and bus / After Rail market	Inner
3	Post family	Inner London short trips on Tube and bus / After Rail market	Inner
4	Pre-family	Outer London short trips / After Rail market	Outer
5	Family	Outer London short trips / After Rail market	Outer
6	Post family	Outer London short trips / After Rail market	Outer

- Research conducted by 2CV in March 2011

Stimulus

Websites
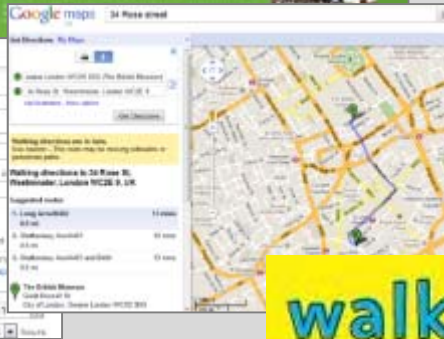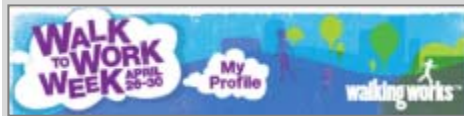
Events/apps/in-situ information

Olympic specific initiatives

Led Olympic Walks

Walk4Life Mile Maps

Golden Mile Activity
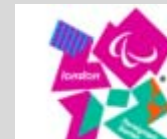
Executive summary

Headlines from the research

- Walking is associated with a multitude of benefits, which are matched by an equal, and connected, set of barriers. Therefore, whilst most Londoners are already attitudinally Primed to walk more short trips, any positives of walking over current mode choices are counterbalanced by equally compelling barriers and sacrifices they would have to make to change behaviours

  - ***Engaging in a benefits led-argument is likely to raise consciousness of barriers also***

- There is a dominance of in-the-moment decision making in mode choice, particularly for short trips, using well honed heuristic models to consider different factors simultaneously to enable instant and high-confidence choices.

  - ***Triggers will need to intercept and encourage choice and trial of walking at the moment of decision making to have potential to change behaviours***

Headlines from the research

- Walking should be brought to the fore of influence 'in the moment'; a number of opportunities were identified:
  - In-situ information to inform where walking is a viable option
  - Social and workplace based events to encourage trial of walking
  - Mobile apps to provide support and confidence
  - Raising prominence of walking travel tools, eg use of Legible London as a tool for walking promotion

- Implementation of tools and initiatives should keep core audiences in mind

  Areas
  - Inner and Outer London trips offer different opportunities as people are more flexible in travel habits and more confident in safety and navigation in Inner London

  Audiences
  - Younger and more active people who are already walking some utility journeys as they are likely to have more positive experiences of increasing walking, and are more therefore likely to sustain behaviour

**The walking
near market in focus**

The near market is, theoretically, all encompassing

Who?

- Everyone is walking for leisure / some journeys – it is part of day to day life

- Everyone is making short trips in and around London

- Everyone can talk about the 'benefits' of walking on a surface level
  - Health and wellbeing, quality of time, nice when it's sunny

Which journeys?

- Walking is in theory a viable mode for part or all of most trips

- Perceptions of an easily 'walkable' trip vary:
  - Can be 5 minutes to 30 minutes or more
  - Sometimes seen as the only way of getting there, sometimes considered a proactive choice
  - Sensitivity to environment – can vary due to time of day, weather, mood, purpose of journey

Everyone is already walking some journeys and aware of the benefits

The market is already *'Primed'* towards walking more

Pre-Prime	Prime	Trigger	Preparation	Change	Sustained Change	Normali-sation
Before there is any awareness of a need / desire to change	Gradual recognition of a need/ desire to change, accumulation of arguments/ reasons to change	The specific factor which makes you decide to change	Getting ready for the change	The actual moment of change	Continuing with changed behaviour, letting it become more and more a part of life	New behaviour becomes a fact of life

Advocacy

The promotion of new behaviours to others after a positive experience

"We should walk more than we do – my daughter needs to get used to the roads around here before she goes to secondary school"

"I know it would relax me... It's just not something that I tend to think about when I'm rushing around"

"It's just laziness on my part. I know walking would be quicker half the time but I still just end up taking the bus or the Tube!"

"I'd like to walk more than I do – it's great exercise and better for the environment– I just feel more at ease with my car. I mean, what if my plans change or the weather takes a turn for the worse?"

"I don't have a travel card so if I walked a bit more instead of always catching the Tube, I'd probably save myself quite a bit of cash"

17

Walking has dual and interrelated associations

Positive		**Negative**
Great when it's sunny	← **Weather** →	But miserable when it rains
Quality time	← **Time** →	Waste of time
Can estimate time	← **Reliable** →	There is no guarantee it will be faster
I am in control / empowered	← **Control** →	I am responsible / no excuses
Good for you	← **Health** →	Takes effort / too virtuous
Enjoyable	← **Leisure** →	Feels like a chore
Tranquillity and space	← **Peace and quiet** →	Alone and vulnerable
Safety in numbers	← **Hustle and bustle** →	No head space, feel threatened
Can take in cultural and aesthetic factors	← **Attuned to your environment** →	Distracted and overwhelmed
Happy memories	← **Nostalgia** →	Regression to having to walk

The most compelling motivators to walk more are also counterbalanced by the most frequently cited barriers

Quality time

Perfect when it's sunny / lighter

Enhances physical and mental wellbeing

Positives

Time

The weather / seasons

Healthy

Negatives

Quantity of time

Impractical and uncomfortable when it's cold / rainy / dark

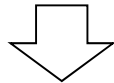**Takes effort and makes me aware I'm not that fit**

Whether practical or emotional, every motivator to walking more can dial up a barrier in Londoners' minds

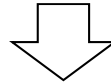# The most top of mind motivators have many positive associations

- The three most commonly cited motivators to walking short trips were consistent across all the groups:
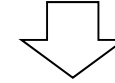
Quality time

- Quality time, eg with family/loved ones – bonding moments
- 'Me time' – a chance to reflect and take in surroundings
- The antidote to the hustle and bustle of modern life

The weather

- Perfect on a sunny day when nice to be outside
- More airy/comfortable than public transport when hot
- Making the most of light evenings / can appreciate the lighter months

Healthy

- Improves physical and mental wellbeing
- Low impact, relaxing exercise
- Gives you the 'feel good' factor
- Improved sleep at night
- Freedom and reduced stress from greater self-reliance / control

The positive connotations of walking are well accepted

For example….

Time

The weather

I'm lazy

"I easier to talk about stuff when you're walking, it's more relaxed somehow. Me and my daughter always have our best chats when we're walking home from school"

"You actually notice the changing seasons when you walk – it's easy to miss them when you live in a city and drive or take PT everywhere"

"It's a good stress relief. I arrived home in a much better mood than usual this week after walking"

"It's better exercise than lots of people think – it's toning and good for burning calories"

"It's a bit of an indulgence... Time alone with my own thoughts and not having to worry about anyone else"

*"London summer's are just brilliant. The last thing you want to do is go below ground and get on a sweaty train"*

"I think I slept better this week because I've been walking more – it's made me a good sort of a tired"

# But, the most top of mind (rational) barriers are supported by many emotional and cultural underpinnings

- The three most commonly cited barriers to walking short trips were consistent across all the groups:

Time	*The weather*	*I'm lazy*
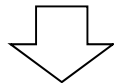
- Living in a city is fast paced
- It is the cultural norm to be busy and rushed
- A desire to use time productively / make time work for me
- Wanting to optimise both quality and quantity of time
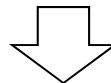
- The weather in England is unpredictable
- We live in a cold / wet climate
- Don't want to feel exposed / be uncomfortable
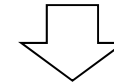
- Walking requires engagement and energy
- Transport takes the pressure off / does the work
- Transport (PT or car) is more modern than walking
- Don't want to engage with my travel choices / think about transport options

Multi-layered barriers that spur further iterations of barriers if challenged

For example….

Time

The weather

I'm lazy

"It's about using my time in the best way, I don't want to waste time, I check my emails and work on the bus"

"We've been very lucky this week – the weather in London is usually quite unpredictable"

"I'm just lazy to be honest, I used to walk when I was younger and then I got a car"

"Every minute counts in the morning, I just don't have time to spare"

"It's great walking in other cities but the English weather is not great, I mean it's been better this week but usually..."

"I go to the gym and don't want to walk home - I've done my exercise and I just want to get home without any extra effort"

"I know it's probably quicker but it's not just about that – it's about being somewhere comfortable and protected"

The habits and heuristics that drive behaviour are developed over many years

- Habit and heuristics (mental short-cuts) developed over time and influenced by multi-layered factors:
  - *Personal* (preference / identity / logistics)
  - *Social* (what others around me do)
  - *Environmental* (both constant and changeable, eg available options, safety of area, weather)

- A predictable experience becomes synonymous with making the 'right' choice (comfort and ease from being able to operate on 'autopilot' and not have to think about travel choices)

- Hard to dispel beliefs using rational arguments as there is a strong bias towards what does not require thinking and is familiar (versus unknown risks of change)

Gut decisions determine behaviour in the moment - once patterns of behaviour have been established, little desire to consider alternative options

It typically takes an external force of change to challenge heuristics

Habits / Heuristics

Change in personal, social or environmental factors

- People do reassess travel options if something changes – eg move job, home, new partner, change of weather, other people adopting new behaviour

"It's just the way I get to work, I don't wake up everyday and wonder how I'll get there"

"If I'm travelling around London I tend to go a bit on auto-pilot, I know roughly which is the best way to get around, and what I feel most confident doing"

"I used to walk all the time, but then I moved to Outer London and it changed, it was in November and we just haven't gotten to know the area yet"

Habits and heuristics make life seem easier for Londoners

The role of environmental and social factors

- Londoners are 'spoilt' by the transport system – there's always another choice
  - Allows a habitual yet relaxed and spontaneous attitude to travel
  - Journeys mostly made in areas they know well (all had lived in London for some time)

- Travel choices are connected to identity and Londoners' taking real pride in knowing their city
  - Getting the most from transport, being self-sufficient and believing you know best are part and parcel of being a Londoner

- Londoners tend to use well honed heuristics and mental maps of areas when making mode choices

"There's so much transport available and it's all very successful – bikes, bus tube – we're quite spoilt really.... It's only when you get to another city that you realise how well connected we are"

"I might do a mental plan but I know it well enough in my head... It's hard to get lost if you've got a half decent sense of direction"

"You look at the Tube map and you kind of know you can always get from one place to another"

Supporting heuristics and a dependency on public transport and the car

Personal identity plays a significant role

- Associations between mode preference and personal factors are strong

    - *You can be a 'walker' and still not walk utility journeys*

    - *Emotional and practical attachment to car is strong for many*

    - *Attitudes to journey time / efficiency vary*

    - *Inner and Outer London behaviours vary a great deal*

    - *Having a travel card changes relationship with public transport*

Best illustrated by some of the people we met…

Liz – 'walking for health'

Preferred mode: Liz lives in Barnet and mostly drives or uses public transport. On the weekends she walks for leisure and is currently walking the Capital Ring route

Why? Liz likes the way that walking is a low impact exercise that has substantial health benefits. Walking is also an activity that she can enjoy with her husband and provides an opportunity to meet like-minded people

Thoughts on walking as a mode: Liz sees walking as a form of exercise and does not want to walk at other times. Walking more during the week is an added inconvenience

Going to the shops and having to carry heavy shopping home. Or get an ugly shopping trolly

Corrine – 'safer to drive'

Regular mode: Corrine takes her car for most or all of the trips she takes, including to work, to the gym and on the weekend to see friends

Why? For Corrine, her car represents safety and freedom. When she is in her car she feels safe and reassured that she can manage her own journeys, including getting home at the end of the day

Thoughts on walking more: Corrine enjoys her car and misses it when she has taken another mode of transport. Walking makes her feel stranded and in particular, she worries about having to walk in the dark or in unsafe areas. She also laments that she would not be able to wear heels if she walked everywhere

"It gave me a bit of 'me' time to reflect. I am not sure it was worth it though"

Daniel – 'multi-modal speed'

Regular mode: Daniel is making many short journeys throughout the day and has a wide array of modes in his travel repertoire. He is keen to cycle somewhere if he can and has incorporated it into his daily commute

Why? As he is usually running late, cycling helps him feel like he can 'make time'. He can get overly frustrated with hold-ups on public transport. He also thinks about the health benefits to cycling and he uses it as a warm up when going to sports activities

Thoughts on walking more: Daniel is interested in getting around as quickly and directly as possible and thinks walking slows him down considerably. He likes the feeling that he's getting somewhere on the bike or on the bus

"I am apprehensive that I will feel like a mere mortal whereas with a bicycle you can go faster and speed past people who are walking"

Joel – 'the suburban life'

Regular mode: Joel moved to Walthamstow Forest from central London about a year ago and has since bought a car. He used to walk around a lot when he lived centrally but now does not know his new local area

Why? Joel considers that his life has changed significantly since moving to Outer London. Now he does weekly food shops, drops his girlfriend off at her station everyday and has to drive to work because there is no other mode. His habits have changed significantly

Thoughts on walking more: Joel does not feel that his area is well suited for walking everywhere and that it can be unsafe at night. He likes the security of his car and being able to go door to door but misses the sense of community that he used to feel in central London

"I used to walk a lot when I lived in central London but since we moved out I just don't walk as much. It is less designed for walking in Outer London. It is more residential and has more families so it doesn't cater to things like just walking to the off license... the streets are much darker"

Alice – 'worth every penny'

Preferred mode: Alice lives in Outer London and commutes into Liverpool street on the Tube everyday. From there she takes a bus to Bethnal Green. On the weekends she relies on buses to get around East London where she stays with friends

Why? Alice invests in a monthly travel card to use the Tube anyway so taking the bus is an added bonus and helps her feel like she is getting her money's worth

Thoughts on walking more: She could walk from the station to work but the bus is right there and she is already paying for it so why shouldn't she take it?

"The bus goes right past me when I am walking to work… if I get a chance to jump on it, I will"

The decision making process for short trips

Every mode choice starts with a destination in mind

- Journey purpose and destination are the first conscious consideration for journey planning, followed by a simultaneous consideration of two core areas:

Destination / Journey Purpose

Previous experience

Current priorities
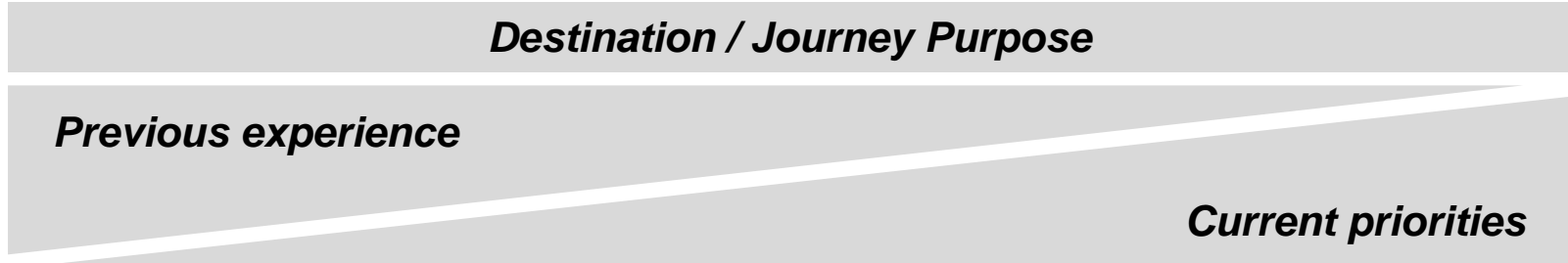
Previous experience	Current priorities
- How often do I do this journey?	- How much time do I have?
- Is there a way I usually get there?	- How do I feel?
- How well do I know the area?	- What is the weather like?
- What transport options do I know of?	- What am I doing?
- What have other people told me?	- Who am I with?
	- How am I returning?

Decisions are frequently made instantaneously and influenced by heuristics accounting for all these factors simultaneously

Not all short trips are walkable

When it's not safe….
- It's dark (particularly in Outer London)
- The roads are busy / dangerous
- I am unfamiliar with the area

When my dress is not appropriate…
- Eg business meeting – want to look professional / going out on date / night on town and wearing heels / all dressed up
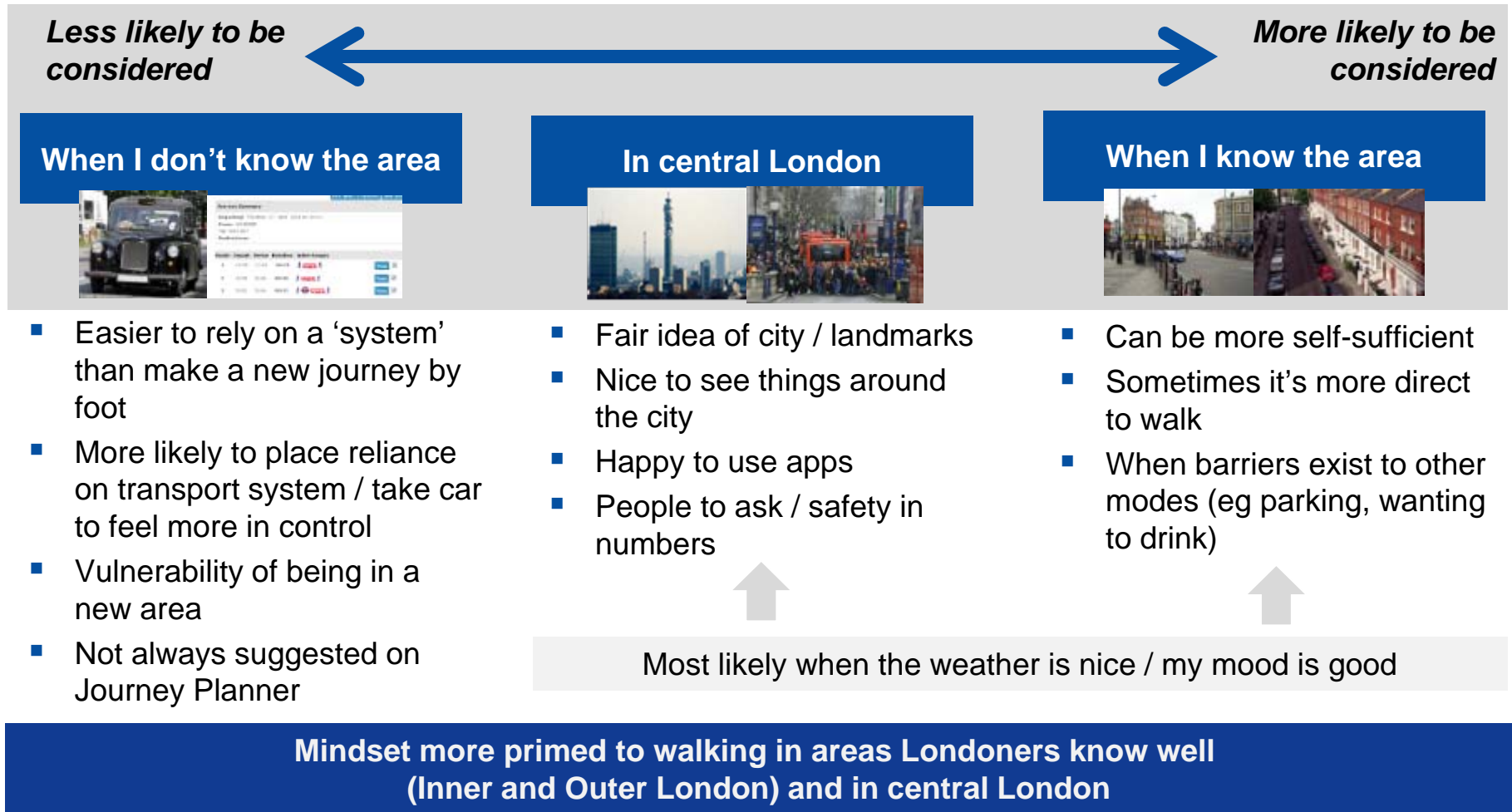

When it means I have to travel more…
- Multiple shopping trips, walking kids to school then having to walk back to get car to drive to work

The environmental and intrinsic barriers will be very hard to challenge

When is walking considered versus not considered?

Less likely to be considered ← → ***More likely to be considered***

When I don't know the area

In central London

When I know the area

- Easier to rely on a 'system' than make a new journey by foot
- More likely to place reliance on transport system / take car to feel more in control
- Vulnerability of being in a new area
- Not always suggested on Journey Planner

- Fair idea of city / landmarks
- Nice to see things around the city
- Happy to use apps
- People to ask / safety in numbers

- Can be more self-sufficient
- Sometimes it's more direct to walk
- When barriers exist to other modes (eg parking, wanting to drink)

Most likely when the weather is nice / my mood is good

Mindset more primed to walking in areas Londoners know well (Inner and Outer London) and in central London

There are a number of approaches to planning

Confident traveller / new area planning

- Only plan when they really don't know where they are going
- Regularity of service and knowing the location of stops makes planning seem redundant most of the time

Checking my options

- Look for time / cost / efficiency for journeys
- Looking for parking etc
- May be confident but desire to be masters of the system / take pride in having the knowledge

Seeking reassurance

- Risk averse – 'making sure I know where I'm going'
- May lack confidence or be less familiar with transport system / routes

"I'd only check before I set off if I was going somewhere completely new... I tend to just use the map on my iPhone if I get lost when I'm driving"

"I normally just work it out when I get to the Tube or wherever. You can always ask someone if you get lost"

"I usually have a quick look on Journey Planner just to see which way it says will be quickest – I could manage fine without it though"

"Even if I've been somewhere a few times, I'd normally check on a map or write down some directions, just in case"

Motivations to pre-plan are dependent on knowledge and confidence for any given journey

Londoners use a range of tools to help plan their travel, which may influence modal choice
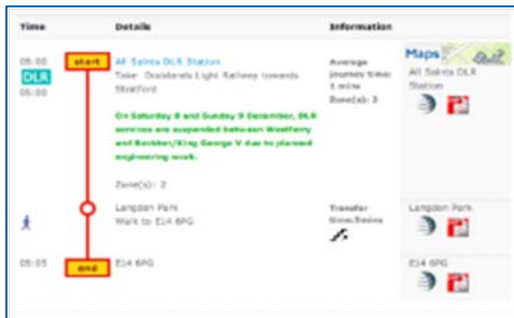
Pre-planning

- WOM - consulting partner, family, friends or colleagues
- Journey planning – TfL Journey Planner, consulting maps / timetables, live travel news, AA route planner etc
- Maps – range of confidence in usage of maps for journey planning – some use as a starting point, others as a supporting tool

En-route

- Following a known route
- Using landmarks as a guide
- Asking strangers on-street / cab drivers / transport staff
- Consulting maps in station/bus stop
- Using apps, eg Google maps on iphone when driving
- Actively seeking and passively receiving service updates

But, heuristic biases and preferences for a particular mode (eg the Tube, bus, car or walking) also influence mode choice during pre-planning and when en-route

Understanding the experience of behaviour change

A recap on the process

- We invited respondents to engage in a reflective research process

| **Modal diary** | **Telephone interview** | **Behaviour change task diary** | **Creative mini-groups** |
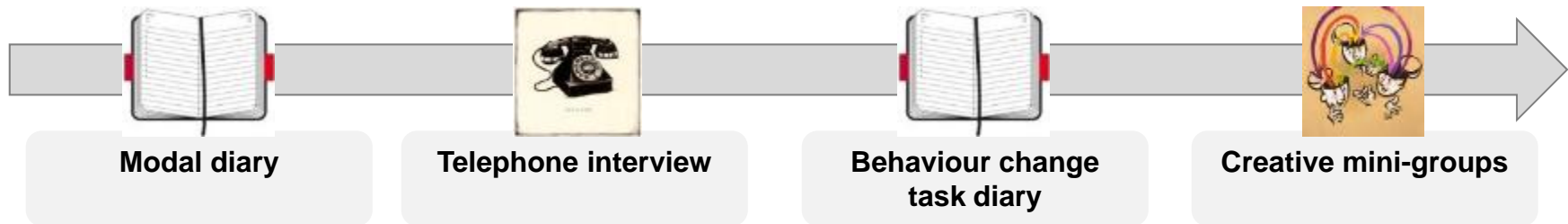
- Mid-way through the research we artificially prompted a behaviour change by asking respondents to increase their walking. We didn't tell them how or where, but asked them to reflect on their life and see where they could do this

- Given that weather is such an important factor in walking behaviour, it is worth noting that the research was conducted in the first bright and sunny week of spring after the clocks changed for lighter evenings

Many had started to increase their walking before starting the task

- Following the recent good weather and lighter evenings, many had started to increase their walking already

"It's been so nice, I felt like I should get out in the sunshine and so walked to the shops"

"I got the bike out for the first time, the change in seasons makes you think a bit differently about it"

Seasonal and weather factors playing a natural role in walking behaviours

Everyone likes the idea of walking more…..
But the reality doesn't always live up to expectations

Before the task	*After the task*

Before the task

- Everyone was positive towards the idea of walking more
  - A focus on the positive associations with walking
  - An audience already primed to walk more

"That sounds like fun!"

"I need to do more exercise anyway so this will hopefully make me feel more motivated!"

"It's something I should be doing anyway, it won't be a problem"

After the task

- Some had positive experiences and embraced the change:

"I learnt more about my city – it was great. And I slept better"

"I learnt how dependent I've become on my car… I'll definitely walk more in future"

- Some felt frustrated and negative:

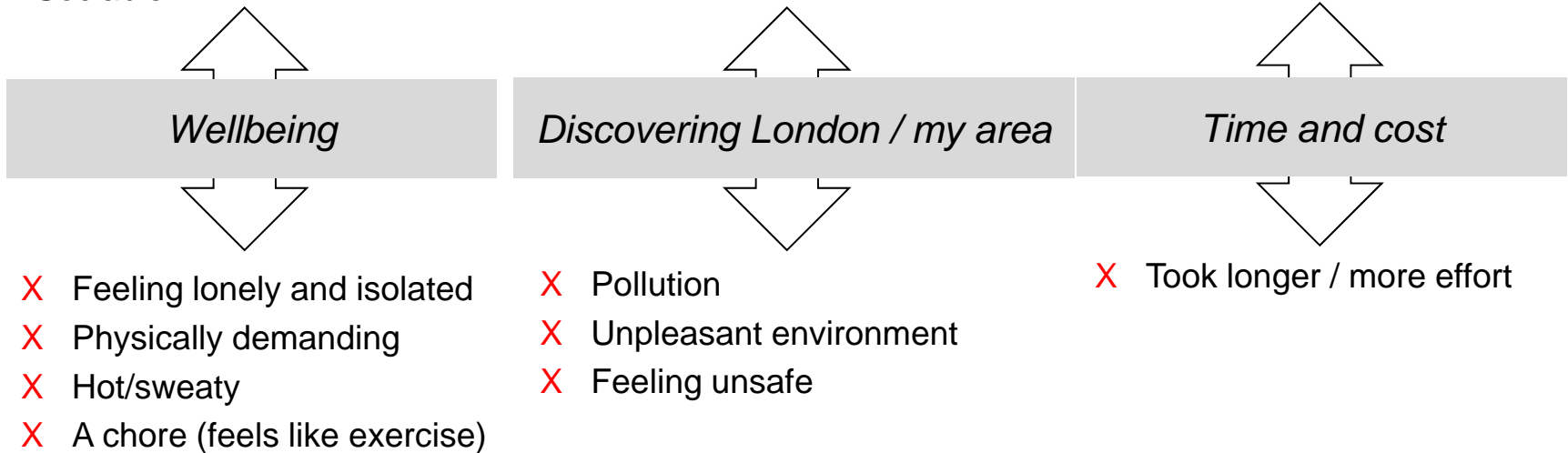*"I walked this journey because I was forced to"*

"It was really hard work, I don't think I'll continue"

Benefits and negatives of the walking task were individual and often unexpected

✓ Feeling better in oneself – a potential precursor to health
✓ Sleeping better
✓ Time to think / space to myself
✓ Sociable

✓ Finding treasures en-route, eg nice bike in a tip, dress in charity shop
✓ Discovering new places
✓ Seeing nature

✓ Time to think / space to myself
✓ Saving time / beating the bus
✓ Saving money (which can be spent on other things)

Wellbeing

Discovering London / my area

Time and cost

X Feeling lonely and isolated
X Physically demanding
X Hot/sweaty
X A chore (feels like exercise)

X Pollution
X Unpleasant environment
X Feeling unsafe

X Took longer / more effort

Experiences varied between individuals but discovering London was an unexpected bonus for many

The reality of behaviour change: journeys most likely to change first are habitual and require little support

- Behaviour change triggered by the sunshine and the task identified areas where people are more inclined to increase walking:

- Familiar short journeys were the first to change:
  - Commute, after rail, meeting friends
  - Easy and automatic to change – did not require significant investment
- A few increased walking at weekend or additional journeys – eg a trip out at lunch

- None required maps or travel tools to re-route their journeys, preferring to use existing routes (eg the route that they drive / the bus goes) to navigate
- However, there were indications that more tools might be adopted more over time (only increased walking for 4 days) or if personal circumstances changed

- Increased walking tended to happen after habitual journeys had been changed
  - More pleasurable routes
  - Longer journeys

Easier to build on heuristics rather than challenge them

The reality of behaviour change: journeys that require the development of new heuristics are less easy to change

- Journeys that were not adapted by any participants are likely to be harder to change:

Car as passenger

- A caring and generous act
- An opportunity for quality time
- Supported walking in many instances – if I can get a lift home, I'll walk to the station

"My partner called and he was in the area anyway so he offered to pick me up… I'm not going to say no to that!"

"I walked more in the mornings and had my partner come and collect me in the evenings"

- Getting off public transport earlier (unless there is a clear benefit)...
  - Not an intuitive shift
  - Seems like a waste of money
  - Counter productive – negatives of both PT and walking combined

"The street is clear – there is nothing stopping the bus, it just doesn't make sense to get off and take longer…"

- Although there are exceptions to this rule:
  - Bus stuck in traffic
  - When parking is easier / less stressful

"I usually drive around for 10 minutes looking for a spot right next to the gate but this time I parked 5 minutes away and got a spot immediately"

Target audience: those who reaped the greatest benefit were more open to Change and Sustaining

More active Londoners

- Already pre-disposed to wellbeing benefits - experiencing benefits already in other areas of their life (feeling better, sleeping etc) and are quick to extrapolate
- Walking more short trips occasionally anyway

Younger Londoners

- Found the task physically less demanding and easier to adapt
- Adapt their behaviour to suit walking, eg use it as an opportunity to call/text friends, discover new areas etc

Likely to uptake and integrate new behaviour more readily

Other target audiences are less inclined to change

Families (who are not walking already):

- Benefits are easy to see – quality time, health, good for family
- But heuristic and habits are potentially stronger
  - Changing habits of a **group** rather than an **individual**
  - Comfort/safety benefits of car or PT are strong
  - Influence of weather and area / safety is very important

Older:

- More 'painful' change literally
- Exposed them to how 'unfit' they were
- More engrained habit and identity

"As a family we have a busy schedule – I want to be able to take my kids to all of the activities they do during the week"

"I woke up the next day and my feet were sore. I would love to walk more but at my age it can be painful"

Logistics and physical experience make the change harder

Walking is less popular in Outer London for a number of reasons

- **Environmental factors**
  - Environment feels less safe due to fewer people on the street
  - More dependence on car as often shops / PT links are further away
  - Less flexible travel – if get caught without the car feel stranded

- **Social Factors**
  - Social norms tend towards driving
  - Other people don't walk – why should I?

- **Personal factors**
  - More families / habitual, routined lives
  - Identity more linked to car ownership

Overall less likelihood to start or sustain increased walking unless significant Environmental or Social changes occur

![Walking icon] **Liz's walking week**

Prior	Mid	Post

How lovely to walk in the wonderful weather currently. It is a good opportunity to get a little fitter. Maybe I will continue to walk more when the task is finished!

No highlights today because of time pressures and not so good weather. I had a very busy day and lots to fit in. The walking task made me feel pressured

Walking in London suburbs is not particularly pleasurable because of speeding traffic, noise, pollution, litter and people in London. I would prefer to walk in the country!

"Walking on the treadmill at the gym is less stressful, safer, and cleaner"

Corrine's walking week

Prior

I feel it is a great idea because the weather is good and it is a form of exercise for me. It will be tough in the morning, I have to leave the house early so as not to get to work late…

Mid

I had one night where I had to work late and I felt worried about it, I know I get some exercise but I do worry when I don't have my car

Post

I just don't think I will continue, I felt vulnerable without my car. It makes it harder to take my gym kit, do all the things I want and work late when I need to

"It doesn't work with my heels, it hurts! And I just feel worried without my car in the carpark"

Daniel's walking week

Prior

Mid

Post
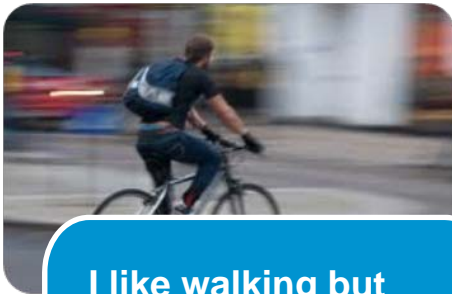
I like walking but once you have a bike, walking just feels a bit slow. I'm apprehensive that I'll feel like a mere mortal whereas with a bicycle you can go faster and speed past people who are walking

I realised that with walking you have a bit more time to observe things around you. For example, West Hampstead's streets are too narrow!
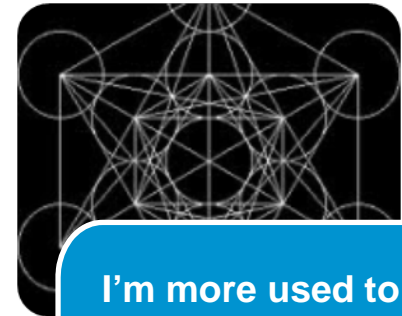
I'm more used to walking. It becomes easier as it becomes part of your travel pattern. I also realised I didn't account for the preparation and locking time with the bike, so it's quicker

"More pedestrian areas, wider streets and well marked walking shortcuts would be helpful"

Joel's walking week

Prior

I'm looking forward to walking more because it was something I used to do on a daily basis when I lived in central London. Also, the days are getting longer and the weather warmer so it should be fun!

Mid
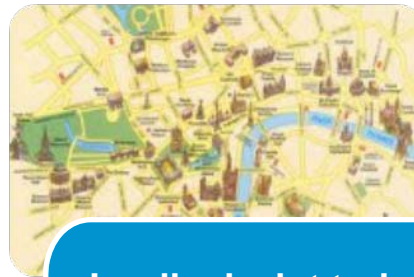
I walked a lot today. It was good fun because the day was really nice and one of my journeys involved walking through a part of London that I was not familiar with before today and it was enjoyable

Post
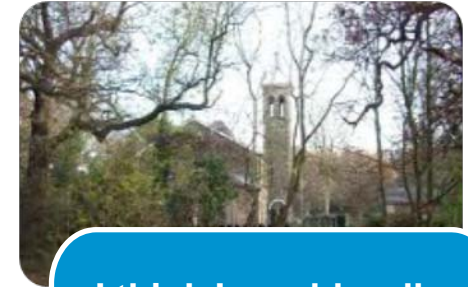
I think I would walk more if I lived closer to amenities or if there were some more local events to attend. I will try to do it more, but it will be a challenge where I live (in Outer London) now

"I am looking forward to getting to know my neighbourhood better"

Alice's walking week

Prior

I am quite looking forward to the task, maybe this is because it is a nice sunny day, if the weather stays nice it will be better for walking!

Mid

WHITECHAPEL

I was quite looking forward to it, I even got off a stop early on the ELL which I have never done before . Although the shoes I had on hurt me by the end of the day!

Post

I feel better for it, I do think I may try it again, it doesn't make sense getting the bus everyday. If it's raining I wouldn't but if not then I know it might be worth it now

"Now that I have done the walk from the station to work a couple times I know how long it would take if I have to do it again "

53

Benefits of walking (diaries and quotes)

"I passed a neighbour and stopped to say 'hello' but if I had been on my bike I would have just waved"

"I walked for longer than I had planned, because of the lovely weather, also the clocks just changed and it is daylight for longer!"
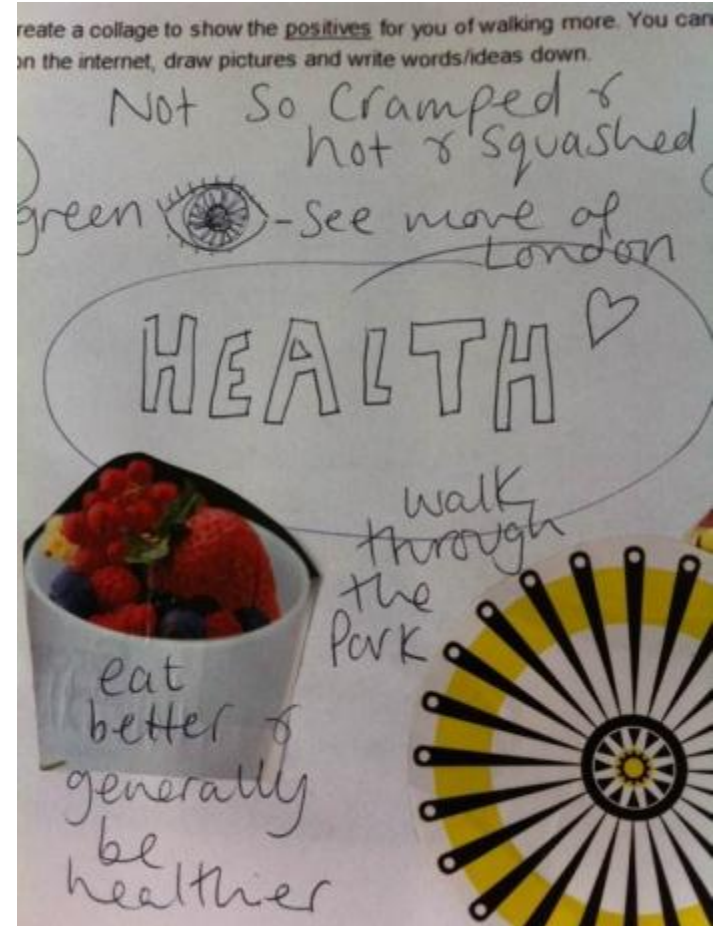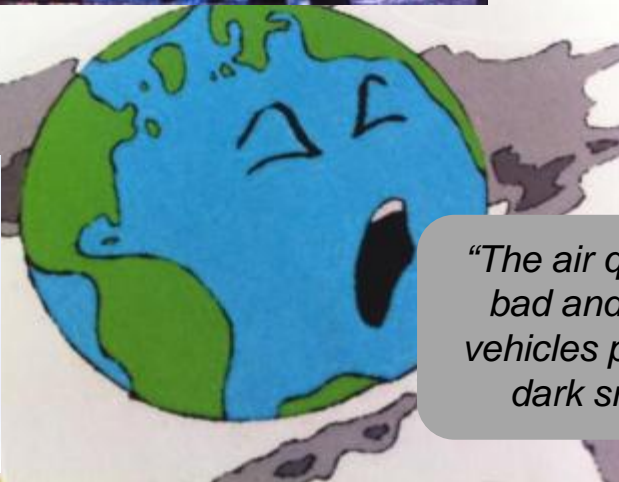
Benefits of walking (diaries and quotes)

"I was actually able to explore my area and see other people from the community"

"I enjoyed the sunshine and exchanging smiles with people. I stopped to smell and enjoy the garden flowers"

"I stopped and had a beer along the way, it often took longer but it was amazing how much better I felt"

Negatives (diaries and quotes)

Negatives (diaries and quotes)

"I didn't do well today because I felt a bit more tired. It was Friday which feels more like a treat day. I got a seat in the morning so I stayed on the train longer"
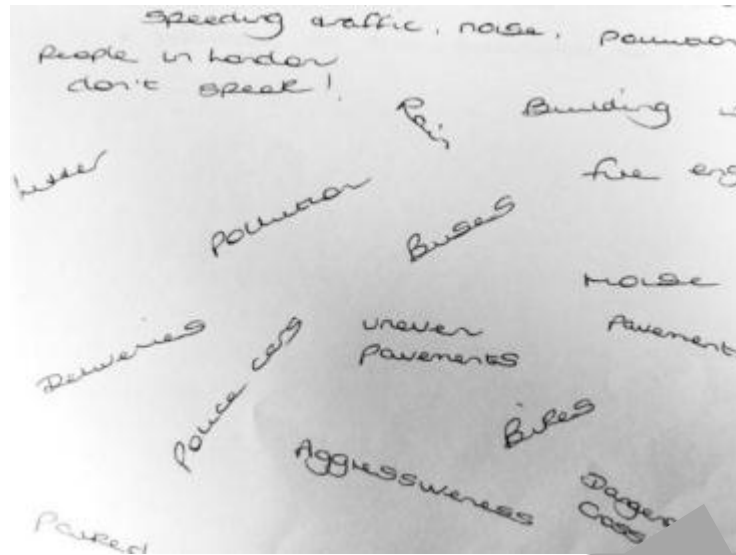
"It was quite chilly by the time I got to Hyde Park and my feet are hurting from walking yesterday"

Opportunities for increasing walking

Summing up what we've talked about so far…

- Walking is associated with a multitude of benefits, which are matched by an equal, and connected, set of barriers. Therefore, whilst most Londoners are already attitudinally Primed to walk more short trips, any positives of walking over current mode choices are counterbalanced by equally compelling barriers and sacrifices they would have to make to change behaviours
  - ***Engaging in a benefits led-argument is likely to raise consciousness of barriers also***

- There is a dominance of in-the-moment decision making in mode choice, particularly for short trips, using well honed heuristic models to consider different factors simultaneously and enable instant and high-confidence choices
  - ***Triggers will need to intercept and encourage choice and trial of walking at the moment of decision making to have potential to change behaviours***

- Once Triggered (albeit falsely by research), respondents didn't feel they required any support tools to help increase their walking (nb tendency to increase walking in familiar areas and use existing routes to navigate)

A range of initiatives were introduced to stimulate discussion...

Websites
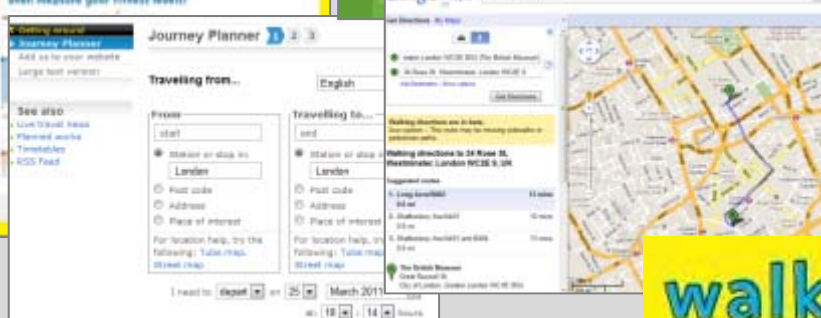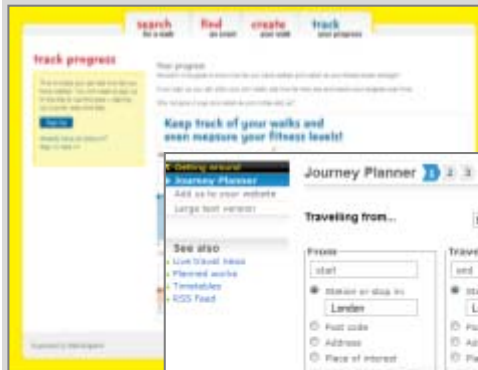
Events/apps/in-situ information

Olympic specific initiatives

Led Olympic Walks

Walk4Life Mile Maps

Golden Mile Activity

People were positive about many of the initiatives

"These all look great. To be honest, I've probably walked past those signs (Legible London) a dozen times but I've just not noticed them – they look like they're for people who don't know where they're going

"Yeah I like it, it's good, I just don't think it would suddenly get me walking loads though"

"Journey Planner's a good one. You need more things like that to remind you that you actually can walk sometimes"

"I love the Capital Ring and London walks ones, I'd do those in my spare time…. But I'm not sure it would help me walk to work each day"

"All these ideas are quite good. You've got to want to walk more first though if you're going to pay much attention. I'd look at them now I've done this research but I probably wouldn't have done before"

"They need to give out free coffees – something that recognises the effort you've made and makes it worth walking"

"The stuff that you could do at your workplace is really good. I like the idea of walking more but it's hard to start something all on your own. If it was part of an organised event then I'd be more likely to give it a go"

**Common themes of those that would work:
intercept at moment of decision making or promote social change**

Walking routes and tools that promote walking in general received a positive response

- Walking routes and general walking promotion received a very positive response

  - Providing tailor-made information for Londoners

  - Primes for walking

  - Supports for leisure walking

  - Support when circumstances change (eg moving home)

- However, these were not felt likely to Trigger immediate behaviour change for three reasons:

  - Londoners are already Primed and positive to walking and these do not act as triggers

  - Leisure walkers are not necessarily walking short or utility journeys

  - Utility journeys are automatic and don't require support

Travel planning tools may help intercept at the point of decision making, but only for planned journeys

- Journey planning tools were not used by any respondents during the behaviour change task:
  - People tend to use well honed mental maps and heuristics for planning shorter, familiar journeys
  - There is not a great deal of awareness of the journey planning tools available for walking – TfL's Journey Planner is more associated with public transport

- For those with smart phones, apps for planning on the go were welcomed – in line with existing usage of maps on their phones

- However, journey planning tools (such as walkit.com or TfL's Journey Planner) could be used to encourage consideration of walking when planning a journey in advance or when adapting to a change of circumstances

Tools have potential to Trigger when new decisions are being made and heuristics are at their weakest

- Mode preferences, beliefs and biases are weakened when planning journeys to an new destination/unknown areas or when circumstances change (chart 24)

- In these situations, Londoners rely more heavily on others for guidance and are more open to suggestions
  - Seek out information in advance and use formal or informal travel tools en-route, eg asking someone, consulting maps in station, using journey planner

Changes in heuristics are through changes in destination – an opportunity for tools to develop new heuristics when new going somewhere new or journeys are disrupted

There was support for intercepting Londoners at the point of getting on public transport

"I often stand at a bus stop not knowing quite how long it would take me to walk, it would be good to know"

"The Tube is quite deceiving, I think even Londoners get confused from time to time"

- In-situ communications initiatives were claimed to encourage Londoners to re-consider their travel behaviours

"I jump on the bus every day after the train thinking it's quicker and easier, I know I could walk it but I don't think of it every day - something to remind me to consider it would be good"

- Particularly appropriate for the After Rail market as transition points between modes of transport are more open to change
  - Often one section is not working
  - There is often more than one choice – Tube or bus, car or bus

Legible London could be used as a platform for promoting walking in Inner London

- Whilst many had seen the signs, few were aware of their purpose. Maps are perceived to be for people from outside London rather than Londoners themselves:
    - Londoners are expected to have an implicit understanding of the city – part of being a Londoner
    - Often asking people is quicker than decoding a map
    - If uncertain or worried about getting lost may use the Tube or bus

- Many felt these could be better used to encourage more walking in central London if the central proposition – easy and timely travel - was better communicated and advertised

Community/workplace initiatives may generate a sense of social norms shifting and thereby encourage Change

- Walk to Work Week in particular was well received as it could create a social momentum for change and encourage reflection on walking behaviours

- It also has potential to work well because it causes reflection on regular, utility journeys that are likely to affect ingrained heuristic tendencies

- Walk to Work Week, Community Helpers and Walk to School also encourage Advocacy to others, which can be a Trigger for change

Olympic specific initiatives lack immediate resonance, but are likely to play a role closer to the time

- Londoners are not yet engaged in the specific preparations or planning for their travel next summer

- However, closer to the time, they can see that they may need to reappraise their behaviours:

"It's going to be mad in London – we're all going to have to rethink. I might look into my options closer to the time"

- At this point, support tools, advertising and initiatives could help encourage consideration of walking alongside other modes

Summarising response to the initiatives and targeting

- Walking should be brought to the fore of influence 'in the moment'; a number of opportunities were identified:
  - In-situ information to inform where walking is a viable option
  - Social and workplace based events to encourage trial of walking
  - Mobile apps to provide support and confidence
  - Raising prominence of walking travel tools, eg use of Legible London as a tool for walking promotion

- Implementation of tools and initiatives should keep core audiences in mind

  Areas
  - Inner and Outer London trips offer different opportunities as people are more flexible in travel habits and more confident in safety and navigation in Inner London

  Audiences
  - Younger and more active people who are already walking some utility journeys as they are likely to have more positive experiences of increasing walking, and are more therefore likely to sustain behaviour