# Active People Debrief

A behaviour change project exploring the potential for achieving the Mayor's Active Travel targets

September 2019

# Contents

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# Introduction

# Background

- The Mayor's Transport Strategy, published in 2018, set out his target for all Londoners to achieve the 20 minutes of active travel that they need each day to stay healthy by 2041

- There is lots of evidence that this will require a significant shift from the current status quo (both in the inactive and active populations):

  - Only 1 in 3 Londoners report currently achieving 20 minutes of active travel[1]

  - Only 2 in 3 Londoners report getting 150 minutes of any form of activity a week[2]

  - A significant proportion of London's urban realm is not yet designed to support the goal

- Exploratory research was required to provide TfL and the London Walking Forum partners[4] with greater insight into the real life context and challenges of achieving this goal:

  - *What journeys are possible to switch?*

  - *What helps and hinders?*

  - *How do people feel about the goal?*

  - *What support would be needed for all Londoners to achieve the goal?*



[1] Transport for London (2018), 'Travel in London, Report 11', available online: http://content.tfl.gov.uk/travel-in-london-report-11.pdf
[2] London Sport/Sport England (2018), 'Active Lives Borough Update November 2016 – 2017' https://data.londonsport.org/dataset/borough-physical-activity-and-sport-profiles-2018
[4] See Appendix for full list of London Walking Forum partners

# Business question and research objectives

**Business question**

How might TfL and the London Walking Forum partners encourage inactive Londoners to get 20 minutes of active travel every day?

**Research goals***

1. Inform the development of policy by TfL and partner organisations that results in more Londoners achieving 20 minutes Active Travel per day

2. Inform the development of engagement measures that target the near market population of Inactive Londoners:

   a) Which barriers could effectively be addressed via behaviour change activity?

   b) What kind of behaviour change activity would help change behaviour amongst these groups?

   c) Would marketing messages resonate?

3. Help TfL target the delivery of on street schemes e.g. Cycleways/Liveable Neighbourhoods/school streets that remove physical barriers to 20 mins of AT

   a) Would changes to the physical streetscape/infrastructure lead to more people doing 20 mins AT?

   b) Which changes would be the most important?

4. Provide information that enables the London Walking Forum partners to tailor their activities so that more Londoners achieve 20 mins AT per day

*As defined by TfL and London Walking Forum partners at the working group meeting held on 4th June 2019.

# Our Approach

**1**

**Literature review**

Review of existing insight into the barriers and drivers of active travel/physical activity

**2**

**Behavioural challenge**

Research participants in Walthamstow, Ealing and Crouch End undertook a behavioural challenge to try to fit 20 minutes of active travel into their day for two weeks

**3**

**Deep dive interviews**

We conducted follow up interviews with eight participants to dig deeper into their experiences – what motivated them and what hindered them during the daily challenge

**4**

**Identifying opportunities**

We ran four co-creation sessions with participants to develop ideas for how to make 20 minutes of active travel fit into every Londoner's day

**Target behaviour**: the goal was for people to increase their active travel to 20 minutes per day by walking, cycling or running as part of a journey (no e-bikes)

# Methodology rationale

- In order to understand the real life experiences and barriers to active travel amongst the inactive traveller population, 2CV ran a behaviour change challenge with participants
- The study was designed to:
  - Target the people who don't currently achieve active travel targets more than three days a week
  - Be conducted in areas where the 'Near Market' population lives
  - Be conducted in areas that are going to receive Liveable Neighbourhood funding
  - Be more immersive than a typical qualitative study – people were required to commit to participating daily for three weeks
- The benefits of this approach are:
  - Real life switches and experiences
  - Behaviourally led not attitudes and perceptions (which can be poor predictors of behaviour)
  - In-depth understanding
- The drawbacks:
  - Findings may reflect the views of people who are particularly receptive and able to commit to a three-week, incentivised challenge
  - Due to the qualitative nature of the data and sample size, we can only include indicative conclusions

# Targeting our population of interest - Location

**The most effective way to increase active travel is to target those that are most likely to change.**

**The areas chosen would support the 'near market' to make active travel journeys.**

**Near Market**

- TfL have identified a 'near market' of those who are more likely to change their travel behaviours in the short-term.
- Four segments from the Transport Classification of Londoners[1] (TCoL) segments have been identified as the **'near market'.**
  - **Affordable Transitions**
  - **Urban mobility**
  - **Suburban moderation**
  - **Students and Graduates**
- Relative to other segments, these TCoL groups are more likely to, and have the opportunity to switch some journeys to walking or cycling[2].

**Liveable Neighbourhoods**

- **Three Liveable Neighbourhood[2] areas were chosen to host the research,** because a high proportion of the four TCoL segments live in these areas**:**
  - **Walthamstow, Ealing and Crouch End**
- Also, these areas were selected as they had:
  - High walking and cycling potential
  - No significant current barriers to change (e.g. Romford/Croydon were excluded due to unsupportive environments for walking and cycling)
- *A fourth area in South London, Deptford, was excluded as it was not possible to attain a large enough sample here.*

[1] Transport Classification of Londoners, TfL available online: http://content.tfl.gov.uk/transport-classification-of-londoners-presenting-the-segments.pdf - see slide 74
[2] More info on Liveable Neighbourhoods: https://tfl.gov.uk/info-for/boroughs/liveable-neighbourhoods.

# Targeting our population of interest – 'Inactive' travelers

| | Self-reported Active Travel behaviour | Self-reported General Activity level |
|---|---|---|
| **The 'Inactive'** | Less than 3 days a week achieving 2 x 10 minutes | Less than 30 minutes a week |
| **The 'Insufficiently Active'** | Less than 3 days a week achieving 2 x 10 minutes | 30-149 minutes |
| **The 'Active' but not 'Active Travel'** | Less than 3 days a week achieving 2 x 10 minutes | 150+ minutes |

**Residents from the three Liveable Neighbourhoods areas were screened for selection using the following criteria:**

- All at least a little open/able to change travel habits (a range of openness to be included)
- Mix of openness to different AT modes with at least ¼ to be open to cycling
- All to live within medium-high PTAL score
- Aim for all to be 25-59 years
- Mix of SEG, lifestage (pre-family & family), gender, ethnicity
- Aim for half of sample to be car drivers, half to be non-drivers/non-owners
- Mix of general activity levels

This screening took place to ensure the study population were representative of the 'near market', as identified in TfL's Active People Analysis.

# Participants were set two variations of the active travel challenge

## Challenge 1 instructions:

Your Challenge Details:
Your goal for the next two weeks is to get 20 minutes of walking and/or cycling as part of the journeys you make every day (including weekdays and weekends).

The way that you make up these 20 minutes is completely up to you. You could complete all 20 minutes 'in one hit' OR split it out across the day e.g. commute to work, going to the supermarket, visiting the home of a friend/relative.

If you don't fancy walking or cycling, you could run instead! Just as long as it's working 20 minutes of activity into your daily trips, this is all that matters.

## Challenge 2 instructions:

Your Challenge Details:
Your goal for the next two weeks is to get 2 x 10 minutes of walking and/or cycling, as part of the journeys you make each day (including weekdays and weekends).
These journeys could include commuting to work, going to the shops, visiting the home of a friend/relative or meeting with friends.

If you don't fancy walking or cycling, you could run instead! Just as long as it's working 2 x 10 minutes of activity into your daily trips, this is all that matters. And remember not to skip a day!

# Executive summary

# Executive summary

- Existing research exploring physical activity and active travel highlight the many environmental, psychological and social barriers to people changing their behaviour.

- This study sought to explore active travel though a different lens: if we asked Londoners who didn't currently reach their active travel targets on more than three days a week to increase this to 20 minutes active travel a day how would they achieve this? What barriers would they encounter in attempting the change?

- Findings illustrated that once change has been triggered, some of the perceived barriers to change disappear:
  - Active travel is often much quicker than expected
  - Active travel can improve the overall journey experience
  - People found it easy to fit in active travel compared to other forms of activity

- It also uncovered a range of personal and social benefits for the change:
  - Feeling better – mentally more alert, improved mood, better days
  - Feeling healthier – physically better and more active
  - Feeling more connected – to their local area, seeing more and enjoying London
  - Improved relationships – knock on effect of cognitive clarity, improved mode and ability to run errands

# Executive summary

- Beyond journey/part of journey switches reaching their active travel targets changed people's habits in other ways:
  - Changing the routes they used
  - Changing habits from weekly to smaller less frequent shops
  - Doing things they hadn't done for a while (eg go to gym)
  - More general leisure/exploring their city

- Many felt after the two week challenge that their habits had been disrupted and that they would continue to integrate active travel beyond the study window

- Alongside highlighting the positive experiences, it is important to note that participants did voice concern over the local environment, fear of crime and information on active modes and how they could be improved to better support active travel.

- For all participants, while they felt positive about the change once it had happened, they had previously been blinkered to this opportunity to piggyback activity into their daily trips and quite how significant the benefits of this change would be and how quickly they would feel them

- Therefore this study highlighted the need to find ways to raise the salience of active travel and for TfL and its partners to consider ways to trigger this type of change on a larger scale

# Meet our participants

# Meet our participants; The inactive travel audience*

## LOCAL AREA

Waltham Forest
**24**

Ealing
**14**

Crouch End
**8**

## GENDER

**24** **22**

## AGE

**24** 24-34
**18** 35-54
**4** 55+

## LIFE STAGE

**26** Pre-family
**12** Young family
**6** Mature family
**2** Empty nester

## OWN AND USE A CAR

Yes **18**
No **28**
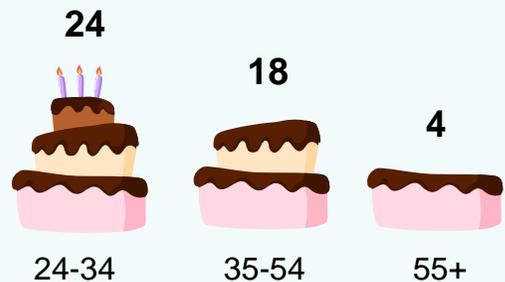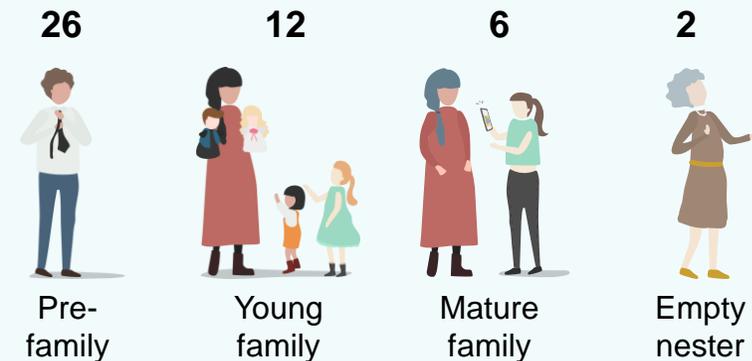
## REPORTED ACTIVITY LEVEL

Inactive **6**
Insufficiently active **16**
Active **24**
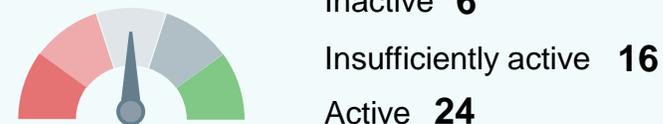
*Participants were chosen from the Near Market for active travel and do not represent the whole population of London

# What's it like to live in Crouch End…

**Sense of 'community'**

*"This is a photo of the Crouch End Festival and everyone gathered in Town Hall Square. Crouch End have multiple festivals where everyone gathers; they're always fun and family-friendly."*

*"This is Crouch End Lido. There is also an indoor pool and gym next door to it. I feel very lucky to have such a happy family experience on our doorstep."*

**Green, open spaces**

*"This is Parkland Walk, a nature trail that runs along an old railway line from Finsbury Park to Highgate. It's beautiful all year round and only a few minutes walk from my house. Whenever I feel a bit down or need a change of scenery, I head there for a walk; it always cheers me up.*

**High house prices**

< Back

House prices in Crouch End

View market activity

**What's the average house price in Crouch End?**

The average price for property in Crouch End stood at £786,142 in July 2019. This is a rise of 1.48% in the last three months (since April 2019) and fall of 0.89% since 12 months ago. In terms of property types, flats in Crouch End sold for an average of £489,270 and terraced houses for £1,013,257. This is according to the current Zoopla estimates.

All property recor... | Any property type

**Crime and anti-social behaviour**

*"Extortionate house prices!"*

*"There has been an increase of moped crime. Robberies and burglaries and people being attacked with acid in Stroud Green, Dalston and Crouch End. Even Highgate! It's concerning as there are lots of signs all over the area warning people."*

*"Youths just stand around our block of flats; they make a lot of noise and treat the area like a rubbish bin, making it very unpleasant for the majority of residents."*

*Photos uploaded by participants during digital diaries

# What's it like to live in Ealing…



"The wildflowers planted in Pitshanger Park are utterly joyful […] Parks are important places of relaxation, meditation, recreation and exercise for local people."
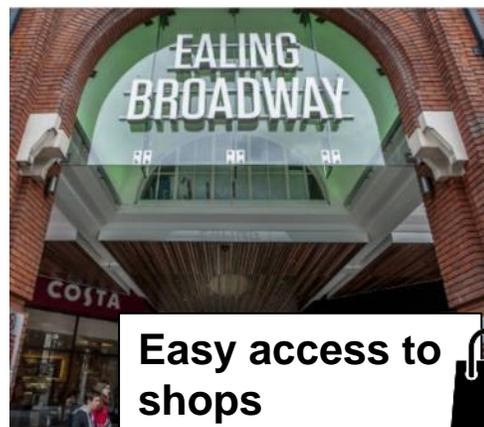
**Easy access to shops**

"It has a brilliant shopping mall and is easily accessible, especially by bus."

"West Ealing station is something that makes my life very easy for the day to day commute."

**Green, open spaces**

"This is Grand Union Canal, about 5 minutes from where I live. It's so different from the city where it's smoky and dusty in the air. Here, you breathe in clean, fresh air."

"There seem to be more rubbish dumped much more often now."

**Roadworks**

"There is so much roadwork going on and it goes on forever. The noise and dust is really intrusive and horrible.

**Rubbish and fly-tipping**
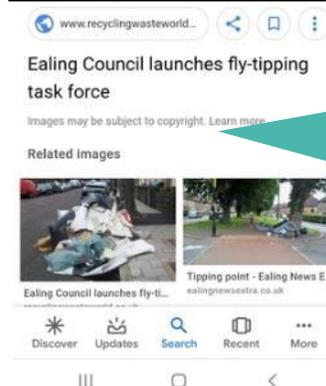
"Fly tipping makes the area less pleasant to live in as they can't be bothered to dispose of their rubbish properly; they just leave it in the street for someone else to deal with, rather than taking responsibility. Tt just creates a mess!"

*Photos uploaded by participants during digital diaries

18

# What's it like to live in Waltham Forest…

**Diversity** 👥

*"This is Walthamstow Library, one of my favourite places in the town. I love to read and this large library is a place for like-minded people to come together and enjoy books all year round."*

*"This is Walthamstow Market which is a great representation of the diverse culture and personalities in the area."*

*"This shows the new housing and development I like to visit at E15, just up the road from me."*

**Green, open spaces** 🌿

*"Anytime somebody visits me in Walthamstow, I show them around the marshes […] it makes it nicer to live here when we're surrounded by water. There is also a nice cycle route where you can see open space with horses roaming around."*

**Sense of 'community'** 👥

**Rubbish and fly-tipping**

*"You see rubbish dumped in certain parts."*

**Crime** 👮

*"Unfortunately, we do have crime from time to time in the local area […] this disturbs the positive energy of where we live."*

**Increased traffic levels** 🚗

*"Travelling around the borough is getting harder and journey times are increasing. It now takes me 10 minutes longer to get to Walthamstow Central than it did 6 years ago. Big roadwork projects start but don't seem to be thought through; these works were delayed because the council hadn't decided what the new road layout would be."*

Walthamstow town centre improvements
Hoe Street and Selborne Road junction
Nov 2016 to Spring 2019
Expect delays and plan ahead
www.walthamforest.gov.uk/e17roadworks
Transport for London

*Photos uploaded by participants during digital diaries

# Despite each area having a slightly different 'feel', people enjoyed and complained about similar things

- Common factors determined the extent to which locals enjoyed their area

- Dislikes tended to form part of wider London 'issues'

Green, open spaces and nature eg parks, marshes, canals, wildlife

Sense of 'community' eg via local celebrations and events

Easy access to shops, bars and restaurants

Good transportation links into Central London

Family-friendly

Increased traffic levels

Air pollution

Rubbish + fly-tipping

Crime/violence/concerns over safety at night

Construction + roadworks

Anti-social behaviour from some groups

# Active modes were not a feature of our participants' daily lives and people tended to have a blinkered view of the 'best' mode for them

- Most did not have a mental concept of active travel
  - Walking and cycling for all, or part of, journeys were simply not top-of-mind for regular trips
  - Car and Public Transport were the default
- People believed their journeys were already the best they can be
  - Key decision-making factors of efficiency, familiarity, comfortableness do not currently encourage them to use active modes
  - Concerns for physical or mental wellbeing and sustainability were not top of mind considerations for daily mode choice
- Car ownership was a key factor in daily mode choice
  - Drivers defaulted to car for many non-commuting trips
  - Non-drivers were more likely to consider a variety of modes and tailor their decision to what they considered 'best' for each trip
  - Drivers justified their use of car for reasons well-documented in previous research – personal cost/benefit calculation, perceived as more comfortable, a 'little treat', easy, habitual, convenient for carrying luggage/bags/kids/complex trips
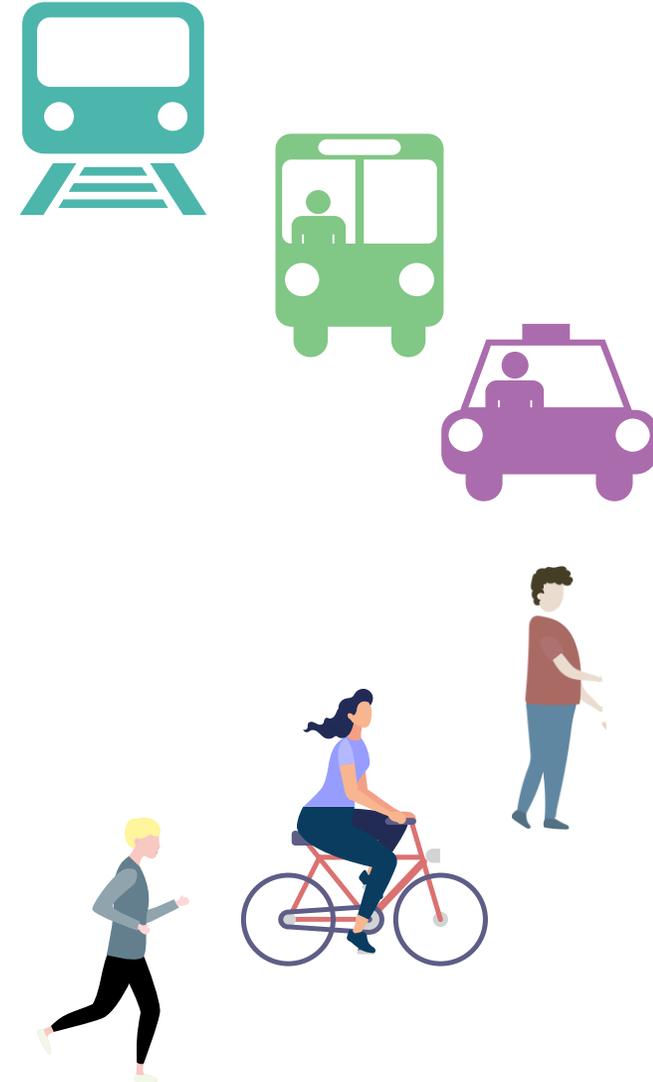
# Some participants led more active lives than others

**We had a spread of activity levels across the sample**

**Active**
- Regularly going the gym
- Keen park runner
- Daily dog walks

**Trying to be active**
- Own a bike, but not regularly using it
- Have a gym membership, but not regularly going
- Wanting to walk more but not having the time

**Not on my radar**
- Doing very little regular exercise and not thinking about it

**More active**

**Less active**

**Before the study, for most participants, activity was something they did in a distinct time and space, and was mentally separated from travel**

# Experiences of active travel

# Prior to experiencing the behavioural challenge, people had mixed expectations

Many were apprehensive about making a change to their routine and entering the 'unknown'

"**O**ne of my goals for the year is to become a healthier, fitter person. I'm hoping this challenge will enlighten and inspire me."

"I'm a bit apprehensive about this, I'm not a very active person so worried I won't be very good at implementing the suggestions!"

**Positive unknown**

**Negative unknown**

"I like a challenge and it will be interesting to see if I can do it."

"Feeling a bit nervous before starting as I don't know what to expect, what tasks will be set. Thinking maybe I will be asked to walk a long distance to my destination!"

# Participant experiences

## MIRANDA, 55, WALTHAM FOREST

*Freelance Art Director | Lives alone in Hackney*

"My current priorities are my mental/physical health and overall wellbeing, expanding my social life, meeting new people, finding additional clients/workstream and making sure I take enough time for fun and relaxation."

### Typical commute/journeys

Bus/mini cabs for local activities (e.g. groceries, GP appts) and mix of bus/tube/Overground/mini cab for work

### Behavioural challenge: Examples of journeys

- Got off bus early to walk to local shops
- Walked across Finsbury Park vs. taking bus for entire journey
- Walked across Millfields Park vs. taking bus for entire journey

### Journey experiences:

- No of 'successful' challenge days: 6/14 days

- Despite a relatively low daily 'success rate', the challenge positively highlighted that walking could take the same amount of time as usual bus route, and could increase the amount of time spent in parkland/exploring local area

### Main difficulties during challenge:

- Weather (heatwave, rain)
- Lower motivation when working from home
- Carrying heavy shopping bags

### Impact of behavioural challenge:

- Plans to incorporate more walking into future journeys - recognises positive impact on physical and mental health

"I intend to continue with this walking challenge; more brisk walking will improve my physical health, my stamina and mental wellbeing."

## HAYLEY, 35, WALTHAM FOREST

*Works in HR in North London | Flat shares with best friend in Leytonstone*

"My current priority in life is to get fitter and lose some weight […] I'm trying to be a bit healthier. I try (mostly fail) to go to the gym twice a week but manage to get some swimming in."

### Typical commute

**45m**

Mix of tube, bus and Overground from Leytonstone to Kings Cross

### Behavioural challenge: Examples of journeys

- Switched bus for walking to station and between different work offices
- Walked on lunch break
- Showed visiting family members different tourist hotspots by walking

### Journey experiences:

- No of 'successful' challenge days: 12/14 days
- Primarily succeeded in completing challenge but admitted difficulties and did not manage to fit it in every day. Positive 'highlights' included walking in Central London with family (e.g. Covent Garden, Chinatown)
- Hoped the challenge would inspire her to finally get out on her bike, and considered it for a few trips, but in the end was too nervous

### Main difficulties during challenge:

- Weather (heatwave, rain)
- Work commitments (e.g. lunch meetings)
- Low cycling confidence levels/ security concerns

### Impact of behavioural challenge:

- Desire to increase walking distances and plans to tailor walking routes during winter

"Doing this challenge gave me an incentive and now it just feels normal so I'll carry on with it. I'll take a slightly different route during the winter to avoid some of the darker side streets."

# Participant experiences

## TARIK, 29, EALING

*Business Consultant | Lives with partner and parents in Greenford*

"My current priority in life is to build for the future which means working hard now and being able to do things later in life, but to also enjoy my time now with family. I'm also working to have my own family."

### Typical commute/journeys

3 days a week by bus + tube
2 days a week by car
Heavy car user at weekends (esp. in local area)

### Behavioural challenge: Examples of journeys

o Walked to local shops vs. driving
o Parked car 20 mins away from office to fit in 20 mins of walking
o Walked to restaurant vs. driving
o Walked to high street vs. driving

### Journey experiences:

o No of 'successful' challenge days: 8/14 days
o His most common destinations are 'driving (not walking) distance' and the nearest tube stop a 30 min walk away, so struggled to identify swappable trips other than the gym and local shops
o However, it became clear early on into challenge that walking was easier to incorporate into daily life than he originally thought

### Main difficulties during challenge:

Weather (heatwave, rain)

Social events ("less time to fit it in")

Lower motivation when working from home

### Impact of behavioural challenge:

o Hopes to walk more but less likely to sustain in winter/poor weather

"It's encouraged me to walk more and shown how easy it is to be slightly more active with walking […] I can imagine walking more in the summer, not so much in the winter or rain."

## FLAVIA, 36, CROUCH END

*Works full time in Central London | Lives with partner and son*

"My priorities are taking care of my family and balancing my job demands with spending quality time with my son. Having a young son, I hope crime rates and pollution levels will go down as I would never want to consider leaving London to live elsewhere."

### Typical commute/journeys

Mix of bus and tube to work OR runs to work – likes travelling by public transport as it's "environmentally-friendly, cheaper and quicker"

### Behavioural challenge: Examples of journeys

o Ran to work vs. taking bus
o Walked with son on tricycle to supermarket in Hornsey vs. taking bus
o Cycled to local park

### Journey experiences:

o No of 'successful' challenge days: 13/14 days

o Greatly enjoyed the challenge and efficiency of combining exercise with daily commute/activities. Also provided an opportunity to spend quality time with son and take on new active challenge e.g. cycled once despite not "liking cycling much"

### Main difficulties during challenge:

Illness    Carrying heavy shopping bags

The 'difficulties' were very minimal compared to other participants; the heatwave also didn't deter her from completing the challenge

### Impact of behavioural challenge:

o Already showed high levels of activity before challenge but intends to increase running to work/park and may also try cycling more frequently

"I will definitely make running to work and to the park (and possibly cycling) part of my daily routine."

# As they progressed, perceptions of active travel shifted

As time went on, many were surprised by how much more positively they felt about active travel, citing that they had:

1. Experienced short-term personal benefits

2. Seen for themselves that it was achievable

3. Broken their previous habits

**What the literature says**

Travel habits are strong, and it often takes an external trigger to create change (TfL Walking and Cycling Behaviour Change Deepdive, 2017). Taking a habit-led approach to change may therefore be key e.g. messaging around specific moments and triggers, easy replacement routines, a focus on rewards. Piggybacking on times of life change could be used to encourage new healthy habits to be formed – new job/moving house etc.

"This is the third Sunday that I've done a 20 mins walk on my way to the bus stop. So it's now become a routine. I'm surprised how quickly I've created a new routine route! "

"I am surprised how much I like walking as I normally just jump in my car for most journeys."

"I think what surprised me the most today is both the walks really helped me change my frame of mind. In the morning I was feeling really negative and unmotivated about work before I left the house, but by the time I got back I felt refreshed and ready to start the day." *[Participant was working from home]*

# During the challenge period, participants fitted in active travel in most days

**Across the 14 days…**

| | | |
|---|---|---|
| **46**<br>people contributed | **491**<br>days logged | **604**<br>trips described |

Participants reported that they 'achieved' the challenge on **415** days vs **76** where they didn't

NB. This data came from a qualitative sample using a semi-structured data collection method. Due to the rolling nature of recruitment and varying levels of participant engagement, different participants contributed for different lengths of time and some participants' responses may over- or under- index in the summarised data. These figures should only be treated indicatively.

# People found ways to fit the challenge into their lives across a range of existing journeys

**Where participants told us the purpose of their trip, they fell into the following categories:**

| 119 | 99 | 94 | 86 | 45 |
|-----|-----|-----|-----|-----|
| Regular Commuting | Shopping | Social | Other utility trips (e.g. appointments) | Work Trips (e.g. meeting clients) |
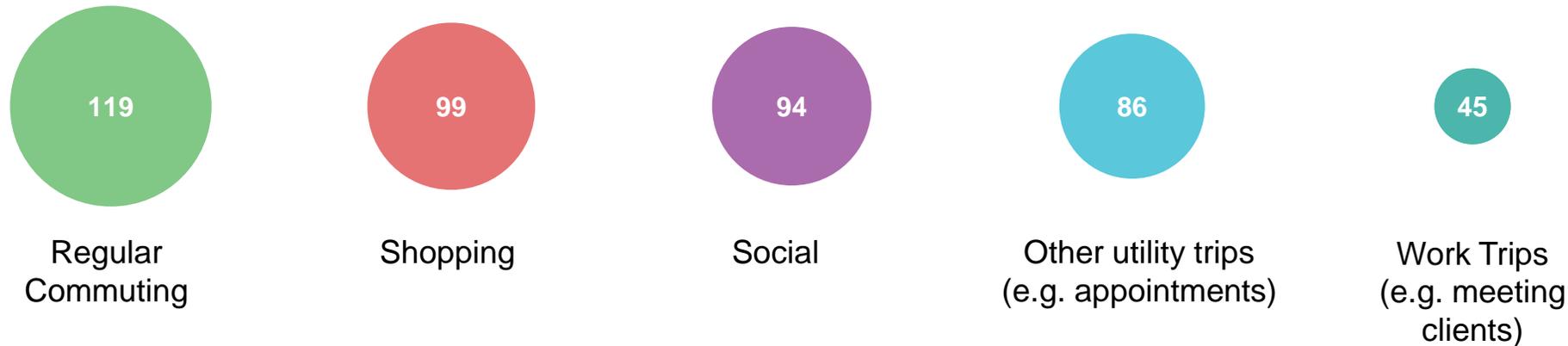
**Switching to an active mode for journeys that were already planned (e.g. commuting or shopping) was a particularly easy way to achieve the challenge daily**

*Eg…*
Walked to the gym rather than driving
Walked to the train station instead of the bus
Got off the tube one stop early on the way back from work
Walked to the supermarket rather than driving
Went to a different train station for a longer walk
Cycled to a client's office

"I've been walking to work instead of taking the bus… it's such an easy way to get your exercise in every day while also saving money."

# Active travel also triggered some to change journeys and habits

**The active travel challenge led them to make different travel choices**

➔ They undertook journeys they otherwise wouldn't have

➔ They made different journeys than they otherwise might have

➔ They made journeys that straddled leisure and travel

"I had a really busy day working from home, but forced myself to go to the shops in the afternoon to get my minutes in."

"Me and my partner went to a nearby restaurant since we could walk there, normally we'd drive to Edgware Road if we want to eat out."

"On Saturday I had an appointment in Hampstead so I took the opportunity to go for a walk through the heath. In the end I walked for a couple of hours. Overachieved today!"

**For some, changing their go-to mode of travel had a cascading effect on the rest of their lives**

"Normally my partner does one big shop in the car each week, but because I was doing it by foot or bike I found myself doing lots of little shops at the nearby supermarket. It changed the way we structured our week."

"I have been walking my son to nursery as usually my husband would do this. I can then come back via Waitrose and kill two birds with one stone!"

"This challenge has prompted a total rethink of my commute, and I now plan on taking a different route to work to add some walking time into my journey. I noticed such an improvement in my focus and motivation if I started the day with a brisk walk, and achieved so much more at work."

# For many, the challenge also meant they fitted in more walking without an obvious journey purpose

**Participants also told us about lots of instances (118 trips in total) in which they 'achieved' the challenge by fitting in more walking for activity's sake.**
This was often because...

| They had no opportunity for travel that day (e.g. weekends, stay at home parents, home workers) | They were looking for extra opportunities to be active | The line between leisure and travel was not always clear-cut |
|---|---|---|

"I took a brisk walk today from my house and back. I had no reason to go out, I done it to achieve my goal for today." *[participant was working from home]*

"I went out for a leisure trip to the Stratford Olympic park, so it was quite a long walk and a bit of window shopping. I enjoyed it and it was relaxing."

"I asked my colleagues if I could do their shifts patrolling the building perimeter, so that meant an extra 2 hours of walking today." *[had already achieved the challenge that day]*

"I hadn't done the challenge yet today so thought I'd walk to the gym… I hadn't been for weeks!" *[participant would normally drive]*

"The weather was great and I hadn't got my minutes today, so I went on a nice walk on my lunch break and picked up a sandwich on the way."

"We went down for the Pride parade and spent all day on our feet – got lots of walking in today."

"We drove to Romford and then spent a couple of hours walking around between the shops."

[118 trips where they fit in walking, cycling, or running with no obvious journey purpose]

# Overwhelmingly, people chose to walk rather than any other active mode

## Walking

**Everyone**

- Walking was by far the most chosen form of active travel for achieving the challenge
- Easy to fit into their lives and existing travel routines

## Cycling

**8 people**

- Cycling was chosen by some, but generally those who already owned or had access to a bike at home (but not already using a bike for regular travel)
- No-one reported using bike hire as part of the challenge [despite offering participants access to local schemes]

## Running

**8 people**

(only 1 as part of a journey)

- Running was seen by most as a form of exercise rather than a mode of travel
- Only chosen by a small number of people who already enjoyed it as exercise

# Most people experienced personal benefits

## Improved physical and mental health

- ✓ Alertness
- ✓ Mood
- ✓ Feeling more healthy

"I aim to keep this up (weather/work permitting) for as long as I can, as I've really seen some improvements in my overall mood and attitude".

## Social benefits

- ✓ Able to help others more (e.g. by popping to the shops, errands)
- ✓ Better relationships with family and work due to improved mood

"I've become not just a happier person but a better housemate, as I'm much better to be around after work"

## Better journeys

- ✓ Less stressful, in control
- ✓ "Better" routes – more convenient, more pleasant, less crowded (using different train lines, Overground journeys)

"It's made me rethink my commute, and make me think about how my commute can be more enjoyable by mixing it up an bit.. it's left me feeling more positive to get out of routine and be outdoors more"

## Connection with local and London

- ✓ Enjoyed local area
- ✓ Discovered new parts of London
- ✓ Saw things they didn't usually see

"I saw more of the improvements and changes they are making in my area and in East London. I liked seeing new buildings and facilities going up and going to new shops I spotted when walking about".

*"This travel challenge has totally and completely changed my attitude to walking in general. I often found an excuse to drive or take a mode of transport other than walking. However having been part of this research trial I have discovered a love for walking and find it quite therapeutic. I'm able to complete daily tasks and carry out my day to day life just as before but whilst getting some much needed exercise and also reducing my carbon footprint."*

# At the end, most felt it was a success

- The vast majority completed the research project with a sense of accomplishment

- 'Success' in participants' terms was not always related to how often they 'achieved' the challenge

- Many described coming away from the challenge in positive terms:

  - ✓ Having a desire to sustain new habits

    - • Not necessarily the ones they had been prescribed i.e. not necessarily every day

  - ✓ Having found a way to fit active travel into their regular routine

  - ✓ Being an advocate for the goal

"I feel much more energetic after doing more exercise! So I am going to try and do it everyday I feel I can, but I'm not set on the target of doing it 7 days a week".

"I will definitely try and walk more / change my route to and from work. As well as look into getting a bike to ride to work and home rather than use the train or bus".

"I think this is a great goal for Londoners to aim for – 20 minutes isn't much, everyone should be able to do it".

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# During the study many people quickly moved from pre-prime to sustained change and advocacy

Before the study active travel wasn't part of people's mental model of their travel options (pre-prime). Although many felt they 'ought' to be being more active/healthy outside of travel and expressed some air quality/environmental concerns, these weren't linked to their mode choice

At the end of the study many felt their active travel habits were 'here to stay' and would strongly support others integrating activity into their daily trips (change, sustained change, advocacy)

| TRIGGER | ADVOCACY |
|---|---|
| The specific factor which makes one decide to change<br><br>(Triggers occur before Change but do not require Prime and Preparation to have occurred) | The promotion of new behaviours to others before a new behaviour is adopted or after a positive experience |

| Anti-Prime | Pre-Prime | Prime | Preparation | Change | Sustained Change | Normalisation |
|---|---|---|---|---|---|---|
| When someone holds beliefs or has an experience that makes them resistant to the idea of change | Before there is any awareness of a need / desire to change | Recognition of a need / desire to change, including accumulation of arguments / reasons 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 |

# Whilst overall people's responses were positive, behaviour change wasn't <u>all</u> easy…



"The pavement is really thin in places and the cars come really close – you don't exactly feel inclined to walk – it's hardly a park!"

"Having the children makes it harder as you can't focus on yourself as much when you're accommodating them."

"In the morning I'm just focused on get-to-work I'm not thinking about exercise!"

"I've lived around here my whole life and there are some streets you don't want to walk down."

"I'm a 25 minute bus ride from the station so it just doesn't make sense to get off a stop early. It's already a long journey from Ealing to town."

"It was hot today and I was carrying bags so walking was difficult."

"I go to the gym why doesn't that count?"

"With a bag and work laptop I'm not going to cycle."

# Exploring what helped and hindered change

# People need to be <u>capable</u> of more active travel

**Capability can be broken down into two types:**

1) **Physical capability**
   Physical skills

2) **Psychological capability**
   Knowledge
   Cognitive and interpersonal skills
   Memory, attention and decision process
   Behavioural regulation

**What the literature says**

Physical capability:

- Effort required for active travel vs other modes, not everyone enjoys this or has the capacity to achieve it right now

- Time available – there can be a significant cost to active travel and to the change

Psychological capability:

- 'Active travel' is not currently a mental concept for many and it is therefore not on people's radar

- Walking is a particularly 'hidden choice'

- High mental load to change / many lack mental bandwidth

- Many negative emotions, particularly fear associated with 'activity'

Findings from the literature review

39

# Very few of our participants encountered physical difficulties or time constraints achieving more active travel

## Before they started…

- Many were concerned about the physical exertion and time restraints required to do more walking and cycling

## In practice…

- Physical effort required for walking was manageable – even when walking distances that exceeded the AT goal

- Equally so for those who chose to cycle short distances

- In fact, rather than physical difficulties, people experienced feeling better physically and immediate health benefits – feeling more supple, more alert and focused, lighter

- Fitting it in to a busy day and contending with other demands on their time was relatively easy too – they often found journeys were just as quick walking as by other modes

**Exceptions** to this were:
- ! Working from home days
- ! Weather – extreme heat or rain
- ! Specific accessibility needs (usually other people's)
- ! Domestic responsibilities – caring for family members, young families with strict daily schedules

"I realised I hardly walk anywhere…This showed me how easy it was to keep active and made me feel good about getting in more exercise."

"It was surprising how quick it was to get to the gym by cycling (first time I've done it). Took 12min! Much quicker than bus or train."

"My body visibly changed!"

"I thought it would be a drag but it was actually very pleasant and became one of the best parts of my day".

"It was hot today and I was carrying bags so walking was difficult".

"Having the children makes it harder as you can't focus on yourself as much when you're accommodating them."

# Psychological barriers to active travel were more common

## Before they started…

- People's travel choices were very habitual and rarely actively considered

- People conceptualised 'activity' and 'travel' as two separate entities

    - Activity = a choice

    - Travel = a must

- Active modes were only associated with certain 'right' situations e.g. more time, no bags, good weather

- Other modes – PT, car, PHV – were often assumed quicker and more convenient than 'people-powered' transport

## In practice…

- Making changes to daily journeys did take a bit more mental effort than sticking to the default at first

- Many simply didn't see and know about options for fitting more walking or cycling into their travel patterns; they had to proactively seek them out

- But once journey swaps were successful they were easy to repeat and repeated experience of the challenge helped reset defaults

"I always take the bus back home from Blackhorse Road (tube), I'm used to it".

"With a bag and work laptop I'm not going to cycle".

"I go to the gym why doesn't that count?"

"It doesn't make sense to cycle to Stratford (from Leyton) by the time I get there and park up and get on the Central Line I've lost half an hour. Not worth it".

"In the morning I'm just focused on get-to-work I'm not thinking about exercise!"

"I walked to town centre and it wasn't as far as I thought! Might start walking more since bus takes ages".

**The experience of taking part in the behavioural challenge helped break-down psychological barriers – resetting people's default travel habits and showing them easy ways to fit active travel in**

# People's levels of general activity did not influence extent to which they achieved the challenge

Walking and cycling as part of journeys felt distinct enough from exercise as not to turn off the less active among the group

Barriers and drivers to active travel were distinct from barriers to exercise more generally

Being comfortable with more general activity didn't seem to make active travel any easier

## In fact…

- Some participants went from only a few minutes of activity a day to finding they could fit in chunks of active travel that were way beyond what was required
- Some low-activity participants found it a good stepping stone into activity more generally – less daunting than going to do 'activity'
- Some participants felt that walking as part of a journey increased it's intensity a little – quicker/more purposeful walking than a leisure walk

# People needed sufficient <u>opportunity</u> to do active travel

**Opportunity can be broken down into two types**

1) Physical environment

2) Social influences

**What the literature says**

Physical environment:

- Environment is a significant barrier for many

- Environment changes have strongest evidence for change

Social influences:

- There is some evidence of social momentum around being 'more active' and change in travel behaviour (e.g. less car) in London

- However, on the whole social norms reinforce current travel habits

- People lack the right networks to support change

# People's external and local environments were often the factors which were most off-putting when considering active travel

## Pavements



"If someone could just remove the large amounts of rubbish in my area and make walking in the street a more pleasant experience that would be great!"

## Road safety



"The traffic lights outside of the bookshop on the high street last just 7 seconds! You can hear cars revving their engines and it puts me on edge."

## Street look & feel



"The pavement is really thin in places and the cars come really close – you don't exactly feel inclined to walk – it's hardly a park!"

## Personal safety & security



"I've lived around here my whole life and there are some streets you don't want to walk down – I sometimes ask my partner to meet me at the bus stop or give me a lift from the station."

## Public Transport options



"I found walking to Hornsey or Old Street limited me – the train line was just not reliable enough with frequent delays or cancellations. So I went back to using Finsbury park but got the bus as walk back is long and uphill."

"I'm a 25 minute bus ride from the station so it just doesn't make sense to get off a stop early. It's already a long journey from Ealing to town."

*Photos were submitted by participants online as examples of things they dislike about their local area*

2cv  44

# Hyper local factors determined how easy or difficult participants found integrating active travel into their daily lives

- During accompanied walks, people showed us the nicer, more pedestrian-friendly routes that they had chosen to walk (or cycle) as part of journeys. We found participants living just a few streets away from one-another could have very different experiences

- ✓ **Some local and personal factors clearly made the challenge easier**:
  - ✓ Living near a local high street so they could incorporate active travel into a trip to shops
  - ✓ Living near Public Transport options that required enough of a walk to make it worth it
  - ✓ Living near green space such as a park or canal
  - ✓ Their personal trips/route opportunities

- ! **Whilst others made it more difficult or meant they avoided certain areas:**
  - ! Proximity to main roads and high traffic e.g. Ealing and Greenford, Blackhorse Road
  - ! Streets or "pockets" that felt less safe or secure
    - ! Road safety e.g. Leyton to Stratford – Drapers Field bridge, Crouch End Town Centre
    - ! Personal safety e.g. Upper Walthamstow
  - ! Hills e.g. Crouch Hill
  - ! Cycle infrastructure being too localised and not connecting them to where they need to be

# London and local area norms tend to prompt people to use car and Public Transport more than active modes

Organisations and events supporting a shift towards more active travel and less car are not always visible

Car and PHV culture and attachment throughout Central, Inner and Outer London is still strong

Short Bus to local Tube/Rail station is a socially accepted norm

Journey planning tools may reinforce existing preferences and social norms rather than prompt change

"I wish there were organised walks and family events around us. There should more information about this kind of thing to get people thinking about it."

"If I had the money I'd get taxis everywhere, there's just something nice about being taken places."

"At the bus station at the tube in the evenings there's always loads of people waiting – you start recognising people and chatting."

"I rarely see options for walking except that bit at the top that says 100 minutes by foot – you're hardly going to do that!"

**Some signs of a cultural shift…**

Concerns about air quality are becoming more widespread and people talk about the case for less car

"My neighbour's car is ready to pack up and we were talking the other day about whether she'd replace it or go without."

Recent area improvements encourage perception of a more walking and cycling friendly environment

"Around Francis Road (Leyton) they've made it almost pedestrianised and it's lovely to walk around."

2cv

46

# People needed sufficient <u>motivation</u> to do active travel

**Motivation can be broken down into two types:**

1) **Reflective motivation**

   Social role/identity

   Motivations and goals

   Beliefs about capabilities

   Optimism

   Beliefs about outcomes/consequences

2) **Automatic motivation**

   Reinforcement

   Emotion

**What the literature says**

Reflective motivation:

- Lack of social identification with active travel
- Mental model of 'activity' does not include Active Travel – often not considered at all or discounted as not 'meaningful' enough
- Habitual nature of travel behaviour narrows people's openness and capacity for change
- Intention-action gap: while most know they should be doing more they fail to put this into practice
- Cognitive dissonance around active travel
- Many of the main motivation rewards are 'delayed' or intangible – e.g. weight loss, fitness, health

Automatic motivation:

- Duality of experience
- Conflicting feelings
- Habitual nature of travel behaviour narrows people's openness and capacity for change
- Short term benefits – alertness, feeling better – can create positive feedback for active travel

Findings from the literature review

# Experience of short-term benefits and the achievability of fitting in active travel created a positive feedback loop that kept people motivated

**3. START**
- Initial thought and planning required
- Soon surprised at the ease and enjoyment of fitting it in

"I am getting even more and more surprised how easy this is becoming and how much of a habit it is becoming as I didn't expect such a route to be so enjoyable."

**2. PRE**
- Some apprehension / nerves
  *How achievable will it be?*
  *What routes will I use?*
  *How will I feel?*

"Challenge explained"

**1. BEHAVIOURAL PROMPT**

**4. DURING**
- Confidence built up
- Repeated short-term benefits – feeling good physically and mentally
- Affirmation of ease and convenience

**5. NEW NORMS**
- Old habits were broken
- New, automatic defaults were established
- With experience, fewer barriers of capability, opportunity and motivation existed

# The daily goal was motivating even if people didn't manage to achieve their active travel target each day

"Doing this challenge gave me an incentive and now it just feels normal so I'll be carrying on with it."

- Most found the daily goal motivating for a variety of reasons:
  - ✓ Competition element
  - ✓ Sense of personal achievement and progress
  - ✓ Promise of reward

- A small number were more ambivalent
  - ! Like an obligation – *"I should do this"*
  - ! Made them accountable – *"You've asked me to so I should"*

- **Whether they claimed they liked it or not, the daily goal clearly worked to prompt small changes to behaviour**
  - Raised salience of active travel as an option
  - Forced them to think and link travel with activity
  - Disrupted habits and set new defaults quickly
  - Sped up the positive feedback loop as people saw and felt benefits

# At the end of the challenge people were supportive of the goal's potential for wider roll-out

## Personal benefit:

- ✓ Better journeys
- ✓ Connection with local area and London
- ✓ Feeling better mentally
- ✓ Performing better at work
- ✓ Improved mood and outlook
- ✓ Healthier

## Social benefit:

- ✓ Less car (less pollution, safer roads)
- ✓ Healthier Londoners overall
- ✓ Being a 'better' city with a positive way of life

## Realistic:

- ✓ Realistic for most Londoners to achieve
- ✓ Realistic to do most days
- ✓ Starting point for building a habit (and breaking old ones)
- ! Daily-ness is more challenging
- ! Need to be sensitive to people who can't

"We have an obesity crisis and air quality problems, this could help in so many ways."

"My doctor had told me to walk more before this study but he had suggested leisure walks which I struggled to fit in, but this is much easier."

"Walking is fun and ideal for people of all ages and fitness levels. It is easy to build into your daily routine and doesn't require any special equipment. You will have more energy, reduce stress, reduce your blood pressure, manage your weight and sleep better."

"I have a gym membership and Slimmer's World had suggested 4 x 15 minutes a week, but I don't do either, this fitted with my life much better and I think I'll keep it up."

NB In the co-design sessions we discussed the goal: Everybody in London to get 20 minutes of active travel every day

# What's the right language? Active modes as people-powered and human

- While most people chose to walk, having a sense of choice and more than just one mode was felt to be good
- We asked people what these modes were called, and positive but inconsistent language was used:

Independence

In control

Human

Reliable

**Walking**

**Cycling**

Natural

People-powered

Running

Running is for sporty types!
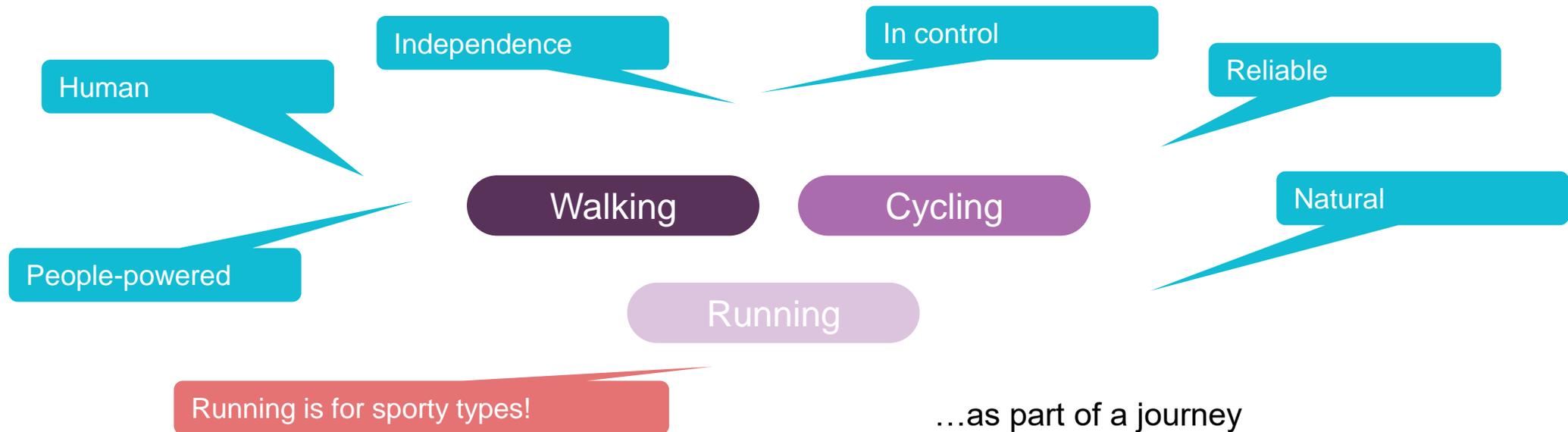
…as part of a journey

- A focus on walking and cycling is more inclusive
  - Seen as accessible for almost all Londoners, particularly walking
- Running (as part of journeys) can be more polarising and lack broad appeal

# Future considerations

# At co-creation sessions, people were invested in the issue, taking part in constructive discussions to identify priorities for change

- **Make active travel options more visible**
  - Walking maps, signs showing minutes by foot/bike
  - Bus stops that signpost walking times and distance (even to next stop)
  - Optimise TfL Journey Planner/other planners
- **Encourage active travel habits to start early**
  - School programmes, family activities and training sessions
- **Make street environments look and feel for active modes**
  - Greenery, safer roads, wider and better pavements, signage
- **Create local and London culture of less-car**, more sustainable modes
- **Make cycling more accessible**
  - More visible and easy bike hire, parking
- **Incentivise change**
  - Free coffees, local app with rewards, local competitions

# Opportunities for TfL to encourage more Londoners to meet their daily active travel goal fall into three key areas

## ENVIRONMENT

Create the right conditions for change with more enabling local street and road environments, better provision for walking and cycling, making London 'look and feel' for active travel

## ENGAGEMENT

TfL and others to make daily Active Travel a mental concept with a distinct identity that separates it from general activity and shows Active Travel is achievable, and for everyone
! Careful to avoid top-down or 'nannying' tone

## EDUCATION

Be a source of information and use partnerships w/ educational institutions, businesses, communities to raise awareness of active travel options

**People are blind to their active travel opportunities and the benefits it can bring …**

**How might we make active travel a 'thing'?**

How might we…

- Raise salience of how active travel can fit into peoples lives

- Inform and educate about options

- Be something for everyone

- Find a balance between selling wellbeing benefits and being too much about 'health'

- Create a social and community-led movement

- Use motivating but not sporty language

- Play on idea of a goal / game

- Get other organisations to see the opportunity it presents
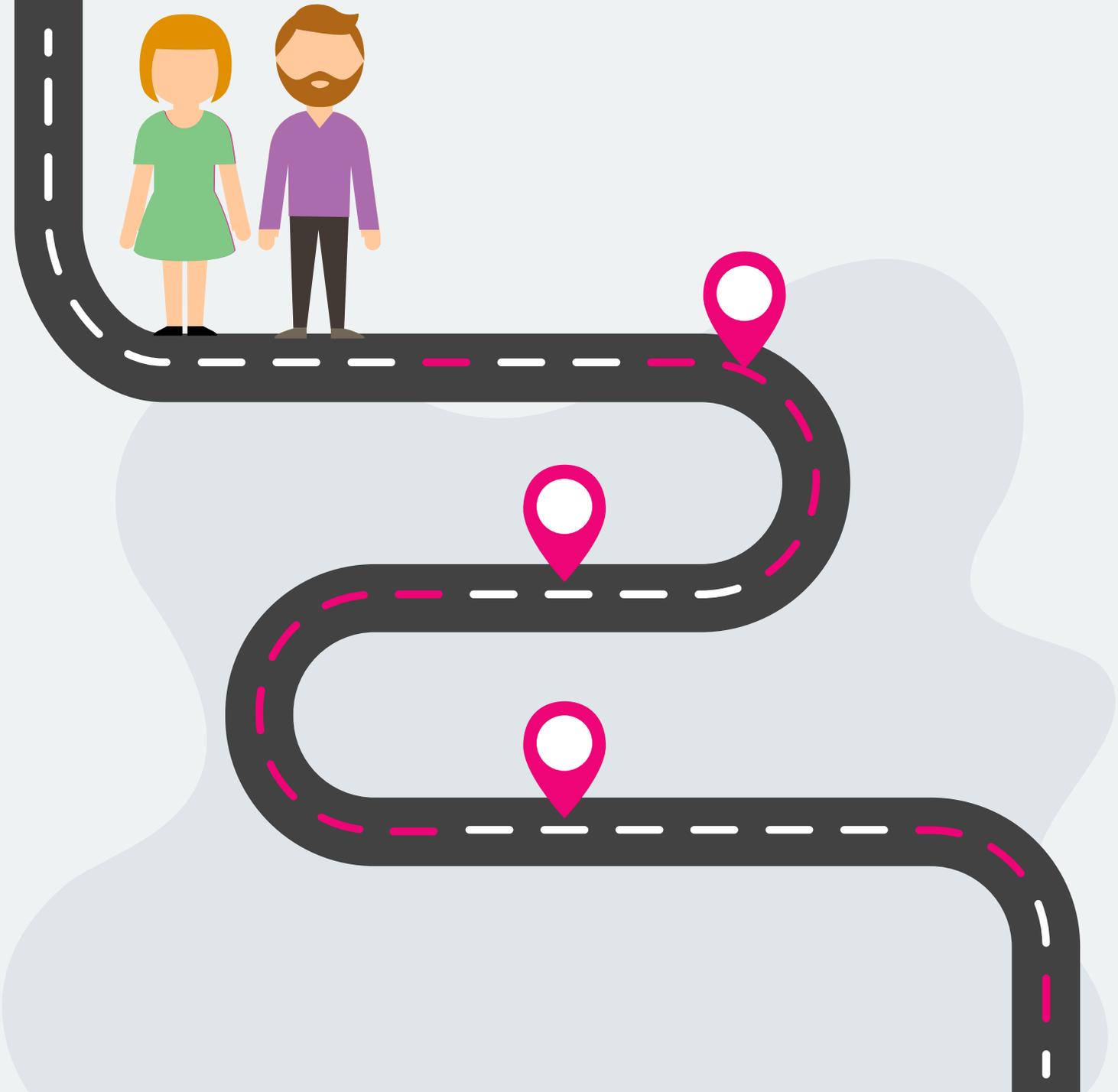
**Active travel helps cut across existing divides of travel / sport / leisure**

**…**

**How might we create a new way of talking about activity that is accessible to everyone**

How might we…

- Create a new way of framing active travel – eg people powered, healthy travel

- Create ways into active travel for people at different starting points

- Avoid putting people off by associating active travel with their pre-conceptions of activity

- Promote the benefits of active travel to everyone regardless of their current levels of activity

**People think using active modes will take more time, but in reality it is just as quick**

**…**

**How might we help people see active travel as just as easy and efficient as other modes?**

How might we…

- Show how active travel can be quicker than the car

- Highlight the 'purposeful' side of active travel as well as the 'leisurely' side

- Illustrate how quick and easy it is to make the change

- Challenge people to fit activity into their journeys and experience the convenience

- Remind people in situ of how quick active travel can be

**Participants were rewarded with many benefits of active travel
…
How might we promote the personal and social benefits of the challenge?**

How might we…

- Highlight the short term benefits of feeling better (head space, clarity of thinking and mood)

- Promote the short-term benefits to employers and particularly those managing home-workers
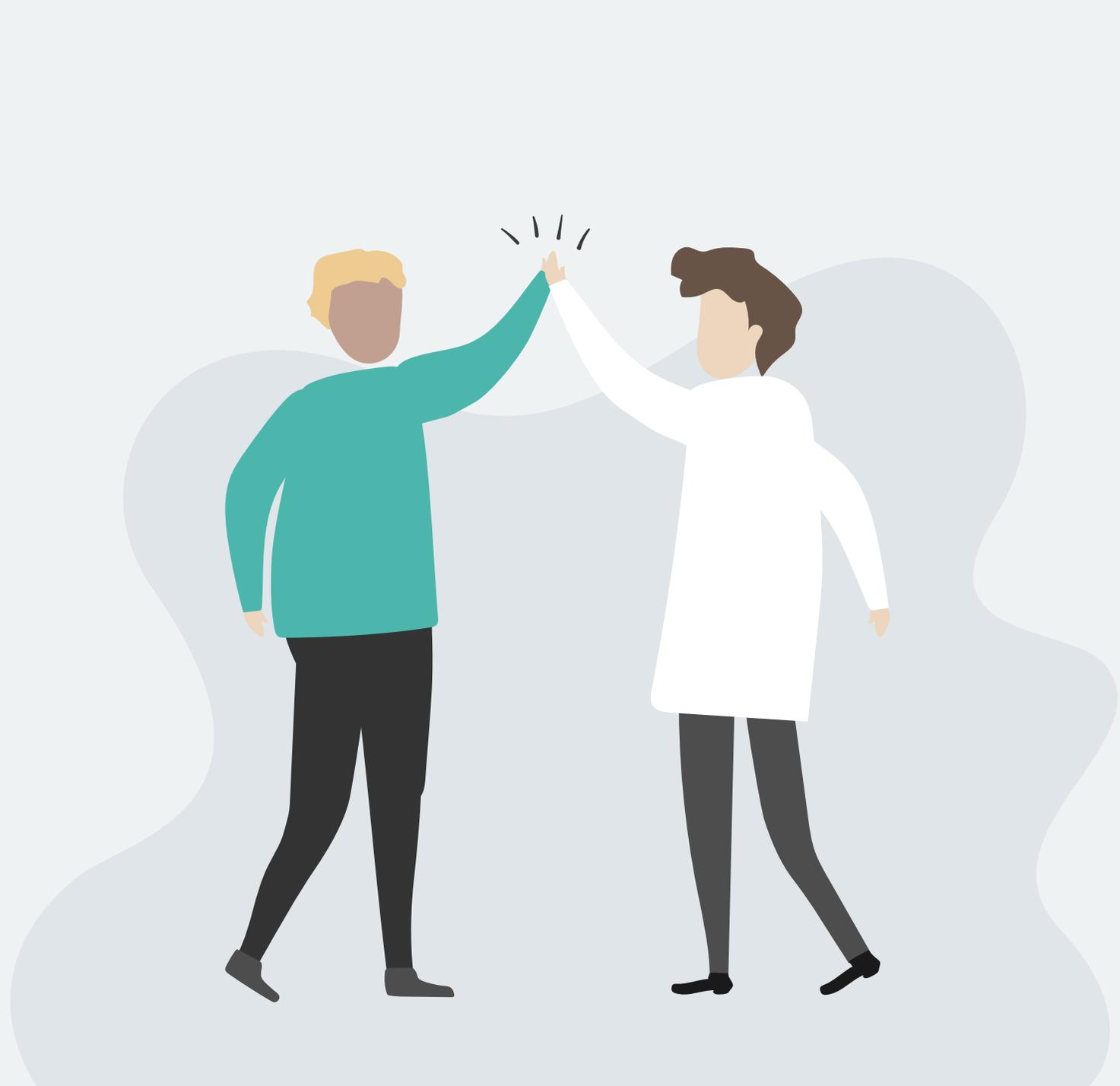
**People do more than just switch modes, active travel creates new habits and opportunities
…
How might we support people in their change?**

How might we…

- Create an environment that is worth exploring

- Build local environments around an 'active travel' life rather than car

- Use role models to show how this habit change opens up new opportunities and routines rather than simply replacing the old ones

**The two week 'challenge' window was long enough to disrupt routines and start to establish new habits**

**…**

**How might we trigger this type of positive disruptive change in everyday life?**

How might we…

- Capitalise on other 'life changes'

- Get people involved in a challenge

- Create an 'intensive' window for people to experience the change

- Gamify/create a community for the change
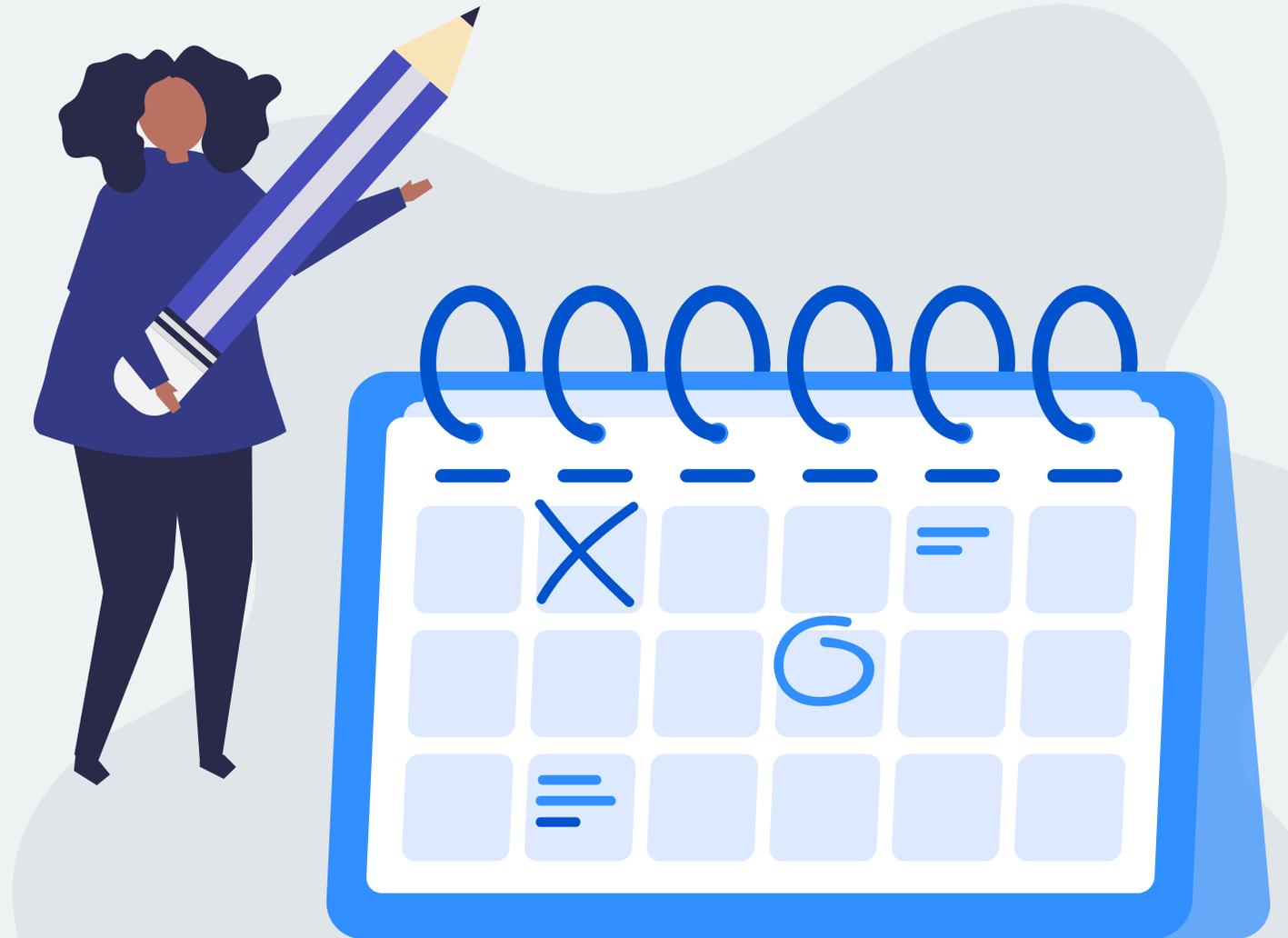
**People believe in the goal, but feel the messenger could be a turn off**

**…**

**How might we make sure people feel they want to change rather than feel they are being forced to**

How might we…

- Embed the message through partnerships (eg local boroughs, GPs, weight loss programmes, employers)

- Create a movement that people feel they can choose to opt into rather than one that feels top-down

- Avoid making it feel too much like a 'government' message

**Having a clear goal helped people focus and have clarity on what they needed to do**

**…**

**How might we articulate a clear daily target to give people something to aim for**

How might we…

- Be clear and unambiguous in how much people are encouraged to do – but avoid sounding prescriptive

- Be achievable for most people (regardless of existing activity) – but not so achievable as to be insignificant

- Show people that while they are 'adding' something it won't cost them time

# Thank you

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TRANSPORT
FOR LONDON

# Appendix contents

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TRANSPORT FOR LONDON

# Appendix:
# London Walking Forum Partners

# London Walking Forum Partners

At the time of this project, Transport for London's Walking Forum Partners were:

- Sustrans
- Living Streets
- Ramblers
- London Councils
- GLA
- Public Health England
- Transport for all
- London Sport

# Appendix:
# Literature review summary

# Recap of the COM-B model

Behaviour change is complex and affected by multiple influences. We used the COM-B model as a framework for mapping barriers and enablers in the literature review and understanding people's experiences in the research
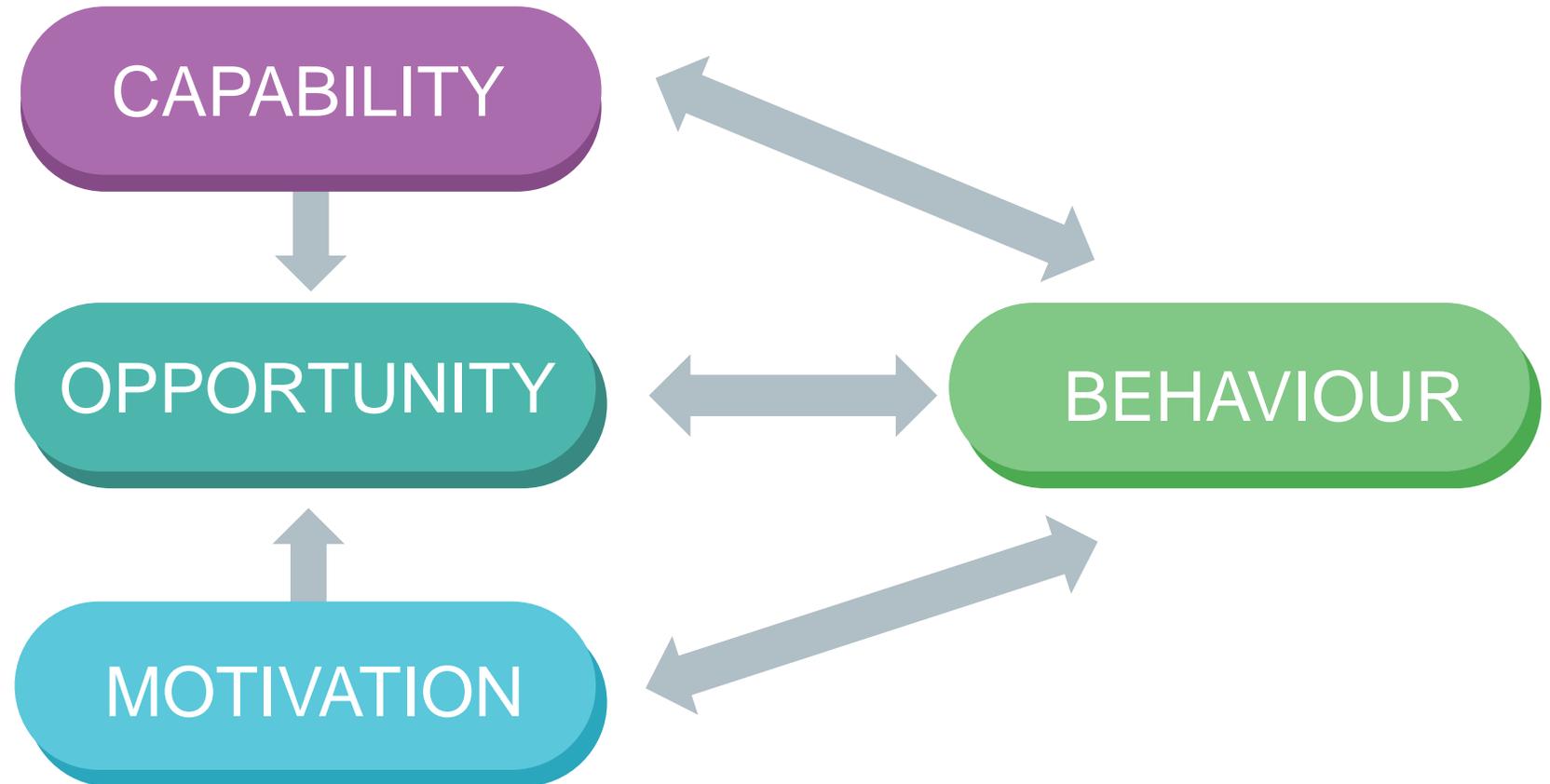


Michie, S., van Stralen, M. and West, R. (2011). The behaviour change wheel: A new method for characterising and designing behaviour change interventions. *Implementation Science*, 6(1).

# People need to be <u>capable</u> of more active travel

**Capability can be broken down into two types:**

1) **Physical capability**
   Physical skills

2) **Psychological capability**
   Knowledge
   Cognitive and interpersonal skills
   Memory, attention and decision process
   Behavioural regulation

**What the literature says**

Physical capability:

- Effort required for active travel vs other modes, not everyone enjoys this or has the capacity to achieve it right now

- Time available – there can be a significant cost to active travel and to the change

Psychological capability:

- 'Active travel' is not currently a mental concept for many and it is therefore not on people's radar

- Walking is a particularly 'hidden choice'

- High mental load to change / many lack mental bandwidth

- Many negative emotions, particularly fear associated with 'activity'

# People needed sufficient <u>opportunity</u> to do active travel

**Opportunity can be broken down into two types**

1) **Physical environment**
2) **Social influences**

---

**What the literature says**

Physical environment:

- Environment is a significant barrier for many
- Environment changes have strongest evidence for change

Social influences:

- There is some evidence of social momentum around being 'more active' and change in travel behaviour (e.g. less car) in London
- However, on the whole social norms reinforce current travel habits
- People lack the right networks to support change

# People needed sufficient <u>motivation</u> to do active travel

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1) **Reflective motivation**

   Social role/identity

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   Beliefs about capabilities

   Optimism

   Beliefs about outcomes/consequences

2) **Automatic motivation**

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- Lack of social identification with active travel
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# Literature review sources: TfL projects

- Walking and Cycling Behaviour Change Deepdive, 2CV 2017

- Richmond Sustainable travel, 2CV 2010

- Perceptions of London's Streets Among Children and their Parents, 2CV 2016

- Customer Research CRM Concept testing, 2CV 2009

- Barriers and Tipping Points to Cycling Among Low Income Target Groups, 2CV 2011

- Increasing Cycling Among Children, 2CV 2014

- Cycle Superhighways Branding and Naming, 2CV 2009

- Cycling Advertising Review, 2CV 2011

- Cycling Campaign Development Research, 2CV 2012

- Haringey e-bikes trial, 2CV 2014

- Healthy Streets, 2CV 2016

- Cycling & Walking Incentives Research, 2CV 2013

- Older Pedestrians Road Safety, 2CV 2013

- Outer London Review, 2CV 2018

- Walking Cultural Discourse, 2CV

- Quietways Wayfinding, 2CV

- Pedestrian CSS report, 2CV 2014

# Literature review sources: other projects

- Sport England:

  - Active Lives Survey, 2019
  - Active Travel & Physical Activity Evidence Review, Sustrans 2019
  - Applying Behaviour Change Theories to Real World Examples from Get Healthy Get Active Projects
  - Tackling inactivity design principles & design principles checklist

- London Sport Behavioural Segmentation of Less Active Londoners, Behavioural Architects, 2016

- London Sport Inactive Londoners segmentation, 2CV, 2019

- Women In Sport: studies into inactive women of all ages, 2CV, 2015

- StreetGames: young people walking and cycling research, 2CV 2018

- Impacts of an active travel intervention with a cycling focus in a suburban context: One-year findings from an evaluation of London's in-progress mini-Hollands programme, R. Aldred et al, 2019

- Public Health England:

  - Insight and Action to Help Stem the Rise of Childhood Obesity, 2CV 2007
  - Childhood obesity proposition research, 2CV 2011
  - Developing the brand identity for Change for Life, 2CV 2007

- Behavioural science models:

  - Applying the Behaviour Change Wheel (BCW), UCL 2015

# Appendix:
# Behavioural challenge additional sample and method information

# Selecting the study sample

## Transport Classification of Londoners

| Segment | Share of switchable trips and stages over 10 mins | Propensity to increase cycling (100=average) | Propensity to increase walking (100=average) |
|---|---|---|---|
| **Affordable transitions** | 6% | 164 | 130 |
| **Urban mobility** | 11% | 142 | 141 |
| **Suburban moderation** | 20% | 138 | 90 |
| **Educational advantage** | 6% | 113 | 171 |
| **Students & graduates** | 13% | 106 | 83 |
| **City living** | 7% | 102 | 91 |
| **Detached retirement** | 21% | 55 | 68 |
| **Family challenge** | 7% | 55 | 144 |
| **Settled suburbia** | 9% | 42 | 72 |

**Affordable transition** and **urban mobility** are the strongest near market

**Students & graduates** and **suburban moderation** are the next near market because they have a 20% share of switchable trips and are willing to walk and cycle

We should not be targeting **settled suburbia** and **detached retirement**

# Example of profiling data: Coppermill, Waltham Forest

Cycling Potential
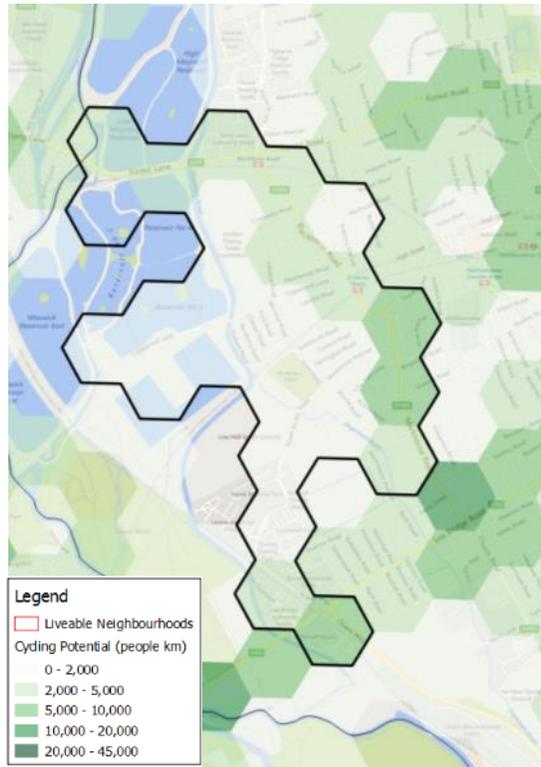
Walking Potential
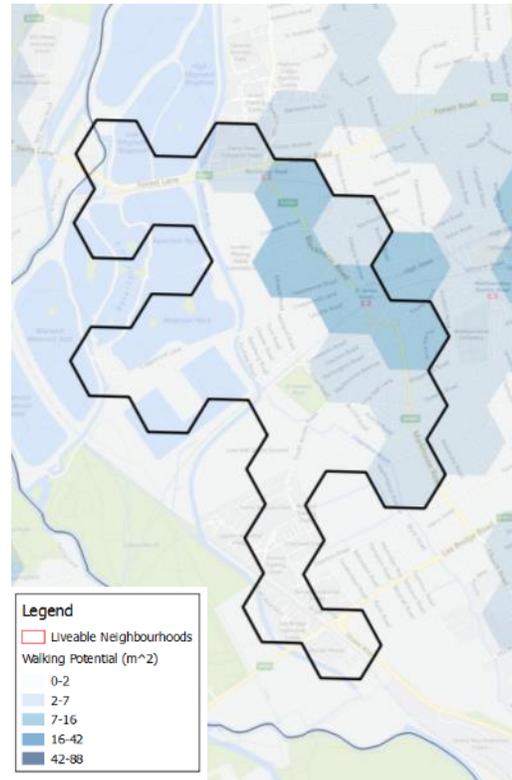
TCoL segments
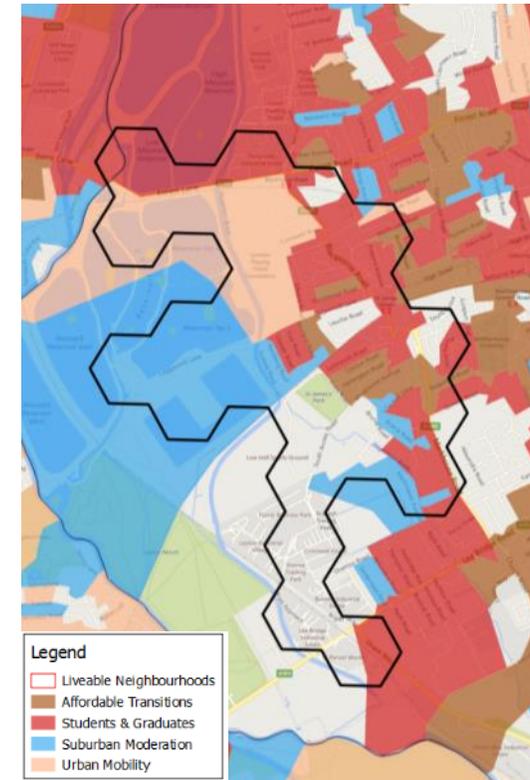


The Coppermill LN is to the west of Waltham Forest and contains Blackhorse Road and St James Street stations. There is some cycling potential within and just outside the area, there is also high walking potential to the east of the area. The four TCoL segments are found throughout the area.

# The areas selected had a range of different local environments

**Ealing**

Limited investment in local walking and cycling infrastructure

**Crouch End**

Some investment in walking and cycling infrastructure

**Walthamstow**

Recent investment in local walking and cycling infrastructure
- Mini-Holland scheme
- 'Healthy Streets' award

Less enabling ⟵⟶ More enabling

# Full sample demographics* – Waltham Forest

| Respondent | Location | Age | Gender | Life stage | Own and use a car | Activity level | Participation level |
|---|---|---|---|---|---|---|---|
| 1 | Waltham Forest | 24 | M | Single, no kids | Yes | Active | Finished |
| 2 | Waltham Forest | 25 | F | Young family | No | Insufficiently active | Finished |
| 3 | Waltham Forest | 25 | M | Cohabitating, no kids | No | Active | Finished |
| 4 | Waltham Forest | 25 | M | Married, no kids | No | Active | Finished |
| 5 | Waltham Forest | 25 | M | Single, no kids | No | Insufficiently active | Some participation |
| 6 | Waltham Forest | 27 | M | Young family | Yes | Insufficiently active | Finished |
| 7 | Waltham Forest | 29 | F | Cohabitating, no kids | No | Active | Finished |
| 8 | Waltham Forest | 30 | F | Young family | Yes | Insufficiently active | Finished |
| 9 | Waltham Forest | 30 | M | Young family | Yes | Insufficiently active | Finished |
| 10 | Waltham Forest | 30 | M | Single, no kids | Yes | Inactive | Finished |
| 11 | Waltham Forest | 31 | M | Single, no kids | Yes | Insufficiently active | Finished |
| 12 | Waltham Forest | 33 | F | Single, no kids | No | Insufficiently active | Finished |
| 13 | Waltham Forest | 34 | F | Cohabitating, no kids | No | Active | Finished |
| 14 | Waltham Forest | 34 | M | Cohabitating, no kids | No | Insufficiently active | Finished |
| 15 | Waltham Forest | 34 | M | Cohabitating, no kids | No | Insufficiently active | Finished |
| 16 | Waltham Forest | 35 | F | Cohabitating, no kids | No | Insufficiently active | Finished |
| 17 | Waltham Forest | 35 | M | Cohabitating, no kids | No | Active | Finished |
| 18 | Waltham Forest | 36 | M | Young family | Yes | Inactive | Finished |
| 19 | Waltham Forest | 37 | F | Single, no kids | No | Active | Finished |
| 20 | Waltham Forest | 39 | M | Cohabitating, no kids | No | Active | Finished |
| 21 | Waltham Forest | 43 | F | Mature family | No | Insufficiently active | Finished |
| 22 | Waltham Forest | 52 | M | Cohabitating, no kids | No | Insufficiently active | Finished |
| 23 | Waltham Forest | 55 | F | Single, no kids | Yes | Insufficiently active | Finished |
| 24 | Waltham Forest | 56 | F | Empty Nester | No | Insufficiently active | Some participation |

*Please note that diversity quotas were not set, due to the need to recruit a sizeable sample from a small geographical area using numerous criteria so that the near market were represented with a range of physical activity and low active travel levels.

# Full sample demographics – Ealing & Crouch End

| Respondent | Location | Age | Gender | Life stage | Own and use a car | Activity level | Participation level |
|---|---|---|---|---|---|---|---|
| 25 | Ealing | 26 | F | Married, no kids | No | Active | Finished |
| 26 | Ealing | 29 | M | Cohabitating, no kids | Yes | Active | Finished |
| 27 | Ealing | 29 | M | Young family | Yes | Active | Finished |
| 28 | Ealing | 30 | M | Married, no kids | No | Active | Finished |
| 29 | Ealing | 32 | M | Young family | Yes | Active | Finished |
| 30 | Ealing | 34 | F | Cohabitating, no kids | No | Active | Finished |
| 31 | Ealing | 37 | M | Single, no kids | No | Active | Some participation |
| 32 | Ealing | 39 | F | Young family | No | Insufficiently active | Finished |
| 33 | Ealing | 46 | F | Cohabitating, no kids | No | Active | Finished |
| 34 | Ealing | 50 | F | Mature family | Yes | Active | Finished |
| 35 | Ealing | 51 | M | Cohabitating, no kids | Yes | Active | Finished |
| 36 | Ealing | 52 | M | Mature family | Yes | Active | Finished |
| 37 | Ealing | 54 | F | Mature family | Yes | Active | Finished |
| 38 | Ealing | 57 | F | Mature family | Yes | Active | Finished |
| 39 | Crouch End | 30 | M | Single, no kids | Yes | Active | Finished |
| 40 | Crouch End | 32 | F | Young family | No | Inactive | Finished |
| 41 | Crouch End | 32 | F | Single, no kids | No | Active | Some participation |
| 42 | Crouch End | 36 | F | Young family | No | Active | Finished |
| 43 | Crouch End | 38 | F | Young family | No | Inactive | Finished |
| 44 | Crouch End | 41 | F | Young family | No | Inactive | Finished |
| 45 | Crouch End | 43 | F | Mature family | No | Inactive | Finished |
| 46 | Crouch End | 61 | F | Empty Nester | Yes | Insufficiently active | Finished |

*Please note that diversity quotas were not set, due to the need to recruit a sizeable sample from a small geographical area using numerous criteria so that the near market were represented with a range of physical activity and low active travel levels.

# Participants were set two variations of the active travel challenge

## Challenge 1 instructions:

<u>Your Challenge Details:</u>
**Your goal for the next two weeks is <u>to get 20 minutes of walking and/or cycling as part of the journeys you make every day (including weekdays and weekends)</u>.**

**The way that you make up these 20 minutes is completely up to you. You could complete all 20 minutes 'in one hit' OR split it out across the day** e.g. commute to work, going to the supermarket, visiting the home of a friend/relative.

**If you don't fancy walking or cycling, <u>you could run instead!</u>** Just as long as it's working **<u>20 minutes of activity</u>** into your daily trips, this is all that matters.

## Challenge 2 instructions:

<u>Your Challenge Details:</u>
**Your goal for the next two weeks is to get <u>2 x 10 minutes</u>** of walking and/or cycling, as part of the journeys you make each day (including weekdays and weekends).
These journeys could include commuting to work, going to the shops, visiting the home of a friend/relative or meeting with friends.

**If you don't fancy walking or cycling, <u>you could run instead!</u>** Just as long as it's working **<u>2 x 10 minutes of activity</u>** into your daily trips, this is all that matters. And remember not to skip a day!

## Outcome of the two challenges:

There was little difference between the two challenge types in terms of **success levels**, **types of trip** completed to achieve the challenge, or **how motivating they felt**

# What's the message? "2 x 10" vs "20 minutes in total"

At workshops, we tested both articulations of the challenge

**"20 minutes in total"**

- Potentially more open to misinterpretation
  - Some assume it means a 20 minute chunk
  - Or if understood as intended [any combination of minutes adding up to 20] can seem odd
    - *If it's just a few minutes here and there then do I get it already walking up stairs?*
    - *Does walking from one side of a building to another count?*

**"2 x 10 minutes"**

- Generally interpreted as two sets of 10 minutes
  - A 10 minute chunk is easy to conceptualise building into a regular journey – people could imagine an element of most journeys that would take 10 minutes to walk
  - 10 minutes was also felt to be a "good" / "reasonable" length – not too long, not too short
- May be more accessible and universally motivating
- However, some inflexibility in 2 x 10
  - *What if I get 8 minutes, does that count?*

**Need to strike a balance:**

✓ Be clear and unambiguous in how much people are encouraged to do – but avoid sounding prescriptive

✓ Be achievable for most people (regardless of existing activity) – but not so achievable as to be insignificant