

# Active Travel in Southwark 2017

The health economic impact of walking and cycling

*Southwark's Joint Strategic Needs Assessment*

Health Improvement & Wider Determinants

Southwark Public Health

2 August 2017

## GATEWAY INFORMATION

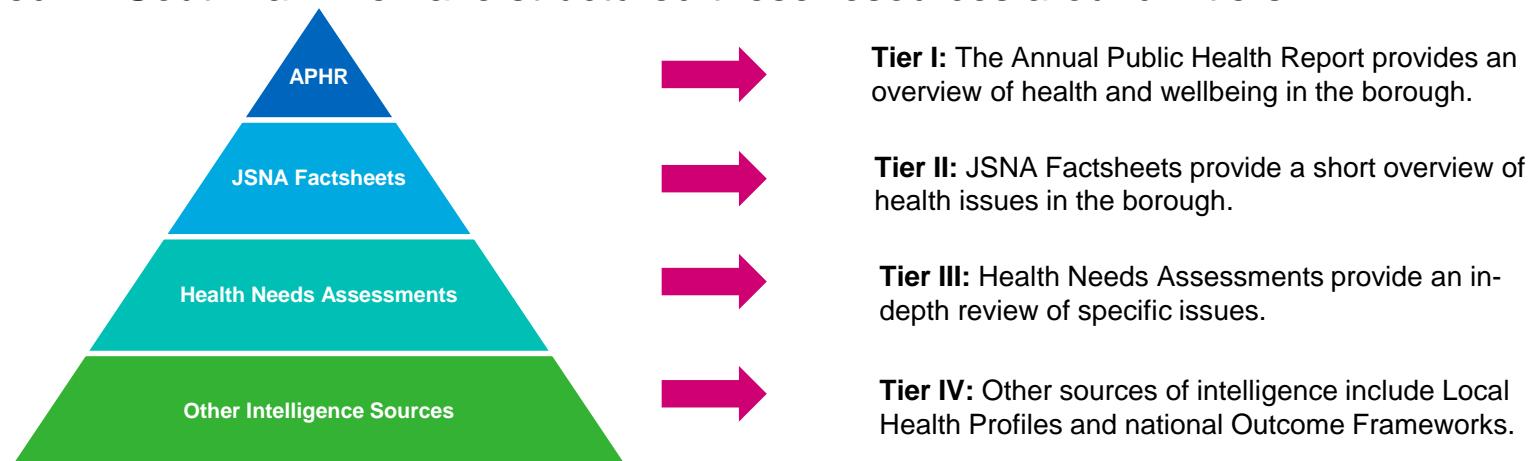
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| <b>Prepared by:</b>         | M Chau   |
| <b>Contributors:</b>        | K Burke, D Divajeva, R Gates, M Piasentin, H Pineo, A Ruck, J Seymour, L Tan, C Williamson |
| <b>Approved by:</b>         | J Lim  |
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| <b>Contact details:</b>     | <a href="mailto:publichealth@southwark.gov.uk">publichealth@southwark.gov.uk</a>           |
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# Health Needs Assessments form part of Southwark's Joint Strategic Needs Assessment process

## BACKGROUND

**The Joint Strategic Needs Assessment (JSNA) is the ongoing process through which we seek to identify the current and future health and wellbeing needs of our local population.**

- The purpose of the JSNA is to inform and underpin the Joint Health and Wellbeing Strategy and other local plans that seek to improve the health of our residents.
- The JSNA is built from a range of resources that contribute to our understanding of need. In Southwark we have structured these resources around 4 tiers:



- This document forms part of those resources.
- All our resources are available via: [www.southwark.gov.uk/JSNA](http://www.southwark.gov.uk/JSNA)

# This Health Needs Assessment aims to provide an overview of physical activity and active travel in Southwark

## AIMS & OBJECTIVES

The review aims to provide an overview of physical activity and active travel in Southwark and investigate the local economic impact of increased levels of walking and cycling. This will be achieved through the following objectives:

- To provide an understanding of current policies promoting physical activity, with a particular focus on active travel
- To describe the present state of physical activity and active travel in the borough
- To review the economic impact of physical activity and, more specifically, active travel
- To identify useful resources for health economic assessment of physical activity
- To highlight the current actions taken to promote physical activity and active travel
- To identify any service needs and offer recommendations to promote active travel

The purpose of this report is to inform transportation, planning, regeneration, leisure services, NHS, business and other stakeholders interested in tackling physical inactivity and the economic impact of active travel in Southwark.

## CONTENTS

**Introduction**

**Policy Context and National Guidelines**

**The Local Picture**

**Community & Stakeholder Views**

**The Economic Impact of Active Travel**

**The Local Response**

**Summary & Key Findings**

**Recommendations & Next Steps**

# The cumulative health and financial impact of obesity has major implications for the wider UK economy

## INTRODUCTION

**In Southwark, 55% of adults and 42% of children in Year 6 suffer from excess weight**

- The high prevalence of excess weight in the borough increases the risks of several health conditions for residents including Type 2 Diabetes, cardiovascular disease and various cancers

**The detrimental health impact of obesity not only leads to shortened life expectancies and a lower quality of life, but also generates additional and significant cost implications**

- When accounting for obesity medication, obesity-related sickness days, the cost to the NHS, and the cost of social care, the wider economic cost of obesity amounts to £27 billion annually

**Physical inactivity is a major contributor to excess weight and has been identified as the fourth leading risk factor for global mortality**

- 1 in 5 adults in Southwark participate in less than 30 minutes of physical activity each week, comparable to 22% of adults in London and England
- Physical inactivity is estimated to have cost the UK £7.4 billion each year as a result of the cumulative impact of several factors on the NHS, social care and absenteeism

## References

1. NHS Choices: Obesity. Available from: <http://www.nhs.uk/Conditions/Obesity/Pages/Introduction.aspx>
2. WHO (2015) Global Health Risks: Mortality and burden of disease attributable to selected major risks. Available from: [http://www.who.int/healthinfo/global\\_burden\\_disease/GlobalHealthRisks\\_report\\_full.pdf](http://www.who.int/healthinfo/global_burden_disease/GlobalHealthRisks_report_full.pdf)
3. Sport England (2016) Active Lives Survey.
4. PHE (2015) Making the case for obesity – why invest?
5. PHE (2010) The economic burden of obesity.

# **Active travel offers a range of health benefits and has the potential for significant health system cost savings**

## **INTRODUCTION**

**Active travel (or active transportation or mobility) has been identified as one of the easiest and most acceptable ways in which physical activity can be incorporated into daily life**

- Active travel is defined as ‘walking or cycling as an alternative to motorised transport (notably cars, motorbikes/mopeds etc) for the purpose of making everyday journeys.’

**It offers a range of health benefits and has the potential for significant wider health system cost savings**

- A few of the health benefits attributable to active travel include:
  - Increased physical activity
  - Improved local air quality
  - Better social cohesion
  - Eased traffic congestion
  - Higher quality of life
  - Reduced road casualties
- By integrating physical activity into daily life, active travel has the potential for significant health benefits and health system cost savings

## **References**

1. PHE (2015) Making the case for obesity – why invest?
2. PHE (2010) The economic burden of obesity.

# CONTENTS

**Introduction**

**Policy Context and National Guidelines**

**The Local Picture**

**Community & Stakeholder Views**

**The Economic Impact of Active Travel**

**The Local Response**

**Summary & Key Findings**

**Recommendations & Next Steps**

# In 2011 the Department for Health updated the physical activity guidelines to incorporate a lifecourse approach

## NATIONAL GUIDANCE FOR PHYSICAL ACTIVITY

The four Chief Medical Officers of England, Scotland, Wales and Northern Ireland updated recommendations for the amount and type of physical activity at each stage of life

### Early Years

- Encourage physical activity from birth
- Children of pre-school age who are capable of walking unaided should be physically active daily for at least 180 minutes
- All under 5s should minimise sedentary time

### Children & Young People

- All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes
- Vigorous intensity activities should be incorporated at least three days a week
- All children and young people should minimise sedentary time

### Adults

- Adults should aim for at least 150 minutes of moderate intensity activity across at least 5 days a week or 75 minutes of vigorous activity across the week for those already moderately active
- Adults should improve muscle strength at least two days a week
- Adults should minimise sedentary time

### Older Adults

- Older adults should aim for at least 150 minutes of moderate intensity activity across the week or 75 minutes of vigorous activity across the week for those already moderately active
- Older adults should improve muscle strength and balance at least two days a week
- Older adults should minimise sedentary time

### References

1. Department of Health (2011) Start Active, Stay Active.

# NICE guidance for physical activity specifically promotes active travel through walking and cycling

## NATIONAL GUIDANCE FOR PHYSICAL ACTIVITY

The National Institute for Health and Care Excellence (NICE) guidance for physical activity encourages walking and cycling across a variety of sectors

- Pedestrians and cyclists are given the highest priority when developing the street infrastructure, and road space is reallocated to support active travel
- A comprehensive network of walking and cycling routes should offer convenient, safe and attractive access to the community
- Whilst additional measures such as road safety and road space should be considered to address the wider factors influencing active travel, NICE offers ten recommendations on policy and planning, local programmes and schools, workplaces and the NHS

### NICE Recommendations

1. High-level support from the health sector
2. Ensuring all relevant policies and plans consider walking and cycling
3. Developing programmes
4. Personalised travel planning
5. Cycling programmes
6. Walking: Community-wide programmes
7. Walking: Individual support, including the use of pedometers
8. Schools
9. Workplaces
10. NHS

### References

1. NICE (2017) Public health guidance [PH41] Physical activity: walking and cycling.
2. Transport for London (2015) Valuing the health benefits of transport schemes.

# The 2017 Cycling and Walking Investment Strategy set long-term objectives for active travel in England

## NATIONAL GUIDANCE FOR ACTIVE TRAVEL

**The Department for Transport (DfT) ambition for England is to initiate transformative change such that walking and cycling becomes an integral part of the transport network**

*“We want to make cycling and walking the natural choices for shorter journeys, or as part of a longer journey”*

**The objectives and target for walking and cycling set in the 2017 Cycling and Walking Investment Strategy will be achieved through specific activities promoting better safety, better mobility and better streets:**

- Double cycling, where cycling activity is measured as the estimated total number of bicycle trips made each year, from 0.8 billion trips in 2013 to 1.6 billion trips in 2025
- Increase walking activity, where walking activity is measured as the total number of walk trips per person per year, to 300 trips per person per year
- Reduce the rate of cyclists killed or seriously injured on England's roads, measured as the number of fatalities and serious injuries per billion miles cycled, each year
- Increase the percentage of children aged 5-10 that usually walk to school from 49% in 2014 to 55% in 2025

# TfL and the Mayor's office identified 10 evidenced-based indicators for healthy streets in London

## REGIONAL STRATEGY

The Mayor's Office and Transport for London (TfL) developed a Transport Action Plan to deliver benefits of active travel in London

- The strategy aims to improve health by taking a whole-street approach to make streets more inviting for walking and cycling

This action plan includes the Healthy Streets Approach: a framework of policies and strategies to reduce the reliance on car use through key indicators of a healthy street environment

The aim is to jointly increase physical activity and improve air quality at the:

- Street Level by providing more space for walking and cycling
- Transport Level by prioritising safer and more appealing routes
- Strategic Level by planning new developments for active travel

### Indicators of a healthy street environment



### References

- Transport for London (2014) Improving the health of Londoners: transport action plan.
- Transport for London (2017) Healthy Streets for London.

# **Southwark's Draft Kerbside Strategy provides an evidence-based framework for managing the kerbside**

## **LOCAL POLICY**

**The Southwark Draft Kerbside Strategy (KSS) builds upon the 2015 Southwark Cycling Strategy to support healthier neighbourhoods and create attractive, safe, multi-functional spaces that encourage more walking and cycling and improve air quality through reduced congestion on the network through a series of policies:**

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**KSS Policy 1:** Allocate kerbside space in accordance with Southwark's streetwise approach

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**KSS Policy 2:** Prioritise kerbside space for walking and cycling

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**KSS Policy 3:** Implement parking controls based on an evidence-led approach

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**KSS Policy 4:** Review parking in town centres

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**KSS Policy 5:** Require safer, robust delivery, servicing and waste management

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**KSS Policy 6:** Implement more green infrastructure

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**KSS Policy 7:** Expand the shared mobility network

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**KSS Policy 8:** Adapt our kerbside to meet future needs

### **References**

1. Southwark Council (2015) Southwark's Cycling Strategy: Cycling for Everyone 2015.
2. Southwark Council (2017) Southwark's Draft Kerbside Strategy.

# **Several frameworks exist to promote active travel through national, regional and local guidance**

## **POLICY CONTEXT AND NATIONAL GUIDELINES: SUMMARY**

**National guidelines for England offer key recommendations for physical activity and active travel**

- In 2011 the Department for Health updated the physical activity guidelines across the lifecourse to include recommendations for early years, children and young people, adults and older adults.
- NICE guidance for physical activity promotes active travel through ten recommendations on policy and planning, local programmes and schools, workplaces and the NHS.
- By establishing a Cycling and Walking Investment Strategy for England in 2017, the DfT set long-term objectives for active travel targeting better safety, better mobility and better streets.

**The Mayor of London and TfL have developed a comprehensive framework to promote walking and cycling**

- TfL's Transport Action Plan and Healthy Streets Approach identifies policies and strategies for making walking and cycling more inviting for all Londoners by addressing ten key indicators of a healthy street environment.

**The development of an evidence-based framework for managing the kerbside space identifies actions specifically for Southwark**

- The KSS expands upon the 2015 Southwark Cycling Strategy to improve the local walking and cycling environment through a series of eight policies.

# CONTENTS

**Introduction**

**Policy Context and National Guidelines**

**The Local Picture**

**Community & Stakeholder Views**

**The Economic Impact of Active Travel**

**The Local Response**

**Summary & Key Findings**

**Recommendations & Next Steps**

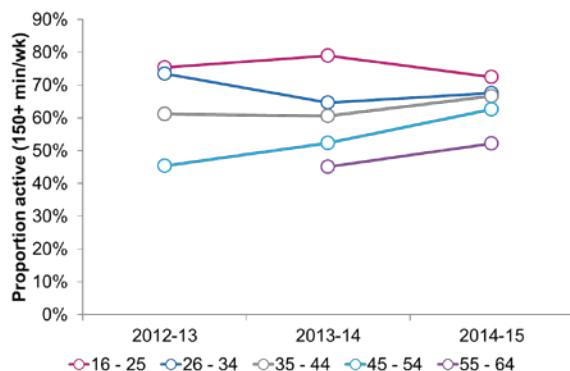
# The number of physically active adults in Southwark has been increasing among those age 35 or over

## PHYSICAL ACTIVITY IN SOUTHWARK

Residents by physical activity category, 2014-15



Trend in physical activity by age group



**Six out of ten Southwark residents are meeting national physical activity guidelines**

- The proportion of active residents in Southwark has increased from 57% in 2012-13 to 63% in 2014-15, which was higher compared to the London average of 58% and the England average of 57%
- Analysis by age groups shows that this increase was mainly due to an increase in the proportion of active residents age 35 and over
- Most noticeably the proportion of active residents has increased in those age 45 to 54: from 45% in 2012-13 to 63% in 2014-15
- Males were more likely to meet the national physical activity guidelines with around 71% of Southwark males classified as active compared to around 55% of females in 2014-15
- The levels of inactivity increase with body weight with around 17% of Southwark residents classified as healthy weight being inactive compared to 32% of those who were overweight and 41% of those who were obese

**Although the proportion of active residents has been increasing, this tendency did not expand to all of the age groups. More needs to be done to reduce the proportion of those considered inactive by facilitating opportunities for physical activity**

### References

1. Sport England, Active People Survey, 2016

\*Where 'activity' includes a range of leisure and travel methods of physical activity and sport in the last 12 months

# Active travel holds a smaller share of all travel modes now compared to 1995

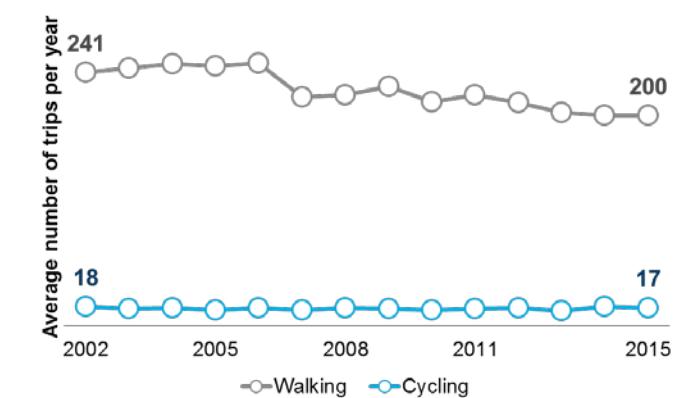
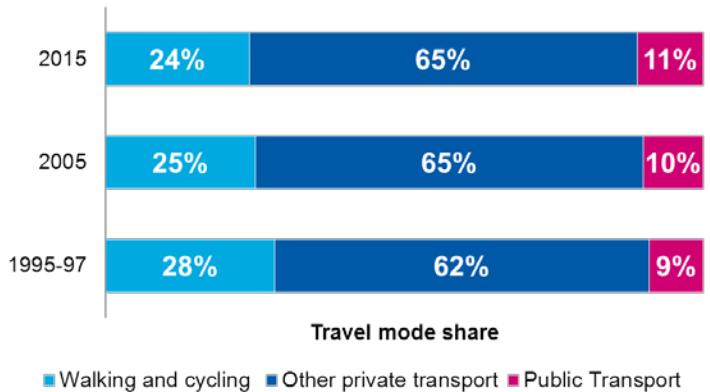
## ACTIVE TRAVEL IN ENGLAND

Incorporating walking and cycling into everyday life is an easy way to achieve the recommended levels of physical activity

- The travel mode share describes the proportion of trips made by a given mode of transportation
- Over the past two decades the share of active travel in England has decreased from 28% to 24% of all trips
- The average number of walk trips for men and women has reduced from around 240 trips in 2002 to around 200 trips in 2015
- Cycling accounts for a small proportion of the travel mode share in England
- Despite the relatively stable number of cycling trips over this period of time, the average distance travelled has increased by around 36% from 39 miles in 2002 to 53 miles in 2015

The national guidance from the Department for Transport 2016 Cycling and Walking Investment Strategy aims to reverse these slight downward trends in active travel participation by 2025

Changes in travel mode share in England by type



### References

- Department for Transport, National Travel Survey, 2015

\*Other private transport includes car, motorbike, private hire buses, minibus, motor caravan and dormobile

# Despite local increases in general physical activity, nationally levels of active travel decline with age

## ACTIVE TRAVEL IN ENGLAND

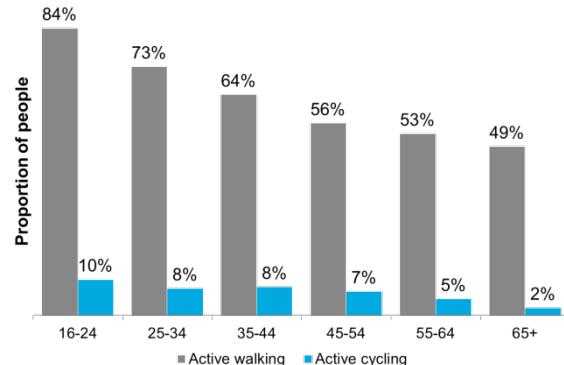
### Active travel in adults: proportion walking and cycling at least once a month

- Walking as a means of travel is relatively equally distributed among males and females: just over 60% walk at least once a month
- Active cycling is more prevalent among males, 9% of which cycle for travel compared to 4% females
- The proportion of people who engage in active travel reduces with age and only around 50% of those age 55 and over walk for travel, while less than 5% cycle

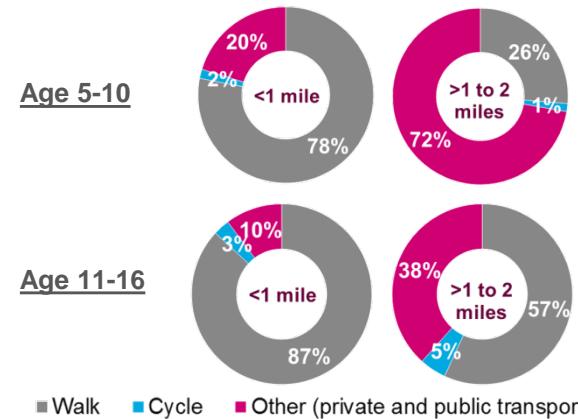
### Active travel in children: proportion walking or cycling to school

- The mode share for active travel to school reduces with distance:
  - The proportion of children age 5-10 who walk to school drops from 78% for distance under 1 mile to 26% for distance between 1 mile and under 2 miles
  - The proportion of children age 11-16 who walk to school drops from 87% for distance under 1 mile to 57% for distance between 1 mile and under 2 miles
  - Cycling to school constitutes only a small proportion of all travel modes
- Few children age 5 to 10 years old walk or cycle to school if travel distance is over 2 miles and only about 8% and 2% of children age 11-16 walk and cycle to school respectively if the distance is between 2 and 5 miles

Active travel at least once a month by age in England, 2015



Travelling to school in England by age and distance, 2015



### References

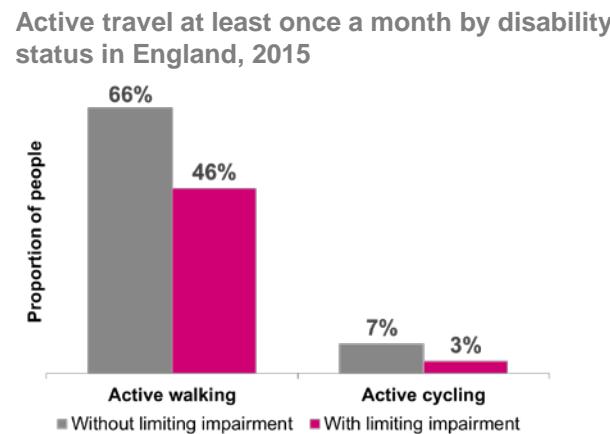
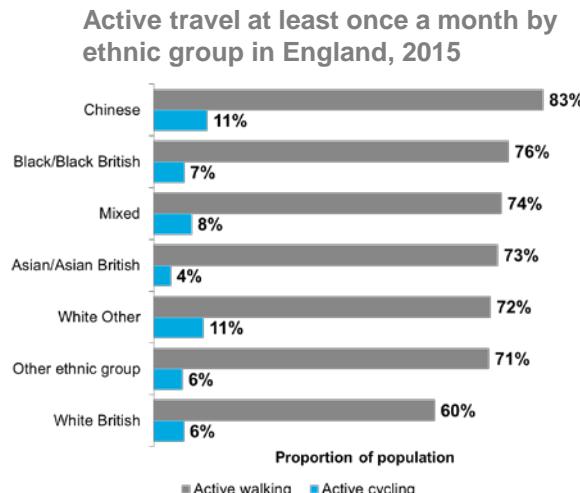
- Sport England, Active People Survey, 2016
- Department for Transport, National Travel Survey, 2015

# People from White British ethnicity are least likely to take up active travel

## ACTIVE TRAVEL IN ENGLAND

**There are significant inequalities in active travel between ethnic groups and those with limiting health conditions**

- Those from a Chinese ethnic background are most likely to take part in active walking and they also have one of the highest prevalence of active cycling
- At the other end of the spectrum, people from White British ethnic background have the lowest prevalence of active walking and one of the lowest prevalence of active cycling
- National Statistics socio-economic classification (NS-SEC) did not account for much variation in the proportion of people engaging in active walking: the prevalence was around 60% for all NS-SEC groups
- The proportion of people cycling for travel was highest among the higher managerial, administrative and professional occupations (7%) and lowest among those who never worked or were long-term unemployed (4%)
- The proportion of people engaging in active travel reduced when a person had a limiting impairment: around 46% of these people walked and around 3% cycled for travel compared to 66% and 7% in general population respectively



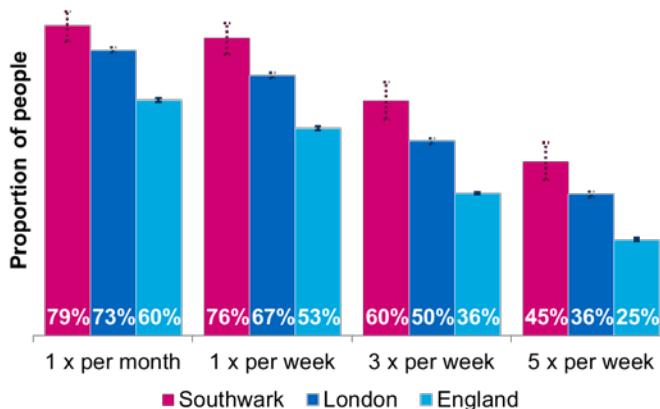
### References

1. Sport England, Active People Survey, 2016

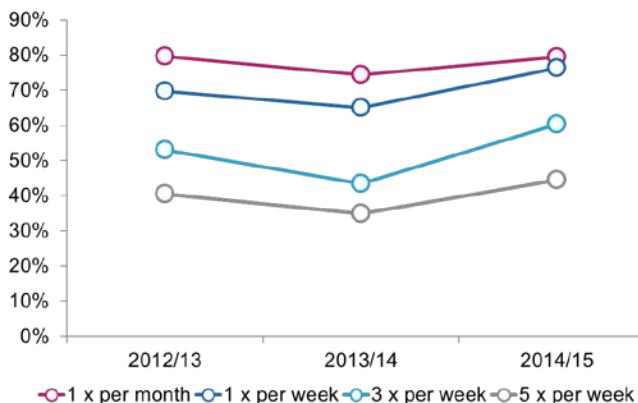
# Prevalence of active walking is significantly higher in Southwark compared to London and England averages

## ACTIVE TRAVEL IN SOUTHWARK

Active walking by frequency, 2015



Active walking in Southwark by frequency, 2015



**Prevalence of active walking is significantly higher in Southwark compared to the London and England average, across all frequencies**

- In 2015 in Southwark the proportion of people who walk once a month for at least 10 minutes was around 80%, which was significantly higher compared to the London and England average
- Compared to other London boroughs, Southwark ranked among the top five for all walking frequencies
- This proportion decreased with increasing frequency, with less than half of Southwark residents walking five times per week or more. However this was still significantly higher than the London and England average
- With the exception of those who walk once a month, the proportion of residents engaging in active walking has increased for all frequencies since 2012/13
- No detailed Southwark active walking data on the length of journey is available, however it is known what proportion of residents walked for all purposes and for how long:
  - Around 36% walked for up to half an hour a day
  - Around 28% walked for half an hour to one hour
  - Around 18% walked for one to two hours
  - Around 9% walked for two hours or more a day

### References

- Sport England, Active People Survey, 2016

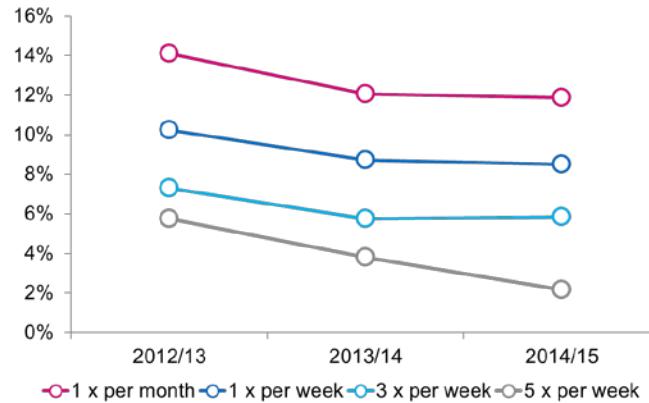
# The prevalence of active cycling is significantly higher than England, though there is a downward trend

## ACTIVE TRAVEL IN SOUTHWARK

Active cycling by frequency, 2015



Active cycling in Southwark by frequency, 2015



The prevalence of active cycling in Southwark is significantly higher than the national average for all frequencies excluding five or more cycling trips per week. Levels of active cycling in Southwark are statistically comparable to London.

- In 2015 in Southwark the proportion of residents who cycle once a month was around 12%, which was significantly higher than the England average
- Southwark ranked tenth highest among the 33 London boroughs, however the inter-borough differences were not statistically significant
- The proportion of residents engaging in active cycling decreased with increasing frequency and there were only around 2% of residents who cycled five times per week or more, which was similar to the London and England average
- In contrast to active walking, the proportion of Southwark residents engaging in active cycling has decreased since 2012/13, for all frequencies
- No detailed Southwark active cycling data on the length of journey were available, however it is known what proportion of residents cycled for all purposes:
  - Around 6% cycled for up to half an hour a day
  - Around 6% cycled for half an hour to one hour
  - Around 5% cycled for one to two hours
  - Around 1% cycled for two hours or more a day

### References

1. Sport England, Active People Survey, 2016

# Two thirds of Southwark schools engage in a variety of active travel initiatives across the borough

## ACTIVE TRAVEL IN SOUTHWARK SCHOOLS

Active travel is the most common mode of transport for children since 2013 according to the Hands Up Survey

- Despite a decline in active travel from 2013-2016, walking and cycling remains much more common than both public transport and car

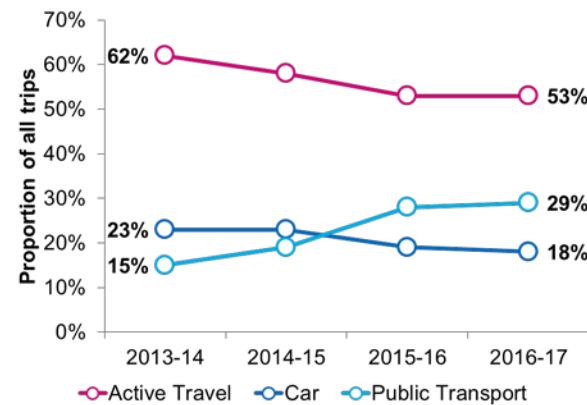
**Sustainable Travel: Active Responsible Safe (STARS) is a TfL accreditation scheme for London schools**

- The aim of STARS is to inspire young Londoners to travel to school sustainably, actively, responsibly and safely by championing walking, scooting and cycling
- With 59 accredited schools in 2015 – 2016, the programme has seen a 9% increase in school accreditations since 2014 such that two thirds of Southwark schools are now engaged in the TfL STARS programme

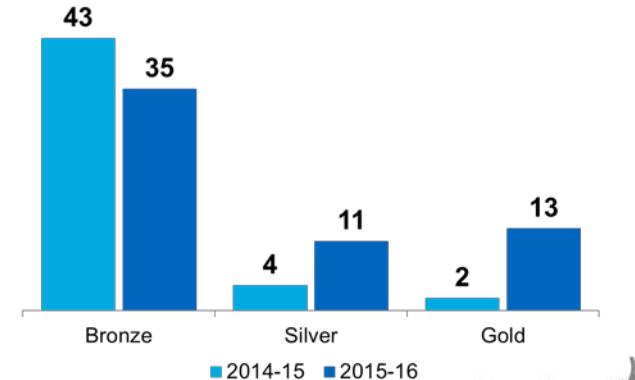
**Schools write and annually review a School Travel Plan which is developed to encourage sustainable travel**

- The School Travel Plan focuses on a range of walking and cycling initiatives as well as improves road safety awareness and education and discourages dangerous driving.
- Such active travel activities include:
  - Walking Buses and Walking Maps
  - Pedestrian Skills, Balance Bike and Bikeability Training
  - Build-a-Bike
  - Bike Clubs

Travel mode to school in Southwark, change between 2013-14 and 2016-17



Number of Southwark schools receiving STARS accreditation, change between 2014-15 and 2015-16



### References

- TFL, STARS Active Travel, <https://stars.tfl.gov.uk/>

# Levels of active travel in Southwark are comparably high, though national data highlights inequalities between groups

## THE LOCAL PICTURE: SUMMARY

**Southwark has a higher proportion of physically active residents compared to London and England, though national data points to inequalities between population groups**

- Although, over the last three years, the trend in Southwark has shown more active and fewer inactive residents, continued efforts need to target inactivity in the borough
- Levels of inactivity increase steadily with age, but at a slow rate
- There is a higher prevalence of inactivity and a lower prevalence of activity among women and persons with a limiting illness or disability

**Active travel in England has marginally declined from 28-24% of all trips since 1995**

- Whilst cycling accounts for a very small proportion of the travel mode share in England and the average number of cycle trips has remained low, the average distance cycled has increased by 36% between 2002 and 2015

**Age and ethnic group impact active travel in different ways**

- Walking prevalence for utility purposes declines steadily with age, yet cycling for utility purposes varies more across age groups
- People from White British ethnicity are least likely to take up active travel

**Active travel is the most common mode of transport for children since 2013.**

- Two thirds of Southwark schools promote active travel through the TfL STARS programme

**Significant gaps in evidence at the borough level limit effective analysis of walking and cycling trends in Southwark**

# CONTENTS

**Introduction**

**Policy Context and National Guidelines**

**The Local Picture**

**Community & Stakeholder Views**

**The Economic Impact of Active Travel**

**The Local Response**

**Summary & Key Findings**

**Recommendations & Next Steps**

# DfT, the London Mayor, TfL and Southwark Council support efforts to promote walking and cycling

## KEY STAKEHOLDER VIEWS ON ACTIVE TRAVEL

**To demonstrate the Government's ambition to create a walking and cycling nation, DfT developed the first Cycling and Walking Investment Strategy to identify targets, objectives and financial resources needed to promote active travel**

- Public consultation of this strategy resulted in several actions:
  - Establishment of a new Cycling and Walking Expert Committee
  - A £50 million commitment in Bikeability training
  - Guidelines for local bodies to develop a Local Cycling and Walking Infrastructure Plan
  - A commitment to collaborate with academia and stakeholders to identify research gaps related to under represented groups

**In 2017 the London Mayor demonstrated a commitment to active travel by investing £190 million each year over the next five years in Healthy Streets improvements**

- The appointment of London's first Walking and Cycling Commissioner will enable the Mayor to deliver his pledge to make walking and cycling safer and easier in the capital

**The public consultation invites residents to share views and opinions on the proposed policies and enables the Council to review the policies to determine whether the strategy meets the needs of the borough**

- The results for the Southwark Cycling Strategy found 79% of respondents supported the draft Cycling Strategy and targets with strong support in particular for cycle lanes

### References

1. DfT. (2017) Cycling and Walking Investment Strategy: government response to the consultation of the draft Strategy
2. TfL (2016) Transport for London Business Plan.
3. Southwark Council (2015) Southwark Cycling Consultation Summary Report.
4. Southwark Council. (2017) Southwark's Draft Kerbside Strategy.

# The health benefits of walking and cycling are well-recognised in the London community

## KEY STAKEHOLDER VIEWS ON ACTIVE TRAVEL

*“Transport plays a crucial role in improving Londoners’ health and quality of life... we will take a bold new approach to our transport planning... and will prioritise walking, cycling and public transport over private vehicles.”*

**– Mike Brown, London’s Transport Commissioner**

*“The Mayor is absolutely on the right track by promising to reduce car dependency and make it easier for people to walk and cycle, including by tripling the extent of protected cycle lanes and enabling every borough to have a major walking and cycling scheme.”*

**– Dr. Ashok Sinha, Chief Executive of London Cycling Campaign**

*“A new approach that genuinely prioritises walking, cycling and public transport will improve the health, happiness and quality of life of all Londoners.”*

**– Tompion Platt, Head of Policy, Living Streets**

*“With major benefits to our health, helping Londoners walk and cycle more is fundamental to improving life in London, while keeping the capital moving.”*

**- Matt Winfield, Acting Director for Sustrans in London**

# Residents feel active travel has a positive impact on personal finances and wellbeing

## COMMUNITY VIEWS ON ACTIVE TRAVEL

### Residents are largely aware of the physical and social benefits of being active

- Those participating in sport, exercise and other activities felt an improved sense of community, reduced feelings of social isolation, and increased wellbeing
- The majority of parents have expressed an interest in joint exercise activities with their children

### Southwark residents identify walking as a cost saving technique

- The cost of bus passes is an important factor for monthly expenses for low-income families and as a result walking, especially for trips under an hour, becomes an attractive mode of transport

### For some, active travel is the most convenient form of physical activity

- *“Being fit and healthy makes me feel much better about myself and my mood is always much better after a run or a cycle. I work exercise into life – cycle to work, run home etc. otherwise I have no time.”*

### Although many Southwark residents have expressed interest in walking or cycling, several face barriers to participation within the community

- Road traffic, feeling threatened or unsafe, a lack of self confidence and insufficient time were the primary factors reported for preventing or limiting engagement
- Gaining insight into the perceived barriers to walking and cycling enables policies to take a citizen-centred approach by addressing such challenges

#### References

1. Southwark Health and Wellbeing Board (2014) 1,000 Lives.
2. Southwark Council. (2009) Southwark Rise Project.

# Perceived barriers to active travel can be addressed by communicating evidence-based information

## COMMUNITY VIEWS ON ACTIVE TRAVEL

**Although many Southwark residents have expressed interest in walking or cycling, several face barriers to participation within the community**

- The primary factors reported for preventing or limiting engagement include:
  - Concerns surrounding road traffic
  - Feeling threatened or unsafe
  - A lack of self confidence and doubts in ability
  - Insufficient time

**Londoners perceive pedestrianisation of local areas and investment into cycling routes as part of the air quality problem and solution**

- Some view participation in active travel as harmful to their health due to exposure to air pollution, yet others advocate for more opportunities to walk and cycle, thus improving air quality in London
- Recent evidence confirms that, except in areas with extreme air pollution concentrations, the physical activity benefits gained from active travel far outweigh the harm caused by air pollution
- The impact of air quality on active travel will be further explored in the upcoming Air Quality JSNA and the refreshed Air Quality Improvement Strategy and Action Plan

**Information regarding the health benefits of active travel should be more widely disseminated to educate residents facing barriers to walking and cycling**

### References

1. Southwark Health and Wellbeing Board (2014) 1,000 Lives.
2. Southwark Council. (2009) Southwark Rise Project.
3. GLA Intelligence. (2016) Air Quality Consultation Stage 1 Results Report.
4. Tainio, M. et al. (2016) Can air pollution negate the health benefits of cycling and walking? *Preventative Medicine*.  
Doi: 10.1016/j.ypmed.2016.02.002

# Physical activity and active travel are widely supported by key stakeholders and community members

## COMMUNITY & STAKEHOLDER VIEWS: SUMMARY

### Residents and stakeholders alike recognise the significant health benefits of physical activity

- Residents reported feeling an improved sense of community, reduced feelings of social isolation, and increased wellbeing
- Key stakeholders are eager to integrate physical activity into daily life for health promotion

### Development of national and local strategies reflects stakeholder commitment to increasing the prevalence of walking and cycling

- The development of DfT's Cycling and Walking Investment Strategy, significant financial commitments from the London Mayor and a dedicated plan to enhance the kerbside in Southwark demonstrate the various ways in which active travel is supported by the stakeholders

### Southwark residents appreciate the financial benefit and convenience of active travel as a means of physical activity

- Active travel, particularly for shorter trips, has a cost- and time-saving impact

### Additional evidence-based messages regarding perceived barriers to active travel should be further communicated to residents

- Road traffic, feeling threatened or unsafe, a lack of self confidence and insufficient time were the key reported barriers
- Walking and cycling is recognised as part of the problem and solution concerning air quality in London

#### References

1. Southwark Health and Wellbeing Board (2014) 1,000 Lives.
2. Southwark Council. (2009) Southwark Rise Project.

## CONTENTS

**Introduction**

**Policy Context and National Guidelines**

**The Local Picture**

**Community & Stakeholder Views**

**The Economic Impact of Active Travel**

**The Local Response**

**Summary & Key Findings**

**Recommendations & Next Steps**

# Physical inactivity alone costs the UK economy an estimated £7.4 billion each year

## THE ECONOMIC IMPACT OF PHYSICAL ACTIVITY

**Economic evaluation of physical activity and non-communicable disease prevention is essential for guiding and implementing effective public health policy**

- The economic impact of physical inactivity transpires directly as health and social care costs and indirectly as productivity losses through sickness days
- Due to its potential for delivering significant cost-saving benefits for individuals and health systems, guidance on physical activity is incorporated into several global strategies and action plans including the WHO Global Action Plan for Non-Communicable Diseases, the UN General Assembly Summit on Non-Communicable Diseases, and the European Union Physical Activity Guidelines – European Commission

**The cost of physical inactivity in the UK amounts to an estimated £7.4 billion each year, of which £1.067 billion is estimated to impact the NHS directly**

- This cost contributes to the overall annual economic burden of obesity in the UK of more than £27 billion
- In Southwark the estimated cost of physical inactivity exceeds £17 million each year

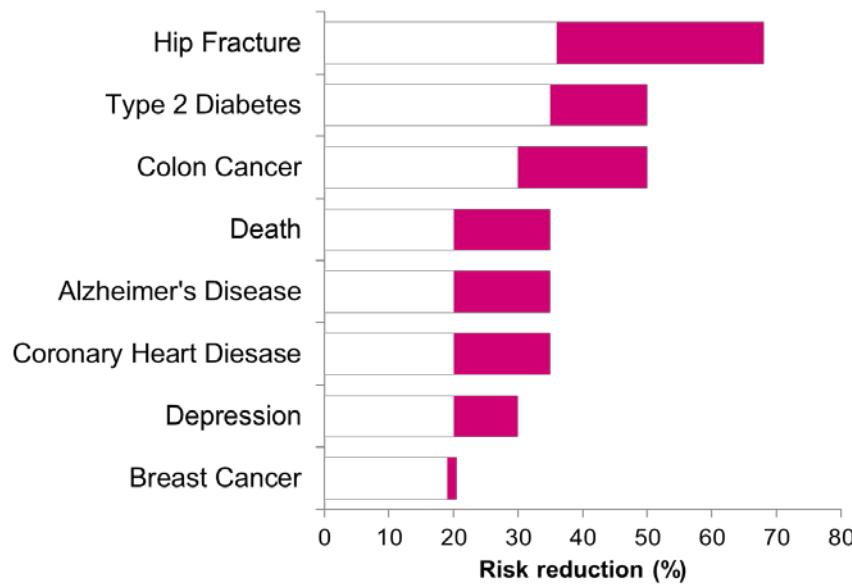
### References

1. Public Health England (2014) Everybody active, every day: An evidence-based approach to physical activity.
2. PHE (2015) Making the case for obesity – why invest?
3. NICE (2017) Physical activity costs and savings.
4. Sport England (2017) Physical Activity and Sport Borough Profile 2017: Southwark

# If Londoners walked or cycled for 20 minutes each day the NHS would save £1.7 billion over 25 years

## THE ECONOMIC IMPACT OF ACTIVE TRAVEL

The range of disease risk reduction due to active travel



### Daily active travel reduces the risk of several conditions

- 20 minutes of active travel a day in London could result in significantly fewer diagnoses and treatment costs
- It is estimated 20 minutes of walking or cycling each day results in a 20-35% reduced risk of Alzheimer's Disease, coronary heart disease and death
- Walking or cycling for 20 minutes each day has the estimated potential to reduce the risk of hip fracture by as much as 70%
- If all Londoners walked or cycled 20 minutes each day over the next 25 years, it is estimated that the NHS would save approximately £1.7 billion

### References

1. Transport for London. (2017) Healthy Streets for London

# **WHO's HEAT is an evidence-based tool for monetising the health benefits gained from active travel**

## **RESOURCE FOR ACTIVE TRAVEL ECONOMIC ASSESSMENT**

**Tools for economic assessment are beneficial for strengthening business cases and public realm schemes by capturing the monetised health benefits and identifying the benefit-to-cost ratio of interventions**

- The WHO Health Economic Assessment Tool (HEAT) monetises the value of deaths prevented in the population specifically due to increased levels of walking or cycling
- HEAT calculates the monetary value of the number of deaths prevented per year as a result of an intervention's actual or projected changes by evaluating either the number of people walking/cycling or the amount of time spent walking/cycling

**Walking and cycling targets set out in the Draft Kerbside Strategy can be monetised using the HEAT tool**

- For example, the target identified in the Kerbside Strategy is to increase the mode share for cycling in Southwark from 3% to 10%, equating to an additional 40,000 cycle trips every day over a 10 year period
- Assuming one new cyclist takes two cycle trips each day (for example, to and from work), if successful, this intervention would create 20,000 new cyclists over 10 years, averaging to 2,000 new cyclists each year
- Using HEAT, this estimate could model the monetary value of the deaths prevented each year as a result of a population-level increase in cycling

### **References**

1. Transport for London (2015) Valuing the health benefits of transport schemes.
2. Southwark Council (2017) Southwark's Draft Kerbside Strategy

# 2,000 additional cyclists each year in Southwark would have an estimated average annual benefit of almost £1M

## HEAT CALCULATION EXAMPLE

The diagram below outlines the possible monetary impact if the number of cyclists in the borough increased to the targeted amount set by Southwark's Draft Kerbside Strategy of 2,000 new cyclists each year

1. Calculate the expected deaths in the observed cyclists within one year
  - The crude mortality rate in Southwark for 20 to 64-year olds = 163.5 /100,000
  - So in 2,000 average adults you would expect 3.3 deaths
  - i.e.:  $163.5/100,000 \times 2,000 = 3.3$  deaths
2. Calculate the expected deaths in these cyclists, given that it is known that they have been physically active
  - Assuming each new cyclist spends 100 minutes cycling per week, the risk of death in these cyclists is 10 per cent lower than non-cyclists
  - So in 2,000 cyclists, you would expect 3 deaths
  - i.e.:  $0.9 \times 163.5/100,000 \times 2,000 = 3$  deaths
3. Calculate the number of deaths prevented that were due to cycling
  - The number of deaths prevented is the difference between step 1 and 2
  - $3.3 - 3 = 0.3$  deaths prevented in one year
4. Give a monetary value to the number of deaths prevented
  - The value of each death prevented is estimated as £3,229,000
  - So the total value of the scheme is £968,700
  - i.e.:  $\text{£}3,229,000 \times 0.3 = \text{£}968,700 \text{ in one year OR } \text{£}9.7\text{m over the entire scheme}$

# Improved data and statistics for Southwark are necessary for health economic assessment resources

## RESOURCES FOR ECONOMIC ASSESSMENT

To maximise the benefit of these health economic assessment tools, key baseline data must be entered to yield a meaningful output calculation

- HEAT requires specific statistical information that is currently unavailable for Southwark
- Enhanced data collection would allow for a more accurate economic assessment of local area walking and cycling interventions
- The information necessary for evaluation requires data on:
  - The *distance, duration, or number* of cycle or walk trips and
  - The *number and ages* of people benefitting from the intervention

Significant gaps in data at the local authority level limit opportunities to develop targeted interventions or evaluate their impact

# **Other evidenced-based tools enable cost utility and return on investment analysis of physical activity interventions**

## **RESOURCES FOR ECONOMIC ASSESSMENT**

**Several other tools exist to evaluate the economic impact of physical activity more widely beyond active travel.**

**Sport England has developed a model called MOVES which determines the economic value of health benefits and the cost effectiveness of interventions aimed at improving the uptake of physical activity**

- By incorporating robust UK data related to population, age and gender, the MOVES tool assesses the financial and health impacts of sport and physical activity interventions
- MOVES compares population outcomes against eight disease and mortality rates including depression, dementia, breast and colon cancer, type 2 diabetes, cardiovascular disease and hip fracture

**The NICE Physical Activity return on investment tool was developed to improve levels of physical activity and increase positive health and non-health benefits using NICE guidance**

- The tool evaluates interventions for counselling and advice, activity programmes, the community and environment and the workplace by modelling the expected economic returns in different payback timescales

### **References**

1. Transport for London (2015) Valuing the health benefits of transport schemes.
2. Sport England (2016) Model for estimating the Outcomes and Values in the Economics of Sport and physical activity
3. NICE (2017) Physical Activity Return on Investment Tool.

# Enhanced data collection would enable economic evaluation of active travel using evidence-based resources

## THE ECONOMIC IMPACT OF ACTIVE TRAVEL: SUMMARY

### Physical inactivity has a major financial impact on the UK economy

- In one year physical inactivity cost the wider UK economy and estimated £7.4 billion, of which £1.067 billion directly affect the NHS

### Active travel has significant medical and financial benefits

- Daily walking or cycling for at least 20 minutes reduces the risk of several health conditions
- If all Londoners walked or cycled 20 minutes each day over the next 25 years, it is estimated that the NHS would save approximately £1.7 billion

### The evidence-based HEAT tool is designed to evaluate the economic impact of active travel interventions

- The WHO HEAT monetises the value of population deaths prevented from increased walking or cycling and could be used to assess the impact of targets set in strategies supporting active travel
- Other evidence-based tools exist for cost utility and return on investment analysis of physical activity interventions

### Significant gaps in data at the local authority level limit opportunities to develop targeted interventions or evaluate their impact

- Enhanced data collection would allow for a more accurate economic assessment of local area walking and cycling interventions

## CONTENTS

**Introduction**

**Policy Context and National Guidelines**

**The Local Picture**

**Community & Stakeholder Views**

**The Economic Impact of Active Travel**

**The Local Response**

**Summary & Key Findings**

**Recommendations & Next Steps**

# The Free Swim and Gym offer to all Southwark residents is a key Council commitment for promoting a fairer future

## THE SOUTHWARK RESPONSE: PHYSICAL ACTIVITY

In 2016 Southwark launched a Free Swim and Gym offer as a demonstration of the Council's commitment to physical activity in the borough

- All Southwark residents are invited to attend leisure centres free of charge all day Fridays and from 2pm to close on Saturdays and Sundays

After just six months, over 50,000 residents had registered for the initiative

- 91% reported increased or maintained levels of physical activity, citing time restriction as the most common reason for less activity
- Participant suggestions to improve the Free Swim and Gym offer further included requests to reduce additional barriers to physical activity such as increasing diversity of available activities, widening scheme times, and easier sign up processes

### References

1. Southwark Council (2016) Free Swim & Gym Six Month User Survey.
2. Southwark Council. (2009) Southwark Rise Project.

# **Physical activity for all Southwark residents is a top priority for the Council**

## **THE SOUTHWARK RESPONSE: PHYSICAL ACTIVITY**

**The Southwark Physical Activity and Sport Strategy 2014-17 addresses the borough's key inequalities in health and wellbeing and encourages specific groups to be more active**

- A comprehensive Physical Activity and Sport Development Plan identifies specific actions and objectives to promote activity throughout the borough
- The strategy, which is set to be refreshed in 2017, features active travel as one opportunity to increase physical activity
- Specific areas of action are dedicated to hard to reach groups including:
  - Children, youths and young people
  - Looked after children
  - Ethnic minorities
  - Persons with disability
  - Women and girls
  - Low income residents
  - Older adults
- Due to the consistently lower prevalence of physical activity among older adults, women and girls, and persons with disability, it is important that the refreshed Strategy continues to take specific action to target these groups

**Southwark schools are particularly supported to promote physical activity**

- The London Physical Education and School Sports Network, Healthy Schools London and the London Youth Games are a few London-wide initiatives with active involvement from schools around the borough

# Local planning policy incorporates strategies to promote physical activity and active travel

## THE SOUTHWARK RESPONSE: ACTIVE TRAVEL

The draft New Southwark Plan (NSP) is a borough-wide planning and regeneration strategy for guiding development through 2033

- The draft NSP is integral to promoting Social Regeneration in Southwark
- Social regeneration can be defined as a process that ensures the places where people live positively shape life opportunities and wellbeing, reduce inequalities and create engaged communities
- Close collaboration between the community and the Council's public health and planning departments facilitates the design of a healthy and active urban environment

Several policies included in the draft NSP specifically promote physical activity and active travel through active design principles

- The plan endeavors to develop mixed-use neighbourhoods and design places that deliberately enable walking and cycling
- An objective of the plan is to create an environment where walking, cycling and public transport are the most convenient, safe and attractive ways to move around
- Some of the ways in which the draft NSP proposes to achieve this is by developing:
  - A safer cycling network including more cycling docking stations
  - Cleaner streets to make active travel more inviting
  - Car-free areas including the Low Line walking routes

The action plan for the Old Kent Road Opportunity area aims to encourage walking and cycling by enhancing the local environment

- Development of a more walkable high street environment and new walking routes across the area will make it easier for residents to participate in active travel

# Active travel is widely promoted around the borough through ongoing campaigns and annual events

## THE SOUTHWARK RESPONSE: ACTIVE TRAVEL



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### Southwark actively promotes active travel through several national and local campaigns

- Throughout the year the Council supports a series of walking and cycling campaigns to encourage everyone to participate in active travel including:
  - Walk/Cycle to work day
  - World car-free day
  - International walk to school month
  - UK Road Safety Week
  - Bike Week
  - May Walking Challenge
- Ongoing messaging about walking and cycling around the borough has been designed to promote active travel for all residents
- A targeted approach to active travel campaigns, particularly directed toward women, older adults, and those with disabilities, has the potential for a greater impact in promoting physical activity among groups considered least active

# Southwark has committed key resources to supporting residents in walking and cycling

## THE SOUTHWARK RESPONSE: ACTIVE TRAVEL

Numerous resources are available to promote active travel in Southwark

- Walking maps and trails, walking groups, cycling consultations, cycle confidence training and cycle parking are just a few of the online resources that have been mapped for public use
- Bikeability, a cycling training programme, has already trained over 1050 individuals and an additional 2200 children in schools
- Six 'Dr Bike' locations across the borough make bike maintenance easy as experienced cyclists and mechanics are available to thoroughly inspect bike functionality
- Targeted physical activity groups, such as SilverFit, promote active travel through classes

It is essential residents are aware of the various resources available to promote active travel around the borough

- Increased awareness of the existing tools and resources would help promote walking and cycling across Southwark



# Southwark schools will continue to promote sustainable travel through future active travel initiatives

## THE SOUTHWARK RESPONSE: ACTIVE TRAVEL



In addition to existing initiatives of the TfL STARS programmes, schools will promote walking and cycling through active travel programmes in primary and secondary schools including:

- **Bike Exchange Project** – Community members are invited to exchange unused bikes to raise funds for school active travel resources and campaigns. This programme also provides training up to 30 children on bike maintenance skills
- **Build-a-Bike** – Engaging with up to 14 schools, children involved in this programme are given the opportunity to fix an unwanted bike and take the bike home.
- **Bike Clubs** – After-school bike clubs to support and further enhance the skills learned through the Bikeability course
- **Walking Maps** – A pupil-led scheme whereby children develop their own maps for Walking Zones, areas where people should be walking to school rather than driving
- **Junior/Youth Travel Ambassador Scheme** – A scheme promoting continued engagement with primary and secondary schools to encourage young people to take on their own active travel and road safety campaigns within their school

# A range of initiatives are in place to promote active travel in Southwark, yet a targeted approach could improve impact

## THE SOUTHWARK RESPONSE: SUMMARY

**In 2016 Southwark launched a Free Swim and Gym offer as a demonstration of the Council's commitment to physical activity in the borough**

- After just six months, over 50,000 residents had registered for the initiative, with nine out of ten reporting increased or maintained levels of physical activity

**The Southwark Physical Activity and Sport Strategy 2014-17 aims to address the borough's key inequalities in health and wellbeing and encourages specific groups to be more active**

- Active travel is highlighted in the strategy as one opportunity to increase physical activity
- Due to the consistently lower prevalence of physical activity among older adults, women and girls, and persons with disability, it is important that the refreshed Strategy continues to take specific action to target these groups

**The draft New Southwark Plan incorporates policies for promoting active travel**

- The plan endeavours to develop mixed-use neighbourhoods and design places that deliberately enable walking and cycling

**Numerous resources including walking and cycling maps are available to promote active travel in Southwark**

- Increased awareness of the existing tools and resources would help promote walking and cycling across Southwark
- A more targeted approach to active travel campaigns in Southwark, particularly directed toward women, older adults, and those with disabilities, has the potential for a greater impact in promoting physical activity among groups considered least active

**Almost 60 schools in Southwark promote active travel through the STARS programme**

- School Travel Plans encourage sustainable travel among students through a range of walking and cycling initiatives

## CONTENTS

**Introduction**

**Policy Context and National Guidelines**

**The Local Picture**

**Community & Stakeholder Views**

**The Economic Impact of Active Travel**

**The Local Response**

**Summary & Key Findings**

**Recommendations & Next Steps**

# Levels of active travel in Southwark are comparably high, though national data highlights inequalities between groups

## SUMMARY & KEY FINDINGS

**Guidelines for active travel have been widely integrated within national and local policies as a means for meetings recommended levels of daily physical activity**

- The Cycling and Walking Investment Strategy 2017, the TfL Transport Action Plan and Healthy Streets Approach and the Southwark Kerbside Strategy are a few of the strategies committed to increasing active travel in the borough

**Compared to London and England, Southwark has a higher proportion of active residents, however national evidence points to inequalities between population groups**

- Over the last three years the trend in Southwark has shown higher levels of activity and lower levels of inactivity across the borough
- Older adults and persons with limiting illness or disability consistently demonstrate a lower prevalence of activity and a higher prevalence of inactivity
- Walking for utility purposes declines steadily with age, yet cycling for utility purposes varies more across age groups. Similar to other London boroughs, walking is the most common mode of travel in Southwark, but cycling is much less popular
- Chinese adults engage in active travel more than any other ethnic group. Walking for utility purposes is similar across all ethnic groups, but utility cycling shows noticeable differences in participation by ethnic groups

**Significant gaps in data at the local authority level limit opportunities to develop targeted interventions**

- Enriched data collection would provide valuable insight into the specific demographics of active travel participation and facilitate the development of tailored interventions

# Stakeholders and the community support active travel, yet improved data is necessary for economic evaluation

## SUMMARY & KEY FINDINGS

**Residents and stakeholders alike recognise the significant health benefits of physical activity yet perceived barriers exist**

- Key stakeholders demonstrate support of active travel through several financial and policy-level commitments
- Residents reported active travel has a positive impact on their sense of community, personal finances and overall wellbeing, yet road traffic, feeling threatened or unsafe, a lack of self-confidence and insufficient time were the key reported barriers
- Cycling training and storage both at home and at the workplace are important factors
- Londoners perceive pedestrianisation of local areas and investment into cycling routes as part of the air quality problem and solution

**Active travel has significant medical and financial benefits**

- Daily walking or cycling for 20 minutes is estimated to have significant financial and cost benefits to health and social care
- Improved data collection is necessary to employ the HEAT tool for monetising the impact of local walking and cycling interventions as well as provide insight into who is and is not engaging in active travel

**Southwark has committed key resources to supporting residents in walking and cycling**

- Active travel is widely promoted around the borough through ongoing campaigns and annual events across the borough and in schools
- Increased awareness of existing resources such as maps and training opportunities would help promote walking and cycling in the borough
- A more targeted approach, particularly directed toward older adults, women and those with disabilities has the potential for a greater impact in promoting physical activity among groups considered least active

# CONTENTS

**Introduction**

**Policy Context and National Guidelines**

**The Local Picture**

**Community & Stakeholder Views**

**The Economic Impact of Active Travel**

**The Local Response**

**Summary & Key Findings**

**Recommendations & Next Steps**

# Despite positive improvements and trends in active travel, walking and cycling in Southwark can be advanced

## RECOMMENDATIONS & NEXT STEPS

**Southwark has a strong commitment to active travel through existing efforts to promote walking and cycling across the borough. Despite positive improvements in activity among residents, further work is required to reduce the proportion of those considered inactive. Opportunities for physical activity can be facilitated through the following recommendations featuring a combination of both infrastructural and behaviour change interventions**

**Recommendation 1: The local authority should develop active travel campaigns targeting older adults and those with disabilities whilst continuing to promote walking and cycling universally across the borough**

- Specifically, walking should be targeted at older adults due to the steady decline in walking prevalence with age, yet a comprehensive approach should be taken to promote cycling for all
- Improve information sharing about existing resources such as walking and cycling routes, cycle confidence training and mapped locations of cycle parking
- Link campaigns to the development of new opportunities for walking and cycling including the opening of new quietways the Southwark Spine cycling route
- Communicate evidence-based messages regarding perceived barriers to active travel including time management, personal ability and air quality
- Using the Make Every Contact Count (MECC) approach, collaborate with community organisations to encourage local leaders to promote active travel among their groups

### References

1. UKactive. (2015) Blueprint for an Active Britain.
2. Southwark Council (2016) Peckham Walking: Movement Analysis.

# Despite positive improvements and trends in active travel, walking and cycling in Southwark can be advanced

## RECOMMENDATIONS & NEXT STEPS

**Recommendation 2: Encourage cross-sector working across a minimum of public health, transport and planning departments to promote active travel through the physical environment as indicated in the Southwark Draft Kerbside Strategy**

- Improvements to road safety would help reduce barriers to walking and cycling. This can be achieved by decluttering the footway, creating dedicated cycle lanes and having longer pedestrian crossing times
- Enhanced street furniture such as benches and cycle stands, special surfacing for crossings, staged crossings, toilets and shade would help make the kerbside more inviting, particularly for older adults

**Recommendation 3: Appeal for improved local data collection and interdepartmental sharing of existing data wherever possible**

- Enhanced data collection would help identify who is and is not participating in active travel in Southwark and monetise the potential impact of interventions
- Integrating specific evaluation criteria into new initiatives could increase the availability of local data
- Sharing data across departments would further facilitate cross-sector collaboration and offer opportunities to inform wider actions and policies from existing data sources such as the Hands Up survey in schools and the draft report on the Impact of Planning Policy on Health Outcomes and Health Inequalities in Southwark and Lambeth

### References

1. Southwark Council (2016) Peckham Walking: Movement Analysis.
2. Southwark Council (2017) Draft Kerbside Strategy.
3. Southwark Council (2017) The Impact of Planning Policy on Health Outcomes and Health Inequalities in Southwark and Lambeth.

**Find out more at  
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