We shape a better world

Walking and Cycling for Everyone

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Picture a cyclist in your head
Google image search on "cyclist"
Picture a pedestrian in your head
Google image search on "pedestrian"
Walking and Cycling for Everyone: Overview

1. Barriers

2. Actions
   i. policy
   ii. places
   iii. people

Source: https://www.dailymail.co.uk/tvshowbiz/article-8488365/Go-like-wind-Hollywood-icon-Dame-Olivia-Havilland-riding-bike-age-104.html

Dame Olivia de Havilland (pictured), one of the last survivors of Hollywood's Golden Age, dressed up in an elegant white coat and skirt and was spotted riding her tricycle at the age of 104.
Inclusive Cycling (and walking)

Under-represented groups in cycling:

I. Women

II. Older people

III. People from ethnic minority groups

IV. Disabled people

V. People at risk of deprivation

Barriers: places

1. Road safety concerns
2. Cycling infrastructure is not inclusive
3. Cycling infrastructure does not reach all areas, or cater for all journeys
4. A lack of public cycle share provision, including electric and adapted cycles
5. Personal safety and security
6. Integration at home, destinations and with public transport
Barriers: people

1. Do not associate cycling as something for people like them
2. Accessibility or ownership of a cycle
3. Cycling ability and/or confidence
4. Fear of harassment
Barriers: governance

1. Representation in decision making
2. Engagement with the public is not representative
3. Transport policy often ignores beneficiary need
4. Cycling infrastructure standards
5. Representation in marketing
Cycling for everyone: A guide for inclusive cycling

1: Improve governance, planning and decision making

1. Design walking and cycling strategies and plans to address, and be evaluated against, how they reduce inequity

2. Increase diversity and representation in decision-making and the transport sector

3. Improve decision making through better evidence and public engagement
2: Create better places for everyone to walk and cycle in

1. Improve road safety, primarily through protected space for walking and cycling, and low-traffic neighbourhoods

2. Address personal safety and harassment

3. Ensure walking and cycling infrastructure is fully inclusive
3: Welcome and support all people to walk and cycle

1. Use inclusive language and imagery, and ensure walking and cycling is welcoming and celebrates diversity

2. Ensure cost is not a barrier to access a cycle

3. Offer free cycle training for all children and adults
The impact of small changes

Small changes can make a big difference – have Council Member budgets for small works.
What sort of streets and places do we want?

Pedestrian crossings

More benches

Public toilets

Reduce car dominance

Stop pavement parking

Parklets

Importance of maintenance

Small changes
Thank you & questions

https://www.arup.com/expertise/industry/walking-and-cycling
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