
Report to: Transport Scrutiny Committee

Date: 10 March 2022

Subject: **Behaviour Change**

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1. Purpose of this report

- 1.1 To inform and update the committee on behaviour change activity related to enabling people across West Yorkshire to use sustainable transport modes, being delivered by the West Yorkshire Combined Authority and its partners.

2. Information

Behaviour Change in the Connectivity Infrastructure Plan

- 2.1 Delivering a high quality, integrated transport infrastructure is an essential element of our Connectivity Infrastructure Plan for achieving our economic, social and environmental objectives. To enable people across West Yorkshire to change how they travel calls for range of policy measures and supporting programmes.
- 2.2 As outlined in the Connectivity Infrastructure Plan, the Combined Authority have stated the need for a long-term, comprehensive behaviour change programme for the region, that dismantles the barriers to cycling, walking and public transport use. This work is more important than ever, not only as we look to address the health and economic challenges of the COVID-19 pandemic, but also in helping us achieve our aim of becoming a net zero carbon economy by 2038.
- 2.3 The Combined Authority will deliver a programme of behaviour change activity, that is targetted to support people to travel more by bus, rail, bike and on foot, as well benefit from the innovative modes of transport that will be delivered by live and forthcoming transport infrastructure programmes, including the Transforming Cities Fund and City Region Sustainable Transport Settlement (CRSTS).

- 2.4 This activity will be based on insight into people's travel behaviours, undertaken by the Combined Authority and examples from other areas, as well as the evaluation of previous activity, building on the success of programmes such as CityConnect, our dedicated cycling and walking infrastructure programme which is supported by a dedicated behaviour change team, as well as the Leeds Public Transport Infrastructure Programme (LPTIP).

Evidence and Insight in Behaviour Change

- 2.5 The West Yorkshire Transport Strategy 2040 sets out ambitious targets to increase travel by bus by 25%, travel by bike by 300% and travel on foot by 10%, as well as reduce trips by private car by -3.5% by 2027.
- 2.6 To enable more people to make more sustainable travel choices, the Combined Authority will change their environment, engage with communities, and encourage people through a combination of investment in transformative infrastructure and supporting behaviour change activities.
- 2.7 We have learnt through the delivery of programmes such as CityConnect and Connecting Leeds, as well as through DfT grant funded revenue programmes, such as the Cycling and Walking to Work Fund, that addressing both physical and behavioural barriers to taking up more active modes, is most successful when done together.

Barriers and Motivations

- 2.8 In order to develop and deliver a behaviour change package that targets the right audiences and the behaviours we want to change, we will base the development of the activities on the insight we have into the barriers people face when choosing to travel more sustainably and the motivations that might encourage more journeys to be made on foot, by bike or by bus. This learning will be drawn from insight work that has already been undertaken by the Combined Authority and its partners, as well as commissioning further research where gaps have been identified.
- 2.9 In 2018, a piece of market research was commissioned to further understand the barriers that prevent people in West Yorkshire from taking up cycling as a mode of travel, and the motivations that would enable them to do this. Surveying a sample of 500 people across West Yorkshire, this research found that 73% of respondents thought that cycling had a positive impact on the local environment, 80% thought cycling had a positive impact on air quality and 62% thought cycling made a positive contribution to life in West Yorkshire. 80% of respondents agreed that cycle safety needed to be improved.
- 2.10 To identify a base audience of people who would consider cycling, 53% of people thought they should cycle more, with 25% considering cycling in the near future. The most identified barriers to taking up cycling were safety (31%), not wanting to ride on the roads (29%) as well as access to a bike (23%) and confidence when cycling (20%). A combination of improved routes, tackling safety concerns, and supporting measures such as training and

increasing access to bikes, is being addressed through programmes such as CityConnect, which delivers improved and segregated routes supported by behaviour change activity. The biggest motivating factors to travel by bike for both leisure and utility, such as work, was health, wellbeing and enjoyment of the activity. A further 61% of people considering cycling to work said improvements in facilities at their place of work would encourage them.

- 2.11 Using this research, we have developed the active travel behaviour change being delivered through the Combined Authority's CityConnect programme. This piece of research is supported by the learnings we have from the evaluation of activity delivered by this programme. To widen this activity across the TCF and CRSTS programme, and to better understand barriers to travel around bus, a further commission is currently being developed and will be made live in spring 2022, with the work being undertaken in the next few months.

Evaluation and success of current delivery programmes

- 2.12 Since 2014, the Combined Authority have delivered a dedicated cycling and walking programme, CityConnect, which delivers new, high-quality cycling and walking infrastructure and is supported by a dedicated comms and engagement team which deliver a broad range of activity that enables people to cycle and walk, more often. An overview of the successes of this programme can be found here <https://www.cyclecityconnect.co.uk/cityconnect-at-five>
- 2.13 The CityConnect programme is delivered in partnership with our district partners, as well as delivery partners including Cycling UK and Living Streets. Offers are available to people across West Yorkshire, with targetted activities to communities that have also benefitted to new infrastructure that supports travel by bike or on foot. This principle of co-ordinated engagement activity will be brought into new transport infrastructure programmes.
- 2.14 The behaviour change programme delivered through the CityConnect programme is targetted at key audiences including businesses, schools and communities as well as activities that target barriers to active travel, such as the inability to cycle or have access to a bike, as well as pioneering a social prescribing programme that supports people's physical and mental health. An overview of the outcomes of some of these initiatives is outlined below.
- 2.15 The ability to ride a bike, confidently and safely is a significant barrier for people to make journeys by bike. Through the CityConnect programme, the Combined Authority have successfully delivered free adult cycle training to 2910 people since 2017, including 450 bikes to people receiving universal credit. Almost two-thirds (65%) of the people who received a bike as well as training now cycling at least once a week.
- 2.16 This delivery programme has been designed to be inclusive and is delivered in some of our most disadvantaged communities. The programme has also successfully targeted the most deprived communities in West Yorkshire, with

two thirds (66%) of bike recipients living in some of the most disadvantaged neighbourhoods.

- 2.17 The Combined Authority have, in partnership with Cycling UK, developed and delivered a pioneering programme of health-based cycle training, Cycle for Health. The initiative has delivered significant mental and physical health benefits to over 1000 people, through 12-week cycle training courses.
- 2.18 The evaluation pre-pandemic of this project showed considerable improvements in mental wellbeing, with people reporting a 32% increase in confidence, a 29% increase in feeling close to others and a 26% increase in feeling relaxed. At the start of the programme, 82% were not meeting the NHS physical activity guidelines of 150 minutes per week, with 31% doing less than 30 minutes a week. The programme is currently being delivered through the DfT Capability, and it is proposed to continue the programme for at least a further 2 years, delivering 12-week courses to another 540 people.
- 2.19 Through the CityConnect programme, the Combined Authority have developed bespoke active travel offers including supporting schools and businesses to be more bike and walk friendly. We have worked with 63 of schools across West Yorkshire to deliver tailored activity to support pupils prior to bikeability training that requires children to be able to ride a bike. This has been supported by the installation of bike and scooter parking at 108 schools across West Yorkshire in 2021/22, with 2381 spaces delivered. Bespoke training to key workers at priority schools have also been delivered by our district partners to complement this.
- 2.20 The Combined Authority have developed a bespoke 'bike friendly business' accreditation that works with organisations to proactively encourage employees to travel to work by bike. Supported by a small grants programme, we have worked with 312 employers with 103 accredited, including 21 as gold standard. Organisations who have participated in the bike friendly business programme have seen an average 20% increase of staff cycling to work. This work is complemented by the delivery of walking engagement, currently delivered in partnership with Living Streets, the national walking charity, to businesses and schools across West Yorkshire, including supporting the Walk once a Week project, funded directly by DfT.
- 2.21 Building on the development of these initiatives, the Combined Authority will widen this delivery to a broader range of audiences, funded through the DfT Capability Fund, of which the Combined Authority successfully secured £1.35 million of revenue funding to continue targetting activity to enable more cycling and walking journeys in August 2022. This activity will include a programme of inclusive cycle training, family cycling sessions, as well as walking engagement activity delivered in an early years setting such as nursery or pre-school.
- 2.22 Support will also be available to develop active travel hubs across West Yorkshire, starting with providing support to 10 existing locations to widen participation in walking and cycling in local communities. A competitive grant

application programme is planned to go live in March 2022, building on the CityConnect community grants programme, which has delivered support to 92 community organisations in 2021 to deliver activity at a grass roots level.

Proposed delivery through Transforming Cities Fund Programme and City Region Sustainable Transport Settlement

- 2.23 A wide-ranging behaviour change programme that will enable a shift to sustainable travel modes is planned to support the delivery of the TCF and CRSTS programmes, which will deliver transformation changes to the transport network across the region in the next five years. This programme will be targetted across modes, including bus, rail, cycling and walking as well as to support innovative modes of travel planned through the programme such as Demand Responsive Transport and Mobility Hubs. Building on the success of activities delivered through the CityConnect and Connecting Leeds programmes, this activity will be insight led and targetted to new infrastructure, as well as priority areas identified by our district partners.

Pilots – Social Prescribing

- 2.24 As part of the latest round of Active Travel Capital Funding, the DfT invited areas to become part of a series of national pilots. Bradford, Calderdale and Leeds all submitted expressions of interest in developing both social prescribing pilots and also the development of “mini-Hollands” (as piloted in London, such as Waltham Forest).
- 2.25 Whilst the mini-Holland competition results are yet to be announced, all three districts were successful in negotiating two rounds of sifting and have now been granted money to undertake a feasibility study to develop their ideas around the social prescribing pilot and re-submit it for the final competition.
- 2.26 This success has been built both on the high-quality applications submitted by the three districts (Kirklees and Wakefield chose not to apply) and also due to West Yorkshire’s established success and award-winning, nationally recognised position as a leader in the field of behaviour change around active travel.

3. Tackling the Climate Emergency Implications

- 3.1 There are no climate emergency implications directly arising from this report.

4. Inclusive Growth Implications

- 4.1 There are no inclusive growth implications directly arising from this report.

5. Equality and Diversity Implications

- 5.1 There are no equality and diversity implications directly arising from this report.

6. Financial Implications

6.1 There are no financial implications directly arising from this report.

7. Legal Implications

7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

8.1 There are no staffing implications directly arising from this report.

9. External Consultees

9.1 No external consultations have been undertaken.

10. Recommendations

10.1 That the Committee notes the report and provides any comments and feedback.

11. Background Documents

A series of case studies of people that have benefitted from the initiatives delivered by the CityConnect programme can be found here <https://www.cyclecityconnect.co.uk/get-inspired/inspirational-stories>

12. Appendices

None.