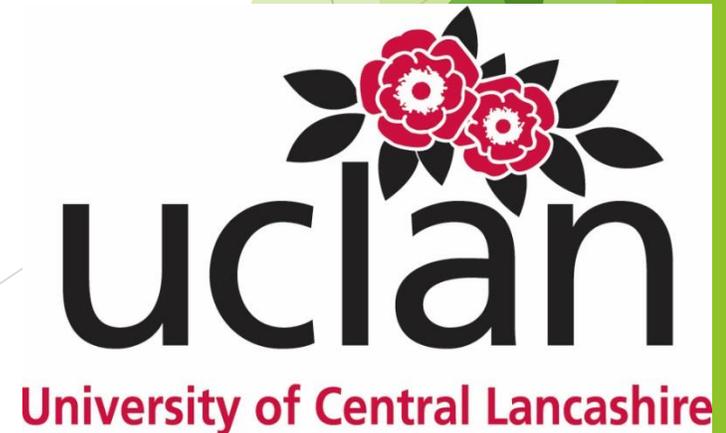


The Economic Benefits of Active Travel

Active Travel - Better Towns: NWATN & Living Streets Seminar Blackpool

Nick Davies, UCLAN



Introductions

- ▶ Nick Davies, Researcher, Lecturer, PhD Candidate
- ▶ njdavies@uclan.ac.uk, 01772895897
- ▶ Institute of Transport and Tourism
- ▶ Research focus on walking, cycling and other elements of sustainable tourism and transport
- ▶ Involved in a number of studies on walking and cycling, primarily in a leisure context
- ▶ The presentation will seek to summarise some of these studies and provide (at least some of) an answer to: ‘Active Travel - the answer to all our economic and health woes?’

Previous studies

- ▶ Bikelt, 2007, Sustrans
- ▶ Evaluation of Cycle Tourism in the North East of England, 2006, Sustrans on behalf of One North East (North East Regional Development Agency)
- ▶ North Sea Cycle Route (NSCR), 2006, International Management Group of the NSCR, INTERREG
- ▶ North Yorkshire and York Sub-regional Cycle Tourism Strategy, 2006, Yorkshire Dales National Park Authority
- ▶ South Shropshire Multi-user Trails Development Study, 2006, Bishop's Castle & District Cycle Group
- ▶ Scottish National Cycle Network: Economic Impact and Business Development, 2005, Scottish Executive
- ▶ South West Regional Trails Assessment, 2005, South West Regional Development Agency and a consortium of county and local councils

Previous Studies

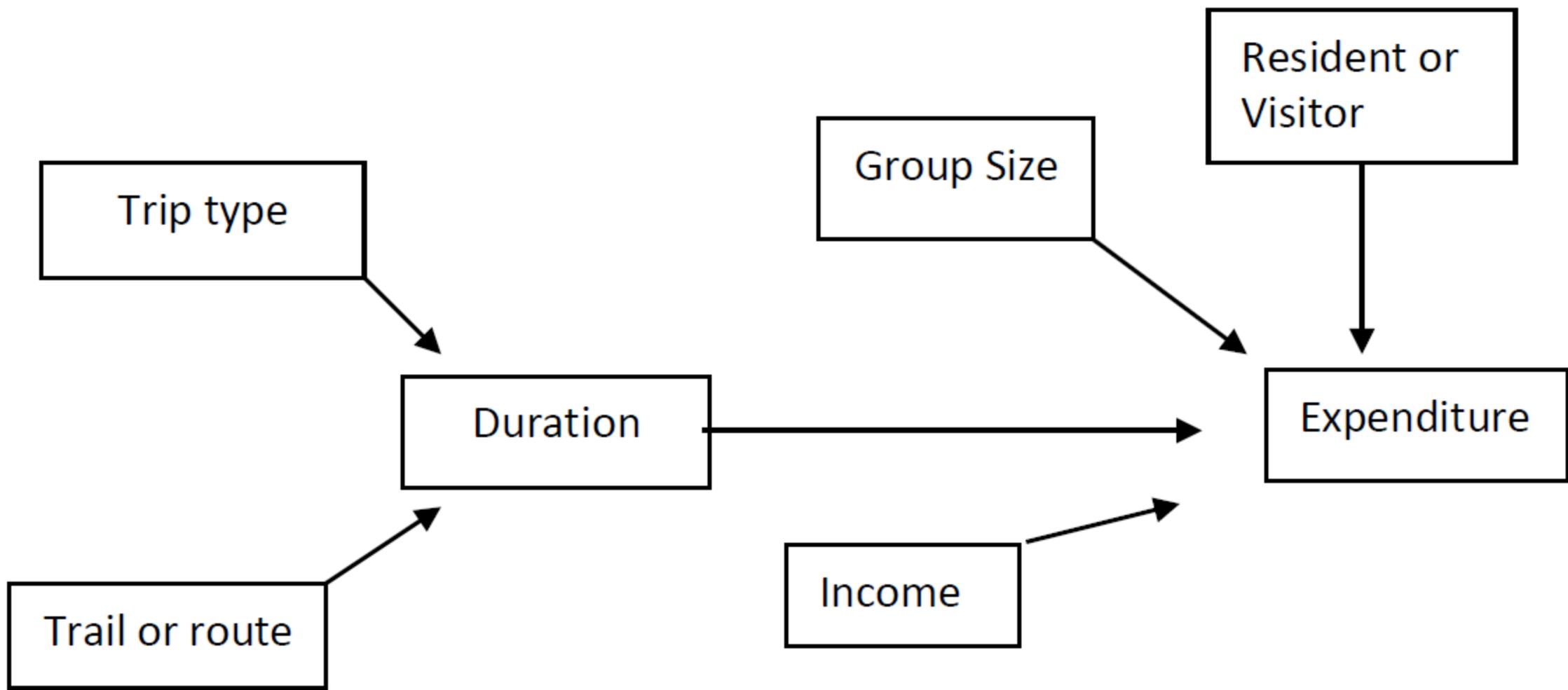
- ▶ European Greenways as Transnational Tourism Product, 2013/14, European Commission
- ▶ Monmouthshire Coastal Path Transport Study, 2013, Monmouthshire County Council
- ▶ The European Cycle Route Network: Eurovelo, 2012, European Parliament
- ▶ Dee Valley Multi User Trail, 2010-11, Conwy County Borough Council and Denbigh County Council
- ▶ Wrekin Forest Sustainable Transport & Access Study, 2010, Shropshire Hills AONB
- ▶ The economic impact of walking tourism in rural areas - Offa's Dyke National Trail, 2010, UCLAN
- ▶ Rea Valley Cycleway, 2009, Rea Valley Environmental Network (Rea VEN)
- ▶ The European Cycle Tourism Network: Eurovelo, 2009, European Parliament
- ▶ Trent Valley Way, feasibility study, 2009, OnTrent
- ▶ Nottinghamshire Strategic Cycle Network, 2008, Nottinghamshire County Council

Calculating economic impacts

- ▶ Top down vs Bottom Up
 - ▶ Existing national statistics on travel, cycling etc
 - ▶ Or derive data for a different route, and aggregate up
 - ▶ Both have drawbacks in accuracy
- ▶ Segmentation
 - ▶ Casual, day, long distance.
- ▶ Residents v visitor / day or staying
- ▶ Purpose: commute, leisure, other...

Gaining a base level

- ▶ Duration, group size and income
 - ▶ Previous studies (Cope et al, 2003; Lumsdon et al, 2004) have shown that group size increases spend, staying visitors spend more, and increased group size results in increased spend).
- ▶ Aspects relating to the area / trail
 - ▶ Off-road sections generate greater usage
 - ▶ Rural sections are likely to generate more spend



Trail name:

Average duration	<input type="text" value="2.7"/> ¹
Average group size	<input type="text" value="1.67"/> ²
Region	<input type="text" value="11"/> ³
or average income (£000)	<input type="text" value="0.00"/>
Average % tourism groups	<input type="text" value="10.00"/> ⁴
Estimated annual route usage (000)	<input type="text" value="70.00"/> ⁵
Route type	<input type="text" value="4"/> ⁶

Notes

- 1 - Average duration in hours
- 2 - Average group size including children
- 3 - Enter either the corresponding number from Table 1 here or the average group income in the box below.
- 4 - Enter the estimated proportion or route users from outside the study area.
- 5 - This should equate to the number of 'person days'
- 6 - Enter the corresponding number from Table 2 below.

Table 1: UK regions

- 1 - North East
- 2 - North West
- 3 -
- 4 - West Midlands
- 5 - East Midlands
- 6 - East of England
- 7 - London
- 8 - South West
- 9 - South East
- 10 - Scotland
- 11 - Wales

Table 2: Route type

- 1 - Long distance
- 2 - Stand alone
- 3 - Tourist route
- 4 - User defined

Table 3: User defined values

Utility	<input type="text" value="40"/> %
Recreational day	<input type="text" value="40"/> %
Recreational overnight (1 night)	<input type="text" value="5"/> %
Recreational overnight (2+ nights)	<input type="text" value="15"/> %

Group size

Change in duration	<input type="text" value="10"/> %	Change in average group size	<input type="text" value="10"/> %
Default duration	<input type="text" value="3.0"/> hours	Default group size	<input type="text" value="1.84"/>
		Adjusted	

Demand

Change in average income	<input type="text" value="10"/> %	Change in demand	<input type="text" value="20"/> %
Default average income	<input type="text" value="28.4"/> £ (000)	Default demand	<input type="text" value="80.00"/> £ (000)
		Adjusted	

Spending groups

Change in proportion of tourists	<input type="text" value="75"/> %	Change in proportion of spending groups	<input type="text" value="10"/> %
Default proportion of tourists	<input type="text" value="17.5"/> %	Default proportion of spending groups	<input type="text" value="39.5"/> %
		Adjusted	

	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Route:		Dee Valley Multi User Trail																		
			Current																	
Estimated demand			70,000																	
Residents ¹			63,000																	
Tourists			7,000																	
Spending by:																				
Residents ¹		£	739,139																	
Tourists		£	82,127																	
Total route spending		£	821,266																	
Spending by sector																				
Accommodation		£	75,556																	
Food and drink		£	555,176																	
Retail		£	16,425																	
Car costs		£	82,127																	
Cycle costs		£	22,995																	
Public transport		£	24,638																	
Other		£	44,348																	
Direct employment			13.2	(fte)																
Spend per head		£	11.73																	

Notes

¹ - Those residing within the study area



Asking the people

- ▶ Postal surveys
 - ▶ Rea Valley (2010), Trent Valley Way (2008)
 - ▶ Data on households, their likely use of the trail, willingness to pay
- ▶ Businesses
 - ▶ North East Study (2006) involved contacting cycling businesses
 - ▶ Data on business spending, insight into the supply sector
- ▶ Focus groups
 - ▶ Trent Valley Way (2008)
 - ▶ Qualitative data, and mobile methodology
- ▶ Tour Operators
 - ▶ North Sea Cycle Route (2006)

Putting a price on active travel

- ▶ Multipliers
 - ▶ Direct effects
 - ▶ Indirect effects
 - ▶ Induced effects

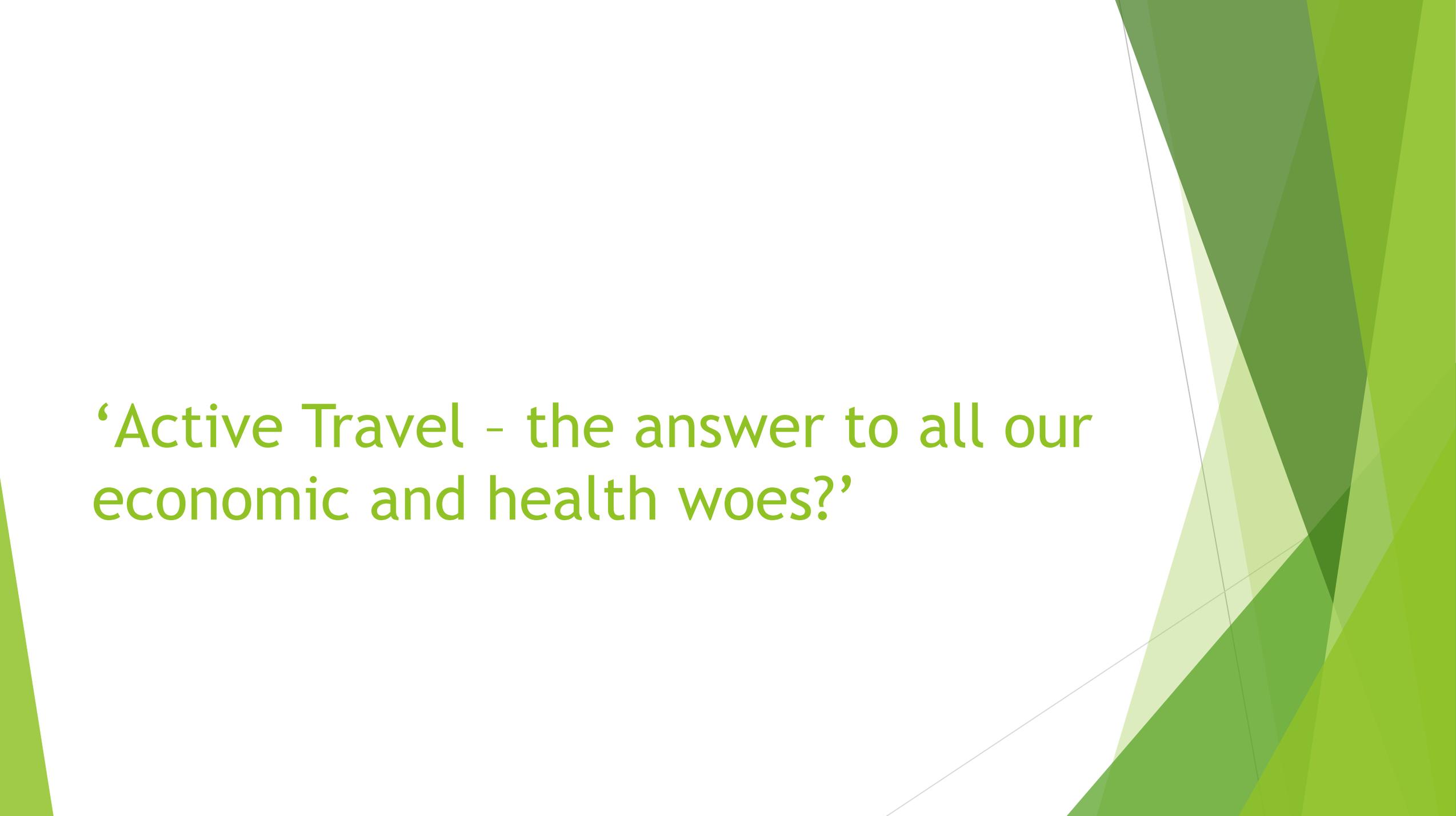
Example

- ▶ North East Study, 2006 - 4 trails (C2C, Coast and Castles, Hadrian's Wall, Pennine Cycleway).
- ▶ Direct spend from travel diaries: £9.3m approx (£4.2m from out of region)
- ▶ Indirect and induced spend - turnover + spend NE suppliers + employees / turnover = multiplier of 1.395. This adds on more than a third and income is now £12.5m
 - ▶ Based on previous research (O.N.E. 2002) every £62k = 1 job therefore 216 jobs were created as a result (95 attributed to tourists)

Thinking outside of the box



- ▶ Non-economic benefits (social and environmental)
 - ▶ Tangibility
 - ▶ Putting a price on benefits
- ▶ Eurovelo: trans-border tourism, SMEs, rural regions
- ▶ Commuting
 - ▶ Hard to see a significant economic benefit
 - ▶ Bike It study - contingent valuation survey on parents, treating the service as a public good.
- ▶ What about walking?
 - ▶ Less established in terms of study on economic impacts
- ▶ What might offset benefits
 - ▶ Car travel (particularly for walking) (Wrekin study, Green Walks, both 2010)
 - ▶ Landowners where trails are developed concerned about loss of amenity (Rea Valley Study 2009)

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect. The text is positioned on the left side of the slide, set against a plain white background.

‘Active Travel - the answer to all our economic and health woes?’

Some observations and suggestions

- ▶ Walking and cycling do produce some economic benefit, although more study is also needed.
 - ▶ Methods and knowledge are improving
- ▶ Different methods of evaluation show different dimensions of value
- ▶ A holistic view is needed
- ▶ Sustainable transport can provide more active travel
 - ▶ Train walks
 - ▶ Cycling from stations
 - ▶ Intermodality
 - ▶ More developed cycle tourism industries in countries which are already high (Eurovelo)