

# Briefing for media interviews

Cycling contributes to our prosperity, helps us stay healthy and keeps people and goods moving.

Cycling is good for business

Isn't it powerful that over 150 organisations across Exeter have supported the Exeter Cycling Charter?

Some of the city's major employers have supported the Charter: South West Water, Ashfords, The Environment Agency, The Met Office, Devon County Council, The RD&E, Cartridges Solicitors, LDA Design, The University of Exeter, John Lewis

Many of our shops support this because cycling is good for retail sales.

The Charter has been supported by organisations of all sizes, in all sectors. It's been supported by major employers like Devon & Cornwall Police, schools like St.Peters & Ladysmith and retail businesses like John Lewis and Waitrose.

The Exeter Cycling Charter is a simple statement of support for making cycling safe for everyday journeys.

Cycling supports local business, boosts economic productivity and contributes to the health and well-being of our workforce.

People who cycle to work are not subject to congestion delays, are more alert at the start of the day and generally take fewer days off sick. That makes good business sense.

Research repeatedly shows that increasing levels of cycling brings increased retail sales. Cycling is good for our retail businesses.

The businesses of Fore Street in Exeter recognised this. Almost all of the businesses in Fore Street have pledged support for the Exeter Cycling Charter.

The Charter expresses a belief that our lovely city can be better,

By pledging support for the Charter organisations are stating that they want to see a city where:

- people can travel to work safely, directly and easily on a convenient and connected cycle network.
- children can cycle to school or college safely.
- our roads and public spaces prioritise people and make cycling the safe, natural choice for a large proportion of everyday journeys.

# Briefing for media interviews

The Exeter Cycling Campaign is asking our leaders to:

- take seriously the challenges of pollution, congestion and unhealthy lifestyles and embrace the unique way that cycling can address all of these
- be the leaders who will build a better city.
- plan, build and invest in a dense network of safe, connected cycle paths across the city

We hope that our Councillors and leaders in the LEP will note that businesses in Exeter support this. We call on them to be bold in responding to this encouragement to put cycling at the heart of how we build a better city.

We face a health crisis in our country: 1 in 6 deaths directly attributable to physical inactivity and 42 people dieing in Exeter every year due to pollution. A recent Public Health England report concluded that building walking or cycling into daily routines are the most effective ways to increase physical activity.

---

# Briefing for media interviews

## Background documents

“The Value of Cycling”, DfT sponsored research from University of Birmingham & Phil Jones Associates. Mar’16:

- Economic growth can result from high density, cycle friendly urban design
- Reduced infrastructure maintenance costs come with catering for active travel and are typically 33% lower
- Cycle parking allows 5 times more retail spend than the same space for car parking. Furthermore, a compact town optimised for walking and cycling typically delivers a ‘retail density’ (spend per square metre) 2.5 times higher than typical urban centres
- Residential property values rise 1% when motor traffic is reduced 50%
- Facilitation of cycle to work leads to lower staff turnover
- Cycling can reduce absenteeism
- Children who walk or cycle to school tend to be more attentive and achieve greater results

## Public Health England: “Working Together to Promote Active Travel A briefing for local authorities”

Walking and cycling are good for our physical and mental health. Switching more journeys to active travel will improve health, quality of life and the environment, and local productivity, while at the same time reducing costs to the public purse. These are substantial ‘win-wins’ that benefit individual people and the community as a whole

- Physical inactivity directly contributes to 1 in 6 deaths in the UK and costs £7.4 billion a year to business and wider society
- The growth in road transport has been a major factor in reducing levels of physical activity and increasing obesity
- Building walking or cycling into daily routines are the most effective ways to increase physical activity
- Short car trips (under 5 miles) are a prime area for switching to active travel and to public transport
- Health-promoting transport systems are pro-business and support economic prosperity. They enable optimal travel to work with less congestion, collisions, pollution, and they support a healthier workforce

## Cycling UK (formerly CTC) - business benefits of cycling briefing

- Our excessive dependence on motorised road transport imposes significant economic costs on society. These include: congestion; road casualties; physical inactivity and the ill health caused by it (e.g. obesity); pollution (and the associated damage to buildings, ecosystems, agriculture and health); as well as the geopolitical costs of maintaining fossil fuel supplies in an increasingly unstable global environment
- Cycling could substantially reduce these risks, while strengthening local economies in both urban and rural areas; supporting local businesses and property values; boosting the economic

# Briefing for media interviews

productivity of a healthy and satisfied workforce; and enabling disadvantaged groups to gain skills and access employment opportunities

- The average economic benefit-to-cost ratio of investing in cycling & walking schemes is 13:1
- Academics who studied the cost benefit analysis used by Copenhagen to decide whether to build new cycling infrastructure, concluded that cars cost society and private individuals six times more than cycling
- On average, cycle commuting employees take one less sick day p.a. than non-cyclists and save the UK economy almost £83m
- Although cyclists may spend less than car-borne shoppers per trip, their total expenditure is on average greater because they tend to visit the shops more often
- On 9th Avenue (Manhattan), where a high quality cycle lane was rebuilt in late 2008, retail sales increased by up to 49%, compared to 3% borough-wide

## From Devon County Council's "Cycling and Multi-Use Trail Network Strategy" March 2015:

- "Our walking and cycle network supports our economy and enables people to enjoy being active"
- "Cycling supports the local economy in urban and rural areas; supports local businesses and property values by reducing vehicular traffic and congestion; it boosts the economic productivity of a healthy and satisfied workforce, and enables disadvantaged groups to gain access to training and employment opportunities"
- "Cycling, multi-use trails and public open space are seen as an intrinsic part of the solution for a modern growing economy"
- "We will develop a segregated, high quality multi-use network of routes and trails that provide access for all and promote healthy, active lifestyles in Devon"
- "Exeter is the economic hub of Devon and is where the payback in investing in cycling, walking and leisure routes is multiple"