

1 Comparison of investment in cycling per capita

1.1 Successful countries and Scotland

Countries and cities in Europe²

Countries	Spending per capita	Cycling rate
Scotland	£2-3	2%
UK	£1	1%
Norway	£8.50	4%
Netherlands	£25	27%
Cities	Spending per capita	Cycling rate
Amsterdam	£26	35%
Copenhagen	£8-9	37%

Spending per capita at the national level in Scotland remains as low as £2-3, while Norway spends £8.50 per capita and Netherlands £25. Amsterdam and Copenhagen, two most successful cycling cities, spend £26 and £8-9 per capita each.

1.2 Exemplary cases in the UK

Successful examples from London from English Cycling Demonstration Towns and Cities show that slightly more modest spending could significantly increase the number of people who cycle to work.

The number of people cycle to work 2001-2011 and spending per annum and per capita³

City	2001	2011	Increase	Spending	Spending/p.a.	Spending/p.c.
London	320,000	570,000	79%	£211m (2003-11)	£26.4m	£3.30
Brighton	3,168	6,607	108%	£3.3m (2005-11)	£544,000	£5.70
Exeter	2,304	3,535	53%	£4m (2005-11)	£675,000	£5.90
Bristol	8,108	15,714	93%	£11.6m (2008-11)	£2.9m	£6.80

Brighton managed to increase the number of people cycle to work by **108%** in 10 years by spending **£5.70 per capita**. Bristol's cycling rate increased by **93%** in the same period by spending **£6.80** per capita. This suggests that if the Scottish Government focuses on cities as models and invests in them, significant increase in cycling rate in the region of 90-110% could be achieved with relatively low level of spending per capita. These successful towns and cities in England also saved approximately £2.50 for every £1 spent, principally in reduced congestion.

2 London's plan to achieve 300% increase in cycling by 2026

London's Mayor's Vision for Cycling (2013-2023)⁴

	Cycle trip 2013	2023	Increase (by 2026)	Spending	Spending/p.a.	Spending/p.c.
London	570,000	1,500,000	300%	£913m	£91.3m	£11

With the spending level of approximately £10 per capita, an ambitious increase in cycling trip by 300% would be possible.

London also provides an example of collaboration with businesses. London's cycling superhighways and cycle hire scheme are sponsored by Barclays, who funded **£25 million** for five years in return for naming rights for the two flagship cycling schemes and branding on the hire scheme's new bicycles.⁵

3 Some other examples of the economic benefits of investment in cycling

Job creation

A recent study in the US found that **11.4 construction jobs** were created for every \$1 million spent on cycling infrastructure (compared to 7.8 jobs for road construction).⁶

Social return

A report by Greenspace Scotland suggests that every **£1** invested in the Greenlink, a 7 km cycle path creating a direct route from Strathclyde Country Park to Motherwell Town Centre, gives a social return of **£7.63**.⁷

Savings

Odense, a Danish city of 170,000 people, was chosen as the National Cycle City of Denmark for 1999-2002 and spent the **total budget of DKK 20 million**. During that period, bicycle traffic in Odense increased by 20%, and **concrete savings of DKK 33 millions** in social security were achieved due to improved public health.⁸

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¹ Briefing paper prepared by Hisashi Kuboyama.

² Figures based on: John Pucher and Ralph Buehler, 'Making Cycling Irresistible; Lessons from the Netherlands, Denmark and Germany', *Transport Reviews*, 28:4, 495-528; Scottish Government, *Cycling Action Plan for Scotland*, June 2010, <http://www.scotland.gov.uk/Resource/Doc/316212/0100657.pdf>.

³ Figures based on: the 2001 and 2011 Censuses for England and Wales, <http://www.ons.gov.uk/ons/guide-method/census/2011/census-data/2001-census-data/index.html> and <http://www.ons.gov.uk/ons/guide-method/census/2011/census-data/index.html>; Cycling England, *Cycling City and Towns Programme Overview*, March 2010, <http://webarchive.nationalarchives.gov.uk/20110407094607/http://www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2010/03/cycling-programme-overview-2010.pdf> <http://www.london.gov.uk/sites/default/files/Cycling%20Vision%20GLA%20template%20FINAL.pdf>.

⁵ http://www.london.gov.uk/media/press_releases_mayoral/barclays-saddle-sponsor-london-cycle-hire-scheme.

⁶ Heidi Garrett-Peltier (2011) *Pedestrian and Bicycle Infrastructure: A national Study of Employment Impacts*. Political Economy Research Institute, University of Massachusetts, Amherst. http://www.peri.umass.edu/fileadmin/pdf/published_study/PERI_ABikes_June2011.pdf.

⁷ Greenspace Scotland, *Social Return on Investment (SROI) Analysis of the Greenlink, a partnership project managed by the Central Scotland Forest Trust (CSFT)*, October 2009, <http://www.socialimpactsotland.org.uk/media/1522/Greenlink%20SROI%20Final%20report%205%20October%202009.pdf>.

⁸ http://www.trendy-travel.eu/docs/734/080305_TRENDY_TRAVEL_WP2_Odense_-_the_National_Cycle_City_of_Denmark_FEMMO_en.pdf.

Transform Scotland is the national sustainable transport alliance, campaigning for a more sustainable and socially-just transport system. Our membership includes bus, rail and shipping operators; local authorities; national environment and conservation groups; consultancies; and local transport campaigns. Transform Scotland Limited is a registered Scottish charity (SC041516).

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