


BIKE *life*

2019

West Midlands



Transport for
West Midlands


sustrans
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Making tracks

Our vision for cycling in the West Midlands



It is recognised that getting more people cycling can be the answer to many of the key issues facing the region at this time, whether it is the huge amount of traffic on our roads, the high levels of air pollution or the increasing need to encourage more healthy lifestyles.

This is why at the start of 2019, West Midlands Combined Authority awarded £23 million towards cycling and walking infrastructure, demonstrating our commitment to increasing the number of journeys made by active travel.

Partnership and collaboration are key to encourage more people to take up cycling, especially in less represented groups. We are working with Cycling UK to develop Community Cycle Clubs, encouraging social inclusion and physical activity in our communities. We have also partnered with British Cycling, Active Black Country and Sandwell Metropolitan Borough Council to pilot a social prescribing scheme, Cycle More Sandwell, at doctors' surgeries whereby patients can participate in rides led by volunteers to increase their levels of physical activity.

As this report outlines, currently just 3% of residents in the West Midlands are using bikes five days a week and 73% never cycle at all. We want to encourage more people to take

up active travel and we have clear plans to achieve this.

A key barrier to cycling for many is safety, with fear of cycling on our busy streets, or worries about poor lighting and visibility on off-road routes. Birmingham City Council has been leading the way with the two segregated blue routes along the A34 and A38 into the city centre. Improvements in surfacing have also been made along canal towpaths and park routes across the region with a full traffic-free route connecting Birmingham and Wolverhampton. Our work doesn't end here.

Transport for West Midlands (TfWM), the transport delivery authority for the Combined Authority has set out plans for a West Midlands-wide cycling and walking network and we will continue to scope out funding with our partners to deliver more of these life changing schemes.

Later in 2020 we will be announcing a cycle hire scheme which we believe will encourage more people to give cycling a go as they move around our towns and cities.

We want to support people to feel confident cycling around the West Midlands which is why the information within Bike Life is such an important part of our plans to create a healthier, happier, better connected and more prosperous region.

Laura Shoaf
Managing Director
Transport for West Midlands

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Introducing Bike Life

Bike Life is the biggest assessment of cycling in urban areas in the UK and Ireland. It is delivered by Sustrans in collaboration with 17 cities and urban areas. Each city* reports on progress towards making cycling an attractive and everyday means of travel.

Bike Life reports every two years. In 2015 and 2017 seven cities published reports. Glasgow, Perth and Stirling followed and published their first reports in 2018.

Fourteen areas are participating in Bike Life in 2019. This includes our first London borough, Tower Hamlets, and our first city outside of the UK, Dublin Metropolitan Area.

This is the first report from the West Midlands, produced in partnership with TfWM and following reports for Birmingham in 2015 and 2017. The information in this report comes from local cycling data, modelling and an independent survey of 1,554 residents aged 16 or above in the West Midlands.** The survey was conducted by social research organisation NatCen and is representative of West Midlands residents, not just those who cycle.

More details on all Bike Life reports can be found at www.sustrans.org.uk/bikelife.

Our thanks to the people of the West Midlands who took part in the survey and shared their stories with us.



*City is used as a shorthand for Bike Life cities, city regions and boroughs.

**Survey conducted April-July 2019.

Report summary

West Midlands metropolitan area

Population*

2,897,303



Survey area

Everyone benefits when more people cycle

Every day, cycling in the West Midlands takes up to

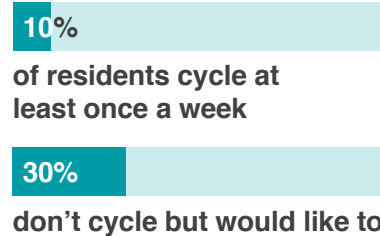
38,000 cars off the road

Based on cycling by residents that live in a household with a car. Does not include leisure cycling trips.

Every year, cycling:

- prevents **661** serious long-term health conditions
- saves **23,000 tonnes** of greenhouse gas emissions
- creates **£143.4 million** in economic benefit for individuals and the region

There is significant appetite in the West Midlands for cycling.

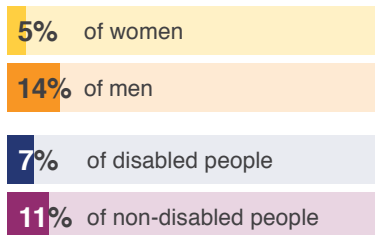


Safety concerns stop cycling being a genuine travel choice for many residents

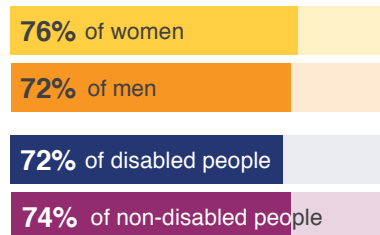
Many residents are less likely to cycle regularly, for example women and disabled people.

However, all groups want cycling safety to be improved.

Proportion of residents who cycle at least once a week



Proportion of residents who think cycle safety needs improving



To help residents cycle more we need better cycling infrastructure

76% think that more cycle tracks along roads physically separated from traffic and pedestrians would be useful to help them cycle more

65% support building more of these tracks, even when this would mean less room for other road traffic**

4 miles of cycle tracks along roads physically separated from traffic and pedestrians currently exist in the West Midlands



*NOMIS mid-year 2017 population estimate. This is the most recent available for all Bike Life areas.

**Please note this question has changed since 2017 from 'could mean' to 'would mean'.

See Bike Life methodology for further details.

People from socio-economic groups D and E are most likely to suffer the impacts of higher traffic levels,[†] yet are least likely to own a car

Proportion of residents from socio-economic groups AB or DE who have a car or van in their household

93% of people from groups AB

61% of people from groups DE

Not having a car can increase the risk of social exclusion, debt and transport poverty.^{††}

77% of residents from socio-economic groups D and E never cycle, but

31% would like to start

This is equal to **230,000 adults**

Cycling as a mode of transport is ideally suited to urban life.

Cities that are designed for cycling can help many residents access everyday services and reduce social and economic isolation.

Socio-economic group is a classification based on occupation maintained by the Market Research Society. Groups A and B are professional and managerial. Groups D and E are semi-skilled and unskilled manual occupations and people not in employment.

West Midlands residents believe improving their streets for cycling and walking would make their area a better place to live, work or visit

57%

think more cycling would make their area a better place to live and work

64%

think fewer motor vehicles on our streets would be useful to help them cycle more

76%

think space should be increased for people socialising, cycling and walking on their local high street

59%

think streets outside local schools should be closed to cars during drop off and pick up times

62%

think speed limits should be reduced on local roads



Residents would like to see more government spending on public transport, walking and cycling

72% Public transport

59% Walking

55% Cycling

46% Driving

Emma Tucker



Cycling in the West Midlands must become fully inclusive by having more accessible routes; flat, wide even surfaces that can accommodate wheelchair carriers or large trikes.



[†]Glasgow Centre for Population Health, 2013. The built environment and health: an evidence review.
^{††}Sustrans, 2012. Locked Out Report.



Realising benefits

Why everyone gains when more people cycle

West Midlands residents cycle 22 times around the world every day

57%



agree that more cycling would make the West Midlands a better place to live and work

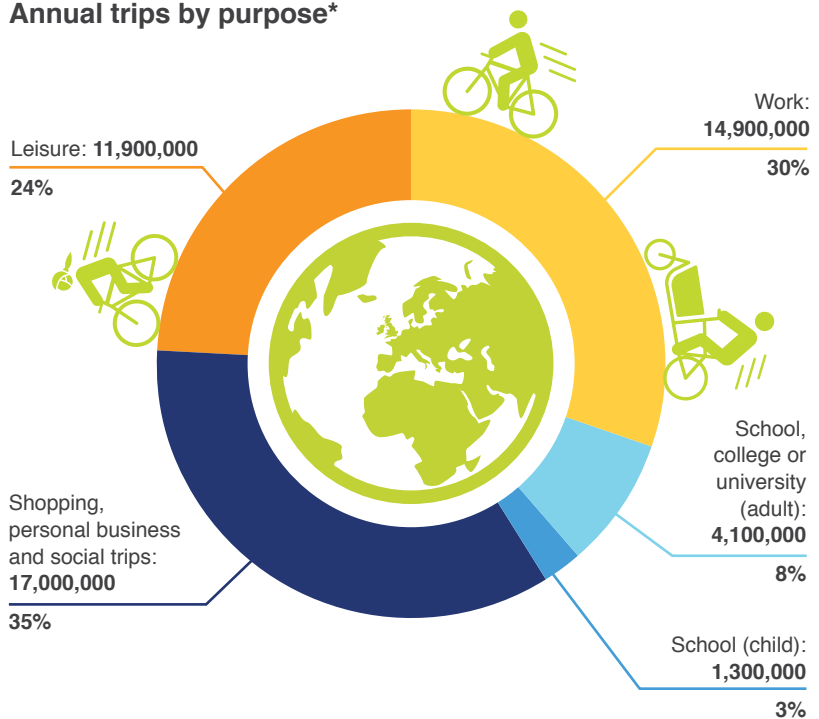
49.1 million trips

made by cycle in the West Midlands in the past year, which adds up to

200.4 million miles

= 550,000 miles a day

Annual trips by purpose*



Cycling keeps the West Midlands moving

Studies show cycling frees up road space in comparison to driving.** This helps to keep the West Midlands moving for all road users.

38,000 return cycle trips

are made daily in the West Midlands by people that could have used a car

If these cars were all in a traffic jam it would tail back

114 miles

equivalent to the distance from Birmingham to London.

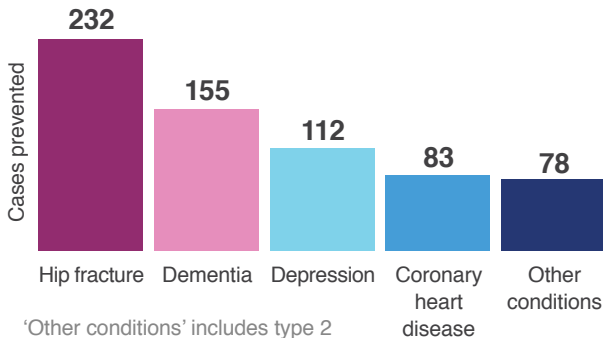


*Leisure trips include adults and children. Education trips are shown separately for adults and children. All other trips are just adults.

**Litman, 2017. Evaluating Transportation Land Use Impacts. Based upon Eric Bruun and Vuchic, 1995. The Time-Area Concept.

Cycling unlocks health benefits for everyone

Cycling in the West Midlands prevents 661 serious long-term health conditions each year



'Other conditions' includes type 2 diabetes, stroke, breast cancer, colorectal cancer.

Saving the NHS in the West Midlands

£4.3 million per year

equivalent to the cost of
140,000 GP appointments

Based on Sport England MOVES tool which shows the return on investment for health of sport and physical activity.

In the West Midlands the physical activity benefits of cycling

prevent 54 early deaths annually

which is valued at

£189.1 million†

More people cycling improves air quality:

47,000 kg of NO_x

and

6,400 kg of particulates

(PM₁₀ and PM_{2.5}) saved annually.

In the West Midlands **1,500 early adult deaths** occur each year where long-term exposure to air pollution (PM_{2.5}) is deemed to be a contributory factor.

Based upon Public Health England, 2014. Estimating Local Mortality Burdens associated with Particulate Air Pollution. Adults = 25 years+.

Cycling helps reduce the impact of our climate crisis

23,000 tonnes

of greenhouse gas emissions (carbon dioxide, methane and nitrous oxide) saved annually, equivalent to the carbon footprint of

28,000 people taking flights

from Birmingham to New York



Transport now accounts for 27% of the UK's greenhouse gas emissions, of which the main sources are petrol and diesel cars.

Overall the UK's emissions between 1990 and 2017 fell by 42%; however transport emissions barely changed (a 2% drop).

Department for Business, Energy and Industrial Strategy, UK greenhouse gas emissions 2017

Cycling benefits residents and the local economy in the West Midlands



95p

net benefit for individuals and society from each mile cycled instead of driven

These figures are based upon monetising the costs and benefits of driving and cycling. This includes travel time, vehicle operating costs, medical costs and work absenteeism, congestion, infrastructure, local air quality, noise, greenhouse gases and taxation.

In total, this adds up to:

£75.3 million

per year from people with a car choosing to cycle for transport, or

£143.4 million

annually from all trips cycled



†Based on WHO/Europe Health Economic Assessment Tool (HEAT), which enables an economic assessment of the health benefits of cycling by estimating the value of reduced mortality resulting from specified amounts of cycling.



Cycling participation

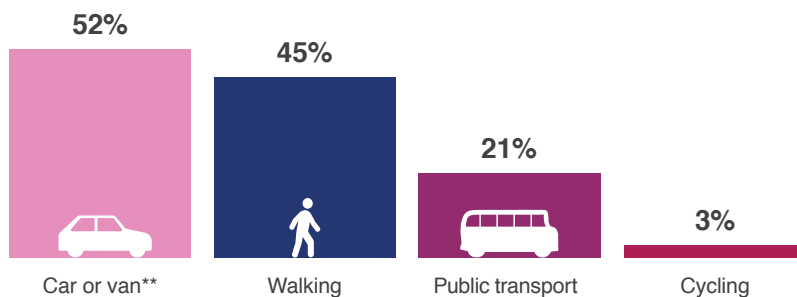
Who is cycling and how often?

Most people living in the West Midlands do not currently cycle

Whilst many people cycle in the West Midlands, participation is much lower than for other modes of travel.

When cities are designed to make cycling more attractive than other forms of transport, participation can be high. For example **29%** of residents cycle five or more days a week in Greater Cambridge.*

Residents who travel by the following modes five or more days a week in the West Midlands



10%

of West Midlands residents cycle at least once a week

80%

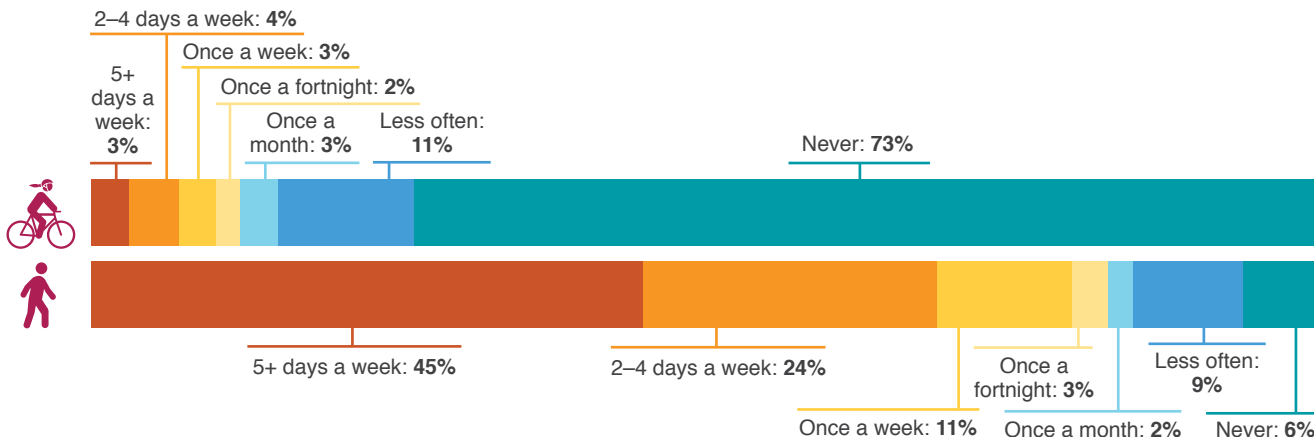
of residents walk at least once a week

While it's clear that improvements need to be made to the walking environment, there is at least a network of dedicated space – pavements.

In comparison, it is only possible to cycle to most everyday destinations if you are happy to share road space with motor vehicles.



How often are residents cycling and walking?



*Bike Life Greater Cambridge 2019.

**Travelling as driver or passenger.

How inclusive is cycling?

In the West Midlands cycling participation of different demographic groups is not equal.

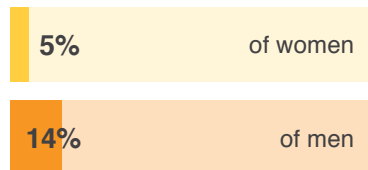
Barriers to cycling can be more pronounced for different demographic groups, however cities with high cycling rates show this is not always the case.

55% of all cycling trips in the Netherlands are made by women. Furthermore, people over 65 make 24% of their trips by cycle, higher than the percentage reported for any other age group over the age of 26.

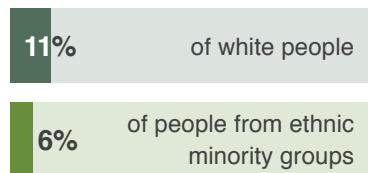
Pucher and Buehler, 2008. Making Cycling Irresistible Transport Reviews, Vol. 28

Proportion of West Midlands residents in different demographic groups who cycle at least once a week

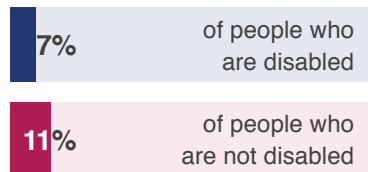
Gender



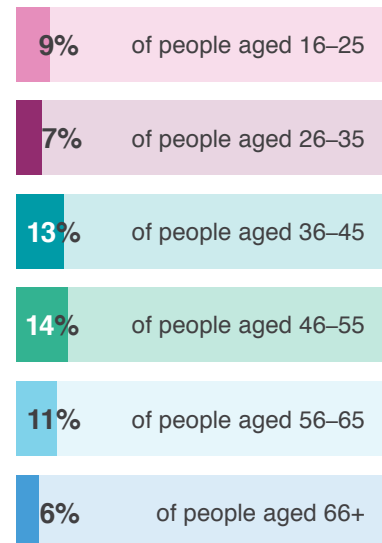
Ethnicity



Disability



Age



Narinder Kaur, Intensive Care Nurse



I was born in West Bromwich to Sikh parents and work as an intensive care nurse. I never learned to ride a bike in my youth because we had very little leisure time. In March 2018 my dad passed away. Dealing with grief became overwhelming and nothing was helping console me.

I was walking in Walsall Arboretum where my dad loved to take regular strolls, heard lots of people laughing and talking and noticed they had bikes. This group of people have become a large part of my life and helped me come to terms with my loss. Learning to cycle is a huge accomplishment.

Recently I became a volunteer ride leader with the Walsall Arboretum Cycling Club, enabling me to put back into the community and help others to learn the skill. The club boosted my confidence, giving me opportunities to meet like-minded people, have fun and visit new places.





Social inequality and mobility

Cycling's potential to help people

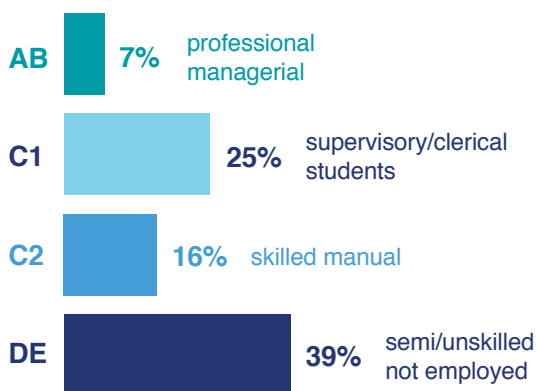
Mobility is about accessing basic, everyday needs that help people live well

It also enables people to access employment, education, fresh food, green space and healthcare. Mobility also enables people to see family, participate in their community and to have a voice in society.

And yet, mobility for many people in the UK is neither equal nor inclusive.

People who do not have a car can find it challenging to reach everyday services in areas where travel alternatives are lacking

Proportion of residents from each socio-economic group* who do not have a car or van in their household



33% of the population of the West Midlands are from the socio-economic groups D and E. That's around **950,000** people in total.

Groups D and E are semi-skilled and unskilled manual occupations, homemakers and people not in employment.

Many disadvantaged neighbourhoods have fewer local amenities and poorer public transport provision.** This combination means that everyday services are harder to reach. Cycling could help accessibility.

Many residents from socio-economic groups D and E would like to start cycling

31% of residents from groups D and E in the West Midlands would like to start cycling

6% of residents from groups D and E in the West Midlands currently cycle at least once a week

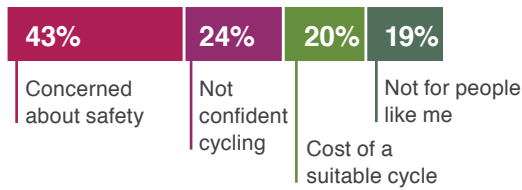
In comparison, **12%** of residents from groups A and B cycle at least once a week.

*Socio-economic group is a classification based on occupation maintained by the Market Research Society.

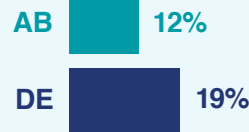
**Glasgow Centre for Population Health, 2013. The built environment and health: an evidence review.

However, many barriers prevent people from these groups cycling

Reasons why West Midlands residents from socio-economic groups D and E do not cycle or why they cycle less often



Proportion of residents from socio-economic groups who think cycling is not for people like them



Being a 'cyclist' can be associated with a certain type of person and characteristics.

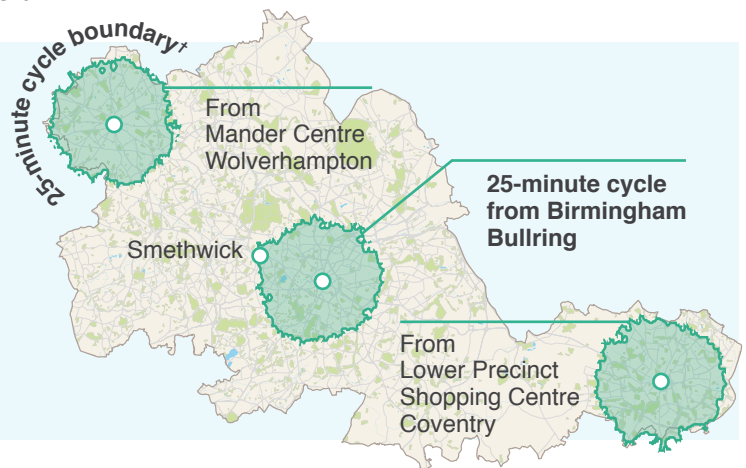
Cycling has potential to reduce social and economic exclusion

Cycling could help many residents access employment, healthcare and everyday services, but only if we make cycling attractive, safe and easy for everyone.

At a relaxed pace you can cycle over 4 miles in 25 minutes. So, cycling can be ideally suited to urban life, especially as an option for people who do not own a car and live further away from public transport.

25-minute cycling distance from key West Midlands locations

Cycling would enable **420,000** people to travel from their home to the Bullring in less than 25 minutes, including **310,000** people from areas that are among the 20% most deprived in England.



Sarah Goss, West Midlands Operations Manager for The Bike Project



The Bike Project in Balsall Heath, Birmingham, transforms the lives of refugees and asylum seekers by giving them an easy way to access vital services.

The region is bursting with opportunities – but it's also expensive. Especially when you're a refugee trying to navigate the complex asylum process. For younger people, a bike can also be invaluable in helping them make new friends and in building a stronger connection to the new community around them.

Aljazar, who received cycles from The Bike Project: *These bikes will save us lots of money in bus tickets, for the boys to get to school and for me to get to English classes. My son was excited about getting a bike as soon as we arrived in the UK – and when my kids are happy, I am happy.*

[†]Adapted from TravelTime platform, travel time maps (isochrone shapes): qgis.traveltimeplatform.com. Uses a baseline cycling speed of 10mph and takes into account type of cycle tracks and junctions but does not include gradient.



Barriers

What is stopping West Midlands residents cycling more?

32%

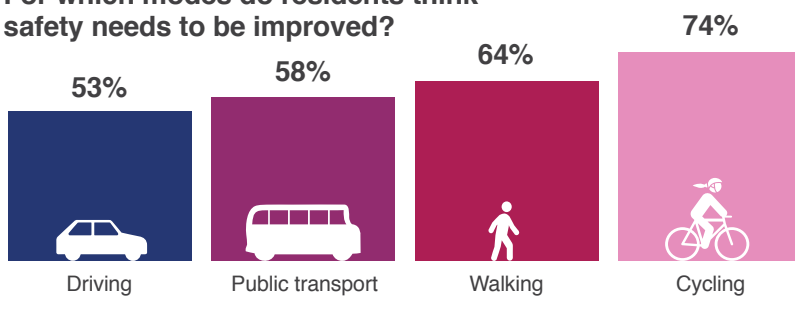
think the West Midlands is a good place to cycle. But many barriers to cycling exist.

Reasons why some residents do not cycle or why they cycle less often



Safety is the largest barrier to more people cycling

For which modes do residents think safety needs to be improved?



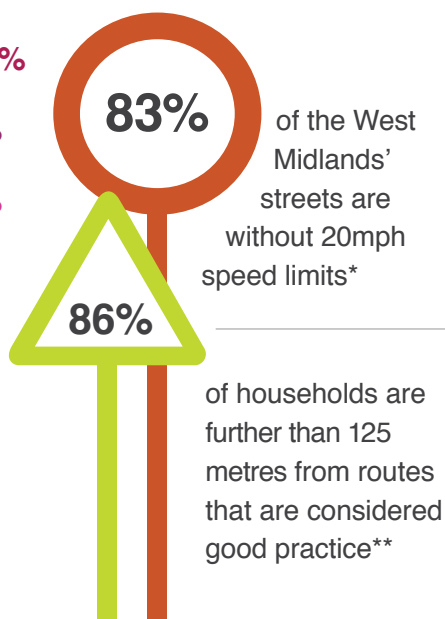
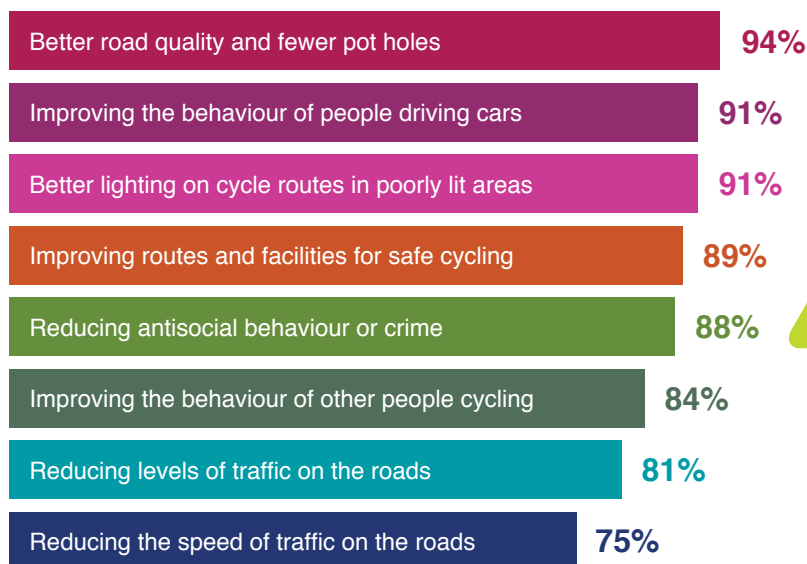
24%

of residents think cycling safety in the West Midlands is good

16%

think children's cycling safety in the West Midlands is good

Which issues do residents think are important for improving cycle safety in the West Midlands?

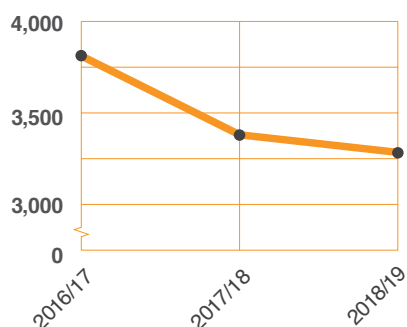


*Excluding motorways.

**These are defined as routes that are traffic-free and away from roads, and cycle tracks along roads physically protected from traffic and pedestrians.

Secure cycle storage is important at home and when out and about

Reported cycle thefts



There were **3,282** reported cycle thefts in the West Midlands in 2018/19.

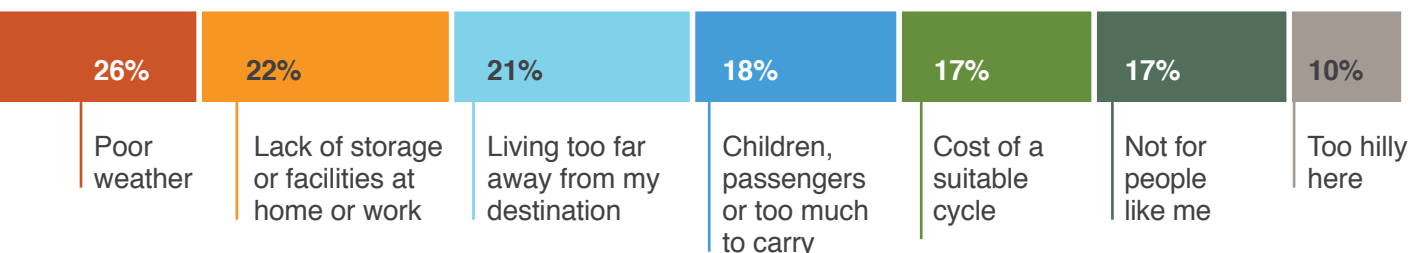
For every **326** people who own an adult cycle in the West Midlands, there was 1 reported cycle theft in the past year.

There is a public cycle parking space for every **103** people who cycle in the West Midlands.

13% of residents think the security of public cycle parking is good.

Security can also be a risk at home, especially in flats where storage inside the property can be harder.

Please note, survey respondents could pick multiple options



Emma Tucker



I am the parent of three children. My fourteen year old daughter is a full time wheelchair user and has profound and multiple learning disabilities. She requires a trike with a parent handle that pushes and steers it or a model where her regular chair is accommodated. These cycles have strong orthopaedic benefits using muscles which are rarely challenged.

Parkride is an inclusive cycling project providing a wide range of adapted and two-wheeled cycles for families to access cycling together; the project is delivered by Midland Mencap and Cycling Projects. It would be great to cycle from our door to Parkride. Using our bikes instead of the car to travel is something to aim for.

Cycling around my area in north Birmingham with my family can be challenging. I live on a busy road where cyclists use the pavement and it would benefit from proper cycle lanes. The lack of dropped kerbs restricts where we can go.

Cycling in the West Midlands must become fully inclusive by having more accessible routes; flat, wide even surfaces that can accommodate wheelchair carriers or large trikes. Accessibility has to be factored in from the start and there needs to be alternatives to barriers and bollards restricting access. All areas should benefit from equipment, support, encouragement and training to get cycling.



Solutions

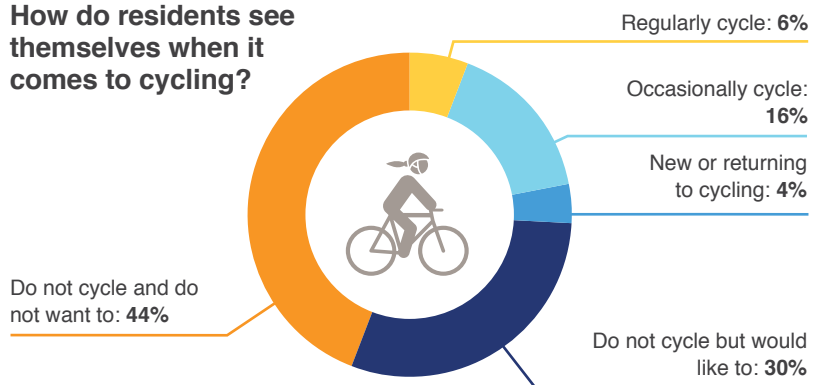
What would help West Midlands residents to cycle more?

West Midlands residents want to cycle

47%

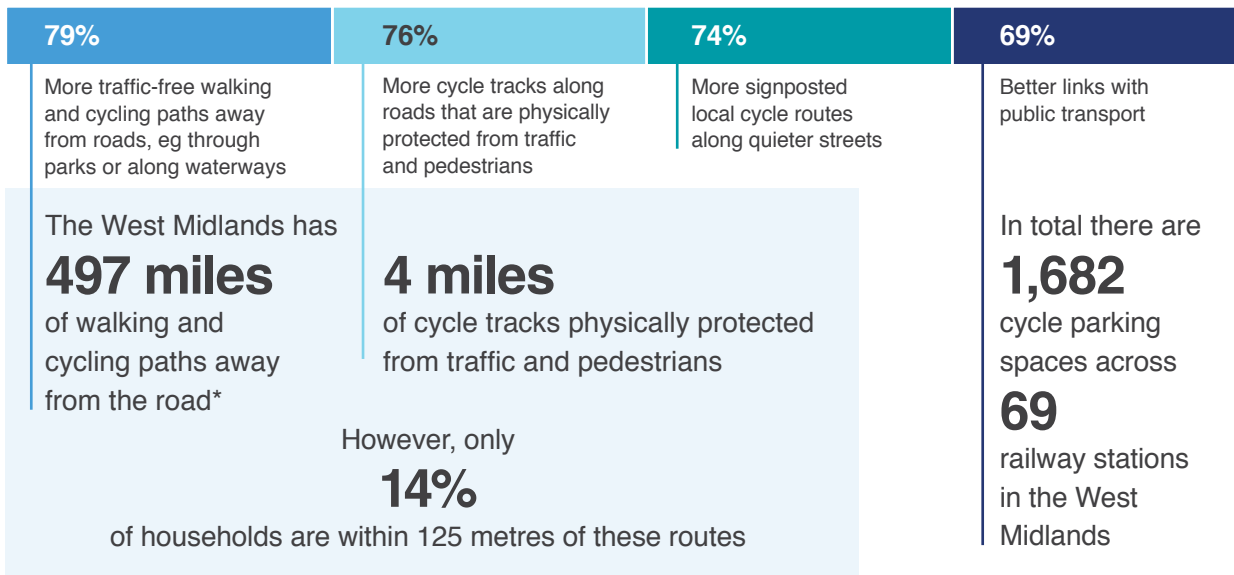
of residents feel that they should cycle more

How do residents see themselves when it comes to cycling?



Residents want improved cycling infrastructure

What proportion of residents would find infrastructure improvements useful to cycle more?



65%

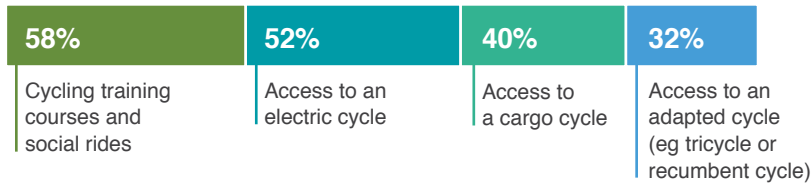
of residents support building more protected on-road cycle tracks, even when this would mean less room for other road traffic.

A and B roads have higher levels of traffic so these are where physical separation is most useful for cycling. In total, **680 miles** of these roads exist in the West Midlands.

*Includes some paths in parks that are not part of longer distance routes.

Residents want more support to cycle

What proportion of residents would find more support useful to cycle more?



47%
of residents have access to an adult pedal cycle

Helping people be more active in everyday life is a real priority for Transport for West Midlands. Cycling for travel or leisure increases physical activity and improves mental health and life expectancy.

TfWM have partnered with Cycling UK to deliver Community Cycle Clubs where people can learn to ride. TfWM would also like to see an expansion of programmes such as Parkride and Wheels for All, so no one is left behind.

TfWM are working with businesses on Thrive at Work, a programme that supports employers to improve staff wellbeing by providing cycle parking, cycle to work schemes and led rides and walks, unlocking the potential to improve mental health.



Rob Anderson, HSBC Birmingham



I am chair of HSBC UK's cycling club. The club is free for all staff to join with a membership of over 150 in Birmingham.

In 2018 we moved into our new head office in the heart of Birmingham, designed to support staff to be greener, fitter and healthier. We encourage all staff to consider cycling their daily commute.

We have secure parking for over 150 cycles, compared to only a handful of car spaces which we make available for staff with disabilities. Facilities include showers, lockers and drying rooms. We have bikes staff can borrow so they can try out cycling. The club looks after servicing of the bikes.

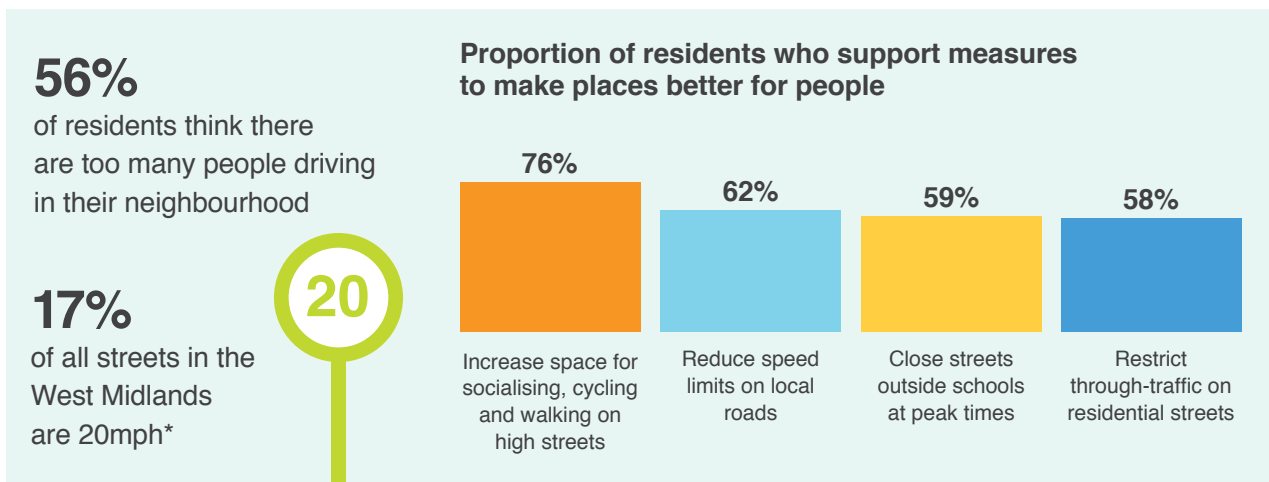
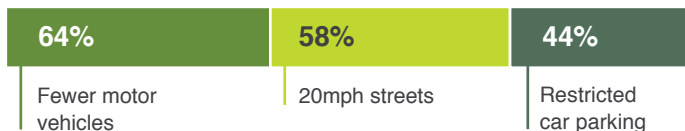
Some staff are qualified Ride Leaders and organise regular rides from short traffic-free coffee-and-cake rides along the canals and recently opened blue cycle routes, to more adventurous road rides. Our first cycling camps for children sold out within a few days of being advertised. We hope more of our staff will cycle. Recent enhancements to cycling infrastructure in Birmingham are a big help.



Residents think fewer motor vehicles would help increase cycling and make their area a better place

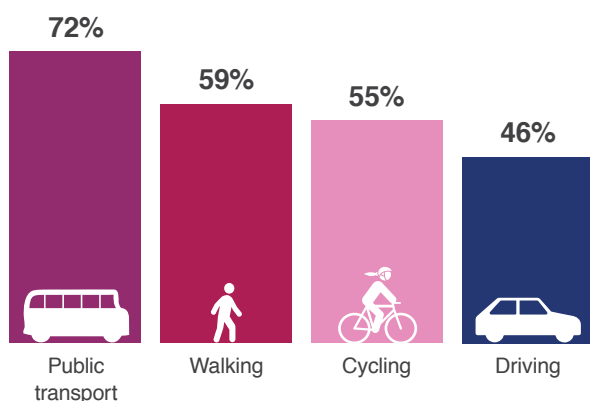
A reported cycle injury occurs once every **330,000 miles** cycled around the West Midlands. Whilst injuries are relatively rare, sharing the road with motor vehicles is unattractive for most people.

What proportion of residents would find traffic management measures useful to cycle more?



Residents want more investment in public transport, walking and cycling

Proportion of residents who would like to see more government spending on different types of transport



Public support exists for introducing policy measures that could be used to help fund cycling, walking and public transport.

Proportion of residents who support and oppose charging more polluting vehicles to enter the city centres



Investing in provision for cycling is good value for money, and gives greater returns than many alternatives. For example, the £150 million English Cycling Cities Ambition Grant programme secures approximately £5.50 in benefits for every £1 spent. This is typical for cycling schemes in the UK, and compares favourably with most other transport schemes.



*Excluding motorways.



Improving cycling

How has the West Midlands been developing cycling?



Our vision is to realise the full potential of cycling's contribution to the health and wealth of the West Midlands

Since the previous Bike Life report covering Birmingham, we've extended the scope to capture the views held by our residents from across the metropolitan area of the West Midlands: Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton. Collectively we have gained a valuable insight into our shared successes, our strengths and weaknesses, developing a clear and truthful vision on what we need to deliver together to enable the growth in cycling that we all wish to see.

The West Midlands Cycling Charter sets out to raise levels of cycling across the West Midlands to 5% of all trips by 2023. This represents a 400% increase in cycling journeys from a 1% baseline. This ten-year target is not the end of a journey but a start – to where we see cycling as naturally commonplace. By 2033, we want to raise cycling to 10% of all trips. It is only through being receptive and responsive to Bike Life survey responses that we will progress to meet the demands of an evolving and vibrant West Midlands.

Our vision is to realise the full potential of cycling's contribution to the health and wealth of the West Midlands – creating more sustainable suburbs, towns and cities that are healthier, safer and more desirable places to live, work and learn. Addressing the safety concerns of existing and potential cyclists has been fundamental to increasing cycling everywhere.

There is a way to go to reach our targets, but along with our partner organisations and local cycling groups we will unite to bring about a positive change in the way we get around. Set against the backdrop of poor air quality, health inequalities, the bustling arrival of Coventry UK City of Culture 2021 and the Birmingham 2022 Commonwealth Games, our need to access employment and training, major transport investment and associated disruption in the West Midlands – there really is no better time to embrace what cycling offers. We will drive forward investment in infrastructure, training, access to bikes and engaging promotional activity to turn our exciting vision into a striking reality.

Cycling and Walking Ambassador, Shanaze Reade

West Midlands Cycling and Walking Ambassador Shanaze Reade was appointed in 2019 and is driving forward promotion and participation in cycling and walking activities to inspire a new generation to take up active travel.

“I’m honoured to be the Cycling and Walking Ambassador for the West Midlands. I’m passionate about getting people active, for their own physical and mental wellbeing. I’d like as many people as possible to have the opportunities that I did growing up and find the sport or activity that they enjoy – and that can save them money on travel!

“It’s been great seeing the projects that are supported and the benefits to the region since becoming involved – we still have plenty more to do and I can’t wait to continue getting stuck in.”

Shanaze shares her own story of participation in sport, becoming a positive wellbeing champion for young people. She is advocating to communities who can then speak out about the real-life barriers to cycling and walking, and empowering people of all ages to embrace a positive outlook on life through getting involved, whilst demanding living places and opportunities which cultivate physical activity and wellbeing.



Better Streets Community Fund

The Better Streets Community Fund (BSCF) was set up to give residents a chance to have a say in how they would make their streets better for cycling and walking.

Schools, community organisations and charities came up with ideas to make their streets safer and easier to cycle and walk. The process was made easy for residents, a simple online form was used to submit their proposals. The popularity of this approach was seen through the high number of applications – 144 in total, received from across the region. Grants from the two million pounds available from BSCF have been awarded to pay for a range of projects across the West Midlands including better paths, improved street lighting, secure bike storage and safe crossings.

[These projects will have an impact on social inclusion and mental health, as well as helping people lead more active lives through making streets accessible and attractive.](#)

We are excited to see the delivery of the 31 successful projects over the next two years.





Bike to the future

Our ambition and plans to make it happen

We will rise to the challenges of the 2020s by ensuring cycling is the optimal choice for transport and for leisure. We will aim to make all of the West Midlands less congested, greener, safer and healthier by creating attractive urban environments in city and town centres, transport corridors and suburbs.

West Midlands Cycling and Walking Network

People want improved safety for cycling, and the planned Cycling and Walking Network outlines our plan for 26 key cycle route improvements. These will make it possible to cycle safely and comfortably, and link with public transport. The routes will serve our busy environment, integrating with redevelopment and transport investment.

Working in partnership

We are reinventing the way people and goods move, around a long term vision for transport allowing us to grow and succeed. Cycling will integrate seamlessly with rail and our Metro and Sprint schemes unlocking access to leisure, jobs and training. Our rail franchise Station Travel Plans will invest in station access and cycle storage and community projects to encourage cycling and walking.

Cycle hire

We are working with partners to deliver a cycle hire scheme that cuts across the West Midlands, providing access by bike to public transport, businesses, education sites and

trip attractors. The role of e-bikes is being investigated as part of the scheme.

Coventry UK City of Culture 2021 and Birmingham 2022 Commonwealth Games

We will host two major events in the next three years and anticipate a significant rise in visitors to the region. While this is a tremendous opportunity to showcase the best of the West Midlands, we want to minimise disruption for residents and visitors. We will work with partners and stakeholders to encourage cycling and walking, to bring long term benefits to air quality and levels of physical activity.

'More Canals than Venice'

Our extraordinary landscape still bears the scars of the industrial revolution and crisscrosses of motorised arterial routes and green cycle paths. We have over 159 miles of canal towpath, and will promote this network that showcases our history. We have improved our canal towpaths and green routes to create a new identity and will build on this by supporting residents to access them, becoming a healthier, happier and more productive region. We want to be renowned as an enterprising, innovative and green conurbation that has undergone transformational change and growth in its economy.



Notes on terminology and methodology:

The attitudinal survey was conducted April to July 2019 by independent social research organisation NatCen.

The survey is representative of all West Midlands residents, not just those who cycle.

In addition to the extended area of coverage, note that changes to the survey and model mean that 2019 figures are not directly comparable with figures reported in 2017. These changes were made to future-proof the methodology.

Rounding has been used throughout the report.

More information and a detailed methodology are available at www.sustrans.org.uk/bikelife

Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute. Join us on our journey. www.sustrans.org.uk

Sustrans is a registered charity in the UK No. 326550 (England and Wales) SC039263 (Scotland)

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