

# BIKE *life*

2019

Tyneside





# Making tracks

## Our vision for cycling in Tyneside

We want cycling in the Tyneside area to be safe, easy and a daily norm, whether you live in Newcastle city centre, the Derwent Valley or on our coastline.

So many of our transport decisions are made at a regional level and the work we do to tackle issues such as the Climate Emergency need us to work together. All three of our Council areas have declared a Climate Emergency and it is within this context that our choices must now be framed.

Newcastle, Gateshead and North Tyneside already work together on potential measures for tackling air pollution across our area. We do so because poor air quality is a serious public health issue and we have a duty both legally and morally to do something about it.

Poor air quality is a national public health crisis, linked directly to hundreds of early deaths every year in Newcastle, Gateshead and North Tyneside. There are many different causes of pollution, but traffic is one of the main contributing factors.

We know that shifting people’s journeys from private cars to public transport, walking and cycling are key to solving some of the biggest ecological and public health problems we face. Such changes are also consistently linked to a better economy.

This report shows that 25% of all Tyneside residents do not cycle but would like to start. Yet only 33% of residents feel that cycling safety is good. We need to address this concern across our network; ensuring

that everyone feels that cycling is a safe, accessible option for them.

All three local authorities have ambitious targets for growth, developing thousands of new homes and jobs. These new residents and workers require a modern transport system, not having to navigate an already congested network. Increasing cycling is fundamental to achieving these targets.

A number of schemes are taking shape across the area as part of our capital programme of works, and we are working on plans and funding for further schemes and initiatives.

As we continue to look for investment for more high-quality major routes, we want to enable people to walk and cycle for short trips, utilising all the public health benefits this brings.

We look forward to using the 2019 Bike Life report to strengthen the case for investment across our area, to create a healthier, happier, better connected and more prosperous area.

**Councillor Nick Forbes,  
Leader of Newcastle City Council**

**Councillor Martin Gannon,  
Leader of Gateshead Council**

**Norma Redfearn CBE,  
Elected Mayor of North Tyneside**



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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 Tyneside, produced in partnership with Gateshead Council, Newcastle City Council and North Tyneside Council. It follows reports for Newcastle alone in 2015 and 2017. The information in this report comes from local cycling data, modelling and an independent survey of 1,298 residents aged 16 or above in Tyneside.\*\* The survey was conducted by social research organisation NatCen and is representative of Tyneside residents, not just those who cycle.

More details on all Bike Life reports can be found at [www.sustrans.org.uk/bikelife](http://www.sustrans.org.uk/bikelife).

Our thanks to the people of Tyneside 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

Tyneside

Population\*

702,734

Survey area



## Everyone benefits when more people cycle

Every day, cycling in Tyneside takes up to

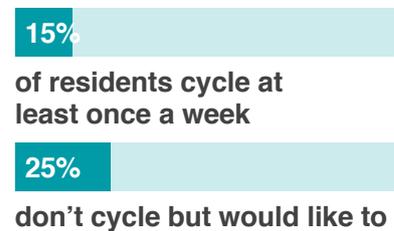
**16,000 cars off the road**

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

Every year, cycling:

- + prevents **277** serious long-term health conditions
- saves **9,400 tonnes** of greenhouse gas emissions
- £ creates **£58.8 million** in economic benefit for individuals and the city

There is significant appetite in Tyneside for cycling.



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

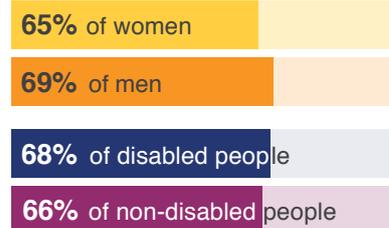
Many residents are less likely to cycle regularly, for example women and disabled people.

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

**72%** think that more cycle tracks along roads physically separated from traffic and pedestrians would be useful to help them cycle more

**62%** support building more of these tracks, even when this would mean less room for other road traffic\*\*

**5 miles** of cycle tracks along roads physically separated from traffic and pedestrians currently exist in Tyneside

\*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 negative impacts of higher traffic levels,<sup>†</sup> 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

88% of people from groups AB

55% of people from groups DE

Not having a car can increase the risk of social exclusion, debt and transport poverty.<sup>††</sup>

71%

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

25%

would like to start

This is equal to

43,000 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.

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

52%

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

56%

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

72%

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

57%

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

58%

think speed limits should be reduced on local roads



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

71% Public transport

56% Walking

49% Cycling

43% Driving



Craig Goff Cooper  
General Manager, Ride Electric

The advantages of the e-bike are that you can go twice the distance in half the time, and it's more enjoyable. You can discover the great outdoors without much effort.



<sup>†</sup>Glasgow Centre for Population Health, 2013. The built environment and health: an evidence review.  
<sup>††</sup>Sustrans, 2012. Locked Out Report



# Realising benefits

Why everyone gains when more people cycle

Tyneside residents cycle 9 times around the world every day

52%

agree that more cycling would make Tyneside a better place to live and work



**18.7 million trips**

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

**78.6 million miles**

= 220,000 miles a day

## Annual trips by purpose\*

Leisure: 3,800,000

20%

Work: 5,400,000

29%

Shopping, personal business and social trips: 5,800,000

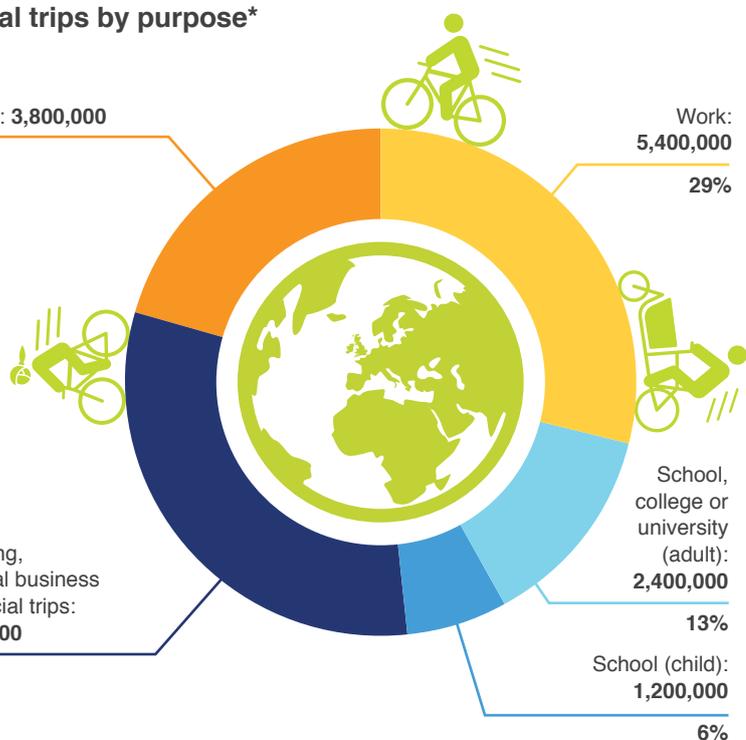
31%

School, college or university (adult): 2,400,000

13%

School (child): 1,200,000

6%



## Cycling keeps Tyneside moving

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

**16,000 return cycle trips**

are made daily in Tyneside by people that could have used a car

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

**49 miles**

equivalent to the distance from Newcastle to Bamburgh.

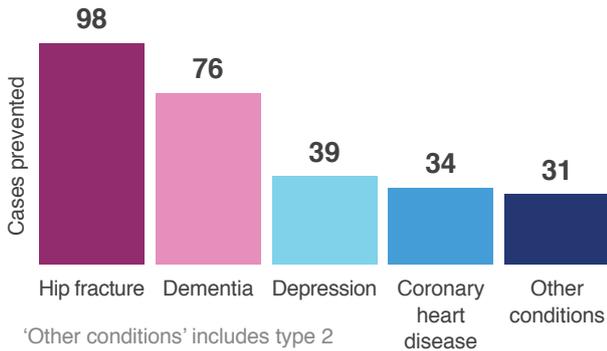


\*Leisure trips include adults and children. Education trips are shown separately for adults and children. All other trips are just adults.

\*\*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 Tyneside prevents 277 serious long-term health conditions each year



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

Saving the NHS in Tyneside

**£1.8 million per year**

equivalent to the cost of  
**59,000 GP appointments**

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

In Tyneside the physical activity benefits of cycling

**prevent 21 early deaths annually**

which is valued at

**£73.8 million†**

More people cycling improves air quality:

**19,000 kg of NO<sub>x</sub>**

and

**2,600 kg of particulates**

(PM<sub>10</sub> and PM<sub>2.5</sub>) saved annually.

In Tyneside **324 early adult deaths** occur each year where long-term exposure to air pollution (PM<sub>2.5</sub>) 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

**9,400 tonnes**

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

**20,000 people taking flights**

from Newcastle to Tenerife



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 Tyneside



**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:

**£30.7 million**

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

**£58.8 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

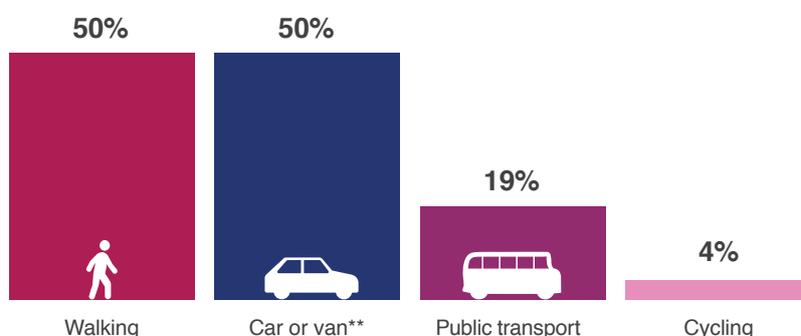
Who is cycling and how often?

## Most people living in Tyneside do not currently cycle

Whilst many people cycle in Tyneside, 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 Tyneside



**83%**

of Tyneside residents walk at least once a week

**15%**

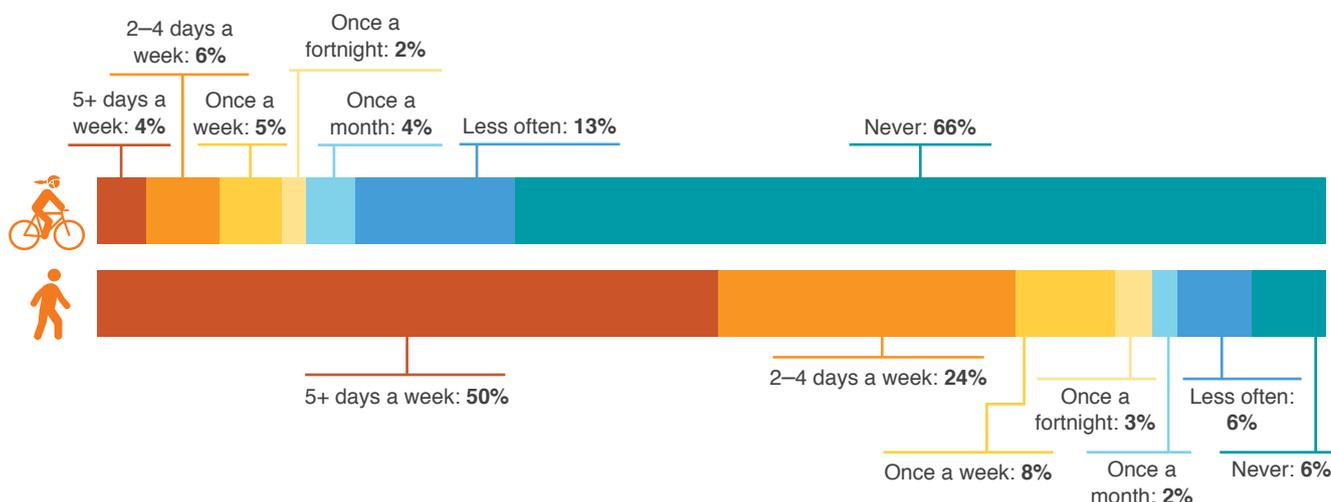
of residents cycle at least once a week

While it's clear that improvements need to be made to the walking environment, there is at least a network of protected 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 Tyneside 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.

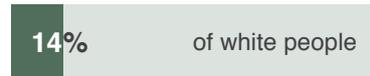
Pucher and Buehler, 2008. Making Cycling Irresistible Transport Reviews, Vol. 28.

### Proportion of Tyneside residents in different demographic groups who cycle at least once a week

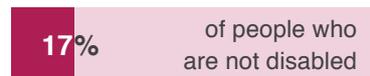
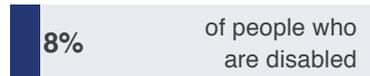
#### Gender



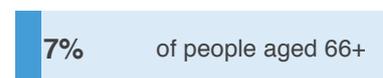
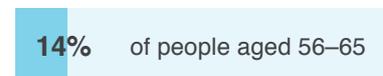
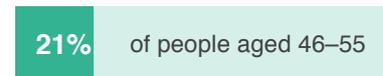
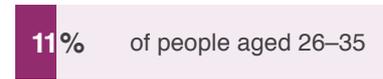
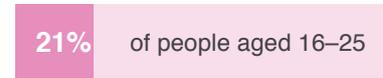
#### Ethnicity



#### Disability



#### Age



Amir, Newcastle



I started cycling again after an episode of depression. I'd put on fifty kilos in weight and been unable to go out of the house. I started to feel better. I went to new places and met new people. I cycled for a year with an average of 25-30 miles a day. I lost thirty-five kilos.

I avoid the roads as they are so polluted, and stick mainly to traffic-free routes. I volunteer as a gardener for disabled people. My journey is from the east to the west end of Newcastle.

Cycling sharpens my mind and my perspective to life is better as it makes me think in a different way – I don't feel trapped any more.

I think we need more cycle lanes in poorer areas. I could take you to many houses where most of the family cycle but they're too scared to come out on a bike.



# Social inequality and mobility

Cycling's potential to help people

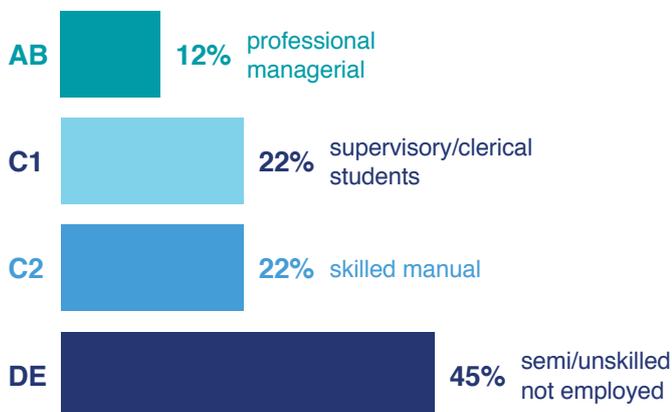
## Mobility is about accessing basic, everyday needs that help people live well

Mobility 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



30% of the population of Tyneside are from socio-economic groups D and E. That's around **210,000** 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 may be harder to reach. Cycling could help accessibility.

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

**25%**

of residents from groups D and E in Tyneside would like to start cycling

**10%**

of residents from groups D and E in Tyneside currently cycle at least once a week

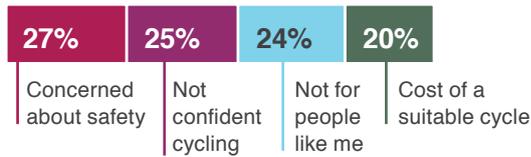
In comparison, **18%** of residents from groups A and B cycle at least once a week.

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

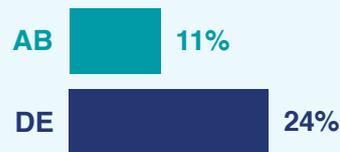
\*\*Glasgow Centre for Population Health, 2013. The built environment and health: an evidence review.

## However, many barriers prevent people from these groups cycling

### Reasons why Tyneside 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.

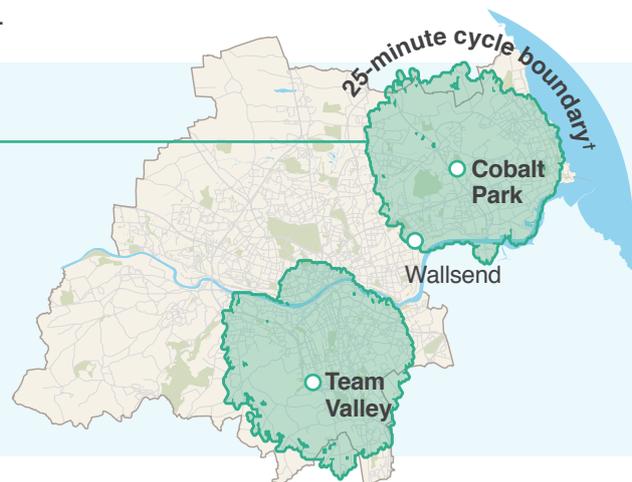
## Cycling has potential to reduce social and economic exclusion

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 Cobalt Park

Cycling would enable **180,000** people to travel from their home to Tyneside Cobalt Park in less than 25 minutes, including **41,000** people from areas that are among the 20% most deprived in England.



Claire, Gateshead



I used to drive to work at the Post Office but when we moved I started to cycle as it was two miles away. The ride woke me up on the way and was a detox on the way back.

Where I work now is up a big hill and at rush hour I don't feel safe cycling after I got knocked off twice despite having hi-vis and lights. The drivers were apologetic but it doesn't seem worth the risk, especially since I had our son Arthur.

We recently bought a trailer for Arthur and live next to the traffic-free Teams Cycleway along the river. We can go out as a family.

We want our child to be outdoorsy. It gives you a good outlook, helps you stay healthy, get fresh air and see the world from a different point of view. It's a shame there aren't many cycle tracks around.



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



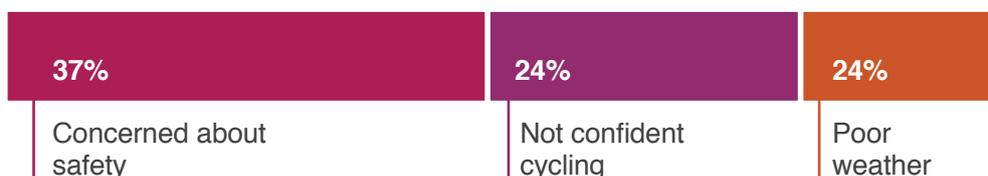
# Barriers

What is stopping Tyneside residents cycling more?

**45%**

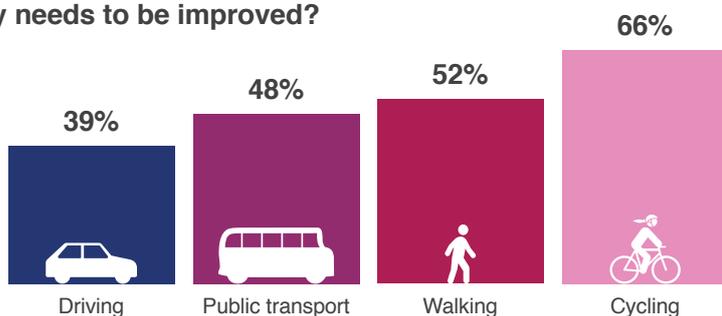
think Tyneside is a good place to cycle. But many barriers to cycling exist.

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



## Safety is the single largest barrier to more people cycling

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



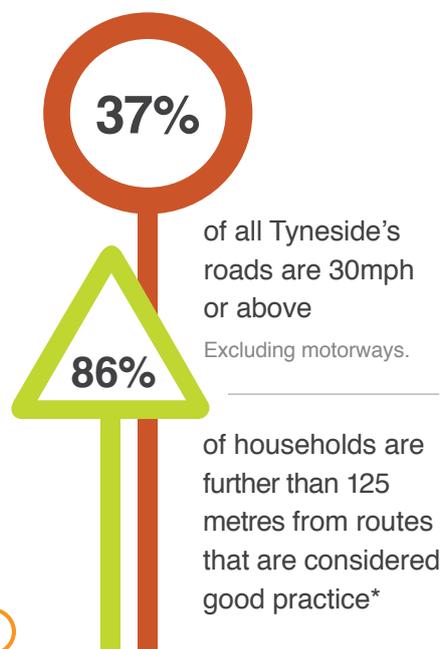
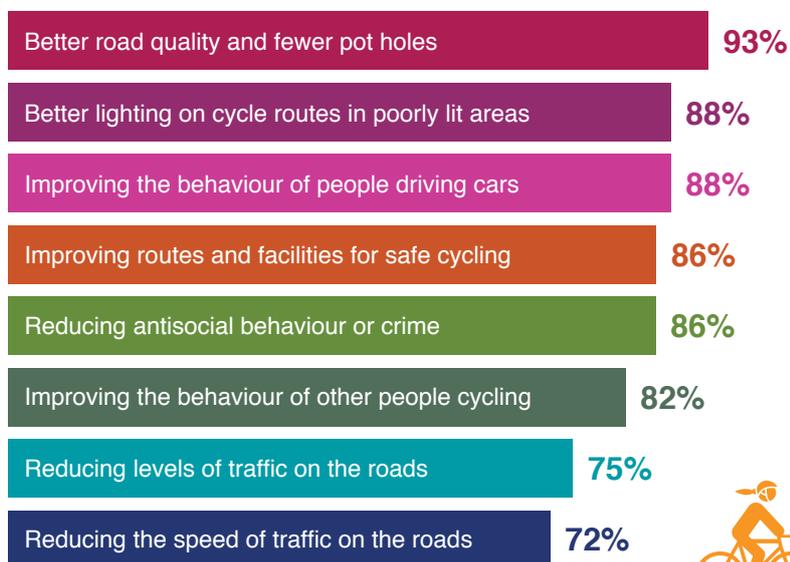
**33%**

of residents think cycling safety in Tyneside is good

**20%**

think children's cycling safety in Tyneside is good

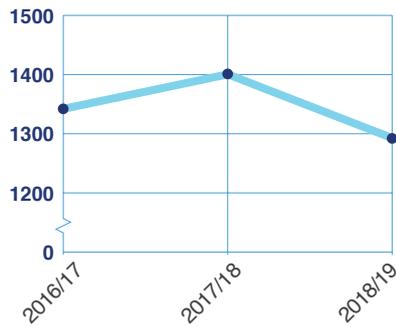
Which issues do residents think are important for improving cycle safety in Tyneside?



\*These are defined as routes that are traffic-free and away from roads, cycle tracks along roads physically protected from traffic and pedestrians, and routes along quieter streets where there is less traffic (quiet street routes in Gateshead not included in this calculation).

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

### Reported cycle thefts



There were **1,292** reported cycle thefts in Tyneside in 2018/19.

For every **225** people who own an adult cycle in Tyneside, there was 1 reported cycle theft in the past year.

There is a public cycle parking space for every **135** people who cycle in Tyneside.

**12%**

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

20%

Living too far away from my destination

17%

Not for people like me

16%

Lack of storage or facilities at home or work

16%

Children, passengers or too much to carry

16%

Cost of a suitable cycle

14%

Too hilly here



**Gavin Prior, Centre Director, intu Eldon Square and intu Metrocentre**



intu Eldon Square is one of the largest shopping centres in the UK, attracting 38 million visits a year and employing 6,000 people. Excessive traffic that causes congestion and noise puts people off and they are less likely to visit or extend their time in the city.

We need people who are coming into the city by bike to feel safe both on the roads and in where they can store their bikes while they are in the city to shop or work.

It's always difficult when you have a city that has a road system that has been developed over many years and has not accounted for cycling – it takes work, effort and money to change it.

We need a system that people feel safe with and don't feel they'll potentially be injured or killed. That means very clear cycle lanes that come through the city which separate cycles from pedestrians and vehicles. We also need to improve cycle and vehicle signage.

We'd love to see a pedestrian and cycle-friendly city centre but I think there's got to be a balance. There has to be sufficient space for all forms of travel which is essential for a major retail operation.



# Solutions

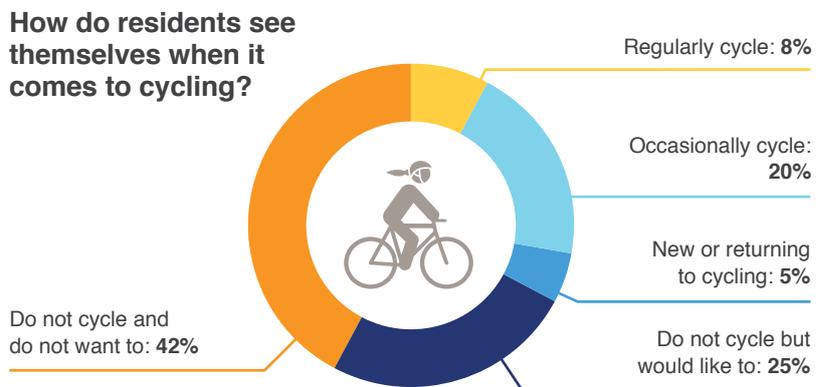
What would help Tyneside residents to cycle more?

## Many Tyneside residents want to cycle

**44%**

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?

75%	72%	71%	60%
More traffic-free cycle routes away from roads, eg through parks or along waterways	More cycle tracks along roads that are physically protected from traffic and pedestrians	More signposted local cycle routes along quieter streets	Better links with public transport
Tyneside has <b>155 miles</b> of traffic-free cycle routes away from the road	<b>5 miles</b> of cycle tracks physically protected from traffic and pedestrians	<b>0.5 miles</b> of signed cycle routes on quieter streets*	There is one cycle parking space at Tyneside's railway and metro stations for every <b>150</b> passengers
<p>However, only <b>14%</b> of households are within 125 metres of these routes</p>			

**62%**

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

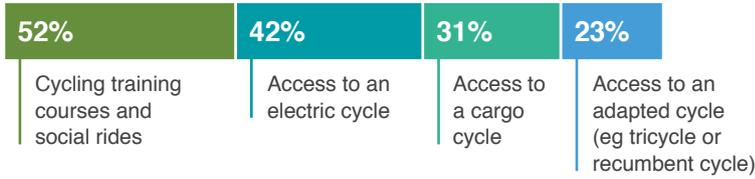
A and B roads have higher levels of traffic so these are where physical separation is most useful for cycling. In total, **270 miles** miles of these roads exist in Tyneside.



\*This figure is for Newcastle and North Tyneside

## Residents want more support to cycle

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



**50%**

of residents have access to an adult pedal cycle



**Nick Mason, Director, ZMove, Newcastle**



Three months after setting up ZMove, Newcastle’s first e-cargo bike delivery company, we already have twelve contracts in place with 300 deliveries. So far our customers are generally food and drink businesses within three miles of the city centre, including bakers, florists, coffee merchants, cafes, service sector businesses, buffets and breweries, but there are a whole range of other enterprises interested too.

Cargo bikes are cheap, clean and fast. In the city centre routes we are quicker than vans. We can use protected bike lanes and there is a variety of routes and options.

We use e-bikes as Newcastle is hilly and we’re often carrying 50 kilos or more. The e-bike can cope with a quarter of a tonne.

It’s a very human business. There is something about being on a bike. You end up talking to people all the time about what you’re moving. This is part of our ethos. We wear normal everyday clothes and try to be cheerful and smiley. We want to make cycling an entirely acceptable, appropriate way of getting around. We were worried about perceptions from other road users but public reception has been amazing. Because it says ‘zero emissions delivery’ on the side of the bike it’s very clear what we do.

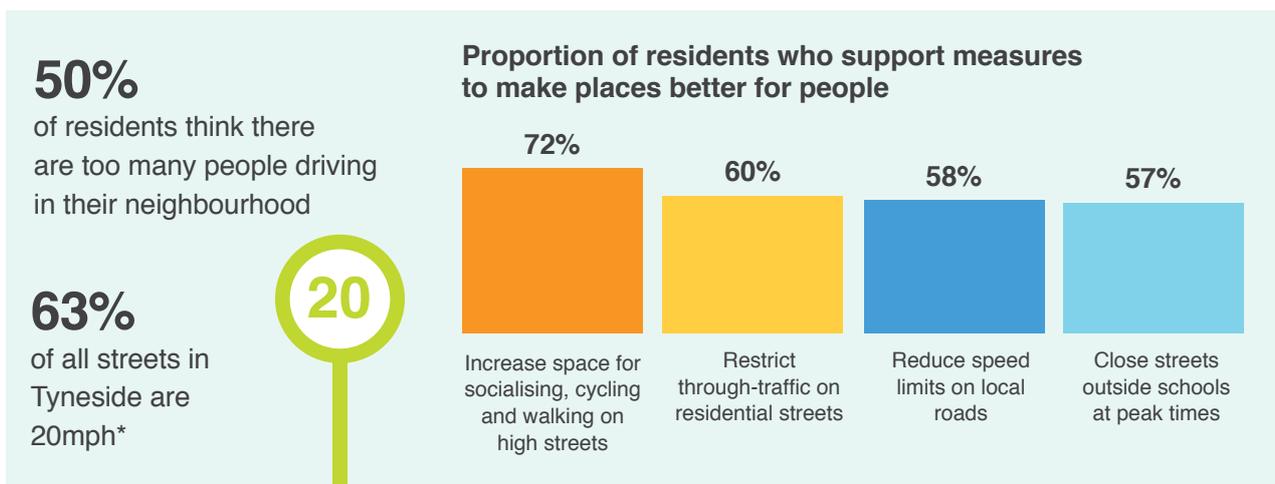
We want to have a home grown company which scales up regionally. In three years we expect to be employing 30 people and we’ll be expanding our bike fleet to include a range of different standard electric and trike models. We will be launching our app soon - the technology is there to move stuff cheaply and cleanly and the cargo bike niche is really strong.



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

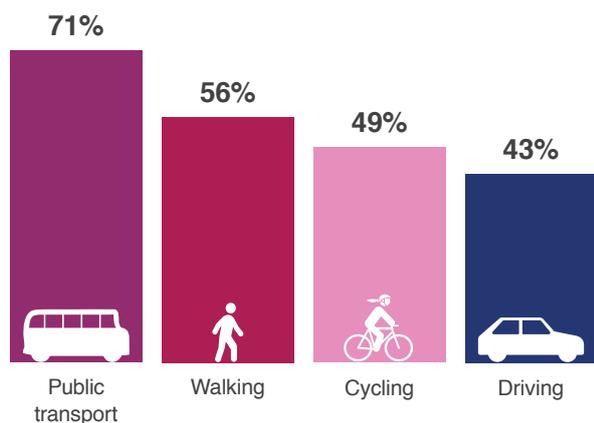
A reported cycle injury occurs once every **430,000 miles** cycled around Tyneside. Whilst injuries are relatively rare, sharing the road with motor vehicles is unattractive for most people.

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



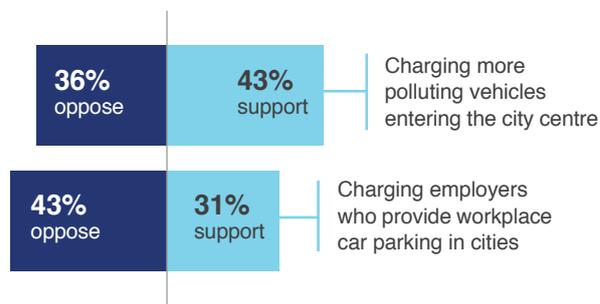
## Residents want more investment in public transport, walking and cycling

### 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 walking, cycling and public transport.

### Proportion of residents who support and oppose traffic management measures



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 Tyneside been developing cycling?



We know that a shift to walking and cycling for everyday journeys can have a significant impact on improving air quality and reducing the reliance on car use.

The region has a well-established walking and cycling network, which is continually improving due to investment over recent years. There is a core of cycle commuting across Newcastle, North Tyneside and Gateshead, including new provision on the Coast Road Cycle Route, Durham Road in Gateshead and Great North Road in Newcastle.

In response to the government's Cycling and Walking Investment Strategy, each of the three authorities are in the process of completing their Local Cycling and Walking Infrastructure Plan. These set out what needs to be done to improve the walking and cycling networks over the next 10 years, ready for future investment.

We know that most journeys in the region are relatively short, meaning there is great potential to increase the reach of signed cycling and walking routes. Other studies show us that 37% of people in the region travel under 5km to work but over half of these are car drivers or passengers.

The integration of cycling and walking into the public transport network is crucial to increasing levels of active travel. Carrying bikes on trains is already permitted on large sections of the Tyne and Wear Metro network outside of peak periods with cycle infrastructure available at most stations. With a new Metro fleet due to be rolled out by 2024, reliability will be improved. We will seek to improve the quality of the walking and cycle network around stations on the Metro and Rail network as well as high frequency bus corridors. This is key to delivering an integrated network that supports all our goals.

A number of authorities are already engaging with businesses at key employment sites across the network to look at this linking in with the wider network. It is essential people cycling or walking to work have access to parking and changing facilities to generate the transformational shift to active travel we need to see.



# Bike to the future

Our ambition and plans to make it happen

Tyneside's priority over the next few years is to promote active and sustainable ways of getting around, which include walking and cycling.

With a series of activities at various city centre locations including the temporary closure of Blakett Street, a Summer of Cycling in North Tyneside and the Tour of Britain racing through the region, the promotion of cycling is centre stage.

All seven local authorities across the north east have included walking and cycling schemes in a bid to central government. The region's programme envisages a £430 million investment in public transport, sustainable transport and supporting capital investment. It will improve the frequency and reliability of the Metro, introduce new passenger rail services in South East Northumberland, speed up urban buses and make rail services more reliable, improve Park & Ride facilities, whilst also extending the cycling network.

The region has some of the lowest car ownership figures in the country, especially amongst those living along the banks of the Tyne. There is a clear opportunity for modal shift to cycling and walking which can have demonstrable benefits to health and wellbeing. Over-reliance on car travel damages the local and global environment and

creates congestion, making public transport unattractive to potential users and damaging productivity through delays and unreliability.

But improvements to public transport and walking and cycling routes are needed before many people, who said they rely on their cars for essential journeys, would feel able to change their travel behaviour.

A partnership approach involving the public, businesses, councils and government is needed to tackle harmful levels of air pollution and many people are already, or would be willing, to play their part.

These are some of the independent findings from the air quality public consultation that took place over 11 weeks, put forward by Newcastle, North Tyneside and Gateshead. The consultation attracted over 20,000 responses from individuals, businesses, community groups and voluntary organisations – the largest participation in a survey of its type in the UK to date.

The consultation showed that despite the different views involved, and potential impacts for individuals and businesses, more than 60% of those responding agree that air quality issues in the area require attention.



Our proposals include:

- A charging Clean Air Zone covering Newcastle city centre affecting non-compliant buses, coaches, taxis (both Hackney Carriages and private hire vehicles), heavy goods vehicles and vans, to be enforced from 2021.
- Grants for individuals/businesses affected by a charge to help them upgrade vehicles.
- Sunset/grace periods, where some vehicles would not be charged when measures are first introduced, along with some exemptions for certain vehicles that would not be charged at all.
- Changes to the road layout on the Central Motorway that will prevent traffic from merging on and off the slip lane between the New Bridge Street and Swan House junctions.
- Lane restrictions on the Tyne Bridge and its approaches including the Central Motorway.
- Changes to the local road network in Newcastle and Gateshead to reflect the Tyne Bridge restrictions and ensure public transport can run reliably.
- New delivery hubs for goods vehicles outside of the charging zone, from where last-mile deliveries can be made by electric vehicle or cargo bike.
- Ambitious funding bids to the Transforming Cities Fund and Clean Air Fund for investment in public transport and walking and cycling routes.
- A major communications campaign to ensure people are aware of the measures, including the support that will be offered, and to encourage people to change their travel behaviour, switching to public transport, walking or cycling where this is possible for them to do.



## 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 Tyneside 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](http://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](http://www.sustrans.org.uk)

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North Tyneside Council

