



Cycling Demonstration Towns: will they improve public health?

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1 Cycling England

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Introduction



- **Cycling England: new national body set up to plan and co-ordinate the development of cycling across England**
- **Funded six Cycling Demonstration Towns (CDTs)**
 - **Brighton, Darlington, Derby, Exeter, Lancaster and Aylesbury**
- **Aim to demonstrate what can be achieved with targeted funding**



Monitoring



- Counts & User surveys
- Measuring any increase in cycle use in each town
- But will this lead to health benefit?
 - Old cyclists cycle more..?
 - New cyclists don't cycle 'enough'..?
 - New cyclists stop other activity..?
- Central challenge for health appraisal

Monitoring framework

Project A.

Commissioned bespoke survey of random sample in each town

Project B.

Analyse 2005 and 2008 data from Sport England's Active People Survey

Project C.

Enhance the cycle user monitoring to maximise data on health impact

Project D.

Investigate potential for specific monitoring in towns dealing with children and young people

Bespoke telephone research among quota samples

Darlington 1,538

Lancaster 1,514

Derby 1,537

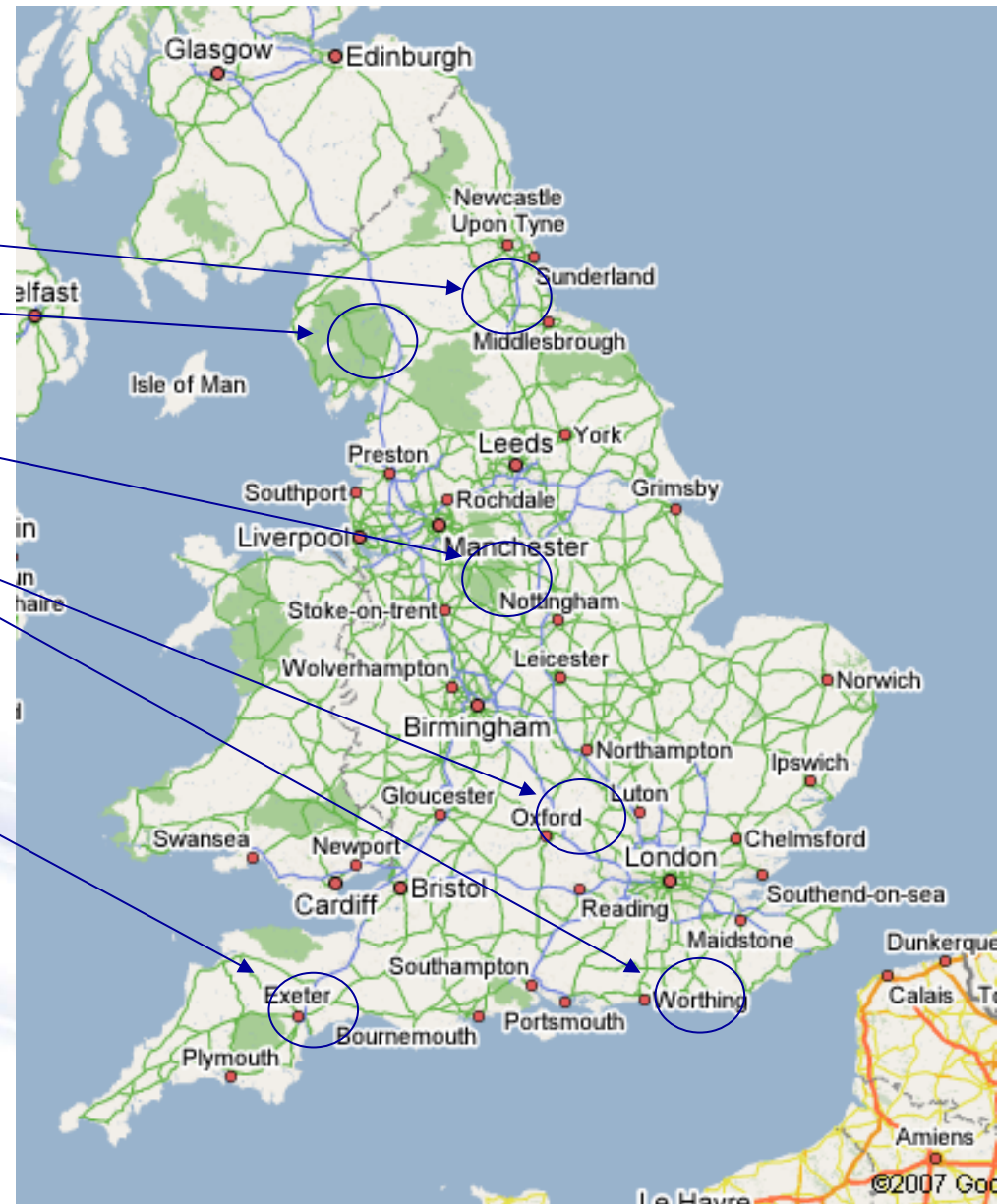
Aylesbury 1,541

Brighton & Hove 1,539

Exeter 1,540

Data weighted to reflect
adults aged 16+ in each town

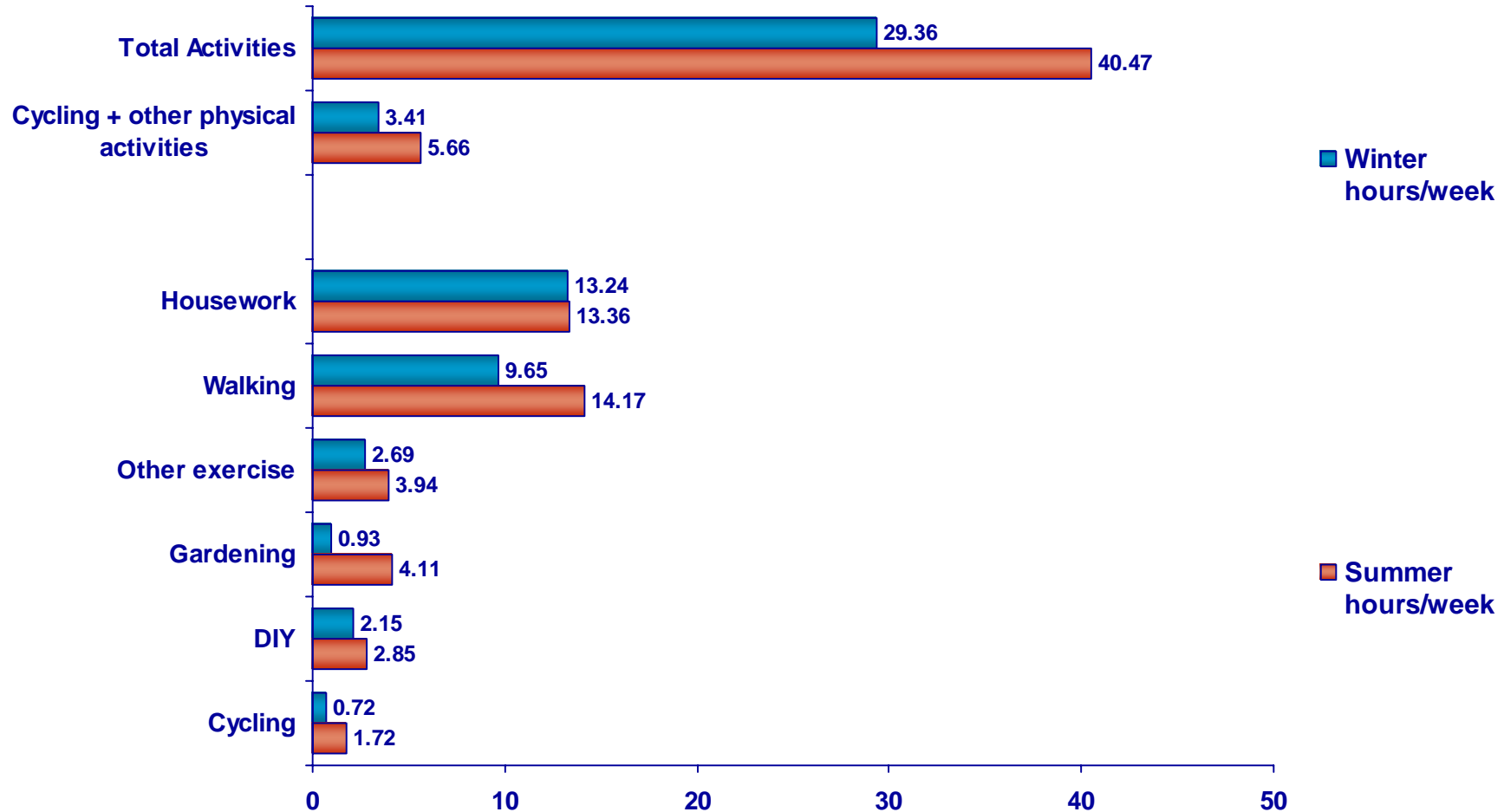
**Survey designed to monitor
the level of physical activity
across the local population**



Survey tool

- **The survey uses a standard validated physical activity questionnaire – the European Prospective Investigation into Cancer (EPIC) questionnaire.**
- **Well validated against motion sensors**
- **Predictive: categories of activity relate to risk of death**
- **In addition there are enhanced questions on cycling.**

Physical activity – hours per week

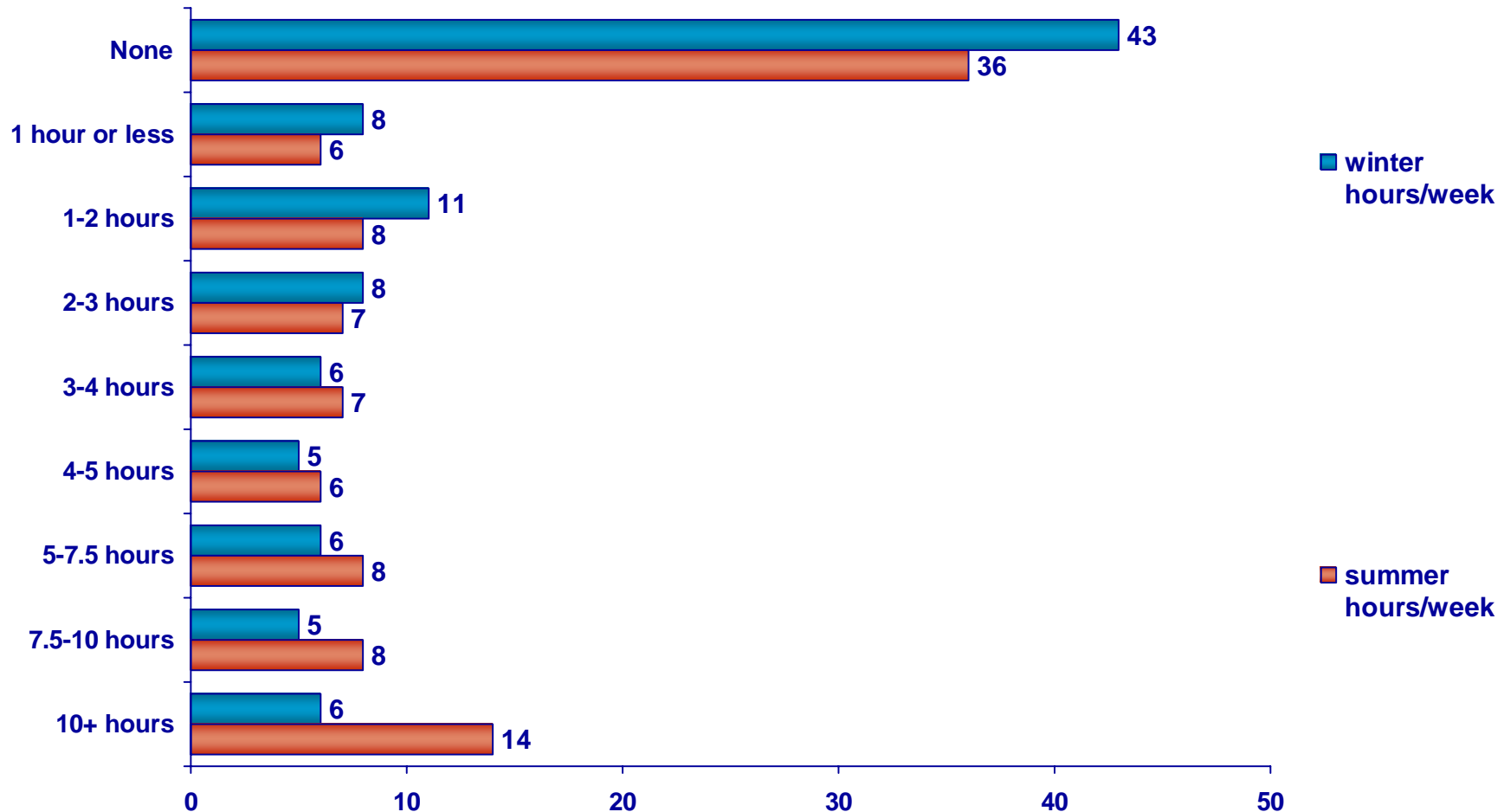


CDT Health Monitoring – March 2006

Q2 In a typical week during the past 12 months, how many hours did you spend on each of the following activities?

Base: All respondents (9,209)

Weekly activity – Cycling + other physical activity

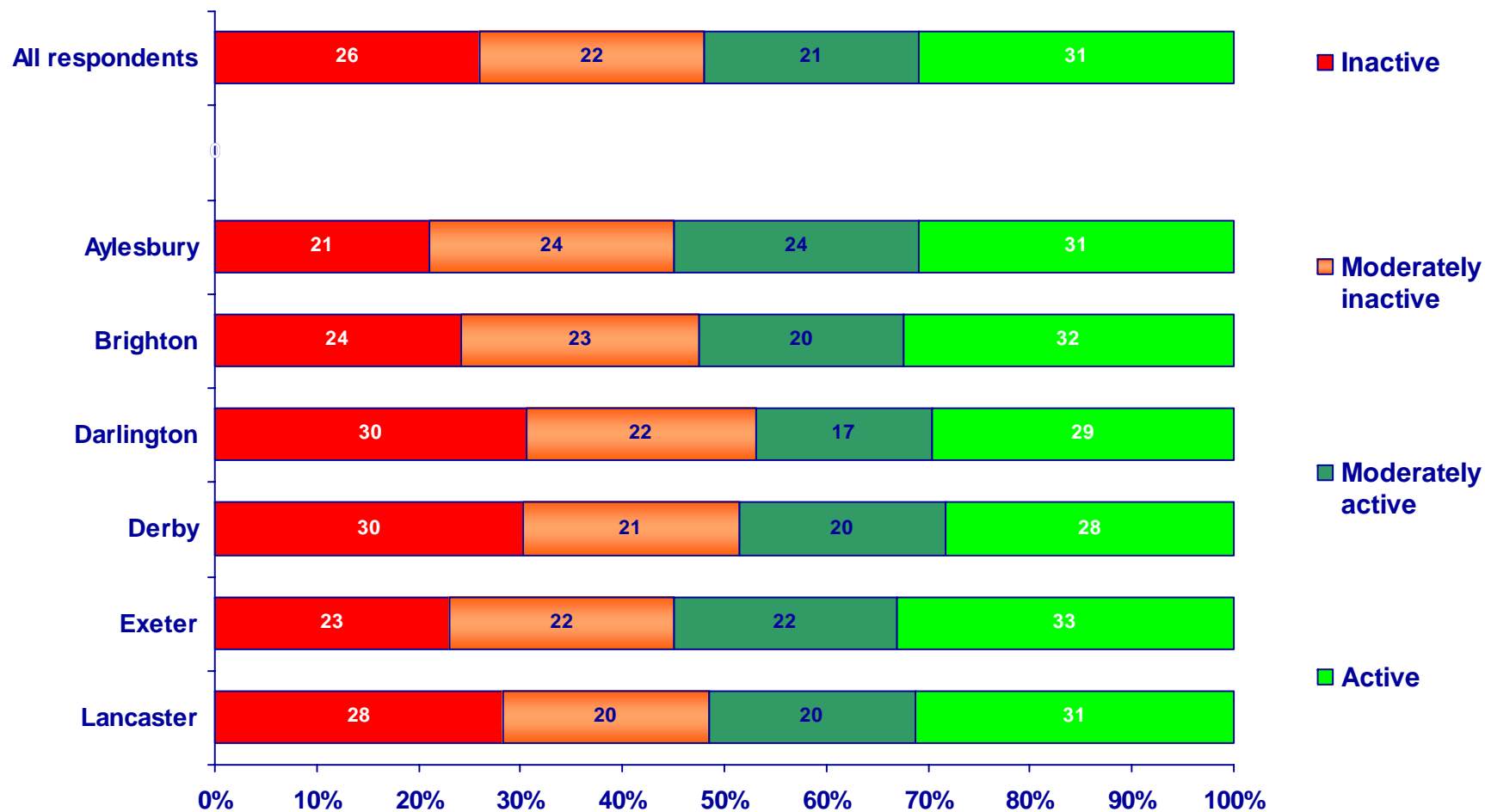


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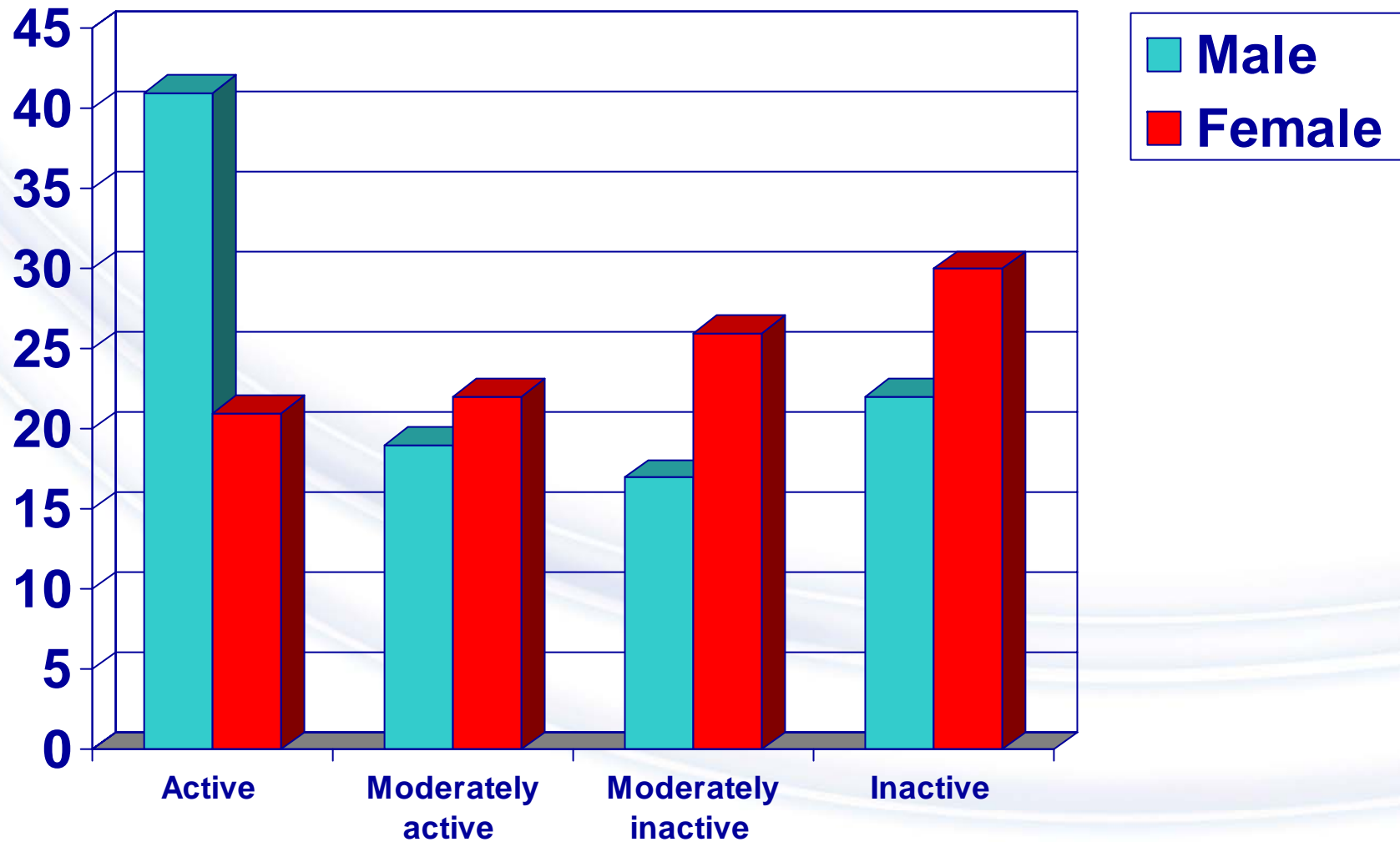
Levels of Physical Activity



CDT Health Monitoring – March 2006

Base: All respondents (9,209)

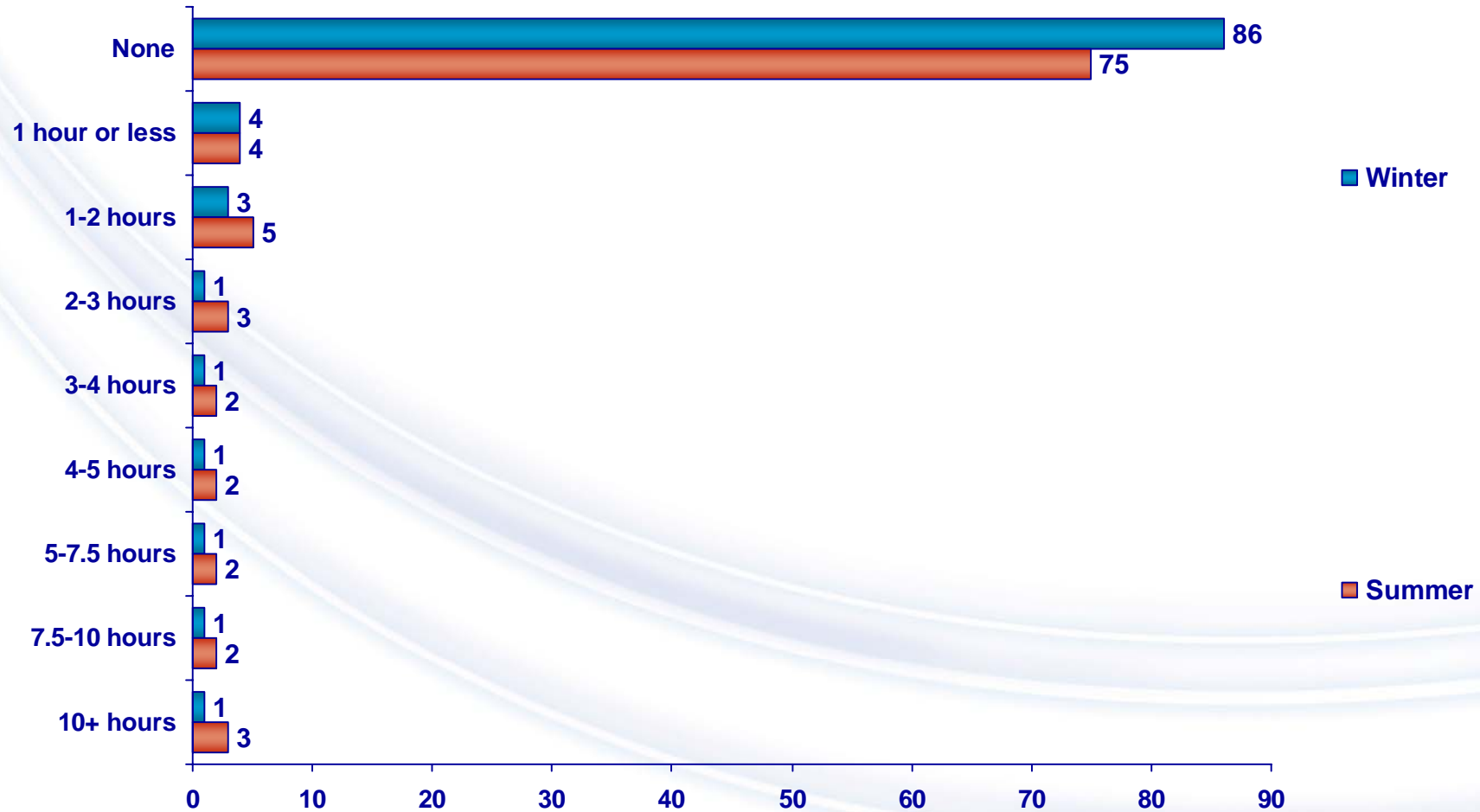
Physical activity and gender. % men and women active at different levels



CDT Health Monitoring – March 2006

Base: All respondents (9,209)

Weekly activity – Cycling

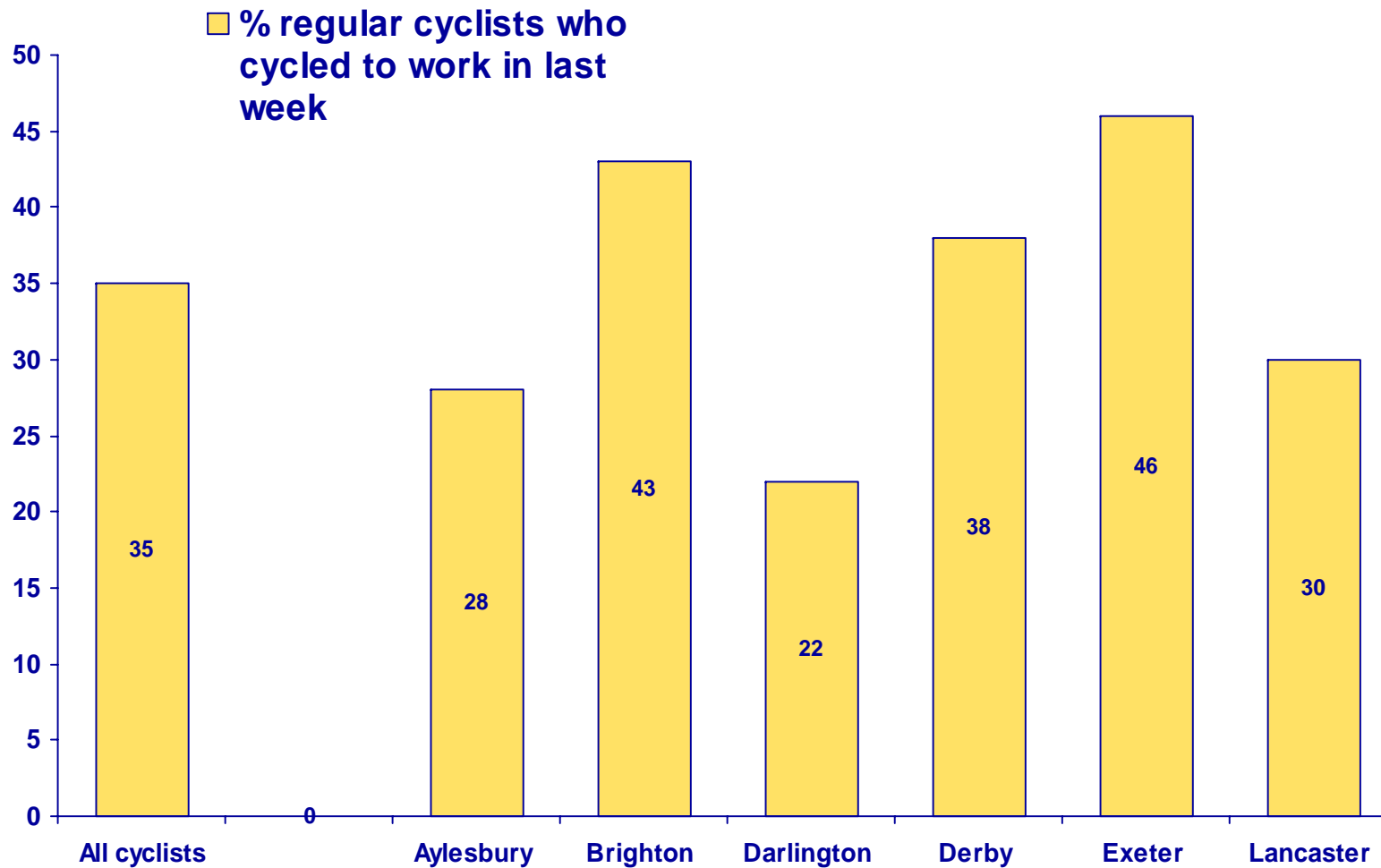


CDT Health Monitoring – March 2006

Q2 In a typical week during the past 12 months, how many hours did you spend on each of the following activities?

Base: All respondents (9,209)

Cycled to work in the last week



CDT Health Monitoring – March 2006

Q7 Did you cycle to work at all in the last week?

Base: All working cyclists who cycle at least once a week (799)

Conclusions

- **These data present a solid baseline measure of cycling and physical activity before the interventions began in the Cycling Demonstration Towns.**
- **Follow-up data will show whether there have been any changes in levels of cycling, and whether these have had an impact on total physical activity.**
- **Alongside other monitoring, this will give a clear picture of whether the CDTs have increased cycling, and will help us to understand the potential impact on public health.**
- **Possible links to WHO project on cost-effectiveness analyses of cycling projects and policies**

A	B	C	Notes
Draft CBA tool: cycling			
Section 1			
Cycling data: essential data entry fields			
	Number of trips per day	1,000	Enter data on total number of trips on specified
	Mean trip length (km)	5	Enter data on mean trip length: from user surve
Section 2			
Parameters (optional data entry fields)			
	Proportion of these trips that are one part of a return journey (or 'round trip')	0.9	Enter proportion of trips undertaken by individua
	Proportion of these trips undertaken by cyclists who would not otherwise cycle	0.5	Estimate of new users as a result of the new in
	Mean number of days cycled per year	117	Estimate number of days. If not know leave as
	Value of life	1500000	Standard UNITE values - (provided by Heini)
Section 3			
Adjustments to numbers of cyclists			
	Number of individual cyclists	550	Calculated from no. of trips and proportion of inc
	Number who are more active as a result of this intervention	275	calculated from estimate above
	Savings per individual cyclist per year	€ 295.37	
	Savings per trip	€ 1.39	
	Mean annual benefit based on 5 year timebuild-up of benefit over 10 years	€ 129,963	
	Mean annual benefit based on 10 year build-up of benefit over 10 years	€ 89,350	
	Discount rate	0.05	
	Net present value of mean annual benefit based on 5 year build-up of benefit over 10 years	€ 95,938	
	Net present value of mean annual benefit based on 10 year build-up of benefit over 10 years	€ 63,964	