



What prevents city planners monetising the benefits of active travel through a widely available online tool?

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Aims of the presentation:

- Why are Transport for London (TfL) even talking about Health?
- What is TfL's Active Travel Target for London?
- What is preventing transport planners including health economic assessments in business cases for proposed projects?



Why are TfL even talking
about health?

Hard not to know about the **obesity crisis**...



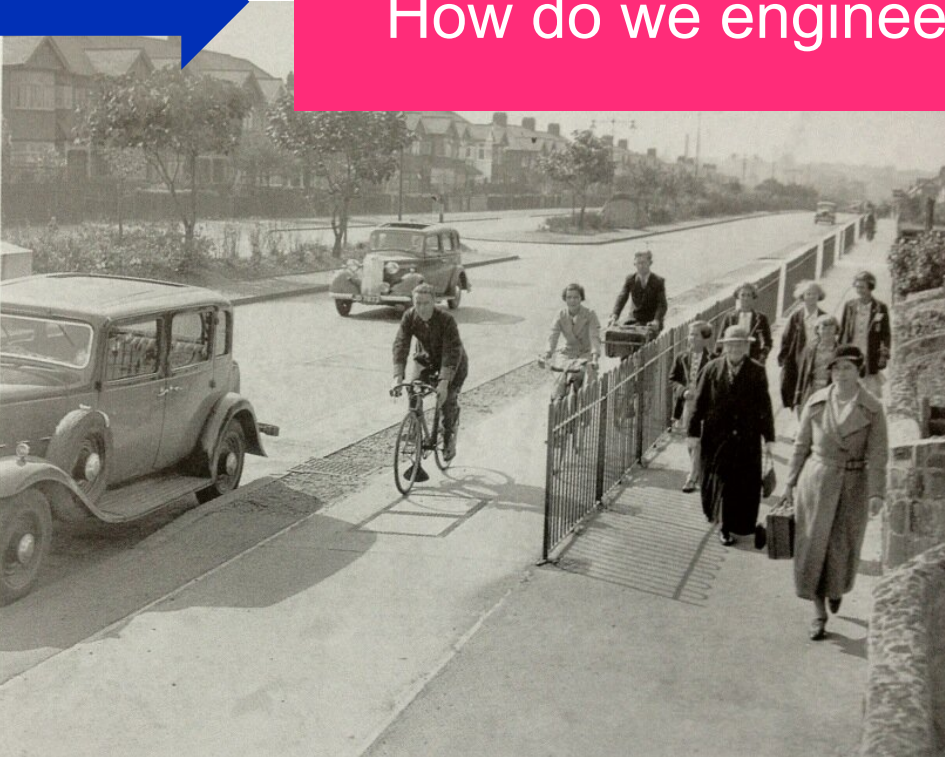
Hard not to know about the obesity crisis...

But what does the data tell us?



Is it us or the environment?

How do we engineer activity back into our lives?



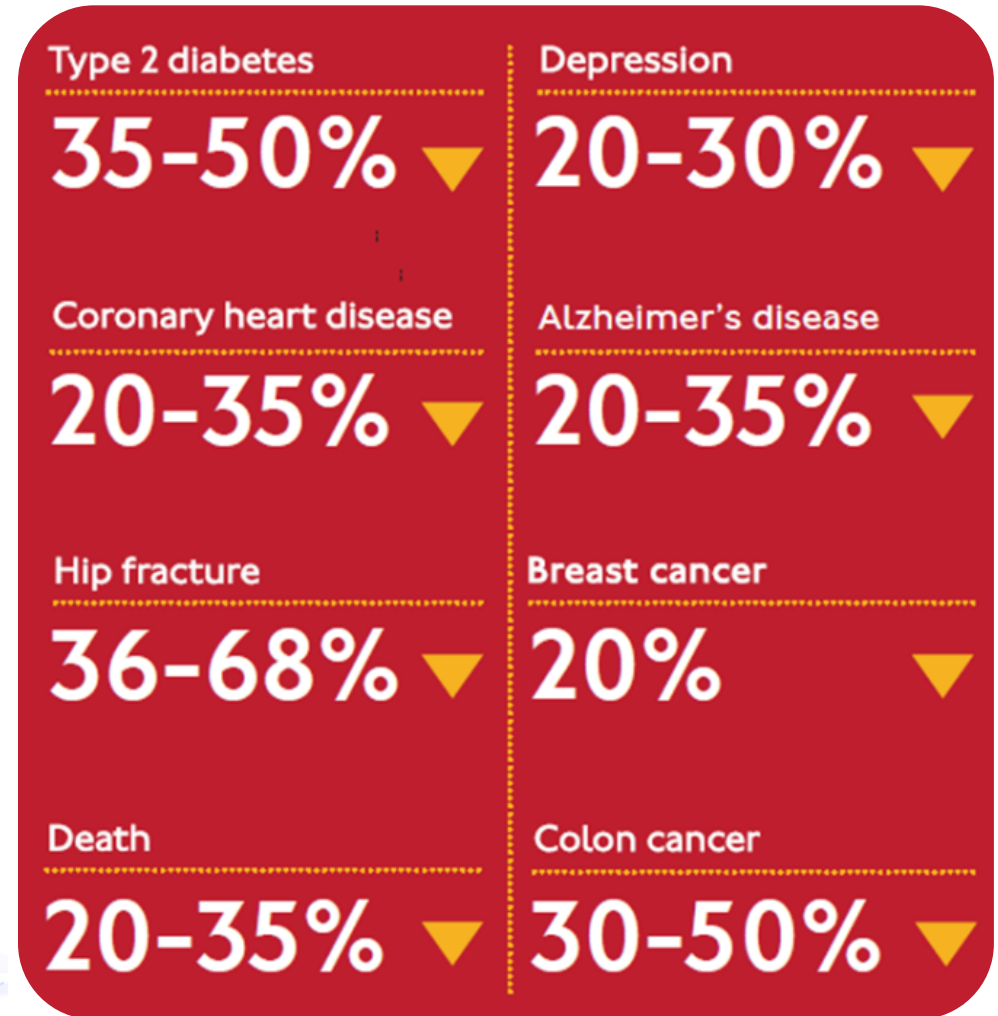
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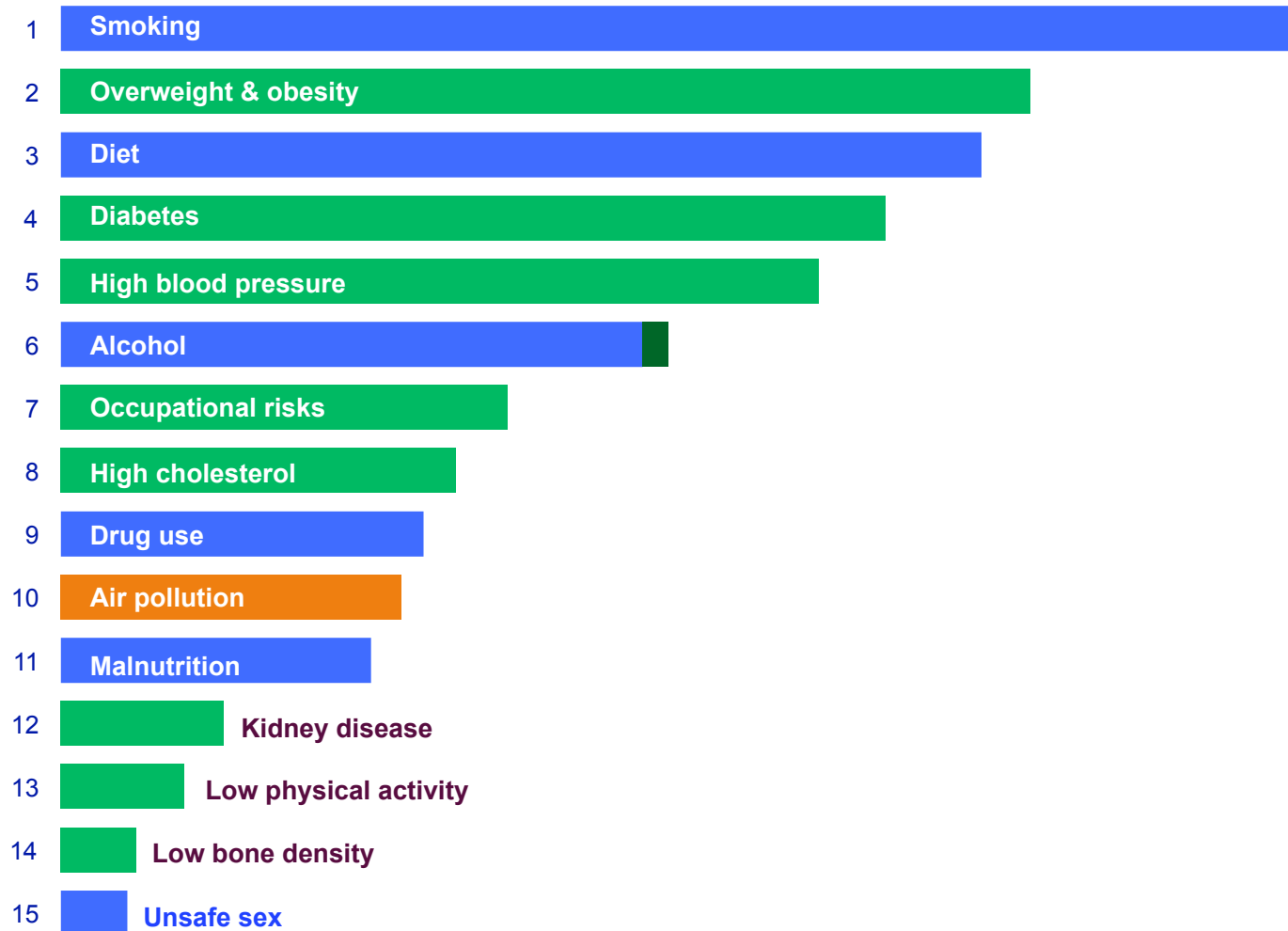
2017

Eastern Avenue, Ilford

Imagine a drug that could achieve this:



Top 15 risk factors for illness & early death, Greater London, 2017



The story so far...

2019



2014

What does this mean for Mayoral strategies?

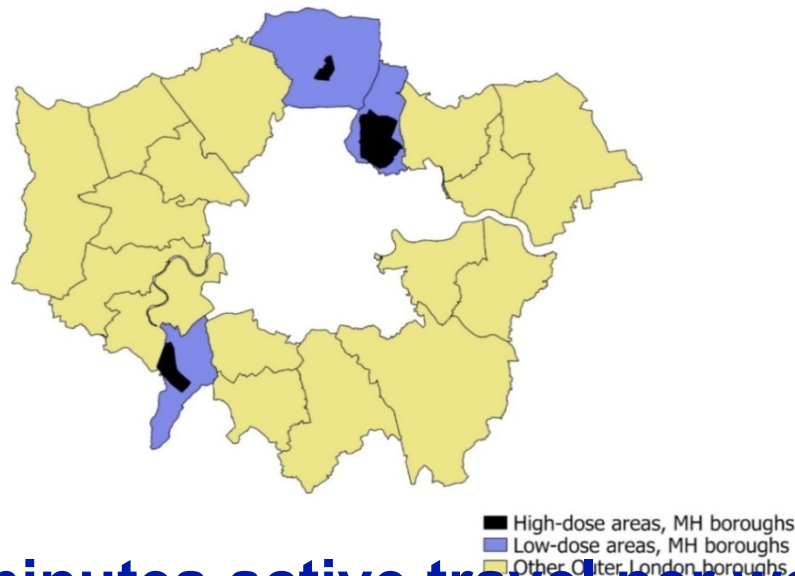
Healthy Streets is being embedded across the GLA family...

MAYOR OF LONDON



Mini- Hollands

- The **Mini-Holland programme** is part of the Mayor's Healthy Streets agenda to help Londoners **use cars less and walk, cycle and use public transport more.**



- **Increase of 41 minutes active travel per week per person in the HIGH DOSE areas and 12.5 minutes in the LOW DOSE. No change in non mini-Holland boroughs.**

What is TfL's commitment to increase physical activity?

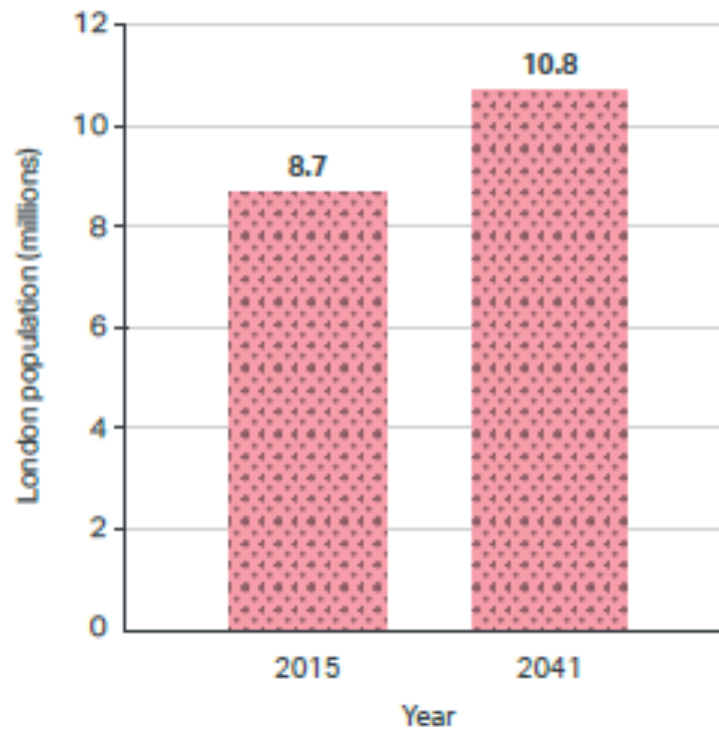
- The Mayor has made it his ambition that **every Londoner walks or cycles for twenty minutes every day by 2041**

- This will deliver significant health and wellbeing benefits for Londoners
- The easiest way for Londoners to keep active is to build walking or cycling into their daily travel.

Why do we need Healthy Streets?

London is growing...

FORECAST POPULATION GROWTH IN LONDON,
2015 TO 2041



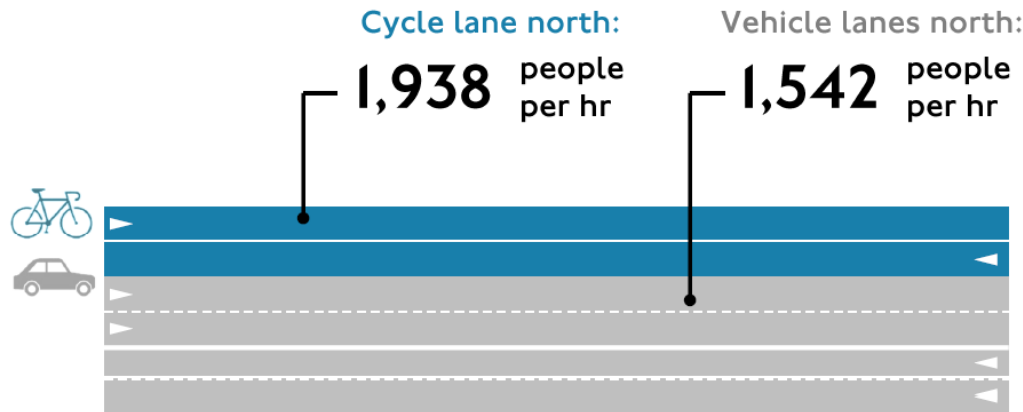
KEEPING STREETS MOVING

Segregated cycle lanes
on Blackfriars Bridge
help the street move

5% more
people

in the am peak than before

Source: TfL analysis



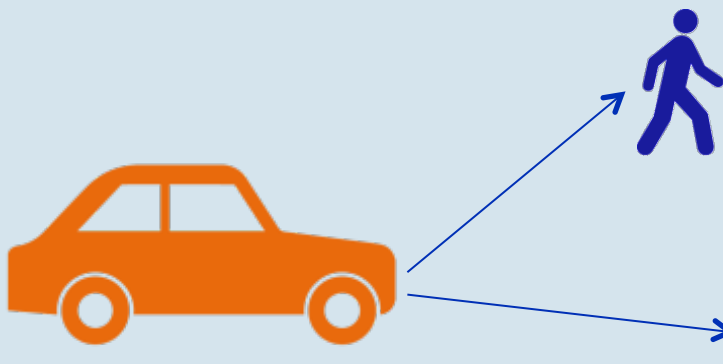
BLACKFRIARS BRIDGE, AM PEAK 08:00 – 09:00



We can maximise the movement of people by reducing car use and shifting to sustainable modes

These health gains are achievable because...

There are so many **potentially switchable trips**



More than **$\frac{1}{3}$** of car trips could be
walked in **under 25 mins**

$\frac{2}{3}$ of car trips could be cycled
in
under 20 mins


Health Economic Assessments at TfL

What is the HEAT tool?



World Health
Organization

HEAT v4.2

HEAT
Health economic
assessment tool

☰

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→ START USING THE TOOL

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→ HEAT TRAININGS

→ ACKNOWLEDGEMENTS

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Welcome to the Health Economic Assessment Tool (HEAT) for walking and cycling by WHO/Europe

>> May 2019: Update to HEAT v4.2 with new data input page, several bug fixes, and substantially revised underlying code (see [News](#) for details). <<

The HEAT tool is designed to enable users without expertise in impact assessment to conduct economic assessments of the health impacts of walking or cycling. The tool is based on the best available evidence and transparent assumptions. It is intended to be simple to use by a wide variety of professionals at both national and local levels. These include primarily transport planners, traffic engineers and special interest groups working on transport, walking, cycling or the environment.

The HEAT estimates the value of reduced mortality that results from specified amounts of walking or cycling, answering the following question:

If x people regularly walk or cycle an amount of y, what is the economic value of the health benefits that occur as a result of the reduction in mortality due to their physical activity?

In addition, HEAT can now also take into account the health effects from road crashes and air pollution, and effects on carbon emissions.

The tool can be used for a number of different assessments, for example:

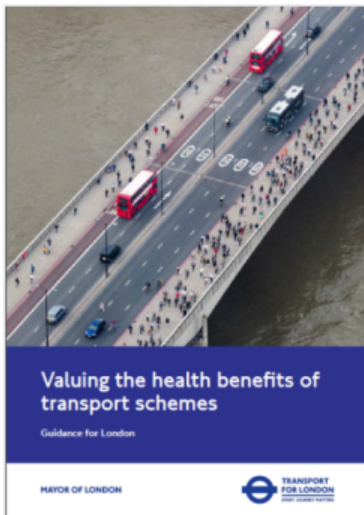
- assessment of current (or past) levels of cycling or walking, e.g. showing what cycling or walking are worth in your city or country.
- assessment of changes over time, e.g. comparisons of “before and after” situations, or “scenarios A vs.

What kind of results can you produce with your data?

[Examples...](#)

Monetising the health benefits of Active Travel schemes

- TAG/ HEAT tool available for monetising health benefits of uplift in walking and cycling
- TfL is applying this tool to its schemes



Example Leonard Circus, Hackney

Monetised health benefit of
these improvements

= £1,762,000



= £225,000



Before



After



Why the need for research at TfL into HEAT usage?

- HEAT has been designed to 'maximise usability'
- Anecdotally reported project managers were using HEAT inconsistently



Methods

The survey

- Mixture of free text and multiple choice questions.

Participants

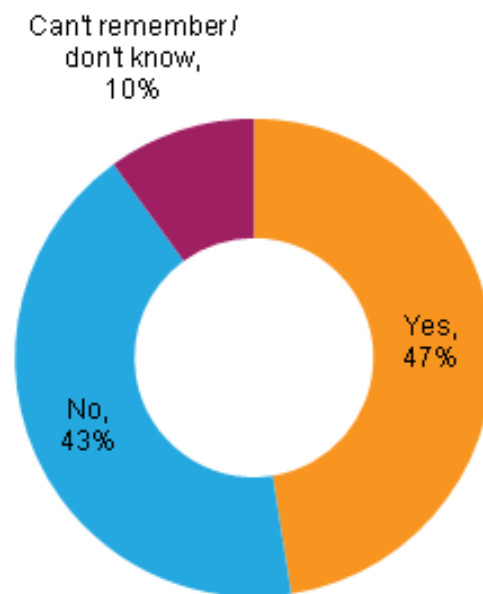
Description	Result
Number who attended HEAT training	161
Number we contacted	122
Number who completed a full survey	91
Proportion who completed survey (of those contacted)	$91/122 = 75\%$

Analysis

- Basic counts conducted on closed text responses and grouping of open text responses into thematic areas

Results

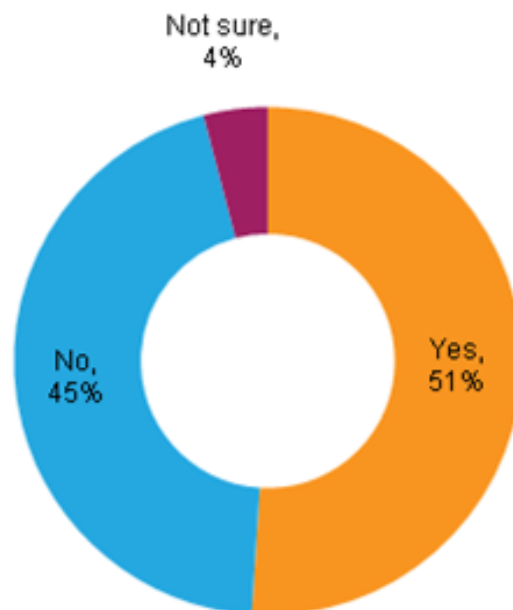
Figure 1. TfL staff reporting whether they had used a HEAT assessment in a business case in the last 18 months.



Around half the participants who wrote a business case last 18 months included a HEAT assessment

Results

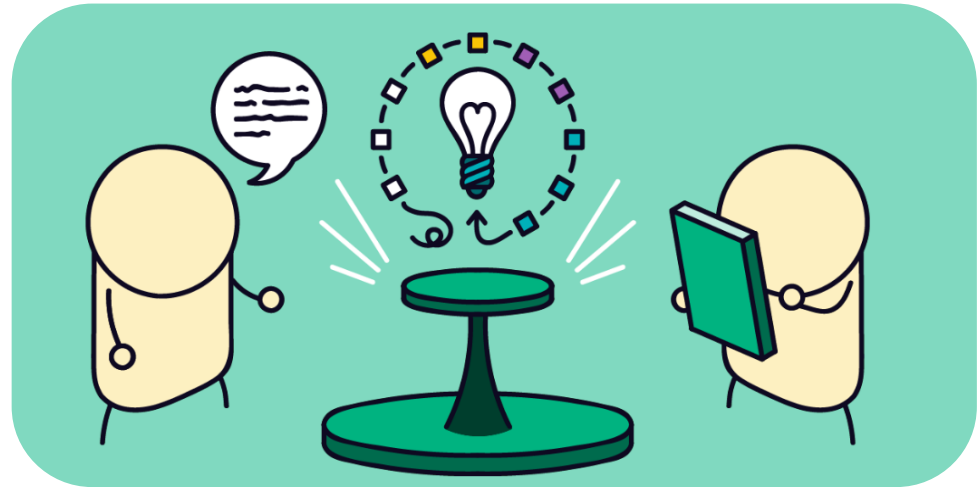
Figure 2. TfL staff reporting whether they feel confident using HEAT



Around half the respondents reported feeling confident using HEAT

Relevant themes emerging in the open text results

- Not trusting the robustness of the HEAT results
- Not thinking it was appropriate for public transport schemes
- Asking for further support in completing HEAT assessments



Conclusions

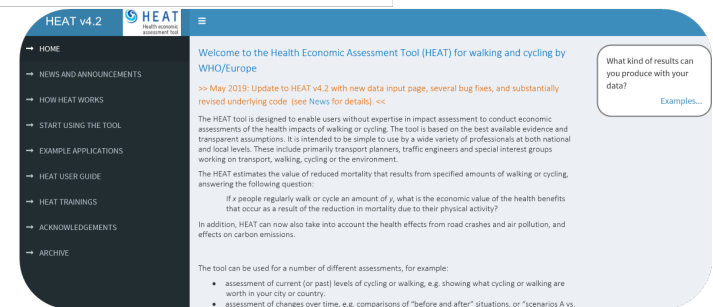


- **HEAT is being used inconsistently in business cases across TfL despite committing to using HEAT in business case development processes**
- **A large proportion of staff who have attended HEAT training at TfL do not feel confident in using HEAT and were requesting additional support to help them complete assessments**

Implications of research

We worked with developers to make improvements

- Technical recommendations to improve usability were made including ensuring that manual count data could be entered into the tool
- Changes to the wording of the description of the data inputs were also adopted to aid understanding



3 Take home messages:

1. Promoting active travel has been associated with significantly increasing population physical activity levels in London
2. If we want to design for 'utopia' then we need to build the economic case for active travel
3. Any health/ environment economic tools must prioritise usability to ensure widespread adoption



My question to the audience...

- *How can we get health/ environment economic assessments embedded in transport planning outside of London?*

