# Modelling a scenario of modal shift to 'Get Britain Cycling'

Robin Lovelace, 2014

Cycling has received heightened political and academic attention since the turn of the century. The humble bicycle is increasingly being seen not only as an effective means of transport, but also as part of the solution to wider problems at the interface between the human economy and the environment. Resource depletion, recession, climate change and even obesity are symptoms of these issues that are threatening millions of lives worldwide. It is believed that cycling can help mitigate each of these in general terms yet seldom is this quantified. The paper aims to fill this knowledge gap. Based on a case study of cycling interventions in the UK, it asks, to what extent is modal shift to cycling possible, based on 'best case' scenarios of policy intervention? What would the wider implications of such a shift be? The basis of this 'best case' scenario used will be the All Party Parliamentary Cycling Groups' Get Britain Cycling report (APPCG 2013). The APPCG report provides general guidance on what would be needed for a radical modal shift to active travel (including the prerequisite of a minimum of 10 pounds per head spent on cycling per year and a target of 25% of all trips made by bike by 2050) but provides little detail about the precise set of interventions that would make this transition happen. This research project aims to provide a more detailed vision of what the UK's transport system would look like if 25% of trips were made by bike, including plausible rates of change, estimation of which modes cycling would replace and a simulation of the extent to which demand reduction would be required. Analysis of the impact of past interventions informs estimation of the kinds of intervention needed; a comparison of the 2001 and 2011 Census provides insight into the places that would be likely to lead the transition and likely 'lagard' areas in this transition. The conclusion returns to the systemic problems facing civilisation and proposes a research agenda for modelling a transition to a sustainable transport system worldwide.