

Monitoring the National Walking and Cycling Network in Scotland (NWCN)

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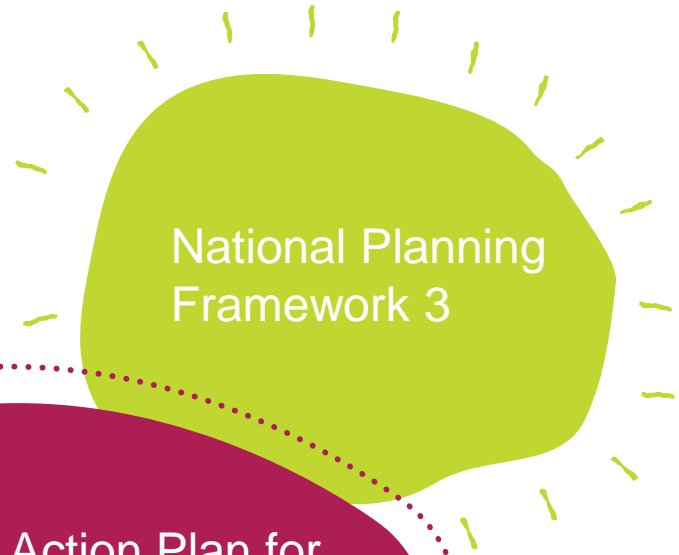
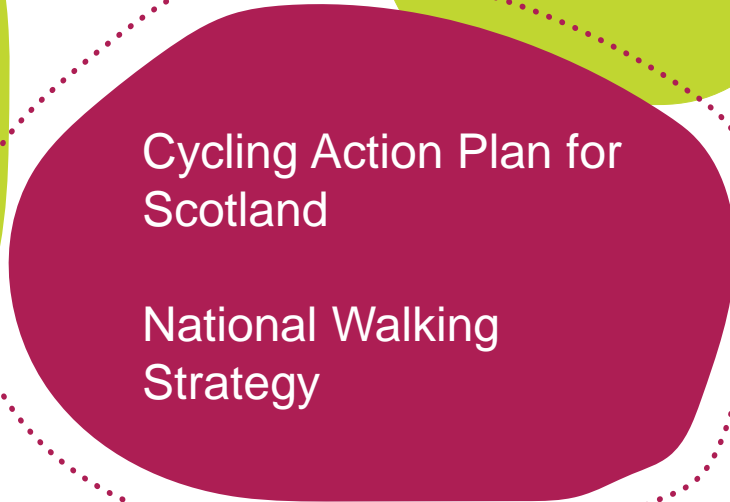
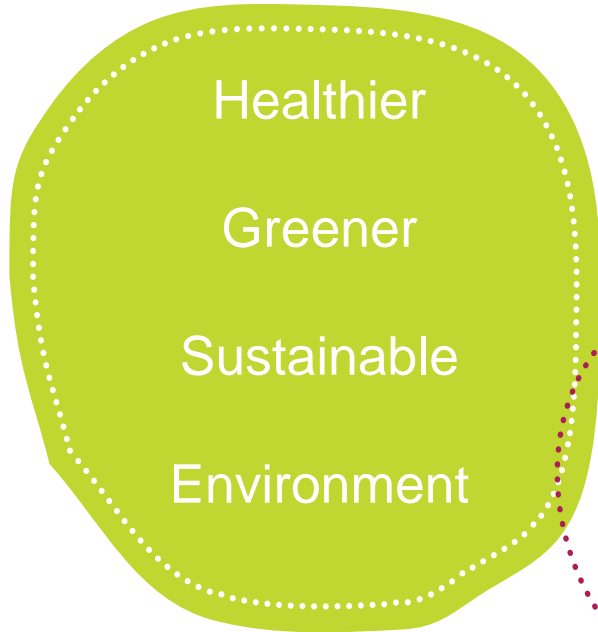
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 - Outdoor recreation participation
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1. Links to policy and strategy

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Scottish Government outcomes

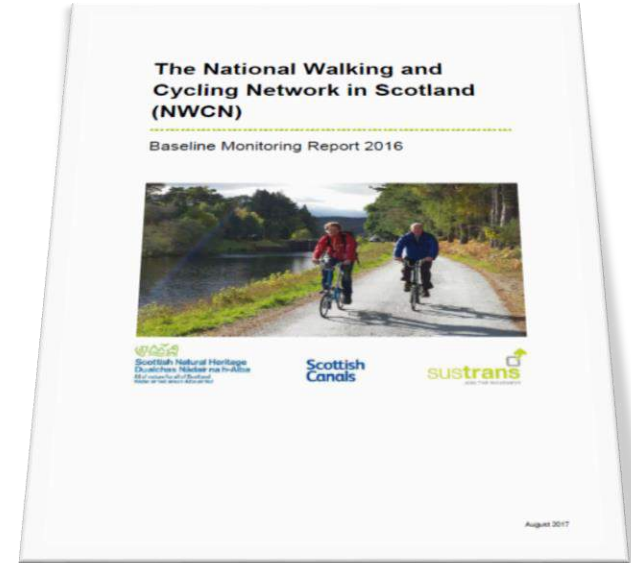
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Baseline monitoring report (2016)

Three broad outcomes:

- A. Encourage more people to enjoy Scotland
- B. Strengthen local economies
- C. Support physical activity and sustainable travel choices

Follow-up report (2019/20)

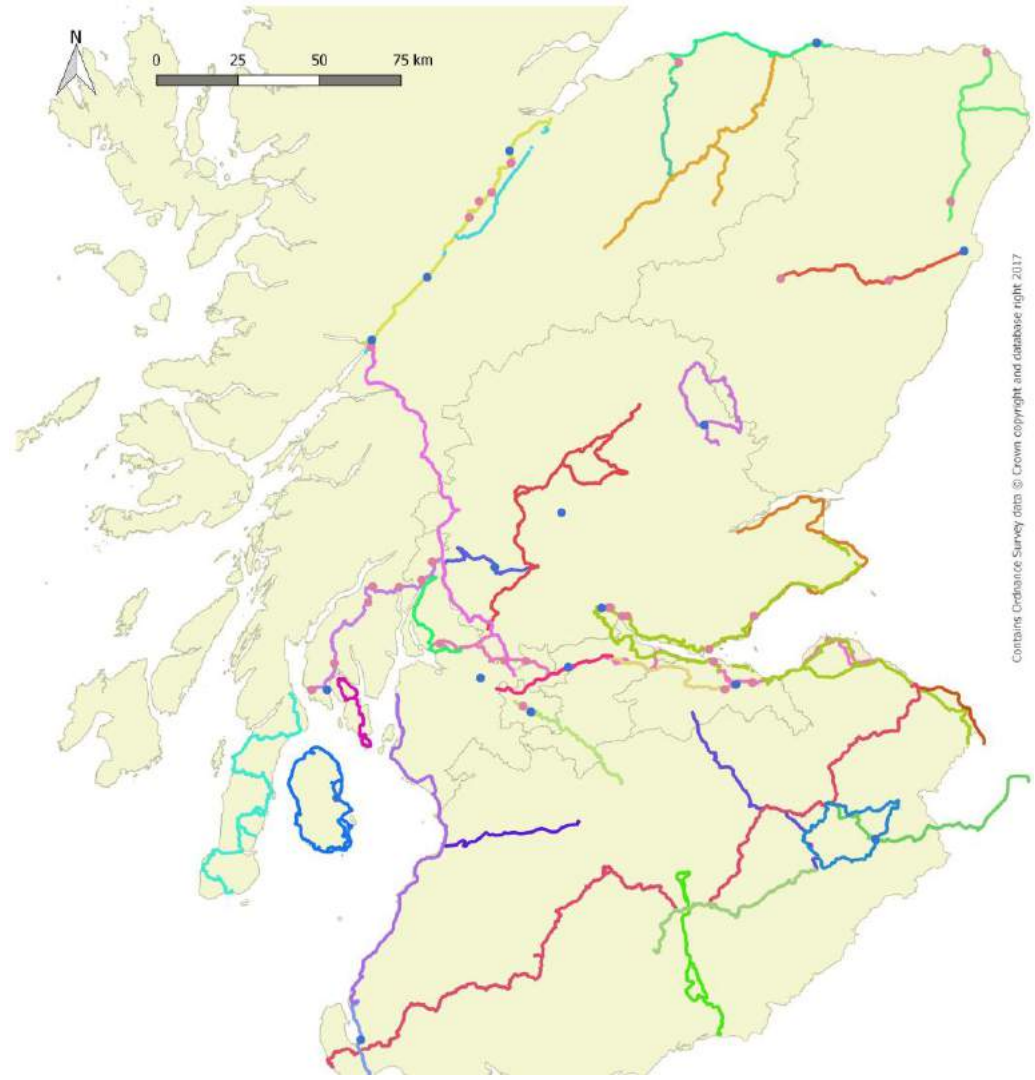


2. Monitoring approach

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Site specific data collection:

- 17 route user surveys and manual counts
- 31 automatic cycle and pedestrian counters



2. Monitoring approach

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General (online) data collection:



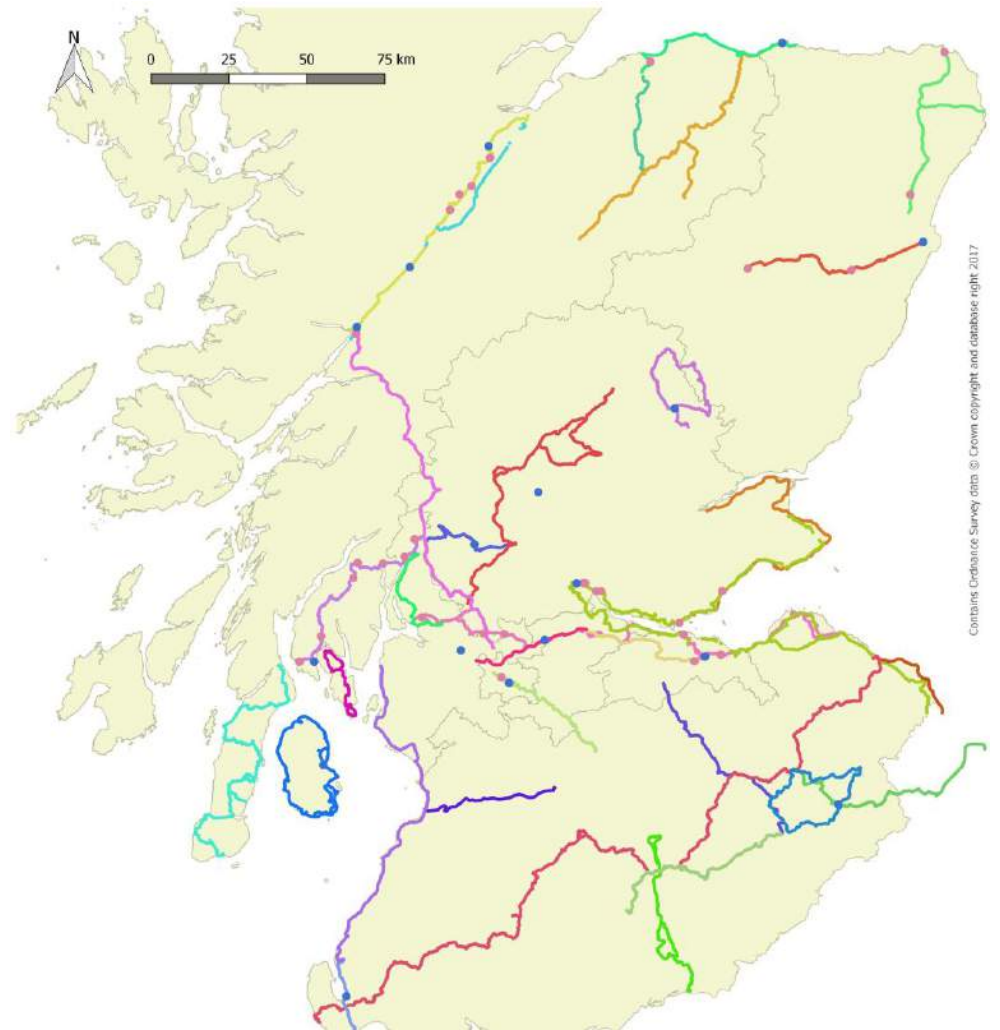
NWCN public survey

NWCN business survey

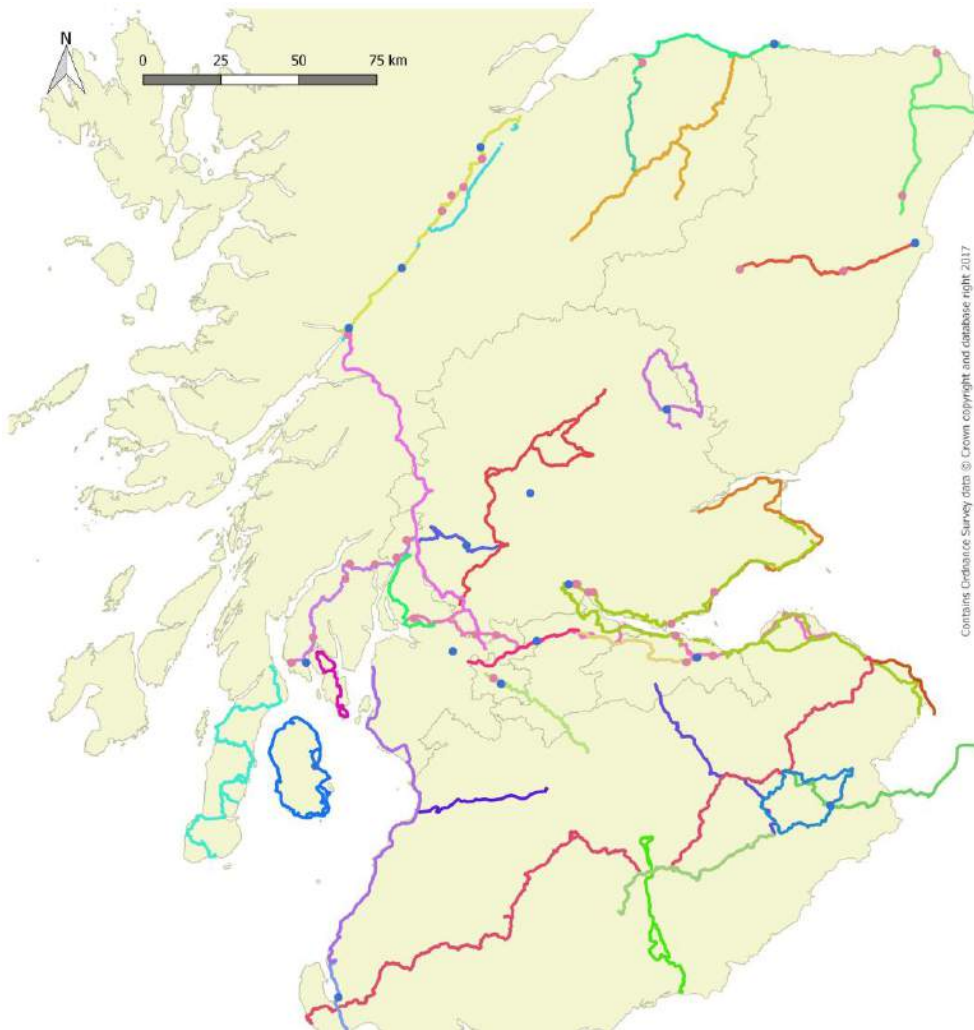
3. Results

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A. Network Usage Estimate



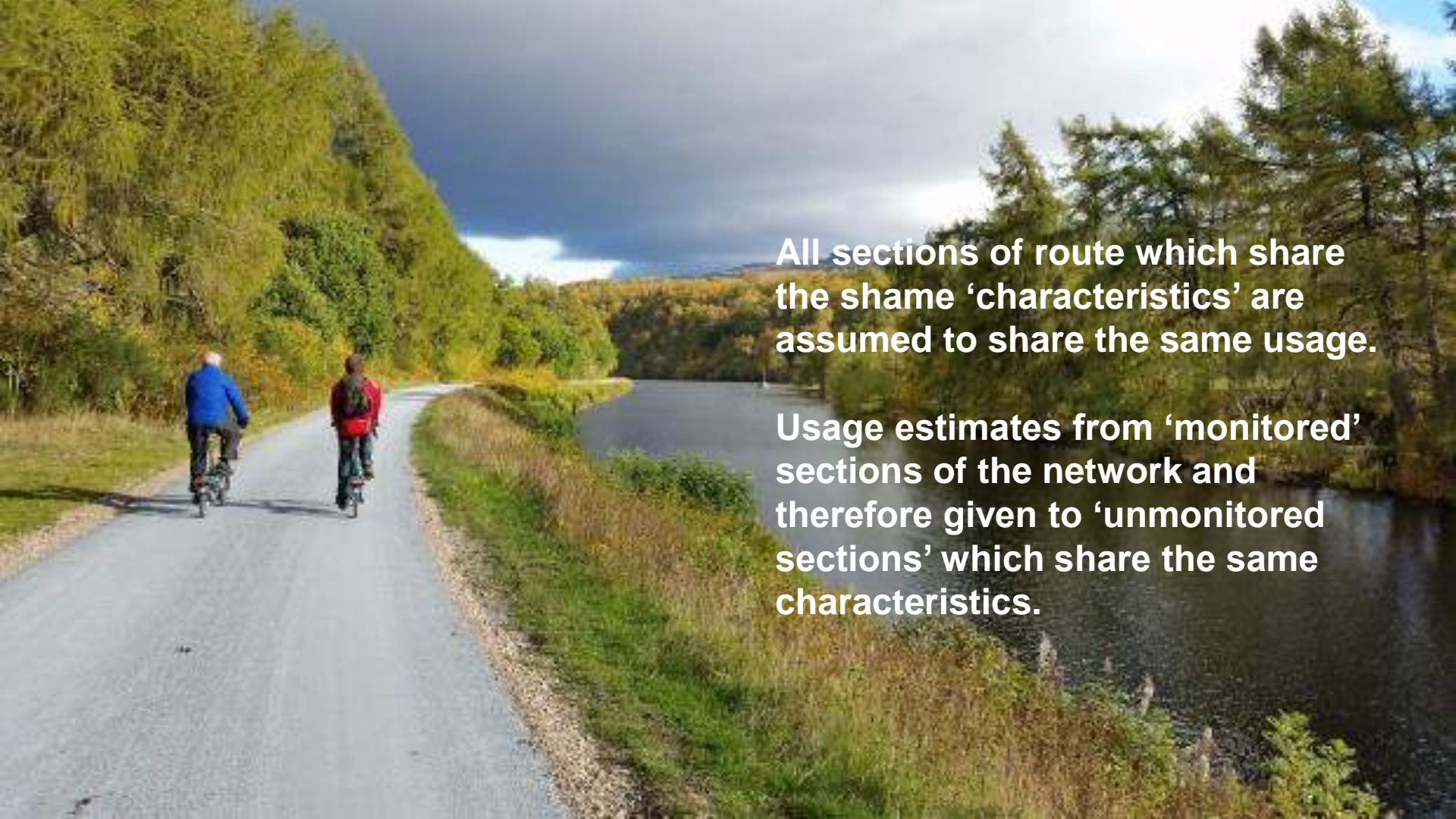
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**8,764,020 trips on the
NWCN in 2016:**

8,491,835 walking trips

272,185 cycling trips



All sections of route which share the same 'characteristics' are assumed to share the same usage.

Usage estimates from 'monitored' sections of the network and therefore given to 'unmonitored sections' which share the same characteristics.

3. Results

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B. Outdoor recreation participation: user surveys



86% of **walking trips** are for recreation.

67% of **cycling trips** are for recreation.

Network supports a large number of **recreational trips by local users.**

5% travelling as part of cycling/walking holiday; 18% on a daytrip; 77% on a shorter recreational trip (less than 3 hours).

78% of all users stated that the NWCN helped them to **increase their physical activity levels.**

3. Results

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B. Outdoor recreation participation: public survey



90% aware of a network of walking and cycling paths in Scotland.

87% visit the outdoors for leisure and recreation at least once per week, and no substantial variation in use by month.

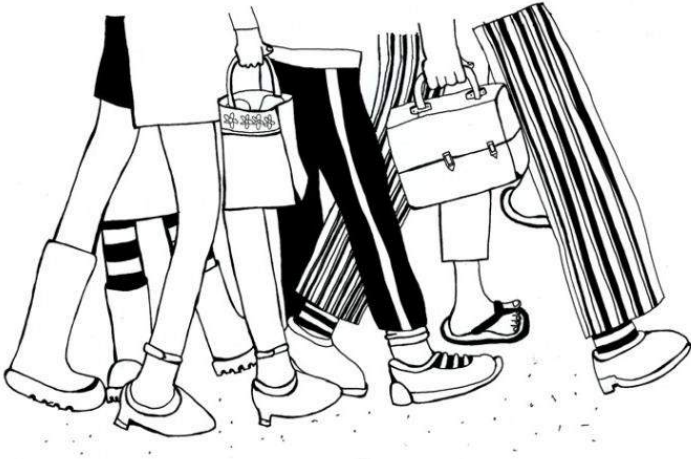
Main reasons for use: walking for leisure (18%), cycling for leisure (16%), health/exercise (15%), to enjoy the scenery (15%) and to relax and unwind (13%).

90% say network of routes has helped them to spend a lot more time outdoors.

3. Results

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C. Recreational expenditure



£84,934,795 expenditure in local economy from recreational walking and cycling.

£11.35 spend per recreational **walking trip**.

£5.65 spend per recreational **cycling trip**.

Supporting 1,950 FTE jobs.



Infrastructure Impact Tool (.xlsx)

Infrastructure Impact Tool

(129.98 KB)

This tool estimates the impact of investments in specific types of cycling infrastructure.



Infrastructure Impact Tool Guide (.pdf)

Infrastructure Impact Tool

Guidance Notes

(251.89 KB)



Recreational Expenditure Model (.xlsx)

Recreational Expenditure Model

(39.58 KB)

A tool for estimating the economic benefit of recreational cycling in terms of the expenditure it contributes to the local economy.



Recreational Expenditure Model Guide (.pdf)

Recreational Expenditure Model

Guidance Notes

(261.14 KB)



The Strategic Investment Tool (.xlsx)

Strategic Investment Tool

(141.6 KB)

A tool to help develop the typical impact and cost of multi-intervention investment.



The Strategic Investment Tool Guide (.pdf)

Strategic Investment Tool

Guidance Notes

(509.65 KB)

Any questions?

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Report available at:
https://www.sustrans.org.uk/sites/default/files/file_content_type/310817_nwcn_baseline_monitoring_report_final_publication.pdf

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.

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