

Taking to the streets

understanding cycling & walking
through ethnography

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Understanding
WALKING & CYCLING

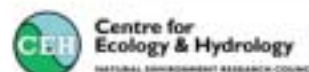
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Understanding Walking and Cycling

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Introduction

Understanding Walking & Cycling is an EPSRC funded research project, a collaboration between Lancaster University, the University of Leeds and Oxford Brookes University.

Project Overview





It is widely recognised that an increase in walking and cycling for short journeys in urban areas could significantly reduce traffic congestion, improve the quality of the urban environment, promote improved personal health, and contribute to a reduction in carbon emissions. This is demonstrated by a wide range of policy initiatives by national and local governments, by health authorities and a variety of non-governmental organizations. Recent reviews of research on travel behaviour have emphasised that the ways in which travel decisions are made remains poorly understood, especially in the context of complex and contingent household travel arrangements. This research seeks to fill this research gap through an in-depth analysis of household decision making with respect to short journeys in urban areas.

The research starts with a number of assumptions

- travel on foot or by bicycle is often complex and needs as much (if not more) planning as travel by car
- many short trips in urban areas will be relatively spontaneous and thus subject to decision-making frameworks that differ from more regular journeys
- many short trips are dependent on others
- decision making about travel mode and route choice is dependent on a complex interaction of social, economic, cultural, environmental and psychological variables
- walking and cycling are very different modes of travel even though they are frequently linked together in travel policies

Case study areas



	Worcester	Lancaster	Leicester	Leeds
				
	93,353	133,914	279,921	715,402

Index of Multiple deprivation **	185	135	23	114
Non-white British ethnic group (Eng ave = 13%)*	6%	5%	39%	11%
Connect2 intervention	Yes	No	Yes	No
Sustainable travel town?	Yes	No	No	No
Cycling Demonstration town?	No	Yes	No	No

*2001 census data

** English Indices of Deprivation 2007 rank of average rank, where 1 is most deprived and 354 least deprived

Qualitative Methods



ethnography

*The comparative
descriptive analysis of
the everyday*



go-alongs



household interviews

understanding walking and cycling: through ethnography

- **What does it *actually* take**
to investigate the role of transport in people's lives?

Where

How

What

do we look (at)?

Understanding walking and cycling via **household decision-making**?





Allot Gdns

COVERDALE ROAD

WHARF DALE ROAD

GERRARD ST

DENMARK ST

JACKSON CL

Edgworth Farm

Allot Gdns

Abraham Heights

holme
rm



reStart

phone
195 0137

Lancashire
County Council

















SUPPER GALAXY

DAWES

12249



GEL

monkey

XTREME

FAITH

Platinum

OLYMPUS

Reebok

FAITH



We find:

Lots of **data, detail and complexities**

But we realize:

- not just about **decision making**:

(How do you choose between walking or cycling, why do you not cycle? Why do you drive?)

- not just about **households**

We need to look at:

the situation, the environment

people are supposed to walk and cycle in.

Understanding walking and cycling in situ & in practice





existing conditions

off the roads ...



on the roads ...



and then there's the traffic



where are we now?

- Lancaster
- Worcester
- Leicester
- Leeds

moving towards

a

critical ethnography?







penny street bridge

BAR • FOOD • ROOMS







JACK

Richards &
ROAD TRANSPORT



Push button
Wait for signal









PRECISION

DAISYCHAIN BENEVOLENT FUND

RICHARDSON'S

ON SUNDAYS
PRECISION
HAIR
FOR
MEN
11.30 AM

Birds and Bees



Adelco Premier

Worldwide Services



YC05 ZZT













PRECISION

DAISYCHAIN BENEVOLENT FUND

RICHARDSON'S

ON SUNDAYS
PRECISION
HAIR FOR MEN
12.30PM

Flora and Fauna















