

**AtkinsRéalis**

# **Making Walking and Wheeling the Easy Choice**

Jo Bacon and Alexei Lee

# A bit about us...

We help you to put people at the heart of your thinking by providing evidence-based insight about what people think, feel and do – and why.



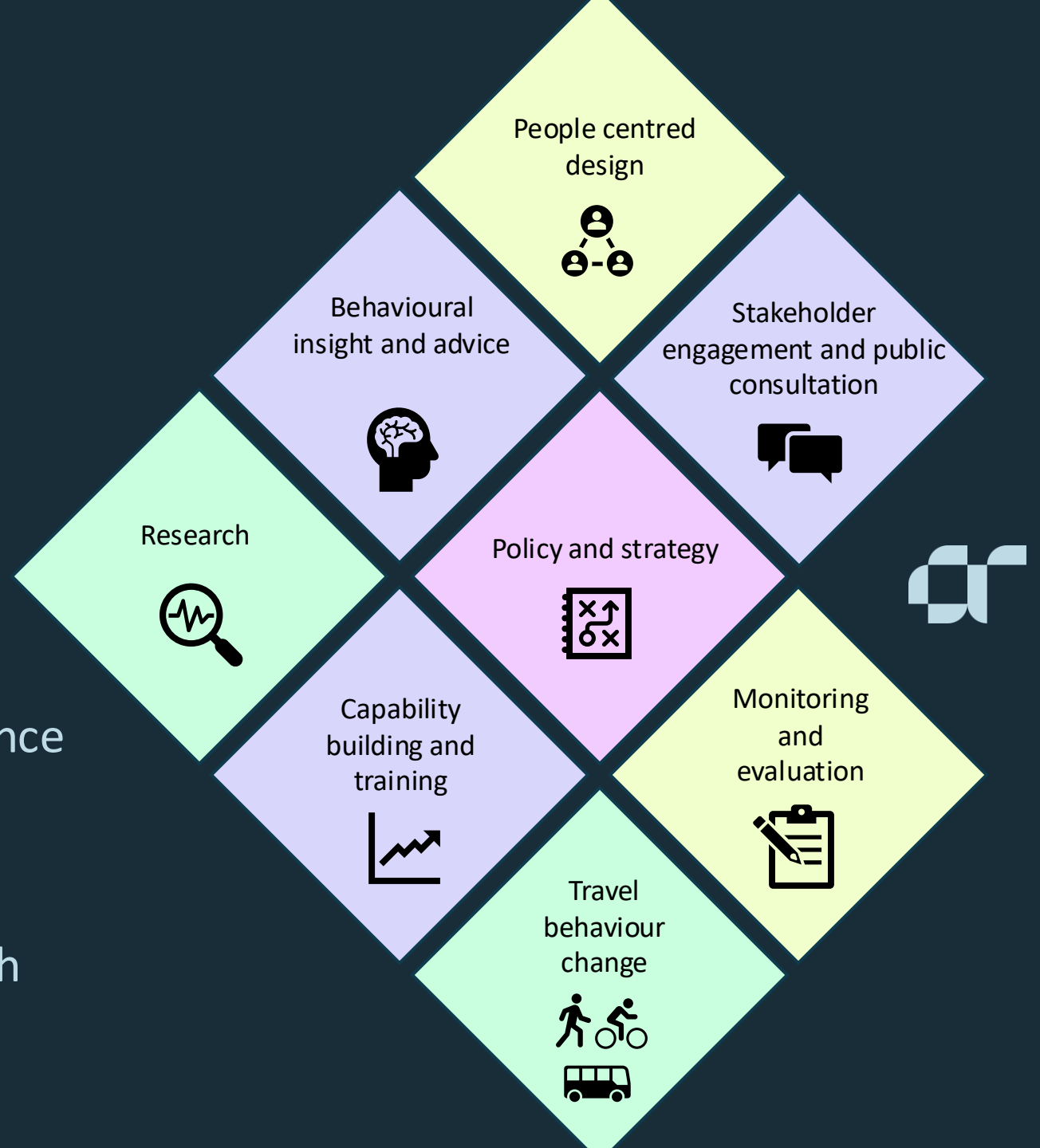
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Senior Behavioural Research  
Consultant



# People like walking...



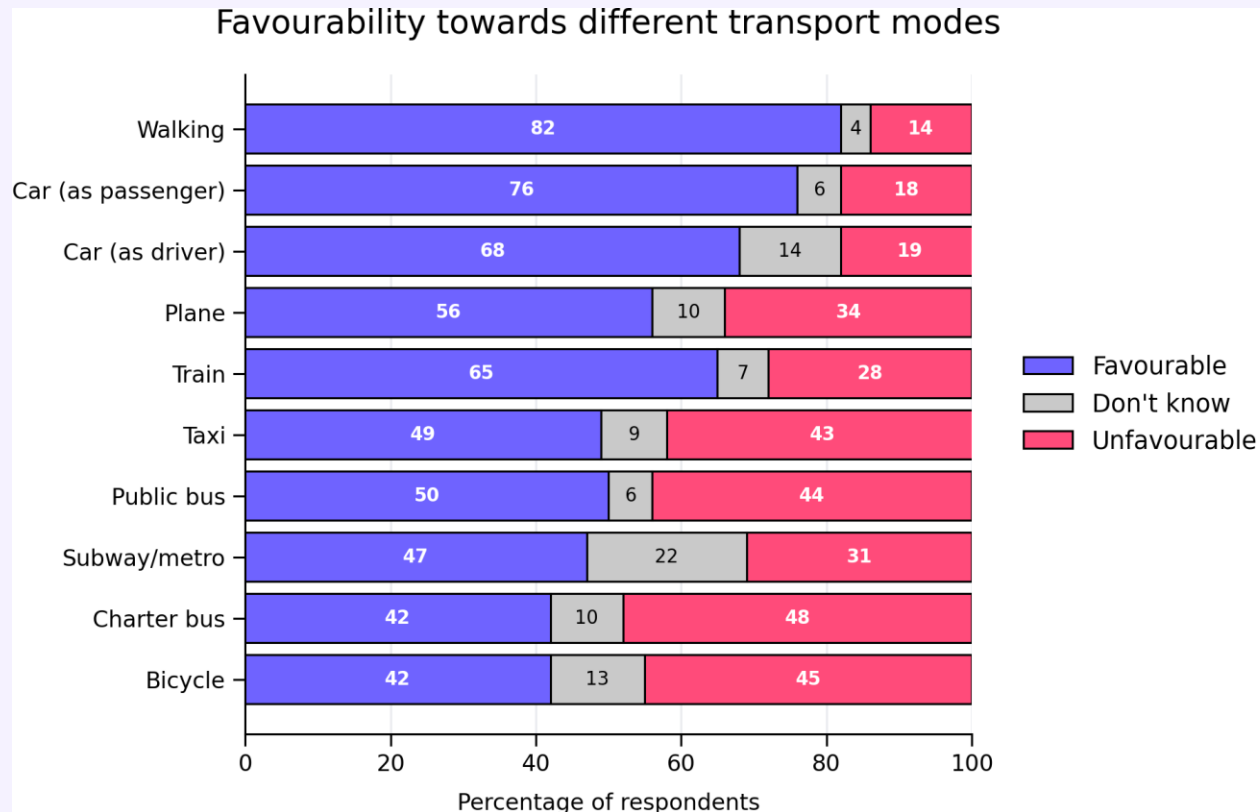
Walking already makes up around a quarter of all trips in England

(National Travel Survey, 2024)

50% of people want to walk or wheel more (only 15% want to drive more)...

(Sustrans Walking and Cycling Index 2023)

# People like walking...



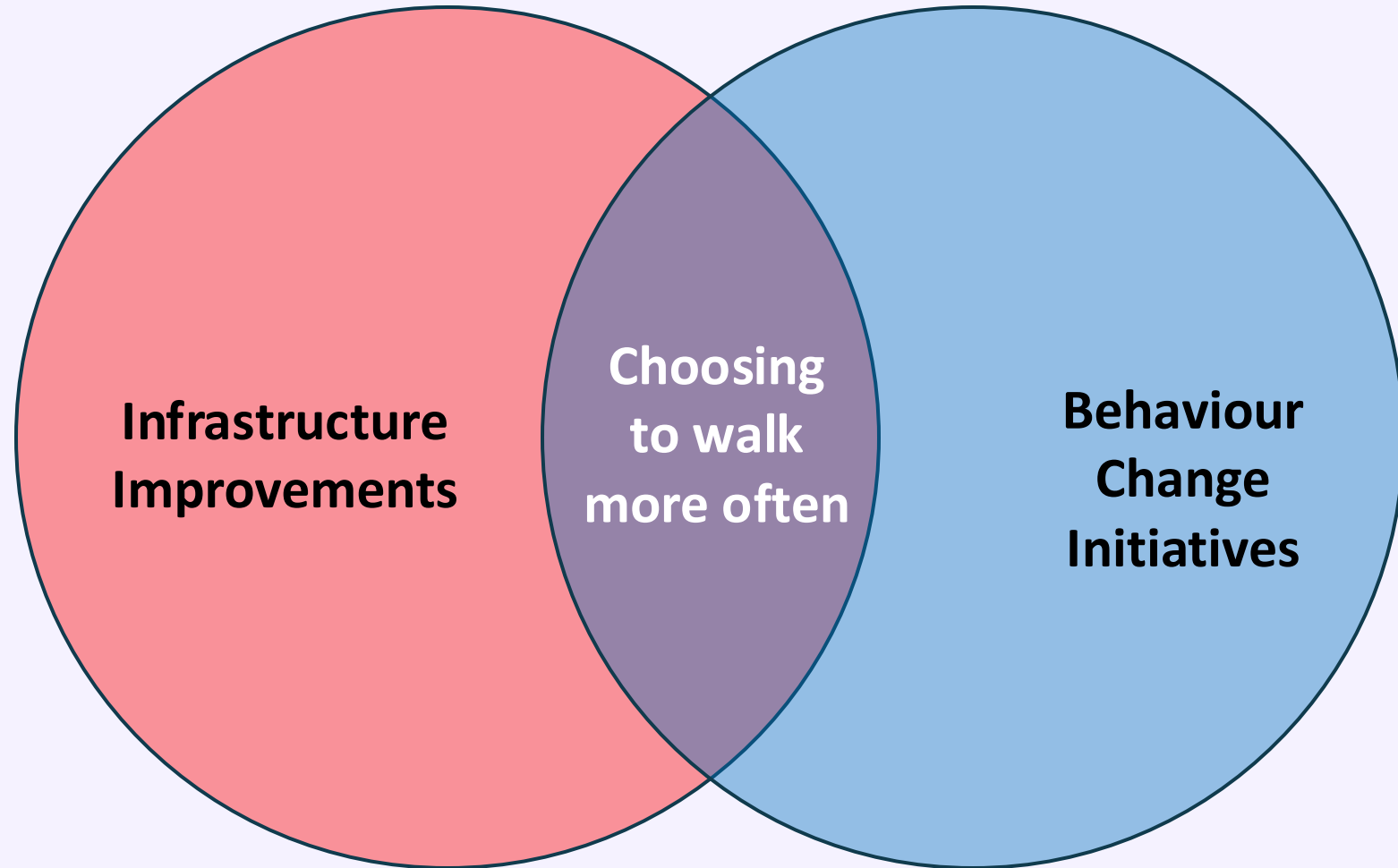
**YouGov**, International transport forms favourability (Britain), fieldwork **14–30 June 2023**, n=1,999 (weighted). Question: “Do you have a favourable or unfavourable view of having to travel by each of the following modes of transport?”

# How do we make walking and wheeling the easy choice?

A blend of well-designed places and behaviour change is most effective.\*

This requires understanding – not just what people do, but **why** and **how** they make their choices.

\*(Roaf et al, 2024)

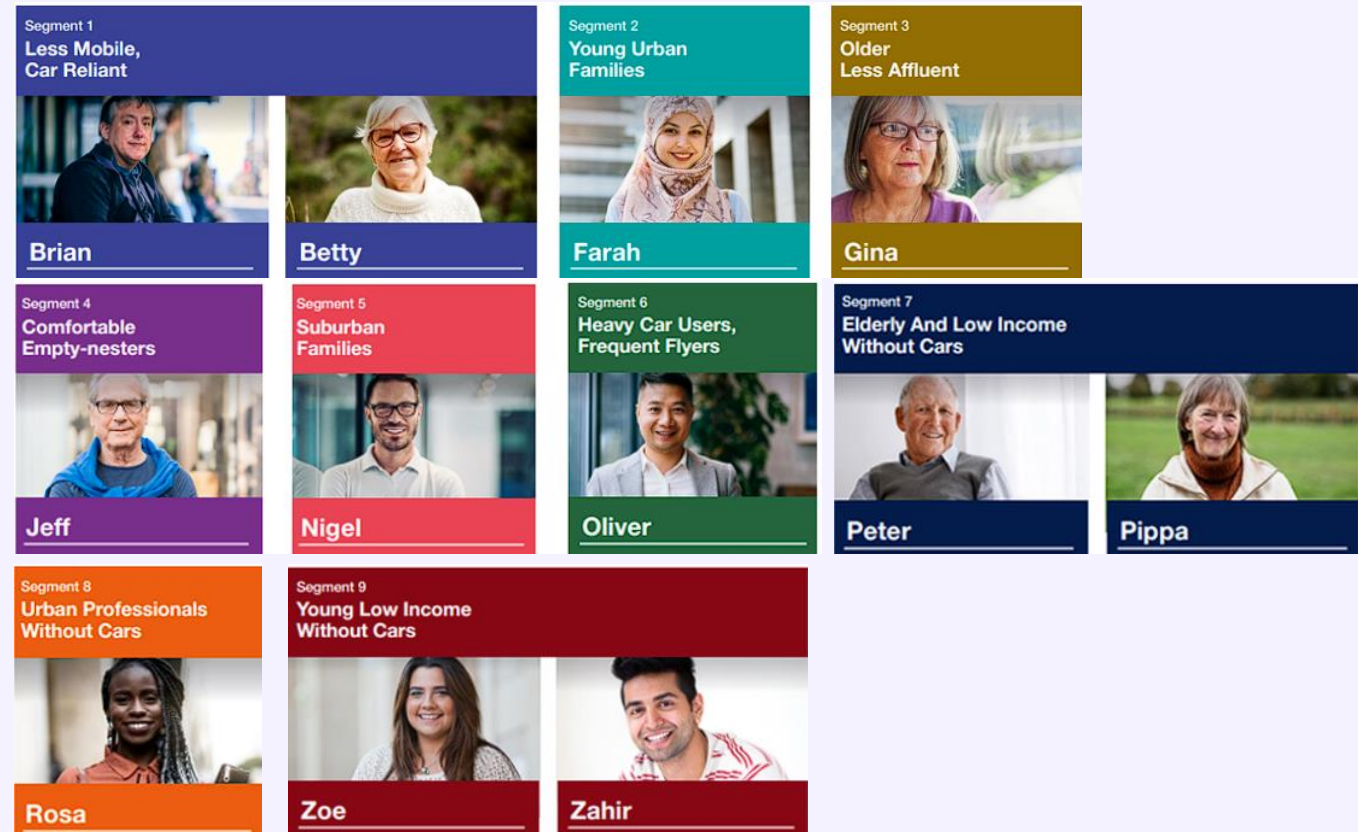


# Begin with asking the right questions...

What will stop people from walking?

How do these barriers differ between people?

How do we accommodate these differences in our design?



# Look beyond what people tell you...

*“People don’t think what they feel, they don’t say what they think and they don’t do what they say”*



**Observe** and **understand** the unconscious drivers of behaviour

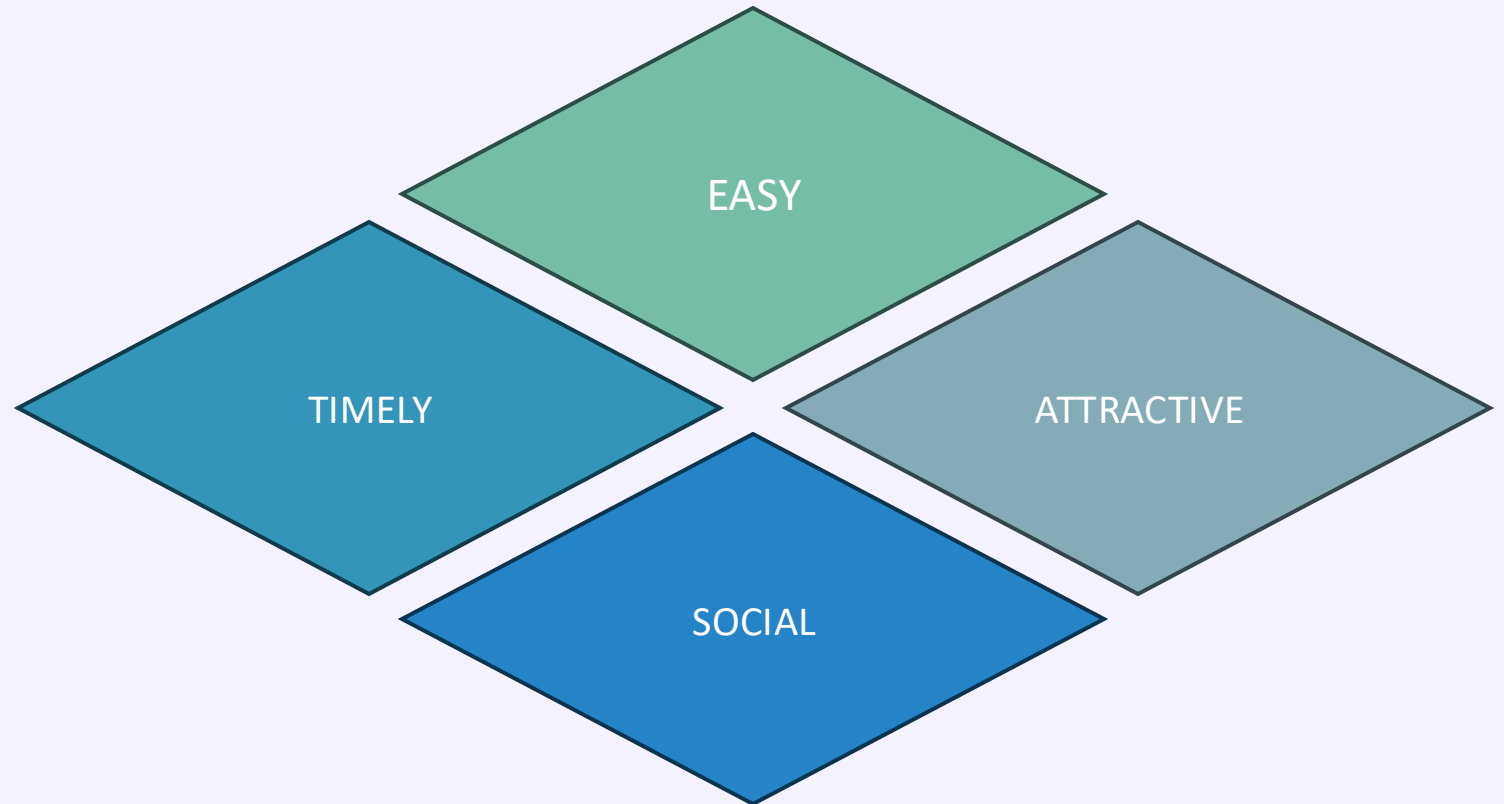
Understand **how it feels** to people



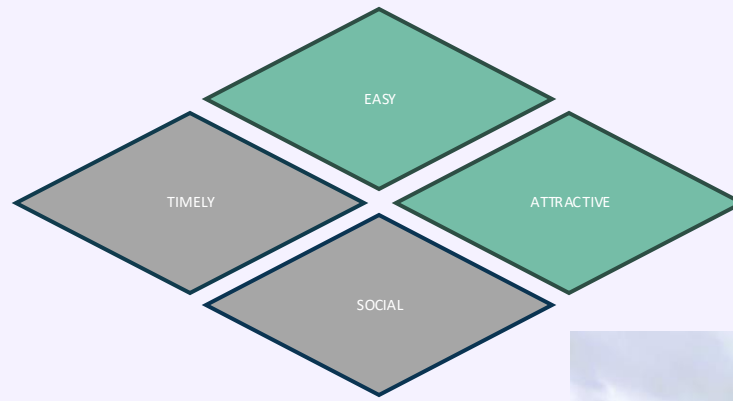
# Behavioural science can help

There are lots of psychological and social factors that influence whether people choose to walk.

Behavioural Insights Team  
EAST framework

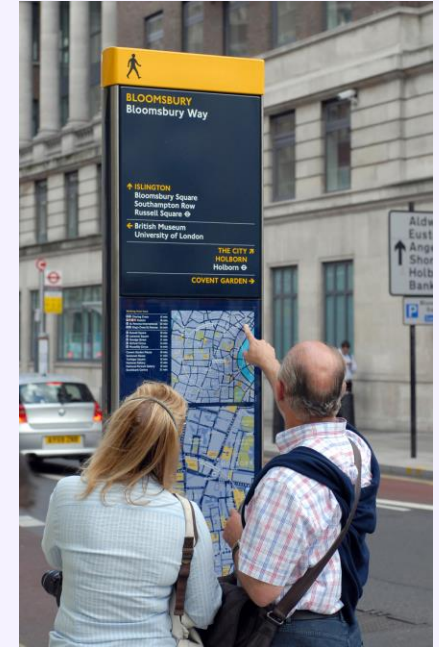


# Easy and Attractive

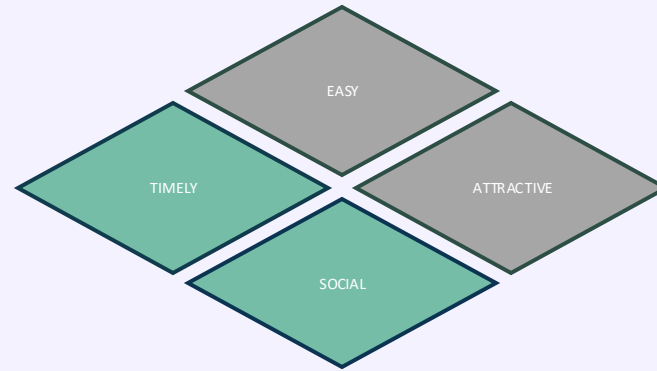


- Lack of / badly maintained pavements
- Safety concerns
- Pollution

(Roaf et al, 2024)



# Social and Timely



- Who is influencing their beliefs and choices?
- How can we make the change 'comfortable'?
- How does it fit with their routines?



# Key takeaways



Ask the **right questions**



Go **beyond** what people say



Design for **difference**



Make use of **behavioural science**

# Get in touch...



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