Brake asked 1,000 drivers questions about safe and healthy mobility in cities. The survey was carried out online in August 2019 by independent market research company, Surveygoo.
I am delighted to feature in this timely and important research, which underlines the importance of making our streets more attractive, safer and more welcoming for people to support our capital’s sustainable growth.

The Mayor and TfL are committed to creating a city for all Londoners, now and for generations to come. With London’s population continuing to grow – we will reach 10 million people by 2030 – central to that is creating a sustainable city, with a healthy, thriving population and economy.

Reducing road danger is core to this agenda of sustainable growth, and of how we manage car traffic in the context of a growing population. We simply cannot fit another two million people into our city if they all drive cars. So at the heart of the Mayor’s Transport Strategy is the bold aim for 80% of journeys to be made on foot, by bike or by public transport by 2041. To achieve that 80% mode share, we know that people will only walk, cycle or use public transport if they believe it’s safe to do so. A clear impediment to that is the current perception and reality of road danger. That is why we are taking a ‘Vision Zero’ approach to eliminate death and serious injury on our networks by 2041.

And while we are improving the safety of our streets, working on the deterrent factors, we are investing in the measures that encourage mode shift. We have embedded the ‘Healthy Streets’ approach into everything that we do, putting public health at the heart of transport planning for the first time. Working with the Mayor, we want to create safer, greener and more pleasant streets, with new cycle routes and pedestrian crossings. The Mayor has tasked us with tripling the amount of protected cycling space in London over the course of his four-year term. We are improving the walking experience, by changing the way traffic lights operate in central London to allow more time for people to safely cross the road. And we are changing road layouts to reduce road danger and encourage even more people to walk and cycle.

So there is a direct link between the 80% mode shift target we need to reach to sustainably manage the city, and the safety agenda. What is clear is that to achieve this, we need to be radical and ambitious in how we’re managing London’s roads now, and planning for it in the longer term, working with partners like Brake that share the Mayor’s vision to make sure London is a safe, attractive city in which to live, work and visit.

Lilli Matson
Chief safety, health and environment officer, Transport for London
Busy cities and urban areas continue to evolve and in recent years the increased prioritisation of pedestrians and air quality has delivered noticeable changes, through redevelopment and design as well as the encouragement of the use of low and zero carbon transport. These changes are not just physical. As this report shows, they are attitudinal and behavioural as well.

However, while much has been done to improve the safety of vehicles and develop infrastructure for cyclists and pedestrians in cities, people are still needlessly being seriously injured and killed. Urban areas still need to evolve to enable everyone to travel to their destination safely. Despite the steps that have already been made in developing multi-transport infrastructures and layouts in urban areas, still more needs to be done to ensure whichever form of transport someone chooses to use - whether car, public transport, cycle or by foot - they can do so safely, affordably and efficiently.

Steve Barrett
Head of Direct Line Car Insurance
Take a walk around most UK cities and you will see a very variable picture. While there are some fantastic schemes being implemented that prioritise the movement of people on foot and bicycles, the majority of streets are still designed for motor vehicles first. Many of these are blighted by traffic travelling far too fast, well above 20mph, which is the highest appropriate speed for urban travel. Many city streets provide too little segregated space for people moving in active ways, by cycling or walking.

The way our city streets are designed is a predictor of the way people move. If streets are designed for vehicles and not for people, people are less inclined to use bicycles or walk because they feel unsafe. The good news is that there is growing support for cities built for people. Cities where people can move about on foot and on bicycles in safety, while also benefitting their health, and can access effective public transport. Cities where vehicles can also move as necessary to provide vital services and goods, but which do not impede or pollute.

As populations increase, progressive city planning ensures that the spaces between buildings prioritise people above vehicles, allowing us to move, rest and interact with each other and be safe. We have unimpeded, well-lit, obstacle-free cycle paths and footpaths, with well-lit, well-maintained surfaces for efficient travel, getting us where we need to go, directly from homes and public transport hubs, walking or cycling at the speed we want to go at. Our human rights are met; we have places to stop, rest and meet each other in vehicle-free spaces, with pleasant, shaded, sheltered seating, places for children to play, and access to water and toilets. A city designed in this way helps make it normal to walk and cycle for short journeys and provides the infrastructure and environment for people to choose to walk and cycle longer journeys too.

Public transport (such as trains, buses and trams) must also be easily accessible in cities for people, and it should be easily reached by walking or cycling, helping link safe and healthy journeys. It should be fairly priced, clean, not overcrowded and disability friendly. We must be able to cycle to it; there is cycle storage on-board and at stops and if there is no cycle storage on board, we can easily cycle at the other end of our journey.

Cities for people help make walking, cycling and using shared transport the normal choice, while also providing necessary road space for necessary journeys by vehicles. We provide space fairly and appropriately, to meet people’s needs.

This report aims to shine a light on the feel and design of UK cities at the moment from drivers’ perspectives; and to start a conversation on the need to take us towards city design that ensure people’s needs are the priority. We have sought the views of drivers about how they normally move around, how safe they feel and how healthy they think UK city streets are for the people using them. Everyone moves in different ways, sometimes; but it is clear from this report that drivers, on the whole, support cities that prioritise people above vehicles. This is positive news. Hopefully, the findings from the report will add meaning and weight to the many efforts currently underway by forward-thinking authorities to design our cities for people.

Mary Williams OBE, chief executive, Brake
SECTION 1 – MOVING AROUND

In this section we asked drivers how they normally move around cities, their views on which mode of transport is currently given the greatest priority on UK city streets, and which mode of transport they think should be given the greatest priority on UK city streets.

In question 1, we asked respondents what mode of transport they were most likely to use when moving around a city. Each driver was asked to rank the options from 1 (most likely) to 6 (least likely).

Walking was revealed as the mode of transport most likely to be used when moving around a city, followed by public transport and private car or van. Travel on two wheels was found to be the least likely, with bicycles and motorcycles the least common modes of transport.

Q1. When moving around a city, what modes of transport are you most likely to be found using?

In question 2, drivers were asked, in their opinion, which way of moving around is currently given the greatest priority on most UK city streets and which way of moving around should be given the greatest priority on most UK city streets. They could only choose one answer per question.

Question 2a.

Two-fifths (40%) of drivers said that, in their opinion, personal motorised vehicles, such as cars, are currently given greatest priority on most UK city streets. This was followed by public transport, with almost three in 10 (28%) drivers believing this is given greatest priority. Almost a quarter (23%) of drivers said that walking and cycling are given greatest priority on most UK city streets, nearly half the number who said that personal motorised vehicles are given greatest priority. Only one in 10 (9%) drivers were not sure which way of moving around is given greatest priority.

Q2a. In your opinion, which way of moving around is given greatest priority on most UK city streets at the moment?

Question 2b.

Almost half (46%) of drivers said that, in their opinion, walking and cycling should be given greatest priority on most UK city streets. A third (32%) of drivers said that public transport should be given greatest priority. Only 15% of drivers said that personal motorised vehicles should be given greatest priority, and just under one in 10 (8%) were not sure which way of moving around should be given greatest priority on most UK city streets.

It is interesting to note the disparity between drivers’ views on what is, and what should be, given the greatest priority on most UK city streets. Personal motorised vehicles are identified as having greatest priority now, but are placed bottom on the list of transport modes which should be given greatest priority. The reverse is true of walking and cycling, which is the preferred option for moving around but ranked lowest for current transport priorities.

Q2b. In your opinion, which way of moving around should be given greatest priority on most UK city streets?

MOTIONS OF TRANSPORT

People move around in many ways for many different reasons, whether commuting for work or travelling to see friends or family. In England in 2017, 40% of all trips were for leisure purposes, and around 27% of trips were for commuting or business purposes. Most people have a preferred mode of transport and these tell us a lot about the way people move.

Car travel remains the most frequent mode of transport, accounting for 62% of all trips made in England in 2017. Walking was the second most frequent mode of transport with 26% of all trips made on foot. Public transport (trains and buses) was the next most frequent mode of transport with 9% of all trips made on public transport. The least frequent main mode of transport was cycling, with only 2% of all trips made on a bicycle.
SECTION 2 – HEALTHY STREETS

In this section of the report we asked drivers for their views on how healthy UK city streets currently are for people, focusing on issues such as congestion, pollution, space for people, and public transport accessibility and affordability.

PLACE STUDY – A CITY FOR PEOPLE IN LONDON

An example of a city’s transport strategy being set with people at its heart can be found in London. The new transport strategy, set by the Mayor of London and implemented by Transport for London (TfL), puts people at the heart of their decisions and prioritises walking, cycling and public transport over private vehicles.5

Putting people, and their health, at the heart of decision-making is known as the ‘Healthy Streets Approach’.6 It is intended to result in a healthier, more inclusive city where people choose to walk, cycle and use public transport.

London has set ten Healthy Streets Indicators, based on the Healthy Streets Indicators for all streets developed as part of the Healthy Streets Approach, by which to measure its progress in creating a city for people:

1. Pedestrians from all walks of life
2. People choose to walk, cycle and use public transport
3. Clean air
4. People feel safe
5. Not too noisy
6. Easy to cross
7. Places to stop and rest
8. Shade and shelter
9. People feel relaxed
10. Things to see and do

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In question 3, we asked drivers to rate their agreement with a series of statements about UK cities.

Question 3a.

An overwhelming majority (88%) of drivers agree or strongly agree that UK cities are too congested with motor vehicles. Only 2% of drivers disagree or strongly disagree that UK cities are too congested and one in 10 (10%) people neither agree nor disagree.

The responses from drivers were similar when asked if they agreed that ‘in UK cities, motor vehicles cause too much pollution.’ Almost nine in 10 (86%) agree or strongly agree with this statement, only 4% of drivers disagree or strongly disagree, and one in 10 (10%) neither agree nor disagree.

Question 3b.

When asked for their views on the space allocated on city streets for vehicles and people, drivers’ opinions were more mixed.

Four in 10 (40%) drivers agree or strongly agree that there is too much space for motor vehicles (e.g. roadside parking space) in UK cities. However, just over a third (36%) of drivers disagree or strongly disagree. Just under a quarter (23%) neither agree nor disagree with the statement.

When asked if there is enough traffic-free space for people walking and cycling in UK cities, drivers again had mixed views. Similar proportions of drivers agree or strongly agree (38%) to the number that disagree or strongly disagree (39%) that there is sufficient traffic-free space for people walking and cycling. Just over two in 10 (22%) drivers neither agree nor disagree with the statement.
Direct Line & Brake Reports on Safe Driving: Cities for people

Question 3c.

Nine in 10 (92%) drivers agree or strongly agree that public transport in UK cities should be made more affordable, with only 1% disagreeing or strongly disagreeing with this statement. Less than one in 10 (7%) drivers neither agree nor disagree that public transport should be made more affordable.

Interestingly, drivers’ views are more mixed when it comes to the current state of public transport and, perhaps surprisingly, half (50%) of drivers agree or strongly agree that in UK cities, there is frequent, safe and affordable public transport that takes people where they need to go – with just under three in 10 (28%) drivers disagreeing or strongly disagreeing with this statement. A further quarter (23%) of drivers neither agree nor disagree.

Q3c. Rate your agreement with each of the following statements...

![Bar chart showing the percentage of drivers who agree or disagree with public transport in UK cities should be made more affordable.]

- Strongly agree: 32%
- Agree: 35%
- Neither agree nor disagree: 11%
- Disagree: 3%
- Strongly disagree: 2%

![Bar chart showing the percentage of drivers who agree or disagree with the current state of public transport in UK cities.]

- Strongly agree: 20%
- Agree: 38%
- Neither agree nor disagree: 17%
- Disagree: 8%
- Strongly disagree: 3%

Question 3d.

When asked if it is often not safe for children to move around mainly by walking because of the threat of traffic in UK cities, two-thirds (67%) of drivers said that they agree or strongly agree. Only 13% of drivers disagree or strongly disagree, while a fifth (20%) of drivers neither agree nor disagree with this statement.

The response from drivers was similar when asked if they agree that in UK cities it is often not safe to move around mainly by cycling because of the threat of traffic. More than seven in 10 (72%) drivers agree or strongly agree that it is often not safe to move around mainly by cycling because of the threat of traffic. In comparison, only one in 10 (11%) drivers disagree or strongly disagree that it is not safe, and almost two in 10 (17%) drivers neither agree nor disagree with the statement.

BRAKE’S KIDS WALK

It is every child’s right to be able to walk in their community without fear of traffic and pollution. Danger from traffic is a big factor in whether families are able to walk safely in the places where they live. It affects their ability to be healthy and socially active.

Children of all ages are at risk of being hurt or killed when walking near roads. On average, six children are killed or seriously injured on roads in Britain every day – that’s equivalent to a whole class of children every single week.

For children to walk safely in their communities, they need their journeys to be safe. They need footpaths, cycle paths, safe places to cross, slow traffic and clean traffic.

Every year, Brake organises more than 100,000 children, aged 4-11, across the country to put their best feet forward to take part in a Brake’s Kids Walk. This is a short, supervised walk, involving thousands of children walking at the same time. Brake’s Kids Walk aims to inspire and engage children about the dangers they face, and raise awareness among parents and the wider community about the need to protect children on roads.
SECTION 3 – E-MOBILITY

In this section, we sought drivers’ views on e-mobility, with a particular focus on electric scooters, also known as ‘e-scooters’.

E-SCOOTERS

E-scooters are already popular in many European cities and across the USA. Classified by the Department for Transport as ‘powered transporters’, they are currently illegal to use on public roads and pavements in the UK, and can only be used on private land with the owner’s permission. Anyone caught using them illegally can face a fine and possible penalty points on their driving licence.6

Although it is not currently illegal to sell e-scooters, vendors are encouraged to inform buyers about the legal restrictions on their use.

The Department for Transport has announced its intention to review the current legislation surrounding powered transporters in the Future of Mobility Urban Strategy, stating that this would commence in 2019.7

In question 4 we asked drivers if they know where it is legal to ride e-scooters. Drivers could choose several options.

Drivers had very mixed opinions on where it is legal to use e-scooters, perhaps highlighting the need for improved public communications on their permitted use.

Almost half (49%) of all drivers responded that it is legal to ride e-scooters on private land. Just under a third (30%) of all drivers said that it is legal to ride e-scooters on public pavements. A third (34%) of all drivers also said that it is legal to ride e-scooters on public cycle paths. Slightly more than a third (35%) of all drivers also responded that it is legal to ride e-scooters on public roads. Only 14% of all drivers responded that e-scooters are not legal to use on any of the options provided.

Q4. In the UK, is it legal to use e-scooters on…?

In question 5, we asked drivers where they think it should be legal to ride e-scooters in the UK. Drivers could select several options.

Drivers once again had very mixed views on where it should be legal to use e-scooters in the UK. Almost half (47%) of all drivers think that it should be legal to use them on private land. Just over two-fifths (43%) of all drivers think that they should be legal to use on public cycle paths. Slightly more than a third (35%) of all drivers think it should be legal to use them on public roads, and a fifth (21%) of all drivers think it should be legal to use e-scooters on public pavements. Almost one in six (16%) of all drivers also think that e-scooters should not be legal on any of the options provided.

Q5. I think it should be legal to use e-scooters in the UK on…?

SECTION 4 – SAFE MOBILITY ON UK CITY STREETS

In this section, we sought drivers’ views on how safe they feel getting around via various modes of transport on UK city streets.

HOW SAFE ARE YOU REALLY?

Road users in the UK face differing levels of risk when moving around every day. This can be best demonstrated by the fatality rate per billion passenger miles travelled for each road user type and can help us determine the comparative safety of each mode of transport.

Bus passengers are at least risk of being killed on the roads, with a fatality rate of just 0.3 deaths per billion miles travelled. Car occupants are also at a comparatively low risk of being killed, with a fatality rate of 1.8 deaths per billion miles travelled.

Those most at risk on the roads are defined as vulnerable road users and people walking, cycling and riding a motorcycle fall into this group.

People cycling have a fatality rate of 29.7 deaths per billion miles travelled, and people walking are at slightly higher risk, with 34.4 deaths per billion miles travelled.

The most at-risk road user group is people riding a motorcycle. They are 3.5 times more likely to be killed on the road than someone walking, with a fatality rate of 119.7 deaths per billion miles travelled.8
In question 6, we asked drivers to rate their agreement with how safe they feel while moving around a city in different ways.

**Question 6a.**

When asked if they feel safe walking on the pavement, eight in 10 (82%) drivers agree or strongly agree that they would usually feel safe. Only 4% of drivers disagree or strongly disagree that they feel safe walking on the pavement, and 14% of drivers neither agree nor disagree with this statement.

Fewer drivers agree or strongly agree that they feel safe when crossing a road in a UK city, compared with walking on the pavement. However, the majority of drivers – six in 10 (59%) – do still agree or strongly agree that they feel safe crossing a road in a UK city. A quarter (26%) of drivers neither agree nor disagree that they feel safe crossing a road in a UK city and only 15% of drivers disagree or strongly disagree that they feel safe crossing a road.

**Q6a. Rate your agreement with each of the following statements...**

<table>
<thead>
<tr>
<th>Walking on the pavement</th>
<th>Crossing a road</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strongly agree</strong></td>
<td>33%</td>
</tr>
<tr>
<td><strong>Agree</strong></td>
<td>47%</td>
</tr>
<tr>
<td><strong>Disagree</strong></td>
<td>14%</td>
</tr>
<tr>
<td><strong>Neither agree nor disagree</strong></td>
<td>2%</td>
</tr>
</tbody>
</table>

**Question 6b.**

Turning the focus to cycling, when asked if they would feel safe cycling on road space shared with traffic, the majority (56%) of drivers disagree or strongly disagree that they would feel safe. A further quarter (24%) of drivers neither agree nor disagree that they would feel safe. A fifth (21%) of drivers did, however, agree or strongly agree that they would feel safe cycling on road space shared with traffic.

When asked if they would feel safe cycling on road space only for cyclists and entirely separated from traffic, drivers’ views on safety were, unsurprisingly, very different to when asked about safety on shared road space.

Two-thirds (67%) of drivers agree or strongly agree that they would feel safe cycling on road space only for cyclists and entirely separated from traffic. Just one in 10 (11%) drivers disagree or strongly disagree they would feel safe cycling on road space only for cyclists, and slightly more than a fifth (22%) of drivers neither agree nor disagree with this statement.

**Q6b. Rate your agreement with each of the following statements...**

<table>
<thead>
<tr>
<th>Cycling on road space shared with traffic</th>
<th>Cycling on road space only for cyclists and entirely separated from traffic, for example by a verge or barrier</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strongly agree</strong></td>
<td>8%</td>
</tr>
<tr>
<td><strong>Agree</strong></td>
<td>29%</td>
</tr>
<tr>
<td><strong>Disagree</strong></td>
<td>22%</td>
</tr>
<tr>
<td><strong>Neither agree nor disagree</strong></td>
<td>4%</td>
</tr>
</tbody>
</table>

**Question 6c.**

When asked if they feel safe when driving a car in a UK city, two-thirds (69%) of drivers agree or strongly agree that they would feel safe. A further quarter (24%) of drivers neither agree nor disagree that they would feel safe when driving a car. Just 7% of drivers disagree or strongly disagree that they would feel safe when driving a car in a UK city.

Drivers’ views were slightly more mixed when asked if they would feel safe riding a motorcycle in a UK city, with no significant majority of drivers for either agreeing or disagreeing. Two-fifths (40%) of drivers disagree or strongly disagree that they would feel safe riding a motorcycle, while just over a third (35%) neither agree nor disagree that they would feel safe riding a motorcycle. A further quarter (26%) of drivers agree or strongly agree that they would feel safe riding a motorcycle in a UK city.

When asked how safe they would feel taking public transport in a UK city, an overwhelming eight in 10 (82%) drivers agree or strongly agree that they would feel safe and only 4% of drivers disagree or strongly disagree that they would feel safe. 15% of drivers neither agree nor disagree that they would feel safe taking public transport.

**Q6c. Rate your agreement with each of the following statements...**

<table>
<thead>
<tr>
<th>Driving a car</th>
<th>Riding a motorcycle</th>
<th>Taking public transport</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strongly agree</strong></td>
<td>23%</td>
<td>38%</td>
</tr>
<tr>
<td><strong>Agree</strong></td>
<td>46%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>Disagree</strong></td>
<td>26%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Neither agree nor disagree</strong></td>
<td>10%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Direct Line & Brake Reports on Safe Driving: Cities for people

References
2. Ibid
4. Lucy Saunders, Healthy Streets

The number of casualties by age, type of vehicle, severity, date, highways agency and police force area: Transport Scotland (2018), Table 4: Age reported road casualties Scotland 2017; Police Service of Northern Ireland (2018), Police recorded injury road traffic collisions and casualties Northern Ireland, Detailed trends report 2017
6. Department for Transport Guidance (2018), Powered Transporters
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