

Health

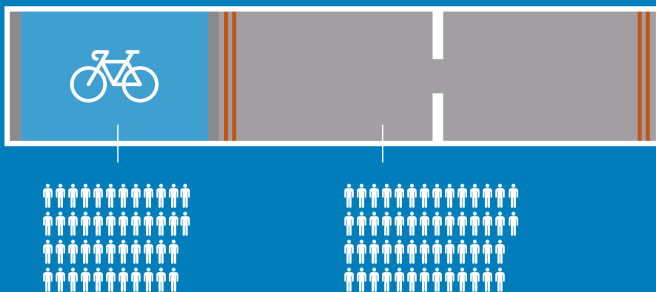
Physical inactivity costs the NHS up to **£1bn per annum**, with further indirect costs calculated at **£8.2bn**

£8.2bn



Congestion

The new east-west and north-south cycle routes in London are moving **46% of the people** in only **30% of the road space**



Wellbeing

20 minutes of exercise per day cuts risk of **developing depression by 31%** and increases productivity of workers



Local businesses

Up to **40% increase** in shopping footfall by well-planned improvements in the walking environment



Environmental and air quality

Meeting the targets to double cycling and increase walking would lead to savings of **£567 million** annually from air quality alone and prevent **8,300 premature deaths** each year and provide opportunities to improve green spaces and biodiversity⁵.



£567m

Climate change

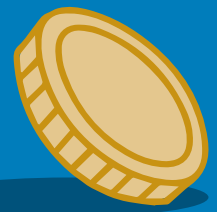
Mode shift to active transport is one of the most cost-effective ways of reducing transport emissions



Economy

Cycling contributes **£5.4bn to the economy** per year and supports **64,000 jobs**

£5.4bn



What are the health benefits of physical activity?

Regular physical activity reduces your risk of...

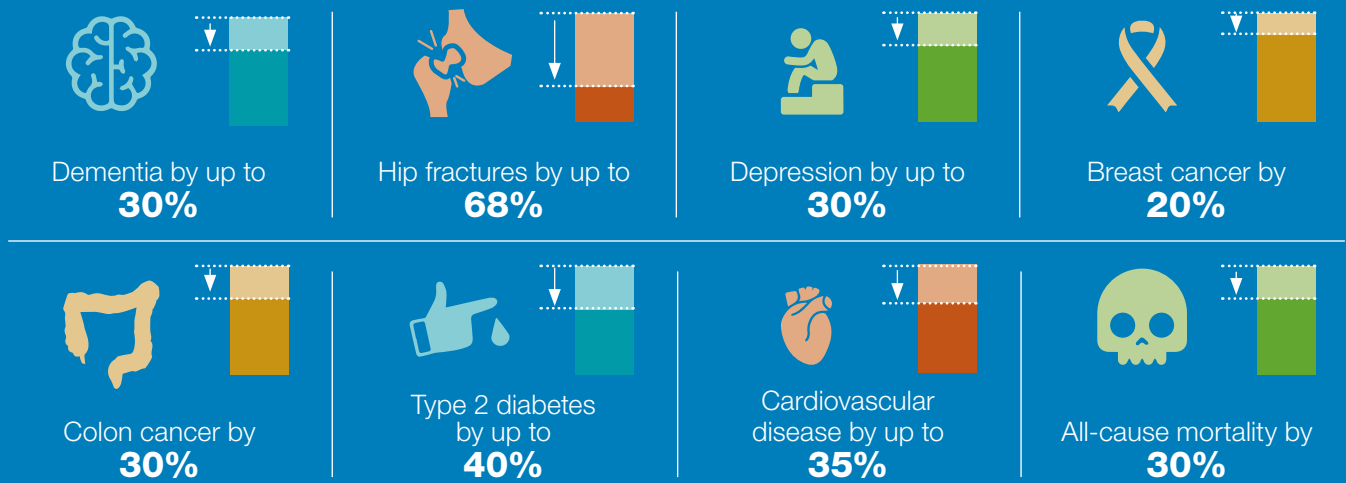
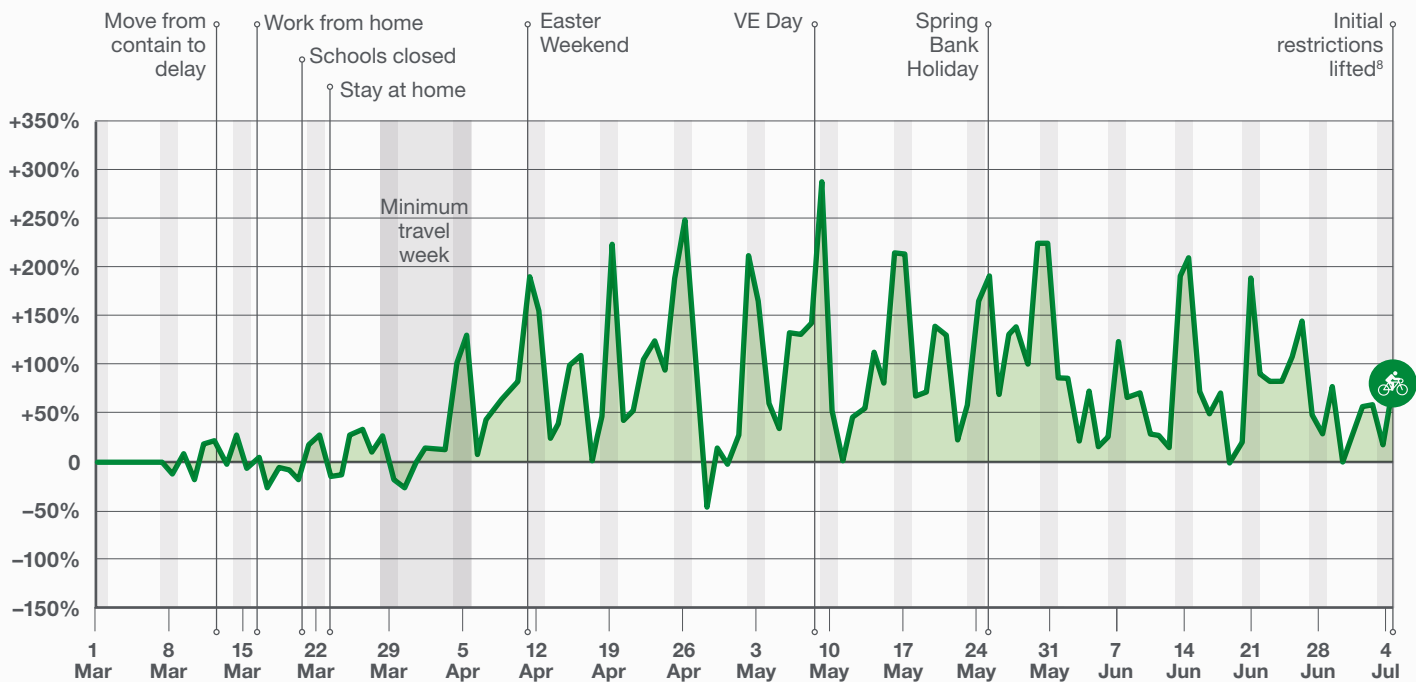


Figure 2
The health benefits of physical activity⁶

Figure 3
Percentage change in estimated cycling trips from 1 March 2020 to 4 July 2020 when initial restrictions lifted⁷



Despite fewer people travelling overall during this pandemic, we've seen around a 100% increase in weekday cycling. And on some weekends that increase has been around 200%⁹. Cycling activity is influenced by many factors including the weather.

The opportunity is huge, but it is also time limited – without intervention, people will likely slip back to old behaviours. We need to act now.