

What if... Transport was designed for everyone?



Reimagining movement and the transport appraisal process through a gender lens: A case study in the United Kingdom utilising a lifecycle approach

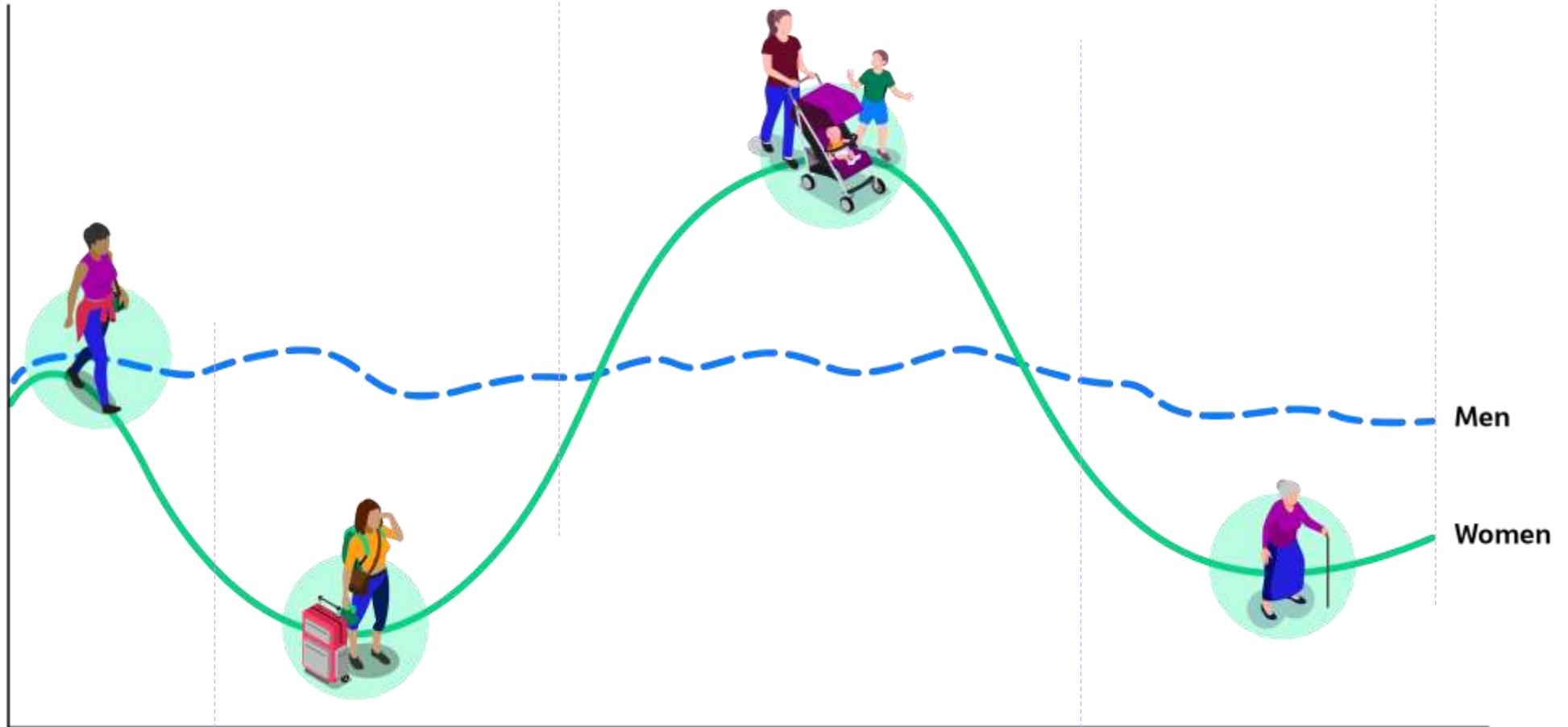
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Average Travel Patterns

Young Adults

Older Adults



Early Ages

Caregiving Ages

Men

Women

Business Case and Appraisal

Problem Identification and Options Development



Disaggregated travel data and perception data to be considered.

Guidance to recommend demographic travel data and data to understand perception of barriers to access.

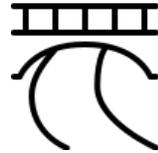
Business Case and CBR



Benefits calculation overhaul based on robust demographic and trip purposes.

Inclusion of local/regional social value trips in addition to usual trips capture benefits.

Delivery and Detailed Design



Impact of proposed design on different user groups based on local/regional demographic to be considered.

Uplift of improvements in design captured in equity appraisal.

Post Completion Review



Disaggregated travel data and collation of local/regional example schemes should be retained to develop a best practice portfolio.

There is **no** mandated need to collect **gender disaggregated** travel data

Low number of gender and other minority groups in Transport.

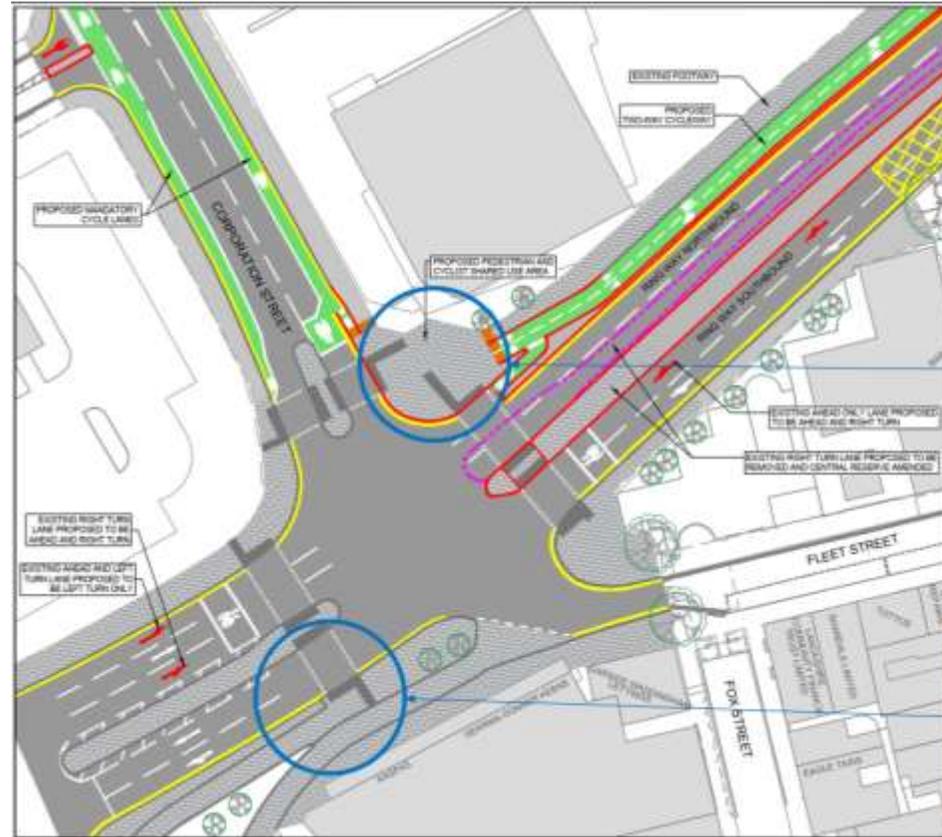
Currently, **women employed** in the UK Transport sector make up just

21%

(ref11)

Project Examples

- Demographic disaggregated analysis of transport surveys
- Designing inclusive option assessment frameworks
- Bespoke technical notes outlining regional opportunities
- Recommendation of pilot studies (e.g. innovative data collection, late night bus stopping)
- Modelling recommendations & innovative modelling uses
- Design review panels



- Conflicting movements between pedestrians and cyclists (NB and EB/WB movements);
- Would be better to continue cycle track on the carriageway than blend into shared space;
- Audible indicators;
- Women/disabled less comfortable to use zebra crossings.



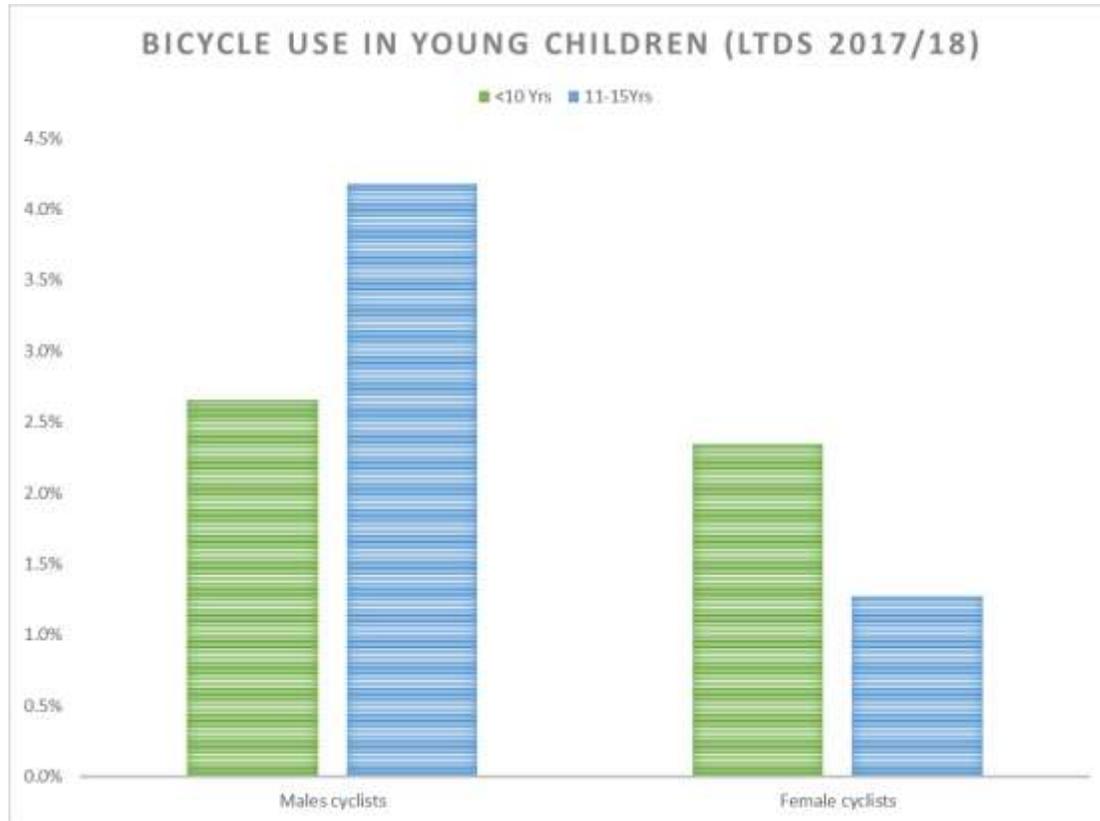
- Recommend cycle connections across junction to Corporation St South and Railway St;
- Lighting and visibility for connection.

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Q&A

Final Thoughts & Wrap Up

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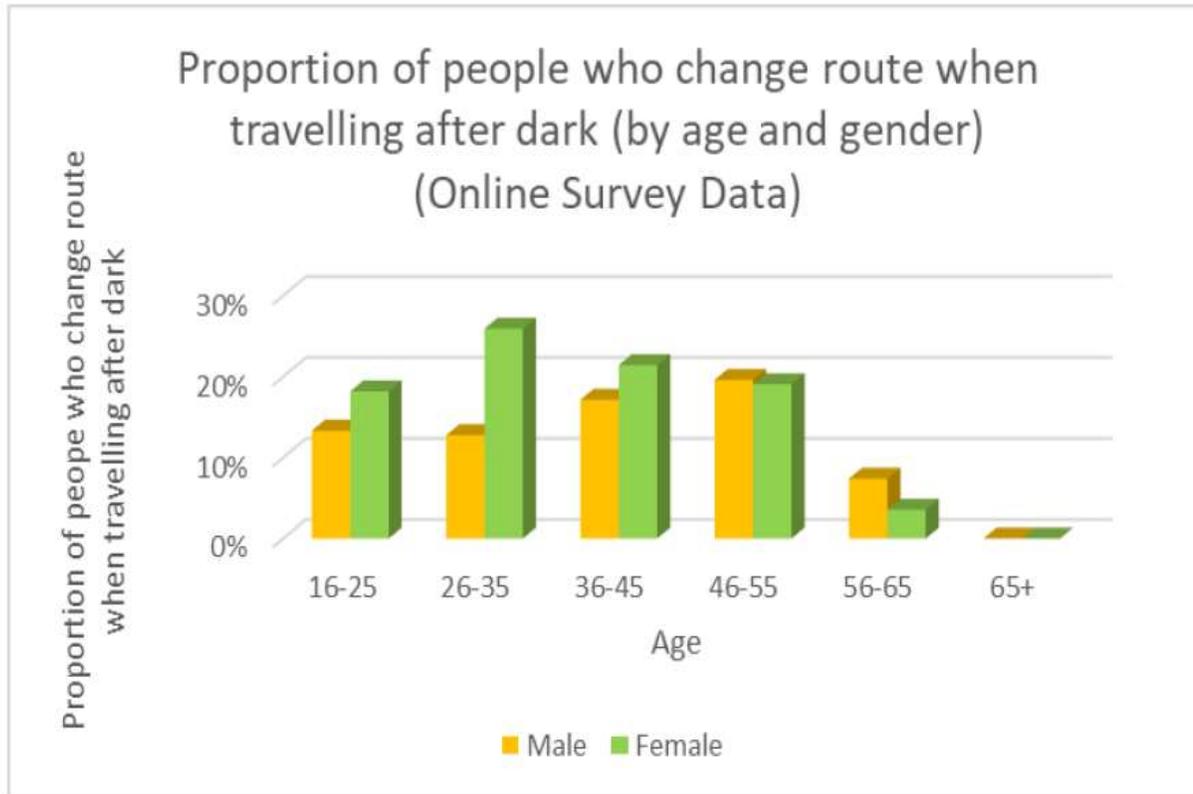


Young males biked to school 2 to 3 times more than females (ref2)

Early Ages



"I know of other females who won't cycle along the route I take in winter because of the dark and isolated route"

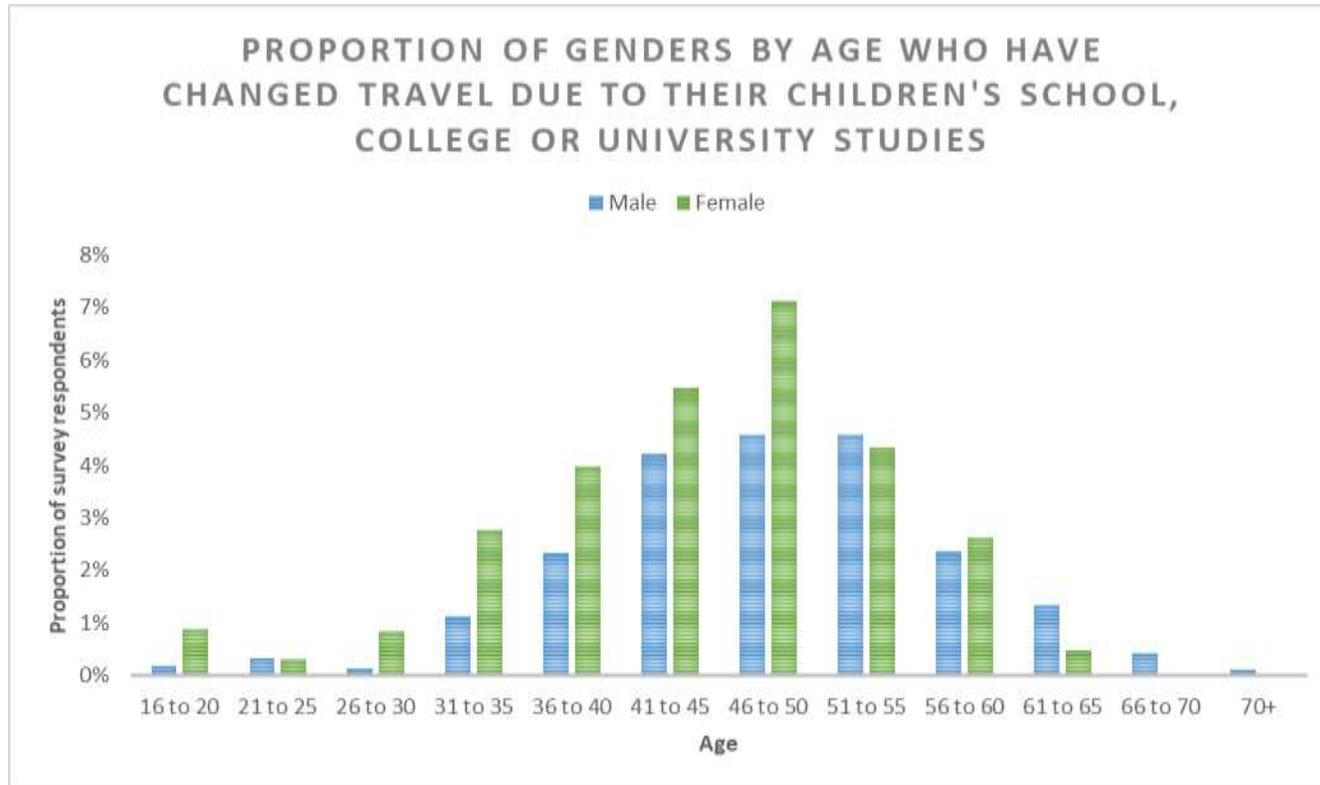


"My personal safety (because of my gender) was always my greatest concern and frustration. The commuter bus I took was fairly safe, but waiting at bus stops and traveling by bus after dark always made me feel very unsafe"

Young Adults



Economic value of the unpaid care provided by women in the UK estimated to be £77 bn/yr. (ref 8)



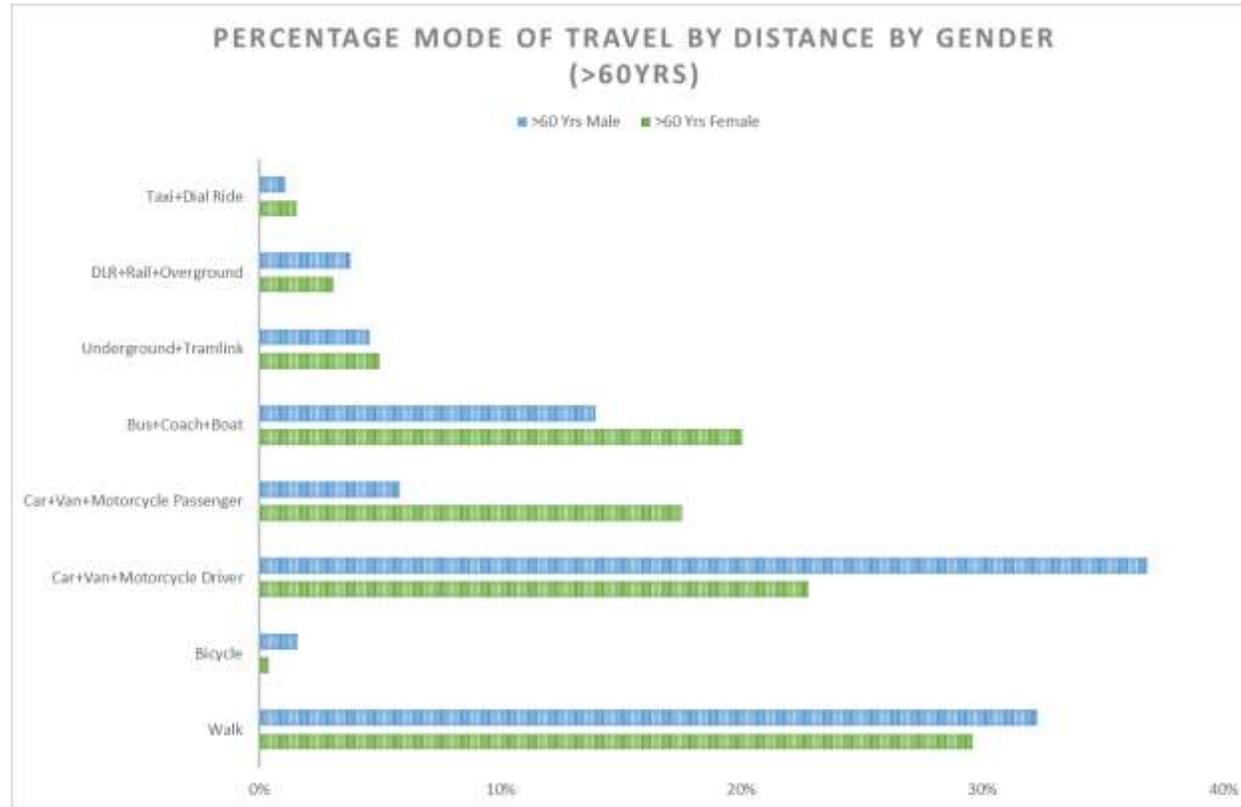
“Carer responsibilities mean I have to be able to respond quickly and get to other locations. Not possible with public transport.”

“As a parent I frequently link trips to school activities and shopping after work. Thus, I take a car”

Caregiving Ages



Only 7 out of 100 single women above the age of 75 had access to a car (ref9)



In the UK over 2 million people over 75 live alone and three quarters of these are women (Age UK, ref10)

Older Adults

