

CASE STUDY

Healthy mobility and road safety (TRL Academy, 2017-18)



The Challenge

Active travel is beneficial in terms of health outcomes but, since walking and cycling have a higher risk of injury than travelling by car, shift from car travel to active travel may cause an increase in the number of collisions or casualties. This project estimated the likely change in killed or seriously injured road accident casualties if a number of different active travel scenarios were implemented. It highlighted the future challenge faced by government and Local Authorities to promote sustainable transport methods whilst also improving road safety and reducing collision numbers.

Our Approach

As part of this project we created an innovative data visualisation tool that enabled the user to see how their level of risk changed as they switched from their preferred mode of travel for a particular journey to a new mode of travel (e.g. from car to cycling). The purpose was to promote discussion around the steps that would need to be taken to encourage active travel which also reducing collision risk on the roads.

Click [here](#) to experience the tool.