



The Art of the Possible:

Best practice vs received wisdom

George Weeks

Part 2

Wednesday 11 March 2026

Francis Road, E17

Before (2016)



Francis Road, E17

After (2022)



Winner



Lea Bridge Road, E17

Before (2014)



Lea Bridge Road, E17

After (2017)











clockwork |
Logistics - Mailroom - Facilities

Tel: 020 7725 9158
www.clockworkgroup.co.uk



Cycle Sisters is a thriving Muslim women's cycling group based in Waltham Forest.





Bike Hangar

Annual fee: £40



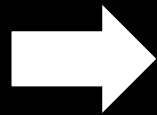


RESULTS?

Early research

- 9 mins more cycling per week
- 32 mins more walking per week

“This scientific evidence is testament to some of the political decisions we made and some very progressive highways engineering.”

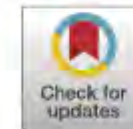




Contents lists available at [ScienceDirect](#)

Journal of Transport & Health

journal homepage: <http://www.elsevier.com/locate/jth>



Major investment in active travel in Outer London: Impacts on travel behaviour, physical activity, and health

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ARTICLE INFO

Keywords:

Cycling
Walking
Infrastructure
Interventions
Evaluation
Physical activity

ABSTRACT

Introduction: This paper analyses three years' data from the People and Places longitudinal study. The study examines the travel behaviour impacts of major investments in active travel infrastructure in three Outer London boroughs (the 'mini- Hollands programme').

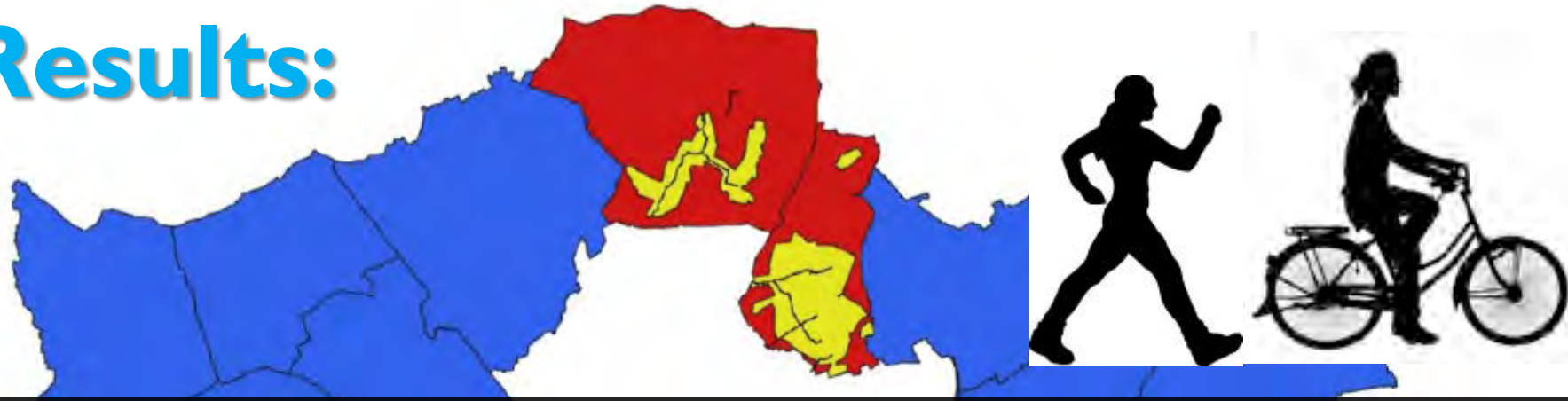
Methods: The People and Places survey, conducted annually in May-June, treats the mini-Holland interventions as a 'natural experiment'. Participants in other Outer London boroughs form a control group. The survey had over 3,000 respondents at baseline (May-June 2016). Three follow-up waves each had over 1400 repeat respondents. A difference-in-differences analysis was used to compare changes in active travel uptake in intervention and control groups. Further analysis

Key research question:

Is residential proximity to [Mini-Holland] interventions associated with change in levels of active travel?

Aldred, Woodcock and Goodman, 2021

Results:



41.0 extra minutes physical activity

This study provides evidence that Outer London's mini-Holland interventions have led to sustained increases in active travel.

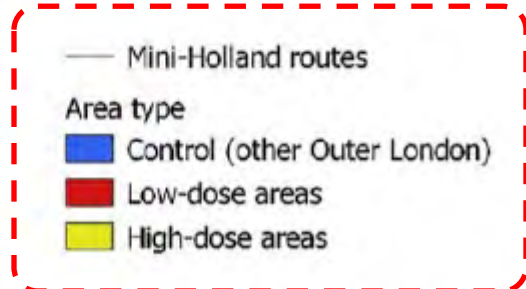
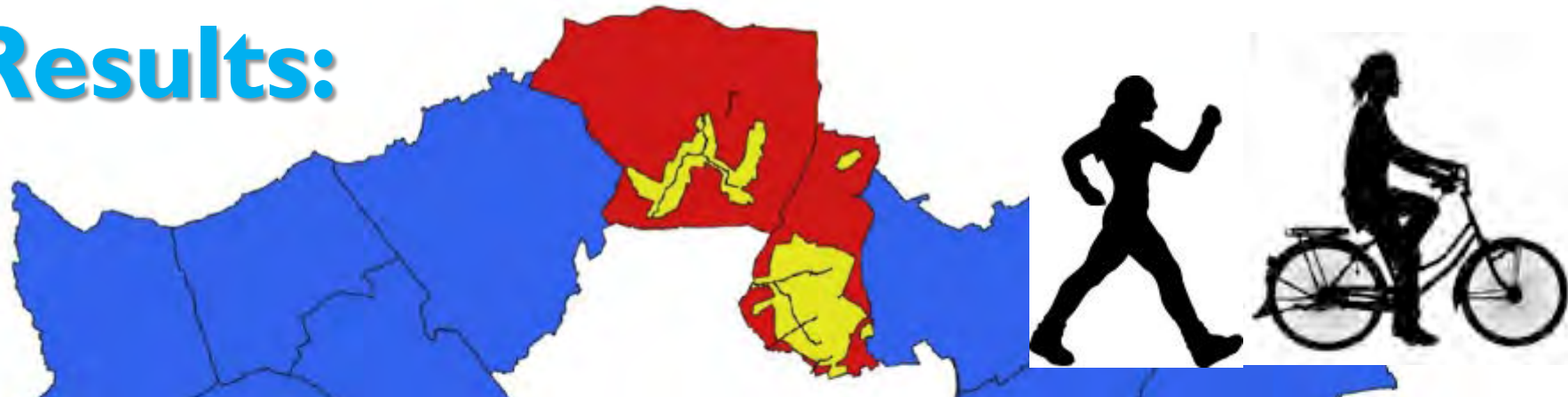


Fig. 6. Location of high-dose areas and routes in the three boroughs that were complete by mid-2019 (Wave 3).

Results:



Most observed effects are higher closer to interventions (high-dose area or under 2 km from routes, compared to low-dose area or 2–5 km from routes), increasing confidence that the changes were caused by the intervention.



Fig. 6. Location of high-dose areas and routes in the three boroughs that were complete by mid-2019 (Wave 3).



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Impacts of active travel interventions on travel behaviour and health: Results from a five-year longitudinal travel survey in Outer London

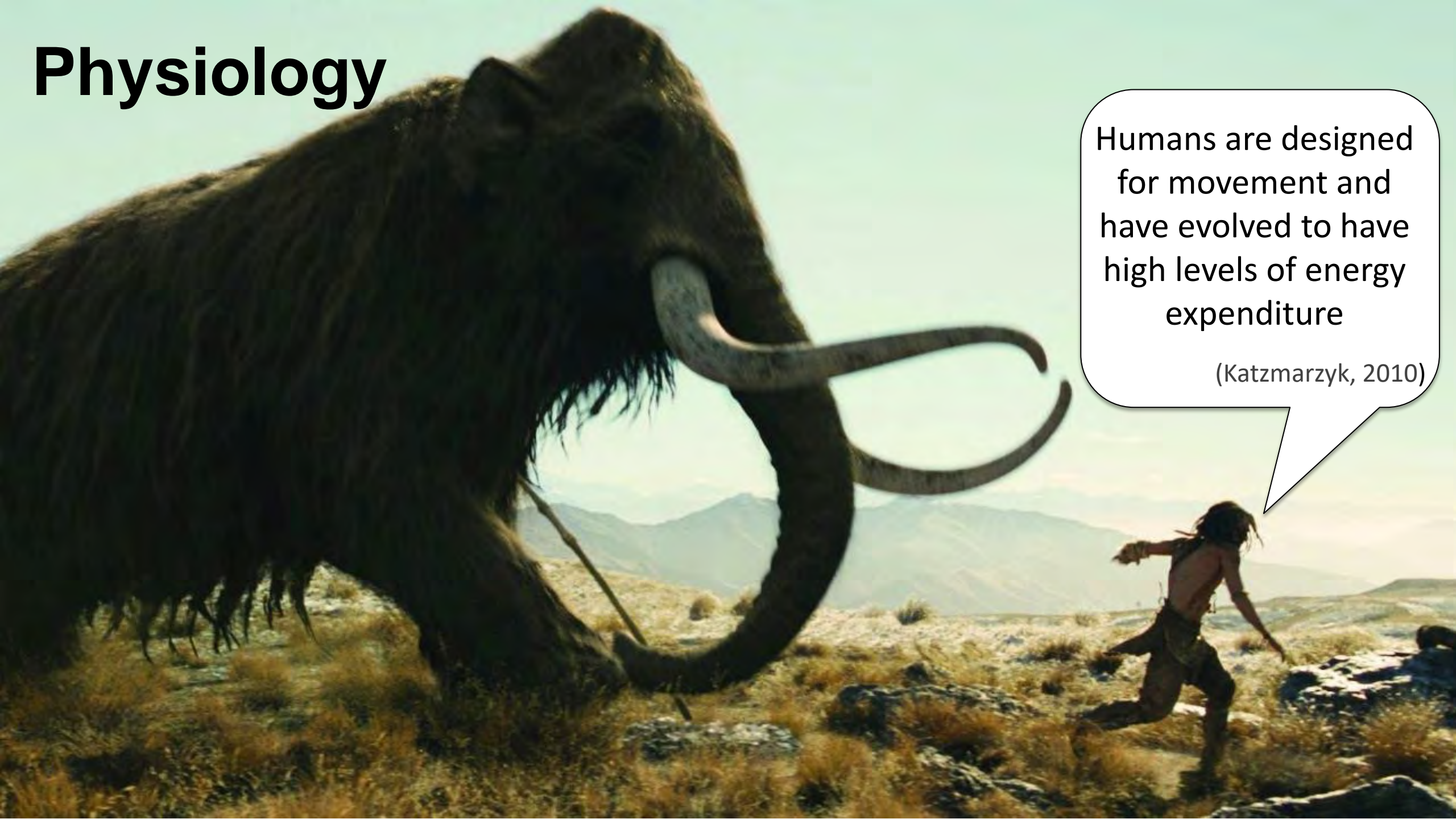


The 20-year health economic benefit from the Mini-Holland areas was calculated at £1,056m, from a programme cost of around £100m.

The most effective interventions (low traffic neighbourhoods) provide a twenty-year per-person physical-activity related benefit of £4,800 compared to a per-person cost of £28-...£112.

but no local intervention; active travel infrastructure but no low traffic neighbourhood; low traffic neighbourhood, usually also with proximity to active travel infrastructure). Finally, the article

Physiology



Humans are designed for movement and have evolved to have high levels of energy expenditure

(Katzmarzyk, 2010)

48% of New Zealand adults do not meet recommended daily physical activity levels and this creates huge societal costs and leads to avoidable, premature death.

Physiology



30 minutes
minimum per day
for an adult to stay
healthy



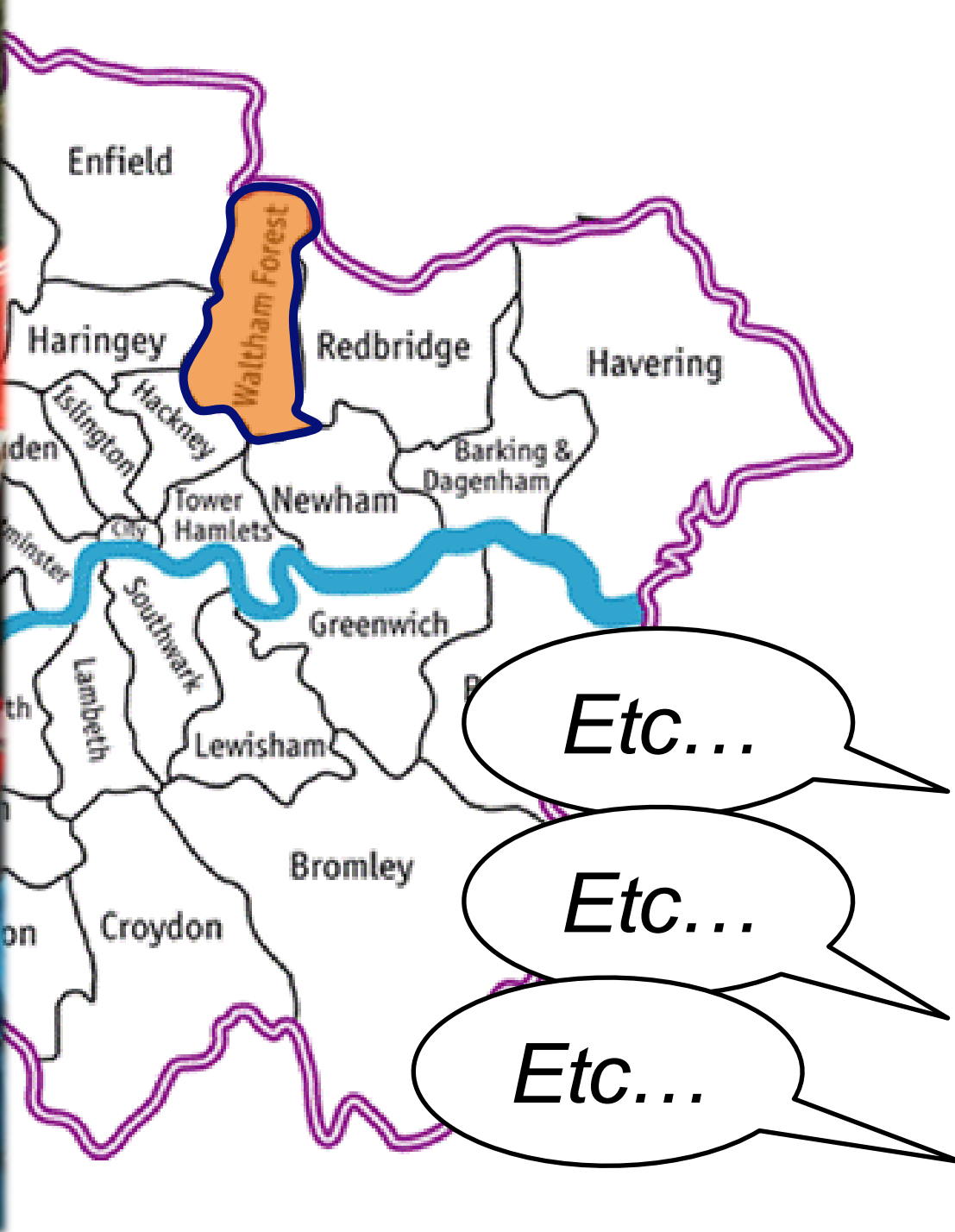
Dr Caroline McElnay,
Director of Public Health 2016-2022



Salutogenic
= health-giving



But we're not Holland!



Etc...

Etc...

Etc...



But we're not Holland!

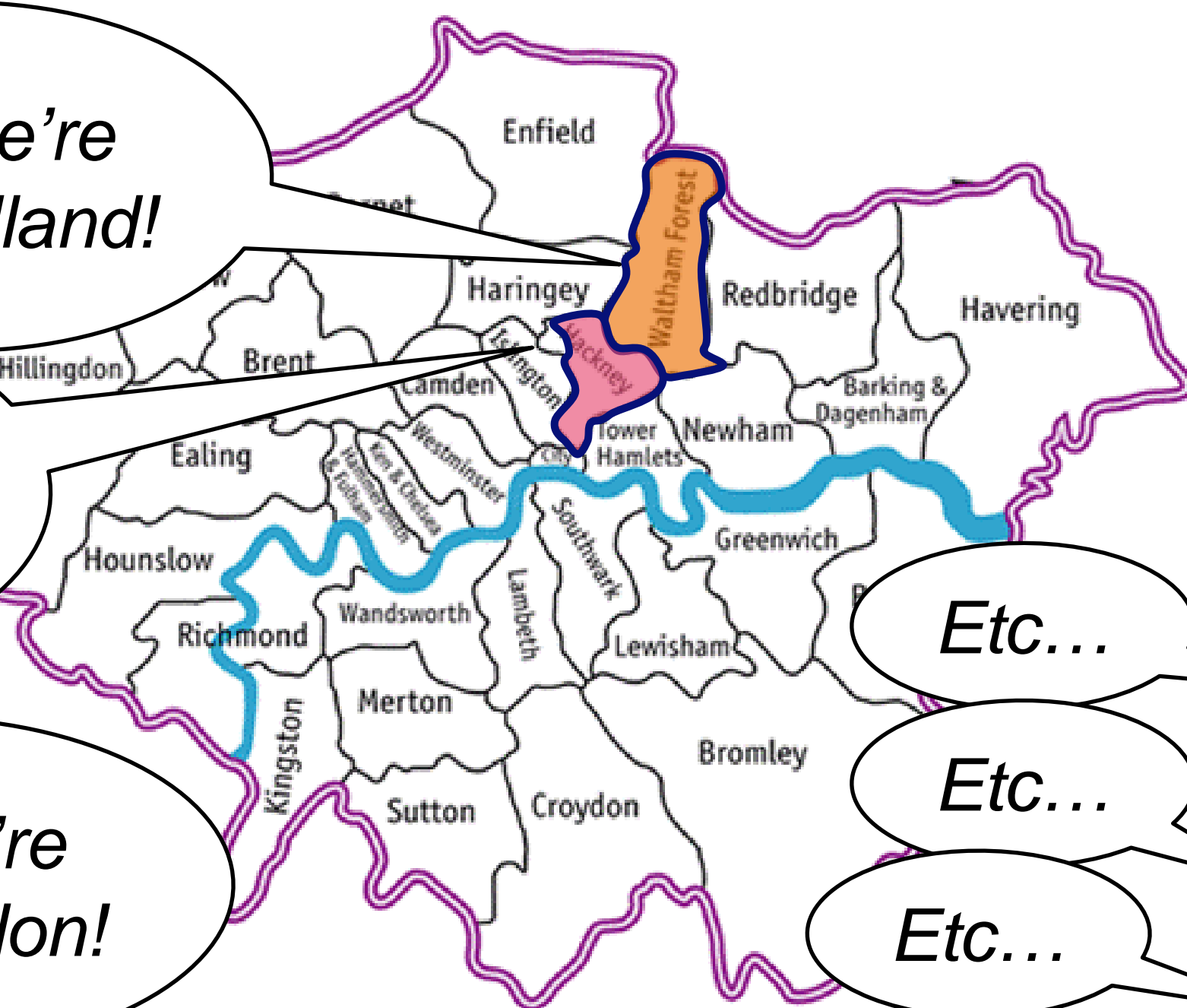
But we're not Waltham Forest

But we're not London!

Etc...

Etc...

Etc...



*It was like:
“We’re totally
different from
that area 200
metres away.”*



(Simon Munk,
London Cycling
Campaign, 2021)

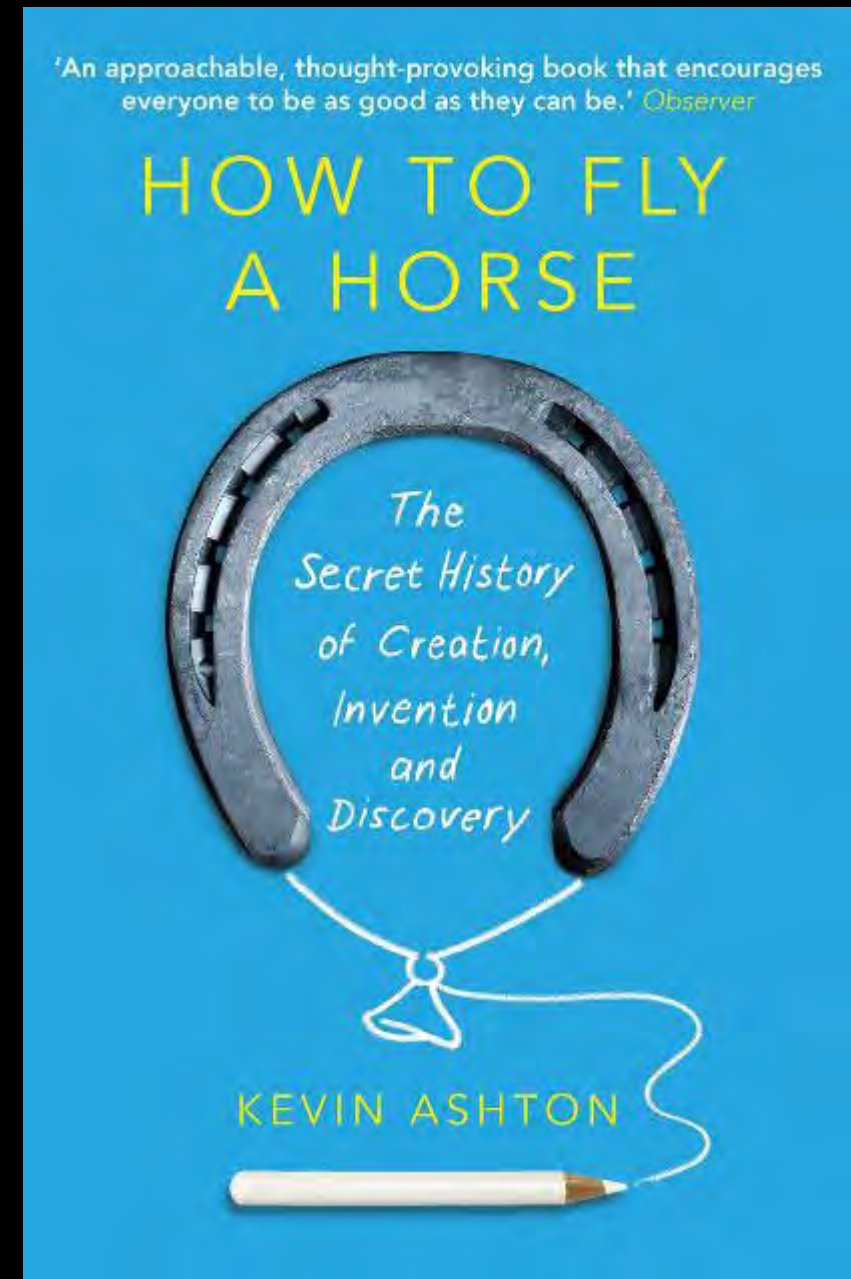


The only constant in our lives is change.

The world changes continuously.

Humans live everywhere because we're adaptable – more than we realise.

This is the key to our survival.





Powered flight

Angiogenesis



Nuclear submarine



Cyclone vacuum cleaner

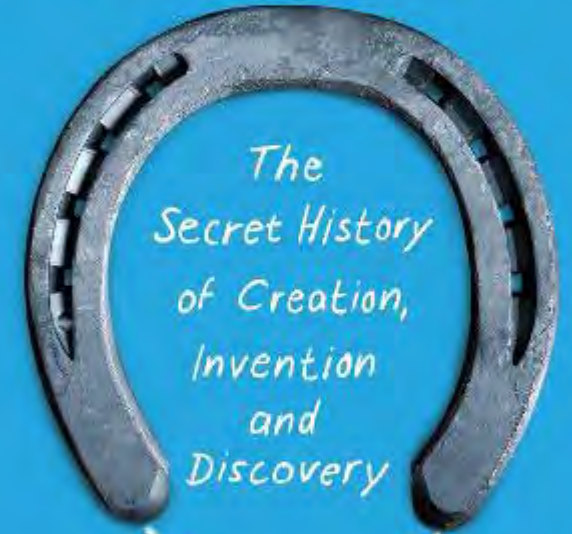


“The most dangerous worldviews are the world
never viewed the world.”

– Alexander von Humboldt

‘An approachable, thought-provoking book that encourages everyone to be as good as they can be.’ *Observer*

HOW TO FLY A HORSE



KEVIN ASHTON

Show

me.



Quay St Pop-Up Cycleway, Auckland, 2017





CARMAGEDDON!!!

Quay St Pop-Up Cycleway, Auckland, 2017



Quay St, Auckland, 2025



Nothing compares to
the simple pleasure
of a bike ride



John J. Kennedy



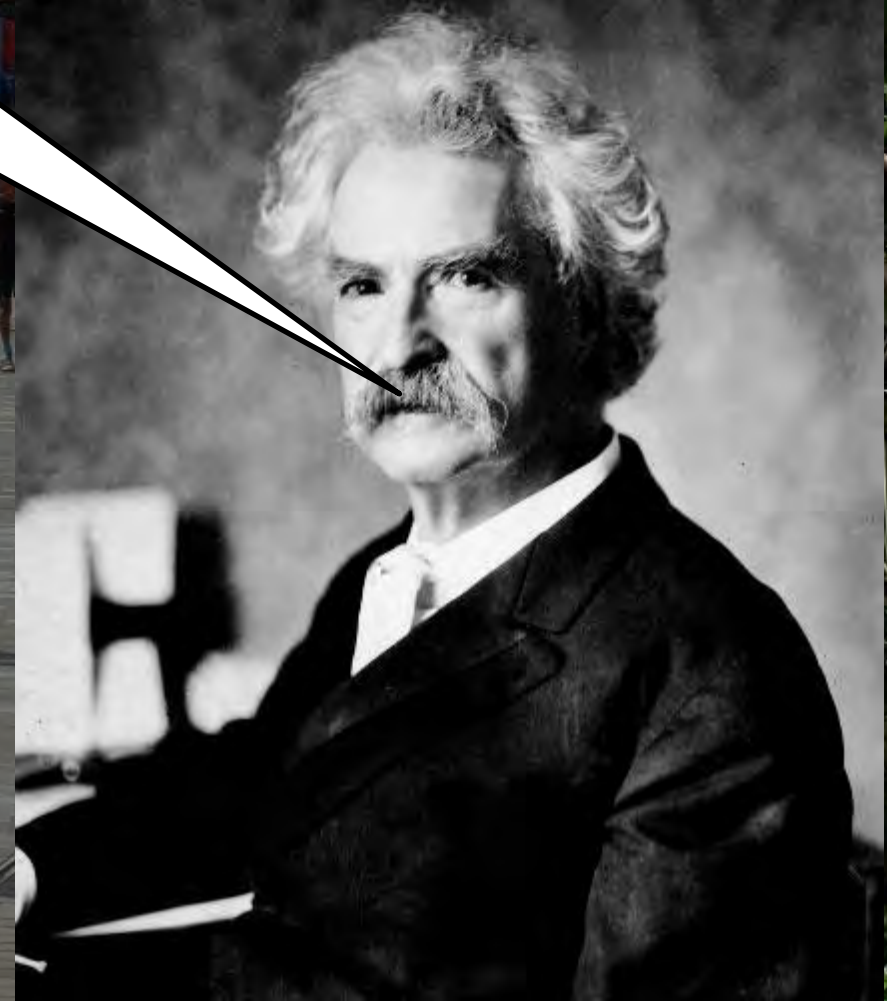
Quay St, Auckland, 2026



Quay St, Auckland, 2026

The report of my death was an exaggeration.

Mark Twain

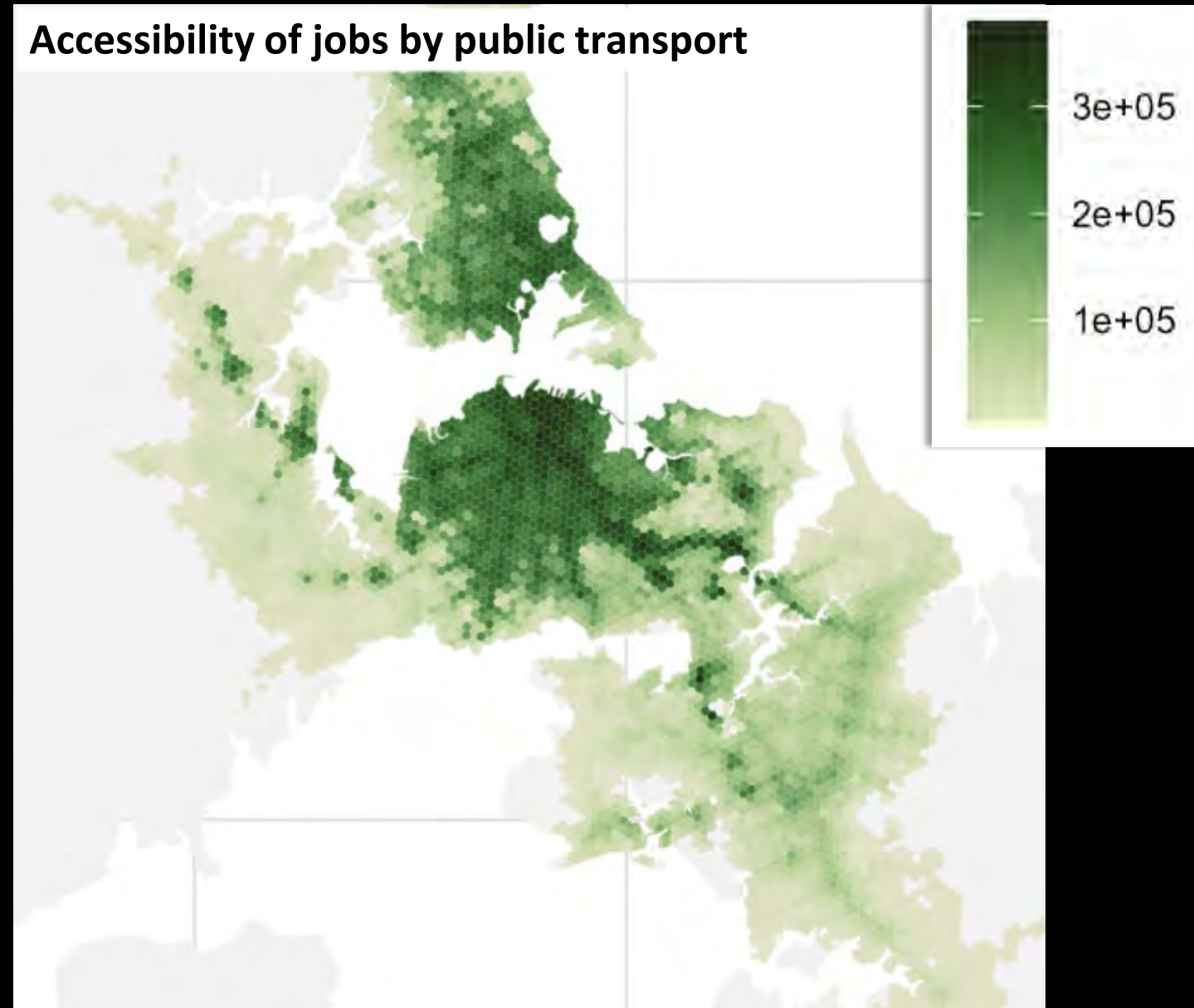
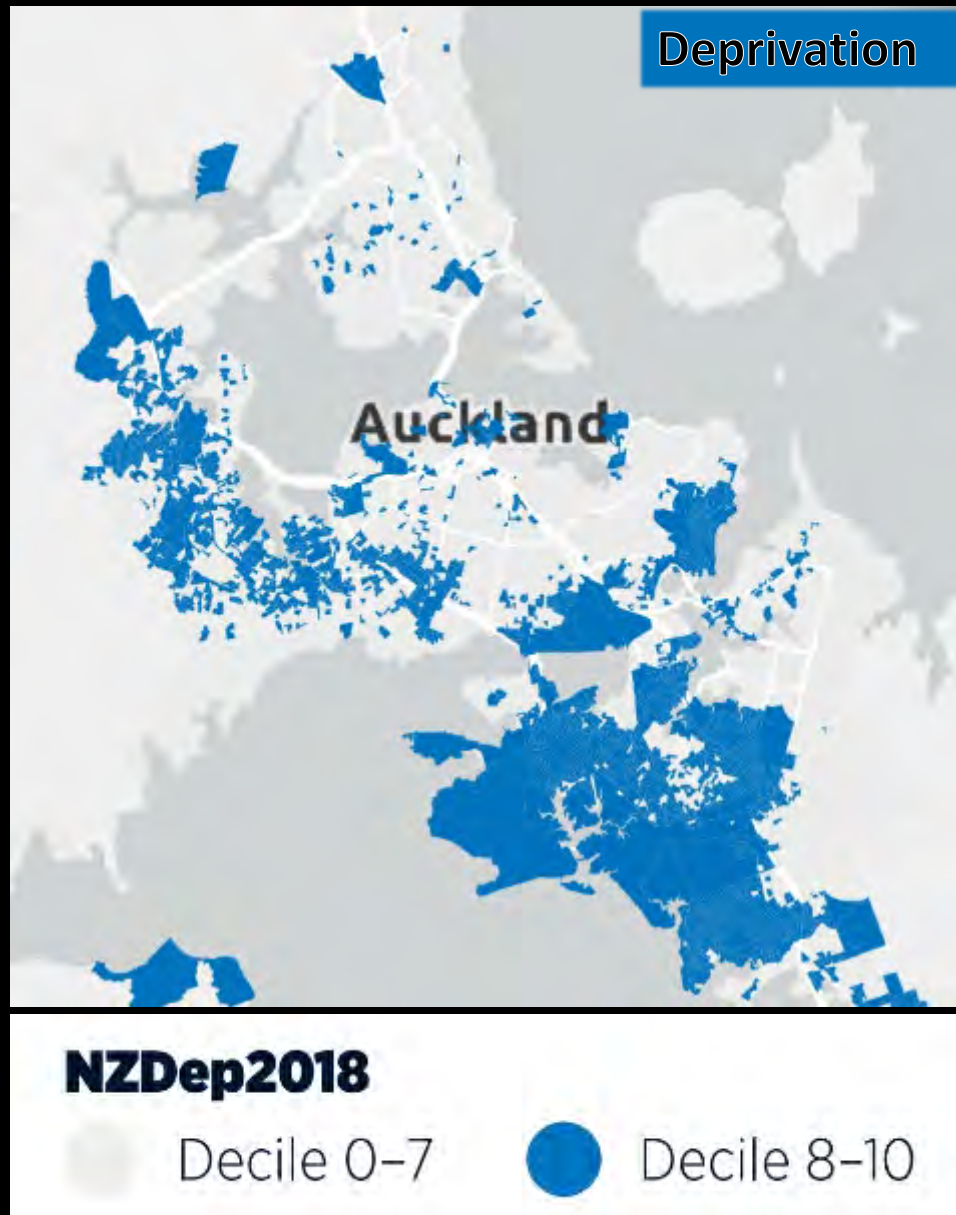




Kāinga Ora
Homes and Communities



Most jobs are inaccessible by public transport from Auckland's Decile 8-10 areas



Transport poverty

40%

often unable to visit



supermarket



healthcare



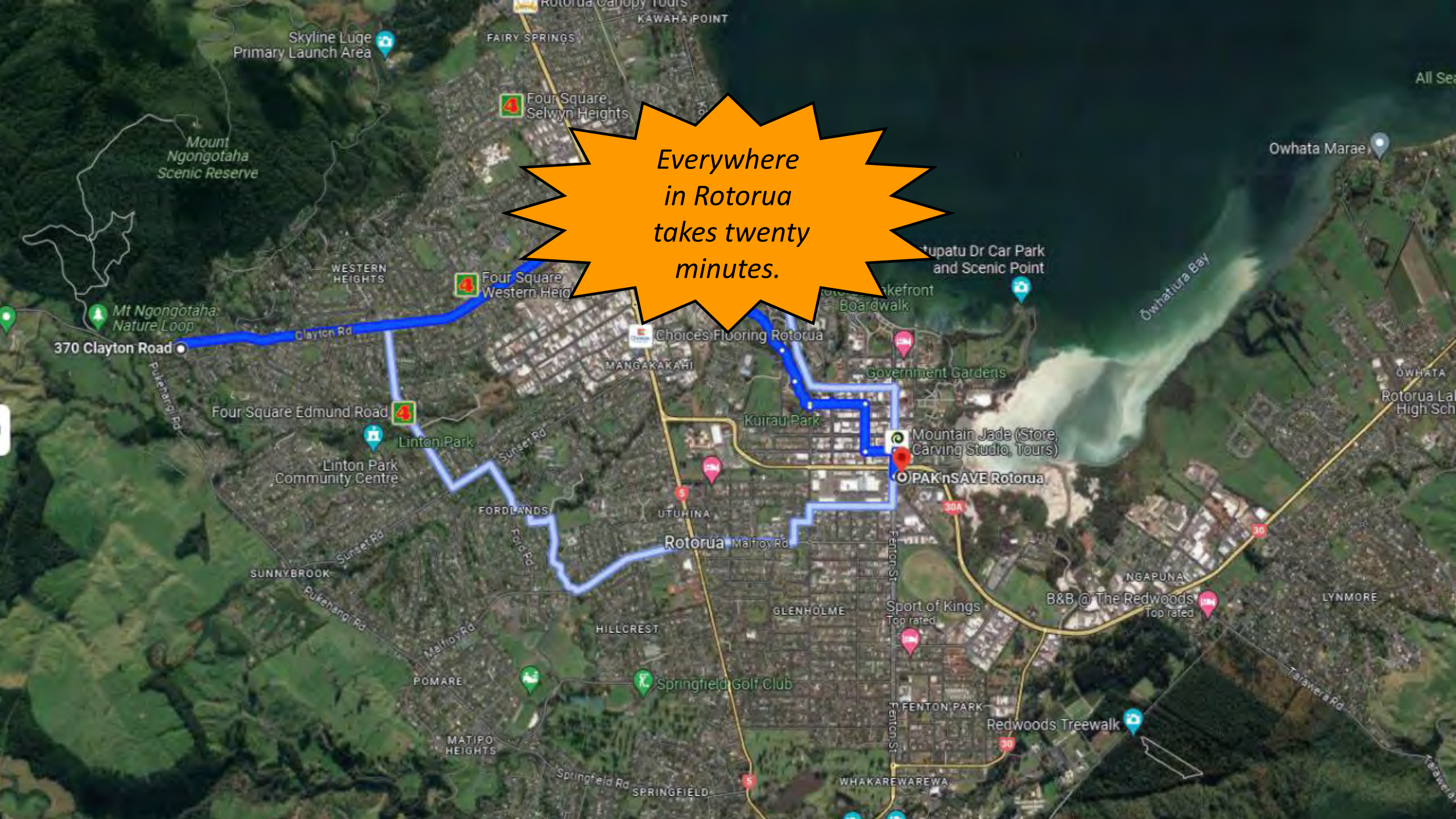
friends/whānau

Source: Easy Access to Sustainable Transport (EAST); Kāinga Ora, 2022





*Everywhere
in Rotorua
takes twenty
minutes.*



Bike library



**Transport
Innovation
Fund**



Idea for
bike library



Bike library
open!

Idea for bike library



"We can't operate the library ourselves..."



"Do we have ethical approval?"



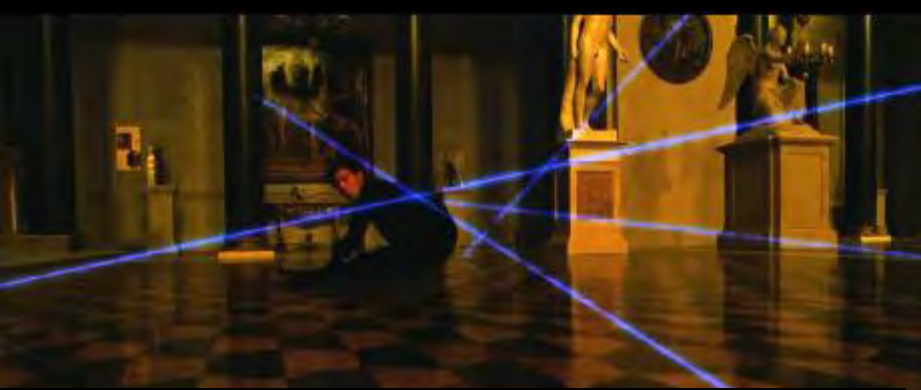
"How do we unlock the funding?"



"We can't touch the money..."



"So they're our bikes but we don't own them?"



"Let's discuss liability again..."



"Is cycling really a core activity?"

**Bike library
open!**

*...anyway, they'll never cycle.
Customers love their cars; this
isn't Europe. We're different.*



Motornormative

*Car parking's what's really
needed...blah, blah, blah...*

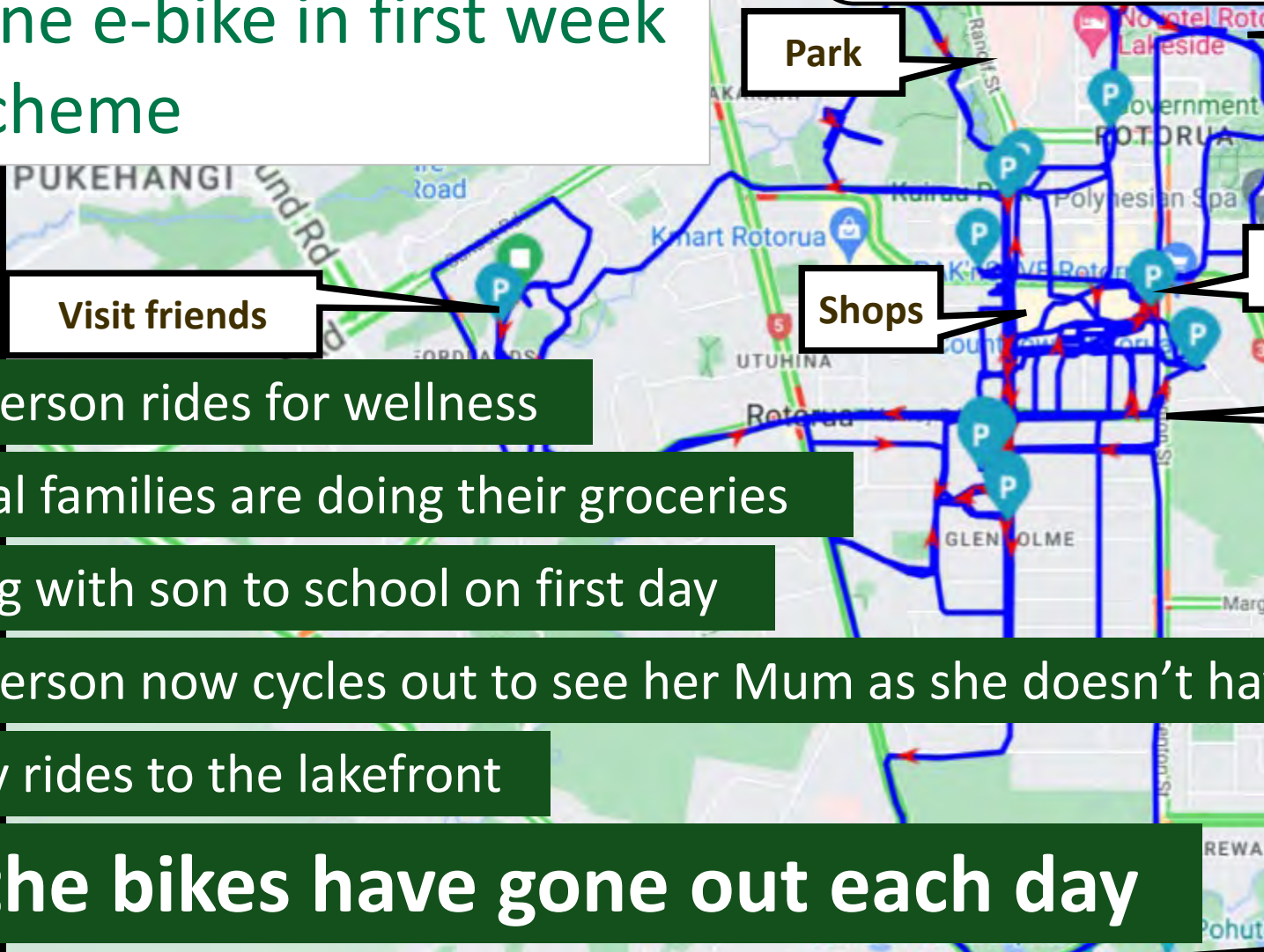


Launch day! 15 January 2024



Where do people cycle?
Map to show trips taken by one e-bike in first week of scheme

Nothing compares to the simple pleasure of a bike ride



One person rides for wellness

Several families are doing their groceries

Cycling with son to school on first day

One person now cycles out to see her Mum as she doesn't have a car

Family rides to the lakefront

All the bikes have gone out each day







Kalkhoff Image 5.b Move



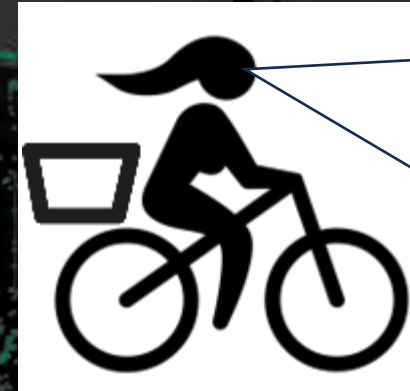
Kalkhoff Image 5.b Move



Kalkhoff Image 5.b Move

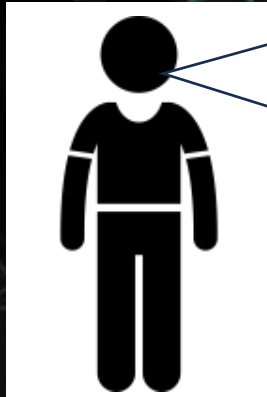


Tern NBD



25-34 year old

...saved me a taxi ride, could budget that into other things, put it towards the kids or around the home. And exercise for me too.



The kids love it...they get to go for bike rides around Glenholme.

18-24 year old

I enjoy having the bikes because I don't own transport and the bikes get me around.



45-54 year old



OCHT Bike Library, Christchurch

HIKO E-bike Pilot Project, Wainuiomata

Free Ride.
A community of cyclists

Mangere e-bike trial



Rotorua Bike Library



Free Ride, Naenae, Lower Hutt

**WHAKATĀNE
EBIKE
LIBRARY**

The "Hill of Hysteria"

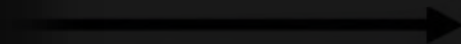


It won't work...

Show me.



Change
proposed





“The Accurate”

Mr Jones Watches



GLA

GLASS

weirington
Weirington
WELLY

COSMIC

COSMIC

FREE
WIFI
HOME

WELLY

BIRDCAGE

SWIMSUIT



LOCKY DOCK
FREE PUBLIC LOCK
DOCK & RECHARGE



Lower Queen St, Auckland, 2016



Lower Queen St, Auckland, 2016



Galway St, Auckland, 2026



Takutai Square, Auckland, 2026



Takutai Square/Gore St Auckland, 2026



Waterman's Cove, Barangaroo, Sydney, 2026



Barangaroo (G. Weeks)



Nerd in the basement (provenance unknown)

WH Whyte

What attracts people most, it would appear, is other people.



Quay St, Auckland, 2015



Quay St, Auckland, 2026





It won't work

It won't work

It won't work

It won't work

It won't work

It won't work

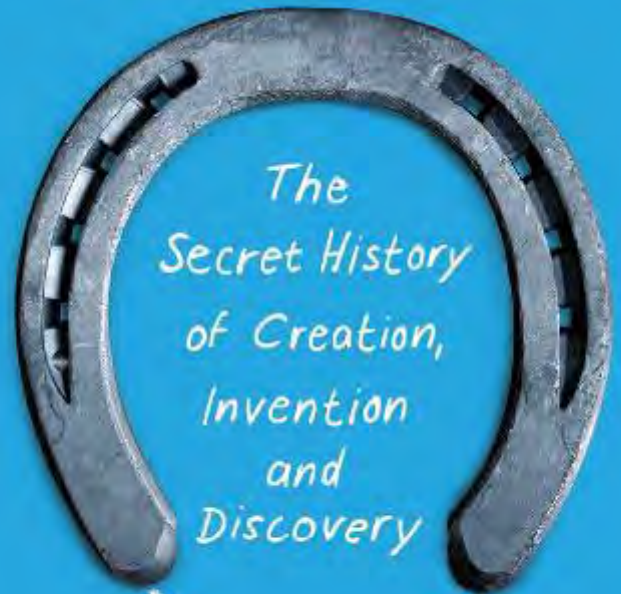
It won't work



It won't work

'An approachable, thought-provoking book that encourages everyone to be as good as they can be.' *Observer*

HOW TO FLY A HORSE



*The
Secret History
of Creation,
Invention
and
Discovery*

KEVIN ASHTON



BANTAM BOOKS

ALVIN TOFFLER

Author of POWERSHIFT and THE THIRD WAVE

FUTURE SHOCK

MORE THAN 5 MILLION COPIES IN PRINT



Received wisdom = often inaccurate



Ideas are transferrable

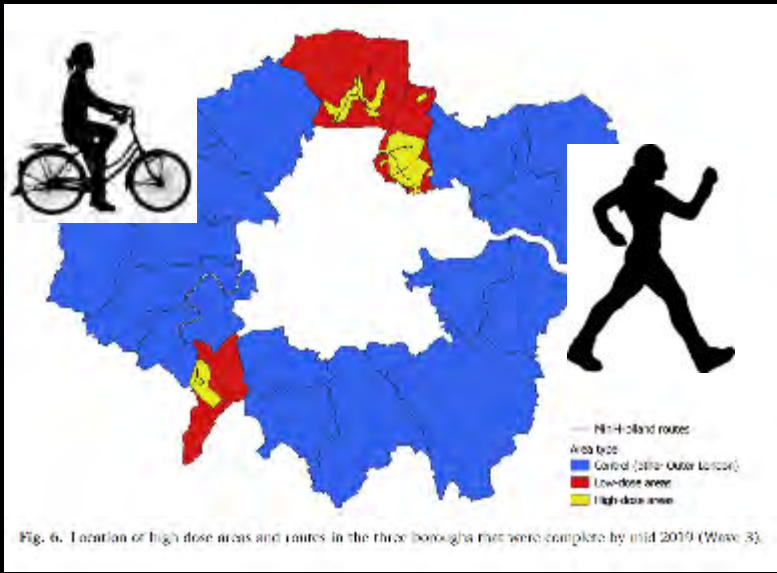


Fig. 6. Location of high dose areas and routes in the three boroughs that were complete by mid 2019 (Wave 3).

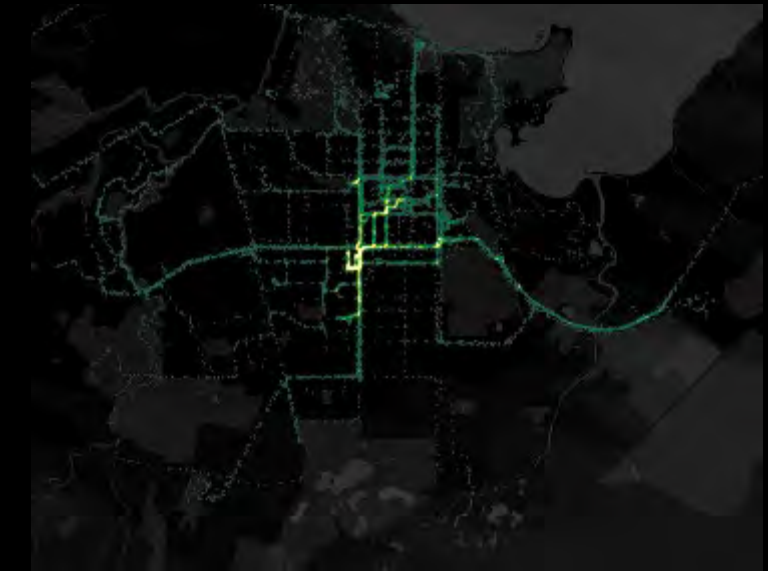
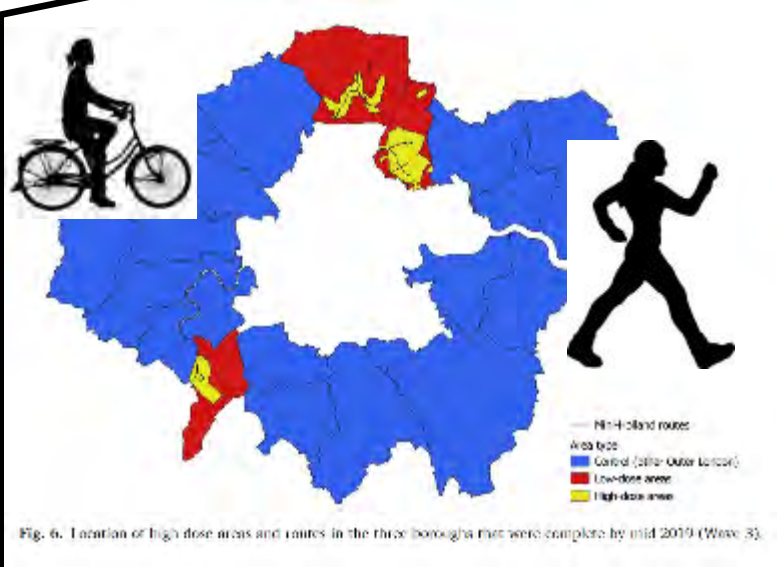


...to New Zealand!

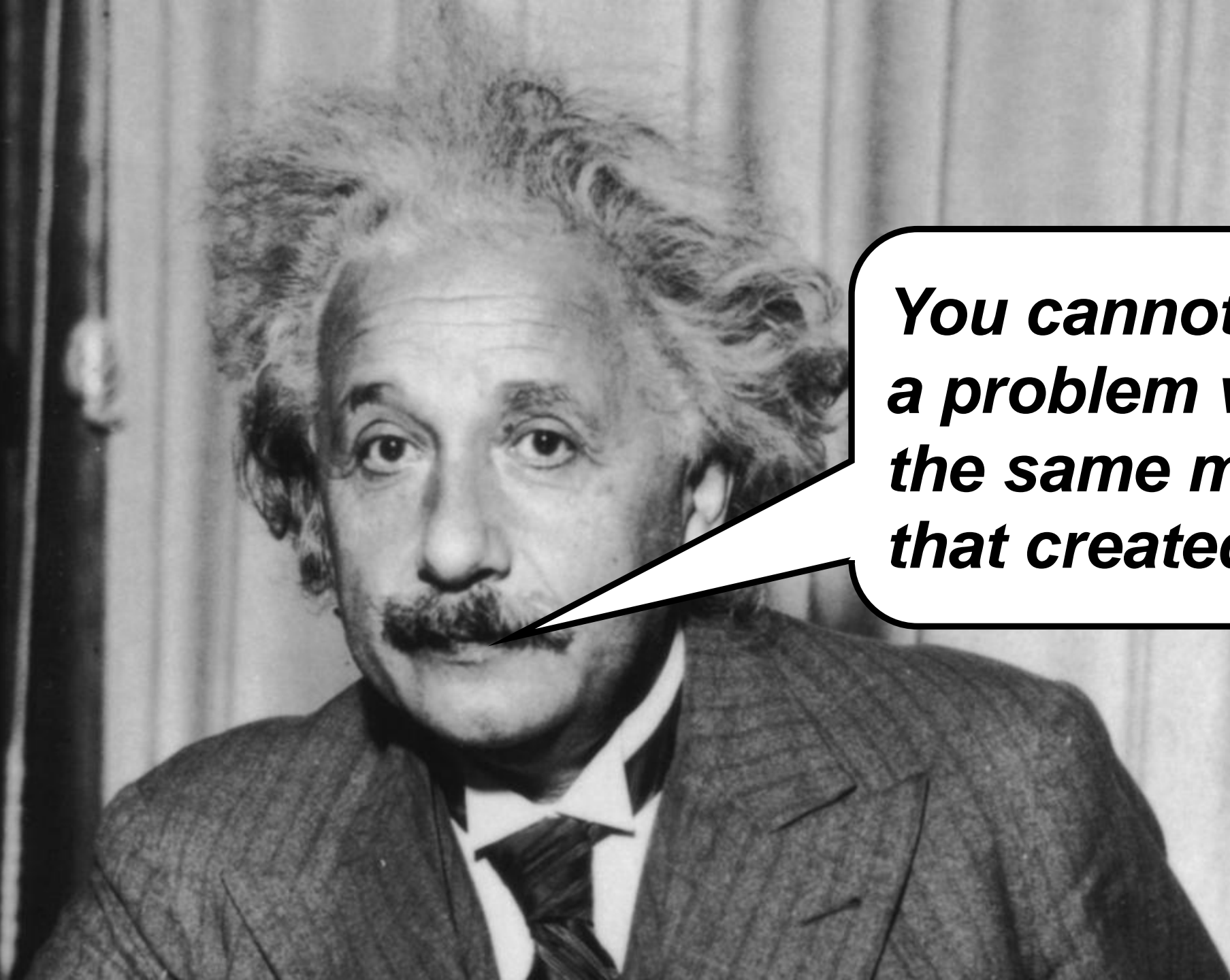




Without data you're just another person with an opinion



William Edwards Deming (1900 – 1993)

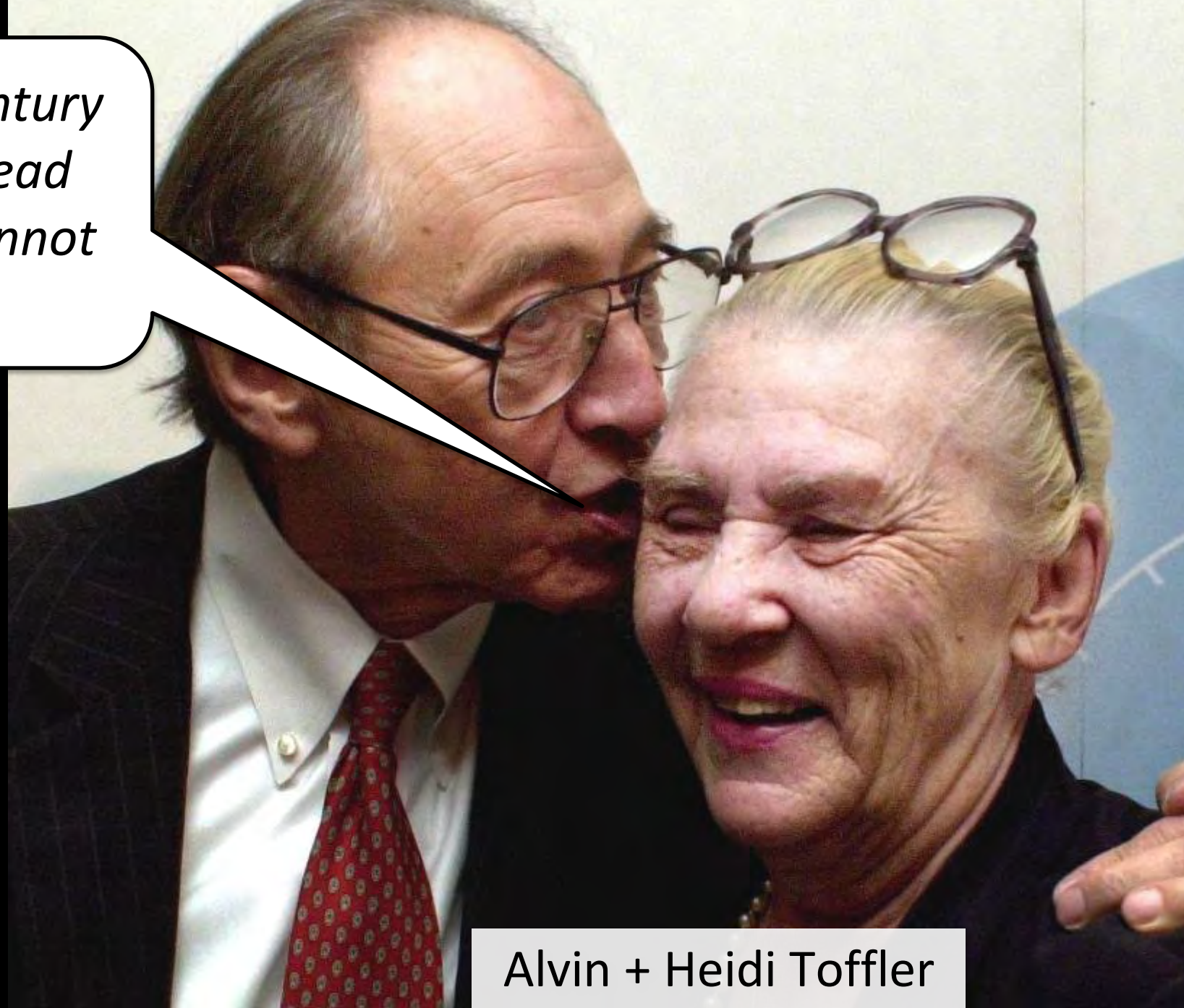


***You cannot solve
a problem with
the same mind
that created it***

The illiterate of the 21st Century are not those who cannot read and write but those who cannot learn, unlearn and relearn.

POWERSHIFT

KNOWLEDGE, WEALTH, AND VIOLENCE
AT THE EDGE OF THE 21st CENTURY



Alvin + Heidi Toffler

*"In your own
jail"*

Fritz Perls
(1893 - 1970)





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