

# The meanings and value of evidence-based policies and practice in transport planning

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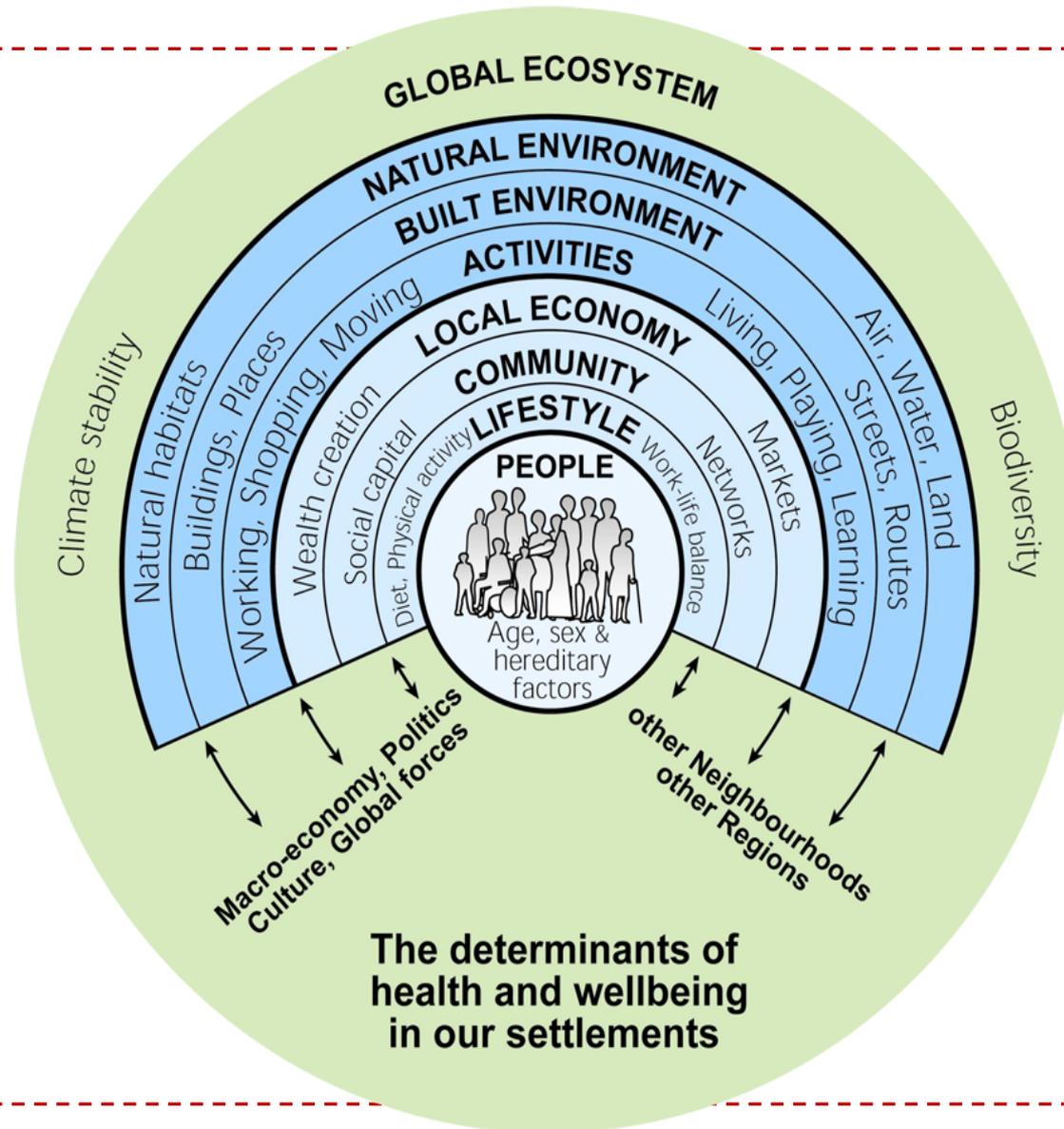
# Bristol City Council: Healthy Urban Team



University of the West of England

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# The places we create determine our health



# Public Health Outcomes Framework: Direct links to transport

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## PHOF – Direct links to transport



# Collaboration: A challenge

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*“It is only if public health practitioners can influence or deploy the resources of those in other sectors that truly effective activities can be developed (Steensberg, 1997)*

*“Sectors are often characterised by specialist discourses of knowledge and expertise in seeking their legitimation and maintenance”  
(Dageling, 1995)*

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## Translational research: Translating findings and evidence

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“It has been acknowledged that a large gulf remains between what we know and what we practice. Hence a task, if not the main task, is to improve knowledge transfer.”

International Public Health Symposium on Environment and Health Research.  
WHO 2008 *Science for Policy, Policy for Science: Bridging the Gap*, Madrid,  
Spain, 20–22 October 2008 Report, Copenhagen: WHO Regional Office for  
Europe

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# Meanings of evidence

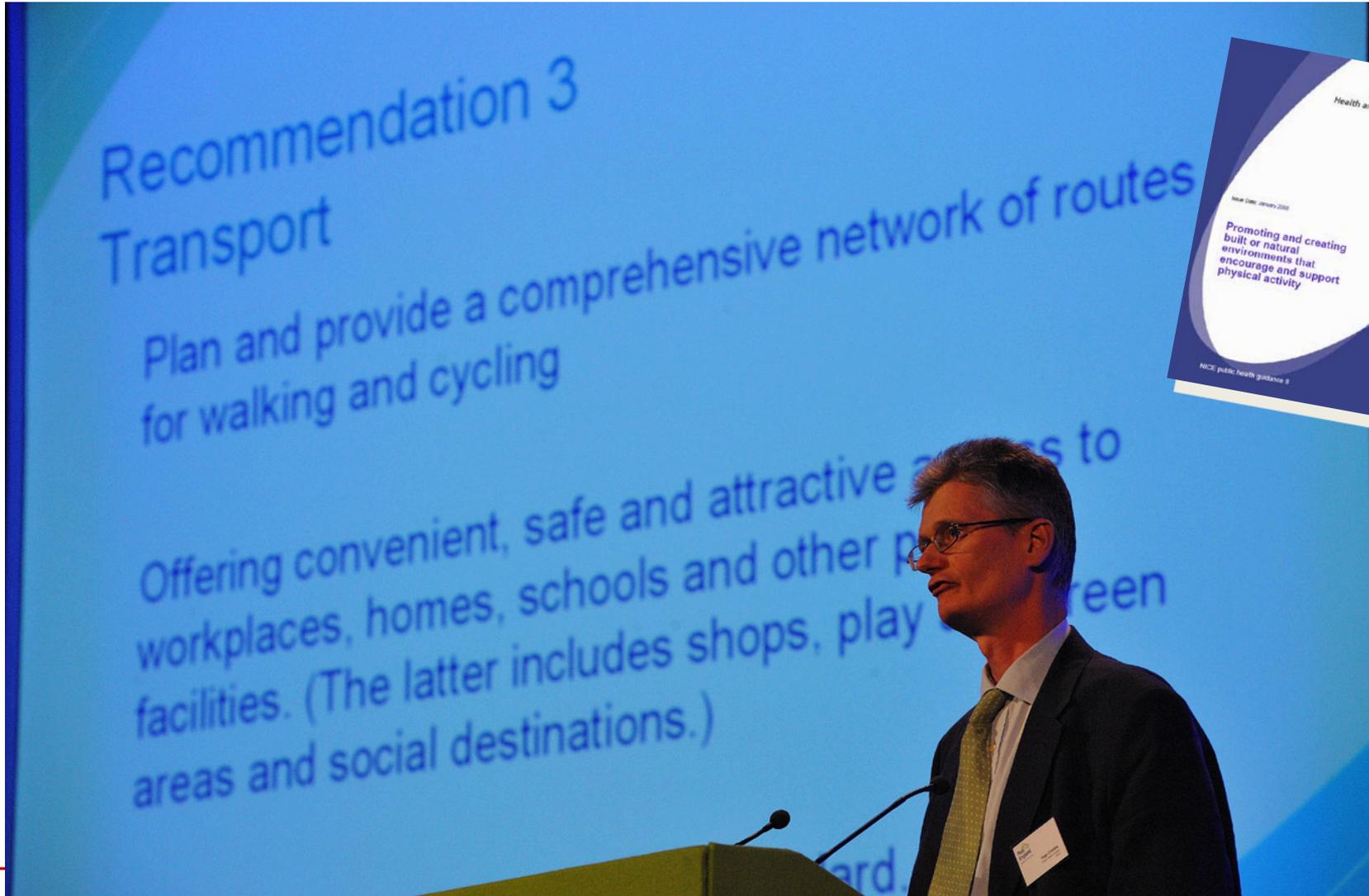
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“Concepts of evidence vary among professionals, disciplinary and social groups: for example, scientists have traditionally adopted different standards of evidence to lawyers.”

Rychetnik, L., Wise, M. 2004 Advocating evidence-based health promotion: reflections and a way forward, *Health Promotion International*, 19(2): 247-257.

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# National Institute for Health and Care Excellence recommends



Home → projects → Essential Evidence

## menu

- [Better Bus Area](#)
- [Bringing zero emission buses to the West of England](#)
- [Cycle City Ambition Grant](#)
- [Major transport schemes](#)
- [MetroBus](#)
- [MetroWest \(Rail\)](#)
- [Transport decision making](#)
- [Transport: the driver of our economy](#)
- [Bath Transportation Package](#)
- [Freight consolidation scheme](#)
- [Weston Package](#)
- [Local Sustainable Transport Fund](#)
- [Local Pinch Point Fund](#)
- [Essential Evidence](#)

## essential evidence

Key evidence from peer-reviewed literature is being used to strengthen the case for current transport policies and practice.

All of the summaries are published on a single page in order to better disseminate academic research to practitioners for implementation within planning and policy.

Dr Adrian Davis has been key to providing evidence to influence the work of many projects in Bristol including Cycling City and the Local Sustainable Transport Fund.

If you would like to receive the latest Essential Evidence newsletter please sign up.



### Attachment

	Size
No. 119: Walking to work: Does it contribute to increasing total physical activity?	140.03 KB
No. 118: Car manufacturers and global road safety	99.72 KB
No 117: Can society address social inequalities borne by pedestrians & cycle users?	97.6 KB
No. 116: Health Integrated Planning	101.4 KB
No.115: Older people's experience of cycling	233.52 KB
No 114: Impacts of a new public transport system on users	41.32 KB
No 113: City-wide residential streets 20mph speed limits	144.44 KB
No 112: Older car drivers and planned approaches to driving cessation	39.18 KB
No. 111: Commuting to work and traveller stress	167.47 KB

# Undertake and Commission research

The image displays two Adobe Reader windows side-by-side. The left window, titled 'Toy et al social marketing 20 2014.pdf', shows the title page of an article in the Journal of Transport & Health. The article title is 'Can social marketing make 20 mph the new norm?' by Sarah Toy<sup>a</sup>, Alan Tapp<sup>a,\*</sup>, Charles Musselwhite<sup>b</sup>, and Adrian Davis<sup>a</sup>. The authors' affiliations are listed as Bristol Social Marketing Centre and College of Human and Health Sciences. The article history shows it was received in October 2013 and accepted in May 2014. The abstract begins with 'This paper reports the findings of a study that explored the supporting compliance with 20 mph signs-only speed limits.' The right window, titled '20 mph survey - GB comp2 Bristol already 20 and non 20 v2 Jan 14.pdf', shows the title page of an article titled '20mph speed limits: attitudes and behaviours compared for GB, Bristol, established 20mph cities and towns, and non-20mph cities and towns' by Professors Alan Tapp and Clive Nancarrow. The article is dated Jan 2014 and published by the Bristol Social Marketing Centre, University of the West of England. The Windows taskbar at the bottom shows various application icons and the system clock indicating 22:11 on 26/10/2014.

Journal of Transport & Health 1 (2014) 165–173

Contents lists available at ScienceDirect

Journal of Transport & Health

journal homepage: [www.elsevier.com/locate/jth](http://www.elsevier.com/locate/jth)

ELSEVIER

Can social marketing make 20 mph the new norm?

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ARTICLE INFO

Article history:  
Received 21 October 2013  
Received in revised form  
7 May 2014  
Accepted 8 May 2014  
Available online 21 June 2014

Keywords:  
20 mph limits  
Social marketing

ABSTRACT

This paper reports the findings of a study that explored the supporting compliance with 20 mph signs-only speed limits. The review of the literature, the re-visiting of case studies of schemes, mainly within Great Britain, and a qualitative research in England.

A key finding was the mismatch between people's apparent actual driving behaviour. The qualitative research focused on invited Bristol drivers and residents were recruited for the research to

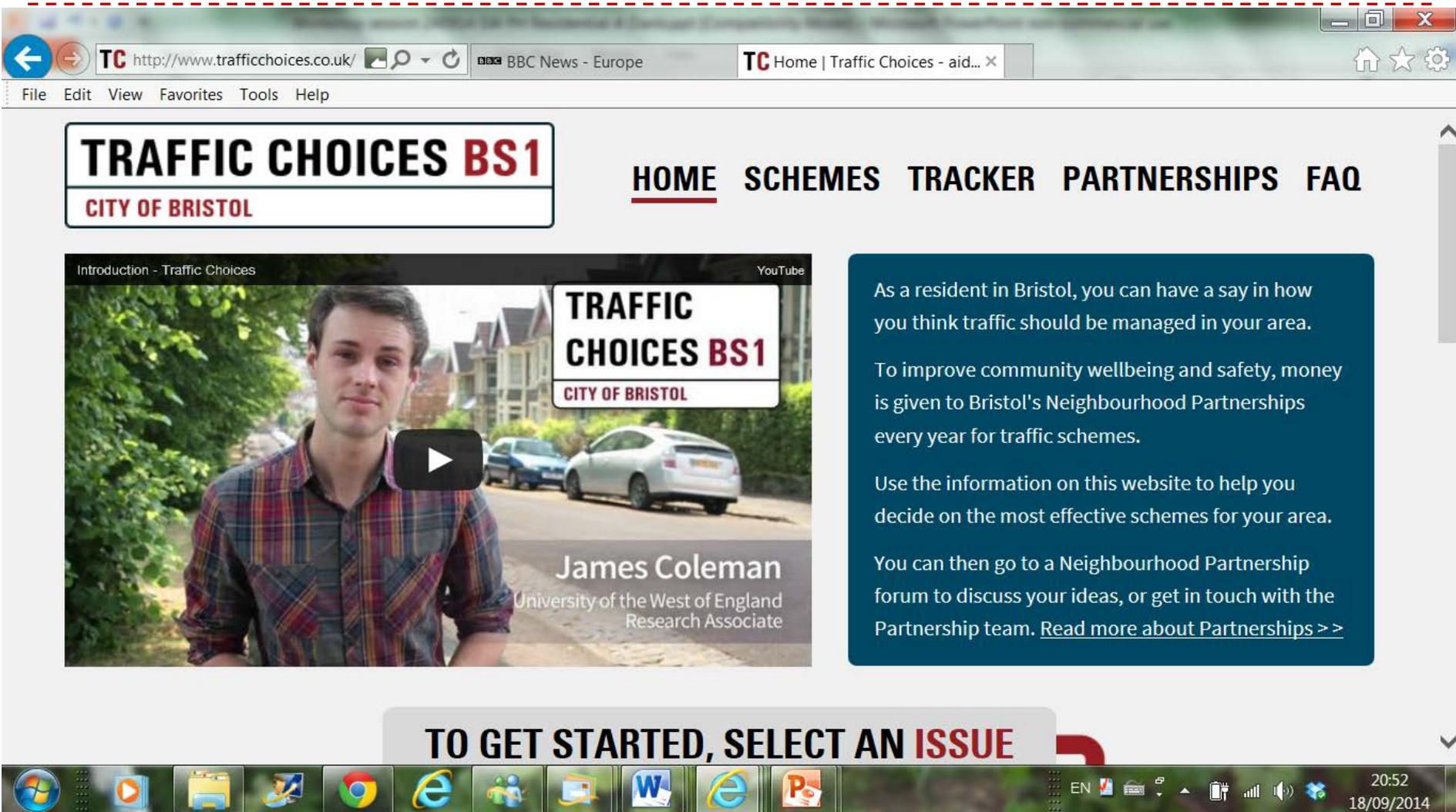
20mph speed limits: attitudes and behaviours compared for GB, Bristol, established 20mph cities and towns, and non-20mph cities and towns

Professors Alan Tapp and Clive Nancarrow

Jan 2014

Bristol Social Marketing Centre  
University of the West of England

# Translational research



The screenshot shows a web browser window with the URL <http://www.trafficchoices.co.uk/>. The page features a navigation menu with links for [HOME](#), [SCHEMES](#), [TRACKER](#), [PARTNERSHIPS](#), and [FAQ](#). A video player is embedded, showing an introduction by James Coleman, a Research Associate at the University of the West of England. The video title is "Introduction - Traffic Choices" and the video content includes the text "TRAFFIC CHOICES BS1 CITY OF BRISTOL".

As a resident in Bristol, you can have a say in how you think traffic should be managed in your area. To improve community wellbeing and safety, money is given to Bristol's Neighbourhood Partnerships every year for traffic schemes. Use the information on this website to help you decide on the most effective schemes for your area. You can then go to a Neighbourhood Partnership forum to discuss your ideas, or get in touch with the Partnership team. [Read more about Partnerships >>](#)

**TO GET STARTED, SELECT AN ISSUE**

The Windows taskbar at the bottom shows the system tray with the date 18/09/2014 and time 20:52, along with various application icons including Internet Explorer, Word, and PowerPoint.

# Workshop Session

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- TASK:
  - Designing a programme to support the roll-out of town/city-wide 20mph speed limits across a local authority
  - TIP – Work backwards in terms of what you would like to have available to you if/when you receive Freedom of Information requests
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# 20mph speed limits: Using and building an evidence base

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- Design pilot with qualitative and quantitative measurements
  - Review 20mph literature internationally for health and other impacts
  - Commission primary research to support programme
  - Bid for research funding eg NIHR
  - Build links with key researchers in the field and policy experts nationally
  - Clear evidence audit trail of rationale for policy and practice decisions
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# Responding to the inevitable Freedom of Information requests

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- Libertarian pressure groups - disputing and conflating the research & methods used
- A confused & often hostile media (eg The Sun)
- Pluralistic ignorance\* and spirals of silence
- Politician's confidence in the facts and maintenance of the programme
- Post programme audit trail of evidence base and thus defensible 'decision pathway'

\*(a misplaced belief that most others don't support 20mph limits)

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