

Behaviour Change Interventions

Coercion



What?

Coercion is defined as using the threat of punishment or cost to prevent behaviour.

It is most effective when the threat is enforceable and credible. For example, using speed cameras to make drivers obey the speed limit. If the threat is not credible, it is unlikely to have an impact on people's behaviour.

Generally, coercion is best used in conjunction with other measures, and where the risk incurred to the individual of going against the intervention outweighs the reward of continuing with the behaviour.

In terms of active travel, coercion is most likely to take the form of regulation and fines/penalties aimed at reducing either the speed or volume of traffic in a certain area.



Examples

- The [Workplace Parking Levy](#) (WPL) giving LA's the power to charge employers who provide parking spaces to employees in urban centres. As the charge is paid by employers, there is an option for employers to absorb the cost, or to pass this on to employees. The revenue from this levy is ring-fenced for sustainable travel, supporting the city's tram and cycle networks.
- A general increase in public car parking prices and/or residential parking permits
- [London's Congestion Charge](#) is a famous example - £15 per day to drive in the City Centre.
- [Low Emission Zones](#) (LEZ's) being introduced in various locations, where vehicles that produce emissions over a certain level will no longer be allowed entry, and will be subject to a fine if caught.
- 20mph zones where the speed limit is reduced and fines and penalty points will be applied to those caught speeding.
- Road/Bridge Tolls – where people are charged to cross a boundary in a motor vehicle.

Why?

“A parking levy, like congestion charging, is a way to discourage the use of cars...it's important that revenues collected are used to fund alternative sustainable mobility solutions.”

Mohamed Mezghani,
Secretary General of the [UITP](#)

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