

Behaviour Change Interventions

Environmental Restructuring

What?

This intervention is probably the one we are most familiar with and involves changing or adding to the physical or social environment to make it easier to walk and cycle.

This restructuring can also provide cues in the environment to encourage the desired behaviour, making it the more obvious or pleasant choice.

These interventions often address the 'Material' component of the ISM model, whereby something is built, created or altered.

It could also be about 'building' a new social context that supports the behaviour, e.g. large scale cycling events that create a feeling of safety in numbers, and that cycling is a more normalised behaviour.



Examples

- Restructuring the physical environment to give priority to pedestrians and bike users e.g. [Dunblane Street Design](#)
- Benches, street art, waymarking on paths to encourage responsible shared use of paths
- Infrastructure that supports cycling and walking such as segregated cycle lanes and paths, and parking
- Planting and streetscape improvements
- Safe and secure bicycle parking and storage facilities
- Bike repair stations or public bike pumps
- Other public realm changes e.g. Art, Sculptures, information boards (e.g. [North Edinburgh Story Boards](#)); play areas; picnic benches and toilet facilities
- Improved lighting to foster perceptions of safety
- Electric bike charging facilities
- Changing rooms/storage facilities at workplaces

Why?

“The Mural celebrates the diversity of the local community through the arts & provides colour and vibrancy to the cycle lane, which should encourage cycling, health and wellbeing in Govanhill.”

Nadine Gorency, Project Manager, GBCT

Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Join us on our journey.

www.sustrans.org.uk

Registered Charity No. 326550 (England and Wales) SC039263 (Scotland).

© Sustrans June 2019