

Behaviour Change Interventions

Restriction



What?

Using rules to reduce the opportunity to engage in target behaviour (or to increase the target behaviour by reducing the opportunity to engage in competing behaviours).

Restrictions usually focus on how people think, feel and react rather than on how the external environment limits behaviour. These interventions can therefore be very powerful and interventions such as the smoking ban have seen a huge change in the way people think, feel and react about smoking in public places.

Discouraging behaviours can work well, but it can be controversial especially where local buy-in isn't established from the outset.



Examples

- Street closures around schools e.g. I Bike projects in Edinburgh, Aberdeen & East Dunbartonshire [School Street Closures](#)
- Edinburgh's [monthly Sunday Street closure](#)
- 20MPH zones
- Restrict parking outside the school gate – but this needs to be enforced somehow.
- Traffic free areas and Pedestrian and Cycling only zones
- Allowing cargo bike deliveries to local businesses during traffic free hours or other major works (e.g. [Leith Walk Trams Extension](#))
- Rescheduling of loading and unloading of deliveries during traffic free hours (Leith Walk Trams Work)
- Removing free workplace parking

Why?

“School Streets is a powerful way of showing parents what’s possible when cars are removed”

Teacher, St Mary’s CE Primary School, Southampton

“There is strong economic evidence that a good pedestrian environment is good for business”

Stuart Hay, Living Streets Scotland on Leith Walk project

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