Transport culture and curriculum:
What’s stopping walking and cycling from being mainstream?

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1. Current generation

86 LinkedIn profiles of ‘heads of transport’ in Local Authorities:

- 69% engineers
- 91% male, 9% female

Equal representation of women in transport could help promote walking and cycling.

2. Next generation

Nine MSc courses selected for analysis*:

- Cardiff University
- Edinburgh Napier
- Imperial College /University College London
- University of Leeds
- Newcastle University
- Salford University
- Southampton University
- University of Westminster
- University of West of England

*level of academic requirements for CEng was changed from a Bachelor’s degree to a Master’s degree in 1997 Engineers are more likely to apply to do Transport MSc

Walking and cycling not mainstream in Transport MSc courses

- Critiquing the car / visioning: less common in Engineering MScs
- Diversifying routes into the transport profession
- Routes into transport are well sign-posted for engineers, but are less clear for those from other disciplines.
- given complex challenges now need more diverse range of skills /individuals than before.

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*Policy modules vs Engineering modules, 2013–16
Proportion of module guides which mention (explicitly or implicitly) different types of infrastructure:

*Infrastructure mentions in selected modules of MScs; a comparison of Transport MScs and Engineering & Transport MScs, 2013–16

*Bachelor’s degrees by subject held by Heads of Transport in local authorities. Derived from LinkedIn sample, 2016

*Professional institutions to which Heads of Transport cite affiliations. Derived from LinkedIn sample, 2016

*Infrastructure mentions among Heads of Transport in Local Authorities. Derived from LinkedIn sample, 2016

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Designing for car held in higher regard than walking/cycling/urban design
Road safety was more likely to be mentioned than walking/cycling/urban design combined