

Transport culture and curriculum:

What's stopping walking and cycling from being mainstream?

Lucy Marstrand, University of Westminster

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.

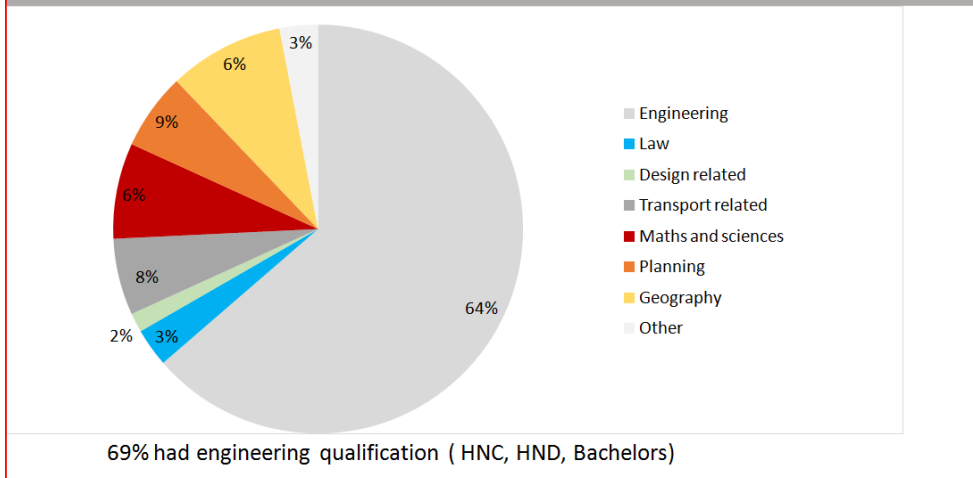
2. Next generation

Nine MSc courses selected for analysis* :

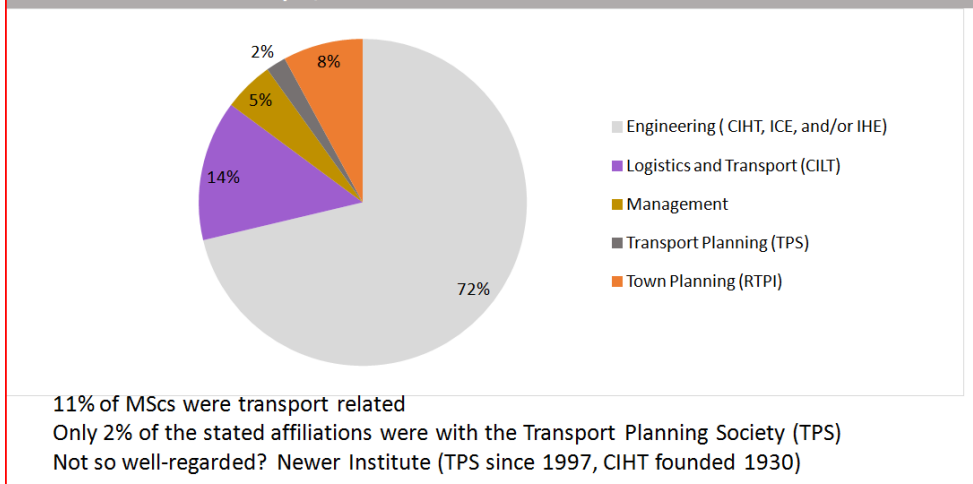
- Cardiff University
- Edinburgh Napier
- Imperial College /University College London
- University of Leeds
- Newcastle University
- Salford University
- Southampton University
- University of Westminster
- University of West of England

*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

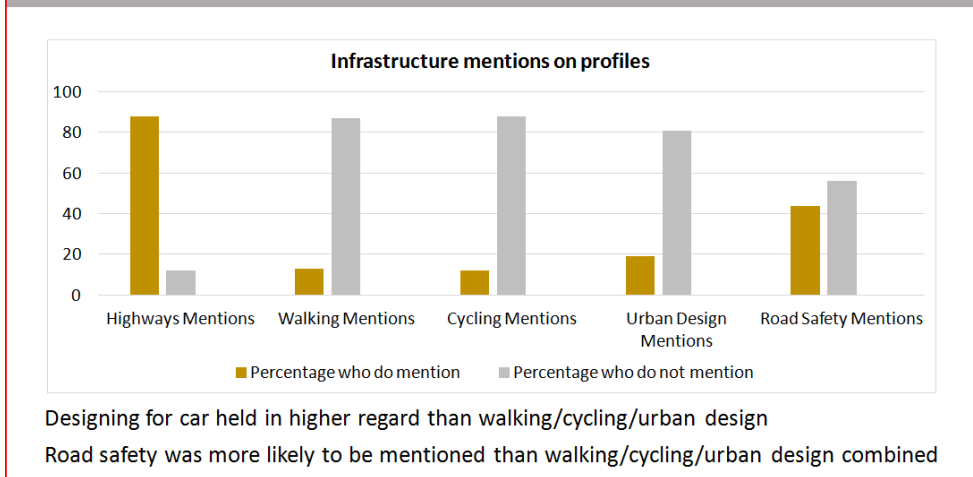
Bachelor's degrees by subject held by Heads of Transport in local authorities. Derived from LinkedIn sample, 2016



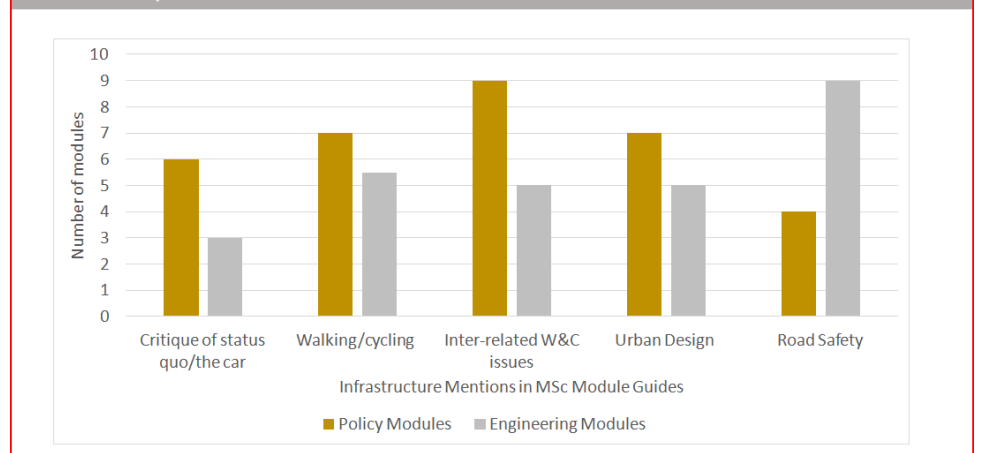
Professional institutions to which Heads of Transport cite affiliations. Derived from LinkedIn sample, 2016



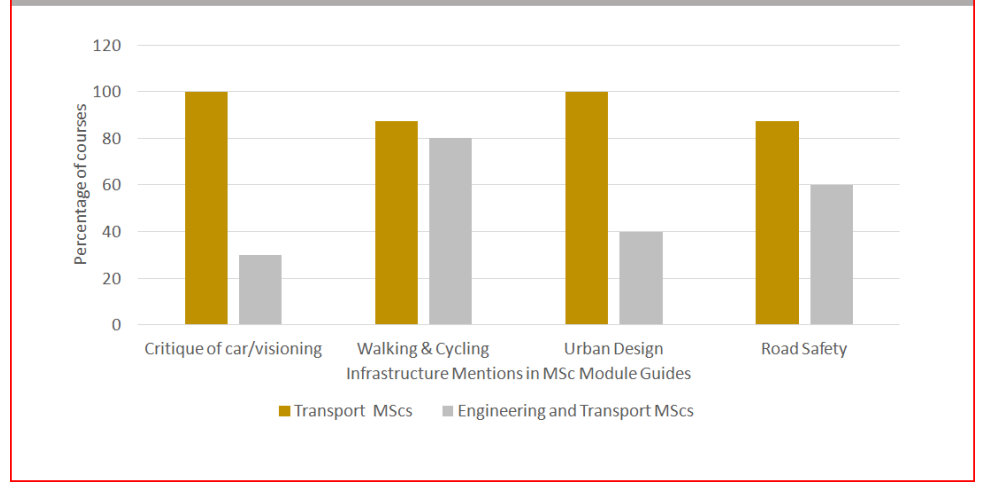
Infrastructure mentions among Heads of Transport in Local Authorities. Derived from LinkedIn sample, 2016



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



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.

