

See Appendix A of Economic Case report
local links to shopping areas, transport hubs.

Route length (km) 35 km
Average trip length (km) 3.7 km

Assumed spend of £50k per km
Analysis of household travel diary surveys carried out in the West Midlands between 2009 and 2012 showed that the average length of a cycle trip is 3.7km .

Average cycling speed