

Active travel environments

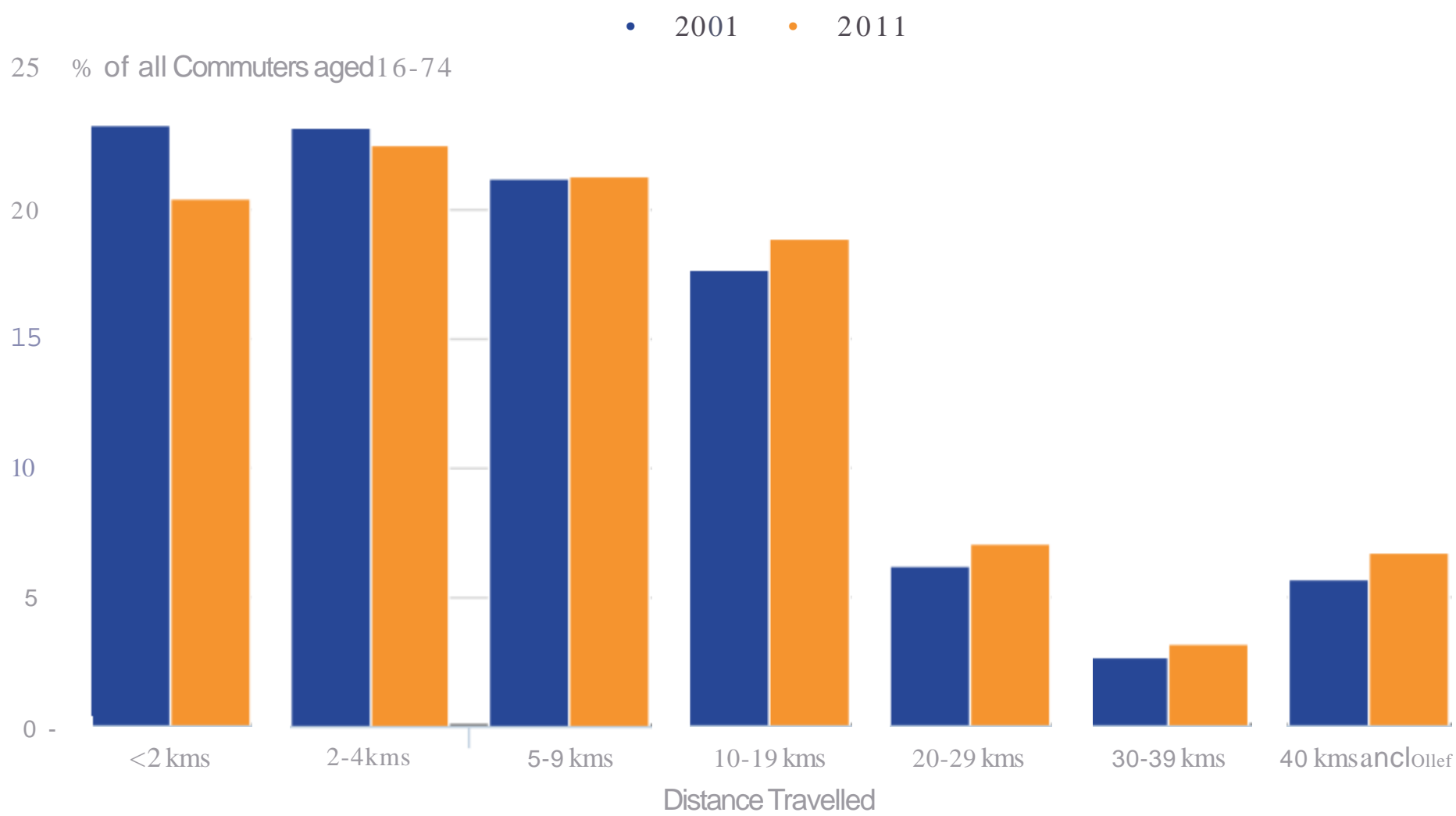
The value of
designing places
for people to move

James Cleeton

Director, England South

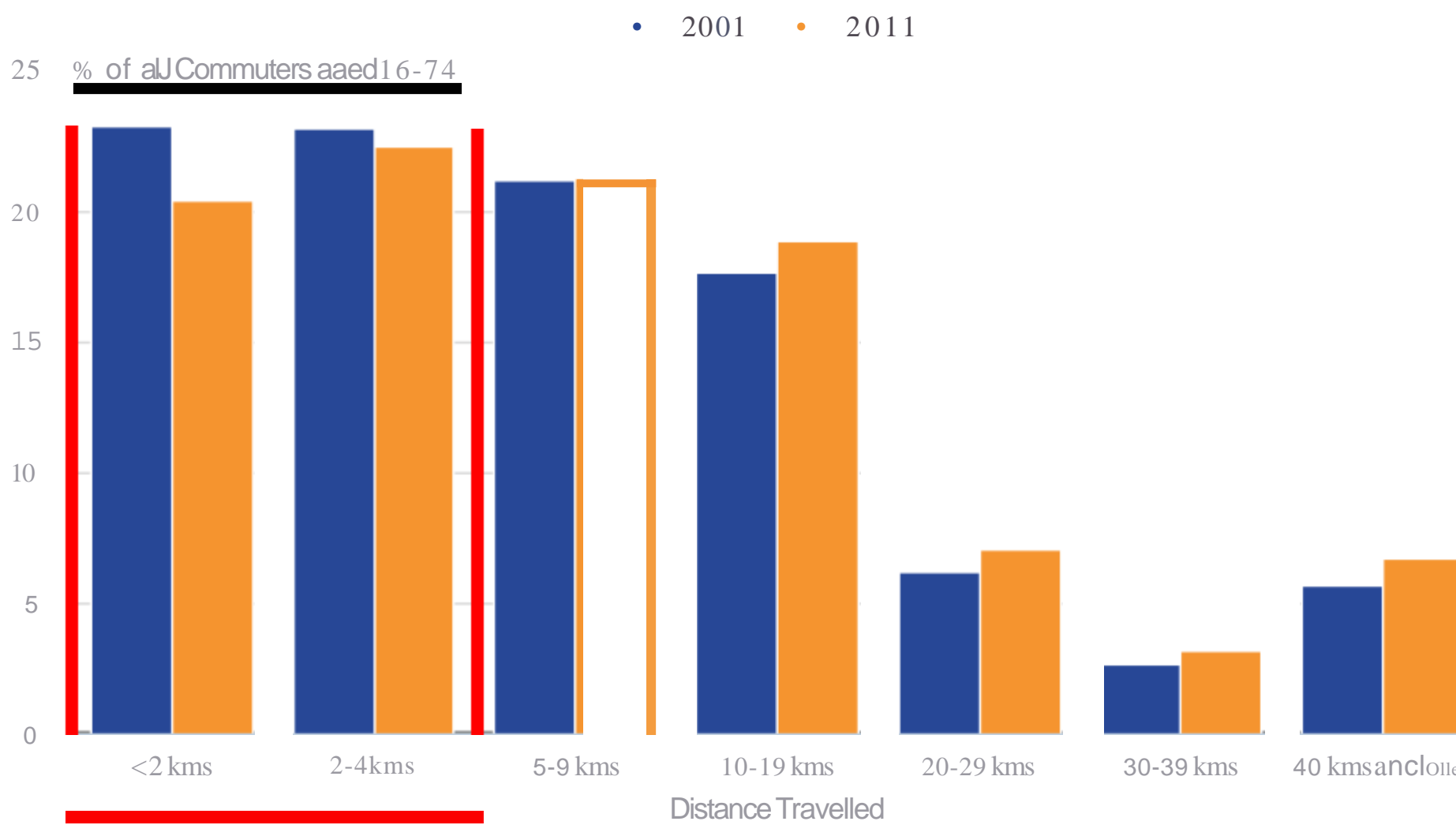
1. Many people can change their travel habits given the right conditions
2. Some of the simplest and cheapest changes have the biggest impact
3. Cycling and walking is good for the economy (however you measure it)
4. Recognising the value of place: Limiting car access in urban centres will boost quality of life and the economy

Figure 1: Commuting distances travelled, UK, 2001 and 2011



Source: Census - Office for National Statistics

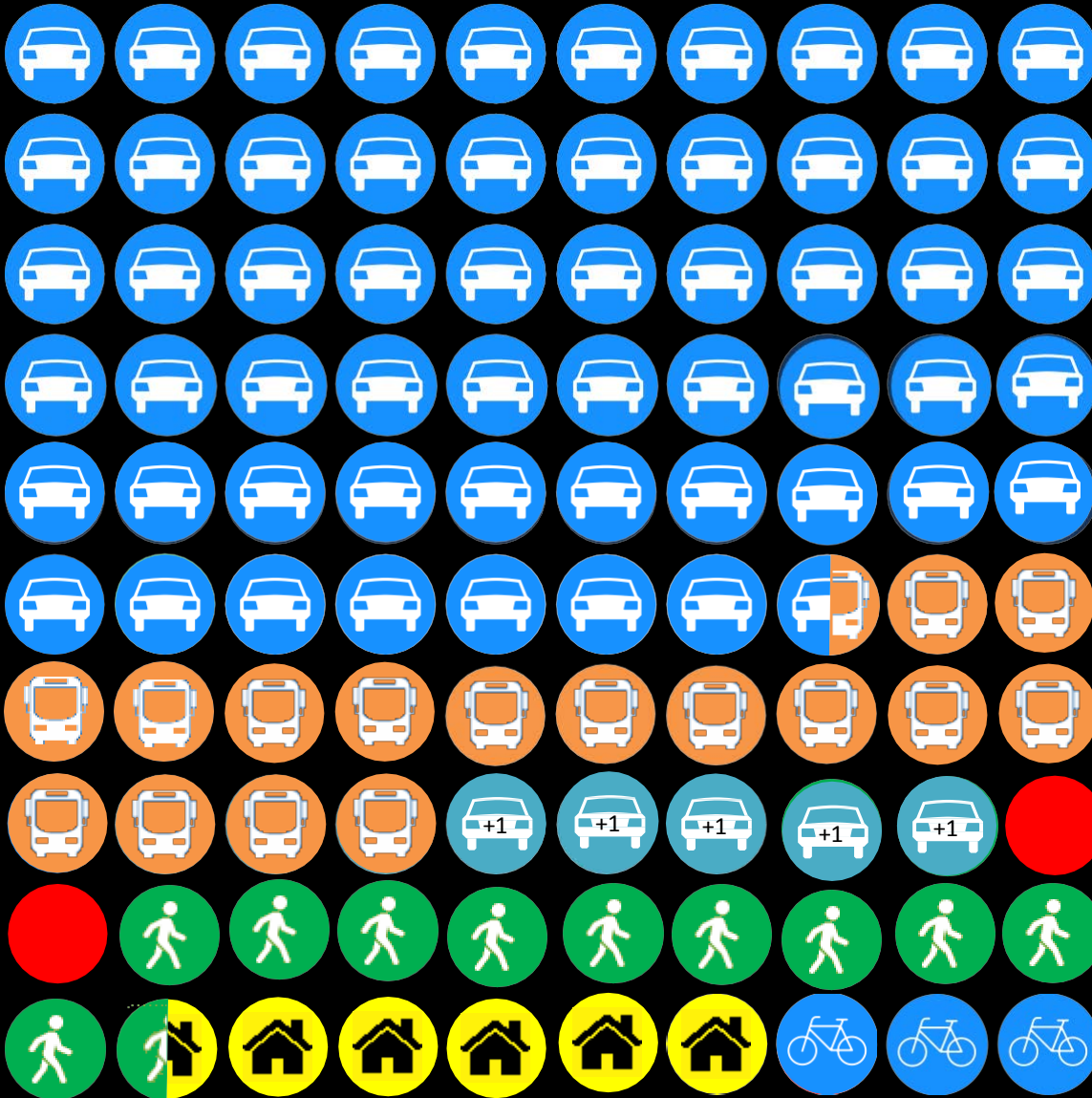
Figure 1: Commuting distances travelled, UK, 2001 and 2011



Source: Census - Office for National Statistics

Method of travel to work: UK


2011 Census



9.32 miles
Ave. Commuting distance


57.5% Cars as driver  2.7%

5.1% Cars as passenger

10.7% Pedestrian  0.2%

16.4% Public transport

2% Other

2.9% Bicycle  0.0%

5.4% Work from home



57.5%



**43% of commuters travel
<4km to work (13 million)**



2%

2.9%



5.4%

Message One

Many people can change their
commuting habits...

...given the right conditions

The right conditions

Transport

Economy

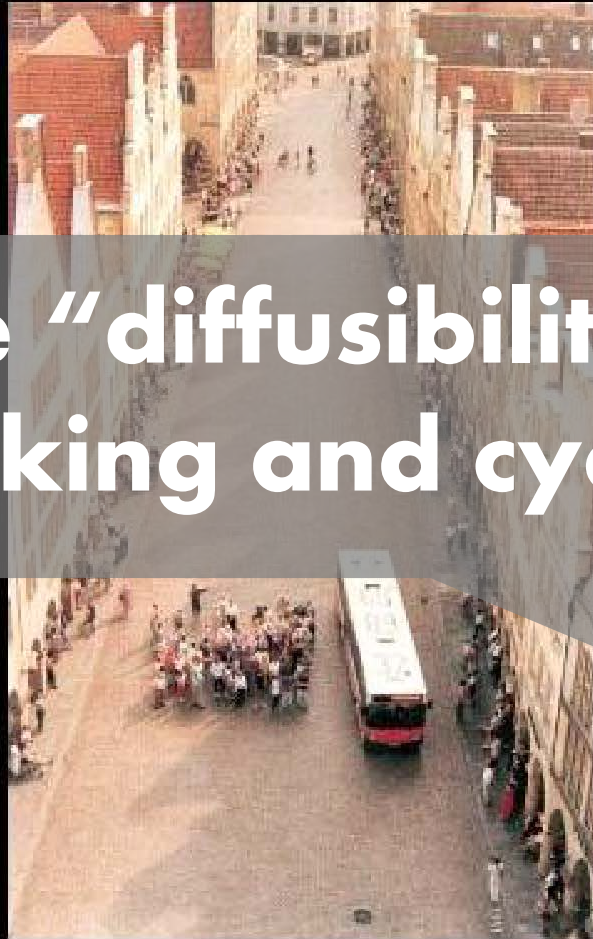
Place

Health

space required to transport 60 people



car



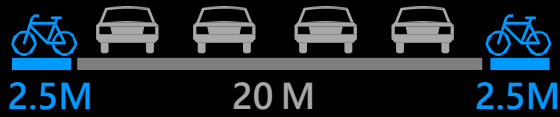
bus



bicycle

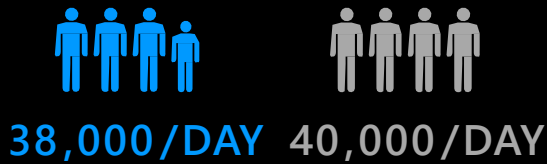
Note "diffusibility" of
walking and cycling

BICYCLE LANES vs. CITY ROADS



25%
of the

SPACE



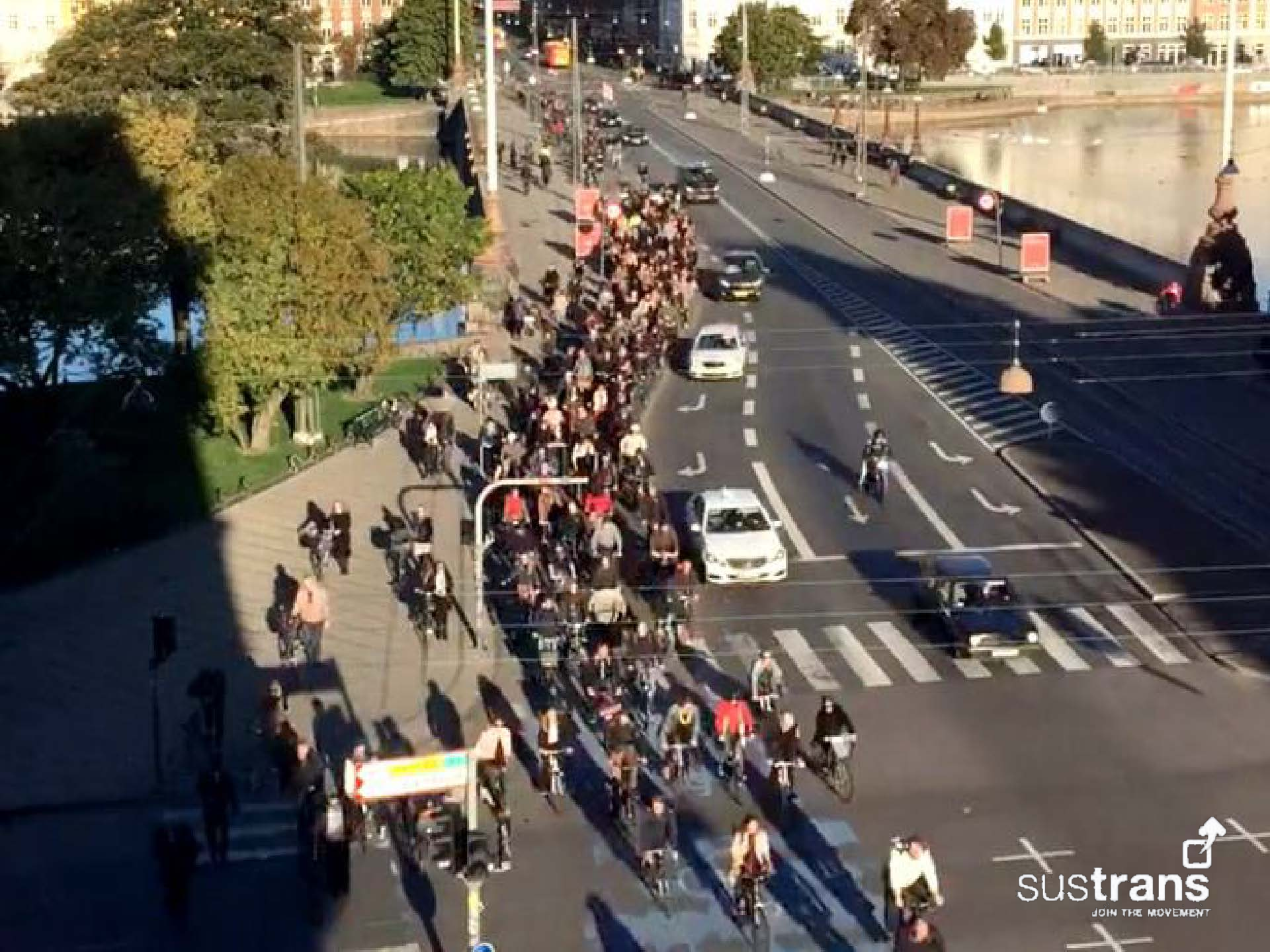
95%
of the

CAPACITY



1.3%
of the

COST



Message Two

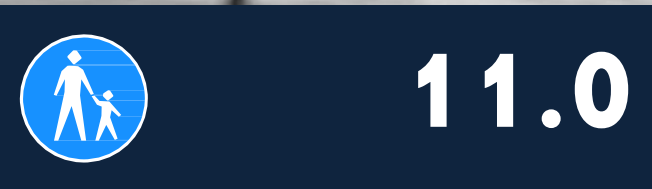
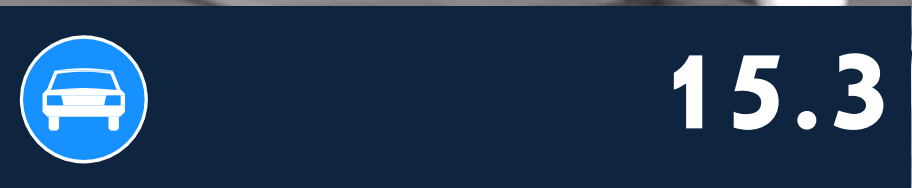
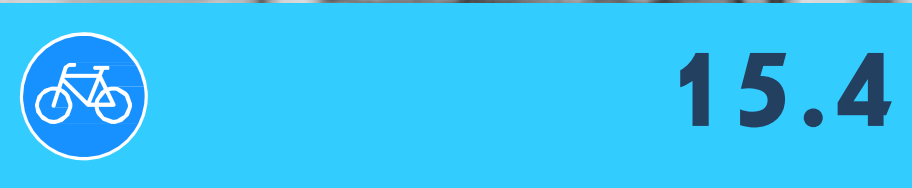
Some of the simplest and
cheapest changes have the
biggest impact



Retail vitality

Who spends what in shops?

Revenue in Copenhagen shops and supermarkets by mode of transport (DKK billion/yr)



Who spends what in shops?

Expenditure, Portland (shops, restaurants, bars) by mode of transport (USD person/month)



76



61



66



58

Message Three

Walking and cycling is good
for the economy...

...however you measure it

A vibrant street scene with people, colorful bunting, and chalk art on the pavement. The scene is set on a residential street with two-story houses. The pavement is decorated with colorful chalk art, including a large 'STOP' sign and various patterns. People of all ages are gathered on the street, some sitting on the ground, some standing, and some riding bicycles or scooters. The atmosphere is festive and community-oriented. A large red semi-transparent box is overlaid on the top half of the image, containing white text.

Streets make up
85% of public
space



sustrans
JOIN THE MOVEMENT



Retail sales
up 172%

Retail rents
up >100%

Casualties
down 35%

Journey
times down
by 17%

Shops benefit from an environment that is attractive, encourages return visits and maximises customer loyalty.



York Pedestrianisation:

M&S – Turnover up >20%

BHS – Turnover up 30%

Same in Newcastle, Bristol, Cardiff,
Swansea: Less than a third of
shoppers arrive by car

Vauban, Freiburg



Accordia, Cambridge



Bath Riverside



Harlow, Essex



Staiths, Gateshead



Message Four

Recognising the value of place:

Limiting car access in urban centres will boost quality of life and the economy

1. Many people can change their travel habits given the right conditions
2. Some of the simplest and cheapest changes have the biggest impact
3. Walking and cycling is good for the economy (however you measure it)
4. Recognising the value of place: Limiting car access in urban centres will boost quality of life and the economy