

# Active travel environments

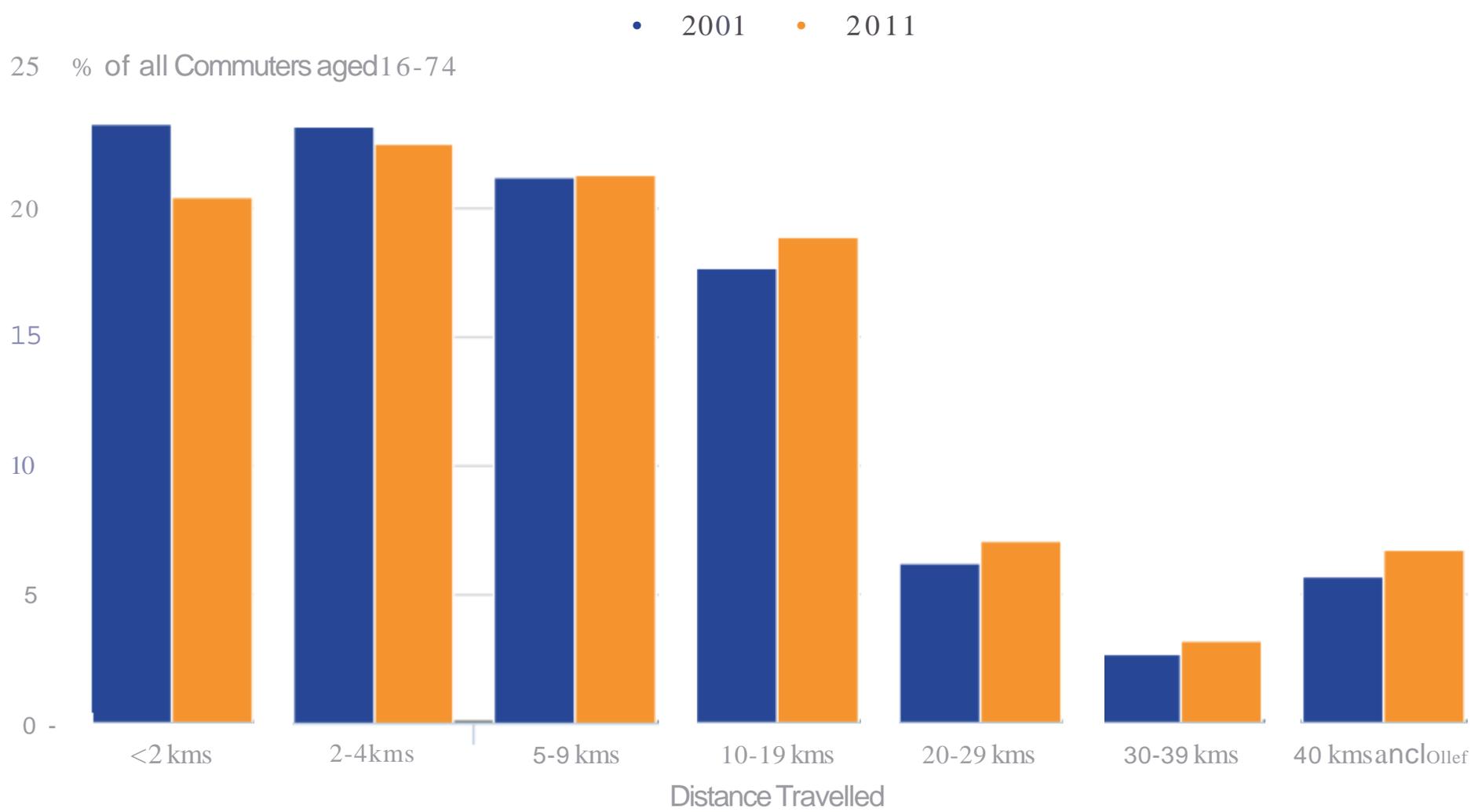
The value of  
designing places  
for people to move

**James Cleeton**

Director, England South

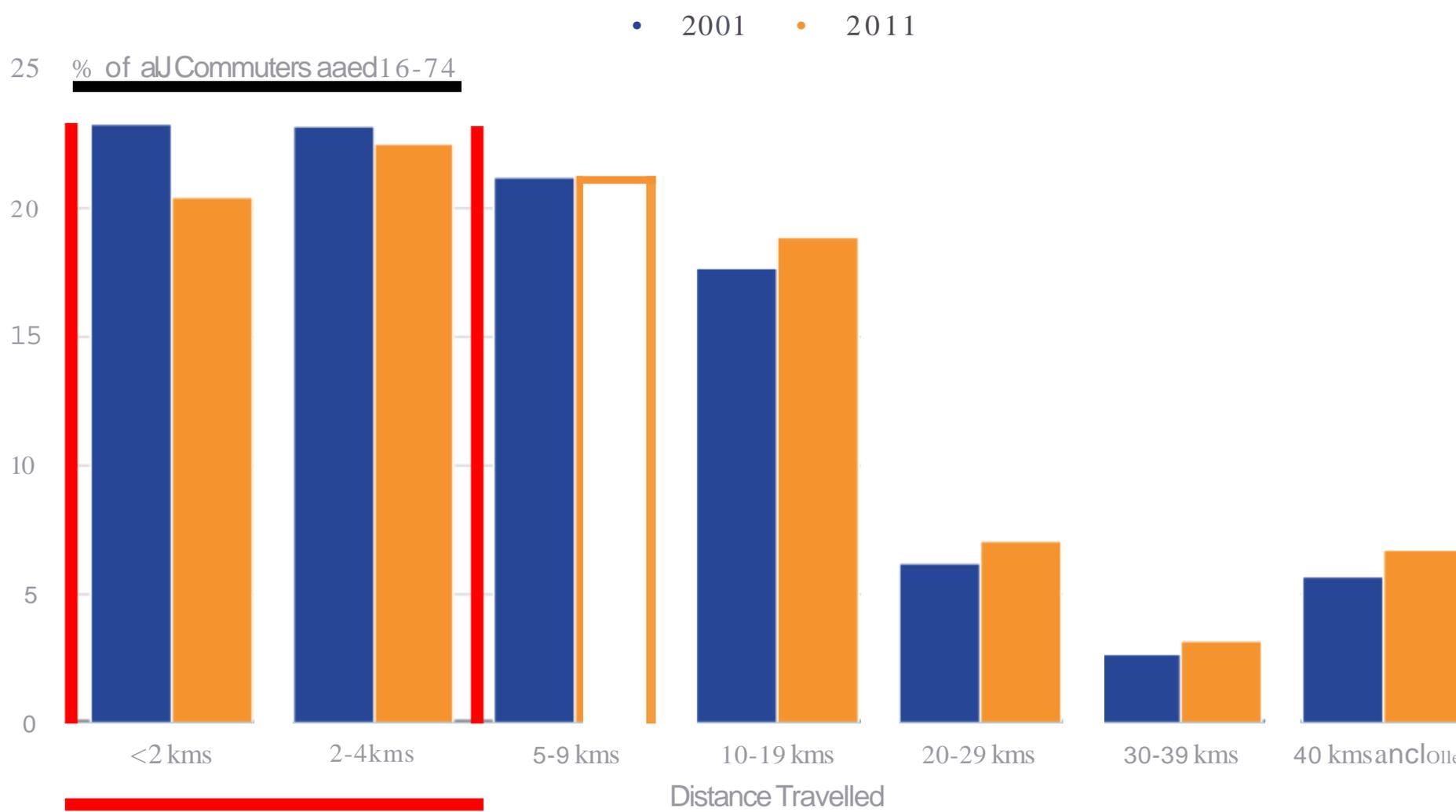
1. Many people can change their travel habits given the right conditions
2. Some of the simplest and cheapest changes have the biggest impact
3. Cycling and walking is good for the economy (however you measure it)
4. Recognising the value of place: Limiting car access in urban centres will boost quality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

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



Source: Census - Office for National Statistics

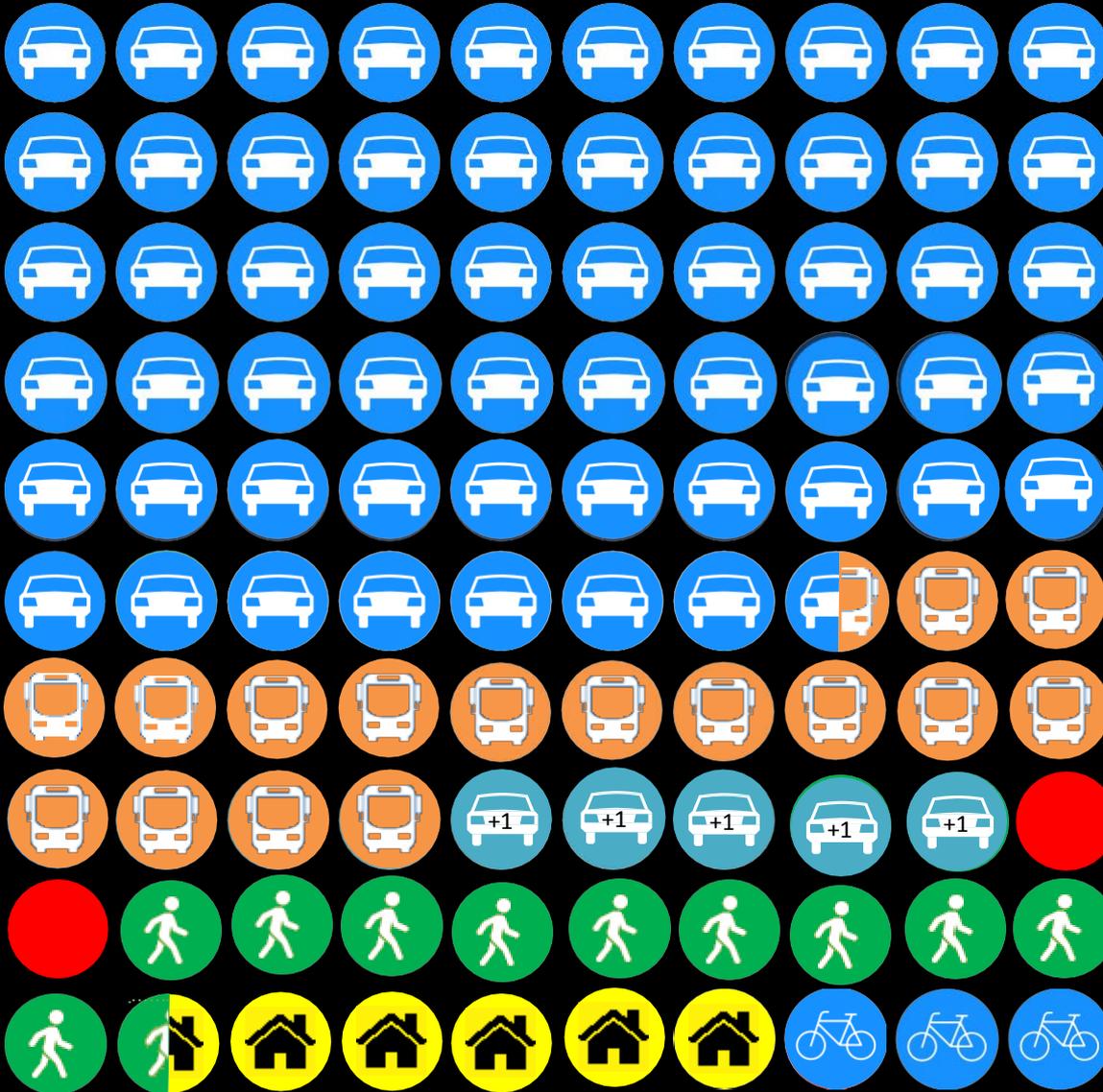
Figure 1: Commuting distances travelled, UK, 2001 and 2011



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



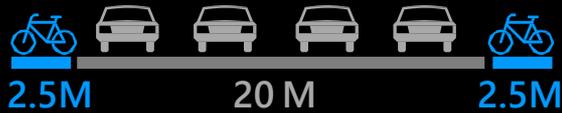
Note "diffusibility" of  
walking and cycling

car

bus

bicycle

# BICYCLE LANES vs. CITY ROADS



25%  
of the

## SPACE



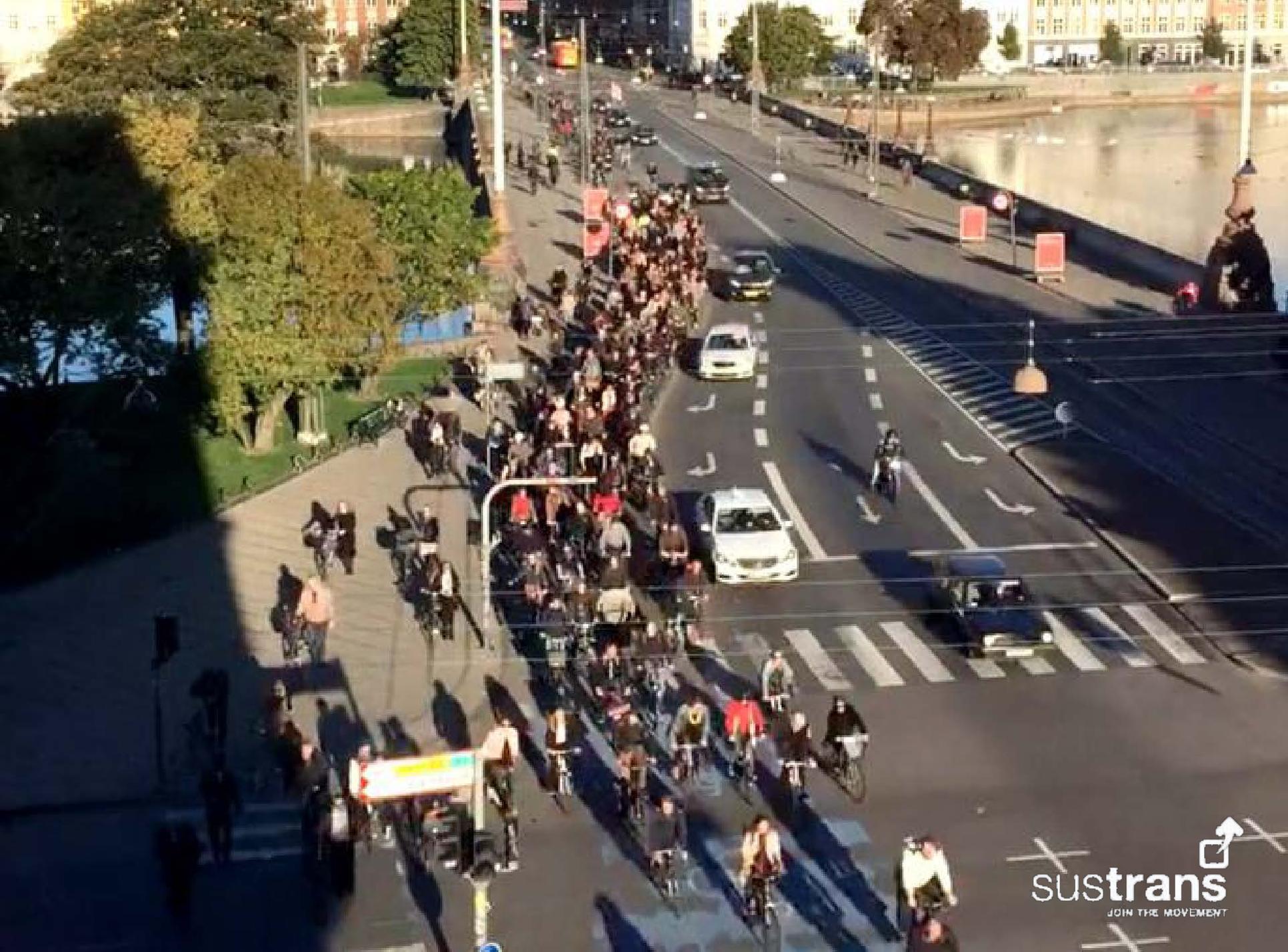
95%  
of the

## CAPACITY



1.3%  
of the

## COST



# Message Two

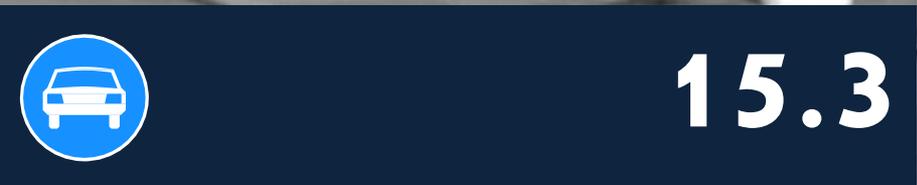
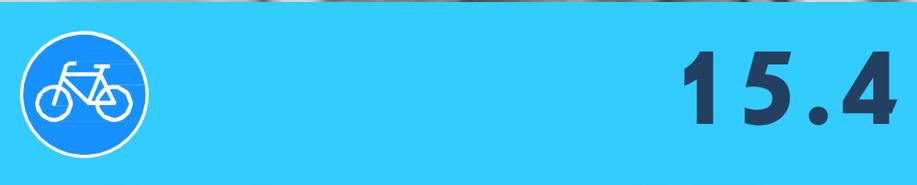
Some of the simplest and  
cheapest changes have the  
biggest impact

# 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





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