

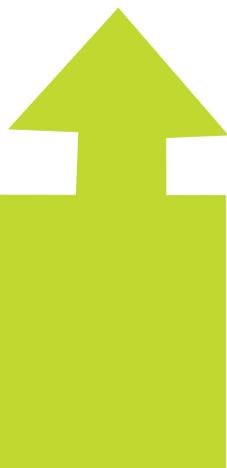
***MORE HASTE,  
LESS SPEED:***

***EVIDENCE  
AND BENEFITS***

***Sustrans' call to action, MORE HASTE, LESS SPEED, calls on UK governments to invest in doubling the number of local journeys under five miles made by foot, bike and public transport to four out of five by 2020.***



***More Haste, Less Speed* identifies twelve actions in five areas that will bring a major step change towards sustainable travel for local journeys. This rapid change can be achieved by re-focusing existing transport budgets and thereby reducing the need to spend in other areas that are influenced by our travel behaviour including health, energy and climate change.**



We travel to reach places – work, schools and colleges, shops and services, and to visit our friends and family. Although these types of destinations remain the same, increased car ownership and use means that we are now travelling faster, and often further to reach them<sup>(1)</sup>.

As car use has grown, travel by foot, bike and public transport has declined. Now, one out of every five journeys under a mile is made by car, a distance that can easily be walked. Over two-thirds of journeys between one and five miles are made by car, a distance that can be cycled or made by public transport<sup>(2)</sup>.

The further and faster we travel, the less we travel by foot, bike and public transport.

Governments have broadly accepted that the decline in travel by foot, bike and public transport cannot be sustained. A recent government report highlights research suggesting that people could replace 78% of their local car journeys under five miles with a journey by foot, bike or public transport<sup>(3)</sup>. A similar story is told by the data collected from the Sustainable Travel Demonstration Towns in England<sup>(4)</sup>.

Sustrans has many years of experience in enabling people to think and act differently about the journeys they make, and to travel more sustainably.

This document focuses on what Sustrans has learned from our own and others' work and data about the benefits that sustainable travel brings to us, our health and well-being, our environment and our communities.

Using government methodology<sup>(5)</sup> Sustrans has demonstrated that investment in enabling people to choose to walk, cycle and use public transport for local journeys represents better value for money and return on investment than encouraging more car use.

We can up the pace and make real haste towards more sustainable local travel by 2020. To achieve this, governments will need to accept that travelling far and fast *and* travelling sustainably are not compatible.

# Encourage people to change their travel behaviour

**It is a widely held belief that achieving behaviour change, particularly in relation to travel, is difficult.**

The evidence does not support this. Research carried out in the three English Sustainable Travel Demonstration Towns in 2004 revealed a potential for 9 out of 10 journeys to be made by foot, bike and public transport<sup>(6)</sup>.

Following extensive travel behavior change programmes focussed mainly on households, schools and workplaces, the three towns saw reductions in car use of between 7% and 9%<sup>(4)</sup>. With further targeted investment in walking and cycling facilities, improvements to local public transport and better land-use planning, the data suggests that an even greater shift towards sustainable travel could be achieved.

Sustrans has pioneered some of the most successful travel behaviour change work in the UK, focusing on changing everyday local journeys (that make up the majority of car trips) to journeys by foot, bike and public transport. Our work has focused on two areas: everyday journeys from home and the school journey.

Sustrans has worked with 250,000 households to deliver TravelSmart, a very successful marketing programme giving people the information they need to walk, cycle and use public transport more often. We have also worked with over 12,000 schools with our Safe Routes to Schools programme, supporting them in developing and implementing travel plans, accessing bike parking, and training school champions to help increase levels of walking and cycling to school. Since 2005, Sustrans' Bike It has helped 400,000 children to cycle to school more often.

- Sustrans' TravelSmart achieves a 10-14% area- wide reduction in car use and an increase in walking, cycling and public transport journeys, maintained over time<sup>(7)</sup>.
- TravelSmart's benefit to cost ratio is 7.6:1<sup>(7)</sup>.
- 0.9 million tonnes of carbon could be saved if TravelSmart was rolled out UK-wide – the equivalent of taking 300,000 cars off the road<sup>(7)</sup>.
- Sustrans' Bike It has doubled levels of children cycling to school every day, and the number of children never cycling to school has decreased from 75% to 55%<sup>(8)</sup>.
- 69% of headteachers say that the number of children being driven to school has reduced since Sustrans started working with their school, and 94% of headteachers say that as a result pupils have become more physically active<sup>(8)</sup>.

An aerial photograph of a multi-lane highway filled with cars, overlaid with a large white arrow pointing towards the top right. The image has a teal color cast. A teal rectangular box is positioned on the right side of the image, containing text and a list. Dotted lines are visible at the bottom of the page.

## *Sustrans calls on UK governments to:*

- Establish UK-wide travel behaviour change programmes using proven, cost-effective techniques to encourage and support people to travel more sustainably within communities and to workplaces, schools, further and higher education, leisure and retail centres.
- Give every child and young person the knowledge, skills and confidence to establish the habit of travel by foot and bike early in life.

# Create safe, attractive walking and cycling conditions



**Designing walking and cycling networks and shared public space to meet the needs of all users can be seen as a challenge by transport planners.**

The success of Sustrans' National Cycle Network since its creation in 1995 demonstrates that where you build a safe, pleasant environment focused on the needs of those travelling by foot and bike, you will enable people to choose to walk and cycle for shorter journeys or as part of a longer journey and to leave their cars behind.

The number of journeys on the National Cycle Network has grown every year since Sustrans began recording and monitoring usage in 2000<sup>(9)</sup>. Over the same period, except for one year, the National Travel Survey has shown a decline in both cycling and walking levels<sup>(2)</sup>.

Sustrans works with communities to make local streets into spaces for people rather than cars, by redesigning streets to reduce traffic speed and volume, as well as nuisance parking. These concerns prevent people walking and cycling from their front door, and are the main reasons why parents won't allow children to walk and cycle to school or play outside<sup>(10)</sup>.

- Traffic-free walking and cycling networks are crucial to enabling high levels of walking and cycling. Over 80% of National Cycle Network usage is on its traffic-free sections (space dedicated to pedestrians and cyclists), which accounts for about a third of the Network<sup>(9)</sup>.

- If all journeys made since 2000 on the Network had replaced a car journey the potential CO<sub>2</sub> saving would be 2.3 million tonnes of CO<sub>2</sub> valued at more than £119 million at today's non-traded carbon value of £52 per tonne of CO<sub>2</sub> equivalent<sup>(11)</sup>.
- 50% of users of traffic-free sections of the Network do so because they identify them as being safe, and 13% of cycling trips on traffic-free sections are made by new, returning or less-experienced cyclists. Cyclists using on-road sections of the Network are, almost always, more experienced cyclists<sup>(9)</sup>.
- A third of the million journeys made every day on the National Cycle Network are by people who could have used a car but chose not to, and about a quarter of all journeys were to work<sup>(9)</sup>.
- Sustrans' work with residents to redesign streets resulted in a 50% reduction in concerns about letting children play in the street and speeding traffic, and a 75% reduction in concerns about nuisance parking. Walking levels have improved as have residents' perceptions of health, well-being and quality of life, with an increase from 4% to over 60% of residents now viewing their neighbourhood as attractive<sup>(10)</sup>.



***Sustrans  
calls on UK  
governments  
to:***

- Invest in high quality walking and cycling networks in rural and urban areas - re-allocating road space to provide safe routes to everyday destinations that are integrated with public transport.
- Redesign streets to reduce traffic speeds, and enforce speed limits of 20mph or less in all residential and built-up areas.
- Create and enforce traffic laws to protect the most vulnerable users of public space and roads.

# *Increase public transport usage by improving and integrating services and reducing fares*

**Regular, reliable, affordable and integrated public transport is crucial to achieving more sustainable travel in the UK in urban and, particularly, rural areas.**



Sustrans works to increase the use of public transport through our work with households, although we do not work on public transport provision directly. We seek to integrate the National Cycle Network and other walking and cycling networks with railway stations, coach stations, and bus stops to enable more sustainable longer journeys.

Data from the Sustainable Travel Demonstration Towns in England shows that, across the three towns, existing public transport services have the potential to replace 21% of car journeys<sup>(6)</sup>.

Through our activity with workplaces, helping them to develop and implement travel plans to reduce car use, we have seen the potential that good quality public transport offers in enabling people to change their travel behaviour.

Providing better access to public transport improves the choices available to people needing to travel and creates a more socially just transport system. The last three decades have seen the cost of motoring fall by 17% in real terms<sup>(12)</sup>, while the average household disposable income has more than doubled<sup>(13)</sup>. Over the same period, the cost of public transport has increased<sup>(12)</sup>, often above the rate of inflation. Citizens Advice and other organisations point to many examples of families disadvantaged in terms of access to jobs and essential services due to a lack of affordable public transport, particularly in rural areas<sup>(14)</sup>.

Investing in affordable and reliable public transport that links into walking and cycling networks extends the opportunities to travel sustainably to all.

- Newcastle's Cobalt Park is the UK's largest business park, with over 8,500 employees<sup>(15)</sup>. Its concerted efforts to develop a quality public transport network (involving local bus operators and the Passenger Transport Executive - providing up to 29 buses per hour on ten all-day routes covering the local employee catchment areas) saw usage increase by as much as 75% in 18 months<sup>(16)</sup>.
- Providing targeted information to local households on new or existing local bus routes increases usage. In Doncaster, marketing existing public transport provision to local people increased its regular use from 8% to 11% and nearly doubled occasional use from 24% to 47%. The share of households hardly ever using public transport reduced by over a third<sup>(17)</sup>.
- The best rural regions of Europe combine conventional bus and train services on main routes between market towns with people being able to ring for a taxibus. In rural areas like Friesland, in the Netherlands, all villages of more than 250 people have a regular service up until 11pm, seven days a week<sup>(18)</sup>.

## **Sustrans calls on UK governments to:**

- Introduce national travel cards, building on the success of the Oyster Card in London and travel cards in other cities, to enable greater flexibility, choice and integration.
- Provide more demand-responsive transport services to people living in rural and urban areas so that they can choose to travel sustainably.

- The introduction of the travelcard in London resulted in a 16% increase in bus use<sup>(16)</sup>.
- Improving walking and cycling links to public transport enables longer journeys to be made more sustainably. 60% of the population lives within a 15-minute cycle ride of a railway station, but only 2% of journeys to and from stations are made by bike<sup>(19)</sup>.



# 4

## **Ensure that planning policy and practice reduce the need to travel**

**Though the types of destination we need to get to have remained constant for decades (to work, to friends, to shops and to reach services), we now frequently need to travel further and faster to reach them.**

Whilst we are travelling further, the time we spend travelling remains more or less constant at about an hour a day. Increased mobility and speed means we can go further faster, with the average trip length increasing by almost 50% since the early 1970's<sup>(2)</sup>.

Planning policy has contributed further with spatial layout increasingly designed to cater for longer distance mobility. Shoppers have been tempted away from local high streets to out-of-town shopping developments by free and convenient parking and a desire to browse and shop in a traffic-free environment. New schools and campuses are located further away from their students – the average school journey has increased by half a mile since 2000<sup>(2)</sup>.

As a result, the diversity of goods and services available locally has declined, reducing people's ability to reach destinations within a mile by foot. Even where destinations are geographically near, they are often separated from the people that need them by busy and wide roads, railways or rivers that prevent access by foot and bike. Car dependency becomes locked in, accelerating its negative impacts.

Reversing this process will provide stimulus for a broader cycle of community regeneration. Equity of access to vital facilities through good public transport and walking and cycling routes, coupled with a better local street environment, creates the 'feel good factor' which in turn attracts residents and businesses. This leads to more investment, more jobs, and greater prosperity.

- In Slateford Green, Edinburgh, Canmore Housing Association built an estate of 120 'car-free' units on a site between two main bus routes, with frequent services into the city centre<sup>(18)</sup>.
- Northamptonshire council has a modal shift strategy. It states that new housing developments must achieve a minimum of 20% modal shift away from car trips in comparison with housing in nearby areas<sup>(18)</sup>.
- The Vauban development in Freiburg, Germany, is a district of 'short distances' designed in the mid-1990s. It has 5,000 inhabitants, schools, shopping centres, a market, recreation areas and around 600 jobs within a radius of a few miles. Public transport runs regularly and, by 2009, 70% of householders had chosen to live without a car - even though 81% of these had previously owned one. 61% of car owners and 91% of non-car owners choose to cycle to work<sup>(18)</sup>.
- Sustrans' work to reconnect people living in communities UK-wide to local destinations by building new bridges and crossings over busy roads, railways and rivers will enable over 60 million more journeys by foot and bike every year, potentially saving nearly 80,000 tonnes of CO<sub>2</sub> annually<sup>(20)</sup>.



## ***Sustrans calls on UK governments to:***

- Grant planning permission only to mixed use developments, where high-quality sustainable transport and restricted parking already exist.

# Reform taxation and increase spending on sustainable travel

# 5

**Rapidly increasing sustainable travel will require diverting current transport investment towards extending travel choices that reduce car use.**

The way that transport initiatives are appraised should be linked to their ability to reduce carbon, increase sustainability and improve the health and quality of life of people. The direction in which funding flows should also take account of the fact that spending on travel behaviour change can often achieve quicker and more effective change than investment in infrastructure.

Over half of the UK's poorest households do not have access to a car<sup>(2)</sup>, either because they cannot afford one, or for reasons related to ill-health, disability or age. In a society in which jobs, shops, healthcare and leisure facilities are planned and located on the assumption that everyone can drive, those without cars are at a disadvantage without adequate alternatives to car travel.

Taxation and spending in the UK has significantly affected the way we travel. Between 1997 and 2008, the cost of motoring declined by 13%, bus and coach fares increased by 17%, and average rail fares increased by 7%<sup>(12)</sup>. We can do much within existing budgets by prioritising sustainable travel choices, health and quality of life.

- Sustrans commissioned a study that demonstrates that implementing an effective UK-wide programme of small-scale 'smart' measures to effectively reduce car use would require £40 per person in addition to current low spending on behaviour change. This is a fraction of the cost currently spent per person on major road budgets across the UK<sup>(13)</sup>.

- Using the Health Economic Appraisal Tool<sup>(21)</sup>, developed by the World Health Organization (with input from Sustrans) to measure the economic benefit to health of cycling, we found that all cycling trips made on the National Cycle Network during 2008 were valued at £270 million. We estimate that over the next 10 years, cycling on the Network at 2008 levels could save the NHS and wider economy £3.4 billion<sup>(9)</sup>.
- 26:1 is the average benefit to cost ratio of a traffic-free walking and cycling route, with the majority of benefit coming from improved health. This would be even higher if initiatives that reduce car travel were not marked down because of loss of income from fuel tax. With such anomalies stripped out, the benefit to cost ratios are nearer 40:1<sup>(9)</sup>. In contrast, improving a section of the A14 road near Cambridge has a benefit to cost ratio of 10:83<sup>(22)</sup>.
- The Nottingham Workplace Parking Levy will begin in 2012 and will raise £14 million a year from large organisations that have 11 or more parking spaces. All money raised will be used for public transport improvements and will seek to decrease the £160 million annual cost of congestion to Nottingham<sup>(23)</sup>.

# Sustrans calls on UK governments to:

- Invest only in schemes and initiatives that reduce high carbon travel.
- Re-establish a fuel duty escalator UK-wide to reverse the current decline in the cost of motoring.
- Introduce work and retail place parking levies with revenues invested in improving environments for walking, cycling and public transport.
- Establish UK-wide road pricing programmes with revenues invested in improving environments for walking, cycling and public transport.



# CONCLUSION



**Evidence shows it is possible to make four out of five local journeys by foot, bike and public transport. With climate change, obesity, energy security, social inclusion, and our collective health and well-being high on the list of government priorities, achieving affordable and practical solutions is an absolute priority. Sustainable transport offers just that.**

**To be able to extend sustainable travel choices for everyone will require real energy and vision, and a sense of urgency. Enabling everyone to travel sustainably requires a shift from achieving ever-increasing mobility to improving access by foot, bike and public transport.**

**That is why Sustrans has issued a call to action – *More Haste, Less Speed*. If governments make the right decisions, by 2020 we hope that we will all be able to travel sustainably for the majority of journeys under five miles. Our health, our environment, our communities and our prosperity depend on it.**



Sustrans makes sustainable travel choices desirable, possible and inevitable. We're a leading UK charity enabling people to make informed decisions about the journeys they make: to school, to work, for shopping and for leisure.

We work with communities, families, workplaces, partners and policy-makers to encourage people to make healthier, cleaner and cheaper journeys so that everyone has better places and spaces to move through and live in. It's time we all began making sustainable travel choices.

**So make your move.**  
[www.sustrans.org.uk](http://www.sustrans.org.uk)

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