



Walking Back to Happiness

A Transport Perceptive

Louise Harrison
Head of Regional Transport



Contents

- It's not going to make much difference is it?
- DfT doesn't care, so why should I?
- That's an engineers job, not mine
- What, more work?



How will walking make a difference?

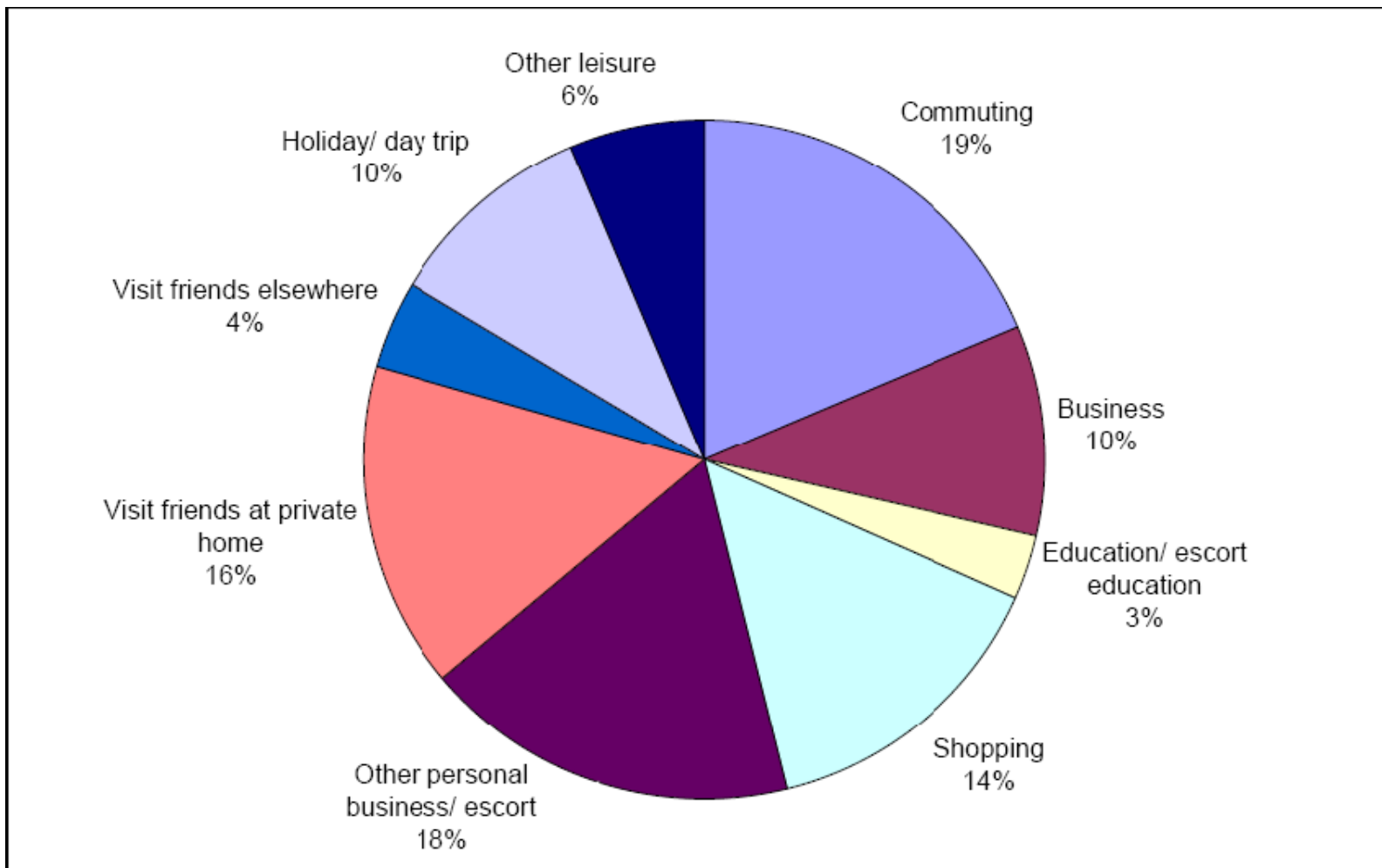
- The length of journeys
- The reason they travel
- Congestion
- Accessibility
- Safety
- Reduction in carbon emissions



...in every car sits a pedestrian...



Why people travel





What's Stopping Us?

Barriers

- Ingrained personal habits make car default for many journeys;
- Location of and access to key services favours the private car;
- Facilities for pedestrians and cyclists inadequate, incomplete or poorly maintained
 - en route to destinations
 - at destinations
- Perception & information:
 - Safety & personal security
 - Length and/or difficulty of the trip
 - Weather, topography
 - Economic value and benefits

Opportunities

- Audience segmentation – near market cyclists & walkers.
- Broader evidence base – Sustainable Travel Towns & other success stories (London, Hull, etc) international
- ITAs and City Region Pilots



Strategic Context





Delivering A Sustainable Transport System

- Support Economic Growth
- Reduce Carbon Emissions
- Health, Safety and Security
- Quality of Life
- Equality of Opportunity



Strategic Context

- Regional Spatial Strategy – Proposed Changes July 2008...and the Integrated Regional Strategy?
- Planning Policy Statements and Local Development Frameworks
- Local Transport Plans



Strategic Context

- Sustainable Community Plans
- Local Area Agreements
- Comprehensive Area Assessments



Local Area Agreements

DfT

- 47 People killed or seriously injured in road traffic accidents
- 167 Congestion - average journey time per mile during the morning peak
- 168 Principal roads where maintenance should be considered
- 175 Access to services and facilities by public transport, walking and cycling
- 198 Children travelling to school - mode of travel usually used

DoH

- 13 Healthy expectancy under 6s
- 119 Health and Wellbeing
- 121 Mortality – cardiovascular
- 122 Mortality – cancers

DCSF

- 55 Child obesity – reception year
- 56 Child obesity – Year 6

DECC

- 185 CO2 Emissions – LA operations
- 186 CO2 Emissions – per capita
- 188 Adapting to climate change





Show me the money





A Job for the engineers?

DfT/CLG design guidance - Local Transport Plan Guidance, Specific guidance (sustainable travel, manual for streets etc), PPG13, PPS1

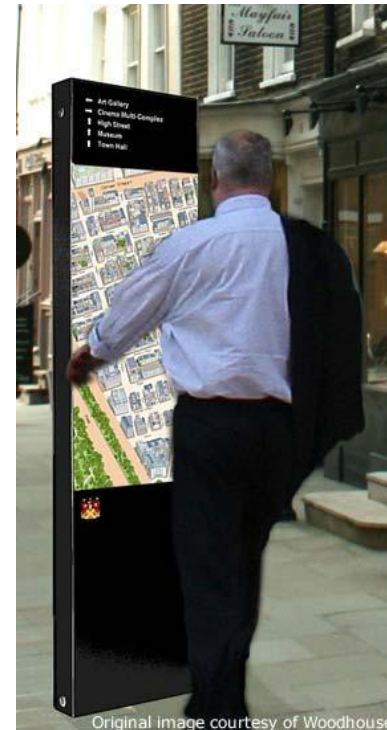
Sustainable Travel Demonstrations

Hard measures:

- Pedestrian friendly crossings
- Community street audits
- 20mph zones
- Shelters

Softer measures:

- In town without my car
- Personal travel planning
- Walking maps
- Signage
- Walk to School week
- Kerbcraft
- Health promotion (DH)
- 'Proving the case' through demonstrations & dissemination / promotion of benefits for achieving targets



Original image courtesy of Woodhouse



How you can help



- Gather evidence
- Challenge policy development
- Engage others – providers and destinations
- Address safety
- Promotion