

# Active travel: the potential for change

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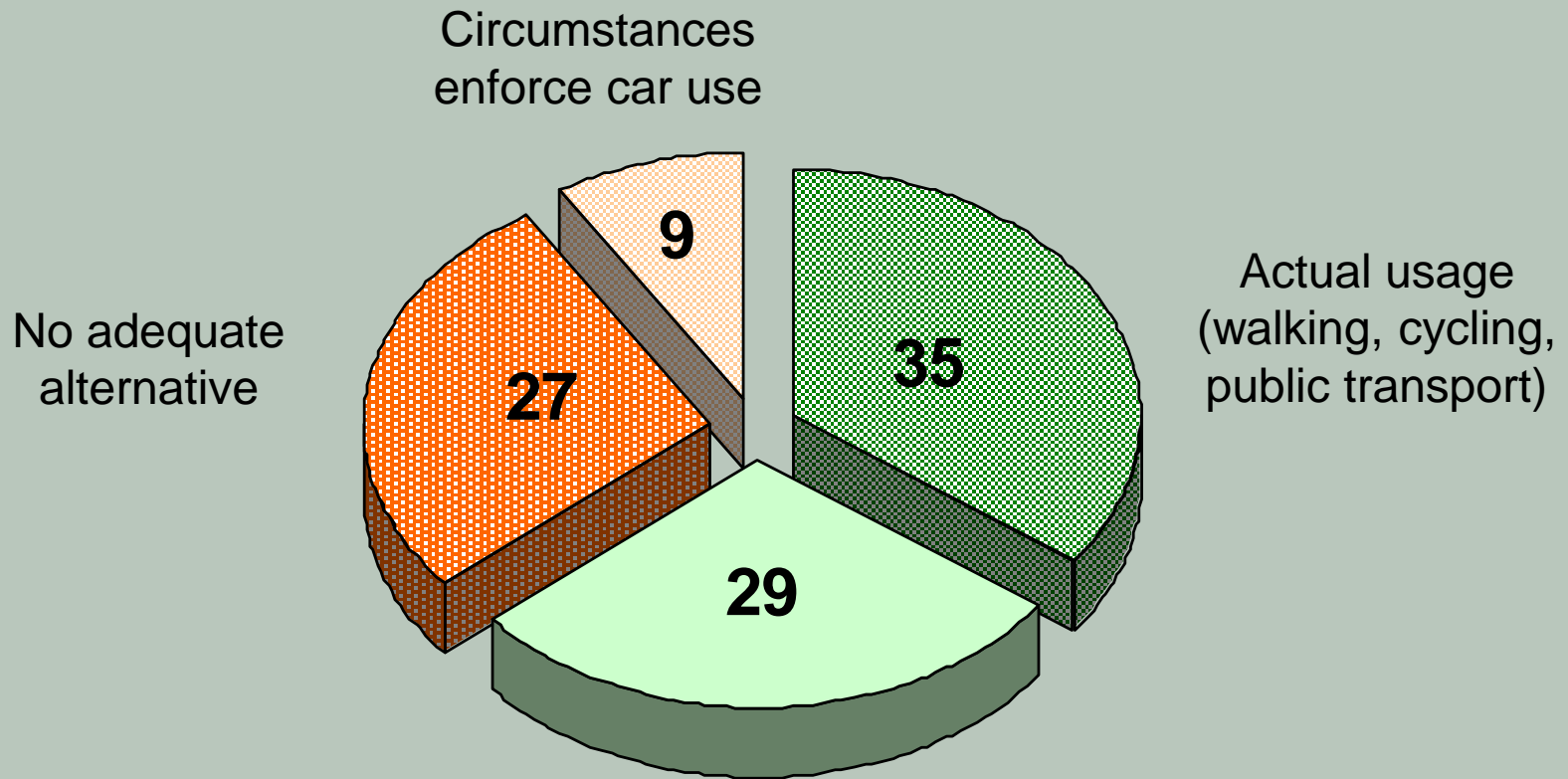
# Constants in travel behaviour

consistent over decades, and across developed world

Daily mobility	On average, people make three trips per day, spending one hour travelling
Activities	Only one in five trips is work-related
Spatial orientation	Five out of six trips begin or end at home
Car trips	10% under 1km, 30% under 3km, 50% under 5km

# Potential for sustainable travel modes

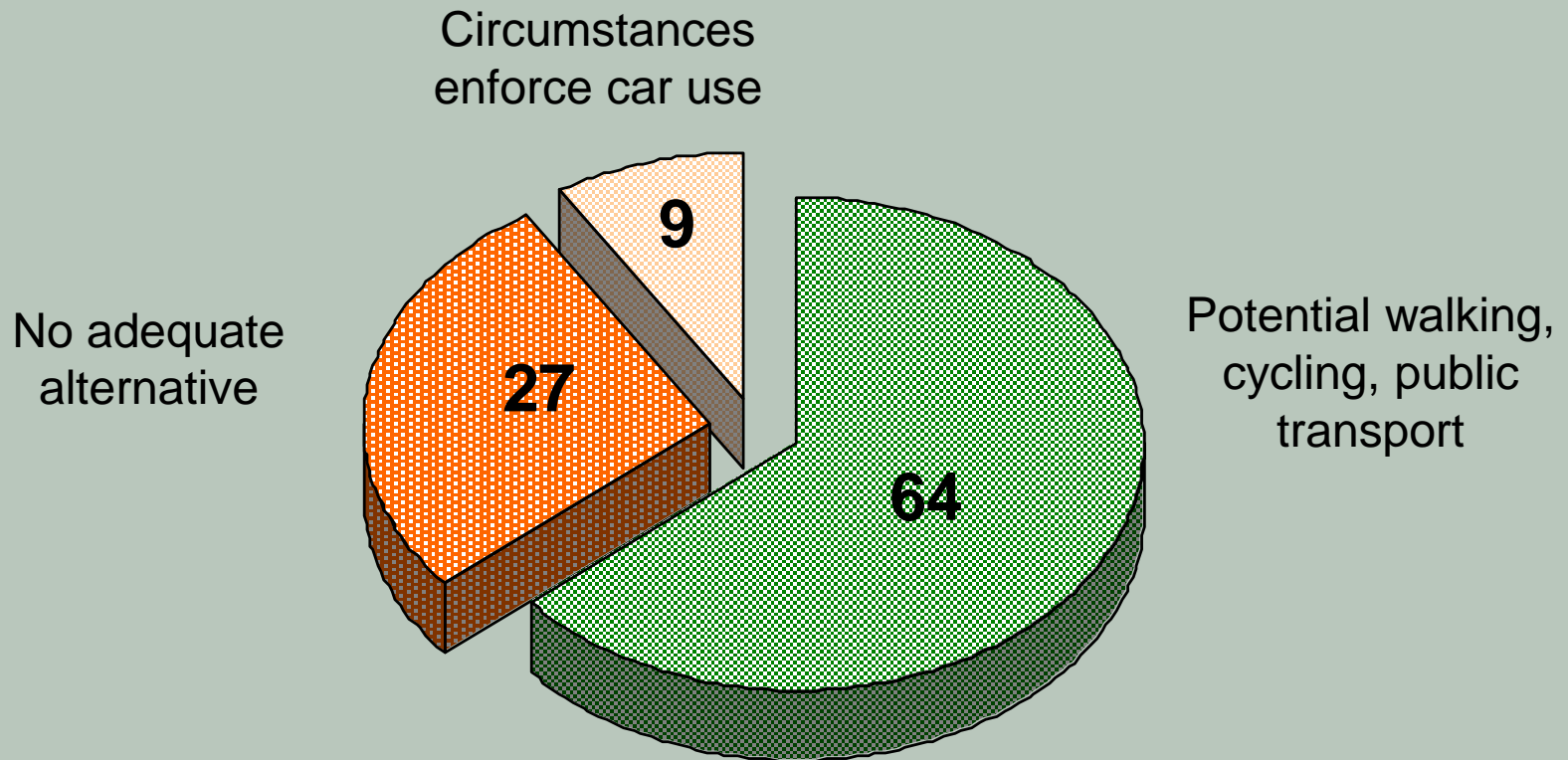
% trips per person: Sustainable Travel Demonstration Towns



Only subjective reasons against walking, cycling, public transport

# Potential for sustainable travel modes

without significant environmental intervention



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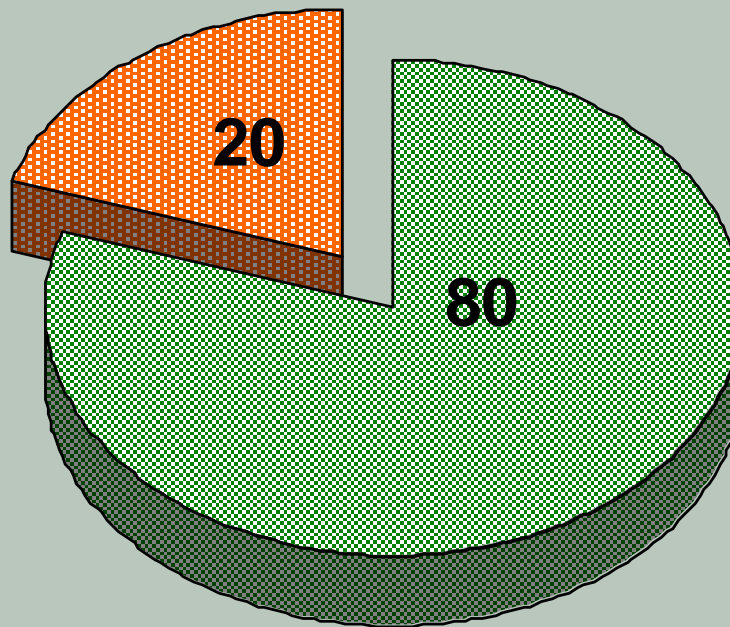
Cabinet Office calculates 78% of local car trips could be made by sustainable transport

*Cabinet Office 2009, An analysis of urban transport*

# Sustrans recommended modal split

with improved environment, better information and promotion:  
local trips

Private motor  
transport:  
target 2020



Walking, cycling,  
public transport:  
target 2020

# Environmental interventions work!

## National Cycle Network public health outcomes 2011



- over 2 million people more physically active
- cycling trips health benefit £286 million
- walking trips health benefit £156 million

*calculated using WHO HEAT*  
[www.heatwalkingcycling.org](http://www.heatwalkingcycling.org)

# Personalised Travel Planning works

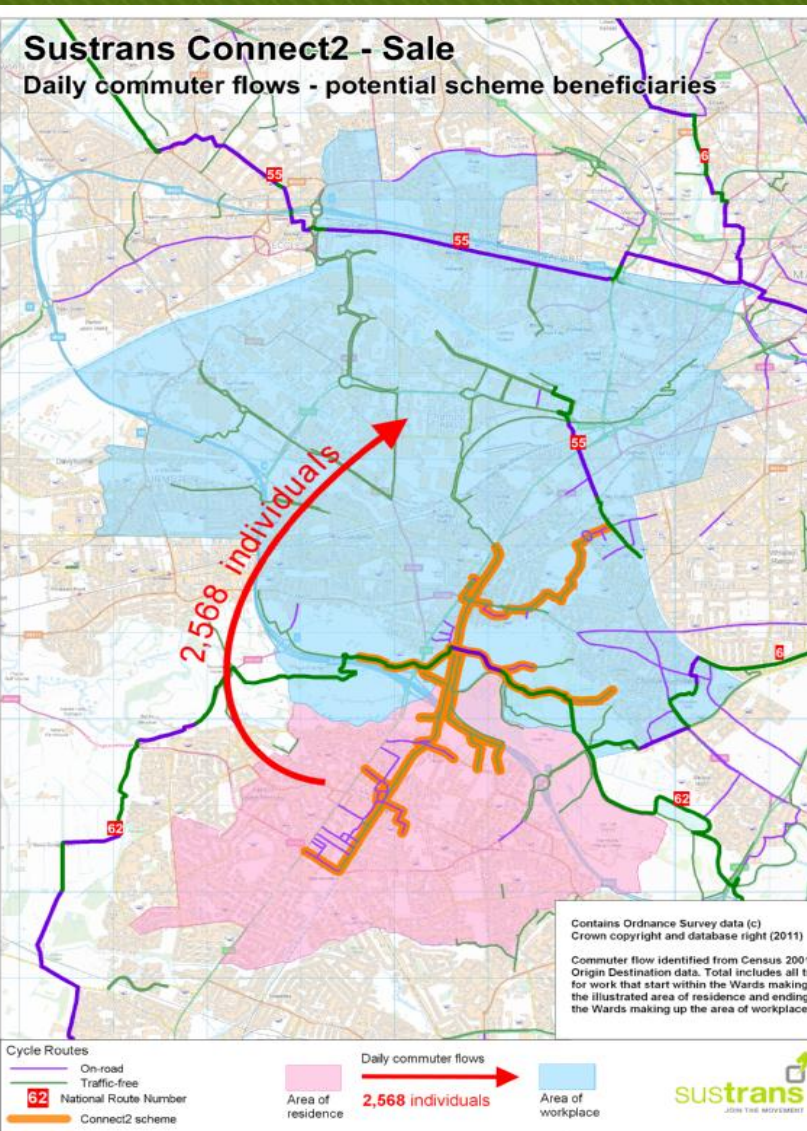
(as recommended by NICE)

Location	Date	Target population	Walking, cycling and public transport trips	Car-as-driver trips
Weston-super-Mare	2008	1,950	+14%	-12%
Brislington and Knowle	2009	1,900	+15%	-11%
Exeter	2008-10	25,000	+18%	-12%
Lowestoft	2008-10	25,000	+22%	-13%
Watford	2008-10	25,000	+19%	-13%
Ipswich	2010-11	17,000	+8%	-11%
Broxbourne	2010-11	8,000	+19%	10%



# Best of all: environment and motivation

## Sustrans Connect2 project: Sale



- **Waterside Park:**
  - usage up: 81,000 to 242,000
  - cycling up: 340%
  - child travel up: 153% from 9,000 to 23,000
- **Stretford – Edge Lane:**
  - usage up: 62,000 to 163,000
  - leisure use up, and....
  - commuting up: from 15% to 50.5% of trips
- **Benefit to Cost Ratio 4:1**
  - over 10 years