

To find out how Sustrans can work with you to deliver sustainable transport, supporting your economic or other strategic plans, contact:

### Sustrans

2 Cathedral Square  
College Green  
Bristol BS1 5DD  
Tel: 0117 915 0100  
smarterchoices@sustrans.org.uk

### Sustrans Cymru

123 Bute Street  
Cardiff CF10 5AE  
Tel: 029 2065 0602  
sustranscymru@sustrans.org.uk

### Sustrans Scotland

Rosebery House  
9 Haymarket Terrace  
Edinburgh EH12 5EZ  
Tel: 0131 346 1384  
scotland@sustrans.org.uk

### Sustrans London

70 Cowcross Street  
London EC1M 6EJ  
Tel: 0207 017 2350  
london@sustrans.org.uk

### Sustrans Northern Ireland

Ground Floor  
Premier Business Centres  
20 Adelaide Street  
Belfast BT2 8GD  
Tel: 028 9043 4569  
belfast@sustrans.org.uk

### England offices

#### East of England

Sustrans  
2nd Floor  
4-6 Cowgate  
Peterborough PE1 1NA  
Tel: 01733 319981

#### East Midlands

Sustrans  
Suite 301  
2 King Street  
Nottingham NG1 2AS  
Tel: 0115 853 2948

#### West Midlands

Sustrans  
The Walker Building  
58 Oxford Street  
Digbeth  
Birmingham B5 5NR  
Tel: 0121 633 5500

#### North East

Sustrans  
Cross House  
Westgate Road  
Newcastle Upon Tyne NE1 4XX  
Tel: 0191 261 6160

#### North West

Sustrans  
5th Floor  
Hanover House  
30-32 Charlotte St  
Manchester M14FD  
Tel: 0161 923 6050

#### South East

Sustrans  
The Old Music Hall  
106-108 Cowley Road  
Oxford OX4 1JE  
Tel: 01865 205230

#### South West

Sustrans  
2 Cathedral Square  
College Green  
Bristol BS1 5DD  
Tel: 0117 926 8893

#### Yorkshire and the Humber

Sustrans  
1st Floor  
Leeds Bridge House  
Hunslet Road  
Leeds LS10 1JN  
Tel: 0113 245 0006

#### References

1. Cabinet Office 2009 The costs of urban transport
2. Sustrans / Socialdata 2009, Travel behaviour research in the Sustainable Travel Towns
3. Sustrans (2006, 2011, 2013) Retail Vitality Surveys
4. York Civic Trust (Oral Evidence)
5. Janette Sadiq-Khan, New York City Transport Commissioner, TED talk 2013
6. CABE (2012) paved with gold the real value of street design [online]
7. Walkanomics (2012) Walkanomics [online]
8. DH/FPH 2008 Health Weight, Healthy Lives: A toolkit for developing local strategies
9. Office for National Statistics: Sickness Absence in the Labour market April 2012
10. May 2008 Promoting Physical activity in the workplace
11. Business In The Community (2011) GlaxoSmithKline – Sustainable Travel and New ways of Working
12. PeopleForBikes and Alliance for Biking and Walking Protected Bike Lanes Mean Business
13. Sustrans July 2013 Jobs study
14. Sustrans 2014, Improving access for local journeys
15. Sky and British Cycling, The Olympic cycling effect, 2012
16. Yorkshire Post, 2013
17. Sustrans 2013 Sustrans Tourism Report



### Sustainable transport has a strategic role to play in supporting local economies to prosper.

As our economy begins to recover, businesses and employers are looking for opportunities to invest in creating new jobs, products and services. Central to a recovering economy is the movement of people and goods. Congestion is already a major barrier to efficient movement in many of our urban centres, and is predicted to increase as jobs and housing continue to grow. Modern and cost-effective solutions need to be found.

Evidence increasingly shows that roads are not the answer. Instead, investment in efficient, modern and sustainable transport systems can help local economies thrive, reflecting the following key trends:

### Successful economies plan for people, not traffic

Over half of all car journeys are short, clogging up our streets and causing congestion, noise and pollution because people don't have reliable, convenient and safe alternatives. Investment in alternatives to the car makes sound economic sense as well as increasing our resilience to the rising cost of oil.

### Increasingly sedentary lifestyles are contributing to rising obesity rates

A healthier workforce is a more productive workforce, and promotion of active travel an easy way of achieving this.

### People, not cars, spend money

Pleasant space outside shops is as integral to the shopping experience as the space inside. High quality urban realms, rather than busy roads, attract people.

### Skilled workers increasingly want to live and work in vibrant attractive places

People want clean, reliable, affordable and healthy transport options for getting to work, training, the shops or for leisure – sustainable transport networks provide this.

### Want to know more?

For more information on how we can work with you to deliver sustainable travel in your area, visit [www.sustrans.org.uk/our-services](http://www.sustrans.org.uk/our-services) or contact your local Sustrans office (details on reverse).

# 5x

## Five key ways in which high quality walking, cycling and public transport provision can benefit local economies.



### Keeping people and businesses moving

Congestion, often caused by short car journeys due to lack of travel choice, costs businesses millions each year. Investing in sustainable transport supports growth without gridlock, making better use of existing road capacity:

- a Cabinet Office study in 2009 estimated annual costs of congestion in English urban areas at £11bn, increasing to £34bn in 2025 (1.7% of GDP)<sup>1</sup>
- much of this congestion is caused by local car trips that could be made by foot, bike and public transport if this was well provided (two thirds of trips are under 5 miles)
- investment in a package of sustainable transport measures in three Sustainable Travel Towns in England reduced car trips by 10% in a year<sup>2</sup>
- walking and cycling investment offers value for money than new roads, with benefit cost ratios of over 8:1 compared to 2:1 for road schemes

**£11 billion**  
annual cost of urban congestion in England



### Supporting local businesses and high streets

Quality of life is a key driver of the economy. Attractive, pleasant townscapes support local businesses and attract visitors and inward investment:

- retail is the UK's third largest industry and accounts for 13% of small businesses
- customers not arriving by car visit more frequently and spend more over the course of a month<sup>3</sup>
- making high streets better for people increases retail sales: pedestrianisation of York city centre increased turnover of local businesses by up to 30%<sup>4</sup>
- creation of 30 miles of protected bike lanes in New York City not only massively increased cycling levels but led to a 49% increase in retail sales<sup>5</sup>
- high quality streets increase property prices, adding 5% or more to the price of homes and the level of retail rents<sup>6</sup>
- walkable street locations have been proven to increase shop footfall by 20% to 40%<sup>7</sup>

**+20% to 40%**  
increase in shop footfall in walkable street locations



### Improving business productivity and reducing costs

Physical inactivity is a major cost to business, contributing to ill health and absenteeism. Promoting active travel in the workplace can help create a healthier more productive workforce as well as reducing other business costs such as car parking:

- the annual cost of physical inactivity is £10bn, and obesity, ill-health and lost productivity are a substantial burden to local economies<sup>8</sup>
- in 2011, around 131 million days were lost through absences due to sickness or injury<sup>9</sup>
- absenteeism costs employers £258 per worker per day and the average worker takes 4.5 sick days each year<sup>9</sup>
- actively promoting healthier travel options in the workplace can reduce absenteeism by up to 20%<sup>10</sup>
- GlaxoSmithKline found that each cyclist not requiring a car parking space directly saved the company £9,900<sup>11</sup>

**131 million days**  
lost to sickness or injury in 2011



### Creating vibrant places that attract skilled labour

Placemaking is essential for economic recovery: high quality places and spaces attract people to live, work, visit or study. Good quality sustainable transport systems enable people to move around efficiently and affordably:

- a recent study in America showed that business leaders across the country want office locations with good walking, cycling, and public transport access, as they have recognised the importance of this for attracting skilled workers<sup>12</sup>
- sustainable transport infrastructure can help unlock new housing and other development sites, reduce social exclusion and increase economic participation
- delivery of walking and cycling routes through Sustrans' Linking Communities programme led to a 353% increase in commuter trips, with 30% of users reporting better access to work<sup>13</sup>

**12.7 jobs**  
from every £1 million investment



### Creating and supporting jobs

Investing in walking and cycling infrastructure creates and sustains jobs:

- 12.7 jobs are supported or sustained for every £1 million of investment in sustainable transport infrastructure, more than for road building<sup>14</sup>
- the £1bn cycle tourism market represents a growing and valuable asset and encourages people to visit an area and support local trade and businesses<sup>15</sup>
- the hosting in Leeds of the Tour de France Depart is estimated to bring £100m to the local economy and raise the UK's profile as a cycle tourism destination<sup>16</sup>
- long distance cycle routes generate as much as £30m a year to the economies they pass through, sustaining over 600 full time equivalent jobs<sup>17</sup>

**£30 million**  
every year generated by long distance cycle routes

