

Living Streets Northampton

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Campaigning for streets fit for walking, cycling and wheeling.



Overuse of motor vehicles is devastating our health, our cities, and our planet

- How did we get here?
- What damage are we doing?
- How can we fix it?

How did we
get here?



25%

increase in urban traffic in 10 years

[Gear Change: One Year On](#), page 6





33%

increase in side street traffic in 10
years

How have we responded?

Instead of saying there are too many cars, the response has mainly been 'the roads aren't big enough'.

An aerial photograph of a multi-lane highway, likely a freeway, showing severe traffic congestion. The road is filled with cars, and the traffic is moving very slowly. The highway is flanked by green trees and some buildings in the distance. The text "ONE MORE LANE SHOULD FIX IT" is overlaid in large, bold, white letters with a black outline at the top left of the image.

**ONE MORE LANE
SHOULD FIX IT**

Induced demand

Adding more lanes only relieves congestion for a short time. Over a longer period, more people start to use the road as they see the route as being more viable.

If you create more space for motor traffic, you get more motor traffic.

more cars

congestion

widen
roads

congestion
temporarily
reduced



More cars



Walking & cycling
feel
unsafe/unpleasant

THERE IS TOO MUCH TRAFFIC
FOR BILLY TO WALK TO SCHOOL ;
SO WE DRIVE HIM.



Traffic Inducing Traffic

50% of primary
school children
are driven to
school

40% of urban car journeys are less than 2 miles

Streets are so car-dominated, many people don't walk or cycle even for short journeys.



What
damage is
this doing?

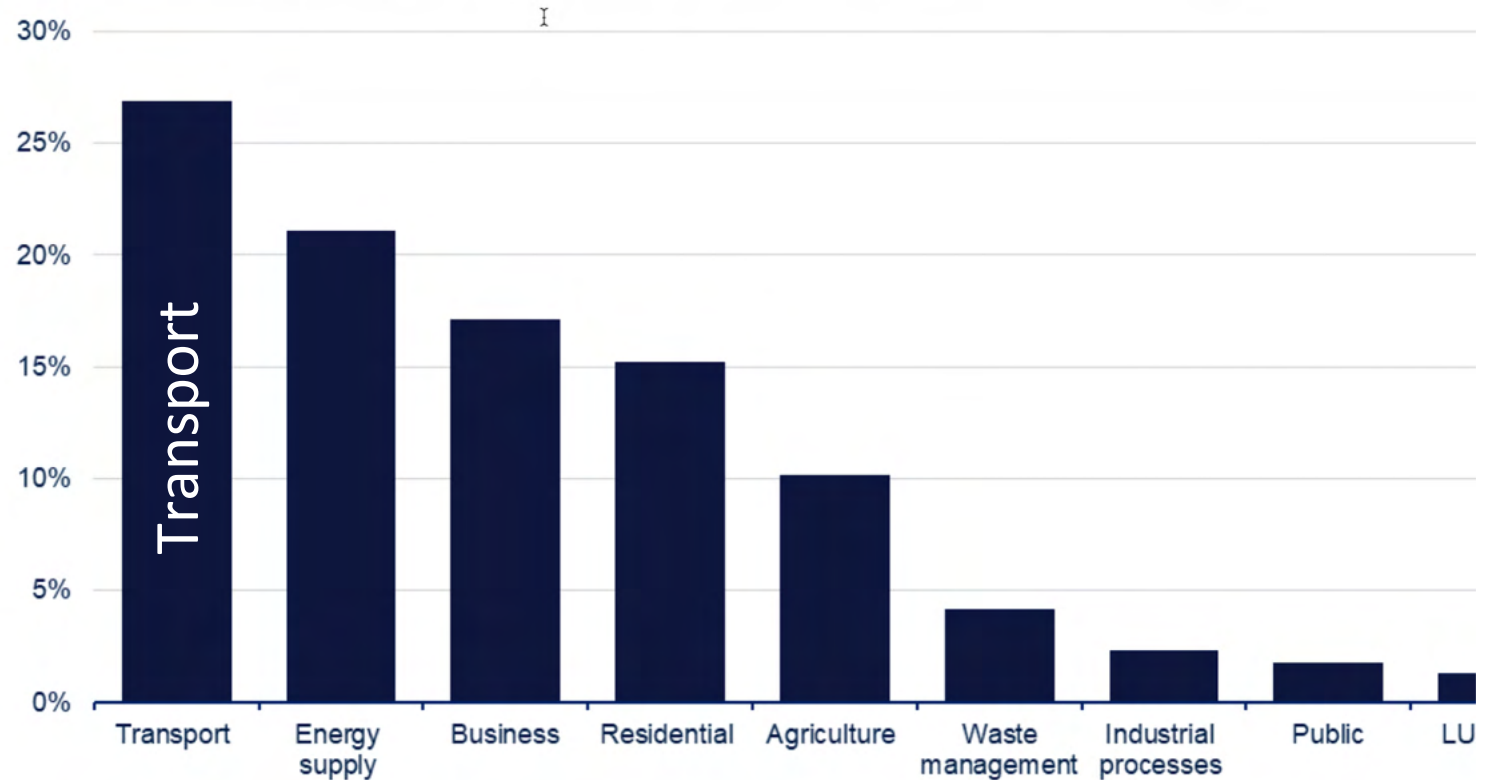


Devastating
our planet



Source of CO₂ emissions, UK

Figure 4: Territorial UK greenhouse gas emissions by NC sector, 2019 (%)



UK govt Dept for Business, Energy & Industrial Strategy, 2 Feb, 2021: [2019 UK Greenhouse Gas Emissions, Final Figures](#).

CO2 emissions
from road
transport

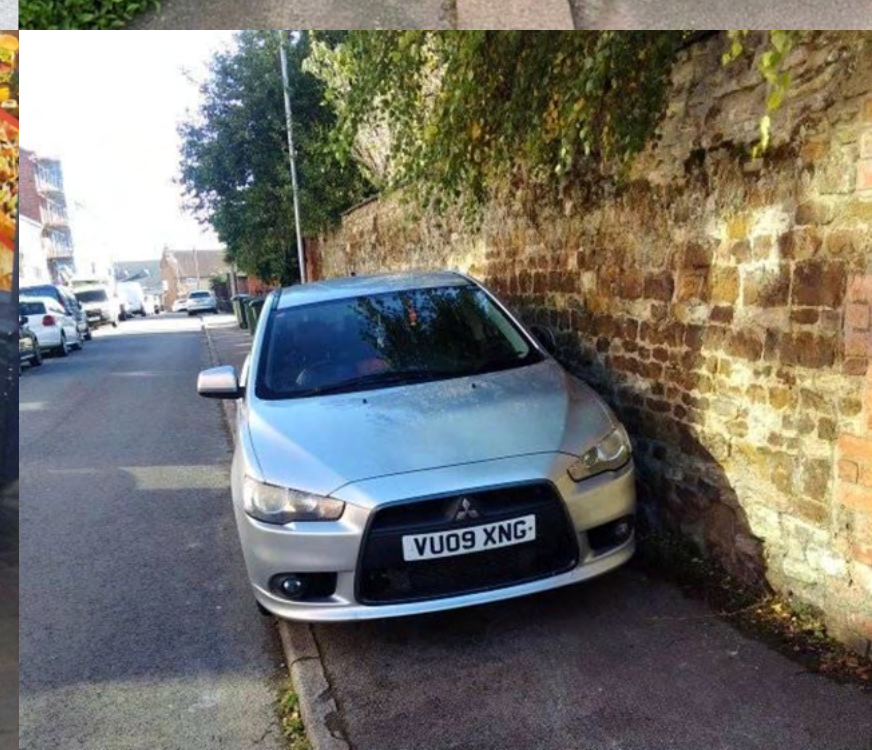
Up 6% since
1990

Yet we are aiming for
net zero by 2030

Devastating our cities

Who are our streets for?





Devastating our health

EFFECTS ON CHILDREN

Air pollution causes more children to be admitted to hospital with respiratory illness.

Air pollution increases coughing and wheezing in children.

Air pollution makes asthma worse.

The brain can be damaged by air pollution.

Air pollution affects normal lung development in children causing lifelong problems.

The heart, hormone systems and immunity can all be harmed by air pollution.

Royal College of Physicians'



28-36,000 annual deaths from air pollution

PHE: [Air pollution evidence review](#), 2019



6,000,000

middle-aged people in England don't even take a single brisk walk longer than 10 minutes in an average month.

1 in 6

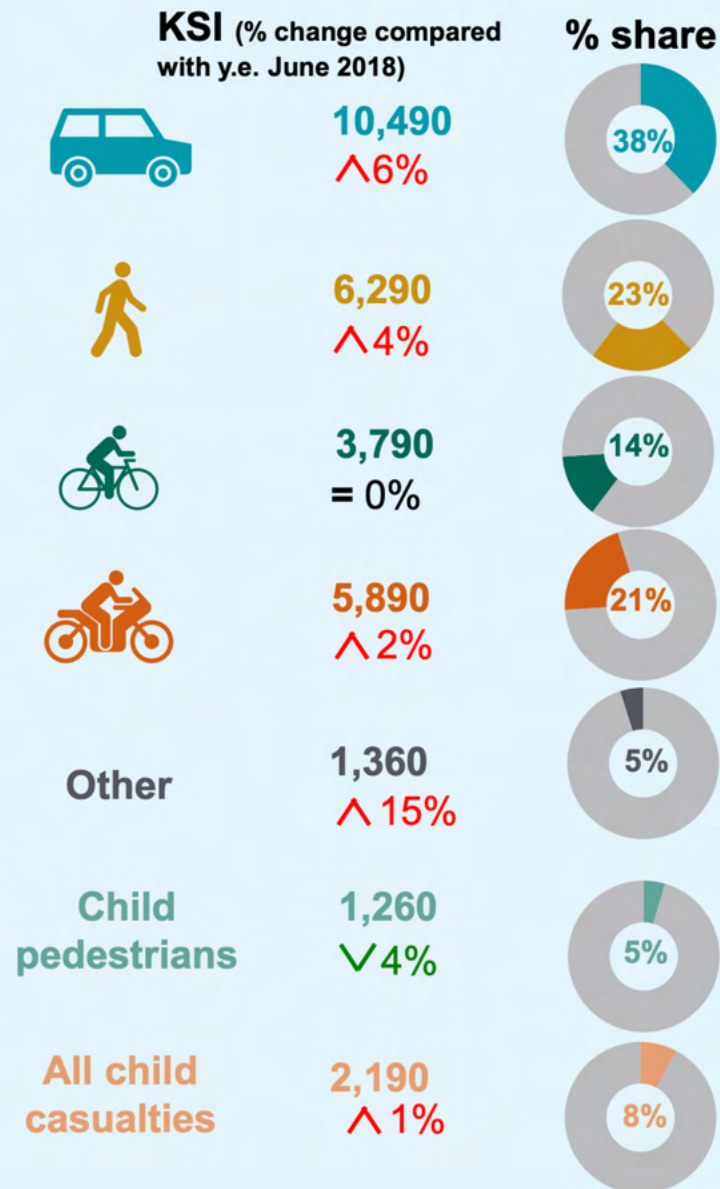
UK deaths are caused by inactivity

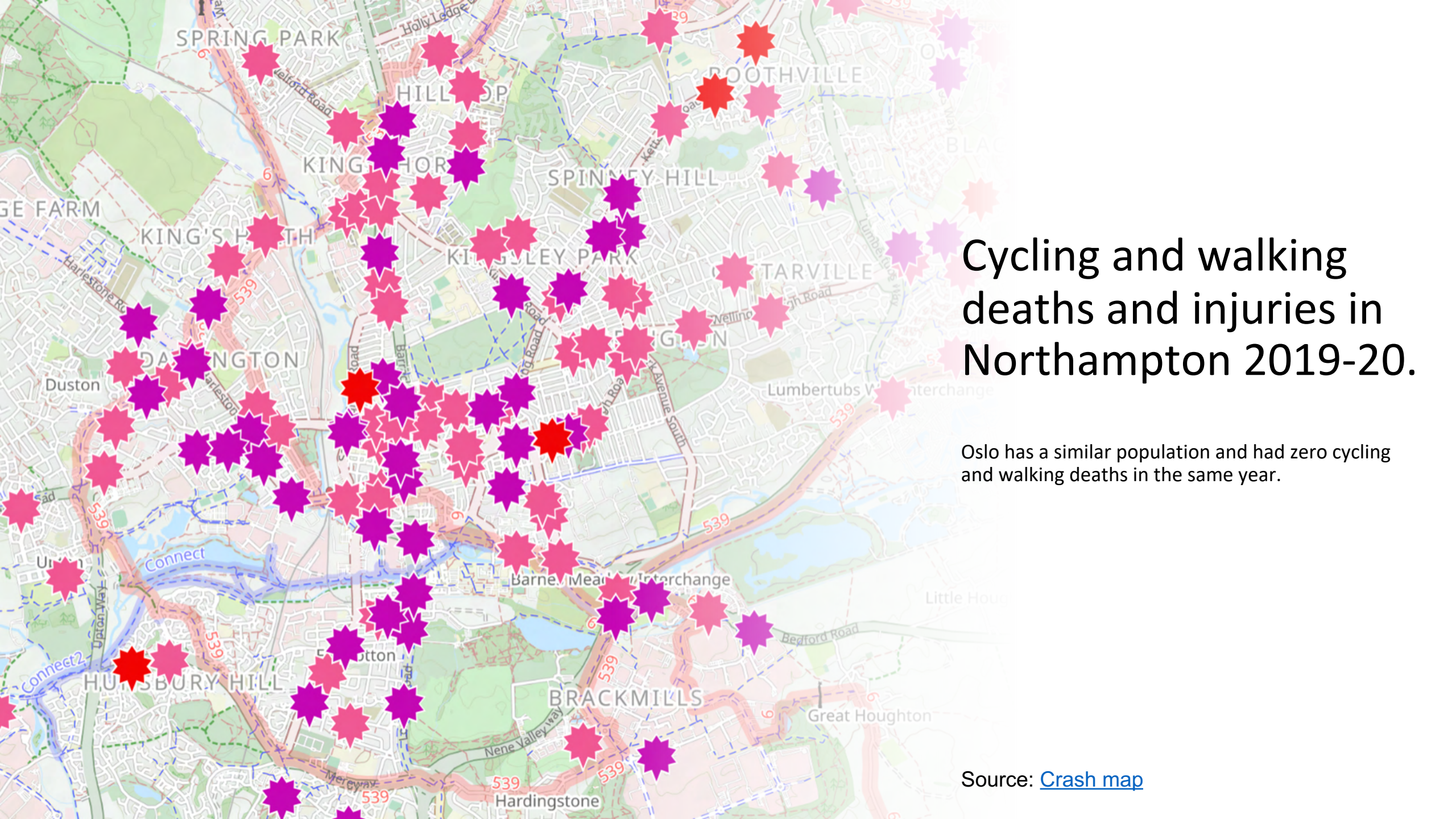
The road deaths epidemic

27,000

KSI per year in the UK

Year ending June 2019 ([RAS45006](#))





Cycling and walking deaths and injuries in Northampton 2019-20.

Oslo has a similar population and had zero cycling and walking deaths in the same year.

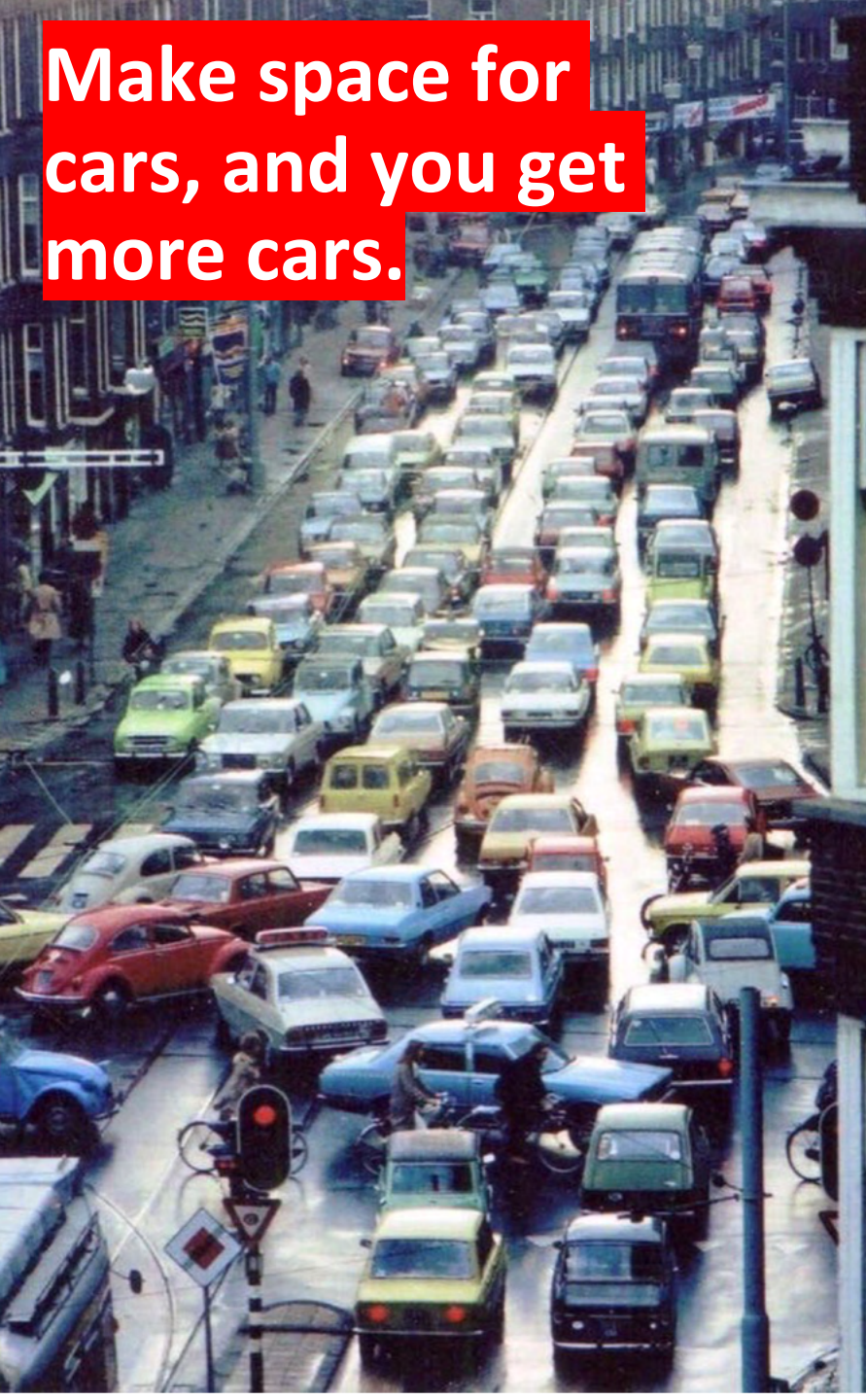
Source: [Crash map](#)

How can we fix it?

National and city governments worldwide are making huge changes. It's not party political, and it's highly successful and popular.



Make space for cars, and you get more cars.



Make space for people, and you get a better town for everyone.



100s of cities in Europe are prioritizing cycling and walking.



And many cities in the UK too



A word cloud featuring 15 city names in various colors and sizes, arranged in a roughly circular pattern. The colors include red, blue, yellow, green, brown, purple, and grey. The names are: Paris (red), San Francisco (blue), Bogota (yellow), New York (blue), Edinburgh (blue), Ghent (green), Seville (yellow), London (brown), Copenhagen (red), Bristol (blue), Odense (green), Manchester (yellow), Freiburg (grey), Basel (purple), Amsterdam (brown), and Birmingham (green).

Paris

San Francisco

Bogota

New York

Edinburgh

Ghent

Seville

London

Copenhagen

Bristol

Odense

Manchester

Freiburg

Basel

Amsterdam

Birmingham

And it's proving massively successful – these are just a few of the cities being transformed.



It's not about the weather, the geography or the culture – it's about how the streets are organized.





How we organize our streets creates the culture. We don't have to be dominated by cars.



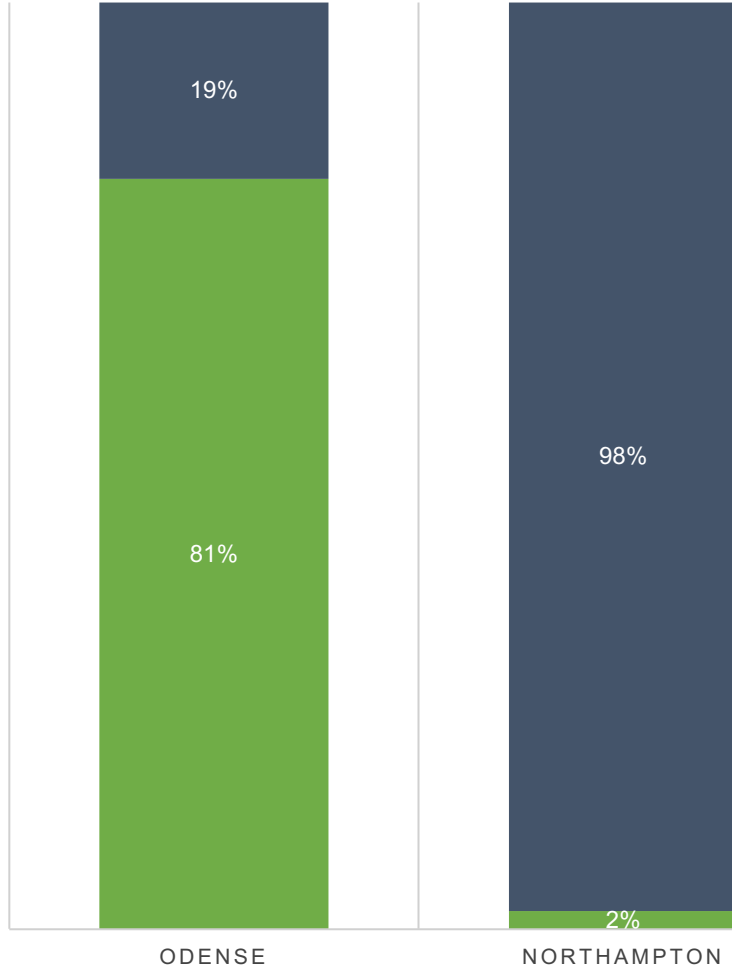
[Huge changes in Paris](#) will make it one of the most cycle-friendly cities in the world – and it's very popular.



Mayor Anne Hidalgo was reelected on the promise to accelerate the changes.

Cycling to school: 81% in Odense. 2% in Northampton.

■ Cycling ■ Other





Department
for Transport

Gear Change

A bold vision
for cycling
and walking



The biggest change in UK transport policy in 60 years.

DfT: [Gear Change](#), 2020



Department
for Transport

Gear Change: One Year On



This was the follow-up document a year later.
DfT: [Gear Change: One Year On](#), 2021

“Traffic is not a force of nature. It is a product of people’s choices.

If you make it easier and safer to walk and cycle, more people choose to walk and cycle instead of driving, and the traffic falls overall.”

[Gear Change: One Year On](#), 2021, page 6

3 key changes towns & cities are making

1. Segregated cycle lanes
2. Low Traffic Neighbourhoods
3. School Streets

Not like this...

This is 10 years ago in London, using an outdated standard.



This is the new standard >

70%

Of the traffic on
Blackfriars Bridge is
in the cycle lane

DfT: [Gear Change](#), 2020, page 16

Now cycle lanes have to be properly segregated from traffic. Research shows that this is essential to get people to feel safe enough to switch from driving to cycling.



...which uses only
20% of the
road space



In rush hour, cycles make up a third of the vehicles on the roads of central London, and up to 70 per cent on some main roads.

DfT: [Gear Change: One Year On](#), p9





The DfT has created [new standards](#). To get people to cycle, routes must be safe, direct & convenient.



Low traffic neighbourhoods

Supporting the reallocation of road space for walking and cycling:



69% of respondents supported reallocation of local road space for walking and cycling, including:

58% of respondents with mobility issues

61% of local business owners



School Streets



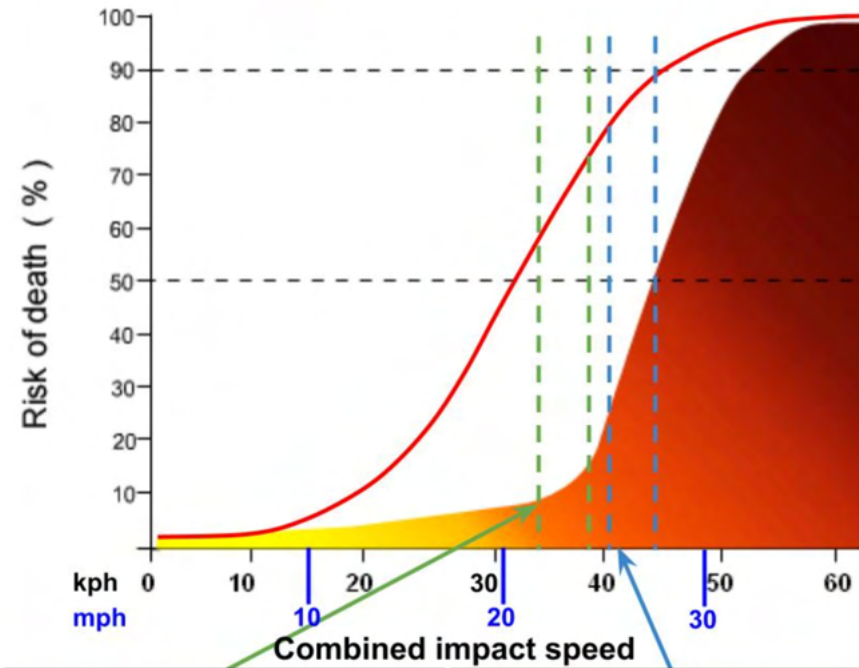
Many authorities close school streets to traffic during drop-off and pick-up times. It's very successful in getting more children walking & cycling to school and improving air quality.



SAFER GREENER CLEANER

The UN and WHO recommend 20mph as the speed limit for urban areas. It's being adopted in many cities all over the world.

Risk of death for pedestrians, cyclists, and motorcyclists.
 (— Risk of Severe Injury)



20

"Average speeds on 20mph roads are now **21.8mph** during daytime (7am to 7pm), and **24.1mph** at night."

(BRITE Bristol 20mph limit evaluation report)

30

"Average speeds on 30mph roads are now **25.1mph** during daytime (7am to 7pm), and **27.6mph** at night."

(BRITE Bristol 20mph limit evaluation report)

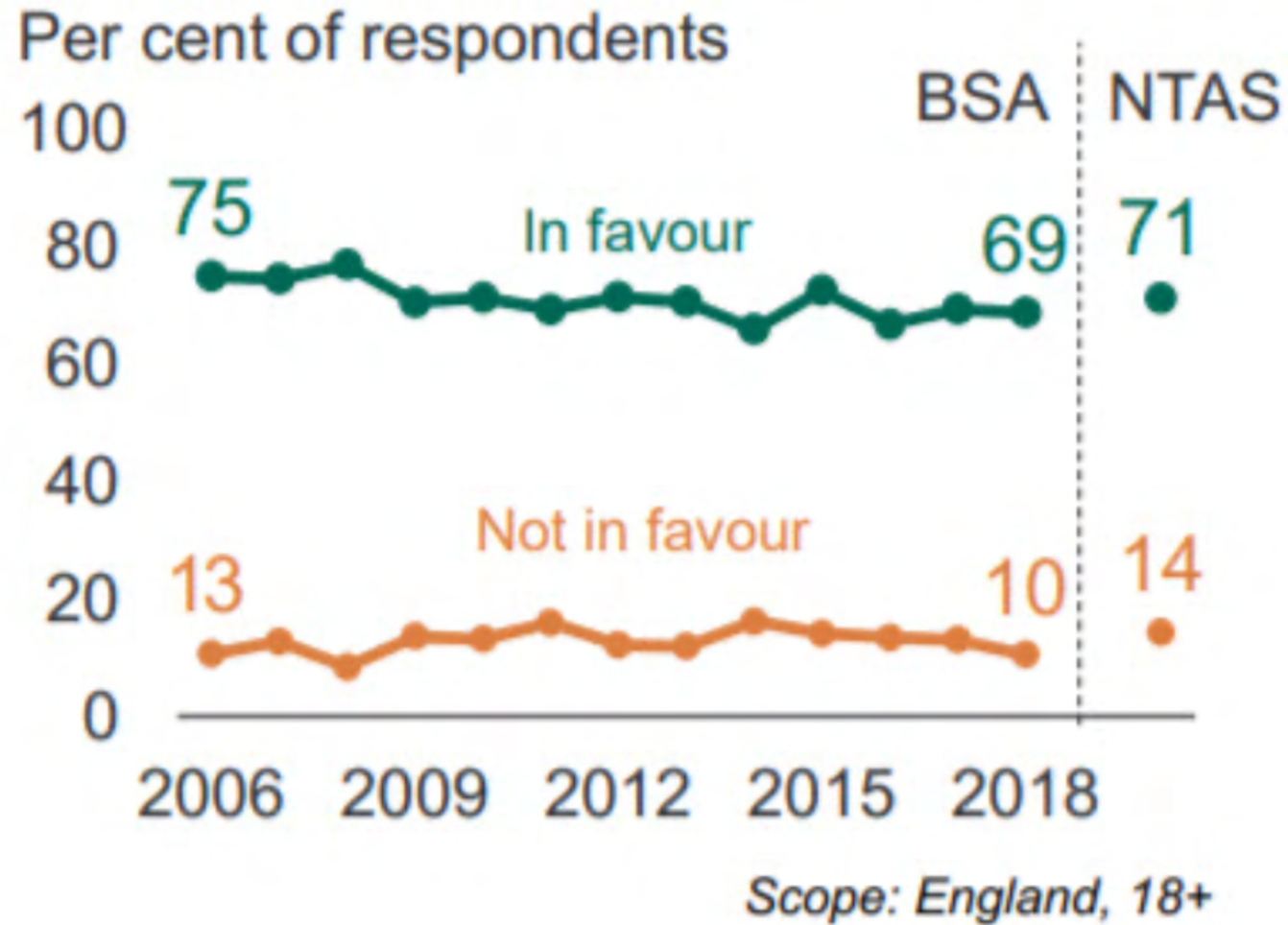
Do 20mph limits cost or save money?

Bristol (UK), population 450k, spent £2.3M implementing city-wide 20mph speed limits with an **ANNUAL estimated saving of £15.2M** due to reduced casualties. Some evidence of increased walking and cycling was also shown.

(BRITE Bristol 20mph limit evaluation report <http://eprints.uwe.ac.uk/34851/>)

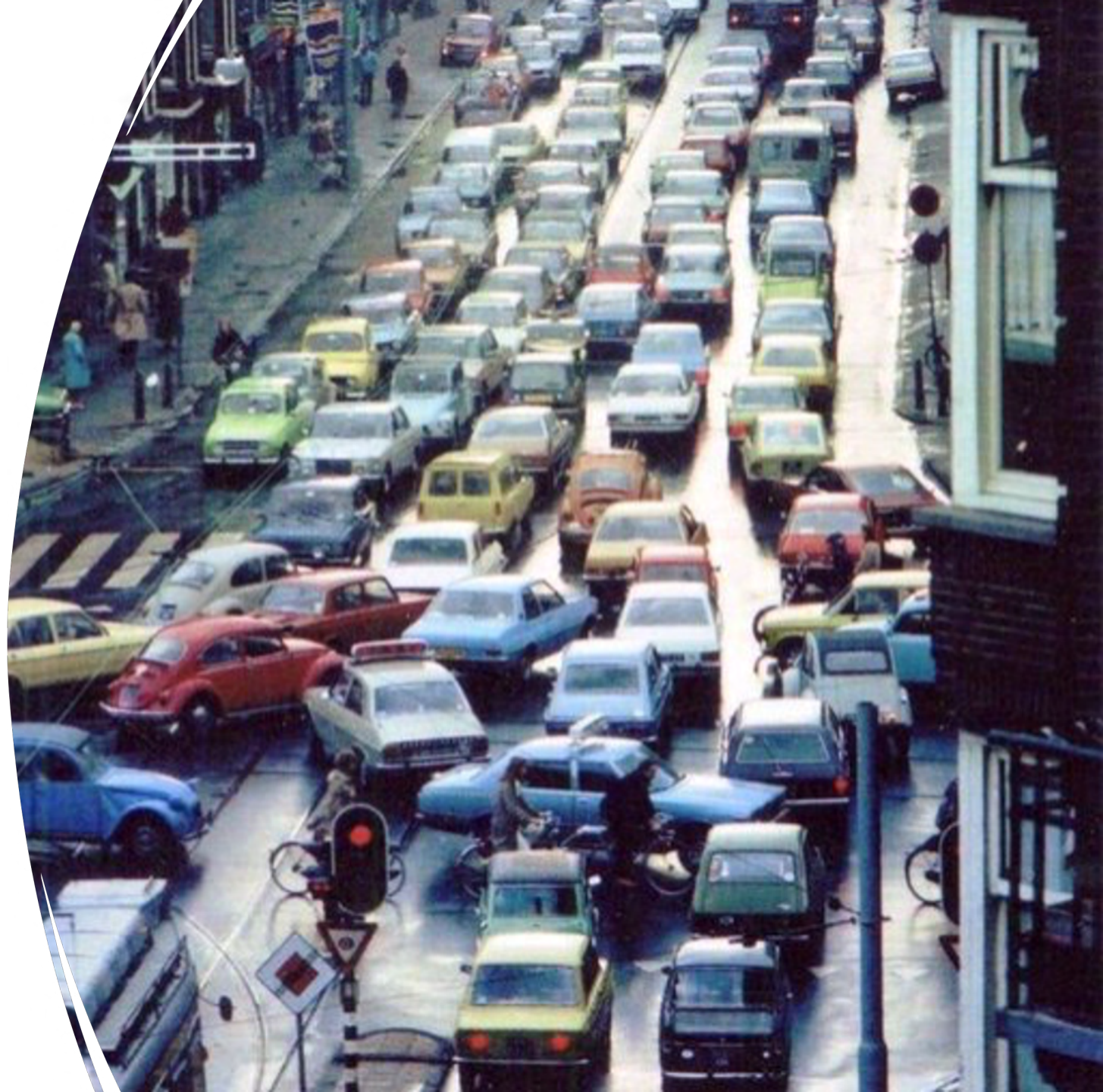
<https://www.20splenty.org/graphics>

Speed limits of 20mph in residential streets



“If you are going to oppose these schemes, you must tell us what your alternative is, because trying to squeeze more cars and delivery vans on the same roads and hoping for the best is not going to work.”

Boris Johnson, “[Gear Change: One Year On](#)”, 2021 p7



“We will **reduce funding** to councils which do not take active travel seriously, particularly in urban areas...

...an authority’s performance on active travel will help determine the wider funding allocations it receives, **not just on active travel.**”

DfT: [Gear Change: One Year On](#), 2021 p21

Gear Change: One Year On



References: Department for Transport

[Gear Change, 2020](#)

[Gear Change: One Year On, 2021](#)

[Letter to councils, 30 July 2021](#)



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