

# Future Visions: Scope for change

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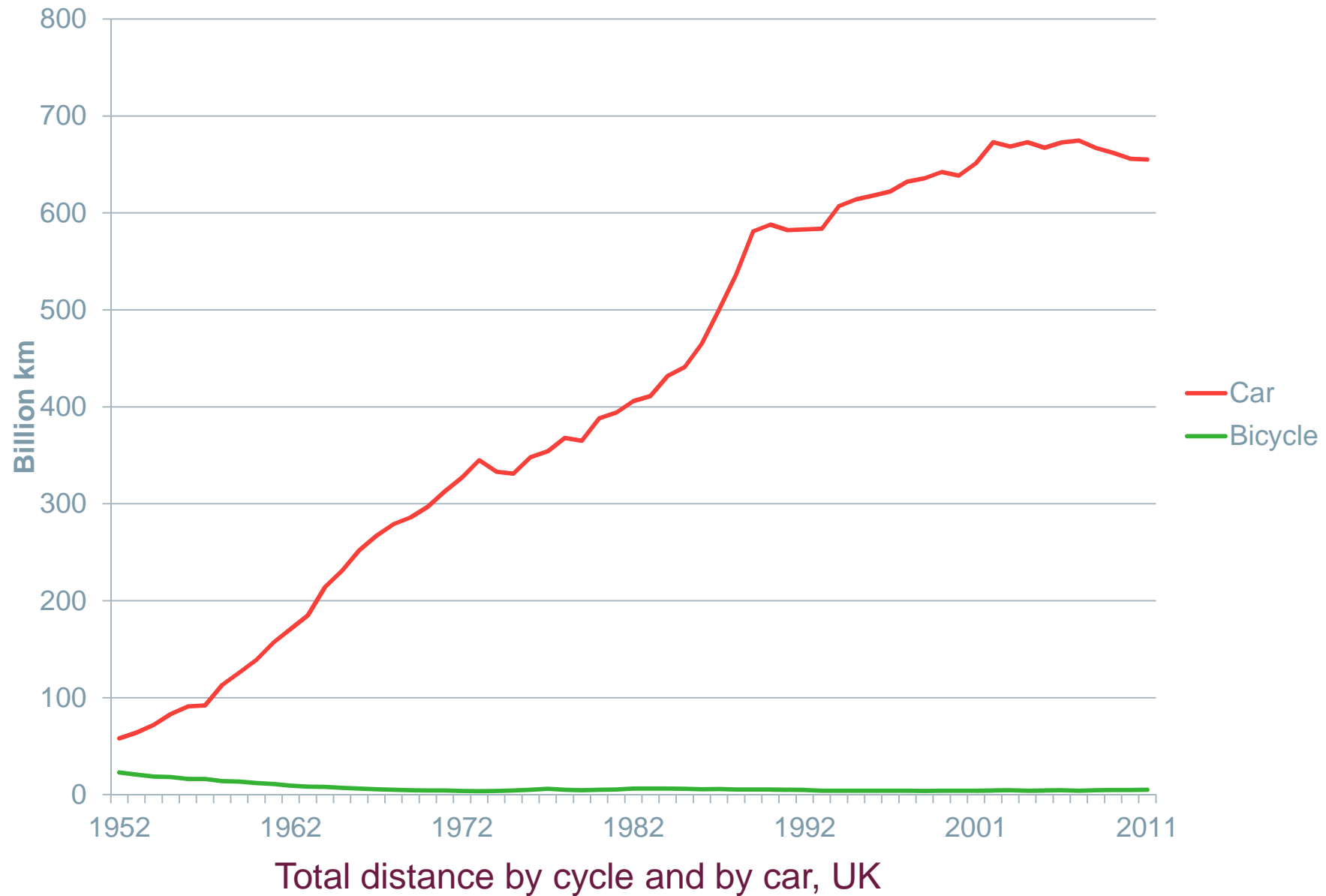
[rachelaldred.org](http://rachelaldred.org)

@RachelAldred

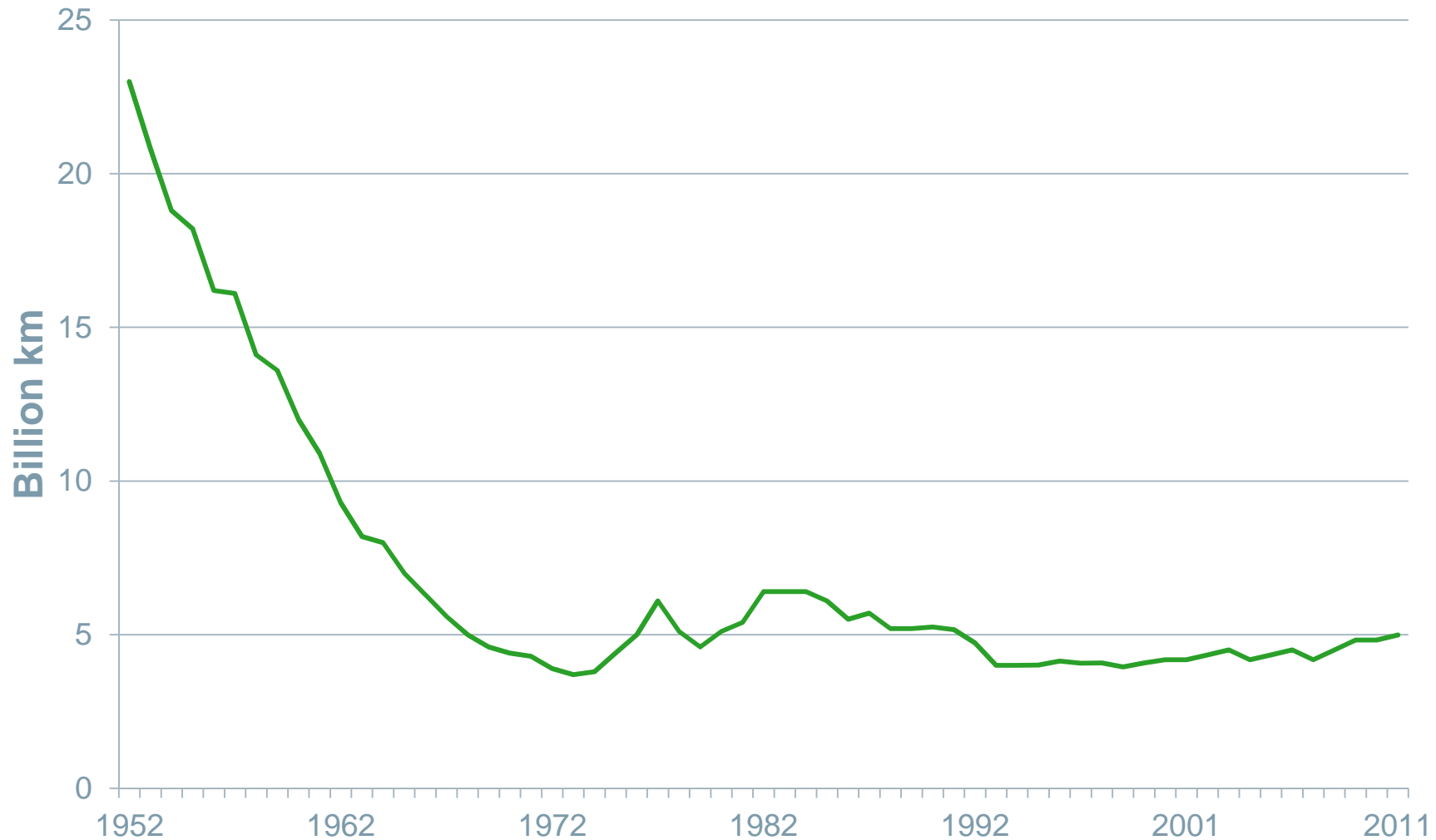


# 1. WE ARE LIVING IN THE WAKE OF AN EXTRAORDINARY SOCIAL TRANSITION

## From a multi-modal to a car-based society in a few decades...



## The impact on cycling



In 1949, cycling represented 34% of vehicular road traffic, but by 1970 only 2%.



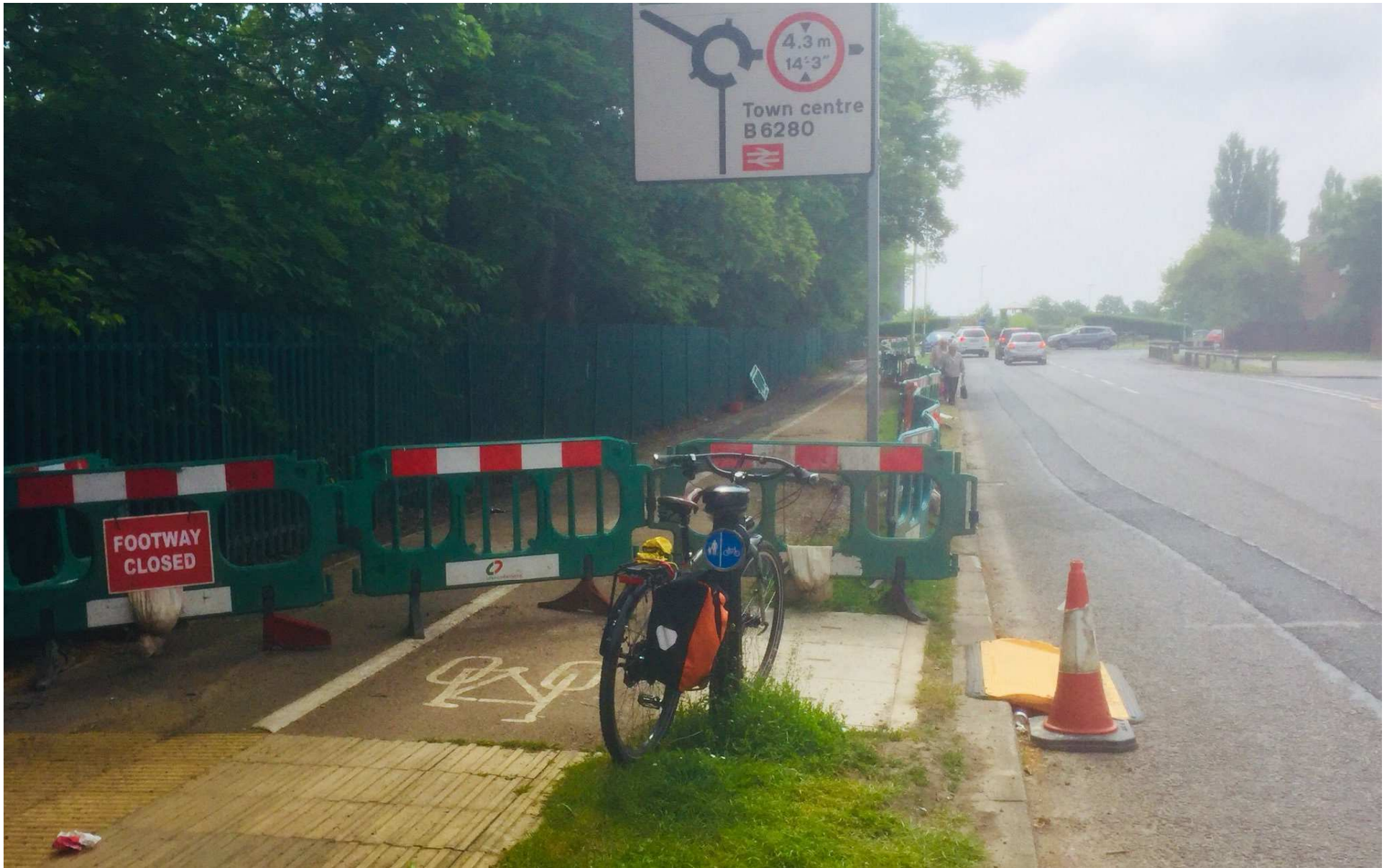


**2. OUR ENTIRE TRANSPORT  
SYSTEM CONSTANTLY TELLS  
US 'USE A CAR'**









Pic: Darlocyclesick, 2018





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## Getting here

### Car

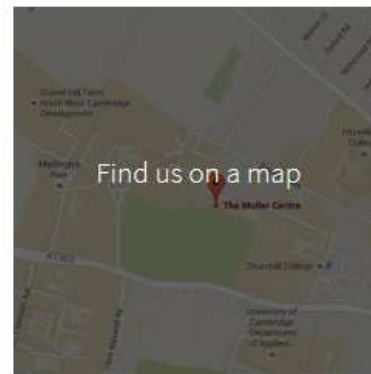
There is **free on-site parking for over 140 cars** at the Møller Centre. Please note when entering Storey's Way from Huntingdon Road (A1307), there are width restrictions. Alternatively approach Storey's Way from the Madingley Road entrance.

**Sat Nav warning:** If you are using a Sat Nav please use the postcode CB3 0DS, visitors have reported issues with some sat nav systems taking them all along Storey's Way to a point beyond the traffic calming measures. Please have a close look at the [site map here](#). The main vehicular entrance is from Storey's Way, just off Madingley Road, near the main Churchill College entrance.

The Møller Centre is committed to reducing carbon emissions, both directly and indirectly. Please consider using public transport or car-sharing when planning your journey to the Centre.

### Train

Download site map 



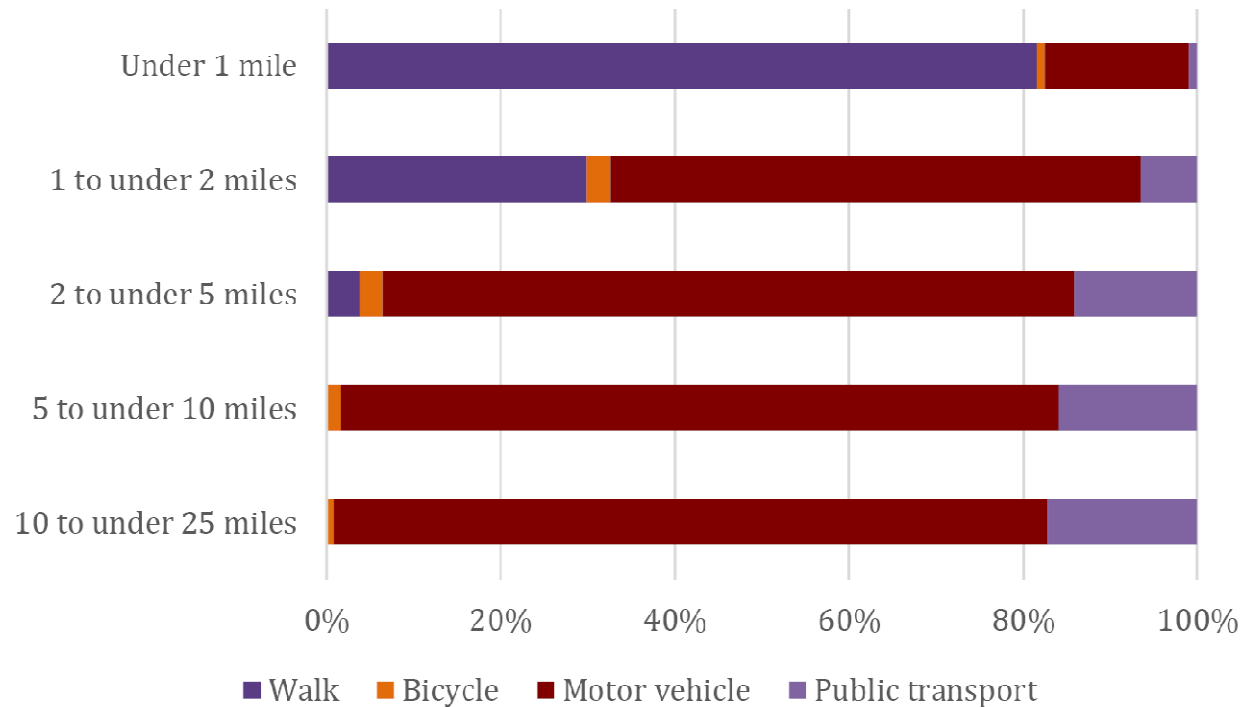
**Table 1: Journeys, by length as a percentage of all journeys, 2017**

<b>Under 1 mile</b>	<b>1 to 2 miles</b>	<b>2 to 5 miles</b>	<b>5 to 10 miles</b>	<b>10 to 25 miles</b>	<b>Over 25 miles</b>
24%	18%	25%	15%	12%	5%

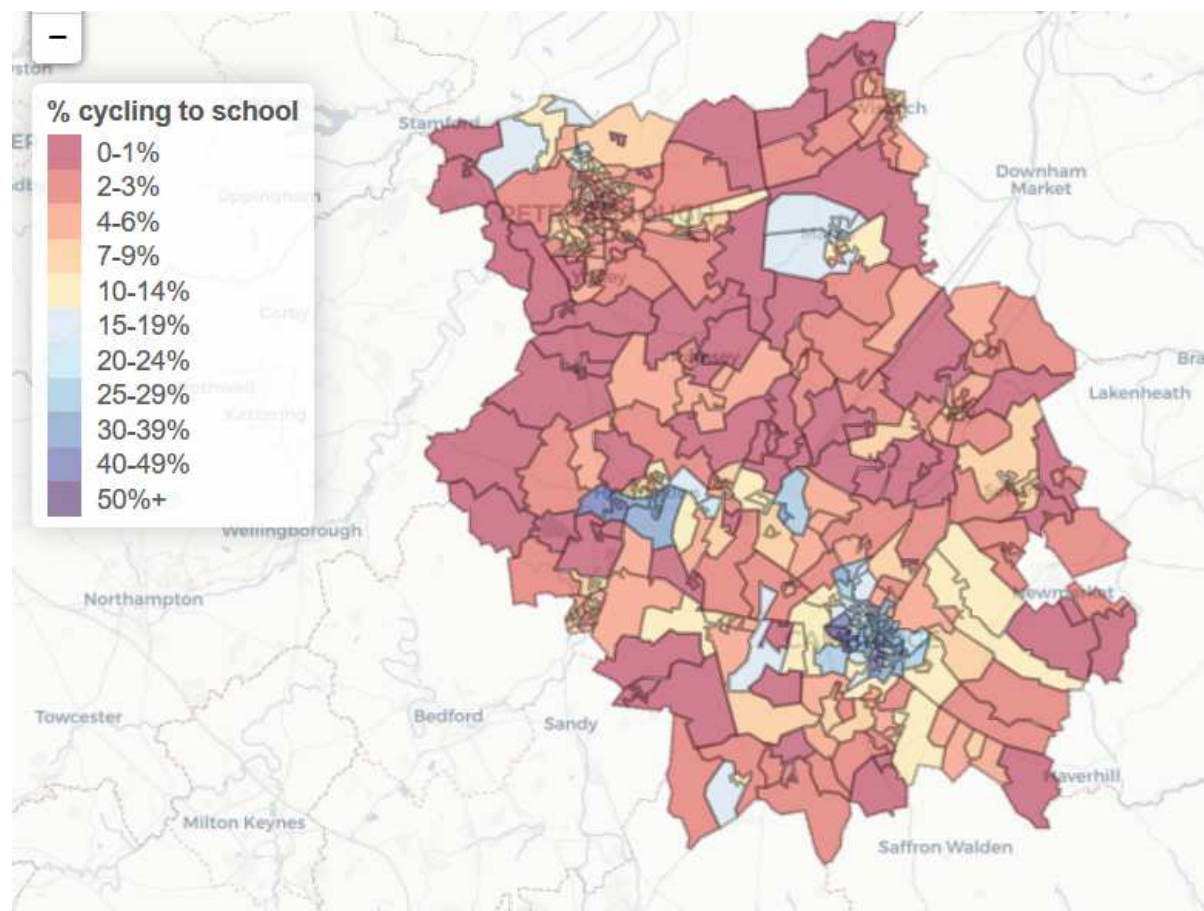
Source: Department for Transport, [NTS0308: Average number of trips by trip length and main mode: England, July 2018](#)

### **3. BUT TRAVEL CULTURES CAN CHANGE AGAIN – AND QUICKLY**

## Most trips are short, but the car dominates even these journeys



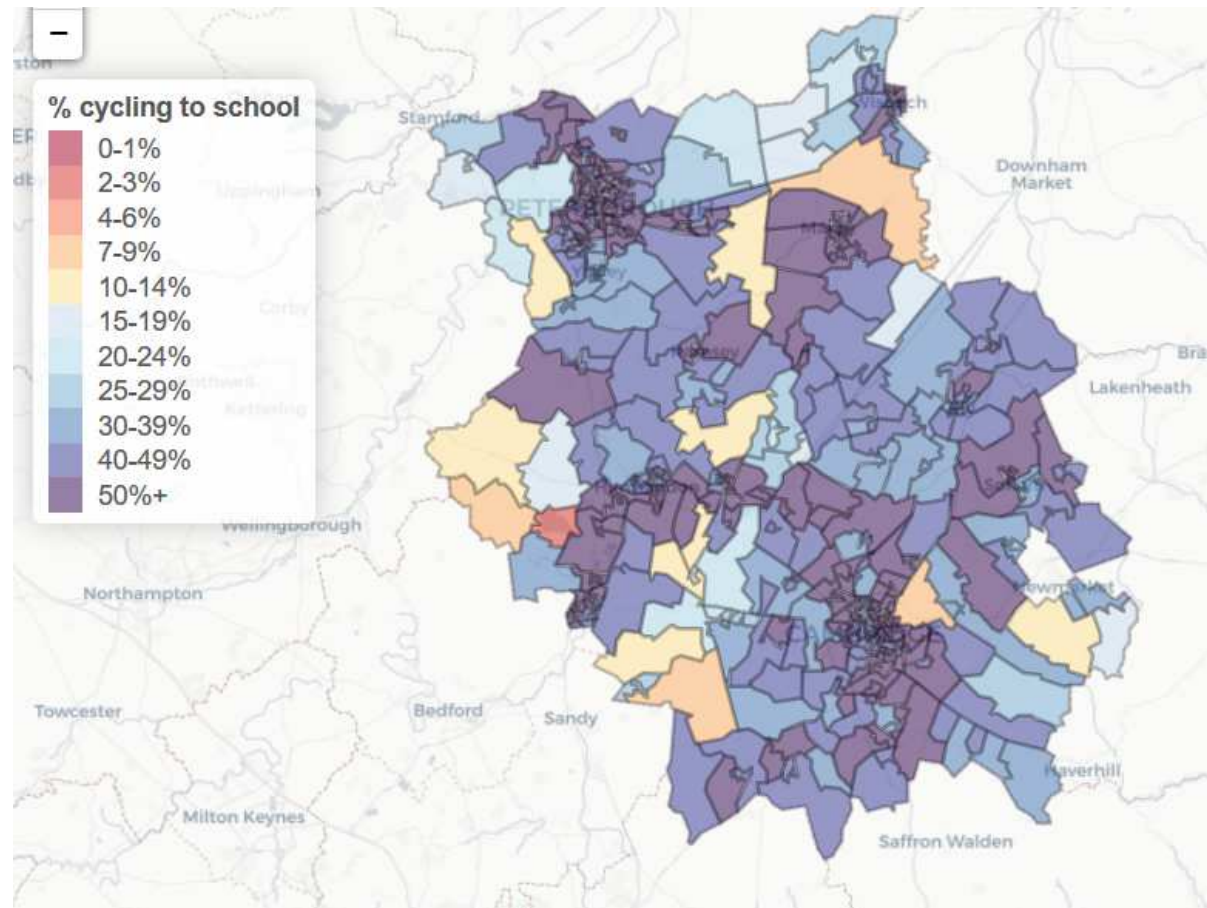
## Current (2011 School Census) cycling to school



Source: [www.pct.bike](http://www.pct.bike)

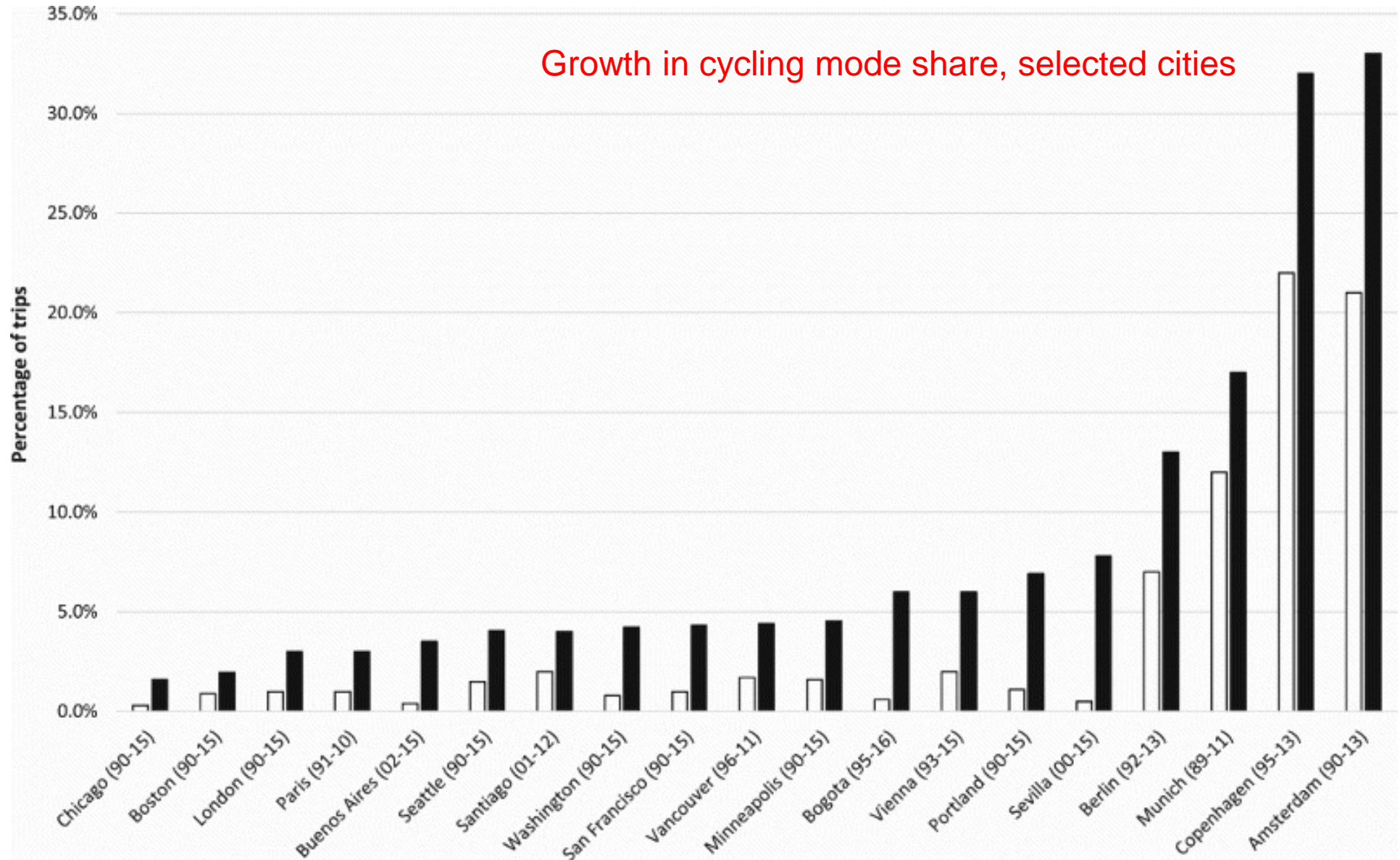


## If English children cycled at Dutch rates to school, by distance and hilliness



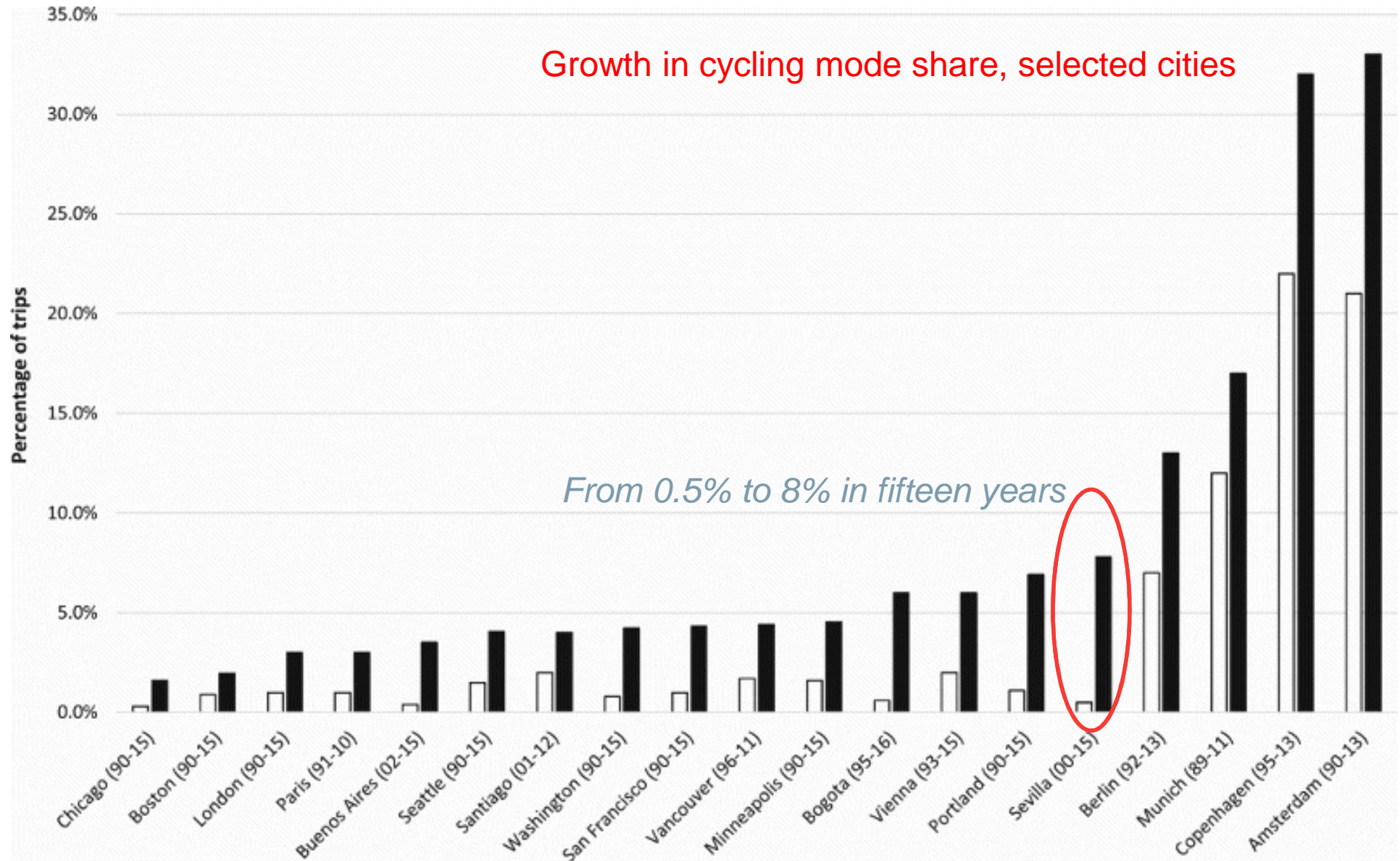
Source: [www.pct.bike](http://www.pct.bike)

## Growth in cycling mode share, selected cities



Source: <https://www.tandfonline.com/doi/full/10.1080/01441647.2017.1340234>

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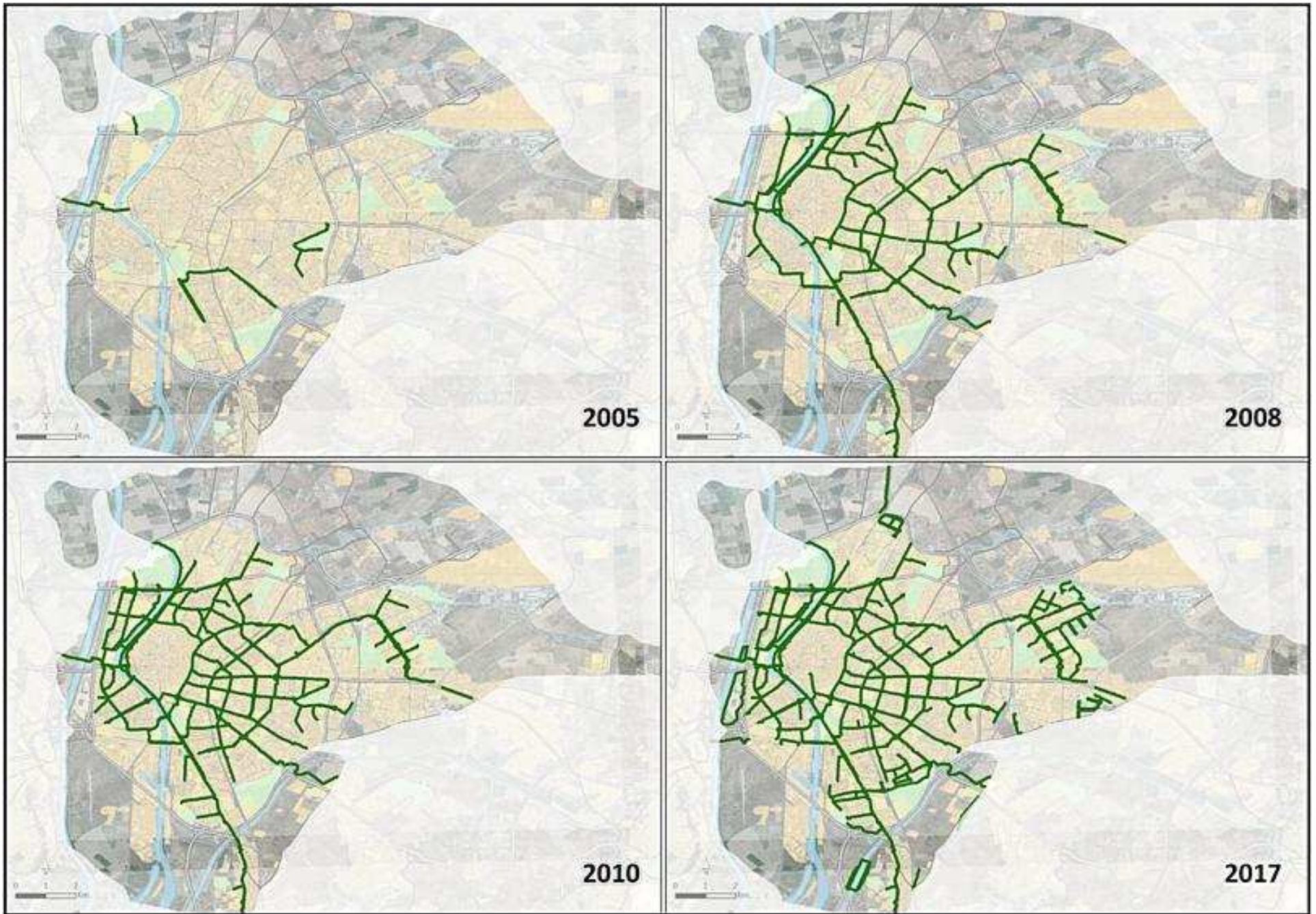


Source: <https://www.tandfonline.com/doi/full/10.1080/01441647.2017.1340234>





Photo: [Claudio Olivares Medina](#).



Evolution of the network of cycle paths in Seville. Source: Municipality of Seville.



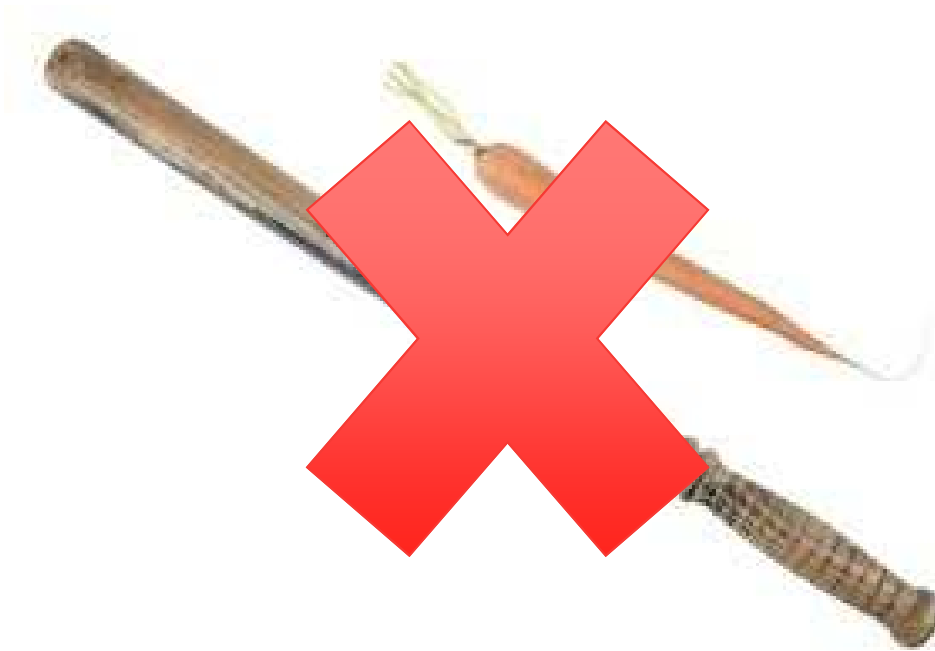


## 4. BOLD AND CONSISTENT POLICY AND MESSAGING ARE NEEDED

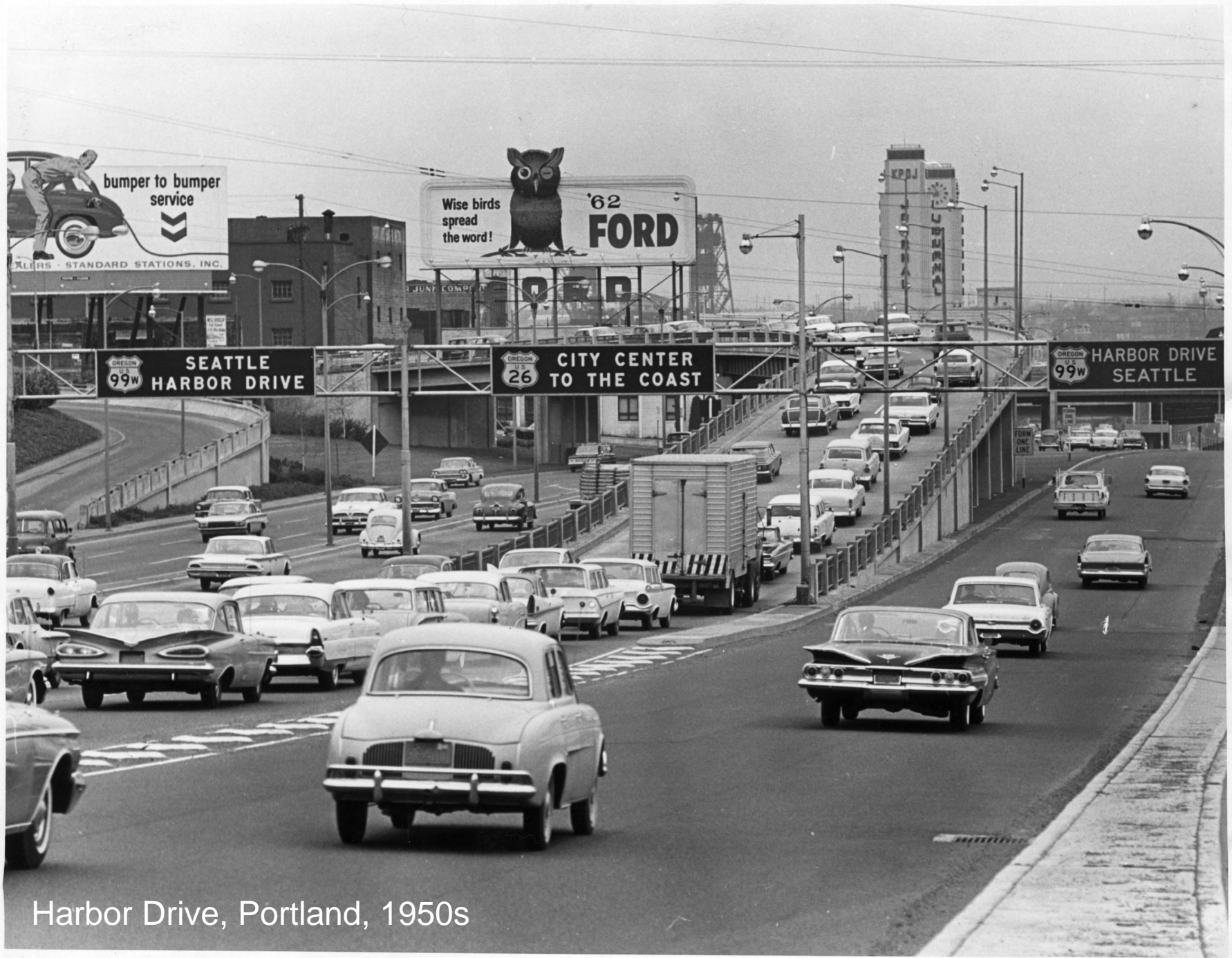
**There are few (effective) carrots without sticks...**



**There are few (effective) carrots without sticks...**







Harbor Drive, Portland, 1950s



And the same area now



See <https://www.gizmodo.com.au/2014/03/6-freeway-demolitions-that-changed-their-cities-forever/> for more examples



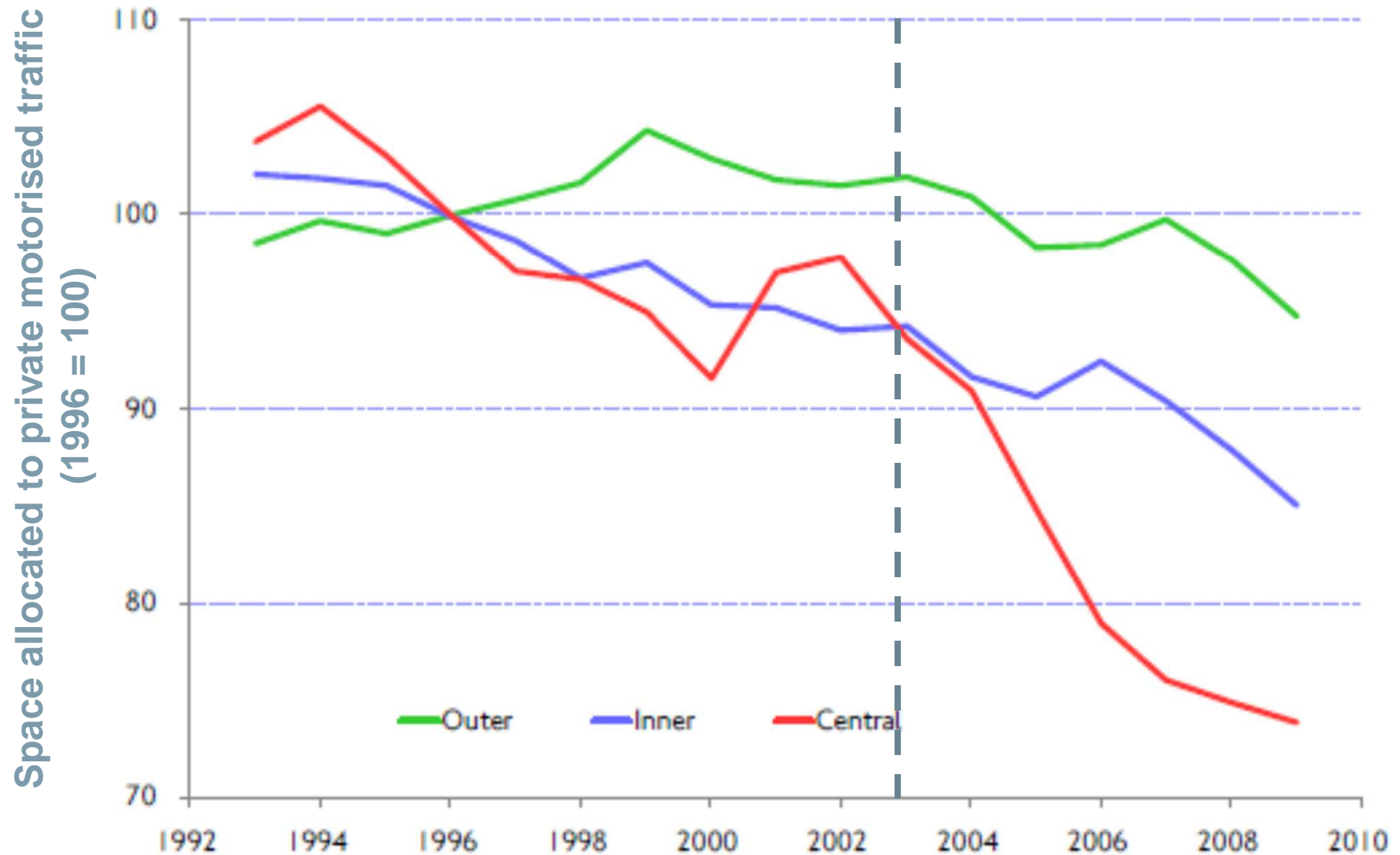




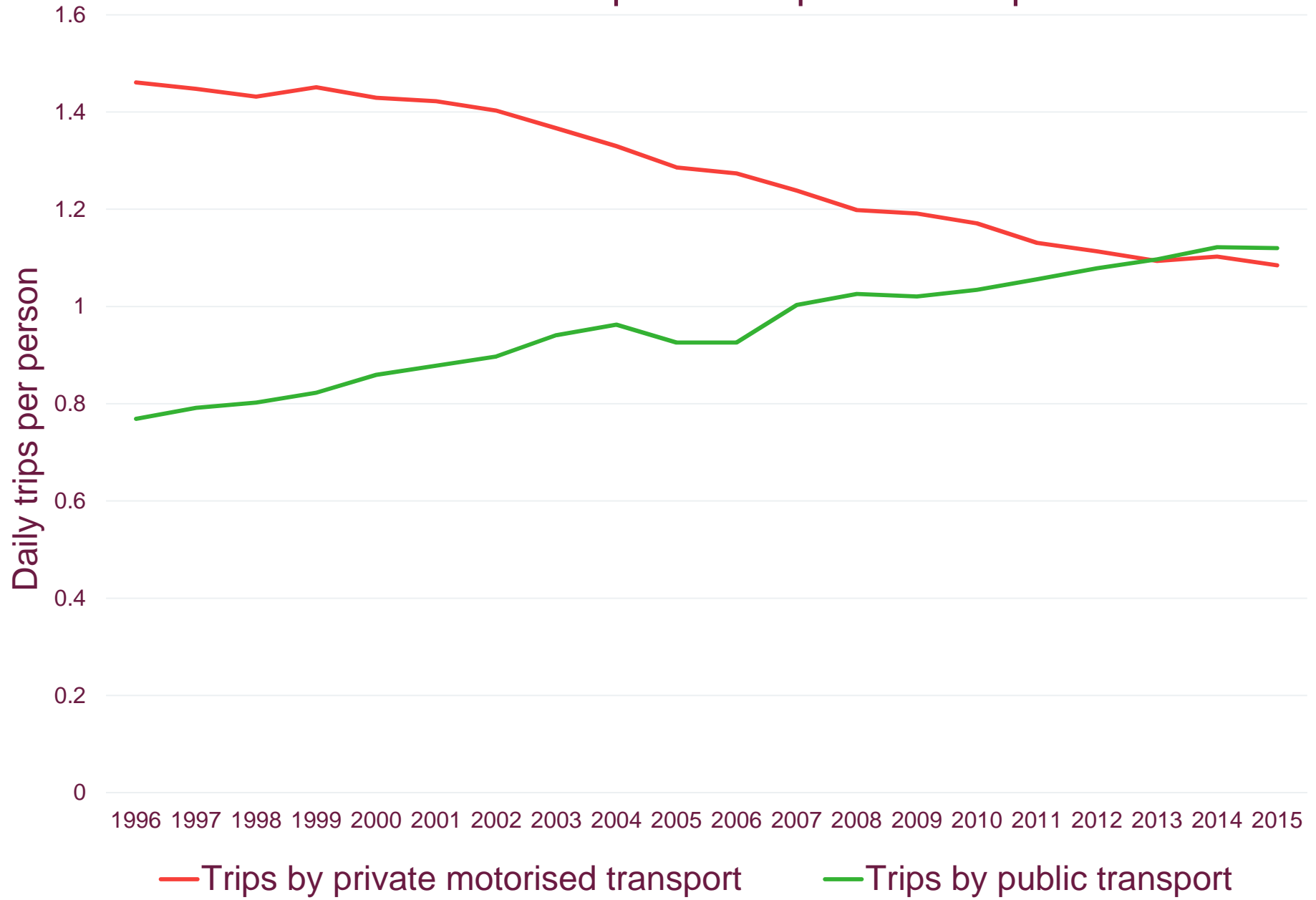


Photos: Archive of the Municipality of Seville and Ricardo Marqués.

## In Central London, the congestion charge allowed 25% of road space to be allocated from cars to buses and walking



# London's shift from private to public transport



Travel in London 11 , ONS mid-year population predictions



## Space reallocation under London's mini-Hollands programme

Figure 5.26 Example of a filtered permeability scheme at a junction in Blackhorse Village, Waltham Forest – before and after.



Source: Waltham Forest borough.

## Space reallocation under London's mini-Hollands programme

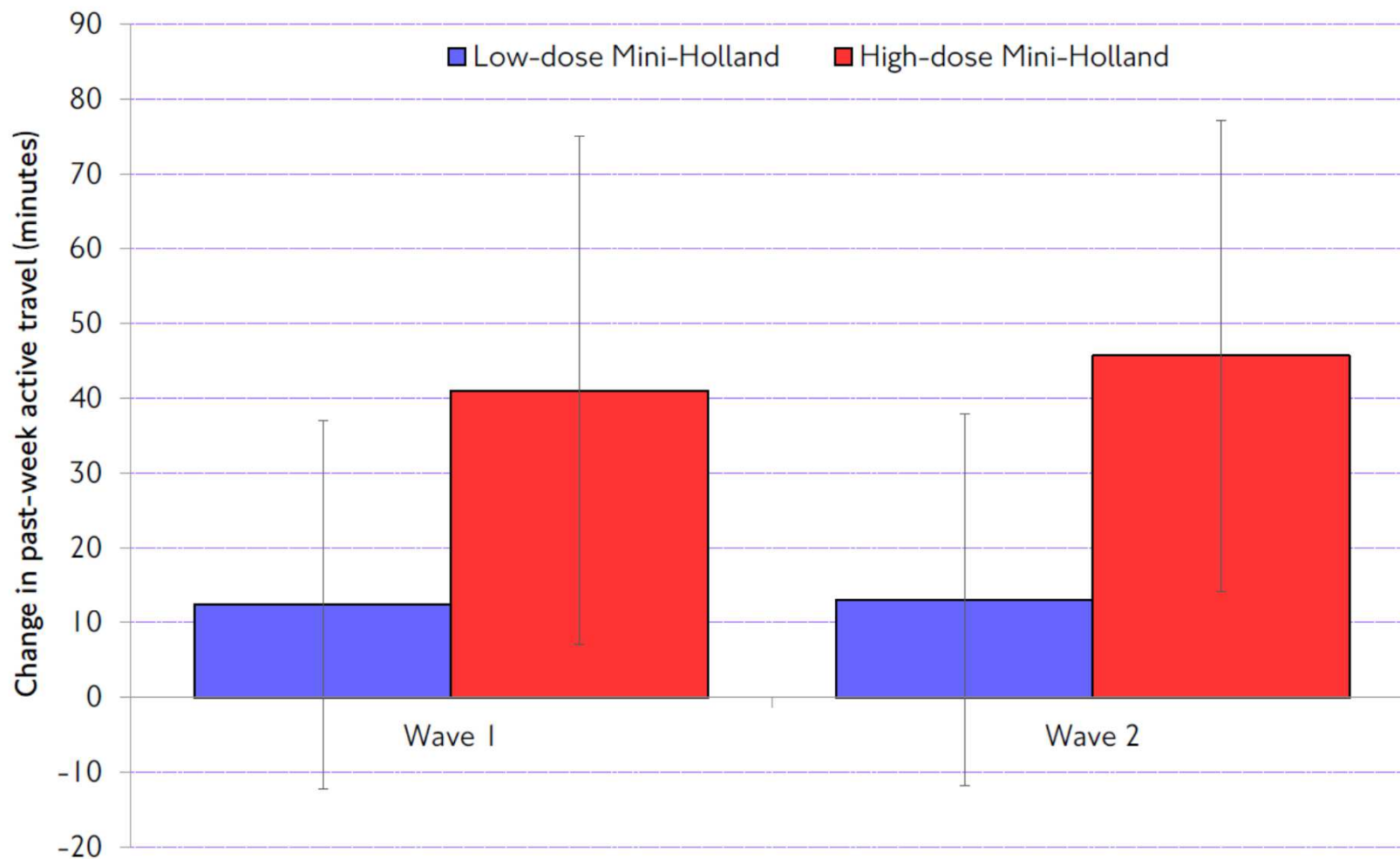
Figure 5.26 Example of a filtered permeability scheme at a junction in Blackhorse Village, Waltham Forest – before and after.



Source: Waltham Forest borough.



Figure 5.29 Change in minutes spent travelling by walk or cycle in Waves 1 and 2 compared to Baseline.



Source: TfL and University of Westminster results from Longitudinal survey, 2018.

Note: The chart shows 95 per cent confidence intervals. The chart controls for demographic differences between areas which might affect changes in active travel.

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