

A bold but realistic vision for a world-class transport future for Shrewsbury and the region

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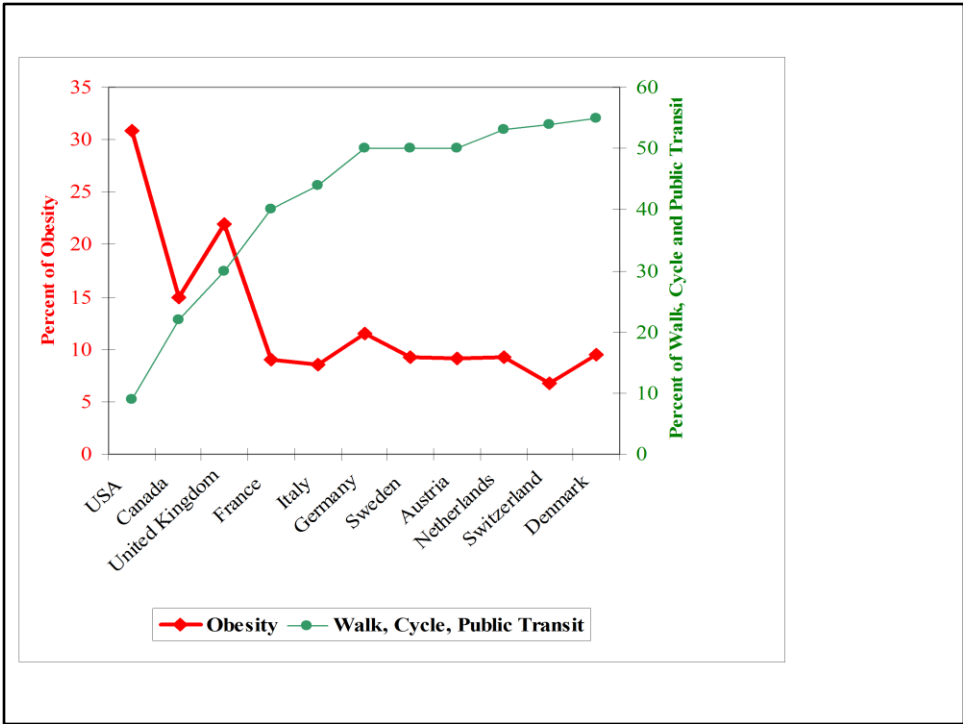
What is the problem

- Congestion
- Climate change
- Air quality
- Social exclusion
- Public health
- Death and injury
- Ideology

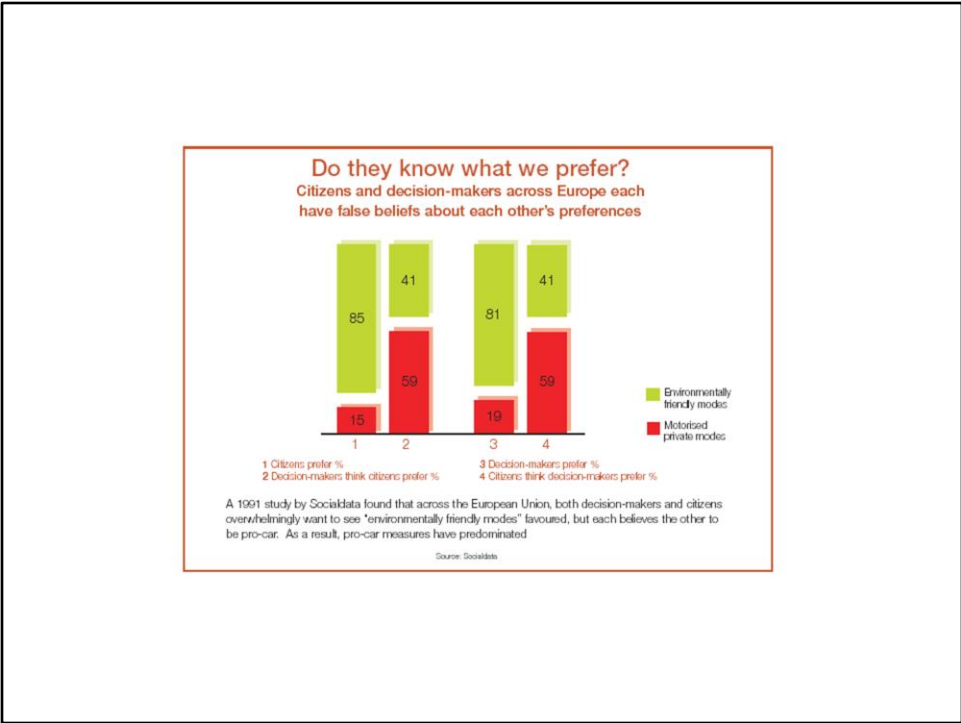
UK most backward country in Europe, and shire counties most backward in UK in relation to car dependence.

What is the Shrewsbury problem?

Congestion
Climate change
Air quality
Social exclusion
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Death and injury
Ideology



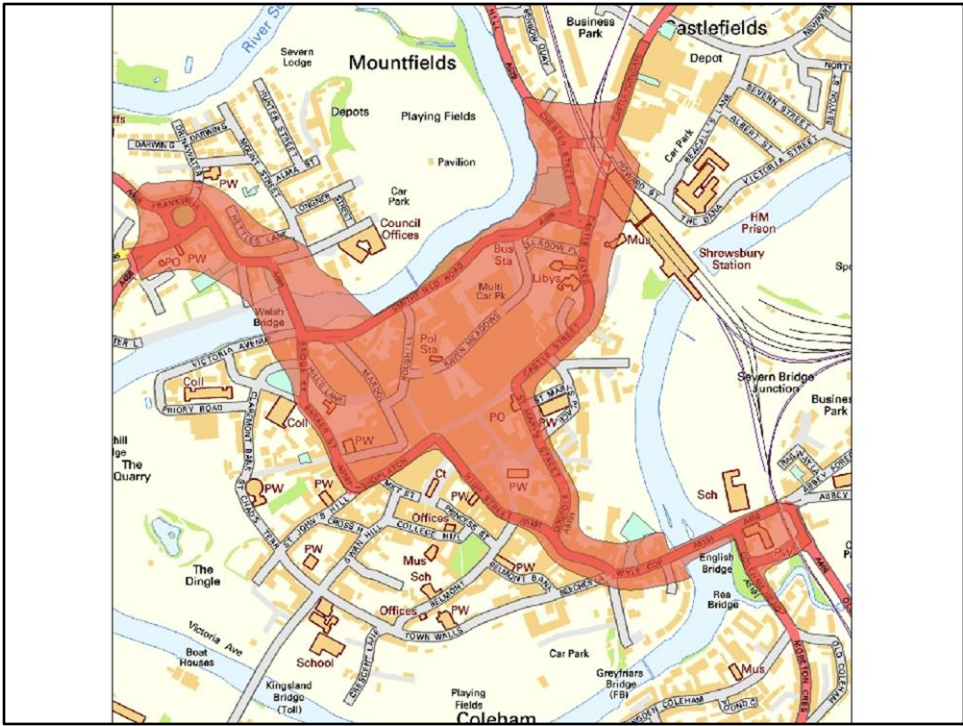
Faster roads/trains bring no advantage: We consume the time saved travelling extra distance.



Big mismatch between what planners/decision makers think people want and what people actually want. (An idea for public events: Demonstrate what people want by having Monopoly money at public stalls events and invite the public to 'invest' their Monopoly money into different schemes : a mile of new road costing £20m or so many new cycle paths across town, street kiddies play zones etc for £5m. Produces a media friendly visualisation of what people really want







Air Quality Action Plans

- The 3 AQMAs were declared in 2003 and amended in 2006
- No progress has been made in dealing with AQ
- The AQAPs for Shrewsbury contain no actions likely to improve air quality

Jan Gehl **Cities
for People**





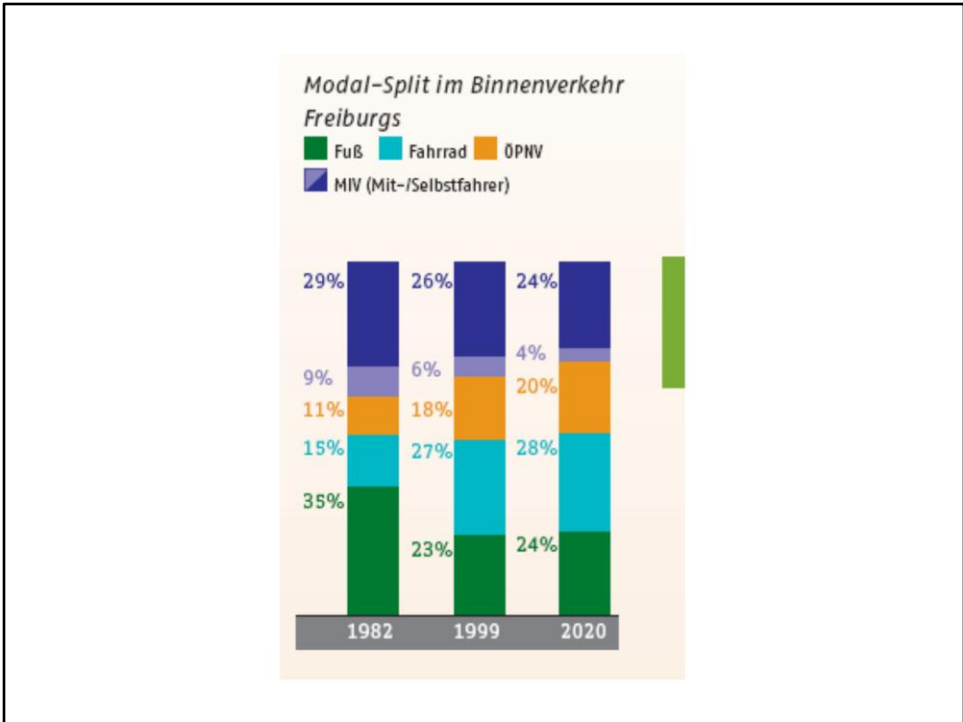
Restricted traffic and speed reclaims streets for people.



Freiburg in Germany, held to be one of the most advanced in the world.



Could this be the UK?



Percentage of people using various forms of transport within Freiburg showing the decrease in car use (top of each col is single driver in car, next is shared car use, then public transport (orange), then bike , then pedestrian).

The bigger picture

- Vision Zero
- Zero carbon
- Think Space
- Think Time

**Vision Zero:
Adopting a Target of Zero for Road
Traffic Fatalities and Serious Injuries**

John Whitelegg and Gary Haq



Public health. Ethical transport.

Deaths. Road traffic crashes are predictable and avoidable (World Health Organisation). Cut speeds from 30 to 20mph on all town roads and streets for dramatic improvement in life chances of crash victims. The Faculty of Public Health supports this - Local authorities are now responsible for public health.

What are your chances of surviving a collision if you are struck by a car while walking or cycling?

Vehicle Speed	% chances of Surviving	% of vehicles exceeding that speed in built-up areas	
		Cars	Heavy Goods Vehicles
20 mph (app. 32km/h)	95	95	91
30 mph (app. 48km/h)	45	72	55
40 mph (app. 65km/h)	5	12	5

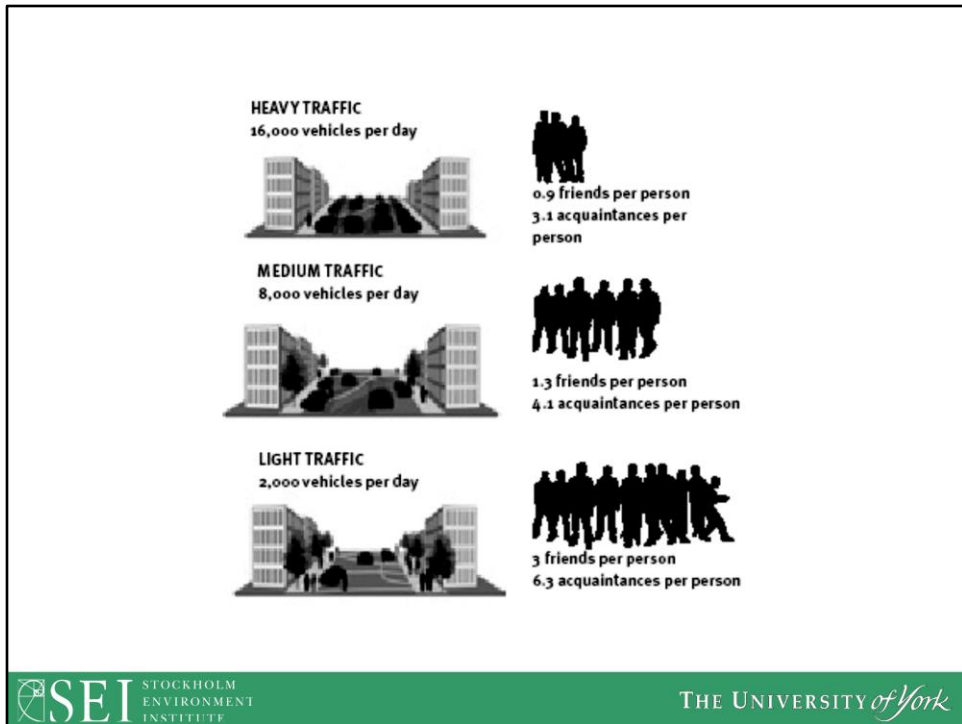


Lancashire now have 20mph in all their housing areas.



WHO 2004

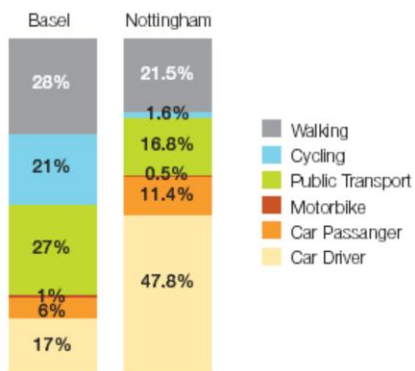
‘Road traffic crashes are predictable and therefore preventable. In order to combat the problem, though, there needs to be close coordination and collaboration, using a holistic and integrated approach, across many sectors and many disciplines’.



If you have heavier traffic in a street, people know fewer other people in their street.

Mode travel choice in Basel, Switzerland and Nottingham, UK

% trips per person (Socialdata)

































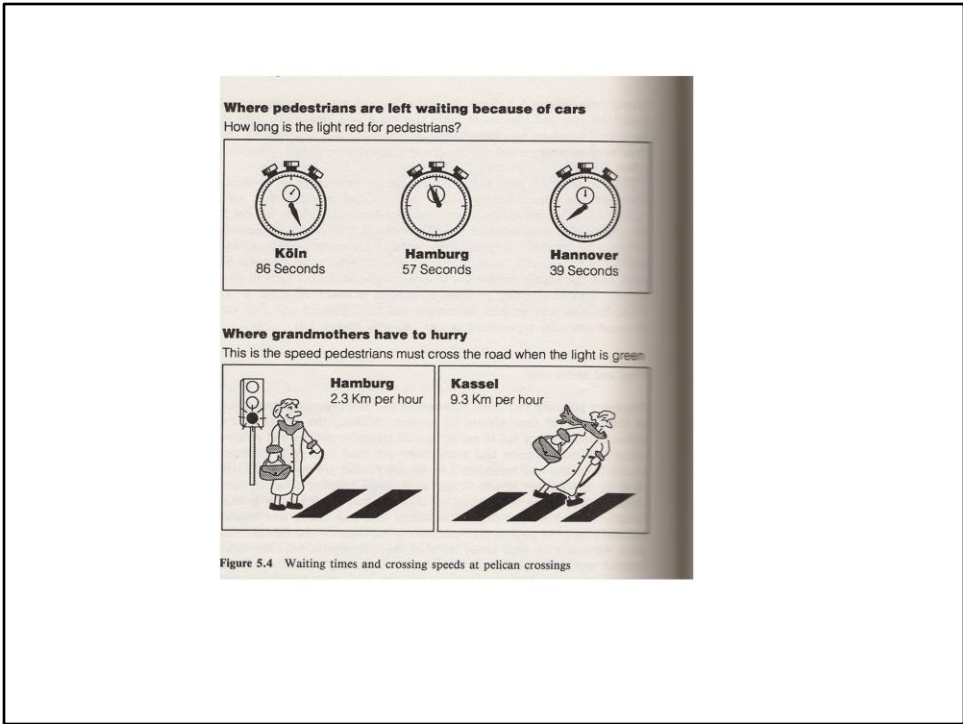


Priority should be given to bikes and pedestrians. In many cities, bikes now have an automatic right to use both directions in a one-way-street for cars.

Amount of space required to transport the same number of people by car, bus or bicycle



Transport mode	Speed	Space required per person
 Pedestrian		0.8 M ² per person 
 Cyclist		3 M ² per person 
 Fully Occupied Car		6.2 M ² per person 
 Fully Occupied Car		20 M ² per person 
 Car with 1 Person		18.7 M ² per person 
 Car with 1 Person		60 M ² per person 
 Bus - Full and 1/3 Full		5.1 M ² per person (full) 5.4 M ² per person (1/3 full) 
 Bus - Full and 1/3 Full		5.4 M ² per person (full) 5.1 M ² per person (1/3 full) 
 Light Rail/Metro - Full and 1/3 Full		1.5 M ² per person (full) 4.6 M ² per person (1/3 full) 
 Light Rail/Metro - Full and 1/3 Full		2.2 M ² per person (full) 6.9 M ² per person (1/3 full) 



Can your granny sprint?

What can a government do?



So what can we aim for in Shrewsbury

- Rule of one quarter (25% by bike, 25% on foot, 25% by car and 25% by public transport)
- Large extensions to pedestrianisation
- Major upgrade of the bus station
- Eliminate poor air quality
- Smart ticketing and integrated bus/rail services



Freiburg , again, one of the most successful towns in Europe. People want to live there and it is economically successful.



A reclaimed main street in Scandinavia

..and the region

- German concept of Nahverkehr (50km radius)
- Significant improvements in (electrified) rail and bus services on a designated regional network defined by links to, from and between Oswestry, Welshpool, Craven Arms, Telford and Whitchurch
- Local and regional is far more important than long distance/London



The German government have even electrified a relatively short stretch of track linking Bad Krozingen and Muenstertal and towns at that with relatively low populations.



If you stay overnight in Muenstertal, you can use the buses and trains in the Black Forest free of charge – even on longer journeys. This is the ideal no charge service if you're going hiking, taking an excursion or going shopping.

Urgent Action

- Sort out poor air quality e.g. LEZ, ban diesel taxis and buses, car-free centre
- Sort out death and injury (Vision Zero, 20mph)
- Sort out public realm
- Sort out highly connected cycling networks
- More buses, better buses and smart ticketing
- Oyster card and Konus card

Air quality. Traffic is the main contributor to poor air quality in the UK. 28,000 deaths in England and Wales from traffic sourced air pollution. In Shropshire Air Quality Management Areas declared in 2003, amended in 2006 (three in Shrewsbury, one in Oswestry). The town centre is an AQMA including English Bridge, Frankwell, Cross St/station area, and the shopping centre within Castle St, Dogpole, High St, Barker St, Smithfield Road. UK to be fined by European Court of Justice £300m for missing air quality targets

Social exclusion. Car ownership results in centralised facilities which are inaccessible to people without cars. Heavy street traffic results in fewer social interactions and fewer friends and acquaintances = greater loneliness. Light traffic levels are the opposite. Where there is high accessibility (ie things are close and easy to reach on foot, cycle or bus) produces reduced driving mileages. Average per person mileage has been dropping in Britain for past 15 years approx.

Need to achieve reductions in traffic = reduction in traffic danger = greater feeling of safety on the road = more cycling results. German research on how fast must a person walk/run to cross a road while the green man is illuminated. Varies from place to place. 'How fast does grandma have to go to cross the road'
In cities which prioritise facilities for walking and cycling it is achievable to obtain a 25%/25%/25%/25% split in journeys undertaken by walking, cycling, public transport, cars. Is such data available about Shrewsbury? Typical UK city figure for cycling is 2% even in London.

When in a hole stop digging

- Planning policy
- No North West Relief Road

Extend pedestrianisation

All roads in town to be 20mph, Vision Zero

Upgrade the bus station

More and better buses

Eliminate poor air quality. Local Exclusion Zone, ban diesels in town, ban cars from town

Bus/rail integration

Smart ticketing on public transport. Oyster card. Konus card for car free tourism

Eliminate some parking spaces year by year eg 10%

Disappearing road trick

Highly connected cycle network

Improve the public realm which is under appreciated in the UK

Behavioural Change

- Well understood
- The disappearing traffic story
- Personalised journey planning e.g. York's 16% reduction in number of car trips from the "heavy car use" group

Intelligent Travel[®] in York

A one year pilot project funded by DoT/CYC which began in March 2003

The aim is to test Individualised Marketing on a random sample of **5,700** households living in **three wards**, using before and after household surveys to measure the effect on personal travel behaviour of incentives and personalised travel information

Smarter Travel initiative in selective towns in Britain in the 2000s used intensive persuasion targeted at frequent car users to change behaviour backed by various glossy documents that remind people of the benefits of a healthy, active travel mode. 18% reduction in car usage in York from the target audience.

Travel Incentives



Travel is highly subsidised in the UK. Internalising the external costs (eg environmental costs, health care costs etc) associated with cars and their pollution, morbidity etc would demonstrate the true cost of travel.

