

Swindon & Wiltshire Local Enterprise Partnership

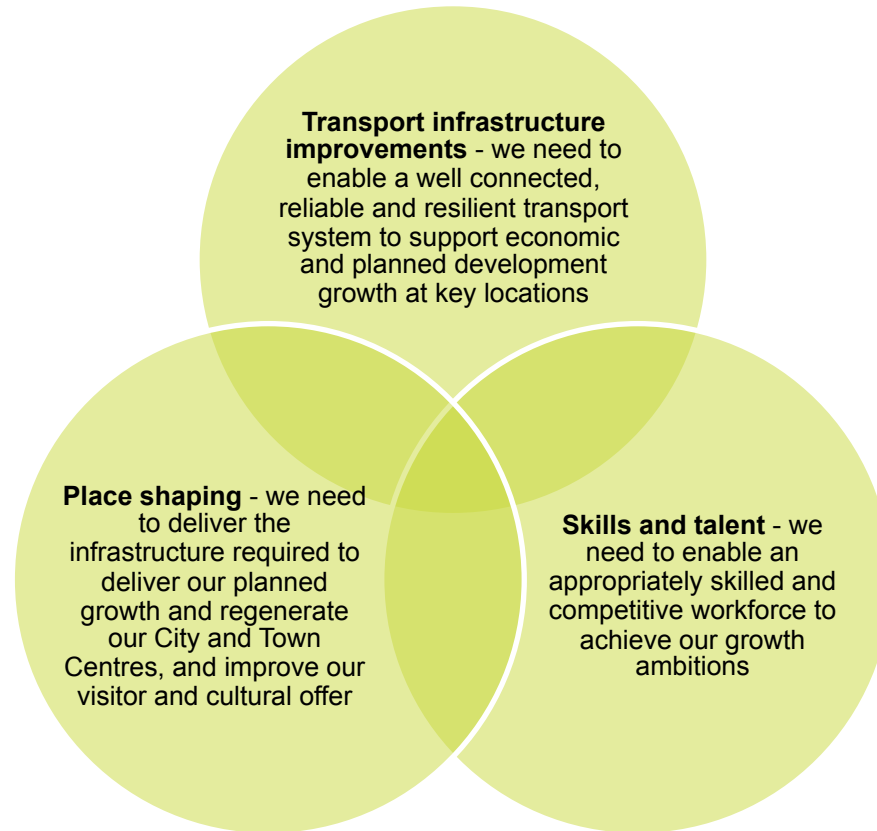
The benefits of active travel to businesses

Jon Usher, Head of Partnerships



LEP Strategic Economic Plan Priorities

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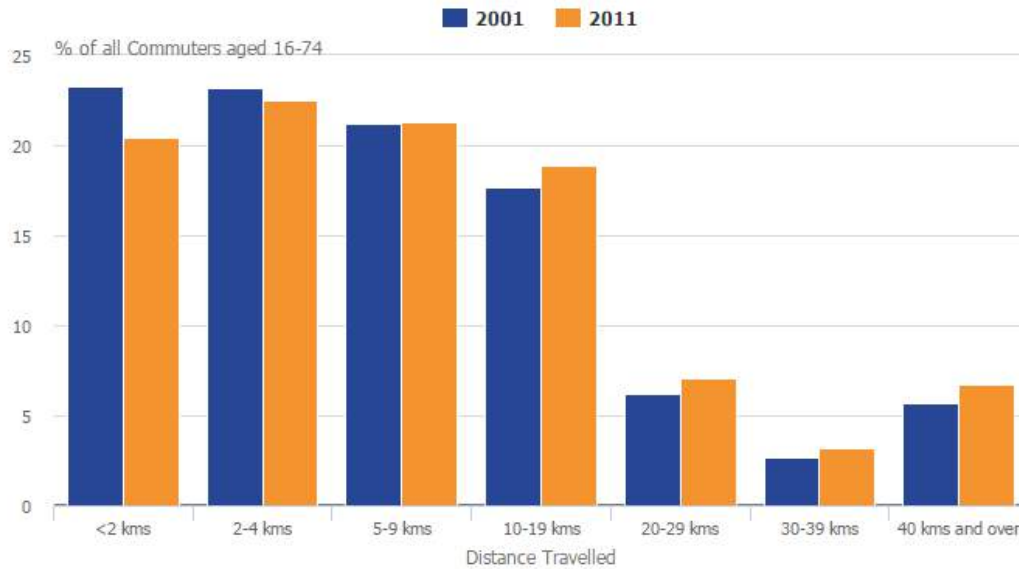


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Commuting Distances Travelled 2001 and 2011

Figure 1: Commuting distances travelled, UK, 2001 and 2011



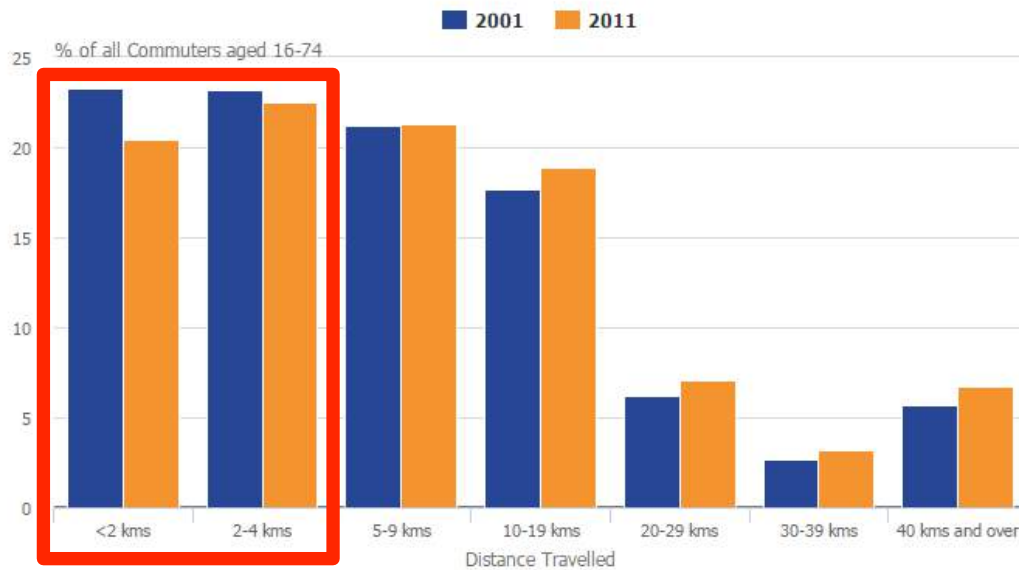
Source: Census - Office for National Statistics

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Distances are increasing

Figure 1: Commuting distances travelled, UK, 2001 and 2011



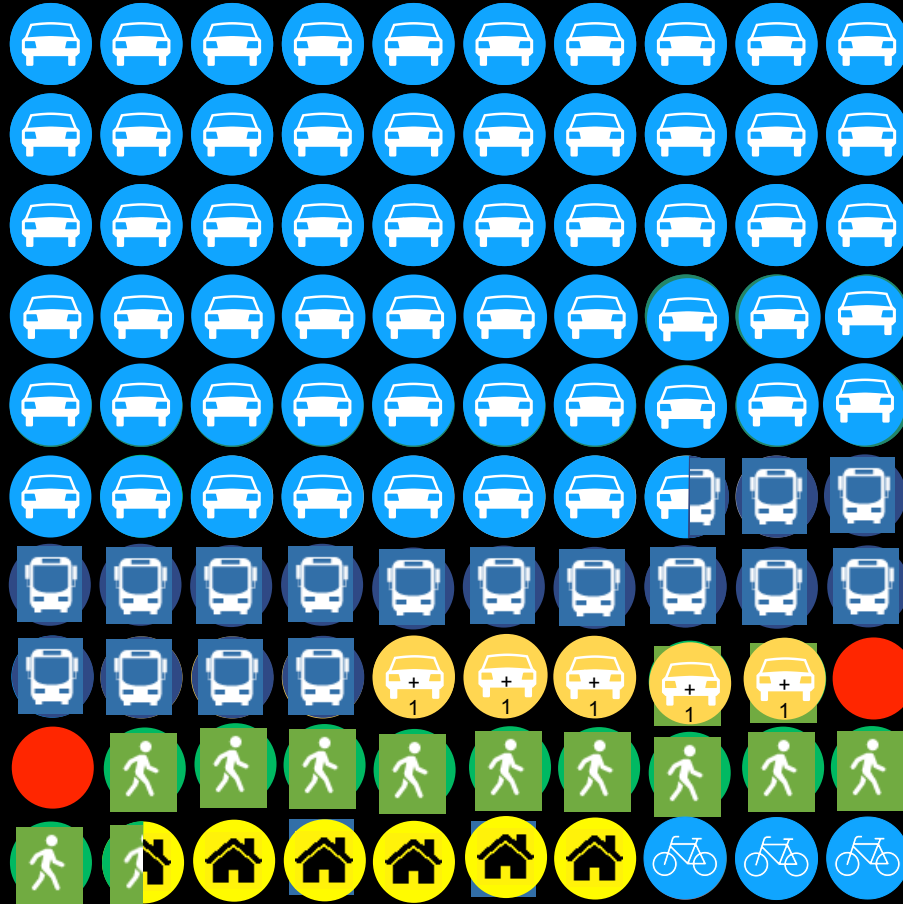
Source: Census - Office for National Statistics

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Method of travel to work: UK

2011 Census



9.32 miles
Ave. Commuting distance

57.5%
Cars as driver ↓ 2.7%

5.1%
Cars as passenger

10.7%
Pedestrian ↓ 0.2%

16.4%
Public transport

2%
Other

2.9%
Bicycle ■ 0.0%

5.4%
Work from home



ONS

Method of travel to work: UK

2011 Census



9.32 miles
Ave. Commuting distance

43% of commuters travel
<4km to work (13 million)



2%

Other

2.9%

Bicycle

5.4%

Work from home

0.0%

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At what cost?

.....



Only a **THIRD** of UK adults
have a healthy BMI

3.2m in the UK
people have diabetes

Increasing by **>160,000**
people per year

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Quite a lot, actually...

135 amputations / week in
England

108 because of type
2 diabetes

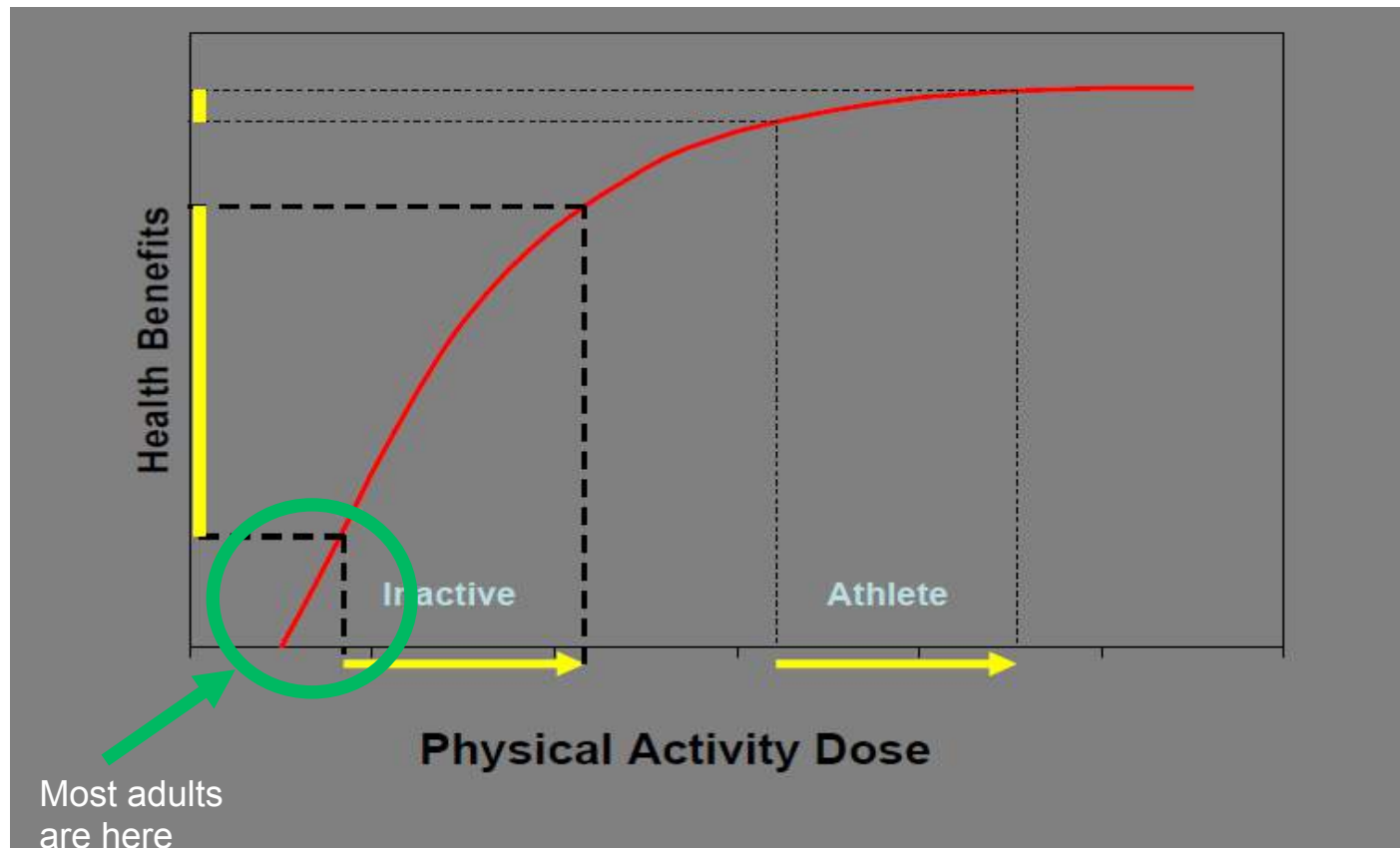
£14bn spent annually on
treating diabetes (£1.5m/hour)



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Small steps



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Stress – we love control!

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- Car commuters find their journey more stressful than other mode users
- Users of public transport also “complain” about delays; however, this results in stress as well as boredom
- Walking and cycling journeys are the most relaxing and exciting and therefore seem the most optimum form of travel



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Cold and 'flu

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- Minor illnesses such as cold and flu are identified by employers as the most common causes of short-term absence
- Physical activity could reduce absenteeism by as much as 43–46%
- Government guidelines recommend the general public to include physical activity within their daily routines to improve health



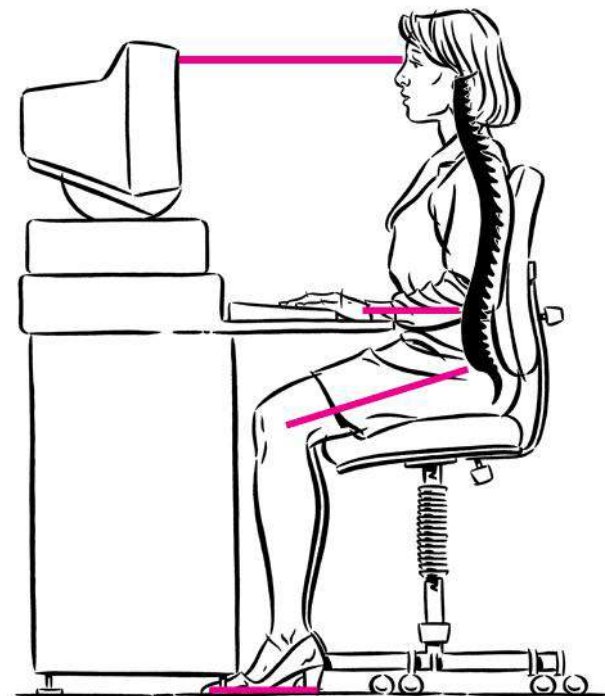
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Bad back? It's probably not (just) the swivel chair...

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- The British Chiropractic Association specifically identified shorter car journeys as placing the back under immense strain
- Repeated use of the brakes and clutch are what causes the stress on the lower back
- Walking can specifically reduce back problems

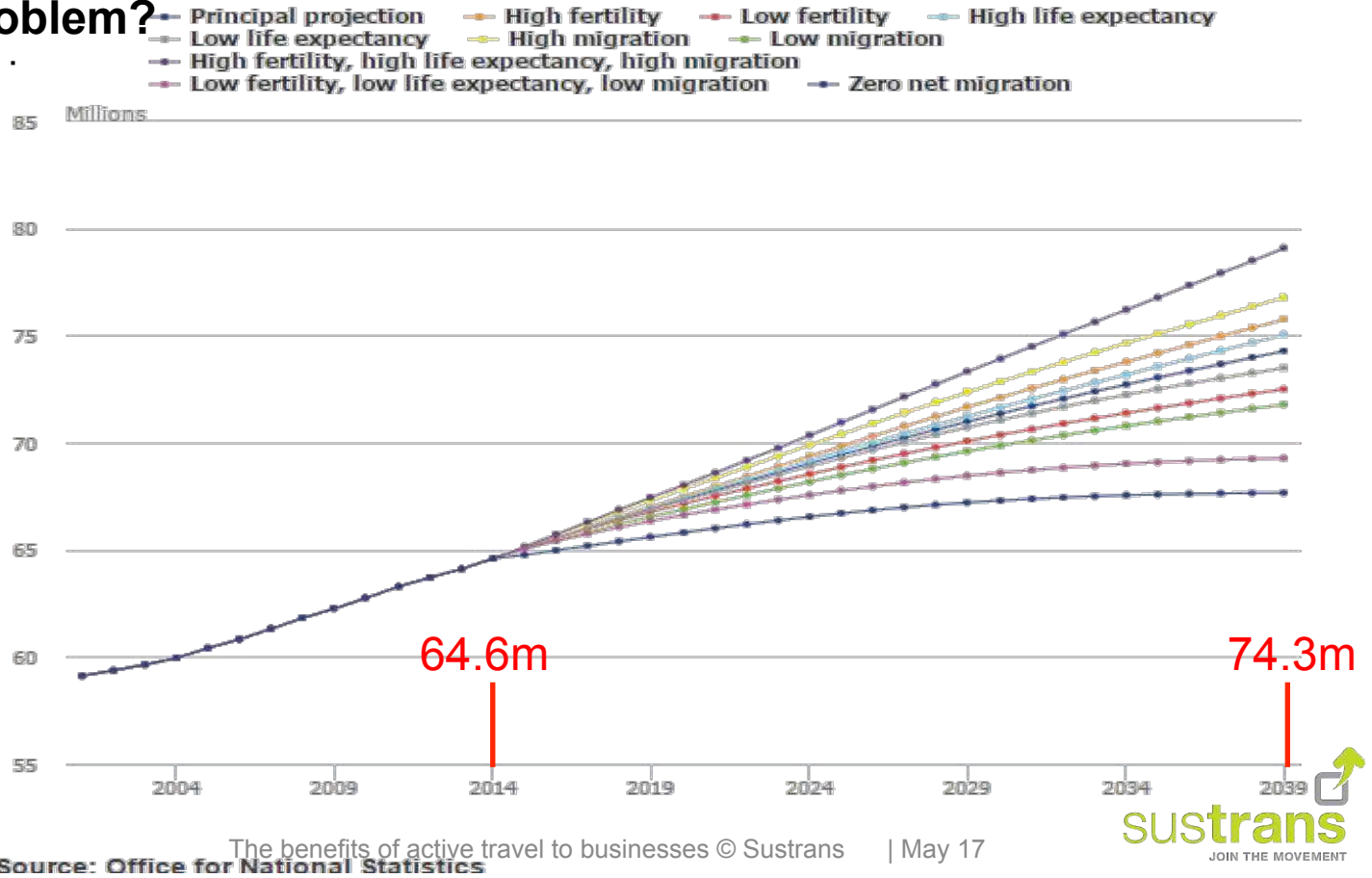



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Figure 2: Estimated and projected population of the United Kingdom, mid-2001 to mid-2039

A worsening problem?





£307bn by
2030=18%GDP

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More roads?
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“It is a matter of arithmetic, not politics: you cannot build your way out of congestion”

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Really?
.....

*“there is no feasible
road-building strategy
that could keep pace
with the forecast
increases population”*

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Can we change?
.....

*Policy and
infrastructure
create and
reinforce habits
and cultural norms*

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LEP Strategic Economic Plan Priorities

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