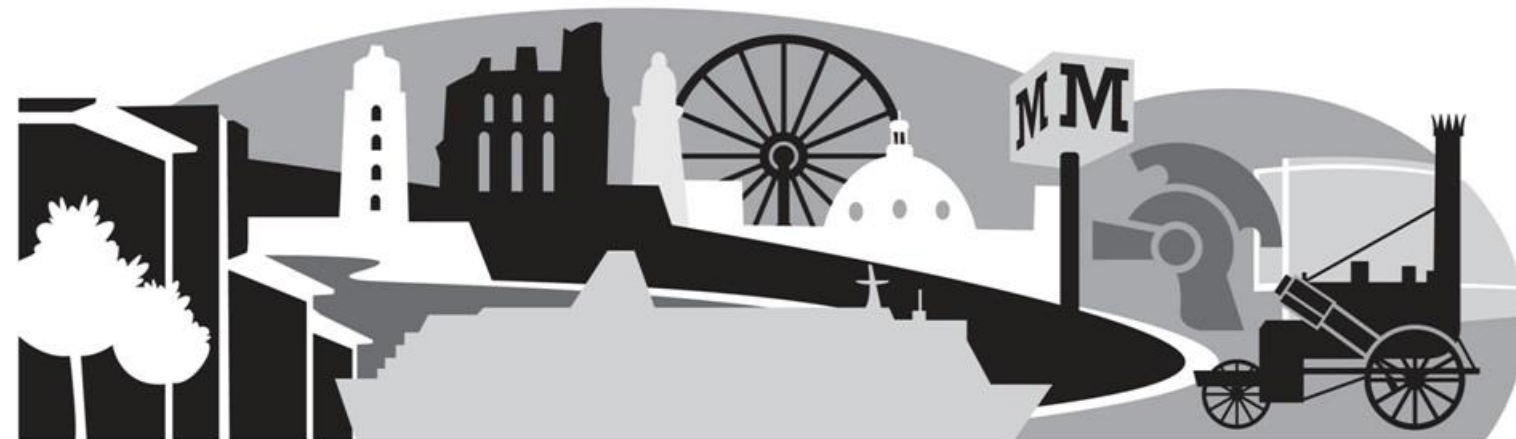


Active travel solutions for a climate emergency

Nicholas Bryan
Highway Network Manager
North Tyneside Council

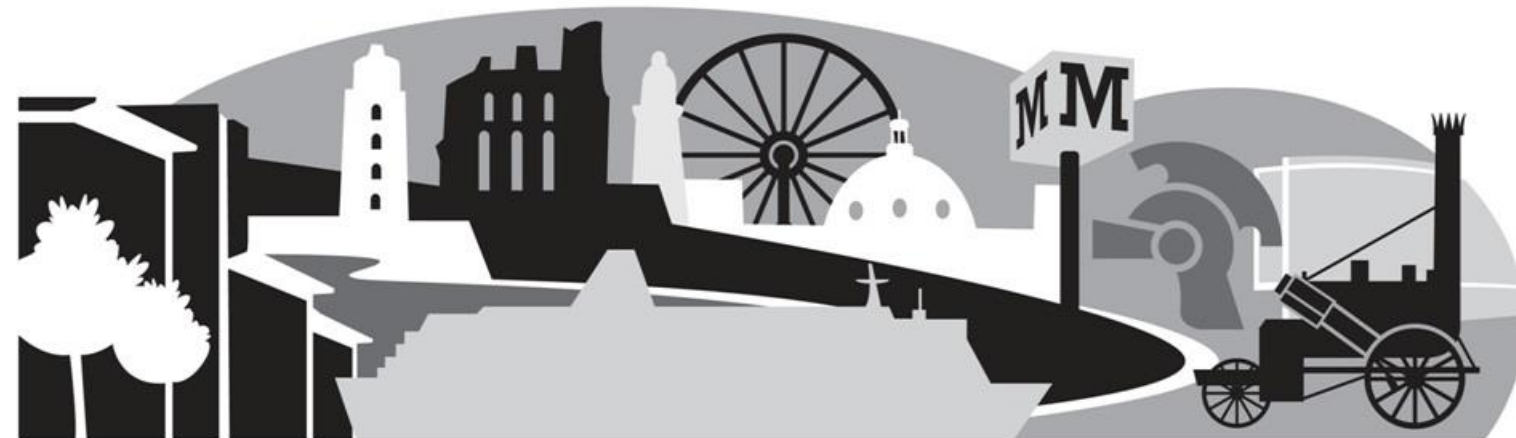


North Tyneside Council

Transport and Climate Change

The Aim

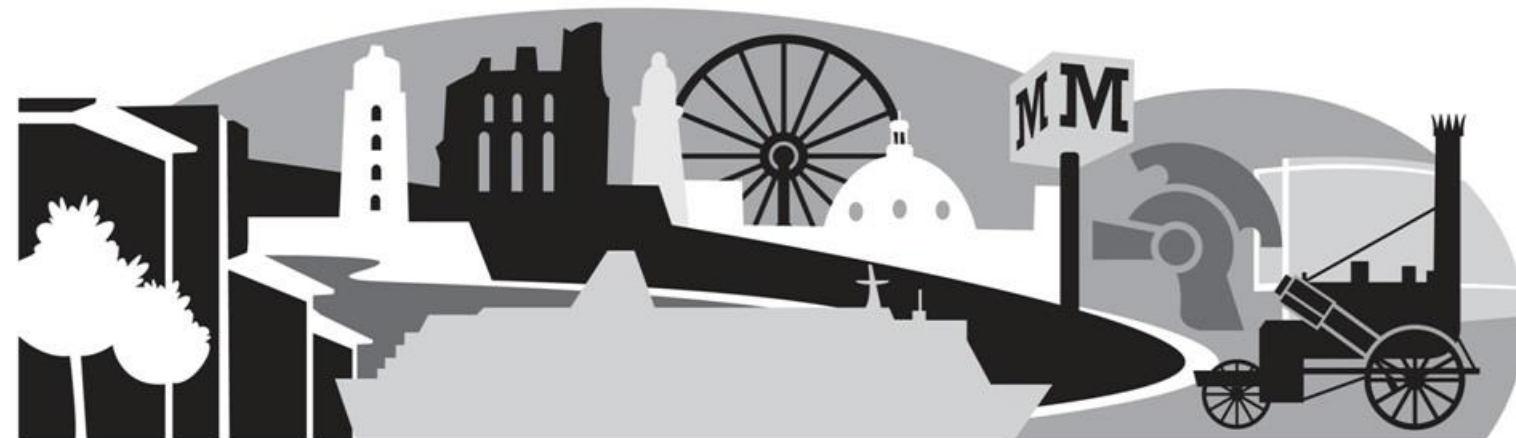
To de-carbonise the transport system and improve local air quality by reducing congestion through modal shift and behavioural change.



Transport and Climate Change

The Challenges

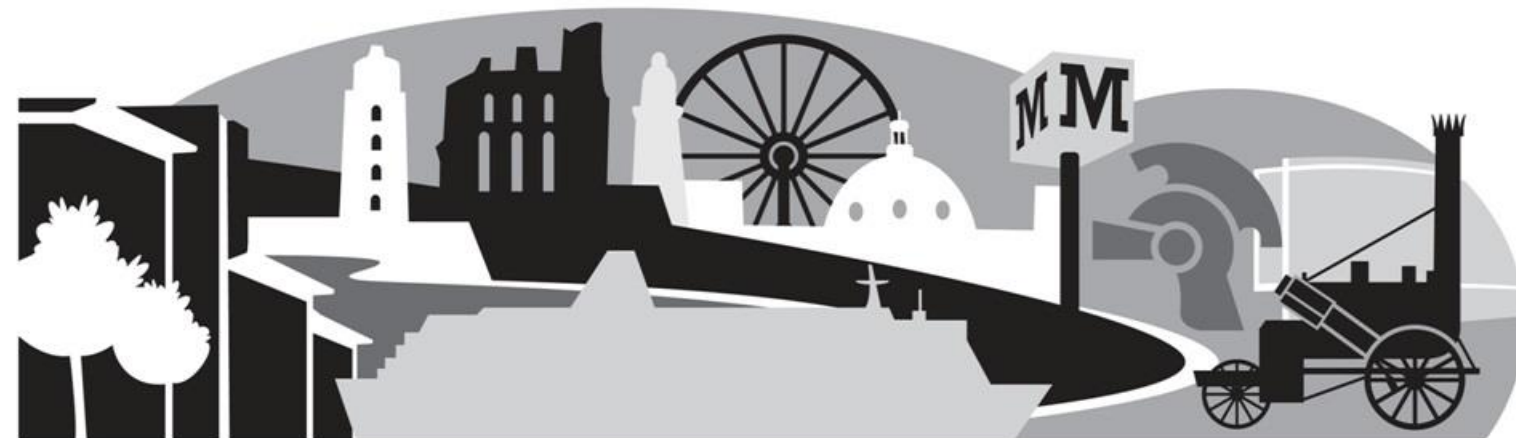
- How do we influencing behavioural change quickly and with limited funding?
- Public Acceptability - requires a change in mindset on how much compromise / inconvenience we are all willing to incur to support measures that address climate change
- How do you incentivise behavioural change?



Transport and Climate Change

The Impacts (Congestion)

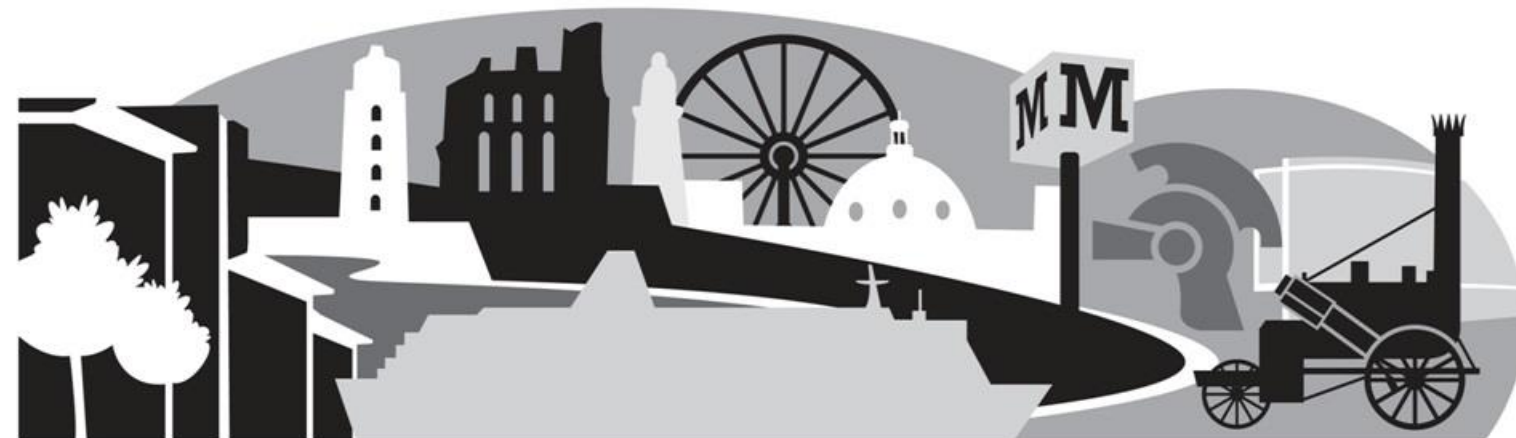
- Increased dependence / usage of cars generates congestion and delay for other road users, requires ongoing investment to resolve which in turn perpetuates further increased car usage.
- Increased dependence / usage of cars deters other road users from travelling sustainably
- Two largest single causes of stress whilst travelling are both suffered predominantly by car users (congestion / parking)



Transport and Climate Change

The Impacts (Health)

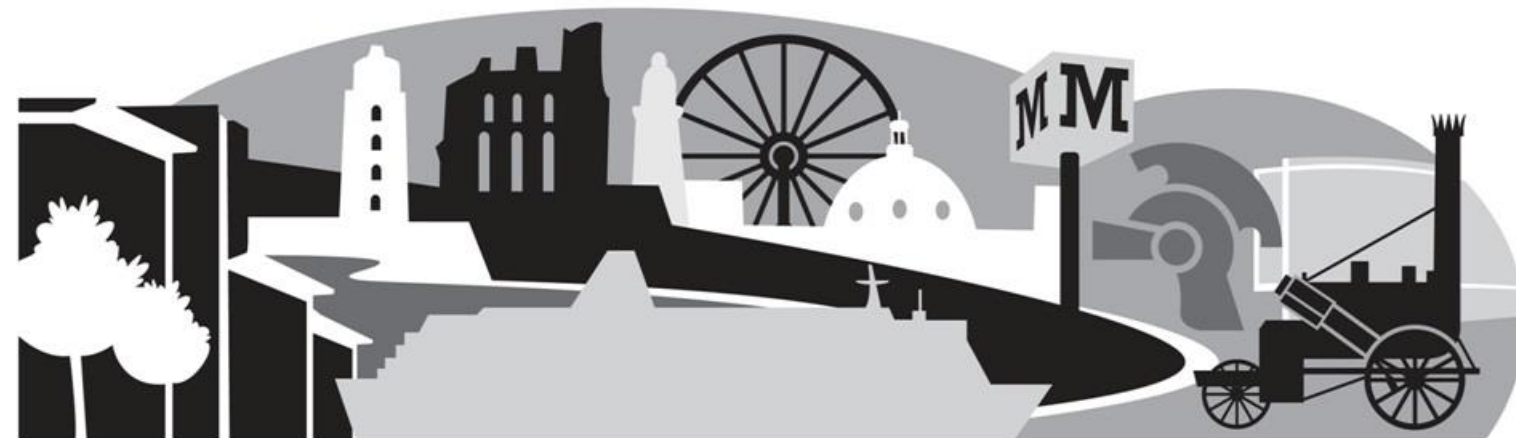
- Major public health issue in the Tyneside area and beyond
- 300 early deaths a year in these three authorities alone, 30 times the number of fatalities from road traffic collisions
- Increasing amounts of research linking air pollution to poor health and other negative outcomes – not just NOx but also Particulate Matter



Transport and Climate Change

The Opportunities

- As challenging as Covid has been on our everyday lives it has also forced innovation and will likely accelerate change
- Increased workplace flexibility will lead to reduced commuting and congestion
- Increased online commerce will change our interactions with Town Centres and inevitably lead to increased demand for home delivery services, these could be consolidated and zero emissions.



Transport and Climate Change

Everyone has a part to play

- Could you change at least one of your regular journeys by car/vehicle? Convenience vs Conscience
- Fewer proportion of commuters by car than ever before but increasing leisure and retail based car trips
- If 20% of current journeys were made sustainably there would be no congestion, more reliable buses, fewer traffic accidents, less carbon emissions, improved local air quality, and more money to invest in other services.

