

# Active Travel in Haslemere

Presentation to Haslemere Town Council  
by the Community Active Travel Group

*7<sup>th</sup> July 2021*



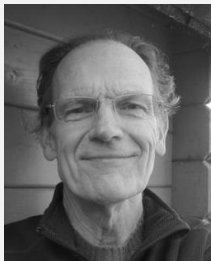


# Format

- Who/What we are
- Progress to date
- Current situation
- Active travel – evidence
- Challenges & opportunities
- Where we think we should focus

# Who we are

- Cross organization group instigated by Transition Haslemere and The Vision and (pre-COVID) to improve Active Travel
- Includes representatives from each Council + residents with an interest
- Liaison with schools, elderly care and cycling groups keen to explore possibilities
- Open to other local organizations and residents; recently joined by the Station Hub and the Community Rail Partnership



Clive Davidson  
Chair  
Transition Haslemere



Cllr Mathes



Dr T Lankester  
Transport Officer  
WBC



Liz Burton  
Vice-Chair  
Haslemere Vision



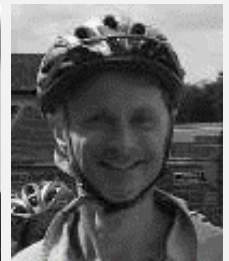
Cllr Weldon



Chris Harrison  
Chair  
Haslemere Society



Cllr Barton



Alastair Bayliss  
Transition Haslemere &  
Haslemere Vision





# Progress to date

- Drafted plan for socially distant active travel in response to Highways request (mid-2020)
- Met with representatives of Surrey Highways and WBC to understand what is possible and how change can be brought about
- Undertaken sites visits with Highways engineer to understand practicalities
- Studied Govt Local Cycling and Walking Investment Strategy & building understanding of the propensity to cycle tool and how to use it to support grant applications with an LCWIP
  - **N.B.** An LCWIP gives access to significant grant funding
- Liaison with neighbouring villages to understand pros and cons of their initiatives





# Haslemere: the town we want to live in

Vision: That Haslemere and its villages continue to thrive for all sections of the community; that what is best about the town and its surrounding environments be protected; and that in future a larger, more diverse and vibrant local economy be accommodated with more local workers living and working in the area.

- A town where more people choose to work locally
- A town where commuters travel less frequently to their office
- A town with fewer parked cars and car movements
- A town where it is comfortable and convenient to walk, cycle and enjoy the street scene, promoting local commerce
- A town where it is safe for children to cycle or walk to school
- A town that attracts more visitors whose spend enhances a vibrant retail and hospitality sector
- A town which puts sustainability and care for our beautiful environment for the benefit of future generations at the heart of its vision

We have a unique opportunity to achieve this with the support of The Town Council

# Are we using what we have?





# Active travel pros and cons

Health: exercise a miracle cure in terms of improved health *and* lowered risk


- Active travel 'best buy' for health – less inactivity, longer term
- 22 mins/day exercise reduces health risks (see table)
- Health benefits of cycling outweigh risks 10:1 (2015 systematic review)
- Supported by our own Dr Higham (Partner, Haslemere Health Centre)

“ The best forms of exercise are those that fit into everyday life ”  
~ The BMA

Economy: adult social care, increased productivity, retail

- Physical activity reduces need for social care – staying fit enough to get to the toilet in time:  $\frac{1}{5}$  social care costs
  - Largest % SCC budget adult social care - £1m *daily* spend
- Proven productivity increases + decrease in sick leave
  - Economic productivity gains data available for sustainable transport models - working on local figs for LCWIP
- Active travel users more likely to dwell for longer in retail centers, which is associated with higher spends

	Reduction in risk with DOSE = 150 minutes of exercise per week	Treats?	UK lifetime risk
Dementia	30%	✓	15%
Stroke	30%	✓	20%
Bowel cancer	45%	✓	6% & 12%
Breast cancer	25%	✓	12%♀
Type 2 Diabetes	30-80%	✓	6%
Heart disease	30-80%	✓	40%
High Blood Pressure	up to 50%	✓	50%
Lung diseases	30%	✓	20%
Depression	30%	✓	15%
Osteoporosis	up to 50%	✓	50%
Falls	30-50%	✓	30%



# Active travel pros and cons

## Pollution: enhanced air quality

- Transport now main source of pollution – 46% carbon emissions in 2019 (fig from SCC)
- Surprisingly, only half from exhaust emissions – brake & tyre wear & road abrasion 50% of particulate
  - Heavier vehicles (e.g. SUVs) and higher speeds have greatest impact

## Environment

- Contributes to the town's legal obligation to reduce carbon emissions
- Residents concerned about climate change and pollution

## Inconvenience: effect on road users, not a choice everyone can make

- Sustainable transport modes slower vs cars (luxury of time)
- Slows down car drivers which can cause irritation
- Unsuitable for transporting small children and those with mobility issues
- Unsuitable for heavy loads (barring electric cargo bikes)

**Wide agreement sustainable transport required but embracing change can be difficult**





Where we are

## challenge

Bi-sected by railway line & arterial roads;  
A287 and A286

Two distinct shopping zones with retail  
pockets

Commuters park & leave = 'parking dead-  
zones'

Trading estates in town centre

Topography

Progress stymied by Highways policy

High cost of even minor improvements

\*57% adults say cycling is too dangerous

## opportunity

Pandemic has permanently reshaped the  
pattern of many residents' lives

Once in a generation opportunity to  
'Build Back Better'

Attractive town with a growing  
reputation for walking and excellent rail  
links for 'green tourism'

Topography and attractions; Surrey Hills  
AONB, SDNP, the NT

\*69% journeys under 5 miles



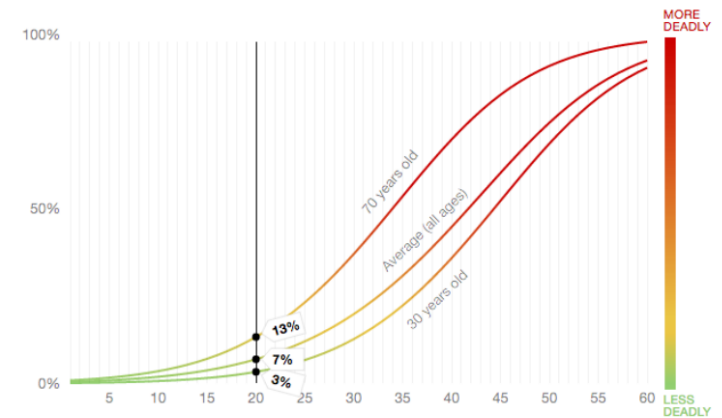
# Areas of focus

- E-bikes a game changer, particularly in view of Haslemere's topography
- Identify affordable opportunities to improve access for cyclists and pedestrians such as cycle lanes, attractive safety barriers, virtual pavements
- Promote and encourage cycling through:
  - Taster sessions
  - E bike loan scheme
  - Increased safe cycle parking racks, including maps to highlight where these can be found
- Improving pedestrian and cyclist infrastructure
  - Arterial routes to access community amenities and schools
  - Short car journeys back and forth through Wey Hill
  - LCWIP data will confirm if our instincts are correct

# Areas of focus: 20mph limit

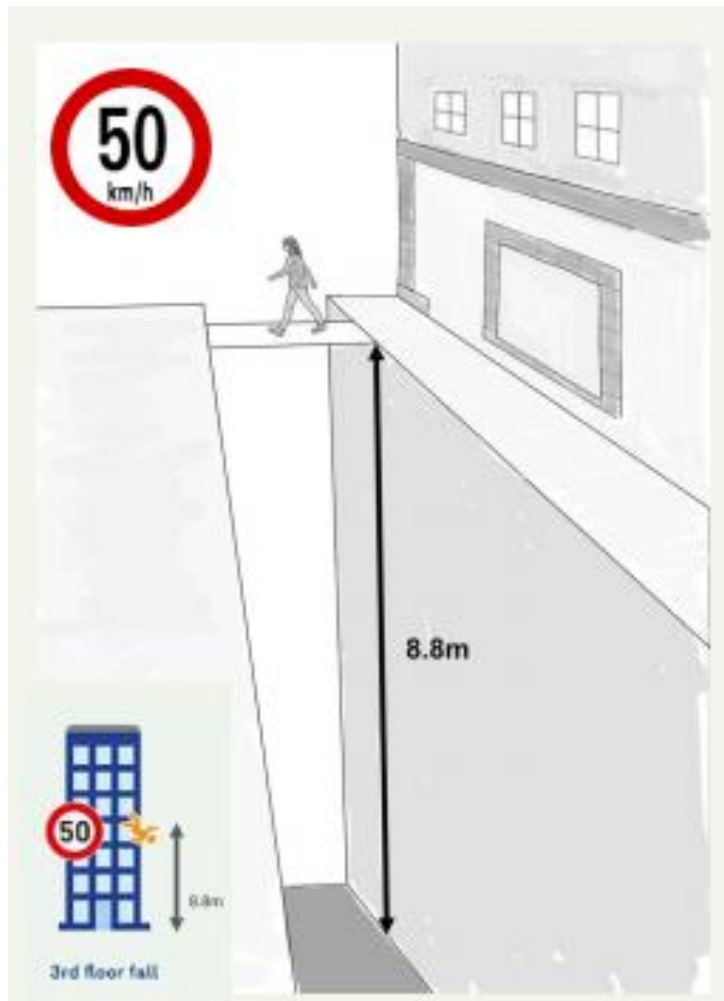
- Propose building consensus for 20mph area as pragmatic solution to prohibitively high pedestrian & cycling infrastructure costs
  - UK has 70K casualties/yr on 30mph roads – risk of injury & fatality drops dramatically at 20mph
  - Risk of collision crossing roads increases with age, 65+
  - Typical results in casualty reduction: Calderdale 30%, Edinburgh 33%, London 40% (cyclists down 17%, pedestrian injuries by a third)
  - Retail centers and residential roads safer, more pleasant, more 'walkable'
- Single wide area limit cheaper, easier, clearer than piecemeal approach by factor of 6
  - Cost effective – no added street clutter and most do not include new physical calming
  - Cumulative post implementation data shows drivers not necessarily compliant, but speeds considerably and consistently reduced
  - 20mph not slow, human sprint speed is 19mph, 23.35mph for Usain Bolt

Risk of being killed by a car traveling at 20mph

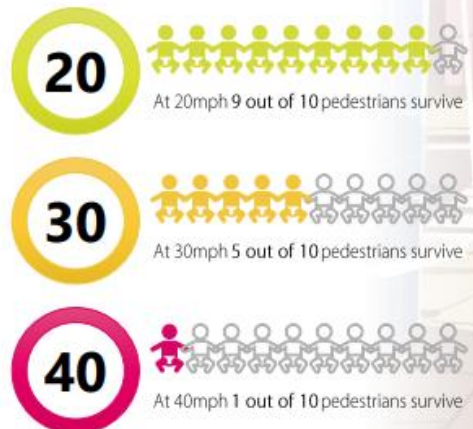




# Visualising the experience



## Speed & Survivability



# Areas of focus: 20mph limit

- As a community we have the power to deliver this. We believe that 20mph town center limits will gain acceptance in the same way as non-smoking public spaces have. We want to be a leader not a follower.
  - Recent Facebook discussion generated 176 comments: many pro, many against
  - 21m people in UK live in places where 20mph (30km/h) is the norm
  - Wales is going to 20 by 2023. Spain this year. WHO, NICE, UN, EU in support.
  - BMA has called for more extensive use of 20mph limits nationwide

## British Medical Association - in BMA policy book



- 2077. That this Meeting calls upon Parliament to mandate (except in exceptional circumstances) the use of 20 mph speed limits on roads close to schools, along with more extensive use of “living streets” and 20 mph limits in residential streets and more extensive parking restrictions as a means to reduce risk of injury, promote physical activity and reduce road congestion. (2008)
- 2079. That this Meeting calls on Parliament to debate the merits of more extensive use of 20 mph speed limits on roads, to cover all “walk to school” routes, as a measure that will reduce risk of injury, promote physical activity in school aged children and help shift the balance between motorist and pedestrian. (2007)



**1,800** Lives  
Lost Each Year



**480** Pedestrians  
Killed on our Roads




**40** Children  
Who Never Go Home



**26,000** Serious Injuries  
All Preventable



**£36bn** Cost  
To the UK Economy



## Our ask

01

Council  
endorsement of  
our efforts

02

Engagement with  
us in consulting &  
influencing public  
opinion

03

Target production  
and sign off of an  
LCWIP by 2023





# Secretary of State for Transport, Grant Shapps

*“ Active travel is affordable, delivers significant health benefits, has been shown to improve well-being, mitigates congestion, improves air quality and has no carbon emissions at the point of use. Towns and cities based around active travel will have happier and healthier citizens as well as lasting local economic benefits. ”*