

# *Civilising the Streets*

*How Strong Leadership Can Deliver High Quality of Life and Vibrant Public Spaces*

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# Today's Presentation

- ◉ Active Travel: the Scottish Context
- ◉ 'Civilising the Streets' Project Overview
- ◉ Key Lessons from European Cities
- ◉ Examples
- ◉ Key Recommendations for Scotland
- ◉ Questions



# Active Travel: the Scottish Context

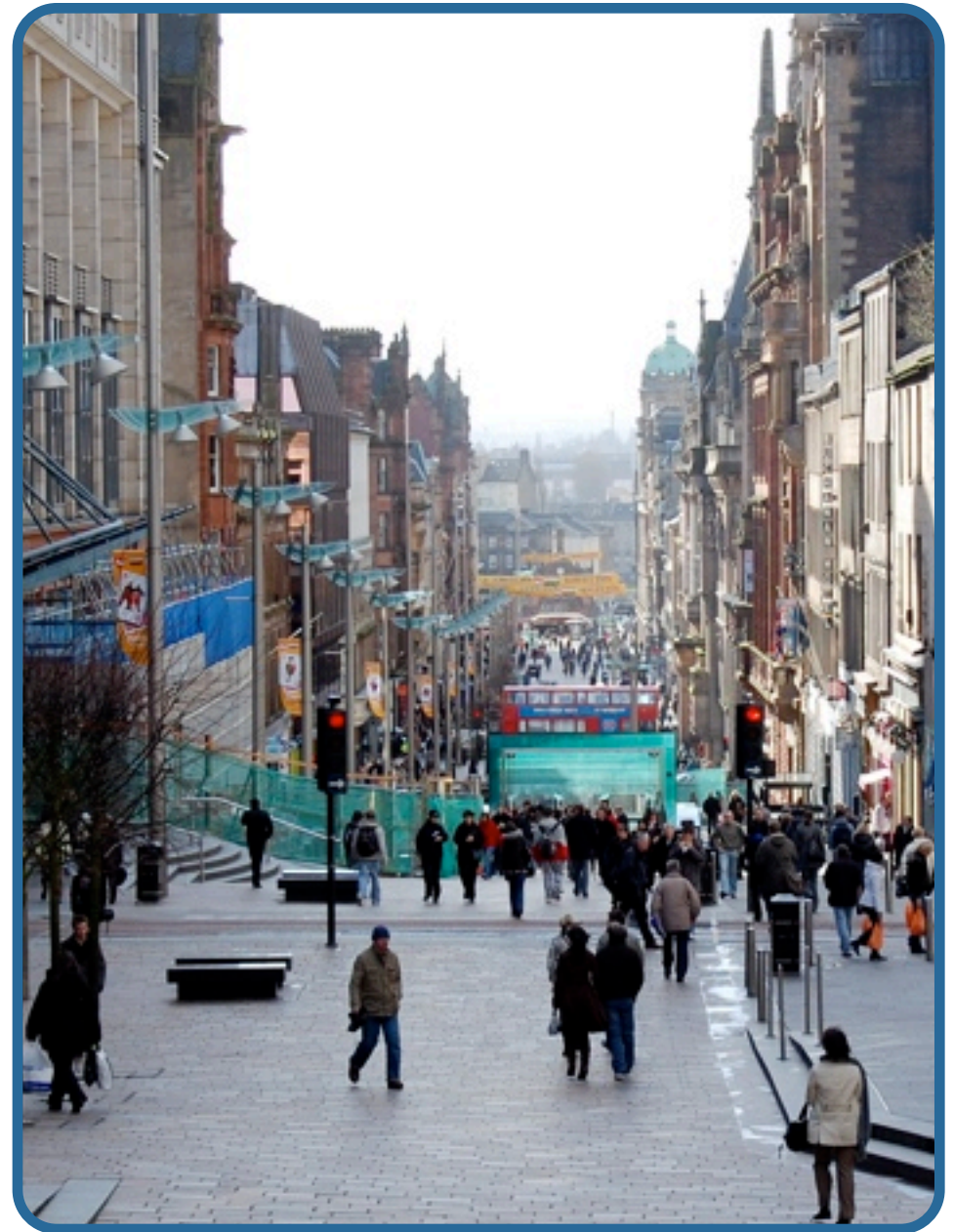


Photo by ensee\_89 – <http://flic.kr/p/4uWf8J>

# National Aspirations

*By 2020, 10% of all journeys taken in Scotland will be by bike.*

–Scottish Government, Cycling Action Plan for Scotland (June 2010)

*Active travel has huge potential to benefit the health of the people of Scotland as well as contributing to meeting Scotland's ambitious climate change targets [but that this won't be achieved without] ambitious increases in resources [and] stronger, more effective and sustained leadership [from the Scottish Government.]*

–Scottish Parliament TICC Committee Report (March 2010)

# According to the Ministers

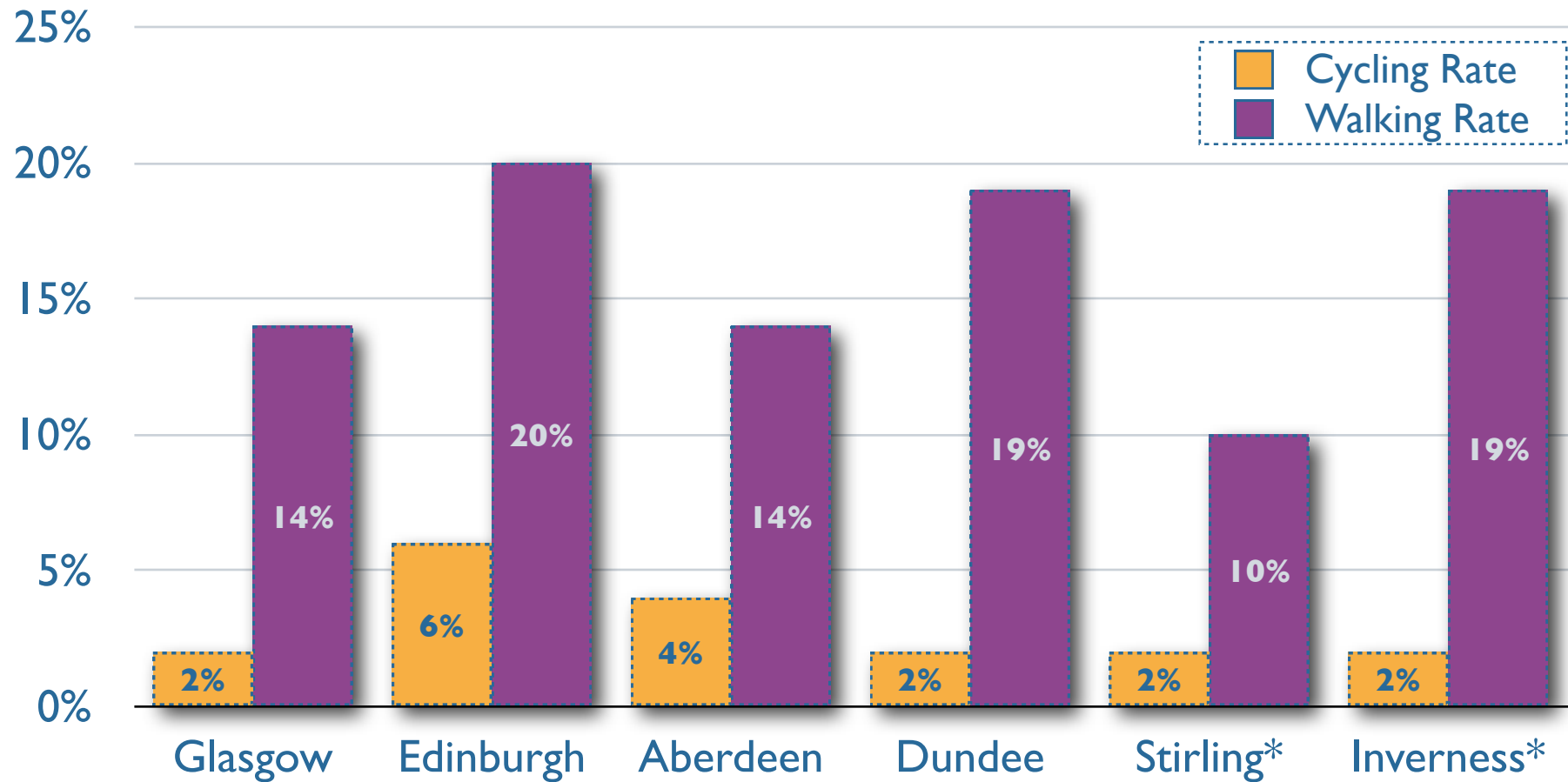
*With a cycling modal share of just 1% we clearly have to do much more if we are to emulate our European neighbours who enjoy 10%-30% share.*

–Stewart Stevenson MSP, Former Transport Minister (May 2008)

*Copenhagen already enjoys a [cycling] modal share of 35% and has set itself a target of 50%... To reach our [climate] emissions target we must consider if such a [cycling modal shift] target is attainable here.*

–Stewart Maxwell MSP, Former Communities Minister (October 2008)

# Scottish Cities Commuting (2007/08)



\*These statistics are compiled for the council areas in which the 'cities' are located

# Geographical or Cultural Barriers?

*Plenty of continental Europe is as hilly as Scotland and has a lot of cycling. I reiterate that [barriers to cycling such as the weather and hilliness] are perceptual and can be dissolved by other means.*

–SDG Evidence to Scottish Parliament TICC Committee (November 2009)

*Our continental neighbours don't cycle more because somehow it's in their genes, but because it's safe and supported.*

Former UK Transport Minister, Lord Adonis (September 2009)

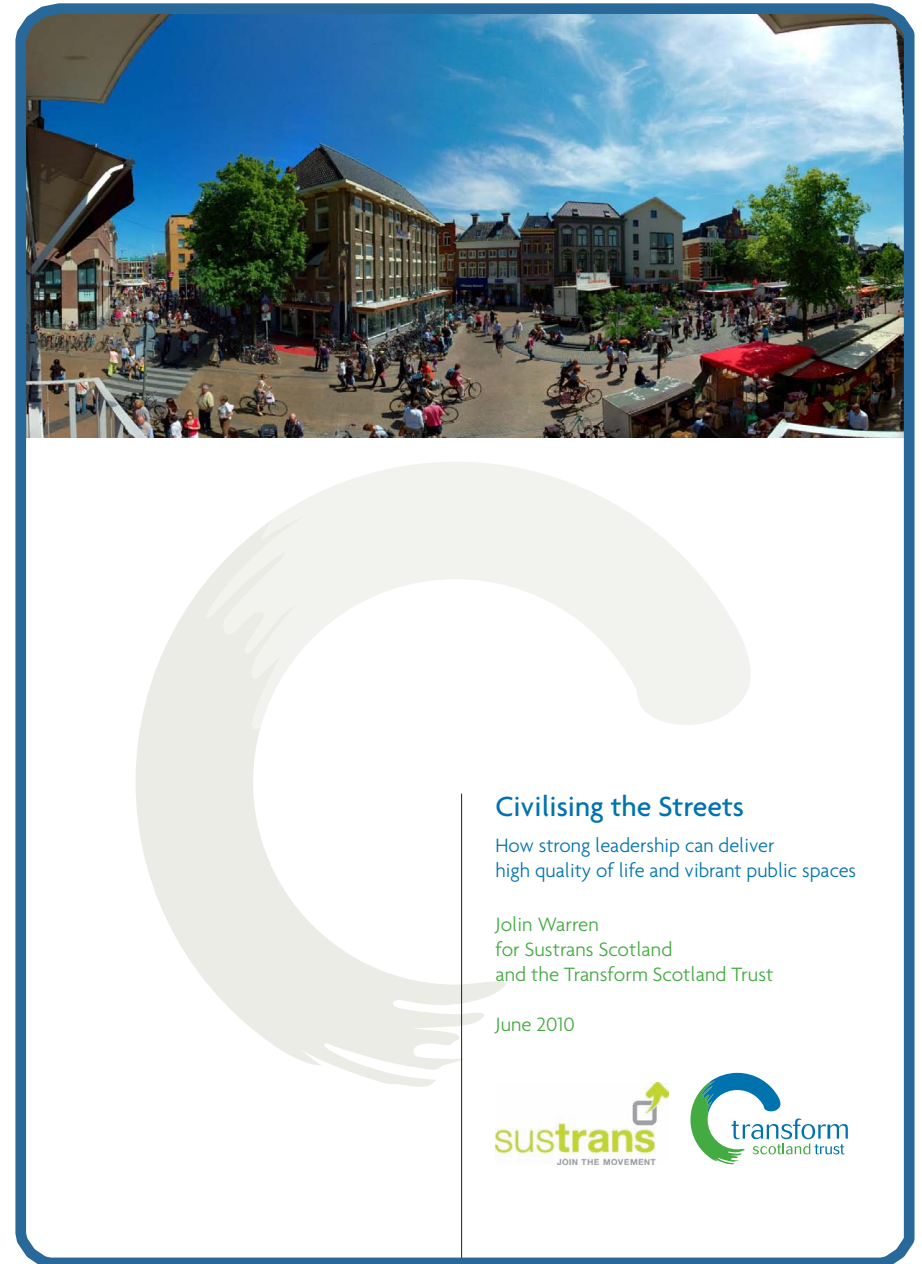
# Towards a Healthier Economy



- Increase cycles' share of all journeys:
  - ▶ 13%: **£1–£2 bn/year** savings
  - ▶ 27%: **£2–£4 bn/year** savings
- Switch commuting to walking or cycling:
  - ▶ 20%: **£2.8–£11.6 mn/year** savings
  - ▶ 40%: **£5.6–£23.1 mn/year** savings



# 'Civilising the Streets' Project Overview



# Our Investigation

- ◉ What social and political conditions led to active travel investment in Europe
- ◉ Draw out lessons for Scotland
- ◉ Deliberately not about detail of technical or policy measures
- ◉ How governments, local & national, can make active travel investment happen



Photo by I See Modern Britain  
<http://flic.kr/p/5aEAha>

# Research Method

- ◉ A sample of 13 cities covering a variety of countries, sizes, and geographies
  - ▶ Similar sizes and characteristics to Scotland's cities
  - ▶ An increase in active travel rates
- ◉ Carried out through telephone interviews with key contacts in the cities being studied

**Basel**  
**Bremen**  
**Brighton & Hove**  
**Copenhagen**  
**Freiburg**  
**Ghent**  
**Graz**  
**Groningen**  
**Hannover**  
**Lund**  
**Stockholm**  
**Utrecht**  
**Zürich**

# Key Lessons from European Cities



Photo by binaryCoco – <http://flic.kr/p/6oGPiv>

# Vision

- ◉ Bold, visionary leadership
  - ▶ See through any initial rough patches
- ◉ Strategies span several years, include clear actions and goals, and are funded
- ◉ Most successful cities: Integrated transport strategy
  - ▶ Active travel in its wider context
  - ▶ Include spatial planning

# Focus



Photo by Erik Jan Vens – <http://flic.kr/p/4QNEzP>

# Focus

- ◉ Improving daily walking and cycling experiences
- ◉ A focus on 'quality of life' provides opportunities
  - ▶ Positive vision of the future of personal transport
  - ▶ Not sacrifice and limitations
- ◉ Public attitudes and practices change quickly with meaningful investment
  - ▶ Active travel investment can become popular in less than 2 years

# European Examples



*Photo by Gerald Jarosch – <http://flic.kr/p/yvUIV>*



# Graz



Photo by thisisbossi – <http://flic.kr/p/5tdyiW>

# Graz

- ◉ 1980s: Concern about traffic levels
- ◉ Initial council plans: more roads, parking
- ◉ Cllr Erich Edegger: 19mph limit, improved cycling & public transport
- ◉ Resistance, especially from business community
- ◉ Traffic didn't slow, accidents dropped
- ◉ Cycling doubled over 20 years
- ◉ 2003: Cycling key priority with comprehensive audit and action plan

# Stockholm



Photo by Jürgen Howaldt – [http://commons.wikimedia.org/wiki/File:Stockholm-Gamla\\_Stan-2.jpg](http://commons.wikimedia.org/wiki/File:Stockholm-Gamla_Stan-2.jpg)

# Stockholm

- ◉ 1994: Minority party needed to form government, leads to creation of cycle action plan
- ◉ 1998: Different minority party needed for different government, leads to implementation of cycle action plan
- ◉ 1998–2002: cycle paths/lanes installed
- ◉ Initial resistance (esp. from media) dies once people experience benefits
- ◉ View of cycling changes from “nerdy” to “trendy” in 2 years

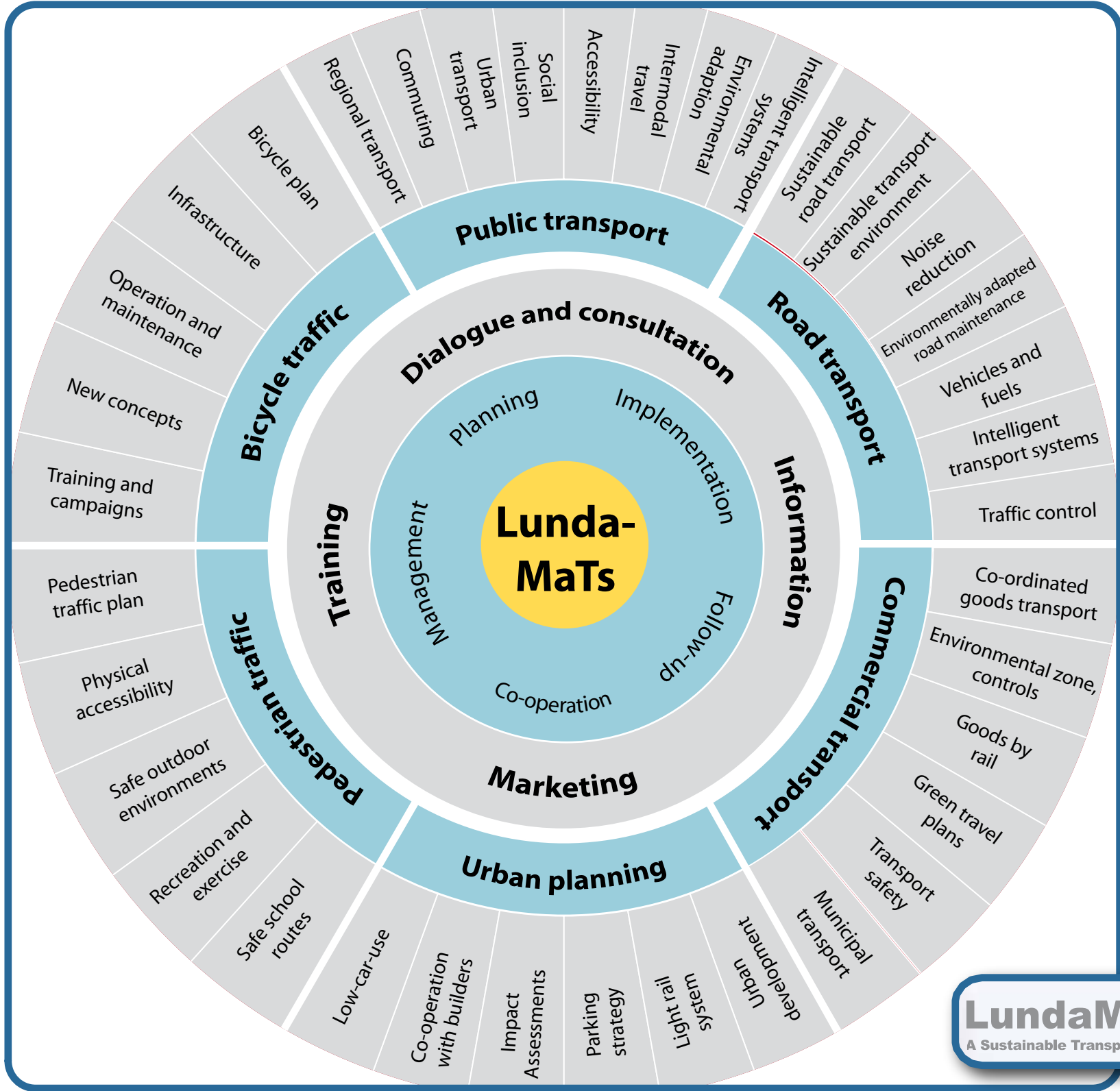
# Lund



Photo by scratch n sniff – <http://flic.kr/p/cCyN5>

# Lund

- ◉ 1972: Public pressure leads council to develop strategic cycling plan
  - ▶ Main cycle network with prioritisation of cyclists
  - ▶ Space taken from car traffic
  - ▶ ‘City Lock’ – cars cannot drive through the city centre
- ◉ Following years: Continued to fill in cycle network
- ◉ 1996: Leadership within the council leads to ‘LundaMaTs’
- ◉ Council has changed over the past 10–12 years, overall goals and strategy have been stable



# Key Recommendations for Scotland



# Leadership on Active Travel

- ◉ Strong local leadership is needed: develop, implement, carry through
- ◉ Investment might not always be initially popular
  - ▶ Especially when reallocating road space or funding away from private cars
- ◉ Once improvements are in place people will appreciate and support them



Photo by The Alliance for Biking and Walking  
<http://flic.kr/p/EtGPx>

# Focus on the Individual's Experience

- ◉ Strategies must be based on improving the daily experience of pedestrians and cyclists
  - ▶ Focus on enhancing the quality of life for the general population.
- ◉ Make meaningful improvements to walking & cycling conditions
- ◉ Consistently promote active travel over several years



Photo by nick wright planning  
<http://flic.kr/p/4khv4P>

# Integrate Active Travel

- ◉ An active travel strategy should be part of an integrated sustainable travel strategy
  - ▶ Including spatial planning and all forms of personal and commercial transport
  - ▶ Cities will then realise the wide range of benefits active travel brings
- ◉ Redevelopment must include pedestrian- and cycle-friendly environments at their core
  - ▶ Active travel prioritised over individual motorised transport schemes



Photo by elconde – <http://flic.kr/p/4w12N>

# Local, Lasting, Funded,

- ◉ Strategies should be developed by local authorities
  - ▶ But funding from central government plays a key role
- ◉ Strategies must always span several years
  - ▶ Specific, meaningful actions and goals
- ◉ Multi-year funding is required
  - ▶ Infrastructure investment key in all examples



Photo by ITDP Europe  
<http://flic.kr/p/7egbiS>

# Thank You

*Reports are available from our website.*

<http://www.transformscotland.org.uk>

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for sustainable transport