



LIVING STREETS

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A WALKING ECONOMY

The Pedestrian Pound: Delivering a Breath of Fresh Air For The High Street



LIVING



STREETS



WHY WALKING?



HEALTH



STRONGER
COMMUNITIES



AIR QUALITY
AND CLIMATE CHANGE



ECONOMY

SPACE FOR DISTANCING



PAVEMENTS FOR PEOPLE



EMERGENCY ACTIVE TRAVEL FUND



CREATING SPACE ON OUR HIGH STREETS



THE BACKLASH

W News ▶ Wales News ▶ Cardiff Council

Business warns of 'devastating blow' as two Cardiff city centre streets close to traffic until further notice

Business owners to put forward petition against closure of road in south Leamington amid fears that temporary measure could become permanent

Business owners in Leamington's Old Town area will put forward a long-running petition against the possible pedestrianisation of one of the main roads in the area.

B News ▶ Bristol News ▶ Thornbury

Closure of Thornbury High Street will damage trade say business owners

South Gloucestershire Council is to pedestrianise Thornbury High Street in a bid to help people adhere to social distancing guidelines

Mixed reaction to Dublin streets closure in bid to boost business





THE PEDESTRIAN POUND



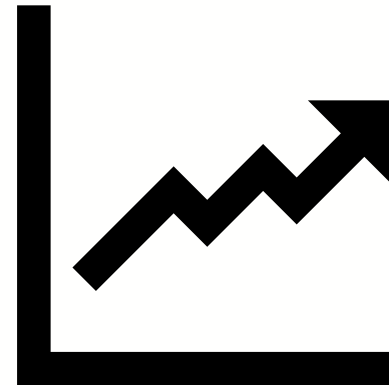
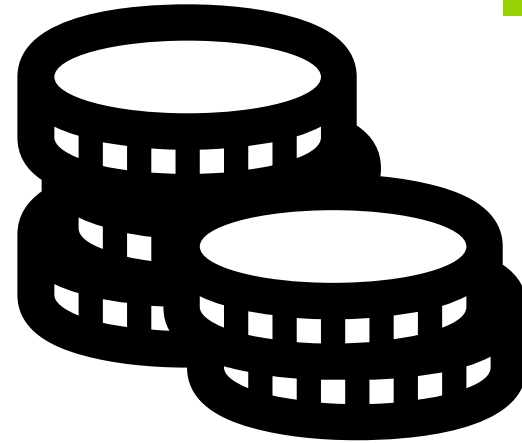
The business
case for better
streets and places



FOOTFALL VALUE



- UK high streets 22% footfall decline 2007-2017
- Improved streets 20-35% boost in footfall
- Sales for retail can increase by 30%



Shifting
perception
because
better data =
better
decisions

Businesses may overestimate their customers' car use

Businesses
on Lea Bridge Road
think their customers
travel to the area:

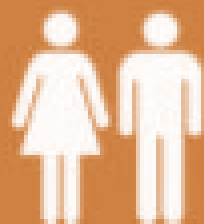
However,
visitors said
they travelled:



Source: London Borough of Waltham Forest

People
who walk
and cycle
take more
trips to
the high
street over
the course
of a month

Average number of visits to local
town centre each month, by mode



16 visits



12 visits



8 visits

Sources: TfL 2014

NO PARKING? no problem





Oxford Circus: Cost £3.9m – Estimated benefits
£5.4m 1:1.4 Retailer cited turnover benefits + 25%

SHEFFIELD



STOCKTON-ON-TEES



WHAT NEXT?

Is the Government heading in the right direction?

- EMERGENCY ACTIVE TRAVEL FUND
- REOPENING HIGH STREETS SAFELY FUND
- BUSINESS AND PLANNING BILL
- CWIS2 AND FUTURE SPENDING ENVELOPE





“Destinations for socialising, culture, health, wellbeing, creativity and learning”.

Ultimately, we must ensure town centres and high streets are tasked with the role of lifting communities, not draining them

From Grimsey Review: Build Back Better.





THANK YOU!

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