

Destroying Traffic Myths

Exploring the
Arguments
which Promote
Car Culture



Conference Notes



22nd May 2000

Venue: Westminster Room
Westminster Central Hall
Storey's Gate, Westminster,
London

ROAD DANGER REDUCTION FORUM
Exploring the Arguments which Support The Car Culture

- 9.30 Registration and coffee
- 9.50 **Session 1:** Introduction – Lord Berkeley, President of RDRF
- 10.00 Opening address: Changing Hearts and Minds
- Government Action To Influence Travel Choice
Professor David Begg, CfIT
- 10.30 Morning Debate: The Car has the Most Important Role in Personal Transport?
Prof. John Whitelegg, Liverpool John Moores University
Christopher Macgowen, SMMT
- 11.15 Coffee
- 11.30 **Session 2:** Myth One: Technology will Solve All Our Transport Problems
Prof. John Adams, University College, London
- 11.45 Myth Two: Traffic Restrictions are an Unfair Constraint on the Freedom of Motorists
Lynn Sloman, Transport 2000
- 12.00 Myth Three: New Roads = New Jobs
Prof. John Whitelegg, John Moores University
- 12.15 Panel Discussion
- 13.00 Lunch
- 14.00 **Session 3:** Myth Four: Reducing Road Space for Cars will Cause Chaos
Prof. Graham Smith, Oxford Brookes University
- 14.15 Myth Five: UK Roads are Safer than Ever
Dr Robert Davis, Principal Policy Advisor, RDRF
- 14.30 Myth Six: Speeding is a Necessity on Today's Roads
John Stewart, Chair of the Slower Speeds Initiative
- 14.45 Panel Discussion
- 15.30 Tea
- 15.45 **Session 4:** Myth Seven: It's Not Safe to Walk and Cycle
Mayer Hilman, Policy Studies Institute
- 16.15 Selling the Message - Using the Media to Win the Argument
Sara Jones, Media Consultant
- 16.45 Round up and Close of Conference - Chair of RDRF

Chair of Session 1

9.50 - Lord Berkeley - President of Road Danger Reduction Forum

Lord Berkeley is chairman of the Rail Freight Group, the representative body of the rail freight industry in the UK.

In the House of Lords, he sat as a Hereditary Peer until November 1999. He returns there as a Life Peer on 2nd May 2000. He was a member of the Select Committee on European Legislation and a Labour Transport Spokesperson from 1996/7.

He is a Civil Engineer and was Public Affairs Manager for Eurotunnel from the early 1980's until its completion in 1994.

Prior to Eurotunnel, he worked for the construction company George Wimpey on a number of multi-discipline projects.

Honorary positions: President of the Aviation Environment Federation. Hon. President of the Road Danger Reduction Forum. President of the UK Pilots Association (Marine). Member of the Board of Governors of Rail Industry Quality Certification Ltd. Director, Partnership Sourcing Ltd. Member of the Council, University of Kent at Canterbury

He is a Chartered Civil Engineer, a Fellow of the Royal Society of Arts and of the Chartered Institute of Transport.

10.00 - Professor David Begg, CfIT

Professor David Begg is Chairman of the Commission for Integrated Transport. He is also Director of the Centre for Transport Policy at the Robert Gordon University, Aberdeen, and he has recently been appointed as the Chairman of the National Transport Advisory Group. He advised the Government during the preparation of the Integrated Transport White Paper. Professor Begg is a member of the Scottish Office's National Transport Forum and a Non-Executive Director of the Shadow Strategic Rail Authority. He was Convenor of Transportation on the City of Edinburgh Council from 1995 to 1999.

10.30 - Professor John Whitelegg BA, PhD, FCIT, FILT, FRSA

John is 50 years old and started his career as an economic development officer in the Outer Hebrides, one of the remotest parts of Britain. Since then he has worked mainly at Lancaster University but also as an official in the Department of Transport in Dusseldorf, Germany and in India where he made a special study of non-motorised transport.

John left the University in 1993 to set up his own company and is currently Director of Eco-Logica Ltd, a Lancaster-based consultancy specialising in sustainable transport, environmental audit and review, life cycle analysis and corporate environmental strategies. From 1990 until 1993 John was head of Department of Geography at Lancaster University and Director of the University's Environmental Epidemiology Research Unit. He has written eight books and over 50 papers on transport and environment topics. His books include "Transport for a sustainable future: the case for Europe" published by Wiley in 1993 and "Traffic Congestion: is there a way out? Published by Leading Edge Press in 1992. "Critical Mass: transport, environment and society in the 21st Century was

published in October 1997 and "Greening the Built Environment" (Earthscan, London) in 1998.

In March 1996 he was appointed Professor of Environmental Studies in the School of the Built Environment at Liverpool John Moores University.

John is Editor of the journal "World Transport Policy and Practice" and has acted as a consultant to the government of Australia and governments and community groups in Israel, Sweden, Denmark, Romania, Slovakia and Poland. He also works with community groups in Calcutta who are trying to improve environmental quality and persuade the state government to retain and expand the tram system and to retain cycle rickshaws and hand pulled rickshaws as an alternative to new road construction. John has worked in detail on alternatives to some of Britain's largest road schemes (e.g. the Birmingham Northern Relief Road) and on large scale infrastructure projects overseas e.g. the Oresund Bridge linking Sweden with Denmark, Trans European Road Networks and the Trans - Israel Highway.

John has worked for a large number of private and public sector clients on environmental strategies. They include British Airways, BICC Cables Ltd, Surrey County Council, Scottish Homes and Pfizer Ltd. He has been consultant to DGXI in the European Commission in Brussels on the implementation of environmental strategies in small and medium sized enterprises, and on environmental strategies in road freight transport and in the design of the 6th Environmental Action Programme for the European Union. He has produced commuter strategies and transport plans for Derriford Hospital in Plymouth, Chase Farm Hospital in Enfield, Wrexham Maelor Hospital, Surrey County Council (County Hall) and Riverside NHS Trust in central London.

10.30 - Christopher Macgowan

Christopher Macgowan joined The Society of Motor Manufacturers and Traders in June 1999 as Chief Executive.

He has a strong international background working in manufacturing, marketing and finance for a number of major industrial, construction and agricultural companies. He worked for British Leyland early in his career and lived in Canada for a number of years. He joined Massey Ferguson in 1973 and more recently was with Ransomes plc where he managed three subsidiaries in Japan, Germany and France.

His priorities on being appointed Chief Executive of the SMMT are three fold. To continue the process of encouraging and promoting in the UK and abroad the interests of the motor industry. To evolve the SMMT to a knowledge based business through the extensive widening of Information Technology processes. To even further raise the profile of the Society.

He is listed in car Magazine's top 300 biggest hitters in the motor industry, is a member of the Home Office Vehicle Crime Reduction Action Team, a CBI Council member and a Freeman of the City of London.

Chair of Session 2 - Ken Spence

Ken has been Road Safety Officer in York since 1991. One of the founders of the Road Danger Reduction Forum, he has been secretary for the last three years. Ken has already succeeded in destroying the myth that he is a competent cricketer.

11.30 - Professor John Adams, University College, London

John Adams was a member of the original board of directors of Friends of the Earth in the early 1970's and has been a participant in debates about environmental risks ever since. He is currently a consultant to the OECD Project on Environmentally Sustainable Transport and a member of the editorial boards of Town and Country Planning, Safety Science, Risk Management and Environmental Values. He has published widely on planning, transport and risk management issues both in specialist journals and the British national press. He is a frequent contributor to radio and television programmes on these subjects - he co-wrote and presented the BBC 2 programme Virtual Risk (Big Ideas series, 1st August 1999). He is the author of Risk (UCL Press, 1995 - described in a review in Nature as "extremely counterintuitive... stimulating and rewarding", and in The Economist as "beguiling book"); and The Social Implications of Hypermobility, a report for the OECD Project on Environmentally Sustainable Transport, Paris, 1999.

11.45 - Lynn Sloman, Transport 2000

Lynn Sloman is Assistant Director of the environmental lobby group Transport 2000.

Transport 2000 is a national campaigning organisation concerned with sustainable transport. It works with policy makers, local authorities, businesses and community groups to provide real solutions to transport problems.

Lynn's main work is on non-motorised transport, transport & health, road safety issues, local authority best practice, and community involvement in transport decisions.

Lynn is a trustee of the Environmental Transport Association and a member of the National Cycling Forum. She has helped establish a range of transport groups including the Slower Speeds Initiative, Pedestrians Policy Group and Road Danger Reduction Forum.

Prior to working for Transport 2000 she did policy research on science and environmental issues.

12.00 Professor John Whitelegg, John Moores University (See previous)

Chair of Session 3 - Christine Mangat

Christine Mangat retired from a twenty-year career in education following the death of her 21 year old son in a road crash. Along with others, she is a founder member of RoadPeace and has represented them on the National Road Deaths Working Party. She is an active participant in young driver education initiatives in secondary schools. Currently she is an advisor to Young TransNet and Traffic Education Advisor to the Road Danger Reduction Forum. She is a trained counsellor and active campaigner for enforcement and change in Road Traffic Law, environmental and local issues.

14.00 – Graham Paul Smith DipAD, MA (RCA), MA (UD)

Graham Paul Smith is an artist and an urban designer. He has taught architecture since the early seventies teaching in both the Graduate Diploma Course in the School of Architecture and in the Joint Centre for Urban Design at Oxford Brookes University.

He contributes to and has organised, a range of short courses, conferences, working parties, research and publications focusing on the design of movement in public space and the experience of users within it. He acts as a cyclists' rights representative on a number of bodies.

Publications

Joint author, with Bentley, Alcock, Murrain McGlynn, of the urban design manual *Responsive Environments*, (1985), Architectural Press, now in its ninth reprint and newly published in Spanish and Cantonese.

“Traffic Calming: the second wave”, *Making Better Places: Urban Design Now* eds. Hayward R McGlynn Freer and Long he prepared *Peripheral Retail Development: The British Experience* (1995) for Dutch Consultants on behalf of the Netherlands Minister of Transport.

With Sloman, Weban-Smith and Mathew, “*Living Streets: a guide to cutting traffic and reclaiming street space*, (1999), Transport 2000 Trust, London.

“Getting about in the City: the gap between provision for and experience in use of the city by Pedestrians” *Bridging the Gaps*, ed. Butina Watson G, (Forthcoming), Oxford Brookes University.

Consultancy

He was a founder member of Oxford Polytechnic, later Oxford Brookes Urban Regeneration Consultancy, specialising in advising community groups on urban design issues and the development of built form responses. With the Angell Town Estate Community Project, Brixton, the Consultancy won the Times/RIBA Community Trust Award for Partnership (1991).

He contributed the Traffic and Travel section to the DoE discussion document, *Quality in Town & Country* (1994) and the User Friendly Travel section of the final report. He was a founder member of the research team for the review of Residential Road Guidance, DoE NI(forthcoming).

Research

With Dr Mary Joshi:

Cyclists' Perceptions of Risk (1992), Health Education Journal.

Cyclists and other Road Users' Perceptions of Risk (1993) Velo-City VII, Nottingham

Road Users' Perceptions of Risk (forthcoming), Journal of Risk and Society.

With Graham Freer:

Mixed-Use Main Streets: Managing Traffic within a Sustainable Urban Form (1996).

With Sue Mc Glynn, Abigail Goldberg, Carolyn Dumonteil:

The Qualitative Impacts of The Oxford Transport Strategy, (forthcoming) Oxford Brookes University in association with Oxford City and Oxfordshire County Councils.

Advocacy

Speaker at Streets for People and Homezones conferences (1997/8).

Contribution of ideas and illustrations to the pamphlet: Homezones: reclaiming residential streets, (1998). Children's Play Council, London.

He helped to organise and lead the first Homezones study tour for activists and professionals to the Netherlands and Germany, (1999) with Transport 2000 and the Children's Play Council.

He is leader of the second Homezones tour, (forthcoming 2000) with Sustrans.

He plays a role in the video film "At Home on My Street": exploring home zones in the Netherlands and Germany, (1999), director Adrian Sinclair, Transport 2000 and the Children's Play Council London.

14.15 - Dr Robert Davis, Principal Policy Advisor, RDRF

Robert Davis is a founder member of the Road Danger Reduction Forum. He is the author of "Death on the Streets: cars and the mythology of road safety" (1993) and "Is It Safe?" described by David Begg in October 1996 as "essential reading for anyone interested in road transport". Dr Davis has written and broadcast on transport policy and road safety for 18 years. He has worked as a transport planner in local authorities and is now an independent transport consultant.

14.30 - John Stewart Chair of the Slower Speeds Initiative

John Stewart is an experienced campaigner. For 10 years he was the Chair of ALARM UK. He has worked at a local level for Lambeth Public Transport Group. Currently, he is the Vice Chair of Transport 2000, the Transport Adviser to RoadPeace and the Chair of the Slower Speeds Initiative.

Chair of Session 4 - Belita Clahar

Belita Clahar has been Road Safety Officer for the London Borough of Camden since 1978. Before that she worked for the London Borough of Hammersmith. She represents the Association of London Boroughs Road Safety Officers on the PACTS Environment Working Party and is also on the Steering Group for the Young TransNet Project. She is the current Chair of RDRF.

15.45 - Dr Mayer Hillman, Policy Studies Institute

Dr Mayer Hillman is Senior Fellow Emeritus of the Policy Studies Institute where he has been engaged in research since 1970. His studies have been concerned with transport, urban planning, health promotion, and energy conservation and environment policies. He has written extensively on these subjects. His major publications (some with co-authors) relevant to his paper are: *Danger on the Road: the needless scourge*, 1984; *One False Move... a study of children's independent mobility*, 1991; *Cycling: Towards Health and Safety*, 1992; *Cycle Helmets: the case for and against*, 1993; *Speed Control and Transport*, 1996; 'Fallacious assumptions underpinning road safety policy' in *Transport Safety: what do we want from an incoming government?* 1997.

16.15 - Sara Jones, Media Consultant

Sara Jones has a background as a freelance journalist, working on radio programmes such as *You and Yours*, the *Today Programme*, the *World at One* and *Woman's Hour* for Radio 4, as well as being a senior producer at LBC. She has worked for the printed press writing for *City Limits*, the *London Newspaper Group* and the *Cambridge Evening News*. As a media trainer she has worked with a wide range of clients including local authorities, the Labour Party, community groups and charities, and trade unions. She also taught journalism at *Sheffield Hallam University* and *Anglia Polytechnic University*.

Speakers Notes

Myth One: Technology will Solve All Our Transport Problems

Professor John Adams University College London

Let's grant the techno-optimists their wildest dreams - imagine a pollution-free perpetual-motion engine. The result would be cheaper, and therefore more, motorised travel, with the following consequences. Society would be more polarised (greater disparity between rich and poor). More dispersed (more suburban sprawl). More anonymous and less convivial (fewer people will know their neighbours). Less child-friendly (children's freedoms will be further curtailed by parental fears). Less culturally distinctive (the McCulture will be further advanced). More dangerous for those not in cars (more metal in motion). Fatter and less fit (less exercise built into daily routines). More crime ridden (less social cohesion and more fear of crime), subject to a more Orwellian style of policing (more CCTV surveillance), and less democratic (the majority will have less influence over the decisions that govern their lives).

Myth Two: Traffic Restraints are an Unfair Constraint on the freedom of Motorists *Lynn Sloman*

Traffic restrictions are an unfair constraint on the freedom of motorists

Some common arguments

- “Traffic calming will damage my car”
- “The police must have better things to do than pulling me up for driving a few miles over the limit”
- “Some traffic restrictions are pointless. It’s OK to cut speeds to 20mph outside schools at 3.30pm, but I should be allowed to drive faster at other times”

Some common arguments.....

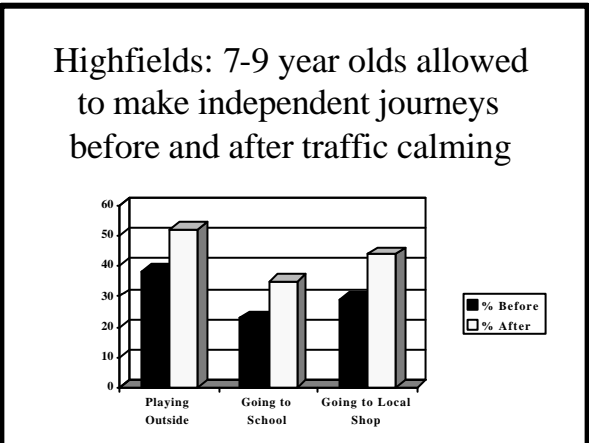
- “Motorists should be able to park where we like, when we like”
- “Road pricing discriminates against poorer motorists”
- Cars have brought untold freedom and opportunities in the last 50 years. Why should that be taken away?”

“Traffic calming will damage my car”

- Traffic calming won’t damage your car if you slow down
- Lower speeds will save lives, Traffic calming can cut accidents by 60%
- Traffic calming improves quality of life - eg Highfields, Leicester

Traffic calming in Highfields

- Accidents fell from 18 per year to 4 per year after traffic calming
- 52% of residents said there was stronger community feeling afterwards
- 64% said they felt safer crossing the road
- Children were more likely to be allowed to play outside or travel on their own to school and local shops



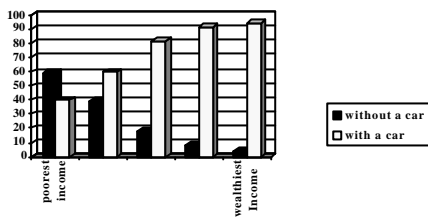
“The police must have better things to do than pulling me up for driving a few miles over the limit”

- Road crashes are the biggest cause of “accidental” death. Every day, 120 people (including 13 children walking/cycling) are killed or seriously hurt
- Speed is the single biggest cause of a crash. At least one third of road crashes are speed related
- A small increase in speed greatly increases the risk of injuring someone. If you hit someone at 35mph you are twice as likely to kill them as at 30mph

“Some traffic restrictions are pointless. It’s OK to cut speeds to 20mph outside schools at 3.30pm, but I should be allowed to drive faster at other times”

- On minor urban roads with 30mph limits, a 10mph cut in average speeds could save 21 deaths and serious injuries every day.

Household car ownership according to income

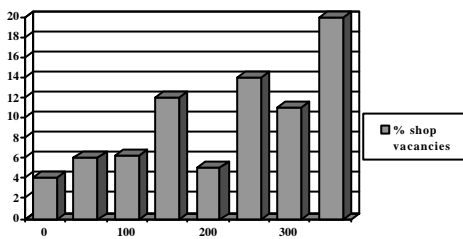


What concerns retailers?

- Availability of parking 51%

(Edinburgh, Carley 1996)

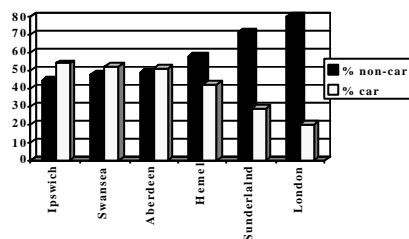
Traffic flow and shop vacancy rates in Leicester



“Road pricing discriminates against poorer motorists”

- Only 42% of the lowest income quartile of households own a car
- Income from road pricing recycled to better buses and safer streets directly benefits children, old people, women and low income families

How customers travel to the shops



What concerns shoppers?

- Overcrowded pavements (33%)
- Need for more priority for pedestrians (30%)
- Road congestion (19%)
- Feelings of unsafe pedestrian environment (16%)

(Edinburgh 1995 / Carley 1996)

“Motorists should be able to park where we like, when we like”

- Parking restrictions help cut traffic - which means less congestion, noise, pollution and danger
- A study in Bristol suggested parking restrictions could cut the number of cars coming into the centre of town by 41%
- Parking restrictions are not necessarily bad for business - they may even help by improving the quality of the street for shoppers

“Cars have brought untold freedom and opportunities in the last 50 years. Why should that be taken away?”

- Freedom for some has meant restrictions on others: “battery-reared” children; closure of local shops; 3400 road deaths a year

Myth Three: New Roads = New Jobs

Professor. John Whitelegg Liverpool John Moores University

New Roads=New Jobs

John Whitelegg
Liverpool John Moores University
and Eco-Logica Ltd

High-Low Newton Bypass, Cumbria

- A590 to Barrow
- 2.6 km
- will create 2000 jobs
- slightly less than 1 job per metre of road
- will cost £11 million

Psychology versus Economics

- Leitch (1977)
- Gwilliam and Judge (1978)
- Botham (1979)
- Whitelegg (1985)
- RCEP (1994)
- Whitelegg (1994)
- SACTRA (1999)

RCEP (1994)

- It is not possible to generalise about the importance of transport infrastructure as a factor in bringing about economic growth in depressed or deprived regions
- road building is not the key to economic growth in the regions
- good roads “can sometimes speed the decline of less prosperous areas”

Merseyside

- Excellent motorway, tunnels, docks, electrified railways
- Objective 1 area
- very high rates of unemployment, derelict land, land contamination, poor social and community infrastructure in both Liverpool (Vauxhall and Toxteth) and edge communities (Prescott)

Roads, jobs and the economy

- Full statistical study
- 34 travel to work areas
- “Autoroute” software for journey times
- economic data from NOMIS on job vacancies and unemployment rates, 1985-92
- relationship between accessibility indicators and economic performance indicators

Roads, jobs and economy: conclusions

- No evidence of a statistical relationship between improved accessibility and economic performance
- areas of poor accessibility out-perform areas of high accessibility
- areas with very similar accessibility characteristics have very different economic performance characteristics

Transport and the Economy (SACTRA, 1999)

- Statistical and case study evidence in support of the virtuous link is “limited”
- any contribution to growth is likely to be “modest”
- the state of the art is poorly developed and the results do not offer convincing general evidence of the size, nature or direction of local economic impacts

Where do we go from here

- Recognise that education and psychology is more important than evidence
- Change the assessment/evaluation procedures for new roads to delete the general economic case (High Low Newton) and insert the specifics

The Specifics

- In what ways might improved rail facilities help industry
- are there better locations for activities that generate HGV movements
- city logistics
- TDM measures to reduce congestion caused by school runs and commuter trips

Get Smart

- Reliance on crude economic arguments for roads is poor economics
- traffic restraint, car-free cities, highway space reallocation can all out-perform the £90 million Lancaster Western Bypass option

Get Smarter Still

- Talk to businesses (if they had £90 million to spend in Lancaster would they really go for a road or is it that the road is the only way to get £90 million)
- local economic development initiatives
- social and educational infrastructure
- micro-access and land use planning

Myth Four: Reducing Road Space for Cars will Cause Chaos

Professor Graham Smith Oxford Brookes University

Local Residential Streets

- Car flow in local streets is generally so low that no more than a dustcart width will accommodate all traffic movements.
- In most situations not even a passing place is necessary and residents can benefit from the reclaimed space.
- New developments can benefit from the best experience gained in using continental shared-surface designs in traditional areas.
- Traditional linked-up grid systems can be a successful model for modern development.
- The linkage and appropriate densities that can be achieved, supported by effective planning restrictions on large scale peripheral development, can make walking and cycling attractive for more journeys.

Local High Streets

- Reduced widths, leading to reduced speed and capacity, can result in more pleasant, safer and more vibrant local High Streets. This reduction can then lead to a reduced demand for motor vehicle travel, a large proportion of which is local anyway.
- Loading space can be reduced to a minimum and can take priority over moving traffic.
- Parking can take place on the highway to reduce running space. A car, parked, can represent a user of local facilities.

The connected up network: the rat run myth -

- More journeys are short so an urban area may benefit from reduced motor vehicle presence.
- The negative behaviour aspects of drivers can be successfully ameliorated by known traffic calming methods.
- The benign modes become more attractive if destinations are conveniently within reach.

The Open Road

- The open road's width can be constrained to improve the safety and convenience of benign and slower traffic.

Conclusion

Counter-intuitive provisions can often be seen to achieve benefits in a surprising manner and as an alternative to current ("safety-audit") practice.

Myth Five: UK Roads are Safer than Ever

Dr Robert Davis Principal Policy Officer Advisor RDRF

A road is not "safe" because people have not been hurt or killed on it - very often the opposite may be true.

Gross Road Traffic Accident (RTA) numbers do not tell you about the experience of the road user - casualty rates might. Casualty rates for some user groups are not good in the UK compared to other European countries or the past.

Even casualty rates may not be good because they do not tell you what steps have to be taken to avoid danger, or who kills whom.

Danger can be measured by collisions, whether parents allow children out, evasive action taken etc. These numbers are different from RTAs.

The RDRF therefore believes that we should at least look at casualty rates, preferably who hurts/kills whom numbers, and to consider measures of danger. It is also likely that reducing danger at source - the normal method of approaching safety in other areas - will probably reduce casualties and their severity as well.

However, it should not be the exclusive aim of road safety. If we are to consider lumped together numbers from a public health perspective, life years lost in a highly motorised society like ours are mainly associated with issues like noxious emissions, greenhouse gas emissions, poor health from lack of exercise provided by walking and cycling, investment diverted from health care etc.

We also need to understand that although some road safety interventions may well have reduced casualty rates for some road users, there have often been adverse effects on other road users from such interventions. Other factors (such as superior trauma care) have contributed more to such reductions.

No number describes the injustice of endangering others. Any low number is never justification for accepting injustice.

Myth Six: Speeding is a Necessity on Today's Roads

John Stewart Chair of the Lower Speeds Initiative

Looking at the way most of us drive, you would get the clear impression that speeding is necessary part of everyday life. 70% of us admit to breaking the 30mph speed limit, despite the fact that 97% of us understand it and we are regularly breaking the speed limit on motorways and rural roads as well.

The results of illegal and excessive speeds are devastating. On Government figures, a third of all fatal crashes are caused by excessive speed. That's around 1,200 lives a year. There is one TRL report, constantly quoted by the Association of British Drivers (ABD), which suggests that only a small proportion of crashes can be put down to speed, but it merely suits the ABD's purposes to quote this report. In reality, it appears to be a rogue study, out of synch with all other studies in Britain and across Europe. If anything, the British Government's figure of a third of all fatal crashes caused by speed looks like an underestimate.

The argument is put that it is driver error rather than speed that causes fatal crashes. Of course, driver error is the basic cause of crashes, but excessive speed aggravates the error - that is why speed is so dangerous. The figures bear this out. A pedestrian or cyclist struck by a vehicle travelling at 40mph has an 85% chance of being killed; at 30mph, there is a 55% chance of death; at 20mph, it is only 5%.

This is why I am so critical of the Government's refusal to replace 30mph with 20mph as the norm on all urban roads. Tony Blair announced a tough target to halve the number of children killed and seriously injured on the roads by 2010. But half these children are killed or seriously injured on main roads. Without a 20mph limit on main roads, the Government is fighting with one hand tied behind its back.

But looking at the way authorities fail to enforce the speed limits, you would believe that they, too, see speeding as a fact of modern-day living. The Police admit that they rarely stop people and don't prosecute them unless they are driving well in excess of the given speed limit. But the Police just don't have the resources. Their political masters in the Home Office have decreed that traffic policing is not one of the Core Objectives of the Police. To concentrate efforts on burglaries, Police budgets for traffic operations have been cut back from 15% to 6% in the last 10 years. Yet more people are killed and hurt by bad driving than by all other crimes combined. And 'Crime and Disorder Audits', carried out by the country's Police forces, show that 86% of people think road safety is as important as mugging and burglary.

But perhaps the economic consequences of slowing down are too high for the country's economy to bear? The relatively small amount of work that has been done in this area indicates that lower limits on urban roads and on 'B' roads in the country would only add a very few minutes to journey times. And if that saved lives, the savings to the economy would be great, as the Government estimates that each fatality on the roads costs the country around £1 million.

So, isn't it, then, that slowing down is a necessity on today's roads? It would mean fewer casualties. It would also mean greater freedom of choice about how we live and travel - fewer children would be cooped up in their homes, their parents fearful of the traffic on the streets; older people could once again move around their neighbourhoods; many more people would be able to choose to cycle, walk or go horse-riding again. Slower speeds have a crucial role to play if the Government is serious is serious about modal shift.

Myth Seven: It's Not Safe to Walk and Cycle

Mayer Hilman Policy Studies Institute

Analysis of annual road casualty statistics indicates that the risk of death or serious injury by distance travelled by cycle or on foot is much higher than by car or public transport. From this, it would appear logical to discourage travel by the non-motorised modes, particularly if the Government's new targets on casualty reduction are to be met. Closer attention to the subject reveals how misleading it would be to follow such an approach.

This paper is aimed at demonstrating why that is so by highlighting a wide range of myths surrounding this area of policy. The myths will be classified under three key headings: the adequacy of the techniques used in compiling the statistics the consequences of their application in policy; and a reappraisal of the issue of risk management.

It will conclude by setting out a brief agenda on revisions to current practice to make it more likely that society gains the maximum benefits from enabling people to make a rising proportion of their journeys by the non-motorised modes.

Selling the Message – Using the Media to Win the Argument

Sara Jones Media Consultant

Using the media is one of the cheapest ways of getting your message across to a large number of people. But it is easy, especially when your message runs counter to the prevailing climate of opinion. There are no magic formulae to improving your media profile. It will take an investment of time, and possibly money. It is, however, possible, as various campaigning groups have proved.

Understand the media. Find out what journalists are looking for. Stories need to be based on a simple message. They need to be about outcomes not processes. It needs to be clear how ordinary people will be affected.

Spoon-feed the journalists. Find out about their deadlines and ensure you meet them. Discover what format they like their pictures in. GreenPeace turned their media image around by making themselves media friendly. They produce video News Releases which provide television programmes with pictures they would not otherwise have.

Make a journalist your friend. Make friends with transport correspondents or even a general journalist who has an interest in transport. They want someone they can ring who might not always be interviewed but can provide background information.

Be available. Make sure your spokespeople are the ones who can always do the unsociable interview.

Become a familiar face. By limiting the number of people who speak on your behalf you ensure the message is consistent; give them the practice they need to become proficient; make them familiar figures so that journalists, and the public, think of them first when there is a transport story.

Be sure of your research. Do not go to the press until you can back up your research. Friends of the Earth achieved a high level of media recognition by creating what they called ‘an alliance with science’. Their message was irrefutable.

Use third party endorsement. Your organisation might be unknown outside the field and therefore carry little public clout. If you can persuade a celebrity to promote your message the media are more likely to be interested. The use of stars such as Brigitte Bardot and Joanna Lumley by some of the animal rights group has helped them differentiate themselves from the radical activist groups and ensure they get coverage.

Piggyback other stories. Be very aware of what else is in the news and what is coming up. If you know Prescott is going to be making a statement in the House of Commons or there will be a launch of new research send out a press release linking this with your message.

Remember- each interview is not a threat but an opportunity to get your message across.

Delegate List

Mark Chetwynd	Royal Borough of Kensington & Chelsea
Paula Whitney	Sustainable Transport Environment East Region
John Cutler	Individual CTC Activist
Alix Stredwick	Individual
James Ryle	SUSTRANS
Baroness Thomas	Baroness Thomas of Walliswood (Lib Dem)
David Knight	Colin Buchanan and Partners
Katie Dickson	SUSTRANS
Isobel Stoddart	SUSTRANS
Jillian Anable	Imperial College London
Neil Taylor	Individual
Richard Evans	Environmental Transport Association
Rachel Rice	RAC Motoring Services
I Cole or C Rice	Going for Green/Tidy Britain Group
Nichola Jones	SUSTRANS
Brian Morris	CTC (Commercial Committee Chair)
Dr Colin Guthrie	Transform Scotland
Mrs S Bradbury	Individual
Karen Gibbins	Individual
Robin Fennell	Individual
Susan Dye	Transport 2000
Tara Ga rnett	Transport 2000
Tony Magee	City of Bradford Metropolitan District Council
Peter Caillard	Cambell Reith Hill
John E Waugh	University Of Southampton
Tim Gould	Individual
Dr Ruth Gelletlie	Bradford Health Authority
Kay Muir	Individual
Joseph Misham	Stort Valley FOE
Amanda Roberts	Telford & Wrekin Council
Ruth Olczyk	Traffic & Transportation Milton Keynes Council
Corrie Pegg	London Borough of Hounslow Environmental Services
Dave Jessup	Greenwich Council Strategic Planning
Dave Higham	AS ABOVE
Claire Burton	North Staffs HA Directorate of Health Promotions
Terry Kelly	London Borough of Hillingdon Healthy Hillingdon
Chris Bainbridge	Haringey Council
Bruce Bentley	Norwich City Council
Dr Harry Rutter	Oxfordshire Health Authority (Public Health)
Steve Baker	Road Safety Council of Wales
Paul Byers	Cardiff County Council Traffic & Transportation
Janet Swain	Nottingham County Council
Richard Kayley	NYCC Environmental Services
Gary Macgowan	Kent County Council
Brian Matthews	Land Use & Transport Strategy Milton Keynes Council
Louise Warner	Hertfordshire County Council Environmental Dept
I Osman	Leicester City Council Health Promotion Unit
Katie Brimley	Essex County Council Environmental Services
Coun Burrows	Derbyshire County Council Environmental Services
Coun Lucas	Derbyshire County Council Environmental Services
Mike Ashworth	Derbyshire County Council Environmental Services
Paul Hardiman	Gloucestershire County Council Environmental Services
Coun Edgell	South Yorkshire Joint Secretariat
Jonathon Lewis	South Gloucestershire Council Environmental Services
Susan Crabtree	South Gloucestershire Council Environmental Services
Mrs S Cooper	Lincolnshire County Council Highways Office
Nigel Coates	Oxford City Council Community Services
Stuart Reynolds	Hampshire County Council Chief Engineer

Philip Ralph	Transport 2000 West Yorkshire
Dr John Stubbs	School of Environmental & Applied Sciences
Jocelyn Boater	Community Alternative Transport Association
Douglas Bush	LA21
Phil Gough	Individual
Richard Peplow	Individual
Beryl Miles	Bath & North East Somerset District Council
John Tasker	Highways Agency
Mandy Foster	As Above
Margaret Tester	Swindon Borough Council
Sandra Dutson	GMTCC
Dereck Turner	Traffic Director (London)
Coun J Batchelor	South Cambridgeshire District Council
Kathy Davies	Wokingham District Council
Sarah Goretzki	Cambridgeshire Health Authority
Chris Lowe	Individual
John Radcliff	Individual
Mrs A E Dunn	Leicester City Council Traffic Section
P David	Leicester City Council Traffic Section
G Seaton	Leicester City Council Traffic Section
A Salkeld	Leicester City Council Traffic Section
Mrs C Clarke	Leicester City Council Traffic Section
M Jeeves	Leicester City Council Traffic Section
Coun G Derrick	Bath & North East Somerset District Council
Martin Thorne	Individual
Chris Gray	Tring Cycling Campaign
Chas Ball	Community Car Share Network
Keith Hoskins	Individual
Mrs E Clarke	Individual
John Lawrence	Individual
Don Jones	Barnsley Health Authority
Christine Mangat	RDRF
Lorna Bell	Swindon Borough Council
Margaret Newell	Southampton City Council
M Beale-Collins	Surrey County Council (Local Transport Group)
Colin Cranley	Essex County Council Environmental Services
Sarah Taylor	Plymouth City Council
Elizabeth Green	Wealden District council
David Philips	Wiltshire County Council
Lord Berkeley	President RDRF
Prof David Begg	Speaker
Prof John Whitelegg	Speaker
Chris Macgowan	Speaker
Prof John Adams	Speaker
Lynne Sloman	Speaker
Prof Graham Smith	Speaker
Dr R Davis	Speaker
John Stewart	Speaker
Mayer Hilman	Speaker
Sara Jones	Speaker
Cathy McKenzie	RDRF
Mike Baugh	RDRF
Chris Hamer	RDRF
Ken Spence	RDRF
Bob Davies	RDRF
Belita Clahar	RDRF
Christine Arnold	Birmingham City Council
Pete Z	Leeds City Council
Paul Gibson	Rotherham Borough Council Planning & Transportation
Graham Lennard	Birmingham City Council RDRF member
Jack Hamilton	Individual

Harry Laird	Glasgow City Council, Dept of Road and Transportation
Rachel Glover	Oxfordshire County Council Environmental Services
Terry Figg	Individual
Samuel Bunting	West Malling Parish Council
Adam Coffman	
Jim Chisholm	Individual
Paul Gasson	Individual
Dianne Fitter	RDRF
Steven Toole	PACTS
Mr Burns	Individual
Tim Rayner	Individual
Brian Hayward	Northampton Borough Council Environment Development
Coun Roy Mayhew	Kettering Borough Council
John Richfield	Solihull MBC Road Safety Group
Michael Bridgeland	Individual
John Sarson	Individual
Paige Mitchell	
Tim Whitwell	BBC Film Crew
--ditto--	BBC Film Crew
--ditto--	BBC Film Crew
--ditto--	BBC Film Crew
Michael Britton	Lambeth Council
--ditto--	Lambeth Council
Sarah Bowie	Mouchel
Magedie Pretorius	Mouchel