



# Why sustainable travel is good for business

Sustainable travel benefits local businesses through increased footfall, decreased congestion and pollution.

Businesses know that a nicer environment is important for attracting customers. Walking and cycle lanes have been shown to increase the likelihood of spending at local businesses.



## Busier businesses for everyone

In Oxford a 17% reduction in car trips to the city centre did not impact visitor numbers to businesses.

In Stoke-on-Trent, the widening of footways, installation of seating and planting of trees led to 30% **more footfall in businesses, attracting new businesses and cafes.**

In Toronto's Bloor Annex and Korea Town Neighbourhoods, the installation of bike lanes **increased the numbers of local customers, monthly spending** (from 44% to 53% of customers spending \$100 or more per month) and **increased visit frequency.**



## Places valued by everyone

Studies have shown that shop vacancy rates are **5x** higher on streets with high levels of car traffic and that investments in **sustainable travel can increase footfall, visitor spending, visit frequency and growth in the number of customers.**

In Newcastle, 77% of survey respondents agreed that Acorn Road is a **thriving retail area after the introduction of traffic calming features.**

Investments in walking and wheeling infrastructure have been found to **increase land values between 70-300%** with **retail commercial rates increasing** in the range of 10-30%.



## Better access to opportunities for everyone

In the UK the estimated net annual economic benefit for individuals and society from all walking and wheeling trips is **£5.4 billion.** Of this total, **£251 million is from people with a car choosing to walk or wheel for transport.**

Greening, seating, lighting, and outdoor dining in Bromley North Village **created 30 additional jobs.**

Sustainable travel yields time benefits; Dublin bikes **reduce journey times** by 34% and add €6 million in monetised benefits annually.



The business community has the potential to shape the implementation of active transport policy in urban centres.