



# Changing travel behaviour can make a real difference

| Journey Purpose         | No. car journeys pa (million) | Policy Solutions   | % shift from car to bus | Car trips saved 2011-14 (million) | Car drivers changing their travel behaviour  |
|-------------------------|-------------------------------|--|-------------------------|-----------------------------------|--|
| Commuting /Business     | 7,083                         | Parking<br>Park & Ride<br>Bus Priority<br>Fairer tax regime<br>Green Travel Plans<br>Integration with land use planning            | 6                       | 425                               | Just one extra commute by bus or coach a month...  |
| Education               | 1,320                         | Bus Priority<br>Fairer tax regime<br>School Travel Plans<br>Yellow School Bus<br>Integration with land use planning                | 3                       | 40                                | Just three out of every hundred parents letting their children travel to school by bus...  |
| Shopping                | 4,671                         | Parking<br>Park & Ride<br>Bus Priority<br>Fairer tax regime<br>Integration with land use planning                                  | 4                       | 187                               | Every couple of months taking the bus to town centre instead of the car...   |
| Other personal business | 5,750                         | Parking<br>Park & Ride<br>Bus Priority<br>Priority measures for coaches<br>Fairer tax regime<br>Integration with land use planning | 4                       | 173                               | Every so often instead of driving to the bank, or the doctor or the hairdresser for example, just taking the bus instead...          |
| Leisure                 | 5,037                         | Parking<br>Park & Ride<br>Bus Priority<br>Priority measures for coaches<br>Fairer tax regime                                       | 4                       | 201                               | Once a month doing one leisure trip by bus or coach - such as taking the bus to the cinema, or for a day out, or to visit friends... |
| <b>TOTAL</b>            | <b>23,861</b>                 | <b>ALL OF THE ABOVE</b>  | <b>4</b>                | <b>1026</b>                       | <b>All we are asking is for car drivers to make just one in 25 of the journeys they previously made by car by bus instead</b>        |

"Climate change is the greatest challenge we face and the latest science shows that we need to start cutting carbon emissions at once. Bus and coach travel is a cheap, effective solution which is available right now. We need to make much better use of what we have, and the Greener Journeys initiative sets out how we can do so. The Government should recognise this opportunity and act on it without delay."



Peter Madden, Chief Executive, Forum for the Future

"Greener Journeys is a fantastic example of the power of leadership and collaborative action, the two pillars of the Prince's May Day Network. By responding to the Prince's 'Mayday' distress signal, Arriva, FirstGroup, Go-Ahead, National Express and Stagecoach have created a collaborative initiative that is sure to inspire more businesses to take positive action."



Katie Webber, May Day Campaign Director, Business in the Community.

"I welcome the Greener Journeys initiative which has the potential to play a major role in reducing CO<sub>2</sub> emissions from transport. In formulating its transport policies Government must take account of the challenges posed by climate change, for both environmental and economic reasons. I urge Government at all levels to seize the Greener Journeys initiative and work with bus and coach operators towards a greener future."

Sir Rod Eddington



Greener Journeys is an initiative of the UK Bus & Coach Industry aimed at reducing CO<sub>2</sub> emissions from transport by delivering unprecedented modal shift from the car. For further information contact -



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Make the switch to bus and coach

## The ONE BILLION Challenge

Making more of bus and coach travel is a quick and cost-effective way to reduce carbon emissions

Switching from car to bus or coach for just one journey in 25 could save 2 million tonnes of CO<sub>2</sub>

That would mean one billion fewer car journeys on our roads...

... 50% more CO<sub>2</sub> savings from transport than planned by the Government

... And it could be achieved in just three years if everyone played their part



## Changing the way we travel can make a big difference

- Cars produce nearly 60% of all UK domestic transport greenhouse gas emissions, and traffic continues to grow. Transport is the only sector in the UK in which CO<sub>2</sub> emissions are still rising, amounting to more than a fifth of UK domestic emissions
- Government policy is currently focussed on technology and innovation but the benefits of this will only be felt in the long term and will not be sufficient to meet its CO<sub>2</sub> reduction targets. There is an urgent need to focus on **behavioural change**, and a key part of this will involve a switch from the car to public transport.
- The Bus & Coach Industry can make a major contribution to delivering on the Government's CO<sub>2</sub> reduction targets through modal shift from the car.
- Buses and coaches run on existing infrastructure, provide real flexibility, and can deliver additional capacity very quickly with minimal additional costs.
- Congestion on our roads is a major problem both for the environment and for the economy. As road space becomes ever scarcer, buses and coaches have a key role to play - one double deck bus could take the place of 75 cars on the road!

### ... Travel habits are already changing

Where there are **good partnerships** between operators and local authorities – involving **substantial investment** by the operators and the adoption of **policies to make it easier for people to travel by bus and coach** by the local authorities – exceptional modal shift has been achieved.

- In Brighton bus patronage has grown by around **5% per year since 1993** contributing to a 3% reduction in city centre traffic in the last 3 years.
- In York there has been a **56% growth** in bus patronage over the past 5 years.
- Kent Fastrack has seen passenger numbers **up 50%** on forecasts. 20% of Fastrack passengers previously used their car for the same journey.
- In the past decade, London has seen a **58% increase** in bus patronage and a **5% decline in the car** share of total passenger journeys, encouraged by congestion charging.
- In Cambridgeshire there has been **100% growth** in bus patronage from over the past 7 years.

### More people will make the switch with the right incentives

- Research indicates that **a fifth of motorists** find driving increasingly stressful and would prefer to reduce their car use, and that a further fifth of motorists have already reduced their car use and would make further reductions if travelling by public transport is made easier.
- There is a **growing awareness of the need to change travel behaviour**. A recent poll for The Times has revealed that more than two thirds of environmentally aware people have already cut the number of trips they make by car.
- A public opinion survey for Department for Transport (2008) found **3 out of 4 adults would change their behaviour** to help limit climate change.
- Recent YouGov surveys indicate the **overwhelming majority of people support greater investment in public transport** and would put taking public transport second after recycling as a realistic measure to help the environment.
- **Customer satisfaction on buses and coaches is extraordinarily high at 89%**. Once people start using buses and coaches they go on to travel by bus and coach much more frequently...

## Buses and coaches provide a much greener and more efficient use of road space



1. This appears to be a very busy and congested road



2. But not many people are moving...



3. The same people in the space that would be occupied by a bus

### Bus and coach operators can do more but support is needed from central and local Government

- Government needs to set targets for Local Authorities that encourage modal shift to bus and coach through measures such as **bus priority, park and ride, parking policy** and other measures to encourage more intelligent car use.
- Integration of sustainable transport policies with **land use planning**, rather than developments that encourage high car dependency, along with bus priority measures and parking policy, would encourage more people to travel by bus to do many of their shopping trips
- Commuting and business trips generate over a third of car emissions, a figure made higher by the high proportion of single occupancy drivers. A very significant proportion of these could be persuaded to use the bus if businesses were encouraged to adopt **Green Travel Plans**.
- The Yellow School Bus Commission has identified that **national roll out of yellow buses** to primary schools would remove 3% of all car traffic between 0845 and 0900, and take 130 million car journeys off the road.
- Huge savings could be achieved by encouraging people to use coach for long distance trips. Only 7% of journeys are over 25 miles but they account for 38% of emissions, making a compelling case for **priority measures for coaches on motorways**.

### Bus and coach operators are working hard to reduce their own carbon footprint

- The Bus & Coach Industry is working hard to achieve CO<sub>2</sub> savings through **low carbon vehicles, fuel efficient driving, improved energy efficiency, renewable energy and alternative fuels**.
- The Industry has already achieved a dramatic reduction in local air pollution through **cleaner vehicles**. One effect of achieving this has been higher fuel consumptions. The Industry is working hard to combat this through investigations into a variety of **low carbon technologies**, including: hybrid buses, hydrogen, lighter vehicles and electric vehicles.
- The Industry welcomes the Government's recent announcement of a £30 million fund for low carbon buses as an essential first step, but there are many issues to consider in terms of whole life costing and reliability. **The Industry will need further support in its transition to a fully low carbon bus and coach fleet**.
- The Industry is facing rising costs which have caused an increase in fares. Fuel duty was increased in April 2009 and further increases are planned for September and 2010. The Industry will be paying an additional £70 million more tax per annum after 2010 changes than it was in 2007. There is a need for **a fairer tax regime for bus and coach passengers**.
- Bus and coach operators are working hard to achieve savings in fuel consumption through fuel efficient driving, but the key to making real savings is making it possible for buses to travel at constant speeds. **Bus priority and other measures to assist the bus will be essential if this is to be achieved**.

## Congestion is bad for the environment and for the economy

- Congestion dramatically increases emissions from road vehicles and it is costly to the UK economy. Eliminating existing congestion on the road network would be worth **£7-8 billion of GDP**.
- Car traffic is **nearly 90%** greater today than in 1980 and still rising. The UK is the most car dependent country in Europe. Cars produce **nearly 60%** of UK domestic transport greenhouse gas emissions
- Over the past decade congestion has caused speed of bus travel to fall by between 10 and 20% causing operators to have to run extra services just to maintain time-tables.
- Electrification of the road network and widespread roll out of electric cars will do nothing to tackle congestion. A key economic strategic challenge is to improve the use of existing infrastructure, and the Eddington Study highlights an important role for buses.
- Buses and coaches provide real flexibility and can deliver additional capacity very quickly and with no new roads, helping to ease congestion.

### The road to a more carbon efficient Britain...

- The Bus & Coach Industry has launched the **Greener Journeys** campaign to lobby for and deliver unprecedented modal shift starting with one billion journeys.
- In just 3 years the Industry could take **one billion car journeys** off the road through increasing average loadings, with the help of bus priority and other policy measures to make it easier for people to travel by bus and coach.
- This would amount to a reduction of **2 million tonnes of CO<sub>2</sub>** and would deliver an **additional 50% reduction in CO<sub>2</sub>** from domestic transport to the reductions planned over the same period by current Government policies.
- These measures would make a huge difference to existing passengers and would create a virtuous circle, whereby both existing and new passengers would choose to travel more often by bus or coach instead of car – attracted by the added **comfort, reliability and convenience**.
- **And this is just the beginning**. With the widespread application of policies conducive to bus and coach travel the Industry could go much further, taking billions more car journeys off the road and making a huge contribution to delivering on the Government's carbon reduction targets.



The key conclusions of the Stern Review were that **urgent action is needed to tackle climate change**

**through carbon pricing, technology and innovation and promoting behavioural change.**

**A key aspect of that change will involve more intelligent car use.**

**Buses and coaches have a very significant role to play in delivering on the Government's carbon reduction targets by giving people a real and more attractive alternative to the car.**