

Why drive less?



Safer roads

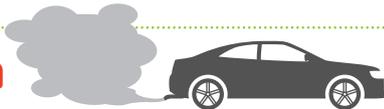
Every day **5** people die on UK roads, and over **60** are seriously injured – every one causes needless devastation, trauma and suffering¹.



The vast majority of casualties are down to driver error.

Driving less can reduce traffic danger in your area.

Less pollution



Going by bus or train instead of driving produces **6-8** times less CO₂, on average². Walking or cycling produces none.

Driving less means we breathe less harmful pollution.

Less traffic



By 2035 the number of cars on England's roads is set to increase by **45%** and traffic delays by **64%**³.

Four in 10 car journeys are less than **2** miles⁴.

Driving less means less congested, more pleasant streets.

Reduced costs

Nearly half of households in England could be struggling with car-ownership costs⁵. A family can save **£642** a year by swapping a car-based school run for walking or cycling⁶.



Driving less is usually cheaper.

Healthier, happier kids

Half of our children are driven to school⁷, yet the average school run for primary schools is just **1.5** miles⁸.

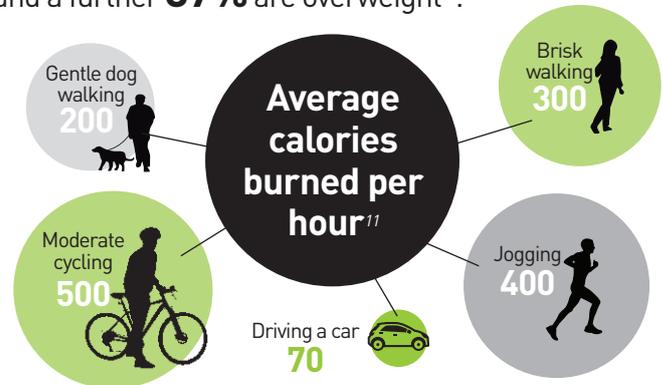
Walking, cycling, scooting or skateboarding to school helps kids engage with their community, stay healthy, and arrive alert and relaxed⁹.

Driving less for families can mean more active, sociable lifestyles.



Healthier, happier people

One in four adults in England are obese and a further **37%** are overweight¹⁰.



Regular walking, jogging and cycling can help guard against asthma, depression, diabetes, heart disease, osteoporosis and some cancers¹².

People who take the bus or train to work instead of driving have a lower BMI and a healthier bodyweight¹³.

Driving less means improved health, wellbeing, and less stress.

Healthier economy

The cost to the NHS of people being overweight is estimated at **£4.2 billion** a year¹⁴.

Increased walking and cycling can give local businesses and town centres a boost and increase the value of homes¹⁵.

Driving less can help your community flourish.

Drive less, live more is a campaign by the road safety charity **Brake**, launched in national **Road Safety Week**. It asks everyone to consider how they use roads, and if they can walk, cycle or use public transport instead of driving, to make our roads and communities safer, happier, healthier and less polluted places.

Find out more at brake.org.uk

End notes

1. Reported road casualties in Great Britain, Department for Transport (2015)
2. <http://www.sustrans.org.uk/change-your-travel/reducing-your-car-use/change-your-travel-environment>, Sustrans
3. Road Transport Forecasts, Department for Transport (2011)
4. National Travel Survey, Department for Transport (2010)
5. Locked Out: Transport poverty in England, Sustrans (2012)
6. Estimate by Sustrans based on figures from the AA, DfE school statistics, DfT National Travel Survey, DEFRA & DECC GHG conversion factors and the Bike Station (June 2014)
7. Transport: Social Trends 41, Office for National Statistics (2011)
8. Donahie, Anna, Transport: Social Trends 41, Office for National Statistics (2011)
9. Sustrans, <http://www.sustrans.org.uk/change-your-travel/children-and-families/school-run> (accessed 2015)
10. Statistics on Obesity, Physical Activity and Diet: England, NHS (2013)
11. Exercise calorie counter, The British Heart Foundation (2015), calculating the average calories burned by a 30-year-old adult weighing 10 stones.
12. NHS <http://www.nhs.uk/Livewell/fitness/Pages/Whybeactive.aspx> (2015)
13. Flint Ellen, Cummins Steven, Sacker Amanda, 'Associations between active commuting, body fat, and body mass index: population based, cross sectional study in the United Kingdom', *BMJ* 349:g4887 (2014)
14. Butland B, Jebb S, Kopelman P, et al., 'Tackling obesities: future choices – project report (2nd Ed)', Foresight Programme of the Government Office for Science (2007)
15. 'Cycling and the economy', CTC campaigns briefing http://www.ctc.org.uk/sites/default/files/file_public/economy1frv.pdf (2015).



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