

Quicker, cleaner, healthier travel

Different doesn't have to mean difficult when it comes to changing your travel habits

If you drive around Brighton and Hove you'll already know that negotiating the city by car can be a lengthy and stressful business. The simple reason is traffic. Or 27,000 reasons, as this is the number of car journeys of three miles or under made within Brighton and Hove every single day.

Even though driving those three miles can sometimes seem like 300, some strange logic tells us that it makes sense to jump in the car if we're late getting the kids to school or have overslept and need to get to work. We can always persuade ourselves that it's too rainy, too cold, too hot or too dark to leave the car at home. But, travelling by car can:

Be frustrating: With another 26,999 vehicles clogging up the roads, driving can be a slow, frustrating experience and parking isn't easy either.

Make you lazy: Exchange the car for walking or cycling and you could meet the 30 minutes daily exercise target without even going near a gym.

Make you unhealthy: The more people that drive, the more pollution is caused. And studies show that in-car pollution can be up to ten times higher inside the car than outside.

Cost more: It's difficult to argue with the fact that running a car and paying for parking is more expensive than other forms of transport.

So what's the solution? Should we demolish historic buildings and concrete over green spaces to accommodate the number of cars in our city? No. Easy alternatives such as walking, cycling and public transport already exist and the city council is tackling this issue head-on by raising awareness through an ambitious Personal Travel Planning project.

HERE TO HELP
Personal Travel Planning takes direct action to make our city cleaner, quicker and healthier. It's also one of the biggest projects of its kind in the UK.

This summer our travel advisors are visiting 10,000 households in the west of the city. They spend time chatting to residents about different travel options. People are given information and incentives to encourage them to try something different.

The personal travel plan shows residents how to walk, cycle or bus their favourite journeys, and also compares the length and cost of journeys by different modes and even how many calories you might burn. Councillor Gill Mitchell, chair of the Environment Committee says: "The great thing about this initiative is that there's no hard sell and people are left to make their own choices. If we can leave our cars at home just once a week it will make a big difference to the city".

Dean Spears, Principal Transport Planner for Walking and Cycling in the city, says: "Each week our team speaks to about 700 residents and the scheme is proving really popular. While we recognise that the car is appropriate for some journeys, we often use it out



IN TOWN WITHOUT MY CAR
'In Town Without My Car' is a free two-day event, open to everyone, which aims to promote the benefits of greener travel. If you'd like to get involved, find out more or simply have a bit of fun, come along to Madeira Drive on Friday 22 September or Jubilee Square on Saturday 23 September 2006. There'll be lots of fun activities to promote healthier travel and more active ways of living in our city.

FURTHER INFORMATION
The Travel Planning Team
Tel: 01273 292929. Web: www.brighton-hove.gov.uk Email: travel.planning@brighton-hove.gov.uk
Local transport information
www.citytransport.org.uk
Train information
www.nationalrail.co.uk
Bus information
www.buses.co.uk

WIN A MOUNTAIN BIKE

Want to discover Brighton and Hove by bike but don't own one? Then here's your chance to win a unisex mountain bike worth £250 courtesy of Brighton & Hove City Council and Syd's 2 bike shop in Hove. For a chance to win, answer the following question and send your answer to WIN A BIKE, Brighton & Hove Life Magazine, 28 Baskerville Place, Worthing BN11 1UG, by 1 October.

Q. How many car journeys, of three miles or less, are made each day in the city?

..... journeys

Name:

Address:

.....

Tel:

Email:

For terms and conditions please see page 106. If you do not want to be contacted by Archant Life or Brighton & Hove City Council, tick here



Photo: Harmoney/Sustrans

OUR ACHIEVEMENTS

In recent years:

- Car use has reduced in central areas.
- Cycling into central Brighton has increased by 47%.
- Walking into central Brighton has increased by 10%.
- Bus use has increased by 5% each year since 1993.
- Brighton & Hove City Council won National Transport Authority of the year in 2005.
- Brighton and Hove has been chosen as one of six Cycling Demonstration Towns, bringing £3 million of investment into cycling over the next three years.

This is all great news for the city and its residents and we'd like to build on these achievements.