

All change : the Transport Challenge

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1. some of the challenges

- transport contributes significantly and increasingly to climate change
- too little progress has been made with regard to either technological improvements or changes in transport behaviour
- ‘techno fixes’ are seductive but have very limited potential and can increase CO2 emissions (see the case of biofuels)

- Government policy and practice pulls in opposite directions : e..g HA’s behavioural change unit *versus* continued support for the expansion of aviation
- economic calculations prioritise transport-intensive activity : transport modelling gives high value to time savings by drivers; building on greenfield cheaper for developers than building on brownfield; centralised distribution and remote sourcing judged as efficient in logistics and retail sectors
- planning practice (although often not planning policy) leads to transport-intensive development e.g. planning permissions for big supermarkets

- most people agree “we” need to drive and fly less but too few act on this
- alternatives to car and planes often poor quality, expensive or absent
- psychological association between car and plane on the one hand, and social status and control over one’s life on the other
- mixed messages are known to dilute motivation to change

2. what has been achieved in the East Midlands so far

- change in approach to transport in the RSS : now consensus that behavioural change towards less and more sustainable travel is key (although still gap with regard to flying)
- commitment in the EM Regional Freight Strategy to achieve shift from road to rail and explore alternatives to the air-road logistics package
- EMRA Smarter Choices web tool
- many initiatives on the part of local transport authorities to minimize unsustainable travel
- EMDA has prioritized changing travel behaviour in its RES

3. opportunities for action

over to you !

