

Travelling less - the role of online opportunities

**Professor Jillian Anable
Institute for Transport Studies
University of Leeds**



Key Messages

- Even with 100% BEV/PHEV new car sales from 2030, **car distance needs to reduce** by ~20% between now and then
- Online activities should not be thought about as directly substituting for car travel, but **reconfiguring** accessibility
- Early impacts on travel and carbon are not necessarily a guide to the **future**
- These trends are happening anyway, it is a matter of **shaping** them in sustainable ways
- Encouraging remote working and shopping whilst achieving goals of regeneration, energy and carbon savings requires **dedicated local strategies**

Change in average number of trips, 2002 to 2018



Less is more

- We have already seen 10% reduction in car driver trips per capita since 1998
- Pre-covid, 60% wanted to switch to a job with flexible or full time remote working. Around 30% were actually doing so.

Short term pain for long term gain

- The impacts on carbon of early transitions to online are not necessarily a clue to future potential savings
- Early adopters of remote working traded fewer commute days for longer commute distances
- Public transport ticketing, car and lift sharing services will evolve to complement new flexible working lifestyles
- Early online shopping needs time to gain critical mass, become more efficient, gain consumer confidence and change norms



Online reach to places where other modes cannot go

- Online opportunities are:
 - available and attractive to income and age groups who travel the most
 - applicable to rural and urban areas
 - can target long distance journeys
 - can encourage and help maintain low or no car ownership





Area for Action 1: Remote working



- Local authorities themselves need to be vanguards of good practice
- Engagement with local businesses and workplace travel plans need to be re-energised
- Flexible public transport ticketing to reward loyalty is key (e.g. Carnets)
- Lift sharing schemes with prioritised parking and parking cash-out
- Shared e-bikes and long distance cycling infrastructure
- Support the regeneration of local high streets and green spaces
- Link home working with programmes of energy efficient home improvements
- Promote of tax relief on bills for home workers
- Create networks of remote working hubs



Area for Action 2: Business meetings

- Business travel is 3% of trips, but 9% of miles
- Again, Local Authorities must lead by example
 - include requirements around business travel reduction into procurement
 - reduce unnecessary car-based business trips
- Encourage shared fleet vehicles, linked to community car clubs
- Work with local businesses to form sustainable travel networks
- Remote working hubs set up with professional video conferencing suits



Area for Action 3: Online shopping

- Low emission zones to increase electric van registrations
- Provision in local plan for adequate goods warehousing space
- Work with retailers to develop a comprehensive drop, collect and returns network
- Funding and development of E-cargo bike schemes
- Plan safe parking spaces for deliveries
- Enforce no stopping regulations

