



# Sustainable Tourism Symposium

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**Kit Allwinter – WYCA – 21/03/2023**

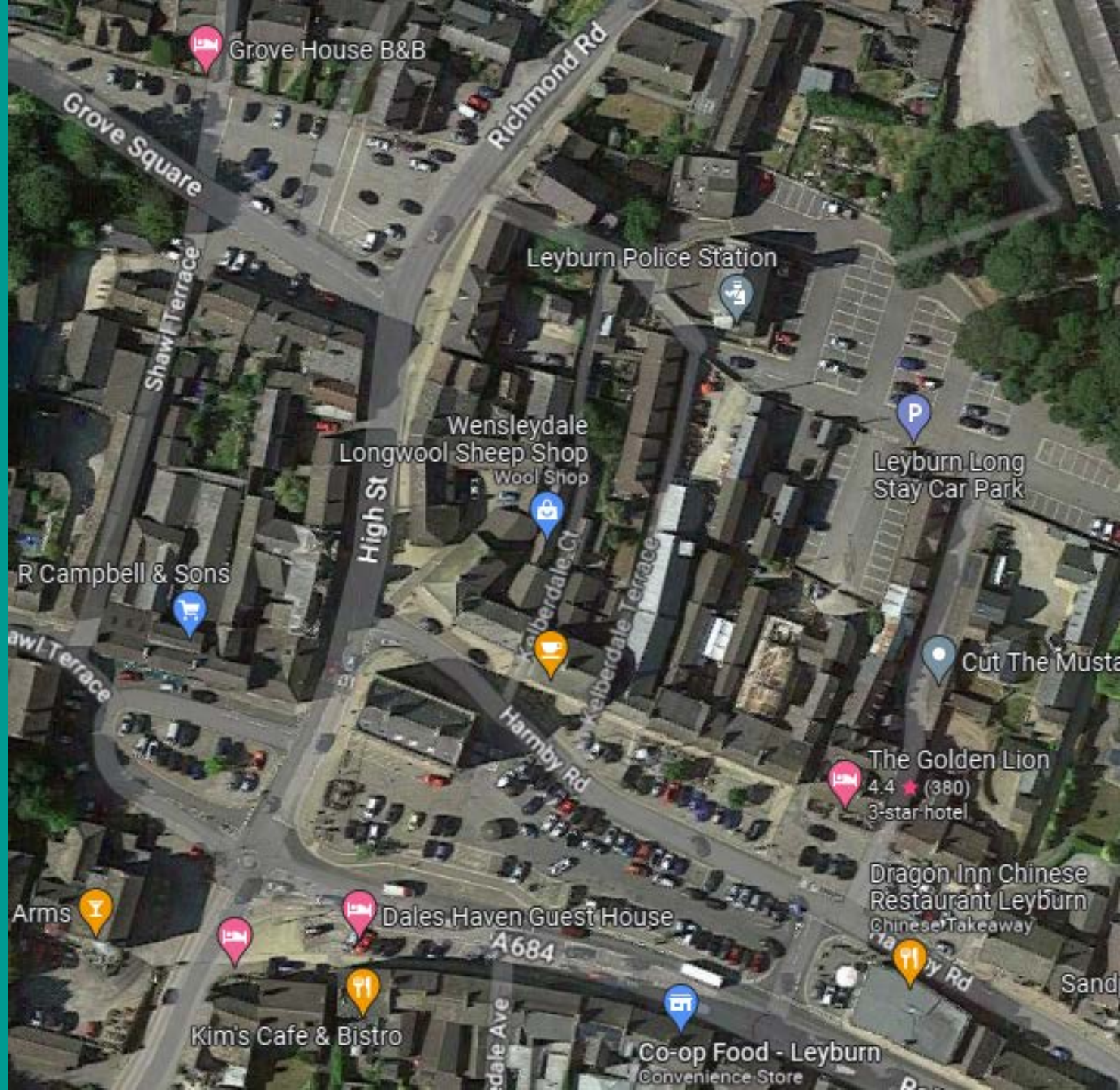
# We have a space problem

- Cars are big, and getting bigger.
- Cars are parked 96% of the time.
- 30% of households don't have a vehicle
  - 30% of women don't have a driving licence
  - 20% of men don't have a driving licence
- Cars also aren't necessarily why tourists have sought to leave the city behind.



## What could we do with this space?

# Leyburn



# Malton



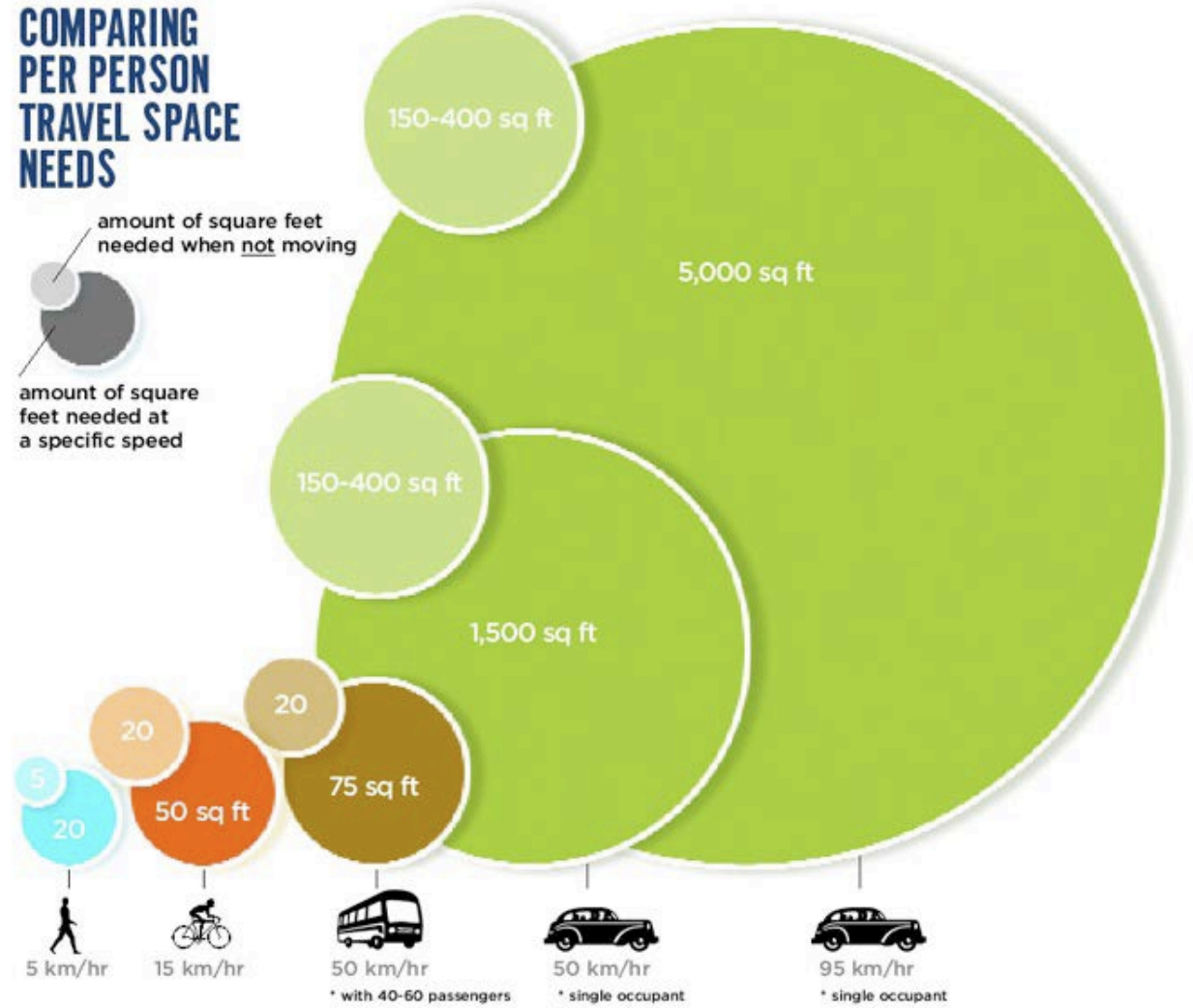
# We have a space problem



## COMPARING PER PERSON TRAVEL SPACE NEEDS

amount of square feet needed when not moving

amount of square feet needed at a specific speed



source: Victoria Transport Policy Institute

# Efficient use of scarce resources...

Electrification is vital to helping transport hit net zero.

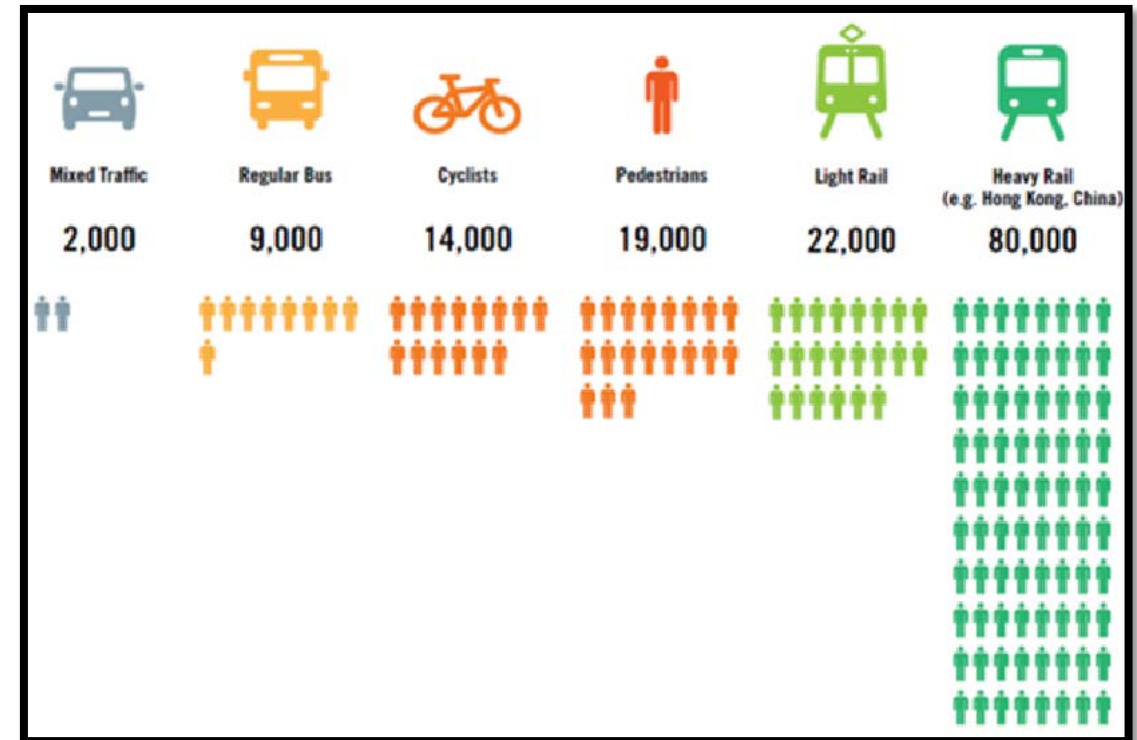
- **One F150 “Lightning” Battery can power 300 e-bikes**
- **Four F150 Batteries could power a bus**
- **If we have limited lithium / cadmium / etc. or want to minimise environmental impact, is electrifying our existing inefficiency a good choice?**



- **Also the average modern house has 34 “charging stations” for an e-bike already in situ.**

# Some questions to consider...

- How do people get to the countryside?
- How do people move around within rural areas?
- What about those trips where a car is needed?
- What are our alternative options?
- What would the benefits be?



# To Rural areas?

Table 2: Summary of long distance routes, cycle usage and economic impact<sup>28</sup>

Route	Year	Distance (km)	Cycle trips	(...of which end to end)	Total yearly expenditure	Jobs supported
<b>C2C</b>	2006	287	241,051	14,000	£10,700,000	173
<b>Coast and castles</b>	2006	151	68,000	8,100	£3,300,000	53
<b>Hadrian's Cycleway</b>	2006	234	160,242	7,500	£6,500,000	105
<b>Pennine Cycleway</b>	2006	184	39,182	2,100	£1,800,000	27
<b>Celtic Trail</b>	2008	734	940,000	-	£32,500,000	601
<b>Taff Trail</b>	2008	97	400,000	-	£14,000,000	259
<b>Way of the Roses</b>	2012	274	131,000	7,000	£3,000,000	60

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# Within Rural Areas?

Select region or Rural-Urban classification: **Rural Town and Fringe**

Miles per person per year

	Walk <sup>5</sup>	Of which: walks of over a mile	Pedal cycle	Car / van driver	Car / van passenger	Motorcycle	Other private transport <sup>3</sup>	Bus in London	Other local bus
2002/2003	175	86	35	5,003	2,830	37	234	1	219
2003/2004	185	91	28	5,097	2,707	47	178	1	235
2004/2005	184	91	37	5,023	2,624	43	166	-	224
2005/2006	184	92	47	4,781	2,618	53	168	2	229
2006/2007	178	86	38	4,722	2,591	59	183	3	254
2007/2008	171	88	32	4,968	2,647	49	173	1	236
2008/2009	167	83	37	5,026	2,685	41	164	2	222
2009/2010	164	71	46	4,990	2,608	47	154	2	224
2010/2011	163	74	53	4,877	2,661	58	160	1	252
2011/2012	150	74	53	4,813	2,669	43	149	1	244
2012/2013	154	77	47	4,863	2,736	38	135	5	245
2013/2014	170	88	52	4,837	2,619	23	168	8	245
2014/2015	165	82	49	4,819	2,497	25	141	5	229
2015/2016	175	81	40	4,749	2,476	23	125	4	258
2016/2017	184	82	52	4,971	2,424	14	156	3	237
2017/2018	184	84	60	5,101	2,658	23	144	4	205
2018/2019	183	89	53	4,741	2,612	30	137	4	234

# Within Rural Areas?

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- Average (mean) journey is 8.3 miles
- This means a lot are under that.
- That's about 40 minutes at 13/14 mph
- Not beyond the realms of possibility...
- **And what about e-bikes?**



# What about where a car / van is needed?

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- Car Clubs / Van rental provide real opportunity
  - Each vehicle replaces c. 15 private cars
- Rent the right vehicle for the right journey
- Encourages using other modes
- Provides support for residents, too
  - Berwick Car Club supported by visitors



# What would the benefits be?

Physical Space

Air Quality

Physical & Mental Health

Inequality & Community

Our Environment

## Wider benefits of cycle tourism

There are further benefits of cycle tourism including enhancing personal health and fitness and helping to improve cycling provision for local people, thereby encouraging utility cycling<sup>27</sup>. It can also lead to a reduction in pollution and traffic congestion<sup>29</sup>. Moreover, cycling is a socially inclusive activity and appeals to many ages and demographics<sup>30</sup>.



# Some Final Thoughts

- Important to not be defeatist – we aren't stuck with cars forever
- Advocates and business support for solutions are welcome!
- Yes, infrastructure is needed – but a lot of rural places have excellent active travel and/or bus infrastructure already!

**We can work with what we have to make living, working and visiting rural areas more pleasant yet!**



# Thank you

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**21/03/2023**

