

# & ST LEONA

# **DESERVES BETTER** NG & CYCLING WALKI

- INFRASTRUCTURE -

# THE PROBLEM

Next to nothing has been done to provide safe walking and cycling infrastructure in Hastings over the last 10 years



VS

**OF CYCLING** INFRASTRUCTURE (1.1)



THE TWO MOST DANGEROUS **ROADS IN EAST SUSSEX, ARE MAINLY WITHIN HASTINGS & ST LEONARDS (1.2)**  PEDESTRIANS OR

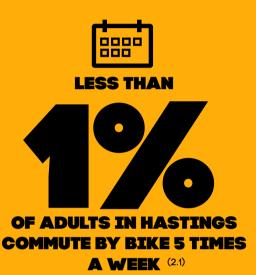
ED OR

**CYCLISTS** 

**IN HASTINGS** OVER LAST 10 YEARS (1.3)

## THE CONSEQU

As a result of poor infrastructure planning and road traffic enforcement, active travel is not a choice for many locally





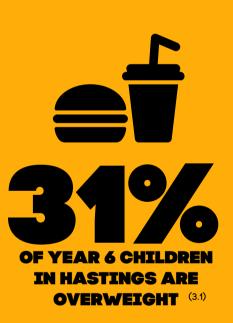
**LESS THAN** 

CYCLE TO SCHOOL (2.2)



# THE IMPACT

The combination of lack of infrastructure and road danger has a real impact on lives





THE ESTIMATED ANNUAL COST OF PHYSICAL **INACTIVITY TO HASTINGS & ST LEONARDS (3.2)** 



**DEATHS IN HASTINGS ATTRIBUTABLE** TO AIR POLLUTION

IN 2010 (3.3)

### THE SOLUTION

**East Sussex & Hastings Borough** Councils need to rapidly and significantly increase the provision of safe walking and cycling infrastructure



THE IMPLEMENTATION OF THE **2014 WALKING & CYCLING** STRATEGY<sup>(4.1)</sup>



PROPER, SAFE, SEGREGATED **INFRASTRUCTURE TO** A HIGH STANDARD (4.2)



PRIVATE CAR USE, ENFORCE **ROAD TRAFFIC LAW AND INCENTIVISE TRANSPORT ALTERNATIVES (4.3)** 

### THE POTENTIAL

Improving walking and cycling infrastructure has significant potential benefits



**REGULAR PHYSICAL ACTIVITY CAN SIGNIFICANTLY REDUCE THE** RISK OF MANY CHRONIC HEALTH **CONDITIONS (5.1)** 



PEDESTRIANS AND CYCLISTS **VISIT MORE LOCAL SHOPS INCREASE IN RETAIL SALES (5.2)** 



**REGULAR PHYSICAL ACTIVITY CAN SIGNIFICANTLY** 

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