

# ATW



## Message from the founder Kate Huntington

Alternative Transport Week started as a simple idea of wishing everyone could just try travelling without a car knowing that once you try it you'll never look back. Just like I did.

My aspirations started with wanted to reduce my environmental impact. So I sold my car and replaced it with a cargo bike so I could continue my commutes and school runs. Having taken the plunge I was delighted with how much cheaper my life was, how much more convenient it is travelling by bike and above all how much more fun it is not using a car. Especially in the rain!

Since then my aspirations have grown and I would love to see everyone realise the joy of getting out of their cars and trying something different. This is when Alternative Transport Week was born.

# Alternative Transport Week

The journey to free communities from car dependency



Alternative Transport Week Limited  
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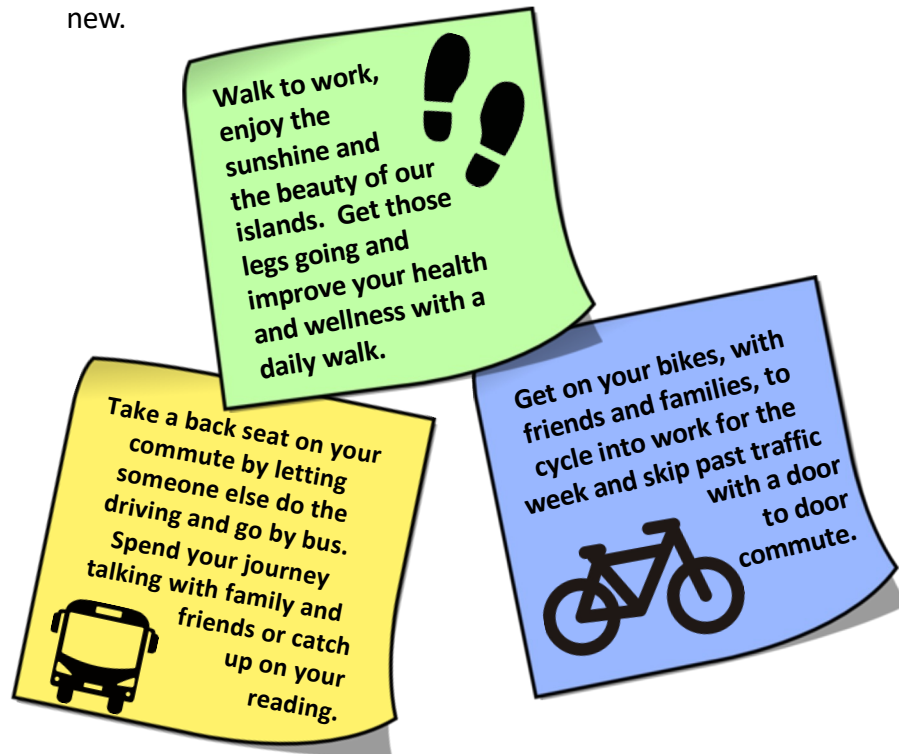


## What is Alternative Transport Week?

Alternative Transport Week is a challenge to not use a car for a week.

It is about challenging those daily habits that make us default towards the car, even when other ways would be easier, cheaper and more beneficial.

There are three main ways to take part, but that isn't meant to limit you. The key is to think outside of the car and try something new.



Research has shown that travelling by foot, bike or bus allows for more socially interactive spaces in which we meet and engage with other people. We nod, acknowledge others and connect with a smile and wave even if we never speak to the other people! Cyclists and walkers are less likely to experience loneliness and experience greater social cohesion than car drivers.



# Why take part in Alternative Transport Week?



## Fitness

Cycling or walking to work is better for your fitness and doing it when you'd ordinarily be in a car, saves time and money.

## Social

Walking, cycling and bussing inherently involves more people engagement, meaning that as a community we come together better rather than being isolated in our own cars.

## Infrastructure

Without cars and car parking dominating our infrastructure we can claim back that space for gardens and open spaces for everyone to enjoy. Emergency and delivery vehicles can operate with less hindrance and cost.

## Environment

Most greenhouse gas emissions come from road transport. Reducing the number of cars on our roads will have a dramatic effect on our ability to reduce our overall emissions.

## Convenience

Using a car necessitates parking and additional costs. Using a bike or walking means you can get closer to your ultimate destination. Travelling by bus and walking means you don't need to worry about parking.

## Safety

If travelling to a destination is dominated by cars, it puts the safety of all other route users in danger, even if using a pavement. Rebalancing the focus on travel routes to pedestrians (including children), cyclists, horses and other vulnerable users makes all routes safer for everyone.

## Wellness

Walking and cycling is better for your health and fitness and travelling by bus is more social and care free. Getting out of our cars means more fresh air and connection with our environment.

## Cost

Maintaining cars and parking is very costly. Whilst walking and buses don't require any maintenance or parking, even a bike comes with free parking and much lower initial outlay and maintenance costs.

*The number of motor vehicles in Jersey increased 416% in 55 years*

**Only 11% of the working population use the bus and 5% use a bike**

Despite most islanders having a short commute, 53% of the population rely on cars

Jersey has an average private car ownership of 1.53 per household – the UK has 1.24

*There are 23% more vehicles than people in Jersey*

**70% of car use in jersey is single occupancy**

**Transport is responsible for 41% of Jersey greenhouse gas emissions  
Energy, agriculture and waste management together account for 19%**

**Jersey reduced its greenhouse gas emissions by 46% between 1990 and 2021 – that is a huge amount of hope that we can achieve great things for our island**



Statistics are as per the 2021 consensus



# How can you take part in Alternative Transport Week?

If you or your school or organisation participate in Alternative Transport Week we would love to hear from you. If you're looking for ideas on how, here are some suggestions!

- Create office incentives such as pledging the planting of trees for every participating commuter using local or even global tree and hedge planting initiatives
- Have inter-office conditions to award winning teams with the greatest number of steps, miles or participants with prizes or donations to environmentally focused charities



- Turn your meetings into walking meetings – by embracing the natural environment, you can experience enhanced focus, creativity and overall well-being
- Swap after work drinks with an afterwork walk or cycle
- Convert office car parking spaces into dedicated space for bike parking

- Spend more time engaging with your kids by swapping a car commute with a walking commute
- Swap a commute with the radio with a commute with a book by taking the bus
- Avoid wasting time commuting to the gym by making your commute your daily exercise
- Spend the money you would have used for car parking on treating yourself to something nice!
- Rather than using the car for a weekend away get the bikes out and do a cycling holiday



## What can we do for you?

We would love to hear from you – especially if you wanted to set up an Alternative Transport Week in your own community or if you would like any help and support with setting up cycling crocodiles, walk to school initiatives, or other initiatives.

If you would like to join in with Alternative Transport Week but are otherwise hesitant to cycle, walk or take the bus on your own, we can put you in touch with others.

Email us at [hello@atw.org.uk](mailto:hello@atw.org.uk)

## Who are we?



Kate

“I love my bike and can’t think of a better way to get from A to B”



Matt

“Not owning a car for 15+ years has transformed my health and life - something I'd love more people to experience!”



Gordon

“There are times when I need my car, but 90% of the time. I walk, cycle or bus”



Ben

“Of all of the years I’ve lived in Jersey I’ve not yet found the need for a car when there are so many other better options!”

# Would you like to organise Alternative Transport Week in your community?

ATW is not a franchise, business or novel idea. Nothing we do or advocate as part of our ambitions for our island community is complicated. We are merely an independent non-profit organisation seeking to reduce car traffic and the associated greenhouse gas emissions, accidents and road congestion in our island community. We also embrace the public health benefits that come from increased use of cycling, walking and using public transport instead of private vehicles. Anything we do where we live, you can probably do in your area.

ATW is not a protest movement and we are politically neutral. Whether you consider yourself left, right or mid-stream of the political spectrum, we think that everyone should be able to agree that cleaner air, less traffic, more exercise and communities built around people rather than cars are good things.

If something like ATW interests you, you can investigate your local area or region first – you may find there already organisations or more informal clubs out there who advocate for less traffic, safer roads, cleaner air and the benefits of not defaulting to reaching for the car keys.

If you are interested in starting an ATW movement in your own area, we would be delighted to share ideas – what worked for us, what didn't, how we go about arranging public events, experiences with social media, event promotion, seeking sponsors for our events, etc.

ATW's ambition is serious but it has a feel-good element to it and we are unapologetic about that. We aim to celebrate the possibilities for reducing motor vehicular traffic and recognise that existing infrastructure shouldn't prevent each of us from making a start, experimenting with different options and collectively changing the environment around us for the better – for all of us.

*"I went for broke this Alternative Transport Week and went completely car free. I've cycled nearly 100km (so far), really enjoyed cycling with friends, family and talking to other commuters at traffic lights and the challenge has definitely made me think twice about those little 'jump in the car' journeys."*

Dawn

*"I really should walk to work more than I do. Alternative Transport Week has given me the nudge I needed and this weather makes it much easier!"*

Adam

*"I often use the excuse of unsociable working hours and finishing late to get out of riding in but actually I really enjoyed riding up the valley in the dark after a long day to clear the head. And riding past all the traffic on the way in in the sunshine set me up for the day!"*

Lisa

*"So, Alternative Transport Week you have us hooked! I've walked in, walked home and done three walking 1:1s this week (the weather has helped!)"*

Alexis