

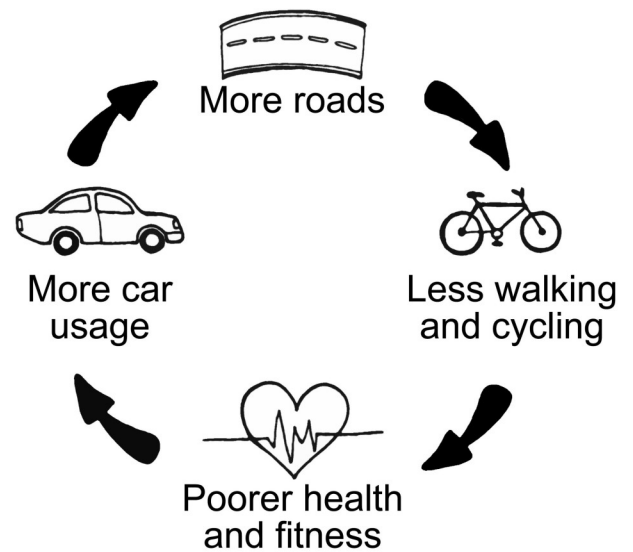
## What is induced traffic?

It is when a traffic policy, such as building a new road, causes additional car use.

- A new road creates the idea that its existence will make driving more pleasant or less annoying, so people become more likely to choose to drive rather than walking, cycling or using public transport.
- As people switch away from buses towards car use, bus prices tend to go up, buses become less frequent and services get cut, forcing still more people into cars, and leaving people without cars fewer transport options than before the new road was opened.
- As people use their cars more, they drive more to car-dependent developments such as out of town shopping centres, causing smaller more local shops to close, and again forcing more people to use cars and disadvantaging those people who don't have them.
- As we drive more, we lose the habit of using alternative modes of transport. This is especially likely to happen given the reduction in quality of the Great Central Way (a key walk and cycleway into the city centre) and Aylestone Meadows (a beautiful walk and cycle option across the River Soar) which a new road cutting across them both would cause.
- Once people get out of the habit of cycling, walking, taking the bus etc, and into the habit of driving more of the time, it becomes harder for us to switch back. This means we are more likely to continue driving even if the road becomes less attractive or we move somewhere where previously we would have enjoyed walking, cycling and using buses.

**Building a new road across Aylestone Meadows and over the River Soar will induce additional traffic. Both an initial increase of car use due to "pent up" journeys being released, and then over time as the new road encourages car-dependent behavior and car-dependent commercial development.**

**There are solutions: car use can be managed instead of catered for. Public and active transport can be prioritised resulting in a happier, healthier and cleaner Leicester.**



**The kinds of choices which people make when deciding to make a trip include:**

- "Can I be bothered to go or not? Maybe it would be easier to stay here and..."
- "Is this a good time to go? I really don't want to get stuck in traffic, but I do have the time."
- "Shall I drive, walk, take the bus, cycle or skateboard"
- Whether to travel with others? "I could see if my friend across the street wants to go too"
- "I forgot to buy any bananas this morning, shall I go back and get some now?"

