Welcome

The political slogans, tabloid front pages and toys thrown from prams on social media tell the same story: there’s a ‘War on motorists’. Standing up against this ‘eco zealotry’ is solidarity with Britain’s ‘hard-pressed drivers’. It’s definitely not a naked attempt to leverage votes ahead of the next general election, after an anti-ULEZ candidate narrowly won a by-election...

The casualties of this cooked-up culture war are wide ranging. The environment. Health. People’s freedom to choose transport other than the car... Frankly, who doesn’t benefit from there being fewer cars on the road? It even benefits drivers, who can enjoy faster journey times due to reduced congestion.

It especially benefits active travel, more of which is good for individuals, society and the planet. When there are fewer cars, people cycle more. We saw this during the pandemic. A survey by Sustrans found that 62% of people would cycle more if there were fewer cars.

Measures such as low-traffic neighbourhoods, 20mph zones and better facilities for walking and cycling meet with loud objections from a vocal minority but are consistently more popular than not with the wider public.

Safer roads and cycle tracks don’t hinder people driving to work or the supermarket. We’re all just people trying to get somewhere. We don’t need this fabricated divisiveness. Less traffic and more cycling doesn’t create a downtrodden country of disenfranchised drivers. It creates a better, more sustainable transport network, like they have in the Netherlands. One day, eh?

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