

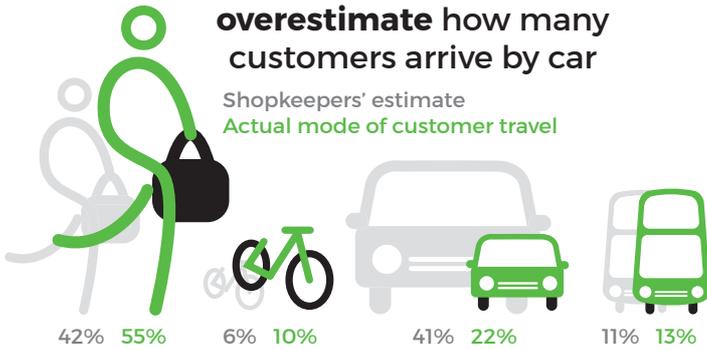
# Big wins for Bristol traders in low-traffic high streets

Customers flock to car-free shopping streets



High-street traders vastly **overestimate** how many customers arrive by car

Shopkeepers' estimate  
Actual mode of customer travel



Cycle parking delivers  
**5 times**  
the retail spend per square metre than the same area of car parking

**83%**

of London **BIDs** said making travelling on foot or by bike easier attracts more customers

People on foot and bike visit high streets more often and **spend more** than people in cars

The average trips per month to local town centres:  
on foot **16** visits; by bike **12** visits; driving **8** visits

UP TO  
**30%**

increase in retail spend after walking and cycling improvements

Shoppers care more about other factors than parking. Their main concerns are

- 43%** good selection of shops
- 33%** pavements not wide enough
- 30%** more pedestrian priority
- 19%** traffic congestion
- 16%** pedestrian environment "unsafe"

## Retail can't stand still

Our shops were already under threat from online shopping before the pandemic. To survive and thrive, shops must now offer a pleasant, in-person experience that the Internet can't compete with. Car-free high streets are a huge opportunity for this. And there won't be ugly emergency plastic barriers to put people off - there'll be attractive greenery, places to sit, outdoor cafes, and the freedom of the whole street.

High streets like this attract more customers who stay longer and spend more



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