



transport for quality of life

Statement of Business Ethics

Transport for Quality of Life considers that transport is fundamental to the quality of our lives and our environment. Transport for Quality of Life aims to promote a transport system that is both more sustainable environmentally and more beneficial to society.

To achieve this aim the work of Transport for Quality of Life addresses the social and environmental impacts of excessive car use, and proposes land-use planning and non-car transport solutions that reduce car dependency. Transport for Quality of Life also works on policy options to provide alternatives to flying and to reduce perverse incentives to fly, in order to tackle the potentially severe impact of aviation emissions on global climate.

In particular, the work of Transport for Quality of Life encompasses research and analysis, policy development, practical interventions and dissemination of good practice with the following purposes:

- To advance sustainable transport policy and propagate best practice
- To increase cycling and walking
- To improve rural transport so as to lessen the need for car use, for example through demand responsive transport
- To make public transport a more attractive alternative to driving, for example through improving the whole journey from end to end
- To advance alternatives to travel, such as teleworking, teleconferencing and home shopping
- To develop measures that discourage unnecessary car use
- To develop measures that increase the efficiency of car use, such as car sharing and car clubs
- To develop behaviour change measures that increase use of more sustainable modes of transport, including travel planning, marketing, promotion and information
- To reduce the carbon impact of unavoidable car use, through increased fuel and vehicle efficiency
- To evaluate the effects and outcomes of sustainable travel programmes, to increase our understanding of which interventions offer greatest returns
- To analyse the social, environmental and economic impacts of transport
- To support alternatives to further road building, and to support less car-dependent planning
- To develop policy options to reduce aviation

In pursuit of its principles, Transport for Quality of Life will, at its own discretion, sometimes undertake work pro bono or at a discounted rate for charitable or community organisations that have sustainable transport objectives.

In accord with its business ethics, Transport for Quality of Life will not undertake business that requires its staff to fly. Car use for business will also be avoided except for exceptional purposes. Individual members of Transport for Quality of Life staff and associates endeavour in their personal activities to minimise flying and car use.

November 2010