

Promoting active travel in London

February 2010

Issue 13

Smartmoves

London



Buffer zone
Stripped streets
laid bare

App-location
Finding your way
with iPhone

People power

Local input drives Southwark scheme

MAYOR OF LONDON

Transport for London





Crossing new boundaries

Six months of in-depth research has given Oxford Circus a fine new pedestrian crossing, says Scott Lester, TfL's Head of Responsive Delivery.

Scott was involved in monitoring pedestrian numbers, flow and congregation points to perfect the model and design of the new crossing. And since opening last November, it has gone down a storm.

Scott said: "One of our biggest challenges was keeping both pedestrians and cyclists happy. We wanted to get the balance right, but also worked to tight deadlines to get the

work finished ready for Christmas shoppers.

"We managed to pull it off because our research gave us a great understanding of the area.

"The more you understand the location, the better equipped you are to come up with a solution most suitable for pedestrians in the area."

Scott believes a good working relationship between TfL and the City of Westminster also contributed to a successful project. He said: "Our partnership was open and transparent. We met regularly and had lots

of discussions, so we dealt with any issues as we went along. It was a big part of our achievement."

Research began in early February 2010 to assess the improvements the crossing has made to the area.

For more information, contact Scott Lester on 020 3054 0802

40,000 pedestrians visit Oxford Circus every hour.

Smartmoves

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See more news on the TfL website:
www.tfl.gov.uk

Brixton to benefit from two-way traffic



Plans for a new square to benefit the Brixton community have been unveiled after a campaign from cyclists.

Alongside the London Cycling Campaign

creating unnecessary danger.

“With two-way working, there are fewer junctions to negotiate, and traffic flow is more predictable.



Pedestrians and bus users also benefit by not having to make long diversions to find the bus stops.”

and Transport for London, cyclists in Lambeth have spent a decade campaigning to make traffic on Brixton Hill two-way again.

LCC Cycling Development Officer Charlie Lloyd said: “Fast one-way systems blight many neighbourhoods.

“Their removal is good for business regeneration, and reduces danger for cyclists and pedestrians.

“We’d like to see all gyratory systems removed, as they encourage motor traffic to change lanes at speed,

“Pedestrians and bus users also benefit by not having to make long diversions to find the bus stops.”

The plans, funded by Transport for London, include removing the gyratory system around St Matthew’s Church, a major renovation of Windrush Square (pictured above), and improving pedestrian crossings across the whole area.

For more information, contact
Charlie Lloyd on 020 7234
9310 or email charlie@lcc.org.uk

BRIDGE LINKS BOROUGH



A new bridge over the River Wandle in Merton has provided the area with a key cycle route that spans the whole borough.

The aim of the project was to encourage more people to cycle in the safest possible way. Beforehand, the route was too narrow for a two-way cycle path. The new route means cyclists don’t have to dismount, and is also good for younger and less experienced cyclists – the path is a leisure track as well as a commuter route.

“The project took around two years to develop, as we did have a number of negotiations with National Trust – the pathway crosses through their land,” said Pete Thomas, Borough Cycling Officer (Traffic Engineer) for Merton Council.

“However, the Trust was very co-operative. If another borough is about to undertake a similar project, I would recommend you don’t give up as you can always find a solution, if you’ve got determination.”

The project, which will be evaluated by the summer, was funded by TfL.

For more information, contact Pete Thomas on 020 8545 3635 or email pete.thomas@merton.gov.uk

CCFFL OPENS DOORS TO FUNDING ROUND TWO

The second round of the Community Cycling Fund for London (CCFFL) is set to open on 8 March.

Grants of up to £10,000 will be available for enthusiasts to promote cycling projects in their community.

Any community group or organisation can apply for funding from the CCFFL, which can be spent on bicycles, training and other necessities to help run projects that promote cycling in the area.

The grants are administered by LCC, and funded by TfL and the Big Lottery Fund.

For more information and for details on how to apply, visit: www.lcc.org.uk




News & views

My view WALKING

by **Jim Walker**, Chair of Walk London Borough Partnership.

Keeping it simple



 Years ago, a transport minister, keen for a quick fix, asked me what he could do for walking that didn't cost too much, and would have an immediate impact.

So many ideas came to mind, and I trotted off plenty without thinking, but none seemed to quite capture his imagination. They weren't something he'd want to be remembered for; more investment in key routes, promoted paths, comfortable seats, accessible toilets, safer crossings, legible signs, attractive maps, led walks – they had all been done before and sadly, for that reason, didn't appeal!

In contrast, I'm delighted that, following the last six years of investment to support, encourage and promote walking in London, TfL has launched a new Core Delivery Group for walking. The group will identify the projects that have worked, inform new partnerships and help identify new funding. It will also stimulate new initiatives in areas where there is clear interest in walking, but not the confidence to commit to actions that would meet walkers' needs.

The Group, made up of practitioners, campaigners and experts, has already met twice – quite enthusiastically – and assembled a list of areas where they feel they can help trigger a more equitable distribution of quality projects.

Tempting as it is to think we need to always

be inventing something new, like the Honda Walking Assistance Device (left), the reality for most of us is that we just need somewhere safe, pleasant and connected – which is what I'll say next time a minister asks!

◀ This contraption was created by Honda to improve the mobility of people with weakened leg muscles, who can still walk.



WALK on up

Bromley's Poetry in Motion initiative has helped to increase walking numbers in the borough, with Holy Innocents School in particular seeing a 68 per cent boost.

"The scheme was launched in early May last year, so has had a direct impact on the May and June figures. Significant increases in walking numbers were evident in most schools and those schools that experienced less expansive growth were already performing very well," said Louise French, School Travel Plan Team Leader. "Poetry in Motion helped them achieve further success, which had previously seemed unattainable."

Figures were collected from the number of Walk on Wednesdays badges given out and from termly hands-up



surveys, where children were asked how they travel to school.

The project, which was funded by TfL, encouraged primary school pupils in the area to make notes on their walk to school and write poems based on their experiences.

One poem from each school was published in a book commemorating the event, which was presented to the winning poet and school.

"This is the first year we've done this, so it's great that it has been well received in Bromley and boosted the number of pupils walking to school," added Louise. "It's

really easy for other boroughs to start up their own schemes too."

For more information, contact the School Travel Plan Team on 020 8313 4546 or email schooltravelplans@bromley.gov.uk

Double whammy for Bromley

Bromley's School Travel Plan team has scooped two awards.

It won the Best Green Public Sector Campaign at the 2009 Green Awards for its work on School Travel Plans.

And it triumphed in the 2009 Modeshift Awards for its Poetry in Motion project, taking the Walking Initiative of the Year gong.

Making projects fun

Creating a fun way to promote active travel will make the message last longer, says Living Streets London Project Co-ordinator Tom Platt.

Living Streets hosted a treasure hunt in Wanstead during November last year as part of its Step Out in London project. The event helped increase footfall on the high street following £600,000 worth of improvements to the area (see May and November 2009 Smartmoves issues for details on the scheme).

Tom said: "The treasure hunt was a brilliant way to get local people thinking more about

active travel and to feel proud of the changes in their local neighbourhood.

"It's easy to just hand someone a leaflet telling them about the changes to their local environment. But by showing people and making it a memorable day, I think the message to walk more locally will last much longer."



Bridging the gap



Crossing connects communities

A new bridge crossing the Regent's Canal is helping connect residents and communities in Bethnal Green, Bow and beyond.

Walkers and cyclists will be able to make local journeys in a traffic-free environment between residential areas and local parks, schools and hospitals, avoiding the busy Mile End Road and Roman Road.

A number of different sources funded the project. Section 106 planning contributions were secured from local developments, by negotiating with the Council. The Big Lottery Fund, TfL and Tower Hamlets Healthy Borough Programme also contributed.

"All the stakeholders had a vested interest in the project," said Ashraf Ali, Tower Hamlets Project Manager Sustainable Initiatives. "It was a challenge working with so many different investors, who all had a significant interest on

the bridge design. But during the public consultation, and by discussing everything with the stakeholders, we were able to overcome this.

"I was the lead contact for this project, including managing the contractors, the procurement process and the finances. I would recommend engaging with all the different parties very early on. It's also important to clearly discuss the outcomes and keep funders in the loop at all times.

"We've had positive feedback, with people using the bridge for leisure as well as to get to and from public transport. We're now working with Sustrans to monitor the use of the bridge by using an automatic counter."

For more information, contact Ashraf Ali on 020 7364 6793 or email ashraf.ali@towerhamlets.gov.uk

SAFER BRIDGE LINKS RICHMOND

Cyclists and pedestrians in Richmond upon Thames are enjoying the convenience of a new, shared-access bridge.

A Cyclist Route Implementation and Stakeholder Plan (CRISP) study carried out in 2007 highlighted that the eight-metre long bridge connecting the park and housing estate in nearby Crane Park was too narrow to be safely shared.

The Crane Valley Park feasibility study, carried out by Friends of the River Crane Environment, backed up the findings.

So, in September last year, a new wider bridge with two separate access points – called the Kingfisher Bridge – was opened thanks to £75,000 joint funding from Transport for London and Sustrans.



Richmond Council's Transport Engineer Neil West said: "It seems a lot safer. Public consultation showed there were huge concerns. Our in-depth study proved there was a demand and we've seen many more people using the new bridge."

Follow-up research will start in March.

For more information, email neil.west@richmond.gov.uk

Greenways AHEAD

by **Matt Winfield**
Greenways
Manager, Sustrans

More
haste,
less
speed



There's been a flurry of research recently showing the link between traffic speed and pedestrian and cyclist safety. Of course, those of us in the business have known for a long time that slower cars means fewer and less serious injuries, but it's striking to see the extent to which this is the case.

The *British Medical Journal* recently published research showing, that where 20mph zones are introduced, the number of children and young people killed or seriously injured on the road is halved. Separate analysis of police data also shows that the introduction of 20mph limits on residential roads could produce a 50 per cent reduction in cyclist casualties.

As well as improving safety, 20mph limits help other walking and cycling initiatives achieve their potential. With Sustrans' Bike It programme, we find the job is much easier when the school is on a traffic calmed street. The Greenways programme also benefits from 20mph zones.

Slower speed limits even have a positive impact on congestion and traffic smoothing, because drivers require less road space to maintain a safe distance and because potentially fewer traffic lights are needed.

Twenty plenty for Islington

For news of Islington's new 20mph speed restriction, see page 12



Street stripping

SMARTMOVES INVESTIGATES STREET STRIPPING, AND ASKS, WHO DOES IT HELP?

Are naked streets the way forward?



Camden has become home to London's first naked street.

The high street has been stripped of bollards, streetlights and signposts in a bid to cut accidents on one of the Capital's busiest thoroughfares.

With Camden market attracting millions of visitors every year, it is hoped the scheme will reduce the high level of accidents.

"There were 27 accidents involving local pedestrians and cyclists on Camden High Street in a three-year period up to May 2009," said John Fitcher, Team Manager Streets and Spaces for Camden Council.

"Stripping the street of its furniture will improve road safety, but it will also provide more space for pedestrians and reduce footway crowding."

The project has been funded from Camden's own budget with a further £150,000 coming from Camden Town Unlimited, the local business improvement district.

As well as removing many of the things that commonly clutter the average high street, the pavement has been widened and the roadway reduced to a single lane carriageway.

"We have completed one half of the high street and phase two will be finished shortly."

By narrowing the space available to motorists, and removing the designated crossings, the idea is to encourage people to cross wherever they wish.

The forest of signs and barriers presented to both motorists and pedestrians on London's streets gives an illusion of safety but, in reality, could be making them more dangerous.

Naked streets allow traffic to flow freely and slowly, while drivers seem to take extra care and give more consideration to other road users.

Segregation

The concept of naked streets was conceived almost 20 years ago by Dutch traffic engineer Hans Monderman.

He found that it is only when the road is made less predictable and less certain, that drivers will stop looking at signs and start looking at other people.

There are now more than 40 shared space streets under development in Britain, including Kensington High Street and Exhibition Road in Kensington and Chelsea.

We will be monitoring the scheme for a year and reviewing the results three, six and 12 months after completion.

"We're looking at capturing data through

traffic surveys, video surveys and accident statistics for before and after Camden's naked streets," said John.

"Some of the most important factors that we will be looking at are road safety, pedestrian behaviour, crowding analysis, vehicle behaviour, cyclists, community safety and parking.

"We will put together qualitative data, focusing on whether people visit the area more often now, whether they feel any safer, whether it is easier to cross the road and whether they think Camden High Street is more attractive," added John.

However, some groups have voiced concerns about shared surface streets.

The Guide Dogs for the Blind Association argues that blind and partially sighted people are "socially excluded" because they can't make eye contact with drivers, and that both their guide dogs and people using long canes for navigation and orientation use kerbs.

Tom Pey, Guide Dogs' Director of External Affairs, said: "The government needs to understand the wider impact shared spaces have on blind, partially sighted and other disabled people.

"For shared space schemes to work for everyone, there needs to be a 'safe space', where vulnerable pedestrians will



See more news on the TfL website:
www.tfl.gov.uk

Street stripping

27 accidents involving local pedestrians and cyclists on Camden High Street occurred in a three-year period up to May 2009

LIGHT RELIEF

Naked streets are being tested in other ways around the Capital.

When the lights failed at a busy junction in Ealing one day, the council found that the traffic flowed better than before.

For six months, lights at up to seven junctions in Ealing have been concealed by bags as a trial and replaced with roundabouts. Zebra crossings and traffic islands have been installed so that pedestrians can cross safely.

Regeneration and Transport Councillor David Millican said: "Ealing has 'bagged over' a number of traffic lights and replaced them with roundabouts. The traffic is moving much better, which is a big success."

Westminster City Council is also considering a trial, but is yet to identify likely junctions.

The trial will monitor the junction over a six-week period with CCTV and number plate recognition cameras.

For the first two weeks, the lights will work normally, and for the following fortnight they will be switched off, before being put back on for another two weeks.

Cllr Danny Chalkley, Westminster City Council's cabinet member for city management, said: "We will be creating a bit of indecision in all road users' minds to create a safe environment."

"When lights are out, we have noticed drivers are far more considerate, and show more care and attention than they do when they have the reassurance of traffic lights.

"We think there is a huge potential to make our roads safer for pedestrians, and to also reduce delays for drivers in Westminster."



(Above): Artist's impression of the completed High Street in Camden.

(Below right): How Camden High Street looked before

not encounter a vehicle."

John has addressed these concerns.

He said: "The footways on Camden High Street will be widened and much less cluttered, with all street furniture contained within a zone. This will make it easier for all pedestrians, including those with visual and mobility impairments to access.

"The street also retains a kerb, so people with a cane or guide dog will be able to easily navigate it.

"The footway and carriageway materials have been re-laid, so people with mobility difficulties can use the street in greater comfort," he added.

Simple but effective

John wants other boroughs to consider naked streets in their area.

"I'm hoping they will see how these simple but cost-effective improvements can have huge benefits for everybody, and can help encourage more people to shop and visit locally.

"A naked street approach is achievable and should make a real difference to the street.

"Cost-effective schemes can be delivered to address multiple key objectives, like making streets more attractive and safe for both the community and road users."



HGV safety & cycling

Visibly safer cycling



Dangers posed by HGVs to cyclists were highlighted as one of the main focus points of Transport for

London's draft Cycle Safety Action Plan published in October 2009.

Part of the draft action plan was the ongoing campaign to distribute Fresnel lenses throughout London's freight sector. This campaign reinforces the importance of safety between HGV drivers and cyclists from both perspectives, and serves to remind everyone to be on the lookout for fellow road-users.

More than 20,000 Fresnel lenses have been distributed so far. Head of the TfL Freight Team Stephen Steele said: "We recognise the additional visibility Fresnel lenses give lorry drivers, which can be particularly important for cycle safety and their use is promoted by TfL for all lorries."

The Cycle Safety Action Plan will be completed in spring 2010.

For more information, visit www.tfl.gov.uk/businessandpartners



WHAT IS A FRESNEL LENS?

Developed by French physicist Augustin-Jean Fresnel, the lens has a large aperture and a short focal length. It is very thin, weighs little, allows light to pass through and is used to enhance overall visibility by making objects appear larger and closer.

For more information, and an illustration of how the Fresnel lens works, go to: www.tiny.cc/fresnel



RAISING AWARENESS ABOUT HGV BLIND SPOTS

Bike-driver swap WINS AWARD

Lambeth Council has scooped an award for its cyclist awareness scheme, which gives drivers and cyclists the chance to better understand each other's needs.

The borough embarked on a project with Veolia Environmental Services, which runs the council's refuse and recycling collection services, to reduce cyclist injuries and fatalities.

The scheme gives cyclists the opportunity to sit in a lorry cab and find out about blind spots around the vehicle, while lorry and bus drivers from Veolia were also given practical cycle training to experience life in cyclists' shoes.

The idea was inspired by the Changing Places events held by the Metropolitan police and TfL – and has earned Lambeth the *Best Workplace Cycling Initiative* award from the London Cycling Campaign.

Road Danger Reduction Manager Norma Fender says making direct contact with Lambeth's waste management contractor,

Veolia, was key to driving the project forward.

She said: "We wanted to build on the Changing Places idea, where cyclists sit in the cab of a lorry, so we looked at the issue from the other angle and developed the cycle awareness training programme for lorry drivers with our cycle trainers, Cycle Training (UK). We put the proposal to Veolia and they were really keen to get involved."

"They've been happy to free up their drivers to develop their understanding of the needs of cyclists, and how they can reduce the risk of being involved in a collision with a cyclist."

"We were positive and this seemed to rub off on to them. The partnership has been crucial for the success of the project."

"I'd recommend any boroughs to approach their contractors to develop similar partnerships. I think they'd be surprised at how happy they are to help."

For more information, email Norma on nfender@lambeth.gov.uk



See more on the TfL website:
www.tfl.gov.uk

Cycling initiatives

Westminster clamps down

Cyclists could face fines of £30 if Westminster Council succeeds in becoming the first local authority to have its own staff issue them penalty notices.

The council's city inspectors – who enforce regulations relating to licensing, noise and waste – would be given the power to stop cyclists and issue penalty enforcement notices.

Department of Transport figures show that 820 cyclists were injured in the three months leading up to June 2009 – a 19 per cent increase on the previous year.

At present, the police are the only authority with the power to enforce penalties and, according to Angela Harvey, chairman of Westminster's scrutiny committee, and a cyclist herself, they aren't taking the matter seriously.

"We currently have up to 30,000 cyclists coming in to Westminster every day and are hoping to encourage more people to cycle, while not only ensuring pedestrian safety, but their safety as well," she said.

"We studied CCTV footage from different locations in Westminster for one

hour on one particular day."

"After identifying the problems, we held a scrutiny witness meeting and put forward two recommendations. The first is for police enforcement of the Highway code.

"Only if that fails we will look at having our own staff issue the fines," added Angela.

For more information, contact Angela Harvey on 020 7641 2322 or email angelaharvey@westminster.gov.uk



FREE TRIAL BOOSTS CYCLING

The WestTrans Try Cycling scheme has encouraged more than a third of participants to continue riding.

Seventy staff from companies across Brent, Hammersmith & Fulham and Hounslow were coaxed on to two wheels with the loan of free bikes, equipment and training.

According to participants' online diaries, 7,706 miles were cycled during the 12-week trial, and more than a third asked to buy their loaned bike.

WestTrans Principal Travel Plan Co-ordinator Tim Forrester said: "We were really pleased with the numbers, and are conducting a follow-up survey to determine if participants have continued to cycle after the trial."

The project was no easy feat – transporting bicycles across a wide area proved a particular challenge. Tim said: "We plan to roll out the scheme across west London in the new financial year, but will limit the number of locations we cover. We may just focus on particular sectors, such as NHS Trusts, to make the scheme more effective."

The project cost £15,000, but the team made sure to dedicate a good percentage of this to measuring the scheme's success. Tim added: "It's important to know the impact your project has had; WestTrans always tries to assess how successful delivery has been."

For more information, contact Tim on 020 8825 9635 or forrestert@ealing.gov.uk



Park and ride scheme

In a bid to encourage people to continue their commute by bike, new cycle stands have been installed at Liverpool Street and Euston stations.

The double-deck stands solve the space constraints previously experienced by commuters, which Network Rail station managers raised as an issue.

Euston now has 234 cycle parking spaces, while Liverpool Street has 233 spaces spread over two sites – 44 at the Bishopsgate entrance/exit and 189 on platform 10.

TfL Senior Transport Planner Suzanne Hilton said: "Both sites were over subscribed before and if you're not guaranteed a space, you're less likely to bring in the bike.

"It was a joint project between TfL and Network Rail. TfL paid for the costs while Network Rail took ownership of the ongoing management and construction.

"It's a good initiative for other boroughs to look into and to consider the way space can be used at stations."

The type of stand used is relatively new. They have been used at Surbiton and Wimbledon stations already, but it's the first time they have been

installed at major mainline stations.

Both the Liverpool Street and Euston cycle parking schemes were shortlisted for the 2009 London Cycling Awards for Best Cycling Facility.

For more information, contact Suzanne Hilton on 020 3054 0852 or email Suzanne.Hilton@tfl.gov.uk



Area-based scheme



Improvements in Southwark encourage active travel

The people's PROJECT



Community involvement will ensure the Salisbury Row Street for People project has long-lasting impact, says Southwark Council Project Manager Franklin Uwakane.

Back in 2003, local residents began campaigning with Southwark Living Streets for a project to improve the quality of the streetscape, enhance local identity and create a safer street environment for pedestrians, cyclists and the mobility impaired.

And when TfL picked up the project in 2007,

Franklin made sure to keep their dream alive.

Franklin (right) said: "We have made sure local residents are at the heart of this project."

"We held a design workshop back in September 2007, and many local residents came along to share their ideas for design and safety improvements – and they've been involved ever since."



"We've engaged with them, and their level of involvement will make them take ownership of the work that's been done."

"They feel part of the project, so I think they'll look after it – it makes what we've done a long lasting change."

The £1.7 million project – funded by TfL – will be finished later this month, and has completely rejuvenated the area, reclaiming the streets for the people.

In this area locked between New Kent Road and Walworth Road, active travel had always been stifled because of safety. Motor vehicles would often use the roads as a short cut between the two busy roads, making it dangerous for pedestrians, cyclists and the mobility impaired to get around.

But that's all changed now. The footways have been widened and the roads have either been narrowed or closed and converted as a part of Salisbury Row Park. A section of Mason Street has also been made one-way, and other places have been paved to deter drivers from using the area as a cut-through or at high speeds.

The roads have been designed with chicanes to slow down traffic to a maximum of 20mph. To improve accessibility, kerbs have been lowered to make it easy for wheelchairs to cross, and to promote shared space. And the local children's park has been redeveloped.

The work was an instant hit with residents, not least because of the high levels of public





See more on the TfL website:
www.tfl.gov.uk

Area-based scheme

Pedestrians have clear places to cross the road, marked with a tactile surface.



Cyclists can now travel more safely in the area.



consultation carried out to get the project right.

Since the idea came about in 2007, Southwark has hosted a series of consultations and meetings with residents to progress the project. Since the start of construction in April 2009, the project team, led by Franklin, has met regularly with key stakeholders and local residents to give an update on the project and resolve any issues.

Franklin said: "These meetings are here for residents to discuss anything and everything. We wanted to get their ideas and concerns and tell them exactly what we were doing, how and when."

In the loop

But the consultation didn't stop there. The project team posted regular updates and newsletters so that every resident can keep in touch.

Franklin added: "Local people took the idea of improving their local area to heart, so it was important we managed it well.

"It doesn't really matter what we think, it's the residents that we want to make happy. They're the people who live here and are faced with the problems every day.

"So we wanted to come up with a way to make everyone feel included – and I think this works quite well."

The residents have also had a hand in delivering the project, like

getting involved in a planting day, when people in the community got together and planted trees, bulbs and shrubs.

Franklin said: "This will not be a one-off event, as more planting days will be planned in spring and autumn."

Franklin added: "Participation is vitally important, and the experts of the area are the residents, so we want them to contribute and feel proud of where they live."

Bringing the project to fruition involved four key contributors. While Southwark Council and TfL have led the project, contractors Mouchel helped with the design and FM Conway with the civil engineering.

Southwark Senior Projects Engineer Anil Apte (below left) said: "It helped having specialised expertise involved in the project. Making all the different partners work well together was a challenge, but we found a way to get the best from everyone.

"All of the parties pulled together. The teamwork was great and I think it has to be to achieve such a pleasing project."

"It's fantastic! They've done a lot of work to improve the roads, which makes me feel much safer. Before, you had to be so careful, but now I feel I can enjoy the journey to the shops."

ELIZABETH COLENAN



"It looks a lot nicer. It's always been a lovely area but now we don't get cars flying down here and I think in time we'll see the community become even closer."

JOANNE WILDING



Safe & healthy cycling

Twenty's *plenty* for Islington roads



Islington is to become the first borough in the country to introduce a blanket 20mph zone on all residential roads.

The authority has approved plans to put the limit on all of the borough's backstreets to help reduce accidents, congestion and pollution.

Existing 20mph areas in Islington have already helped to reduce the number of accidents, and may well reduce pollution too.

The scheme, which

finishes in the spring, was implemented after resident consultation, and was backed by councillors from all parties.

"We want to make the roads safer for our kids and pedestrians, less risky for bike riders, and drive down pollution levels," said Cllr Greg Foxsmith, executive member for environment. "This is a bold step, but it has huge support from residents who want safer streets for their children.

"We have access

to the accident records for Islington and will analyse the effects of the limit on many levels to learn from this unique scheme and help further improve safety and amenity for our residents.

"If any other boroughs are interested in doing something similar and would like more information, we're happy to discuss it and give advice."

The scheme will cost £1 million.

Islington Council has already invested in safer walk-to-school routes and new cycle lanes, including dedicated contra-flow bike routes down one-way streets, which are popular in many European cities.

For more information, contact Islington Council on 020 7527 2000 and ask for the Traffic and Engineering Service.



NHS Tower Hamlets and Tower Hamlets Council Joint Active Travel Officer Sam Margolis (pictured centre) won the best paper award in the transport practitioners meeting for Tower Hamlets active travel: promoting a healthy town through walking and cycling.

Sam promotes healthy Hamlets



Q What is Tower Hamlets doing to promote walking or cycling?

A We launched Bike It as part of a national programme delivered by Sustrans. In an innovation to the Bike It model, cycle training and support was offered to 16 mums at one of the Bike It schools – Cubitt Town Junior School.

The Bike It: U Can 2 project ran for six weeks in May and June 2009. It was the first of its kind in the UK and extended the benefits of the Bike It programme to the wider community. The project was delivered in partnership with the NHS, Bikeworks, Sustrans and staff from Cubitt Town Junior School, as part of the Tower Hamlets Healthy

Borough programme.

We worked with women who had either never cycled before or had not cycled for years, and our evaluation has shown it delivered demonstrable increases in cycling.

Q What's the next step?

A We have 15 months left of our healthy borough programme, so the key thing is to continue expanding all the projects we've run so far. We've also appointed a consultancy to evaluate the impact of the different projects on levels of walking and cycling.

Q What's it been like working in partnership with the NHS?

A It's been absolutely fantastic. We've been lucky with our Primary Care Trust (PCT) – it's been very receptive to new ideas. If you have a receptive PCT, it can help a great deal and give really good expertise and advice.

For more information, contact Sam Margolis on 020 7364 6707 or email sam.margolis@towerhamlets.gov.uk





Measure for **measure**

Any project that attempts to encourage walking and cycling is commendable, but if you don't measure the behaviour change, how do you know if it's worked? Smartmoves spoke to Patrick Ladbury, of the National Social Marketing Centre, about how to tell whether your scheme has had an impact.

Patrick believes that to achieve your project's aims you must have a clear behavioural objective, which can be measured. "This must take into account the complexity of the behaviour, and the resources you have available," he said.

The research you carry out before launching a project will be key to your success. Patrick advises using a range of different research methods to understand your target audience. It is also important to bear in mind the limitations of surveys.

He said: "Large-scale surveys are not always the best approach – they can be expensive, time-consuming and not give you in-depth insight. Other methods such as focus groups and observational techniques can help you uncover the barriers and benefits for people changing their behaviour.

"For example, going to a school and seeing how many people cycle, is a relatively inexpensive, yet effective observational technique."

Research will help you gain insight into the barriers stopping people walking and cycling, and what would motivate them to change.

Patrick added: "Once you've gathered your results, the research doesn't stop there. You need to analyse your data to assess what the findings actually mean. Collecting the information is one thing, but it's the analysis, and discussing the information with relevant people, that will give you the insight and understanding you need to launch change."

One of the main challenges with social marketing is producing hard evidence of the work you've done.

Patrick said: "You need to get your managers on side. Show them the benefits of doing research before you start a programme. There's a lot of pressure on teams to be seen to be doing work like producing leaflets, but thorough research will give you a better chance of achieving permanent behaviour change."

The National Social Marketing Centre has just launched its online guide to planning a social marketing programme, which can found at www.nsmcentre.org.uk along with other social marketing resources including a database of social marketing examples.

PATRICK'S TOP 5 TIPS...

- **Segmentation:** Remember that everyone is different and will have different motivations. You need to split your target audience into different groups.
- **Ask others:** There is already lots of market research out there. It's a good idea to check what existing research is available.
- **Allocate your resources:** Work out exactly what you want to get out of your budget and make sure you achieve it.
- **Be realistic:** Make your targets achievable. Even small steps will make a difference.
- **Target change:** Make sure you have a clear behavioural goal and that your research looks at barriers you need to remove, and ways to motivate your audience, then you stand a chance of seeing change.



Research will help you gain insight into the barriers stopping people walking and cycling, and what would motivate them to change.



News

Residents do it themselves

A street party in November last year launched the first Sustrans DIY Street in London.

Residents of Clapton Terrace in Hackney came together to celebrate the pedestrian improvements made in

LYNN ALTASS, CO-CHAIR OF THE CLAPTON TERRACE RESIDENTS ASSOCIATION

“There’s a real sense of optimism among all residents, and we’re delighted to see such improvements made to the safety and overall look of our street.”

conjunction with Sustrans and the London Borough of Hackney. They drove the renovations, voting for narrower, raised sections of road, ramps to slow down vehicles, and trees and street furniture that blur the line between space dedicated to cars and pedestrians.

Wheelie bins that blocked pavements have been removed, and replaced with fewer community bins.

Hackney Council, TfL and the Esme Fairbairn Foundation funded the project.

Sustrans’ Community Involvement Officer Mo McManus said: “We achieved a lot by asking the residents exactly what they wanted, and what would make their space feel safer and more accessible.

“There was some compromise and managing of their expectations involved.”

Evaluation of the project is under way, to



measure whether the Sustrans DIY Street has changed residents’ perceptions of their area.

“Our advice to others would be that road safety audits and the like take longer than you might expect, so be generous with the time you allow,” said Mo.

“Working closely with Hackney borough worked well – we developed a trusting relationship, and as a result, we could be more creative.”

The success of the project could see the DIY Streets project rolled out more widely, and Sustrans is already in discussion with other boroughs to bring more DIY Streets to London.

For more information, contact Greg King at greg.king@sustrans.org.uk



Bronze award for Tottenham school

Devonshire Hill Primary School in Haringey has received the first Sustrans Bronze Bike It School Mark Award in London.

The school worked with a Bike It officer, Georgie Fyfe-Jamieson, to gain the accreditation. It has since seen cycling levels leap from two to 17 per cent. The number of pupils driven to school has almost halved.

Georgie said: “I’ve been working with the school since September 2008, and the first thing we did was a consultation with the pupils, where we identified the barriers to

cycling specific to them and their school.

“At Devonshire Hill, pupils were worried about crime, so we educated them on the school’s bike racks and how to lock properly through the wheel and frame.”

Georgie also organised Bikeability training, Dr Bike visits and incentives to cycle. She said: “The cycle marshals we appointed came up with the novel idea of pelting teachers with water balloons and wet sponges as they cycled around the playground – it worked really well and seemed to attract more pupils on to two wheels!”

CONTRAFLOW TRIAL HITS LONDON STREETS

A trial by TfL, the Department for Transport (DfT), Cycling England, Sustrans and London boroughs will allow contraflow cycling in one-way streets.

The trial takes its lead from similar schemes overseas, where ‘no entry except cyclists’ signs have been in place for years. UK regulations in the Traffic Signs Regulations and General Directions (TSRGD) have, until recently, prevented the UK from following suit.

The DfT will authorise a TfL study, which will video monitor before and after usage, and assess user conflicts and behaviour. An accident analysis of sites will be carried out and traffic movements around the area will be monitored. Whether cyclists observe the signs will also be monitored.

If successful, the system could be included in an update of TSRGD in 2012 to 2013.

For more information, contact John Lee at johnlee@tfl.gov.uk





See more news on the TfL website:
www.tfl.gov.uk

Innovation & design

Getting around London the **HI-TECH** way

An iPhone application has been developed to promote walking in London boroughs.

City Stories is a location-based app giving consumers interactive multimedia walking guides in their pocket.

It has been developed by The Galton Lab in conjunction with The Wellcome Trust charity.

"Each story will have a beginning, middle and an end to encourage people to get active, as well as

enhancing both their local and community knowledge," said Joanna Rahim, Director of Galton Lab.

The user follows a particular route on a digital map, and location-based technology tracks their progress.

They can choose to view multimedia content about their surroundings when they reach specific points along the route.

"Our prototype guides the walkers around the hospitals in Bloomsbury," added Joanna.

The self-funded project has initially been built for the iPhone, but will be transferable to other platforms as the technology and demand develops.

"We are hoping to encourage each borough to get involved by sponsoring a particular walk in their area," added Joanna.

For more information, contact Joanna Rahim, Director of Galton Lab, on joannarahim@mac.com or visit www.citystorieswalks.co.uk



CAPITAL'S COUNTDOWN TO CROSS SAFELY



Research by TfL shows two-thirds of pedestrians are confused about the amount of time they have to cross the road safely.

The report's findings support the Mayor's desire to consider introducing countdown systems on crossings in the Capital.

The study reveals that around half of all pedestrians cross against the red man signal, while 60 per cent of walkers, and 67 per cent of impaired pedestrians, do not understand the purpose of the blackout period.

Electronic countdown systems at pedestrian traffic signals could help walkers feel safer by removing uncertainty when crossing, and helping smooth traffic flow.

Medics back new website

Ramblers' Get Walking Keep Walking has launched a new website to help people improve their health and wellbeing by stepping out more.

The project provides free locally-based walking programmes, combining information and motivation with led walks and other activities. It's also possible to obtain a free Get Walking pack and follow a 12-week walking plan.

The site includes a health blog – innovative features include a question-and-answer section with a medic, who will answer readers' walking-related health problems, to keep them on their feet.

For more information, visit: www.getwalking.org



Events

Smartmoves

London's walking and cycling conference 2010

Give your mind a workout

The Smartmoves walking and cycling conference 2010 will be great exercise for the grey matter. It's your once-a-year opportunity to...

...get the inside track on a range of projects and best practice from both London and further afield.


...discuss your opinions and ideas with other professionals, and contribute to the debate across a range of interactive workshops.

With over 250 attendees and presentations by leading figures in health, policy and transport, the **free** Smartmoves conference will challenge, inform and inspire.


When: 22 April, all day event
Where: Congress Centre, London, WC1B 3LS
Register: www.smartmovesconference.org.uk



DATES FOR THE DIARY

 **23 February – Delivering the Active Travel Strategy: From Policy to Practice** – A one-day active travel conference about the tools and measures needed to encourage active travel.

www.livingstreets.org.uk

 **24 February – Smarter Choices Conference 2010** – gathering of practitioners from the public sector and business, working on planning and delivery of Smarter Choices initiatives. For more information, visit

www.ptrc-training.co.uk

 **27 February-28 March – Golders Green Walks** – A selection of walks run by the London Transport Museum to discover the Golders Green area. www.ltmuseum.co.uk

 **26 March – Partnership Working Event** – A meet-up for borough road safety, cycle training and school travel officers and managers. For more information, contact Angela Griggs at angelagriggs@tfl.gov.uk.

 **22 April – Smartmoves: London's Walking and Cycling Conference 2010** – Features an exhibition and interactive workshops for cycling and walking initiatives across the Capital.

www.smartmovesconference.org.uk

 **26-30 April – Walk to Work week** – Annual Living Streets event.

www.livingstreets.org.uk

 **22-23 May – Spring into Summer** – Walk London's free guided walks weekend. www.walklondon.org.uk

Cycle Hire scheme tariff revealed

Residents and visitors could travel around central London for as little as 12p a day on Cycle Hire scheme bicycles.

Once an access fee is paid – £1 for 24 hours, £5 for seven days or £45 annually – each trip's first half-hour of use is free. Up to one hour will then cost £1, up to 90 minutes will cost £4 and cyclists will be charged £6 for two hours.

The tariff was chosen to encourage users to take short trips on two wheels – the majority of journeys in central London take less than 30 minutes.

Work has started on docking stations at various sites, including Euston Junction and Hampstead Road.

For more information, visit www.tfl.gov.uk/cyclehire

Useful contacts

Here is a selection of useful contacts for cycling and walking projects and issues. If there's an organisation or individual you think should be listed here, please email smartmoves@abcomm.co.uk or call 020 7922 5673.

British Cycling

The internationally recognised governing body of cycling in Great Britain,

Tel: 0870 871 2000

www.britishcycling.org.uk

CTC

CTC is the UK's national cycling organisation and the country's largest group of people on bikes. Its mission is 'to make cycling enjoyable, safe and welcoming for all'.

Tel: 0870 873 0060

www.ctc.org.uk

Cycling England

Cycling England has been charged by the government to deliver programmes that encourage more people to cycle more safely and more often.

Email: info@cyclingenland.co.uk

www.cyclingenland.co.uk

Everyday Cycling

Everyday Cycling is a friendly online cycling community hosted by British Cycling.

www.everydaycycling.com

Legible London

TfL pedestrian wayfinding system to help people walk around the Capital.

Email: legiblelondon@tfl.gov.uk

www.legiblelondon.info

LEPT

The London European Partnership for Transport (LEPT) co-ordinates, disseminates and promotes the sustainable transport agenda for London and London boroughs, in Europe.

Tel: 020 7934 9536

www.lept-eu.org

Living Streets

Living Streets is the national charity that stands up for pedestrians, working to create safe, attractive and enjoyable streets, where people want to walk.

Tel: 020 7377 4900

www.livingstreets.org.uk

London Travel Awareness Team

The team runs the travel awareness programme to encourage Londoners to use healthy and environmentally friendly forms of transport.

www.tfl.gov.uk/sustainabletravel

London Cycling Campaign (LCC)

London Cycling Campaign works with businesses and the community to improve the quality of life in London by increasing cycling.

Tel: 020 7234 9310

www.lcc.org.uk

Olympic Delivery Authority

The Olympic Delivery Authority is the public body responsible for ensuring delivery of the new venues and infrastructure for the Games and the legacy that will follow.

Tel: 0203 2012 000

www.london2012.com

Sustrans

UK sustainable transport charity that works on practical, innovative ways of dealing with the transport challenges that affect us all.

Tel: 0845 113 0065

www.sustrans.org.uk

The Ramblers Association

The Ramblers Association is Britain's biggest charity working to promote walking and to improve conditions for all walkers.

Tel: 020 7339 8500

www.ramblers.org.uk

The Royal Parks

The Royal Parks' remit is to conserve 5,000 acres of historic parkland – the eight Royal Parks – for future generations.

www.royalparks.org.uk

Transport for London

TfL was created in 2000 as the integrated body responsible for the capital's transport system. Its primary role is to implement the Mayor of London's Transport Strategy.

www.tfl.gov.uk

Walk21

The organisation that champions healthy, sustainable and efficient communities where people choose to walk.

Email: info@walk21.com

www.walk21.com

Walk England

Walk England promotes walking as a way to be healthy, travel and relax – by bringing together people who want to walk more.

www.walkengland.org.uk

Walk London

Funded by TfL, Walk London works with the local authorities to develop an impressive network of quality walking routes around London.

Tel: 0870 240 6094

www.walklondon.org.uk

Walking Works

Living Streets' campaign to inspire people to walk more as part of their daily commute.

Tel: 020 7377 4900

www.walkingworks.org.uk