

Promoting active travel in London

May 2009

Issue 10

Smartmoves

London



Come together

Delegates flock to Smartmoves Walking and Cycling conference

**Walking-friendly
Wanstead**

Go London

MAYOR OF LONDON

Transport for London



News

Conference hits high note

Living Streets' Walking Works for Business conference in January attracted a targeted audience from local, regional and national government alongside corporate companies and universities.

The conference aimed to provide inspiration, tools and techniques to help delegates encourage walking as part of a workplace travel plan.

Living Streets measured the success of the conference with an evaluation form, which

provided useful feedback for future events.

Tony Armstrong, Chief Executive of Living Streets, said: "The case studies of workplaces with successful travel plans received really positive feedback, so we would include more of these in the future.

"When we plan the next conference, we would like to develop a section addressing the barriers to walking. We will also reach out to an even wider range of employers, to target as many potential walkers as possible."

Cora Billy, Graduate Transport Planner

for Capita Symonds Ltd., attended the conference. She said: "The day was a fantastic introduction to the work of Living Streets. As an organisation we provide transport and infrastructure advice, so the section on walking audits was particularly interesting."

For more information on Living Streets' event, visit www.livingstreets.org.uk, email Anna on anna.powell@livingstreets.org.uk or call 020 7377 4900.



Smartmoves

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

Area-based scheme

Leading the way in Wanstead

Welcome to Wanstead – a town rich with history.

The Tudors found it as a hunting ground, Queen Mary I met with Queen Elizabeth I here and it was Winston Churchill's constituency in the 1950s.

This historic background has shaped the recent High Street renovation under Redbridge Council's area-based scheme.

The £540,000 project, funded jointly by TfL and the council, includes new pathway lighting, cleaned and replenished pathways, improved water fountains at either end of the High Street, new safety bollards and pedestrian signage.

The area has also undergone major decluttering to give a feeling of freshness – and all with consideration paid to the town's history and heritage.

Senior Engineer Scott Wilding said: "We want to restore the village feel to the area. This is the angle we have tried to take in everything we have done. We were not interested in just going for a brand spanking new look."

The project is the first to be completed in the borough and provides the benchmark for similar regeneration plans under way in South Woodford and Woodford.

Scott said: "It has made a huge difference. Police say crime has dropped immensely and walking is up 80 per cent, according to TfL pedestrian

surveys before and after the project, proving it is money well spent.

"I couldn't be happier – we have received great support from TfL and the local councillors. You can see the results are superb.

"But we cannot stand still, it must continue to improve."

He thinks other boroughs across the Capital can learn from a job well done.

"I am from Wanstead so I know what needs to be done. You cannot put a price on local knowledge.

"We have been aggressive in our methods of making the area more welcoming and you can see the rewards."

For more information about Wanstead's transformation, contact Scott Wilding on scott.wilding@redbridge.gov.uk

IN YOUR VIEW



CARL FISHER

"The area looks really nice now. Walking has definitely increased and people are probably buying things more spontaneously, which is great for local trade during the credit crunch."



DEREK JARVIS

"Lighting through the parks is much better. The little side paths would get very dark at night and it gives the area a much safer feel."



IRENE JOSEPH

"I've lived here for nearly seven years and this has made a real difference. My children and I have always been extremely happy, but the new developments seem to have brought the community together even more."



Shared-use success

Smartmoves reviews Greenways projects from across the borough **see pages 12/13**



News & views

My view HEALTH

by Hilary Ross, 2012 Programme Director, NHS London.

Join our crusade



As the London 2012 Olympic and Paralympic Games draw ever closer, NHS London's 2012 Health Legacy mission to get the Capital moving is gearing up.

Many of you will have attended our stakeholder event in March, where we officially launched Go London, our programme to promote physical activity and health across the city in the run-up to the 2012 Games, and Think Feet First – a dedicated walking campaign.

To change behaviour, we need to convince the public that walking is not just an activity for sports enthusiasts decked in Lycra, but an option for anyone – especially those with health complaints – to take part in. We want to normalise the practice of walking across London, but we need your help.

The NHS cannot change the city's attitude to exercise alone. It is the local councils that coordinate all-important community safety, manage the green spaces and parks where people will walk and are responsible for planning decisions. We are keen for Primary Care Trusts and boroughs to work together in order to achieve our shared aims to get London moving.

A programme of led walks in the 16 London boroughs with the lowest levels of physical activity has already been launched, in partnership with Natural England, under the Think Feet First banner.

And Go London and Think Feet First visual identities have been created by the NHS London 2012 Health Legacy team to help partners promote physical activity initiatives in the Capital.

For more information about Go London, the Think Feet First campaign, and how you can join NHS London's 2012 Health Legacy campaign to improve the lives of Londoners, visit www.thinkfeetfirst.com

Get off the sofa and be active

Be Active, Be Healthy is a new initiative, supported by the Department of Health, which aims to curb our couch potato culture.

The scheme is part of Change4Life and puts physical activity at the heart of communities. It's also at the centre of local authorities' efforts to tackle obesity, which is responsible for 9,000 premature deaths each year in England.

A number of partnerships with both private and voluntary organisations are planned to get people moving in their local communities.

This includes 2,012 Active Challenge walking routes with Walk England to mark the 2012 Olympic and Paralympic Games. There's also a £4 million fund for County Sport Partnerships to bring together

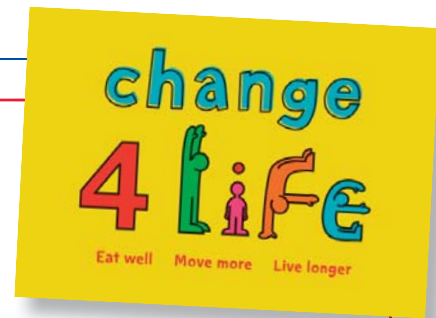
councils, Primary Care Trusts and other grassroots providers to coordinate and deliver physical activities alongside sports.

A Department of Health spokesperson said: "Getting people more active will play a key role in stopping this country becoming the obesity capital of the world.

"Regular exercise decreases the risk of many diseases, including some cancers – and it makes us feel better.

"Be Active, Be Healthy sets out new ideas for local authorities and Primary Care Trusts to help provide and encourage their local communities to become more active."

To get involved, contact your Primary Care Trust or local authority



TfL SUPPORTS OPEN GARDEN SQUARES WEEKEND

The TfL Walking, Cycling and Accessibility team is combining a unique day out in London with walking and cycling promotion.

The annual Open Gardens and Squares Weekend on 13 to 14 June offers a rare peek into 190 private outdoor spaces in some of London's most pleasant postcodes. And regular sponsor TfL is hoping visitors will walk

or cycle to the event.

A Walking Journey Planner competition has been launched to draw attention to the campaign, and guided walks between gardens will be organised to get people walking.

A roadshow will also take place at Russell Square to support walking and cycling.

The London Cycling Campaign will also encourage active travel with its free Cycle the Squares bike ride. This begins at 10:00 outside Marylebone station.

Tickets for entry to all locations and a guidebook are £6.75 in advance, or £8 on the weekend. Admission is free for children under 12.



For more information about the day and bike ride, visit www.opensquares.org



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

A mark of Olympic RECOGNITION

Projects across the country promise to contribute to the legacy of the London 2012 Olympic and Paralympic Games. So the Olympic Delivery Authority (ODA) has set up the 2012 Games Inspire Programme to recognise some of these innovative, sustainable, non-commercial projects and events.

The scheme offers an Inspire mark accreditation, which can be used as a promotional tool and an official association with the 2012 Games.

Projects or events from any of six categories will be considered: sport, education, culture, sustainability, business opportunities and volunteering.

Although cycling and walking activities would appear sporting, projects will fall into several categories. The Sustainable Travel Team at the ODA will coordinate and provide support on active travel related submissions.

Jim Walker, Chair of Walk London Borough Partnership, recently acquired accreditation for the Jubilee Greenway.



He said: "Getting the Inspire mark was easy. The Olympics should be a great catalyst for change across the Capital so I'd encourage anyone to apply. There are so many schemes across the city that would be eligible, and the Active Travel Advisory Group, which I chair, will provide support to those applying, to complete the forms and meet the criteria."

For more information, visit www.london2012.com/beinspired. To apply for the Inspire mark, contact Sophie Watson at inspire.mark@london2012.com. For assistance from the Active Travel Advisory Group, contact Jim on jim.walker@walkengland.org.uk

Read Pace to find out about the ODA's plans for active travel. Visit tinyurl.com/pace4

Understand pedestrians with all-new PERS

A new version of TfL's Pedestrian Environment Review System (PERS) walking tool has now been launched.

The tool – a walking audit supported by software – analyses, assesses and measures the performance of walking environments and is used heavily by TfL, and now has enhanced Graphical Information Systems (GIS) capabilities.

This means the data produced by PERS can be presented and analysed visually through industry-standard GIS mapping products. Data can also be more easily shared between users.

The new, versatile software allows users to publish, export and extract audit data that can be shared between TfL and boroughs.

TfL is encouraging boroughs and partnerships to use the PERS tool to assess pedestrian environments and understand the issues pedestrians across London face.

TfL funding is available for boroughs to purchase PERS and for training in how to use it. TfL also provides introductory training in PERS through its free 'Designing for Pedestrians' course.


For more information about PERS and the course, contact Spencer Clark at spencer.clark@tfl.gov.uk or on 0203 054 0848.

My view WALKING

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

Share
the
wealth



 The launch of Go London from NHS London shows a welcome commitment that Primary Care Trusts (PCT) are going to encourage more walking and cycling – not just for patients but for their own staff too, in the run up to the 2012 Games.

One in 20 journeys in London is health related and as the Health Service is one of the largest employers in Europe, the impact should be quite visible.

However, the full potential will only be realised if boroughs work closely with PCTs to complement and add value to the initiatives that are already under way.

Sir Muir Gray, Head of Knowledge at The Department for Health, said at the Go London launch: "The future for walking is already here – it just isn't evenly distributed."

By this, Sir Muir meant that we shouldn't always assume new strategies and new logos require brand new initiatives. At the most recent Walk England Professional Network event in London, 12 innovative projects were showcased that are already very effective at tackling the main barriers that we know limit people's choice to walk.

So let's all commit more to those successful initiatives first, and perhaps if the roll-out costs are shared between health and transport budgets, we won't only feel like we've all got a bargain we will have actually reached some of the most sedentary people, and let more people walk than ever before!



Full potential will only be realised if boroughs work closely with PCTs to add value

Cycling news



Two wheels for a **SPEEDY RESPONSE**

London's St John Ambulance Cycle Response Unit can help look after your event's health and safety needs.

A previous winner of Tfl's Cycling Development Award, the unit was launched to meet a growing demand for rapid response ambulance services. It includes 11 bikes fitted with a range of equipment, from defibrillators to oxygen tanks, to help cover almost any emergency.

Its team of 25 volunteers is fully trained up to National Standard Level 3 and all members have taken the Public Cycling Advanced Training Course. The unit is fully integrated with the London Ambulance Service (LAS) and volunteers frequently accompany riders from the LAS Cycle Response Unit at events.

"LAS undertook research recently, which found that bicycles can

respond to emergency calls quicker than ambulances," said Ashley Sweetland, Deputy Staff Officer (Cycle Response Unit). "We can also work in more complex environments than larger vehicles, so we generally operate at events where stationing an ambulance may not be appropriate."

The unit has operated at a wide range of events in the Capital, from the London Marathon and London Freewheel to the Notting Hill Carnival. It also attends smaller community events, such as the North London Hospice Bike Ride.

For more information about the unit and to see whether it is suitable for your event, email events@london.sja.org.uk or call 020 7258 3456.

Cycle hire update

The Mayor of London has asked Tfl, nine central London boroughs and The Royal Parks to collaborate to deliver the London Cycle Hire scheme.

Before the programme launches in May 2010, Tfl must apply to local planning authorities (LPAs) for planning permission and traffic regulation orders (TROs).

Following public consultation, the LPAs will consider comments received and their own policy to decide whether the docking stations can be installed.

The next milestone for the project will be the appointment of the scheme operator in June 2009.

Then, once both planning permission and TROs are approved, work can begin to install docking stations.

For further information on the Cycle Hire scheme, visit tfl.gov.uk/cyclehire or email cyclehire@tfl.gov.uk



SOUTH WEST TRAINS AND BROMPTON BIKES LAUNCH HIRE SCHEME

A joint venture between South West Trains (SWT) and Brompton Bicycles is helping to get more people cycling to work in London.

The scheme was launched in February. It allows passengers arriving at London's Waterloo station on South West Trains services to hire folding bikes from the Brompton Bicycle hire window and use them to get to work from the station.

Interest in the programme has been promising and the scheme's partners are now promoting the service among a number of London's businesses and Government agencies that are developing sustainable travel plans.

"We're aiming to give rail passengers a genuine choice of travel to and from home, work and the station," said Phil Dominey, Stakeholder Manager at SWT.

"In the long term, we are hoping bikes become the preferred method of transport from the station, developing

our greener travel objective and encouraging a healthier lifestyle for our passengers."

To find out more about the initiative, email bromptonbikes@swtrains.co.uk



Tfl has been working with Camden, City of London, City of Westminster, Hackney, Islington, Lambeth, The Royal Borough of Kensington and Chelsea, Southwark and Tower Hamlets and private land owners to identify suitable locations to accommodate the cycle docking stations.



Set goals for event success



When planning an event, knowing what you're trying to achieve should drive everything else you do, according to Ceri Richardson, Head of Sales at Brit Oval Events.

As a major sporting venue, the Brit Oval is the stage for huge events attended by thousands of people. It is also the venue for a broad range of other smaller corporate or local government events, but the approach to making them a success remains the same.

"The secret to putting on a successful event, no matter what the size, is knowing what your objectives are and what you're trying to achieve," said Ceri, who has been planning events for the last 10 years.

"If you know what you want to get out of your event, that will drive everything else you do," she added. "It's incredibly important. If you don't have a goal, it's impossible to measure your success. You might come out of it thinking you had a nice day, but if you're unclear of your objectives, you're unlikely to achieve much more than that."

According to Ceri, the style and feel of the event will differ according to what you hope to get out of it.

"If you're aiming to launch a campaign to engage people or doing something different to attract press attention, a relaxed approach is more appropriate," she said. "Alternatively, if you're

launching a serious piece of research or major study, you may want to do things more formally."

So what other things do you need to consider beforehand?

"Health and safety of delegates is extremely important," said Ceri. "We provide audio-visual equipment risk assessments for demonstrations people might want to do and we have a full evacuation plan in case emergencies arise. Plans are relative to numbers, so you need to staff the event appropriately.

"You also need to consider any potential delegates' special requirements such as access needs or special dietary requirements. Essentially, you need to make sure you've asked the right questions so there are no surprises on the day."

Other things to consider are how people will get to the location and what they will do when they arrive.

"It's important to make sure you've thought about your event from the delegates' point of view, from arriving at the venue to getting their first cup of coffee," said Ceri.

"At the same time, you need to consider what you could do to make the occasion stand

out and keep people engaged throughout the day. And if you're launching a campaign, there's a message to get across, so you need to think about how best to do that – will a simple presentation be enough or will you need to do something eye-catching or different to ensure the message is delivered with the maximum impact? For example, you might be launching a fitness drive with the help of a sporting celebrity, so you'll want to consider something that will make a big splash and grab the attention of the media.

"Above all, you should relax and enjoy it. If you've done the right preparation, your event should be a success."

CERI'S TIPS FOR EVENT SUCCESS

- Give yourself enough time to plan and execute the event – many people underestimate how long it will take to prepare
- Be ready for last-minute alterations because things will change
- Set realistic goals and plan accordingly
- Know your audience – understand their needs and organise the event to address them
- Stay calm and remember to enjoy it – relaxed event organisers are usually the most successful.



Conference 2009 feature

HUNDREDS AT CONFERENCE HEAR CHILDREN ARE THE KEY TO AN ACTIVE LONDON

Smartmoves conference points way to real change

The 2009 Smartmoves Walking and Cycling conference sparked pressing debate about active travel in London.

Borough officers, transport planners, and healthcare, environmental, tourism and active travel professionals heard a range of speakers at the April event at the Business Design Centre in Islington.

Speaking up

Director of Transport Strategy for the Greater London Authority (GLA) Kulveer Ranger was the first to speak, outlining Mayor Boris Johnson's passion for active travel. He emphasised its importance by introducing plans for Cycle Highways: up to 12 dedicated radial routes into central London, two of which are planned for delivery by 2010.

Changes to the Local Implementation Plan (LIP) were also indicated. Kulveer suggested a streamlining of the process: five simple categories will remain in a bid to make funding more accessible and less prescriptive.

David Brown, Managing Director of Surface



Transport for TfL, was next to address the 300-strong group. Echoing Kulveer's statement that walkers and cyclists have different needs, he called for an end to the two being spoken in the same breath.

"Walking and cycling must be considered together, but are mutually exclusive," he said. "We must address the needs of both, and give each equal priority."

A succinct address from

Ben Plowden, Director of the TfL Smarter Travel Unit, drew a close to the first morning session, encouraging harmony between all road users and outlining the priorities of campaign group Share the Road – a joint initiative between TfL, Living Streets, CTC, GLA, Metropolitan Police, Cycling England, Roadpeace and other transport organisations.

A captive audience

The second half of the morning showcased a varied line-up. Urban Initiatives' Director of Transport Movement & Streets John Dales (pictured above) asked: "What will it take to really get London walking and cycling?" His answer?

An eradication of the well-intentioned but poorly-executed railings and furniture that obstruct our streets.

JMP Consultants' Health & Transport Specialist Adrian Davis called for the two industries to work together to deliver behavioural change across London. "Activity is the best, most



TfL aims to have five per cent of Londoners cycling by 2025. This will be a **400%** increase on current figures.



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

Conference 2009 feature

Delegates DECIDE

Who enjoyed what at the
Smartmoves conference 2009

“Overall, I think the day was good. I was impressed with the quality and range of speakers and I appreciate the opportunity the conference has given me to share best practice.”

Stuart Wood, Service Manager, Islington

“There was an interesting range of speakers and I enjoyed the breakout session, which gave us the chance to air our feelings and share knowledge. I'm also delighted that one of the key messages of the conference is the importance of ensuring we make walking and cycling both accessible and desirable for children.”

Charly Holland, Cycle Instructor

“I enjoyed the part about good practice overseas, so I would have loved more of that. The message to work more with health practitioners is really important, and is something I'll take away with me.”

Simon Franklin, Transport & Road Safety Officer, Fulham

“I really enjoyed Ben Plowden's speech. The cycle breakout group was also great. I live in Brighton, so to explore the issues between inner and outer London boroughs was really useful. It's been a great day all round.”

Crystal Quades, Traffic Engineer, Kensington & Chelsea

Impressive practice

How Hillingdon and Harrow have developed the local environment. **See page 11**

undervalued intervention to improve public health,” he said. “Collaboration between health and active travel professionals should be the rule, and not the exception.”

And independent urban design consultant Graham Paul Smith looked to Switzerland and the Netherlands for groundbreaking examples of shared-use space. He raised the concept of introducing an element of risk to roads, to make users more aware of each other – such as the shared-use proposals for Oxford Circus.

As the group paused for lunch, a poster exhibition outlining the good work of boroughs and organisations across London provided food for thought. The displays allowed delegates to share best practice and discuss the lessons they have learned in improving the city for cyclists and pedestrians.

Post-lunch pow-wows

The afternoon's breakout workshops gave delegates the chance to discuss issues surrounding active travel.

The cycling session looked at the different needs and motivations of current and potential cycle users in inner and outer London. This was followed by a talk about the Cycle Hire Scheme from TfL's Adam Osman.

The walking breakout considered: when everybody walks as part of their journey, why is it a poor cousin in terms of profile and provision, and how do we change this perception? This was followed by an update on Legible London by TfL's Richard Fullager and Camden's Anthony Bailey.

The active travel group discussed how to encourage people to travel actively to events and ensure this continues after the event. The group

then heard about plans for the 2012 Games from Simon Jay of the Olympic Delivery Authority and the Smarter Travel Unit's Lilli Matson.

Time to reflect

TfL's Head of Cycling, Walking and Accessibility Peter McBride closed the conference by pointing out the role families can play in the future.

“The future for walking and cycling lies in our children,” he said. “The active children of today will grow up to pass their behaviour on to the children of tomorrow. We must energise families to make a real change across London.”

“This conference was not simply an opportunity for professionals to come together and discuss the issues of the day. It's a thank you to each and every one of you for your contribution to the cause over the last 12 months.”

“There has been a lot of change, with a new mayor and a testing financial climate, but we, as an industry, have made great strides towards an active London, so congratulations to all.”

For more information about the conference, or to see feedback from the breakout workshops, visit www.smartmovesconference.org.uk

If you would like to be informed about the 2010 conference, email your contact details to smartmoves@tfl.gov.uk

Delegates learnt that the Cycle Hire Scheme will incorporate **400** docking stations. For more information, see page 6.



Borough news

Exhibition Road re-vamp

A major redevelopment project is under way to transform Exhibition Road in the Royal Borough of Kensington and Chelsea.

The borough has received a £10 million grant from TfL so work can start on the scheme, which should be completed by the end of 2011 in time for the 2012 Games.

Pavements are currently too narrow to handle the millions of people who visit the area annually and parked coaches often block the carriageway.

The kerbs will be removed along with any unnecessary barriers, to create a single surface that will improve the balance between pedestrian and traffic access. New trees will also be planted.

The project's detailed development was informed by feedback from the local community during a public consultation carried out in autumn 2005.

"As the project evolves, we have maintained contact with local residents, the

institutions and disability groups," said Bill Mount, lead officer for the Exhibition Road Project for Kensington and Chelsea Council.

"We also established, at an early stage in the design process, an Access Group including representatives from disability groups including Guide Dogs for the Blind and RNIB to ensure that the needs of all road users are considered in the design.

"The Department for Culture, Media and Sport has recognised the project as one of national significance and English Heritage believes it will enhance historic assets in the area."

The institutions have united to form the Exhibition Road Cultural Group to help sustain the project while under development, and to preserve and enhance the new public space after completion.



Artist's impression.

For more information about Exhibition Road, visit: www.rbkc.gov.uk/exhibitionroad

RETAIL LINKS SUPPORT SAFER CYCLING

The London Borough of Bexley is working with local cycle shops to promote safe cycling for children who ride their bikes to and from school.

The Bexley Bike Safety Service partnership offers a safety check for just £20 (plus VAT) on all junior bikes used for cycling to school.

Children have brakes, gears, chains, steering and pedal bearings serviced as well as being issued with a free rear light.

Project Team Leader Chris King said: "We always try to work closely with local businesses and it evolved from our links with the cycle shops over a number of years. It pays to build partnerships, as this initiative shows.

"A large number of bikes turn up on training courses and need attention so the biggest benefit of this is getting the bikes serviced to a safe standard.

For £20, including a new rear light, this is an excellent offer."

The borough is using the cycle shops to display flyers advertising safety courses and holiday activities.

Councillor Val Clark, Chairman of Bexley's Road Safety Consultative Committee, added: "We are trying to encourage more young people to travel to and from school on bicycles for various reasons, such as fitness, reducing pollution and reducing congestion."

For more information contact Chris King on chris.king@bexley.gov.uk



Brent talks the walk

Brent Council has launched a bold new walkabout project to improve conditions for pedestrians in the Willesden Green area.

The council commissioned charity Living Streets to carry out a number of walkabouts to give residents the chance to study the local walking environment and suggest improvements.

It is hoped the idea will provide a greater insight into the work needed to develop the region and help the council acquire TfL funding to implement the changes.

Daniel Brown, Lead Member for Highways and Transportation, said: "This is an exciting project that will get to the heart of the problems facing the community in Willesden Green.

"We want to see what environmental improvements need to be made to this popular area to make it more accessible for pedestrians. We hope that as many locals as possible join in the walkabouts and let us know what needs to be done."

Walkabout Leader Jeremy Leach added: "It is great to use the experience of local residents. They're experts in the area as they have a vested interest. It is a way of finding out exactly what they think."

For more information, contact Principal Transport Planner Adrian Pigott on adrian.pigott@brent.gov.uk or 020 8937 5168 or Jeremy Leach on 020 7252 5331.



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

Borough news



Keeping Hillingdon beautiful

Hillingdon is London's second largest borough, boasting more than 200 green spaces stretching across 1,800 acres.

The borough's beautiful sites are recognised by national body Green Flag, and the council is dedicated to making it an even better and safer environment for residents.

After receiving £3.51 million from TfL in November, the borough is more committed than ever to improving walking and cycling provisions for its residents.

Hillingdon plans to spend £238,000 on the London Cycle network, £180,000 on cycling schemes and a further £150,000 for the 2009/10 walking programme.

Head of Highways and Green Spaces Mary Worrall said: "Hillingdon's people are passionate about the green areas in our borough. They value good recreation time so it's important we respond with innovations to feed their desires."

The borough has already been hard at work, so Smartmoves took a closer look:

Swakeleys Drive Zebrite Crossing

An informal crossing was created in 2004 at Swakeleys Drive in Ickenham. However, there was a need for a more formal crossing

to assist pedestrians.

A wider cycle path and pedestrian path directs walkers to the new zebra crossing, with an improved surface for cyclists' comfort.

It also has high-visibility Zebrite beacons supplied by Westcote Traffic Safety Systems and spotlighting to make it more visible to oncoming motorists.

Eastcote Bridge

The borough has replaced a damaged footbridge between Sutton Close and Mount Park Road with £23,000 from TfL.

The original overpass was heavily vandalised in May 2007.

The new bridge has ramps and is taller to allow easier access for parents with buggies.

Mary said: "We try to think about everyone when making changes. The new bridge makes life easier for a wide range of people, including pedestrians and cyclists."

For more information, contact Mike Wiggins on 01895 250442 or mwiggins@hillingdon.gov.uk

Improving green space in Harrow

Deputy Leader of Harrow Council Susan Hall believes choosing the correct site has made Harrow's new active travel schemes possible.

The borough offers a number of off-highway routes to connect pedestrians and cyclists to facilities, parks and open spaces.

And they are launching two new projects to encourage better use of their attractive greenways network.

Susan said: "We are quite a green borough anyway, but we have identified exactly where we wanted to do extra work.

"You have to be dedicated and know that your proposed projects will bring results. We had definite ideas and the funding followed."

The first project will introduce a new all-weather 2.5-metre-wide footpath and cycle route between Rayners Lane and Alexandra Avenue, to improve connections to Newton Ecology Park.

Susan said: "It's hoped this will increase visitors to the site, which will boost its prominence and educational role in biodiversity."

The £130,000 TfL-funded project will be completed over the next two years.

In the second project, on Belmont Trail, steps are being taken to improve links between Byron Recreation Ground and Church Road following fly-tipping problems in the area.

TfL has provided £70,000 to improve the route over three years, with better fencing and surfacing.

Susan added: "These works, along with improved maintenance of vegetation, will increase patronage by walkers and cyclists, and will hopefully create an area that people treat with respect."

For more information, contact Edén Black on 020 8424 1290 or eden.black@harrow.gov.uk



Greenways feature

TFL-FUNDED PROJECTS FROM ACROSS THE CAPITAL EXPLORED



Share and share alike

Between 2008 and 2009 TfL invested £4 million to develop off-highway opportunities for people to walk and cycle.

These paths, known as Greenways, are particularly appealing to new cyclists, who may be reluctant to take to their bikes on London's busy roads.

A further £4.5 million will be ploughed into more Greenways between 2009 and 2010, so Smartmoves took a look at the work that has already been completed, to see what has been learned.



A new crossing for Hounslow

It may not be Greenway, but cyclists and pedestrians braving a narrow and hazardous railway overbridge in Hounslow will benefit from a new foot and cycle crossing.

Bedfont Road provides the only direct link between important local amenities and employment sites on either side of the Reading to Waterloo railway, but offered no designated space for pedestrians.

There have been several car accidents in recent years due to poor sightlines and restricted width. Although there have been no serious pedestrian or cycle collisions, this appears to be because most avoid this dangerous route in favour of a longer alternative.

The new bridge will cost £1.4 million. TfL provided £1 million funding through

the Local Implementation Plan (LIP) walking programme, with the balance footed by the borough.

Hounslow's Head of Transport Chris Calvi-Freeman said: "The bridge was a major barrier to increasing sustainable transport along this route."

"We have worked in close partnerships with nearby Feltham Young Offenders' Institution, with Network Rail and South West Trains and utility companies, in particular Three Valleys Water.

"The Young Offenders' Institution provided a small strip of land for one of the embankments, and Three Valleys Water provided a mains diversion during construction and subsequent reinstatement."

The new footpath will open in June 2009 and Chris hopes it will have a significant impact, on walking in particular, in this part of the borough. He said: "The new bridge was a long-held aim of councillors and we are delighted that, with TfL's support, it is about to become a reality."



For more information, contact Chris Calvi-Freeman on chris.calvi-freeman@hounslow.gov.uk

Station access improved at South Croydon

Cyclist and pedestrian access to South Croydon station has received a major boost thanks to Greenways and walking funding from TfL.

Sub-standard access has been replaced with a shared-use link from the A212 that boasts improved CCTV and lighting.

South East London Transport Strategy group Seltrans – a partnership between Bexley, Bromley, Croydon, Greenwich, Lambeth, Lewisham and Southwark – coordinated the upgrades, with Station Access Officer Andy Blake at the helm.

To complement the improved

Greenway, National Rail has completed an overhaul of the station, creating a new forecourt designed for pedestrian safety.

Andy said: "This project has worked thanks to partnership between the boroughs, TfL, National Rail, BRB and Southern Railway. It has been pretty groundbreaking in that respect."

"Seltrans has had to develop relationships with all parties and understand the needs of each and this is no mean feat."

"But the biggest hurdle we faced was land ownership, as a result of rail privatisation. We have had to work

out who will be responsible for the Greenway once it's completed. Talks about this are ongoing."

The project received funding from a number of different TfL departments: London Cycling Network, Cycling on Greenways and the walking budget.

Andy said: "We also received money from Southern Railways for a car park, and funds from London Rail. Because this vast project was broken down into manageable chunks, it was easier to access funding."

For more information, contact Andy Blake on andy.blake@seltrans.co.uk





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

Greenways feature



Pathways addressed on Hampstead Heath

The Hampstead Heath Greenways have been a labour of love for many in this leafy region.

The development faced opposition from campaign group Heath for Feet, which felt cycling across the parkland would disturb the peace and ecology of the well-loved space.

A 2007 Pedestrian and Cycle Observation Study (PACOS) by consultants Intelligent Space Atkins identified that initial shared-use routes needed improving.

Heath Superintendent Simon Lee said: "Once we had the audit results, such as people on the heath tend to walk in groups, a dedicated

management committee was formed to address the issues. There are a number of tricky points for shared use on the heath, including very steep slopes and re-surfacing issues.

"We are now in the process of some detailed design, but our biggest obstacle has been the widespread opposition to cycling.

"To combat this we have established a pedestrian and cycling work group. Here, issues are discussed and the two groups can gain a better understanding of each other's intentions. We have also worked closely with the Camden Cycling Campaign.

"People are passionate about the heath and we want to include the community as much as possible."

For more information, contact
Simon Lee on simon.lee@cityoflondon.gov.uk

TfL in the midst of shared-use research

TfL is completing phase one of a research project with consultancy Intelligent Space Atkins to evaluate pedestrian and cyclist behaviour on shared-use routes.

Promoting cycling on Greenways could cause concern among more vulnerable groups, such as the elderly or people with sensory impairments. The research will provide a toolkit to help understand the balance of users' needs and how to reflect them in design.

The report may also be used to justify the location and nature of off-highway proposals.

The project will be conducted in stages. The first stage, completed in March 2009, collected and assessed shared-space use on a range of central London and suburban Greenways. Consultations were also undertaken with user groups.

The results of phase one have been combined into a draft toolkit to review the suitability and delivery of existing and planned Greenways.

The next phase of the project is under way. This will:

- Expand upon the evidence collected in stage one
- Validate, test and improve the toolkit derived from stage one
- Develop a set of design guidance and an associated toolkit with Greenways managers
- Further consult with Greenways managers and borough officers.

For more information, contact Rob Semple on robsemple@tfl.gov.uk

For more information about TfL funding for walking and cycling-inspired projects, visit www.tfl.gov.uk/walking

After



Before



Community news

SHOPS URGED TO DO MORE FOR CYCLISTS

Retail focus for LCC

"If you had cycle parking by your shop, I'd visit more often"
Your Customer



The London Cycling Campaign (LCC) has turned its attention to making shopping easier for cyclists.

After an influx of complaints from members about the lack of shops with bike racks, the LCC printed several thousand cards (pictured) that they distributed at the Cycle Show in 2008, and posted to their members.

People were urged to forward the cards to retailers with no cycling provisions. They urge shops to do more to attract cycling custom, and point out the mutual benefits.

LCC Campaigns Manager Tom Bogdanowicz said: "I fit up to £50 worth of shopping on my bike in two panniers. Shops that don't provide these facilities will lose this business."

Although the LCC has had no system in place to measure the success of the

campaign, it has received a positive response from its members.

Tom said: "This year, we want to go further and engage directly with retailers to help them attract cycling business during the recession."

"On our website there is a sample letter that retailers can send to their local council to request nearby cycle parking. We are trying to encourage a proactive approach to making change in London."

The LCC has also successfully targeted leisure destinations in a bid to encourage a cycle-friendly city. Tom said: "We approached and advised the Tower of London, National Gallery and the Museum of Childhood. All three now have better information for cyclists on their websites, and this is a big step."

For more information, visit www.lcc.org.uk

PEDESTRIANISE FOR PROFIT

One of London's busiest streets will be a vehicle-free zone for five hours over the second May bank holiday weekend.

The western end of Oxford Street closes to traffic on 23 May between 12:00 and 17:00.

While it's the first time such a scheme has been tried in Spring, it follows the success of a similar traffic-free weekend in the build up to Christmas. On that occasion, retailers received a sales boost as 1.5 million extra shoppers hit the West End.

It also comes as a big boost to walking campaigners keen to pedestrianise busy streets in city centres.

Walk England Chief Executive Jim Walker said: "I like to refer to this scheme as 'opening Oxford Street', as it allows people more space to enjoy their shopping experience."

"Local authorities have the legal power to open more streets for pedestrians."

"Street opening programmes generally have an enormous benefit to retail



areas, mobilising communities, not only to spend pounds but potentially shed pounds by being more active.

"Hopefully this taster will give boroughs the confidence to open more streets more often to boost the

economy by literally putting London back on its feet."

For more information on New West End Company's 23 May traffic free event, visit www.oxfordstreet.co.uk



Award for school liberated by travel plan

Moselle Special School in Tottenham has received the Transport and Mobility Guardian Public Services Award for its holistic approach to School Travel Planning.

Its School Travel Plan (STP), supported by Haringey Travel Team, dramatically increased the number of pupils who travel independently to school. The children are aged 4 to 16 with learning difficulties and/or autism.

To encourage cycling, the school bought specialist bikes with TfL funding, and taught pupils to ride independently.

Pupils also worked with the Neighbourhood Initiative Foundation to make a model of the local area and identify barriers to independent travel, such as unsafe crossing facilities, poor lighting and dog litter.

The school forged important links with Road Safety Education and Sports England, who provided support and advice. It also sought help from the Suzy Lamplugh Trust and Metropolitan Police Safer Neighbourhoods Team regarding personal and local safety, and for community police liaison.

In an innovative twist, teachers were also encouraged to walk or cycle, car share or use public transport. Pupils encouraged participation; they checked

staff had travelled sustainably to work and rewarded them with a piece of organic fruit, grown in the school garden. As a result, 80 per cent of staff now leave their cars at home.

Sarah Doyle, Moselle School Deputy Headteacher, said: "We have been truly liberated by the success of our sustainable travel initiatives. It is as worthwhile for a young person with Down's Syndrome or severe autism to sit on a trike for the first time as it is for one of our more able teenagers to become an independent traveller with their own Oyster card.

"The children have been enthusiastic throughout. Some parents were fearful, but we put their minds at rest by inviting them to see our work, and work alongside us. They could talk to pupils who had developed the skills and confidence their own child was working towards, and see the difference.

"Securing funding can be tricky, but the School Travel Team was incredibly helpful.

"My advice to anyone working on a STP would be to come and visit Moselle school, be creative and be persistent!"

For more information about Moselle School, call Sarah on 020 8365 8250, or email sarah@moselle.haringey.sch.uk

FORUM TO SUPPORT DISABLED CYCLISTS

The London Disability Cycling Forum is holding four meetings a year to improve contacts and communication among organisers of cycling provision.

The forum, supported by the London Sports Forum for Disabled People, the London Cycling Campaign and Transport for London, was set up in March 2007.

The meetings, held in the evening, last two hours and are open to anyone interested in exchanging information and raising issues.

Forum Chair Janet Paske said: "We want more disabled people to know that cycling could be an option for them. The forum aims to ensure people involved in cycling services think about disabled cyclists too.

"It's a valuable event for building contacts, and a good place to find out what's happening in different boroughs."

The next forum is Wednesday 22 July with the venue to be confirmed.

For more information, visit tinyurl.com/DisCyc or contact Janet Paske on 020 7346 8482.



Supporting schools

TfL's School Travel Planning team has developed eight education resources to enable secondary-school students to learn more about cycling.

Each resource uses four projects to address cycling within a particular subject: geography, design technology, maths, English, science, history, PE and citizenship.

Leon Girling, Project Manager at TfL's Smarter Travel Unit, said: "The resources help teachers meet the requirements of the newly-structured National Curriculum. Each links to the Qualifications and Curriculum Authority scheme of work and wider government initiatives."

All London schools will be sent the resources by June. TfL will also send copies to local authority, education and highways departments across the region.

For more information, contact Leon Girling on 020 7126 3254 or email leongirling@tfl.gov.uk

News

Towing away path friction



Joseph will patrol 100 miles of British Waterways towpaths

British Waterways and Transport for London have employed their first towpath ranger to help build a peaceful relationship between cyclists and pedestrians.

Joseph Young, who has previously worked as an anti-social behaviour officer, will patrol towpaths throughout the capital.

He said: "My role is mainly about education and promoting consideration for other users – encouraging them to share the towpaths amicably and enjoy all the benefits they bring cyclists and walkers in the Capital."

Joseph focuses his work around the Regent's Canal, which stretches from Paddington in the west to Limehouse in the east, greeting commuters along the waterways in his bright blue jacket.

He added: "From the people I've spoken to so far, they seem to like having someone to speak to and the reassurance of a customer service face."

Joseph is also a volunteer ranger for sustainable transport charity Sustrans. The organisation has around 70 rangers across London, who act as the eyes and ears of the National Cycle Network, reporting problems such as wear and tear.

Sustrans Volunteer Coordinator Katie Aartse-Tuyn organises the troupe of walking and cycling volunteers across the south of England.

She said: "The scheme has been in place for 10 years and has been successful from the word go. We have always found it easy to recruit volunteers because people tend to be incredibly passionate about maintaining the paths they use.

"We target these enthusiastic individuals on the website and with leaflets and press releases. But the best thing is that the rangers, in turn, promote cycling to individuals that may never have considered getting on a bike, with community days and displays. It's an excellent way to reach out into the community."



For more information about British Waterways, call 020 7985 7200. For more information about Sustrans volunteers, contact Katie at katie.aartse-tuyn@sustrans.org.uk or call 0117 9150 110.

DATES FOR THE DIARY

18-22 May – Walk to School Week – Living Streets annual event to encourage walking among school-age children. www.walktoschool.org.uk

23 May – West End VIP Day – London's shopping nucleus goes car free. www.oxfordstreet.co.uk

29 May-6 June – Change Your World Week – Sustrans' nationwide campaign to encourage people to swap just one car journey a week for a more sustainable transport method. www.changeyourworld.org.uk

30 May – Ramblers' Get Walking Day – A national event to encourage more people to walk as part of everyday life. www.ramblers.org.uk

30-31 May – Walk London's Spring Into Summer Walks – A weekend of free led walks. www.walklondon.org.uk

5 June – World Environment Day – Annual United Nations event to stimulate worldwide awareness of the environment and enhance political action. www.unep.org/wed/

13-14 June – Open Garden Squares Weekend – The one weekend a year when private London garden squares are open to the public. Organised by London Parks & Gardens Trust and sponsored by TfL. www.opensquares.org

13-21 June – National Bike Week – UK's largest cycling event, providing an opportunity to promote cycling as a source of fitness and fun, and an alternative form of transport. www.bikeweek.org.uk

21 June – Enfield Cycling Show – Borough event to encourage all sections of the community to take up or return to cycling. www.enfield.gov.uk/cycling

19 July – London Bikeathon – A two-wheeled day out in the Capital. www.londonbikeathon.co.uk

22 July – London Disability Cycling Forum – A meeting to discuss cycling provision for disabled users. www.wheelsforwellbeings.co.uk

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,

www.britishcycling.org.uk

Tel: 0870 871 2000

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'.

www.ctc.org.uk

Tel: 0870 873 0060

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

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

Tour of Britain 2008

Website charting the routes, dates and host locations of the Tour of Britain cycle race. Next race on 12-19 September 2009.

www.tourofbritain.co.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.

tfl.gov.uk

Walk21

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

Tel: 01684 773946

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 7820 1010

www.walkingworks.org.uk