

Promoting active travel in London

August 2009 Issue 11

# Smartmoves

London

## Scoring a strike

As union action threatened to grind London to a halt, walking and cycling prevailed

**Pressing issues**  
Maximise publicity

**The big apple**  
Active travel from across the pond

MAYOR OF LONDON

Transport for London



# News

# Londoners turn over **new leaf**

**Nearly 200 gardens opened their gates to the public in this year's TfL-sponsored Open Garden Squares Weekend, and hordes of inquisitive visitors flocked to the exhibits on foot or by bike.**

The event, on 13-14 June, offered the chance to explore gardens across the Capital that aren't usually open to the

public, and most of them were accessible on foot, by bicycle or on public transport.

Chhavi Lal and Ruchita Jagzap, both urban design students at University College London, joined a guided walk around gardens in Bloomsbury – one of four organised walks over the weekend.

Chhavi said: "This is fantastic! Can TfL run this every weekend?"

"The design of some of the gardens and how they fit to the environment is really relevant for our course. We've often looked into Mecklenburgh Square, but this is the first chance we've had to walk around it.

"Walking between the main featured gardens also meant we learnt about some other squares and architectural features along the way that you'd never see from a car."

Visitors to the TfL roadshow in Russell Square could identify better ways to travel to work and for leisure, and were encouraged to make a pledges to build more active travel into their day.

Jean Jerram said: "I use the car far too much, so I've pledged to walk more. The Walking Journey Planner tool looks really useful.

"London is a very green city and the best way to explore the gardens and the architecture is on foot. This event and the guided walks have inspired me to do that more."

London Cycling Campaign (LCC) held a led cycle ride between some of the gardens. More than 40 people took part.



To celebrate our Summer of Cycling (more on page 16), TfL's cycling pages have had an overhaul. See the results at [www.tfl.gov.uk/cycling](http://www.tfl.gov.uk/cycling)

## Smartmoves

**Issue 11 August 2009**

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**Editor:** Tory Frost

AB Publishing, 24-26 Great Suffolk Street, London SE1 0UE

**Tel:** 020 7922 5659

**Email:** [smartmoves@abcomm.co.uk](mailto:smartmoves@abcomm.co.uk)

**TfL contacts:** Andrea Geib or Elizabeth Claridge, Cycling, Walking and Accessibility

**Email:** [smartmoves@tfl.gov.uk](mailto:smartmoves@tfl.gov.uk)

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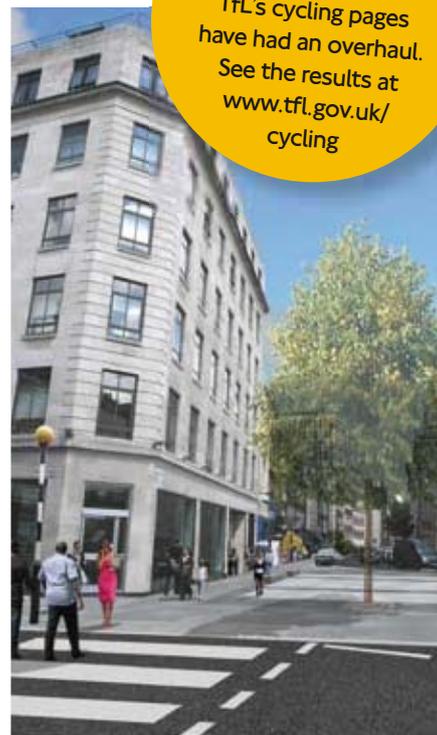
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See more news on the TfL website:  
[www.tfl.gov.uk](http://www.tfl.gov.uk)



# Active travel aids strike confusion

**Thousands of Londoners were determined not to let a two-day Tube strike get the better of them.**

TfL provided the public with information about walking and cycling options, as well as public transport alternatives to the Tube. Walking and Cycling Journey Planners were prominent on the TfL website, and four temporary cycle parking facilities were set up including one at London Bridge station, which has now been installed permanently.

Walking maps with 15 and 30-minute walking time areas marked out were distributed at mainline stations to help people continue their journey on foot.

The LCC organised Bike Tubes – led group rides that offered safety in numbers in the traffic and guidance for cyclists riding into the city for the first time. TfL supported the LCC and their volunteers handed out cycle guides at ride starting points.

The groups left from organised points in Brixton, Finsbury Park, Mile End,



**Commuter Chandni Prusty at London Bridge said: "I found the walking maps really useful. It's the first time I've walked this route, I usually travel by Tube. Today there were people from TfL everywhere to help so it wasn't a problem."**

Hammersmith and Camden were guided into central London along suitable routes.

LCC spokesperson Lucy Cooper said: "The Bike Tubes were a real success, as experienced cyclists showed novice riders the safest way into work.

"Over 11,000 people logged onto the website to get support on safe commuting by bike, and owing to the success we fully intend to run Bike Tubes again over summer."

Living Streets' Walking Works campaign promoted active travel during the strike and eased the congestion on buses by encouraging commuters to get off the bus a stop early and walk the rest of their journey.

For more information about LCC's campaign, visit [www.biketube.org.uk](http://www.biketube.org.uk) or email Lucy Cooper on [lucyc@lcc.org.uk](mailto:lucyc@lcc.org.uk)

## **SUPERHIGHWAYS PEDAL AHEAD**

**Collaboration between Transport for London, project leaders and borough officers across London is helping the Cycling Revolution to power ahead.**

Mayor of London Boris Johnson has unveiled proposals for two Cycle Superhighways routes to be completed by May 2010 and a further 10 by the end of 2012.

The Cycle Superhighways will provide safe, direct and continuous routes into central London from the outer boroughs, reducing congestion, relieving overcrowding and cutting vehicle emissions.

TfL's Programme Director Nigel Hardy has praised the London boroughs' work so far. He said: "The programme is complex and requires conversation and agreement with many different interested parties.

"A series of workshops and face-to-face meetings received an encouraging overall response, especially from the boroughs.

"It's a challenging task to deliver the first two routes by next year and I'd like to thank everyone involved so far for their commitment, and the borough officers for their willingness to work in partnership with us."

The two pilot routes – due to launch by May 2010 – are from South Wimbledon to the City via the A24 and A3, and Barking to Tower Hill using the A13 and Cable Street.

For more information call **Joshua Martin**, TfL's Consultation and Communication Manager, on 020 3054 1560 or email [joshuamartin@tfl.gov.uk](mailto:joshuamartin@tfl.gov.uk)



### **DID YOU KNOW?**

Living Streets promoted active travel during the strike by encouraging commuters to get off the bus a stop early and walk the rest of their journey.

## News & views

### My view HEALTH

by **Hilary Ross**, 2012 Programme Director, NHS London.

## Ready to Go London



The Go London programme is now under way, with our strategy to encourage a more active London published in July.

Go London is supported by TfL and will capitalise on the festive atmosphere of the London 2012 Olympic and Paralympic Games by targeting the 50 per cent of Londoners that are inactive. This will continue up to the 2012 Games and beyond.

The spirit of the event will be infectious. We want people to see it not simply as a competition of elite sport, but as a celebration of activity. We hope it will trigger a movement – in more ways than one – across the city, but we need boroughs' help.

We have conducted research into how the 2012 Games can change behaviour, and the results are incredibly positive. The study showed that if we can get people to see the 2012 Games as more than a sporting event, we can encourage them to adopt healthier lifestyles by becoming more active. And that's what we intend to do.

Go London has teamed up with Change4Life for a series of 10 roadshows across London, including the Croydon Summer Festival and Lambeth Country Show. The events give us a chance to get into the community and reach out to people who may not have considered what the London 2012 Games will mean for them. Visit [www.thinkfeetfirst.com](http://www.thinkfeetfirst.com) for details of all the roadshows.

Go London has set the wheels in motion for a more active London, but it is borough officers and active travel professionals who will cement London's future as a leading light in walking and cycling. I hope we have you on board.

For more information about Go London, visit [www.london2012.com](http://www.london2012.com)

## Walkwell worth it

**The London Borough of Hammersmith & Fulham has been running Walkwell walks twice a week to encourage active travel among its communities.**

It launched the organised walks to promote a healthier lifestyle in 2004, with funding from Natural England.

But two years ago, financial support was reduced and the walks are now self-funded by Hammersmith & Fulham council.

Volunteers lead the walks on Tuesdays and Fridays, offering enthusiastic walkers the chance to adopt a healthier lifestyle and travel around the borough by foot.

Sports Development Health Co-ordinator Debbie Peters said: "It's been tough since we lost funding for the project, but it's definitely worth it. I'd recommend it to any other borough. We've seen an increase in people's physical activity.

"The key to success is to value your volunteers. They help to make it



happen and without them we'd have no chance.

"I think it's a great way to encourage healthy living and active travel. It's also good for people in the community to get together and socialise."

For more information, email [debbie.peters-mill@lbhs.gov.uk](mailto:debbie.peters-mill@lbhs.gov.uk) or call 020 7736 1724.

## MAPS SHOW ROUTE TO HEALTH

**A new map showing walks around Redbridge has been launched, to promote fitness to residents.**

The leaflet – which accompanies the borough's fifth annual Walk to Health programme – gives pedestrians a number of different routes to enjoy around the borough. Walkers can choose between easy, medium and difficult route levels.

Available at local libraries, council offices, doctor surgeries and schools, the guide offers information on where each of the 10 featured routes starts, the equipment needed, step counts, calories burnt and time it will take.

Funded by TfL and Living Streets for just £5,000, the local walking maps are a cheap way to encourage residents to explore their borough by foot.

Senior Engineer Scott Wilding is happy with the project. He said: "We've produced a cycling guide since the 1990s and it has always been really popular – so we decided to give it a go for walking.

"Sometimes people just need a little push. It's a really inexpensive project and we're already seeing more people out and about around the borough – I think it's going to be a great success."





See more news on the TfL website:  
[www.tfl.gov.uk](http://www.tfl.gov.uk)

## News & views



### Ten per cent of the Olympic Park construction workforce is walking or cycling to work.

Take-up was measured with a survey of workers' travel habits.

The Olympic Delivery Authority (ODA) arranged for Dr Bike to visit the Olympic Park in June to offer free bike checks and maintenance advice to the 4,500 construction workers. Police officers from the Olympic Park Support Unit also visited to discuss crime prevention and bike security.

But it's permanent walking and cycling facilities that have made the biggest difference to encouraging active travel. The ODA has provided more

than 400 cycle parking places, cycle and walking maps, advanced stop lines at junctions for the north and south plaza and designated cycle lanes.

Sustainable Modes Transport Manager Simon Jay said: "We want to make it as easy as possible for workers to travel actively to the site, as part of our commitment to hosting a sustainable Olympic and Paralympic Games."

This home-turf success coincides with the ODA's promise to get five per cent of spectators using active travel to London 2012 events.

For more information, visit [www.london2012.com](http://www.london2012.com)

## A WIN FOR WANSTEAD

A pedestrian-friendly project in Wanstead has proved a hit with locals.

The Wanstead High Street and Christchurch Recreation Ground project delivered a pilot of the Key Walking Concept, as reported in the last issue of *Smartmoves*.

The work aimed to improve safety in Wanstead Green by installing a high specification of lighting design.

After completion, the project was closely monitored, and Redbridge Council is reporting a 75 per cent increase in pedestrian use during the day, and an impressive 122 per cent increase after sunset.

For more information, email Scott Wilding at [scott.wilding@redbridge.gov.uk](mailto:scott.wilding@redbridge.gov.uk) or call 020 8708 3572.

## My view WALKING

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

### Let's show Canada how it's done



I've just been on a tour of Canada and, as part of an international team of experts, I gave advice to towns and cities that are keen to encourage more people to walk, but don't know where to start.

I can't help but be frustrated that we don't look at the grassroots of walking more often at home. Across the city, there are transport and health professionals so busy delivering, they've taken their eye off whether projects are actually effective. So how can we better deliver Mayor Boris Johnson's quest to make walking count here in London?

The London Borough of Tower Hamlets is already giving this some thought. Having recently received Healthy Town funding, it took time to talk to the local community, review what existing projects are in place and see what works, before investing in new schemes.

While I'm convinced other boroughs could take this approach, I'm also sure there is a role for the Mayor to support and steer such reviews. I was delighted to see Director of Integrated Programme Delivery Ben Plowden, on the second day of his new role, bring people together to ask exactly how we can make a difference. Let's make sure we give these

blossoming Canadian cities a run for their money at being one of the most walked cities in the world!

## Design training available

A new round of TfL's pedestrian design training kicks off in November, offering three modules: walking and accessibility schemes, accessible streets and designing for pedestrians using PERs.

All modules are free on a first come, first served basis, and are open to TfL, borough and consultancy staff.

For dates and more information, visit the borough extranet sites or contact Lucy Farrar on 020 3054 0873 or [lucy.farrar@tfl.gov.uk](mailto:lucy.farrar@tfl.gov.uk)

## News



# Design makes Camden PROJECT BLOOM

**Camden Council is on target to deliver the Bloomsbury parallel initiative scheme by 2012.**

Project Manager Louise Bond believes good communication of the in-depth designs has helped keep the project on track.

The ambitious project, which will see improved pedestrian and cycling links along the A4200 between Vernon Place and Euston Road, got the green light in October 2008.

Stakeholders and local residents were invited to three discussion workshops to formulate ideas for the project, followed by formal public consultation across the area. TfL supported this with £285,000 of funding last year and a further

£485,000 for 2009/10.

The northern section of the route was completed in July with wider footways and improved zebra crossings.

Louise said: "We're delighted with the progress so far. I think the key lesson is getting stakeholders involved early in the development of designs."

Similar work will be completed across the southern section but, for now, focus has turned to converting Russell Square to two-way operation, with wider footways and better pedestrian crossings.

For more information, contact Louise Bond on 020 7974 5543 or email [louise.bond@camden.gov.uk](mailto:louise.bond@camden.gov.uk)

### TfL and Sustrans go green together

Sustrans has teamed up with TfL to help deliver Greenways across London.

The partnership will see Sustrans adopt a 'sector leadership' role for Greenways delivery, working closely with boroughs and authorities to prioritise, implement and manage key routes over the coming years.

For more information, contact Sustrans' Greenways Manager Matt Winfield on 020 7017 2354 or [matt.winfield@sustrans.org.uk](mailto:matt.winfield@sustrans.org.uk)

### School-run stats

Research by Living Streets has outlined the advantages of walking to school.

The study showed children who are walked by parents enjoy more valuable social time with family and peers.

A second study by the walking charity showed a mere 24 per cent of office workers manage 15 minutes walking a day.

For more information, visit [www.livingstreets.org.uk](http://www.livingstreets.org.uk)

## WORKPLACE CYCLE CHALLENGERS REACH THE SKY



**British Sky Broadcasting (BSkyB) won this year's Workplace Cycle Challenge after pedalling 62,606 miles.**

Companies from across London logged their daily cycle mileage on the scheme's website, where a league table measured each company's success.

BSkyB beat 256 companies – their combined journey was the equivalent of three trips to Sydney and back.

Ben Plowden, TfL's

Director of Integrated Programme Delivery, said: "I'm pleased to see so many companies entering the Workplace Cycle Challenge this year. Almost a million miles were commuted by bicycle in just one month. I hope those introduced to the benefits of cycling as part of the challenge will take it up as a regular way to get work."

For more information, email Casper Jack on [casperjack@tfl.gov.uk](mailto:casperjack@tfl.gov.uk)

## Barnet teaches kids to be safer walkers

**The Borough of Barnet hopes to teach children better road sense through its Safer Moves scheme.**

The pedestrian skills training offers eight and nine-year-olds a series of practical lessons.

This year, 45 schools took part, giving more than 2,000 pupils lessons in road furniture, different road users and safe ways to cross.

Barnet's Road Safety Officer Janice Jones said: "So many children travel in a vehicle. It's key that this training is delivered at an age when their understanding and perception of speed and distance develops.

"At some schools, getting parents to volunteer can be difficult. Helpers are needed to take pupils out of school when

discussing a safe place and way to cross. This has been our biggest challenge."

"Our biggest success is the number of schools that have signed up – it could encourage Barnet's next generation to walk more often."

For more information about the Safer Moves scheme, email [road.safety@barnet.gov.uk](mailto:road.safety@barnet.gov.uk)



# Pressing the right buttons



**Smartmoves** speaks to NHS Communications Manager Malcolm Bennie to find out his top tips for press success.

**Communicating messages to the public can be an essential part of business. Whether you need to promote an event, communicate a change in procedure or generate support for a project, your press team can help.**

Press and communication teams are experts at delivering your corporate messages to the people who matter, and a little extra knowledge can help you to maximise their skills.

"If you are enthusiastic, you will get the best out of your press team – we'll do most of the work, but if you can do a little bit first, we get the ball rolling much quicker," said Malcolm.

First, give your team a clear idea of what it is you want them to communicate: the message you want to get across in your publicity or promotion.

Malcolm said: "Clarity is one of the most important issues we face. Before you approach your press team you could do some thinking about what it is you want to achieve.

"It's great for us to have an idea of exactly what we're promoting. The last thing you want to do is get the communication wrong.

"Press teams can do a lot to help you, but we need just a little assistance to get inside your story."

Involving the press office in your team will also help them work effectively. Let them see and explore your work. They'll devise a better strategy this way.

Malcolm added: "We love advance notice. People think 'we need to get some press coverage', but it can be too late and there's nothing we can do.

"Give us a chance to feed into the event. We've got ideas about how

people in the public and across the organisation will get a buzz out of whatever you're doing. Our job is to pick out the interesting points of your work – let us do that.

"You should be prepared to welcome us along to your place of work. People often don't give us all the information we need over the phone, so a visit makes sure nothing gets missed.

"If there's flexibility, and delivery and press teams work together, there's scope for the results to be fantastic."

## **MALCOLM'S TOP FIVE TIPS TO GET THE BEST FROM YOUR PRESS TEAM**

- **Clarity:** be clear on what you want to communicate and who you want it to reach
- **Approachability:** let the press team come and visit your department. Be prepared to talk to them
- **Proactive:** let them know what you are doing. Keep them updated on projects. They'll do the rest
- **Organisation:** give them enough time and warning to communicate your messages. Don't spring it on them at the last minute
- **Flexibility:** be open to new ideas. Allow the press team to spice up your event. Use their expertise, don't restrict them.



# Bike week

pedal towards a more active future

Londoners were urged to hop back onto their bikes and become more active during this year's Bike Week in June.

The Capital hosted group rides and cycle fairs to encourage everyone to shift from four wheels to two. Cycle training was also offered to boost riders' confidence on the road.

Various boroughs, workplaces and cycling groups collaborated to bring the schemes together and increase active travel.

Smartmoves caught up with a couple of event organisers to find out how their week went.

## Morning breaks on Midsummer Madness

Midsummer Madness took place on the eve of the summer solstice. Cyclists were invited to take part in an early morning bike ride, starting at Cutty Sark Gardens at 2am.

Together they rode to the City, picking up more cyclists at Southwark Needle, stopping for a coffee in Soho and ending up at the top of Primrose Hill for sunrise at 4.43am.

Barry Mason, Co-ordinator of Southwark Cyclists, organised the event, as he has every summer solstice for the last 10 years.

He said: "This year's event was really successful with 350 people turning up. It's easy to organise, I just advertise on our website and do it. It's very spontaneous so it just needs leadership.

"It's designed to be inclusive and to encourage new people to cycle as well. As it's at night, and the roads are empty, we thought it might attract people who don't usually cycle.

"When we cycled over London Bridge, I looked back and saw the whole bridge full of cyclists. The city was so quiet, there was no traffic at all – London looked fantastic."

For more information on Southwark Cyclists, visit [www.southwarkcyclists.org.uk](http://www.southwarkcyclists.org.uk)



## Tings can only get better

British Waterways Towpath Ranger Joe Young has been heading the Two Tings campaign, which prompts cyclists to 'ting' their bell twice when riding close to walkers, to help both parties get along better.

Joe is based alongside the Regent's Canal in Islington to promote safe shared use of the towpath.

Bike week activities along the towpath included an artist-commissioned painted hole

on the ground. The optical illusion aimed to stop fast-peddling cyclists in their tracks, raising awareness of towpath safety.

Joe said: "This week, I've been trying to promote cycling on the towpath. I've also been stopping cyclists and pedestrians to ask them about their behaviour when using the space.

"When I first started my role as a Towpath Ranger, I met as many contacts as I could





See more news on the TfL website:  
[www.tfl.gov.uk](http://www.tfl.gov.uk)

## Bike Week feature



### Bike medic who never tyres

Mobile Mechanic Tony Congdon, aka Dr Bike, was on hand to give cycles the once over at various locations across the Capital.

Working to a tight schedule of one bike every 15 minutes, Dr Bike repaired a total of 12 bikes at his St George's Hospital base in Tooting.

"There's definitely a market for it," said Tony. "Every event I've done, I've had to turn people away towards the end as I just don't have enough time to see to all the bikes. Sometimes, if I have a spare half an hour, I squeeze in a couple more appointments."

The Tooting Safer Neighbourhood Police team was also at St George's Hospital for Bike Week.

They marked people's bikes with permanent UV pens so if they are stolen, the police can find the owner from the postcode under the crossbar.

PC Josh Taylor said: "We're here to encourage people to get out on their bikes more and might entice them to do so by providing this extra service."



For more information on Dr Bike, visit [www.pedalmedic.com](http://www.pedalmedic.com)

### Wandsworth the biker borough

Bike day at Wimbledon Bridge House saw Pedal 4 Health Owner and Cycle Instructor Fred Ellis lead a number of taster sessions with cycling novices.

Fred took people out in groups of three and showed them how to become more confident on their bikes, as well as giving them advice on road safety.

Ted Poulter, Physical Activity Lead, Public Health Department, NHS Wandsworth, organised the event.

He said: "It's our job to promote physical activity throughout the workplace and the borough of Wandsworth."

"Jakub Bojczuk, Senior Travel Plan Co-ordinator for SWELTRAC, helped Fred and I organise the event.

"It was very straightforward and we didn't come across any obstacles. It's not just something other boroughs can do, but other companies and businesses can get involved too, to encourage their employees to cycle to work."

Fred has also been working with NHS Wandsworth on The Wheel Thing project, which aims to teach people to cycle safely and have fun.

The cycle sessions are for parents and children to attend together.

"I'm working with a Primary Care Trust to encourage people to cycle in Wandsworth," said Fred. "We are trying to tackle health issues with overweight children and get families more fit."



from the local boroughs and Sustrans to see how we could work together. I think it's paid off as I haven't really come across many obstacles and TfL has been really supportive."

For more information on the Two Tings campaign, visit [www.waterscape.com/twotings](http://www.waterscape.com/twotings)

For more information, contact The Wheel Thing on 020 8812 7614 or email [getactive@wpct.nhs.uk](mailto:getactive@wpct.nhs.uk)

## Cycling news



Left: Barry enjoys a day-break bike ride through London – for more on this see pages 8&9



# Cash boost for Southwark Cyclists

**Volunteer group Southwark Cyclists has earned more than £1.5 million in funding for cycle and disability access projects across Bermondsey and Rotherhithe.**

The 15 innovative schemes to improve active travel in the borough have been accepted after key partnerships were struck with groups such as Southwark Living Streets, Bermondsey and Rotherhithe Green Enthusiasts (BARGE) and the Southwark Disability Group.

Included in the project, £20,000 will be put towards improved walking and cycling links between Rotherhithe Old Road and Surrey Quays, as well as £200,000 for better routes round Alscot Road and Mandela Way in Bermondsey.

A further £150,000 will go on the cycle

park through Surrey Dock farms, while in Bermondsey £250,000 will be used to renovate parts of the Thames Path.

Barry Mason of Southwark Cyclists said: "The victory stems from a lot of detailed work and excellent partnerships.

"The big lesson here is for other boroughs to reach out to groups across your area. You've got to be quick and professional. You have to get in there and do it.

"We are always on the lookout for good partnerships and it seems to have paid off. It's all about being active and seeing opportunities."

For more information, contact Barry Mason on [barrymasonuk@googlemail.com](mailto:barrymasonuk@googlemail.com) or 07905 889 005.

## Cycle hire to get grand unveiling

**The Cycle Hire scheme will be unveiled at this year's Cycle Show at Earl's Court on 8 to 11 October.**

Visitors will be able to test the Cycle Hire bicycles on a trial track at the TfL stand.

Information will also be available about the Cycle Superhighways, which will also launch in May 2010 (for more information see page 3) and TfL's Catch up with the bicycle campaign (find out more on page 16).

Work on the Cycle Hire scheme continues at pace. TfL has already submitted over 200 planning applications to the nine partner boroughs and the Royal Parks, and a number of approvals have been received.

A service provider will be appointed this month, and once all the applications have been approved, the work will begin.

For more information about the Cycle Hire scheme, visit [tfl.gov.uk/cycling](http://tfl.gov.uk/cycling)

To buy tickets for the Cycle Show, visit [www.cycleshow.co.uk](http://www.cycleshow.co.uk).



## CYCLING SUCCESS FOR WALTHAM FOREST

**More than 300 keen cyclists took to the streets for this year's Tour de Waltham Forest, making 2009 the most successful event yet.**

The tour included three guided bike rides of different lengths around the borough. The six-mile route encouraged more people to cycle; packs with bike bells and information were handed out to get novices started.

Now in its fourth year, the event attracted all ages and experiences, with people travelling from across London to join in.

One member of the 20-mile troop, Steve Mansfield, travelled from Romford in Essex.

He said: "It was a great day out and perfect weather for it too! In all honesty, I didn't really

know there was all this open space in Waltham Forest, so it's opened my eyes a little – it was great fun."

Visitors also enjoyed

the sun in Walthamstow Town Square, where they could try out new bikes, get their old ones repaired and enjoy free training sessions.



Tour de Waltham Forest is arranged as part of Waltham Forest's Olympic programme. For more information on how you can get involved in the 2012 Games, call 020 8496 3000 or visit [www.walthamforest.gov.uk/2012](http://www.walthamforest.gov.uk/2012)



# New York – a new vision

**When you think of transport in New York, the first thing that comes to mind is probably a famous yellow cab. But this is set to change if Mayor Michael Bloomberg has his way.**

In a sustainability plan that sets out how New York will develop until 2030, the Bloomberg administration is starting to revolutionise the way locals think about travel, specifically walking and cycling.

The infrastructure is already starting to match this vision, with the most visible change being the dramatic opening of New York's busiest junction, Times Square, to pedestrians.

Large sections of the area have now been closed to vehicles, in a move that city officials hope will reduce pollution and pedestrian accidents, and ease traffic flow.

The move was met positively by local residents, who revelled in the increased public space, in a city where places to stop and watch the world go by are a rare commodity.

Change comes as New York faces a million more residents by 2030. The amount of road that has been allocated to vehicles across the city is simply not viable for the future, and space is being reallocated to allow residents to travel more efficiently – on bike and foot.

The PlaNYC policy is being delivered by Commissioner of the Department for Transport Janette Sadik-Khan. Speaking to Streetfilms.org, she said: "We need to take a different approach to our streets."

A junction between 23rd Street and Madison Avenue was once the longest pedestrian crossing in the city. The streetscape has now been re-engineered to create 45,000 sq ft of public space. Janette said: "Here, there's iconic architecture like the Flat Iron Building and Empire State Building all around, and now there's a place to sit, have a cup of coffee and enjoy the space."

On Broadway Boulevard, seven blocks have been reclaimed by pedestrians and furnished with tables and chairs. These are maintained by local businesses, which understand that the pedestrian space will increase footfall to their stores.

Janette said: "Before it was even finished, we had marked the space with orange cones and people were walking between them – that's how hungry pedestrians are for public space."

And at Gansvoort Plaza in the Meatpacking District, another public space has been created that is surrounded by revolutionary roads. Pedestrian areas are marked with huge heavy planters, decorating the streetscape



while improving walkers' safety. The surrounding roads are much more inviting to cyclists, and the new layout is working.

Janette said: "Feet are driving the traffic pattern here. If we design for people, pedestrians and cyclists, motorists will follow suit."

But perhaps the most clever reform in the city is the fully protected cycle lanes on Ninth Avenue. Parking lanes that used to line the pavement have been moved in between the vehicle and cycle lanes, giving cyclists their own safe space on the road, without commandeering any extra space, or robbing pavements from pedestrians.

In Commissioner Sadik-Khan's own words: "This is the epitome of a complete street."

For more information, visit [www.nyc.gov/dot](http://www.nyc.gov/dot)

For more information about liveable streets in the USA, visit [www.streetfilms.org](http://www.streetfilms.org)



Gansvoort Plaza

## Walking projects feature

# Walk this way

London has enjoyed sweltering temperatures this summer, prompting locals to don their trainers and take to the streets.

Infrastructure improvements across London continue to make life easier for pedestrians, so *Smartmoves* took a closer look at four projects.



### Kensington and Chelsea flex for walkers

The Royal Borough of Kensington & Chelsea has banked on experience to ensure one of the busiest tourism and shopping destinations in London becomes a thriving public space.

The project will cost £900,000 and is funded by the council, TfL, Harrods and Quinlan Private. It will see the northern section of Hans Crescent improved for Knightsbridge's numerous pedestrians by December 2009.

The whole public space will be paved in high quality natural stone. A council spokesman said: "It's essential to employ experienced designers and contractors with specialist knowledge of natural stone. Laying it is very time consuming, but it's attractive and will be enjoyed by future generations."

Street lighting will also be improved, and trees and public seating installed. New traffic management measures will give pedestrians greater freedom of movement.

For more information, contact Ian Buckingham on 020 7361 2798 or email [ian.buckingham@rbkc.gov.uk](mailto:ian.buckingham@rbkc.gov.uk)



### Blackfriars bank ramp success

Pedestrians can enjoy the beauty of the Victoria Embankment more easily since the Blackfriars Ramp Extension was completed in March 2009, as part of the Riverside Walk Enhancement Strategy.

Developed by the City of London and funded by TfL and the Cross River Partnership, the project aimed to improve accessible connections between the riverside and the rest of the city.

The scheme was launched in January after it was revealed the former ramp was too steep to comply with the latest building regulations, making it

uncomfortable for users.

As well as easing the incline, the £174,000 project has widened the ramp, allowing two pedestrians to pass. New reflective lights and curved mirrors were also added to create a lively feel.

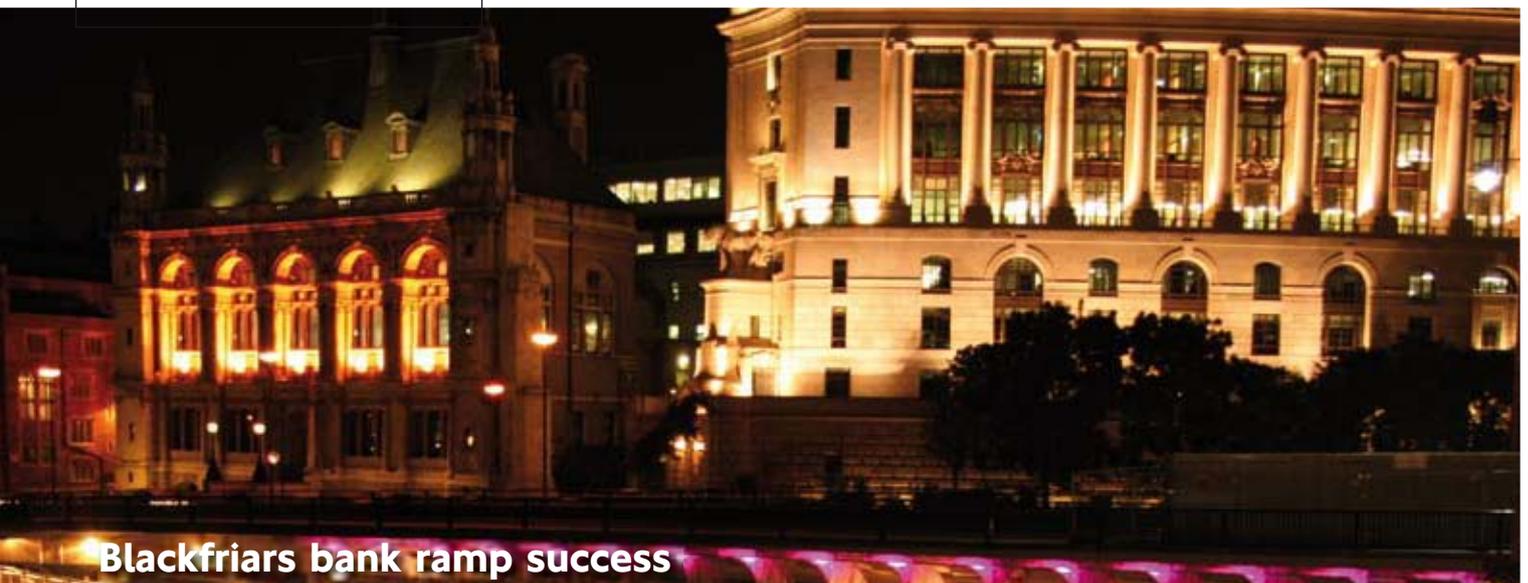
Project Officer Clarisse Tavin said: "The project has been a great success, providing functional and visual enhancements. The reflective mirrors are particularly successful; they add a playful element, and let pedestrians see the Thames from a new perspective.

"The walk along the riverside is

now more fluid and the environment has improved. The area is more pleasant thanks to the reflector/light installation, and is safer at night.

"It was a real challenge to complete the project within the timescale, and manage pedestrian access during the works period. But good working partnerships and having a great design at an early stage helped us reach our goal."

For more information, contact Clarisse Tavin on 020 7332 3634 or email [clarisse.tavin@cityoflondon.gov.uk](mailto:clarisse.tavin@cityoflondon.gov.uk)





Artist's impression

## Partner power

The Clear Zone Partnership is delivering an improved walking corridor between Covent Garden and Holborn.

Camden, Westminster and the City of London are working in partnership to improve part of the corridor this summer.

In the past, vehicles dominated the Great Queen Street and Drury Lane junction. But the four-year project – which saw the removal of traffic lights – has made the area into a de-cluttered, shared space.

Senior Transport Planner for Camden Tim Long said: “The Clear Zone Partnership has been very successful in helping us reach our aims. It has helped us establish ways of working and confidence within the boroughs to deliver these cross border schemes.

“The Great Queen Street scheme should greatly encourage active travel. It is far easier for pedestrians to cross the road now they have wider footways. The project has also created a new public square with benches, bins and a landmark tree.

“We faced a lot of challenges, which were solved by partnership working and attention to detail.”

**For more information, contact Tim Long on 020 7974 2345 or email [tim.long@camden.gov.uk](mailto:tim.long@camden.gov.uk)**



## Resident talks pave way to success

The London Borough of Hackney can look back at successful liaison with local residents after completing a walking route project on Martello Street.

The scheme – stretching along one of the main commuter routes between Hackney Central and London Fields stations – was chosen because pavements were too narrow and in poor condition.

Work included widening and upgrading pavements and raising tables at junctions and the entrance to London Fields Park. This has improved access, directness and safety for pedestrians.

Councillor Alan Laing, Cabinet Member for Neighbourhoods,

said: “The main challenge of the scheme was the loss of some parking spaces due to widened footways. This was overcome through consultation with, and the co-operation of, local residents.”

The successful project is expected to encourage more walking between these key areas.

The council is now planning further improvements to the area, including upgraded lighting under railway bridges in Martello Street and by London Fields station.

**For more information, contact Ben Kennedy on 020 8356 8023 or email [ben.kennedy@hackney.gov.uk](mailto:ben.kennedy@hackney.gov.uk)**

## LIP reforms feature

# LIP service

THE WAY BOROUGHS ARE ALLOCATED FUNDING HAS CHANGED – WE EXPLAIN HOW THE NEW SCHEME WILL BENEFIT YOU.

### Local Implementation Plan (LIP) funding has been reformed to make it more flexible and transparent.

The changes were made thanks to borough and London Councils officers working with TfL to ensure everyone's needs are met.

There are now only five LIP funded programmes: Maintenance and Bridges, Corridors, Neighbourhoods, Smarter Travel and Area Based Schemes.

Previous programmes will come under these umbrellas, with funding for walking and cycling included in Corridors.

In a further change, boroughs will no longer bid for funding, but have already been allocated a pot of funds for 2009/10. The allowance can be used as boroughs see fit, making the LIP funding process less prescriptive and more tailored to individual

borough needs.

TfL Transport Planner Spencer Clark said: "Instead of holding the purse strings, TfL will now act as a resource and expertise centre for boroughs and partnerships to help them deliver schemes and projects.

"We can give advice on how to audit a scheme or monitor a programme, forming a help centre of sorts."

The 2010/11 financial year is the scheme's transitional phase. After a review of the reform, 2011/12 funding will be allocated to last three years. Spencer added: "This long-term funding will allow boroughs to tackle larger, more ambitious projects. Previously, boroughs would have to re-bid each year, meaning a scheme could flounder if the funding was lost. This is not a problem anymore."

For more information on the LIP reforms, visit the borough extranet.



"The new process is more flexible and encourages freedom to innovate and address local needs, to a greater extent than before. Coupled with our strong emphasis on road danger reduction, shared space and sustainability, the reforms will allow us to transport plan across, as opposed to within, the modes."

**ADRIAN PIGOTT, PRINCIPAL TRANSPORT PLANNER, POLICY & DESIGN, BRENT COUNCIL**



"The new funding arrangements will give us, as local authorities, more flexibility to prioritise at a local level where funding should be spent. We back the LIP changes as they recognise that it is Merton councillors

and officers, in conjunction with local residents, who are best placed to understand what will most benefit Merton."

**WILLIAM BRIERLY, CABINET MEMBER FOR PLANNING AND TRAFFIC MANAGEMENT, MERTON COUNCIL**



"The beauty of the new system is its flexibility. I'm certain our borough will benefit from this. It gives us more scope to target the areas that have been underfunded in the past, but retain the good work that's been strongly funded too. Our borough's funding is in our own hands – that can only be a good thing."

**SCOTT WILDING, SENIOR ENGINEER, REDBRIDGE BOROUGH**



"It will be good to take a more holistic view of corridors and areas, rather than treat them in a piecemeal way.

"It will also be helpful to know that we have the money for the next two to three years, because it's difficult to design, consult on and implement large schemes in one year."

**CHRIS BAINBRIDGE, HEAD OF TRANSPORT PLANNING, HAMMERSMITH AND FULHAM**



See more news on the TfL website:  
[www.tfl.gov.uk](http://www.tfl.gov.uk)

## Smarter travel



### The Smarter Travel Unit has worked with the Princess Royal University Hospital (PRUH) in Bromley to promote a new pedestrian crossing.

TfL's Streets department installed the crossing on the A21, to allow users of the 358 bus service from Orpington to Crystal Palace to cross the road more safely.

A marketing campaign was designed to spread the good news; information was included with appointment letters, and posters and leaflets were distributed to GP's surgeries.

PRUH Communications Manager Heidi Bullimore said: "We've had lots of good feedback from our patients and fewer complaints about the walk from the bus stop."

The crossing was launched by inviting stakeholders such as TfL, Bromley Council and local resident Sandra Badis who had

been campaigning for the new crossing, to an event at the hospital.

Sandra Badis said: "I'm thrilled that this new crossing is in place. I've been campaigning for two years now.

"My concern was the safety of the patients, so I'm very happy with the green man crossing."

Lilli Matson, Head of Integrated Area Programmes in TfL's Smarter Travel Unit, said: "Before the crossing was installed, hospital staff and residents lobbied for the 358 to follow a different route, into the hospital grounds. This would have increased journey time for those not travelling to the PRUH, and cost TfL around £200K a year. Instead, we have raised awareness for the new crossing point and increased customer satisfaction with the existing service, at a fraction of that cost."

## Active travel eases bus congestion

### TfL's Smarter Travel Unit has also used walking to help solve a number of problems facing two Wimbledon schools.

Pupils from Ricards Lodge and Ursuline High travelled to school in their droves on local buses, crowding the system and town centre at peak times.

The children were instead encouraged to walk, and arrive earlier, which staggered the morning peak and saw bumps on seats much earlier to start the school day.

Incentives were provided, including 'The Space', a common room with a TV and beanbags in which pupils can socialise if they arrive before 8.15am.

A further incentive scheme was also launched: Smart card and mobile phone

technology counts the number of times pupils walk to school, and they are rewarded with cinema tickets or Topshop vouchers.

Ursuline High Safer Schools Officer Rebecca Fox said: "The Safer Transport Team has said it is now quieter at Hartfield Road bus stop; this is great news. Recent reports also show a noticeable drop in late students."

Police Community Support Officer Colin Saddington said: "Another benefit is that with fewer girls in the town centre, many of the boys are choosing to spend less time there in the morning too!"

For more information about the Smarter Travel Unit, contact Alex Goodship, Area Based Projects Manager, on 020 7126 2321.

## Theatre educates children in road safety

### Merton council's Road Safety Team has joined forces with actors to bring a series of road safety messages to primary school children.

The renowned Polka Theatre for children has partnered with Merton council to put the scheme in place.

In total, the theatre will visit 40 schools, performing its play *Around the Corner*.

Aimed at seven-year-olds, the production features a father walking his son to school. It emphasises health and safety, alongside the environmental benefits of walking to school, and brings potential hazards to life by demonstrating the correct way to cross a road.

"The idea behind the scheme is to provide a more innovative approach to road safety," said Merton Councillor William Brierly, cabinet member for planning and traffic management. "We wanted a highly interactive theatre production, rather than just performing to the children.

"The play also ties in with our travel plan; the pupils are encouraged to walk to school to collect their Walk On Wednesday badges.

"The project has gone smoothly. We have very good relationships with our primary schools and booking up 40 schools was easy. We have worked with The Polka Theatre before and the results have always been impressive."

For more information, contact Road Safety Education on 020 8545 3206



## News

# Hot summer for cycling



**Boroughs are being urged to encourage even more people to take up cycling this summer after record statistics were revealed in May.**

An estimated 545,000 bicycle journeys are now made in London every day and £111 million has been invested in cycling this year.

Mayor Boris Johnson said: "Cycling is on the up in London, but there is still much to do if we want to really revolutionise the way Londoners get about. We are unveiling a summer schedule stuffed full of biking events."

In June, the London workplace and schools cycle challenges were held, but there's much more to come.

For more information, visit [www.tfl.gov.uk/cycling](http://www.tfl.gov.uk/cycling)

## DATES FOR THE DIARY

 **9 August** – **The Mayor of London's Skyride** – Hounslow – An offshoot of the annual Central London event. The borough will open a cycle-friendly route to residents in a celebration of two-wheeled transport. [www.hounslow.gov.uk](http://www.hounslow.gov.uk)

 **12-13 September** – **The Mayor's Thames Festival** – A celebration of London on the river. [www.thamesfestival.org](http://www.thamesfestival.org)

 **12-19 September** – **The Tour of Britain** – The UK's answer to the Tour de France finishes in London. [www.tourofbritain.co.uk](http://www.tourofbritain.co.uk)

 **20 September** – **The Mayor of London's Skyride** (formerly Sky Sports Freewheel) – People on bikes can enjoy a whole traffic-free day in London. [www.london.gov.uk](http://www.london.gov.uk)

 **26-27 September** – **Walk London Autumn Ambles** – A weekend of free led walks from Walk London. [www.walklondon.org.uk](http://www.walklondon.org.uk)

 **29 September** – **In Town Without My Car Day** – The Department for Transport's annual active travel promotional event. [www.dft.gov.uk](http://www.dft.gov.uk)

 **8-11 October** – **Cycle Show** – The UK's leading cycling exhibition at London's Earls Court. [www.cycleshow.co.uk](http://www.cycleshow.co.uk)

 **October** – **Walk to School Month** – A chance to promote walking under a national umbrella. [www.walktoschool.org.uk](http://www.walktoschool.org.uk)

## Walking week really works

London's commuters notched up 16,293 miles as part of national Walk to Work Week in May.

Participation topped previous records for the Living Streets event, as 252 workplaces and

2,407 individuals in London took part.

Chief Executive Tony Armstrong said: "We were really pleased with the number of workplaces and individuals taking part

in Walk to Work Week this year, and hope many people keep up the walking habit."

For more information, visit [www.livingstreets.org.uk](http://www.livingstreets.org.uk)

## Conference call

Would you like to attend the Smartmoves Conference 2010? If so, TfL would like to hear from you.

We want to know who you would like to see speak, what your preferred topics would be for the speakers and break-out groups, any ideas you have that could make a difference to everyone's day.

Please send your thoughts to [smartmoves@tfl.gov.uk](mailto:smartmoves@tfl.gov.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](mailto:smartmoves@abcomm.co.uk) or call 020 7922 5659.

## British Cycling

The internationally recognised governing body of cycling in Great Britain,

[www.britishcycling.org.uk](http://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](http://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](mailto:info@cyclingenland.co.uk)

[www.cyclingenland.co.uk](http://www.cyclingenland.co.uk)

## Everyday Cycling

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

[www.everydaycycling.com](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://www.royalparks.org.uk)

## The Tour of Britain 2009

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](http://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.

[www.tfl.gov.uk](http://www.tfl.gov.uk)

## Walk21

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

Tel: 01242 522 704

[www.walk21.com](http://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](http://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](http://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](http://www.walkingworks.org.uk)