

# Smartmoves

LONDON

Issue 8 November 2008  
Promoting active travel in London



## A fair share?

Regent's Park  
Broad Walk trial  
up and running



We bring you some new research findings and project results that you'll find useful for your own initiatives.

# Views from the streets

**Walking one mile in 20 minutes burns the same number of calories as running one mile in 10 minutes**

**One in three Londoners has access to a bike and one in six has cycled in London during the past year**

**Two new** reports have been published by TfL looking at attitudes to walking and cycling in London.

The reports compare this year's responses to data collected last year. Here are some key messages and statistics about attitudes to walking and cycling.

**i** To download the reports, visit [tfl.gov.uk/businessandpartners](http://tfl.gov.uk/businessandpartners) – select Walking or Cycling under Publications to find the relevant report

**Cyclists in the Capital are more likely to be male, under 55 and inner London residents**

**Air quality can be poorer inside the car than outside**

**London cyclists agree that cycling is a good way to get fit and is good for the environment**

**Children walking to school help to improve air quality around schools**



## Take a stand

**Promoting cycling** as a way to get to events could reach a new audience of those people who don't cycle regularly. The main barrier to this modal shift is a lack of confidence that there will be secure cycle parking at local events.

In order to overcome this barrier, TfL has written a practical guide to the different types of temporary cycle parking organisers can provide at their event.

**i** To read the report, visit [tfl.gov.uk/businessandpartners](http://tfl.gov.uk/businessandpartners) and select Cycling under Publications

## Smartmoves

**Issue 8 November 2008**

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## Stepping up performance

The performance of the London Strategic Walk Network (SWN) has been assessed in the annual report issued by Walk London.

By measuring user numbers as well as user satisfaction, walking patterns and the impact and success of promotions, the report helps to understand usage of the SWN and the extent to which it encourages walking and reflects the success of TfL's investment.

**i** To read the report, visit [tfl.gov.uk/businessandpartners](http://tfl.gov.uk/businessandpartners) and select Walking under Publications

## Inside >>>



### On your marks

Getting ready for the Olympics **6-7**



### Stress-free street

Walworth Road's ABS scheme **8-9**



### Strike a pose

Women cyclists caught on camera **10**

# What's best for the Broad Walk?

Trial extended to monitor usage and views

An 18-month trial has been launched to monitor the success of a proposed shared-use pedestrian and cycle route on the Broad Walk in Regent's Park.

The trial, which is funded by TfL's Cycling on Greenways (CoG), builds on a three-month trial that ran last summer. This highlighted the need for a more comprehensive trial, carried out over a longer period, so the long-term effects could be assessed.

Landscape Development and Design Manager Ruth Holmes said: "We felt we could do more to engage vulnerable users, such as the disabled, the elderly and people with young children.

"The extended trial aims to ensure everyone is given enough time to put across

their views before deciding whether to make the route a permanent fixture.

"We have also agreed success factors and benchmarks with stakeholders. This will mean we can be sure people are happy about sharing the path. It will also ensure people's views have been considered."

Royal Parks held an event along the Broad Walk with a Dr Bike cycle surgery, Professor Kayoss and his amazing wheeled contraption, vintage cycles, and side-by-side tandem and tricycle to try out.

Ruth said: "The event was a great chance to gather opinions from users, as well as raising awareness about the trial."

**i** For more information and results of the trial in the future, visit [www.royalparcs.org.uk/cycling](http://www.royalparcs.org.uk/cycling)

## Cyclists on the Broad Walk at the event to promote the trial.



The event was a chance to gather opinions.

Read about the CoG Green CRISP process on page 14

## Other CoG highlights

**Cycling on Greenways (CoG) investment has benefited a number of projects, including:**

- Significant investment in Morden Park to provide better connections and facilities for cyclists and pedestrians.
- Works at Barking Park and Dagenham Old Park to improve access and paths within the parks for cyclists and pedestrians. In Barking Park, this investment will ensure cyclists and pedestrians are well catered for in the wider redevelopment planned over the coming years through Heritage Lottery funding.

Sustrans continues to lead several cross-borough studies to identify possible routes for potential future CoG investment from 2009/10 onwards.

**i** For more information, contact Robert Semple at [robert.semple@tfl.gov.uk](mailto:robert.semple@tfl.gov.uk)

## My view: cycling

Philip Darnton, Chairman of Cycling England, shares his thoughts



## Let's all be inspired by Team GB

The superb performances of the British Olympic and Paralympic teams were, for many of us, the highlight of this year's rather grey summer. And the cycling teams in particular really captured the public's imagination, with their amazing haul of 34 medals – 25 of them gold.

Like us, many of the medallists started cycling when they were children, just learning to ride for fun. I'm hoping that cycling's high profile this summer will translate into a longer lasting change, with everyone embracing the opportunity to get out of their cars and on to their bikes.

Cycling is something everyone can do to keep fit, have fun and travel quickly and cheaply. For those whose cycling skills – and bicycles – are a bit rusty, Bikeability training is here to teach you how to ride on today's roads, whether or not you have gold medal potential. And with the Capital investing record amounts in measures to promote and encourage cycling, there's never been a better time for Londoners to get back in the saddle.

So here's hoping we all carry on the good work of Team GB after Olympic fever dies down. Surely the best celebration of their success is for us all to get on our bikes too!

Boroughs pool resources to revamp underpass

# Bridging the gap

A busy underpass will receive a well-needed makeover thanks to a joint venture between Harrow and Ealing boroughs, TfL and Network Rail.

The Petts Hill railway bridge has caused a troublesome bottleneck for years, while narrow, shady footpaths and a lack of cycling provision make the spot a danger for pedestrians and cyclists. But the councils' joint bid means £6.1m of funding from TfL and £1.3m from Network Rail has been secured to improve the site. Each council will then inject £850,000 into the scheme.

Hanif Islam, Transport Planning

Officer for Harrow, said: "The Petts Hill Railway Bridge and Highway Improvement Plan wouldn't have been possible without the joint efforts of both boroughs, TfL and Network Rail.

"As the bridge is on a border our partnership was a necessity, and it certainly helped us secure enough funding for the scheme," added Hanif.

Bridge improvements will begin in December and opens in January. Work on the highway will begin in February and will be completed in autumn 2009.

*i* For more information visit [www.pettshill.co.uk](http://www.pettshill.co.uk)

Petts Hill railway bridge is being totally revamped.



The project will bring dedicated cycle lanes and wider footpaths to the highway, as well as improving bus priority and access to nearby Northwold Park station. CCTV along pedestrian routes will also improve safety





# Better access for shoppers

**Work is** nearing completion on a new system of crossings around Marble Arch that will greatly improve links between Hyde Park and Oxford Street for pedestrians and cyclists.

The initial request to TfL to improve the crossing facilities was made by the area's major stakeholders, including English Heritage, Oxford Street Association, Westminster Council and Royal Parks, and is part of the

stakeholders' plans to improve the area and encourage better links. The scheme is jointly funded by a number of bodies at TfL, including Road Network Management and Cycling, Walking and Accessibility.

As part of the scheme, all of the subways at Marble Arch – except those that lead into the Underground station – are being closed. TfL research shows subways are often considered a security concern for pedestrians and are inaccessible for people with disabilities.

The closed subways are being replaced with new signalised pedestrian crossings across all

arms of the junction, with the exception of the Park Lane southbound arm. The new crossings will make getting across this junction in any direction a lot easier and safer. The scheme, which is being implemented by Road Network Management, will also incorporate new cycle crossings and landscaping to the central island reserve.

**Getting across the junction will be safer, easier and faster**

Dana Skelley, Director of Road Network Management, said: "This scheme at

Marble Arch will make getting across this junction in any direction safer, easier and faster and closing down the subways will help reduce the problems with anti-social behaviour in the area.

"TfL has worked with Westminster Council and the Metropolitan Police to improve accessibility and safety for pedestrians and cyclists on this scheme."

The scheme started last October and is due to be completed in January/February 2009.

**i** For more information, call 0845 305 1234 or email londonstreets@tfl.gov.uk

## My view: walking

News and views from **Jim Walker**, Chair of Walk London Borough Partnership



## One step ahead

**London has** been a leader among world cities in its commitment to encourage more people to walk for many years.

Fifteen years ago, for instance, the London Walking Forum worked with leisure officers and transport planners to develop key walking routes in the Capital. Many continue to be supported by TfL and promoted by local authorities and partnerships, such as Walk London.

Today the city has more walking routes than any other and as the recent Autumn Amble events proved, they are very popular!

As regional policies get reviewed there is a new opportunity for London to keep leading the way – by being the first city in the world to produce an Active Travel Strategy.

Walk England recently launched a new network for health and transport professionals, with the support of TfL – they will continue to meet to discuss practical ways of working closer together in the New Year. I hope you can be part of it.

## The youth of today

Schemes getting teens walking and cycling – see page 13





# Our fr in the

As the Olympic torch was handed over at the end of the Beijing Games, the eyes of the world turned to London as we prepare for the 2012 Games.

TfL's Business and Research Manager Veena Natarajan visited Beijing and chatted to Smartmoves about her fact-finding trip.

Meanwhile, Simon Jay, Sustainable Development Manager for the Olympic Delivery Authority (ODA), gives an overview of London's plans.



## Cycling

### BEIJING

"Beijing is such a cycle-friendly place and the locals cycle everywhere. There are dedicated cycle lanes on most of the roads. It did seem a shame visitors to the Games weren't encouraged to make the most of the existing facilities."

### LONDON

"Both on- and off-road cycling routes will be promoted for spectators and the workforce travelling to London 2012 competition events. The ODA is investing in new and upgraded cycle route infrastructure to link with the Olympic Park and other competition venues.

"Spectator travel information during the Games will include details of cycle routes and cycle parking locations."



# Friends East

**BEIJING**

**Walking**

“All spectators walked to their venue. There were no designated walkways, instead the different venues were linked by wide-open spaces.

“Generally, you were not able to walk around the park. Instead, you could walk to your venue and then you were ushered out of the Park.”

**LONDON**

“The Olympic Park in London will be more compact than Beijing and the public areas and pedestrian links are being designed to make walking from transport hubs into the Park, and between venues and attractions within the Park, a pleasurable experience.

“Within the Park there will be pedestrian walkways, larger public areas around venues and landscaped parkland areas.”



**Volunteers**



Great Britain won 61 gold medals at the Olympics and Paralympics

**BEIJING**

“The number of volunteers at the Games was fantastic. Everywhere you went someone was available to help so you knew exactly where you were heading.

“Volunteers linked arms and formed human walkways to guide people. This was a very effective way of controlling the crowds and also created a friendly atmosphere.

“Staff and volunteers used bikes to get around the Olympic Park.”

**LONDON**

“Volunteers will also be a key feature of the London 2012 Games to help people and generally assist in creating a positive visitor experience.

“In addition, pre-journey travel information will be available through a variety of sources, including walking and cycling information to help spectators plan their journey.”



**Signage**



**BEIJING**

“All permanent signage at the Park was written in English, French and Mandarin. Whiteboards were also used to write temporary messages directing spectators to particular events. This was effective as it could be easily changed for the next event.”

**LONDON**

“Good quality wayfinding and signage at the Olympic Park will be vital to ensuring spectators can access venues, attractions and other facilities. This will be equally important getting to the Park from transport hubs and surrounding areas and also once within the Park. The detail of the Park wayfinding system for the Games and Legacy is being developed.”

■ Veena has already shared her findings with the ODA and the organising committee LOCOG. She will also be presenting her findings to the boroughs. For more information, contact Veena at [veena.natarajan@tfl.gov.uk](mailto:veena.natarajan@tfl.gov.uk)

# Sharing the street in Southwark

Discover how a new initiative at Walworth Road, Southwark, combines a busy main road with a high street that is both pedestrian and cyclist-friendly.

As you enter Walworth Road it's clear that different road users are divided – traffic in the middle, sandwiched between two bus lanes, with narrow pavements on either side. As you continue towards the rows of shops however, the pavements widen and the benefits of the latest scheme to improve the area become apparent.

in December 2007, included removing guard railing and bus lanes along the road. The kerbs were also dropped to just 25mm to create a more shared space.

Southwark's Network Manager Andrew Downes said: "We wanted to create a shared space similar to those seen on the continent. It is a main road with more than 180 buses an hour, so an entirely shared space wasn't suitable.

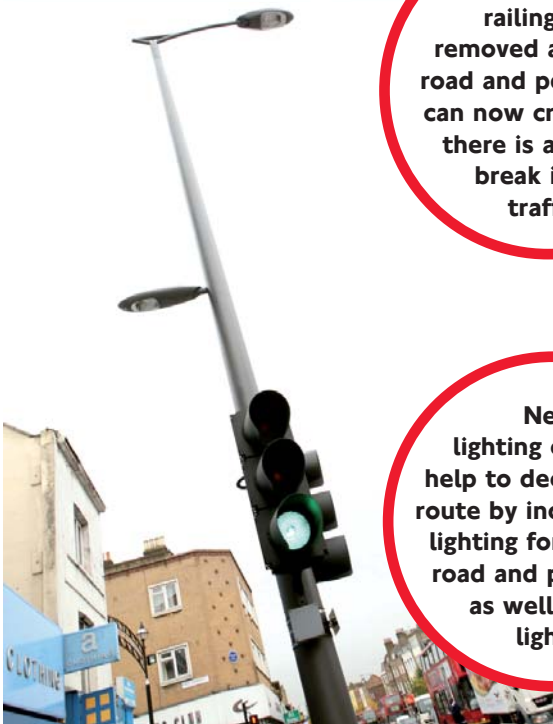
"We used very low kerbs and different coloured surfaces to mark out the different areas for traffic and pedestrians. It is not a traditional carriageway and pedestrians and vehicles have to be more aware of each other. Overall, we wanted to create a less stressful environment for all of the users."

The £4m initiative was funded by the Department for Transport, TfL's 'Streets for People' initiative and Southwark Council. It is one of 10 pilot projects nationwide focused on improving mixed priority routes.

Walworth Road is lined with shops and attracts pedestrians and cyclists, but it is also a busy thoroughfare for cars, lorries and buses. The scheme, which was completed



Guard railing was removed along the road and pedestrians can now cross when there is a natural break in the traffic.



New lighting columns help to declutter the route by incorporating lighting for both the road and pavement, as well traffic lights.



Pedestrians can walk for almost a kilometre along a clear route, with dropped kerbs both to the main road and any side roads.

For more information about Area Based Schemes and Streets for People, contact Area Based Schemes Officer Tom Jeffrey at [tjeffrey@lambeth.gov.uk](mailto:tjeffrey@lambeth.gov.uk) or call 020 7926 0079



# streets



Trees, bike stands and benches create a natural barrier between the traffic and pedestrians without dividing them completely.



At the centre of Walworth Road is East Street Market. A full red phase on traffic lights at this point allows pedestrians to walk freely across the wide section, which is marked by a different yellow road surface.

## Measuring success



**Before work** on the scheme began, Southwark Council carried out a survey with businesses along the road. This will be repeated to see if the changes have had a positive effect on them. Pedestrians will also be surveyed.

The Council also plans to compare accident statistics

on the road over the next two to three years.

Early indications are that accidents have been reduced in the first six months since the scheme was completed.

**i** For more information and results in the future, contact Andrew at [andrew.downes@southwark.gov.uk](mailto:andrew.downes@southwark.gov.uk) or call 020 7525 2091



Walkways have been widened by removing the bus lanes. Previously, congestion would block the pavement in certain areas, but people can now stop for a chat or use the cash machine without blocking the way for other users.



The BikeJam festival included face-painting.

Photo credit: if images © Tfl 2008

## BikeJam a hit

TfL's BikeJam family day proved a roaring success at the start of the Tour of Britain cycle race in September.

Laura Fewkes, TfL Senior Projects Officer, Communications, said: "People of all ages arrived in their thousands to enjoy the line-up of free activities to promote cycling, including bike checks and advice alongside face-painting, music and caricature drawing.

"The festival was a great way to encourage recreational and amateur cycling at a professional event. People arrived early just to take part in BikeJam, so we'll definitely be celebrating all things cycling again.

**i** For more information, email [laurafewkes@tfl.gov.uk](mailto:laurafewkes@tfl.gov.uk)

# Girls on film

Lambeth Council's 'Bicycle Belles' photography competition has culminated with an exhibition displaying all the entries.

Suzy Harrison, Sustainable Transport Co-ordinator at Lambeth, said: "I am very much a stiletto cyclist myself and I wanted to organise an event that proved you don't need specialist equipment or clothing to ride a bike."



Daniel Norwood's photograph scooped first prize.

The competition was advertised in local publications and events. Suzy also set up a Facebook group to encourage people to enter.

Daniel Norwood won the competition with his photograph of Toni Peters, a cyclist he spotted in Brixton. He said: "I loved Toni's sense of style and fun – I think she really sums up the thinking behind Bicycle Belles."

The exhibition will now go on tour around Lambeth's libraries.

**i** For more information, contact Suzy at [sharrison@lambeth.gov.uk](mailto:sharrison@lambeth.gov.uk)

Left: one of the runner-up photographs by Max Warner.

## Promoting walking by the Thames

TfL and Walk London staff were on hand at the Mayor's Thames Festival in September to introduce visitors to the Strategic Walking Network (SWN) and describe why London is a great city for walking.

The SWN, funded by TfL and managed by Walk London, is a network of six key routes across the Capital.

Spencer Clark, TfL Borough

Walking Manager, said: "The weekend was a great opportunity to meet the public and talk to them about walking. The public demand for SWN information was phenomenal.

"We handed out more than 30,000 leaflets over the two days, and it's great to see such enthusiasm, not just for SWN, but also for walking in general."



**i** For more information, contact Spencer Clark at [spencer.clark@tfl.gov.uk](mailto:spencer.clark@tfl.gov.uk) or visit [www.walklondon.org.uk](http://www.walklondon.org.uk) to find a walking route near you

Better lighting for Islington pedestrians

# Safer streets come out of the blue

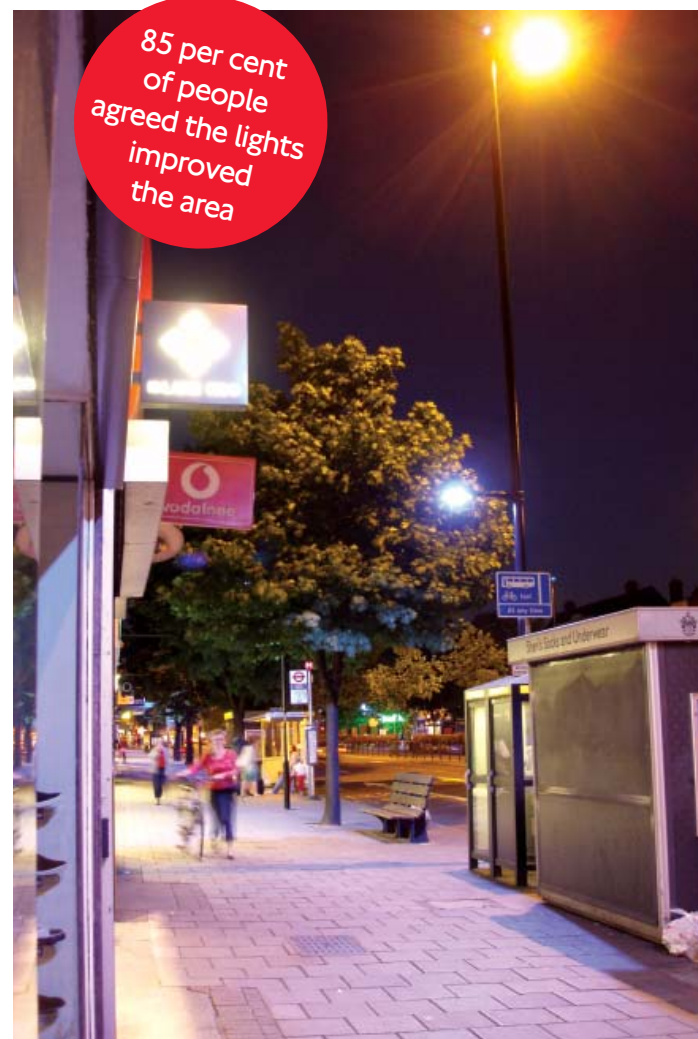
**New pavement** lighting has been introduced alongside the A1 in north London, to make pedestrians feel safer and turn the town centre into a real talking point.

The blue lighting was part of the A1 borough regeneration project to improve the area and was funded by Islington Council.

Joyce Pollaya, Nag's Head Town Centre Manager, said: "The impact has been greater than expected – not only does it help identify the town centre, but it will hopefully encourage more people to use it in the evening."

Passers-by on the street were surveyed to see what they felt about the road and whether they feel safer. The results, published on 20 October, showed 85 per cent of people questioned agreed the new lights improved the street and 26 per cent felt they made the area safer.

**i** For more information, contact Islington Senior Transport Planner Geoffrey Haines on 020 7527 2621 or [Geoffrey.haines@islington.gov.uk](mailto:Geoffrey.haines@islington.gov.uk)



## Keeping you in the hoop

**A new** bike stand that attaches to existing street signposts is being trialled in Islington and Southwark.

Roger Stocker, Southwark Council Cycling Officer, said: "We have had lots of positive comments, the only difficulty is positioning the stands in key locations, as we have to find suitable street posts to attach them."

Islington Senior Transport Planner Will Umney said: "The trial is going well so far, with no reports of vandalism or stolen bikes. The hoops are cost effective, quick to install and they help to declutter the pavements."

"We will be looking to add the hoops to our suite of standard street furniture by the end of the year."

**i** For more information, visit [www.cyclehoop.com](http://www.cyclehoop.com)



### Finding the right spot

- same footprint as Sheffield stand – 0.5m from kerb with 1.5-2m of pavement access.
- no electrical connections to post.
- ideal to avoid parking bays.

## Tunnel vision

As part of the Light at the End of the Tunnel project, TfL, Cross River Partnership and the London Borough of Lambeth are improving the environment in Sutton Walk.

The regeneration of the tunnels has enhanced access to transport, public safety and enjoyment in local attractions.

The works include jet washing, repainting of the metal structure, the application of anti-graffiti coatings in the tunnel and upgrading lighting.

**i** For more information, contact Special Project Manager David White at [dwwhite@lambeth.gov.uk](mailto:dwwhite@lambeth.gov.uk)

The ride way forward for disabled cyclists

# Cycling for all

**Projects are** cropping up across the Capital to make cycling more accessible to people with disabilities.

“Technology is becoming cheaper, making bike customisation much easier and cycling possible for almost everyone,” said Tom Moulton, Community Cycling Officer with the London Cycling Campaign.

Adapted bikes can level the playing field between able-bodied and disabled cyclists, which makes cycling an inclusive pastime. Group cycling can also serve to alleviate the isolation felt by those with mental health problems. “I’ve seen inclusion and achievement have an incredibly positive effect,” said Tom.

There are also clear benefits for the hearing-impaired. “After specialised teaching methods or with tricycle bikes, I’ve seen many deaf children join their families on bike rides and race their siblings. This family time is incredibly valuable,” added Tom.

**i** For more information, contact LCC on 020 7234 9310 or visit [www.lcc.org.uk](http://www.lcc.org.uk)



**Cycling is becoming more accessible to disabled people.**

**Many boroughs find a use for abandoned bikes in schemes run in partnership with the police. Smartmoves found out about one of the latest in Kingston.**

## Saved from the scrapheap

**Before Kingston** Council got in touch with the police, stolen bikes that couldn’t be traced back to the owners were either scrapped or sold at auction.

Now the bikes are used in cycle training groups for local refugees and children from the public referral unit. Once they have completed the training, the new cyclist can keep the bike as well as a helmet and bike lock.

“The police are pleased the bikes are being put to use and we get a stock of bikes – it’s a positive partnership,” said Road Safety Education Officer, Sam Merison.

“Many of the women from the refugee training group now come along to our Women on Wheels sessions with their new bikes.”

**i** For information about the Kingston scheme, email [rsta@rbk.kingston.gov.uk](mailto:rsta@rbk.kingston.gov.uk) or call 020 8547 5865

**Refugees in Kingston make good use of the recycled bikes.**



**i** For more information and advice about working with the police to recycle bikes, contact Tom Moulton or Rosie Tharp at LCC at [thomas.moulton@lcc.org.uk](mailto:thomas.moulton@lcc.org.uk) or call 020 7234 9310

**Recycling is a big hit**  
Young refugees are benefiting from another bike-recycling project run together with the Refugee Council.

The children repair the bikes and attend cycle training before being allowed to keep the bike.

This scheme is funded by TfL and the Big Lottery Fund and administered by the London Cycling Campaign (LCC).

# Teens take centre stage

There are plenty of projects encouraging secondary school children to walk and cycle, but how can you get teenagers involved? Smartmoves looks at three projects doing just that.

## Case study 1

### Off the wall

**Students from** Hollyfield, Richard Challoner and Holy Cross Convent schools collaborated with RBK RoadSTARS, Kingston's Road Safety and Travel Awareness Student Council, to paint a mural in Kingston.

Contrasting a bleak and a bright future, the mural has helped the Year 10 pupils successfully get their message across about road awareness.

The students also made a DVD about road safety aimed at young drivers and pedestrians.



Students get creative in Kingston.

**i** For more information on how to get involved with a project like this or for a copy of the DVD, contact Kingston's Road Safety and Travel Awareness Manager James Parker on 020 8547 5923 or james.parker@rbk.kingston.gov.uk

## Case study 2



Girls got beauty goodie bags.

### Beauty and the bike

TfL and the London Borough of Hounslow's Cyclelicious initiative is taking a cosmetic approach to prove girls can look good in the saddle.

Aesthetics topped a school travel plan programme poll of reasons teenage girls won't cycle to school, so Cyclelicious has distributed goodie bags of beauty accessories to teens.

**i** To find out more, contact Claire Mulholland on 020 7126 6218 or email [clairemulholland@tfl.gov.uk](mailto:clairemulholland@tfl.gov.uk)

## Case study 3

### Step Up to secondary school

**Living Streets** has launched its first nationwide secondary schools programme, Step Up, in London.

The 2 October launch followed focus groups with 11 to 16-year-olds.

"Some girls didn't walk to school because it would spoil their hair," said Living Streets' Chief Executive Tony Armstrong. "So we installed straighteners in the toilets that are free for walkers. We wouldn't have done this without the young people's involvement and recommend this interactive approach."

Living Streets will target secondary schools across London, working intensively with five as yet undecided schools, to deliver their message.

**i** For more information, call Andrew Fielding on 020 7820 1010 or visit [www.stepup.org.uk](http://www.stepup.org.uk)



### Cycling in the classroom

TfL's Smarter Travel Unit team has developed eight resources designed to get pupils thinking about cycling during their lessons.

Aimed at students aged between 11 and 14, the packs are tailored for different subjects. There are four themed projects in each resource. For example, in design technology lessons, the pupils must design a product relating to safe cycling.

School Travel Advisor Leon Girling said: "Getting cycling into the classrooms is an initial stepping stone to getting pupils interested in riding a bike more frequently."

Schools and School Travel Advisors will be receiving the first four subjects – Maths, English, Design Technology and Geography – in November.

**i** For more information, contact Leon Girling on 020 7126 3254 or email [leongirling@tfl.gov.uk](mailto:leongirling@tfl.gov.uk)

## smartsnippets

### Learning from experience

**A consultation** version of the Green CRISP (Green Cycle Route Implementation and Stakeholder Plan) has been issued to a number of borough officers and others for their input.

The Green CRISP is a TfL-owned process and can be used by boroughs and others for feasibility studies on proposed Cycling on Greenways routes.

It is hoped borough experiences from 2007/08 will help inform a revised and improved version of the process, which will be made available on the TfL website.

**i** For more information, email [robert.semple@tfl.gov.uk](mailto:robert.semple@tfl.gov.uk)

### Walking information is a click away

**Joining Living Streets** and TfL's Walking Works campaign just got easier with the launch of [www.walkingworks.co.uk](http://www.walkingworks.co.uk)

The site is packed with information and support for those pledging to use their feet to get around.

### Festival to bike for

**Spectators who** attended the eighth annual Bike Film Festival were encouraged to cycle to screenings at the Barbican Centre.

The festival website displayed the TfL cycle journey planners and valet cycle parking was provided.

The festival was held in partnership with TfL, who also led a seminar on preventing bike theft in London.



Sharing ideas: Road Safety Officer Peter Wenham (left) and Sustainable Transport Officer Fuad Omar.

Harrow duo give an insight into their roles

# Reaching the community



**We talk** to Harrow's Senior Road Safety Officer (RSO), Peter Wenham, and Sustainable Transport Officer, Fuad Omar, about their roles in endorsing cycling and walking throughout the borough and their It's Up to All of Us campaign.

### What are you responsible for?

**Peter:** I provide education, training and publicity initiatives within the borough.

**Fuad:** I work on all sustainable transport promotions on behalf of the council and with local developments on travel plans. I have also been leading the It's Up to All of Us campaign to promote sustainable travel options. We won an Internet Life Award (2008) for the first organisation to use social networking sites like Facebook and MySpace, which resulted in more than 350 people registering to join one of our events.

### Do you work together with other councils?

**Peter:** I have contact with

neighbouring RSOs in Brent and Hillingdon to share ideas and good practice, and attend London RSO meetings hosted by TfL.

**Fuad:** We work with other councils through WestTrans, which is the West London sub-regional group.

### Do you have any advice or tips for other councils?

**Peter:** Allow yourself plenty of time when organising an event.

**Fuad:** Know your market and believe you can make a difference.

**i** For more information, visit [www.itsuptoallofus.co.uk](http://www.itsuptoallofus.co.uk) or contact Peter Wenham on 020 8424 1640 or [peter.wenham@harrow.gov.uk](mailto:peter.wenham@harrow.gov.uk) and Fuad Omar on 020 8424 1962 or [fuad.omar@harrow.gov.uk](mailto:fuad.omar@harrow.gov.uk)

## Nominate an officer

If you would like to nominate yourself or an officer from your borough to feature in Smartmoves, contact us on 020 7922 5673 or email [smartmoves@abcomm.co.uk](mailto:smartmoves@abcomm.co.uk)

# Think on your feet

International Walk to School month has inspired a number of London boroughs to provide innovative schemes and activities to encourage children to get out and about using foot power.

Smartmoves caught up with three of them.

## HAVERING

A total of 72 schools took part in an Olympic-themed Walk to School week in the borough of Havering.

Starting at 8am everyday, students walked with teams of volunteers to deliver their own designed flag to another appointed school. The response was amazing and the event concluded on the Friday afternoon outside the Town Hall in Romford some 55 miles later!

The schools raised money for the charity Children with Leukaemia.



## NEWHAM

Newham participated in a Walk to School week by running a Theatre In Education show for children in primary schools. This presented



sustainable methods of transport for the children and demonstrated the impact vehicles have on the environment.

They also set up walking zones to

encourage children living within a 5-10 minute area of their school to walk and earn their Walk on Wednesday (WoW) badge.

## BROMLEY

In Bromley, an interactive website, [www.schoolswalkingtheworld.com](http://www.schoolswalkingtheworld.com), has been launched.



Children who already take part in the Walk on Wednesdays (WoW) scheme can now add up the miles they walk in a week and extend this to world miles, to see how far they've covered on a global online map.



The aim is to see who can get around the world first.

There are also curriculum linked downloads available when you reach each country stop and children can download various activity sheets and interactive games to do at home.

Each school is provided with a banner and children are given an individual A5 passport with flag stickers.

■ If you would like more information about Walk to School month, visit [www.walktoschool.org.uk](http://www.walktoschool.org.uk)

## Freewheel success for Capital

The second Sky Sports London Freewheel saw the Capital's roads swarming with more than 50,000 cyclists as the roads were cleared of cars for the day.

Olympic cyclists, including Chris Hoy, Victoria Pendleton, Ed Clancy, Jamie Staff and Shanaze Reade, showed their

support and donned their yellow bibs to cycle the route.

Cyclists descended on the centre of London from four hubs at Highbury Fields, Clapham Common, Victoria Park and Ravenscourt Park.

There was also a whole host of activities to enjoy, including



a BMX exhibition featuring special stunts. Information on cycling in local areas and bike maintenance was also provided.

**i** For more information on future events, visit [www.london.gov.uk](http://www.london.gov.uk)

VIP event for West End shoppers

# Car-free Christmas spree

**Pedestrians are** soon to get free range of the best Christmas shopping in London.

After last year's successful Very Important Pedestrians (VIP) event, the streets of London's West End will close to traffic on Saturday 6 December.

It'll mean car-free Christmas spending can be enjoyed on Oxford Street and Regent Street, with more than 600 shops taking part, including Selfridges and Debenhams.

Shoppers can also enjoy entertainment, VIP treats, live music and celebrity appearances designed to encourage festive cheer.

On last year's VIP day, £100m was spent, which is £46m more than an average Saturday in December.



More than one million shoppers took to the streets last year

£100,000,000 was spent at the last event

London's West End attracts 40 million shoppers over the six-week festive period, who collectively spend £1bn

## >> DATES FOR YOUR DIARY >>

 **10-16 November – Road Safety Week** – The theme of this year's event is family safety. [www.roadsafetyweek.org.uk](http://www.roadsafetyweek.org.uk)


 **18 November – Safe, Attractive, Enjoyable Streets** – Conference providing best practice and ideas for improvements to increase the vibrancy of streets. [www.livingstreets.org.uk](http://www.livingstreets.org.uk) or contact Julia Crear on 020 7820 1010 or [julia.crear@livingstreets.org.uk](mailto:julia.crear@livingstreets.org.uk)

 **19 November – London Cycling Awards** – Celebrates contributions to the growth of cycling. [www.lcc.org.uk](http://www.lcc.org.uk)

 **4 December – London European Partnership for Transport Annual Conference** – 020 7934 9536 or [paul.curtis@lept-eu.org](mailto:paul.curtis@lept-eu.org)

 **5 December – ASTUTE Final Conference** – how to overcome the barriers to the uptake of

walking and cycling. [www.astute-eu.org](http://www.astute-eu.org)

 **6 December – Very Important Pedestrian Day** – Oxford street closed to cars to allow shoppers to own the roads for one day (see above for details)

 **15 December-31 January 2009 – Putting the Brakes on Bike Theft exhibition at the New London Architecture Centre.** [www.bikeoff.org](http://www.bikeoff.org)

 **26 December-4 January 2009 – Festival of Winter Walks** – Free led walks for everyone. [www.ramblers.co.uk](http://www.ramblers.co.uk)

 **28 January 2009 – Walking Works Conference** – [www.walkingworks.org.uk](http://www.walkingworks.org.uk)

 **31 January-1 February 2009 – Walk London's Winter Wanders** – Weekend of free led walks. [www.walklondon.org.uk](http://www.walklondon.org.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 5673.

## Bike Week

Information on how to get involved or organise an event during Bike Week or Bike to Work Week.

**Tel: 0845 612 0661**

**[www.bikeweek.org.uk](http://www.bikeweek.org.uk)**

## British Cycling

The internationally recognised governing body of cycling in Great Britain, it also runs the Go Ride programme aimed at young people.

**[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. It is made up of experts in transport policy, engineering, public health, the cycle industry, local government, cycle sport, cycle training and education.

**Email: [info@cyclingleland.co.uk](mailto:info@cyclingleland.co.uk)**

**[www.cyclingleland.co.uk](http://www.cyclingleland.co.uk)**

## Everyday Cycling

Everyday Cycling is a friendly online cycling community hosted by British Cycling, the internationally recognised governing body of cycling in Great Britain.

**[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. It aims to improve the level of communication, co-operation and investment that exists between London, London boroughs and the European Union.

**Tel: 020 8313 4918**

**[www.lept-eu.org](http://www.lept-eu.org)**

## Living Streets

Living Streets is the champion of streets and public spaces for people on foot. It works on practical projects to create safe, vibrant and healthy streets for all.

**Tel: 020 7820 1010**

**[www.livingstreets.org.uk](http://www.livingstreets.org.uk)**

## London Travel Awareness Team

Previously known as Good Going, the team runs the travel awareness programme to encourage people to use healthy and environmentally friendly forms of transport in London.

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

## London Cycling Campaign (LCC)

London Cycling Campaign is a registered charity that works with businesses and the community to improve the quality of life in London by increasing cycling. It aims to involve people from all London's communities in cycling, bring out the best possible services for people who want to cycle in London and be at the forefront of research and policy linking cycling to wider issues.

**Tel: 020 7234 9310**

**[www.lcc.org.uk](http://www.lcc.org.uk)**

Useful contacts continued on next page ►

**◀ useful contacts continued****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**

Sustrans is a 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. It also tends a number of other spaces in London, including Brompton Cemetery, the gardens of 10, 11 and 12 Downing Street and Grosvenor Square Gardens.

**[www.royalparks.org.uk](http://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.tourofbrtain.co.uk](http://www.tourofbrtain.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. It also promotes a range of walking and cycling activities across the capital.

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

**Walk21**

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

**Tel: 01684 773946**

**[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 and inspiring people who want to walk more, with those health, transport and environmental professionals responsible for supporting their choices.

**[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)**

**Walk to School**

The Walk to School campaign is jointly promoted by The National Travelwise Association and Living Streets. It asks parents, pupils and teachers to think about their journey to and from school, and the many benefits of making it on foot. Each year it organises a nationally recognised event: National Walk to School Week

**Tel: 020 7820 1010**

**[www.walktoschool.org.uk](http://www.walktoschool.org.uk)**

**Walking Works**

Working Works is a new campaign designed by Living Streets to inspire people to walk more as part of their daily commute. The website is full of ideas and advice for everyone including transport professionals and businesses.

**Tel: 020 7820 1010**

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