

# Smartmoves

London

## Riding high

Skyride boosts cycling across the Capital

**Changing minds**  
How to tackle objections

**Stepping out**  
Key Walking Route Schemes gather pace





News

# Skyride brings Londoners TO THE STREETS



**Glorious weather matched fantastic attendance at this year's London Skyride, as 65,000 cyclists joined Boris Johnson, Chris Hoy and Kelly Brook.**

Many community cycling groups, who run projects to encourage cycling in local communities, joined the Skyride. Zelda Rhiando and family are members of Brixton Cargo Bikes, a group that encourages families to cycle together. She said: "For experienced cyclists like us, riding in London is the norm, but for other people it can be scary. The Skyride is ideal for showing them it can be done and it's a perfect way to get children involved."

Her daughter Ella added: "I love cycling and it's been fun seeing everyone on their bikes. I like the balloons and flags as well."

Camden and Islington

Mental Health Services (Candi) cyclists also took part. The group provides free bikes for mental health service users. Group member Noel Clarke said: "It's fantastic to see so many likeminded people out on their bikes. The atmosphere is really nice and we've been lucky with the weather."

And the event helped attract new members to Haringey Cycle Club. Samantha Murphy said: "I've really enjoyed today and it's made me want to join the club and go cycling every Sunday. I was worried about cycling on the roads but we all cycled together from Haringey and it's made me realise riding my bike isn't as scary as I thought."

LCC's Community Cycling Officer Rosie Tharp organised the community group rides. She said: "Skyride is a great chance for both novice and experienced cyclists to get out there and cycle in central London. All the groups we work with are keen to encourage cycling among their members and it was great to see them here."



## Smartmoves

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Promoting active travel in London

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



# Mayor's transport strategy unveiled

**The Mayor of London Boris Johnson has outlined his transport strategy for the coming years. In a consultation document published in October, the Mayor set out his plans for walking and cycling alongside policy proposals for the Tube, trains and buses. Both will play a key role in his transport vision for London.**

"I want London to be the best big city on earth," he said at the strategy launch. "That means a place that brims with opportunity and talent and economic activity, but also a place where children can grow up in safety, and where all Londoners can get around their city with ease."

Highlights in the strategy document included a round-up of the Mayor's aims to deliver a cycling revolution in London by improving infrastructure, providing better information and training and using his planning powers to make cycling an easier and more attractive option.

Central to the cycling revolution will be the Cycle Hire Scheme and the network of Cycle Superhighways.

The Mayor is also hoping to encourage cycling in Outer London through cycle hubs and is inviting boroughs to become Biking Boroughs to help create a local culture of cycling.

For walking he proposes to encourage more walking trips being made and to improve the urban environment by creating safer, more comfortable and attractive conditions. His Make Walking Count agenda includes the development of Key Walking Routes approaches (see more information on page 14), the Legible London way finding scheme, the completion of the Strategic Walk Network and to encourage the extension of a network of linked green spaces (green grid approach).

"Working with London Boroughs, employers, schools, community groups, other organisations and individuals will bring about a step change in the walking experience in London to make walking count," the Mayor wrote in his consultation document.

Subject to consultation, the full strategy document is due to be published in spring 2010.

## 5 minutes WITH

### BEN PLOWDEN

Director of  
Integrated  
Programme  
Delivery Transport  
for London



## A new direction

Recently, I took up the post of Director at TfL's new Integrated Programme Delivery (IPD) directorate.

IPD was formed in June 2009 after a TfL-wide review. The change in structure is designed to deliver genuinely integrated programmes across a range of policy areas that will help transform London's routes, spaces and places.

The new directorate covers an important part of what contributes to an improved quality of life for Londoners – better cycling and walking facilities, a reliable bus journey, improved public spaces, better roads, a more sustainable pattern of freight movement and more sustainable car use through car clubs and eco-driving. As a former Director of Living Streets, the directorate's agenda is very dear to my heart.

Our three main challenges are to:

- deliver programmes already under way
- conduct a substantial change programme in the directorate as quickly and fairly as possible while maintaining business as usual
- plan for 2010/11 and beyond.

We aim to make the relationship with boroughs more co-productive. By developing a more integrated approach to planning and commissioning, we can provide better support to and assurance of boroughs proposals.

The new structure will be in place by March 2010 and will manage delivery of works in three ways – TfL Routes & Places, Borough Routes & Places and Campaigns.

By collaborating closely with the boroughs and other key stakeholders, we will help transform the experience of living and travelling in London as part of the Mayor's goal to make the capital an exemplary sustainable world city.

I look forward to working with all our stakeholders in the coming months and years to enrich London as a great place to live, work, play, raise a family and spend time.



## News & views

### My view WALKING

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

### Changes in the city



In the 1970s, New York had become an unsafe, dirty and volatile place to live and subsequently more than a million people literally voted with their feet and left.

At the Walk21 conference last week, I heard of several cities around the world struggling with similar issues. Do we let these places die and move on or do we learn from New York and decide there is something worth saving?

In the last issue of *Smartmoves*, we heard about changes across the pond, but here's more about how they did it. New York gave jobs to the most vocal of the campaigners who stayed and demanded change. Today, the city is driven by a passionate team with a simple but ambitious vision: to be the safest city on earth – and it is reflected in everything they do.

The New York Department of Transport – the equivalent of TfL in London – promotes itself as looking after the needs of people, not their vehicles, and has a public plaza programme that is transforming iconic places formerly known as traffic hotspots such as Broadway and Times Square. It is doing this by reclaiming space from parked and moving cars and returning it to local communities.

Imagine what it would be like to live in London if the A40, A11, M4 or even the M25 were reallocated as parks for people to enjoy on bike or on foot? Impossible? The Mayor in New York is well aware he's given other mayors around the world a challenge by showing it can be done.



## Getting active for the Games

**Encouraging people to walk and cycle before and during the Games, especially for journeys to London 2012 venues, is the aim of active travel promotion plans drawn up by the Olympic Delivery Authority (ODA).**

The ODA has a transport priority of promoting use of the eight Olympic greenway routes in East London in the build up to 2012 to ensure as many spectators, workforce and Londoners as possible walk or cycle at Games time. Later this year the ODA will publish a list of 12 walks and cycle routes, which focus on existing Olympic greenways

around the Olympic Park and river zone.

"The intention is to help bring these existing walks and rides together under a single umbrella, and publicise them through the London 2012 website," said Simon Jay, Sustainable Transport Manager at ODA. "If we start promoting the walks and cycle routes now, we stand a much better chance of achieving our aims once the 2012 Games come around."

Boroughs wanting to find out about working with the ODA to promote active travel in their areas ahead of London 2012 should contact Simon Jay at [Simon.Jay@london2012.com](mailto:Simon.Jay@london2012.com)

## BIKEWORKS GEARS UP FOR 2012 GAMES

**Community cycling provider Bikeworks has gained affiliation with the Special Olympics and won a contract with the Olympic Delivery Authority (ODA) to deliver Dr Bike facilities in the Olympic Park.**

It has also created a structured training programme for potential Paralympic athletes, providing them with an opportunity to take part in sport, regardless of ability.

The Special Olympics Great Britain (SOGB) is the third member of the Olympic family. It provides sporting opportunities for people with learning disabilities and all athletes have an equal opportunity to take part.

"We're just starting to structure our training sessions and take our programme forward," said Jim



Blakemore, director of Bikeworks.

"On top of their learning disabilities, the individuals we'll be training tend to have worse health conditions than other people so we'll have to tailor our sessions accordingly."

The company already offers all-ability cycling and promotes the use of cycling in the learning and disabled community.

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



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



## New crossing joins boroughs

**A new crossing in Kingston linking two of London's Greenways will improve the experience for pedestrians and cyclists.**

The new two-stage crossing will allow people to cross the A3 between Richmond Park and Wimbledon Common via a central island.

It will provide a shorter, step-free route, making both of these important green spaces more accessible to all and linking Kingston and Merton.

The Robin Hood roundabout has posed problems in the past for cyclists, pedestrians and horse riders, while slopes and steps on existing crossings present a barrier to those

with mobility impairments.

A TfL spokesperson said: "The new facilities will simplify crossing, also of the A3 for cyclists riding on permitted cycle tracks through both parks. The same is true for walkers either enjoying a casual stroll or following longer trails such as the Beverley Brook Walk and the Capital Ring Walk."

The scheme, due to complete this financial year, has been funded by TfL TLRN Cycling and Walking programmes to the tune of £380,000.

For more information, contact Iain Houston on [ian.houston@tfl.gov.uk](mailto:ian.houston@tfl.gov.uk)

## Tours help people explore Golders Green

Residents from Golders Green have designed three community walks that explore the area's hidden gems.

They got together through a project set up by the London Transport Museum that gave local people the chance to demonstrate what their community means to them.

The seven resident designers led a series of guided walks throughout September to encourage people to explore Golders Green on foot more often. Another series will take place in March 2010.

Those interested in making their way along the routes can find out more from the self-guided leaflets available in local community outlets or online.

Mark King, a local resident and London Blue Badge tourist guiding student, said: "The three walking tours will not only be a celebration of just how much Golders Green has to offer visitors, but it will also be a trip down memory lane for many locals, like myself, taking part in the walks."



For more information or a copy of the self-guided leaflet, visit [www.ltmuseum.co.uk](http://www.ltmuseum.co.uk)

## Greenways AHEAD

by **Matt Winfield**  
Greenways  
Manager, Sustrans

### Bridging the gaps



There's been a flurry of bridge building on the Greenways network recently, with new pedestrian and cycle bridges being delivered in Tower Hamlets, Richmond, Kingston and Merton over the last couple of months.

Bridges are important because they can really revolutionise the walking and cycling landscape by creating brand new connections, and giving people journey options that perhaps weren't available to them before.

The new bridge over the Regent's Canal in Tower Hamlets, delivered as part of Sustrans' Connect2 programme, will benefit thousands of people by providing a vital new link between residential areas in Bethnal Green and Bow, local parks, schools, hospitals and attractions such as the Museum of Childhood.

So often in route development, it's the most difficult bits that get left until last (or left completely), and, more often than not, these are the most important sections. That's why it's great we've been able to deliver these major projects, which have greatly improved the walking and cycling experience in these areas. It also highlights the value of the Greenways programme, which has unlocked project funding for the places where it's most needed.

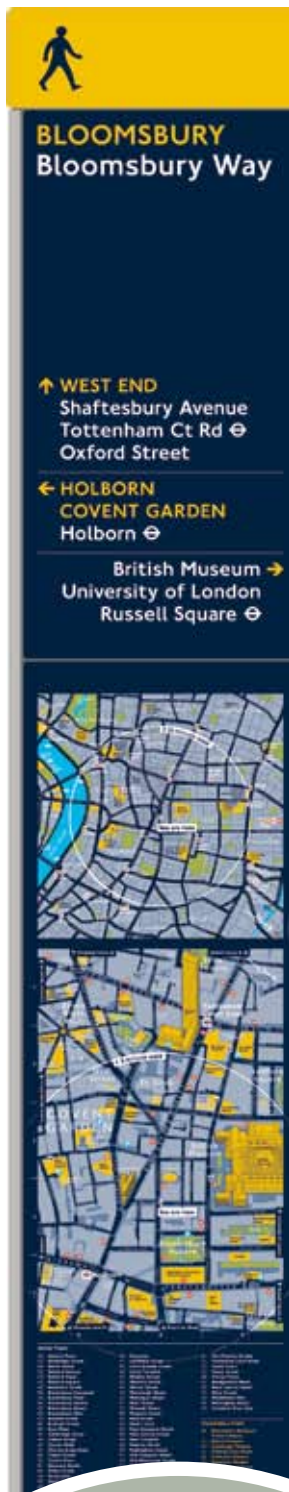


Community links: people in Tower Hamlets were delighted with the new Meath Bridge.



## Legible London

# Legible London takes major steps forward



**Three new Legible London pilot schemes are being installed, in a step towards providing consistent, user-friendly information to pedestrians across the Capital.**

Signs are springing up in and around Richmond and Twickenham, South Bank and Bankside and the Clear Zone Partnership area, a central London district that includes Covent Garden and the West End. These communities are set to benefit from easier, quicker and more pleasant walking journeys, and from 2010, the system will be available to other authorities.

Legible London Consultation and Communication Manager Kristy Harvey said: "In recent months we've been focused on refining and developing the Legible London system, so it's ready to be applied across different areas of the Capital.

"With the pilot phase now drawing to a close, we're excited to be able to offer the system to other authorities."

The system's research and development has been funded by

TfL but, from 2010, boroughs and businesses will be able to fund and manage implementation of Legible London in their areas, with guidance and support from TfL.

"Some boroughs have already recognised the benefits that improved wayfinding will bring to their area and prioritised Legible London in their Local Implementation Plans," Kristy added.

"If you'd like to discuss the ways Legible London could help your area, please get in touch."

For more information, visit [tfl.gov.uk/legiblelondon](http://tfl.gov.uk/legiblelondon) or contact [kristy.harvey@tfl.gov.uk](mailto:kristy.harvey@tfl.gov.uk)

### Benefits of improved wayfinding

- Modal shift from motorised transport to walking
- Reduced road traffic and transport crowding
- Reduced air and noise pollution
- Improved health
- Journey time savings
- Enhanced visitor experience
- Improved public realm and clutter reduction
- Redistribution of foot traffic and spending.



#### PAULA COLLINS, LEGIBLE LONDON PROJECT MANAGER, RICHMOND AND TWICKENHAM

"The arrival of Legible London is very timely as it complements current and planned environmental and highways improvements, our clutter reduction programme and the Smarter Travel Richmond programme to reduce congestion and CO<sub>2</sub> emissions."

#### ROBERT SCOURFIELD, CAMDEN ASSISTANT DIRECTOR PUBLIC REALM AND SUSTAINABILITY

"Showing how close places are will mean higher footfall on the streets in the Clear Zone Partnership area. This will not only benefit local businesses, which depend on passing trade, but also help get more people walking for short journeys in central London. Once it's in place people will wonder how we ever managed without it!"

#### DID YOU KNOW?

Evaluation of the prototype revealed that journey times could be decreased by up to

# 16%



To read the *Selling Sustainability* report in full, visit:  
[www.nesta.org.uk/selling-sustainability](http://www.nesta.org.uk/selling-sustainability)

**Industry watch**



# Changing minds

When you're trying to promote walking and cycling in your borough, are you faced with people reluctant to break old habits? You're not the only one fighting to change attitudes and behaviour.

**Planning Partner Adrian Zambardino of Ogilvy Advertising was one of five individuals who worked on a project commissioned by NESTA to produce a document called *Selling Sustainability*.**

The rest of the team included Dr Darren Bhattachary of British Market Research Bureau, Professor Ken Peattie from the Centre for Business, Relationships, Accountability, Sustainability and Society and Cardiff University Business School and Dr Shirley Acreman from Millward Brown.

The report – published in June 2008 – used their experience in marketing and advertising to help change people's behaviour towards the global problem of climate change.

The team came up with seven lessons to try to encourage low-carbon living.

Changing attitudes and behaviour are different concepts, but Adrian insists "the

project was specifically commissioned to investigate behaviour change."

Although the two can often be linked, Adrian reckons this isn't always the case.

He said: "Sometimes, in marketing campaigns, awareness, attitude and action are very closely connected. Obviously this is different to most public issue campaigns.

"One of the characteristics of the best marketing programmes is an understanding of how awareness, information, attitude and action are related.

"Sometimes motivating action is all about removing an obstacle. If changing behaviour is really important, we may need to consider making the undesirable behaviour unattractive."

Adrian says as well as knowing what you want to achieve, to get your method right, you need simplicity.

He added: "It's about clarity and understanding where people are

coming from. This means identify their barriers and find realistic solutions.

"It may be obvious but you need to formulate a common sense argument. Use examples, explain in a simple way why it makes sense and then give clear instructions.

"Don't ask too much – you need realistic targets and ask for something practical."

And then comes the tone and language you employ.

"Be positive to get the response you want. If you offer encouragement you'll produce a better reaction. Critical messaging is massively unhelpful and could have an adverse effect," said Adrian.

"Community projects are important so create a team ethos as well. It makes people feel part of something bigger which gets a good reaction."

For more information, email [adrian.zambardino@ogilvy.com](mailto:adrian.zambardino@ogilvy.com)



The report used their experience in marketing and advertising to help change people's behaviour towards the global problem of climate change

## Adrian's top five tips

- **Keep it simple.** Don't ask people to take on a new lifestyle. Promote easy steps and make it tangible.
- **Communicate clearly.** Be specific about what you are saying. Explain your argument.
- **Appeal to the emotions.** Put yourself in your audience's shoes.
- **Be positive.** Don't spread doom and gloom. Adopt an optimistic approach, rather than lecturing.
- **Make it personal.** Ensure your messages are meaningful to your audience as individuals. Answer the question: "what's in it for me?"



Area-based scheme

Area-based scheme

# Merton gives Mitcham magic touch

This issue's area-based scheme takes us to Merton council, where Pip Howson has helped develop walking routes between the new train station and Mitcham town.



"We've lived here all our lives. The work they've done on this project is marvellous. You can't fault it. Before, there were lots of dips and bumps in the paths and people were tripping up. But now it's an asset to us."

**DEREK AND MARGARET WALKER**



**A regeneration project undertaken by Merton Council has given Mitcham residents a town to be proud of, according to principal transport planner and Project Manager Pip Howson.**

And it's all thanks to the long-awaited opening of Mitcham Eastfields railway station.

The £6 million Network Rail station – the first brand new station in London for 50 years – was opened in June 2009. This acted as a springboard for Transport for London and Merton Council to go ahead with their £1 million project to improve walking access to the nearby town centre.

"The station has been the trigger for all this great work," said Pip. "It's pleasing to see it finished."

"Local residents seem to like the completed project. The improvements we've made to the area have really brightened the place up and created an attractive environment. With well-maintained footpaths, decent lighting and beautiful flowerbeds, there is now a pleasant walking environment for residents and commuters to move between the town centre and the station."

Pip was appointed to manage the Mitcham Eastfields railway station complementary measures programme area-based scheme in November 2007.

This fast-moving project included setting up various consultation sessions with residents and working with the local police to ensure safety was taken into account.

Central to the programme was the creation of Merton's first Home Zone on Laburnham Road.

This included removing all kerbs and using different coloured surfacing to distinguish between motorist, cyclist and pedestrian areas. It also included

formalising parking bays, improving the children's play area, installing CCTV and planting shrubbery in the area.

The Home Zone formed part of a walking route improvement scheme from the railway station to the town centre. In St Marks Road, the existing speed bumps were replaced with tables, footways were widened, signage and street furniture was rationalised, brighter lighting was installed and the width restriction entrance by St Marks primary school was redesigned to include a contra-flow cycle lane.

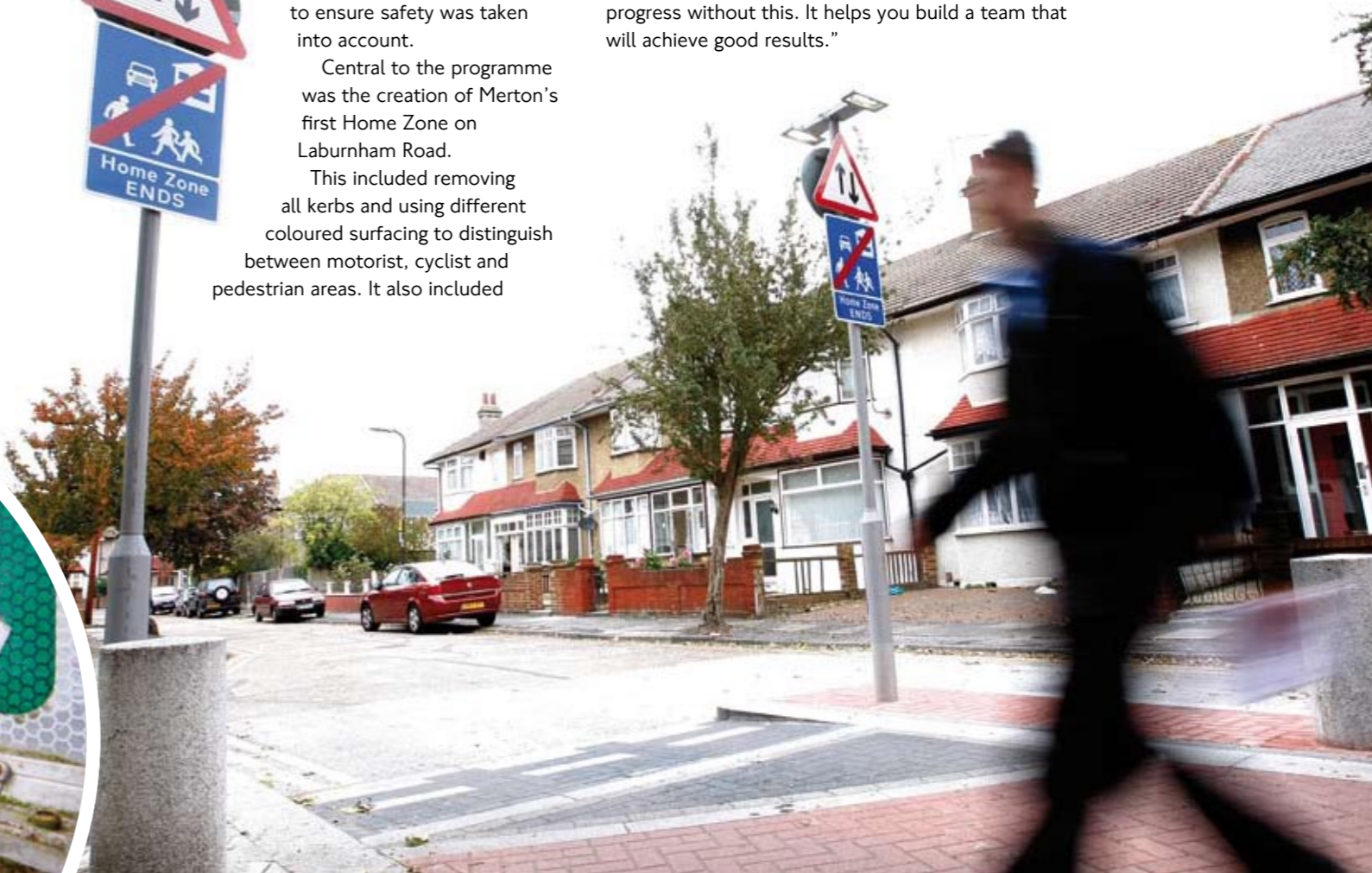
Everyone has welcomed the redevelopment scheme and Pip believes time spent relationship building with local residents was the secret to its success.

She said: "It's important you engage with local people to ensure their needs are considered. This encourages a sense of ownership in the project and a sense of pride to maintain it after it's delivered."

"To get an end product you're proud of, you must invest time in building partnerships – you can't progress without this. It helps you build a team that will achieve good results."

"It's much easier for me to get around now. All the surfaces are on one level. I used to bounce up and down on my way to the town – it was a nightmare. One or two of us on this estate have accessibility buggies and it's really helped us."

**JAMES WYATT**





**Borough news**

# Spooks square's makeover



**Part of the West End made famous by television spy show *Spooks* has been transformed into central London's newest public square and was opened during Car Free Day.**

Great Queen Street Square has been completely redesigned from scratch to give an appropriate setting to the famous Masonic Hall. It provides places for pedestrians to socialise and relax on benches, and employs some basic shared space principles, with traffic signals removed.

The work forms part of the continued enhancement of the West End to encourage people to walk between Lincoln's Inn Fields, Holborn, Covent Garden and Leicester Square.



TfL provided £732,000 of the scheme's funding as part of its commitment to develop Key Walking Routes and high-quality public spaces.

Councillor Chris Knight, Camden Council's Executive Member for Environment, said: "By hosting Car Free Day at this square, we hoped to get people thinking about the ways they travel, discover the benefits and use the new facilities to walk more in this area."

For more information, contact Tim Long on [tim.long@camden.gov.uk](mailto:tim.long@camden.gov.uk)

## Counting steps

**London's iconic Millennium Bridge now has a pedestrian counter as part of a scheme managed by Walk London and Transport for London (TfL).**

The counter is the latest in a set of 25 pedestrian counters on London's Strategic Walk Network – seven walking routes covering 430 miles in total – managed by Walk London.

The counter on the Millennium Bridge is housed in a stainless steel pole, fixed to the ground, and counts passers-by through the small gap in the glass panels that make up the bridge's balustrade.

The counter was supplied, installed and maintained by Traffic Technology, and measures changes in pattern of use over time.

It has recorded an average of 15,000 people crossing the bridge every day.

Walk London's Data Manager Abi Mansley said: "It's interesting to see the impact events such as the tube strike can have on the number of people walking across the bridge."

To find out more, contact [abi.mansley@walklondon.org.uk](mailto:abi.mansley@walklondon.org.uk)



## Shedding light on education partnership

**An illuminated parade signalled the end of a summer-long educational link-up between the TARU arts group (Transforming Arts and Regenerating Understanding) and the Green Chain Partnership.**

Schoolchildren, teachers and parents from primary schools in Greenwich and Lewisham took part in the event in September, which marked the start of the 10-day Green Chain Walking Festival.

The educational team-up began when Green Chain commissioned TARU to deliver the Green Chain Outreach Project, which involved working with 10 primary schools in the five London boroughs that make up the

partnership – Greenwich, Bexley, Bromley, Lewisham and Southwark.

It aimed to deliver a series of fun, educational workshops from June to September introducing the Green Chain route, its huge selection of walks and its benefits.

"This is the fifth year we've worked with schools on the walking festival, in partnership with local Primary Care Trusts," said Mark Budd, Green Chain Project Officer. "The idea is festival-goers will be encouraged to take part in future organised health months."

For more information on the Green Chain, visit [www.greenchain.com](http://www.greenchain.com) or phone the Green Chain Information Line on 020 8921 5028.





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

# Females get in cycle frame of mind

**Hillingdon Cycle Circuit in West London hosted a Women's Road Cycling Coaching day earlier this month.**



The female-focused event offered coaching and advice to women to make them more comfortable using a road bike to get to work, train or race.

The event was backed by cycle manufacturer Trek and [www.BikeEnvy.co.uk](http://www.BikeEnvy.co.uk), a women's online cycling magazine launching in the first week of December.

Participants were given the opportunity to take part in a bike maintenance session.

Freelance bike journalist and editor of [BikeEnvy.co.uk](http://BikeEnvy.co.uk) Bex Hopkins said: "We

hope the Women's Road Coaching day has acted as a springboard for female riders to gain confidence, and the skills to ride in groups, or train together.

"As well as quality on-the-bike coaching, many of the women came for the seminars on bike set-up, nutrition and health, stretching and core exercises to aid recovery and endurance on the bike, and of course the lovely organic food and homemade cakes.



"Although the day revolved around biking, we found the social aspect of the day and the direct contact with our biking experts are really highly valued."

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

## Subway provides light at end of tunnel

**Students from Kidbrooke Art School were keen to paint the town red when they were put in charge of re-decorating the Leechcroft Avenue subway in Bexley.**

As well as a new mural, the subway now has improved lighting inside and outside and extended handrails.

The gully has also been cleaned and new stainless mirrors installed, making it safer and more accessible for people within the local community to use.

"The aim was to substantially improve the subway so it's

safe and attractive for all pedestrians," said Barrington Anderson, TfL Project Manager. "It's now better lit and the handrails will make it more accessible."

RLP Painting contractors headed up the project with Director Andy Parkin getting the local school involved.

"TfL and highways management service providers EnterpriseMouchel wanted us to refurbish the subway and restore the mural, which had been vandalised, but we couldn't remove the graffiti without damaging the mural," he said.

"So we offered students from Kidbrooke Art School a 'blank canvas' for potential designs. When they'd finished, we applied a protective anti-graffiti coating so any new graffiti can be removed without damaging the work."



## STUDENTS FREE THEIR FEET

National charity Living Streets is leading an initiative to encourage teenagers in the Capital to get out and about more.

The Free Your Feet walking challenge, which rolls out next year, is part of Living Streets' ongoing Step Up campaign.

As part of the challenge, students must record the amount of walking they do each day, which gives them a chance of winning an iPod Nano.

Step Up Co-ordinator Sam Potter said: "We hope this will raise awareness of the benefits of walking among secondary school students and show them that walking is an easy exercise that can be incorporated into their daily routines.

"Our Free Your Feet image is designed to change the image of walking, making it cooler for pupils and positioning it as time to socialise, relax and take in the local environment before hitting the books."



For more information about the Step Up Free Your Feet challenge, contact Sam Potter on 0191 2457 360 or email [sam.potter@livingstreets.org.uk](mailto:sam.potter@livingstreets.org.uk)



TfL news

# Re-thinking travel plans



**Companies across London are thinking creatively to get their staff travelling actively to work.**

Marketing company Forster is part of TfL's free workplace travel plan scheme Enterprise, which has been providing pool bikes for travel to meetings.

Office Manager Joanna Foy said: "A quarter of our staff have taken advantage of the bikes and we're hoping the offer of free cycle training will increase that number."

In a groundbreaking move, Forster is also offering extra annual leave to employees who travel sustainably. Jo said: "Staff now get five minutes extra holiday per walk or cycle commute, which can add up to 2-5 hours a year."

The Park Inn near Heathrow is the first hotel to produce its own maps combining cycle, pedestrian and local transport routes for staff, visitors and customers with Enterprise matched funding.

Enterprise Project Manager Renee Smith said: "Businesses often come up with innovative ideas to promote active travel. We support these activities any way we can because we've seen they work."

**Cut out the car: Park Inn staff try different ways of getting to work.**



For more innovative ideas for promoting active travel to staff, contact Renee Smith on [rsmith4@lambeth.gov.uk](mailto:rsmith4@lambeth.gov.uk)

## Green light for cycle safety

TfL has launched its Draft Cycle Safety Action Plan, one of the key priorities of which is increasing safety among cyclists and HGV drivers.

The launch, organised in conjunction with Lambeth council, took place at an educational event in Clapham, South London attended by The Mayor's Director of Transport Policy, Kulveer Ranger.

Key stakeholders such as members of the GLA chaired Share the Road Group have already commented on the draft version of the plan and others, and will continue to be consulted until early 2010, when the final plan is due to be published.

The draft plan is available at [www.tfl.gov.uk](http://www.tfl.gov.uk)

Comments can be made until mid December.

For more information, contact Jen Calvert at [jennifer.calvert@tfl.gov.uk](mailto:jennifer.calvert@tfl.gov.uk)



## Freewheeling Fridays

**Cycle Fridays have given hundreds of Londoners the confidence they need to navigate the Capital's roads safely.**

Early anecdotal feedback from the six guided rides into central London showed new cyclists were eager to try commuting by bike again.

TfL collected feedback from riders and found out that more than half (54 per cent) were beginners or occasional riders. A follow-up survey will ask whether they continued commuting by bike and TfL will use this data to assess the trials effectiveness and to inform future interventions.

The rides, funded by TfL and organised by the London Cycling Campaign (LCC), follow on from

the success of Bike Tubes, which ran during the London Underground strike earlier this year.

LCC's Lucy Cooper said: "Led rides are a great way to give people the confidence to take up cycling, as well as showing them London has some great scenic commuting routes."

"We know there are thousands of people out there who would love to commute to work by bike, but don't have the confidence just to make that initial step."

"Working with TfL enabled us to reach a far wider audience and we hope to run similar initiatives with them in future."

For more information, contact [www.lcc.org.uk](http://www.lcc.org.uk)



# Showing off London's cycling revolution



Londoners got their first chance to see the Cycle Hire scheme bikes on TfL's stand at the Cycle Show at Earls Court exhibition centre. They also saw a whole lot more.



**By lunchtime on the first day of the Cycle Show, the TfL stand was buzzing as people flocked to see what will be on offer as part of the Mayor's £111 million London Cycling Revolution.**

Show visitors took the opportunity to try out the Cycle Hire scheme bikes and learn more about what else is being planned for cycling in London in 2010.

The TfL stand featured a mock-up of the cycle hire docking station, complete with a terminal, docking points and bicycles, and six of the bikes for people to ride on the commuter test track. Visitors were also offered the opportunity to take a virtual journey on a bike

on one of the Cycle Superhighways.

"We had a tremendously positive reaction from visitors," said Anthony Kluth, Senior Communications Officer, who ran the stand. "Most were genuinely surprised by the ride quality of the bikes and were keen to learn more about location and pricing."

Ealing-based English teacher Michael Newsham tried out the virtual Cycle Superhighway and was impressed.

"I think more people should cycle and these Superhighways seem like a great idea," he said.

"I'm convinced they will encourage more people to get on their bikes."

## Take the hire road

One of the most popular features at the Cycle Show was TfL's Cycling Revolution stand, which gave people the chance to check out the bikes that will be used in the Cycle Hire scheme.

Biomedical scientist Andy Hassall was one of the cyclists who took the opportunity to put the bike through its paces.

"It's really comfortable," he said. "I found it responsive and highly manoeuvrable. I'll almost certainly use the scheme when it comes into operation."

Visitor Ian Broadhead, from Wakefield, West Yorkshire, was also enthusiastic about the scheme.

"I wish we had a similar programme where I live," he said. "It's a great idea and something I'll definitely use when I visit the Capital."

## Urban makeover for Superhighways

Plans are afoot to make the areas along the Cycle Superhighways routes more attractive and visible places to be enjoyed by all.

TfL has asked Burns+Nice to come up with ideas to improve areas like the start/end of the routes, junctions, and transport interchanges. These should make it easy to identify the Superhighways, improve the way people feel about their local areas, encourage active travel and increase the enjoyment and use of local facilities.

If you would like to suggest anywhere along the proposed routes that is in need of improvements, email [cyclesuperhighways@tfl.gov.uk](mailto:cyclesuperhighways@tfl.gov.uk)





## Key Walking Routes



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

## Key Walking Routes



# Boost for WALKING

Having already delivered one project in Wanstead, TfL is pressing on apace with its Key Walking Routes initiative aimed at making walking a more appealing method of transport.

## Stepping out in South Woodford

Redbridge Council has taken on board the lessons it learned from implementing the Wanstead High Street Key Walking Route (KWR) for its latest scheme – George Lane in South Woodford.

Due for completion by spring 2012, the three-year programme will see both sides of the access route to South Woodford Tube station spruced up to encourage more walking along the high street.

Extra lighting and eight CCTV cameras are being installed along George Lane first before the major building programme begins in February 2010. Works being carried out then include: raised entry treatments, cycle parking installation, crossing point redesign and roundabout realignment. The KWR will also benefit from the use of quality materials and, in a break from traditional area improvement schemes, the project will also resurface private shop-front forecourts.

“We’re tapping into all the available sources of funding to regenerate South Woodford town centre,” said Scott Wilding, Transport Planner at Redbridge. “We have also taken on board what we learned from the KWR project in Wanstead. Town centres look different after dark, a point often overlooked during design stages, so the importance of lighting is paramount.

“And we’ve seen how unbalanced a scheme can look if you don’t reinvigorate private forecourts as well as the publicly owned sections of the road.

“What we’ve also learned is that it’s worth getting funding from as many sources as you can. Our entire project takes a holistic approach to regeneration, so although it’s a KWR using LIP walking funding, we’re also using money from cycling, bus priority and area-based scheme pots to create an improved town centre for many modes of transport, in line with the reforms encouraged through the LIP process.”

Improving the environment so more people choose to walk is one of the main planks of TfL’s Make Walking Count policy and the aim of its Key Walking Routes (KWR) initiative.

KWRs represent a significant step forward for pedestrian environments, delivering a step change in walking conditions and putting safety and accessibility at the top of the agenda.

With KWRs, high-quality infrastructure is used to link important local destinations such as stations, schools, health centres and shops in areas of London. KWRs directly tackle one of the main barriers to walking – poor street quality. They typically involve combining a wide selection of pedestrian improvements such as

widened and resurfaced pavements, new crossings with improved accessibility features, street lighting that benefits pedestrians as well as motor vehicles and even new seating, signage and landscaping. These measures are delivered together along a route or across an area.

KWRs can also play a role in supporting local regeneration measures by encouraging people to walk and spend locally, by providing places that people want to walk to.

“Through this initiative, we’re hoping to encourage boroughs to continue moving away from piecemeal infrastructure improvements adopted in the past towards a more joined-up, holistic way of doing things,” said Spencer Clark, Borough Walking

Programme Manager. “This new focus fits neatly into the new Local Implementation Plan (LIP) approach. While we realise that one-off improvements such as new crossings are important in places, we’ve found that they don’t bring about the change of behaviour and mode shift we’re aiming for; KWRs do and we have evidence to support this.”

At present, more than 10 KWRs are in various stages of progress, with one having been completed and two more due to be delivered before the end of the current financial year.

“As we’ve already seen in the case of the Wanstead High Street KWR, dramatic increases in levels of walking can be attained by adopting this more

holistic method,” added Spencer.

“If boroughs are interested in boosting everyday walking in their area and want to find out more about the KWR initiative, we’re happy to help. We’ve already published a guide defining best practice for local walking schemes, but we’re also available to sit down with borough walking officers and help plan KWRs in their area. That can consist of anything from prioritising locations and gathering evidence to detailed technical support and expertise.”

For more information or to receive a copy of the TfL Best Practice for Local Walking Schemes guide, contact Spencer Clark on 020 3054 0848 or at [Spencer.Clark@tfl.gov.uk](mailto:Spencer.Clark@tfl.gov.uk)



## Diary

# Smartmoves

WALKING AND CYCLING CONFERENCE, SPRING 2010

## Call for papers

Transport for London is looking for speakers and workshop leaders who provoke thought and debate at the next conference.

We are looking for a broad range of presenters, who could be from boroughs, campaign groups and government organisations, to talk about cycling and walking projects, campaigns, events or research.

If you have something to share that is fresh, and inspiring, we want to hear from you.

**Speakers** will present to the full conference (300 people) for fifteen minutes. This is an opportunity to present to a broad audience and take part in Q&A sessions.

**Workshop leaders** will lead a 30-minute or 1 hour interactive workshop for between 30 and 100 people. This is your chance to get under the skin of your subject with people who share your passion.



The event attracts professionals who are involved in promotions and infrastructure developments in walking, cycling and active travel.


Please send an outline of what you would like to address, highlighting the relevance to the audience, what's innovative about it and what the key messages are.


Email this information (with the subject line "Smartmoves call for papers") to [Smartmoves@tfl.gov.uk](mailto:Smartmoves@tfl.gov.uk) by Friday 8th January 2010.


## DATES FOR THE DIARY

 **18 November 2009 – British Heart Foundation's 9th Annual Conference** – Nottingham – discusses how to deliver effective, coherent and co-ordinated physical activity programmes – [www.bhfactive.org.uk](http://www.bhfactive.org.uk)

 **23/24 November 2009 – ACT Travelwise National Conference** – Newcastle – showcasing healthy approaches to travel – [www.acttravelwise.org/events/2009/11/23/636](http://www.acttravelwise.org/events/2009/11/23/636)

 **26 November 2009 – Walk England Professional Network event** – London – raising the profile of everyday walking with politicians and senior government managers – contact [veronica.reynolds@walkengland.org.uk](mailto:veronica.reynolds@walkengland.org.uk)

 **26/27 November 2009 – National Sustainable School Travel conference** – Glasgow – providing guidance and inspiration to those working in the field of sustainable travel – [www.acttravelwise.org/events/2009/11/26/626](http://www.acttravelwise.org/events/2009/11/26/626)

 **5 December 2009 – Climate Change Ride** – Lincoln's Inn Fields, London – join thousands of cyclists on the streets of central London to urge the government to make major emissions cuts at the UN climate talks in Copenhagen – Campaign Against Climate Change – [www.campaigncc.org](http://www.campaigncc.org)

 **5 December 2009 – West End VIP day** – London – shop 'till you drop along roads closed to traffic

 **30/31 January 2010 – Winter Wanders** – London – Walk London's free guided walks weekend – [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.

## British Cycling

The internationally recognised governing body of cycling in Great Britain,

**Tel: 0870 871 2000**

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

## CTC

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

**Tel: 0870 873 0060**

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

## Cycling England

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

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

## Legible London

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

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

**[www.legiblelondon.info](http://www.legiblelondon.info)**

## LEPT

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

**Tel: 020 7934 9536**

**[www.lept-eu.org](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)**

## 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.

**Email: [info@walk21.com](mailto:info@walk21.com)**

**[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 7820 1010**

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