Scrutiny Review – Sustainable Transport

TUESDAY, 15TH DECEMBER, 2009 at 18:30 HRS - CIVIC CENTRE, HIGH ROAD, WOOD GREEN, LONDON N22 8LE.

MEMBERS: Councillors Beacham, Mallett (Chair), Santry and Weber

AGENDA

1.   APOLOGIES

2.   DECLARATIONS OF INTEREST

A member with a personal interest in a matter who attends a meeting of the authority at which the matter is considered must disclose to that meeting the existence and nature of that interest at the commencement of that consideration, or when the interest becomes apparent.

A member with a personal interest in a matter also has a prejudicial interest in that matter if the interest is one which a member of the public with knowledge of the relevant facts would reasonably regard as so significant that it is likely to prejudice the member's judgment of the public interest **and** if this interest affects their financial position or the financial position of a person or body as described in paragraph 8 of the Code of Conduct **and/or** if it relates to the determining of any approval, consent, licence, permission or registration in relation to them or any person or body described in paragraph 8 of the Code of Conduct.

3.   LATE ITEMS OF URGENT BUSINESS

The Chair will consider the admission of any late items of urgent business. Late items will be considered under the agenda items where they appear. New items will be dealt with at item 12 below.

4.   MINUTES OF THE LAST MEETING

To receive the minutes of the last meeting and any matters arising.

5.   SERVICE BRIEFING (PAGES 1 - 6)

From the last meeting (17th November), information requested by the panel (briefing from Haringey Sustainable Transport).

6.   SOPHIE TYLER (RESEARCH FELLOW SUSTAINABLE TRANSPORT) (PAGES 7 - 30)

To hear evidence from Sophie Tyler, Research Fellow, Department of Transport Studies, University of Westminster.

7.   PROMOTING CYCLING IN HACKNEY

To hear evidence from Andy Cunningham, Head of Streetscene, Hackney Council & Trevor Parsons, Hackney Cycling Campaign.

8.   LONDON CYCLING CAMPAIGN

To receive a presentation from Oliver Schick, London Cycling Campaign.

9.   GREENEST BOROUGH STRATEGY PERFORMANCE

To consider the latest Greenest Borough Strategy performance report (deferred from 17th November).

10.   REPORT BACK FROM VISIT TO SUTTON COUNCIL (PAGES 31 - 42)

To receive a written/ verbal report on the panel's visit to Sutton Council.

11.   PROGRESS OF SCRUTINY REVIEW (PAGES 43 - 44)

To assess the progress of the review (e.g. key findings established, further areas to assess, or additional witnesses the panel may want to call).

12.   ANY OTHER BUSINESS

13.   DATE OF NEXT MEETING

To be held jointly with the Transport Forum on the 12th January 2010.

Scrutiny Review Sustainable Transport
Panel Meeting 17th November 2009: Minutes

Present: Cllrs Beacham, Mallett, Santry and Weber

Also in attendance: Chris Barker, Martin Bradford, Bryony Clifford, Joan Hancox, Joanne McCartney, Michael Poteliakhoff, David Rowe, Sue Penny, Tim Steer and Matt Winfield.

1.   Apologies for absence

1.1   Paul Bumstead, Adam Coffman.

2.   Declarations of interest

2.1   It was noted that Cllr Mallett was a member of the London Cycling Campaign and Cllr Beacham worked for Transport for London. Neither member felt that these declared interests would be prejudicial to the review.

3.   Late items of urgent business

3.1   None received.

4.   Minutes of the last meeting

4.1   These were approved.

        <u>Matters arising</u>
4.2   It was requested that the evaluation of Stop and Shop (which has been running in both Crouch End and Muswell Hill) should be presented to the panel when available.

        Agreed: The results of Stop and Shop to be presented at the next meeting (15th December 2009).

4.2   The panel noted that the Sustainable Transport service will present a report at the next meeting where it is anticipated that representatives from the School Travel team will be in attendance.

4.3   In relation to the maintenance of footways and highways, the panel were unclear about the reporting process (and subsequent repair) for Homes for Haringey managed surfaces. It was reported that at present Homes for Haringey operate their own reporting and maintenance system, separate from Haringey Council.

4.4   The panel felt that this was an unsatisfactory arrangement as it would not be obvious to pedestrians, cyclists or other pavement/highway users which parts of the network were managed by Homes for Haringey and those by Haringey Council. The panel felt that this would make it problematic for residents and road/pavement users to report repairs appropriately.

Agreed: The panel indicated that a recommendation would be considered in relation to the maintenance and repair of footways and highways for those parts of the network managed by Homes for Haringey.

4.5   The panel further discussed the selection of situating of car club bays. Currently, car clubs were placed in areas with good transport links to ensure connectivity of different modes. The panel felt however, that car club spaces should also be situated in areas where public transport was poor to extend people's travel choices. The panel felt that this was important to help address local inequalities.

Agreed: That the selection of sites for car club spaces should include those areas of the borough where public transport links are currently under developed.

5.0   Transport for London

5.1   David Rowe (Head of Core Programmes, Smarter Travel Unit at Transport for London) gave a presentation to the panel. Highlights of the main points raised in this presentation are summarised below.

5.2   The new Mayors Transport Strategy highlighted a number of themes to improve transport provision including increasing capacity, changed land use and demand management. Whilst the former is exclusively the responsibility of Transport for London (TfL), changed land use (planning) and demand management were identified to be the responsibility of both Local Authorities and TfL and where local work should be focussed.

5.3   The development of the sustainable transport message borrows from other social marketing campaigns from other sectors such as the need to conserve water, to reduce energy consumption and numerous public health campaigns. Such social marketing techniques are both politically acceptable and cost effective.

5.4   Developing sustainable travel initiatives such as travel plans and individual travel marketing should be focussed on those organisations or events where there is the largest travel footprint such as large companies, colleges, schools and large entertainment venues. Targeting these organisations is most cost effective way in delivering successful sustainable transport programmes.

5.5   Work based travel planning is particularly important as 1/3 of all travel trips undertaken are work related. It should be noted that a reduction in operating costs will be a prime motivator for businesses to become involved in work based travel planning and this should frame engagement and subsequent sustainable travel initiatives.

5.6   Trip indicators underline the drop in the level of walking and cycling the further journeys start from the centre of London. This is understandable given the density of the travel network in central and inner London. What this does

indicate however, is that there is a need to focus on delivering initiatives which encourage walking and cycling in outer London areas. This would be pertinent to Haringey being on the border of inner/outer London borough.

5.7 Schools and colleges are also significant trip generators and therefore an important target for dedicated travel planning (school travel plans). It was noted that Haringey has performed well in this areas where all schools have a travel plan and uptake is well above national targets. In particular, Moselle School was often highlighted as exemplar. The panel noted (in relation to previous discussions) that there are better rewards for schools that continue with the school travel plan (British Gas Green Leaves) where schools can receive rewards for continuing engagement (i.e. a PC). It was noted that some local schools are continuing (i.e. Moselle).

5.8 Car clubs have seen a rapid growth across London where there are approxianmltey 1,600 vehicles and 89,000 members across 23 boroughs. Car club audits have shown real benefits for sustainable transport as it is estimated that 20% of members will sell their car and an even higher proportion will decide not to buy a new vehicle as a result of joining a car club. Having the option of using the car club makes people think about transport options rather than instinctively grabbing for the car keys at the start of a journey.

5.9 There are a number of schemes (in Camden and Islington) where there have been follow up car club initiatives where sustainable transport benefits are 'locked in'. These have included giving the released parking space over for other public amenity or (creating mini- CPZ) and taking away parking permit rights (indefinitely) for that household. Further details to be followed up with TfL.

5.10 A number of questions were raised by the panel in respect of developing wider access to car clubs, particularly among the disabled and within those communities where discussed there is a high level of social deprivation. TfL reported that whilst it was not aware of any car club schemes that allowed for disabled access, Greenwich had run a very successful car club based in areas of social deprivation: 3 cars based on a local housing had the highest usage in the borough.

5.11 The panel noted that whilst car club spaces were now being considered as part of planning processes, it was felt that there should be further efforts to ensure that there was sufficient attention paid (and provision) to providing for car club bays in new development planning applications.

5.12 Other smarter travel programmes have been established in London, namely in Sutton and Richmond. These have been supported by TfL working in partnership with the boroughs. It was noted that the panel would be visiting Sutton as part of the review, it was recommended that the panel look at the continuation of Smarter Travel Sutton after its 3 year operation to see how the programmes had been embedded and the links that were established with partners, particularly the PCT within its Active Steps Programme.

5.13   Less money was available to Richmond and this authority sought to develop infrastructure (i.e. cycle lanes) before the launch of softer measures (i.e. travel information). The borough also sought to segment the population, to ensure effective targeting within travel marketing (i.e. ensuring that sustainable travel programmes focused on those motivated for change).

5.14   The panel heard that Merton borough council experienced a particular problem with schoolchildren congregating around Wimbledon town centre before and after school. The large numbers of young people waiting for buses precipitated a lot of low level anti-social behaviour, bus delays and problems for other bus passengers. TfL and Merton worked together to encourage young people to walk to and from station using a variety of incentive schemes (i.e. walking check in points) which produced a 45% increase in the level of walking an helped to ease congestion in the town centre.

5.15   The panel noted that the planned Cycle Superhighways (as specified in the Mayors Transport Strategy) would come through Haringey: route 1 running through the east of the borough (Tottenham to Liverpool Street) and route 12 running through the west of the borough (East Finchley to Angel. It was suggested that forward planning needs to take place within the borough to develop access to these main arterial routes so that the local cycle network complements these new routes.

5.16   The timing of the implementation of the Cycle Superhighways was questioned as delays have been reported to be expected. TfL noted that 2 routes within the Cycle Superhighways programme would be in place by the summer of 2010, though these will not be to the full specification (these will be developed over time). Nonetheless, these routes were felt to represent a significant advance.

5.17   The panel noted that the biking borough initiative will commence in 2010. The Mayor will be looking to designate several outer London Boroughs as 'Biking Boroughs' (formerly known as 'hubs'). These Boroughs would demonstrate an enhanced commitment to cycling as evidenced through their cycle plans/strategies. This initiative will provide some initial funding and support (data analysis) for qualifying boroughs. Invitation letters are being sent out to London boroughs in December outlining participation criteria.

Note: Once criteria are known, clarification of Haringey's position may be sought regarding an application for biking borough status?

5.18   In relation to the biking borough status, the panel noted that this was being targeted at outer London boroughs. The panel sought to clarify whether Haringey would qualify as there were moves to try and get the borough reclassified as inner London for the purpose of education funding. It was noted that such moves would not impact on Haringey's eligibility.

5.19   In Haringey, it was noted that there is a workplace officer, but this role is shared with a number of North central London authorities. This work is done through an enterprise company and thus most work is performed 'at arms length'.   From April 2010, it is anticipated that this role will be developed to focus more on outer London boroughs in the group (Haringey included).

5.20   The panel noted that Personal Travel Planning was not included within the presentation. It was recorded that this is not as cost effective as work which targets high trip generating organisations such as large companies, schools or colleges. From a Haringey perspective, it was noted that the personal travel marketing approach would be included in the Muswell Hill low carbon zone project, though the individual travel marketing process would be accompanied by other information (i.e. recycling, reducing energy consumption.

5.21   It was noted that underlying economic development and an increasing population growth will create further demand for transport across London. It was the intention of TfL to reduce the number of trips that people make however, as this was far more cost effective than increasing capacity on the transport network.

5.22   The panel sought to clarify if there was a template for engaging with local partners and local businesses. It was noted that TfL offer a model of support based upon a standardised audit process which assess barriers to sustainable transport use and opportunities for developing access/ uptake of sustainable transport within an organisation. This model can be used to predict outcomes (i.e. modal shift) and guide which interventions will be most effective.

5.23   The panel noted that the Metropolitan HGV safety unit has been disbanded as this was not a cost effective service. Officers from TfL are now providing this service.

5.24   The panel questioned whether travel planning principle could be applied to hospitals, as these generated a significant amount of trips (especially in Haringey as there were no hospitals located in the borough). TfL reported on the experience of Princes Royal hospital which was lobbying for a route change on a local bus service. Through developing land on the hospital site, pedestrian access to bus routes was improved (9%) and this was a significantly cheaper option than the cost of changing a bus route (£1/4m each year plus inconvenience to other bus route users). It was noted that TfL had raised the redevelopment North Middlesex with NHS London for similar consideration.

6.   Greater London Assembly

6.1   Joanne McCartney gave a presentation to the panel. Ms McCartney is a member of the Greater London Assembly (Enfield & Haringey) and the rapporteur for the transport committee investigating cycle stand provision across London.

6.2 The transport committee operates as a scrutiny function, and therefore has a role in holding the mayor to account and in policy development. The committee has undertaken a number of reviews in the past 2 years including 20mph speed limits and Home Zones, upgrading the underground, performance of dial-a-ride and traffic congestion.

6.3 The committee has also recently completed an investigation in to the provision of cycle parking across the capital. The panel noted that there has been a big upsurge in cycling across the capital; the proportion of trips undertaken by bike has increased by more than 100% in the past 10 years. The availability of safe, secure and appropriately located cycle parking however, remains a significant barrier to potential cyclists. The following is a summary of the main points from the presentation and subsequent panel discussions.

6.4 The scale of the challenge facing authorities aiming to improve cycling provision was underlined to the panel, these being:
- 18,000 bicycles are reported stolen each year, yet only ¼ of bike thefts are reported which would suggest well in excess of 70,000 bikes are stolen each year.
- An audit of cycle parking undertaken by the GLA found that a majority (71%) of respondents indicated that cycle parking in the capital was poor.
- The planned 53,000 additional cycle stands planned by the Mayors (past and present) is probably insufficient; London Cycling Campaign indicate that a further 100,000 spaces are probably needed.

6.5 The investigation by the transport committee in to bike stand provision came to a number of significant conclusions and recommendations:
- There is currently no overarching strategy in place for the development of cycle parking in London.
- There needs to be more work to develop minimum standards for cycle stand design, security and location.
- There is more local freedom within the LIP funding process to prioritise local schemes, such as cycle parking.
- Closer examination of the land available at main transport nodes (mainline stations and tube station) for the development of cycle parking should be undertaken.
- Local ward audits should be undertaken to assess the scale and location of cycle stand provision – few authorities have a record of where cycle stands are currently placed. (It was noted that Wandsworth have undertaken ward audits to help build a database of cycle stands). This process is vital to help plan appropriate cycle stand provision.

6.6 There were a number of ways in which the provision of cycle stands could be developed in Haringey, these were identified as:
- Haringey as a major local employer should set an example to others in the locality by ensuring that it provides a full range of cycle facilities (parking, showers, lockers and cycling mileage allowance).
- Retro fitting of cycle stands in the boroughs housing estates (such as bike lockers).

- Carefully consider the impact of policies which remove street clutter as these may inadvertently remove informal cycle parking (i.e. railings).
- As a planning authority, Haringey has a big influence on sustainable transport provision such as through the Unitary Development Plan (UDP) and the Core Strategy. Cycling provision should be included within this key strategy.
- Haringey may also influence sustainable transport provision through S106 and planning gain particularly in relation to Haringey Heartlands and the Spurs football ground redevelopment. The Council should be sure to avoid the situation concerning the redevelopment of the Arsenal football ground where only 60 cycle spaces were provided for a stadium seating over 60,000 people.
- Haringey should also develop a database of where cycle stands are currently located, the type of stands provides and where stands are needed.
- Most importantly however, is that the Council should utilise established partnerships to develop an integrated response to sustainable transport (and cycle stands in particular). The council is the key link and important player in setting the local sustainable transport agenda.
- It was also noted that the scrutiny review will be in a good position to influence the drafting of the Local Implementation Plan which will set out local transport policies in the medium term.

6.7 The panel was concerned about the provision of cycle storage in social housing. Currently there are issues for units run by Homes for Haringey (ALMO) where bikes and even motor bikes have been stored on the landings of properties which present obvious health & safety risks (i.e. access and fire). It was noted that the ALMO did not have any current allocation to resource such developments. The panel heard that the Council is currently operating three trials of cycle park schemes.

Agreed: Further details of the trials to come to the panel.

6.8 The panel was made aware that there were a number of TfL funded projects to improve cycle parking on housing estates. It was noted that further information could be provided on request.

Agreed: To follow up with Transport for London.

6.9 The panel also wish to seek clarification as to whether there were any dedicated allocations or scope to include cycle storage within Decent Homes funding? Contact would be made with Homes for Haringey to ascertain whether such funding was available.

Agreed: To follow up with Homes for Haringey.

6.10 The panel noted that in Germany, every new flat is allocated a cycle parking space. This raised a number of questions for the panel in terms of new development and cycle parking, namely, what minimum standards are there for cycle park development and what should the allocation be per unit?

6.11   It was reported to the panel that there are guidelines for the allocation of 1.5 cycle parking spaces for each unit of development (to recognise that there may be family units which require additional provision). It was also reported that some local authorities (i.e. Waltham Forest) have already set local minimum standards for cycle development and that Haringey were in a position to establish a similar standard.

6.12   The panel noted that the quality and location of cycle parking varied. Butterfly parking stands were noted to be useless as these did not provide any security (as you can only lock your wheel rather than the frame in the stand). The preference is for Sheffield stands.

6.13   The orientation of bike stands was also noted to be important not just for those cyclists wishing to access them to secure their bike but also to pedestrian flows around the bike stands. This should be noted in local planning and design.

        Agreed: To ascertain what is currently specified within the local cycling strategy and whether local minimum standards for cycle stands provision can be developed in relation to design and location and for planning guidance.

6.14   The panel noted that a number of new cycle stands had appeared across the borough and wished to clarify what consultation processes had been employed in deciding where these should be situated. It was recorded that Haringey Cycling Campaign (HCC) is consulted in such developments and that over 40 locations for stands have been suggested by the organisation. HCC have been consulted on design (against stainless steel hoop) and met with conservation officers to decide how best to place cycle parking in such areas.

6.15   The panel were keen on the idea of cycle parking audits in local wards as this would provide the authority with baseline data. This would help to identify what is already provided and gaps in current provision as well as acting as a guide to inform future development.

        Agreed: That the panel seek further information about ward audits and consider a recommendation in respect of developing this proposal for cycle parking.

7.   Sustrans

7.1   Sustrans is a civil engineering charity which has been running for over 30 years. Matt Winfield, Greenways Manager for Sustrans provided a presentation to the panel (attached). An outline of the main sustainable transport project was provided to the panel namely, TravelSmart, Bike It, DIY Streets and Greenways for the London Olympics (GOAL).   A summary of the main points of the presentation and subsequent panel discussions are provided below.

7.2   TravelSmart was introduced to the UK in 2001 from the continent. This approach is based on Individual Travel Marketing, which target particular segments of a population who may be most likely to change their travel behaviour. This approach has been successfully employed in some of the sustainable travel demonstration towns (i.e. Peterborough). The approach aims to save time and money of participants as well as improve their health and well being (via active travel methods).

7.3   TravelSmart has been fully evaluated (through SocialData) and has been shown to improve uptake of walking and cycling as well as decrease the reliance on the private car for travel. For example, in Peterborough walking trips were increased by 9%, cycling trips by 36% and car usage reduced by 11%. Similar results have been seen in Watford, Worcester and Doncaster. Of interest to the panel was that Sustrans are working with the Oceans Estate in Tower Hamlets and is aiming for a 10% increase in sustainable transport.

7.4   'Bike It' is a cycle promotion project focussed on primary schools. This project has worked in 4 primary schools in Haringey including Devonshire Hill, Weston Park, Chestnuts & Seven Sisters. Regular cycling at these schools rose to between 11-14% (from 2-3%). There is a plan to expand this project to secondary schools and colleges.

7.5   The Panel were interested to hear about DIY Streets. DIY Streets helps residents to re-design their own streets affordably, putting people at their heart, and making them safer and more attractive places to live. The project works with local communities to help residents develop low-cost capital solutions to making their streets safer and more attractive, aiming to find simple interventions and materials which can be both effective and durable. These have an approximate £20k budget per annum.

7.6   The Panel noted that the Council had signed up with Sustrans for a DIY Streets project here in Haringey. It was planned to develop a DIY Streets project around collection of 6 or 7 streets in the borough (implementation 2011), though the actual location could not be confirmed until the local residents association had formally agreed to support it and participate in the programme. If the residents association did not support it, all local residents associations would be invited. The panel requested further information about this project when available.

        Agreed: Further information on the DIY Streets project to be provided to the panel when this becomes available.

7.7   Home Zones are an attempt to strike a balance between vehicular traffic and everyone else who uses the street, the pedestrians, cyclists, business people and residents. Home Zones work through the physical alteration of streets and roads in an area. These alterations force motorists to drive with greater care and at lower speeds.

7.8   The panel also noted that there have been a number of Home Zones developed in the borough and whilst these had brought some improvement,

there were ongoing problems: there was continuing conflict between different street users, there needed to be continuing engagement and education for new people coming on to the street and the need to involve people beyond just 'active residents'.

7.9   The panel heard about the development of Greenways. The aim of greenways are not just about getting from A to B (by bike or foot), but about creating a positive travel environment which people will want to use and encourage new cyclists and walkers. Greenways are safe, pleasant routes running through parks, forests, waterways and quiet residential streets. In this context, they are good for people who are new to cycling who want to build confidence on their bike. The network of greenways aims to compliment other cycle routes i.e. London Cycle Network.

7.10   It was noted that the Lordship Recreation Regeneration is being used to develop greenways in the borough. Park Walk is also a good example of a greenway in London. It was reported to the panel that it was hoped that greenways would be adopted in the Local Development Framework (LDF) and the core strategy of London boroughs.

7.11   The panel raised the issue of how residents are able to find out about local cycle networks such as the LCN and greenways. It was reported that there are a wide range of maps which are produced by TfL and available through their website. The panel felt that there should be more localised information targeted at local residents.

        Agreed: The panel noted that there was a walking, cycling and jogging officer based in the recreation service who may be able to play a role in promoting the local cycle network to residents, schools and colleges. This may be considered as a recommendation by the panel.

7.12   The panel also noted that they were only aware of one cycle hire organisation within the borough. As far as the panel could recall the only scheme was in the Lea Valley complex. It was suggested that further schemes, possibly linked to greenways may encourage greater uptake of cycling, particularly families where perhaps parents do not have bikes.

7.13   The panel heard that cycle permeability was a key factor in developing cycle access as this provided safer more direct routes for cyclists. It was noted that the development of one way streets was becoming a common approach which but which failed to recognise the needs of the cyclists (i.e. Tottenham gyratory). The panel heard that further consultation may be needed to ensure the permeability of streets in Haringey.

8.   Greenest Borough Strategy

8.1   This item was deferred until the next meeting as there was insufficient time to discuss.

9.   Date of the next meeting.

7.00pm 15th December 2009 Committee Room 2.

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Agenda Item 5

Haringey Council

Briefing for:	Scrutiny Review Panel – Sustainable Transport

Title:	Sustainable Transport Service update

Purpose of briefing:	To provide Panel Members with an update from the 17th November 2009 meeting.

Lead Officer:	Joan Hancox

Date:	4 December 2009

Data from 3 pilots of providing cycle storage in social housing

Cycle shelters were erected on three estates through a pilot project funded by TfL in 2005. The chosen locations were:

- Reed Road, N17
- Rohela Close, N17
- Winkley Close, N8.

The shelter designs shown in Figures 1 and 2 were chosen following extensive consultation with residents. The clear Perspex material was selected to minimise graffiti. For Winkley Close, a rounded style with a rising door was chosen in order to discourage children from climbing on the structure. Other considerations were the limited space available and the need for the design to be sympathetic to the surrounding area. Each shelter was designed to house 10 bikes and the cost of each shelter was ca. £4000. The shelters were secured by means of high security padlocks.

Site inspections of the shelters were made in December 2009:

- One of the two shelters in Reed Road appeared to be unused. The second shelter housed a motorcycle and two pedal cycles. One of the roof sections on this shelter has been smashed through.
- The shelter in Rohela Close was in good condition but appeared to be unused.

- The shelter in Winkley Close housed a motorcycle, several children's cycles and an assortment of parts, possibly from motorcycles, see Figures 3 and 4. The lock was missing and a significant amount of graffiti has been scratched into the Perspex.

We are awaiting information from the relevant housing officers regarding the management of the shelters.

Several lessons can be learned through this pilot project, in particular, the importance of agreeing responsibility for the ongoing management of the shelters (issue of keys, removal of abandoned cycles etc.) prior to installation. The holding of 'Dr Bike' surgeries at the shelter locations to assist residents with cycle maintenance proved to be popular.

Since taking over the housing department, Homes for Haringey have expressed an interest in expanding the scheme. However, the Transport Planning team would need to charge for staff time spent on this.

Figure 1 Cycle shelter at Rohela Close, N17

Figure 2 Cycle shelter at Winkley Close, N8 – as new

Figure 3 Cycle shelter at Winkley Close, N8 – December 2009

Haringey Council

Figure 4 Cycle shelter at Winkley Close, N8 – December 2009

Further details of new arrangements for workplace travel planning

For the past few years, Haringey has shared a sub-regional co-ordinator and another member of staff with four other boroughs. These staff have been responsible for undertaking travel planning activities with SMEs of 20-250 employees. There has been some concern that the service is spread too thinly and that Haringey has seen little of these staff. However, in recent months there has been a marked increase in activity with four companies in Haringey actively implementing travel plans and three more with plans in the pipeline.

A further concern has been that the other four boroughs who share the travel planning staff are all inner London boroughs. There is a possibility that Haringey will transfer to the North area to share staff with other outer London boroughs from April 2010. The final decision on new arrangements may be affected by possible boundary changes to the partnership areas.

Biking borough – position re future application

'Biking Boroughs' are defined as those seeking to promote cycling in an integrated way (Mayor's Transport Strategy, Public Draft, October 2009). Biking Boroughs will help to create a local culture of cycling, focusing on town centre locations or key trip destinations where potential for mode shift to cycling will be greatest. The Mayor's Transport Strategy (paragraph 460) states that boroughs have a central role to play in improving the cycling experience and increasing rates of cycling. It states that the Mayor is committed to supporting boroughs in this work and that additional support and

advice will be aimed at boroughs seeking to take the lead as a Biking Borough.

We are awaiting further clarification from TfL on what a 'Biking Borough' would entail before considering whether to take the lead as one.

Review of parking restrictions in the Muswell Hill and Crouch End areas.

Surveys were carried out with shoppers, residents and traders in the areas.
The main findings from the surveys for both areas suggested that we should:
- Amend the permitted pay and display parking period where possible in the area for example allow pay and display parking from 8am to 6:30pm
- Improve signage
- Consider the introduction of more pay and display parking bays along the main shopping streets
- Introduce more loading facilitates where possible

A more detailed summary of feedback from traders is given below:

Works are planned to introduce changes on an experimental basis before Christmas.

Summary of Traders Feedback

Enforcement
- The manner of enforcement needs improvement there is a perception that wardens are sneaky
- Charges for Penalty Charge Notices needs to be reduced
- Enforcement via CCTV is unfair
- Wardens are quick to issue tickets to motorists

Signs
- Signs are confusing
- Signage needs to be improved for existing car parks in the area

Operational Hours/days
- Why are there restrictions outside the permitted parking periods
- Remove the P&D
- Differing hours on different streets
- Saturday restrictions need reviewing
- Parking should be free
- Duration of stay is too short
- The pay and display period should be extended
- The hours of P&D do not align with opening hours of the shops.
- Extend the timings of the P&D
- P&D parking bays are always full

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Amount of parking spaces in the area
- There should be more spaces in the area
- Restrictions cause loss of trade
- Business bays for traders
- There is a need for more parking spaces
- More P&D car parks are needed
- Too many crossovers in the area which contributes to lack of parking

Loading
- There is a need for more loading bays
- Donators have nowhere to unload and feel it is unfair that they should pay for parking when dropping off donations.

Other comments.
- Would be happy to pay a monthly discounted permit fee for use of council car park

Travel Behaviour Change: What works?

**Sophie Tyler
Research Fellow
Department of Transport Studies
University of Westminster**

**Haringey Council
Scrutiny Review Panel
15 December 2009**

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Overview

- Identifying the issues
- Examples of behaviour change models
- Example of interventions using models
- Suggestions for future policy and practice

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Identifying the issues

- Why? Why is change needed?
- Who? Who are people you want to change (are mostly likely to change)?
- What? What are the journeys you want to change?
- Is it really a *transport* problem?

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Percentage vs number of employees who drive to work – LB Southwark 2001

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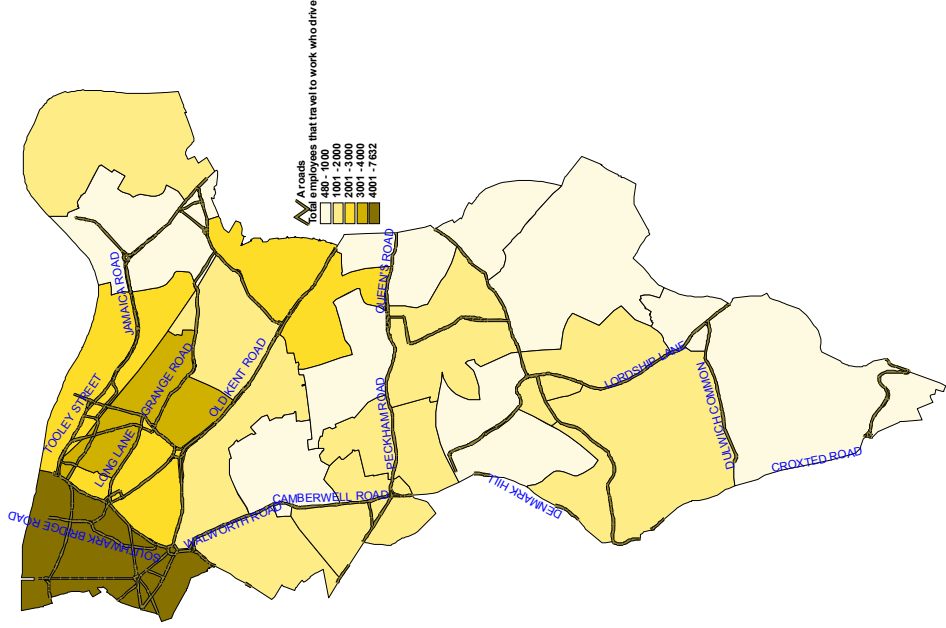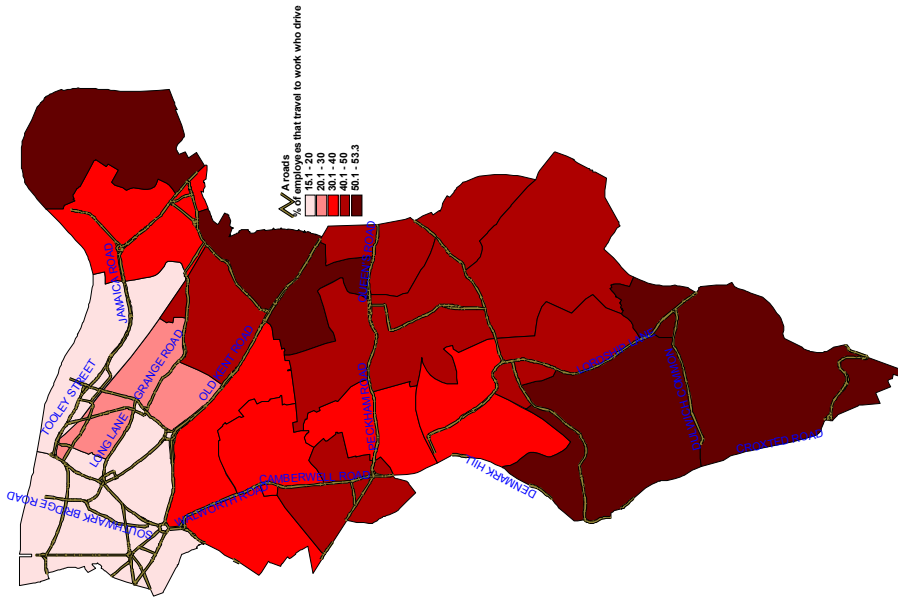
Research Tools

- Use at several stages of the process
- Research need not mean £1 million budget…..
- Make use of existing resources (e.g. customer profile databases)

  http://www.caci.co.uk/acorn or
  http://www.business-strategies.co.uk (MOSAIC)

- Absolute minimum: Test communications materials
- Remember: People change, move, – up to date research essential

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Why use behavioural models?

- Blanket messages or the "hypodermic" approach doesn't work

- Changing behaviour is a long process

- Helps target resources and achieve better results

- Can provide a framework for monitoring and evaluation

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Stages of Change Model
(J. Prochaska & C. DiClemente)

- Target those who are most willing to change AND who believe they can change successfully

- No change in behaviour does not equal failure!

- Possible to relapse, as well as move forward

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Stages 1-2

1 Pre-contemplation

I currently do not exercise and I do not intend to start exercising in the next six months.

2 Contemplation

I currently do not exercise but I am thinking about starting to exercise within the next six months.

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Stages 3-5
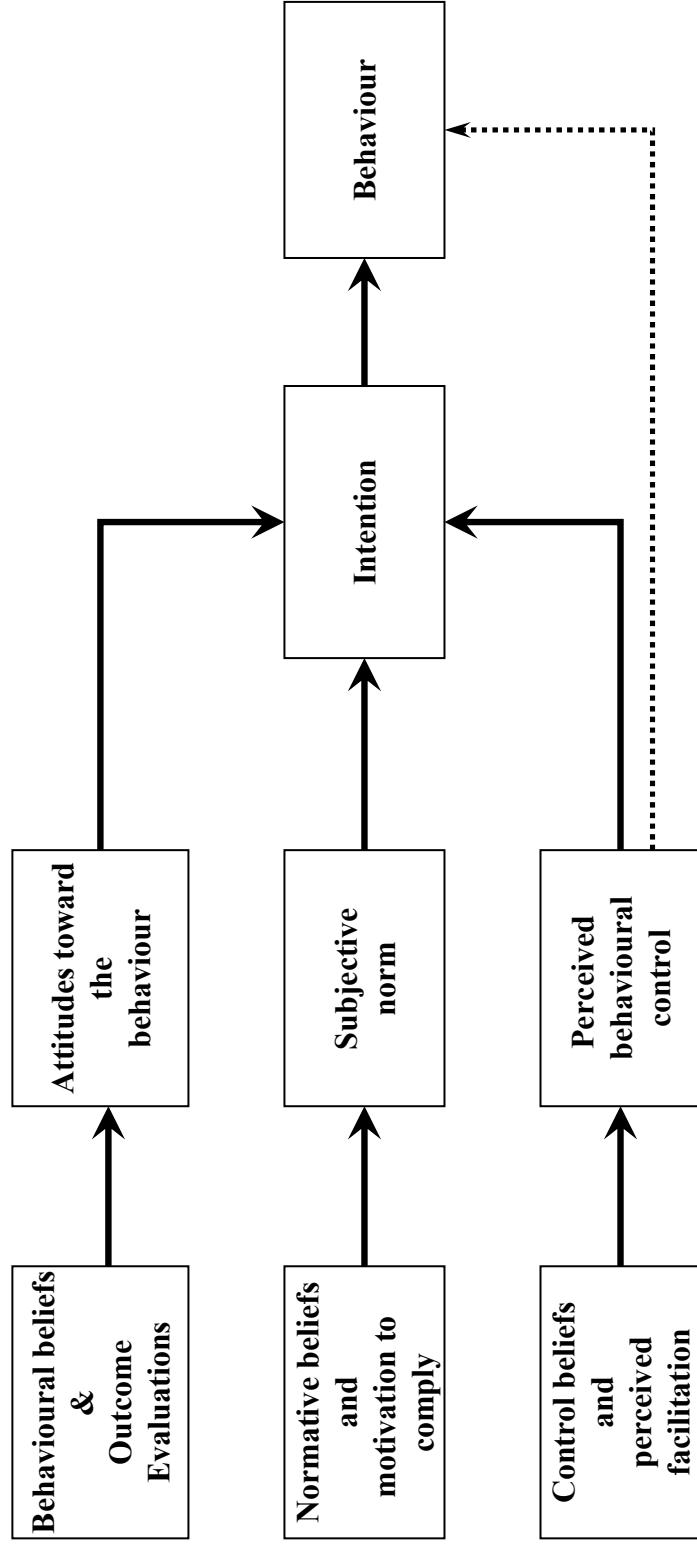
3 Preparation

I currently exercise, but not regularly.

4 Action

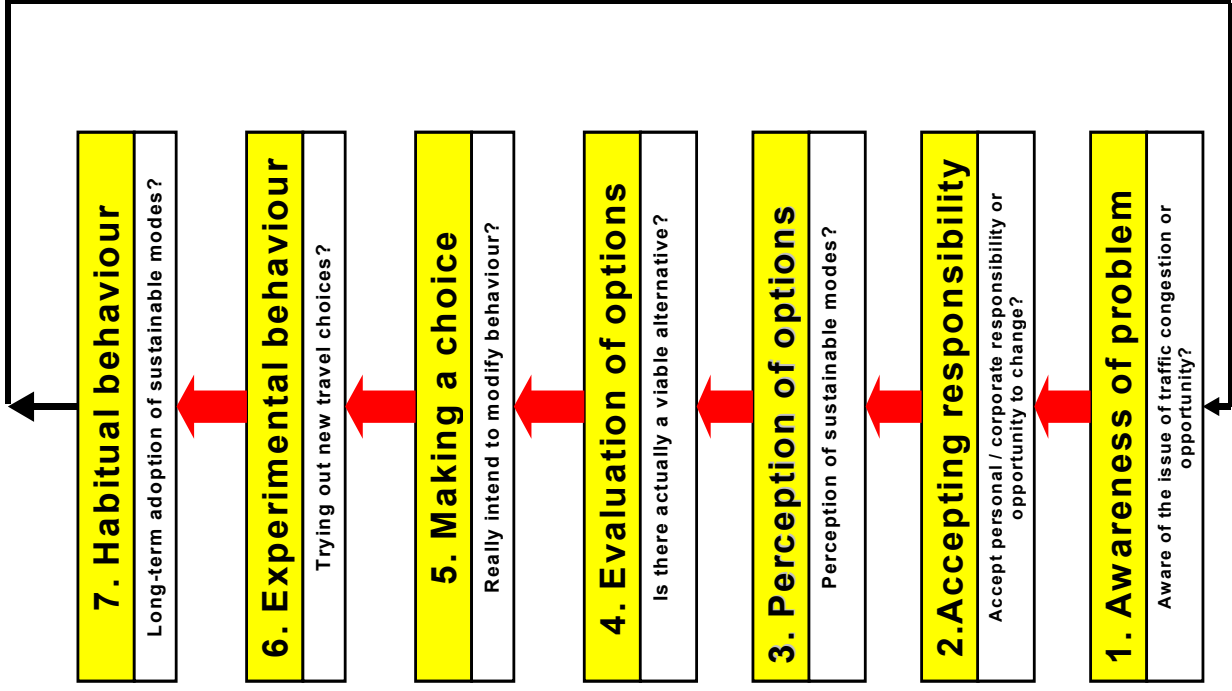I currently exercise regularly but have only begun doing so in the past six months

5 Maintenance

I currently exercise regularly and have done so for longer than six months

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Theory of Planned Behaviour
(I. Ajzen)

Seven Stages of Change Model

7. Habitual behaviour

Long-term adoption of sustainable modes?

6. Experimental behaviour

Trying out new travel choices?

5. Making a choice

Really intend to modify behaviour?

4. Evaluation of options

Is there actually a viable alternative?

3. Perception of options

Perception of sustainable modes?

2. Accepting responsibility

Accept personal / corporate responsibility or opportunity to change?

1. Awareness of problem

Aware of the issue of traffic congestion or opportunity?

tapestry

Examples of interventions using models

- Awareness raising
- Changing perception of the options
- Changing behaviour

Act on CO2 Campaign

- Raising general awareness of climate change
- No information about how to change behaviour
- Will not in itself change behaviour
- Needs follow up communications

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Nantes bus line 21/23 promotion

- Targeted campaign to promote leisure trips to the city centre by bus

- Households within 300m of bus route selected (2450)

- Sent targeted mailing at time of European Mobility Week (September)

- 'Before' & 'after' questionnaires + control group used to measure impacts

tapestry

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Nantes Bus line 21/23 promotion Mailing

- Personalised letter from Director General of SEMITAN, summarising route 21/23 selling points

- Credit card sized timetable and map for route 21/23

- Quiz game

- Fold out brochure, designed to match overall communication tone of TAN

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Nantes Bus line 21/23 promotion - brochure

4 shopping and leisure trip needs

Rapide !

Souvent !

Ligne 21
Ligne 23
2 fois plus proche
du centre !

Écologique !

L'esprit libre !

Ou juste une
envie de shopping ?

Une séance de ciné
avec des amis ?

SEMITAN

LA TAN MA LIGNE DE VILLE

Une expo à ne rater
sous aucun prétexte ?

Un rendez-vous
au centre ville ?

4 good reasons to use route 21/23

tapestry

Results from Nantes

Significant changes in:

- Awareness

- Perception of the car: reliability and safety in traffic

- Perception of the bus: enjoyable and environmentally friendly way to travel (in line with mailing messages)

- Importance (Evaluation of options): Getting to the city centre quickly and enjoyable way to travel

- Positive assessment of campaign material: 27.9% "interesting", 34.1% "well designed"

tapestry

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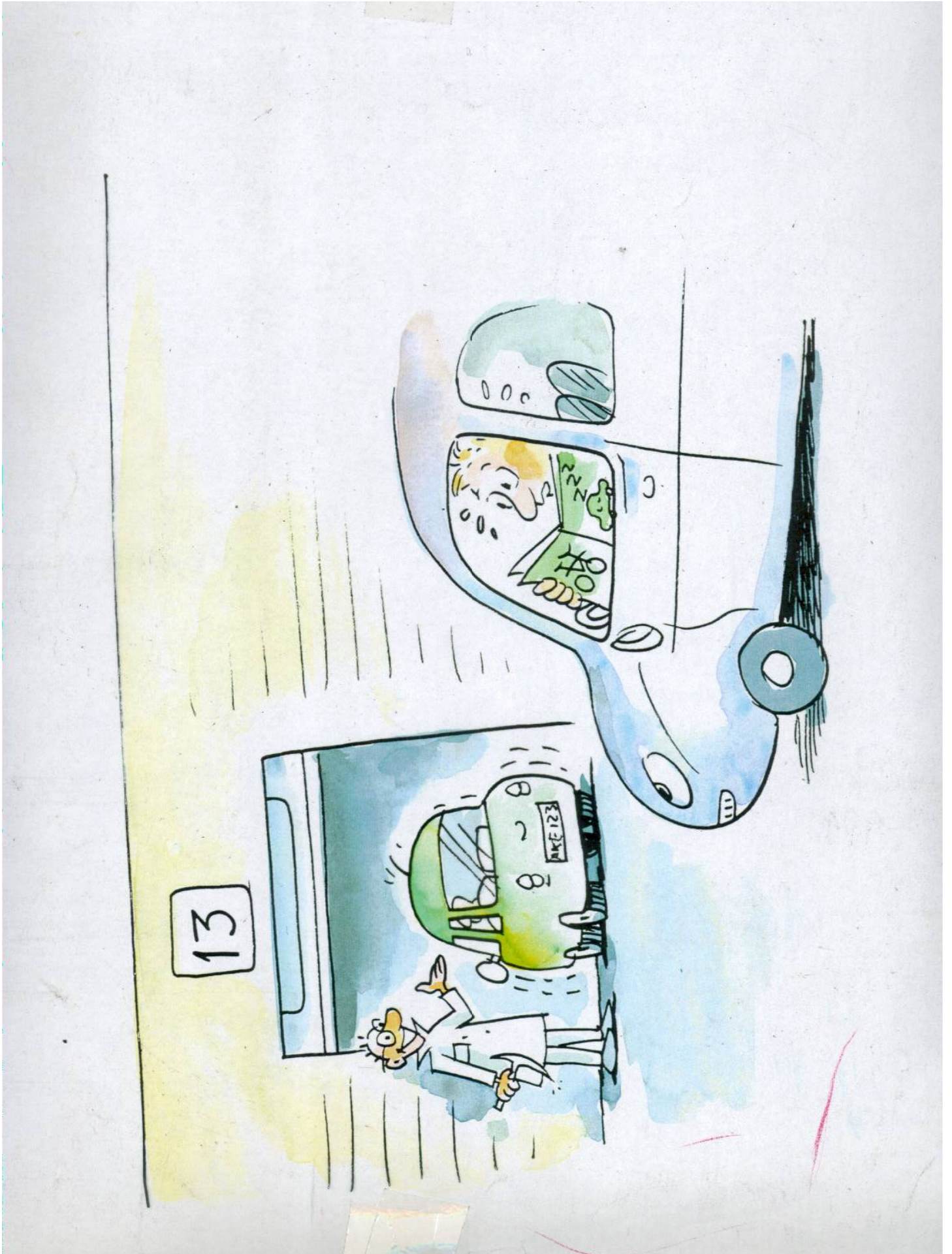
Gävle vehicle testing campaign

- Targeting drivers at a time when thinking about car use

- Brochure promoting short trips by bus, foot, bicycle given to 500 drivers when car tested (50% response rates)

- 'Before' and 'after' questionnaires to test impacts

- 350 selected as control group (no brochure)

tapestry

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Gävle vehicle testing - results

- Significant change in perceptions (eg car reliability)

- Over 50% of those targeted (workers) could remember the messages correctly

- Significant reduction in car use (not in the summer either!)

- Plans to roll out to other testing stations

tapestry

Business Travel Networks

Suggestions for the future

- Research population attitudes as well as socio-environmental factors
- Identify which groups most likely to change
- Set targets in collaboration with them where possible
- Target interventions accordingly
- Ensure that there is overall branding and coordination
- Link with planned changes to infrastructure where possible
- Be prepared for medium to long term investment

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Suggestions for the future

- Partnerships create economies of scale
- Work with your large(r) employers as a priority
- Every project should have a legacy
- Evaluate as much as possible
- Don't brush 'disappointments' under the carpet – learn the lessons for next time
- Invest in your skilled staff to deliver

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(12)

Learning from the London's Smarter Town Projects – Sutton and Richmond

Lilli Matson, TfL

Dan Johnson, TfL

Mary Toffi, Smarter Travel Richmond

Darren Richards, Sutton Borough Council

Sutton

Transport for London

LONDON BOROUGH OF RICHMOND UPON THAMES

GREEN, SAFE AND CLEAN

Overview of session

- What can we learn from the Smarter Travel Towns – Richmond?
- Developing a strategy
- Knowing your market

Sutton –

- Delivering results
- Embedding Smarter Travel in the LIPs process

1. Developing a strategy

- Targeting limited resources:

 *Where to target resources in specific areas and who are the market segments to maximise impact and ROI?*

  What are the major opportunities for residents to choose to switch to a sustainable mode?

  Which messages, communication channels and services are most likely to encourage a switch to alternative modes?
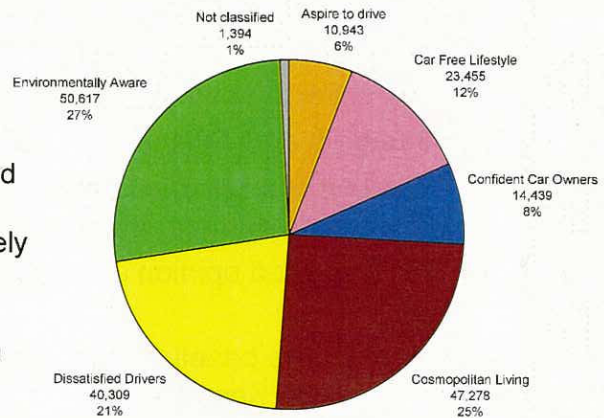
2. Establish Baseline data

- Where are the congestion hotspots?
- Where are the opportunities and capacity on other modes?
- Which should we target?
  - Length – 50% of car trips in Richmond are less than 3km
  - Journey purpose – 60% of Richmond car trips for leisure, shopping or personal business.
  - Ability to shift – who to target?
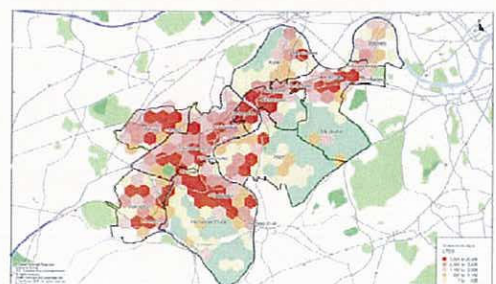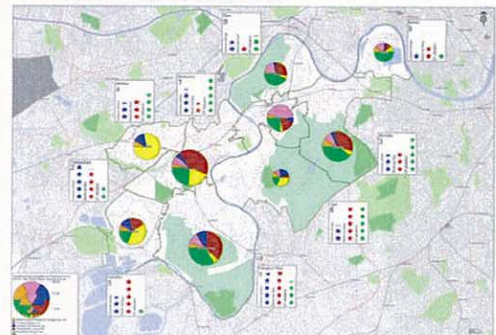
3. Know your market

- Understanding the customer and segmenting the market:
    - Attitudinal research
    - Focus groups
    - 1-2-1 interviews
- The Richmond segmentation identified "Cosmopolitan Living" and "Environmentally Aware" as most likely to be receptive to a Smarter Travel programme.
- Therefore by targeting "Cosmopolitan Living" and "Environmentally Aware" STR will reach over 50% of the population, and according to research, those who are more likely to be open to change.

Not classified 1,394 1%
Aspire to drive 10,943 6%
Car Free Lifestyle 23,455 12%
Environmentally Aware 50,617 27%
Confident Car Owners 14,439 8%
Cosmopolitan Living 47,278 25%
Dissatisfied Drivers 40,309 21%

4. Establish Objectives

The STR objectives were developed by Richmond Council and TfL and approved by the joint Programme Board

PRIMARY

- To enable choice between the full range of travel options
- To increase the share of journeys made by walking, cycling and PT across the borough and to key destinations
- To ensure the STR programme provides lasting benefits for Richmond

SECONDARY

- To reduce congestion, CO2 emissions and local air quality pollutants
- To improve health of residents through active travel

5. Targets and performance

- The STR monitoring framework uses a combination of cycle, PT patronage and car use quantitative data and qualitative data from resident surveys to measure performance.
- Data collected every September.
- 33 targets and KPIs set.
- Selection of a reliable Control (Raynes Park) which matches Richmond's demographics and is not adjacent to the borough.
- Well designed opinion surveys, using recall of trips from the day before.
- Identified the baseline level of cycling, walking and PT usage established (Sept 2008).
- Additional monitoring of individual projects eg exit surveys at events, iTrace travel plans.
- Targets and KPIs directly linked to objectives.

6. The strategy and programme

- To be effective the strategy needs identify who to influence, the key messages, the call to action and channels of communication.
- A programme plan can integrate and coordinate communication with target audiences through schools, workplaces, events and promotions to maximise impact and effectiveness.
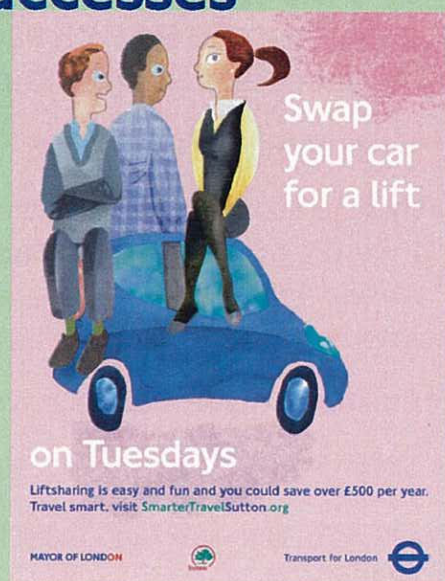
7. Managing delivery

- A focus on cost per person reached (ROI and VfM).
- Sustainable long term delivery.
- Building internal skills and knowledge.
- Working through partners, including TfL and translating the LSP vision into real delivery.
- Sponsorship and private sector partner support.
- Understanding behaviour change to make the programme work more effectively.

Smarter Travel Sutton Successes

- 50% increase in cycling.
- 17% decrease in cycle theft.
- 13% increase in bus patronage.
- The first London Borough to have 100% of schools covered by a travel plan.
- Over 16,000 employees covered by a workplace travel plan.
- 29% of residents aware of campaign.
- 2% mode shift from car

Swap your car for a lift on Tuesdays

Liftsharing is easy and fun and you could save over £500 per year. Travel smart, visit SmarterTravelSutton.org

MAYOR OF LONDON   Transport for London

Smarter Travel Sutton Legacy

- Mainstream STS into the Council's structure

- Catalyst for review of the Transport Planning and Network Management Service

- Lessons learnt can be applied to other Service areas – e.g. Waste minimisation

- Development of a five year programme of delivering Integrated Transport Packages

Wallington Integrated Transport Package

- Combined project with Physical measures and Smarter Choices

- Community Led Scheme

- Integrated transport package including footway resurfacing, new street lighting, shared spaces, improved cycle facilities etc.

- Business Travel Plan Network

- Safer Routes to School Cluster

- Marketing – Smarter Travel Sutton roadshow

Thank you & Contacts

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Haringey Council

Briefing for:	Panel – Scrutiny Review Sustainable Transport

Title:	Panel Visit to Sutton Council – 23rd November 2009

Purpose of briefing:	Report Summary

Lead Officer:	Martin Bradford Tel: 0208 489 6950

Date:	26th November 2009

Key features of the Smarter Travel Sutton Programme
- 3 year programme of activities funded by TfL (£5m)
- Advocated a non intrusive/ preaching approach to encourage people to consider travel alternatives
- Goal of the programme was transparent – minimise car use
- Experimental programme: hoped to learn from different approaches
- Experience passed on to other boroughs
- Primary Objectives:
  - Encourage modal shift
  - Reduce congestion and delay
- Secondary objectives
  - CO2 reduction
  - Health and well being
  - Affordable and accessible transport
  - Supporting local town centres

Initial start up of the programme
- Important to segment the population – underline the importance of local research (on modal share, attitudes, congestion, barriers etc) at the commencement of the project.
- Agree a branding for the whole project and use this to develop awareness and understanding of the aims of STS
- Assessment of what skills there are in the team and what skills are needed – especially where motivational techniques are required.
- Identify what work can be conducted with partners – opportunities to work together.

Key elements of the Smarter Travel Sutton programme

1. Personalised Travel Marketing

A team of sessional workers recruited to provide face to face travel information and advice to local households. All 76,000 households targeted in Sutton. Face to face contact was felt to be very positive as this helped to identify local barriers to walking and cycling or use of public transport. Used a segmentation approach - to identify those households and individuals who would be most benefit.

N.B it was noted that direct marketing (mail shots to local residents) as an engagement tool was not very successful. This process produced very little response – 1% of leaflets distributed. May be more useful accompanied by other more personalised interventions such as Individualised Travel Marketing.

2. Travel awareness

Day of activities connected to STS and the promotion of sustainable transport. This was a community event held in the heart of Sutton which involved the STS team and partners. Other linked events to promote attendance including – school choir, school photo competition
Other travel awareness events included:
- Road closure at one school so that no cars could be used at all.

3. School Travel Plans

Sutton was the first local authority to have 100% coverage. The aim was to make school travel plans an active document which is actively used within the school. The process also encouraged the development of a school champion.

4. Workplace Travel Planning

Workplace travel planning had targeted businesses employing over 18,000 people in the locality. It was felt that given its size as a local employer and the number of sites it operated from the Council should lead by example in this work.

5. Active Steps Programme

This was a joint initiative between the PCT and Smarter Travel Sutton where local GPs made referrals in to a 12 week activity programme. In this programme, the use of sustainable transport was assessed as part of an all round assessment of physical activity.

GPs were cooperative, so long as they understood that this was not a short term project. An incentive of £5 was paid to each GP for individual referrals. Programme cost between £300-400k and eventually had about 1000 referrals. General consensus that this has been successful in delivering active travel to those members of the community that would benefit. The PCT have now mainstreamed this project.

6. Streetcar

The programme established 16 car hire schemes through Streetcar. Use of the scheme has been high with growth approxianmltey 10% per annum. Perceived to be cost effective as the Council only has to find spaces for car club sites. Councillors have been involved in identifying car club bays in each ward. Development points for street care were: consultation with residents on identified spaces and the need to provide further signage and information on the location.

7. Cycle promotion – cycle discount scheme
STS developed an initiative to encourage people to use their bikes when travelling to local shopping and town centres. If a bike was used this qualified residents for discounts in local shops. This initiative focused local town centres and surrounding area of approximately 1 mile. It was estimated that this costs about £20k per town centre per year. Most independent stores signed up to the scheme, though chain stores were more difficult to engage (lack of local flexibility).
Results: 50% increase in cycling and 17% decrease in cycle thefts.

Legacy of Smarter Travel Sutton
- STS is now part of the mainstream service of the council
- Whole ethos of the organisation has changed as a result of this project
- Developed a more integrated approach to the way that the council looks at transport schemes, looking at whole areas rather than just specific interventions – i.e. canvass what the particular problems are in a specific area and develop am integrated package of responses
- Use of LIP, given more flexibility to focus on areas
- Branding is important
- Travel awareness projects are important to promote
- Personal travel planners are kept on as occasional workers to target particular areas – most cost effective way to retain workers

Key lessons from the operation of STS
- Although £5m granted through TFL, similar outcomes can be achieved through much less money – as this was used to trial interventions, some of which did not work.
- There must be clear transport objectives – which are transparent to all initiatives within the programme
- It is important to segment your residents so that these can be easily targeted, and ensure that work is targeted where its going to have most effect
- Measurement is important – establish processes to establish whether interventions are successful or not
- Overarching branding helps with awareness and develops scheme loyalty
- Programme should be delivered in partnership – make use of partners skills and resources, identify joint objectives
- Successful initiatives need to be embedded within mainstream service provision.

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Scrutiny Review of Sustainable Transport – confirmed programme

	Aims	Attendees
Meeting 1 29th September 2009	**Initiation of the review** ▪ Current sustainable transport provision ▪ Receive scoping report and terms of reference ▪ Confirm review aims & objectives ▪ Agree dates of future meetings	Joan Hancox, Head of Sustainable Transport, London Borough of Haringey
Meeting 7pm 27th October 2009	**Evidence Session 1** Strategic framework for the review: how can sustainable transport contribute to other strategies and policies? ▪ The Core Strategy ▪ Greenest Borough Strategy ▪ NHS initiatives	▪ Ismail Mohammed, Group Manager, Strategy and Sites & Malcolm Smith, Team Leader Transportation ▪ Alex Grear, Programme Manager, Better Haringey ▪ NHS (TBC)
Meeting 3 7pm 17th November 2009	**Evidence session 2** Regional developments in promoting sustainable travel and other smarter travel initiatives: ▪ Commissioning smarter travel initiatives ▪ Regional policy initiatives	▪ David Rowe, Head of Core Delivery, Smarter Travel Transport for London ▪ Matthew Winfield, Greenways Manager, Sustrans ▪ Joanne McCartney, GLA Member for Enfield & Haringey, Transport Committee (Stand & Deliver)
Meeting 4 7pm 15th December 2009	**Evidence session 3** Assessing the evidence (best practice) from other Local Authorities: ▪ What can be learnt from other smarter travel initiatives in London? ▪ What can be learnt from sustainable travel developments in Sustainable Travel Towns?	▪ Sophie Tyler, Research Fellow, Department of Transport Studies, University of Westminster ▪ LB Hackney, Trevor Parson Hackney Cycling Campaign and Andy Cunningham, Hackney Council ▪ London Cycling Campaign (tbc) Evidence to be obtained from LB Sutton and Peterborough City Council via planned visits

Meeting 5 **January 12th 2010**	**Evidence session 4** Factoring in local perspectives and preferences for developing sustainable transport What are the experiences of local residents, community groups and voluntary sector in respect of sustainable transport? What are the local priorities for the development of sustainable travel? How are equalities groups included within sustainable travel developments?	▪ Meeting to be held to coincide with Haringey Transport Forum ▪ London Travelwatch (Jo De Bank) ▪ Richard Bourn, London Coordinator, Campaign for Better Transport Invited representations/ presentations from: ▪ Sue Penny, Living Streets Haringey ▪ Haringey Cycling Campaign (TBC) ▪ Chris Barker, Sustainable Haringey ▪ Quentin Given, Haringey Friends of the Earth
Meeting 6 **Thursday 21st January**	**Evidence Session 5** What are the local transport priorities? How is sustainable transport provided in Haringey? How is performance monitored? Does the service provide value for money? How can sustainable transport contribute to local well being strategy? Health initiatives undertaken by NHS? Possible partnerships in the future?	Joan Hancox, Sustainable Transport Manager NHS Haringey (deferred presentation from 27/10/09 tbc)
Meeting 7	**Formulation of conclusions and recommendations** ▪ Collate evidence from review ▪ Consider draft report	