

Sustrans
Our work in
London
2019: Streets ahead



A snapshot of 2018



Jan: Caroline Pidgeon AM speaking at Street Talk



Feb: Winning two London Transport awards



March: Enjoying a ride on Q5



April: Campaigning for change



May: Creating traffic-free school streets



June: Cllr Feryal Demirci at our councillor event



July: Changing lives at Queen Mary Hostel



Aug: Topping the news agenda



Sept: Transforming local business deliveries



Oct: Creating a more accessible Newham Greenway



Nov: Launching our vision for the National Cycle Network



Dec: Celebrating our champions and volunteers

Welcome

“Learning to ride feels amazing...When I felt able to ride, it felt like I was flying” says Londoner Surinder, who had been living with cancer, depression and loneliness. She had never ridden a bike before she joined one of the Sustrans community cycling clubs. Something as simple as being able to ride a bike really can transform lives.

At Sustrans we have been pushing the political and social agenda for over 40 years, working to create a healthier and happier city where people choose to leave their car at home and walk or cycle instead. Just like with Surinder, we want to make travelling on foot or by bike for everyday journeys easy and enjoyable for all Londoners.

Award winners

We were honoured to win two London Transport Awards in 2018: Transport Consultant of the Year and Excellence in Cycling and Walking. Respectively, they recognise our work with Transport for London (TfL) to roll out their £119m Quietway programme and in bringing Marks Gate in Barking & Dagenham, up to Healthy Streets standards for the benefit of the community living and working there. We’re very proud of the commitment our passionate and professional team put in to achieve these accolades.

We were also delighted to be appointed to TfL’s second Architecture Design Urbanism Panel (ADUP2) framework. This prestigious seal of approval puts us in prime position to help the public sector deliver the best quality streets and places. It is now even easier for partners to work with us to create a better built environment for people to enjoy.



Welcome • Photo: J Bewley/photojob

Quietways – changing how people travel

We have seen how well Quietways work, where ambitious boroughs have committed to high quality infrastructure that makes a real difference. We’re proud of our significant role in their delivery over the last four years. It has been great to see the opening of Q2 East and major sections of Q3, Q5, Q6, Q14 and Q22 in 2018. The changes we are making together are helping to solve London’s pressing problems, including air pollution, obesity, loneliness, mental health and congestion.

National Cycle Network in London

The 16,575 mile National Cycle Network is an incredible asset across the UK and is as important to London as anywhere else. London is home to 163 miles of the Network, where we have conducted a full audit under the first ever national review of the Network called Paths for Everyone. While most of it is of good quality, this isn’t universal. Over the next 18 months we will be working with partners across the capital to develop detailed improvement plans. The Network in London will complement the Mayor’s Transport Strategy.

Forty years ago Sustrans started life by converting an old rail route into a bike and pedestrian path – a radical proposition at the time. Those roots still feed our passion and charitable aim to create healthier, happier places for the people who live and work in this fantastic city. Let’s work together to turn London into a happier city for everyone.

Matt Winfield, Director, London
January 2019

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Client: London Borough of Bromley

Commission: Feasibility studies, community engagement, stakeholder engagement, place making, highways design, perception survey, bid support

Liveable Neighbourhoods

Creating a sense of place where people are prioritised over cars is critical to an area's success as a place to live, work and spend time. We have been instrumental in the development of the co-design and Healthy Streets approach to place making that helps boroughs make walking and cycling safer and a part of people's everyday lives.

We work with boroughs to identify areas that would best suit Transport for London's (TfL) Liveable Neighbourhood bid requirements, often unlocking huge potential that may not be obvious at first, to create healthier streets for happier people.

The London Borough of Bromley came to us wanting to explore how a new street design around Shortlands Station could improve the quality of life for pedestrians, people on bikes, wheelchair users and families with young children and pushchairs.

By discussing the issue with councillors and planning officers, we were able to identify how constituents' concerns about traffic volume and the lack of signalised crossings, restricting people's access in and out of the station, could most effectively be addressed. We arranged a study tour with councillors and officers to view some of London's best cycling and walking infrastructure, allowing us to demonstrate how bold design decisions can really benefit a community.

A survey designed by our Research and Monitoring Unit (find out more about RMU on p16) gave officers and councillors valuable insight into residents', schools' and businesses' concerns and aspirations for Shortlands. Our extensive community engagement demonstrated significant public support for creating a neighbourhood of Healthy Streets that is attractive, safe and accessible and in line with the Mayor's Liveable Neighbourhoods strategy.

Residents' feedback highlighted the desire for the borough to aim high and develop more ambitious, community-supported proposals – the key to bidding for Liveable Neighbourhood funding. Pocket parks, slowing traffic as well as cycling and walking infrastructure are all part of how we can enable residents to regain a sense of place for Shortlands as a village hub, with a lively business scene and people prioritised over traffic.

Our expertise in design, engagement and behaviour change means we can unlock boroughs' potential to meet and exceed the TfL Liveable Neighbourhood requirements for quality, innovation and ambition. The resource we have allows us to take the strain and work in partnership with planning teams to create a healthier and happier London.



Working with Bromley's schools and residents to shape plans.

"Very useful opportunity to speak at a forum that hopefully makes Bromley Road and Shortlands a safer place to live, work and visit."

Estate Project Manager, Bishop Challoner School

"Cars, cars, cars, why not pedestrians?"

Residents, commenting on Shortlands Village Parade of shops

"Lights here would enable year 6 to cross independently to use shops and get to school."

Teachers, commenting on Station Road Crossing

Client: Royal Borough of Greenwich
Commission: Concept and detailed design

Streets for Londoners

Our team of designers is passionate about championing ambitious designs that make our streets safer, greener and more welcoming for all users. This approach is shared by many of our partners, including The Royal Borough of Greenwich who commissioned us to help progress a new cycle link connecting Woolwich Town Centre to Woolwich Hospital. This was identified as a key connection from busy Woolwich town centre to the hospital, as it was not well-served by public transport and suffered from high motor traffic volumes, congestion and poor air quality.

Work began with a technical review of existing concept designs, where our designers proposed changes in line with best practice and to ensure the route was “future proofed” for increased usage. We noticed that existing crossings and footpaths were not in the places where people naturally wanted to cross so we designed an environment more in tune with how people wanted to move around.

We developed a strong and productive working relationship with Greenwich’s Transport and Highways teams as designs were fine-tuned, agreeing material specifications, installation processes and any required changes to ensure that designs would be built as specified. We commissioned topographical surveys and utility surveys to ensure our designs were based on accurate plans of the area and were feasible. We

obtained refuse vehicle specifications to ensure that designs met their requirements.

Scheme construction was managed by borough officers, but Sustrans engineers and project managers regularly conducted site visits to ensure that construction was progressing as planned, and as per the designs. Feedback was regularly exchanged creating a positive, collaborative relationship and a high quality project.

The scheme is now complete and includes a parallel zebra crossing that gives people on bikes and pedestrians priority to safely cross a busy road.

Widened footpaths, decluttering and a new shared use path across Woolwich Common combine to create a quieter, less polluted route for pedestrians and cyclists.

Our thoughtful design, healthy streets expertise and regular communication with Greenwich ensured that we were able to deliver a quality scheme that meets residents’ and business’s needs, within the borough’s tight budget.



“We have worked with Sustrans for many years for project management and engineering services to support the delivery of walking and cycling infrastructure projects, and our experience has been very positive.

“The engineering services provided from feasibility to snagging have always focused on the user experience to push for high quality provision, whilst understanding financial constraints and the local context.”

Joel De Mowbray, Royal Borough of Greenwich Principal Transport Planner

Client: Transport for London, London boroughs
Commission: Delivery agent for TfL, Designs for boroughs, Community Engagement for boroughs

Quietways

Helping Londoners choose to walk and cycle

110km

of Quietways created, including central London Grid

86

junctions made safer across London

8%

increase in cycling and walking in central London

Our work as Transport for London's (TfL) Quietways Delivery Agent over four busy years has given us extensive experience in project managing a multi-million pound cycling programme across London which is helping to transform how Londoners travel.

When done well, the evidence shows that Quietways work, helping London to reduce air pollution, increase cycling and walking and reduce car use. That's why we're proud to have been part of the programme which has delivered more than 110km of route and seen massive growth in the numbers of people using Quietways.

The routes are now starting to help people, who never thought they would cycle in London, to change the way they get around. They're improving Londoners' health and wellbeing and making our streets better for people. And they're a vital part of achieving the Mayor's transport strategy target of 80% of journeys by foot, cycle or public transport by 2041.

**Over
660
Quietways projects**

54%
**increase in people riding
on Quietway 1**

91%

increase in people cycling on Quietway 2 at Coppermill Lane

With over 600 Quietway schemes at various stages of delivery, we have successfully worked in partnership with boroughs across the capital, developing strong relationships with officers, local politicians and other managing authorities such as National Rail, The Royal Parks and the Canal and River Trust.

And, as the single delivery agent we provided TfL with support during a challenging time for the public sector, pushing the programme forward at a time when they were going through their own organisational changes.

Well-designed routes that effectively reduce traffic volumes and speeds or follow traffic-free paths will help to tackle many of London's pressing problems. The evidence is clear.

Quietways complete NCN1 “Missing Link”

We were proud to see the opening of the new bridge along the Thames Path, on Quietway 14 in The Royal Borough of Greenwich. It has completed a ‘missing link’ on our National Cycle Network Route 1, adjacent to the Thames Barrier. The fantastic improvements mean that people no longer have to use the busy Woolwich Road. Instead, they can enjoy walking and cycling along the new traffic-free cantilever bridge, as part of a brand new section of the Thames Path.



Cycling and walking on Quietway 2

“Sustrans have done a truly excellent job in helping to deliver Quietways for London and can be proud of what they have achieved.”

Will Norman, the Mayor of London's Walking and Cycling Commissioner

“I just loved it. The idea that you are all out there, working hard and achieving these changes, is so comforting for me. Riding on Quietway 2 was a delight and made me discover a whole part of town I did not know. I'll retrace my steps with the family very soon.”

Andrea Mac-Fall, Sustrans Supporter

Client: London Borough of Barking and Dagenham – Dagenham Heathway
Commission: Community engagement and street design, Healthy Street feasibility study

Healthy streets

Knowing what residents and businesses want for their neighbourhoods means boroughs can make informed decisions about how to improve the lives of the people living and working there, and achieve the best value for money from infrastructure investments.

We were commissioned by Barking & Dagenham Council, together with Living Streets, to ask people who regularly use Dagenham Heathway about their thoughts on the busy street environment and how it could be redesigned. We engaged with them about creating opportunities for cycling, improving the public realm and prioritising people.

The Heathway links the A12 to the A13. It carries over 12,000 vehicles daily, and is one of the few north to south routes that crosses the District Line. It's a challenging environment for pedestrians and cyclists.

Applying our 'Healthy Streets Feasibility Study' model brings together community engagement, research and co-design, enabling us to combine in-depth traffic data analysis and a full TfL Healthy Streets check with tailored engagement. We sought wide ranging views from residents, businesses, councillors, the Metropolitan Police, the youth service, a local disability group and community organisations. Our approach raises awareness of the issues and ensures

that a diverse range of local people with very different needs are involved from the outset. Local people are experts who can provide invaluable insight on what is needed.

People wanted to see improvements that would enhance air quality and provide pleasant places to spend time. They also called for infrastructure that would encourage more people to walk and cycle.

Our Healthy Streets check on Dagenham Heathway backed up residents' concerns. Scoring 56 out of 100, it showed significant room for improvement. High noise levels, safety, air pollution and ease of crossing the road all needed to be addressed. The relatively high volume of HGVs posed a risk to those choosing to travel by bicycle and is why people ride on the pavement.

In response to the findings we developed two ambitious designs which included new informal



Sustrans visualisation of Dagenham Heathway

pedestrian crossings and signalised diagonal crossings at two key junctions, options of a stepped cycle track or a segregated cycle track, tree planting, narrowing traffic lanes, removing street clutter and resurfacing the cobbled pavement.

A Healthy Street check on our proposals showed the positive impact our designs would have, scoring 74 and 75, a considerable improvement.

Our work provided Barking & Dagenham with comprehensive research, design concepts and practical ways in which Dagenham Heathway can be vastly improved for residents and businesses. The resulting feasibility study can help make the case for further investment and analysis to create safer and healthier streets for the people who use them.

Over
70%
of respondents wanted
segregated cycle lanes

Client: Bermondsey Street London Community Group
Commission: Collaborative design

Collaborative design

Bermondsey Street has a vibrant local economy but being a central location means thousands of people pass through on foot every day. It's an area with a historic independent identity that's seen significant change with developments at the Shard and London Bridge Station.

BermondseyStreet.London (BS.L), a community group of passionate residents and businesses, wanted to ensure a successful future for the area by taking ownership of improving the area. They knew that in a complex location like this, we could help them to do just that.

To help determine usage we trained volunteers how to conduct traffic counts and street furniture audits, making sure they were able to understand accessibility and how space was being used.

Our research and monitoring expertise (pg.16) meant we were able to create a well-designed survey for volunteers to ask residents and businesses about their priorities, concerns and which changes would improve the street environment.

Our co-design workshop, in which we used our street kit, helped people visualise the street layout, generate ideas and empower them to make decisions about their area. We were able to talk about local best

practice, including Hackney's parklets and the transformation of Narrow Way into a cycle and pedestrian-friendly environment.

Presenting our analysis of their data in an easily accessible way, our study showed how the street could be designed for the majority of people who walk and cycle there, taking into consideration the need for businesses to dispatch and receive deliveries.

Our findings gave BS.L a comprehensive evidence base to help them inform the council planning process about the feasibility and practicality of their proposal.

Our concept designs take a balanced look at all users, providing a vision of what the street could look like in the future.

Our Collaborative Design process empowers people to take ownership of their area's future, giving communities a positive stake in civic life.



Bermondsey Street co-design workshop

3x

as many pedestrians used Bermondsey Street as cars

"We engaged Sustrans to help us develop a vision for Bermondsey Street because of their track record in engagement, and they have definitely delivered. The Sustrans team has been out there on the street in all weathers engaging with local residents, businesses and visitors. So we're very confident that the recommendations that come out of the work will be well-founded and powerful."

Clare Birks, Chair of BermondseyStreet.London

Schools

Client: London Boroughs of Barnet, Brent, Ealing, Enfield, Hammersmith and Fulham, Lambeth, Newham, Southwark, Tower Hamlets, Wandsworth, Richmond, Barking & Dagenham; the City of Westminster; Transport for London (TfL); Guy's and St Thomas' Trust

Commission: Behaviour change, air quality improvements, tackling childhood obesity

Our behaviour change team helps boroughs tackle traffic congestion and improve air quality, especially around schools. We work with young people through our fantastic, well-established Bike It Plus behaviour change programme.

Our school's officer model works because our Bike It Plus officers develop tailor-made programmes of activities. They provide schools with information and resources, and develop young people's cycling skills to help families change the school run from an inactive car journey to a happy scoot, walk or cycle. We continue to support the schools as they increasingly take the lead in encouraging young people to become fit and active while reducing the number of car journeys on the school run.

Having already commissioned us for cycling-focused behaviour change projects across London, TfL called on us to do more targeted work with schools in Tower Hamlets, Westminster and Enfield to reduce vehicle use on the school run by encouraging more cycling, walking or scooting. In these boroughs, we engaged with 1,814 parents in a range of activities from consultations to incentive schemes and introduced car free days across these boroughs.

The result of this tri-borough project was a 6.8% increase in active travel, which amounts to nearly 700 pupils getting to school under their own steam.

We help boroughs deliver changes on the ground that improve health, air quality and traffic congestion. In Lambeth and Westminster, our air quality officer

94,176 pupils worked with through our Bike It Plus programme

advised children on how to limit their exposure to air pollution by walking or cycling less polluted routes. We provided them with the tools to spread the word about air quality concerns to family and friends, helping parents make an informed choice of how they get around.

Our experience and teaching resources put us in a great position to help organisations tackle childhood obesity. We are working with Guy's and St Thomas' NHS Foundation Trust to address this issue in Lambeth and Southwark. Through our Ride Together summer club, schools in these boroughs supported parents and encouraged them to start riding with their children on roads and in green spaces. This gave them confidence to cycle and plan their route to school. We saw the number of children regularly riding to school rise from 13 at the beginning of the school year, to 113 by the end. The number of children riding regularly outside school rose from 77 to 159.

Investing in active travel enhances people's lives. Our behaviour change work in schools creates a legacy to benefit the whole community. We want to see fewer cars on the road and increase people's physical activity for a healthier, happier future.



Sustrans air quality day at St Mary's Bryanston CofE Primary School

107%

increase in primary and secondary school pupils cycling at least twice a week as a result of our Bike It Plus programme

"Bike It encourages me to scoot more and ride my bike more because the sessions I found out that it wasn't as dangerous as I thought it was."

Year Five pupils at Faraday School, Tower Hamlets

National Cycle Network

A photograph of a man and a woman in a park. The man, wearing a white t-shirt and a backpack, holds a white bicycle helmet. The woman, wearing a grey cap and a pink jacket, looks at a large map of the National Cycle Network. They are surrounded by trees with autumn foliage.

59%

of National Cycle Network in London
is on traffic-free paths



787 million

walking and cycling trips on the
National Cycle Network in 2017



In 2018 we announced our exciting vision for the National Cycle Network, following the first nationwide review of each of its 16,575 miles, called *Paths for Everyone*. We want the Network to be 'A UK-wide network of traffic-free paths for everyone, connecting cities, towns and countryside and loved by the communities they serve.'

Over the last 20 years we have built the Network from scratch, so we are incredibly proud that it is now a fantastic national asset, carrying 377 million walking trips and 410 million cycling trips in 2017.

We want the Network in London to be a place where people can discover they have the option to walk and cycle for their everyday local journeys, rather than being dependent on private motor vehicles. To do that we need to see improvements that make it safer and easier for everyone to use.

There are 163 miles of Network spanning London, and it is as important here as anywhere in the UK. But we know it isn't perfect. Our detailed review showed that while parts of our Network are of good quality in London, this isn't universal.

In November 2018 we published our London action

plan which details our review findings and what we plan to do to improve it. We also launched a new Commonplace tool allowing people to feedback where they want to see improvements on the Network.

The path ahead to achieve our vision for a safer and more accessible network will involve work with many partners and boroughs. It will encompass everything from neighbourhood-wide projects to reduce through-traffic and speeds, safer crossings, new bridges, segregated cycle lanes on busy roads to better signage and new and improved paths in green spaces.

In London, our aim isn't about creating a comprehensive, dense network of routes across the whole city – the Mayor's Transport Strategy is already planning and delivering this.

Instead, our Network will complement this by providing places where people can build the confidence to start using London's growing cycling network. It will show off some of the best places in the city – both local gems and those recognised internationally, like the recently improved section along Route 1 by the Thames Barrier in Greenwich (see page 7). It will link to the Network outside London and as a UK-wide asset, it will be recognised throughout the UK.

We're looking forward to taking the next steps on this exciting journey. Together, we'll make the Network a place where many more Londoners enjoy walking and cycling in our beautiful city.



Chris Boardman MBE with Sustrans England Director (North) Rosslyn Calderley

"In time of high obesity and poor air quality, travelling actively has never been more important and the National Cycle Network is a key tool in helping address these problems."

Chris Boardman MBE, Greater Manchester Cycling and Walking Commissioner and National Cycle Network external advisory panel member.



Enjoying the Network

Workplaces

75%

fall in the business' CO₂ emissions

95%

drop in van use as result of using
an E-cargo bike



Client: Royal Borough of Greenwich

Commission: Behaviour change and training, project management, research, monitoring and evaluation

Businesses, large and small, are vital to London's economy, providing jobs and creating vibrant town centres and communities. However, as the economy grows so does the pressure on the road network, and the need for smarter last-mile deliveries has become more significant. In London, cargo bikes are becoming a popular option for such trips and we were delighted to deliver a pilot scheme, commissioned by the Royal Borough of Greenwich, to help one of their local businesses switch from diesel power to assisted pedal power for their deliveries. Bringing e-cargo bikes to Greenwich is part of the borough's Low Emissions Neighbourhood initiative.

Councillor Denise Hyland, Greenwich Cabinet Member for Economy, Skills and Apprenticeships said:

"This project is not just about air quality, important as that is. It is also about good business sense. In the congested streets of London, an electric cargo bike can negotiate traffic easier, not waste time, fuel and money sitting in traffic jams."

Traditional butcher Drings supplies many customers in London, but a large number are Greenwich residents, requiring multiple short-distance deliveries. Their vision was to provide these customers with an efficient and more personalised service while doing their bit to help improve air quality.

To make the vision a reality, partnerships were vital. We were able to work with cargo bike manufacturers Riese and Muller who agreed to loan one of their e-bikes for a six-month trial.

Our Research and Monitoring team identified the best routes to cycle around Greenwich to ensure safe and timely deliveries. They also carried out the evaluation and research into air pollution in London for Greenwich, providing data on harmful particulate matter pollutants results from the trial in our comprehensive report.

Our behaviour change experts were able to train Drings' staff to ride the bike, use the battery controls and the GPS.

The six-month e-cargo bike trial has been a resounding success. Employees delivering to customers in Greenwich were able to avoid busy roads and easily cycle up the challenging hills. And deliveries were on time as the e-cargo bike took advantage of quieter routes with restricted access for motorised vehicles.

Beyond the obvious business and air quality benefits, staff wellbeing also increased. Employees burned around 2,500 extra calories in a fortnight when delivering using the e-bike and they found it more enjoyable than using the van.

They're fully committed to changing the way their business makes deliveries and their customers love the new service too.



Cllrs Denise Scott-McDonald and
Denise Hyland with Michael Jones

"I have thoroughly enjoyed working with Sustrans and Greenwich in changing the way we make our deliveries. Our customers like seeing the butchers on the bike too. The results prove that making the switch from diesel to e-cargo bike makes both business and environmental sense."

Michael Jones, Drings Butchers owner

"Commissioning Sustrans to work with us on this project was critical to its success. We know they have the expertise and contacts to offer a robust trial which we can then use to influence other businesses in the area to operate in the interest of their customers as well as London's environment."

Cllr Denise Scott-McDonald, Greenwich cabinet member for air quality, public realm and transport

Client: London Borough of Tower Hamlets; Royal Borough of Greenwich
Commission: Research, monitoring and evaluation

Pioneering research

Research and evidence is critical to our clients' evaluations of walking and cycling investment. It helps inform decisions and ensure that clients can deliver effective, value for money schemes. Our 40-strong national Research and Monitoring Unit helps partners by providing robust evidence to make the case for promoting walking and cycling.

Years of practical experience in the analysis of street design, infrastructure and behaviour change across the country means we have a wealth of information at our fingertips. We know what works and which pitfalls to avoid. This valuable expertise makes us a leader in the active travel field and we are delighted to provide these specialist skills to partners.

We help our clients select the best research, monitoring and evaluation methods on a project-by-project basis. We make sure they have the most accurate and insightful data to develop effective policy and practice that will encourage people out of their cars and to reap the personal and societal benefits of getting around on foot or by bike.

Over the past year our highly skilled team has worked with London boroughs on developing consultations, ensuring they follow best practice in survey design so they are able to capture the most accurate information to inform any actions decision-makers may take.

We also monitor the results of our behaviour change programme in schools (p10) and workplaces (p14). Numbers of people choosing to cycle or walk rather than drive to school, the shops or to work are a good demonstration of how transport choices impact local communities and of the effectiveness of behaviour change work.

We've also played a central role in a Greenwich Low Emissions Neighbourhood project supporting a retailer to try an e-cargo bike for deliveries and to monitor the results. We measured emissions and costs, and looked at the marketing potential of the bike and customer relations. By creating a business case for switching to bike deliveries we've helped influence the way a business operates, making it more environmentally sustainable.

For the first time ever, a London borough has been included in *Bike Life*, the UK's largest assessment of attitudes to cycling. Sustrans is working with Tower Hamlets to find out the views of residents (non-cyclists and cyclists) about cycling and will be collating results for publication in 2020.

Data is vital to secure funding and to reassure the decision-makers that their money is being well invested. We help provide the evidence and monitoring that makes sure actions clients take will make a tangible difference to Londoners' lives.



Our Bike Life report Women: reducing the gender gap explored what women say about cycling

"We are delighted to be the first London borough to work with Sustrans to build the case for additional cycling strategies and innovative alternatives to car use.

"Reducing air pollution and developing active travel options are key priorities in Tower Hamlets. The data we collate will pave the way for new investment in greener transport solutions across the borough."

Will Tuckley, Chief Executive of Tower Hamlets Council

BIKE life



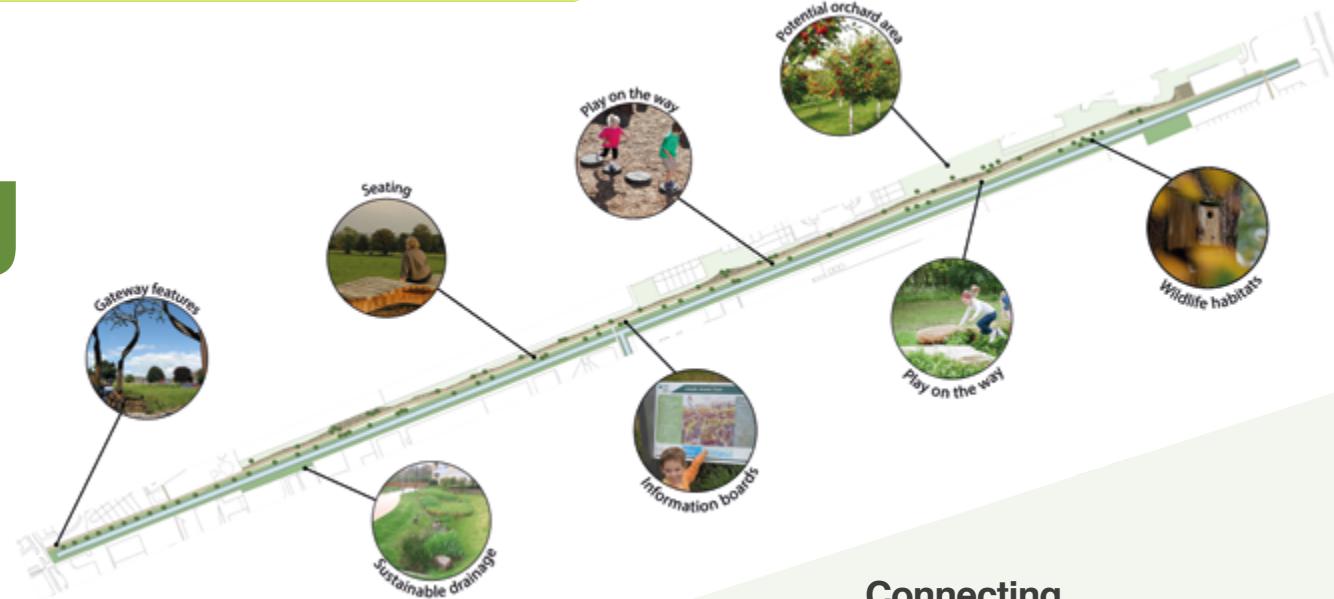
Client: London Borough of Barking & Dagenham
Commission: Collaborative design

Connecting people

We are very excited to be working with the London Borough of Barking and Dagenham on the new Ripple Greenway project. This incredible growth area for London includes over 10,000 new homes, a new Overground station and is now set to benefit from a fantastic cycling and walking path and a beautiful new park.

The borough's inspirational residents have been a driving force behind the project, calling for improved access to green space in the area. We successfully bid for over £400k match funding from the Mayor of London's Green Capital Grant and secured match funding from local developer, Barking Riverside Ltd.

Research we had already carried out for the NHS Healthy New Towns project found that many Thames Ward residents, whose homes border Barking Riverside, did not know how to reach the River Thames footpath. In partnership with residents, we designed a signposted route and it is fantastic to see permanent signs now being installed as a result of this work.



Working with the local community, we have designed a 2.3km (1.4 miles) walking and cycling route and linear park which will open up 13 hectares (32 acres) of disused green space and link communities east and west of Barking Riverside with the River Thames. The greenway will provide safer routes to school, away from the busy Thames Road and easy access to nature, including the Ripple Nature Reserve, which Barking Riverside Ltd is restoring. The park will include natural play features, a community orchard, places to sit and improved wildlife habitats.

Through our community engagement work, we found out from residents what improvements they wanted to see and this is where the Ripple Greenway was born. The Friends of the Greenway group, which we have helped set up, will secure residents' continued involvement in the route and ensure its future success.

Connecting

10,000

new homes and securing

£400,000

match funding from the Mayor of London's Green Capital Grant

"For too many Londoners, nature simply doesn't feature in their daily lives. That's why we're aiming to become a National Park City, with more than half of our capital green."

Sadiq Khan, Mayor of London

Client: Transport for London, Royal Borough of Greenwich

Commission: In-house support, Project and Programme Management,
Cycle and Walking Programmes

In-house support

Clients like TfL and the Royal Borough of Greenwich who commission us to provide in-house support and secondments to manage their projects, have easy access to a range of skills we provide through our collaborative design, community engagement, behaviour change, urban design and engineering teams.

Supporting TfL in-house

The Quietways programme is complex and resource intensive. When TfL needed help in-house, we were able to support them. Our expert project manager was able to help handle the workload and provide them with vital extra resource to ensure the programme continued to progress at pace.

The Quietways work involves many different organisations with specific requirements. By supporting TfL, we helped them ensure the programme ran smoothly, bridging the gap between stakeholders including boroughs, residents and contractors.

Our project manager's in-depth knowledge of Quietways processes and the challenges of delivering projects with diverse stakeholders to help achieve the Mayor's Transport Strategy, enabled them to take on a considerable amount of TfL's workload.

Providing resource for Greenwich

Today's financial climate sees many boroughs having to make tough decisions on where they make savings. Often they are working under pressure with fewer people and increased workloads.

Greenwich chose us to use our cycling and walking expertise to support their team in-house to help deliver four Quietway cycling and walking routes over 22 months.

With a Sustrans project manager embedded in their Transport Planning team, Greenwich were able to entrust work to our knowledgeable and effective project managers, giving their own staff time to focus on their many other projects.

Together we delivered some fantastic results, including completion of the "missing link" on Quietway 14/NCN1, along the Thames Path. This was an ambitious piece of design involving the construction of a cantilever bridge. The new route means people can now avoid the traffic-heavy Woolwich Road and enjoy walking or cycling by the river.

We are proud to have helped Greenwich achieve these great results.

Residents with Greenwich Councillor Denise Scott-McDonald and Walking and Cycling Commissioner Will Norman at the opening of the Thames Path on Q14.



Helping a London Borough deliver
4 routes
in under two years

"Commissioning Sustrans to work with us meant that we were able to provide our residents and visitors with four Quietways in under two years. The expertise and resource they provided was superb."

Joel De Mowbray, Principal Transport Planner,
Royal Borough of Greenwich

Making the case for change

Making cycling and walking easier is not always easy. It takes political leadership with sustained commitment. The Mayor of London's £2.1 billion Healthy Streets budget means London can transform streets. Ambition and investment like this depends on making the case to policy-makers and politicians; this is a core part of our activity in London.

We have debated new ideas, gathered and presented evidence, given politicians a taste of best-practice on study tours, and tipped our efforts toward raising the ambitions of London's 32 councils, who control 95% of our streets.

Our *Street Talks* promote bold ideas for the future. In 2018, we drew together experts in economics, transport and logistics with politicians to debate the future of road pricing in London.

We also appeared in front of the London Assembly Transport Committee to give evidence toward their cross-party recommendations to the Mayor calling on him to expedite and improve investigation into cycling infrastructure.

There are many major schemes that could change the face of the capital. We voice support or concerns on those with the greatest potential to unlock active travel – including the future of Oxford Street. When streets are overhauled, we want them to be the best they can be.



400

emails sent to candidates to support our Streets for People Campaign

"Thanks so much Sustrans for the study tour in London, it was truly inspiring. I enjoyed discussing our shared opportunities and challenges. Great that so many amazing people took time out to talk to us about learnings from London. The combination of political leadership, positive activism and borough expertise creates a fantastic result. That's my overriding message from the visit."

Daisy Narayanan, Project Director, Edinburgh City Centre Transformation

How to successfully reduce traffic in cities



Andy Cope, Director of Insight, Sustrans

To create a healthier, successful and equitable city the Mayor has identified the need to reduce motor traffic, with each borough being required to write a traffic reduction strategy. There are more and more examples of authorities taking brave decisions to realise these benefits. However, it is tricky to get it right.

In theory, restricting traffic is easy to do – you can just close the road by obstructing it. But in reality it is rarely this simple, and one cannot simply do so without the agreement of local stakeholders. So how can highway authorities develop effective traffic reduction strategies?

Firstly, it is essential to start by understanding the traffic challenge. This means identifying trip generators (destinations) and establishing where traffic is coming from. It is very common for the traffic causing a problem to have very little to do with the location in question; it is often just passing through on its way to somewhere else. In this case we need to understand whether alternative routes are possible and whether traffic can be encouraged to stick to one less intrusive route, for example a strategic

main road. There may also be issues with satnav systems directing traffic through a series of smaller roads, flooding a wide area with transient traffic, and exacerbating congestion by increasing the volume of movements onto and off a primary route. And, what are the alternative means to access those places? We need to understand the barriers to people making more positive choices about how they travel.

There may be concerns that traffic management measures might displace problems from one location to another.

Careful management can lead to traffic evaporation - the phenomenon that results in an overall decrease in levels of traffic.

Across Waltham Forest's Mini-Holland scheme, there has been an overall 56% decrease in traffic levels, with independent research attributing further benefits such as increased life expectancy to this programme. Fundamentally, if people see that there is a better option available to them than using their car, then many will make a more positive transport choice.

Issues about economic performance and equitable access are very often linked to 'fear of change' preconceptions. Retailers often misunderstand how their customers reach their shops, and worry that traffic restriction will reduce footfall and turnover. People with limited mobility sometimes fear that changes won't offer them a better solution than is currently available to them. There is however a growing body of evidence to suggest that less traffic means more customers and more choices for access.

Of course, every neighbourhood is different, and challenges will vary. But removing through traffic can be transformative in so many different ways. The closure of Bank, a busy junction in the City of London, to general traffic throughout the working day has led to a drop in collisions of 52%. It's created an environment that is far safer and more pleasant for people to walk and cycle through – a far cry from the intimidating environment it was previously. This scheme was by no means uncontroversial, but the positive impact of it has meant that the City of London has moved to make the trial permanent, and in doing so sets the benchmark for the rest of London.

If designers and policy makers are serious about getting more people to walk, cycle and take public

transport then it is key to take ambitious, affirmative action such as this to reduce the volume of traffic and help to reclaim the streets.

Sustrans has decades of experience in helping partners to change places for the benefit of the people who live there, earn their living there, and need to access services there. Our 7 step blueprint for effective traffic demand management is:

1. Work at a neighbourhood scale
2. Work with communities to understand their perception of the nature and extent of the problem
3. Hear from people most affected about what solutions might work, then design accordingly
4. Identify the likely effects of changes on the area, with the option to trial measures
5. Communicate the challenge, the proposed solutions, why these are likely to work and what change will look like to the community
6. Support the stakeholders in the community through the process of change
7. Undertake careful monitoring of traffic levels before, during and after the process

Success story: Estreham Road

We helped the London Borough of Lambeth to engage the community around Estreham Road to trial a scheme that significantly reduced through-traffic on a residential street.

Dangerous levels of congestion were putting children and other road users at risk.

Having worked closely with the community to hear their views, we designed proposals and progressed a trial of their preferred design, a northbound no-entry point at the southern end of Estreham Road.

This temporary trial was a game changer. It gave people the chance to see how changes would work in practice, the impact on neighbourhood and on local traffic.

Support rose as a result of the community engagement work and trial. Air quality improved as nitrogen dioxide levels fell.

The trial was made permanent, and Estreham Road is now a healthier street environment for people. The proof is really in the pudding: Active travel has risen and car usage for local journeys has fallen by an incredible 40%.



3,000
vehicles used Estreham road
every day, **70%** were using the
route as a cut-through

75%
drop in traffic volume after
changes made

40%
drop in car use for local journeys
after changes made

A big thank you from our team

As ever, we are pleased to recognise and acknowledge the valuable support of all the organisations we have worked with and everyone who supports our work.

Together we are connecting people and places, creating liveable neighbourhoods and healthier streets, transforming school runs and commutes and delivering a happier, healthier city.

We would like to extend a sincere thank you to everyone who has contributed this year.

Access Sport
Aging Better in Camden
Ahmadiyya Muslim community UK
Alexandra Park and Palace
Charitable Trust
Almacantar
Alpaca Communications
AR Urbanism
Argent
Arup
Barking Riverside Limited
Barnet Cyclists
Bear
BeFirst
Bespoke
Bosch
British Heart Foundation
British Land
British Lung Foundation
Burgess Sports
C40 Cities
Camden Town Unlimited
Campaign for Better Transport
Canal & River Trust
Catherine Max Consulting

Centre for Acceleration of Social Technology (CAST)
Centre for London
Channel 4 News
Child Graddon Lewis Architects & Designers
City of London
Clean Air in London
ClientEarth
Commonplace
Community Cycleworks
Cycle Confident
Cycledelik
Cycle Instructor UK
Cycling UK
Department for Transport (UK)
Department of Health (UK)
Deptford Folk
Drings Butchers
Environment Agency
Environment Journal
Freight Transport Association
Friends of the Earth
Greater London Authority
Green Commute Initiative

Greenpeace
Groundwork
Guy's and St Thomas' Trust
Hackney Play Association
Haringey Cyclists
Healthy Air Campaign
Heathrow Airport Limited
High Speed Two (HS2) Limited
HSBC
HTA Design
Imperial College London
Inquilab Housing Association
ITN
JFG Communications
Just Space
King's College London
Kingston Environment Trust
L&Q
Lee Valley Regional Park Authority
Living Streets
Local Transport Projects
London Assembly
London Borough of Barking and Dagenham
London Borough of Barnet
London Borough of Bexley
London Borough of Brent
London Borough of Bromley
London Borough of Camden
London Borough of Croydon
London Borough of Ealing
London Borough of Enfield
London Borough of Hackney
London Borough of Hammersmith and Fulham

London Borough of Haringey
London Borough of Harrow
London Borough of Havering
London Borough of Hillingdon
London Borough of Hounslow
London Borough of Islington
London Borough of Lambeth
London Borough of Lewisham
London Borough of Merton
London Borough of Newham
London Borough of Redbridge
London Borough of Richmond upon Thames
London Borough of Southwark
London Borough of Sutton
London Borough of Tower Hamlets
London Borough of Waltham Forest
London Borough of Wandsworth
London Car Free Day
London Councils
London Cycling Campaign
London Legacy Development Corporation
London Sport
Malden Manor community group
Malden Manor Parade businesses
Meristem Design
Middlesex University
National Amusements
National Trust
Network Rail
New London Architecture (NLA)
New Malden Baptist Church
Ofo

Old Malden Residents Association
People's Health Trust
Peter Brett Associates (PBA)
Phil Jones Associates
Queen Mary Hostel
Riese & Muller
Road Peace
Royal Borough of Greenwich
Royal Borough of Kensington and Chelsea
Royal Borough of Kingston upon Thames
Royal Haskoning DHV
Sandbox Journeys
Segro
Stanhope PLC
Thames Water
The Hadley Wood Association
The Royal Parks
Transport for London
University College London
University of Westminster
Urban Design London
Urbanwise.London
Vision RCL
Wandle Valley Regional Park Trust
Westminster City Council
Westminster Energy, Environment & Transport Forum
WeWork
Wheels for Wellbeing
Wimbledon & Putney Commons Conservators
ZCD Architects

Our London team





About Sustrans

Sustrans is the charity making it easier for people to walk and cycle.

We are engineers and educators, experts and advocates. We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Sustrans works in partnership, bringing people together to find the right solutions. We make the case for walking and cycling by using robust evidence and showing what can be done.

We are grounded in communities and believe that grassroots support combined with political leadership drives real change, fast.

london@sustrans.org.uk www.sustrans.org.uk

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