

“Active travel and Sustrans’ approach to implementing this in communities by combining behaviour change, collaborative design and infrastructure.”

Ruth Chiat, Behaviour Change Programme Manager



Our vision

Our vision is a society where
the way we travel creates
healthier places and happier
lives for everyone



A liveable city or town for everyone...

1

Has social connection at its heart



3

Has roots and celebrates its unique character



5

Has clean air and green space for all to live and play in



2

Has most of what you need just a short walk away



4

Is easy for everyone to move around healthily in



Healthy Streets

THE LONDON PLAN

THE SPATIAL DEVELOPMENT STRATEGY FOR GREATER LONDON
DRAFT FOR PUBLIC CONSULTATION
DECEMBER 2017





Shortlands station, Bromley

Document title | 04 December 2019





Guilford Grove, Greenwich



**People
centred
design**



School Streets

“Since we started closing the street to cars, we have seen a huge difference in the environment around the school gates. It’s much less congested, calmer and feels more welcoming.”

Claire Lippiett, Tyn-Y-Wern Primary School, Caerphilly





Street outside school, Brixton Hill

Document title | 04 December 2019

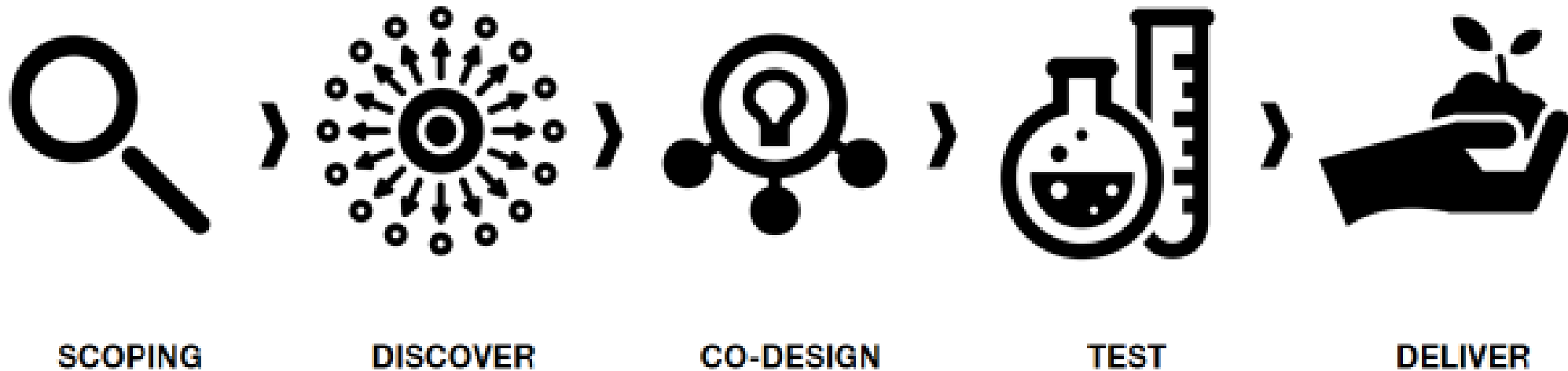


Collaborative Design

Document title | 04 December 2019



SUSTRANS COLLABORATIVE DESIGN PROCESS



Local people are the experts of their local area.





Experiment

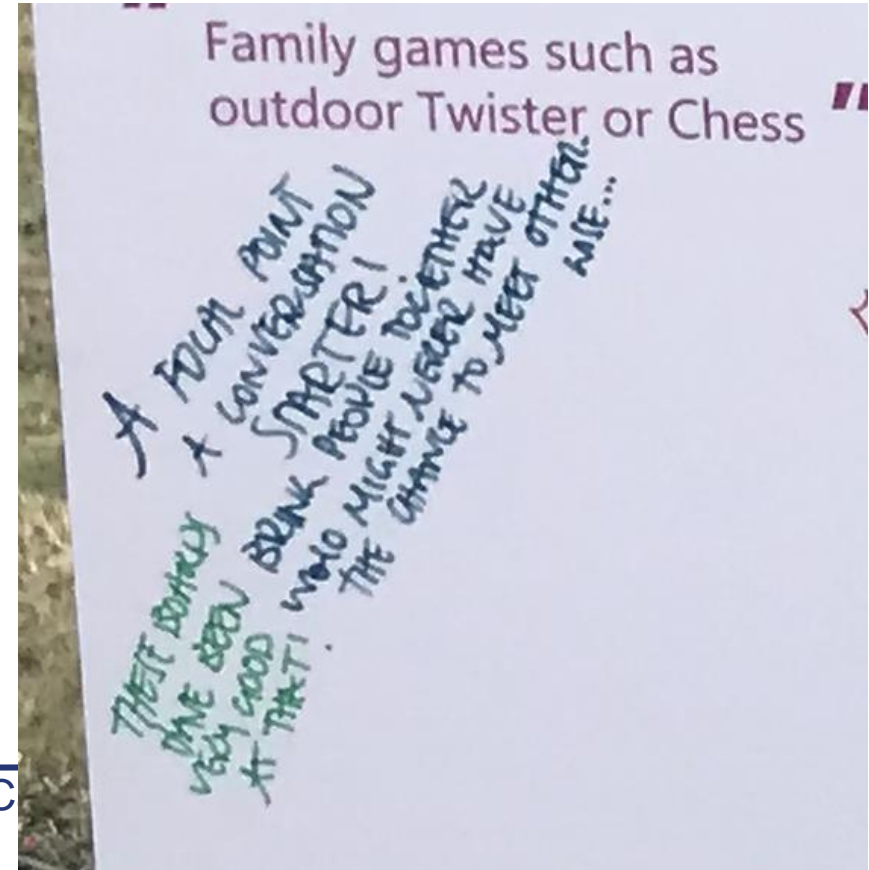
Experiment





Access Audit

Deptford Liveable Neighbourhood



Behaviour Change

Subtitle

Document title | 04 December 2019



Bike It Plus




- Increasing levels of cycling and walking to school and
- Tailored program of activities, events and assistance to meet each school community's needs



CASE STUDY

Tower Hamlets Bike It Plus 18/19



		
Delivered 606 activities	Active travel to these school increased by 6.8 % following project delivery.	Driving to these school reduced 6.5 % following project delivery.

Bike Skills and Cycle Route Audit

CASE STUDY

Tower Hamlets

Bike It is having a major impact on our school. Children are more interesting in how they can help to decrease air pollution. Bike It has helped them to make the link between air pollution, exercise and healthy lifestyle. The enthusiasm of the Bike IT Crew keeps the rest of the school buzzing about what is happening next.”

**School Champion
Culloden Primary school**



Bike It You Can Too

From five courses held in 2016:

- 68 women participated over 5 courses
- 25 went on to purchase bikes
- 95% post-survey strongly agreed or agreed that they now cycled more
- 75% post-survey strongly agreed or agreed that they now walk more
- 75% respondents reported an improvement in wellbeing



CASE STUDY

Vauxhall Primary School

“I asked myself all the questions: Am I too old to learn or improve? Will there be nice people on the course? Are the instructors nice? What’s the point? Firstly, I met some amazing women who have become friends and I was able to reach my goal, to ride on the road with traffic.”

Sharon, BIUC2 2016

Sharon, parent at
Vauxhall Primary School



Combined Approach

Infrastructure, collaborative design and behaviour change

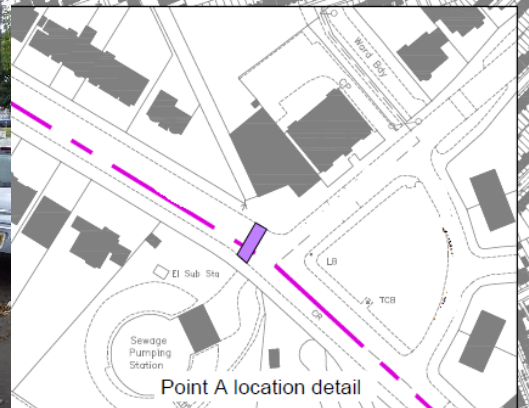
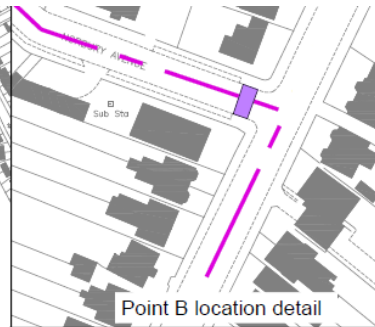
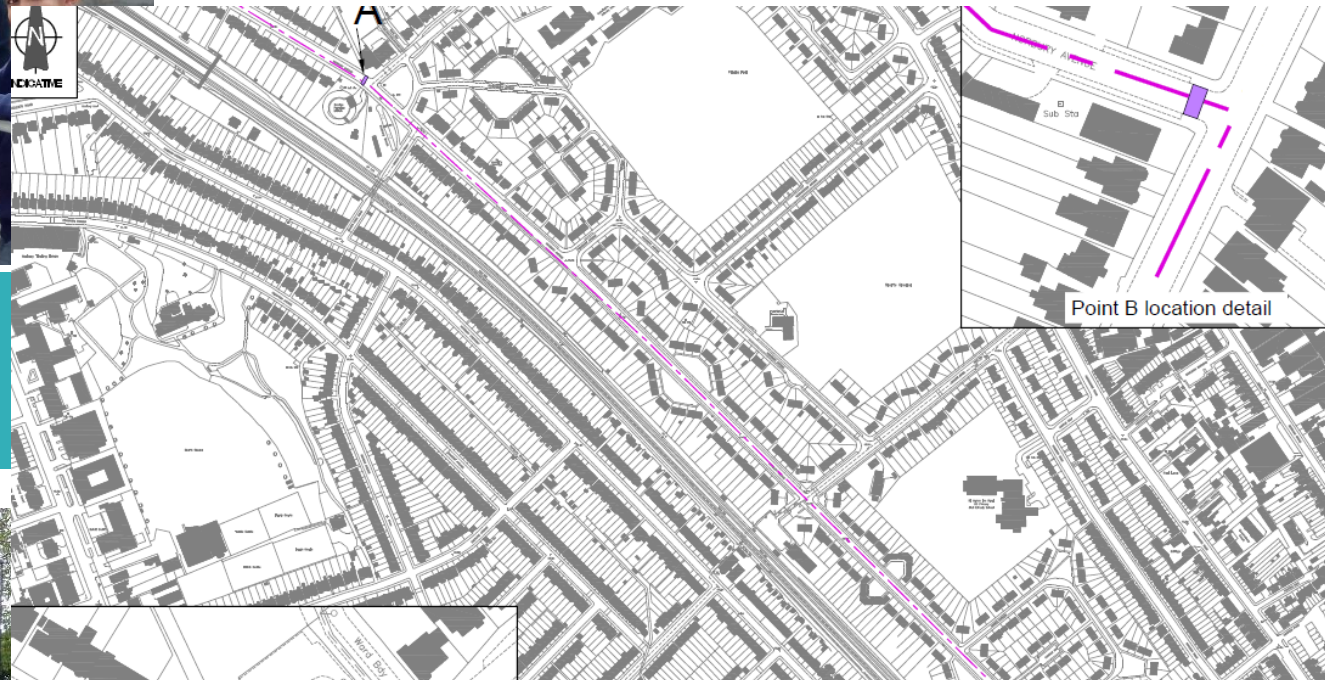
Document title | 04 December 2019



Change can be challenging



26 collisions in previous 5 years.



Traffic volume

66% ↓

Speeding traffic

18% to 11% 23

CASE STUDY

Marks Gate Community Streets

This two-year project engaged over 7500 residents through a unique combination of community-led street design events and active travel.

As part of our design process we:

- worked closely with community members to identify problems and co-design solutions
- built strong relationships with key stakeholders in the area
- organised workshops and events to share ideas
- tested designs through temporary interventions such as a pop-up seating trial



Seating trial

CASE STUDY

Marks Gate Community Streets

Project Impacts

This project has:

- reduced vehicle speeds by 15% by narrowing junctions and creating gateway features
- created safer walking routes by organising parking, dropped kerbs and crossing points
- co-designed a Yellow Brick Road walking route
- developed a stronger sense of place through public art, a creative wayfinding boat and seating







“Learning to cycle has made a big difference to my life.”

Jennifer, Bike Club participant

”

CASE STUDY

St Paul's Way, Bike It and School Streets

Building the case for a school street alongside Behaviour change



Play Streets

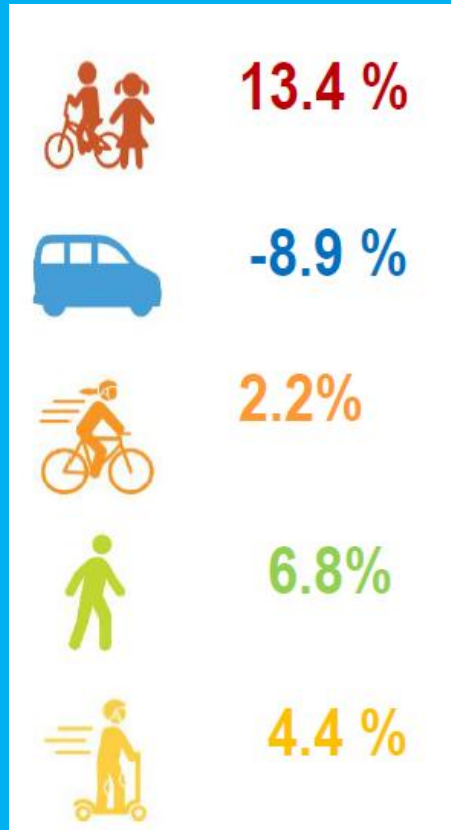
“The road was much safer more school friendly today. Normally it is not safe at all with cars on the pavement and going fast on the road while children are on the road.”

Parent St Paul's Way Play Street

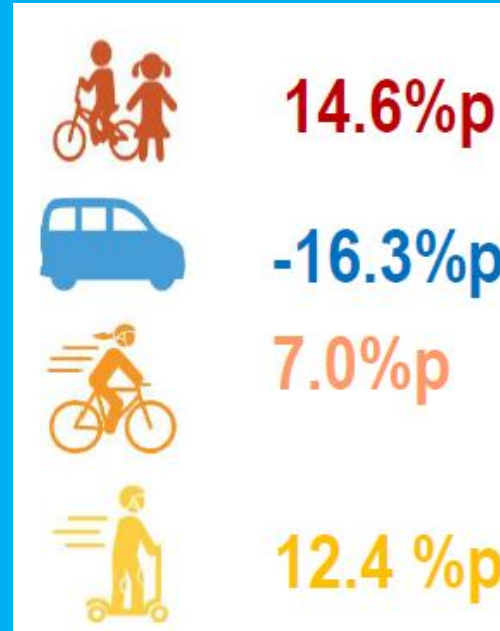


School Streets and Behaviour Change

Results



Bike It



St Paul's

Percentage point change in pupils usually travelling to school by active modes between baseline and latest survey.

Percentage point change in pupils usually being driven to school between baseline and latest survey.

Percentage point change in pupils usually cycling to school between baseline and latest survey.

Percentage point change in pupils usually walking to school between baseline and latest survey.

Percentage point change in pupils usually scooting to school between baseline and latest survey.

Towards a healthier, happier city

Raise the ambition for walking and cycling:

1. Increase the number of daily trips walked, wheeled or cycled by 1 million every four years.
2. Implement a London-wide road user charging scheme.
3. Introduce a holistic behaviour change programme to identify and tackle the barriers preventing walking, wheeling and cycling.

Create places that prioritise people over traffic:

4. Transform 32 traffic-dominated town or district centres into traffic-free places for people.
5. Create 100 new liveable neighbourhoods.
6. Create 500 school streets.

Create a world-class walking and cycling network:

7. Double the kilometres of cycleways that meet the cycleway quality criteria.
8. Invest £5 million per year in the National Cycle Network in London to make it an internationally-renowned Network for Everyone.
9. Eliminate all known high risk road danger issues on the Safer Junctions Programme.

Over to you!

How can your work contribute to Sustrans' vision or help to deliver on these targets?

Document title | 04 December 2019



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

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Join us on our journey.

ruth.chiat@sustrans.org.uk

www.sustrans.org.uk

Registered Charity No. 326550 (England and Wales) SC039263 (Scotland)
VAT Registration No. 416740656.

