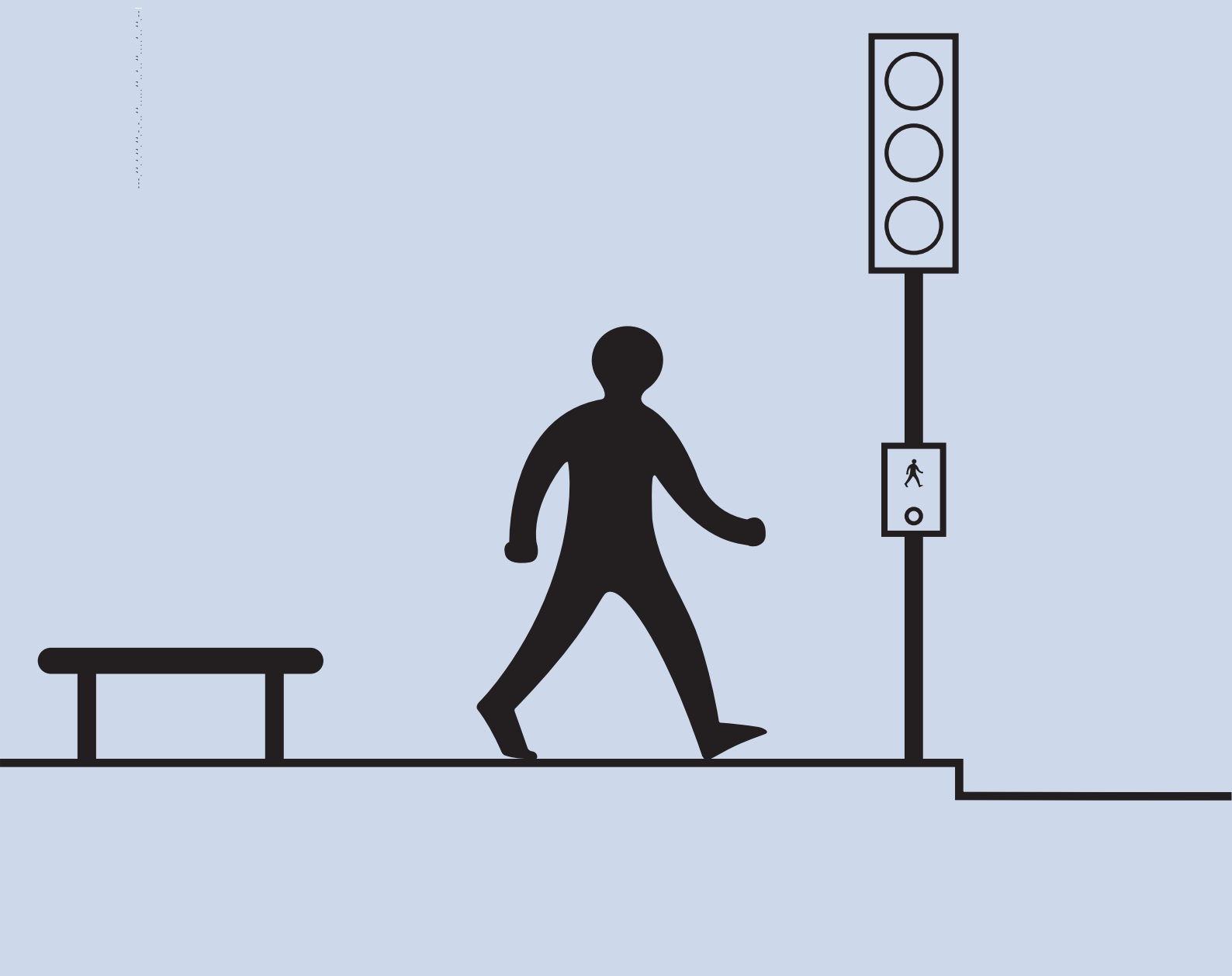


Transport for London

Walking Good Practice

Prepared for all London
boroughs

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MAYOR OF LONDON

Transport for London



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Summary

This fourth edition of Walking Good Practice publicises successful walking programmes and initiatives that have delivered real and proven benefits so that the lessons learnt can be more widely understood and applied across London. It is primarily for use by the London Boroughs, but is applicable to other organisations involved in walking. The booklet is designed to assist in planning, designing and implementing walking schemes through Local Implementation Plan (LIP) or other funding programmes.

Building on the principle of previous editions, the booklet promotes the introduction of route and corridor based walking schemes whilst considering the need for cross-modal improvements, to provide an equitable balance based on local transport needs and priorities.

The booklet focuses on the three main Transport for London (TfL) walking themes, characterised as:

- Infrastructure
- Information
- Promotion

To deliver these themes, TfL and partners have evolved a series of walking programmes and initiatives, that are set out in this booklet. Outcome monitoring supports the delivery of these programmes and confirms their effectiveness in encouraging more people to walk in London.

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Walking contributes to the Mayor of London's vision to improve London's Great Outdoors, deliver Better Streets and regenerate town centres because of the natural links between walking and the public realm.

It is important to recognise that walking as a mode is not just about numbers of pedestrians, but the experience of being part of London and the activities that occur when walking in the Capital, such as socialising, shopping and relaxing.

Knowledge sharing is an important element in the successful delivery of walking schemes. This booklet shares good practice, knowledge and experience. To further promote this good practice, the TfL led Walking Core Delivery Group was established to identify projects that have been successful, inform new working partnerships and help identify new funding.

A selection of these successful projects are presented through case studies to showcase how investment in walking can deliver real and desirable benefits for London, particularly in these uncertain economic times.

By doing so, it is hoped that knowledge of what works for walking will lead to an even higher quality of delivery across London and so deliver the Mayor's vision for walking in the capital by 'Making Walking Count'.



1 Introduction

1.1 Context

Walking is the glue that binds London's transport system together, integrating public transport, our streets and public spaces. Improving walking environments is the responsibility of TfL, the Boroughs and walking organisations working together in partnership.

The Mayor of London wishes to deliver a step change for walking in the Capital. The Mayor's Transport Strategy (MTS) and London Plan (LP2) set out the Mayor's policies and proposals for walking in London and provide detail on the programmes and projects that will support the realisation of these objectives.

The ambition to improve the quality of London's streets, its urban realm and access to green and open spaces are articulated in the Mayor's 'Better Streets' and 'London's Great Outdoors' publications.

The walking programme supports these Mayoral initiatives; the Key Walking Routes programme contributes to the delivery of Better Streets, whilst the Walk London network provides high quality access to the Great Outdoors.

Boroughs are encouraged to deliver walking infrastructure programmes as part of integrated schemes, such as LIP Corridors and Neighbourhoods. These schemes can contribute to broader agendas, such as other cross-modal and local interests (in the form of Local Area Agreements and Sustainable Communities). They can also help the fight against climate change, safety and security improvements, encouraging improved personal health through greater exercise and encouraging adults to achieve 150 minutes of physical activity a week. This latter, health focussed goal assists in obesity reduction and creating a transport environment that is inclusive.

In addition to physical walking improvements, boroughs and organisations should consider other factors and influences, such as changing political

climates and note how this can influence walking and the public realm. This good practice is set against a background where the importance and usefulness of walking is increasingly emerging, especially in respect of London's economy. For example, London's growing population poses considerable challenges for London's transport capacity that walking may help to address and alleviate.

This good practice provides successful examples of walking interventions that directly address the Mayor's priorities, ensuring Londoners benefit from high-quality and value for money walking improvements within quality urban realm and green spaces.

1.2 Objectives

Successful walking schemes, be they infrastructure, information or promotion, should encourage more people to walk; increase the numbers of walking trips undertaken; and make walking in London easier, more convenient and enjoyable. They should also aim to bring about a change in people's travel patterns, by raising awareness of walking as a transport choice, but also improve the level of service offered to those who are already walking.

Walking offers a range of benefits that include, but are not limited to:

- Reduced CO2 output and motor traffic congestion
- Improved public health and reduced obesity through exercise
- Improved perceptions of personal safety and security
- Greater accessibility to public transport
- Greater accessibility to local services
- Economic regeneration
- Leisure opportunities



Swakeleys Drive zebra crossing, Hillingdon, using new 'Zebrite' technology to enhance visibility for pedestrians and motor vehicle drivers.

1.3 Funding

The majority of walking schemes in London are funded through the LIP programme, principally the LIP formula funded budget. The Major Schemes funds transformational urban realm schemes that benefit pedestrians. The Mayor also periodically makes funding available through specific programmes such as the Outer London Fund that can be used to improve transport infrastructure including walking. Limited funding for promotion, research and monitoring is also available from the Walking, Accessibility and Urban Realm team within TfL. For further information please contact the Walking team at walking@tfl.gov.uk.

There are opportunities for walking schemes to be funded through integration with other social,

environmental or economic programmes, for instance health, social, marketing and transport funds from the European Union.



2 Walking in London



Local high street improvements delivered at Wallington in Sutton, with improved pedestrian conditions supporting borough efforts to enhance the economic vitality of this local centre.

2.1 The current picture

To understand the current walking situation in London, TfL has undertaken an analysis of the potential for walking. This highlights that:

- The mode share for walking in 2009 was 24%, or around 5.8 million trips walked out of an estimated total of 24.4 million trips by all modes per day.¹ This trend has largely been static since the 1990's.
- By 2031, the total number of trips made in London per day is expected to have increased by 15% to around 27.3 million trips.²

- The mode share for walking is anticipated to increase from 24% to 25% between 2006 and 2031 (a 4% growth in mode share).
- In total, the MTS anticipates that 6.8 million trips will be walked every day in London in 2031, more than a million additional walk trips than in 2006, an increase of 20%.

This growth in walk travel is expected to come from two sources: growth in population and employment, accounting for around three quarters of this increase – over 800,000 walk trips; and growth resulting from mode shift to walking accounting for around one quarter – nearly 300,000 walk trips. This is summarised in Figure 1.

1 Based on observed data and in line with figures published in Travel in London reports
2 Based on model outputs

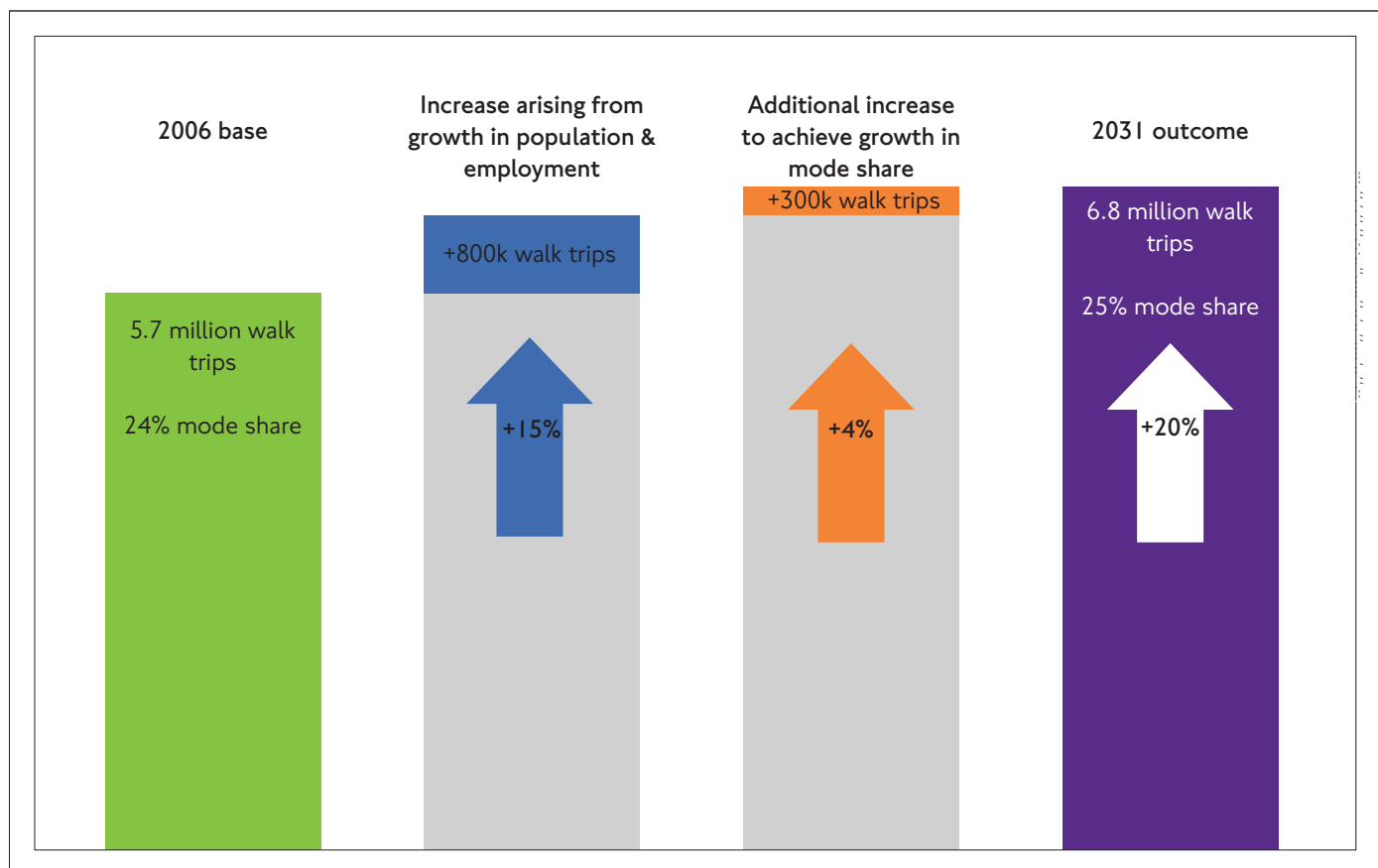


Figure 1 – Aspects of growth in walk travel, 2006 to 2031

2.2 Identifying the potential opportunities for increasing walk travel

TfL has undertaken extensive analysis to identify where growth in walking might arise, where this potential growth exists and those sectors of the population that could be more amenable to walking in the future.

2.2.1 Walking segmentation

TfL's Walking Market Segmentation classifies the London population into seven segments, evaluating the influences over travel behaviour in order to identify households most amenable to walking in future and most likely to walk at present. Market segmentation exercises provide a means of describing who is most likely to make certain

choices now and in future and identifying where they live. The seven walking segments and their proportions are:

1. Active urbanites – 18% of the population
2. Cosmopolitan lives – 12% of the population
3. Cultural diversity – 26% of the population
4. Suburban living – 20% of the population
5. Family enterprise – 7% of the population
6. Well-off and well educated – 10% of the population
7. Comfortably settled – 7% of the population

The segment with the highest propensity to walk at present is 'Active urbanites', representing nearly a fifth of the London population. A postcode classified as 'Active urbanites' can be expected



to generate 1.5 times as many walk stages as a postcode of comparative population classified as 'Comfortably settled'.

The groups with the highest propensity to walk, 'Active urbanites' and 'Cosmopolitan lives' are concentrated in central and inner London, South West London and in some outer London town centres. The segments least likely to walk, 'Well off and well educated' and 'Comfortably settled', tend to be located in the outer reaches of the Greater London area.

The 'Suburban living' and 'Cultural diversity' segments offer the best potential sectors of population for walking growth. In total, they account for half of all potentially walkable trips and have a middling propensity to walk. However, negative attitudes towards walking will act as a barrier to growth.

The walking segmentation can be a valuable source of planning for smarter travel campaigns and events. For further information on segmentation for any borough, please contact the Walking team email address.

2.2.2 Analysis of walking potential – trips by London residents that could be walked all the way

Analysis has been carried out using the London Travel Demand Survey (2005/06 to 2007/08) to identify trips made by London residents that could potentially be walked all the way, but are not walked (or cycled) at present, based on a set of criteria about the trip and the person travelling.

This analysis has identified that in total, 1.9 million trips currently made by mechanised modes are potentially walkable. The 1.9 million potential trips are equivalent to 10 percent of trips by all modes

and 16 percent of trips by mechanised modes.³

Of these walkable trips:

- 82 percent are currently made by car (1.5 million trips), three quarters of which take place in outer London.
- 1.2 million trips that are less than 2 km are driven in outer London every day, which could be walked in less than half an hour.
- Around 300,000 trips are currently made by bus that could be walked all the way – around 180,000 in central and inner London and 130,000 in outer London.
- Very few tube or rail trips made by London residents could be walked all the way. It is plausible that visitors to London are more likely than Londoners to make very short trips by public transport, due to lack of familiarity with the city.

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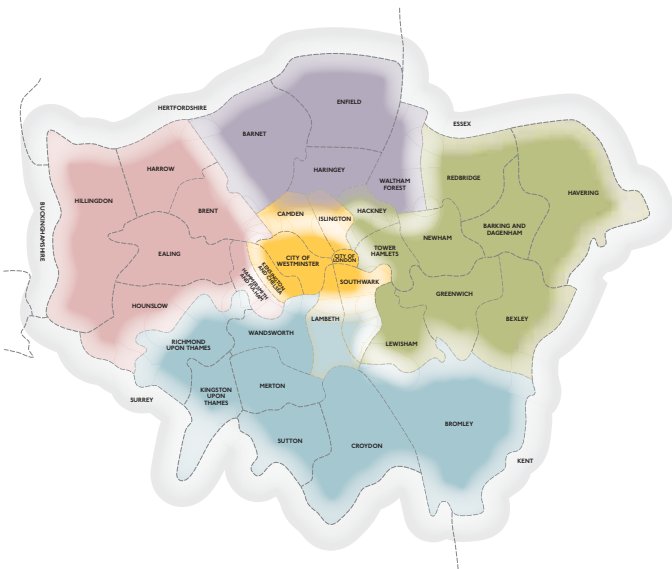
New zebra crossing outside South Woodford tube station to enhance access to the public transport network for those on foot and that supports a more permeable pedestrian environment in this popular location.

³ Note that the filters are intended as a rule of thumb to identify those trips most likely to be walkable. As a result, some trips are excluded which could actually be walked, and others are included that may not in practice be walkable. The analysis is limited to trips made by London residents and only identifies trips that could be walked all the way.

Although there is greater potential in terms of trip volumes to increase walk travel by targeting car travel in outer London, TfL market segmentation analysis shows that those travelling by public transport in central and inner London may be more amenable to changing mode. It would be reasonable to assume that a higher proportion of these trips could therefore be converted to walking.

2.2.2.1 Walking in the Sub-Regions

TfL has also undertaken analysis of walking potential across the five London sub-regions.



Map 1 showing London's sub-regions

Table 1 shows the total potential for walk travel in each of the London sub-regions, to include all trips with an origin and/or destination in the sub-region (so that trips crossing from one region to another are counted in both regional totals).

Currently, just over a quarter of all walk trips have an origin and/or destination in the central sub-region (27 per cent). In comparison, only 15 per cent of potentially walkable trips have an origin and/or destination in the central sub-region so that relatively more of the potential has been realised in the central sub-region than elsewhere. The north sub-region has realised the least of its total walk potential, with 69 per cent of trips that could be

walked actually being walked.

Sub-region of origin and/or destination	Current walk trips	Potential walk trips	Proportion of potential realised
Central sub-region	1,570,000	293,000	84%
East sub-region	1,330,000	459,000	74%
North sub-region	808,000	362,000	69%
South sub-region	1,231,000	474,000	72%
West sub-region	1,097,000	438,000	71%
Greater London	5,796,000	1,923,000	75%

Table 1: Current and potential walk trips by sub-region of origin and/or destination

This illustrates that there is significant outstanding potential to be realised. More detailed sub-regional analysis including borough level data is available by contacting the Walking team email address.

2.2.3 Onward distribution from central London rail termini

Surveys were carried out in 2010 amongst people arriving at and departing from the central London rail termini in weekday peak periods.

Analysis of the survey data found that there are around 125,000 onward journeys currently made by a mechanised mode that are less than 2 km and therefore, could potentially be walked. This amounts to 12 percent of onward journeys by all modes and 19 percent of those by mechanised modes. Of these:

- Around four in ten of the journeys were made by tube / DLR and a similar proportion by bus – around 50,000 potentially walkable journeys made by each mode.



- The stations offering the greatest potential in walk trip volumes were Waterloo, London Bridge and Victoria.

Together, these analyses identify more than 2 million potentially walkable journeys, though this should be thought of as the outer bounds of the available walking market.

However, the analysis does indicate that there is sufficient potential to deliver the required growth in walk travel (1 percent increase ~ 1.1 million extra walk trips) that the Mayor of London is seeking. TfL, boroughs and walking organisations will work together to deliver this growth.

Through the Mayor's Making Walking Count programme, TfL is focusing on three main themes:

- Infrastructure
- Information
- Promotion

Each theme is supported by a series of walking programmes and projects that deliver walking enhancements and realise the Mayor's walking objectives. These themes and key supporting measures are now detailed through the use of case studies, to showcase successful walking initiatives and how they have been applied and delivered.



Morning rush hour for commuters outside Waterloo Station.

3 Walking Infrastructure

3.1 Key Walking Routes

TfL has been working with boroughs for a number of years to implement Key Walking Routes. Significant successes have already been achieved through this infrastructure programme. Many more Key Walking Routes are now underway.

3.1.1 What is a Key Walking Route?

In simple terms, a Key Walking Route links together places that people need to travel between, with high quality walking facilities.

Key Walking Routes offer proven potential to increase walking trips and pedestrian numbers. They also support town centre regeneration and local businesses whilst helping to reduce the number of short car and public transport trips undertaken. The choice to walk to and within town centres across London has to date often been inhibited by poor walking environments that encourage car dependency.

The type of place that Key Walking Routes might link together includes:

- public transport stations and stops
- schools
- local shopping parades and centres
- health, care and community centres
- leisure facilities
- other key destinations

Key Walking Routes directly tackle the factors that Londoners consistently state as preventing them from walking more often (Attitudes to Walking, TfL 2011):

- dirty and vandalised streets
- traffic fumes
- lack of good walking routes

- lack of pedestrian information
- perceptions that walking can be unsafe in some areas

Key Walking Routes deliver complete route makeovers along defined corridors. The main features of a Key Walking Route might include:

- widened and repaved footways
- new and improved pedestrian crossings on desire lines
- improved accessibility through step-free access
- removal of obsolete signs, poles, columns and railings
- trees and planting to green streets
- seating
- removal of hiding spaces and blind corners
- signing, in particular Legible London
- street lighting for pedestrians
- shared space

Key Walking Routes are applicable to central, inner and outer London but are especially relevant to metropolitan town centres where known walking potential exists.

Key Walking Routes should be implemented in areas that are currently used by large volumes of people or places with a known pedestrian demand that is not being met. They should be based on an understanding of pedestrian needs and behaviour. There are a number of walking audit tools and methodologies that can help with this analysis. These tools are covered in Chapter 4.

It is important to emphasise that Key Walking Routes are not about one-off treatments, but are coordinated approaches to walking improvements.

