

The background of the slide is a solid green color. Overlaid on this are dark silhouettes of people walking and a cyclist. The cyclist is on the left side, and several pedestrians are on the right. Their shadows are cast on the ground, suggesting a light source from the upper left. The overall image conveys a sense of active transport and urban mobility.

# Walking and Cycling Strategy: 2022-2030

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## 1. Introduction

Wandsworth's Walking and Cycling Strategy 2022-2030 lays the foundation for what needs to be done to improve conditions and safety for all those who wish to walk or cycle in the borough.

It includes new targets and objectives which will help form our vision for the borough and will be achieved by working with stakeholder and resident groups, as well as organisations such as Transport for London and Active Travel England.

This document will be used to measure our progress year on year, and will use the Healthy Streets Forum as a group to get feedback and input on our plans as they progress.

“In 2030, my mother will be able to cross the road easily to get to her local shops and GP, on smooth, wide pavements.”

“By 2025 my child will be in Year 6 and I expect that they will be able to safely make their own way to school.”

Walking (including wheelchair and buggy use) and cycling needs to be viewed beyond being leisure activities. For the majority of our residents, these are essential forms of transport to get to work, school, the shops and to visit friends and family.

Achieving our objectives and targets in this strategy also form a fundamental part in helping us meet the targets already set out in Wandsworth's Environment and Sustainability Strategy and Wandsworth's declaration of a Climate Emergency.

This strategy has a strong foundation. It has been compiled with input from councillors, council officers, stakeholder groups and thousands of Wandsworth residents. In Summer 2021 we invited residents to take part in the Big Walking and Cycling Survey and 2,348 people responded. The survey asked about how people live, how they travel and what they like and dislike about their options. The answers we received from this survey form the backbone of this strategy and shape our investment priorities. We followed this up with a listening session where we heard from younger residents.

Providing safe and pleasant spaces for walking and cycling is a core responsibility of Wandsworth council in terms of meeting our equality impact remit and enabling free movement for residents of all ages and abilities.

## 2. Our vision from 2022 up to 2030

Our vision is to transform Wandsworth's streets to enable a Year 6 child to be able to walk or cycle to their local school without encountering any road danger. All residents, of all ages and abilities should be able to (and find it an attractive choice) to either walk or cycle to their destination within the borough without experiencing road danger and being able to rate that journey as enjoyable in terms of the infrastructure around them, including pavements, signage and environment.

This vision is supported by the following objectives:

- Making all walking (including where using a wheelchair or buggy) and cycling in Wandsworth enjoyable, attractive and safe through consistent investment in capital projects, supported by training and other revenue projects
- Creating a high-quality core cycle network connecting popular destinations, with Cycleway standard routes on Queenstown Road, Nine Elms Lane, Garratt Lane and Burntwood Lane, alongside signed routes along quieter roads
- Supporting local walking and cycling trips through improved infrastructure, including pavement improvements, new crossings and improvements to existing crossings, the introduction of School Streets, contra-flow cycling, cycle parking and public realm improvements, using the Healthy Streets Approach (see Appendix 2)
- Making improvements to clean-air walking and cycling routes away from roads, including paths through parks, towpaths and other public rights of way, with a focus on routes to schools

## 3. Why a Walking and Cycling Strategy?

Public policy places pedestrians at the top of the road user hierarchy, and there are renewed efforts at a national level to provide more safe cycling infrastructure. A combined strategy will ensure a consistent approach is taken to enabling more walking and cycling across the borough and recognises the wider role of our streets as a place to live, work and play, as well as space to travel.

**Some of the key benefits of walking and cycling include:**

- High street walking, cycling and public realm improvements have been shown to increase retail sales by up to 30%
- Over a month, people who regularly walk to the high street can spend up to 40% more than people who drive to the high street
- Employees who are physically active have 27% fewer sick days than their colleagues
- 73% of London business improvement districts say walking and cycling are important for attracting and retaining staff
- The average Benefit Cost Ratio (BCR) for walking and cycling projects is 13:1

**The UK Chief Medical Officers' guidance for adults, outlines that growth in road transport since the post war period has been a major factor in reducing levels of physical activity and increasing obesity.**

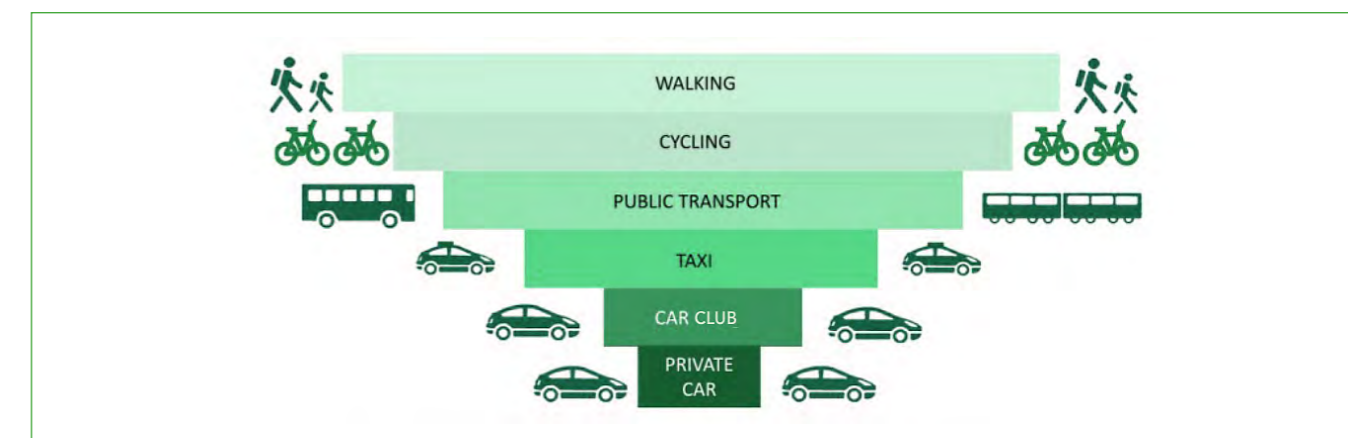
**The guidance notes that:**

- Building walking or cycling into daily routines is the most effective way to increase physical activity
- Short car trips (under 5 miles) are a prime area for switching to active travel and to public transport
- Health-promoting transport systems are pro-business and support economic prosperity. They enable optimal travel to work with less congestion, collisions, pollution, and they support a healthier workforce
- Safe streets lead to better childhood health outcomes

Walking is perhaps the easiest way for people of all ages and genders to get the physical activity needed to improve their health. People who commute actively such as cycling or walking in part of their journey or for

all of it tend to have greater levels of physical activity than those who travel by car. Sustrans suggest by swapping short car journeys with cycling or walking, a person can easily build exercise into their day and reap the health benefits of achieving the CMO target of doing 30 minutes of exercise or more at least five times a week.

The **Government's strategy for walking and cycling (Gear Change)** published in 2020, refers to the need for people to make lifestyle changes that keep them more active and fit, the way in which people travel can support this objective. The Strategy outlines that meeting targets nationally in England to double cycling and increase walking would lead to savings of £567 million annually from air quality alone and prevent 8,300 premature deaths each year. It is therefore important to note that encouraging less polluting and more active modes of transport can contribute to multiple population health, environmental and community benefits.



## 4. Actions: Community engagement

At least 60% of the changes required to meet the Government's net zero by 2050 target are going to involve some degree of behaviour change. Effective communication, collaboration and engagement therefore needs to be embedded in the interventions outlined in this strategy to ensure that the interventions are empowering, inclusive and engage a diverse audience reflective of the borough. The community engagement processes need to be interlinked and sustained, put people's needs and priorities at the heart of decision making and action and recognise the diverse range of expertise and experiences residents have in transport.

The form communication, collaboration and engagement will take for the actions outlined in this strategy will be varied and proportionate to the scale of the project involved. Below, however, are guidelines to shape the council's approach to community engagement between 2022 and 2031.



Above: Copies of the draft Walking and Cycling Strategy were handed out at Battersea Arts Centre and opportunities given for people to give specific local recommendations on a map

### Collaboration

#### Deliberation

Wandsworth Healthy Street's Forum is one example of a forum for collaborative public deliberation on the council's transport programme. When creating legitimate places for deliberation such as this forum, care should be taken to ensure the process, timelines and outcomes are transparent and accountable and there is a clear link between deliberation and decision making.

#### People Led

Air quality monitoring is an example where community groups and campaigners in the borough have been empowered to participate in the air quality monitoring process and deliver their own ideas and activities. Joy Riders, Cycle Sisters and Wandsworth Cycling Campaign's Cycle Buddies are examples of community led initiatives. Many community groups and campaigners want to play an active role in the walking and cycling agenda and it is important to similarly identify opportunities to support and remove barriers to successful community led initiatives where this provides a wider benefit to the community and moves us towards our walking and cycling goals.

#### Incentivisation

The **Try Before You Bike** scheme and free adult cycle training are examples of public engagement that are structured to incentivise uptake of a climate intervention (cycling). More consideration could be given to 'when' this public engagement is offered such as seasonal times of year and critical life moments, e.g., moving home, having a child, retirement, etc,

### Communication

#### Establish a mandate for action

This strategy is an example of establishing a mandate for action. Opportunities should continue to be taken throughout the work programme to further establish this mandate for action. Through open and inclusive debate, spaces should continue to be created to reaffirm the principles that have arisen in this strategy.

#### Raise awareness

The primary channels the council uses for raising awareness of both infrastructure and initiatives offered to residents are:

- On street wayfinding and signs, including Legible London maps and signage
- Council website
- Council social media, focusing on Twitter
- Community engagement and participation in events
- Leafleting

When developing communications, care should be taken to not just provide information, but also seek to bring together community and place based narratives around climate change that resonate and speak to people and communities. Consideration should be given to who is delivering the message and how the message is consistent with what the audience cares about.

## Actions: Community engagement

### **ACTION: To seek to embed effective collaboration, communication and engagement in the delivery of this strategy we will:**

- Create grants for the community and voluntary sector to empower communities to self-deliver some of the objectives contained in this strategy.
- Carry out targeted communications and engagement in the geographic locality of where large schemes are planned and implemented
- Seek opportunities to collaborate with other council teams, local groups, disability rights organisations, youth advocates and local leaders for community engagement where objectives overlap and seek to draw in their expertise and experiences into the design and communications of schemes.
- Adopt the measures that come out of the Citizens Assembly on Air Quality to be held in Winter 2022 into this strategy.
- Host an idea sharing workshop/event session once a year to help inform the year's programme of works and which particularly engages demographics of residents which are often under-represented in online consultations. Local groups that could be engaged include youth groups, work experience students, secondary schools and faith groups.
- Use consultations as a means for officers to improve their understanding on the potential positive and negative impacts of a scheme on potential users and to receive feedback on proposed mitigating measures. Overall use consultations as a means to assist with the design of the scheme and decision making with a move away from using consultations as referendums.
- Use a range of consultation approaches, e.g. online forms, walk throughs and drop in sessions to diversify the voices we hear from.
- Establish as best practice the creation and publication of consultation process maps at the initiation of large schemes to assist transparency.

- Create and publish leaflets on walking and cycling for distribution at events
- Collaborate with other council teams such as Children Services, Public Health and the Council Tax team to create a sustained way to share information to young families, retirees and residents who have recently moved house.
- Improve wayfinding in town centres, along cycle routes and near to hospitals
- Ensure the council website is kept up to date
- Utilise the council's social media to raise awareness of low traffic routes, new infrastructure and events
- Play a lead role in campaign days such as Bike Week, Clean Air Day and Car Free Day



Above: A child looks at their daggerboard during a Tunnel Visions workshop 2021

## 5. Actions: School Streets and safe routes to schools

There are 19 School Streets serving 20 school sites in Wandsworth.

School Streets transform roads outside of schools into pedestrian and cycle zones at drop off and pick up time providing a low-traffic route around school gates.

School Streets encourage walking and cycling, with a wider aim of improving safety and improving local air quality. Additional sites for School Streets continue to be identified, and we will work closely with schools interested in introducing School Streets.

Where School Streets are not practical, other local measures can be introduced to support safe walking and cycling. These include new crossings or local traffic calming.

**ACTION: To create an environment where school children and parents are able to (and find it an attractive choice) to either walk (including where using a wheelchair or buggy) or cycle to school we will:**

- Introduce more School Streets
- Utilise the experiences of communities at existing School Streets to help shape the perceptions of the scheme. For instance, filming a journey of a young person before and after a School Street is introduced
- Identify opportunities to improve driver compliance of existing School Streets
- Support safe walking and cycling routes to schools, with a focus on using the School Travel Plan programme to monitor school travel and identify key issues to be addressed through infrastructure schemes
- Encourage schools to engage with incentivisation initiatives for students and staff travelling by active travel while being mindful to be inclusive of those who are unable to get to school by active travel.
- Seek opportunities to resource further behaviour change initiatives in schools with the aim of enabling the trial of at least two bike buses by the end of 2023.



## 6. Actions: Improving accessibility

Creating an accessible environment for everyone who lives, works and visits the borough is a priority.

While all new infrastructure is designed in line with the latest standards, which take accessibility into account, sometimes newly introduced designs are not intuitive or familiar to those with limited mobility or limited sight. Old infrastructure in the borough on the other hand may not have been built to existing standards in the first place and therefore also presents accessibility challenges.

There are also many examples when existing infrastructure (built to previous standards) may not fully consider the needs of all pedestrians or may unwittingly prioritise cars at the expense of pedestrians. Crossovers are located throughout the borough to enable residents to park a car in their front garden. These almost always feature dropped kerbs which result in a portion of sloped pavement between the road and the entrance to the property. Sloped pavements can be difficult to traverse for those in wheelchairs, those with limited mobility and those with pushchairs. Crossovers can also detract from the appearance of the streetscape, interrupt the continuity of the pavement, make it more difficult to provide facilities for cyclists and bus passengers and present a hazard for pedestrians. The review of the Local Plan will enable crossover policy to be reviewed.

Street furniture can be both beneficial and a hindrance. Outdoor seating can bring vibrancy to an area and provide a much-needed place to rest but can also restrict the clear space left for pedestrians. Poorly placed A boards can create an obstacle course, and old phone boxes and other street furniture can create

visual as well as physical problems. Seating outside of town centres can be rare, with few places to sit and rest for those travelling between their homes and local destinations.

**ACTION: To improve access for all including those with disabilities and/ or limited mobility and those with prams we will:**

- Work closely with community and stakeholder groups including disability rights organisations to identify and address issues affecting those with a disability and/or limited mobility in current infrastructure and planned infrastructure
- Prioritise changes to infrastructure that are restricting mobility, including installing dropped kerbs at junctions, reviewing pedestrian crossings, pavement widths and widths between bollards and ensuring pavements are flat with no loose/broken/uneven tiles
- Review the council's crossover policy with a focus on maintaining a flat surface or slight gradients where possible to aid those in wheelchairs, those with limited mobility and those with pushchairs
- Ensure local businesses are aware of the laws regarding the placement of A-boards and other furniture outside of their premises, ensuring there is a clear path for pedestrians
- Work to increase the number of places to sit and rest along key routes, such as those connecting to stations and town centres and next to busy bus stops
- Review regularly the amount and location of council-owned street furniture, such as bollards, signposts, cycle parking stands and electric vehicle charge-points to reduce street clutter and to ensure they are not restricting pedestrian movements
- Review regularly where footway parking is allowed, aiming to ensure pavements remain clear
- Design dedicated cycle lanes to accommodate adapted bicycles



## 7. Actions: Pavements

Pavements are the core of the pedestrian network and at the heart of the borough's public realm, particularly in town centres.

Pavements are regularly assessed through condition surveys and replacement works carried out in accordance with these assessments. This approach ensures that improvements are made where there is the greatest need, and are not solely reliant on public complaints. Coordinating improvement works with maintenance works provides a cost-effective way to make a range of improvements to pavements, such as reducing the slopes due to crossovers and introducing new trees, sustainable drainage systems and seating. The Big Walking and Cycling Survey revealed that increased biodiversity and on-street greenery was a high priority for all responders and so improvement works should be integrated with seeking opportunities for on-street greenery.

Competing pressures are put on pavement space which the council has a role in coordinating to ensure pavement space is protected for pedestrians and are inclusive spaces. Pressures seen on pavement space include electric vehicle charging units, parcel lockers, historic practices of pavement parking, vehicles that protrude from private driveways into the pavement and cycle parking units. This strategy presents as an opportunity to create clear policies to protect pavement space for pedestrians.

The inclusivity of pavements to all pedestrians can also be compromised by pavement users travelling at high speed for instance someone whizzing past on a bicycle or scooter.

There are many railway arches and roads under rail bridges in the borough. While in principle railway arches provide conduits between neighbourhood in the borough, their design is not always conducive to walking. Poorly designed and/or maintained railway arches can deter use by pedestrians due to perceptions of safety or due to the route being unattractive.

### **ACTION: To strive to have the best quality pavements in London we will:**

- Aim to have roads where a Year 6 child is able to cycle to their local school on the road (rather than on the pavement) without encountering any road danger
- Actively identify opportunities to repurpose carriageway space into spaces that support the walking and cycling environment, including working with local community groups to co-design positive transformations for these spaces, e.g. designing seating, tree planting, parklets etc.
- Increase the length of pavements improved per year through improving coordination between maintenance and improvement projects
- Incorporate Healthy Streets improvements into pavement replacement projects, including seeking opportunities for increased biodiversity/shade.
- Improve the pedestrian and cycling environment under railway bridges
- Commit to not place future electric vehicle charging points on pavements other than where retrofitted in existing infrastructure, e.g. lamp columns
- Create a clear means for residents to report vehicles that protrude into the pavement from private driveways and a mechanism for reports to be inspected and if appropriate enforced against
- Review and seek to reduce instances of pavement parking where practically possible
- Improve the accessibility of roads to people of all cycling abilities to deter pavement cycling
- Create communications to raise awareness that cyclists are not legally allowed to cycle on pavements and must use the roadway and be proactive to communicate any new e scooter legislation.

## 8. Actions: Crossing heavily trafficked roads

Crossing heavily trafficked roads can often be a challenge for both pedestrians and cyclists. If there are no crossings present, or if crossings are in the wrong place, people are forced to take risks to cross the road, make a diversion to reach a safe crossing point or choose not to make a certain trip. Crossings are a particular priority for disabled residents in the borough and residents with children aged 10 or less.

Installing and improving crossings can be a challenge and is not always possible due to a number of reasons such as safety, visibility, significant impact on traffic flow, utilities, gradients, cost, usage, etc.

Ensuring that crossings are of the right type and in the right place where possible can reduce delays to both those wishing to cross as well as those using the highway.

There are several different types of informal and formal crossings, as well as infrastructure that can be introduced to make it easier to cross the road informally or to give higher priority to pedestrians crossing side roads:

- Kerb buildouts and pedestrian waiting areas are types of informal crossings that reduce the overall crossing distance or allow pedestrians to cross in two stages
- Zebra and parallel crossings are types of formal crossings that provide priority to pedestrians and cyclists, with other road users required to give way
- Pelican, puffin, pegasus and toucans are all types of formal signalised crossings where those wishing to cross must wait for road traffic to stop before being able to cross.

The types of crossings that can be used, and the methodology used in signal-controlled crossings, continues to evolve. Parallel crossings (which provide space for cyclists adjacent to zebra crossings) have only recently been introduced in the UK; numerous 'colourful crossings' can be seen in Southwark and Lambeth and other signalised crossings are being introduced where the default is on providing a green light to pedestrians instead of cars.

### **ACTION: To make it easier for people walking and cycling to cross heavily trafficked streets by we will:**

- Review the locations of formal and informal crossings along major roads and near schools to ensure they are in the best location and are of the right type
- Continue to carry out an annual review with TfL of the signalised crossings within the borough with an aim of reducing the amount of time people must wait for a green man
- Identify further crossing locations subject to safety, pedestrian and vehicle usage levels, cost and engineering factors

## 9. Actions: Crossing side roads

Crossing side roads can often be confusing and feel unsafe, particularly when there are large numbers of vehicles turning in or out of the side road. The issue of side roads can be particularly difficult for those travelling with children or those with limited mobility.

Several different designs have been explored throughout the UK for how to best reiterate the right-of-way of pedestrians over approaching cars, and these are being increasingly integrated in corridor schemes throughout the borough. Changing the road geometry can also play a key role, with narrower side roads quicker to cross while also forcing vehicles to slow while turning in and out.

### **ACTION: To make it safer and easier to cross side roads we will:**

- Introduce more side-road crossings, such as continuous crossings or 'Copenhagen' crossings, focusing on town centres and areas around schools
- Reduce turning radii on side roads, where appropriate

## 10. Actions: Improving the public realm

Public realm improvements can take many forms. They can range from replacing paving materials or planting trees, to a complete transformation. Some of our local parades, such as Bellevue Road and Thrale Road have benefitted from high quality improvements, as did Clapham Junction Town Centre. The removal of the Wandsworth Gyratory will completely transform the look and feel of Wandsworth town centre, creating a high-quality public realm that not only encourages more walking and cycling, but also encourages people to relax and spend time.

Work is also underway on smaller public realm schemes, including at Southfields and the transformation of Old York Road following successful summer trial closures, and improvements to Northcote Road. Public realm improvements will also be integrated into high profile corridor schemes on Garratt Lane and Queenstown Road.

As street space changes with the introduction of traffic calming measures, space is reallocated and with it opportunities for public realm improvements, shared spaces and urban greening. On Mellison Road, a pocket park was created taking advantage of the increased space created by a traffic calming measure. On Disraeli Road, two tier cycle parking facilities have been created taking advantage of the increased space from a traffic calming measure.

### **ACTION: To transform the look and feel of our high streets we will:**

- Prioritise high-quality public realm improvements, including the removal of the Wandsworth Gyratory
- Ensure all scheme proposals report a Healthy Streets Scorecard on the existing and proposed layout.

## 11. Actions: A top-quality cycle network

The main roads in the network consistently carry the greatest number of cyclists, providing direct and easy to follow routes between many key destinations. The quality of provision for cyclists along main roads is incredibly varied, and the council is dedicated to improving existing signed cycle routes as well as introducing new signed routes to our network.

TfL has developed new quality criteria for signed cycle routes called 'Cycleways', replacing the existing Cycle Superhighways and Quietways branding that is being applied to new cycle infrastructure projects in the borough.

The quality criteria set design standards for what these routes should look like, and routes built to this standard will provide a high level of service to those that use them. The criteria relate to:

1. Total volume of motor traffic
2. Speed of motor traffic
3. Appropriate width for cycling
4. Kerbside activity impact on people cycling
5. Interaction between HGVs and people cycling
6. Collision risk between people cycling and turning vehicles

Each criterion has two levels – minimum and target. The criteria are interdependent and routes that meet some but not all the criteria may still be acceptable for inclusion in the Cycleway network. The criteria have been developed to reduce potential conflicts with motor vehicles, and so only apply to on-road routes.

One of the key criteria is volume of motor traffic, with roads with more than 500 vehicles in the peak hour requiring segregated cycle lanes if they are to be 'Cycleways'. As such, new Cycleways will generally either appear in the form of high-quality segregated cycle lanes along heavily trafficked roads, or signed routes mixed with traffic where vehicle volumes and speeds are very low. The ambition for the Cycleways is for an interconnected London-wide network, with most existing Cycleways in central and inner London.

The **London Cycle Design Standards** has been updated to ensure new cycle routes meet Cycleway standards and includes new minimum widths for segregated cycle lanes of 1.5m (with a target of 2.2m) and guidance on how cycling can be safely facilitated without dedicated cycle lanes on low-traffic roads.

The Department for Transport have also created a **local transport note on cycle infrastructure design (LTN1/20)** which provides guidance to local authorities on delivering high quality cycle infrastructure.

The analysis that underpins **TfL's Cycling Action Plan** highlights that there are many routes in the borough that have both high existing levels of cycling and high levels of cycling potential. This provides a strong baseline for planning future infrastructure improvements, ensuring that those that currently cycle in the borough can continue to do so safely, while also encouraging more people to take up cycling.

Work to develop a high-quality cycle network is already in development, with major schemes in development for Thessaly Road, Queenstown Road, Nine Elms Lane/ Battersea Park Road (in partnership with TfL), Garratt Lane and Burntwood Lane. The council also continues to advocate for removal of the Wandsworth gyratory and in doing so improve facilities for pedestrians and cyclists.

### **ACTION: To support the creation of a top quality core cycle network we will:**

- Create a core cycle network of signed routes across the borough including both upgrading of existing Cycle Superhighways and the creation of new Cycleway branded routes, starting with Queenstown Road
- Work closely with TfL to upgrade cycle facilities on the TLRN, starting with Nine Elms Lane/ Battersea Park Road
- Adopt the UK's local transport note on cycle infrastructure design (LTN 1/20) when delivering cycle infrastructure
- Use the London Cycling Design Standards to ensure all new cycle tracks in the borough meet Cycleway standards

## 12. Actions: A quiet network for cycling and walking

Many roads are quiet and provide pleasant conditions for walking and cycling and we aspire for many more roads to be similarly suitable. Linking together these streets, supported by easy-to-follow signs and maps and traffic calming measures to deter through traffic, can create a dense walking and cycling network connecting local destinations. While the needs of cyclists and pedestrians are different, there are similarities in the destinations of these two journeys and the desired experience for these journeys, e.g., improved air quality and fewer and slower cars.

Local destinations are varied and reflect the diverse and rich experiences of residents in the borough. Some residents' journeys are predominantly short and local such as for caring, attending schools and colleges, visiting places of worship, local shopping and weekend sports. Other residents' journeys predominantly cover further distances, cross borough and/or lead into central London. A quiet network for cycling should recognise the diverse destinations of our borough residents as well as the potential destinations that would become accessible to residents through the actions outlined in this strategy.

Wandsworth Council has recently completed a study to better understand the impact of heavily trafficked roads and other barriers on the cycling network. The study looked at where heavily trafficked roads divide quieter roads, and where there were already facilities in place to connect clusters of quieter roads to adjoining clusters. Connections could be parallel or toucan crossings, segregated cycling facilities or grade-separated railway crossings. The study only analysed connectivity between areas, not how easy it is to cycle within each neighbourhood.

The study identified a number of areas where connectivity to adjoining neighbourhoods was poor and provided a range of suggestions for how best to improve connections and create a number of safe, attractive cycle routes on quieter roads.

### **ACTION: To provide and improve quiet routes for walking and cycling we will:**

- Improve the connections between neighbourhoods as identified in the Cycle Network Review, by converting existing crossings to better accommodate cycling, introducing new crossings and other types of infrastructure as identified as part of the study
- Improve the signage of quiet routes
- Use the Cycle Network review to identify the key gaps and key connectivity routes to help create a more coordinated and mapped network
- Coordinate traffic calming schemes and public realm improvements with desire lines for pedestrians and cyclists using the data collated from the consultation responses to this strategy and the data collected from the Air Quality team
- Provide and promote a platform on the council website for mapped off-road and on-road walking and cycling routes
- Continue to coordinate improvements for cycling with the council's highway maintenance programme to minimise disruption and identify opportunities for improvements
- Include in the council's annual Highways Maintenance Programme Committee Report the maintenance of typical maintenance issues affecting cyclists, e.g. standing water, cracked surface or excessive rutting, unsuitable water gullies and missing surface material or failed reinstatement
- Refer to the maintenance hierarchy as outlined in Chapter 7 of the London Cycling Design Standards when drafting the borough's Highway Infrastructure Asset Management Plan and Strategy



### 13. Actions: Off-road walking and cycling

It is easy to overlook routes away from roads. People travelling by foot or by cycle, particularly when new to the borough, will often assume that the best route options are those that are used by cars, or they may not be aware that other routes are available. Air quality, the number of cars and the speed of cars were identified as the main reasons for finding walking difficult or stressful in people's local area in the Big Walking and Cycling Survey. While there is a need to continue to improve air quality and reduce the impact of car users on walkers and cycles on main corridors, opportunities should also be taken to promote walking and cycling routes away from the road network.

There are numerous benefits to walking and cycling routes away from the road network. Away from motor vehicles the air is cleaner, there is generally less noise and routes can often be shorter than if travelling by car. But there are also disbenefits: the route may be longer/less direct, paths may be dark, if there aren't others around people can feel fearful and vulnerable, and rough surfaces may make it difficult for those with restricted mobility or those with pushchairs as well as being unpleasant in rainy/wintery conditions.

Encouraging greater use of off-road routes requires making improvements to the facilities to make them more convenient and safer to use as well as raising awareness that these routes are available through mapping and wayfinding.

**ACTION: To look after the borough's public rights of way, including alleys and paths through parks and along the riverwalks by:**

- Review lighting and monitoring plant growth to ensure paths feel safe to use
- Work with residents to identify routes that are key to them
- Monitor surfacing to ensure as many paths as possible can be accessed by those with limited mobility
- Provide and promote a platform on the council website for mapped off-road and on-road walking and cycling routes with details included such as seating, toilets, cycle parking, contour, air quality benefits and places of interest
- Work with community groups to identify opportunities for creating new off-road routes by making localised improvements
- Allow cycling on more off-road paths, subject to assessment on pedestrian impact.
- Seek opportunities to renew the community toilet scheme.

### 14. Actions: Access to cycling

Providing training to those who feel they lack the skills or the confidence to cycle can provide people with additional freedom to choose how they travel. The council currently offers cycle training to children and adults, and pedestrian safety training to school children.

In 2020 the council introduced the Peddle My Wheels 'Try before you bike' scheme, which enables residents to use a bike for a monthly fee. Bikes can be returned at any time with no penalty, or the resident can keep the bike and continue to pay the fee until the bike is paid for in full. Bikes are delivered to residents and a training session is provided on delivery. The scheme is inclusive of electric and cargo bikes and are suitable for individuals, young families and businesses.



**ACTION: To enable more people to try cycling we will:**

- Promote our existing free cycle training offer and seek opportunities to grow the council's bike stock for these training sessions.
- Explore setting up an upcycle scheme to allow further bikes to be provided to those on low incomes, particularly young people.
- Collaborate cross-departments for instance with the Children's Services teams to extend opportunities for cycle training and cycle equipment access outside of schools
- Continue to offer the Peddle My Wheels 'Try before you bike' scheme and seek opportunities to further subsidise this scheme.
- Support the retention and increase in Santander docking stations particularly near public transport stations and hubs and the introduction of dockless cycle hire schemes in the borough

**TRY BEFORE YOU BIKE**

The flexible, affordable, supportive bike scheme

Try out a new or nearly new bike for a monthly fee.

Choose from a range of bikes and accessories.

FREE delivery to your door by a qualified cycle instructor who will help you get started.

Peddle My Wheels run the programme on behalf of

THE BRIGHTER BOROUGH  
**Wandsworth**

## 15. Actions: Cycle parking

Cycle parking plays a key role in enabling cycling. To be attractive, cycle parking at homes and workplaces needs to be safe and secure, whereas at shops and other destinations the focus shifts to ease and convenience.

Understanding existing cycle parking provision has been simplified through the creation of a **Cycle Infrastructure Database by TfL**, which includes information on cycling infrastructure across London. The map-based tool provides detail on the number, location and type of cycle parking spaces provided on the public highway. TfL have used the database to undertake a detailed analysis of where more cycle parking is needed, focusing on stations, town centres and schools.

Provision of additional cycle parking is managed by an online request form and as part of wider area improvements. The number of on-street cycle parking stands provided is dependent on the space available as well as existing and potential demand. Cycle stands are generally located on pavements, but for the installation of new stands, priority will be given to placing them on the road to limit the space taken from pedestrians. Placing cycle parking in the roadway will be dependent on road geometry and kerbside activities, such as the need for space for loading and unloading.



The council is actively introducing secure bikehangars for residents across the borough, which are generally located on the street. Residents can also request that a bikehangar be considered for their street via the council website to help officers identify areas of high demand. Each hangar is accessed by a key allocated to registered members and can accommodate up to six standard cycles. The council is in the process of installing over 100 additional bikehangars to be on local streets and will continue to increase this number with demand regularly outstripping supply.

As of August 2022, on-street bikehangar spaces are priced at £72 per year per bike and those on council-owned estates are free for estates residents. The price of one bike space doesn't compare favourably to the price of a parking permit for a family car which is currently as low as £79 per annum for a 'greener resident permit'

The council has introduced a progressive parking policy for non-standard cycle parking whereby the owners of cargo bikes and other adapted cycles have the same parking freedoms as motorcycles currently do to park on-street. A process has also been set up for non-standard cycle owners to register onto a council database so we can monitor demand.

All new developments are required to install cycle parking that will cater for existing and potential future levels of use. The council has adopted the London Plan standards, which sets requirements and standards for short- and long-stay cycle parking. Where new developments are not able to fit short-stay cycle parking, the council will require a financial contribution to install cycle parking.

The council recognises and supports the growing interest in cargo bikes and other adapted bikes. We know that the need to carry large and/or heavy cargo and transport young children are reasons for residents in the borough to purchase cars. In some cases, a cargo bike can present a low carbon alternative. Finding space for secure parking at home can be a challenge for cargo bike owners and a barrier to uptake.

## Actions: Cycle parking

**ACTION: To provide more high-quality cycle parking throughout the borough we will:**

- Respond to requests for on-street parking made through the website and seek opportunities for further on-street parking on high streets and near public transport links
- Continue to provide free bikehangar spaces to residents on council-owned estates and seek opportunities to reduce the cost of bikehangar spaces for other residents through better collaboration with the parking permit teams.
- Incorporate additional cycle parking into streetscape improvement projects where possible
- Install on-street bikehangars across the borough, guided by demand and where possible in well-lit and overlooked locations, with 20% of installations ringfenced for on council-owned estates
- Use the Cycle Infrastructure Database to address cycle parking shortages where there are identified gaps in the existing provision
- Require new developments to install cycle parking in line with the London Plan requirements
- Ensure as many new cycle parking stands can be used by non-standard bikes as possible, including cargo bikes and tricycles, particularly at destinations for young families such as at schools
- Monitor the existing on-street parking policy for cargo bikes and other non-standard bikes to assess demand for further infrastructure such as ground anchors.
- Identify opportunities for cargo bike accessible on-street bikehangars and other solutions for securing cargo bikes on streets
- Install cycle parking at stations in the borough and identify opportunities to create cycle hubs in the borough.

- Continue to integrate routine inspection of cycle stands into the council's general highways maintenance regime
- Where dockless bikes and e-scooters are introduced in the borough, use re-purposed car parking spaces as parking solutions as opposed to footway space.



## 16. Actions: Linking to public transport

Wandsworth has a comprehensive public transport network composed of trains, tubes and buses. All journeys by public transport start and end with an element of walking or cycling and ensuring that these components of these journeys can be undertaken seamlessly is key to supporting car-free lifestyles.

### **ACTION: To support the creation of a top quality core cycle network we will:**

- Review way-finding around rail and bus stations, including sign-posting from stations to bus stops, and from bus stops to stations
- Prioritise improvements to local walking and cycling routes in the areas around bus stops and rail stations
- Provide cycle parking at stations and at prioritised bus stops
- Review lighting on key routes to stations and bus stops
- Support the retention and increase in Santander docking stations near public transport stations and hubs



## 17. Actions: Contraflow cycling

Enabling contraflow cycling on one-way streets can improve permeability and reduce journey times. There are approximately 100 one-way streets within the borough. By 2030, the council will introduce contraflow facilities on as many of these roads as possible.

In 2018 the council commissioned a study of these one-way streets to understand how many of them could be converted to allow for two-way cycling. The exercise prioritised the roads for the introduction of contraflow cycling and we are continuing to introduce facilities in line with these findings.

The introduction of contraflow cycling will also take place alongside awareness raising to ensure that pedestrians are aware of the changes taking place and to ensure that they continue to feel safe while using local facilities.

### **ACTION: We will:**

- Introduce contraflow cycling to aid a more coordinated network of cycling infrastructure and aid key journeys.
- Provide letters to residents in advance of the introduction of contraflow cycling to increase awareness, and introduce temporary signage to raise awareness when new facilities are introduced

## 18. Actions: Data gathering

Up-to-date data on travel patterns and data on the key indicators which impact travel behaviour for instance air quality, collisions and infrastructure provision is key to being able to evaluate the impact of the council's infrastructure and supporting measures and plan a targeted approach to the actions stated in this strategy. Data on travel patterns and other key indicators is already gathered by the council as well as by other organisations such as TfL. The data, however, is not consolidated nor as comprehensive as it could be given today's technological capabilities.

### **ACTION: To improve the data used to inform our work programmes we will:**

- Create a comprehensive data set of walking and cycling across the borough including seeking use of intelligent cameras.
- Commit to publishing data on walking and cycling across the borough annually

## 19. Actions: Car Clubs

The council first worked with operators to provide on-street car club vehicles in 2007 and since then Wandsworth has become one of the leading local authorities in the UK for car clubs. Three operators currently provide 120 “back-to-base” vehicles, which have their own parking location, and an average 90 “free floating vehicles” which can be parked across the whole borough. Over the past five years membership has trebled to more than 45,000 people. On average only around 10% of members use the service each quarter but membership enables them to forgo car ownership and only use a car when the journey demands it. This leads to more journeys being made by other modes such as walking and cycling.

The latest Car Club Annual Report for London undertaken by CoMoUK found that 36% of car club members travelled by bike at least once a week, compared with 23% of all Londoners. Furthermore, each car club

vehicle provided resulted in 24 fewer private vehicles on the road through a combination of vehicles being sold and purchases being deferred. All car club vehicles in the borough meet the ULEZ emission standards.

Car clubs are also required through the planning process at larger residential developments, to enable people to move into their home without owning a car. In turn, this encourages more journeys to be made on foot or by bike.

### **ACTION: To support the availability of car clubs we will:**

- Introduce new contracts with car club operators from early 2023, seeking expanded provision across the borough
- Continue to require car clubs and car club memberships for larger residential developments through the planning process



## 20. Links to other strategies and plans

The council has a range of policy and strategy documents that link either directly or indirectly to walking and cycling. All of these strategies have been considered in the development of the Walking and Cycling Strategy, and this strategy in turn will feed into wider council policies and plans.

### Climate Change

On 17th July 2019, Wandsworth Council declared a Climate Emergency, resolving to be carbon neutral as an organisation by 2030, carbon zero by 2050 and the greenest inner-London council by 2030. At the same time as declaring a climate change emergency, the council also set out its roadmap to achieve this vision in the Wandsworth Environmental and Sustainability Strategy (WESS) and the accompanying WESS Action Plan. This strategy seeks to flesh out the walking and cycling elements of the WESS.

### Local Implementation Plan

The third Local Implementation Plan is a high-level plan covering all modes, with a focus on how the borough will meet the nine outcomes of the Mayor’s Transport Strategy. The new draft Local Plan for Wandsworth refers to the need to support increased levels of active travel in the placemaking process. Within this context it highlights the concept of a 15-minute neighbourhood; this facilitates residents’ access to most, if not all, of their daily needs within a short walk or cycle ride from their home. This Walking and Cycling strategy serves as a daughter document to the Local Implementation Plan,

focusing on a subset of these outcomes and what the borough will aim to achieve over a shorter timescale. The Local Implementation Plan was approved in 2019 with timescales to 2041.

### Night Time Strategy

Safety fears are regularly cited as key barriers to active travel, particularly for cycling. Security is also a key factor involved in the decision to walk or cycle, particularly in hours of darkness. Quieter routes away from main roads can in some circumstances be peaceful while in others threatening. While the unique needs of walking and cycling at night are acknowledged in this strategy, they will be explored further in the separate Night Time Strategy which is due to be completed in late 2022.

### Road safety

The Mayor of London has adopted the Vision Zero strategy for London, with an aim of no people being killed or seriously injured on London’s roads by 2041. While pedestrians and cyclists make up a large proportion of those killed or injured in road collisions, addressing road geometry and driver behaviour are the core elements to achieving Vision Zero.



## Links to other strategies and plans (continued)

### Air quality

The Wandsworth Air Quality Action Plan was revised in July 2021. It sets out the measures that the council will take to reduce nitrogen oxide and particulates. These actions include the delivery and promotion of sustainable forms of transport, with walking and cycling being the most sustainable means of travel, producing zero emissions.

### Public health

There is a strong link between increasing walking and cycling levels and public health. The Wandsworth Health and Wellbeing Strategy includes an emphasis on active travel to support physical activity and wellbeing. This strategy was developed in partnership with the council's Public Health team, to maximise the potential outcomes of both strategies.

### Development planning

New developments are a major driver of changes to the highway network and place making. The Wandsworth Local Plan is currently being updated and includes requirements for new developments to support and enable active travel through both their design and via contributions and improvements to the surrounding network. The Local Plan incorporates placemaking principles for creating cohesive, connected and healthy communities.

### TfL's Vision Zero Action Plan (2018)

Vision Zero aims to see no deaths or serious injuries on London's roads by 2041. TfL's Vision Zero Action Plan (2018) highlights that people are at higher risk when travelling by foot, by bicycle and by motorcycle in London rather than when travelling by car due to vehicle safety improvements. It highlights that most pedestrian casualties (of all severities) involve a car, but those involving HGVs and buses are disproportionately likely to result in severe injuries or fatalities. In terms of location almost three quarters of fatal and serious injury collisions in London occur at junctions. These are particularly dangerous for people riding bicycles and motorcycles.

Road danger is a significant barrier to active travel, disproportionately affecting females, people from more deprived areas, some ethnic minorities, disabled people, children, and older people. These groups often experience the worst impacts of road danger, noise and air pollution in London, including Wandsworth. Between 2017 and 2020, there were 1,921 pedestrian and cyclist casualties (from 1,859 collisions) in Wandsworth. Of this total, 13 were fatalities, 344 serious and 1,564 slight casualties.

Geographically there were more collisions in areas such as Lavender Hill, Battersea Rise in the north of the borough, Tooting High Street, Garratt Lane to the south and Balham High Road and Bedford Hill to the southeast. The trend over recent years shows a decrease across the casualty categories.

The council is committed to the targets and recommendations in TfL's Vision Zero Action Plan and the Walking and Cycling Strategy seeks to serve as a tool to achieve Vision Zero.

### TfL's Walking Action Plan (2018)

TfL's Walking Action Plan (2018) mentions a decline of the walking environment in London over many decades and the need for a better public realm to help connect communities and reduce road danger, air pollution and noise. Positive actions include:

- lowering vehicle speeds which can reduce the likelihood and severity of collisions
- focusing action on the most dangerous locations (particularly junctions)
- reducing danger for people when they are most at risk, particularly at crossings

A 20mph speed limit is now in place on all residential streets in the borough. A review of its implementation in 2019 indicated that a typical reduction in mean speeds of 1mph was achieved. A decline in collision rates was also observed - a reduction of 9 per cent in the 12 months post implementation compared to the 3-year average (2013- 2015) and a 19 per cent reduction in the number of vulnerable road user collisions. A 20mph speed limit is now being introduced on more heavily trafficked roads across the borough, many of which are collision hotspots, with the aim of further reducing the number and severity of collisions in Wandsworth.

## 21. Funding and delivery

The primary funding sources for the strategy will be Wandsworth Council capital funds and TfL's Local Implementation Plan (LIP) programme. The LIP offers flexibility between capital and revenue funding and is historically used to fund ongoing programmes such as cycle training, school travel support and cycle parking. Council funds are more frequently used to support larger capital projects, such as corridor schemes or new crossings.

Council and TfL LIP funding are complemented by funding bids wherever possible. This includes additional sources of council funding, such as the Community Infrastructure Levy, but also other sources of TfL funding and third-party funds. These types of funds are variable but in recent years successful bids have been used to fund our e-cargo bike schemes and fund the installation of additional bikehangars and on-street cycle parking spaces. Funding bids will continue to be submitted to complement the core funding for the strategy. Funding decisions will consider the road user hierarchy adopted by the council in this strategy which places walking and cycling at its head.

Responsibility for delivery of this strategy will be shared principally between the council's Transport Strategy, Highways and Air Quality teams.





## 22. Targets and monitoring

**Table 1** provides the targets for this strategy's ambition. This strategy will be monitored through annual reporting at the Transport Committee and informally through the Wandsworth Healthy Streets Forum to review the targets outlined in Table 1 and to keep this strategy ambitious.

Measurement	Baseline data	Minimum target by 2030	Notes
Percentage of trips undertaken by borough residents by walking, cycling and public transport, where published by TfL in the Travel in London reports (correlating with a reduction in car journeys)	74%	78%	Targets taken from Wandsworth's Local Implementation Plan (LIP) for the period 2019-2041. The targets have been interpolated to match the lifespan of this strategy
Percentage of Wandsworth residents doing at least 20 minutes of active travel	44%	58%	
Percentage of the population within 400m of the strategic cycle network	34%	60%	
Number of Healthy Streets projects completed since the Strategy's adoption	-	All Transport Committee papers which seek the recommendation for a change in street design contain a Healthy Streets Scorecard of the existing layout and proposed layout.	See Appendix 2 for an explanation of the Healthy Streets' approach.
Number of bikehangar spaces	390 spaces across 65 bikehangars	1,390 spaces across 232 bikehangars with 20% located on council estates	
Number of School Streets in operation	19	31	Target taken from Wandsworth's Environment and Sustainability Strategy Action Plan
Number of people killed or seriously injured since Strategy's adopted	168 in 2018-2019	Reduce road deaths and serious injuries by 100 per cent by 2041	Target taken from TfL's Vision Zero objective
Amount of funding allocated to active travel schemes	-	To be reported annually	
Completed schemes are assessed in terms of their outcomes on mode share and representative opinion polling	-	Included in all Transport Committee papers reporting on schemes.	
Perception surveys of how safe people feel when travelling in the borough by walking and cycling as stand alone trips or as part of longer trips using public transport	-	Bi-annual representative opinion polling	
Progress on actions stated in this strategy	-	The actions stated in this strategy are complete and/or integrated into the council's business as usual	

## Appendix 1 – Public Engagement on this strategy

The strategy’s development has been guided from the outset by a stakeholder group that comprises representatives of neighbourhood groups and borough-wide groups. The group met three times and identified the following focusses for the strategy: a focus on young families; a focus on enabling people to walk or cycle more; a focus on how to make multi modal journeys as seamless as possible; embed the healthy streets approach in all works such as pavement improvement programmes; and an approach that is informed by technology and data.

In October 2021 officers visited Wandsworth’s Older People’s Forum to present the findings from the Big Walking and Cycling Survey. Officers heard feedback on the extent the findings reflected the forum’s members’ experiences. Provision of seating and toilets were highlighted by the forum as an action for the strategy. Pavement cycling and scooting was also raised by the forum as something that makes walking less enjoyable.

In November 2021 officers visited the youth club Roehampton Base following analysis that showed the voices of young people had not been sufficiently represented in the Big Walking and Cycling survey responses. There, officers ran an activity to gain feedback on what young people would like to see in the strategy. Cycle parking provision on housing land was cited as the main action they would like to see in addition to improved lighting and more community engagement work.

In November 2021 officers also ran an activity at the Together on Climate Change Festival 2021 that sought to create a visual means for people to input into the Walking and Cycling Strategy. Children created visual visions for 2030, people pinpointed on a large map where they would like to see the actions contained in this strategy implemented, and there were hard copies of the draft strategy for people to take away, read and comment on.

In November and December 2021, the public consultation opened on the draft of this strategy and its comments have fed into this final copy.

A further listening exercise was carried out in July 2022 with an emphasis put on listening to the voices of those not represented proportionately to date, i.e., young people and tenants new to the borough.

### The Big Walking and Cycling Survey

The Big Walking and Cycling Survey was launched in Summer 2021 with the aim of better understanding how and why Wandsworth residents travel as they do – when and why they walk, cycle, use public transport or car. There were 2,348 responses to the survey, which have been used to shape the strategy and identify where we want to be by 2030. The survey told us:

- Walking and cycling play a huge role in our everyday lives, with 48% stating they walk on a daily basis and a further 39% walk several days a week. Cycling is less popular, but only 32% of

respondents state that they ‘never’ cycle, and 45% cycle several days a week or more

- Walking and cycling are at the heart of everyday trips, with running errands, leisure trips and visiting friends and family the most popular reasons for making walking and cycling trips
- The car does play a key role in certain types of trips, particularly undertaking caring responsibilities for adults, whereas public transport plays a key role in travel to and from work
- The health benefits of walking and cycling – both physical and mental – are what people enjoy most about walking and cycling, whereas air quality and the speed and number of cars are what people find most stressful
- Bicycle ownership is high, with 69% owning or having use of a bike, and these are most commonly stored within the home, or inside a shed or other structure in gardens

The survey asked what actions could help residents to walk and/or cycle more for local trips. Amongst all respondents, the priorities are:

- Dedicated/segregated cycle lanes
- Improved pavement/road surfacing
- Early release traffic lights for cyclists
- Increase local biodiversity and on-street greenery, including more trees
- Less through traffic on quieter/residential roads

## Public Engagement on this strategy

Amongst those that considered themselves to have a disability, these priorities are:

- Improved pavement/road surfacing
- New/improved crossings
- More places to sit and rest

These priorities have been integrated into the programme as set out in the next chapter of this strategy.



Above: A creative activity at Battersea Arts Centre gave an alternative channel for people to communicate their vision for walking and cycling in 2030



Above: Model visions for walking and cycling in 2030 created by members of the public at Wandsworth’s Together on Climate Change Festival 2021

Left: Copies of the draft Walking and Cycling Strategy were handed out at the Battersea Arts Centre and opportunities given for people to give specific local recommendations on a map

## Appendix 2 – The Healthy Streets Approach



The Healthy Streets Approach, developed by TfL and adopted by Wandsworth and other local authorities, provides a framework designed to support walking, cycling and public transport use.

The Healthy Streets Approach sets out 10 high-level outcomes in terms of public realm.

These ‘indicators of a healthy street’ are centred around the experience of what it feels like to be on a street. On a local level, this means streets should be assessed to help identify the strengths and weaknesses of a local area and provide guidance on how streets can be improved to make them more conducive to walking, cycling, and spending time.

## The Healthy Streets Approach

### The 10 Healthy Streets Indicators

#### 1. Everyone feels welcome

Streets must be welcoming places for everyone to walk, spend time and engage with other people. This is necessary to keep us all healthy through physical activity and social interaction. It is also what makes places vibrant and keeps communities strong. The best test for whether we are getting our streets right is whether the whole community, particularly children, older people and disabled people are enjoying using this space.

#### 2. Easy to cross

Our streets need to be easy to cross for everyone. This is important because people prefer to be able to get where they want to go directly and quickly so if we make that difficult for them, they will get frustrated and give up. This is called ‘severance’ and it has real impacts on our health, on our communities and on businesses too. It is not just physical barriers and lack of safe crossing points that cause severance, it’s fast-moving traffic too.

#### 3. Shade and shelter

Shade and shelter can come in many forms – trees, awnings, colonnades – and they can help everyone use the street whatever the weather. In sunny weather shade offers protection from the sun, in hot weather certain groups of people struggle to maintain a healthy body temperature. In rain and high winds, we all welcome somewhere to shelter. To ensure our streets are inclusive of everyone and welcoming to walk and cycle in no matter the weather we should pay close attention to shade and shelter.

#### 4. Places to stop and rest

Regular opportunities to stop and rest are essential for some people to be able to use streets on foot or bicycle because they find travelling actively for longer distances a challenge. Seating can help by creating environments that are inclusive for everyone as well as being important for making streets welcoming places to dwell.

#### 5. People choose to walk and cycle

We all need to build regular activity into our daily routine and the most effectively to do this is to walk or cycle for short trips or as part of longer public transport trips. People will choose to walk and cycle if these are the most attractive options for them. This means making walking and cycling and public transport use more convenient, pleasant, and appealing than private car use.

#### 6. People feel safe walking and cycling

Feeling safe is a basic requirement that can be hard to deliver. Motorised road transport can make people feel unsafe on foot or bicycle, especially if drivers are travelling too fast or not giving them enough space, time or attention. Managing how people drive so that people can feel safe walking and cycling is vital.

#### 7. People feel safe from antisocial behaviour

People also need to feel safe from antisocial behaviour, unwanted attention, violence and intimidation. Street lighting and layout, ‘eyes on the street’ from overlooking buildings and other people using the street can all help to contribute to the sense of safety.

#### 8. Things to see and do

Street environments need to be visually appealing to people walking and cycling, they need to provide reasons for people to use them – local shops and services, opportunities to interact with art, nature, other people.

#### 9. People feel relaxed

The street environment can make us feel anxious – if it is dirty and noisy, if it feels unsafe, if we don’t have enough space, if we are unsure where to go or we can’t easily get to where we want to. All these factors are important for making our streets welcoming and attractive to walk, cycle and spend time in.

#### 10. Clean air

Air quality has an impact on the health of every person, but it particularly impacts on some of the most vulnerable and disadvantaged people in the community – children and people who already have health problems. Reducing air pollution benefits us all and helps to reduce unfair health inequalities.





# Walking and Cycling Strategy: 2022-2030

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