

Children Environment and Leisure Policy and Scrutiny Committee

Date:	Wednesday 21st June 2017
Classification:	General Release
Title:	Update on the Marylebone Low Emission Neighbourhood
Report of:	Julia Corkey – Director of Policy, Performance and Communications
Cabinet Member Portfolio	Cabinet Member for Environment, Sports and Community – Councillor David Harvey
Wards Involved:	Marylebone High Street and Bryanston and Dorest wards
Policy Context:	Greener City, City for All
Report Author and Contact Details:	Maria Curro, Marylebone Low Emission Neighbourhood Project Manager, x2286 mcurro@westminster.gov.uk

1. Executive Summary

1.1 This report presents the first update to the Policy and Scrutiny Committee about the Marylebone Low Emission Neighbourhood (LEN). This report provides an update on Year 1 progress, outlining key projects and progress as well as Year 2 initiatives. The report also informs Committee about the governance for the project and how monitoring and evaluation is taking place.

2. Key Matters for the Committee's Consideration

2.1 The Committee is asked to:

- Note the principles of the Marylebone LEN.
- Comment on future activities planned for the Marylebone LEN in Year 2 (Appendix 1 and 2) and, in particular, the proposed vision for Marylebone High Street and the other public realms (i.e. parking considerations, etc.) .

- Consider and recommend how the Marylebone LEN can be a leading example of a successful and sustainable air quality programme for Westminster City Council.

3. Background

Introduction

- 3.1 In April 2016, Westminster City Council (WCC), along with local stakeholders, put in a funding bid to the Mayor's Air Quality fund to establish a Low Emission Neighbourhood in the Marylebone area. Transport for London (TfL) awarded WCC £1m funding to create the Marylebone LEN, as supported by key stakeholders and the Mayor. This was matched funded by the principal land owners (Howard de Walden Estate and The Portman Estate); Business Improvement Districts (New West End Company, Baker Street Quarter Partnership, and Marble Arch London) and private organisations (i.e. Q Park and UPS), totalling £2m investment in the area. The Marylebone LEN is one of eight LENs within London.
- 3.2 The Marylebone LEN was established in July 2016, with a central focus on improving air quality. Marylebone is one of the most vibrant and diverse areas in London. The neighbourhood is renowned for its history and culture, its shops and services, its schools and university, and its strong and established residential base. Poor air quality is the number one concern for residents, and those who work and visit the area.
- 3.3 The Marylebone LEN centres on the Bryanston and Dorest Square and Marylebone High Street wards, and includes popular Paddington Street, George Street and Marylebone High Street (Figure 1). The Marylebone area was chosen due to its poor air quality, as Marylebone suffers from some of the worst air quality in the borough and London, as well as the committed partnership between WCC and key stakeholders in improving air quality.



Figure 1: Marylebone LEN boundary

3.4 The Marylebone LEN is split into four complimentary workstreams: Green Street Group and Marylebone High Street; the Green Club, Freight, Delivery and Servicing Group; and the Community Engagement Group.

3.5 The Marylebone LEN is governed through a Steering Group, which oversees the direction and coordination of the programmes (refer to Section 4). The Marylebone LEN is a three-year initiative from July 2016 until July 2019.

3.6 Additional information on the Marylebone LEN can be found here: www.maryleboneLEN.org

Marylebone LEN Principles

3.7 The Marylebone LEN has set principles, which inform and guide the LEN programme. The principles include:

- Focus on improving air quality throughout Marylebone using innovative programmes.
- Work with key local stakeholders to ensure their needs are taken into consideration and addressed through the Marylebone LEN.
- Create and ensure that air quality programmes are long-lasting, leaving an air quality legacy post-programme implementation.
- Ensure a service that is committed to working together in partnership post-programme implementation.

4. Marylebone LEN Governance Structure

- 4.1 The Marylebone LEN is managed through the LEN Steering Group. The Steering Group provides input on the priorities of the Marylebone LEN, and manage the general course and direction of its operation.
- 4.2 The Steering Group is chaired by Councillor David Harvey, Cabinet Member for Environment, Sports and Community, who is directly supported by the Project Manager and Head of City Policy and Strategy. Councillor Harvey is responsible for the overall management and delivery of the Marylebone LEN.



Figure 2: Marylebone LEN Steering Group

- 4.3 As the Marylebone LEN is a partnership programme, the various stakeholders are responsible for delivering select programmes and workstreams. Stakeholders include large landowners, The Portman Estate and the Howard de Walden Estate, as well as the three LEN-based BIDs, Baker Street Quarter Partnership, the New West End Company and Marble Arch London. The Steering Group further includes the residents' associations, the Marylebone Forum, the Marylebone Association and the St. Marylebone Society.
- 4.4 The Steering Group meets four times a year to review progress on each programme, and plan next steps. The Steering Group is set to meet on June 30th 2017. Additional information on the governance structure can be found here: <http://marylebonelen.org/project/31967/>

5. Marylebone LEN Workstreams

- 5.1 The Marylebone LEN programmes seek to make a positive contribution to local air quality and build on and expand existing local schemes and initiatives. The overall aim of these programmes is to encourage residents, workers and visitors to the area to consider their travel options and behaviours within the Marylebone LEN.

Community Engagement Programmes

5.2 The community engagement programmes are dynamic and innovative. Many of the programmes included will be trialled, in London, for the first time within the Marylebone LEN. For example, the emissions-based parking pilot scheme will be the first of its kind to be trialled in the Capital.

5.3 Appendix 1 provides a high level summary of each scheme, as well as progress to date.

Green Club Building Energy Efficiency Scheme (The Green Club)

5.4 The Green Club programme improves emissions from older buildings by making improvements through energy efficiency measures and operations. The Green Club is being trialled by The Portman Estate.

5.5 The Green Club programme focuses on improving emissions from buildings, a significant source of pollution within the Marylebone area. The Green Club is unique in that it focuses on buildings, further demonstrating that the Marylebone LEN takes into consideration a range of factors contributing to poor air quality within Marylebone.

5.6 If successful, the Green Club will be expanded to include the Marylebone LEN-based BIDs and the Howard de Walden Estate.

Anticipated challenges include:

- Uptake by residents and businesses in Portman-owned buildings
- Roll-out across the LEN area to the Howard de Walden Estate and the BIDs
- Is the Green Club funding model (described in Appendix 1) sustainable should the programme include the Howard de Walden Estate and the BIDs?

Marylebone Area-Wide Delivery and Servicing Programme

5.7 The Marylebone area-wide delivery and servicing programme (DSP) works with local businesses to consolidate deliveries taking place across the Marylebone LEN. Through the DSP programme, LEN-based businesses will be provided with tools to enable them to consolidate deliveries and services. The DSP programme is a voluntary programme.

5.8 The DSP programme is unique in that it is delivered in partnership between WCC and the three LEN-based BIDs (Marble Arch London, the New West End Company and Baker Street Quarter Partnership). If successful, the DSP programme will be extended to include The Portman Estate and the Howard de Walden Estate.

- 5.9 This partnership demonstrates that separate BIDs can work together to minimise the impact of vehicle trips on the network. The DSP partnership can be implemented by other BIDs throughout London, using the Marylebone LEN partnership model.

Anticipated challenges include:

- Continue to align to the interests and needs of all LEN-based BIDs
- Uptake and engagement by local businesses
- How can this partnership working model be replicated across the West End and the borough more generally?

Community Engagement Group

- 5.10 The Community Engagement Group encompasses a number of programmes in which the Marylebone community can engage within, including local schools, residents and visitors.

Emissions-based parking pilot

- 5.11 The most forward-facing programme is the emissions-based parking pilot. The pilot applies a surcharge to diesel vehicles entering the Marylebone LEN (Zone F) and using visitor parking. Careful consideration has been given to how the surcharge is to be applied (i.e. Euro standards, etc.). The emissions-based parking pilot is one parking measure within a suite of measures used to improve air quality.

- 5.12 The emissions-based parking pilot is the first emissions-based parking pilot to be trialled within the borough and London. The aim of the pilot is to discourage diesel vehicles from travelling through the Marylebone LEN and, with the suite of other parking measures, encourage the uptake of other more sustainable forms of travel, such as the use of electric vehicles.

Anticipated challenges are as follows:

- Dissemination of information (i.e. are visitors to Zone F aware of the pilot scheme prior to entering, etc.)
- Visitor and media queries regarding the pilot and WCC's response to these queries. NB: 80% of media coverage to date has been positive.
- How should the Marylebone LEN measure success of the pilot (i.e. reduction in vehicles visiting Zone F vs. concerns of businesses, etc.)?

- 5.13 The emissions-based parking pilot was presented to the Sustainable Travel Task Group (25/10/2016).

Additional Community Engagement Group programmes

Additional Community Engagement Group programmes include the following:

- **Anti-Idling Action Days:** Residential volunteers work within the Marylebone area to educate drivers of the harmful impacts of idling when stationary. The Marylebone LEN Anti-Idling Action Days support WCC's wider #dontbeidle initiative. The Action Days are supported by the Marylebone LEN Air Quality Champions, dedicated on-street marshals that work with drivers to minimise unnecessary idling.
- **Play Streets:** Provide Marylebone LEN-based schools and specific residential locations with Play Streets, where children are provided the opportunity to play outdoors in a safe and supportive environment.
- **School Engagement Programme:** Developed for Marylebone LEN-based schools to provide students the opportunity to learn about air quality and how schools and communities can work to improve local air quality. Programmes include air quality lessons, green gardens and planting projects, and play streets.

Programme Highlight: Marylebone LEN Play Streets

Play Streets aim to encourage school children to play outdoors, engage with other students and get to know their community.

The Marylebone LEN will host a series of Play Streets to encourage children to play within their communities. By closing a street for a few hours, children are provided the opportunity to safely engage in a number of activities, including cycling lessons and arts and crafts. Children also learn about the links between outdoor play and air quality through the Marylebone LEN planting garden, which includes plants that more readily absorb pollution.

The Marylebone LEN hosted its first Play Street with St. Mary's Bryanston Square Primary School in May 2017. Over 200 students attended, with the Marylebone LEN planting garden being the highlight of the event.

Green Streets Group and Marylebone High Street Group

- 5.14 The urban realm schemes and measures proposed within the Marylebone LEN programme are visibly transformative and tangible, and make positive contributions to local air quality.
- 5.15 The urban realm schemes are focused around Marylebone High Street, Paddington Street and George Street, creating a 'Green Spine'. The Marylebone LEN is also working with the New West End Company to deliver the Bird Street scheme.
- 5.16 Appendix 2 provides a high level summary of each scheme, as well as progress to date.

Paddington Street Gardens

- 5.17 Built in the 18th century, the Paddington Street Gardens (north and south) provide an important public green space within Marylebone. The concept for the Paddington Street Gardens is to ensure the gardens are seamlessly connected, creating a much needed link between the two gardens.
- 5.18 Initial designs for Paddington Street include widening footways to enhance the pedestrian experience, consider a Quietways Route connecting to Marylebone High Street, de-cluttering the urban realm, and introducing EV points.

George Street

- 5.19 Known for its many shops, galleries and the esteemed Wallace Collection, George Street is visited by local residents, workers and visitors. The initial designs for George Street are to create a 'Green Spine' along the street, by way of bringing continuity across the entire street by improving green infrastructure.
- 5.20 Initial designs for George Street further include green walls, additional planting of trees, pocket plazas and traffic calming measures through the redesign of parking spaces and carriageway design.

Bird Street

- 5.21 WCC is working with the New West End Company to develop London's first 'Smart Street'. Bird Street, located off Oxford Street, is the perfect location to provide a public space for those who need a break from the busyness of the area.
- 5.22 Improvements to Bird Street provide a chance to test innovative air cleaning technology, through air purifying benches, enhanced pedestrian tracking measures, and sustainable kiosks. Enhancements to Bird Street further include greening measures, such a green wall and tree planting.
- 5.23 The urban realm schemes will improve pedestrian and cyclist facilities throughout the Marylebone LEN, creating an environment that promotes sustainable travel. The urban realm schemes will include greening opportunities, allowing for additional planting to further improve air quality in Marylebone.
- 5.24 Once complete, the urban realm programmes will transform Marylebone by way of encouraging residents, workers and visitors to travel through the area more sustainably. All urban realm schemes are at the initial design phase and will be presented to the public in late-summer 2017.

Programme Highlight: Marylebone High Street

One of London's most fashionable high streets, Marylebone High Street is an exemplar urban realm scheme, and is seen by TfL and the Greater London Authority (GLA) as an urban realm scheme that could be replicated elsewhere in London to older, more traditional 'High Streets'.

While the high street receives many visitors each year, it is dominated by vehicle traffic. To address this, the urban realm designs for the high street include creating additional pedestrian spaces through pocket plazas, providing an opportunity to enhance greening, and redesigning parking to ensure it is flexible and dynamic to a range of uses.

It is envisioned that a more pedestrian-friendly high street, will encourage residents, workers and those visiting the area to use sustainable modes when travelling along the high street.

- 5.25 Stakeholders, businesses and local residents will be consulted on the urban realm schemes through a variety of forums, including formal channels (i.e. consultation process, etc.) and informal channels (i.e. presenting the designs at the Marylebone Summer Fayre, etc.).

Anticipated challenges include:

- Feedback and buy-in from local residents and businesses
- Time constraints (i.e. lapse in development schedule, etc.)
- It is anticipated that the potential redesign of parking spaces throughout the urban realm schemes will require stakeholder management. How should the redesign of parking spaces be communicated to stakeholders (i.e. WCC Parking Team, businesses and residents)?

6. Monitoring and Evaluation

- 6.1 Two types of monitoring and evaluation plans have been developed to measure the impacts of the Marylebone LEN programmes and determine its successes in improving air quality.
- 6.2 The first monitoring and evaluation plan has been developed in conjunction with the Borough Projects and Programmes team, TfL. The second monitoring and evaluation plan has been developed in conjunction with King's College London.

Programme-specific monitoring and evaluation

- 6.3 This monitoring and evaluation programme includes all programmes featured within the Marylebone LEN. Each individual programme has been assigned key performance indicators (KPIs) based on programme type and the potential impact in improving air quality. These KPIs capture both hard data, as well as perceptions from stakeholders regarding the overall success of the programmes.
- 6.4 KPIs differ according to programme. For example, the behaviour change targets differ from those set for the urban realm schemes. Each programme has its own monitoring and evaluation form, with the corresponding information reviewed by the project manager monthly to ensure targets are being met.
- 6.5 The monitoring and evaluation programme was developed in conjunction with TfL and approved by both the former and the GLA. The monitoring and evaluation programme use air quality tools recommended by TfL when undertaking monitoring and evaluation, such as Healthy Street surveys which reviews how 'healthy' a street is against a set criteria (i.e. pedestrian friendly, greenery, etc.).
- 6.6 Appendix 3 includes the programme-specific monitoring and evaluation programme, including specific KPIs and timeframes in which these are expected to be delivered.

King's College monitoring and evaluation programme

- 6.7 The Environmental Research Group (EGR), King's College, will monitor and evaluate air quality across the whole of the Marylebone LEN area. Using a well-defined and proven methodology, air quality data will be recorded at select times during the project, with a final comparative report published in Year 3 outlining changes in air quality (i.e. black carbon, NO_x, etc.).
- 6.8 EGR will work with local LEN-based residents to take this programme forward. Using small sensors for black carbon, residents will walk specific areas the Marylebone LEN wearing the sensors.
- 6.9 We are currently working with EGR to determine the monitoring and evaluation success criteria, as well as the KPIs. It is anticipated that the success criteria will be developed by mid-July 2017. It is assumed that the success criteria would include a decrease in NO_x emissions and black carbon, for instance, following the community engagement programmes and urban realm schemes.

If you have any queries about this Report or wish to inspect any of the Background Papers please contact Maria Curro, Marylebone Low Emission Neighbourhood Project Manager, x2286 mcurro@westminster.gov.uk

APPENDICES

Appendix 1: Programme Update

Table 1: Marylebone LEN community engagement programmes, progress to date

Programme Name	Programme Description	Progress	Year 2
Green Club Building Energy Efficiency Scheme	<p>The Green Club programme improves emissions from buildings by making improvements through energy efficiency measures and operations. The Green Club is being piloted by The Portman Estate.</p> <p>Funding model: Seed funding from initial businesses who have seen a financial savings from improvements, to be allocated to a 'Green Club pot' that can be accessed by other businesses.</p>	Assembling list of potential business participants and developing the Green Club engagement pack.	Continue to engage with businesses and evaluate Year 1 progress, milestones and achievements. Begin to expand the programme to the Howard de Walden Estate and the BIDs.
Marylebone Area-Wide Delivery and Servicing Programme	The Marylebone LEN area-wide DSP, builds on existing delivery and servicing programmes on-going within the Marylebone LEN.	Assembling list of potential business participants and developing the DSP engagement pack.	Continue to engage with businesses and evaluate Year 1 progress, milestones and achievements. Begin to expand the programme to The Portman Estate and the Howard de Walden Estate.
Emissions-Based On-Street Parking Charges	The emissions-based on-street parking charges use the principle of the 'polluter pays'. This programme charges diesel vehicles a surcharge for parking within Zone F.	Cabinet Report signed by relevant cabinet members. Expected delivery date of late June.	Evaluate Year 1 progress, milestones and effectiveness of programme. Work with residents, businesses and visitors to understand perceptions around

Programme Name	Programme Description	Progress	Year 2
			programme.
Resident's Electric Vehicle Charging Points	The residents' electric vehicle charging pilot seeks to encourage the uptake of EVs, with charging points to be located on residential and non-residential streets.	Working with service providers to locate additional charging point locations within the Marylebone LEN.	Continue to work with service providers to location additional charging point locations within the Marylebone LEN.
Smart Management of Taxi Ranks	The smart management of taxi ranks and fast charging programme aims to reduce taxi idling and the time it takes taxi drivers to locate a free taxi rank. Through 'smart' sensor information, accessible through a 'taxi parking' phone app, taxi drivers will be able to quickly detect an available rank.	Working with the DfT to determine the success of the smart sensors in reducing taxi circling and idling.	Evaluate Year 1 progress, milestones and effectiveness of programme. Determine feasibility of programme continuation.
Electric Delivery Vehicle Scheme with UPS	The electric delivery vehicle programme will see the conversion of two diesel vehicles to electric vehicles.	To be completed by end of 2017.	Work with UPS to determine additional opportunities in which to work together to reduce diesel emissions.
Marylebone LEN Anti-Idling Action Days	The no-idling campaign days are carried out by Westminster City Council's air quality marshals and local volunteers.	Working to develop next anti-idling action day in July 2017.	Continue implementing Marylebone LEN Anti-Idling Action Days. Enhance awareness and visibility of programme.

Programme Name	Programme Description	Progress	Year 2
Princess Grace Hospital Anti-Idling Campaign	A no-idling campaign will be launched at Princess Grace Hospital to encourage drivers working at the hospital to switch their engines off when stationary.	To be undertaken in Year 2.	Commence programme.
Air Quality Champions (marshals)	The no-idling marshals' programme is a bespoke no-idling marshal services that focuses resource within the Marylebone LEN area.	Commissioned in April 2016.	Enhance awareness and visibility of Champions. Programme to continue until 2019.
Schools Engagement Programme	The schools engagement programme seeks to raise awareness around air pollution and the measures that can be undertaken to reduce emissions, as well as engage students in air quality issues directly around the school and throughout the wider Marylebone LEN area.	LEN-based schools engaged in 'LEN' banner competition and are receiving air quality lessons.	Continue implementing schools engagement programme with Marylebone LEN-based schools. Planting programme to commence in Autumn.
Play Streets	The Play Streets programme seeks to designate certain local residential streets as part-time play streets, which create fun and safe outdoor playing environments for children.	Working to plan Play Street with Hampden Gurney Primary School. To be held in mid-July 2017.	Continue implementing Play Street programmes, working with schools and local residents.

Programme Name	Programme Description	Progress	Year 2
Electric Vehicle Charging with Q Park	The Q Park electric vehicle charging programme scope has changed. The programme now focuses on implementing a parking surcharge on diesel vehicles using the car park.	Programme now complete.	N/A

Appendix 2: Programme Update

Table 2: Marylebone LEN urban realm schemes, progress to date

Programme Name	Programme Description	Progress	Year 2
Paddington Street Gardens	The design concept for Paddington Street Gardens is to better connect the two halves of the green spaces both visually and physically. In doing so, this would create an integrated garden concept and encourage more walking and cycling along Paddington Street.	Initial designs currently being finalised. Informal public consultation to follow at the Marylebone Summer Fayre.	Commence feasibility and costing study of scheme. Review initial designs with key WCC stakeholders and, in particular, around parking.
Marylebone High Street	The design concept for Marylebone High Street focuses on public realm improvements that would reduce the dominance of traffic, improve conditions for pedestrians and introduce a lot more greenery.	Initial designs currently being finalised. Public consultation to follow. Informal public consultation to follow at the Marylebone Summer Fayre.	Commence feasibility and costing study of scheme. Review initial designs with key WCC stakeholders and, in particular, around parking.
George Street	The design concept for George Street is to use existing green infrastructure as the basis	Initial designs currently being finalised. Public consultation to	Commence feasibility and costing study of scheme.

Programme Name	Programme Description	Progress	Year 2
	for further enhancements, adding other landscape measures to improve the urban environment.	follow. Informal public consultation to follow at the Marylebone Summer Fayre.	Review initial designs with key WCC stakeholders and, in particular, around parking.
Westminster University Parklets and Planters Student Design Competition	Students of Westminster University are working to design the parklets and planters that will be situated throughout the urban realm schemes.	Student competition commenced on June 2 nd 2017. Expected entries mid-July.	Review and award winning entry. WCC to work with University to ensure feasibility of parklets and planters within scheme.
Bird Street	New West End Company, in partnership with TfL and WCC, is creating an 'Intelligent Oasis' in Bird Street, using innovative technology to clean the air, supply direct energy to the street through pedestrian movement and provide an easy way of counting pedestrian flows.	Scheme is on-ground and will be complete in July 2017.	Promotion of scheme.

Appendix 3: Monitoring and Evaluation

Table 3: Monitoring and evaluation, community engagement programmes

Behavioural Change Programmes			
Programme	KPIs and Milestones	Monitoring and Progress	Annual Evaluation
Green Club	<ul style="list-style-type: none"> Number of businesses and buildings engaged in programme by end of Year 2 and 3 Proposed number of engaged businesses by end of Year 2: 2 businesses Proposed number of engaged businesses by end of Year 3: 3 businesses 	<ul style="list-style-type: none"> Monthly reporting from the Portman Estate Quarterly meetings with businesses and property managers 	<ul style="list-style-type: none"> Uptake by businesses Qualitative / quantitative surveys for businesses Total building emission reduction: <i>Energy savings (kWh / m³ / litres or equivalent), financial savings (£) and emissions savings (tCO₂e)</i> Estimated air quality impacts/benefits
Delivery and Servicing (DSP)	<ul style="list-style-type: none"> Develop and maintain the Marylebone LEN 'Recommended Green Club' Develop and maintain other Marylebone LEN online tools (i.e. Click and Collect) Align BID procurement processes DSP Launch Event to engage businesses and create awareness around programme Number of businesses engaged in programme by end of Year 2 Proposed number of engaged businesses by end of Year 2: 50 businesses Proposed number of engaged businesses by end of Year 3: 50 	<ul style="list-style-type: none"> Monthly reporting from Cross River Partnership (contracted to manage the DSP programme) Monitoring of the following programme elements: <ul style="list-style-type: none"> Number of businesses engaged each month Trip changes Vehicle trip reduction Personal deliveries 	<ul style="list-style-type: none"> Uptake of overall programme by businesses Uptake of 'Recommended Green Club' and other online tools Vehicle trip reduction, including vehicle type and emission type Consolidation practices by BIDs and businesses Qualitative / quantitative surveys by BIDs and businesses Estimated air quality impacts/benefits

	businesses		<ul style="list-style-type: none"> Evaluate against key principles within the LoCity programme, where applicable and relevant
Diesel Surcharge Pilot Programme	<ul style="list-style-type: none"> Pilot scheme to be implemented in May 2017 18 month trial to end in November 2019, specific only to visitor parking Supporting communications and campaigns to bring awareness to programme 	<ul style="list-style-type: none"> Data collection at each six month period (P1, P2 and P3) Number of diesel vehicles entering the Marylebone LEN Number of Euro VI diesel exemptions Total parking within the Marylebone LEN (post programme) Calculate change in diesel vehicles travelling to the Marylebone LEN (P2 and P3) 	<ul style="list-style-type: none"> Evaluate each monitoring element monthly and every six months (P2 and P3) Estimated air quality benefits / impacts
Smart Management of Taxi Ranks	<ul style="list-style-type: none"> Implement six month pilot scheme, commencing in May 2017 Work directly with taxi operators to implement pilot scheme and trail ParkRight taxi app technology Expected objectives / outcomes include reduce taxi vehicle idling and reduced circling 	<ul style="list-style-type: none"> Evaluate impact of pilot programme Up-take of programme by taxi industry Use of ParkRight taxi app Use of taxi ranks 	<ul style="list-style-type: none"> Trail programme is being monitored and evaluated by the DfT DfT will share final results in June 2017
Electric Vehicle Programmes	<ul style="list-style-type: none"> Identify EV suppliers to implement EV programme Identify Marylebone LEN-specific EV locations Identify locations within the Marylebone LEN urban realm programmes to accommodate EVs 	<ul style="list-style-type: none"> Secure appropriate approval (i.e. TMO) for EV infrastructure / locations Evaluate use / uptake of EV chargers 	<ul style="list-style-type: none"> Number of EV locations Usage figures Additional demand from Marylebone LEN stakeholders and residents

	<ul style="list-style-type: none"> • Work towards including 10 EV points throughout the LEN 		
UPS Electric Delivery Vehicle Scheme	<ul style="list-style-type: none"> • 2 Delivery vehicles converted to EV vehicles 	<ul style="list-style-type: none"> • Monthly reporting, including review of timeframes 	<ul style="list-style-type: none"> • Types of vehicles converted to EV vehicles • Number of delivery vehicles converted to EV vehicles • Evaluate likely reduction in emissions and miles travelled • Evaluate against key principles within the LoCity programme, where applicable and relevant
Hospital Anti-Idling Campaign	<ul style="list-style-type: none"> • Agree Marylebone LEN-specific hospitals to include for Year 2 and Year 3 (budget allowing) • Agree timeframes for project initiation and roll-out and project scope • Engage and appoint consultant • Programme delivery for Year 2 and Year 3 (budget allowing) 	<ul style="list-style-type: none"> • Number of hospitals engaged • Number of drivers engaged • Number of anti-idling pledges undertaken 	<ul style="list-style-type: none"> • Review of Air Quality Champion Marshal's data (before and after programme implementation) • Qualitative / quantitative surveys of drivers (before and after programme implementation)
Anti-Idling Event Days	<ul style="list-style-type: none"> • Ensure Marylebone LEN Anti-Idling Event Day scope compliments wider London and Westminster City Council idling programmes • Identify idling locations and 'hotspots' within the Marylebone LEN • Engage Marylebone LEN stakeholders on Anti-Idling Event Days 	<ul style="list-style-type: none"> • Monthly report from the Westminster City Council Parking Team • Number of events planned / completed • Number of stakeholders engaged (i.e. residents, BIDs, land owners, schools, etc.) 	<ul style="list-style-type: none"> • Monthly report of changes month-on-month • Qualitative / quantitative surveys of residents and drivers • Estimated air quality impacts/benefits

	<ul style="list-style-type: none"> Engage Marylebone LEN-based schools in Anti-Idling Event Days programme 	<ul style="list-style-type: none"> Locations / hotspots identified and targeted Number of idling vehicles approached Type of vehicles approached / engaged with Number of recorded successful engagement / anti-idling pledges made 	
Anti-Idling Marshals	<ul style="list-style-type: none"> Employ two Marylebone LEN Marshals (LEN-based) Design and procure Marylebone LEN uniforms Deploy two Marylebone LEN marshals 	<ul style="list-style-type: none"> Monthly report from the Westminster City Council Parking Team Number of idling vehicles approached (daily, weekly, monthly) Type of vehicle approached / engaged with Number of PCNs issued PCN appeals Locations / hotspots identified and targets (i.e. 10 hotspots per month) Change of figures from previous months or year 	<ul style="list-style-type: none"> Annual report of all monthly figures and changes Qualitative / quantitative surveys of residents and drivers Estimated air quality impacts/benefits
School Engagement Programme	<ul style="list-style-type: none"> Design school engagement programmes Identify Marylebone LEN-based schools to participate within the programme Identify and outline timeframes for school engagement programme Proposed number of engaged schools 	<ul style="list-style-type: none"> Monthly report / programme report Number of schools engaged STARS accreditation 	<ul style="list-style-type: none"> Evaluation of all school engagement programmes Qualitative / quantitative surveys of students, schools, and guardians/carers STAR accreditation

	<ul style="list-style-type: none"> by end of Year 1 and 2: 7 schools Proposed number of engaged businesses by end of Year 3: 7 businesses 		
Play Street Programme	<ul style="list-style-type: none"> Design Play Street programmes Identify Marylebone LEN-based streets most suited to host Play Street programmes Identify and outline timeframes for Play Street programmes Identify and outline activities for Play Street programmes Proposed number of Play Streets by end of Year 1 and 2: 4 Play Streets Proposed number of Play Streets by end of Year 3: 4 Play Streets 	<ul style="list-style-type: none"> Monthly report / report after each Play Street programme Number of events held Number of attendees Qualitative / quantitative surveys of attendees (i.e. children and parents/carers) 	<ul style="list-style-type: none"> Annual report of Play Streets Programme Qualitative / quantitative surveys of attendees (i.e. children and parents/carers) Evaluate against key principles within the STARS programme, where applicable and relevant
Q Parks Electric Vehicle Programme	<ul style="list-style-type: none"> This programme is now complete As agreed in the Marylebone LEN bidding document, Q Park have installed four additional EV charging points at Cavendish car park 	<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> Number of EV charging points installed Usage of EV charging points (daily, weekly, monthly)
Westminster University Marylebone LEN Parklets and Planters Design	<ul style="list-style-type: none"> Develop design brief for Westminster University Engage with Westminster University to develop student competition to design Marylebone LEN parklets and planters Engage with Westminster University to develop summer course for students Develop communications around summer course Support students in developing designs 	<ul style="list-style-type: none"> Uptake of design competition by Westminster University Number of students involved in summer course Review of interim designs by key stakeholders, including Shannon Rice from TfL Review of final designs by key stakeholders Student design incorporated into 	<ul style="list-style-type: none"> Student involvement in high profile urban realm design programme Qualitative surveys (i.e. did students find the summer programme worthwhile) Fostering / building-on partnership working Possibility to engage in future programmes

		overall urban realm scheme designs	
--	--	------------------------------------	--

Table 4: Monitoring and evaluation, urban realm programmes

Urban Realm Programmes			
Programme	KPIs and Milestones	Monitoring and Progress	Annual Evaluation
Marylebone High Street – ‘Green High Street’	<ul style="list-style-type: none"> • Develop design specification for WSP PB • Complete feasibility study, initial and final designs • Work towards programme build-out and completion within three-year programme • Stakeholder engagement 	<ul style="list-style-type: none"> • Monthly update /report from WSP PB to ensure that programme elements are completed on-time and to project scope • Annual vehicle counts (48 hrs.) • Walking and cycling counts, if appropriate and applicable • Stakeholder engagement (i.e. residential, business, engagement, etc.) 	<ul style="list-style-type: none"> • Monthly reports from WSP PB • On-street quantitative and qualitative surveys • Stakeholder quantitative and qualitative surveys • Healthy Streets surveys • Greening survey
George Street – ‘Green Spine’	<ul style="list-style-type: none"> • Develop design specification for WSP PB • Complete feasibility study, initial and final designs • Work towards programme build-out and completion within three-year programme • Stakeholder engagement 	<ul style="list-style-type: none"> • Monthly update /report from WSP PB to ensure that programme elements are completed on-time and to project scope • Annual vehicle counts (48 hrs.) • Walking and cycling counts, if appropriate and applicable • Stakeholder engagement (i.e. residential, business, engagement, etc.) 	<ul style="list-style-type: none"> • Monthly reports from WSP PB • On-street quantitative and qualitative surveys • Stakeholder quantitative and qualitative surveys • Healthy Streets surveys • Greening survey
Paddington	<ul style="list-style-type: none"> • Develop design specification for WSP 	<ul style="list-style-type: none"> • Monthly update /report from 	<ul style="list-style-type: none"> • Monthly reports from WSP

Street Gardens	<p>PB</p> <ul style="list-style-type: none"> • Complete feasibility study, initial and final designs • Work towards programme build-out and completion within three-year programme • Stakeholder engagement 	<p>WSP PB to ensure that programme elements are completed on-time and to project scope</p> <ul style="list-style-type: none"> • Annual vehicle counts (48 hrs.) • Walking and cycling counts, if appropriate and applicable • Stakeholder engagement (i.e. residential, business, engagement, etc.) 	<p>PB</p> <ul style="list-style-type: none"> • On-street quantitative and qualitative surveys • Stakeholder quantitative and qualitative surveys • Healthy Streets surveys • Greening survey
Bird Street	<ul style="list-style-type: none"> • Work with and support the New West End Company (NVEC) to bring forward the Bird Street design scheme • Work towards programme build-out and completion within three-year programme • Stakeholder engagement 	<ul style="list-style-type: none"> • Monthly update / report from NVEC to outline progress on scheme • Walking counts, if appropriate and applicable • Incorporation of technology to improve local air quality • Use by local businesses / independent traders, etc. • Stakeholder engagement 	<ul style="list-style-type: none"> • Monthly reports from NVEC • On-street quantitative and qualitative surveys • Stakeholder quantitative and qualitative surveys • Healthy Streets surveys • Greening survey
Devonshire Place Mews	<ul style="list-style-type: none"> • Work with the resident's association to bring forward traffic calming measures for the Mews • Agree with the Westminster City Council Highways team appropriate carriageway designs, etc. • Complete feasibility study, initial and final designs • Work towards programme build-out and completion within three-year programme • Stakeholder engagement 	<ul style="list-style-type: none"> • Monthly update / report from Highways team • Before and after traffic surveys • Walking counts, if appropriate and applicable • Stakeholder engagement (i.e. residential, business, engagement, etc.) 	<ul style="list-style-type: none"> • Monthly reports from Highways team • On-street quantitative and qualitative surveys • Stakeholder quantitative and qualitative surveys • Healthy Streets surveys • Greening survey

BACKGROUND PAPERS

External attachment.