

Westminster Walking Strategy 2017-2027, Final report, September 2017



Foreword

I am delighted to introduce Westminster's Walking Strategy 2017 - 2027. Westminster has a strong tradition of providing for pedestrians, as can be seen from this completely revised Walking Strategy and the examples and case studies it contains.

Now is the right time to update our Walking Strategy as Westminster has, and will continue to undergo growth and change. This includes the completion of major transport projects, such as the Elizabeth Line from late 2018, improvements to the Underground network in the 2020s and Crossrail 2 in the 2030's. This growth is supported by revisions to Westminster's emerging City Plan, the Greater London Authority's London Plan and Transport for London's Mayor's Transport Strategy. All these changes have encouraged the Council to fully update its vision, strategy and action plan to enhance walking and public spaces in Westminster. The revised strategy comprises of six objectives that were identified by

residents, businesses and landowners. These objectives aim to improve conditions for people who already walk, and encourage more people to choose to walk for more journeys in Westminster.

More walking will help to create a better environment for all residents, businesses and visitors. Doing so is better for people's health and fitness, and could also help to reduce traffic congestion and improve air and noise pollution. More walking is also better for businesses with healthier and happier staff, and a better retail and leisure environment. Higher quality pedestrian environments also help people to enjoy all that Westminster has to offer.

I want to end by thanking all those stakeholders who have contributed and helped to develop Westminster's Walking Strategy, and to my fellow Councillors on the Sustainable Transport Task Group. Westminster looks forward to continuing to work with them on improving Westminster for walking.

Councillor Danny Chalkley

**Cabinet Member for
City Highways**

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Executive Summary

Westminster City Council has supported walking through its policies, strategies and investments for many years. The Council's first Walking Strategy in 2004 sought to encourage walking by co-ordinating various initiatives and measures. This second strategy covers 2017 - 2027 and will be revised after five years.

The reason for producing a second strategy is due to London's changing growth and policy context as the city is experiencing fundamental growth in its homes, jobs and visitors, and hence pedestrians. This is helped by the opening the Elizabeth Line (Crossrail 1) in late 2018, tube improvements in the 2020s, and the coming of Crossrail 2 in the early 2030's; and changing policies, including: the London Plan, the Mayor's Transport Strategy (MTS), and Westminster's emerging City Plan.

Westminster supports and encourages walking instead of motor transport as it improves air quality, as well as the health and lives of residents, the wider community, businesses and the economy.

Westminster City Plan policies prioritise walking and active travel to help accommodate the growing number of people living, working and visiting Westminster. The Mayor of London also recognises

that walking has a fundamental role in enabling London to grow economically and sustainably, and can create a healthier and more liveable city. Through his draft Mayor's Transport Strategy (MTS) he is increasing the priority given to walking and active travel, which will translate into funding that is delivered through the Local Implementation Plan (LIP) process.

The Council commissioned the consultants, Steer Davis Gleave (SDG), to help develop a draft Walking Strategy. SDG facilitated meetings with officers, residents' societies, landowners, businesses and specialist interest groups that informed the draft strategy – structured around six objectives each with corresponding measures and actions.

The City Council aims to enhance the excellent historic environment by creating and delivering: "Westminster's vision for a world-class walking environment to transform the walking experience for all users, and to enhance the quality of life and wellbeing of our residents, workers and visitors."

The target for the Walking Strategy (2017-2027) is to increase the number of walking trips by residents from 84% to 92% of all potentially walkable trips. This is very ambitious, as Westminster's residents would have the highest level of walking in London.

Walking Strategy Objectives

1	Provide <u>capacity</u> to support current walking demand and accommodate future growth
Current Situation	<ul style="list-style-type: none"> The number of people in Westminster is increasing. Westminster's population is about 247,000 in 2017, and is estimated to be about 264,000 by 2027. Westminster currently receives about 753,000 workers each day, which is predicted to increase to about 792,000 workers in 2027. Tourists and visitors are estimated at about 260,000 daily. This results in Westminster having a day time population of about 1.1 million.
Challenges	<ul style="list-style-type: none"> Growth: An additional 17,000 residents and 39,000 workers by 2027. A 30% rise in tourists and visitors and possible 50% increase in spending in London between 2016 and 2025.. Existing and future constraints on pedestrian space around key transport hubs and destinations in Westminster (eg the West End). Growth is stimulating a significant rate and scale of development within Westminster creating opportunities for developers to enhance the public realm.
Opportunities	<ul style="list-style-type: none"> The construction of the Elizabeth Line, tube improvements, Crossrail 2, and other major transport investments. Council mechanisms for securing third party funding such as the Section 106, Section 278, Community Infrastructure Levy and landowner contributions.
Measures	<ul style="list-style-type: none"> Design, consult and implement the City Council's capital programme and TfL's Local Implementation Plan (LIP) funded schemes to improve streets and spaces. Guide new developments to improve the public realm for pedestrians. Work with partners to create new routes and public spaces, and enhance existing streets. Allocate highway to increase space for pedestrians according to use and need, whilst balancing the needs of other road users. Encourage the use of parallel walking routes. Construct new and enhance existing formal crossings and informal crossings, especially at signalised junctions.
2	Improve the <u>quality</u> of the walking environment and the public realm to make walking more comfortable
Current Situation	<ul style="list-style-type: none"> Westminster and its partners, including TfL, Business Improvement Districts (BIDs) and developers, have undertaken significant public realm improvements to encourage walking. These range from the Oxford Circus diagonal crossings to transforming local streets.
Challenges	<ul style="list-style-type: none"> Making best use of street capacity without inhibiting economic activity. Improving poor air quality by encouraging walking instead of using motor vehicles.
Opportunities	<ul style="list-style-type: none"> Growth is stimulating a significant rate and scale of development within Westminster creating opportunities for developers to deliver high quality public realm improvements. Joint working / funding opportunities and initiatives with TfL and other

Measures	<p>partners on schemes, such as the Marylebone Low Emission Neighbourhood (LEN) to improve walking and air quality.</p> <ul style="list-style-type: none"> • Explore further opportunities to de-clutter streets of unnecessary street furniture, including working with TfL and the government. • Create resting places in the public realm. • Continue to support greening of the streets. • Introduce pocket parks and parklets. • Support residents who want to introduce play streets. • Explore with partners opportunities to manage pedicabs.
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3

Make walking more intuitive by increasing legibility and permeability

Current Situation	<ul style="list-style-type: none"> • Residents are walking for 84% of trips that can be walked in Westminster. • Westminster is well provided with Legible London signs, which are used up to 300 times an hour.
Challenges	<ul style="list-style-type: none"> • Many people are unfamiliar with walking routes in Westminster. • Main roads tend to be the most direct routes, but have poor air quality.
Opportunities	<ul style="list-style-type: none"> • Increase awareness and understanding of routes and distances. • 'Open up new routes and streets' around and / or parallel to key transport interchanges and junctions, especially in the West End, and encourage their use.
Measures	<ul style="list-style-type: none"> • Improve parallel routes. • Support improvements to Legible London. • Improve alternative walking routes around temporary utility work sites and major scheme works.

4

Ensure walking is a safe option for everyone

Current Situation	<ul style="list-style-type: none"> • In 2015 there were 1,808 casualties on Westminster's roads with 471 (26%) involving pedestrians.
Challenges	<ul style="list-style-type: none"> • Potential walking trips not made due to real and perceived safety risk, especially to children and the elderly. • Tourists and people who are unfamiliar with London are likely to be especially at risk of being injured by motor traffic.
Opportunities	<ul style="list-style-type: none"> • Make walking safer by reducing the rate of traffic collisions. • Make walking safer by improving pedestrian crossings. • Improve safety among tourists and visitors and the perception of safety in London.
Measures	<ul style="list-style-type: none"> • Continue to review data to identify streets with the highest collision rates that need to be redesigned to reduce the number of casualties to achieve the Mayor's road safety target(s). • Learn from Westminster's 20mph limits trial starting in 2017, and other borough's measures, to help improve the design of the city's streets.

- Design and deliver safer highway's schemes with greater benefits for pedestrians and other vulnerable road users.
- Reduce the number of delivery and servicing vehicles on Westminster's streets by 10% by 2026 (in line with the draft MTS) by encouraging Delivery and Servicing Plans and freight and waste consolidation. Support TfL's introduction of Direct Vision Vehicle safety standards, which provide better visibility of pedestrians to help reduce collisions.
- Develop road safety campaigns with neighbouring boroughs and vulnerable groups like visitors.
- Improve the personal safety and comfort of spaces for pedestrians.

5

Make the pedestrian environment more accessible for everyone

Current Situation

- Westminster's population is getting older and more people have long term illnesses and conditions.
- Many streets require improvement to the latest accessibility standards so that Westminster's residents and visitors can live more independently.

Challenges

- The impacts of the public realm on people with sensory / mobility impairments.
- Design footways and public spaces that are better for all users, ie are inclusive for everyone.
- Crowded streets and junctions which require improvements outside transport interchanges and parallel routes around key junctions.

Opportunities

- Growth is stimulating a significant rate and scale of development within Westminster creating opportunities for developers to deliver high quality public realm improvements.
- Develop and improve designs by the Council, TfL and BIDs to enhance footways and the public realm.
- The construction of the Elizabeth Line, tube improvements, Crossrail 2, and other major transport improvements.

Measures

- Seek better powers to de-clutter streets and rationalise street furniture.
- Seek stronger powers for the enforcement of new types of motorised vehicles that use the highway and footway, such as scooters, hoverboards, etc.
- Seek to increase pedestrian space and crossing points, extend any proposed accessibility measures wherever possible, ensure the highest quality designs, and review all Traffic Management Orders.
- Involve recognised mobility impaired and older people's groups in any amendments to public realm design standards.

6

Encourage behaviour change to realise the potential of walking

Current Situation

- Achieved 100% coverage of School Travel Plans in December 2016.
- Residents are walking for 84% of trips that can be walked in Westminster.
- TfL has highlighted the walking potential in Westminster.

Challenges

- The high level of residential car parking in some areas makes driving

Opportunities

attractive.

- Parts of the population are inactive and have high levels of obesity.
- Launch behaviour change messages in association with other measures to maximise their effect.
- Support schools, parents / guardians and pupils with a range of behaviour change messages, activities and training to encourage walking and good road safety in young people.
- Support community initiatives and residents to walk, report maintenance issues, and health and sports events.
- Support travel demand management measures by developers and businesses. Including area-wide travel planning, providing fewer off- and on-street parking spaces by reviewing parking policies in the City Plan and planning application process, and by promoting walking.
- Carry out more travel planning work with large employers and BIDs.

Measures

- Seek joint opportunities for behaviour change campaigns closely linked to the delivery of pedestrian schemes.
- Continue to support the school crossing patrol service, pedestrian safety training and School Travel Plans.
- Continue to explore new ways to deliver pedestrian safety training, education and publicity for residents and visitors.
- Help to establish 'Physical Activity, Leisure and Sports (PALS) Champions' with the Council's Public Health and Sports and Leisure teams.

1. Introduction

Westminster's context

The City of Westminster (Westminster) is a truly unique borough at the heart of a world class city. Westminster is home to London's most prestigious landmarks and world famous institutions, from the United Kingdom's Crown and Parliament, to the West End, Theatreland, national museums and galleries, broadcasters and multinational corporate headquarters.

Like other central London boroughs, Westminster comprises very affluent areas alongside deprived neighbourhoods. Westminster contains many heritage buildings of national importance as well as 56 different conservation areas, all with their own character, which strongly contributes to the attractiveness of the borough. Westminster also has a close mix of residents and businesses and large green spaces and Royal Parks, such as Green Park, Hyde Park, Regent's Park and St. James's Park.

Westminster benefits from a very dense public transport network that comprises:

- Quick access to four international airports and the Eurostar train service,
- Four mainline railway termini (Charing Cross, Marylebone, Paddington and Victoria) and close proximity to six other major stations (Euston, St Pancras, King's Cross, Farringdon, Waterloo and Old Oak Common once the Elizabeth line is opened);
- Thirty one London Underground stations, with access to all but one London Underground line;

- Local, national and international bus and coach routes;
- River Bus services;
- The London Cycle Hire Scheme; and
- The Legible London wayfinding network.

Walking in Westminster in numbers

At present, Westminster's residents make the following walking journeys:

- 47% of all journeys are walked, including 21% of journeys to work (Census data 2010). This is helped by more than 50% of resident's working in Westminster.
- Westminster's residents walk for 84% of all trips that can be walked (TfL, 2017, Analysis of Walking Potential, Table 4.1, p 32).

Growth in Westminster: Residents

Westminster's population and public transport capacity are growing.

Population forecasts by the GLA (Central Trend Based projection) in 2015 calculated that Westminster will be home to about 247,000 people in 2017, and around 264,000 by 2027 or an additional 17,000 residents in a decade's time (see Figure 1 overleaf for the population growth in all London boroughs).

Figure 1: Absolute population growth (GLA).
Absolute Population Growth between 2011 and 2041 in Greater London
based on LTS 7.1, Reference Cases 2011 and 2041

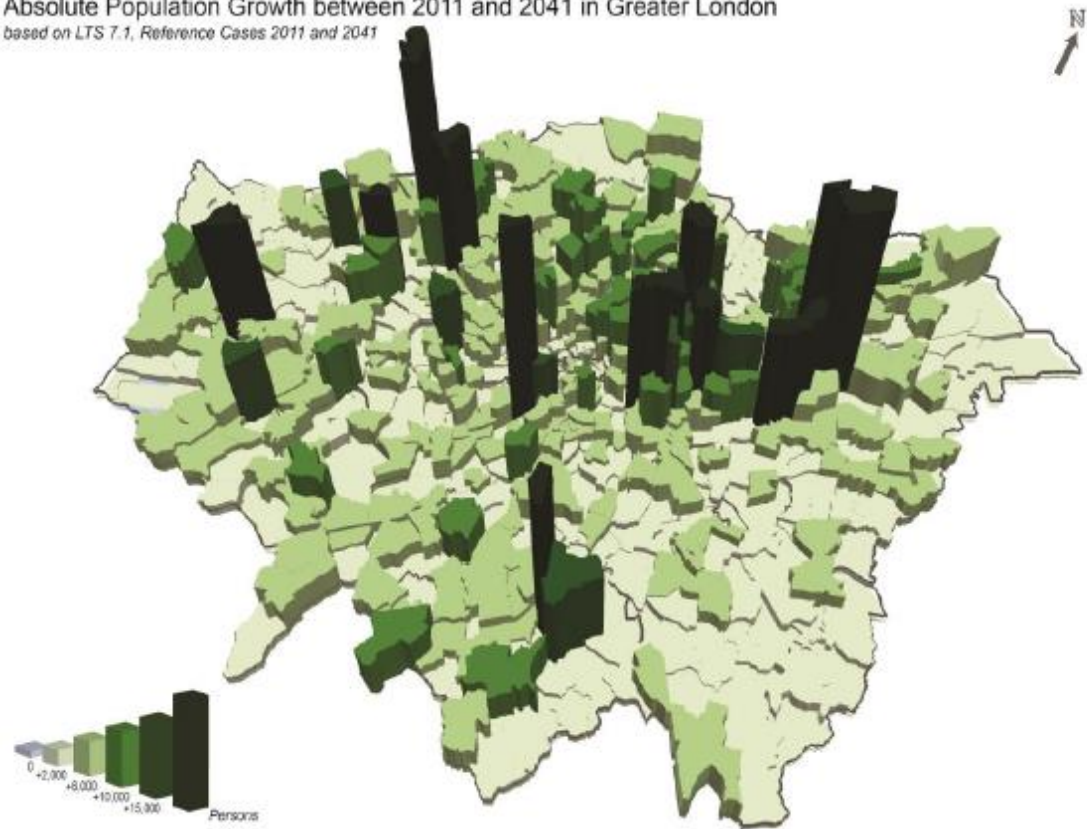
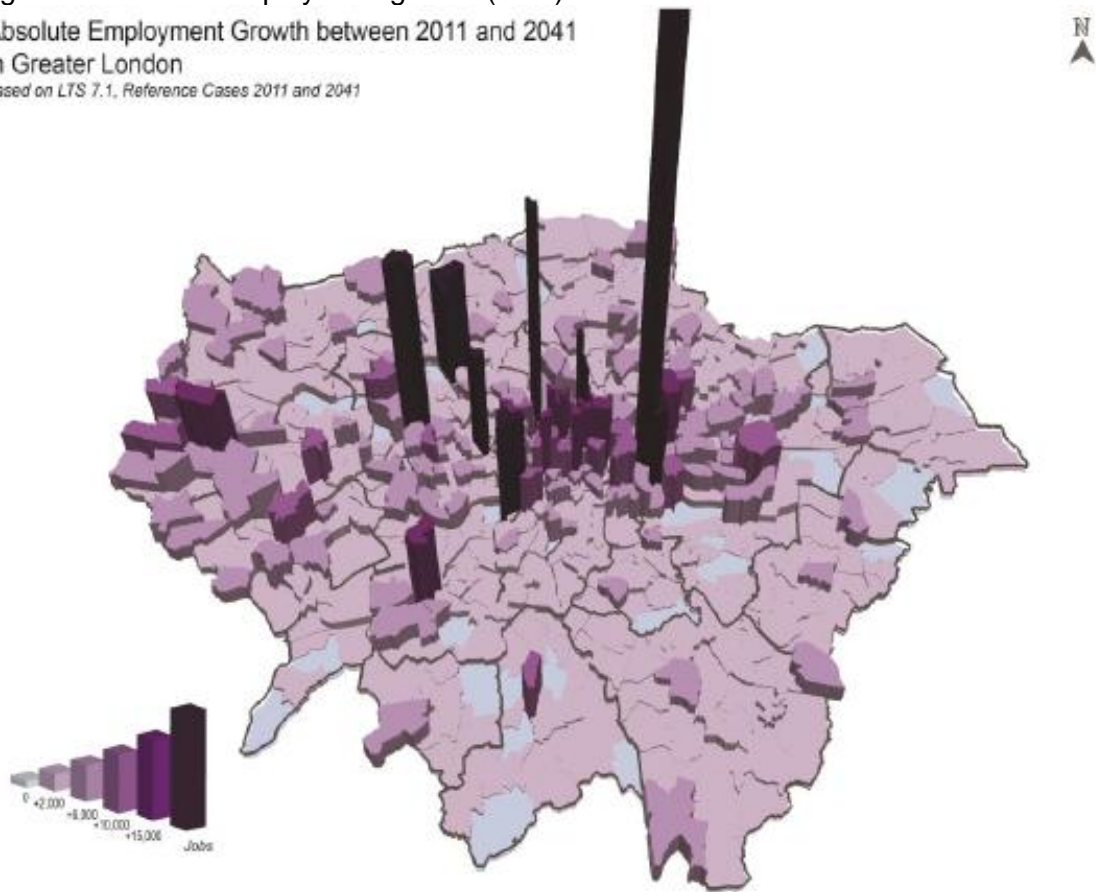


Figure 2: Absolute employment growth (GLA).
Absolute Employment Growth between 2011 and 2041
in Greater London
based on LTS 7.1, Reference Cases 2011 and 2041



Growth in Westminster: Employment

Each day in 2017 the number of people in Westminster increases from a quarter of a million to over one million due to an influx of about 753,000 workers and 260,000 visitors and / or tourists. By 2027 the Great London Authority (GLA) predicts that Westminster's workforce may have risen to 792,000, or an additional 39,000 workers

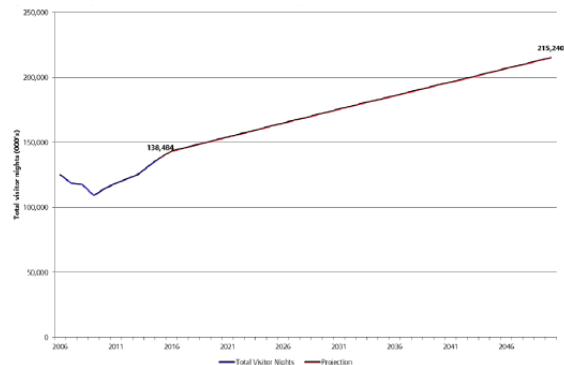
(<https://data.london.gov.uk/dataset/long-term-labour-market-projections>). The absolute employment growth for all London boroughs can be seen in Figure 2 above.

Growth in Westminster: Visitors

For many UK and international visitors, a trip to London will almost certainly involve spending time in Westminster for business or pleasure. Predictions are that visitors and tourists to London are likely to increase from 32 million to 40 million people annually between 2016 and 2025, which is a rise of 30% and almost 50% greater spending up to £22bn a year. (<http://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/england/london/articles/the-things-londoners-love-about-london/>)

This growth is reflected in the GLA's projected increases in the total number of visitor nights in London in Figure 3 below.

Figure 3: The projected number of total visitor nights ('000s), London (GLA).



(GLA Economics, Projections of demand and supply for visitor accommodation in London to 2050, Working Paper 88, 2017, April).

Therefore the estimated total growth in residents, employees and visitors in Westminster from 2017 to 2027 is about 60,000 people a day.

Growth in Westminster: Public transport

Public transport is also growing, which helps to accommodate and stimulate some of this population, employment and visitor growth. From August 2016 different Underground lines started running Night Tube services. From December 2018 the Elizabeth Line (Crossrail 1) will open, and in 2019 extend westwards and eastwards out of London. It will enable an additional 1.5 million people to be within 45 minutes of central London. Throughout the 2020's various London Underground improvements are planned. In the early 2030's Crossrail 2 will open, if it is allocated funding soon. The result of all these upgrades is an increasing number of passengers using tube and train stations and Westminster's streets (as shown in Figure 4 overleaf).

Reasons for producing the Westminster Walking Strategy

This growing number of people and passengers is changing Westminster and London. Westminster is responding by revising its Walking Strategy and the City Plan. The GLA is also amending its documents by issuing

a new draft Mayor's Transport Strategy (MTS) on 21st June 2017 and the London Plan this winter.

The engagement process to help produce the Walking Strategy

This Walking Strategy was produced after extensive engagement with a wide range of stakeholders that included: resident's, landowners, Business Improvement Districts (BIDs), developers, transport stakeholders and interest groups. This engagement helped to identify the vision, chapters, principles and six key objectives, which form the basis of this Walking Strategy:

Westminster's vision

Westminster's vision is for a world-class walking environment to transform the walking experience for all users, and to enhance the quality of life and wellbeing of our residents, workers and visitors.

Westminster's target

To create a world-class walking environment in Westminster the Walking Strategy target (2017-2027) is to increase the number of walking trips by residents for all potentially walkable trips from 84% to 92%. This is ambitious as it encourages Westminster's residents to have the highest number of walking trips in London.

Principles of this strategy

The engagement process identified several principles to guide the Walking Strategy, to:

- Invest in walking as a main

mode of transport;

- Improve the attractiveness and safety of Westminster's streets;
- Encourage walking in balance with all other users of our public space and roads (including cycling, public transport, freight, disabled blue and white badge parking and emergency services) in Westminster; and
- Make any walking improvements with the support of the community.

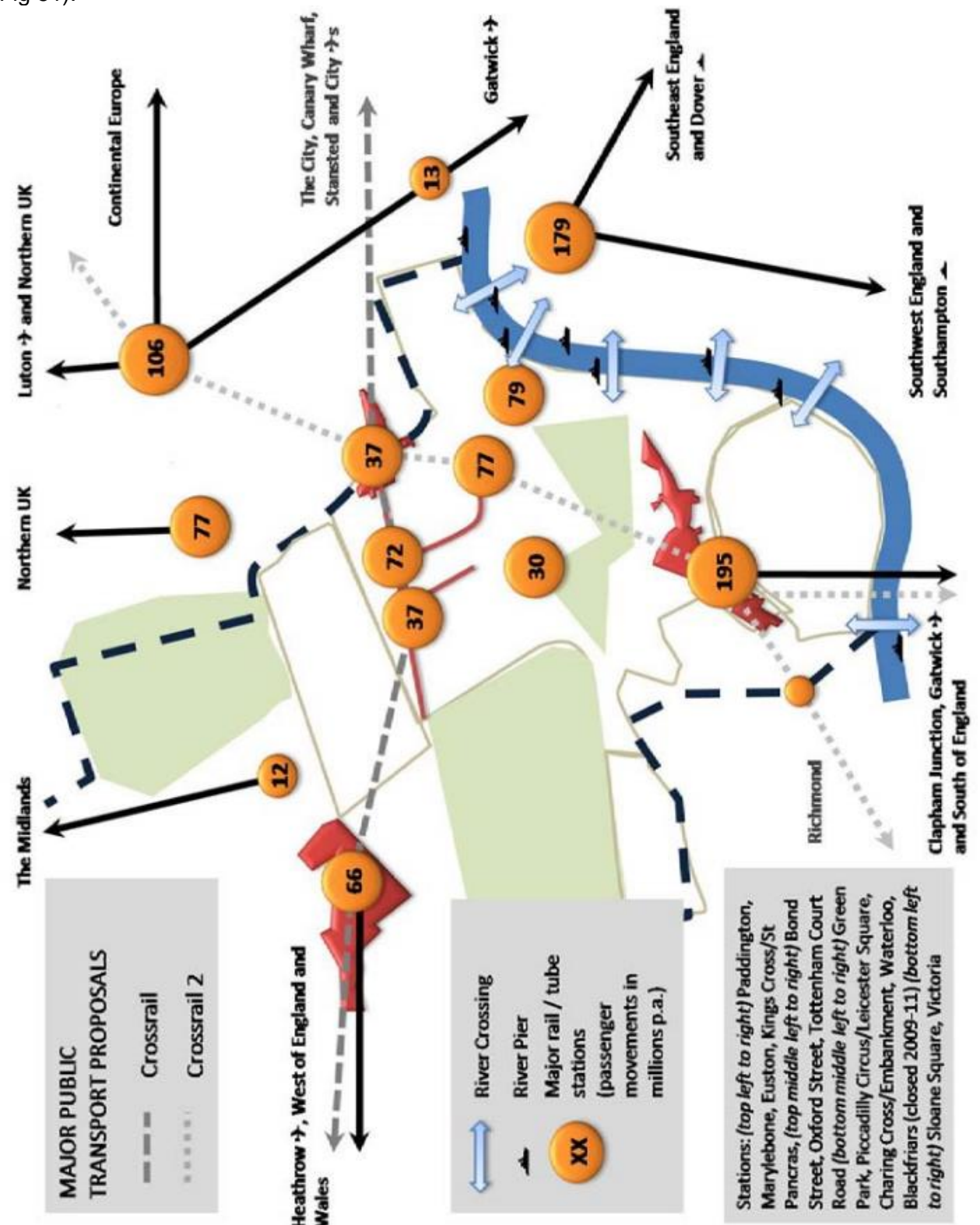
Objectives in the Walking Strategy

- 1) To provide the capacity to support current walking demand and to accommodate future growth.
- 2) To improve the quality of the walking environment and the public realm to make walking more comfortable.
- 3) To make walking more intuitive by increasing legibility and permeability.
- 4) To ensure walking is a safe option for everyone.
- 5) To make the pedestrian environment more accessible for everyone.
- 6) To encourage behaviour change to realise the potential of walking.

The consultation process

This engagement process enabled the consultants SDG to prepare a consultation strategy. It was consulted upon for four months during the summer of 2016. Seventy six responses were received, containing about 450 comments, which were assessed and where appropriate used to amend this Walking Strategy and Action Plan.

Figure 4: Westminster’s Connections plan showing the millions of passengers per annum using stations after the construction of the Elizabeth Line and Crossrail 2 (Westminster City Plan 2016, Fig 51).



2. Strategic

The Policy Context

This chapter sets out the strategic policy context for walking, based on

national, London wide and Westminster policies.

National Policies

The National Planning Policy Framework

The NPPF requires authorities to support a development pattern that enables the use of sustainable means of transport, like walking. This includes increasing the priority for pedestrians and cyclists, minimising traffic collisions, providing resting places, avoiding street clutter and having access to high quality public transport. This walking environment is also supported by the aim to retain and enhance the attractive, historic built environment in Westminster, which provides an excellent network of streets and spaces for pedestrians.

Public health

National policies for public health also consider the role of walking (and active travel more generally). They mention walking, as part of an active lifestyle, which is seen as part of the solution to public health issues, such as obesity and health issues related to increasingly sedentary lifestyles.

In 2013, public health responsibilities were formally transferred from the National Health Service (NHS) to local government and Public Health England. This significant shift in power has given local councils greater responsibility and control than was previously possible over public health interventions, such as promoting and supporting walking and cycling.

The Draft Cycling Delivery Plan (2014)

The draft CDP was published by the Department for Transport (DfT). This 10 year plan for cycling in England communicates the Government's "vision for cycling and walking and the role everyone – government, the wider public sector, stakeholders, business and individuals – has to play in the vision".

The draft CDP includes actions to achieve the vision of "walking and

cycling becoming the natural choice for shorter journeys – or as part of a longer journey – regardless of age, gender, fitness level or income."

The Cycling and Walking Investment Strategy (2017)

The Government published its CWIS for England, which sets out a long-term vision for cycling and walking funding to 2040. At the heart of the CWIS is a desire for cycling and walking to become the norm for short journeys or as part of longer journeys. The CWIS aims to be delivered through a series of shorter, five-year strategies.

The draft revised air quality plan to achieve the EU air quality limit for nitrogen dioxide (NO₂) in the UK (2017)

In July 2017 the UK government published its plan to improve air quality by reducing nitrogen dioxide to within the limits set by the EU. It funds councils to reduce traffic pollution and phase out all petrol and diesel vehicles by 2040.

London

The London Plan (2016)

The London Plan is the strategic plan to guide development across the capital that was published by the GLA. The Mayor proposes further changes to the London Plan by issuing a draft consultation version in winter 2017 to identify how and where London should develop up to 2036. The London Plan also guides the Local Plans for all London boroughs, including Westminster's City Plan, which must be in general conformity with its vision, objectives and growth parameters.

The Mayor's Transport Strategy (2017)

The Mayor is consulting on a new draft version of the MTS for publication in 2018. It sets out the Mayor's transport vision for London until 2041. It calls for the provision of 'Healthy Streets' to encourage active travel (walking and cycling) and a corresponding 10-15% reduction in all motor traffic in London, and 10% less freight traffic, especially in the central area. This changing transport

mix aims to enable the growth of jobs and homes and reduce air pollution and improve people's health. The MTS emphasises that fewer vehicles is the only way to reduce congestion so that more people can move around London more easily, and to reduce pollution to create a cleaner and healthier city. Otherwise London will become more polluted and unpleasant, which will damage its economy as a leading global city and its quality of life. The MTS supports the forthcoming London Plan and guides Westminster's future LIP delivery programmes to fund improvements and maintenance on council highway land.

The MTS identifies 10 indicators that TfL considers can help to create Healthy Streets. Westminster's Walking Strategy supports and helps to achieve TfL's 10 indicators through its six objectives (see Figure 5 overleaf).

Other Strategic Plans and Guidance

Clearing the Air: The Mayor's Air Quality Strategy (2010) – The Mayor is preparing a new, more ambitious and pro-active strategy to help reduce air pollution in London.

TfL will introduce the "T charge" from 23rd October 2017. It is an additional charge for polluting vehicles entering the Congestion Charging zone.

TfL consulted on the Ultra Low Emission Zone (ULEZ) in the spring of 2017 and proposed to introduce it earlier in 2019. It aims to create a daily charge for older, more polluting vehicles within the existing Congestion Charging zone to improve air quality.

- **Safe Streets for London: The Road Safety Action Plan for London 2020 (2013)** – This Action Plan sets out how TfL and partners, through partnership working and a doubling in funding, will reduce the number of people killed or seriously injured (KSI) by 40% by 2020, by creating:
 - Safer roads through infrastructure

improvements,

- Safer vehicles through lobbying and working with vehicle manufacturers, and the
- Safer behaviour of people through better marketing, education and enforcement.

- **Pedestrian Safety Action Plan (2014)** – a daughter document to Safe Streets for London by TfL. This action plan includes a commitment to: deliver London's first pedestrian design guidance, continue installing pedestrian countdown upgrades to existing signal junctions, take into account national safety standards, and continue lobbying central government to enhance the Highway Code to give greater priority to pedestrians.

- **Improving the Health of Londoners: Transport Action Plan (2014)** – sets out the positive and negative impacts of transport on health in London, covering physical activity (which has the biggest impact), air quality, road traffic collisions, noise, access and severance. The plan calls for the creation of 'Healthy Streets' to reduce health risks and improve the positive impacts of active travel.

- **Central London Sub-regional Transport Plan (2014)** – A joint TfL / Central London Forward / Cross River Partnership initiative to guide the development of borough LIPs and TfL's own transport planning. Several challenges in the plan relate to walking, including: the need to improve air quality; reduce public transport overcrowding; ensure efficient onward distribution from rail stations; improve the urban realm; promote walking and manage the different demands on the streets.

- **Public Health Outcomes Framework (2016)**
<https://www.gov.uk/government/publications/public-health-outcomes-framework-2016-to-2019>
 The Public Health Outcomes

Framework "" by Public Health England contains a couple of indicators that are routinely monitored by a Natural England survey. This monitors people's utilisation of outdoor space for exercise / health reasons (1.16) and the percentage of physically active and inactive adults (2.13).

Figure 5: How TfL's 10 Healthy Streets' Indicators are supported by Westminster's six walking Objectives (TfL and WCC).

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City of Westminster

Westminster City Plan (November 2016)

Westminster is currently rewriting its City Plan to update the council's strategic planning policies. Eight policies in the City Plan affect walking (see below). The Walking Strategy helps to better interpret these policies by providing further guidance and details on how they can be used in determining planning decisions in Westminster.

Policy S28 Design - "Development must incorporate exemplary standards of sustainable and inclusive urban design and architecture. In the correct context, imaginative modern architecture is encouraged provided that it respects Westminster's heritage and local distinctiveness and enriches its world-class city environment.

"Development will:

- "Reduce energy use and emissions that contribute to climate change during the life-cycle of the development; and
- "Ensure the reduction, reuse or recycling of resources and materials, including water, waste and aggregates.

"This will include providing for an extended life-time of the building itself through excellence in design quality, high quality durable materials, efficient operation, and the provision of high quality floorspace that can adapt to changing circumstances over time".

Policy S35 Open Space – "The council will protect and enhance Westminster's open space network, and work to develop further connections between open spaces. The council will seek to address existing public open space deficiencies, including active play space deficiency, and current and future open space needs by:

- "Protecting all open spaces, and their quality, heritage and ecological value, tranquillity and amenity;
- "Mitigating additional pressure on open

spaces by securing new improved public open space in new developments; space for children's active play; and seeking public access to private spaces; and

- "Securing contributions to improving the quality, ecological value and accessibility of local public open spaces and delivering new open spaces from under-used land".

Policy S41 Pedestrian Movement and Sustainable Transport

– "All developments will prioritise pedestrian movement and the creation of a convenient, attractive and safe pedestrian environment, with particular emphasis in areas with high pedestrian volumes or peaks . . ."

Policy S43 Major Transport Infrastructure

– "The council will support and promote improvements to transport infrastructure, including the public realm and servicing improvements necessary to mitigate the impacts of increased passenger numbers and integrate the infrastructure into the city and broader impacts of those central London networks that impact on Westminster, including the following major projects over the lifetime of the plan:

- "High Speed 2, which will impact on Westminster;
- "Improvements to stations, prioritising access for all, reducing pedestrian congestion within and around the station, and providing a safe, convenient and attractive environment, including Victoria, Paddington, Marylebone, Tottenham Court Road and Bond Street;
- "Improvements to the public realm, focusing on meeting the needs of people with disabilities and more vulnerable people, and enabling people and businesses to make more sustainable choices;
- "Increasing cycle parking and improving safety for cyclists where this would not

compromise pedestrian movement including public cycle hire schemes throughout Westminster, and indoor cycle storage and supporting facilities at major transport interchanges;

- “Improving way-finding and legibility around Westminster to facilitate pedestrian movement;
- “Improving the convenience, connectivity, attractiveness and safety of Westminster’s linear walking routes, including the Blue Ribbon Network and connections within and between Westminster’s open spaces”

Policy 29 Health, Safety and Wellbeing –

“Development should ensure that the need to secure a healthy and safe environment is addressed. . .

“Developments should also maximise opportunities to contribute to health and well-being, including supporting opportunities for improved life chances and healthier lifestyle choices. . . ”

Policy S31 Air Quality – “The council will require a reduction of air pollution, with the aim of meeting the objectives for pollutants set out in the national strategy. Developments will minimise emissions of air pollution from both static and traffic-generated sources. . . “

Policy S42 Servicing and Deliveries –

“Developments must demonstrate that the freight, servicing and deliveries required will be managed in such a way that minimises adverse impacts. This may include the provision of off-site consolidation centres, shared delivery arrangements, and/or restrictions on the types of vehicles or timing of deliveries, especially where the quality of the public realm, local pollution, and/or function and reliability of the transport network would be otherwise compromised.

- “Servicing and delivery needs will be fully met within each development site, except where the council considers that this is not possible, in which case the servicing and delivery needs will be met in such a way that minimises the adverse effects on other highway and Page 132 public realm

users, and other residential or commercial activity. Where some or all of the servicing and delivery needs are met through use of the public highway, the development will meet the initial and on-going costs associated with that use of the public highway.”

Policy S37 Blue Ribbon Network (including access for pedestrians) – All waterways in Westminster form part of “The Blue Ribbon Network that will be protected and improved by: . . “

- “Enhancing the linear qualities of the Blue Ribbon Network, particularly in relation to heritage, landscape and views, biodiversity, and modes of sustainable transport;
- “and, where it is consistent with these priorities;
- “Improving access for pedestrians and cyclists, use for leisure, sport and education especially for local communities . . . “

Westminster Local Implementation Plan (LIP) 2017 / 2018

Westminster’s LIP broadly sets out the borough’s Transport Delivery Plan up to 2031, and in more detail for the Three Year Investment Programme from 2014 / 2015 to 2016 / 2017. The LIP programme has been extended to include an ‘interim’ fourth year in 2017 / 2018. This extension allows the draft MTS to be fully adopted by the Mayor of London, which will greatly influence the future Borough LIP Delivery Programme.

The current Westminster LIP Investment Programme has and will continue to prioritise the needs of pedestrians in terms of their: safety, amenity and quality of the public realm through the ongoing implementation of its approved measures, schemes and projects. This is emphasised through the LIP’s Objective 4 ‘Prioritising pedestrians and effectively managing allocation of highway space’ and other Objectives that concern economic development, safety, the environment and health, which are all relevant to pedestrians. The seven LIP Objectives and selected policies are

summarised in Table 1 overleaf for 2017 / 2018. Thereafter a new LIP Investment Programme for 2018 / 2019 to 2020 / 2021 will be prepared.

Table 1: LIP Objectives and selected Policies (WCC).

LIP Objectives	LIP Policies (of relevance to Walking Strategy)
LIP Objective 1 – Supporting economic development and growth.	<ul style="list-style-type: none"> • West End public realm enhancements. • Improved facilities for visitors e.g. the Legible London wayfinding system. • Civic Streets programme e.g. Queensway and Church Street • Smoothing traffic flows.
LIP Objective 2 - Improving safety and security for all road users.	<ul style="list-style-type: none"> • Neighbourhood Road Safety schemes, e.g. new pedestrian crossings. • Implementation of School Travel Plan measures e.g. improved crossing facilities. • Transport Education programme.
LIP Objective 3 - Minimising impact of transport on the environment.	<ul style="list-style-type: none"> • Air quality management e.g. delivery of Air Quality Action Plan measures. • Working in partnership with TfL to identify hot-spot and route measures. • Low Emission Zone standards. • Trials of new technologies e.g. application of dust suppressants on the highway. • Supporting the uptake of cleaner vehicles. • Supporting car clubs e.g. provision of more car club bays. • Smoothing traffic flows. • Making walking and cycling more attractive e.g. more cycle parking. • Noise reduction measures. • Westminster Way streetscape guidance. • Street de-cluttering. • Minimising the impact from servicing e.g. freight consolidation schemes.
LIP Objective 4 – Prioritising pedestrians and effectively managing allocation of highway space.	<ul style="list-style-type: none"> • Prioritising pedestrians in the development of new schemes e.g. provision of new pedestrian crossings and the Legible London wayfinding system. • Efficient allocation of highway space.
LIP Objective 5 - Promoting healthier lifestyles and ensuring inclusivity.	<ul style="list-style-type: none"> • Making walking and cycling more attractive e.g. more Santander cycle hire stations, • Legible London, public realm improvements. • Supporting step-free access.
LIP Objective 6 - Improving efficiency and attractiveness of sustainable transport.	<ul style="list-style-type: none"> • Improving bus journey time reliability and passenger information e.g. Oxford Street.
LIP Objective 7 - Pay for your impact principle.	<ul style="list-style-type: none"> • Securing contributions from development. • Development and rollout of an innovative public realm credit system. • Development of a carbon offset fund.

Westminster's complementary strategies

There are several complementary strategies that support the Westminster City Plan, this Walking Strategy, and TfL's policies in its draft MTS as follows:

- **Joint Health and Wellbeing Strategy (2016)** – Guides work to identify the priorities for improving the health and wellbeing of people in Westminster. It includes enabling more people to live more healthily for longer, by delivering an environment that promotes active travel and physical activity.
- **Greener City Action Plan 2015-2025** – Sets out the actions required to deliver the City Council's ambition of creating an environment befitting of Westminster's world-class city status. Its' actions prioritise promoting sustainable transport and improving air quality.
- **Sustainable Modes of Travel Strategy 2015 (SMOTS)** – Sets out how schools, their parents and pupils can be encouraged to choose safer, healthier and more environmentally friendly modes of travel.
- **Air Quality Action Plan 2013-2018** – Tackles emissions from transport and buildings to improve air quality. Clearer air would benefit pedestrians, and could encourage more people to walk, which would further reduce emissions.
- **An Active City for All 2017-2021** Aims to improve levels of physical activity amongst those who live and work in the borough. Key themes include place and partnership working, in which the borough aims to increase the range of active spaces and pursue joint programmes with stakeholders to help deliver the strategy.
- **Westminster Way - Public realm strategy (2011)** – This Supplementary Planning Document (SPD) aims to improve the design of public spaces by putting the needs of pedestrians first. The strategy recognises that most journeys in the borough start and end with a walking trip. Section 4 of the strategy sets out the Westminster Code. It contains 10 governing principles for public realm interventions in the borough (ie the rules for delivering high quality Westminster streets).
- **Westminster Cycling Strategy (2014)** – A daughter document to this Walking Strategy which aims to increase cycling by improving the design of bicycle facilities throughout Westminster. Its Action Plan helps to deliver cycle improvement schemes and to better explain cycle policies and aims in the City Plan.
- **West End Partnership 2016 (WEP)** The WEP is a key partnership between Westminster and major businesses and landowners in the West End. They are working closely together to improve and transform the West End to accommodate the growing number of people who want to live, work and visit this dynamic part of London's business, retail and cultural district.

3. Walking in the City of Westminster

Chapter three sets out the vision for Westminster and the six objectives to improve walking. For each objective this chapter explains: the Current Situation, Challenges, Opportunities and proposed Measures to improve walking in Westminster. Some measures help to achieve two or more objectives, but for brevity, they are not repeated in the subsequent objectives. The Action Plan in the Appendix provides further details on delivering the measures.

Westminster's vision is for a world-class walking environment to transform the walking experience for all users, and to enhance the quality of life and wellbeing of our residents, workers and visitors.

Objective 1: to provide the capacity to support current walking demand and to accommodate future growth

The current situation

Growth in residents, workers and visitors

Westminster is experiencing considerable growth in residents, workers and visitors. It is estimated that during the next decade that an extra 60,000 people will enter Westminster each day.

Over 50% of residents work in the borough, with 47% walking as their main mode of transport. Thus 40% of journeys

in Westminster are expected to be made on foot (see Figure 6 below). Walking is the most popular means of travel in Westminster, and it is four times higher than the typical London average of 9%. This is complemented by Westminster having one of the lowest levels of car ownership in the capital at 37% of households, compared to the London borough average of 42%.

Figure 6: Walking is the largest mode of transport in Westminster (the London Travel Demand Survey 2012/13 – 2014/15).

Transport mode	Trip origin in Westminster	Trip destination in Westminster
Walk	40%	40%
Underground / DLR	24%	25%
Bus	13%	13%
National Rail / Overground	8%	8%
Car driver	5%	5%
Car passenger	3%	2%
Taxi	4%	3%
Cycle	3%	3%
Other	1%	1%

Some workers commute into Westminster by walking, whilst others travel in using different modes. However, everyone completes the last leg of their journey on foot, whether it is by walking from a tube or train station, bus stop, river bus pier or parking space to their destination. This means that any data is likely to underrepresent the total amount of

walking in Westminster and where, when and why these trips take place.

Growth in rail passengers

The average growth in train passengers in London was 46% between 2003 and 2012. However, various stations exceeded this growth, with Marylebone station experiencing 76% passenger growth during this period (<https://www.economist.com/news/britain/21593470-how-one-small-commuter-route-flourishing-engine-could>). The number of rail passengers is likely to continue growing in line with the number of workers and visitors.

Walking from railway terminals

On average, 36% of rail journeys are continued on foot, across all stations in central London. Within Westminster walking from railway termini varies from 55% for Charing Cross to 12% from Paddington (see Table 2 overleaf).

The Elizabeth Line

The Elizabeth Line (Crossrail 1) will substantially increase the number of people arriving on the streets of the West End as it will enable an extra 1.5 million people to be within 45 minutes of central London. TfL forecasts that Elizabeth Line stations will result in an extra 130,000 pedestrians, approximately, entering Westminster every day by 2021, as follows:

- 10,600 at Paddington station,
- 62,000 at Bond Street station (east and west exits), and
- 68,000 at Tottenham Court Road station (east and west exits).

London overground

TfL proposes to introduce night running on London overground trains in the near future, which will boost Westminster's night time economy by enabling many more people to travel home cheaply and conveniently from late night venues.

London Underground

London Underground is carrying record numbers of passengers helped by steady increases in its capacity. The night tube started running from August 2016 on various lines (see Figure 7 overleaf). It operates on Friday and Saturday nights to provide a 24 hour service.

Increasing numbers of people will be able to enter Westminster in the coming years due to various improvements to London Underground services, as follows:

- Victoria line – a higher frequency service with up to 36 trains per hour from May 2017;
- Circle, District, Hammersmith & City and Metropolitan lines – increase capacity by 33% by 2018, resulting in up to 17,500 extra passengers per hour;
- Jubilee line – higher frequency services with up to 36 trains per hour by 2020;
- Northern line – higher frequency services with up to 30 trains, and 18,000 more passengers per hour by 2022;
- Piccadilly line – 60% increase in capacity by 2025; and
- Bakerloo and Central lines – 25% increase in capacity on both lines in the late 2020s.

Crossrail 2

Crossrail 2 is in the early stages of planning and if funded it could be operational in the early 2030s. It proposes stopping at Victoria and Tottenham Court Road stations in Westminster to provide a direct link through central London between Surrey in the southwest and Hertfordshire in northeast.

All these rail improvements emphasise the importance of improving the streets and spaces surrounding busy rail termini and underground stations to accommodate passenger growth,

and provide higher levels of safety, security and comfort.

Figure 7: The London Night Tube in Westminster (WCC).

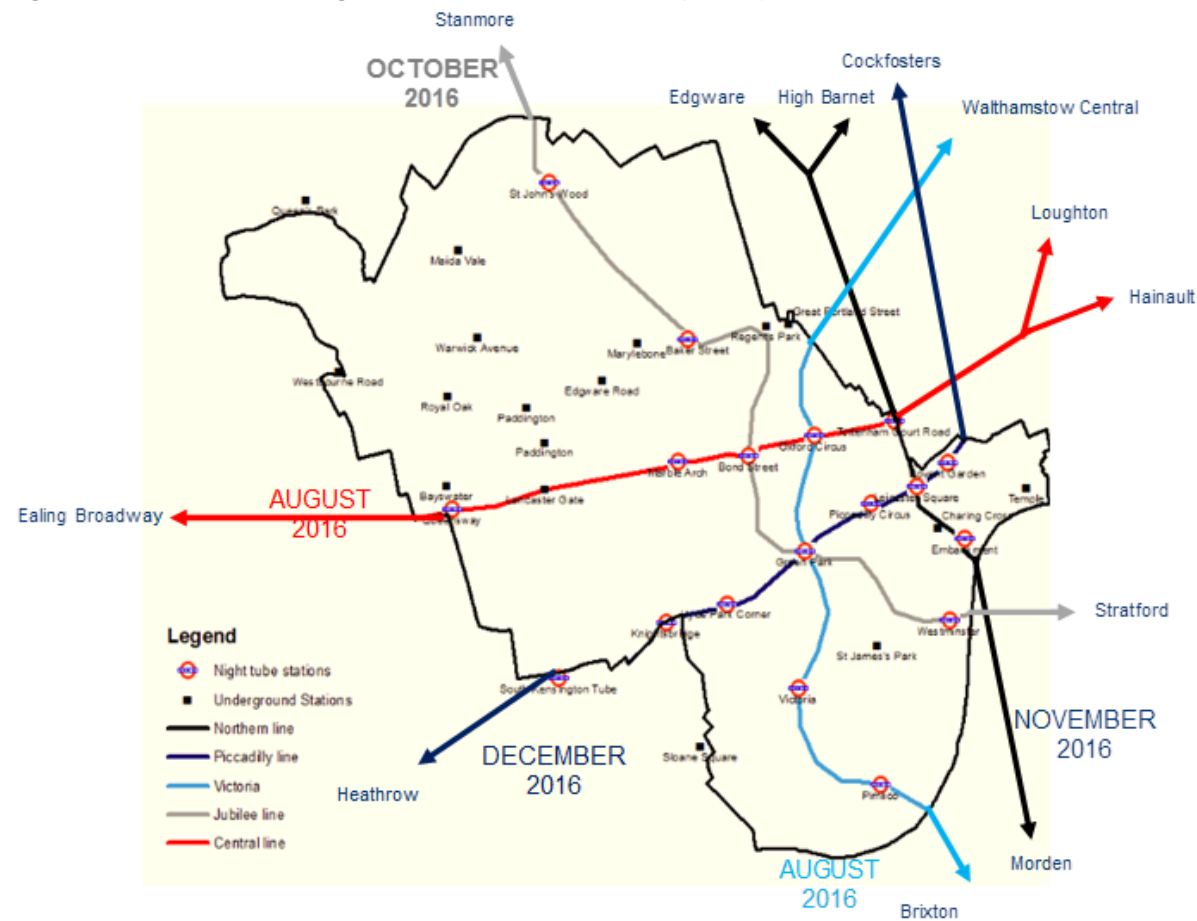


Table 2: Walking from the mainline rail termini in Westminster (Central London Rail Termini Report, TfL, 2011, Fig 6.1, 6.2 and 6.7).

Terminus	Daily number of walk journeys	Walking mode share for station	As a proportion of from termini	Potentially walkable journeys
Victoria	43,900	33%	12%	15,300
Charing Cross	35,700	55%	9%	10,500
Paddington	7,800	12%	2%	3,000
Marylebone	4,300	18%	1%	1,900

Encouraging walking in Westminster

Westminster’s residents walk for 84% of all trips that can be walked. This is the second highest amount of walking for any London borough, which makes it challenging to achieve any further increases in walking.

Amongst residents the 16% of trips that they do not walk the greatest potential is to attract them from buses or cars (ie on roads) rather than tube or rail.

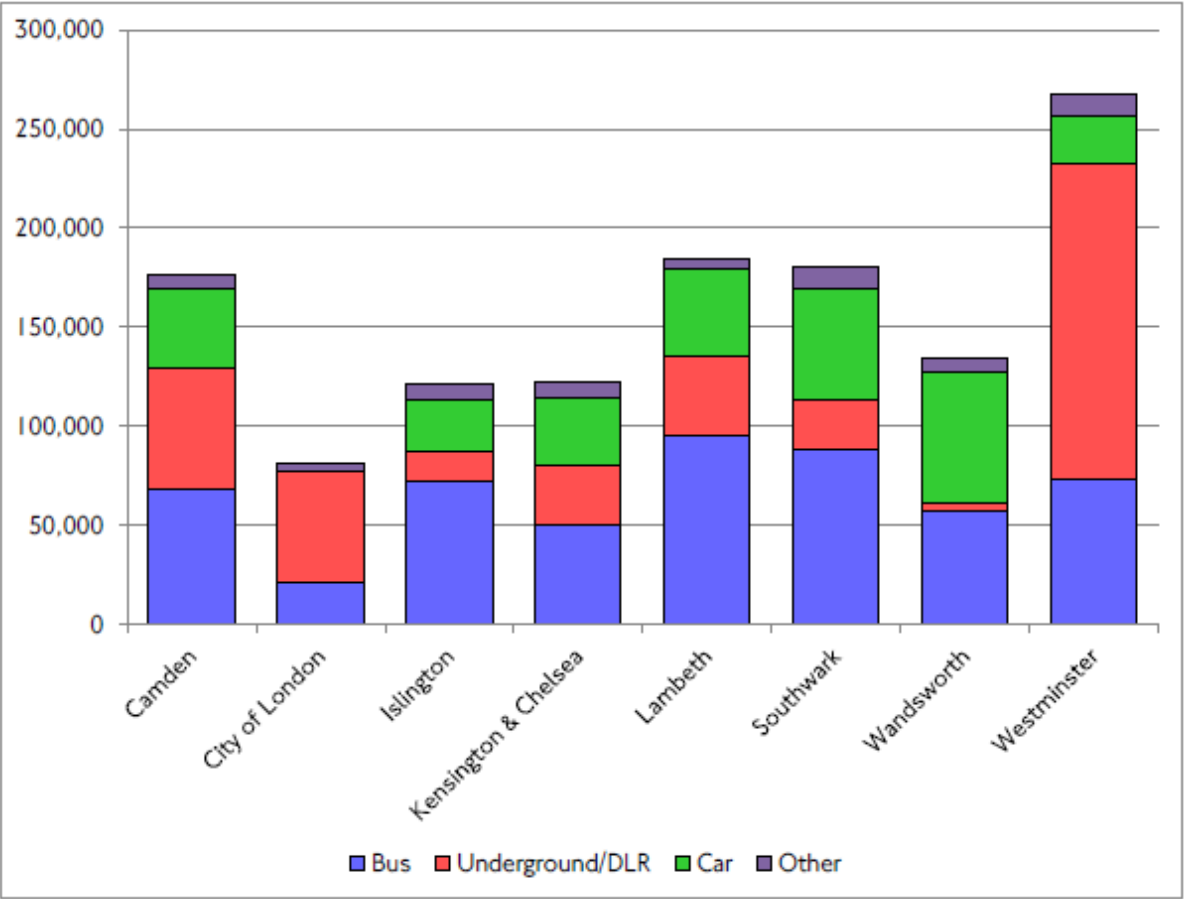
For all the workers and visitors in central London the most effective way to increase walking is to encourage tube passengers to make short walking trips instead, as seen in Figure 8 below (TfL, Opportunities for switching bus journeys to walking, TfL presentation, 27 June 2016, p14). In turn, less tube trips would reduce pedestrian crowding on the footways outside tube stations.

Strategic roads and schemes

Westminster lies at the centre of London and contains several strategic roads, and a huge number of destinations of national and international importance. This means that many streets have both very high footfall and vehicle flows. Consequently, Westminster, with TfL and landowners, have undertaken many ambitious pedestrian schemes to improve strategic roads, crossings and places. For example:

- Pedestrianising the north terrace of Trafalgar Square in front of the National Portrait Gallery;
- Widening the pavements in Whitehall;
- Improving the pavements and crossings in Piccadilly Circus;
- Creating the UK’s first diagonal crossing at Oxford Circus,
- Returning Baker Street to two-way operation; and
- Working with the Mayor, TfL and the WEP to explore transforming the Oxford Street district (west and east).

Figure 8: Opportunities for short walks instead of using other modes of transport (TfL).



Challenges

Westminster is experiencing some of London's highest growth rates in terms of residents, workers and visitors, and public transport improvements. This creates many new challenges to increase active travel by encouraging more people to walk, or to walk further, in Westminster.

More pedestrian space is required to improve many pavements, which are already overcrowded, to keep up with the growing numbers of people, and to create more comfortable, safe and economically successful places. This is a significant challenge considering the limited space in central London.

Opportunities

Westminster's highway schemes

Another opportunity is created by Westminster's approach to its highways' schemes. These schemes aim to improve various modes of travel, but especially active ones (ie pedestrians and cyclists) where possible. Westminster's highway schemes evaluate all pedestrian crossings and road markings to see whether they can be improved to create more space for active travel, cycle parking, tree planting etc, wherever possible, and review all opportunities to de-clutter streets. Please see the Case Study below about the Marylebone Low Emission Neighbourhood (LEN).

Growth and new development

London is experiencing significant amounts of growth, which is triggering new development. This provides real opportunities to reimagine and improve the public realm to deliver world-class walking environments (see the Case Study: Development's creating new routes and places below).

The Elizabeth Line

The construction of the Elizabeth Line creates a unique opportunity to combine growth, higher numbers of pedestrians and redevelopment to reconfigure streets, spaces and transport modes across central London. Indeed, the overarching purpose of Crossrail is to enable such changes. Consequently, Westminster is investigating improving the streets outside Elizabeth Line stations.

The additional transport capacity and connectivity provided by the Elizabeth Line is also helping to reduce the number of buses, and likewise taxis in the Oxford Street district. This would release space to enhance Oxford Street as a world class retail destination and walking environment. This includes the Mayor and TfL continuing to work with Westminster City Council and others, on plans to support growth and to transform the district for pedestrians.

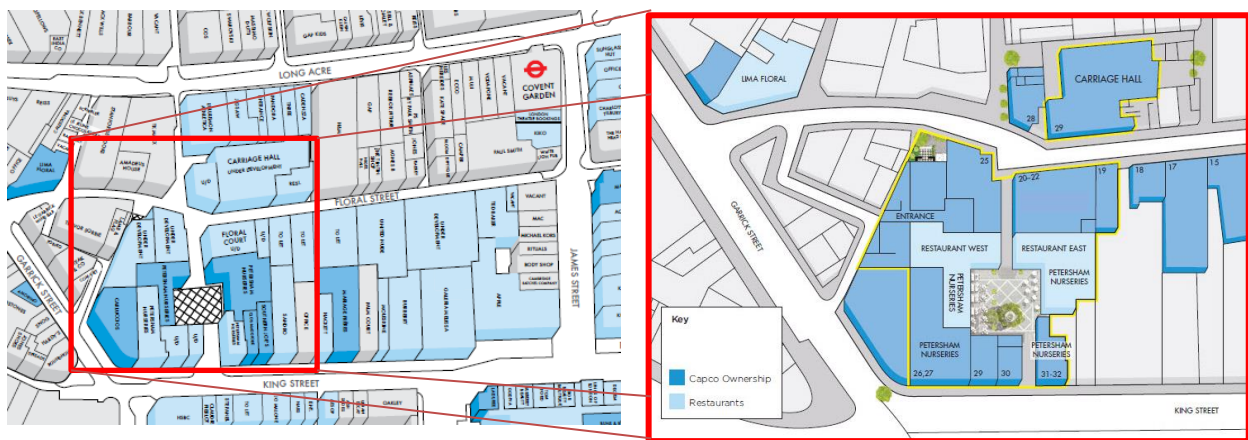
This opportunity is supported by TfL's analysis which shows that there is significant potential to encourage walking in Westminster by discouraging people from making short bus trips and for journeys to town centres (ie the West End) (see Figure 9 below) (TfL, Analysis of Walking Potential, Jan 2017, Figure 5.6, p42).

Partnership working

A further opportunity is for Westminster to coordinate its highways improvement schemes with major development work. Westminster works with many developers and landowners to provide better walking and cycling facilities to accommodate any increase in building occupants.

Case Study: Development's creating new routes and places

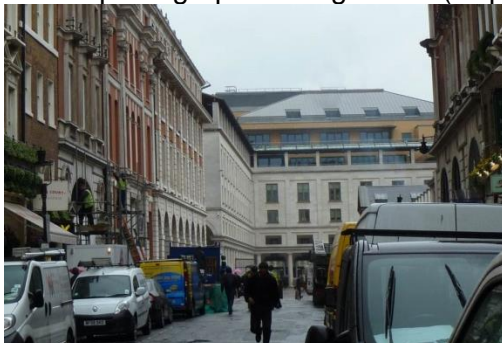
In recent years, three different developers (Capital & Counties, Shaftesbury Plc and Mercers) have funded and built new pedestrian routes and spaces across the Covent Garden area to improve walking and create new economic opportunities. Capital & Counties (Capco) worked with Westminster City Council to undertake extensive public realm improvements. They identified that James Street was very crowded, because it is the only North to South route linking Long Acre and the piazza, as the other five alleyways stop at Floral Street (see Capco's plan below).



Capco responded by constructing Floral Court, which creates a new alleyway and courtyard from Floral Street to King Street to encourage walking (see Capco's detailed plan above). Floral Court opens in the autumn of 2017 and could capture 10% of the footfall from James Street, or over 4.5 million visitors a year. This would reduce crowding in James Street and create new economic opportunities in Floral Court.

Before Capco created Floral Court it worked with Westminster City Council to renovate King Street and introduce a timed closure. It allows deliveries during the morning, more pedestrian space at midday (during its busiest period) and residents' parking at night. As a result King Street experienced roughly a 30% increase in pedestrians and retail sales between 2016 and 2017. This encouraged Capco to undertake further improvements in King Street by installing façade lighting to de-clutter the pavements, investigate air quality improvements from the timed closure, and consider installing moveable greenery and seating to enhance the street.

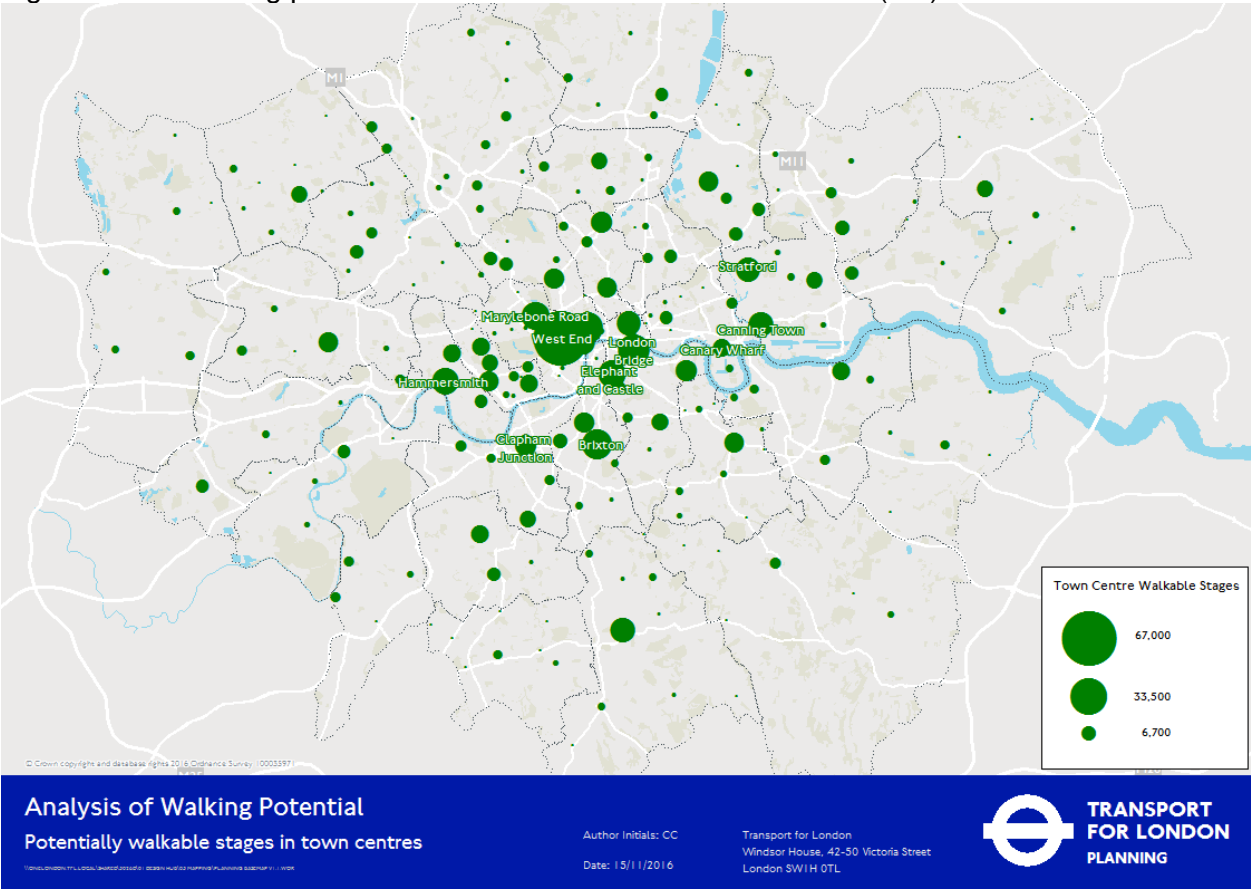
Before photograph of King Street (Capco).



After photograph of King Street (Capco).



Figure 9: The walking potential to and from town centres in London (TfL).



Case Study: The Marylebone Low Emission Neighbourhood, Improving air quality by enhancing pedestrian spaces

The Marylebone Low Emission Neighbourhood (LEN) is an exciting pilot programme using a public / private partnership to improve air quality through several innovative and exciting public realm and behaviour change projects. Funded by the Mayor's Air Quality Fund, the LEN was developed by Westminster with key stakeholders and partners, including the Business Improvement District (BID), large landowners and local residents.

The Marylebone LEN aims to enhance and improve the pedestrian environment to create a 'green spine' that improves air quality and the walking experience along Paddington Street, George Street and Marylebone High Street. These improvements will widen and de-clutter footways, and introduce a lot more greenery through pocket parks, planters and tree planting. This aims to give greater encouragement to walking and so reduce driving, which improves air quality.

The pedestrian spaces should be improved in 2019 / 2020 to encourage walking as the primary mode when visiting and travelling through the Marylebone LEN. This should create places that people want to visit and spend more time in, as well as improving air quality. If the LEN proves to be successful, then Westminster will consider creating them elsewhere.



Measures

The following measures increase the capacity of streets to accommodate existing and growing numbers of pedestrians. These highways measures are funded by the Westminster Local Implementation Plan (LIP) programme, new developments, land owners or BIDs.

LIP funding for public realm improvement schemes

A key source of funding is the Westminster LIP Delivery Programme (Section 4, Table 5). The granted capital funding from the LIP allows Westminster to allocate it to deliver transport projects, including designing and constructing highways' schemes. Westminster's current LIP delivery programme prioritises pedestrians, in terms of improving their: safety, amenity and quality of the public realm.

Developer funding for public realm schemes, including new routes and spaces

Major new developments provide opportunities to improve the walking environment in their immediate vicinity and beyond. This can include landowners creating new routes through large development sites and permitting public access for specified times. Discussions with land owners and developers and their responses to this Walking Strategy have indicated they are willing to consider permitting public access through developments when requested. Westminster will continue to work with the private sector to promote and encourage walking by using its planning and highways powers to ensure that new developments make a positive contribution to the public realm wherever possible.

Partnership working to improve walking and the public realm

Westminster works in partnership with land owners, developers, BIDs and the WEP to undertake many schemes together. By working in partnership and pooling our resources this maximises the benefits that can be delivered to provide better routes, crossings and spaces to accommodate more people in greater comfort.

Westminster is investigating improving the streets outside Elizabeth Line stations to create larger, better, more comfortable and secure spaces to accommodate more pedestrians. For example, improving Hannover Square outside Bond Street station.

Westminster also has an excellent track record of working with land owners. The WEP Place Programme lists a large number of joint schemes (in Table 3) with a few highlights in the bullet points below.

- Capco in the Case Study: Development's creating new routes and places in Covent Garden,
- The Portman Estate helped to improve the north-south walking route between Marylebone station and Marble Arch by widening pavements and installing zebra crossings, and
- The Grosvenor Estate has funded many public realm improvements, including a comprehensive scheme in Grosvenor Hill to create a single surface with seating, tree planting and cycle parking (see Figure 10 below).

Figure 10: The Grosvenor Hill public realm scheme (Grosvenor).



Allocation of street space

There are several ways to redesign and reallocate street space to improve walking.

Footway widening

Congested footways can be widened where there is sufficient highway land. This is not possible everywhere, but Westminster has created good examples of Key Walking Routes in: Long Acre, Victoria Street, St James Square and Lincoln's Inn Fields.

Smarter Streets

Another approach is 'Smarter Streets', which increases space for pedestrians by designing multifunctional spaces and / or items of street furniture. This reduces the space these items require and so releases land for pedestrians. For example, raised loading bays or pads, widen the footway most of the time, but can be used for deliveries outside of peak hours. Examples of raised bays include The Strand (see Figure 11 below).

Figure 11: Raised bay in The Strand (WCC).

To Follow.

Shared space

Another way to create more space for walking is by designing shared space. This is only suitable in very

specific circumstances and it needs to pay particular attention to people with inclusive design needs. For these reasons shared space is only likely to be acceptable and appropriate in certain locations.

Reallocating highway space

Another way to create more pedestrian space is by reallocating the highway by introducing: temporary, experimental, timed or permanent road closures for motor vehicles. Westminster contains a unique set of circumstances and challenges that requires a nuanced approach. However, there are opportunities to use some streets in more flexible ways at different times of the day and night. Timed closures may be achievable to increase and improve the public realm for pedestrians where full pedestrianisation is not feasible. For example, Heddon Street and King Street (see the Case Study: Development's creating new routes and places above). This enables businesses to still receive deliveries, whilst residents do not suffer noise and disturbance at unsociable hours.

Increase pedestrian crossing phases at signalised junctions

A number of traffic signal junctions in Westminster do not have pedestrian crossing / green man signals. Any new or amended signals require TfL's authorisation, as they manage London's traffic signal network. Thus Westminster works with TfL to introduce new signalised pedestrian crossings or signal changes, wherever possible. Any new signalised crossings are dependent upon: the history of casualties at this location, the number of pedestrians who would use them, their requirement from a safety and accessibility point of view, the potential impact on other road users, and providing smooth and quick crossings for pedestrians.

Active by Design: new development

There is emerging evidence that an “Active by Design” approach can create new buildings that encourage walking inside by, for example, making it easier to use the stairs than the lifts. This encouragement to walk inside buildings could translate into greater amounts of walking outside buildings. This should be explored by developers, architects and planners.

place • programme

EASY TO REACH, WITH LESS CONGESTION AND BETTER AIR QUALITY
RENEWED FOR QUALITY, INTEREST AND EXTENT OF ITS PUBLIC PLACES,
HELPING TO DIFFERENTIATE LONDON FROM OTHER WORLD CITIES

THE WEST END.
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Table 3: West End Partnership Place Programme and estimated costs (West End Delivery Plan 2015-2030, March 2017).

WEP key projects	Deliverables	Key delivery partners	Programme costs	Map ref.
Oxford Street West	A world class experience. Reduction of traffic, improved pedestrian safety, provision of better retail spaces with a renewed mix of retailers, creation of a high quality public realm including 'basis' spaces, and improvements to Marble Arch junction.	Transport for London; Westminster City Council; New West End Company; Oxford Street property owners; The Royal Parks Agency	£50 million	1
Baker Street Two Way	Introduction of two-way traffic operation on Baker Street and Gloucester Place.	Westminster City Council; Transport for London; Baker Street Quarter Partnership; Portman Estate	£15 million	2
Bond Street	New paving maximising space for pedestrians and improved servicing. New street furniture and public seating and improved connections to neighbouring oasis spaces.	Transport for London; Westminster City Council; New West End Company	£17 million	3
Bond Street London Underground ticket hall	New London Underground ticket hall at Marylebone Lane/Oxford Street junction and associated public realm improvements.	London Underground; Crossrail; Transport for London; Westminster City Council	tbc	4
Bond Street West ticket hall	Commercial over-site development at 65 Davies Street and public realm improvements around Davies Street for the new Crossrail entrance.	Transport for London, Crossrail, Grosvenor Estate; Westminster City Council	£5 million	5
Oxford Street East	Completion of public realm and highway improvements connected to Crossrail and Tottenham Court Road.	Westminster City Council; Camden Council; Transport for London; Crossrail; London Underground; New West End Company; private developers	£6.5 million	6
Tottenham Court Road Two Way	Provision of two way system in the Tottenham Court Road area and St Giles linked to Crossrail station improvements. Will include six new or improved public spaces, and additional provision for two way cycling streets.	Crossrail; Transport for London; Camden Council; Westminster City Council	£51 million	7
Dean Street - Tottenham Court Road Western Ticket	Public realm improvements around the western ticket hall of the new Tottenham Court Road Crossrail Station.	Westminster City Council; Camden Council; Transport for London; Crossrail; London Underground	£5.5 million	8
Cambridge Circus	Public realm improvements including wider footways, diagonal crossing point; new lighting, and new traffic arrangement.	Westminster City Council; Transport for London; Camden Council.	£1.2 million	9
Aldwych / Strand	Highway, traffic and public realm improvements.	Westminster City Council; Transport for London; London Underground; Crossrail	£10 million	10

EASY TO REACH, WITH LESS CONGESTION AND BETTER AIR QUALITY
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place • programme

THE WEST END.
DELIVERY PLAN 2015-2030 ■ Pg 13

Table 3 (continued): West End Partnership Place Programme and estimated costs (West End Delivery Plan 2015-2030, March 2017).

WEP key projects	Deliverables	Key delivery partners	Programme costs	Map ref.
Berwick Street Market and Berwick Street North	Public realm improvements incorporating new shared services, new electric provision, and improved lighting.	Westminster City Council; PMB Holdings; Transport for London; local businesses and residents	£1.5 million	11
Hanover Square	Implementation of new Crossrail station and public realm improvements, and improved access to the gardens and creation of 'oasis' space.	Westminster City Council; Transport for London	£10 million	12
Cavendish Square	Refurbishment of the underground space and parking arrangements, introduction of new commercial uses and leisure facilities, and public realm improvements.	Westminster City Council; Transport for London; New West End Company	tbc	13
Covent Garden footway improvements	New York stone footways to Henrietta Street, part of Southampton Street, part of Piazza and new bollards.	Westminster City Council; Capco; local businesses	£0.7 million	14
Detailed public realm improvements	33 Grosvenor Street; Regent Street North; Berkley Street / Davies Street; Marylebone Lane; Brooks Mews; 20 Grosvenor Square / North Audley Street; Brook Street / Grosvenor Square; Carnaby Street / Fouberts Place; Broadwick Street; Jermyn Street; Newport Place; Upper St Martins Lane; Strand; Villiers Street.	Westminster City Council; Grosvenor Estate; Transport for London; The Crown Estate; Howard de Walden Estate; Shaftesbury Estate; Great Portland Estate; London Underground; Crossrail; Heart of London Business Alliance	£20.3 million	15 - 28
Leicester Square side streets	Public realm improvements including Whitcomb Street and Pantoon Street.	Westminster City Council; Heart of London Business Alliance; private developers	£4.2 million	29
Marylebone Road / Euston Road	Provision of substantial public realm improvements and corresponding highway improvements to improve air quality.	Camden Council; Transport for London; Westminster City Council; local businesses and residents	£20 million	30
Savile Row	Public realm improvements, including new pedestrian crossing and relocated residents' parking.	Pollen Estate; Savile Row Strategic Group; Westminster City Council; local businesses	£0.5 million	31
Soho public realm improvements	Public realm improvements including improved seating and accessibility to Soho Square.	Crossrail; Westminster City Council; local businesses and residents	£2.5 million	32
Strand 190 / Arundel Street	Highways works for the redevelopment of 190 Strand.	Westminster City Council; private developers	£0.5 million	33

NB: There are additional projects and programmes not listed above.

Case Study: Pedestrian Countdown Timers

The TfL Pedestrian Countdown system indicates how much time people have to cross the road after the green man signal has gone out. Countdown works by including an additional display which counts down in seconds the safe time left for pedestrians to cross the road.

Countdown replaces the 'blackout period', after the green man signal on pedestrian crossings and before the red man is shown. Many pedestrians believe they can only cross the road during the green man signal, despite the 'blackout period' continuing to give people the right of way to complete their crossing. Countdown resolves this by showing how much time is left for pedestrians to use the crossing. Thus it gives more people the confidence to cross the road and to make better and safer decisions as they are less likely to panic or stop in the middle of the road.

In 2010 / 2011 TfL trialed Countdown at eight locations across London, including the Oxford Circus diagonal scheme with much support from the City Council. This trial found that:

- 83% of those surveyed said they liked Pedestrian Countdown;
- It reduced people's uncertainty helping them to make more informed crossing decisions;
- It smoothed traffic flow; and
- Had no negative effect on pedestrian safety.



(Source: TfL).

As a result of these findings TfL, and interested London Boroughs, are upgrading some 200 existing signalised crossings to Countdown across London. Westminster is a leading borough in the installation of Countdown at selected junctions on: Regent Street, Whitehall, the Trafalgar Square area, Maida Vale, Harrow Road, Shirland Road, Warwick Way, Elgin Avenue, Wells Street and Victoria Street.

This programme installs pedestrian Countdown by targeting signalised junctions and locations which can reduce casualties. By January 2015 / 2016 Westminster and TfL had upgraded 75 signalised pedestrian crossings with the Countdown system. Another 50 sites will be upgraded over the next two years using this £400,000 programme, which is funded by TfL through the Westminster LIP.

Objective 2: to improve the quality of the walking environment and the public realm to make walking more comfortable

The current situation

Westminster, and its partners, have introduced many schemes to improve the quality of the pedestrian environment. This involves: de-cluttering, improving pavement surfaces, creating resting places, adding planting, pocket parks and introducing play streets. A recent example is the Wonderpass Case Study below.

Westminster benefits from many very high quality, historic alleyways, streets, London squares and parks and architecture that provide an excellent template for high quality pedestrian design. Westminster also seeks to provide new designs and street furniture where they can provide better, safer and more effective solutions for pedestrians, and to accommodate growth. This can involve the City Council creating a new public space to better appreciate St Patrick's church, which is a grade II* building as part of the Elizabeth Line work. Alternatively, Westminster is providing better and safer pedestrian countdown signals and smaller and more efficient LED lighting. In this way, Westminster works to improve the quality of its many historic environments by sensitively using the best new technologies and designs.

In 2011 the City published the Westminster Way - Public realm strategy. This wide ranging document helps the council and developers to design and deliver high quality streets and spaces to provide a simple, coordinated, coherent and consistent public realm that enhances Westminster's historic environment.

Challenges

Improving the quality of the walking environment for everyone

Improving the quality of the public realm benefits everyone and encourages people to spend more time there. By improving streets this can expand their role from simply providing routes between destinations to creating comfortable, quality places to walk, meet neighbours, colleagues and friends, to catch up, etc. This is important for Westminster as its hospitality industry is a major part of the economy and the quality of life in Westminster.

Poor air quality can influence the decision to walk and spend time outdoors

Poor air quality is another challenge to providing a quality environment to encourage walking. With a London Councils poll finding that 19% of Londoners said that less air pollution would encourage them to walk more.

The most recent full assessment in 2010 is that long-term exposure to particulates (PM2.5s) and also nitrogen dioxide (NO2) brought forward about 9,400 deaths annually in Greater London. Air pollution typically affects vulnerable people the most, ie the young, the elderly, and those with existing respiratory problems and chronic illnesses.

Motor vehicles are a major source of pollutants, which is concentrated near busy, strategic roads in Westminster (see Figure 11 below). This pollution affects people living near busy roads (with more than 10,000 vehicles a day) as it is likely to account for 15%-30% of all new asthma cases among children, and chronic pulmonary and coronary illnesses in adults. Many of these strategic roads with poor air quality, such as Marylebone Road, Edgware Road and the Embankment are

managed by TfL, which is working with Westminster to address these issues.

Research has shown that exposure to less pollution over the long term could add almost two years life expectancy to people aged 30 and over. Walking and cycling should be encouraged as drivers sitting in traffic can experience significantly higher levels of air pollution. Pedestrians can further reduce their exposure to air pollution by avoiding strategic roads with high volumes of traffic and instead use less-trafficked streets. This was confirmed by King's College in 2010 when it fitted pollution monitors to pedestrians that recorded less pollution in less trafficked streets.

De-cluttering

One way to create a higher quality walking environment is to de-clutter streets of excessive or redundant street furniture, such as traffic signs and posts. This creates footways with more space for pedestrians, is tidier, more attractive and requires less maintenance. Westminster has pioneered a number of de-cluttering initiatives, including the pay to park system using mobile phones, which enabled the council to remove parking meters from all its streets.

Private street furniture

Many items of street furniture are beyond the Council's control. These private items include all telecoms equipment. Most obviously the telephone boxes and telecoms cabinets which are installed by several different companies. TfL also installs traffic signals at junctions which also require control boxes (cabinets). Other TfL items include bus shelters and their end panels, electric vehicle charging posts, cameras for the congestion charging zone and other types of enforcement

that it is looking to introduce. Council's also have weak wayleave powers making it costly and slow to relocate items like lanterns onto buildings.

Balancing the need for comfortable footways with that of local businesses

It can be a challenge to provide a quality walking environment by balancing the provision of sufficient footway space for pedestrians with adjacent economic activities.

Westminster supports and authorises business activities on the public highway through the City Planning and Licensing departments. They can approve the temporary use of the Council's land for: 'A' boards, street trading kiosks, areas for tables and chairs, etc. However, the Council cannot license or control any activities on private forecourts, which tend to be areas with different paving or indicated by studs beside buildings, because this land belongs to others.

These licenses can help businesses to thrive and contribute to a vibrant and attractive street scene. However, they can encroach on the footway restricting space for walking, which creates obstructions and crowding. Street clutter can be especially difficult and hazardous for blind or partially sighted people, those with mobility impairments, parents with young children and pushchairs, or people with luggage. Ultimately, cluttered and congested footways provide poor retail environments as they are no longer comfortable places for people to spend time in. Thus the challenge is to carefully manage the balance between walking and the commercial activities in public spaces, whilst providing more space to accommodate the growing numbers of pedestrians. This may well require taking enforcement action and possibly new legislation to help remove clutter.

Hostile Vehicle Mitigation measures

Another recent type of street furniture is Hostile Vehicle Mitigation (HVM) measures, which aim to protect people in crowded places. The council will support and implement security enhancements in the public realm where it is agreed to be necessary. Any measures of this kind should, as far as practicable, be designed sympathetically to respect the surrounding context and public realm and, so far as practicable, the need for consistency with the council's approach to street furniture, with particular regard to safety, convenience and directness of pedestrian flow.

Case Study: The Wonderpass

The underpass beneath Marylebone Road (a TfL road) has been in a poor state for many years, which discouraged its use, and created a poor impression of this vibrant area. The Baker Street Quarter (the local Business Improvement District) responded in partnership with TfL and Westminster with a contribution from the local ward budget, to lead a project to revitalise this underpass. The 'Wonderpass' was created to encourage greater use by replacing poor lighting and puddles with bright colours and exhibits that celebrate the area's history and attractions. The design features works from the nearby Wallace Collection,

Madame Tussauds and Regent's Park Open Air Theatre, making this project a great example of community collaboration.

Following these improvements to the walls, floor, ceilings and steps of the Wonderpass, its use increased by:

- 154% in the morning,
- 28% in the afternoon, and
- 71% in the evening.

With 98% of users stating that the Wonderpass was better or much better than before.

Before the improvements to the Wonderpass (Baker Street Quarter).	After the improvements to the Wonderpass (Baker Street Quarter).
	

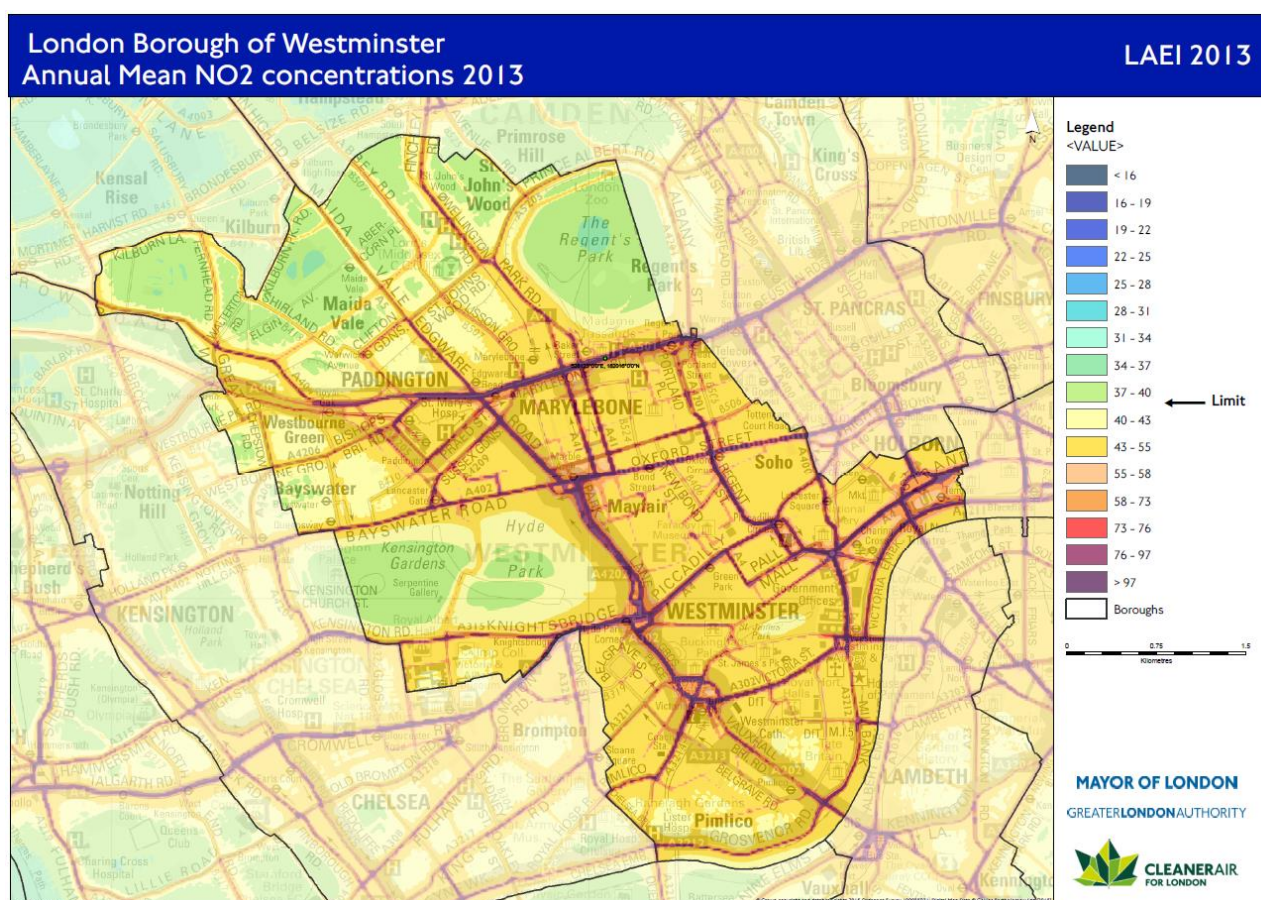


Figure 11 Westminster: Annual Mean NO_x Concentrations 2013 (source: Great London Authority, Local Atmospheric Emissions Inventory, 2015).

Opportunities

New developments

The scale and pace of development in Westminster provides opportunities to improve the quality of public spaces and ensure they are fit for purpose. Large development schemes can provide further solutions like installing lights on buildings to de-clutter streets and spaces, and constructing consolidation centres to reduce freight vehicle movements to improve streets for pedestrians.

Air quality initiatives

Other opportunities to improve the quality of the walking environment are provided by air quality initiatives.

Government air quality initiatives

The Government published its air quality

strategy in July 2017. It aims to reduce nitrogen dioxide to within the limits set by the EU by funding councils to reduce traffic pollution and phase out all petrol and diesel vehicles by 2040.

Mayoral air quality initiatives

The Mayor of London's air quality strategy highlights that very large reductions in NO_x are required to meet the EU's legal requirements. The MTS and TfL's work proposes a range of air quality improvements:

- Since 2008 TfL's Low Emission Zone (LEZ) has charged lorries and large goods vehicles to drive within the M25 motorway,
- TfL is introducing zero emission and ultra low emission buses across central London by 2020. They will reduce NO_x emissions from buses by up to 95%.
- From 23 October 2017 TfL will introduce the Emissions Surcharge (T charge). This is a £10 per day charge for driving any Euro 4

standard vehicle or lower in the Congestion Charging zone (typically a diesel or petrol vehicle registered before 2006). The T charge is a stepping stone before introducing the ULEZ.

- From April 2019 TfL will introduce the Ultra Low Emission Zone (ULEZ). This is a daily charge for every vehicle applicable at all times where a vehicle does not meet the low emissions standards.

Other strategic opportunities are provided by the Central Sub-regional Transport Forum, which is organised by the Cross River Partnership (CRP). The CRP are evaluating the quality and effectiveness of two walking projects in other central London boroughs in 2018 / 2019, and monitoring the results from 'Healthy Streets' schemes that overcome barriers to walking.

Westminster air quality initiatives

Westminster has a long history of tackling air quality issues. During the 2000's Westminster was part of the Clear Zone Partnership (CZP) which was led by the London Borough of Camden and included the City of London. The CZP aimed to improve air quality by trialing new street designs and technologies. This included creating: Key Walking Routes, the first scheme to explain how to design shared space and remove traffic signals, Legible London signs, new seating and cycle parking on the road. The new technologies included pioneering car clubs, electric vehicle charging points, and testing Ecostar / DNOx paving and paint. These measures have

spread across London, but tackling air pollution continues to be challenging because Westminster is a destination for many vehicle collections and deliveries.

In 2001 Westminster published its first Air Quality Strategy. Then in April 2013 Westminster published its Air Quality Action Plan (2013-2018). It provides a robust and focused set of measures that target pollution from transport and buildings.

In June 2016 the Mayor's Air Quality Fund awarded Westminster funding until 2019 to implement one of London's first Low Emission Neighbourhood (LEN) schemes in the Marylebone area. It aims to reduce air pollution by improving the public realm and through promotional measures to encourage behavior change. Westminster is also trialing the creation of play streets, and providing cycle training for young children and families.

Other funding sources include the Mayor's High Street Fund which provides opportunities to improve local streetscapes. Westminster has used this funding for projects in Soho and the Harrow Road.

Pedicabs

Another opportunity to enhance the quality of streets and spaces is provided by working with the Mayor to help manage pedicabs by helping to shape the Government's plan. Unlicensed pedicabs often create problems for pedestrians, including blocking footways and crossings, and overcharging visitors and tourists.

Measures

Improving the quality

Air pollution

Westminster is undertaking a range of air pollution measures, which improve the quality of the public realm.

The City Council is trialing the LEN in Marylebone with landowners, businesses and residents to reduce air pollution by using engineering and behavior change measures. This includes the first parking charge for visiting diesel vehicles in the UK. The Marylebone LEN provides a template for the Mayor's Liveable Neighbourhoods programme, and could be replicated if it is successful and supported.

Westminster introduced an anti-vehicle engine idling campaign called #Don'tbeidle to reduce unnecessary air pollution, including by delivery, servicing and taxis vehicles, which are high polluters.

<http://info.westminster.gov.uk/dontbeidle>

Westminster was one of the first councils to encourage low emission vehicles (such as electric vehicles and hybrid taxis) by supporting charging technologies).

De-cluttering

From 2011 to 2015 Westminster delivered its "Neat Streets" programme to de-clutter the roads in the city (see the Case Study below). The lessons learnt from this programme are now included in all of Westminster's highway designs, which review opportunities to de-clutter streets by:

- Removing any redundant street furniture (ie traffic signs, posts, guard railings, etc),
- Re-locating items into street furniture zones, or
- Co-locating items onto fewer objects (ie having more than one sign on a post).

The council will continue exploring with TfL how to reduce clutter on Westminster's busy footways. This includes making the case to government

for simpler and stronger powers to de-clutter streets to better manage items like telephone boxes. Westminster highlighted this problem in the media this summer 2017

(<http://www.bbc.co.uk/news/uk-england-40230216>).

Quality of the footway

To help Westminster better maintain its footways and their safety and quality the Council will promote and publicise its:

- "Report It" web page for roads and pavements at <https://www.westminster.gov.uk/report-it> and
- Emergency number for dangerous issues to the public on 020 7641 2000.

Pedicabs

Another measure to improve Westminster's streets is better regulation of pedicabs to prevent them from blocking pavements and crossings, and creating noise. The Council is working with the Mayor to grant the GLA the powers to regulate pedicabs in London. This would extend the licensing regime so that TfL or the Metropolitan Police can operate a fair and equitable licensing system to enforce against any infringements.

Resting places

Another measure to enhance the quality of public spaces is to create resting places that provide opportunities for sunshine, shelter and shade. Seating is especially helpful for the young and the elderly, and people who are impaired or encumbered by shopping or luggage to help them walk further and spend more time outdoors. But Westminster's pavements tend to be crowded and so seating can often only be feasibly provided in small public spaces, like the oasis spaces beside Oxford Street. Any seating also needs to be carefully designed to avoid attracting anti-social behaviour.

The City Council will continue working with partners to provide resting places near major thoroughfares and retail

Westminster Walking Strategy 2017 - 2027 districts to help workers, shoppers and visitors take a break, eat lunch or pause in Westminster. This includes working with the West End Partnership's "Delivery Plan 2015-30" which aims to create 'oasis' spaces beside main roads and in side streets in the West End.

Planting

The Council continues to support the greening of its streets, where space permits, to: create more attractive walking routes, ameliorate air pollution and the effects of climate change, and help to reduce flooding. Examples include the Marylebone LEN (Case Study earlier) and the Green Spine through the Church Street area. The Green Spine aims to provide a range of plant types, including trees, wherever achievable, taking into account pedestrian crowding, sufficient pavement widths, underground utilities and avoiding plants whose roots damage footways or drains.

Pocket parks

Another quality measure is creating pocket parks which transform redundant or neglected pieces of land to create small public spaces. Westminster supports residents and other stakeholders to identify locations and develop proposals to create pocket parks where space and costs permit.

Parklets

Westminster is also investigating the creation of parklets on the carriageway, which use planters to possibly provide seating and / or planting in places where there is not enough footway space. Westminster is working in partnership with the Architecture and Urban Design department in Westminster University and their students to design pocket parks, which could be installed and trialed in the Marylebone LEN.

Another new measure to improve the quality of streets is "Play Streets". This allows children to play near their homes for a set period of time by temporarily preventing traffic from entering, usually part of, a residential street. Play streets are created by residents who identify and discuss the idea within their neighbourhood, before nominating them as play streets. Residents are consulted on a Traffic Management Order (TMO) to ensure that the proposed play street is supported by the community. Residents then close the road to hold regular play street events.

Play streets help to improve the quality of the environment and increase walking by encouraging children and families to spend more time being active outdoors interacting with their neighbours in their area. In this way, outdoor play promotes Westminster's wider public and health objectives to reduce obesity among children and enhance resident's quality of life (see Figure 13 below).

Figure 13: Play street in the Marylebone LEN (WCC).



Play streets

Case Study: Neat Streets

Westminster ran its 'Neat Streets' de-cluttering programme from 2011 to 2015, which was funded through the City Council's LIP Corridors delivery programme 2011 to 2014.

Neat Streets went beyond de-cluttering posts and sections of guardrailings to 'deep clean' streets by carrying out works to: remove graffiti and 'tag' stickers, repair redundant traffic signs, maintain lamp posts, upgrade pedestrian fingerpost signs with Legible London units, repair footways and maintain trees.

The Neat Streets programme spent approximately £2.7m over three years on the following items:

- A Feasibility study that assessed 1,600 streets across Westminster,
- A year 1 programme which improved 400 streets; followed by,
- Year 2 and 3 programmes that improved the remaining selected streets.

This resulted in nearly 12,700 defects being identified, repaired or removed, ranging from:

- Footway / carriageway repairs, paint touch-ups, lamp post and sign light repairs,
- 339 posts were removed,
- 815 traffic signs were removed,
- 138 traffic signs were reduced in size,
- 1,050 on-street assets were cleaned or had graffiti or 'tag' stickers removed; and
- 1,031 street lights were repaired.

The lessons learnt from the Neat Streets programme has resulted in all Westminster's transport and public realm schemes now seeking to reduce street clutter, wherever possible. For example, the Baker Street two-way scheme will remove several posts by relocating these parking control signs onto adjacent lamp posts.

Public realm improvement scheme (WCC).

To Follow

Objective 3: to make walking more intuitive by increasing the legibility and permeability of walking routes

The current situation

Westminster has the second highest number of walking trips in London boroughs at 84% of trips. As such, few Westminster residents using other modes of transport is their journeys can be walked. Instead, it is visitors who mostly make short public transport trips in central London. This is because they are less knowledgeable about the short distances involved, and less confident about finding their way on foot.

To help visitors walk more, and so reduce crowding on public transport, Westminster worked with the Clear Zone Partnership, the Central London Partnership and TfL to introduce Legible London wayfinding signs on-streets, bus shelters, Cycle Hire docking

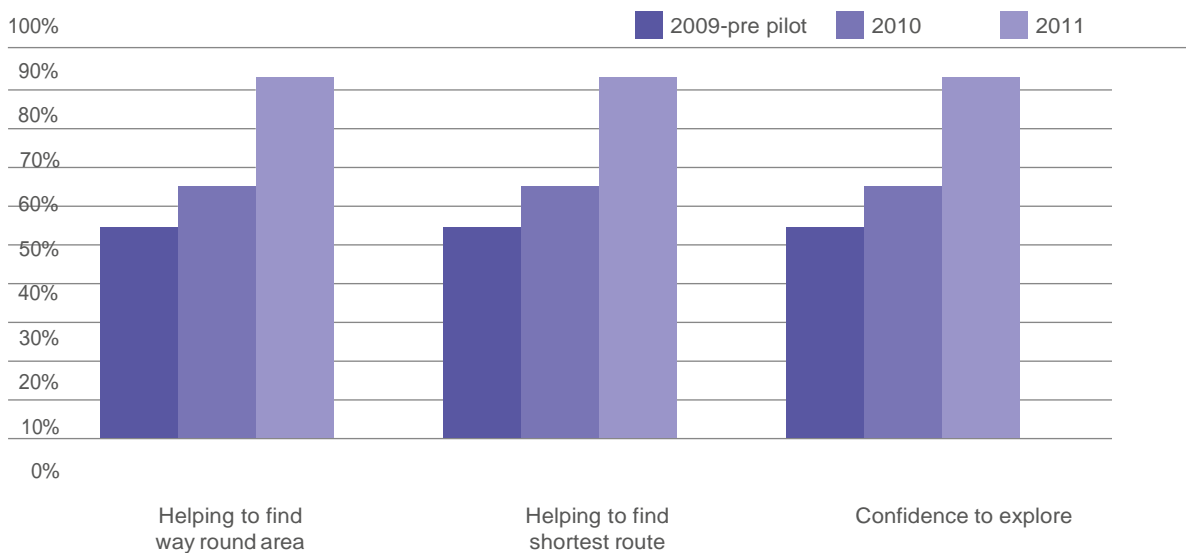
stations and inside London Underground tube stations (see Figure 14 below). Legible London signs have many advantages as they show many more routes and destinations, and highlight typical walking times. These signs also show landmark buildings in three dimensions so users do not need to know the names of where they are going, to help tourists and visitors.

TfL has monitored Legible London signs and found that they are used by up to 300 pedestrians an hour. With 5% of people passing the signs using them during the weekend in central London. People are also markedly more satisfied with pedestrian signs since Legible London was introduced (Table 4 below). This popularity demonstrates the quality and effectiveness of Legible London signs, despite alternatives like digital maps and apps on smartphones.

Figure 14: Plan showing all Legible London signs in Westminster.

To Follow.

Table 4: Increased satisfaction with pedestrian signage since Legible London was introduced (By SDG for TfL, March 2014, page vii, Figure 3).



Challenges

Westminster has a specific challenge regarding wayfinding. The City contains a dense grid of streets that provide high levels of permeability for pedestrians. However, many areas have surprisingly poor legibility and wayfinding due to irregular street patterns or breaks in the Georgian and Victorian road grids caused by different land ownership boundaries or culverted rivers. Road grids are also interrupted by other more recent obstacles, such as: canals, railway viaducts, parks, strategic roads, and large modern housing and office developments. They interrupt road grids which create challenges for providing good legibility and permeability between certain parts of Westminster to increase walking and reduce reliance upon motorised transport.

Therefore Westminster tends to contain neighbourhoods that typically have either very high or fairly low levels of legibility and permeability, both of which benefit from Legible London signs to help people navigate their way around.

It is also worth noting that in places with a high density of routes, like the West End, this means that any public realm improvements will benefit walking. Thus it is more beneficial and flexible to use the opportunities provided by new developments to enhance the overall walking environment.

Crowding on strategic roads

Another challenge is to reduce the amount of pedestrians using strategic roads to reduce crowding here. Many pedestrians use main roads because they are the simplest route that contains the greatest number of destinations, which makes them the shortest and most direct choice. Thus main roads typically have high footfall, especially amongst visitors, who largely follow the same routes and use the same crossings, which tends to increase crowding.

Opportunities

Parallel Routes

One way to encourage walking is to improve quieter, parallel routes. These help residents and visitors to bypass crowded streets and crossings so avoiding busier and more polluted strategic roads. This can also create economic benefits to help sustain businesses in less prominent locations. One example is Oxford Circus which contains the highest pedestrian flows in Europe. This encouraged Westminster to create more pedestrian space at Oxford Circus and install diagonal crossings, and also improve certain side streets, like the entrance to Swallow Place, to help people bypass this extremely busy junction.

Legible London signs

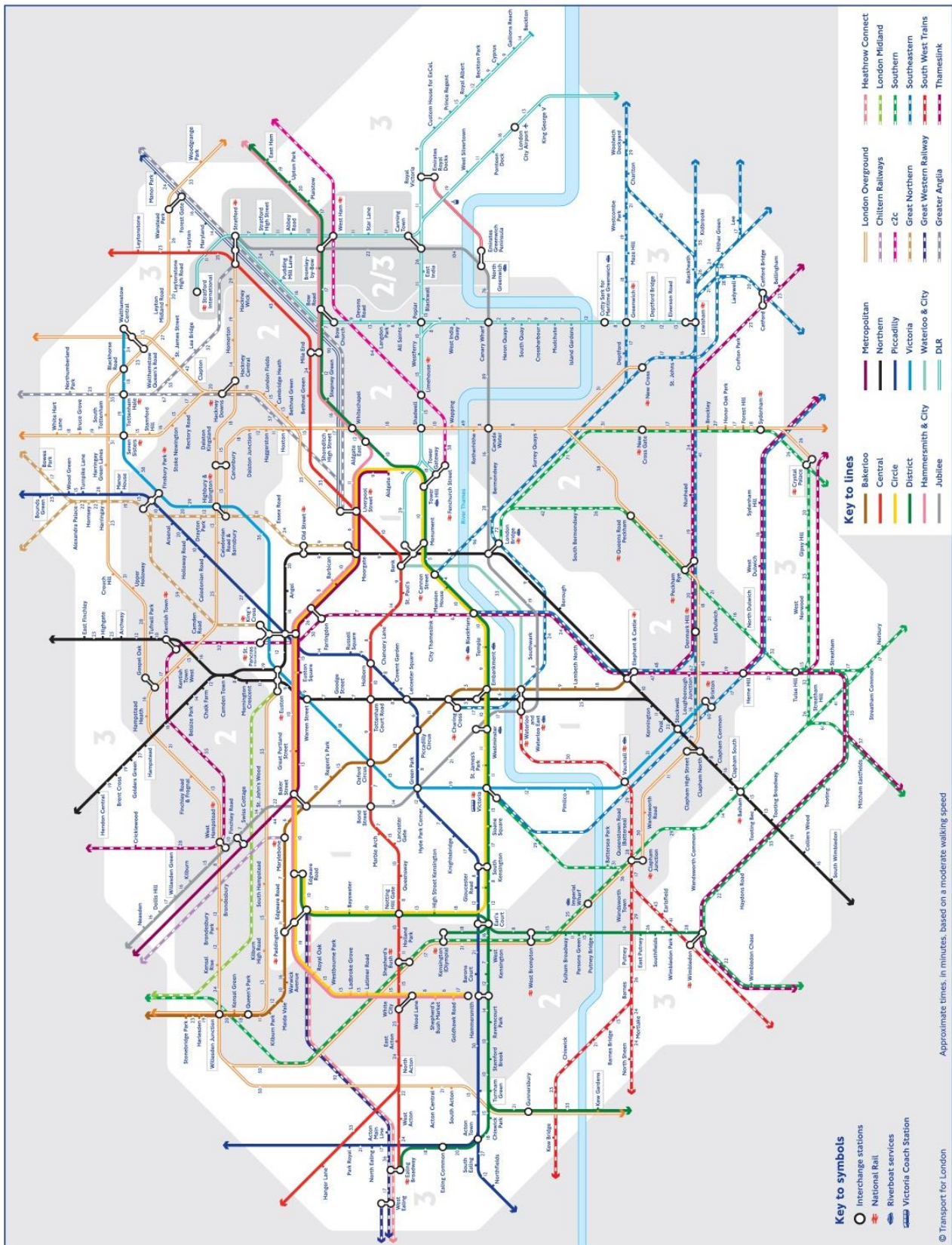
Legible London signs make walking more intuitive by providing simpler and clearer information. These maps also show many more routes and destinations compared to finger post signs and walking times to places, all of which encourages walking. Westminster has extensively provided Legible London signs throughout its areas and neighbourhoods. Any new signs are typically funded by new developments, especially if they create a new route. Examples include near Victoria and the new Elizabeth Line stations. TfL provides Legible London signs inside its stations and uses this wayfinding system to indicate different exits. Network Rail has yet to adopt these signs inside their stations to assist passengers in making onward journeys.

Digital Maps

Other opportunities to encourage walking are to use new digital maps to better understand London. One example is the 'London tubemap' website. This provides different Underground maps showing the correct, geographic location of stations,

so people can better understand the actual distances between them to make better decisions. Another plan provides the walking times between tube stations (as seen Figure 15 below). This highlights that it is often quicker to walk in central London than take the tube or bus. Other walking websites or apps can be used to plan quieter, less polluted walking routes.

Figure 15: The London Underground map with walking times between stations (TfL, 2017).



Measures

More Intuitive walking routes

The Council will continue working with land owners, developers and BIDs to identify, create and promote parallel or alternative walking routes wherever possible.

Signage and wayfinding

Westminster will continue to work with TfL's Legible London signage team and local partners, such as the BIDs and land owners, to update the existing signs and install new ones.

Legible London maps

Westminster supports the work by the Victoria BID and the Crown Estate to develop paper maps of Legible London for their area to give to businesses to encourage walking.

Westminster will continue its dialogue with Network Rail to encourage them to provide Legible London signs on their land to create a complete wayfinding system, as

was requested by several consultation responses.

Improving walking routes around utilities and construction works

Another measure is to better ensure that construction and maintenance work do not detrimentally affect the walking network. Westminster will work more closely with developers and utility companies to encourage them to submit more detailed proposals on how they will provide pedestrian routes beside and around their construction sites. The aim is to encourage walking by minimising the need for footway closures or to provide better diversions for pedestrians. Where diversions cannot be provided to clearly sign alternative, accessible, safe and step-free routes. Finally, any damage to pedestrian facilities by the developer must be promptly made good to Westminster's standards.

Objective 4: to ensure walking is a safe option for everyone

The current situation

Road traffic collisions

In 2013 TfL launched its Safe Streets for London Road Safety Plan to 2020. It reported that in London in 2011, walking accounted for 21% of daily journeys, but 35% of those killed or seriously injured casualties (KSI). In 2016 29% of the casualties on Westminster's roads involved pedestrians being killed or seriously injured (TfL, London Accident Analysis Unit, Accident Data, Jan 2016 to Oct 2016 (Provisional), Table 2, Westminster).

Westminster aims to achieve TfL's road safety targets. The current target is to reduce the number of KSI's on roads by 40% by 2020, measured against a 2005-09 baseline period. The draft MTS proposes an ambitious new target to achieve 'Vision Zero' by 2041 to eliminate all KSI's on the road.

TfL's Safe Streets for London strategy helps to tackle this high collision rate by identifying the five 'Sources of Road Danger', which are:

- 1) Travelling too fast,
- 2) Becoming distracted,
- 3) Undertaking risky manoeuvres,
- 4) Driving under the influence of alcohol or drugs, and
- 5) Failing to comply with the laws of the roads.

All pedestrians and cyclists are vulnerable road users as traffic collisions have a disproportionate impact upon them resulting in greater health inequalities. But within these groups there are especially vulnerable pedestrians who are typically the young, the elderly, and people with impairments. For

example, children are especially vulnerable because they have less awareness of traffic risks compared to adults, as well as being more physically vulnerable. This results in traffic collisions being the leading cause of death for young people aged 5-14 years old. The elderly are also more vulnerable to traffic collisions, and the effects tend to be greater, which often results in the loss of mobility leading to increased isolation and dependence.

One of the actions by TfL to reduce pedestrian casualties is its PCV CPC Bus Driver Training Programme.

Traffic speed

The relationship between vehicle speed and the severity of injuries in collisions is well established. Analysis by the DfT shows that the risk of pedestrian fatalities increases exponentially with rising traffic speed. So that a pedestrian's risk of being fatally injured doubles when motor traffic increases from 20mph to 30mph and increases by 3.5 to 5.5 times from 30mph to 40mph. The most recent collision data (August 2013 to August 2016) shows that speed was a factor in 49 pedestrian KSI's in Westminster during this three year period.

Considerate cycling

Pedestrians, and particularly the especially vulnerable, are more concerned about their safety. This can deter especially vulnerable people from walking on certain pavements, crossings or shared spaces. Such groups are often concerned about inconsiderate cyclist's behaviour, particularly fast cycling on the pavement. Westminster's roads and crossings experience pressure from all modes of transport, including drivers, pedestrians and cyclists, and is responding by improving the design of

Westminster Walking Strategy 2017 - 2027

its streets and spaces to reduce such conflicts.

Case Study: Child Pedestrian Training

Westminster organise free Child Pedestrian Training to teach children, at the kerbside, the necessary skills and knowledge to enable them to use roads safely. Parents and guardians are especially concerned about young people and road safety, and enabling children to safely use the road is key to encouraging more walking and cycling.

Research shows that children benefit more from practical real life situations, especially as this allows them to talk through their ideas about crossing roads in a safe environment. In addition, participating parents, as volunteers, are also reminded of the highway's rules and their responsibilities, which is an added safety bonus.



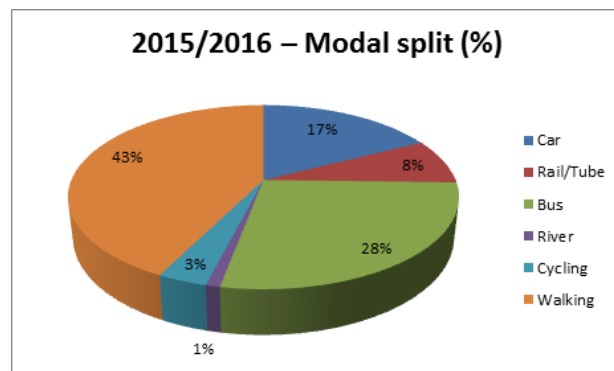
Challenges

Road traffic collisions

A particular challenge is the negative effect of road traffic which causes many potential walking trips to use other modes, or not go at all, because of the real and perceived risk of collisions and injury. This is especially true for children, where the perceived dangers from personal safety, traffic collisions and parental choice mean that fewer children walk to school alone. Nationally there has been a decline in the number of primary school children allowed to walk to school alone from 86% in the early 1970s, to less than 35% in 1990, and 25% in 2010. However, in Westminster 43% of children walked to school in 2015-16 (see Figure 16 below).

Figure 16: Modal split for children travelling to school (SMOTS, WCC).

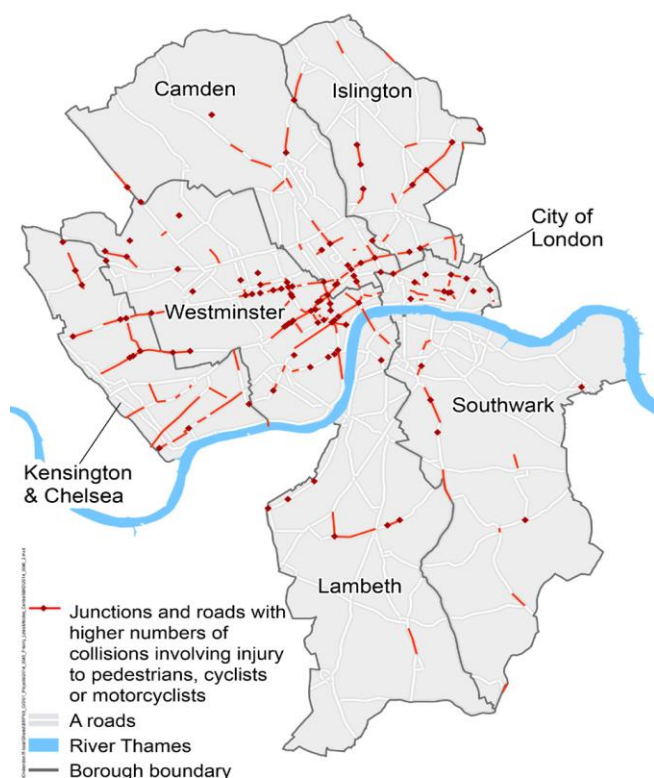
To Follow.



Various junctions and roads within Westminster, and neighbouring boroughs, have a higher collision and injury rate to pedestrians, cyclists and motorcyclists (see Figure 17 below). This higher collision rate tends to be on busier and more strategic roads.

A significant number of collisions with pedestrians and cyclists involve Heavy Goods Vehicles (HGV's) primarily due to the poor view of the road from these vehicles. In response, Westminster allocates funding every year to its casualty reduction programme to deliver improvement projects.

Figure 17: Junctions and roads with higher numbers of collisions involving injuries to pedestrians, cyclists or motorcyclists (Central London Sub-regional Transport Plan, 2014).



20mph speed limits

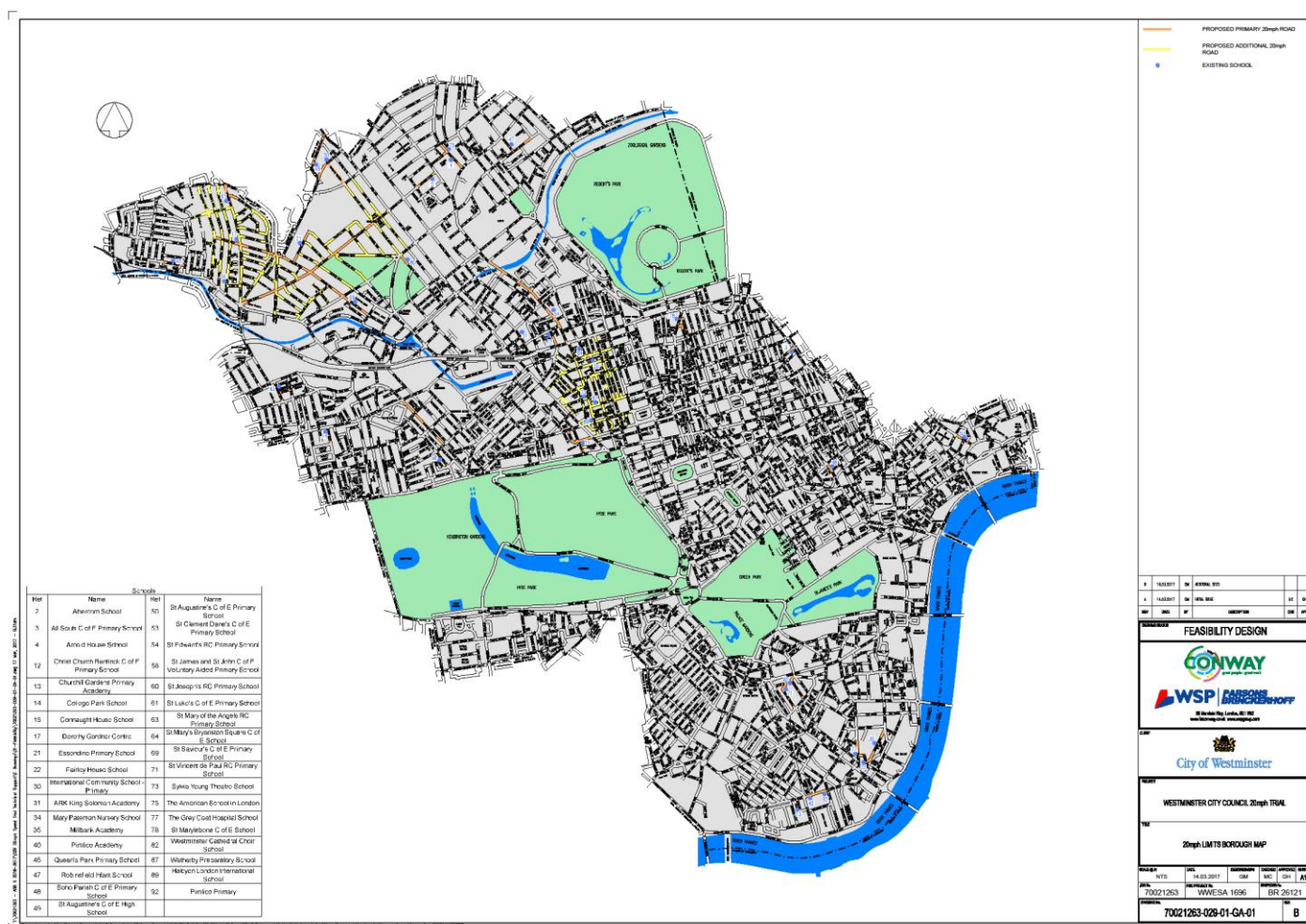
In recent years several central London councils have introduced borough wide 20mph speed limits. From this autumn Westminster is trialing thirty new 20mph streets and two area schemes (see Figure 18 below). These trial sites affect up to 40 schools and locations with local road safety concerns. The Council will assess their effect by using Vehicle Activated Signs (VAS) to record traffic speeds. These signs will also indicate the new 20mph speed limit to drivers who exceed it.

TfL commissioned the London School of Hygiene and Tropical Medicine to review the effects of 20mph zones on road safety in London. This found that the first 20mph zones are the most effective in reducing casualty figures as they target the roads with the highest number of collisions. Despite this, later speed limits still result in almost a three-fold reduction in casualties compared to the background reduction rate across London (23% compared to 8.5% reduction in all casualties over five years). The paper also found that 20mph are marginally more effective at reducing casualties in more affluent areas compared to deprived areas, which has informed Westminster's 20mph trial.

Research to guide 20mph zone policy in London concluded that:

- There is clear evidence that reducing vehicle speeds results in fewer collisions, which are less severe, particularly for vulnerable road users.
- That a 1mph reduction in driving speeds in urban areas reduces the severity of the damage caused by all types of collisions by 6%.
- Historically, 20mph zones have been particularly successful at reducing speeds by using physical traffic calming measures. Limited resources and relaxed regulations mean that signed-only 20mph areas now predominate; which still work, but tend to achieve smaller decreases in vehicle speeds and hence benefits, and can add to street clutter.
- Therefore the challenge is to find ways to better reduce vehicle speeds in signed-only 20mph areas, so that all the safety benefits are realised. Enforcement is only a partial solution, with the key to achieving sustained reductions in vehicle speeds being changed driver attitudes so that 20mph is seen as the appropriate speed in urban areas. This suggests that supporting measures that foster cultural change should be an integral part of all 20mph schemes.

Westminster Walking Strategy 2017 - 2027
Figure 18: Westminster's trial 20mph streets and areas (WCC, 2017).



Tourists are vulnerable road users

Tourists are another especially vulnerable group due to three main factors, according to TfL's Road Safety Unit. This is due to:

1. Different countries have differing road regulations, attitudes and conventions, and visitors may not fully adapt to these when travelling.
2. Tourists may be unfamiliar with UK roads, including pedestrian crossing times and the fact that cars are driven on the left of the road. Tourists reported not being prepared for the speed of traffic on London's roads and were unsure how to use different types of pedestrian crossing.

3. Simply being on holiday can be a distraction as people take in the sights and enjoy all that London has to offer. This is not to blame the victim, but an acknowledgement that more needs to be done to help visitors stay safe whilst visiting London.

A summary of more detailed findings about tourists and their road safety is shown in table 5 overleaf.

Overseas tourists are growing in London from 15.6 million a year in 2006 to just over 19 million in 2016. Most international tourists will spend some time visiting the City, especially as 36% of London's hotel bed spaces are in Westminster.

Table 5: Tourists and road safety research – a summary of the findings (TfL, 2010, Visitor Road Safety).

Factor	Key Findings
Areas of Confusion	<p>Some visitors unaware of the need to press the button at pelican crossings.</p> <p>Perception that crossing times at signalised crossings are shorter than in their home country.</p> <p>Unclear how much crossing time is remaining at crossings without countdown timers.</p> <p>Unfamiliar with direction of traffic and zebra crossings and not sure whether drivers are obliged to stop or that drivers may not afford them priority.</p> <p>Copying the behaviour of others e.g. crossing away from designated crossing points, but not necessarily knowing how to do so safely.</p> <p>Unexpected one-way streets with multiple lanes of traffic moving in one direction – not being able to see traffic approaching in the lane adjacent to queuing traffic.</p> <p>Intimidated by buses and large vehicles and do not expect to encounter cyclists and motorcyclists filtering through traffic.</p> <p>Pace of London can be surprising, which can also make walking on busy streets stressful.</p>
Mindset	<p>Many adopt a vigilant approach but attention can be taken by other priorities such as navigation, sight-seeing, looking after friends and sharing conversation.</p> <p>Classifies behaviours into either intentional or unintentional:</p> <ul style="list-style-type: none"> • Intentional behaviours involve taking calculated risks for example to keep up with others in their group, save time, or copy the behaviour of others.
Risk behaviours	<ul style="list-style-type: none"> • Unintentional behaviours include stepping into the road to avoid obstacles, stepping into the road without looking and being carried along by the crowd. <p>(Arguably these behaviours are not limited to tourists).</p>

Opportunities

There are five main benefits to pedestrians from improving road safety, which are:

1. Reducing the number and severity of traffic collisions involving pedestrians, and their impacts on individuals, families, colleagues, the associated costs to society and their health services,
2. Encouraging more walking trips, which will lead to positive economic, health and air quality outcomes, as already noted.
3. The perception of safety in London amongst visitors and tourists will improve, which will make it a more attractive place to spend time and boost the tourist economy.
4. Supporting TfL to investigate how to introduce and promote Direct Vision Vehicle Standards for HGV

cab designs to improve road safety. Parts of Westminster are being regularly redeveloped. This brings many HGV and especially demolition and construction tipper trucks into contact with vulnerable pedestrians and cyclists. Thus HGV vehicles should be as safe as possible. Therefore Westminster supported TfL in its creation of a standard for Direct Vision Vehicle to reduce collisions. This encouraged Westminster's Highways contractor FM Conway to trial a Mercedes Direct Vision tipper truck in London.

5. Support TfL to introduce a Vision Zero approach to introduce a new target to end all KSI's collisions in London, including to pedestrians by 2041.

Measures

Making walking safer

Improving road safety

Designing safer roads

Westminster will continue to review collision data to identify junctions and stretches of its roads where there have been a high number of pedestrian casualties. Then use this data to prioritise those locations with the highest number of casualties to design road safety measures to help prevent collisions.

Ensure the needs of pedestrians and other vulnerable road users are taken into account in the design of all new transport and public realm schemes. To provide the safest possible design for pedestrians in all schemes.

Support any specific and targeted interventions to improve road safety for other vulnerable groups such as the young, the elderly, the impaired and visitors and tourists.

Aim for TfL's road safety targets

Support TfL's work on improving road safety by encouraging the creation of higher collision reduction targets in the London Road Safety Plan or the introduction of Vision Zero.

Trail 20mph limits for streets and areas

Westminster will implement and analyse its trial 20mph streets and areas and learn lessons from similar schemes in other boroughs. This information will help to identify what measures can best be used to improve road safety in Westminster.

Continue to work in partnership with TfL on their projects to deliver safety improvements for pedestrians and other road users.

Young people and road safety

To conduct regular pupil, staff and parent / guardian surveys to better inform TfL's accredited Sustainable Travel: Active Responsible Safe programme (STARS) and local safety schemes where possible.

Reducing the number of delivery and collection vehicles on Westminster's streets

Freight and collection vehicles are involved in a disproportionately high number of collisions and casualties with vulnerable road users. Thus the City Council will seek ways to reduce the number and size of freight and servicing vehicles that it commissions and hence their impact on vulnerable road users and air quality on Westminster's streets.

Westminster will also encourage the developers of new buildings to, where appropriate and required through the development control process, create a Delivery and Servicing Plan (DSP). These plans aim to more efficiently manage delivery and servicing vehicle movements to reduce their number and impact on Westminster's streets. Groups of businesses within Westminster are encouraged to prepare DSPs on a street- or area-wide basis to mitigate their collective impact on transport and the environment. The Council, the Cross River Partnership and BID's can assist with the development of DSPs.

Westminster has a strong track record of consolidating to reduce the number of deliveries by working in partnership with BIDs and local businesses. The Council will continue to work with and support BIDs and businesses in their consolidation efforts.

Support work by the BIDs and local businesses which are leading the way in reducing the number of waste collection vehicles by jointly purchasing these services, to reduce and retime deliveries and servicing.

Westminster has supported TfL's consultation on creating the world's first Direct Vision Standards to improve HGV cab design so drivers have a better view of the road to help reduce collisions.

Westminster works with the Metropolitan Police to ensure that cyclists and pedestrians are aware of HGV's, and vice versa, through its well regarded Road Safety Education

work. The Council supports the Police's 'Exchanging Places' demonstrations where cyclists and HGV drivers are invited to better understand how each use the highway. Especially to educate cyclist's of the 'blind spots' that drivers face when driving HGV's. These demonstrations have proven to be increasingly useful to pedestrians in recent years.

Westminster also supports Safe Urban Driving (SUD) as essential training for all commercial drivers operating HGVs and Public Service Vehicles (PSVs) regularly in the urban environment where there are high volumes of vulnerable pedestrians and cyclists. SUD's training is driver CPC accredited and fully aligned to meet the requirements of the Work Related Road Risk (WRRR) Fleet Operator Recognition Scheme (FORS) Silver level Construction Logistics & Cyclist Safety (CLOCS).

Westminster promotes greater use of non-polluting modes, like cycle couriers and trailers, where they are enforceable on the street.

Develop road safety publicity campaigns

Westminster is working with TfL and neighbouring boroughs to develop and / or promote a series of campaigns aimed at encouraging people to look out for one another and to share the road safely and considerately, whatever their mode.

Visitors

Westminster is seeking funding to improve and reissue its pioneering leaflet to promote road safety to visitors and tourists by distributing it to bus and coach passengers.

Personal safety and security

Westminster will continue taking steps to create safer and more comfortable places for pedestrians by:

- 1) Improving street lighting where residents and pedestrians have raised concerns about personal safety and security,
- 2) De-cluttering unnecessary street

furniture to improve sightlines, and

- 3) Maintaining public planting and vegetation to reduce it encroaching on footways to improve visibility, and hence personal safety.

Objective 5: to make the pedestrian environment more accessible for everyone

Current situation

The City can be a challenging environment to move through and interchange between different modes of transport particularly for the impaired, frail, sick or elderly people; as well as parents with prams and children. This creates challenges for designing and providing more accessible streets, spaces and public transport for these especially vulnerable groups. These groups are also a rapidly growing section of Westminster's population with 71% growth in retired people and 19% growth amongst the under 18's predicted by 2031 (Westminster specific figures based on the GLA 2015 round SHLAA-based population projections) This ageing population is especially susceptible to health problems affecting their: mobility, hearing, sight, balance and cognitive behaviour.

Many people are susceptible to changing surface materials, levels and crossings; unstable paving slabs or upstands that create trip hazards; and poor reinstatement work and maintenance. These problems can deter vulnerable people from walking, making them less independent and potentially more isolated.

Westminster installs measures to make its streets and spaces more accessible. This includes: dropped kerbs, tactile paving, raised crossings, rotating cones at pedestrian crossing signals and Legible London signs. Examples of these measures are included in the Case Study: Leicester Square to Covent Garden walking corridor below.

The greatest beneficiaries of accessibility improvements are the general public. Especially people who

are encumbered by shopping, luggage, children and prams.

To help make Westminster's streets more accessible the City Council has conducted a wide ranging de-cluttering programme as outlined in the Neat Streets case study above. It de-cluttered excessive street furniture, like traffic sign posts, guard railings, etc. More recently Westminster has de-cluttered pavements around taxi ranks to improve access in these locations.

TfL has delivered a four year de-cluttering programme to make all its bus stops accessible in Westminster by 2017. TfL also aims to make more than 40% of the tube network step-free by 2021 / 2022, helped by the Elizabeth Line.

The DfT's Access for All programme is making railway stations more accessible. It has removed obstacles to create more accessible routes to platforms inside certain stations in the UK. This enables greater use of the railways by mobility impaired people, and also by those encumbered by luggage and the general public. Again highlighting that accessible design benefits everyone.

The Council uses the Westminster Way - Public realm strategy (2011) to help guide the design of developer's schemes and to coordinate them with the City's own highway works. This helps to design, coordinate and deliver high quality streets and spaces that provide a simple, coherent and consistent public realm that enhances the historic environment and accessibility.

Westminster refers to TfL's revised Streetscape Design Guidance³⁴ (2016) wherever necessary. It sets out best practice design principles encouraging a robust approach to designing, building and maintaining high quality public spaces, which also encourages the provision of independent accessibility advice and audits.

Westminster refers to TfL's Station Public Realm Guidance (August 2015) wherever necessary. For example, when advising on planning applications. It sets out how to design spaces outside stations to ensure easy access and interchange between modes, and walking to nearby destinations. The guidance advocates simple, direct, clutter-free, legible and step-free routes to ensure stations are accessible for all.

Westminster uses TfL's innovative Pedestrian Comfort Guidance (2010) to help provide sufficient footway widths by carefully planning, designing and de-cluttering them to accommodate the likely number of pedestrians.

Westminster uses the Government's Local Transport Notes for design guidance:
www.gov.uk/government/collections/local-transport-notes.

The Council, and the BID's within their areas, conduct regular inspections to identify what can be de-cluttered from streets to improve accessibility.

The experience from Westminster's Neat Street's programme has enabled the City Council to ensure that all its highway's schemes now remove excessive street furniture to create more accessible, attractive and higher quality streets.

Challenges

Competing and contradictory needs

It is very challenging to create a clutter-free and accessible environment that balances the needs of all footway users as different groups often have competing needs. For example, public transport passengers require space to interchange between station entrances, bus stops and taxi ranks. Businesses want footway space for tables and chairs, advertising boards and to deliver across. Transport organisations want crossings, traffic

signals, sign posts, lamp posts, electric vehicle charging points, cycle stands and cycle hire stands. Utility companies want telephone boxes, utility cabinets, advertising and post boxes. Tourists and visitors want wayfinding signs, litter bins and seating. Meanwhile Westminster is growing and needs to create more space for pedestrians with a very wide range of accessibility requirements which are often contradictory. This highlights that the underlying issues are the need for: less clutter, more pedestrian space and crossings, and simpler street designs.

Shared space

As noted, London is becoming busier, which is encouraging new street designs like shared space. Shared space aims to improve walking by designing better places where people want to spend more time. Shared space is part of the agenda to reduce street clutter and vehicle speeds. It includes increasing pedestrian priority, so people can cross the road wherever and whenever it is convenient (Department for Transport (2011) Local Transport Note 1/11 – Shared Space). This improves walking and helps to reduce crowding at formal crossing points making them easier to use by the people who need them. However, shared space is only suitable for certain locations and needs to be very carefully designed, otherwise it can be difficult for vulnerable and impaired people to use and affect feelings of safety.

New transport vehicles

Another growing challenge is new inventions like: foot and electric scooters, electric bicycles, dockless cycle hire, hoverboards, Segways, and potentially freight drones. These vehicles move in different ways and speeds to pedestrians creating problems on pavements, especially in crowded places. Currently, it is illegal to drive any motorised vehicle on the pavement (footway) except for mobility

scooters and street cleaning machines. Any contraventions are enforcement issues for the Metropolitan Police.

Improving access from the street to Underground and railway stations is an ongoing accessibility challenge for TfL and Network Rail respectively. Both rail systems are historic, facing unprecedented growth and require very expensive engineering to create step-free access. For example, the step-free access created at Green Park station in 2011 was a large part of the £48 million upgrade. However, such accessibility improvements enable their increased use, and links to the wider public transport network for many more people.

Opportunities

There are opportunities to deliver accessibility improvements through Westminster's highways schemes.

There are also opportunities through Westminster's partnership schemes to extend the accessibility improvements from stations into the wider highway network. For example, Westminster is investigating extending the accessibility improvements created by the Elizabeth Line at Bond Street station into Hanover Square.

The government is currently drafting a new transport bill. It should include new legislation to guide and control autonomous, and other new types of vehicles.

Measures

Making walking more accessible

Public realm design

Westminster and its partners will seek and secure increased pedestrian space and access wherever there are

opportunities. Including creating new crossing points, better and simpler street designs and installing Legible London signs.

Westminster will ensure that the needs of especially vulnerable pedestrians and other road users are taken into account in the design of all transport and public realm schemes. This will help to deliver the highest quality public realm measures for these groups of people.

Highway maintenance

Westminster aims to quickly maintain any highway problems so that footways and crossings can be used. For example, responding to any enquiries about drainage problems at crossing points to resolve them as soon as possible.

Standards and guidelines

Westminster will involve impaired groups in the development of design standards for public spaces to ensure that the access needs of all users are represented in scheme designs and their implementation.

Review Traffic Management Orders (TMO's)

Westminster aims to set up a rolling programme to review all Traffic Management Orders (TMO's) to ensure that traffic signs and parking lines are compliant with inclusive design criteria. Better enforcement powers.

New highways legislation

In any forthcoming legislation the Government should simplify and strengthen enforcement powers against new types of motorised vehicles on the pavement.

Case Study: Leicester Square to Covent Garden walking corridor

The Leicester Square to Covent Garden scheme improved the walking corridor between these two tube stations, which are only 400 metres apart. It created wider, de-cluttered footways with step-free crossings that are more comfortable, legible and accessible to use along Cranbourn Street, Long Acre and Great Queen Street.

This scheme was delivered in partnership with TfL and the London Borough of Camden in four phases between 2007 and 2012. The footways provided 50% more space in these streets. The crossings were raised at minor roads to make them simpler and easier to use (for example Mercer Street and James Street). The larger junctions were rationalised. The Endell Street roundabout was simplified into a pair of give way junctions that created more footway space. Great Queen Street was transformed from a junction with traffic signals and a staggered pedestrian crossing into a shared space and small public square with seating. This was the first scheme in the UK to remove traffic signals, which was further de-cluttered by re-locating several lamp posts onto adjacent buildings.

A series of improvements were delivered between 2005 and 2008. Afterwards pedestrians stated that crowding on Long Acre was reduced (despite there being an extra 17.9% people between 2005 and 2011). They also reported that the number and speed of motor vehicles was lower, that people's sense of personal

security improved, that the streets were cleaner and that Long Acre is a more pleasant place that enhanced the conservation area, helped by using high quality York stone paving. Finally, this higher footfall and larger pedestrian space created higher economic activity and land values.

As a result Long Acre was commended as a best practice example by the National Institute for Health and Care Excellence in its Shared Learning Awards (2013). Great Queen Street was shortlisted as one of London's best new public spaces by the Royal Town Planning Institute's (RTPI, 2010).



Objective 6: to encourage behaviour change to realise the potential of walking

The current situation

- Westminster's residents undertake the second highest amount of walking in any London borough for 84% of all trips that can be walked (TfL, 2017, Analysis of Walking Potential, Table 4.1, p 32).
This makes it challenging to achieve any further increases in walking here.

Challenges

Residential parking

One challenge is that despite almost two-thirds of households in Westminster not owning a vehicle, the tendency has been for new residential developments to provide on-street and off-street car parking, unlike some other boroughs in central London which utilise more sustainable parking policies, which include 'car free' and 'permit free' options.

Inactive population

Obesity is a critical challenge for behavior change, which can be simply tackled through walking. The percentage of people who are obese in Westminster increases as they age. From 12% of children in the reception year rising to nearly 25% of children in Year 6 (aged 10-11) in 2012-2013⁶. This increases to about 40% of children who are an unhealthy weight when they start secondary school in London. As a result London has the highest rates of childhood obesity in the country. For adults in London the number of men and women who are either overweight or obese further increases to 60% and 53% respectively.

The impacts of obesity on health are significant. An obese Londoner can expect to die 8-10 years earlier than their non-obese neighbour. Physical

inactivity also has a significant cost to society in terms of: poor health, absence from work, lower productivity, increased healthcare and social care costs.

The walking environment

As noted in the other five objectives, the number of Westminster's residents, workers and visitors are increasing, but people are often deterred from walking, and its health benefits, by a range of quality issues in the public realm.

Opportunities

The Elizabeth Line

The Elizabeth Line represents a once in a generation opportunity to encourage more people to walk more often by TfL, Westminster, the WEP and landowners improving the public realm.

Working with schools to encourage behaviour change

One effective opportunity to support behavior change is by working with schools to encourage behaviour change. Westminster provides playgroups and pre-school clubs with pedestrian training. Westminster visits them to publicise the Children's Traffic Club to reinforce road safety messages, and promote TfL's STARS approach to pupils. This includes providing road safety training to all primary school children in years 2-6.

Westminster sends travel information to all schools and supports any parents or guardians who wish to run a walking bus or taxi (of up to 4 pupils). Westminster officers teach these parents or guardians how to manage groups of children and cross difficult junctions.

Westminster also provides cycle training to anyone who lives, works or studies in the City.

School crossing patrols

Westminster supports pupils and

parents who walk to school by providing crossing patrol officers and regularly reviewing them. The last review found that many crossings had changed location (largely due to parental choice) and because Westminster had upgraded other crossings by installing pedestrian signals. Westminster currently has seven permanent School Crossing Patrol Officers. It also has two temporary School Crossing Patrol officers close to schools and large development sites that are funded by Westminster until these developments are complete.

Promoting the health benefits of walking

Health is a very effective way of encouraging behavior change. It is also a priority for Westminster and TfL who are publicising health and weight issues by encouraging physical activity through its Healthy Streets programme. Physically active people live longer, happier and more productive lives. They reduce their risks of dying prematurely and of developing a range of chronic diseases, including: diabetes, dementia, depression and the two biggest killers in London - heart disease and cancer. So that each additional kilometre walked per day is associated with a 4.8% reduction in obesity risk.

The Mayor of London's report (2014) sets out the potential health benefits of encouraging more walking and cycling. It identifies a threshold at which adults get sufficient exercise. This is a minimum of 150 minutes of moderate intensity physical activity (e.g. brisk walking) in periods of 10 minutes or more each week for health. Currently it is estimated that 25% of adults in London achieve this minimum through walking and cycling alone. But across London 60% of people could achieve this exercise threshold by walking or cycling for short trips.

Subsequently TfL has refocused the

MTS on providing and funding the creation of 'Healthy streets and healthy people' to encourage active travel. Westminster welcomes this approach to increasing walking, as it improves people's health, productivity and independence, and reduces their social and healthcare costs.

Reduced- or car-free development

Another opportunity to encourage behaviour change is by supporting new buildings that provide fewer parking spaces.

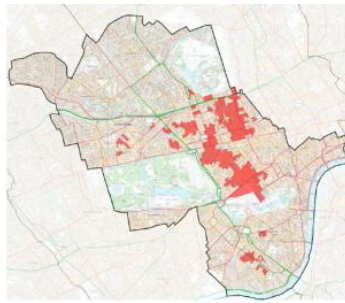
Encouraging car-free development can enable certain sites to be redeveloped where it is difficult to provide parking on site. Car ownership in Westminster has fallen from 63% to 56% of households between 2001 and 2011, and in some areas like the West End only 30% of households own a vehicle (Cycling Strategy, Westminster, November 2014 p12, from 2011 census data). Car free development is more achievable in Westminster as the city is very walkable, and has one of the most extensive public transport systems in the world; with good access to Car Clubs and hire vehicles. Car ownership and use is also declining and new models of private hire travel and technologies like autonomous vehicles, which will soon make car ownership even less attractive.

The areas in Westminster with the greatest potential for change, as they contain both high car ownership and a high potential to walk, are highlighted in Figure 19 below.

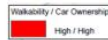
Figure 19: Areas with the greatest potential for change as they contain both high car ownership and high walking potential (TfL, Walkability Analysis, July, 2016).

²⁸ Walkability and Car Ownership

- The alignment between the walkability model and car ownership
- Red: Locations where the high/high combination of walkability and car ownership coincide



Car ownership is measured as cars per capita within an output area. The data are split into deciles and areas that are in the top 3 deciles (30%) of car ownership or walkability are categorised as high. The output areas that are in the top three deciles for both walkability and car ownership are then identified.



Behaviour change opportunities

Data shows that the best time to encourage changes in travel behaviour is when people are moving jobs or home. This provides opportunities for BIDs and housing organisations to encourage active travel by new staff and tenants.

Case Study: WalkFit

The Victoria Business Improvement District (BID) introduced the WalkFit lunchtime programme in collaboration with Westminster Physio's. The WalkFit programme, ran on Friday lunchtimes (12.30pm to 1.30pm) for five weeks on two separate occasions (in April and September). The walks were led by a chartered physiotherapist and included lessons in how to walk correctly, burn more calories, improve movement patterns and reduce joint pain.

The 120 people attended WalkFit who were mainly local employees, but it was also quite popular with local retired, residents.

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WalkFit

Victoria BID is collaborating with Westminster Physio's to bring you a new workout programme designed around walking



Come and learn how to walk correctly, effectively, burn more calories, improve movement patterns and reduce joint pain.

The walk will be led by Clare Fone, chartered physiotherapist. This will also be a chance to talk through any musculo-skeletal conditions or sports injuries you may have and receive some expert advice.

Event Details

Date:
Every Friday
1st April – 29th April

Time:
12.30 pm – 1.30 pm

Location:
Around Victoria
Meeting point: Cardinal Place Rooftop Garden (Above M&S)

Contact Details

Events@victoriabid.co.uk

Measures

Encouraging behaviour change

Best practice favours launching behavior change transport messages which support recent improvements to the public realm (Case Study: In Town Without My Car (car free day) below).

Westminster will seek to provide suitable promotional messages when launching key public realm schemes, through events such as Car Free Day, wherever funded.

Westminster will continue to work with TfL to publicise the opening of the Elizabeth Line to encourage walking.

Schools, parents and pupils

Another key behavior change group is young people.

Westminster provides a range of promotional activities and support to teach and encourage walking amongst young people to create good habits for life.

Westminster is supporting walking by young people by trialing up to 40 20mph limits, outside schools and in collision hot spots. Thus appropriate messages need to be created to support School Crossing Patrol Officers and to encourage behavior change amongst parents, guardians and pupils to walk to and from school.

Westminster has already achieved TfL's target to ensure that all schools have a School Travel Plan (STP). Thus Westminster's has revised its target to implement all STP's to encourage more sustainable travel behavior. This requires the delivery of a range of measures and activities to promote and encourage more walking, cycling and public transport use by parents, guardians and pupils.

Westminster will continue to respond to all enquiries from schools and

School Crossing Patrol Officers about road safety issues, and to review school crossings every 3 years.

Westminster will continue to deliver a programme of pedestrian safety training to children in school years 2 and 6, providing appropriate training skills for their age group.

Younger children benefit from the Children's Traffic Club scheme with Westminster recently emailing pre-school groups and clubs to promote this service. Westminster also supports secondary schools by helping them to pilot road safety initiatives.

Westminster is also helping to improve children's scooter control by creating an instructor's manual for school sport's lessons. This will enable teachers to instruct good scooter behavior to better control, brake and steer. It aims to reduce the number of children who ride erratically, use the entire pavement and do not consider others, so they will require less supervision by parents or guardians.

TfL also provides its Youth Travel Ambassador scheme to allow children to bid to run road safety campaigns or events.

Community initiatives

Westminster recently secured funding to run a 'Beat the Street' initiative that extends beyond schools. It encourages the whole community to walk and cycle by engaging them in physical activity over a six week period.

Residents

The Council runs road safety coffee mornings at senior citizens clubs to reach older, more vulnerable residents. This allows officers to deliver road safety guidance and for residents to communicate any specific problems to the Council. A frequent request is to improve footway

Case Study: In Town Without My Car (car free day)

In Town Without My Car (car free day) is held in September each year to raise awareness of the benefits of active travel, and sharing the street with others, including walking.

Over 2,000 towns and cities around the world take part. Westminster City Council first joined this event in 2007 and has held them in the following years and places.

2007: At the Prince of Wales junction with local community groups who produced artwork which was later displayed in some libraries.

2008: Chancery Lane, a joint venture with the London Borough of Camden and the City of London who together with Westminster City Council closed the street to traffic. Westminster encouraged walking and cycling by providing information leaflets and displays, a Dr Bike surgery, giant displays and more.

2013: Westminster promoted active travel by creating various lesson plans which it gave to schools, along with a measuring wheel, stopwatch, 20m tape and Legible London maps. This provided good value for money as the schools are still using these resources.



maintenance in specific locations, which enables officers to undertake targeted investigations.

Report public realm problems

The Council encourages residents to report public realm problems by providing an online and telephone service. This helps the Council respond to resident's concerns, such as poor footway quality, uneven kerb heights, steep drop kerbs and poor drainage. This is especially useful for elderly people who can report their concerns about damaged paving and inconsiderate footway users.

Led walks

The Council commissions other organisations to deliver led walks in Westminster, including in the Royal Parks. This copies how other popular led cycle rides and fun runs are organised. For example, the London Marathon, the Bupa Westminster Mile (walk or run) and the Prudential RideLondon, which all help to encourage behaviour change.

The Council's Public Health department is also developing an app to boost walking and cycling in Westminster. The app requires participants to complete three 10 minute bursts of physical activity each day to qualify for a prize draw.

Travel Demand Management

Westminster will explore travel demand management ideas to help reduce motor traffic, by for example designating Oxford Street as an event (similar to the run up to Christmas). Thus Westminster will work with TfL to consider ideas like deploying Olympics' type measures to manage the road network and how it can develop the successful Summer Streets programme which holds traffic-free Sundays with events in Regent's Street during July.

Travel planning

The Council supports travel planning by businesses located in Westminster. It also encourages area-wide travel planning through direct engagement with large employers, as well as smaller employers through BIDs.

Westminster supports the work by the Crown Estates and the Victoria BID to print Legible London maps of these areas. These maps can then be used by businesses to encourage their staff and visitors to walk.

Support Physical Activity, Leisure and Sports (PALS) Champions

Work with WCC's public health and sports and leisure units to establish a network of 'Physical Activity Champions' (PAC's) through the 'Active Communities' programme. To assess and refer individuals to appropriate activity programmes (eg walking or cycling).

Promote considerate cycling

Westminster will continue to promote considerate cycle behaviour, both generally and through it's and TfL's cycle training programme. This is part of Operation Safeway, which is a joint programme with the Police and TfL, to promote safe and considerate behaviour by all modes of transport.

Working with employers to encourage behaviour change

BIDs provide excellent opportunities to publicise behavior change messages and active travel information to businesses and employees. There are already seven BIDs in Westminster doing excellent work in partnership with the City Council. There are opportunities to work with the BIDs to target employees with behaviour change messages, as highlighted in the WalkFit case study above.

4. Funding & Delivery

This chapter identifies a range of funding sources to deliver the Walking Strategy, its vision and Action Plan. These funding sources help the Council to increase its limited capital and revenue budgets and to work with its partners to deliver greater benefits. This creates a partnership of knowledge, funding and ideas to encourage greater improvements to spaces and places throughout Westminster that belong to other organisations, such as Crossrail, TfL, the WEP, land owners and BIDs.

Central government

Westminster has benefited from DEFRA Air Quality grants. Thus central government could fund further measures to address the poor air quality in central London. For example, from the Government's new air quality strategy in July 2017.

The DfT launched its 'Access for All' programme in 2006 to make 150 railway stations more accessible. This helps Westminster's residents to reach more places by train. The DfT announced a further £160 million in 2014 to extend the programme to 2019. Thus the rail industry and local authorities identified a further 68 stations for access improvements.

The Mayor and Transport for London Local Implementation Plan (LIP)

London boroughs are tasked with developing their Local Implementation Plan's (LIP's) Delivery Programme to enable the design, consultation and construction of a range of transport measures that contribute towards the policies in the MTS. TfL assesses each

borough's LIP programme and works in partnership to ensure their delivery.

A LIP programme consists of a collection of measures, schemes and initiatives to be delivered over a three-year period, which is organised into the following four main themes:

- The 'Corridors and Neighbourhoods and Supporting Measures Programme';
- The supplementary 'LIP Principle Carriageway Renewal'; 'LIP Bridges and Structures maintenance';
- The LIP Major Schemes Programme, and
- The 'LIP Local Transport Fund'.

TfL's annual LIP allocation to Westminster is approximately £6 million. The current three year funding cycle for the LIP Delivery Programme was due to end in March 2016 / 2017. But, TfL has extended the funding cycle to a fourth and now a fifth year until the end of 2018 / 2019 (see Table 6 below).

Table 6: Westminster LIP Funding 2017 / 2018 – Corridors and Neighbourhoods Programme.

Programme No	LIP Corridors Programme	2017 / 2018 Allocation
LIP 1	Legible London Development & Implementation	£70,000
LIP 2	Civic Streets Programme Development	£200,000
LIP 3	EV Vehicle Charging Points Implementation	£140,000
LIP 4	Corridors & Neighbourhoods Schemes Development	£200,000
LIP 5	Corridors & Neighbourhoods Schemes Implementation	£1,005,000

Programme No	LIP Corridors Programme	2017 / 2018 Allocation
LIP 6	Vulnerable Traffic Management and Safety Schemes Development	£100,000
LIP 7	Vulnerable Traffic Management and Safety Schemes Implementation	£400,000
LIP 8	Transport & Streets - small scale West End, BID and Community Schemes Development & Implementation	£100,000
LIP 9	EV Development / Concept Development	£30,000
LIP 10	DDA Bus Stop Accessibility Implementation	£100,000
LIP 11	School Travel Plans Development	£10,000
LIP 12	Transport Education Development & Implementation	£30,000
LIP 13	Air Quality projects Development	£30,000
LIP 14	Local Safety Schemes and School Travel Plan schemes Development & Implementation	£200,000
LIP 15	Local Bus Challenge Development & Implementation	£100,000
LIP 16	Cycle Strategy Schemes Development & Implementation	£320,000
LIP 17	Walking Strategy Schemes Development & Implementation	£150,000
LIP 18	Traffic Signals Development	£200,000
LIP 19	Health & Wellbeing Development	£20,000
LIP 20	Bay Sensor Traffic Management Development	£15,000
LIP 21	Air Quality Management Development	£70,000
N/A	Local Transport Fund Development	£100,000
Total		£3,590 000

The Westminster LIP – Major Schemes Programme

The draft MTS also provides a new fund called Liveable Neighbourhoods. This creates a £86m budget that councils can bid for to deliver long-term schemes that promote Healthy Streets.

Borough councils can also bid through their LIP programmes, as in Table 6, to the TfL Major Schemes Programme. For a proportion of the funding to deliver major improvements that cost more than £1 million. For improvement schemes with a total project cost of more than £2 million any submission to TfL also requires a business case and a design review.

Westminster has used TfL Major Schemes funding to deliver a number of significant public realm improvements, including: Leicester Square and the Piccadilly two-way schemes. Current Major Schemes in Westminster include: Baker Street two-way and the Bond Street scheme.

TfL also provides investments through its Regional Improvement Programme and large schemes. Examples include: Marylebone Road / Marylebone High Street and Grosvenor Place / Hobart Place.

The Mayor's Vision for Cycling

The Mayor's Vision for Cycling will deliver streetscape improvements through the introduction of Healthy Streets. The aim of Healthy Streets is to provide improvements to other road users, especially pedestrians and enhancements to the public realm.

TfL's Healthy Streets funding is additional to that provided through the LIP and will include enhancements to TfL roads in Westminster, such as Victoria Embankment.

The Mayor's Air Quality Fund

The Mayor's Air Quality Fund (MAQF) commits £20 million towards air quality improvement schemes across London over a 10 year period from 2010. The first round of funding was allocated to boroughs in 2010.

Westminster successfully obtained round two seed funding from the MAQF in 2016 to develop the Marylebone LEN. The Marylebone LEN aims to develop innovative solutions to improve local air quality and contains a range of public realm improvements and behaviour change messages for the area.

Private Sector funding

New developments often create transport impacts upon streets and public transport networks. Thus Westminster seeks to help mitigate these transport impacts by seeking contributions from developers. Historically these contributions have been secured through Section 106 and Section 278 agreements within the Town and Country Planning Act. It legally obliges developers to pay for improvements in the vicinity of new developments.

Increasingly these contributions will be secured through the Community Infrastructure Levy (CIL) which can be used to fund infrastructure improvements across Westminster. The City adopted its CIL mechanism in May 2016 and uses it to collect funding for general infrastructure projects, as it cannot be ring-fenced for particular site(s).

Private sector partners can also contribute by directly funding Westminster to deliver public realm and streetscape improvement schemes, such as Grosvenor Estates provision of the Mount Street improvements (see Figure 10). The Council continues to work with private sector partners to encourage them to enhance the public realm wherever possible.

