

The overarching aim for the Walking Strategy is that:

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.

The Walking Strategy aims to measure its progress towards our vision using the following overarching target and indicator.

Action	Next Steps	Indicator	Timescales	Delivery Partners	
Overarching target – To increase the percentage of walkable trips by residents from 84% to 92% by 2027.	Included in City for All Action Plan 2017. Adopt and implement the Walking Strategy, the Westminster Way public realm strategy and corresponding LIP bids.	Proportion of walkable trips that are walked in Westminster by residents (increase from the 2012 baseline of 84%).	Short, medium and long term (2017-2027).	WCC and TfL.	
Objective 1 Providing capacity					
Actions / Measures	Next Steps	Indicator	Timescales	Delivery Partners	LIP 2017/18 Programme No, Title, & Allocation
O1.1 – Seek increasing amounts of funding from the annual LIP bid to fund walking measures.	Review LIP bids to ensure making higher value funding bids for walking measures.	Increased bids to the LIP to fund walking measures.	Short, medium and long term (2017-2027).	TfL	All LIP programmes.
O1.2 – Continue working with partners to increase the funding and space to create new routes, crossings and spaces to accommodate the growing number of pedestrians in Westminster. Work in partnership with The Royal Parks to improve the pedestrian experience and access into the Royal Parks, reducing any conflict between pedestrians and cyclists.	Review partnership working to achieve higher levels of funding to deliver a greater number of walking improvements. By continuing to work with the WEP, BIDs, Great Estates, land owners, developers, Royal Parks and the Canal and River Trust. Help to identify plans to increase the capacity for pedestrians by creating new routes and spaces. Possible idea for WCC and partners to identify the top 5 routes / places that need improvement, perhaps using Pedestrian Comfort Level guidance, and the top 5 routes / places that could be delivered, and review these lists annually?	Increased funding to deliver new walking schemes / projects each year.	Short, medium and long term (2017-2027).	WCC, The WEP, BIDs, Great Estates, land owners, and the Royal Parks.	LIP 8 Transport & Streets – small scale West End, BID and Community Schemes Development & Implementation. £100,000.
O1.3 – Explore ways to re-allocate highway space to better match use and needs. By considering footway widening, the smarter streets approach, shared space, and reallocating highway space on a temporary, timed, experimental and full closure basis.	Identify opportunities to re-allocate highway space each year.	It is hard to identify a target because such measures are difficult to achieve and are often only appropriate in a few locations, due to requiring the support of residents, businesses, landowners, and possibly others like the emergency services.	Short, medium and long term (2017-2027).	WCC, Residents, the WEP, BIDs, Great Estates, land owners, and the Royal Parks.	LIP 2, LIP 4, LIP 5, LIP 6, LIP 7, LIP 8, LIP 14, LIP 16, LIP 17.
O1.4 - Work with partners to encourage the use of parallel routes to Westminster's busiest streets and junctions, to reduce footway	Deliver schemes that increase pedestrian footfall on parallel routes compared to the 2017 situation.	The number of schemes which provide pedestrian improvements by using parallel routes.	Short, medium and long term	WCC, TfL, BIDs, residents, Neighbourhood	LIP 2, LIP 4, LIP 5, LIP 6, LIP 7, LIP 8, LIP 14, LIP

crowding, make better use of the existing network and more evenly distribute pedestrians.			(2017-2027).	Forums and landowners and developers.	16, LIP 17.
O1.5 - Continue programme to improve pedestrian crossings by installing pedestrian countdown and other improvements.	Continue work programme to install pedestrian signals and countdown signals at all signalised traffic junctions.	Record the number of signalised crossings that have been improved and those with countdown. Again note that the number of improvements is dependent upon the capacity of TfL.	Short, medium and long term (2017-2027).	WCC, TfL, residents, Neighbourhood Forums, BIDs, and landowners.	
Objective 2 Improving the <u>quality</u>	Next Steps	Indicator	Timescales	Delivery Partners	LIP 2017/18 Programme No, Title, & Allocation
O2.1 – Aim for a reduction in the absolute amount of street clutter. Increase support for, and action on, de-cluttering any unnecessary items of Westminster's street furniture within a scheme. Replace clutter with more useful items like Legible London signs and cycle stands, where appropriate.	Create a strategy, programme and process to identify and remove unnecessary street furniture items, and / or locations that would benefit from comprehensive de-cluttering, or places that need different types of street furniture. Develop previous good work by the 'Neat Streets' programme. Explore opportunities to remove street clutter belonging to other organisations and to seek simpler legislation and better powers to assist. Work with TfL and the Government to create simpler and stronger powers to better manage and reduce clutter. For example, to remove telephone boxes, fast track wayleave agreements to relocate lanterns and signs onto buildings, and investigate how to simplify TSRGD requirements for traffic signage.	Aim for an absolute reduction in street clutter in order to accommodate more pedestrians and to provide a higher quality public realm. The creation of new powers or processes to reduce street clutter.	Short term and medium term (2017-2020, and 2020-2023).	WCC, Residents, Landowners, BIDs, TfL and the Government.	Prepare new LIP programme and project.
O2.2 – Quality of the footway. Westminster to better promote its highways and footway repair reporting services that can be accessed via the telephone or the internet.	Westminster to renew its efforts to publicise its highways and footway repair reporting services. Continue Westminster's quarterly surface condition surveys.	Maintain and promote WCC's footway repair reporting service online and by telephone. Promote this Westminster service to the public through all council communication channels.	Short and medium term (2017-2020).	WCC.	
O2.3 - Promote sufficient, good quality resting places in the public realm to create a more inclusive, enjoyable and higher quality environment.	Every scheme, especially any new spaces adjacent to the highway, should investigate the feasibility of providing new seating. To assist this process it may be helpful to identify acceptable and unacceptable types of seating and associated issues, especially regarding anti-social behaviour.	The number of additional formal and informal resting places delivered per year in Westminster.	Short term (2017-2020).	WCC, TfL, developers and BIDs.	
O2.4 - Continue to support the greening of the streets, where appropriate, and continued application of WCC's Tree Strategy, Open Spaces Strategy and Westminster Way public realm strategy.	Identify the public realm schemes (by Westminster and developers) which contain new planting that have been approved each year.	Identify the public realm schemes with planting that have been approved each year.	Short, medium and long term (2017-2027).	WCC, TfL, BIDs, Neighbourhood Forums, and Queen's Park Community.	Developer's works on their land, and funding from Parks to provide street planting? And the LEN.

Manage public planting and vegetation to maintain clear footway widths, sight lines, lighting levels and hence personal safety.					
O2.5 – Consider introducing pocket parks and parklets where appropriate.	Identify opportunities for pocket parks with all parties in appropriate locations. Test the feasibility of designing and implementing pocket plazas in the Marylebone LEN.	Work with residents, landowners and BIDs to identify opportunities for pocket parks, for example by de-paving areas that are little used by pedestrians. Assuming that pocket plazas are a success then identify further opportunities.	Short term and medium term (2017-2023).	WCC, residents, landowners, estates and BIDs.	
O2.6 – Support residents to develop proposals for play streets and where they are supported locally to introduce them.	Support residents who are developing proposals for play streets and to implement them.	Westminster to support residents so they can introduce up to 4 new play streets per year.	Short term (2017-2020).	WCC and residents.	
O2.7 - Explore with TfL, and make the case to Government to grant the GLA simpler and stronger powers so that TfL or the Metropolitan Police to introduce a legal licensing system for hire and reward.	Continue exploring with TfL, the Government, the GLA and the Metropolitan Police opportunities to introduce licensing and introduce the enforcement of pedicabs.	New powers to enforce against any pedicab problems.	Short term (2017-2020)	WCC, TfL, the GLA and Metropolitan Police.	
Objective 3 More <u>intuitive</u> walking routes	Next Steps	Indicator	Timescales	Delivery Partners	LIP 2017/18 Programme No, Title, & Allocation
O3.1 - Continue working with land owners, developers and BIDs to identify, create and promote parallel or alternative walking routes wherever possible.	Work proactively with developers and BIDs to encourage and identify any parallel or alternative walking routes.	The number of parallel or alternative walking routes approved, however, this is dependent upon the development coming forward.	Short, medium and long term (2017-2027).	WCC, developers, landowners and BIDs.	
O3.2 - Continue to improve signage and wayfinding through the Legible London programme.	Update Legible London maps and increase the number of signs where necessary or requested. Dependent upon funding from developers.	The number of Legible London signs that are refreshed and increased in Westminster annually, subject to circumstance.	Short term (2017-2020).	WCC, TfL, developers, landowners and BIDs.	LIP 1, Legible London Development & Implementation. £20,000.
O3.3 – Support others who wish to print paper Legible London maps to provide to their visitors, customers and staff.	Supports the work of BIDs and landowners who wish to print Legible London maps to encourage more people to walk.	The number of organisations who print Legible London maps per year.	Short and medium term (2017-2023)	TfL, BIDs and landowners.	LIP 1, Legible London Development & Implementation. £70,000.
O3.4 - Improve the provision and quality of alternative walking routes around utilities or major scheme works that are taking place in high footfall areas. By working with utility companies / developers and other organisations to develop appropriate plans that re-route pedestrians the minimum distance.	Use Westminster's approach to condition all developers in high footfall areas to provide alternative pedestrian routes, including in the carriageway, which could involve suspending parking bays. And where required, the Council can instruct developers to provide traffic marshals to manage construction vehicles entering and exiting their building sites to ensure pedestrian safety.	The number of alternative pedestrian routes that Westminster requests per year.	Short, medium and long term (2017-2027).	WCC and developers.	WCC Highways Management work.

Objective 4 Making walking <u>safer</u>	Next Steps	Indicator	Timescales	Delivery Partners	LIP 2017/18 Programme No, Title, & Allocation
O4.1 - Identify junctions and stretches of road on Westminster's highway network where there have been a high number of pedestrian collisions to be prioritised for safety improvement schemes to help prevent future injuries.	Road traffic collision data to be reviewed annually. Reduce the number of pedestrian KSI's annually from the 2016 baseline to take into account changes in traffic flow (ie pedestrians and vehicles).	Report the number of pedestrian KSI's, which should reduce annually from 2016 baseline. Support safety interventions that target vulnerable groups, including visitors and tourists. Work with TfL to adopt a new Vision Zero target to aim for no KSI's on Westminster's streets.	Short term and medium term (2017-2023).	WCC, TfL, and Neighbourhood Forums.	LIP 6 & 7 Vulnerable Traffic Management and Safety Schemes Development £500,000
O4.2 – The Council is investigating the effect of reducing vehicle speeds by trialling 20mph streets or areas in Westminster and reviewing any evidence regularly.	Review the case for 20mph streets and areas using evidence from Westminster's trial, neighbouring boroughs and TfL's London wide trial of 2015 / 2016. Westminster's trial should be concluded within one year (ie summer 2018). Also to consider the results of the DfT report on 20mph zones across the UK.	Assuming the 20mph trial is a success and continues to be rolled out, then record the number of Westminster's 20mph streets against a baseline of zero in 2016.	Short, medium and long term (2017-2027).	WCC, TfL, and Neighbourhood Forums.	LIP 14 Local Safety Schemes and School Travel Plan schemes Development & Implementation. £200,000.
O4.3 – Continue to conduct regular parent / guardian surveys to better inform TfL's accredited Sustainable Travel: Active Responsible Safe programme (STARS) and local safety schemes where possible.	Conduct regular parent / guardian surveys to better inform TfL's accredited programme (STARS) and Westminster's local safety schemes.	The number of annual surveys and local safety schemes.	Short and medium term (2017-2023).	WCC, Schools and TfL.	
O4.4 – Reduce the number of deliveries and freight vehicles entering and travelling through Westminster (in line with the MTS) by encouraging greater provision and implementation of Delivery and Servicing Plans (DSPs). Westminster to continue working with BIDs and local businesses to reduce freight and waste collection vehicles and movements. Westminster to work with BIDs, landowners and local businesses to set up five freight consolidation sites to serve Westminster. Supported TfL's consultation to introduce the world's first Direct Vision Standard for new vehicles to help reduce collisions.	Westminster to encourage fewer and more efficient vehicles by encouraging more developers and BIDs to submit DSPs. Westminster will encourage fewer and more efficient vehicles by supporting BIDs and local businesses to coordinate and reduce the number of vehicles and movements. Westminster will encourage fewer and more efficient vehicles by encouraging more BIDs and landowners to propose and set up freight consolidation sites. Support the introduction of Direct Vision Standard vehicles to help reduce collisions to improve road safety for all.	The number of DSP's submitted by developers each year (increasing annually from 2017 baseline). The number of coordinated freight and waste services in Westminster. The number of consolidation sites (increasing annually from 2017 baseline). The percentage of Direct Vision vehicles operating in Westminster.	Short term (2017-2020). Short and medium term (2017-2023). Short, medium and long term (2017-2027). Short term (2017-2020).	WCC, BIDs, and TfL. WCC, BIDs and developers. WCC, BIDs, landowners, developers and TfL. TfL and freight vehicle purchasers.	
O4.5 - Work in partnership with TfL and neighbouring boroughs to develop road safety campaigns and messages to share the street.	Support road safety campaigns that have a clear factual basis.	The number of road safety campaigns per year.	Short, medium and long term (2017-2027)	WCC and TfL.	Dependent upon TfL's policies and schemes and their interaction with WCC.
O4.6 – Improve and reissue Westminster's pioneering road safety leaflet for visitors and	Seek funding to revise and reissue Westminster's visitor safety leaflet to	The number of leaflets printed and provided to train stations, and tourist	Short and medium term	WCC and TfL, and any other	

tourists.	promote road safety to tourist train, bus, coach and airplane passengers, and highlight Legible London signs.	buses and coaches or if electronic version also produced then the number of website hits.	(2017-2023).	funders.	
O4.7 – Improve personal safety for pedestrians by making walking feel safer by improving street lighting, de-cluttering and maintaining planting to enhance sight lines.	Westminster to maintain and publicise its telephone and internet reporting services so people can report such maintenance and de-cluttering concerns.	Investigate all requests and if appropriate implement any improvements to street lighting, de-cluttering and maintain planting.	Short term (2017-2020).	WCC and TfL.	
Objective 5 Make walking <u>more accessible</u>	Next Steps	Indicator	Timescales	Delivery Partners	LIP 2017/18 Programme No, Title, & Allocation
O5.1 – Westminster will seek to improve the accessibility of walking by increasing pedestrian space and crossings, and creating better and simpler street designs and installing more Legible London signs. Ensure that the needs of vulnerable pedestrians, and other road users, are taken into account in the design of all transport and public realm schemes.	All of Westminster's transport and public realm schemes aim to deliver the highest quality design by using the latest thinking for vulnerable pedestrian groups.	The number of schemes that benefit vulnerable pedestrians in the Local Implementation Plan (LIP).	Short, medium and long term (2017-2027)	WCC.	
O5.2 – Westminster will aim to quickly maintain any highway problems so that footways and roads are as accessible as possible.	Continue Westminster's telephone and internet reporting services so people can report any maintenance problems in the public realm.	Record the number of maintenance requests received and acted upon.	Short term (2017-2020).	WCC and TfL.	
O5.3 - Involve impaired groups in the development of Westminster's public realm design standards so that the access needs of all users are adequately represented in the council's scheme design and implementation.	Engage and involve impaired groups in any revisions to the Westminster Way design standards for the public realm. Continue to attend the Central London Mobility Group to consider accessibility improvements.	Involve impaired groups in written consultations and meetings to consult, review and amend the Westminster Way.	Short term (2017-2020).	WCC, impaired groups, Neighbourhood Forums, landowners, BIDs and TfL.	
O5.4 – Westminster aims to set up a rolling programme to review all major Traffic Management Orders (TMO's) to ensure that traffic signs and parking lines are compliant with inclusive design criteria.	Set up a rolling programme to check all TMO's in the City to ensure they are compliant with inclusive design criteria.	The number of changes made by reviewing TMO's annually.	Short term (2017-2020).	WCC.	
O5.5 - Westminster to encourage the Government to simplify and strengthen the enforcement powers of TfL and the Metropolitan Police against new types of motorised vehicles on the highway and footway.	Westminster to liaise with TfL and the Government to improve any new transport legislation to simplify and strengthen enforcement powers.	Better and simpler enforcement powers for transport.	Short and medium term 2017-2023).	The Government.	

Objective 6 Encourage <u>behaviour change</u>	Next Steps	Indicator	Timescales	Delivery Partners	LIP 2017/18 Programme No, Title, & Allocation
O6.1 – Seek opportunities for road user (including pedestrians) behaviour mode change campaigns that support the implementation of public realm projects.	Seek suitable public realm projects that provide good opportunities for behaviour mode change campaigns.	The number of behaviour mode change campaigns linked to public realm improvement projects annually.	Short to medium term (2017-2023)	WCC, BIDs, landowners, residents groups, and any partnering organisations.	
O6.2 – Continue to work with enquiries from schools and School Crossing Patrol Officers on any road safety requests. Expand pedestrian safety training programme for children. Implement School Travel Plans (STP) in all schools across Westminster by identifying measures which could encourage more children, parents, guardians and teachers to walk to school.	Ongoing programme of work. Train at least 250 pupils a year. Implement STP's and identify measures to encourage walking to school. Investigating providing schools with new resources to promote walking.	Enquiries from schools and School Crossing Patrol Officers. Train more than 250 pupils a year from this baseline figure in 2016. The number of schools provided with new measures and resources to promote walking. Measure any changes in the number of pupils walking to school by using the Sustainable Modes of Transport to School (SMOTS) survey every Autumn.	Short to medium term (2017-2023). Short term (2017-2020). Short term (2017-2020).	WCC and TfL. WCC and TfL.	WCC. LIP 12 - Transport Education Development & Implementation £30,000. LIP 11 - School Travel Plan Development £10,000.
O6.3 – Continue to explore new ways to deliver pedestrian safety training, education and publicity for residents and visitors, especially for vulnerable groups. Includes working with TfL and neighbouring boroughs to develop road safety campaigns.	Agree and deliver the activities in the 2017 / 2018 programme.	Number of resident's groups which have received road safety initiatives from a baseline of 2017.	Short term (2017-2020).	WCC.	Cycle Strategy Programme – Development and Implementation £320,000.
O6.4 – Work with WCC's public health and sports and leisure units to establish a network of 'Physical Activity, Leisure and Sports (PALS) Champions' through the 'Active Communities' programme. To assess and refer individuals to appropriate activity programmes (eg walking or cycling).	Meet with partner departments and agree action plan.	Number of PALS recruited.	Short term (2017-2020)	WCC.	LIP 19 Health and Wellbeing – Development £20,000.
O6.5 – Continue providing cycle training.	WCC provides cycle training to anyone who lives, works or studies in the City. Includes promoting considerate and safe road behaviour amongst all road users by using Operation Safeway with the Police and TfL.	Number of cycle training events annually.	Short term (2017-2020)	WCC.	
O6.6 – Work with BIDs to promote behaviour change amongst businesses and employees, especially by new members of staff.	Encourage BID's to target new staff and existing with behaviour change messages and resources to walk or cycle.	Number of BIDs promoting walking.	Short term (2017-2020)	BIDs	

