

Local Implementation Plan Annual Progress Report 2009/10 to 2011/12

Chapter 15.0 – Travel Awareness



15.0 TRAVEL AWARENESS

- 15.1 Over the past few years, Islington Council has developed one of the strongest travel awareness campaigns in the UK and indeed Europe. Islington has won awards for its Walk Islington and Cycle Islington campaigns and for its car club, and will be included in the EU's best practice guide to Car Free Days in 2008.
- 15.2 The council believes encouraging more sustainable travel choices is a year-round priority. Therefore, rather than focusing all available travel awareness resources on one large annual event, we favour an ongoing programme using a range of settings and approaches to appropriately target key demographic groups.
- 15.3 The aim of Islington's Travel Awareness programme is to encourage behavioural change amongst residents and visitors, in accordance with the council's vision of making Islington a greener, cleaner and safer borough, and to contribute towards London-wide programmes around carbon emission reduction and promotion of healthy, physically-active lifestyles.

Programme Summary 2009/10 - 2011/12

- 15.4 The schemes proposed for 2009/10 to 2011/12 follow along the lines of 2007/08 and 2008/09, learning from the successes of these years and employing new approaches and innovations from within Islington as well as elsewhere across London, the UK and Europe. Monitoring and feedback will help ensure future years' activities are even more effective. See the table below for a summary of the 2009/10 - 2011/12 programme.

PROPOSAL	2009/10 £000s	2010/11 £000s	2011/12 £000s	Total £000s
Walking Works	10	15	20	45
Bike Week	25	30	35	90
Car Free Day	30	40	50	120
Shifting short bus trips to walking and cycling	30	0	0	30
'Smarter Driving' in Islington	10	10	10	30
Total	105	95	115	315

Walking Works

- 15.5 In recent years, Islington's high-quality and innovative campaigns to promote walking have been very successful, winning awards and most importantly receiving positive feedback from participants. The council has proven its ability to deliver successful projects with positive outcomes, and seeks funding from Transport for London to help build on this success into the future.
- 15.6 The launch of the 'Walk Islington' guide in 2007 resulted in acclaim from residents, local shop owners, the local branch of Living Streets and the Ramblers' Association. Evaluation carried out on the guide indicated that it had motivated 90% of respondents to walk more regularly. The guide was also a winner at the London Sustainable

Transport Awards 2007 in the Travel Awareness Campaign of the Year category, and was shortlisted for a 2008 London Transport Award for Marketing Information.

- 15.7 In 2008/09, in addition to TfL's centralised campaign, Islington will promote walking to work to members of its Deliver partnership and the Islington Business Partnership – over 2000 businesses in total.
- 15.8 In 2009/10, funding is sought for the 'Walking Works' scheme to enable the council to run a targeted walking campaign to motivate people working or living in Islington to walk to work. This campaign will build on the 2008/09 work, and opportunities will be sought to link activities to the council's workplace travel plan promotion, as well as the Bike Week and Car Free Day events and the proposal to promote a shift from bus travel towards walking and cycling as described below.
- 15.9 The campaign will use the approved London-wide travel awareness campaign marketing material and be targeted at the staff of local businesses through council publications, local press, the Islington travel plan network and a poster campaign. It will also involve an Islington-based competition to encourage more residents to walk to work. Monitoring will provide feedback on the competition and attitudes to walking.

Bike Week

- 15.10 The programme of Bike Week events held by Islington Council over the last few years has attracted extremely high levels of participation and media exposure. Possibly the biggest success story has been the one-day cycling festival held at the Emirates Stadium in 2007. The festival involved bicycle stunts, try-outs, Dr Bike sessions, stationary cycling races and much more, and was attended by more than 10,000 people.
- 15.11 The one-day cycling festival will take place again this year and will once again be held at the Emirates Stadium. This year's event will begin to promote the Olympics, and continue to promote the health benefits of regular activity. It is anticipated that the event will again attract more than 10,000 residents and visitors. Other Bike Week 2008 events will include:
- Two Dr Bike sessions for cyclists – Residents will be invited to bring their old, dis-used bikes for a free service and get started cycling for the summer.
 - Two community events, one at Spa Fields in Clerkenwell and one near Essex Road in Angel. They will be aimed at families and young professionals who would like to start cycling. These events will include bike try-outs, Dr Bike sessions, stunt shows and information stalls.
- 15.12 Islington Council seeks 2009/10 funding to again run a comprehensive programme of Bike Week events to build on the success of recent years and to continue to expand the number of participants and level of press coverage. The Bike Week 2009 programme of events will again include a one-day cycling festival at the Emirates Stadium involving bicycle stunts, try-outs, Dr Bike sessions, stationary cycling races and much more. It will also include an event for cyclists supporting the Islington Cyclists Action Group, that will be held at the busiest road junction for cyclists in the borough, City Road/Goswell Road near Angel.

- 15.13 All events for 2009/10 will incorporate TfL approved branding and the pan-London campaign format and will be monitored through a short questionnaire completed by residents in attendance. Islington has budgeted for the purchase of approximately £2,000 of materials from TfL's menu of centrally-produced materials.

Car Free Day

- 15.14 Islington's Car Free Day events over the past few years have been highly successful in terms of the number of participants and positive media coverage received. This success has led to the borough's inclusion in the EU's Best Practice Guide to Car Free Days in 2008.
- 15.15 In 2006, Islington's Car Free Day event was, entitled 'Park(ing)' – local artists transformed on-street parking bays in Clerkenwell to highlight the range of better uses parking space could be put to. The event involved hundreds of local workers and attracted positive media coverage from Islington papers, the BBC, ITV and several trade magazines.
- 15.16 In 2007, Car Free Day again involved local artists creating 'Park(ing)' installations in the street. Six artists were given two days to transform an abandoned vehicle into a work of art to promote reduced car use and more sustainable living. The event was held in conjunction with the Whitecross Street Food Festival and attracted over 5,000 people.
- 15.17 In 2008, Car Free Day will grow once again with a high-profile event to transform a local shopping street. A location has been chosen and will be publicly announced soon, following consultation with TfL and emergency services. The event will generate local and national press and consult on future sustainable transport improvements.
- 15.18 Islington has already been chosen as a pilot for the European Union's new Car Free Day monitoring project and will receive assistance in carrying out a more detailed monitoring exercise to determine the full benefits of our 2008 Car Free Day event.
- 15.19 Funding is sought to continue Islington's growing Car Free Day programme in 2009/10. Islington will work with the EC1 New Deal for Communities, a local regeneration partnership, who are currently working towards the creation of 'home zone' style pedestrian priority environments around a number of estates in the south of Islington. The Car Free Day event would represent the culmination of a longer campaign to promote walking, cycling and local shopping to residents of estates in the area, helping to highlight the recent transformation of residential streetscapes from no-go areas into highly-permeable and pleasant environments.
- 15.20 The event will incorporate TfL approved branding, and monitoring feedback on the success of the event will be provided. Islington has budgeted for the purchase of approximately £2,000 of materials from TfL's menu of centrally-produced materials.

Shifting short bus trips to walking and cycling

- 15.21 A recent survey of Islington residents revealed that 53% of residents travel by public transport to local public amenities for leisure purposes, and 41% of residents travel by bus. This is higher than the level of residents travelling to work by bus and corresponds to a drop in residents travelling by bicycle or on foot. (Just 19.5% of leisure trips are made on foot, and 6.8% by cycling.) The council plans to pilot a campaign, working with

local partners and key destinations, to shift leisure trips from public transport and car towards more sustainable and healthy travel. Opportunities will be sought to link activities to the Walking Works proposal outlined above, as well as Bike Week and Car Free Day events.

- 15.22 The council will provide residents with a range of discounts negotiated with local cinemas and leisure destinations, as well as information on summer events and how to travel to walk and cycle to them. This campaign will provide a prototype to be used by other boroughs.
- 15.23 This project will link into cycling and walking route and facility improvements in Finsbury Park, Sadlers Wells and Farringdon.

‘Smarter Driving’ in Islington

- 15.24 Islington Council is an international leader in promoting greener driving. The largest car club in the country provides residents and businesses with access to Streetcar pay-as-you-go cars without the need to own one, thus reducing car ownership and impulse car trips. Our referendum on emission-based parking charges was the first in the country, and showed local support for measures to reduce carbon emissions from cars. And the council’s Climate Change Fund has facilitated a range of innovative and high-profile projects, including a scheme to allow parking permit holders to exchange their permit for £200 towards a bicycle or Streetcar, a grant scheme for small businesses to green their travel, and a residential individualised marketing pilot. We are also leading by example, with an award-winning council travel plan and European award-winning vehicle fleet management.
- 15.25 In 2009/10, Islington seeks funding for a ‘smarter driving’ campaign to find innovative ways to spread TfL’s ‘smarter driving’ campaign messages to residents at the local level. In 2007/08, a car club guide based on the Walk and Cycle Islington guides was produced and distributed to all parking permit holders. For this campaign a more streamlined booklet would be developed to raise awareness of smarter driving techniques as well as the potential money-saving benefits to drivers. But in addition to the borough-wide booklet, one residential area would be the focus of more interactive competitions and events such as debates and pub quizzes. Focus groups and careful monitoring would contribute towards guidance for other boroughs hoping to promote smarter driving.

Baseline Submission Form

- 15.26 The supporting information set out in this document has been compiled to provide more comprehensive descriptions of the proposed schemes outlined briefly in the 2009/10 to 2011/12 Baseline Submission Forms submitted separately to TfL and available for download from the council’s website.

Sustainable Transport Strategy (STS) References

- 15.27 Islington’s Local Implementation Plan, the Sustainable Transport Strategy (STS), was approved by the Mayor of London in October 2006 and adopted by the council in December 2006. It is available for download from the council’s website. The proposals set out in this bid document will contribute towards the following objectives and policies

of the STS:

- Appendix J, Draft Strategic Environmental Assessment (SEA) Statement
- Chapter 3, STS policy SA7, G1, G3-5, G13, AT7
- Chapter 4, STS proposal EN1-5
- Chapter 7, PI SEA1-11
- Appendix A, table A.17
- Appendix B, Form 32-Environment