

SUSTAINABLE TRANSPORT STRATEGY 2006 – 2016  
APPENDIX N



Islington Walking and Accessibility Action Plan

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# APPENDIX N ISLINGTON WALKING AND ACCESSIBILITY ACTION PLAN

## 1.0 Introduction

- 1.1 Walking and accessibility are important parts of the council's Sustainable Transport Strategy. In chapter 3, policy G9 on **people-friendly streets** was established: "We will increase walking by making Islington's streets more 'people-friendly'". This policy fits alongside a range of other policies laid out in chapter 3 to contribute towards making Islington's transport environment safer and more accessible for everyone. Proposals, programmes and performance measures were outlined in chapters 4, 5 and 7 to deliver these policies and to encourage walking and improve accessibility in Islington.
- 1.2 The council's draft Walking and Accessibility Action Plan brings together the parts of the strategy that are relevant to walking and accessibility into a single concise document. It begins with a summary of the Sustainable Transport Strategy of which it is a part, and a description of the Best Value Review of 'People-Friendly Streets' that the council has recently undertaken. Background information including the benefits of walking, issues and problems, and related national, London-wide and local policies is then outlined. Performance measures related to walking and accessibility that were established in chapter 7 are then restated, and all relevant policies, proposals and programmes from chapters 3, 4, 5 and appendix A are presented.
- 1.3 This action plan has been included in the consultation draft version of the Sustainable Transport Strategy to assist the organisations that represent them. With input from stakeholders during consultation, it is hoped that a more comprehensive summary of walking and accessibility issues and future action in Islington can be produced for the final version of the Sustainable Transport Strategy.
- 1.4 This Walking and Accessibility Action Plan is not part of the council's statutory requirement to develop a local implementation plan.

## 2.0 Islington Council's Sustainable Transport Strategy

- 2.1 The Sustainable Transport Strategy for Islington has been written for four main purposes:
- to document Islington Council's transport strategy for the next ten years, 2006 to 2016, for Islington's residents, businesses, transport partners and other stakeholders
  - to fulfil the Mayor's requirement for Islington Council to develop a local implementation plan
  - to contribute towards the council's new planning policy, the Local Development Framework (LDF), which is being developed alongside the transport strategy and will replace the existing Unitary Development Plan (UDP) over the next two years
  - to be used as a strategic tool by council officers to assist longer-term programming and co-ordination of transport improvements
- 2.2 The strategy's vision is derived from Islington Council's overall 'One Islington' vision, which is to make Islington:
- a greener place to live
  - a place where people of all backgrounds are able to realise their full potential
  - a borough of safe, empowered communities
- 2.3 Building on the One Islington vision, the objectives of this sustainable transport strategy are to make Islington's transport system:
- Safe
  - Accessible
  - Green
  - Efficient
  - Secure
  - Attractive

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- 2.4 The strategy is a very comprehensive compilation of transport information, containing
- Islington's socio-economic/demographic and transport contexts (chapters 1 and 2)
  - strategic transport policies (chapter 3)
  - proposals for specific transport topic areas (chapter 4)
  - the funding implications of the strategy (chapter 5)
  - a "core capacity statement" summarising the council's capacity to deliver the proposed programme (chapter 6)
  - targets and performance indicators that will be used to monitor implementation of the strategy (chapter 7)
  - and a number of additional chapters and appendices to present further detail and to assist specific individuals and groups to find the information most likely to be of interest to them
- 2.5 Readers seeking more detail or further background on the issues and measures discussed in this Walking and Accessibility Action Plan should read this document in conjunction with the broader Sustainable Transport Strategy.

### 3.0 People-Friendly Streets

- 3.1 Consultation consistently indicates that making local streets cleaner, safer and more attractive is a key priority for local people. In 2003-04, the council responded to this by carrying out a cross-cutting Best Value Review of all council services that affect how pedestrians use and perceive Islington's streets. This review was carried out in tandem with a Best Value Review of the council's waste management services.
- 3.2 The People-Friendly Streets review identified the following priorities:
- cleaner streets
  - better maintained streets
  - a continued focus on improving road safety
  - a more co-ordinated and sustainable approach to planning, designing, constructing, maintaining and managing streets, including street lights and trees
  - improved street design and management of on-street activities to reduce crime and fear of crime
  - better facilities for people with disabilities or mobility difficulties
  - co-ordinated action against anti-social behaviour and 'enviro-crimes' like graffiti, abandoned vehicles, and dog fouling
- 3.3 A detailed service improvement plan was developed and costed to deliver these priorities. This includes
- short and medium-term strategies to further improve street cleansing, reduce graffiti and fly-posting, remove street clutter, improve the regulation of on-street activities such as A-boards and tables and chairs, and improve the maintenance of existing street furniture
  - medium to longer-term strategies to repair and resurface pavements and carriageways, and to invest in the public realm
- 3.4 The council's Executive approved the People-Friendly Streets Service Improvement Plan in June 2004. This plan covers a five-year period and is reviewed annually. The first annual review was carried out in spring 2005. The review concluded that in most areas, good progress was being made towards delivering the actions in the service improvement plan. In 2005-06 the council allocated additional capital funding to secure delivery of the plan.

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3.5 After consultation, a vision was developed for Islington's streets. This states that Islington's streets will be:

- clean
- safe
- secure
- attractive
- accessible
- welcoming and liveable

3.6 This vision has been incorporated into the six key transport objectives of the Sustainable Transport Strategy (see above) and the council's vision for the A1 outlined in the A1 Borough Strategy (see chapter 8).

## 4.0 Benefits of walking

4.1 The key benefits of walking include:

- **Health** – walking offers an easy and cheap form of exercise
- **Environmental** – walking reduces reliance on motorised travel thus reducing congestion and improving the environment
- **Economic** – walking is economically beneficial
- **Accessibility** – improvements to the walking environment benefit also those with disabilities and mobility difficulties

4.2 The council therefore places a great deal of priority on encouraging people to walk.

### Health Benefits

4.3 The health benefits of regular physical activity are far-reaching: reduced risk of coronary heart disease, stroke, and other chronic diseases; lower health care costs; and improved quality of life for people of all ages. Regular exercise provides a myriad of health benefits for older people including a stronger heart, a positive mental outlook and an increased chance of remaining indefinitely independent – a benefit that will become increasingly important as our population ages in the coming years.

4.4 Physical activity need not be highly strenuous for an individual to reap significant health benefits. Even small increases in light to moderate activity, equivalent to walking for about 30 minutes a day, will produce measurable benefits especially for those who are least active.

4.5 Over 20% of people living in Islington are defined as clinically obese. Encouraging people to walk more can help tackle obesity.

### Environmental Benefits

4.6 Motor vehicles create a substantial amount of air pollution. Walking is a pollution-free mode of transport and uses no non-renewable fossil fuels. Walking reduces the need to build, service and dispose of cars.

### Economic Benefits

4.7 Evidence from Islington and elsewhere in London indicates that retail centres will struggle without high levels of pedestrian footfall. For example, recent research in the Angel Town Centre found that walking was the most popular means of travelling to the town centre, and that as a group pedestrians spent more money in the town centre than others, including motorists. These findings are replicated in a Transport for London study of other town centres in London.

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## Quality of Life Benefits

- 4.8 In a growing number of communities, cycling and walking are considered as indicators of a community's liveability. In cities and towns where people can regularly be seen out cycling and walking, there is a real feeling that these are safe, cohesive and friendly places to live and visit.

## Transport Network Accessibility Benefits

- 4.9 Table N.1 illustrates the current mode share for work and education trips in Islington. The proportion of Islington residents walking to work and education is one of the highest in England and Wales. However, the percentage of Islington residents walking to work or educational establishments has decreased significantly since 1991. It appears that the main switch has been from walking to use of the Underground and buses.

Table N.1: Islington Mode Share

Main Mode	% of Home to Work Trips		% of Home to Education Trips	
	1991	2001	1991	2001
National Rail	4	4	3	4 (+)
Underground	19	28 (+)	10	15 (+)
Bus	20	20	16	26 (+)
Taxi	1	1	0	0
Other	0	0	0	0
Car driver	19	16 (-)	1	1
Car passenger	3	2 (-)	11	7 (-)
Van/Lorry	1	1	0	0
Motorcycle	1	2 (+)	2	0 (-)
Cycle	7	4 (-)	3	3
<b>Walk</b>	<b>24</b>	<b>21 (-)</b>	<b>55</b>	<b>44 (-)</b>

Source: London Area Transport Survey

- 4.10 This apparent decline in walking is a major concern, and is somewhat surprising as in many ways Islington is an ideal place to walk. The borough is very densely developed and compact, and about 36% of all trips in Islington are shorter than 1km, and about 74% are shorter than 4km.<sup>ii</sup> The average length of journeys made entirely by foot in Great Britain is nearly 1km (0.6 miles).<sup>iii</sup>
- 4.11 Inadequacies in the transport network can make it more difficult for disabled people to get around. Across the UK, 16% of the population has difficulty travelling by foot or by bus.<sup>iv</sup> In Islington, there is a substantial proportion of the population who have disabilities or mobility difficulties that affect their ability to travel around the borough. The proportion of residents who have a long-term illness, health problem or disability limiting their daily activity or the work they do is 18%. This is significantly higher than the 1% experiencing these difficulties across Greater London.
- 4.12 Table N.2 illustrates that the most common problem affecting Islington residents with long-standing health problems or disabilities is having difficulty walking. On the whole, over one in ten residents experience some form of long-term difficulty in getting around. However, many more people

<sup>i</sup> The 2001 census determined that 4% of work trips and 3% of education trips in Islington were by bicycle. Unfortunately, no overall or more recent modal split figures exist for individual boroughs.

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experience at least temporary difficulties in getting around the borough on foot including having young children and babies, having a temporary illness or injury, or simply carrying heavy bags.

Table N.2: Difficulties affecting ability to travel amongst Islington residents

Difficulty Affecting Ability to Travel	Percentage
Difficulty walking	7.1%
Difficulty hearing	1.8%
Difficulty seeing	0.7%
Difficulty understanding	1.0%
Difficulty other	1.8%
Uses a wheelchair	0.5%
<b>Total</b>	<b>12.9%</b>

Source: London Area Transport Survey

- 4.13 Table N.3 shows the rate of trips per day made by disabled people in London (all disabilities aggregated, all day). This indicates that car and motorcycles are the most commonly used modes followed by walking and public transport. This shows that there is the potential to reduce car trips by making the walking environment and the public transport network more accessible.

Table N.3: London trip rates per person per day for disabled people

Transport Mode	Rate per person per day
Public transport	0.6
<b>Walk and cycle</b>	<b>0.7</b>
Car and motorcycle	0.8
Taxi	0.1
Other	0.0

## 5.0 Issues and problems

- 5.1 A key aim of this Sustainable Transport Strategy is to identify and address the main barriers to walking in Islington. These barriers can be grouped into
- barriers created by poor design and management of the built environment
  - barriers created by concerns about crime and anti-social behaviour
  - concerns relating to road safety – particularly safe and easy places to cross the road

### Physical Barriers

- 5.2 Consultation carried out during the Best Value Review “People Friendly Streets” (2004) found that many disabled people had difficulty getting around Islington. Problems included:
- lack of cleanliness
  - the poor state of pavements
  - a lack of and/or poorly designed/constructed drop kerbs and crossing points
  - difficulties getting around obstacles such as rubbish bags, poorly located street furniture and dog excrement

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- 5.3 Although the impact of these issues is particularly severe for disabled people, they impact on the community as a whole, particularly on older and younger people.

### Concerns about Personal Security

- 5.4 People are discouraged from walking in parts of the borough by concerns about the dominance of traffic, safety, crime and anti-social behaviour. Ways in which the council is trying to address this problem include:

- Improving street lighting
- Supporting Metropolitan Police initiatives (see below)

- 5.5 The council currently supports the Metropolitan Police Safer Neighbourhoods initiative. There are currently three Safer Neighbourhoods teams in the borough at Mildmay, Holloway and St Mary's. Teams in each area focus on the specific issues identified through consultation with the local communities they are policing. Experience suggests that these are most likely to be the quality of life crimes and issues that affect the day-to-day lives of the public in that area. This includes graffiti, abandoned cars, noisy neighbours, drunkenness and vandalism. They also work in partnership with the council to ensure that other issues that affect the public's feeling of personal security are being tackled, such as poor lighting and truancy.

- 5.6 The introduction of Police Community Support Officers (PCSO) in some parts of the borough has received good initial feedback and the police are rolling out the programme across other areas in the borough, subject to funding. There are three roles for London's PCSOs, all based on relating with the community and providing a reassuring visible presence:

1. **Community role** – communities will see regular patrols of their areas with a continuity of service focusing on crime and anti-social behaviour
2. **Security role** – public safety and security
3. **Transport role** – ensuring minimum disruption and distress are caused to Londoners' lives by heavy traffic, road accidents and illegally parked vehicles

- 5.7 The council also operates a team of streetscene and enforcement officers.

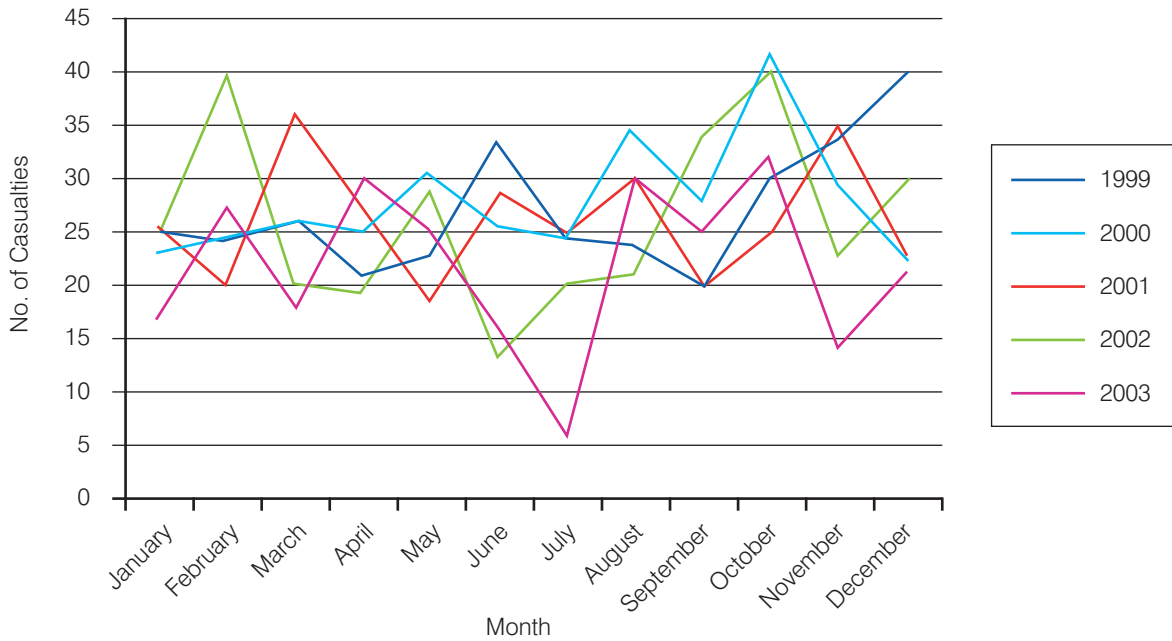
### Road Safety Casualties

- 5.8 Most residents walk as part of their journey. For example, a survey of Islington schools revealed that 75% of all journeys were by foot. Despite this, the number of accidents involving pedestrians is high, particularly in the shopping areas at Angel and Nag's Head, both of which straddle major roads in the borough.
- 5.9 Figure N.1 shows that pedestrians are most likely to be involved in an accident during the autumn and winter periods.

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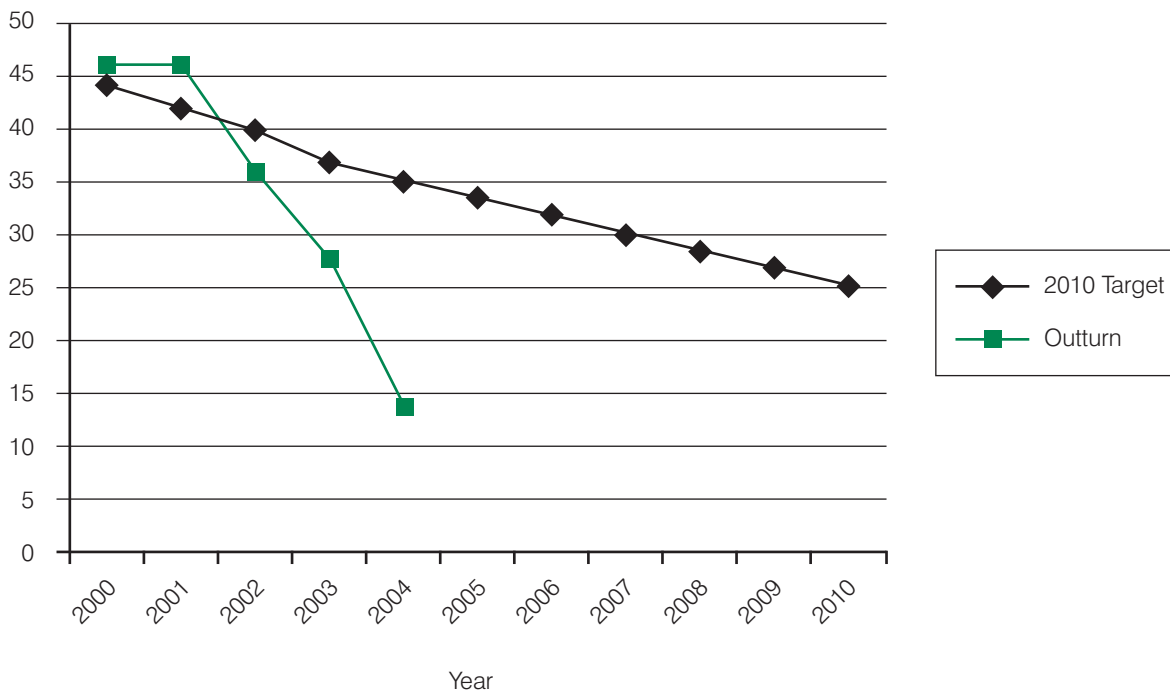
Figure N.1: Pedestrian casualties by month



5.10 However, there has been a progressive and marked decrease in the number of pedestrians killed or seriously injured in road traffic accidents in Islington over the past five years. Between 2000 and 2004 there was a 46% reduction in pedestrian casualties in Islington, down from 334 to 181. For more detailed information on pedestrian casualties in Islington, see the council’s Road Safety Plan in appendix K of this strategy.

5.11 Figure N.2 shows the recent pedestrian casualty trends, as well as the targets that Islington Council has established to reduce pedestrian casualties by 2010.

Figure N.2: Targets to reduce Pedestrian KSIs, 2000-2010



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### Difficulties Crossing the Road

- 5.12 One of the key barriers to walking in the borough is the perceived time that it takes to cross the road. To address this issue, a pedestrian crossing programme is being developed for local roads. This programme is carried out in three phases:
1. Identifying where there is a need for new pedestrian crossing facilities and where existing facilities no longer fulfil the needs of users (e.g. upgrading an informal crossing point to a zebra crossing, or upgrading a zebra to a pelican)
  2. Design and consultation
  3. Implementation, where in many cases, simple changes to signal timings can significantly reduce jay-walking and pedestrian delays (implementation may be carried out as part of other schemes)

## 6.0 Policy context

### National and London Policy

- 6.1 The Government's 1998 **A New Deal for Transport White Paper** heralded a new emphasis on the sustainability implications of transport policies and proposals. Strategies to make walking easier, more viable, safer and more attractive would be required components in the new Local Transport Plans through which local authorities would bid for funding.
- 6.2 In 2004, the Government published **Walking and Cycling: An Action Plan**, which promotes increasing levels of walking and cycling in England.
- 6.3 With respect to accessibility, Parliament passed the **Disability Discrimination Act (DDA)** 1995, which seeks to ensure disabled people are not discriminated against when accessing employment, goods and services. The DDA defines a disabled person as someone who 'has a physical or mental impairment which has a substantial and long-term adverse effect on his ability to carry out normal day-to-day activities'. In transport terms, this means a substantial and long-term adverse effect upon a disabled person's ability to gain access to, or travel independently on, transport systems, notably public transport.

The DDA defines a disabled person as someone who 'has a physical or mental impairment which has a substantial and long-term adverse effect on his ability to carry out normal day-to-day activities'.

- 6.4 In London, a key objective of the **Mayor's Transport Strategy** is to improve conditions for pedestrians including people with disabilities, and other vulnerable road users such as children and the elderly. The **Mayor's Accessibility Action Plan** goes further, including a comprehensive set of policies and proposals that will enhance the accessibility of London's transport services over a defined period of time. London's transport system must be made more accessible by removing the physical, attitudinal and communication barriers that affect independent mobility.

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### The Unitary Development Plan's Objectives

- 6.5 Islington Council fully supports the move to a strategic approach to walking and accessibility. This support is reflected in the council's Unitary Development Plan (UDP) – its statutory land use plan.
- 6.6 The UDP carries the following targets:
- increase walking share as a proportion of all journeys from 47% to 60% by 2006
  - increase walking share as a proportion of all journeys to work from 15% to 20% by 2006
  - increase walking share as a proportion of all journeys to school/education from 74% to 80% by 2006
- 6.7 The UDP also states that 'improving the quality of the pedestrian environment needs to specifically take into account enhancing access for people whose mobility is impaired. This includes not only those with a permanent disability but those who may suffer from a temporary disability or who may be impaired by carrying luggage, a pushchair or heavy shopping'.
- 6.8 The UDP's broad policies are amplified in the Sustainable Transport Strategy policies outlined below.

### Sustainable Transport Strategy Policies that Support Walking and Accessibility

- 6.9 The Sustainable Transport Strategy (STS) sets policies on walking and accessibility that are consistent with the UDP for the next ten years. The policies aim to
- increase walking as a means of travel for short trips as an integral component of promoting sustainable transport
  - improve the overall environment for pedestrians in terms of cleanliness, safety, security, convenience and freedom from obstruction
  - reduce the risk to pedestrians from road traffic
  - improve pedestrian and accessibility access to key destinations, particularly schools, shops, centres of employment and public transport facilities
  - ensure that new development properly takes into account the needs of pedestrians/disabled/elderly etc
  - raise awareness about the benefits and importance of walking as a sustainable form of travel within Islington
- 6.10 The STS establishes a number of strategic transport policies that support increased walking and accessibility in Islington. These are presented in chapter 3 of the Sustainable Transport Strategy.
- SA1 Casualty reduction:** We will design council traffic schemes to ensure that the safety of all road users, particularly vulnerable road users, is paramount
- SA2 Speed reduction:** We will continue to explore and implement measures to reduce driving at dangerous speeds, especially in residential, shopping and school areas
- SA3 Traffic reduction:** We will make Islington's roads safer and less congested by reducing non-essential motor vehicle journeys, especially in residential, shopping and school areas
- SA4 Safer routes to school:** We will review traffic arrangements around every school in Islington to reduce road danger for school-children
- SA5 Road safety education:** We will continue to raise awareness of road dangers and promote safer behaviour, especially to protect vulnerable road users
- SA6 Maintaining our highways:** We will prioritise maintenance expenditure on roads and footways to reduce the risk and occurrence of defect-related accidents

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- SA7 Healthy Islington:** We will contribute towards improved public health through promotion of more physically active transport modes and tackling transport pollution
- AC1 Fair transport:** We will endeavour to make Islington's transport network more accessible to everyone and to reduce transport-related inequalities in accordance with the council's Dignity for All policy
- AC2 Open decision-making:** We will consult widely with representatives of all sections of the community on transport policies and proposals
- AC3 Accessible transport:** We will pilot innovative new services for people with disabilities and work with Transport for London to provide improved accessible transport services
- AC4 Access for all:** We will work to make every street and junction in Islington accessible to disabled people and people with impaired mobility
- AC5 Community cohesion:** We will help to connect communities by reducing physical barriers caused by the transport system
- AC6 People-friendly town centres:** We will improve walking, cycling and public transport links to and within the borough's town and district centres and regeneration areas
- AC7 Affordable transport:** We will lobby for transport services to remain affordable, and will explore mechanisms for providing affordable access to transport services for people on low incomes
- G2 Greener commuting:** We will seek to reduce motor vehicle commuting into the borough where alternatives exist
- G3 Quieter streets:** We will endeavour to reduce transport-related noise generated in Islington
- G4 Cleaner air:** We will work to improve air quality by reducing transport-related air pollution generated in Islington
- G5 Energy efficiency and climate protection:** We will endeavour to reduce transport-related energy consumption and greenhouse gas emissions in Islington, and reduce Islington's contribution to global climate change
- G9 People-friendly streets:** We will increase walking by making Islington's streets more 'people-friendly'
- G11 Better public transport:** We will promote increased use of public transport and will work with the Mayor of London and Transport for London to improve public transport services

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- G12 Behaviour change education:** We will continue to complement our range of physical measures with travel awareness education, information, events and project pilots, and travel plan promotion, to encourage shift towards more sustainable travel
- G13 Sustainable development planning:** We will ensure that all new development in Islington maximises accessibility by sustainable modes of transport, that major developments are located near public transport hubs, that access standards are met and that negative impacts on the transport network are mitigated
- E1 Balancing demands:** We will balance competing demands for Islington's limited space to make transport more efficient, giving priority to pedestrians and people with mobility difficulties, then cyclists, then users of public transport, then delivery vehicles, then users of cleaner-fuel vehicles, then other road users
- E2 Holistic street management:** We will look at Islington's streets from the user's perspective, working to ensure that all council activities that impact on the street contribute towards an overall improvement to the street environment
- E3 Reducing congestion:** We will ensure the safe and efficient flow of traffic to reduce traffic congestion, particularly where this will benefit more vulnerable road users, pedestrians, cyclists and public transport users
- E9 Balancing parking demands:** We will prioritise the parking needs of disabled people, local residents, suppliers of goods and services, car club members, businesses and their customers
- SE1 Personal security:** We will work with the Police to ensure that transport improvements in Islington contribute towards crime-reduction and make people feel more secure, especially vulnerable street users
- SE2 Better lighting:** We will improve street-lighting levels across the borough, and will seek to improve the energy efficiency of lighting units and utilise renewable energy supplies
- AT2 High-quality street design:** We will deliver high quality signage and street furniture and will reduce 'street clutter' based on the council's Streetbook
- AT6 Clean streets:** We will continuously improve street cleaning to maintain a cleaner street environment in Islington

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## 7.0 STS Walking and Accessibility Performance Measures

7.1 Islington's STS establishes a number of performance measures that support walking and accessibility in Islington. Table N.4 sets out the specific performance measures related to walking and accessibility. These are also presented in chapter 7 of the STS.

Table N.4: Islington's STS targets and performance indicators related to walking and accessibility

Target/ PI	Performance Indicator Description	Baseline Measure	Interim target – 2006/07	Interim target – 2008/09	End target	Islington LIP Objective	Source
Target LIP1b	Number of <b>pedestrians</b> killed or seriously injured annually <i>(Data updated annually)</i>	94-98: 76.0 2003: 49 2004: 25	<52	<49	<46 (40% reduction by 2010)	Safe	LIP Guidance Target
Target LIP7	To increase the proportion of personal travel made by modes other than the car <i>(Data updated every 10 years)</i>		Data for all trips does not exist, so a target could not be set.			Green	LIP Guidance Target; data from LATS 2001 Household Survey
	<b>Islington Modal Split (%)</b>						
	<b>Main Mode</b>	<b>Work</b>	<b>Education</b>				
	National Rail	4	4				
	Underground/DLR	28	15				
	Bus/Tram	20	26				
	Taxi	1	0				
	Other	0	0				
	Car driver	16	1				
	Car passenger	2	7				
	Van/Lorry	1	0				
	Motorcycle	2	0				
	Cycle	4	3				
	Walk	21	44				
	<b>Total daily trips</b>	<b>45,131 (100%)</b>	<b>23,793 (100%)</b>				
Target LIP10a	Number and rate of trips made by disabled people (all disabilities aggregated, all day)	Borough-specific baseline data not yet available	Unable to set target as data is not available for individual boroughs			Accessible	LIP Guidance Target; data from LATS 2001 Household Survey LIP Guidance Target; data from LATS 2001 Household Survey
	<b>London trip rates per person per day for disabled people</b>						
	<b>Transport Mode</b>	<b>Rate per person per day</b>					
	Public transport	0.6					
	Walk and cycle	0.7					
	Car and motorcycle	0.8					
	Taxi	0.1					
	Other	0.0					

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Target/ PI	Performance Indicator Description	Baseline Measure	Interim target – 2006/07	Interim target – 2008/09	End target	Islington LIP Objective	Source
PI LIP24 (BV 165)	Percentage of pedestrian crossings with facilities for disabled people (Data updated annually)	2003/04: 69% 2004/05: 100%	100% target already reached			Accessible	LIP Guidance PI; data from LBI PFS
Target LIP12	Volume and rate per person of walking trips per annum [TfL and boroughs are to achieve an increase of at least 10% in journeys made on foot per person in London between 2001 and 2015. A 15% population growth has been factored into 2015 rate target.]	2001 baseline: Number of walking trips per day in Islington – 175,731 Trips per person per day – 0.977 (Data updated every 10 years)	Trips per day – 190,000 Trips per person per day – 1.000	Trips per day – 200,000 Trips per person per day – 1.030	By 2015: 25% increase in trips per day – 220,000 10% increase in trips per person per day – 1.075	Green	LIP Guidance Target; data from LATS 2001 Household Survey database; population from census
PI LIP 25 (BV 187)	Proportion of footway in poor condition (categories 1, 1a and 2) (Data updated annually)	2003/04: 14.2%	8%	4%	0 (2010/11)	Accessible	LIP Guidance PI; data from LBI PFS and BVPP
PI BV99ai	Number of pedestrians killed or seriously injured per 100,000 population (Data updated annually)	94-98: 43.11 03/04: 27.07 04/05: 13.81				Safe	LBI; BVPP
PI BV99aii	Number of pedestrians slightly injured per 100,000 population (Data updated annually)	94-98: 147.14 03/04: 117.67 04/05: 86.18				Safe	LBI; BVPP

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### 8.0 Sustainable Transport Strategy Proposals to Encourage Walking

- 8.1 To achieve the STS policies that encourage walking in Islington, the council will deliver the following proposals and programmes.

#### Promoting Walking

##### Prop W1

**To actively promote walking as a viable transport mode highlighting the health and community benefits**

- 8.2 Promoting walking is an important part of the council's road safety and travel awareness education programmes. These programmes target various parts of the community and give people, particularly children and young people, the skills, resources and motivation they need to start walking more often. In addition, further expansion of the council's Wayfinding boards and maps and other pedestrian signage throughout the borough will help to promote walking.

#### Walking Routes and Networks

##### Prop W2

**To enhance existing walking routes and create new walking routes and networks throughout Islington**

- 8.3 The council will continue to develop a system of walking routes across the borough linking public transport, community facilities, green spaces and other points of interest for both residents and visitors. In addition to new walking routes that may be identified in the future, there are three main routes that will continue to be developed:
- North Islington Walking Route
  - New River Walk
  - EC1 New Deal Green Chain Walking Route
- 8.4 The North Islington Walking Route stretches from Tufnell Park Underground to Crouch Hill, with a fork to Finsbury Park Station via the new Arsenal Stadium. This route is currently under development, and a walking audit of the route has been carried out. Potential improvements include a pilot diagonal crossing on Stroud Green Road, entry treatments, traffic calming, footway widening, Wayfinding and removal of street clutter.
- 8.5 The New River Walk is an existing route from Green Lanes in the north-east of the borough to Exmouth Market in the south-west. It is an important pedestrian desire line and follows a nearly continuous line of green spaces. A walking audit of the route will be carried out. Following this and subject to funding, the council will design, consult on, and implement improvements. Potential improvements include entry treatments, traffic calming, footway widening, Wayfinding and removal of street clutter. The A1 Strategy also identifies how pedestrian routes can be improved along and across the A1 street.
- 8.6 The EC1 New Deal Green Chain Walking Route connects Old Street station to King's Cross and St Pancras stations and links many community amenities and green spaces along the way. The green chain is identified in the EC1 New Deal master plan. Pedestrian access along the green chain could be improved by better facilitating foot traffic through a number of green spaces and housing estates along the route, and other crossing and footway improvements.

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### **Related STS Programme**

8.7 To support the pedestrian route improvements, the STS sets out a programme in appendix A to deliver the proposals. These improvements include the following routes in Islington:

- North Islington Walking Route
- New River Walk
- East Area Route 1 – Mildmay
- East Area Route 2 – Highbury West
- East Area Route 3 – Highbury East
- East Area Route 4 – Finsbury Park
- North Area Route 1 – St Georges
- North Area Route 2 – Tollington
- North Area Route 3 – Hillrise
- North Area Route 4 – Junction
- South Area Route 1 – Canonbury
- South Area Route 2 – St Peters
- South Area Route 3 – Clerkenwell
- South Area Route 4 – Bunhill
- West Area Route 1 – Barnsbury
- West Area Route 2 – Caledonian
- West Area Route 3 – Holloway
- West Area Route 4 – St Mary's
- Pedestrian Improvements environs of Farringdon Station

### **Walking Audits**

#### **Prop W3**

#### **To carry out walking audits for all major council traffic schemes**

- 8.8 As well as improving pedestrian facilities along key pedestrian desire lines, the council will carry out walking audits on all major council traffic schemes. This process was initiated in conjunction with Living Streets and takes full account of pedestrian safety, security, ambience, convenience and accessibility. The process starts with the training of road safety, engineering and transport planning officers by Living Streets. To ensure that social inclusion issues are addressed, the audits look at the streets from the perspective of people with disabilities, older people, children and young people, women, and ethnic minority groups.
- 8.9 Focusing on the area affected by the traffic scheme, walking audits identify
- where pedestrian facilities and the overall environment can be improved along desire lines to key destinations
  - programmes of remedial works

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- 8.10 Subject to availability of funding and consultation, remedial works identified and undertaken could include
- improvements to crossing facilities
  - accessibility features for people with mobility impairments
  - footway surface improvements
  - improved lighting
  - entry treatments and traffic calming
  - provision of Wayfinding facilities
  - removal of street clutter to improve accessibility and to open up sightlines
- 8.11 The walking audit process will be run in conjunction with the cycling audit programme referred to in Islington's Cycling Action Plan (appendix O).

### Streets for People and Area-Based Schemes

#### Prop W4

**To deliver area-based environmental improvement schemes to make Islington's key centres and regeneration areas more people-friendly**

- 8.12 Over the next ten years, the council intends to significantly improve the pedestrian environment in the borough's key centres and regeneration areas particularly along the A1 Corridor, within the EC1 New Deal Area (with the Finsbury Park partnership) and in the King's Cross to Finsbury Park Swathe.
- 8.13 These area-based schemes will focus holistically on all transport modes and road users, but priority will be given to improvements for pedestrians. Funding will be secured from a range of sources, including the council's own funds, S.106 agreements, regeneration funding, and TfL's 'Streets for People' programme. These schemes will
- reduce traffic volumes and speeds, and the overall dominance of road traffic
  - encourage greater use of more sustainable modes of transport, particularly walking and cycling
  - improve public transport links and accessibility
  - create a safer, cleaner environment
  - sustain and enhance the economic viability of the area and support local shops
- 8.14 To achieve these aims we will
- consider measures to give pedestrians priority over traffic
  - review and rationalise street furniture
  - review the management of street cleaning
  - improve the quality of and access to green spaces and other public spaces in the area
  - increase the number of street trees, and use other forms of planting and street art to inject colour into the area
  - operate planning policies to ensure that a good range of retail and leisure uses is provided within the town centre
  - work in partnership with the local business and residential communities to implement improvements
  - consider extending our Safer Routes to Public Transport initiative to improve public transport access in areas where perceived personal security issues exist
  - consider establishing one or more 'clear zones' in Islington to establish pedestrian priority and reduce the impact of motor vehicle traffic in specific areas

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- 8.15 The A1 corridor will be the primary focus of this proposal. As summarised in chapter 8, the A1 Borough Strategy has a number of transport implications. Funding will be sought for the delivery of a series of flagship public space schemes at key locations along the A1 corridor, and for the continuation of the current package of measures to improve the local environment on and around the A1 corridor.

## 9.0 Sustainable Transport Strategy Proposals to Improve Accessibility

- 9.1 Accessibility is one of the six key objectives of the STS and must be at the core of every transport improvement undertaken by Islington Council. Everyone benefits from a more accessible transport environment, but some members of the community depend on a properly designed transport environment to have access to independent mobility. Others are dependent upon door-to-door services. This section focuses on engaging people with mobility impairments, improving the accessibility of crossings and junctions, providing improved and more efficient accessible transport services, the Scootability scooter loan scheme and Shopmobility, and the PlusBus wheelchair accessible hail-and-ride bus network.
- 9.2 To achieve the policies set out in the STS to improve accessibility in Islington, the council will deliver the following proposals and programmes.

### Mobility Forum

#### Prop AC1

**To engage with the disabled community to identify the barriers to independent mobility and to ensure that all transport improvements meet the needs of all sectors of the community**

- 9.3 To ensure that the council is meeting the needs of people with mobility impairments, the council has initiated an independently chaired mobility forum. The forum will be a valuable source of feedback for the council as we work to make Islington's transport environment more accessible for everyone. The first task of this forum will be to review this Consultation Draft Sustainable Transport Strategy.

### Accessibility of Pedestrian Crossings and Junctions

#### Prop AC2

**To bring all controlled pedestrian crossings to an accessible standard and to continue to improve the accessibility of all crossings and junctions**

- 9.4 The urban environment includes many physical obstacles that compound the mobility problems faced by disabled people and other people with impaired mobility. This not only impedes local journeys, it makes it difficult for people to access public transport services. In turn, this creates high levels of dependency on the car, or on carers. In the worst cases, this lack of accessibility can result in social isolation and exclusion and a loss of access to essential services.
- 9.5 By summer 2005 all controlled pedestrian crossings in Islington will comply to government criteria for accessibility of pedestrian crossings (BVPI 165). The next step will be to continue to raise the standard of all crossings and junctions in the borough, and to introduce new crossings or move existing crossings where necessary. The council will regularly review and audit pedestrian facilities to identify locations where changes to crossing arrangements are needed, including for example upgrading an informal crossing point to a zebra crossing, upgrading a zebra crossing to a pelican crossing, adjusting signal timings to ensure that people of all abilities have time to cross, and re-aligning crossings to match the 'desire lines' of where people actually want to cross the street. These changes will benefit all pedestrians.

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- 9.6 Islington Council is currently piloting use of innovative, efficient and environmentally-friendly lighting and paints to make crossings more visible to motorists. If successful, these new approaches would be gradually rolled-out to other crossings.
- 9.7 The council is also currently designing a pilot diagonal crossing to reduce crossing times and thus increase pedestrian safety. If successful, all 'all-red' crossings in the borough would be incrementally converted to diagonal crossings.

### Related STS Programme

- 9.8 To support the removal of barriers to walking including pedestrian crossing programme in Islington through design, improvement and maintenance, the following schemes are scheduled:

- General Walking Audit Programme
- East Area Route 1 – Mildmay
- East Area Route 2 – Highbury West
- East Area Route 3 – Highbury East
- East Area Route 4 – Finsbury Park
- North Area Route 1 – St Georges
- North Area Route 2 – Tollington
- North Area Route 3 – Hillrise
- North Area Route 4 – Junction
- South Area Route 1 – Canonbury
- South Area Route 2 – St Peters
- South Area Route 3 – Clerkenwell
- South Area Route 4 – Bunhill
- West Area Route 1 – Barnsbury
- West Area Route 2 – Caledonian
- West Area Route 3 – Holloway
- West Area Route 4 – St Mary's

### Improving Accessible Transport Services

#### Prop AC3

**To review accessible transport services provided by the council and the voluntary and community sectors, especially where this would lead to more efficient and user-friendly services**

- 9.9 Islington Council supports a range of transport services for communities within the borough who have specific transport needs. These services include social services transport, education transport and Taxicard subsidy, as well as the new Scootability and PlusBus services discussed in the following two sections. The council also funds the Freedom Pass, providing free public transport to all older people and disabled people in the borough. Other related services in the borough include Transport for London's Dial-a-Ride service and National Health Service (NHS) patient transport. At the moment these services are delivered as separate stand-alone services, so that each service benefits only the relatively small number of people who meet its eligibility criteria. However, other local authorities within

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and outside of London have been able to provide much more efficient and customer-focused services by integrating the range of services offered, thus being able to effectively expand services on the same budget.

- 9.10 Islington Council will review existing community and accessible transport services to identify opportunities for better integration and efficiency, and to identify gaps in service provision so that these can be addressed through service expansion and new innovative schemes where necessary. Transport for London is currently reviewing its provision of door-to-door services, although the outcome of this review is still awaited (as of April 2005).

### Scootability and Shopmobility

#### Prop AC4

**To deliver and monitor a pilot Scootability electric mobility scooter loan scheme, and to seek to establish Shopmobility services in the Angel and Nag's Head town centres**

- 9.11 Personal mobility is central to independent living and quality of life. With this objective in mind, Islington has entered into a partnership with Camden Council to deliver an innovative and inclusive scooter loan scheme. This scheme offers delivery of personal electric vehicles (PEVs), or mobility scooters, to the homes of older people with mobility difficulties for up to three days. Training on vehicle use, home safety assessments and related support are provided. The PEVs provide independent mobility for people who have difficulty accessing mainstream public transport. Users are more easily able to access local shopping areas, leisure and health-related facilities, cultural and religious facilities, or just visit friends and relatives, without assistance from carers. In conjunction with the recently expanded PlusBus service serving parts of Islington and Camden, some Scootability clients can use the scooters to undertake longer journeys.
- 9.12 The project is being monitored extensively to determine its value for money, and how best it could be expanded and integrated with other available services. In particular, it is hoped that the scheme can be opened up to more than the initial 200 members, and extended to people under 55 years of age. Lessons learned in delivering the scheme will contribute towards the strategic review of door-to-door services currently being undertaken by TfL.
- 9.13 The council also seeks to establish Shopmobility services in the Angel and Nag's Head town centres. Shopmobility usually takes the form of a shop-front where people can pick up an electric mobility scooter to use while shopping in the town centre. They then drop off the scooter before catching a bus or taxi home. The council is seeking developer funding to support new Shopmobility services. Initially an innovative form of Shopmobility is being considered which would involve delivery of scooters to the Angel town centre when requested, in conjunction with the Scootability scheme.

### PlusBus Accessible Hail-and-Ride Bus Network

#### Prop AC5

**To continue to provide and expand the PlusBus wheelchair accessible hail-and-ride bus network, run jointly with Camden Council and operated by Hackney Community Transport, subject to availability of funding**

- 9.14 The PlusBus network consists of six wheelchair accessible hail-and-ride fixed and scheduled routes. People must be members to use the service, but membership is open to anyone with a self-assessed mobility difficulty. The service bridges a gap between traditional door-to-door services such as the Dial-a-Ride and Taxicard schemes, and at comparable or reduced costs. The network is funded through the Department for Transport's Urban Bus Challenge programme until March 2007.

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- 9.15 The services operate between 9am and 5pm weekdays at half-hourly intervals and serves key local community facilities such as hospitals, resource centres, post offices, shopping and leisure. Islington's main interchange point is in Tolpuddle Street, Angel, and members can travel from there to Clerkenwell, Bunhill, St Mary's, St Peter's, Canonbury, Barnsbury, King's Cross, Highbury, Mildmay, Nag's Head and Camden Town. While over half of Islington is already covered, it is hoped that eventually the entire borough will benefit from PlusBus services. This would however require additional funding, or a rationalisation of existing council expenditure on community and accessible transport services as discussed above.

### 10.0 Other Walking and Accessibility Related Sustainable Transport Strategy Proposals

- 10.1 The previous section outlined the Sustainable Transport Strategy proposals and programmes that are specifically focused on encouraging walking and increasing accessibility. This section outlines other areas of the STS that contribute towards walking and accessibility.

#### Road Safety Education and Training (RS)

##### Prop RS1

**To provide road safety education to all members of the community, with a focus on higher-risk groups and parts of the borough**

- 10.2 Road safety education and training programmes are designed to complement on-street physical measures. These programmes and campaigns will broaden and change as new approaches are developed. More detailed descriptions of current and upcoming programmes and campaigns are provided in the Road Safety Plan, appendix K.
- 10.3 The current programme mainly targets children and young people, with initiatives including:
- **School Travel Plan and Travel Awareness Toolkit** – to assist all primary and secondary schools in Islington to deliver road safety and travel choice education programmes
  - **'Safe Cycling Courses'** – for pupils in Year 6 incorporating on-road and off-road training and theory
  - **Kerbcraft** – pedestrian skills training for 5 to 7 year olds
  - **Practical pedestrian training** – for year 4 pupils
  - **Walk to School Week** – a national campaign to promote the benefits of sustainable travel
  - **Islington Junior Citizen Scheme** – an interactive personal safety and crime prevention programme
  - **'Safer Steps'** – road safety education for nursery and pre-school pupils
  - **Young Voyager** – a transitional resource that helps develop students' road safety skills
- 10.4 Over the next few years, this existing programme is likely to be enhanced by new approaches developed by the council and other organisations, and by the expansion of existing approaches to new target communities and modal groups. There is a specific and immediate need to extend this programme to target users of motorcycles and scooters, to help reduce the disproportionate number of casualties suffered by these vulnerable road users.

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### School Travel Plans (ST)

#### Prop ST1

**To introduce and actively promote school travel plans to all centres of education in the borough by 2008-09**

- 10.5 Appendix L contains the council's School Travel Strategy. This document describes how the council will deliver the new government target for all primary and secondary schools to adopt approved school travel plans by the end of the 2008-09 financial year.
- 10.6 The programme for the roll-out of school travel plans will be prioritised using the following factors:
- occurrence of accidents, recognising that concern about road safety is perhaps the single most significant barrier to walking and cycling for the school journey
  - the school community's willingness to participate
  - links to other traffic schemes in the area including walking, cycling, and safety schemes
  - efficiencies that can be achieved by focusing on clusters of schools
  - the number of vulnerable children within the school community – evidence indicates that children from poor families, those with disabilities and those from black and minority ethnic backgrounds are especially vulnerable to road accidents
- 10.7 The number of schools that can be covered in any one year will depend on the level of funding that is made available. Table N.5 outlines the programme planned to meet the targets.
- 10.8 **Table N.5: School Travel Plan Target**

Year	Number of schools to have travel plans
2004/05	2 pilot schools
2005/06	20
2006/07	20
2007/08	20

- 10.9 As mentioned above, only schools that have adopted school travel plans will be able to benefit from TfL funding for safer routes to school measures. Thus, the school travel plan and safer routes to school programmes will be planned, prioritised and delivered in close co-ordination.

### Safer Routes to School (SR)

#### *Safer Routes through Engineering Measures*

#### Prop SR1

**To continue to implement physical engineering measures to provide safer routes to Islington's schools**

- 10.10 The main objective of Islington Council's Road Safety Plan (appendix K) is to save lives and prevent injuries. Islington Council is committed to providing a safer walking and cycling environment for children and accompanying parents on their way to and from school. The safer routes to school programme is key to meeting that objective.

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- 10.11 Safer routes to school engineering measures will be designed to
- reduce road traffic accidents
  - reduce speed and rat running around the school
  - promote healthy and sustainable travel habits
- 10.12 Transport for London has recently changed its funding arrangements and will now only grant safer routes to school funding for works that benefit schools who have adopted school travel plans. The implementation of these two programmes will therefore be co-ordinated. Schools, or clusters of schools, that have the greatest need for physical measures to address road safety risks will be prioritised for development of school travel plans so that they are subsequently eligible for TfL funds.
- 10.13 Safer Routes to School projects can also be funded through regeneration funding. When available, this funding is normally targeted on those schools with the highest proportion of vulnerable children.

### ***School Crossing Patrol Service***

#### **Prop SR2**

#### **To continue to co-ordinate and to expand the school crossing patrol service**

- 10.14 Islington's school crossing patrol service is a vital component in encouraging a more sustainable form of travel for the school journey. There are currently 22 school crossing patrol sites within the borough. These are reviewed on an annual basis using a standard checklist, which includes monitoring the speed of vehicles at each location, any injury accidents that have occurred, parking problems and any change in circumstances at the sites. Comments and suggestions from patrol personnel are also taken into account.
- 10.15 Islington Council is committed to maintaining the current service levels. Through education and awareness campaigns it is hoped that the continued promotion of the service will maintain and improve upon the existing staffing levels.

### **Traffic Calming in Residential Areas (TR)**

- 10.16 To make Islington's roads safer and protect vulnerable road users like pedestrians, traffic in residential and local shopping areas must be managed carefully. The main measure that is currently being used to make Islington's residential areas safer is 20mph zones. We also look to pilot use of 'home zones' in the future. These types of measures are discussed below.

#### ***20mph Zones***

#### **Prop TR1**

#### **To establish 20mph as the speed limit in all residential areas through continued implementation of 20mph zones across the borough**

- 10.17 In recent years the council has introduced an extensive programme of 20mph zones in response to strong local demand. The purpose of these zones is to reduce accidents and improve the local street environment by reducing vehicle speeds and deterring through traffic. These schemes are monitored to ensure that they achieve their objectives, and to inform and improve future schemes especially regarding the needs of vulnerable road users. This monitoring has indicated that recent schemes have been highly successful in reducing vehicle speeds, traffic volumes and road traffic accidents.

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- 10.18 The council has developed a ten-year programme to deliver a 20mph zone to every part of the borough that wants one. Subject to consultation, this will deliver 29 new zones at an estimated cost of £7 million. More information about the proposed zones is provided in the area transport action plans in chapters 10-13.
- 10.19 Local residents, the Police and emergency services have expressed concerns about physical traffic calming measures. The council will therefore investigate the use of non-physical measures such as camera enforcement. It will also work with the Police and emergency services to ensure that appropriate measures are provided on emergency routes.

### **Home Zones**

#### **Prop TR2**

#### **To pilot shared priority 'home zones' to make Islington's residential streets safer**

- 10.20 The council is also interested in piloting 'home zones' in Islington where appropriate and subject to funding. Home zones go beyond 20mph zones to create shared priority environments within residential areas. Some home zones around the UK have focused on extensive re-design of road environments, and because of this have been too expensive to implement consistently across a local authority area. We will however continue to pursue funding for Home Zones. Islington also hopes to explore less expensive ways to re-design an area for shared priority and to create a safer, more accessible environment for residents. Where residents are supportive, measures such as the following could be considered:
- width restrictions at entry and exit points with clear signage advising of shared priority in the area
  - horizontal deflection measures such as locating street trees, picnic benches, cycle racks and other community facilities within traditional road space
  - street re-profiling to remove kerbs and barriers to pedestrian movement
  - speed reduction measures
  - camera-enforced restrictions

### **Local Safety Schemes (LS)**

#### **Prop LS1**

#### **To continue to monitor and investigate accident patterns in the borough and to implement local safety schemes to reduce accident levels in line with national and local road safety targets**

- 10.21 Injuries and fatalities from road traffic accidents in Islington have dropped by 36% over the past decade. Islington Council has therefore almost reached the 40% reduction target set by the government to be achieved by all local authorities by 2010. However, the council will continue to prioritise measures to reduce road accidents and encouraging more walking and cycling.
- 10.22 Islington's Road Safety Plan, appendix K of the STS, provides more detailed information on road safety issues in the borough and sets out proposals for further reducing road traffic accidents. The council aims to reduce accidents and casualties generally, but the Road Safety Plan particularly focuses on vulnerable road users including pedestrians, cyclists and motorcyclists.
- 10.23 Road accidents are monitored on a continuous basis, and the local safety measures programme is prepared annually to target locations with the highest number and greatest severity of accidents. Schemes are designed in consultation with the police and emergency services. The council will continue to deliver a prioritised programme of at least three to four accident remedial schemes a year.

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“Accident remedial schemes” are schemes that aim to “remedy” or fix specific accident hotspots through physical engineering measures

### Travel Awareness (TA)

- 10.24 According to a recent DfT report, ‘every £1 spent on well-designed soft measures could bring about £10 of benefit in reduced congestion alone...’ Islington Council recognises the importance of ‘soft measures’, as physical engineering measures and improved services and facilities alone will not change people’s travel behaviour. The council’s travel awareness programme focuses on raising awareness of the benefits of greener, healthier ways of travelling. Education and publicity are also needed to inspire the change. The council’s travel awareness programme consists of travel plan promotion, travel awareness education and events, and car club expansion and promotion, the latter of which is not closely related to walking and accessibility and thus has not been reprinted in this action plan.

#### *Travel Plan Promotion*

##### **Prop TA1**

**To actively promote and, where possible, require the adoption and implementation of green travel plans among Islington’s businesses, schools, universities, community facilities and new developments**

- 10.25 Travel plans have proven to be a very effective way of promoting walking, cycling and public transport especially for work trips. Travel plans are becoming more widespread within Islington in recent years as promotional efforts have become more successful. In certain circumstances, the council can also require the production of a travel plan through the planning process. Islington Council works in partnership with Camden and Hackney Councils in the North Central Travelplan Network (NCTN) to target businesses in the three boroughs. The council carries out additional initiatives of its own, including the A1 travel plan project which is promoting adoption of travel plans in the town and district centres along the A1 corridor.

Islington has adopted Supplementary Planning Guidance on Green Travel Plans, which can be downloaded from the council’s website: <http://www.islington.gov.uk/pdf/environment/udpgreentravel.pdf>

- 10.26 Islington Council is leading by example by implementing its own Green Travel Plan. The first edition was published in September 2003 and has led to installation of secure cycle parking and shower facilities, establishment of a bicycle pool for work trips, and replacement of dozens of vehicles by cleaner-fuel vehicles. A Green Travel Officer is employed to implement and monitor the council’s plan, and to pilot initiatives before the council promotes them to external organisations. A second edition of the Green Travel Plan will be published in autumn 2005. This will cover the period 2005 to 2007.

Islington Council’s current Green Travel Plan can be downloaded from: <http://www.islington.gov.uk/greentravel/>

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### **Travel Awareness Education and Events**

#### **Prop TA2**

#### **To continue to promote more sustainable transport through ongoing education, resources and events**

- 10.27 In recent years, Islington Council has developed campaigns and activities to encourage people to think about and reconsider their travel decisions.
- 10.28 Recent activities will continue into the foreseeable future, including
- an ongoing publicity campaign
  - regular annual events such as Bike Week (June), European Car Free Day and Mobility Week (Sept, entitled Good Going Week in 2004), Walk to School Week (May and Oct), as well as other occasional one-off events
  - production of practical resources and guidance
  - creative arts competitions and commissions
  - campaigns to promote walking and cycling
  - working in co-operation with partners and stakeholders
  - working with the health sector to promote active lifestyles including walking and cycling
- 10.29 Islington 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 approaches and settings. Islington is a leading partner in the London-wide “Good Going” campaign, helping to guide travel awareness activities across London.
- 10.30 Islington Council is particularly interested in exploring the potential of individualised marketing (also known as personalised travel planning) to encourage more walking, cycling and public transport use. The council is looking at ways to provide useful information to interested households in the borough by securing developer funding to deliver individualised marketing in new developments, and to integrate individualised marketing into consultation for controlled parking zones (CPZs) and 20mph zones.

## 11.0 Conclusion

- 11.1 This Walking and Accessibility Action Plan sets out what Islington Council is planning to do to improve Islington’s walking environment and increase accessibility over the next ten years. While it will take some effort and in some cases significantly increased funding to implement all of the actions included in this action plan, it is important to realise that walking is the cheapest and most efficient form of transport, and accessibility benefits everyone. It is hoped that the walking and accessibility measures underway and planned for the future will be successful in encouraging more people to walk and use accessible transport services.

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#### **References**

- i Camden and Islington Health Authority, *Health Survey for England local booster survey 1999-2000*
- ii Transport for London, *London Area Transport Survey 2001 household survey, 2001*
- iii Department for Transport, *Walking in GB: Personal Travel Factsheet 4 – January 2003*
- iv Department for Transport, *National Travel Survey, 2002*
- v Department for Transport, *Smarter Choices – Changing the way we travel, July 2004*

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