



Streets and Walkways Sub (Planning and Transportation) Committee

Date: TUESDAY, 16 MAY 2017

Time: 10.30 am

Venue: COMMITTEE ROOMS, 2ND FLOOR, WEST WING, GUILDHALL

Members:

Randall Anderson	Alderman Gregory Jones QC
Emma Edhem	Paul Martinelli
Marianne Fredericks	Deputy Alastair Moss
Alderman Alison Gowman (Ex-Officio Member)	Graham Packham
Christopher Hayward	Oliver Sells QC
Deputy Clare James (Ex-Officio Member)	Jeremy Simons (Ex-Officio Member)

Enquiries: Amanda Thompson
tel. no.: 020 7332 3414
amanda.thompson@cityoflondon.gov.uk

Lunch will be served in Guildhall Club at 12.30PM
NB: Part of this meeting could be the subject of audio or video recording

John Barradell
Town Clerk and Chief Executive

AGENDA

Part 1 - Public Agenda

1. **APOLOGIES FOR ABSENCE**
2. **MEMBERS' DECLARATIONS UNDER THE CODE OF CONDUCT IN RESPECT OF ITEMS ON THE AGENDA**
3. **ELECTION OF CHAIRMAN**
To elect a Chairman for the ensuing year in accordance with Standing Order 29.

For Decision
4. **ELECTION OF DEPUTY CHAIRMAN**
To elect a Chairman for the ensuing year in accordance with Standing Order 30.

For Decision
5. **TERMS OF REFERENCE**
To note the Sub-Committee's Terms of Reference.

For Information
(Pages 1 - 2)
6. **MINUTES**
To agree the public minutes and summary of the meeting held on 14 February 2017.

For Decision
(Pages 3 - 10)
7. **OUTSTANDING REFERENCES**
Report of the Town Clerk.

For Decision
(Pages 11 - 12)
8. **REPORTS OF THE DIRECTOR OF THE BUILT ENVIRONMENT :-**
 - a) Tudor Street Area Mitigation Measures - Statutory Public Consultation responses (Pages 13 - 24)

For Decision
 - b) 60 - 70 St Mary Axe (Pages 25 - 36)

For Decision
 - c) City Transportation Major Projects Consolidated Report (Pages 37 - 50)

For Decision
 - d) Congestion Review - Zebra Crossing Points (Pages 51 - 60)

For Decision

e) Road Danger Reduction (Pages 61 - 118)

For Information

9. **QUARTERLY SUMMARY OF CITY OF LONDON POLICE TARGETED ROADS POLICING ACTIVITY.**

Report of the Commissioner of Police.

For Information
(Pages 119 - 130)

10. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB COMMITTEE**

11. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**

12. **EXCLUSION OF THE PUBLIC**

MOTION – That under Section 100A(4) of the Local Government Act 1972, the public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in Part I of Schedule 12A of the Local Government Act as follows:-

Part 2 - Non-public Agenda

13. **NON-PUBLIC MINUTES**

To agree the non-public Minutes of the meeting held on 14 February 2017.

For Decision
(Pages 131 - 132)

14. **ISLINGTON'S CONTROLLED PARKING ZONE CHANGE**

Report of the Director of the Built Environment.

For Decision
(Pages 133 - 158)

15. **BEECH STREET - PROPERTY USAGE**

Report of the Town Clerk, City Surveyor & Managing Director, Barbican.

For Information
(Pages 159 - 164)

16. **NON-PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB COMMITTEE**

17. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT AND WHICH THE SUB COMMITTEE AGREES SHOULD BE CONSIDERED WHILST THE PUBLIC ARE EXCLUDED**

This page is intentionally left blank

Streets and Walkways Sub Committee Terms of Reference

The Sub Committee is responsible for:-

- (a) traffic engineering and management, maintenance of the City's streets, and the agreement of schemes affecting the City's Highways and Walkways (such as street scene enhancement, traffic schemes, pedestrian facilities, special events on the public highway and authorising Traffic Orders) in accordance with the policies and strategies of the Grand Committee;
- (b) all general matters relating to road safety;
- (c) the provision, maintenance and repair of bridges, subways and footbridges, other than the five City river bridges;
- (d) public lighting, including street lighting;
- (e) day-to-day administration of the Grand Committee's car parks
- (f) all matters relating to the Riverside Walkway, except for adjacent open spaces; and
- (g) to be responsible for advising the Grand Committee on:-
 - (i) progress in implementing the Grand Committee's plans, policies and strategies relating to the City's Highways and Walkways; and
 - (ii) the design of and strategy for providing signposts in the City
- (h) Those matters of significance will be referred to the Grand Committee to seek concurrence.

This page is intentionally left blank

STREETS AND WALKWAYS SUB (PLANNING AND TRANSPORTATION) COMMITTEE

Tuesday, 14 February 2017

Minutes of the meeting of the Streets and Walkways Sub (Planning and Transportation) Committee held at Committee Rooms, 2nd Floor, West Wing, Guildhall on Tuesday, 14 February 2017 at 10.30 am

Present

Members:

Christopher Hayward (Chairman)	Marianne Fredericks
Graham Packham (Deputy Chairman)	Deputy Brian Harris
Randall Anderson	Alderman-Elect Gregory Jones QC
Deputy John Barker (Ex-Officio Member)	Jeremy Simons (Ex-Officio Member)
Emma Edhem	

In Attendance

Officers:

Jennifer Ogunleye	-	Town Clerk's Department
Amanda Thompson	-	Town Clerk's Department
Olumayowa Obisesan	-	Chamberlain's Department
Steve Presland	-	Department of the Built Environment
Iain Simmons	-	Department of the Built Environment
Ian Hughes	-	Department of the Built Environment
Simon Glynn	-	Department of the Built Environment
Alan Rickwood	-	City of London Police

1. APOLOGIES FOR ABSENCE

Apologies were received from Deputy Alastair Moss.

2. MEMBERS' DECLARATIONS UNDER THE CODE OF CONDUCT IN RESPECT OF ITEMS ON THE AGENDA

There were no declarations of interest.

3. MINUTES

The minutes of the meeting held on 6 December were agreed as a correct record subject to the following amendments:

4.1 Bank Junction Improvements

It was felt that the proposal would not cause traffic gridlock as the same modelling approach had been successfully used when designing the new junction at Holborn Circus.

4. **OUTSTANDING REFERENCES**

RESOLVED – That the list of outstanding references be noted and updated as appropriate.

5. **REPORTS OF THE DIRECTOR OF THE BUILT ENVIRONMENT :-**

5.1 **Gateway 4 Detailed Options Appraisal - Shoe Lane Quarter Public Realm Enhancements**

The Sub-Committee received a Gateway 4 report seeking approval of the proposed public realm, highway and security improvement option in the area of the Shoe Lane Quarter to enable the project to move to Gateway 5 and progress the detailed design.

The project involved a wide range of measures on the highway that would enhance the public realm on Stonecutter Street, Shoe Lane and Plumtree Court to provide an improved environment for the high number of workers, residents and visitors expected in the area.

Members noted that the proposed public realm, highway and security layout option had been developed in consultation with key stakeholders and businesses that formed the Shoe Lane Quarter Working Party.

A detailed discussion took place with a number of questions and comments made by Members in relation to the ongoing maintenance of the granite setts, the impact of the proposed traffic management changes on vehicle movements and cycle routes, the positioning of lighting columns on the street rather than building mounted, the suitability of slot drains and night time servicing.

Members were advised that it was anticipated that the proposed scheme would have a positive impact on pedestrians and cyclists, and a number of the concerns raised would be addressed as part of the detailed design stage and presented at Gateway 5.

Arising from the discussion a Member MOVED an amendment to the recommendations to exclude approval for lighting columns on the street. This was SECONDED and a vote was taken:

5 AGAINST
3 FOR

A vote on the original recommendations was then taken and the Sub-Committee unanimously RESOLVED to:

- a) Approve the proposed public realm, highway and security improvements (as shown in Appendix 2 of the report) to be progressed to detailed design;

- b) Approve further investigation to reopen Shoe Lane north to northbound traffic;
- c) Approve the departures from standard for public realm elements;
- d) Authorise Officers to enter into any legal agreements required to progress the highway works as proposed, including entering into a Section 8 Agreement with TfL;
- e) Agree an increase in budget of £555,872, to complete detailed design as shown in Appendix 4;
- f) Delegate authority for any adjustments between elements of the £1,021,872 required budget to the Director of the Built Environment in conjunction with the Chamberlain's Head of Finance provided the total approved budget of £1,021,872 is not exceeded; and
- g) Note that public engagement on the proposals follows this report and the results will be reported at Gateway 5.

5.2 Gateway 4/5 Detailed Options Appraisal & Authority to Start Work - 11-19 Monument Street

The Sub-Committee received a Gateway 4/5 report comprising the detailed options appraisal and authority to start development work at 11-19 Monument Street.

The scope of the project at G3 had comprised functional changes to accommodate the development, as well as environmental enhancements in the project area, including the raising of the southern section of Fish Street Hill and relocation of parking, the re-surfacing of Pudding Lane, and the relocation or introduction of street furniture and trees.

Members were advised that in September 2016 a public consultation was carried out on the outline design. There were five formal responses received, and four that provided supportive comments. Strong feedback was given with regards to accessibility improvements to Monument yard, including removing the changes in level to provide a unified surface throughout the whole area.

It was now proposed that rather than having two processes, one for reparations and one for enhancements, these should be combined to make the implementation phase of the project more streamlined and efficient. The reparations budget had therefore been included within the project cost, increasing the overall project cost.

In response to a question concerning the removal of the Monument Street hoarding, the Sub-Committee were advised that TfL wanted to retain this although they had agreed to cut it back and officers were liaising with TfL to ensure this was done.

RESOLVED – To approve

- a) The design for Option 2 as detailed in Appendix 1 of the report;
- b) The implementation budget of £964,358 fully funded from the 11-19 Monument Street S278 and S106 Agreements and 20 Fenchurch Street S106 Agreement, including any interest and indexation accrued (see Section 5 and Appendix 3 of this report);
- c) The budgets should be adjusted to reflect the tables in Appendix 1;
- d) Budget adjustments, if required, between work, staff costs and fees to facilitate the completion of the project, providing the overall budget is not exceeded; and
- e) The advertisement and implementation of the necessary traffic order changes required, subject to the outcome of the statutory consultation requirements.

5.3 Gateway 4/5 - Authority to Start Work - Newgate Street / Warwick Lane Safety Improvements

The Sub-Committee received a Gateway 4/5 report in relation to the Newgate Street/Warwick Lane safety improvements.

Members were advised that at the time of the last gateway (1/2) report, the data had ranked this junction as the 9th most dangerous location on the City's highway network. However, in the latest data, it was now ranked the second behind Bank Junction due to a combination of improvements being achieved elsewhere and a worsening of safety at this junction.

The proposal was therefore to make this junction safer and improve pedestrian amenity wherever possible, whilst minimising any impacts on vehicle journey times.

The report detailed a number of options which had now been evaluated and Members were advised that the most beneficial and recommended option was to introduce traffic signals to control all movements including the introduction of pedestrian green/red man facilities throughout. This option was expected to save an average of 2.6 collisions per year.

Members spoke in support of the recommended Option 4 however also stressed the need to promote behavioural change to reduce the number of collisions and casualties, and suggested that this could be undertaken as part of the consultation exercise.

RESOLVED – To:

- a) Approve Option 4 subject to the project obtaining TfL scheme approval;

- b) Approve the procurement approach and the proposed way forward
- c) Approve a budget allocation of £90,000 to be funded from LIP allocation for 2016/17
- d) Approve, subject to the Planning & Transportation Committee agreeing an additional £60,000 from the LIP grant for 2017/18 to be allocated to this project
- e) Authorise the start of works.

5.4 Special Events on the Highway

The Sub-Committee received the annual report outlining the major events planned for the coming year and providing Members with an opportunity to consider and comment on the appropriateness of these events, taking into account their nature, scale and impact, as well as the benefits they would bring.

Members were advised that there were 15 major events planned for 2017, the same as the previous year, of which 13 had taken place before and 2 were new one-off events - International Association of Athletics Federations (IAAF) World Championship marathon and Open House.

The report also updated Members on the outcome of new or one-off events that took place in 2016, as well as other matters related to special events such as 'root & branch' reviews, changes to the road network and drones for filming.

RESOLVED - To

- a) Agree to support the events outlined in the report and detailed in Appendix 1; and
- b) Note that a root and branch review is planned for Standard Chartered Great City Race and the City of London Mile Run Fast events for 2018.

6. QUARTERLY SUMMARY OF CITY OF LONDON POLICE TARGETED ROADS POLICING ACTIVITY.

The Sub-Committee received a report of the CoL Police detailing recent and forthcoming planned criminal enforcement and educational activity carried out by the CoL Police Transport and Highways Operations Group (THOG) in support of the City of London Road Danger Reduction Plan, National Police enforcement campaigns, and public safety.

Members raised a number of questions in relation to the data given and how the information was categorised, and also sought clarification on the enforcement activity undertaken.

Members welcomed the report and the work being done to improve public safety, but expressed concern at the nature of some of the statistics which again highlighted the need for behavioural change, especially in relation to pedestrians who were injured due to 'lack of attention'.

Officers confirmed that the information would be used to inform the Road Danger Reduction Steering Group.

RESOLVED – That the report be noted.

7. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB COMMITTEE**

In response to a question concerning buses making illegal turns as a result of lack of appropriate signage in the vicinity of the Cycle Superhighway, officers undertook to contact TfL.

8. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**

There were no items of urgent business.

9. **EXCLUSION OF THE PUBLIC**

RESOLVED – That under Section 100A(4) of the Local Government Act 1972, the public be excluded from the meeting for the following items on the grounds that they involve the likely disclosure of exempt information as defined in Part 1 of Schedule 12A of the Local Government Act.

10. **SKATEBOARDING - ST. PAUL'S CHURCHYARD**

The Sub-Committee received a report of the Director of the Built Environment updating on the findings of the trial to provide furniture in St Paul's Churchyard with aim of reducing opportunities for skateboarding, and presenting a number of permanent options available.

11. **FINSBURY CIRCUS REINSTATEMENT**

The Sub-Committee considered and approved a report of the Director of Open Spaces which proposed a Project for the reinstatement of Finsbury Circus following the completion of the Crossrail works.

12. **NON-PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB COMMITTEE**

There were no non-public questions.

13. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT AND WHICH THE SUB COMMITTEE AGREES SHOULD BE CONSIDERED WHILST THE PUBLIC ARE EXCLUDED**

There were no non-public items of urgent business.

The meeting ended at 12.40 pm

Chairman

Contact Officer: Amanda Thompson
tel. no.: 020 7332 3414
amanda.thompson@cityoflondon.gov.uk

This page is intentionally left blank

Outstanding References - Streets and Walkways Sub Committee

<i>Date</i>	<i>Action</i>	<i>Officer responsible</i>	<i>To be completed/ progressed to next stage</i>	<i>Notes/Progress to date</i>
25 July 2016 27 September 2016 8 November 2016 6 December 2016 14 February 2017	Parking for Motorcyclists As part of the review of fees and charges for car parks, consideration be given to the implications on motorcycle parking. A further report to be submitted to the Sub Committee regarding the framework for charging, provision of more parking bays and theft of motorcycles. Consideration would be given to the timings for the project at a future meeting.	Director of the Built Environment Director of the Built Environment	2017	The matter is now included in the 2017/18 work programme and within the restructured City Transportation teams work plan. In response to Members asking that this piece of work be brought forward from 2017/18, officers reported that further advisement of timings would be considered at the January Streets and Walkways Sub-Committee meeting, but it will be a priority on the 2017/18 business plan for consideration at the February Planning and Transport Committee. Complete programme to be reported post elections
Ongoing Action 25 July 2016 27 September 2016 8 November 2016 6 December 2016 14 February 2017	Swan Pier Swan Pier area is to be tidied up in conjunction with the delivery of the Fishmongers Ramp project which is due for completion Summer 2016	Director of the Built Environment	Ongoing	The matter had now been referred to the City Surveyor. Officers to update.
6 December 2016 14 February 2017	20mph Speed Limit A report would be submitted to the February meeting.	CoLP	Ongoing	On Agenda

This page is intentionally left blank

Committee(s)	Dated:
Streets and Walkways Sub-Committee – For decision Planning and Transportation Committee – For information	16/5/2017 23/5/2017
Subject: Tudor Street Area Mitigation Measures – Statutory Public Consultation responses	Public
Report of: Carolyn Dwyer	For Decision
Report author: Gerry Lightfoot – City Transportation	

Summary

The North-South cycle superhighway was introduced by Transport for London (TfL) along New Bridge Street in April 2016. However, concerns about the impact of the superhighway on the area around Tudor Street were expressed by the Temples and other residents and, following debate, proposals put forward to help mitigate the position were not supported by the Court of Common Council. Officers subsequently worked with TfL, the Temples and their transport consultants to develop a more effective scheme.

This scheme has been agreed in principle by the Court of Common Council on 12 January 2017 and is now subject to detailed assessment. It has been recognised that there is a need to continue to implement mitigation measures ahead of the introduction of the revised scheme.

The City of London Corporation consulted on measures to improve the circulation of traffic within the Tudor Street area in February 2017. There were five responses received during the consultation objecting to the relocation of a length of motor cycle parking from Carmelite Street to Tallis Street. This report identifies an alternative location for the motor cycle parking. The remainder of the proposed measures that drew no comment will be implemented.

Recommendations

Members are asked to:

1. agree not to relocate the motor cycle parking to the western section of Tallis Street as agreed previously by the Court of Common Council on 12 January 2017.
2. agree to the proposed alternative location for the motor cycle parking to the eastern section of Tallis Street (subject to no objections arising from the statutory public consultation) as shown in Appendix 3.
3. agree to delegate the resolution of any objections arising from the Tallis Street consultation to the Committee Chairman for resolution.
4. agree that the objectors be informed of your decision accordingly.

Main Report

Background

1. On 12 January 2017, the Court of Common Council approved recommendations, as detailed below, to resolve some of the concerns around the Tudor Street area following TfL's implementation of their North – South Cycle Superhighway.
 - a. agree and instructed officers to continue to work with TfL to progress an alternative Tudor Street junction layout;
 - b. approve a total estimated cost of £195,000, of which £175,000 is a contribution towards TfL's costs in delivering the alternative layout; and
 - c. approve and agree to the delivery of the mitigation measures (subject to the resolution of any objections arising from the statutory public consultation).
2. In relation to the discussions with TfL on an alternative junction layout, these are still in progress and it is too early to provide any material updates at this stage. This report therefore concerns the objections received following the statutory consultation on elements of the mitigation measures.
3. The mitigation measures include:
 - (a) Additional 'at any time' waiting and loading restrictions at the junctions along Tudor Street and throughout Bridewell Place;
 - (b) Removal of the parking places in Bridewell Place;
 - (c) Relocation of the taxi rank in Tudor Street;
 - (d) Relocation of part of the motor cycle parking from Carmelite Street to the western section of Tallis Street; and
 - (e) Amendments to traffic islands and some street corners.

Current Position

4. Statutory public consultation was carried out during February 2017 using press and street notices, and as a result five responses of objection were received. The consultation covered only those measures that are subject to traffic orders and not the works to amend the traffic islands and street corners.
5. The objections were all concerning the proposal to relocate part of the motor cycle parking from Carmelite Street to the western section of Tallis Street, where it would be on the north side, adjacent to the London Cycle Hire station at the rear of No. 21 Tudor Street (Victoria House).
6. The respondents all believed that locating the motor cycle parking place outside a residential building would result in unacceptable noise disturbance for the residents, particularly early in the morning and late at night. An alternative location in the eastern section of Tallis Street where there is already an existing motor cycle parking place with no nearby residential properties was suggested. There was a further suggestion that the Baynard House car park in Queen

Victoria Street provided sufficient space that did not require the relocation of the space from Carmelite Street.

7. One respondent was concerned that, with the existing London Cycle Hire station already in that length of Tallis Street, an additional motor cycle parking place may risk the street becoming too narrow and congested.

Options

8. During the working day, motor cycle parking places in the City are usually full and requests to the City Corporation for more parking places are very frequent. Reducing parking space is therefore not desirable when demand is so high. The suggestion that motorcyclists can use Baynard House car park instead, is not recommended as a comparable alternative as it is some 0.5km away or about 7 to 10 minutes walk including the need to cross the Blackfriars junction or other busy streets.
9. The current proposed motor cycle parking place is only 5 metres in length and 2 metres wide. It would leave 4.5 metres for through traffic. This is not considered to be narrow and many of the City streets are much less than this. The street is also not highly trafficked, so it is very unlikely that the proposal would cause traffic congestion.
10. However, in view of the concerns expressed and the possibility that the proposed relocation of the motor cycle parking could cause noise disturbances to residents, an alternative location, if possible, should be considered. The suggestion to re-position the bay towards the eastern end of Tallis Street, adjoining an existing motor cycle parking bay appears to be viable (see appendix 3) without adversely affecting other users or occupiers. It would retain this facility within the local area, serving local needs.

Proposals

11. The City Corporation is proceeding with the implementation of all the proposed measures that received no objections to avoid delaying the benefits the measures will deliver to the traffic flow in the Tudor Street area.
12. The proposed motor cycle parking place in the western section of Tallis Street should be withdrawn and the extension of the existing motor cycle parking place in the eastern section proposed as an alternative.

Conclusion

13. As there appears to be a viable alternative location for the motor cycle parking bay to be provided, without impacting on other road users or occupiers, the proposal should be amended to address the residents' concerns. To effect this change, a further statutory consultation will be necessary and can proceed separately to the implementation of the rest of the proposed measures that received no comment.

Appendices

- Appendix 1 – Objections received
- Appendix 2 - Plan of existing parking places in Tallis Street
- Appendix 3 - Plan of existing parking places in Tallis Street

Background Papers

Report – Planning and Transportation Committee
Tudor Street – Alternative Design & Mitigation Measures

Gerry Lightfoot

Traffic Orders Officer, City Transportation

T: 020 7332 1108

E: Gerry.Lightfoot@cityoflondon.gov.uk

From: [REDACTED]
Sent: 03 March 2017 11:09
To: Simmons, Iain
Subject: Reference DBE/CT/TMO-GL: proposed motor cycle parking on Tallis Street

FAO: Mr Simmons

I wish to comment on the Public Notice regarding the proposal to introduce a motor cycle parking bay on the north side of Tallis Street at the back of [21 Tudor Street](#). Motor bikes/scooters are significantly noisier than modern motor vehicles.

If a new bay is positioned at the proposed location, it will be sighted immediately next to the bedroom windows of the apartments in Temple House, the south facing apartments of which are located on Tallis Street. This means that residents will be materially disturbed when a higher proportion of motor bikes/scooters arrive during the early hours, and depart late, either before 730am, or after 10pm.

In fact, we have strict internal guidance within each apartment's lease documents that prevent noise pollution around those time triggers. The managing agent (RMG) enforces these provisions on a regular basis. As does the Street Environment Officers in the Department of the Built Environment. Constantine Christofis has attended the property previously in his capacity as such an Officer.

Given these facts, I would respectfully make the following points in the spirit of decent neighbourly conduct:

- (a) The existing bay further east on Tallis Street (on the south side of the old Guildhall School of Music building) which is further away from Temple House, could be lengthened instead.
- (b) The need for a new bay is questionable as free parking for motor cycles is provided in the nearby City owned Baynard House car park in Queen Victoria Street next to Blackfriars Station.
- (c) Other locations in the vicinity (which are not near residential properties) should be seriously considered.

Please acknowledge receipt of this email.

Kind regards

[REDACTED]

From: [REDACTED]
Sent: 06 March 2017 15:42
To: Simmons, Iain
Subject: Ref- DBE/CT/TMO-GL

Dear Iain,

I wish to comment on the Public Notice regarding the proposal to introduce a motor cycle parking bay on the north side of **Tallis Street at the rear of 21 Tudor Street**, reference as above.

The location is wholly inappropriate being sited immediately adjacent to a large number of residential bedroom windows in Temple House. Residents will be disturbed by motorcycles arriving and departing, often at unsocial hours.

I would therefore like to make the following comments;

1. The existing bay further east on Tallis Street (on the south side of the old Guildhall School of Music building) which is further away from Temple House could be lengthened instead.
1. The need for a new bay is questionable as free parking for motor cycles is provided in the nearby City owned Baynard House car park in Queen Victoria Street next to Blackfriars Station.
1. Other locations nearby which are not near residential properties should be considered.
2. The street already has significant 'Boris Bike' provision and the street risks becoming too narrow and congested with such a large provision of spaces in such a small street

Please acknowledge receipt of this email.

[REDACTED]

From: [REDACTED]
Sent: 02 March 2017 15:44
To: PLN - Comments
Subject: Motor Cycle Parking - Tallis Street

Dear Sirs

I wish to comment on the Public Notice regarding the proposal to introduce a motor cycle parking bay on the north side of Tallis Street at the rear of 21 Tudor Street.

I believe that this location will mean that residents in Victoria House and Temple House will be disturbed when motor cycles arrive and depart especially in the early morning.

It would seem more sensible that the existing bay further east on Tallis Street (on the south side of the old Guildhall School of Music building) which is further away from Victoria House and Temple House (residential properties) could be lengthened instead.

There must be other locations nearby which are not near residential properties and they should be considered.

Yours faithfully

[REDACTED]
[REDACTED]



: Motor Cycle Parking - Tallis Street

I wish to comment on the Public Notice regarding the proposal to introduce a motor cycle parking bay on the north side of Tallis Street at the rear of 21 Tudor Street.

If a new bay is positioned at the proposed location this will be sighted immediately next to the bedroom windows of the apartments in Temple House, the south face of which is located on Tallis Street. This means that residents will be disturbed when motor cycles arrive in the early week day mornings before 7am.

Given this I would like to make the following points:

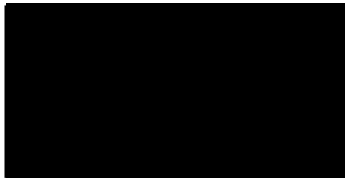
The existing bay further east on Tallis Street (on the south side of the old Guildhall School of Music building) which is further away from Temple House could be lengthened instead.

The need for a new bay is questionable as free parking for motor cycles is provided in the nearby City owned Baynard House car park in Queen Victoria Street next to Blackfriars Station.

Other locations nearby which are not near residential properties should be considered.

Please acknowledge receipt of this email.

Graham Packham CC
Ward Member - Castle Baynard



1st March 2017

Highway

PLANNING & TRANSPORTATION		
PSDD	CPO	PPD
TPD	06 MAR 2017	LTP
OM		SSE
No	128411	PP
FILE		DD

Dear Sir/Madam

DBE/CT/TMO-GL

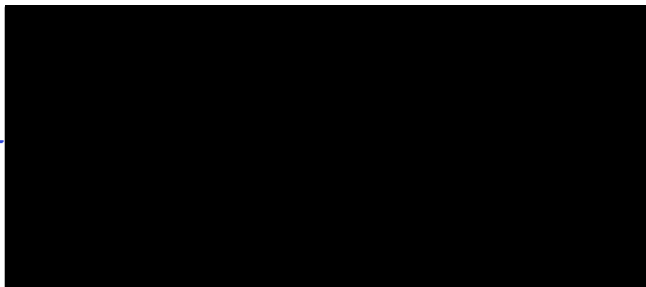
I refer to your Planning Notice in respect of provision of new motorcycle bays and wish to lodge my objection.

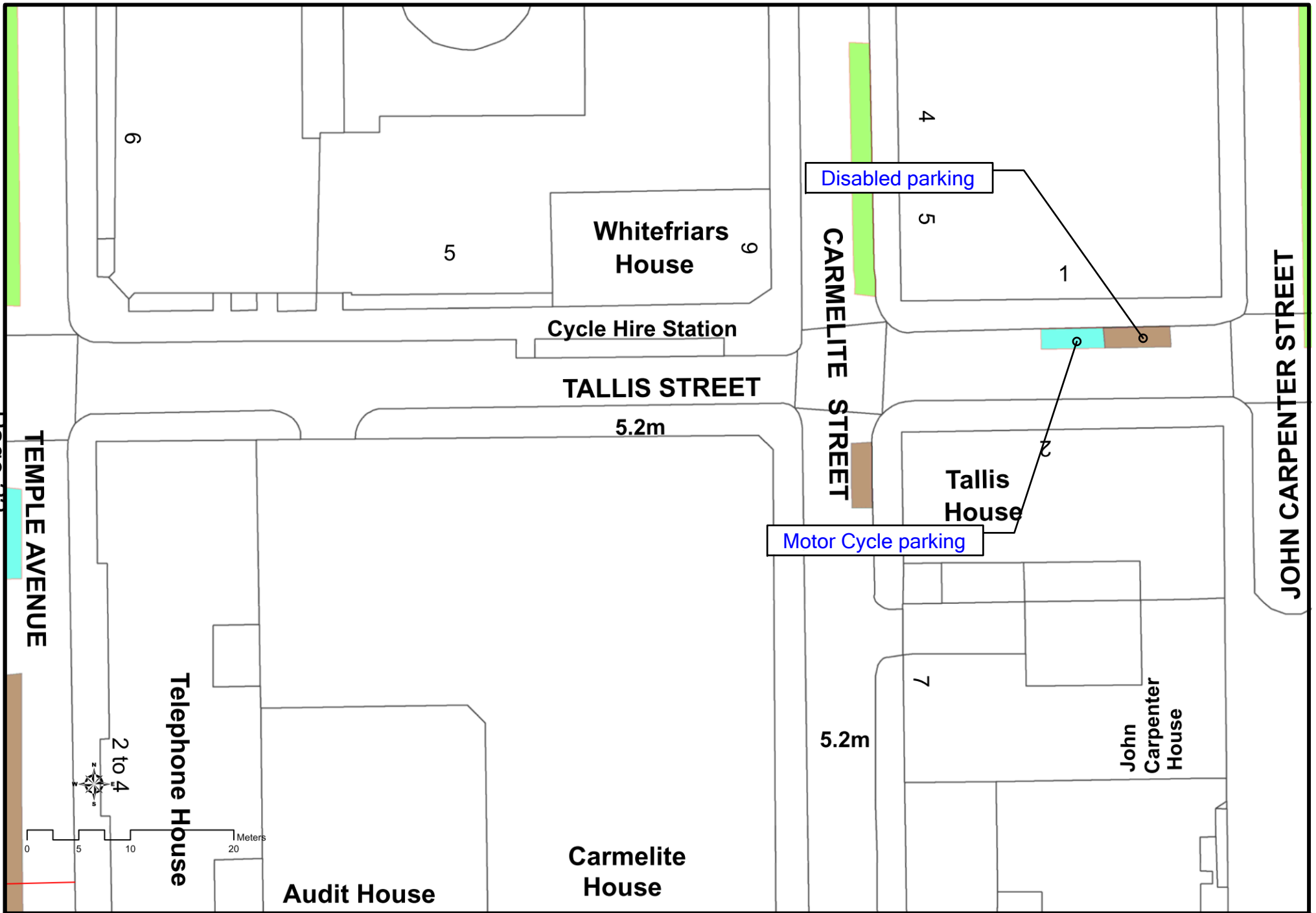
The positioning of these bays puts them outside of residential properties within an area predominantly populated by office premises. The noise that will be created early in the morning and late at night by motorcycles parked in such close proximity to these residential properties will create an unnecessary nuisance that is avoidable by extending existing motorcycle bays outside of office premises.

Ratepayers living in this area are already subject to noise pollution created by lorries and cabs which park with motors running in violation of parking restrictions and any further nuisance would be unacceptable

I hope that you will reconsider

Kind regards





Disabled parking

Motor Cycle parking

Whitefriars House

Cycle Hire Station

TALLIS STREET

5.2m

CARMELITE STREET

JOHN CARPENTER STREET

Tallis House

John Carpenter House

Carmelite House

Telephone House

Audit House

2 to 4

Meters
0 5 10 20



TALLIS STREET - EXISTING PARKING

Proposed 6.5m extension to motor cycle parking place

Existing Motor Cycle Parking Place

Disabled Parking Place

1

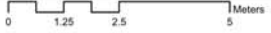
TALLIS STREET

2

Tallis House

ARMELITE STREET

WARRINGTON STREET



TALLIS STREET - PROPOSED EXTENDED MOTOR CYCLE PARKING

This page is intentionally left blank

Committees:	Dates:	
Streets and Walkways Sub-Committee Projects Sub Committee	16 May 2016 06 June 2016	
Subject: 60-70 St Mary Axe (EE114)	Gateway 3 Outline Options Appraisal	Public
Report of: Director of the Built Environment Report Author: Steve Presland		For Decision
<u>Summary</u>		
<u>Dashboard</u>		
Project status: Low		
Timeline: Gateway 3		
Project estimated to cost: £800k - £2.5m		
Latest Approved Budget: £15,000		
Spend to date: £15,000		
Overall project risk: Green		
<u>Progress to date</u>		
<p>In February 2015 Members approved a Gateway 1 & 2 report to initiate a project to enhance the public realm in the area surrounding 60-70 St Mary Axe. The project relates to the redevelopment of 60-70 St Mary Axe, and the associated changes that will be required as set out in the accompanying Section 106 agreement.</p> <p>The project aims are:</p> <ul style="list-style-type: none"> • To deliver a new and improved public realm scheme in the vicinity of 60-70 St Mary Axe; • To ensure that the new scheme reflects the objectives of the emerging Eastern City Cluster area strategy; • To ensure that the required functions of the street are maintained and improved. • To improve accessibility for all throughout the area. <p>Through extensive discussions with the developer of the site, an agreement has been reached on a proposed direction of the project and how it should be progressed. The developer has expressed a greater level of ambition for project outputs, therefore funding estimates are now greater than that which was included at Gateway 1&2. There is now a greater cost range proposed, however any additional costs will be funded by the developer.</p> <p>The agreement is based on a set of clear objectives as set out in the Schedule of Objectives (Appendix 1), which will steer the project and the Gateway 3 approval. This series of objectives will define the project scope which will form the basis of the design options that will be considered at Gateway 4.</p> <p>Although the full range of options have not yet been established, they are likely to</p>		

include;

- The creation of wider footways adjacent to the development on Bevis Marks and Houndsditch; this is made possible by the tapered building.
- Introduction of raised entry tables or other improvements in Goring Street, to improve pedestrian priority and accessibility and to slow vehicular movement. This will also be the location of the servicing entrance to the new development;
- Creating an enhanced public space on St Mary Axe, adjacent to the main entrance of the new development. This option would require a number of pay & display parking bays to be removed and / or relocated, and may involve adjustments to local traffic and cycle routes.

As noted above the final scheme may involve a combination of these options; however this will be explored further in the next Gateway report.

Proposed way forward and summary of recommended options

The objectives for the project scope have been agreed with the developer. Key surveys and information gathering are required to inform the design process, as such the proposed next steps are as follows:

- Approval to proceed to Gateway 4
- Carry out traffic assessment and other necessary surveys including: Radar (an x-ray map identifying the location of underground utilities) and Topographic surveys (a ground contours and features map identifying things such as; trees buildings, streets, utility poles and man holes etc).
- Commission landscape architects to prepare design options.
- Members will be presented with the options at Gateway 4 where they will have the opportunity to decide on a preferred option.

Once options have been drafted a wider public consultation will be arranged to ensure that stakeholders in the wider area are given an opportunity to consider and comment on the proposals.

Procurement approach

A number of appointments will be required in order to progress to the next Gateway; in order to establish parking requirements, traffic and pedestrian flow data, and to develop design options. These appointments will be tendered competitively through the City of London Procurement Service, to ensure best value is achieved.

Financial implications

Table 1 below shows the resources expended to date. Table 2 sets out the resources required to reach the next gateway, and a brief explanation of the tasks to be completed with that funding.

Table 1 – Spend to date

Description	Allocation	Spend	Balance Remaining
Fees	£5k	£5k	0
P&T staff cost	£10k	£10k	0
Total Approved for gateway 3	£15k	£15k	0

--	--	--	--

Table 2 – Funding needed to get to Gateway 4

Item	Cost	Reason
Topographic and radar surveys	£15,000	To ensure that the levels and sub-surface infrastructure are fully recorded and taken into account in the design process
Traffic assessment	£10,000	To assess the implications of removing traffic from St Mary Axe on the wider road network
Staff costs (City Public Realm and City Transportation)	£35,000	To manage the project, commission and manage assessments, liaise with stakeholders, write reports
Staff costs (Highways engineer)	£20,000	To provide technical support on the project, including the production of option drawings
Landscape design	£20,000	To develop design options for the public realm, based on the design objectives as set out in Appendix 1 of this report
Total	£100,000	

Please note, that the £100k identified above to get us to Gateway 4, will be funded via a voluntary contribution from the developer.

Recommendations

It is recommend that Members:

- Approve the Scheme Objectives as detailed in Appendix 1;
- Authorise the progression of the project and the release of funds, as set out in Table 2 – subject to us receiving the funds.

Options Appraisal Matrix

See attached.

Appendices

Appendix 1	Scheme Objectives (Schedule of Objectives)
Appendix 2	Approved Gateway 1&2 project proposal report
Appendix 3	S106 plan of the project area

Contact

Report Author	Fiona Walker
Email Address	fiona.walker@cityoflondon.gov.uk
Telephone Number	020 7332 1134

Appendix 1

Schedule of Objectives and Next Steps

60-70 St Mary Axe – Issues, Objectives & Next Steps			
ID	Issue	Objective	Next steps
Environment			
E1	Meeting the levels and kerb lines that have been agreed.	EO1: To create a design that meets the needs of all stakeholders, and which can be appropriately maintained.	Liaise with key stakeholders who own buildings around the area to understand access requirements.
E2	Coordinating subservice infrastructure.		
E3	Telecommunications access to the building.		Commission a site investigation to determine the underground services and utilities that will inform the design options, and to see how we can coordinate subservice infrastructure.
E4	Avoiding service diversion where ever possible.		
E5	Negative perceptions of the area.	EO2: To create a design that makes the area attractive and improves perceptions of the area by using high quality, CoL standard materials in constructing the scheme.	Ensure that the final design creates a safer more attractive area – especially for pedestrians. Ensure that the final design is signed off by the CoL Highways Team, who know and work with the Col material palette standards.
Place making			
PM1	St Mary Axe to have a sense of place rather than simply a movement function.	PMO1: To provide defined ‘activity’ areas for the various users of the space, and ensure that the function, design and material palette of the public realm is coordinated	Commission a landscape architect to develop initial design options.
PM2	Attractiveness of retail unit.		
PM3	Enlivening of Bevis Marks and Houndsditch.	PMO2: To ensure that the design of the public realm works alongside the new development	

PM4	Provision of trees and / or other greenery where appropriate.	to make the area attractive, useable and easy to navigate around, for all users and at all times of day.	
PM5	Provision for public art.		

Security

S1	Accounting for the potential installation of bollards.	SO1: To ensure that users of the area feel safe and the public realm is designed to limit opportunities for anti-social behaviour, taking into account the evening and night-time use of the area	Review the Security Assessment and determine the main issues. Where possible seek alternative security solutions in keeping with the developing, Eastern Cluster Security Review Strategy.
S2	Reducing the risk of vehicles approaching at speed (along all vehicular routes and identifying ways to mitigate the issue).	SO2: To ensure that any necessary security measures and the implications thereof are identified and fully understood.	Liaise with COL internal colleagues to define a scope on anticipated security measures needed at the development site.
S3	Sufficient lighting of the public realm.	To ensure that the agreed building lighting and illumination levels are adhered to.	Ensure that the approach that has potentially been in the Planning Application is sufficient for the site requirements and ensure that the agreed design is implemented.

Transport

T1	Servicing of existing premises on St Mary Axe.	TO1: To provide adequate space for all future vehicle uses of the space, including disabled parking, emergency vehicles, taxi pick up / drop off, loading and servicing activity.	Commission Transport Study to identify opportunities for servicing, pedestrian and cyclist facilities, and other street uses.
T2	Potential closure of St Mary Axe to traffic.		
T3	Access to on and off street loading bays needs to allow adequate traffic movement to be maintained.		
T4	Adequate provision of disabled parking.		
T5	Taxi Drop-Off/Pick-Up area where visitors can be dropped-off/picked up close to the front-door.		

T6	Efficient pedestrian movement, considering key desire routes throughout the area.	TO2: To ensure an adequate pedestrian and cyclist environment, including areas of pedestrian priority where appropriate.	
T7	Retained and enhanced pedestrian crossings.		
T8	Cycling routes in and around the site.		
T9	Adequate provision for cycle parking for users and visitors.		

Appendix 2 – Approved Gateway 1&2 project proposal report

Project Gateway 1 & 2 (EE114)	
Project: 60-70 St Mary Axe	Public
Report of: Director of the Built Environment	For Decision

Overview

<p>1. Spending Committee Streets & Walkways Sub-Committee</p>
<p>2. Project Board A Project Board is not recommended given the scale and nature of this project. However, it is proposed to establish a Working Party comprising representatives of the Developer, the City Corporation, and other relevant local stakeholders. Ward Members will be made aware of the details of the Working Party meetings.</p>
<p>3. Area Strategy Authorising Committee and date of Authorisation The project area sits within the Eastern City Cluster strategy area as approved by Members in December 2010.</p>
<p>4. Brief description of project The project will involve public realm enhancement to the area surrounding 60-70 St Mary Axe including improvements to carriageway and footways, fully funded under a Section 106/Section 278 agreement by the developer. A map of the proposed project area is shown in Appendix 1. The project is not considered to have an impact on the resilience of the highway network.</p> <p>The project objectives are:</p> <ul style="list-style-type: none"> • To deliver an enhanced public realm on in the vicinity of 60-70 St Mary Axe; • To reflect the objectives of the Eastern City Cluster strategy area; • To ensure that the required functions of the street are maintained, and; • To improve accessibility for all throughout the area. <p>The project scope will include:</p> <ul style="list-style-type: none"> • Construction of extended footway width over areas created by the Development set back • Soft and hard landscaping including tree planting irrigation, lighting, public seating and signage • Introduction of public cycle stands • New surface paving to footways and replacement kerbs on both sides of St Mary Axe and Goring Street between Bevis Marks and Houndsditch in high quality materials • Provision or replacement of street lighting and signage • Improvements to or relocation of existing controlled crossing points on Houndsditch and Bevis Marks and/or the construction of new raised tables

- Relocation of existing parking bays where appropriate
- Drainage and any necessary sub-surface works
- Any additional works necessary to ensure the Development properly integrates with the levels of the Highway

5. Do materials used comply with ‘material review’ approved use?

Yes the materials will comply.

6. Success Criteria

- An enhanced public realm, whilst maintaining the movement function of the street;
- Greater quality and consistency of surface materials in the local area with the introduction / extension / retention of appropriate paving treatments;
- A clear design link with previous improvements within the Bank area;
- Greater accessibility for all people and particularly those with mobility impairment,
- Access into the developers refurbished building, and;
- An increased sense of health and wellbeing for people using the area.-

7. Key options to be considered

Improvement of footways and carriageway in the lower part of St Mary Axe between Camomile Street and Houndsditch, possibly incorporating street trees and landscaping, new street furniture and lighting and prioritising pedestrian access to/from the buildings in this section of the Street.

If necessary to deliver the project, approval is requested to enter into a Section 278 agreement to formalise the funding of the project.

8. Links to other existing strategies, programmes and/or projects

This project would deliver on the priorities of the Eastern City Cluster Enhancement Strategy.

9. Within which category does this project fit?

Fully reimbursable.

10. What is the priority of the project

Advisable.

Financial Implications

11. Likely capital/supplementary revenue cost range

£650k-£700k of which construction costs are estimated between £575k-£625k

12. Potential source (s) of funding

All funding for the project will be provided from the 60-70 St Mary Axe Section 106 agreement or will be provided voluntarily by the developer and formalised via a Section 278 agreement.

This will include:

- Transport Improvement Works £268,066

- Evaluation and Design Payment £50,000
- Pipes and Utilities Survey £30,000
- Evaluation and Design Payment Excess (amount to be determined by the City Corporation)
- Public Realm Works Costs (amount to be determined by the City Corporation)
- Public Realm Works Costs Excess (amount to be determined by the City Corporation)
- Total costs of any removal or diversion of statutory undertakers' and utility services (amount to be determined by these parties)
- Any interest accrued from these sums

13. On-going revenue requirements and departmental local risk budget (s) affected

It is anticipated that the project would be largely revenue neutral as the area is already cleansed and maintained by the City, however any potential increases will be carefully assessed, steps taken to minimise these increases where possible and funding sought within the project to cover these additional costs, particularly in relation to Highways, Open Spaces and Cleansing. There may be revenue implications if increased soft landscaping is proposed however this will be identified as the design develops and reported at the next Gateway. The S106 agreement for 60-70 St Mary Axe allows for the funding of the maintenance of the public realm works for a limit of five years. The need for additional maintenance funding and/or the scope of the soft landscaping works will be assessed in light of the developing design in consultation with the Working Group.

14. Indicative Procurement Approach

It is anticipated that all works will be undertaken by the City's term contractor, J.B. Riney. The use of J.B. Riney will be confirmed in future Gateway reports.

15. Major risks

Overall Project - Low Risk

Risk breakdown:

1. Full cost of works unknown

As the design options are identified the likely cost of the scheme will be established. The scope of the project will be tailored to ensure delivery within the available Section 106/278 funding.

2. Project exceeds budget

Monitor costs closely and phase expenditure based on essential and optional elements of the scheme to ensure the budget is not exceeded.

3. Project not delivered to programme

The developer requires the environmental enhancement works to be completed in coordination with their building refurbishment therefore strict adherence to programme will be required to ensure compliance with this date.

This area includes a scheduled ancient monument (London Wall and bastion) which

is known to survive just below the road surface in Goring Street. Any works may require scheduled monument consent and should be discussed and confirmed with the English Heritage Inspector of Ancient Monuments at the earliest stage.

16. Anticipated stakeholders and consultees

Anticipated external stakeholders:

- Developer of 60-70 St Mary Axe
- Owners/occupiers of adjacent buildings on St Mary Axe
- Ward Members
- English Heritage

Anticipated internal consultees:

- City Transportation
- Highways
- City Surveyors
- Open Spaces
- Access team
- Finance
- Cleansing

17. Sustainability Implications

It is anticipated that all materials will be sustainably sourced where possible and be suitably durable for construction purposes. This will be confirmed as design options are refined.

18. Resources requirements to reach next Gateway

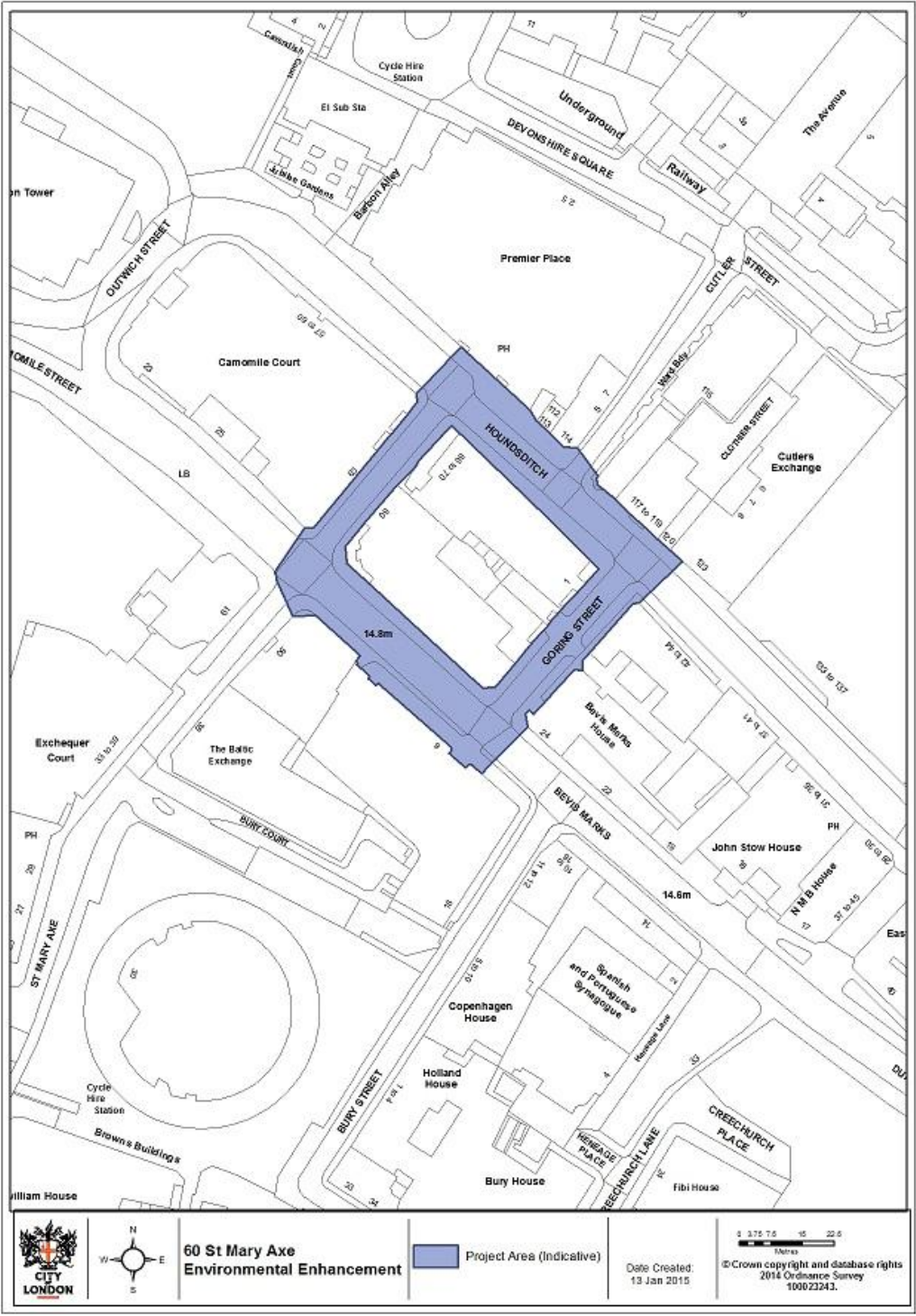
Staff allocation - £15k, which would allow the City to progress the project to Options Appraisal at Gateway 3, conduct consultation work including liaison with local stakeholders and to prepare necessary reports back to Members. This represents 150 hours for options appraisal and evaluation, including the input of the Assistant Director.

All costs to reach the next Gateway will be funded from the 60-70 St Mary Axe Section 106 agreement or will be provided voluntarily by the developer and formalised via a Section 278 agreement.

19. Light, Regular or Complex approval track

Regular.

Appendix 3



		<p>60 St Mary Axe Environmental Enhancement</p>	Project Area (Indicative)	<p>Date Created: 13 Jan 2015</p>	<p>© Crown copyright and database rights 2014 Ordnance Survey 100023243.</p>
--	--	--	---------------------------	--------------------------------------	--

This page is intentionally left blank

Committees:		Dates:
Streets and Walkways Sub-Committee		16 May 2017
Projects Sub-Committee		06 June 2017
Subject: City Transportation Major Projects consolidated report	Gateway 7 Outcome Report Regular	Public
Report of: Director of the Built Environment		For Decision

Summary

This report consolidates the Gateway 7 outcome reports for three City Transportation Major Projects:

- Winchester House Security S278 (Old Broad Street) (dated 28 July 2011)
- Monument Subway S106 (dated 21 March 2005)
- New Street Square S106 (dated 1 March 2005)

The projects have delivered enhancements across the City. Key benefits include:

- An improved pedestrian environment
- Improved public spaces
- Tree planting and soft landscaping
- New cycle parking facilities
- Changes to waiting and loading restrictions to mitigate local traffic problems

The projects have been funded from external sources including Section 106 receipts and Section 278 Agreements. There is a budget underspend on the Monument Subway project and a recommendation is made regarding these funds.

The Winchester House Security Project was not completed at the request of Deutsche Bank. A balance of £424,513.95* is currently held by the City of London and a recommendation is made regarding these funds.

A financial summary for each project is set out in table 1. Individual reports on each project are provided in Annexes 1-3.

Recommendations

It is recommended that the outcome information is received and recommendations on individual project reports are approved.

Table 1: Summary of project finances

Project	Funding source	Approved budget (£)	Spent (£)	Unspent (£)
Winchester House Security	Section 278	484,970.00	191,439.25	293,530.75
	Mitigation payment	120,000.00	0	120,000.00
	Accrued interest*			10,983.20
Monument Subway	Section 106	1,128,785.00	1,070,450.96	58,334.04
New Street Square	Section 106	1,070,667.00	1,066,576.52	4,090.48
Total		2,804,422.00	2,328,466.73	475,955.27

*including interest earned on the S278 and mitigation contributions.

Annex 1

Project name: Winchester House Security S278 (Old Broad Street)

Summary

Dashboard

- 1) Project status: Green.
- 2) Timeline: The project was suspended in December 2012.
- 3) Original budget: £484,970 plus a £120,000 payment for mitigation measures.
- 4) Total spend: £191,439.25.

Summary of completed project

On 28 July 2011, the City entered into a Section 278 Agreement with Deutsche Bank relating to the installation of improved security measures outside DB's premises at Winchester House on Old Broad Street. A total of £484,970 of S278 funding was received for design and implementation ("the S278 Payment"), plus a £120,000 Mitigation Payment "to be used by the City for such works (including associated fees and staff costs) the City considers necessary to improve pedestrian movement and enhance the public realm".

A total of £191,439.25, out of the Section 278 Payment, was spent on developing detailed designs up until December 2012 when Deutsche Bank requested the suspension of the project for 12 months to allow for a review. In June 2016, Deutsche Bank confirmed in writing that the review had concluded and they no longer wanted the security works to proceed.

As a result, £293,530.75 of the Section 278 Payment and all of the £120,000 Mitigation Payment plus interest remain unspent.

Recommendations

It is recommended that:

- 1) The final cost of the project be noted (Appendix 1);
- 2) The Chamberlain be authorised to return unspent Section 278 Payment of £293,530.75 to Deutsche Bank (plus interest);
- 3) The unspent Mitigation Payment of £120,000 (plus interest) be used to fund the Aldgate Highway Changes and Public Realm Improvement Project, subject to the agreement of the Resource Allocation Sub-Committee;
- 4) The project is closed.

Main Report

1. Brief description of project	The project was established to complete the security infrastructure around Winchester House. This included proposals to install bollards and/or planters, changes to the highway layout, traffic signal modifications and diversion of
--	--

	statutory utilities. Proposals were developed to detailed design before the suspension, and subsequent cancellation, of the project.
2. Assessment of project against SMART Objectives	SMART objectives achieved only to detailed design stage.
3. Assessment of project against success criteria	Security measures were designed in collaboration with Deutsche Bank but the project was not progressed following the Deutsche Bank internal review and subsequent formal request to suspend the project.
4. Key Benefits	None
5. Was the project specification fully delivered (as agreed at Gateway 5 or any subsequent Issue report)	No
6. Programme	The project was not completed within the agreed programme This was due to Deutsche Bank's formal request to suspend the project in December 2012 and close it in June 2016.
7. Budget Final Account Verification	The project was completed within the agreed budget Not Verified <u>Further action</u> As set out in the Section 278 agreement, the Chamberlain to return the unspent Section 278 Payment to Deutsche Bank. Subject to Committee approval, the Chamberlain allocates the Mitigation Payment of £120,000 plus interest to the Aldgate Highway Changes and Public Realm Improvement Project.

***Please note that the Chamberlain's department Financial Services division will need to verify Final Accounts relating to medium and high risk projects valued between £250k and £5m and all projects valued in excess of £5m.**

Review of Team Performance

8. Key strengths	1. A close and positive working relationship was established with Deutsche Bank.
9. Areas for improvement	1. Original project manager left CoL and this contributed to delays in the project being closed down.
10. Special recognition	None to report.

Lessons Learnt

11. Key lessons	1. Ensure business continuity when a project manager leaves CoL.
12. Implementation plan for lessons learnt	1. This emphasises importance of allocating a resource to live projects when a project manager leaves but this was frustrated on this occasion through recruitment difficulties at that time.

Annex 2

Project name: Monument subway S106
<u>Summary</u>
<u>Dashboard</u> <ol style="list-style-type: none">1) Project status: Green2) The project is 100% completed3) Total estimated cost: £1,128,7854) Total spend: £1,070,450.96
<u>Summary of project completed</u> The refurbishment of Monument pedestrian subway.
Recommendations It is recommended that: <ol style="list-style-type: none">1) The final cost of the project be noted and the project is closed;2) The developer be asked if the unspent funds of £58,334 can be put towards the Aldgate Highway Changes and Public Realm Improvement project. Members should note that authority was delegated to the Director of the Department of the Built Environment to seek additional sources of funding, provided there are no negative impacts on the City Corporation's resources (Aldgate Gateway Five report, June '14).

Main Report

<p>1. Brief description of project</p>	<p>The Planning & Transportation Committee (15 March 2011) and Finance Committee (14 April 2011) approved the payment of the balance of the 51 Lime Street S106 transport contribution (£1,128,785 including interest) to Transport for London (TfL) for the purpose of upgrading the subway to Monument underground station.</p> <p>The Committees considered that the distinctive 1930s style of the subway was of sufficient architectural and historic interest to merit a refurbishment that retained or replicated the original design and finishes as far as possible.</p> <p>The project was delivered within budget by TfL at a final cost of £1,070,450.96; TfL has subsequently returned £58,334.04 of unspent funds to the City Corporation.</p>
<p>2. Assessment of project against SMART Objectives</p>	<p>The project was delivered to the agreed specification and within budget. There was a need to re-programme the project due to delays in the delivery of the specialist products.</p>
<p>3. Assessment of project against success criteria</p>	<ol style="list-style-type: none"> 1. The project has significantly improved the ambiance of the subway and reinstated many original style heritage features. 2. Pedestrians are benefitting from the improved subway environment. 3. The refurbished subway was reopened in time for the Olympic Games.
<p>4. Key Benefits</p>	<ol style="list-style-type: none"> 1. The involvement of heritage specialists from the City and London Underground ensured that the refurbishment was carried out in accordance with the original 1930s style of the subway. 2. The project received the National Railway Heritage Award 2013 for craft skills in recognition of the quality of workmanship.
<p>3. Was the project specification fully delivered (as agreed at Gateway 5 or any subsequent Issue report)</p>	<p>Yes</p>
<p>4. Programme</p>	<p>The project was completed within the agreed programme</p>

Lessons Learnt

9. Key lessons	1. Make early contact with TfL and specialist suppliers to clarify responsibilities and ensure capability to deliver required quality on programme.
10. Implementation plan for lessons learnt	1. Engage formally with TfL at an early stage in project formulation to ensure appropriate project officers brought in at the outset.

Annex 3

Project name: New Street Square	
<u>Summary</u>	
<u>Dashboard</u>	
Project Status: Green	
Timeline: The project commenced in 2010 and was completed in 2013.	
Original estimated costs: £1,070,677	
Projected Final Cost: £1,066,577	
<u>Summary of completed project</u>	
<p>This project successfully implemented the changes to the public highway around the development of New Street Square and was fully funded by the developer. The works consisted of installing granite setts in the carriageway, new courtesy crossings, footway paving, street lighting, public realm enhancements and the widening of Pemberton Row and West Harding Street. Following completion of the development, further traffic management works were implemented in 2015 to mitigate localised traffic and loading issues.</p>	
Recommendations	
It is recommended that:	
<ol style="list-style-type: none"> 1. The final cost of the project is noted; and 2. The lessons learnt be noted and the project is closed. 	

Main Report

1. Brief description of project	<p>The Section 106 funded highway improvement works were implemented to accommodate the New Street Square development into the surrounding streets. The works included:</p> <ul style="list-style-type: none"> • the widening of Pemberton Row and West Harding Street; • introducing York stone paving on West Harding Street, Pemberton Row, East Harding Street, Printer Street, New Street Square and Bartlett Court; • introducing granite setts to West Harding Street, Pemberton Row, East Harding Street and Printer Street; • Street lighting.
2. Assessment of project against SMART Objectives	<p>The project was delivered to the agreed specification, within budget and to programme.</p>
3. Assessment of project against	<p>All items of the project success criteria were achieved. The original project objectives were to:</p> <ol style="list-style-type: none"> 1. Deliver the highway works in time for the occupation of the

success criteria	<p>buildings.</p> <p>2. Improve conditions for pedestrians.</p> <p>3. Enhance accessibility to the development for users.</p>																												
4. Key Benefits	Delivery of an improved and functional highway that is more accessible and pleasant for pedestrians and workers and allows for the efficient servicing of the development.																												
5. Was the project specification fully delivered (as agreed at Gateway 5 or any subsequent Issue report)	Yes																												
6. Programme	The project was completed within the agreed programme																												
7. Budget	<p>The project was completed within the agreed budget</p> <table border="1" data-bbox="395 1227 1481 1693"> <thead> <tr> <th colspan="4" data-bbox="395 1227 1481 1272">Expenditure - New Street Square Highway Improvements</th> </tr> <tr> <th data-bbox="395 1272 687 1350">Description</th> <th data-bbox="687 1272 954 1350">Approved Budget (£)</th> <th data-bbox="954 1272 1217 1350">Expenditure (£)</th> <th data-bbox="1217 1272 1481 1350">Balance (£)</th> </tr> </thead> <tbody> <tr> <td data-bbox="395 1350 687 1417">Pre-Evaluation</td> <td data-bbox="687 1350 954 1417">58,925.47</td> <td data-bbox="954 1350 1217 1417">58,925.47</td> <td data-bbox="1217 1350 1481 1417">-</td> </tr> <tr> <td data-bbox="395 1417 687 1485">P&T Staff Costs</td> <td data-bbox="687 1417 954 1485">170,792.61</td> <td data-bbox="954 1417 1217 1485">167,435.76</td> <td data-bbox="1217 1417 1481 1485">3,356.85</td> </tr> <tr> <td data-bbox="395 1485 687 1552">Fees</td> <td data-bbox="687 1485 954 1552">7,250.00</td> <td data-bbox="954 1485 1217 1552">6,516.37</td> <td data-bbox="1217 1485 1481 1552">733.63</td> </tr> <tr> <td data-bbox="395 1552 687 1619">Works</td> <td data-bbox="687 1552 954 1619">833,698.92</td> <td data-bbox="954 1552 1217 1619">833,698.92</td> <td data-bbox="1217 1552 1481 1619">-</td> </tr> <tr> <td data-bbox="395 1619 687 1693">TOTAL</td> <td data-bbox="687 1619 954 1693">1,070,667.00</td> <td data-bbox="954 1619 1217 1693">1,066,576.52</td> <td data-bbox="1217 1619 1481 1693">4,090.48</td> </tr> </tbody> </table> <p data-bbox="395 1765 563 1798">Not Verified</p> <p data-bbox="395 1816 595 1850"><u>Further action</u></p> <p data-bbox="395 1868 1461 1939">Suggestion on what to do with the balance will be brought before Members at a later time.</p>	Expenditure - New Street Square Highway Improvements				Description	Approved Budget (£)	Expenditure (£)	Balance (£)	Pre-Evaluation	58,925.47	58,925.47	-	P&T Staff Costs	170,792.61	167,435.76	3,356.85	Fees	7,250.00	6,516.37	733.63	Works	833,698.92	833,698.92	-	TOTAL	1,070,667.00	1,066,576.52	4,090.48
Expenditure - New Street Square Highway Improvements																													
Description	Approved Budget (£)	Expenditure (£)	Balance (£)																										
Pre-Evaluation	58,925.47	58,925.47	-																										
P&T Staff Costs	170,792.61	167,435.76	3,356.85																										
Fees	7,250.00	6,516.37	733.63																										
Works	833,698.92	833,698.92	-																										
TOTAL	1,070,667.00	1,066,576.52	4,090.48																										

Review of Team Performance

8. Key strengths	1. The City was able to work closely with the developer and UKPN in resolving the technical issues of shallow utilities in the carriageway.
9. Areas for improvement	1. An improved system of monitoring large developments as it was found that ~20% of deliveries to the development were being made from the street and not the dedicated servicing bays. Today these issues are mitigated by developers having to provide a delivery and servicing management plan as part of their planning conditions, this was not the case back in 2005 for this development.
10. Special recognition	None to report.

Lessons Learnt

11. Key lessons	1. Ensure business continuity when a project manager leaves CoL.
12. Implementation plan for lessons learnt	1. Ensure a project management resource is allocated to a "live" project when a member of staff leaves CoL.

Appendices

Appendix 1	Winchester House Security S278 (Old Broad Street)
-------------------	---

Report Author	George Wright
Email Address	George.wright@cityoflondon.gov.uk
Telephone Number	020 7332 1160

Project Budget

	Original Budget	Approved Budget	Spent	Unspent
Evaluation, Design, Implementation: S278	£484,970.00	£484,970.00	£191,439.25	£293,530.75
Mitigation payment	£120,000.00	£120,000.00	0	£120,000.00
Accrued interest				£10,983.20
Total	£604,970.00	£604,970.00	£191,439.25	£424,513.95

Appendix 2	Monument Subway S106
-------------------	----------------------

Report Author	George Wright
Email Address	George.Wright@cityoflondon.gov.uk
Telephone Number	020 7332 1160

Before and After Images



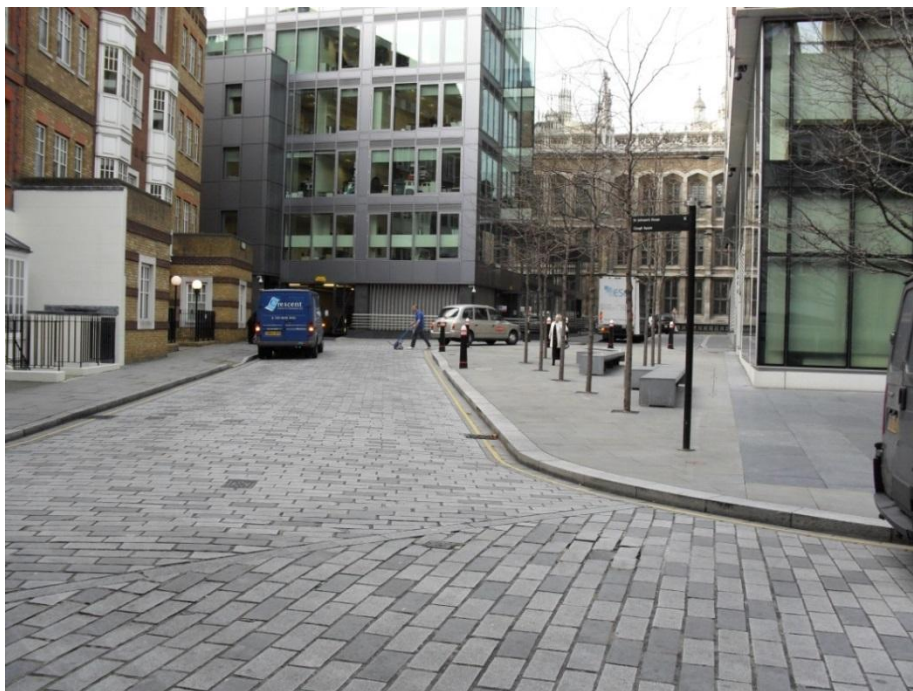
Appendix 3	New Street Square S106
-------------------	-------------------------------

Report Author	Kristian Turner
Email Address	Kristian.Turner@cityoflondon.gov.uk
Telephone Number	020 7332 1745

Pemberton Row Before and After images



□



Committee(s):	Date(s):
Streets & Walkways Sub-Committee Planning & Transportation Committee	16/05/2017 23/05/2017
Subject: Congestion Review - Zebra Crossing Points	Public Public
Report of: Director of the Built Environment	For Decision

Summary

In November 2016, Members considered a report on Traffic in the City, which provided an overview of the current traffic situation in the City of London and agreed to a range of measures aimed at improving traffic flow, including a review into all the City's Zebra crossing points.

This report details the findings of the zebra crossing review in order to identify which crossings cause significant traffic delay and assess the potential for reducing localised congestion.

The main findings of the review are as follows:

- The majority of the City's zebra crossing points do not generate significant traffic delays.
- Four zebra crossing sites at London Wall, Montague St, Chiswell St and New Fetter Lane could benefit from being signalised to reduce traffic delays.
- However, three of these locations are either outside of the City's direct control (Chiswell St) or are within other active plans to modify streets (London Wall & Montague St).

Recommendation

Members are asked to approve:

- A feasibility investigation into the signalisation of the New Fetter Lane pedestrian crossing, which will need to follow the corporate gateway process.

Main Report

Background

1. In November 2016, Members considered a report on Traffic in the City, following a request from the Policy & Resources Committee for a plan to tackle congestion. The report provided an overview of the current traffic situation in the City and considered a range of measures that could be introduced or strengthened to improve traffic flows. One such proposal was to review all of the City's zebra crossing points to see if there is potential to reduce both localised congestion and improve safety.
2. The review of all the remaining zebra crossing sites across the City has now been completed and the findings are detailed in this report.

The Review

3. DfT guidelines suggest, amongst other things, that zebra crossings may be appropriate in locations where crossing flows are relatively low and traffic flows are no more than moderate. Higher flows of pedestrians may cause substantial delay to vehicles. In the City, other factors such as the needs of pedestrian convenience, footway crowding and wider network considerations also influence the choice of crossing.
4. The recent conversion of the zebra crossing at Ludgate Hill to a signalised crossing has demonstrated that localised traffic delays can be reduced whilst still balancing the needs of pedestrians crossing and without impacting road safety. This therefore demonstrates that other locations could potentially benefit from a similar approach.
5. This review therefore considers a number of factors to assess whether there would be any benefit to convert these crossings to signalised crossing places, to reduce traffic congestion. This includes:-
 - What are the current traffic delays?
 - What would be the delays if the crossing was changed to a signalised crossing?
 - What are the safety risks
 - What plans or initiatives are in the pipeline which could influence future action?

Current Delays

6. To understand the level of traffic delays, a survey was carried out at each zebra crossing location within the City of London, including those on the borough boundary. Appendix 1 provides a location plan of these crossings.
7. The data was obtained using cameras covering a whole week and then the results analysed to determine the average delays within the three peak periods (am, inter-peak (12-2pm) and pm) at each of the crossing sites. Appendix 2 provides a summary of the findings.

8. From Appendix 2, it can be seen that the majority of zebra crossing sites, generate low traffic delays, averaging up to 2 seconds to each driver's journey time. There are three crossings which generate moderate delays of up to 6 seconds and four, high delays of up to 13 seconds on average.
9. The four crossings which generate the highest traffic delays include those on:-
 - Chiswell Street – average increase of 13 seconds
 - Montague Street – average increase of 9 seconds
 - London Wall – average increase of 10 seconds
 - New Fetter Lane – average increase of 13 seconds.
10. It should be noted that delays at some of these crossings were affected by other factors, such as the need to give way to other traffic or delays caused further downstream. For example, at the London Wall and Montague Street crossings, delays to traffic were also caused by the need to give way to other traffic on the roundabout. At the Beech Street crossing, there were already queues emanating from the Aldersgate Street junction. It has therefore not been possible to separate all these delays from those caused by pedestrians crossing.

If Signalised

11. To understand the potential delays if the crossings were signalised, similar traffic signal timings and parameters for the Ludgate Hill crossing together with some additional considerations (where site conditions vary significantly, such as traffic & pedestrian flows) were used to assess the likely average peak delays. The results of this assessment are also shown in Appendix 2. The modelling for the Ludgate Hill crossing indicated an average traffic delay of about 8 seconds.
12. This work indicates that there are potential journey time savings across the four locations with the highest delays. The potential average savings are:
 - Chiswell Street – 6 seconds
 - Montague Street – 1 second
 - London Wall – 3 seconds
 - Fetter Lane – 4 seconds
13. It should be noted that this assessment is only a basic assessment and should only be used as a guide. To fully appreciate the impacts and benefits a more detailed traffic assessment including modelling would be required.

Safety Risks

14. The latest research data (2011 to 2013) from TfL has shown that zebra crossings in the City of London are very safe and have a much lower collision rate than at signalised pedestrian crossings (0.04 injury

collisions per year compared to 0.49 per year respectively). Across inner London boroughs, the collision rates are very similar with 0.72 and 0.77 per year respectively. This data is however several years old and to understand the potential safety implications if these crossings were signalised, a more detailed assessment would need to be carried out.

Current Plans, Initiatives or Considerations

15. The City has a very active programme of activities which will affect the way the streets functions. In particular there is significant work taking place in relation to the cultural hub and other major transformation works across the City. These may influence the crossings and whether it would be appropriate to take forward any sites for further assessment. This would particularly relate to:
- Chiswell Street – It is understood that this crossing was introduced by the London Borough of Islington and any change would require their agreement and lead. However, officers are aware that they are investigating signalisation as part of their highway and traffic responsibilities. Officers will continue to work with LB Islington to promote measures that alleviate congestion caused by the Chiswell Street zebra crossing.
 - Montague Street and London Wall – these two crossing are within the area which may be affected by the proposal for a Centre for Music. It is also within the area where a major transformation project, to remove the gyratory, has been initiated.
 - Fetter Lane – this is within the Fleet Street Courts and Lanes area strategy but no firm improvements have been identified which would impact on this crossing.

Summary of the assessments

16. A summary of the assessment can be found in the table below.

Crossing location	Current average delay	Impacts (delays) if converted to a signalised crossing	Proposed action
Golden Lane	Low	Increased	None
Beech Street	Medium	Increased	None
Silk St by Beech Street	Medium	Increased	None
Chiswell Street (LBI)	High	Reduced	None
Silk Street	Low	Increased	None
Moor Lane	Low	Increased	None
Charterhouse Square	Low	Increased	None
Lindsey Street	Low	Increased	None
Long Lane	Low	Increased	None

Aldersgate Street	Medium	Increased	None
Montague Street	High	Reduced	None
London Wall	High	Reduced	None
Middlesex Street (LBTH)	Low	Increased	None
Minories	Low	Increased	None
New Fetter Lane	High	Reduced	Investigate conversion

Proposal

17. The assessment has shown that there are four crossings which suffer from delays which could benefit from converting to a signalised crossing. However, three of the locations are either out of the City's direct control (Chiswell Street) or are within areas where there are active plans to modify the streets (Montague Street and London Wall). It is therefore recommended that only the crossing at New Fetter Lane is currently taken forward for further feasibility work which will need to follow the corporate gateway approval process.

Corporate & Strategic Implications

18. There are no corporate or strategic implications arising from these proposals. However, they do contribute to achieving the following strategic aims:-
1. To support and promote 'The City' as the world leader in international finance and business services
 2. To provide modern, efficient and high quality local services and policing within the Square Mile for workers, residents and visitors with a view to delivering sustainable outcomes.

Implications

19. In carrying out its traffic functions, the City must have regard, inter alia, to its duty to secure the expeditious, convenient and safe movement of vehicular traffic and other traffic (which includes pedestrians) - s.122 Road Traffic Regulation Act 1984.
20. The likely cost of the project at this stage is estimated to be between £50,000 and £80,000. This will be refined at the next gateway. The cost of the feasibility investigation is estimated to be £32,000, which will be funded through the 2017/18 TfL LIP Grant allocation of £40,000 to the Congestion Review Programme. This project will follow the corporate project and funding approval processes.
21. Other implications will be set out in the gateway reports.

Conclusion

22. The assessment has shown that the majority of the zebra crossings in the City do not cause traffic delays. The assessment has also shown that delays to traffic can be reduced at four locations, but due to a number of factors, only one location is recommended to be taken forward for further feasibility work.

Appendices

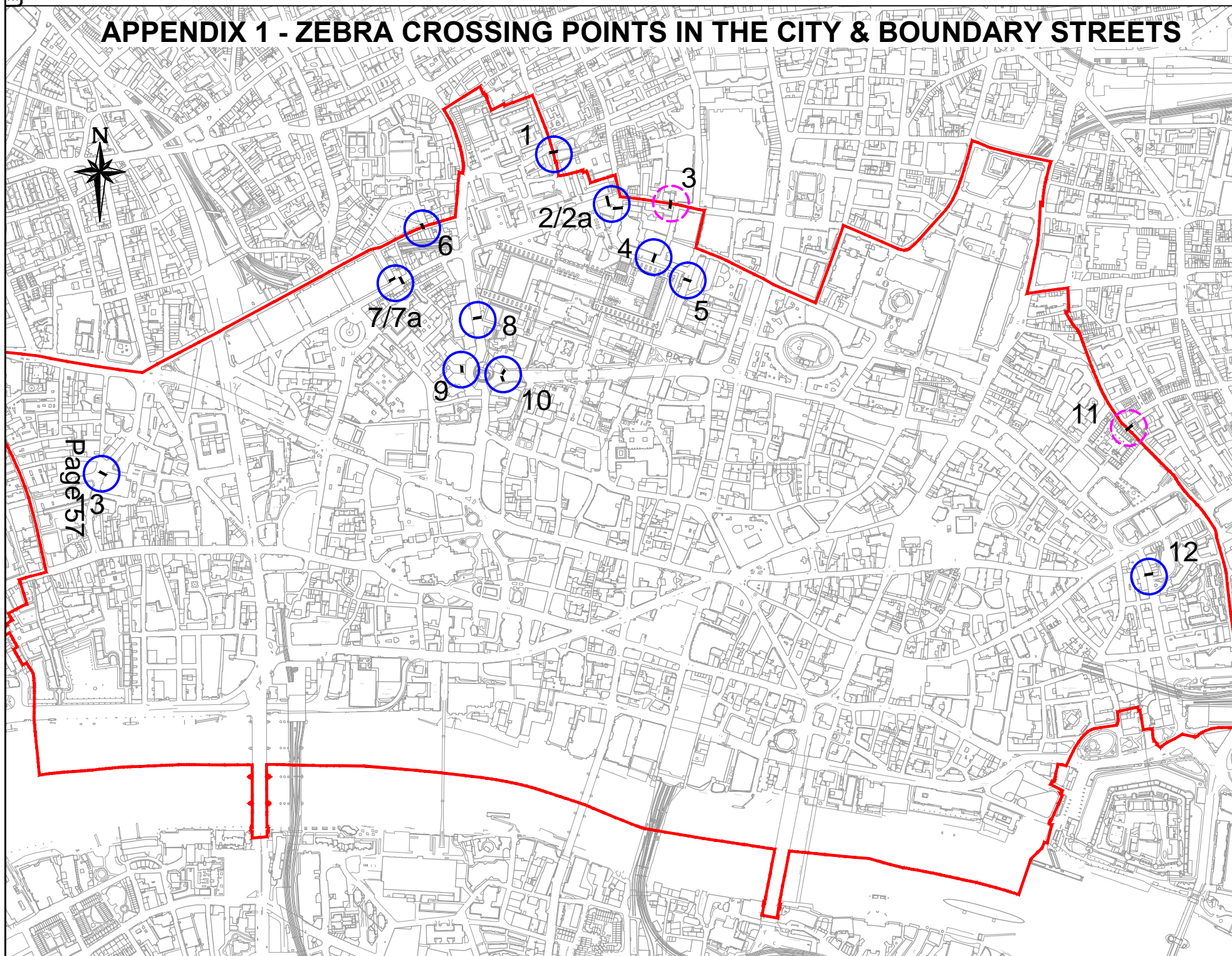
- Appendix 1 – Zebra Crossing Points in the City & Boundary Streets
- Appendix 2 – Zebra Survey Summary

Sam Lee
Acting Group Manager,
Department of the Built Environment

T: 020 7332 1921

E: sam.lee@cityoflondon.gov.uk

APPENDIX 1 - ZEBRA CROSSING POINTS IN THE CITY & BOUNDARY STREETS



Page 57

Key

- City Boundary
- Zebra Crossing Site
- Zebra Crossing Maintained by Neighbouring Authority

16 Zebra Crossing Points

NOTES

ZEBRA CROSSING SURVEY

ZEBRA CROSSING SITES

DEPARTMENT OF THE BUILT ENVIRONMENT
City of London Corporation
PO Box 270
Guildhall
London EC2P 2EJ
020 7332 1710

CITY OF LONDON

This page is intentionally left blank

Appendix 2: Zebra Survey Summary (Weekday only)

Site 1 - Golden Lane*

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Southbound	AM	1	3.7
	IP	1	3.6
	PM	0	3.8
Northbound	AM	0	3.7
	IP	1	3.6
	PM	0	3.8
Combined	All Periods	0.5	3.7

Site 2 - Beech St

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Westbound	AM	8	7.6
	IP	8	7.4
	PM	3	7.9
Eastbound	AM	7	7.6
	IP	6	7.4
	PM	3	7.9
Combined	All Periods	5.8	7.6

Site 2a - Beech St / Silk St

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Southbound	AM	1	7.5
	IP	1	7.3
	PM	1	7.8
Northbound	AM	18	7.5
	IP	5	7.3
	PM	1	7.8
Combined	All Periods	4.5	7.5

Site 3 - Chiswell St

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Westbound	AM	16	7.1
	IP	26	6.9
	PM	14	7.3
Eastbound	AM	7	7.1
	IP	13	6.9
	PM	4	7.3
Combined	All Periods	13.3	7.1

Site 4 - Silk St*

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Westbound	AM	0	3.1
	IP	0	3.1
	PM	0	3.3
Eastbound	AM	1	3.1
	IP	1	3.1
	PM	0	3.8
Combined	All Periods	0.3	3.2

Site 5 - Moor Lane

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Southbound	AM	0	3.6
	IP	0	3.5
	PM	0	3.8
Northbound	AM	1	3.6
	IP	1	3.5
	PM	1	3.8
Combined	All Periods	0.5	3.6

Site 6 - Charter House Square *

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Eastbound	AM	1	3.6
	6a IP	2	3.5
	6b PM	1	3.8
Combined	All Periods	1.3	3.7

* Assumed that the pedestrian stage is called every 2 signal cycles
 IP = Inter-Peak Period (12-2pm)

Appendix 2 (contined): Zebra Survey Summary (Weekday only)

Site 7 - Lindsey St*

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Southbound	AM	2	3.5
	IP	1	3.4
	PM	1	3.7
Combined	All Periods	1.3	3.5

Site 7a - Long Lane*

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Westbound	AM	0	3.5
	IP	1	3.4
	PM	0	3.7
Eastbound	AM	0	3.5
	IP	0	3.4
	PM	0	3.7
Combined	All Periods	0.2	3.5

Site 8 - Aldersgate St

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Southbound	AM	9	8.0
	IP	3	7.8
	PM	3	8.3
Northbound	AM	4	8.0
	IP	2	7.8
	PM	1	8.3
Combined	All Periods	3.7	8.0

Site 9 - Montague St

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Eastbound	AM	9	7.3
	IP	11	7.1
	PM	6	7.5
Combined	All Periods	8.7	7.3

Site 10 - London Wall

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Westbound	AM	27	7.1
	IP	10	6.9
	PM	10	7.3
Eastbound	AM	6	7.4
	IP	2	6.9
	PM	4	7.3
Combined	All Periods	9.8	7.1

Site 11 - Middlesex St*

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Eastbound	AM	0	3.5
	IP	1	3.7
	PM	0	3.6
Combined	All Periods	0.3	3.6

Site 12 - Minories*

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Southbound	AM	2	3.7
	IP	2	3.6
	PM	1	3.8
Northbound	AM	2	3.7
	IP	2	3.6
	PM	4	3.8
Combined	All Periods	2.2	3.7

Site 13 - New Fetter Lane

Direction	Period	Average Delay (sec/veh)	Signal Average Delay (sec/veh)
Southbound 13a	AM	13	6.6
	IP	27	6.4
	PM	6	6.8
Northbound 13c	AM	8	6.6
	IP	19	6.4
	PM	7	6.8
Combined	All Periods	13.3	6.6

Committee(s)	Dated:
Planning and Transportation Committee – For decision Streets and Walkways Committee - For Information Police Committee – For information Health and Wellbeing Committee - For Information	March 21 st May 16 th May 18 th June 16 th
Subject: Road Danger Reduction Programme 2017/18	Public
Report of: Director of the Department of Built Environment City of London Police Commissioner	For Decision/ For Information
Report author: Rory McMullan, Road Danger Reduction and Behaviour Change Manager	

Road Danger Reduction Work Programme

Summary

This report advises Members that the various engineering, educational and enforcement measures taken over recent years have achieved a reduction in the risk of being injured on the City's streets. This is particularly true for cyclists. However, the City's casualty targets are not based on reducing risk but rather on absolute numbers. This report advises Members that these absolute targets, set in compliance with the Mayor's Transport Strategy, will not be met by the target year 2020. This is unlike most London Boroughs, which have seen a sizable reduction in absolute casualty numbers over the last 5 - 6 years (**see Appendix 1**).

There may be a number of reasons for this and this report advises that officers will be conducting a number of fact finding visits over the next few months including a number of visits to TfL and the highest performing Boroughs to see what lessons might be learnt.

In addition to the above, officers are proposing a wide range of measures aimed at reducing casualties further, these include:-

- Physical Engineering Measures
- Closer working with City businesses to target messages to City workers
- A broad range of Education Training and Promotion (ETP) including schools but particularly focused towards City workers
- Targeted enforcement by the City of London Police (CoLP)

It is expected that all of the above measures will contribute to reducing casualties on City Streets; but analysis of casualties over the last year makes it clear that one of the biggest issues to address is 'inattention'. It is proposed that 17/18 will see a particular focus on addressing inattention by all road users. To assist in this the Road Danger Reduction Partnership (RDRP) has developed a detailed communication strategy. The report explains that this strategy will have a dual focus; firstly on communicating road danger and safety messages to all road users (City workers in particular), and secondly in promoting awareness of the programme of work the City Corporation is doing in its efforts to reduce casualties in the Square Mile.

Promoting awareness of the work the City Corporation is doing to reduce casualties on City streets is particularly important in addressing one of the corporate Red Risks, which is: “The City’s Reputation and credibility is adversely impacted with businesses and the public considering that the Corporation is not taking sufficient action to protect vulnerable road users; adverse coverage on national and local media.”

Recommendation(s)

Members are requested to agree the following:

- The 2017/18 Road Danger Reduction Work Programme
- Agree the introduction of City Mark as part of the Considerate Contractors Scheme (CCS)
- Including Road Danger Reduction requirements(at Appendix 5) within Corporate contracts (subject to the agreement of the Finance Committee)
- Approve the Communications Strategy

Main Report

Background

1. The City Corporation has agreed clear targets for reducing casualties on its streets. These are set out in the City of London Local Implementation Plan (LIP) 2011 and the targets are designed to be consistent with the Mayor of London’s Transport Policy.

The current targets require the City Corporation:

- to reduce the total number of persons injured in road traffic collisions to 30% below the 2004–2008 annual average by 2020, i.e., to a three-year rolling average of 258.0 casualties per annum by 2020.
 - to reduce the number of persons killed or seriously injured in road traffic collisions to 50% below the 2004–2008 annual average by 2020, i.e., to a three-year rolling average of 24.7 casualties per annum by 2020.
2. To put these figures into context the latest three year rolling average figures from 2013-2015 is a total of 374 casualties per annum and 53 KSI (Killed or Seriously Injured) per annum.
 3. The casualty totals remain high, but when evaluated against the number of vulnerable road users suggests that relative risk of casualty on City streets has declined.
 - From 2013 – 2015 there has been an estimated 14% increase in employment in the Square Mile.
 - In 2012 there was one injury for every 948 employees, in 2014 one injury for every 1060, and in 2016 one for every 1190 employees.
 - The fall in risk is most notable in cycling. From 2014 – 2016 there has been an estimated 19% increase in cycling numbers (now almost 25% of vehicular trips in the City and over 50% of traffic at peak times). The

number of cyclist KSI has meanwhile declined from 23 in 2014 to 11 in 2015 and an estimated 13 in 2016.

4. Whilst relative risk has decreased, it is still too high, and due to the predicted increase in commuters when Crossrail opens, there is no room for complacency, and reducing road danger remains a high priority.
5. Major projects such as Bank Junction and Aldgate will significantly improve road safety; for example officers believe a 50-60% casualty saving is achievable at Bank junction (on average between 11 and 13 casualties a year saved). Works such as the two-way cycling routes and Quietways aim to shift cyclists onto less busy routes, which should assist in a further reduction in cyclist casualties.
6. The impacts of the various measures carried out in recent years arguably led to the decrease of -22% in KSI casualties seen in the City in 2015, compared to a reduction of 3% in Greater London as a whole. However, provisional figures for 2016 show a rise of 14%, which demonstrates that a year on year trend of reduced casualties is not yet established.
7. Determining the factors responsible for delivering reduced casualty numbers requires research, but the introduction of 20mph speed limit, major works such as Holborn Circus, targeted police enforcement, extensive educational work on the dangers of blind spots for large good vehicles through FORS (Fleet Operators Recognition Scheme) and the development of Cycle Super Highways will have all contributed to improved cyclists' safety.

Current City casualty analysis

8. In considering casualties it is important to be aware of the current profile of casualties in the City by mode.

(See Appendix 2 All CoL Road Casualty Data 2014/15)

Summary:

The data can be broadly summarised as follows:

KSI injuries occur across all vulnerable user modes.

By relative risk;

- Motor-cyclists are the most likely to be injured, followed by pedal cyclists and pedestrians the least likely.

By total number;

- Pedestrians have the highest incidence of fatal or serious injuries; followed by pedal cycles and Powered 2 Wheelers (P2W).

Measured by vehicle involved;

- All vehicle types are involved in collisions with vulnerable road users; Goods Vehicles are disproportionately responsible for serious or fatal injuries, while cars and taxis also have a high incidence of causing injury to vulnerable road users.

Other items to note:

- There were 20 recorded injuries to Public Service Vehicle occupants (bus passengers) in 2015, of which 3 were serious. Evidence has shown that this is due to passengers falling over due to sharp acceleration or deceleration. This is an improvement from the 2012 – 2014 rolling average of 23.3 injuries, which may be partially attributable to the introduction of the 20 mph limit.

Note: This data in Appendix 2, which has been used to prepare the above summary, does not show causational factors. Pedestrian inattention is the most common cited causational factor in City casualties as recorded by CoLP investigating officers.

9. When measured by time of day, peak times and lunch time are the most common time of day for collisions that cause injury. This is when the highest numbers of vulnerable users are on the streets, and therefore is not a measure of proportional risk, but does guide us when to focus efforts.
10. It is proposed that for the development of the RDR and Active Travel Strategy 2018-23, a full study of the recent Police 'Stats 19' Causational Factors for collisions between different modes is undertaken. This will assist in identifying any new collision trends and in turn help inform the behaviour change needed and the engineering interventions required to reduce collisions in the Square Mile.

Update on the delivery of the 2016/17 Work Programme

11. In 2016/17 a full programme of Education Training and Promotion (ETP) measures has been delivered by the DBE Road Danger Reduction Team (RDRT) and the City of London Police (CoLP). A list of some of the successes delivered are listed below:
 - The development and launch of the Active City Network
 - The development of the City Mark Pilot scheme to improve compliance to the Construction Logistics and Community Safety scheme for goods vehicles.
 - Monthly Exchanging Places events as part of Operation Atrium training cyclists in relation to the dangers of blind spots
 - 30 road shows at businesses and on street promoting safer behaviours to City Workers
 - City wide Road Safety campaign delivered in partnership with the CoLP – covered in London media
 - 2 x professional seminars hosted by City businesses

- Pedestrian training, cycle training and Youth Travel Ambassador development for the five schools in the City.
- Adult Cycle Training delivered to 162 City workers and residents
- Road Safety participation at major events including: Ride London, Lord Mayors Show and St. Patricks Day parade
- Campaigns – ‘Light Angels’, ‘taxi and bikes looking out for each other’, and launch of the ‘Direct Vision Lorry’ and ‘Active City Network’ were covered in local London media outlets. (London Standard, City Matters, BBC London and London Live).

Current TfL guidance

12. In 2017, according to their Business Plan, TfL are adopting a ‘Vision Zero’ approach to road safety. The long-term vision is to see London’s roads free from death and ‘preventable’ serious injury. TfL’s Vision Zero means reducing the dominance of vehicles on our streets to minimise the risks they pose to vulnerable road users.
13. This is part of their Healthy Streets approach, whereby a 'whole-street' approach is needed to make streets more inviting for walking and cycling. Less traffic is proposed to make streets safer and more attractive for walking, cycling and using public transport.
14. Over the next 5 years TfL will implement new safety standards for buses, enhance conditions for vulnerable road users by tackling their highest risk junctions, and oversee the introduction of more 20mph limits.

The City’s 2017/18 Road Danger Reduction Programme

15. It is proposed that the 2017/18 work programme undertake the following work-streams:
- Engineering measures to target the most dangerous junctions
 - Business engagement – working with City employers to influence behaviour of City workers.
 - Working with the freight sector to improve driving and vehicle design
 - Behavioural change to target the factors that lead to collisions
 - Continued targeted enforcement by the City of London Police
 - Research to develop the City’s 2018 – 2023 Road Danger Reduction and Active Travel Strategy

A short summary of what these activities will include is as follows:

Engineering measures

16. Background:

Engineering measures can deliver real reductions in casualties; however the City Corporation has now tackled or is tackling the worst junctions for safety; such as Holborn Circus, Aldgate and Bank. The next worst junction is Newgate Street where improvements are likely to deliver no more than a

saving of 3 casualties a year. However, such engineering measures should be continued as we move towards a Vision Zero City.

17. Proposal:

A list of engineering measures that support RDR has been compiled for the 2017/18 Work Programme. This can be seen in Appendix 3 Engineering Work Programme 2017/18

18. Business Engagement – Active City Network (ACN)

Background:

To support effective engagement with City workers, in 2016 we established an Active City Network of employers that support our objectives in making the City a safer and more pleasant place to commute.

Employers are the destination point for the estimated 400,000 plus City workers. Working in partnership with employers will therefore be one of the most effective ways to get road safety messages across. Businesses have a clear interest in reducing casualties involving their staff. Businesses increasingly recognise this, and we now have over 70 businesses engaged in the Active City Network, with over 120 delegates attending our last seminar.

Proposal:

It is proposed that efforts are made to expand the reach of the Active City Network, and work in partnership with employers to develop behavioural campaigns to encourage safer behaviours while travelling on City streets. We propose hosting a major ACN event at Guildhall in June where the newly appointed Walking and Cycling Czar, Dr. Will Norman will keynote.

Through the ACN we propose to develop best practice guides for employers, showing what the best employers can achieve reducing numbers of deliveries and better trained drivers, and cyclists.

We propose to organise networking seminars and offer incentives for employers to train their staff on safer more considerate cycling, driving and engage with staff on pedestrian inattention. We will also approach businesses to support the network by hosting best practice seminars.

It is also envisaged that through this network we will be able to introduce elements of safer deliveries through 'Van Smart' which is a newly developed part of Fleet Operators Recognition Scheme (FORS), to improve driver training, monitor vehicle safety features.

19. Working with the Freight Sector to improve Work Related Road Safety

Background:

Goods vehicles have been disproportionately represented in the KSI and all casualty statistics for a number of years. As the largest vehicles on the streets, they input the most danger onto the network and therefore sit near the top of our Work Plan.

The City Corporation is one of the leading organisations in managing safer freight deliveries. We are registered as Gold status in the Fleet Operators Recognition Scheme (FORS) and are a Construction Logistics and Community Safety (CLOCS) Champion. The City Corporation have been working with TfL and leading manufacturers on development of safer direct vision goods vehicles, the use of which will be promoted through the City Mark scheme.

The City of London Police also support the compliance of goods vehicles and drivers to road safety legislation through the activities of the commercial vehicles unit which stopped over 1200 goods vehicles in 2016.

Proposal

We are proposing two new initiatives that aim to improve the safety of freight movements within the Square Mile and which, if approved, will run throughout 2017/18

20. City Mark rollout – extension to Considerate Contractors Scheme (CCS)

21. Adding Road Danger Reduction requirements within Corporate contracts

20. City Mark rollout

In 2016/17 the City Mark pilot scheme developed focus groups of leading fleet operators, contractors and developers to progress a scheme which will reward the contractors, sub-contractors, drivers and banks men for focusing on the safety of the goods vehicles making deliveries to and from the sites. This has been integrated into the City Corporation's Considerate Contractors Scheme (CCS).

- As part of the pilot we have identified a list of criteria to rank sites in terms of compliance to CLOCS and FORS. Interviews with twelve development sites in the Square Mile have been carried out to determine levels of compliance with CLOCS. This data will be used to reward the best Contractors, Fleet operators and Construction Logistics to be awarded at the 2017 CCS Awards scheme.
- One of the key outputs is the development of a Work Related Road Safety sign to be fixed to site hoardings alongside the Site Safety signs which will advertise to the public the commitment of contractors / developers to road safety. This will be a visual representation of what the contractors are

delivering in terms of road safety. (See Appendix 4)

- It is proposed that the City Mark pilot scheme be adopted by the Corporation and rolled out to all development sites in the Square Mile in 2017/18

21. Adding RDR clauses to City Corporation Procurement:

In order to support the City Corporation's Road Danger Reduction Plan, it is proposed that road safety requirements be included in relevant contracts for the delivery of goods, services or works during the next financial year. This will help ensure safer drivers and vehicles supplying the City, and is in line with the City's Responsible Procurement Strategy. It is also an agreed mitigation measure to address the Corporate Risk (currently red) referred to in paragraph 25 below.

22. The City Corporation will use procurement and contractual mechanisms to ensure that all relevant contractors take active steps to address the safety of construction vehicles used in the execution of their contracts. This would include hiring/ leasing/ buying/ retrofitting vehicles with relevant safety features or working towards compliance with initiatives such as the FORS, the CLOCS Standard and/or TfL's Work Related Road Risk (WRRR) requirements.

23. By making FORS a requirement for deliveries made by suppliers to the City Corporation, we will demonstrate continued leadership in the management of safer goods vehicles in London. The City Corporation will be following a number of our key stakeholders, such as TfL, neighbouring Boroughs and Crossrail in implementing this change. The City Corporation is recognised as a leader in the field of work related road safety, it is a CLOCS Champion, and has FORS Gold Accreditation. This measure will further support our status in this field.

24. The Road Danger Reduction team will support contractors in terms of advice and providing or referring them to relevant training. We propose to provide internal staff training on how to undertake spot checks to make sure requirements are being implemented. The Road Danger Reduction team can also provide colleagues throughout the City Corporation with advice on working with contractors to support them achieving FORS recognition.

25. The detail of the proposed requirements to be added to the terms and conditions of relevant contracts and also to be referred to in the 'Invitation to Tender' guidance are outlined in Appendix 5. Whilst it is considered unlikely that this requirement will have any financial implications this matter will, if approved, be referred to the Finance Committee for their consideration prior to implementation.

26. Behavioural interventions – RDR Communications Strategy

Background:

The restructuring of the City Transportation section in 2016 boosted the Behaviour Change capabilities of the Road Safety team. The aims of this work stream are to increase the awareness of all road users to road danger and in

particular to the dangerous behaviours that lead to collisions which cause injury. An example of a behaviour that can be targeted in this is 'Inattention' which the City of London Police estimate is a factor in more than 50% of collisions which cause injury.

Proposal:

It is proposed that a series of high profile events, campaigns and communications be organised in 2017/18 following the approach outlined in the RDR Communications Strategy. (See Appendix 6) The Strategy was developed through the Road Danger Reduction Partnership (RDRP) Board with input from the City Corporation and City Police Communication teams.

27. The purpose is to agree an overall approach for communications that supports and enhances the activity of the RDRP; specifically communications activity undertaken by the RDRT and The City of London Police. This is to directly address the Red Risk for the Corporation as regards road safety.

The Red Risk effect is identified as: "The City's Reputation and credibility is adversely impacted with businesses and the public considering that the Corporation is not taking sufficient action to protect vulnerable road users; adverse coverage on national and local media."

28. The Communications Strategy provides a structure to support officers in working towards a key aim of making our roads safer for all users and the strategy covers the following approaches:-
- a. *Building on the success* of the current plan and taking inspiration and learning from notable road safety campaigns from across the UK and elsewhere
 - b. *Focusing on the twin aims* of increased awareness leading to behaviour change by road user groups and increased awareness and profile for the work the partnership is undertaking, so key stakeholders are engaged and supportive of road danger reduction initiatives
 - c. *Creating consensus and buy-in* from the interest groups for all road users by promoting and agreeing a set of key principles to underpin all our communications
 - d. *Creating a brand model* that allows all communications campaigns from the RDRP to sit under a single public-facing brand platform, with an overarching, positive message. We recommend that this platform is 'Safer in the City', which is already in use by the team
 - e. *Developing and implementing* a series of campaigns built on creative hooks (interesting angle which draws attention) with the twin aims of raised awareness and behaviour change amongst road users, and increased awareness and profile with stakeholder and broader public audiences
29. The Communications Principles that feed into this are:
- o Equal but different - In our communications, we treat all road users as having equal rights but different experiences and levels of

responsibility. The larger your vehicle, the greater your responsibility to travel with care and look out for other road users

- Safer and better - Our ambition is to reduce harm and create a more pleasant street environment for all users. It is not about zero harm on its own and our communications needs to reflect this twin ambition
- We are all in this together - When we encourage road users to change their behaviour, we encourage the change in all road users, not singling out one group
- Using the power of We – We can't effectively engage all our road users directly, so we will prioritise encouraging and supporting stakeholders to communicate our messages to their audiences, starting from the members of the RDRP and the Active City Network working out through other key influencers and leaders in the City and the surrounding London area. We will use their authority and authenticity to increase the reach and impact of our message
- Evidence based – All of the communication we produce, for both behaviour change and awareness raising campaigns, is based on a solid, robust evidence base. This base will include our own stats and insights supplemented by those from analogous places, contexts and campaigns
- Focus on what works – We learn from successful behaviour change and awareness raising campaigns
- Raise awareness not fear – The City of London is a very safe place to travel through and around, whatever type of road user you are. Based on numbers of vulnerable road users, by relative risk, the City is safer than most outer Boroughs for walking and cycling. The balance of our communications will encourage road users to change their behaviour without increasing their fears around safety

30. The DBE Road Danger Reduction Team Action Plan - ETP Events and Roadshows

Background:

The City Corporation provides Education Training and Promotion (ETP) safety training for school children, for City workers and residents. In 2017/18 the budget for the Department of the Built Environment (DBE) Road Danger Reduction Team (RDRT) ETP programme to be funded from the TfL Local Implementation Plan (LIP) budget has been increased from £70K to £120K.

Proposal:

It is proposed that the work programme for the Department of the Built Environment's Road Danger Reduction Team (DBE RDRT) be focussed on the engagement with City workers through road-shows and events. We propose the team continues to support major events such as Nocturne, launch of new safer infrastructure such as the Quietways and Bank, and work with business networks to promote awareness of road danger reduction within the City worker community through the Active City Network.

It is proposed that the team support delivery of a communications strategy and of the Work Related Road Risk activities including supporting changes to include RDR in procurement and the roll-out of City Mark

It is also proposed that the team deliver a communications campaign focussed on inattention.

A prioritised list showing items where TfL LIP funding will be allocated for ETP activities to be delivered by the Road Danger Reduction Team in 2017/18 is included at Appendix 7. It should be noted that any underspend on those items shown as funded will be directed toward delivery of the Priority 2 items listed as will any other funding from TfL or the private sector that becomes available.

Targeted Enforcement

31. Background:

The CoLP support the delivery of the Road Danger Reduction Plan through regular enforcement campaigns, which are supported by Education, Training and Promotion delivered by the City Corporation.

In 2016 the CoLP Commercial Vehicles Unit stopped and checked 1229 Goods vehicles in 2016. Of these 815 were found to be non-compliant with a total of 1828 recorded offences. This supports the educational and promotional work the City Corporation is delivering through City Mark.

A full programme of targeted enforcement activities in 2016/17 can be seen in Appendix 8

32. Proposal

It is proposed in the 2017/18 work programme that the CoLP continue to work in partnership with the RDRP to deliver effective enforcement of road offences, 20 mph limit enforcement, HGV, driver distraction and cyclist misbehaviour.

A coordinated programme of ETP and enforcement activities is proposed to maximize the effectiveness of enforcement campaigns.

A full programme of joint activities delivered in partnership between the CoLP and DBE RDRT can be seen in Appendix 9

Research - Road Danger Reduction and Active Travel Strategy 2018 – 2023

33. Background:

While a comprehensive programme of RDR activities over recent have had an impact on relative risk, total casualties are too high.

Since the 2013 RDR Plan there have been major changes. The street network has changed after the introduction of the Cycle Super Highways, two-way cycle network and the Quietways. Driver behaviour has modified with the introduction of the 20mph limit. Changes have also been seen in the make-up of the traffic with a surge in numbers of pedestrians and cyclists. Finally, a new administration in City Hall has adopted Healthy Streets and Vision Zero approaches.

34. Proposal:

It is proposed that due to the many changes since 2013 an updated RDR and Active Travel Strategy be developed to cover 2018-2023.

The aim will be to fully research the latest best practice, understand the real and perceived dangers in the Square Mile, to develop a comprehensive approach which will see significant impacts on safety in the City. It is anticipated that an initial draft for Member consultation will be prepared in July 2017.

35. Research and Surveys: As part of the development of the Strategy and to assist development of a targeted behaviour change programme, surveys and research will be commissioned to understand the situation both in terms of attitudes towards travel and perception of danger.

36. Reviewing and learning from the successes of others

This would include visits to central London Boroughs and TfL and establishing international links with cities such as New York to learn from best practice in terms of delivering a Vision Zero policy as outlined in the RDR Plan and recently adopted by TfL.

Conclusions

37. The City has challenging casualty reduction targets, which when considered against the fast rising number of vulnerable users will require a collaborative and ambitious approach to achieve.

38. The opportunity for engineering solutions on City streets to achieve major impact on casualties is becoming more limited as we improve the design of key hot-spots. Casualties are spread across the City streets and 41% (latest 2015 figures) are on TfL controlled routes (TRLN) where the City Corporation have limited powers to deliver engineering solutions.

39. In addition to the importance of casualty reduction the City also has a Red Risk which is, "damage to the Reputation to the Corporation as not being seen to be doing enough on Road Danger". This report therefore recommends adoption of a new Communications Strategy which it is hoped will deliver a high profile programme to raise awareness of Road Danger Reduction activities with the City's community and change behaviour and

attitudes towards risk. It is proposed that delivery of this strategy begin in 2017/18

40. To counter the threat posed by Goods Vehicles we propose continued working with the developers in the City to increase the compliance of their supply chains of safer Freight through City Mark, and changing our own procurement to include FORS requirements.
41. We propose that to influence the behaviour of their employees on the commute and encourage adoption of safer freight policies on deliveries; working with employers in the City will be effective. The Active City Network has been established, and it is proposed that a focus should be on growing the reach and activities of this body.
42. Due to the complexity of the issues faced, it is proposed that a programme of research is undertaken from neighbouring authorities, and wider afield, to input into the development of a Road Danger Reduction and Active Travel Strategy 2019 – 2024. Active Travel (walking and cycling) represents the majority of trips made in the City and both cycling and walking rates are seeing significant growth, therefore it is proposed that protecting these vulnerable users should be our focus.
43. Change in policy from key partners such as GLA and TfL, (Vision Zero to Road Safety, and Healthy Streets for Active Travel), new infrastructural developments such as the Quietways and Cycle Super Highways, are changing the landscape. It is proposed that the development of new Road Danger and Active Travel Strategy is required to make a long term impact on Road Danger. It is proposed that this strategy be reported on later in the year with a view to adopting it for 2018 – 2023
44. The full programme of measures to be delivered by the partners of the Road Danger Reduction Partnership is set out in the Appendices 3 (Engineering), 6 (DBE ETP Programme) & 8 (Joint ETP Programme with the CoLP)

Appendix 1 Central London Authorities performance by KSI 2020 targets over baseline

Borough name	Borough baseline period	Borough baseline KSIs	Borough long term (LIP) Target Year	Borough forecast KSI casualties in 2020 and % change*	2015 KSIs	% change in 2015 over borough baseline
City of London	2004-08	49	2020	25 (-50%)	43	-13%
Westminster #	2006-08	284	2018-20	171 (-40%)	135	-52%
Camden #	2007-09	123	2018-20	92 (-25%)	76	-38%
Islington	2006-08	89	2020	55 (-38%)	89	0%
Hackney	2007-09	131	2030	80 (-39%)	82	-37%
Tower Hamlets #	2007-09	134	2018-20	85 (-37%)	68	-49%
Greenwich #	2004-08	120	2020	89 (-26%)	54	-55%
Lewisham #	2007-09	116	2018-20	97 (-17%)	53	-54%
Southwark #	2004-08	140	2018-20	93 (-34%)	89	-36%
Lambeth #	2004-08	175	2020	118 (-32%)	99	-43%

Appendix 2: All Road Casualty data for the City of London 2014 - 2015

CLASSIFICATION	January to December 2015				January to December 2014			
	FATAL	SER.	SLIGHT	TOTAL	FATAL	SER.	SLIGHT	TOTAL
PEDESTRIANS		23	93	116	1	18	98	117
PEDAL CYCLES	1	10	128	139	3	20	115	138
POWERED 2 WHEEL		6	45	51		8	71	79
CAR OR TAXI		1	50	51		2	27	29
P.S.V.		3	17	20		2	21	23
GOODS			9	9		1	3	4
OTHER				0			1	1
Total Casualties	1	43	342	386	4	51	336	391

Appendix 3: Proposed 2017/18 RDR Engineering schemes and activities

Scheme location & description	Expected output	Anticipated delivery date
City-wide. Analysis of collisions at hotspots across the City's highway network. This also includes consideration of potential engineering measures to improve road safety.	Collision trends (if any) and potential engineering measures identified. Provide feedback to inform other road safety activities	Mar-18
Newgate Street/Warwick Lane junction.	Implementation of a signalised junction. Expected to save an average of 2.6 collisions per year.	Summer 2017

Puddle Dock/Queen Victoria Street. Detailed options, design and enabling works to reduce collisions	Detailed options evaluated, measures designed and approved for implementation. Commence enabling works	Mar-18
City-wide. Design & implement measures to reduce collisions. Potential sites include: Holborn Viaduct/Snow Hill Cheapside, London Wall, Cannon Street & West Smithfield	Locations and RDR engineering measures evaluated. Designs approved and implemented where possible. More complex measures for further development in 2018/19	Mar-18
Cycle Quietways Phase 2	Routes identified & outline options approved	Mar-18
Other cycling improvement measures	Improvement measures identified & delivered	Mar-18
Facilitation of TfL's North - South Cycle Superhighway Phase 2	TfL delivers their N-S Phase 2 Cycle Superhighway. Measures which benefit the City is incorporated	Mar-18

Appendix 4: City Mark example Road Safety sign for building site hoardings

CityMark
Hoarding Panel
 With QR Code
 Blue and yellow icons.
 Green title with red footer bar.
 This design is proportionate to 1220 x 1500mm landscape format.



Appendix 5 - Road Danger Reduction within Corporate contracts

Contracts in scope:		Vehicles in Scope	Contract duration	Requirement	Deadline
Contracts involving the delivery of goods and services £250k and above	Works contracts valued at £400k and above	3.5 tonnes and above	6 months and longer	Contractors are required to register with the Fleet Operator Recognition Scheme (FORS) and to have achieved Bronze accreditation or scheme, which in the reasonable opinion of the corporation, is an acceptable equivalent to FORS. The requirement must be cascaded to any relevant sub-contractors.	Within 3 months of the start of the contract.
			3 years and longer	Contractors are required to progress to Silver accreditation under the FORS or a scheme, which in the reasonable opinion of the City Corporation, is an acceptable equivalent to FORS. The requirement must be cascaded to any relevant sub-contractors.	Within 18 months of the start of the contract.

Appendix 6

Road Danger Reduction Communications Strategy – See separate document

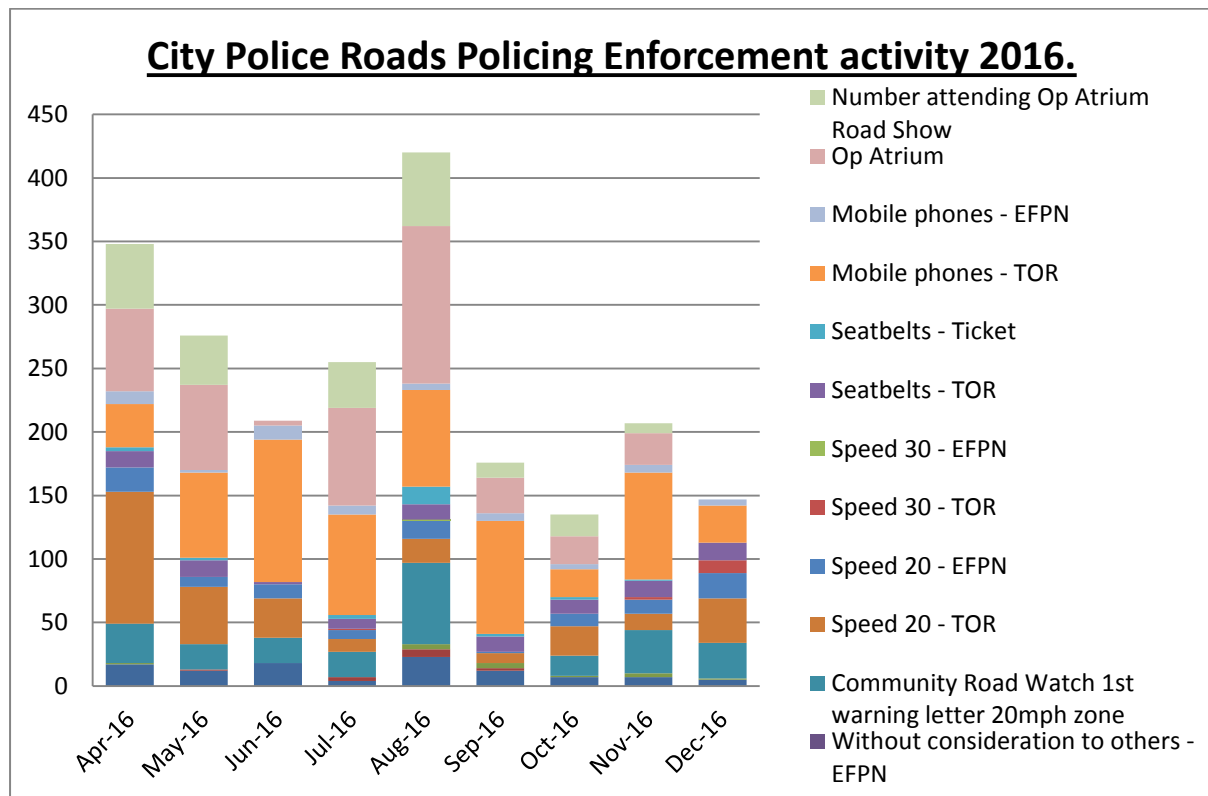
Appendix 7 – DBE Road Danger Reduction Team – Action plan 2017/18

TOP PRIORITY ITEMS – which can be funded from current LIP Allocation			
Priority	Activity	Partnerships	Cost
1	Road Danger Reduction and Active Travel Strategy – Consultation with members, key stakeholders, experts and practitioners	Planning and Transportation Committee Streets and Walkways Committee Road Danger Reduction Partnership Active City Network	£5K
1	Research to input into Strategy and to inform Work Programme delivery – Attitudinal Surveys, Stake-holder meetings, desk-top study, consultation with academics and senior practitioners.	TfL, City Police, RDRP	£10K
1	Business Engagement - Active City Network – expand engagement with City employers to provide channel for communications about road danger. Organise seminars and networking events for businesses, Produce Best Practice Guide for businesses Promote the Active City Network, expand membership Develop package of support for businesses – induction for new staff, cycle training, management of freight deliveries	RDRP City Employers City Police	£25K
1	Community Engagement – promote road danger reduction through activities at major events. (Nocturne, Ride London, Lord Mayors Show, Open House, St. Patricks Day)	Multi-partnership	£5K
1	City Mark – Work with developers, fleet operators, contractors to increase compliance with Construction Logistics Community Safety and Fleet Operators Recognition Scheme to improve safety of supply chain	Developers, TfL, Highways team, CCS	£45K
1	Support City procurement in implementing Fleet Operators Recognition Scheme (FORS) for deliveries on all new contracts – develop engagement, e-learning and workshops for departments and suppliers affected	City Procurement – essential to allow influencing of other employers	£5K
1	Communications Plan delivery – City Wide Campaign – Targeting all road users to ‘Make Eye Contact’	Launch a targeted campaign with on street events, press releases, engagement	£25K
1	Driver Assessments for all City of London Corporation drivers develop e-learning and assessments for all City drivers	All Departments – led by Transportation and Cleansing	£0 (cost neutral)
Total Cost High Priority items			£120K

Appendix 7 – DBE Road Danger Reduction Team – Action plan 2017/18

Second & Third Priority Items – dependent on funding being secured from Sponsorship or TfL grants			
1 (but high level of difficulty)	Multi-channel marketing campaign on Road Danger Reduction. Launch at a major event as part of the European Mobility Week in September. Envisaging part of the City without traffic, combined with cultural events. Propose at Bank or Eastern Cluster. Coordinate with Open House, City Cultural teams, Guildhall School of Music, Lord Mayors Appeal, Active City Network.	All City departments, GLA, TfL, European Cities, Open City, Mainstream media, Barbican, Guildhall School of Music	£100K
1 (funding being sought)	Cycling campaign – Launch and Promotion of Quietways – encourage cyclists to use the Quietways as a safer route to work – launch event at Guildhall coordination with Nocturne, City Cultural hub	All departments	£35K
2	Motorcyclists – Safer riding campaign in spring – promote safer motorcycling training – engage with delivery riders	City Police	£5K
2	Pedestrian Campaign – As part of Make Eye Contact develop a campaign to target pedestrians through distribution of branded umbrellas outside of main train stations	Active City Network – Living Streets (Pedestrian Association)	£5K
2	Operation Atrium – Changing Places – support with roadshow giveaway items	City Police	£5K
3	Continue the campaign on improving taxi driver behaviour (avoid U-turns, giving cyclists room, look for cyclists before opening doors) – extension to Uber and Addison Lee	LTDA	£5K
3	Promotion of 20mph Awareness	Active City Network	£5K
Items with no financial cost – staff time only			
1	Bank Junction - Support the promotion of the changes during the Experimental Traffic Order	Major projects	£0K
2	Schools – Work with schools to deliver pedestrian training, awareness of sustainable modes of travel, Youth Travel Ambassadors.	Schools	£0K
2	Better Air Quality promotion - Support the air quality initiatives around the LEN	Air quality team	£0K
1	Data and seasonal led activities –monitor data and seasonal trends to develop appropriate interventions	RDRP	£0K
1	Deliver Road Safety Audits to review the safety of new projects from design phase through to completion	Major Projects Network performance	£0K
2	Highway Monitoring – constant review of existing roads for safety	Highways	£0K
BUDGET shortfall	To be made up through applications of grants and sponsorship		£160K

Appendix 8 CoLP Roads Policing Enforcement Activity 2016/17



Commercial Vehicles Enforcement Activity 2016/17

	Cvu Ops Per Month	Vehicles Stopped	Number with Offences	Number of Offences
January	16	111	62	92
February	10	87	63	110
March	12	117	89	167
April	11	83	58	136
May	11	116	74	189
June	16	136	79	209
July	13	121	89	222
August	8	70	49	117
September	14	91	63	122
October	12	91	60	105
November	15	105	69	165
December	14	101	60	194
Total	152	1229	815	1828

Appendix 9 Department of Built Environment Road Danger Reduction Team in partnership with the City of London Police Work Programme 2017/18

Notes:

1. DBE - RDRT is City Corporation, Department of Built Environment Road Danger Reduction Team
2. CoL Police is the City of London Police – various divisions and teams
3. Lead may be joint between the Road Safety Team and Police and mutually supportive
4. Some activities are delivered by Police under ‘business as usual’, then a campaign when intelligence indicates requirement. For example cycle lights enforcement in October and November each year
5. TISPOL is the European Traffic Police Network

Generic Activities

Activity Location	Period	Lead	Stakeholder / Location
Operation Atrium	Once every other month. Typically educate/promote for 2 weeks beforehand	CoL Police	DBE - RDRT
Exchanging Places	Typically monthly	CoL Police	London Fire brigade, DBE - RST
Highways Monitoring	Throughout each month	DBE - RDRT	Actions by CoL, DBE and Police
National TISPOL Campaigns Detail below -	Through the year. Eg: seatbelt, speeding, Carriage of Dangerous Goods, HGV Ops, Coach & tourist ops, summer & winter drink drive campaigns.	CoL Police and some by DBE - RST	
Safety Audits	TBA – varies (most months)	DBE - RDRT	
Business Exhibitions	TBA – typically each month	DBE - RDRT	

Medium Term Activities

Activity Location	Period	Lead	Stakeholder / Location
Active City Network meetings and activities	TBA – typically monthly June and September for seminars	DBE – RDRT	User Groups, CoL, CoL Police
Safer City Partnership meeting	As scheduled	DBE – RDRT and CoL Police	
Capital City Cycle Safe Campaign	Every other month – complements Operation Atrium inc cycle and vehicle driver behaviour	CoL Police	DBE – RDRT
Bikability Cycle Training for children and adults	All year subject to demand	DBE – RDRT	
Tourist Cycle and Pedestrian Campaign. Includes Op Coachman and Op Tourist	Ongoing HGV checking complemented by Mar, Jul for Coachman and Tourist resp.	CoL Police	DBE – RDRT
Bike Safe – bike registering	TBA	COL Police	
Bus and Trucks – TISPOL	Jul, Oct		
Speed Campaign – TISPOL	Apr and Aug	CoL Police	
Seatbelts – TISPOL	March and Sept	CoL Police	
Drink/Drug drive TISPOL	June And September	CoL Police	
Carrying Dangerous Goods	Feb, Apr, Dec	CoL Police	
'Happy Feet' Pedestrian Training	Jan & Feb	DBE – RDRT	
Make Eye contact Campaign	September - December	DBE – RDRT	CoL Police

Major Events supported by the Road Danger Reduction partnership

National Bike Week	June	DBE – RDRT	CoL Police
Nocturne cycling event	June	DBE – RDRT	CoL Police
Quietways Launch	June	DBE – RDRT	CoL Police
Ride London	July	DBE – RDRT	CoL Police
Open House	September	DBE – RDRT	CoL Police
European Mobility Week	September	DBE – RDRT	CoL Police
Lord Mayor’s Show	November	DBE – RDRT	CoL Police
BRAKE (Road Safety week)	November	DBE – RDRT	CoL Police
St. Patricks Day Parade	March	DBE – RDRT	

Road Danger Reduction Communications Strategy

**Produced by the City of London
Corporation on behalf of the Road
Danger Reduction Partnership**



**CITY
OF
LONDON**
Page 83

CONTENTS

Executive summary	3
1 The context for this strategy	6
2 Strategic aims and communications goals	11
3 Strategic approach	13
4 Monitoring and evaluation	21
5 Communicating with target audiences	25

1. Key aims

- To help address the current red-risk, which is the perception that the City of London Corporation is not taking enough proactive, positive action to reduce road danger in the City. We will do this by raising the profile of Road Danger Reduction activities being carried out by the City Corporation among all stakeholders
- Encourage positive behavior change among all road users, prioritising those who pose the greatest risk, by raising awareness of risky behavior and what people can do to reduce risk
- Proactively engage businesses across the City to have a positive influence on employees and suppliers to raise awareness about road danger and encourage safe and respectful road behaviours
- Engage stakeholders from across the City, including road-user groups, businesses, and media to support and participate in the activities of the Road Danger Reduction Partnership

2. Key communications principals

- **Equal but different:** We treat all road users as having equal rights but different experiences and levels of responsibility. The larger your vehicle, the greater your responsibility to travel with care and look out for other road users
- **Safer and better:** Our priority is to reduce life changing injuries and deaths, but our ambition is to reduce harm at all levels and create a more pleasant street environment for all users.

- **We are all in this together:** We can't effectively engage all our road users directly, so we will prioritise encouraging and supporting stakeholders, particularly businesses, to communicate our messages to their audiences
- **Evidence-based:** All communications are based on a solid, robust evidence base. This base will include our own statistics and insights and be supplemented by learnings from other best practice road danger reduction initiatives from around the world
- **Raise awareness not fear:** The balance of our communications will encourage road users to change their behaviour to reduce risk without increasing their fears around safety or creating an inaccurate perception of danger

3. Communications challenges

3.1 Proactive, high-profile activities can bring criticism

In order to address the current red risk, we need to raise awareness among all stakeholders about the positive work the City Corporation is doing to reduce road danger. This will require proactive, high-profile campaigns and activities that are attention grabbing, interesting and memorable. Without proactive, high-profile activity we risk creating a communications vacuum that can be filled by negative voices.

Challenge: By putting our work in the spotlight, we open ourselves up to questions.

Solution: *Our strategy and thinking behind what we do needs to be sound and understood by the whole Road Danger Reduction Partnership and we need to have media-trained, confident spokespeople who can talk about this*

EXECUTIVE SUMMARY

Challenge: We will be open to criticism from those who disagree with our strategy.

Solution: *Because we are working in collaborative way with stakeholders from across the media, business and all road user groups, our critics will be in the minority, but vocal minorities can feel oppressive. We need to be ready with clear arguments in favour of our strategy and have a media-trained team ready to respond to any negative publicity.*

3.2 Behaviour change takes time

Communications alone cannot make people make long-term changes to their behaviour, but it is a crucial factor. The role of communications is usually to get people to 'Identify' the issue by raising awareness, and then to understand its relevance

to them and to 'Prepare' to change by seeking information. However a significant shift in even the first stage of 'Identification' of the problem can take years. We need to recognise that investment in behavior change campaigns needs to be integrated across all communications activities over a number of years, with regular evaluation to track change.

Challenge: unrealistic expectations from stakeholders about the level of behaviour change that can be achieved in a short time

Solution: *Set realistic goals with clear metrics around the level of change expected and plan activities that can be built on year-on-year to move audiences along the behaviour change journey.*

4. Target audiences

Figure 1



5. Implementation

- Use attention-grabbing, memorable and relevant communications to raise awareness of the issues and build profile for the City Corporation. Examples could include public-facing street events, media stunts and photo opportunities, refreshed business networks and targeted communications for specific road-user groups
- Engage stakeholders in the development and delivery of communications to both enhance behaviour change, by influencing their direct audience groups (e.g. club members, employees etc) and to build support for our activities and mitigate potential negative feedback.
- Create consensus and buy-in from the interest groups for all road users by promoting our principals and asking for sign-up and agreement of them from these groups
- Create a strong and recognisable brand for all communications campaigns, developing the current 'Safer in the City' brand for this purpose
- Develop and implement a series of campaigns to deliver against the twin aims of raised awareness and behaviour change amongst road users, and increased awareness and profile with stakeholder and broader public audiences
- Support partner initiatives with the Safer in City brand, such as promotion of new safer infrastructure developed by the City of London and partners such as TfL, promotion of enforcement campaigns by the City Police such as speed awareness (20mph), focus on new safer driving training by partners etc.
- Develop communications approaches specific to the target audience to meet the objectives in terms of behaviour change, using 'think, feel and do' methodology (see Appendix XX for detailed suggestions for each target audience)
- Track and evaluate all communications work. Metrics such as number of views, attendees at events and column inches in press will be outputs; analysis of change of attitudes will be assessed through surveys and the road casualty statistics will be gathered to show impacts on outcomes (see evaluation matrix on pages 22 to 24 for details)
- The communications plan for Road Danger Reduction will be implemented over a period of two years starting in April 2017 with annual reports submitted on progress to enable continuous shaping and improvement.

1

The context for this strategy

The City of London Corporation has a strong commitment to keeping all workers and residents safe while they are in the Square Mile. The Road Danger Reduction Plan was drafted and approved in 2013, with a target of reducing casualties with particular emphasis on Vulnerable Road Users (pedestrians and cyclists), who account for over 80% of casualties.

There has been some significant success since the publication of this plan. While the number of cyclists in the Square Mile has increased by 19% since 2014, the number of cyclists killed and seriously injured (KSI) dropped by over

half between 2014 and 2015. However, we cannot be complacent as the number of pedestrian casualties has risen, and cycling casualties could potentially increase again without continued focus (Table 1):

Table 1: KSI performance against target

Road user	2017 Target*	2016	2015	2014	2013
Cyclists	96 Casualties	145 Casualties	139 Casualties	138 Casualties	125 Casualties
	11 KSI	13 KSI	11 KSI	23KSI	20 KSI
Pedestrians	85 Casualties	109 Casualties	116 Casualties	117 Casualties	91 Casualties
	20 KSI	25 KSI	23 KSI	19 KSI	20 KSI

1.1 Building on the success of the current plan

The Road Danger Reduction Team has been working to deliver the current plan across a number of areas and this communications strategy builds on that work, taking learnings from the successful activity to date, the impact of which is summarised below:

Reaching road users by engaging city employers:

The Road Danger Reduction Team continues to prioritise business engagement. In 2016 the Road Danger Reduction Team delivered over 30 Road Shows, Road Safety Training and Road Safety Events and continued to build business relationships, exceeding targets compared to previous years.

“The event was incredibly well received, and feedback has been excellent. Your engagement with staff who posed questions and stopped by for a chat was brilliant. The services and resources you offer certainly attract in a large amount of staff, and I am sure that many of them went away with a safer mind-set with regards to moving around within the city.”

Peter Griffin, National Account Manager, Wilson James

To build on this work the Road Danger Reduction Team and has developed the Active City Network, with the aim to give employees the opportunity to provide input into the Road Danger Reduction Partnership and work together to reduce danger presented to their active travellers on the City streets.

* RORY – City Police have questioned the use of the word target here – obviously this a maximum acceptable, our real target would be zero. Please advise how best to express this.

Since the development of the Active City Network, the team has established a board of 12 founding members and has held two high profile events, hosted by international law firm Fieldfisher in September and Nomura Bank in November 2016, which attracted over 200 delegates representing over 80 organisations.

Working in partnership to change cyclist behaviour: Working with the City of London Police and City of London Corporation Communications team the 'Light Angels' Campaign to raise awareness of the need for cycle lights during winter has had an excellent level of engagement so far, with over 800 lights distributed to bike users over two evenings.

Partnering with schools to reach the next generation of road users: The Road Danger Reduction Team continue to work with all five City of London schools to implement pedestrian and cycling training for children.

Tackling Work Related Road Safety Large Goods Vehicles (LGV's), Heavy Goods Vehicles (HGV's) and delivery vehicles (usually vans) have been disproportionately represented in KSI statistics for a number of years. In the City one of the biggest risks to Vulnerable Road Users comes from the construction and supply chain vehicles that support over 63 active development sites. As a result the Road Danger Reduction Team are piloting 'City Mark', an initiative which will support the existing Work Related Road Safety activities. This scheme is being delivered as part of the Considerate Contractors Scheme, of which all construction sites in the City are members.

1.2 The experience of road users

A busy and growing city

Roads in the Square Mile are as busy as ever. Congestion remains a challenge for the City of London Corporation due to the high number of developments taking place. Against this backdrop there has been a continued rise in the number of commuters entering the City, with a sharp rise in the number choosing to commute by bicycle.

To support smooth travel through periods of change, we need all road users to be fully present and aware of their surroundings and to be respectful of other roads users. As a result the communications strategy should focus on supporting behaviour change amongst all road users, while acknowledging a hierarchy of communications which shapes different messages for those who present the most significant risk (i.e. large or fast vehicles) and those who are the most vulnerable (i.e. pedestrians).

Opportunities for communications around infrastructure change

Where infrastructure changes present specific new risks or opportunities, these can be highlighted to audiences through our communications. We will also work with businesses and local wards to ensure communications from all stakeholders in consistent and aligned.

Perception versus reality

In addition, constant change and a swelling road-user population can lead to a perception that our city roads are more dangerous than the reality. It can also contribute to stressful experiences, which, while not resulting in increased casualties, can make people feel unsafe and make use of our streets less pleasant than we would like. Our strategy therefore needs to address perceptions about road danger as well as the reality.

2

Strategy and communication goals

2.1 The overall strategy will help address the following aims:

a) Make our roads safer for all users by:

- Reducing the number of people injured in road traffic collisions
- Reducing the number of people killed and seriously injured, prioritising reducing deaths and life-changing injuries.

b) Improve awareness and understanding

among all stakeholders about effective strategies and work being delivered by the Road Danger Reduction Partnership to reduce road danger and increase positive road behaviour by all road users.

2.2 The specific communications goals that will support the Road Danger Reduction Partnership's core aims are:

a) Deliver campaigns and activities to support road danger reduction

in the City by positively influencing the behavior of road users

b) Raise awareness about the work being done by the Road Danger Reduction Partnership and build a collaborative community of stakeholders working constructively together

c) Create a culture of respect and responsibility

among all roads users and improve perceptions about safety when using streets in the City

d) Ensure communications delivered are best practice,

grounded in evidence and developed in consultation with experts, stakeholders and interest groups

3

Strategic approach

3.1 Overview

This strategy aims to give all delivery teams and partners clear guidelines for developing communications activities around Road Danger Reduction. All activities planned should deliver against the two key areas for communications outlined in section 2.1:

- Adhering to our principles
- Using recognised models to develop ideas that either influence attitudes and behaviour or raise awareness to prompt a positive action
- Adhering to our brand hierarchy (see section 3, page 17)
- Using our evaluation model to track, measure and report on success (see section 4, page 22 to 24)
- Using the latest evidence and data reflecting the current reality of behaviours and risks to inform our planning and activity
- Generating increased awareness and engagement with stakeholder and public audiences through positive profile raising

By ensuring that all activities meet these key criteria, delivery will remain cohesive, consistent and true to our communications goals.

3.2 The Road Danger Reduction Partnership

The Road Danger Reduction Partnership is a working group of public sector organisations that has a vested interest improving road safety and reducing the number of road casualties in the City. The shared expertise, experience and resources allow for a Safe Systems Approach to reducing casualties; encouraging safer behaviour, enforcing the law and targeting the factors which cause collisions.

Our partners:

- City of London Department for the Built Environment
- City of London Police
- Greater London Authority
- London Fire Brigade
- Transport for London

3.3 Our communications principles

We have developed a set of principles to underpin all of the communications activity and ensure consistency in approach and message when communicating about all the road danger reduction initiatives. We believe these principles can help to maximise the impact and engagement we generate through activity and mitigate against any potential criticism of that activity by interest groups and influencers for different road user groups. Our principles are:

- **Equal but different:** We treat all road users as having equal rights but different experiences and levels of responsibility.
- **Safer and better:** Our priority is to reduce life changing injuries and deaths, but our ambition is to reduce harm at all levels and create a more pleasant street environment for all users.
- **We are all in this together:** We can't effectively engage all our road users directly, so we will prioritise encouraging and supporting stakeholders, particularly businesses, to communicate our messages to their audiences

The larger your vehicle, the greater your responsibility to travel with care and look out for other road users

- **Evidence-based:** All communications are based on a solid, robust evidence base. This base will include our own statistics and insights and be supplemented by learnings from other best practice road danger reduction initiatives from around the world
- **Raise awareness not fear:** The balance of our communications will encourage road users to change their behaviour to reduce risk without increasing their fears around safety or creating an inaccurate perception of danger

3.4 Behaviour change

The following models should be used to develop activities that aim to influence personal behaviour.

Factors that influence behaviour

Consider the following influences on audience behaviour and ensure your plan of activity covers each of these influence areas:

Figure 2



Relevance

- Personal identification
- Emotional association
- Understand competition for audience attention
- Insight and audience led

Ease

- Defaults (timely, easy access)
- Norms
- Identify and remove barriers (knowledge, skills, resources, tools)
- Incentives

Community

- Build active community participation
- Public commitment encourages consistency
- Prominent/visible
- People like me

Trust

- The right messenger (who and what?)
- Credible brand or voice
- Involving

Value

- Clear exchange
- Positive cost-benefit
- Rewards
- Feel better about self

The behaviour change journey

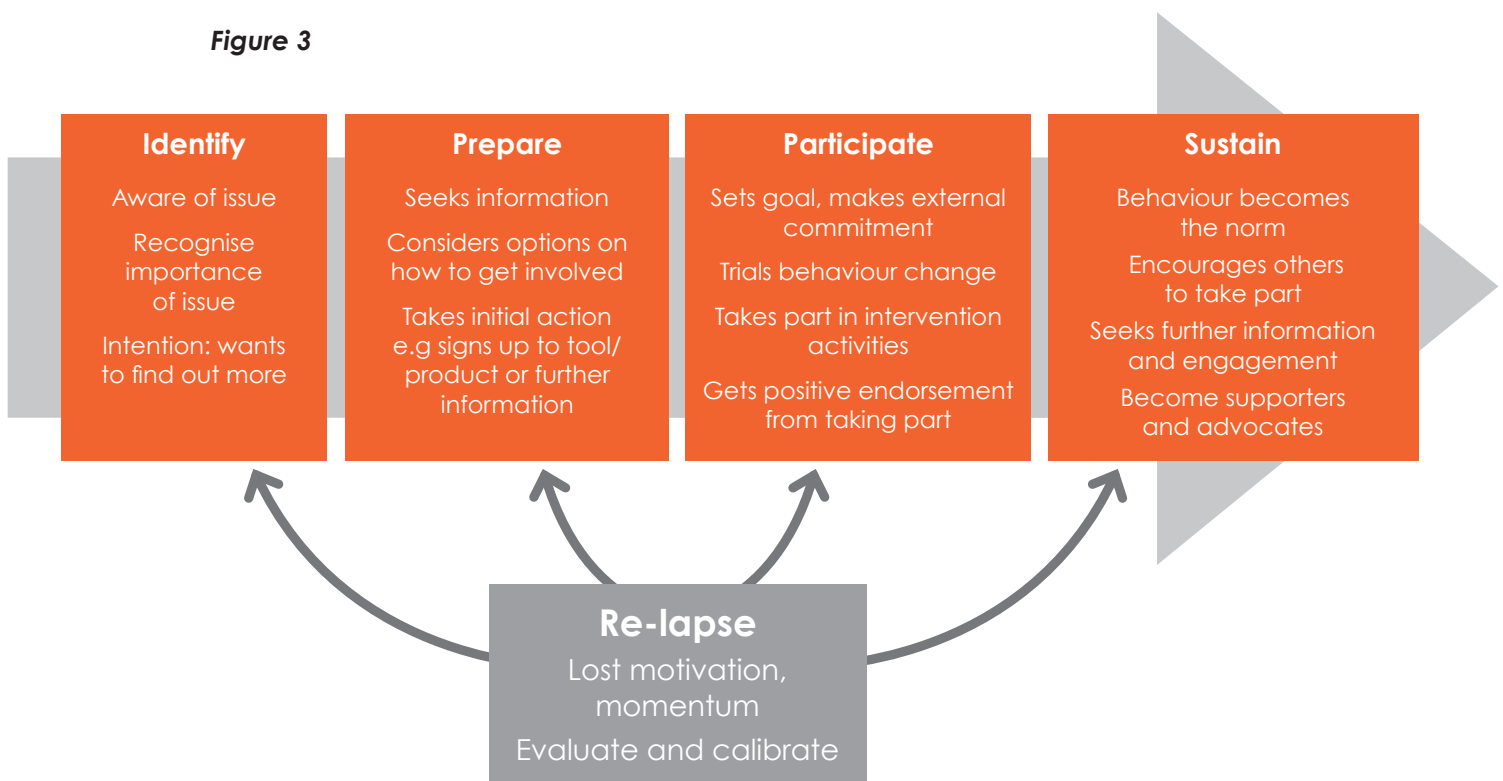
Creating long-term behaviour change among all road-users is central to our strategy. The City is investing in infrastructure change to reduce danger through practical measures, such as increased dedicated space for pedestrians and cyclists. But a real reduction in road danger will only happen if all road-users also behave in a safe and appropriate way.

Our initial focus will be on those road-users who present the most risk: motorists and especially those using large and fast vehicles.

We must also recognise that behaviour change takes time. It can take years for people to create a habit of safe behaviour. However, investment in behaviour change campaigns now means we start that journey.

We will be using the following model to develop our communications activities. Communications usually focuses primarily on the 'Identify' and 'Prepare' elements of the journey. Further practical interventions will help people to move towards the 'Participate' and 'Sustain' part of the behaviour change journey.

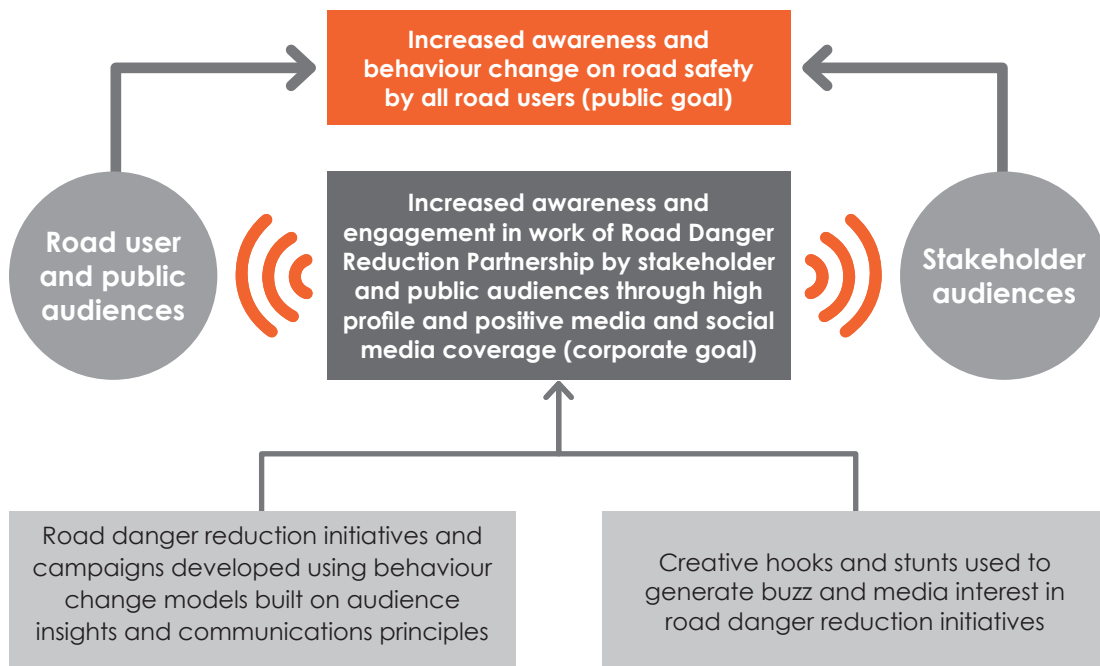
Figure 3



3.5 Suggested strategy framework

Building on the core communications principles and behaviour change models we have outlined, we will use the following strategic framework to support communications delivery.

Figure 4

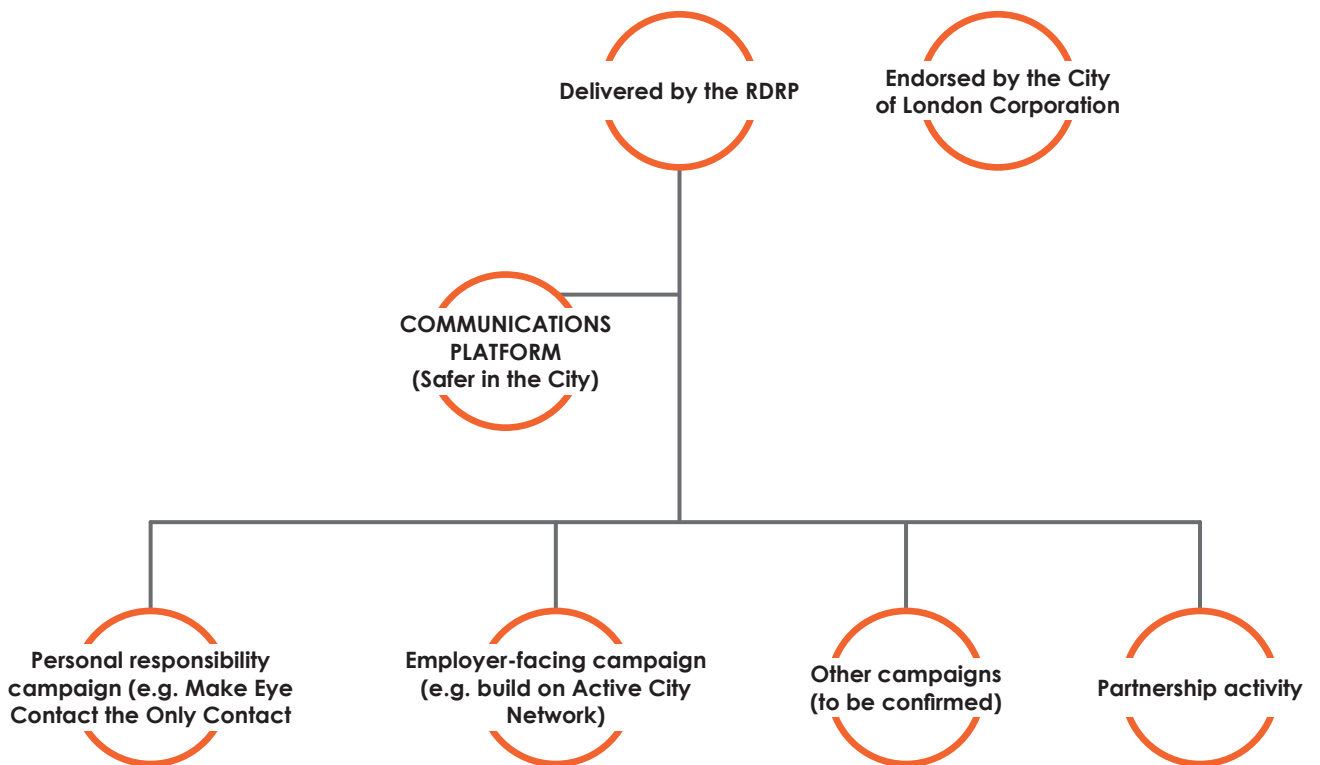


3.6 Brand approach

We will develop a clear brand model to ensure high visibility of the City of London Corporation and the Road Danger Reduction Partnership in all of our communications activities. This approach will also deliver a consistent message to all audiences and clear, cohesive approach that all delivery partners can use.

The model below shows how all communications campaigns from the Road Danger Reduction Partnership should come under a single public-facing brand platform, with an overarching, positive message. We recommend that this platform is a development of the current 'Safer in the City' brand. The overall brand style and tone will always begin with 'Safer in the City', but through the production of full brand guidance, we can offer flexibility for individual campaigns to work within.

Figure 5



Indicative costs for developing the 'Safer in the City' brand – £10k

3.7 Example activity

We recommend a campaign to launch Safer in the City to all stakeholders. This will have the dual purpose of:

- Highlighting the positive step forward the new Road Danger Reduction Partnership strategy represents, through its collaborative, cohesive approach
- Inviting both internal and external stakeholders to get involved and take part and find out how they can use Safer in the City through their campaigns and communications

We have carried out initial ideas development for an integrated behaviour change campaign, focusing on encouraging awareness and vigilance for all road users: Make Eye Contact the Only Contact.

Creative execution ideas

a) *"Their eyes met and...."*

Eye contact can be a very powerful moment as it humanises whoever we are making eye contact with. It is a cliché of a thousand trashy romantic novels and films to put huge significance on the first moment for the protagonists when their eyes meet. We can use that cliché as a light hearted way of encouraging all road users to seek out eye contact around the concept of "their eyes met and...."

For example, a series of spoof posters featuring, across the top half, a diverse range of road users featured in a faux romantic split screen image showing the moment their eyes met. This would be captioned with:

"Their eyes met and...."

This would be followed in the bottom half by another split screen image showing how it changed their behaviour in terms of road use, e.g. a car driver slowing down to allow pedestrians to cross, and a pedestrian pausing and looking both ways before crossing the road. This would be captioned with

"...they looked out for each other on their journey."

Make eye contact and help make our roads and pavements safer for all."

This concept would be particularly effective for video, but it can be made to work across a range of media.

b) *Seeing eye to eye*

The City of London's roads, like most of the roads in central London, can get very congested, especially during peak times, and this often creates conflict and resentment between people using different transport modes of transport – drivers, motorcyclists, pedestrians and cyclists. We can use the potential double meaning of the concept of "seeing eye to eye" to both highlight the safety benefits of making eye contact with other road users while encouraging all to look beyond the label of "cyclist", "driver", "motorcyclist" and "pedestrian" and see the person and create a stronger sense of empathy.

For example, we can develop a series of posters that show people using different modes of transport united by a series of shared interests, opinions or moods, for example:

"Tim's a passionate West Ham fan, and so are Harry and Tabitha. We share a lot with the people we share our roads with – seeing eye to eye with other road users can help keep us all safer in the city."

“Zeba is a Taurean, and so are Bill and Mo. We share a lot with the people we share our roads with – seeing eye to eye with other road users can help keep us all safer in the city.”

The final agreed creative route would be used to produce a piece of core collateral, such as film or impactful series of images, primarily aimed at helping to generate media coverage and sharing on social media.

Exposure – mainstream and social media campaigning

The RDRP will host a series of events to directly engage road users, disseminating relevant materials for each user group. Existing materials can be used for this.

There is potential to reach a greater number of people in our target audience through media and digital channels. That means we need to produce a piece of content that will grab the attention of the media and be striking enough to encourage people to share on social media. People tend to share two types of content when it comes to road safety – the very shocking and visceral, or the creative and thought-provoking. In the case of this campaign, we don't feel that shocking or visceral is a route to go down. Tonally, they can be difficult to get right and might lead to accusations of scare-mongering or victim blaming. As a result, we recommend looking at the creative or thought-provoking route. Shareable content of this type tends to come in two forms – a video clip or an impact fun image or series of images. The ideas outlined above are starting points for the direction of this content. A social media dissemination plan will be developed to maximise this content and ensure targeted audience reach.

We are also keen to explore how we can make the most of existing events that are planned, ensuring any events managed by RDRP members support and amplify the key messages we are looking to get across to our target audiences and also help us generate the right media coverage. The RDRP communications team will work collaboratively to develop the concept to work with existing event opportunities.

In terms of target media, we recommend focusing on reaching pedestrians and public transport users through commuter titles, which means aiming for the Evening Standard and City AM in particular. This would be supplemented by seeking coverage on drivetime radio slots for London stations, so we can hit drivers at the right time, and then looking at all digital London news channels and social media with digital coverage – including local papers in the main areas city of London workers commute in from.

We will need to consider how we can generate some news value, to increase our chances of getting coverage and increase the profile of the coverage we gain. We don't have provision in the budget for this but, as we have previously recommended in relation to video, it is definitely worth us spending time with the team developing some ideas and tactics. For example, we could do a survey via members to ask them to rate the importance of road safety in the city for their organisations.

As part of developing the media plan, we will develop a long list of both these ideas and recommendations for the launch events, so they work together to help us increase the reach and impact of the campaign and its message.

Table 4: Indicative costs for

Media launch (venue and visual stunt)	£5k to £10k
Stakeholder launch (venue and invites)	£5k to £10k
Launch materials, e.g. video / stakeholders packs	£15k

3.8 Planned activities for 2017

There are number of already scheduled events that will give us a good opportunity to promote our 'Safer in the City' messages to a range of audiences:

June 2017

- Initial launch of **Safer in the City** to stakeholder groups
- **Nocturne** www.londonnocturne.com
 - Family zone organised by the Road Danger Reduction Partnership provides an opportunity for public-facing, family friendly safety messages
- **Bike Week** <http://bikeweek.org.uk>
 - Quietways, working with Bike Week stakeholders is an opportunity to engage with the cycling community
 - Stakeholder networking event

September 2017

- **European mobility week:** This year European mobility week will be held under the banner of 'Smart and sustainable mobility', so is the perfect opportunity for cities like London to demonstrate the case for smart, sustainable transport solutions. The City of London Corporation can capitalise on this opportunity, with an integrated campaign developed by the Road Danger Reduction Partnership to raise awareness, provide a sense of pride for businesses, residents and workers and to encourage positive behaviour change.
 - Engagement with businesses (Specially developed materials to help businesses engage their employees and run events throughout the week; events for business leaders) – Public facing campaign (e.g. extended pedestrian and cycle zones; sustainable transport awareness learning opportunities)

November/ December 2017

- **Winter safety campaigns**
 - Targeted campaigns for different road users, highlighting the road risks that are enhanced during winter (e.g. bike lights and high-vis awareness for cyclists; visibility awareness and extra speed caution for motorists)
 - Winter safety packs for our employer networks

Costs for the development of each campaign phase will be confirmed in line with delivery outputs, but are likely to be similar to the costs outlined on the previous page.

4

Monitoring and evaluation

Communications will position the Road Danger Reduction Partnership and all of its stakeholders as proactively taking measures to reduce danger on the roads, working collaboratively with stakeholders across the City.

All communications will focus on the Road Danger Reduction Partnership's clear objectives (see section 2).

We recommend using the audience-based model of Think, Feel, Do to set targets, agree metrics and track success.

Examples of reach, engagement and action for each group have been given below. Suggested metrics for measurement are in italics.

This is an organic tool that will be expanded and adapted as specific communications campaigns and deliverables are finalised.

Table 5:

	REACH	ENGAGEMENT	ACTION
	What did the audience see?	How did the audience get involved?	What did the audience do?
Internal CoLC and RDRP delivery teams	Set-up new RDRP Steering Group <i>Group established formally</i>	Regular meeting of Steering Group <i>Minuted actions and responsibilities</i>	Data and information sharing across team <i>Evidence of sharing across intranet, notice boards etc</i> <i>Jointly organised events at Guildhall</i>
Road users (all – for specific suggestions see Communicating with target audiences)	Targeted campaigns for each user group: <ul style="list-style-type: none"> • Face-to-face contact via events. <i>Attendance numbers</i> • Social media content <i>Analytics data</i> • Traditional media-feature articles and news stories <i>Readership</i> • Information packs / advice <i>Number given out, e.g. at events, packs sent to employers</i> • Simple single-message awareness raising collateral (e.g. branded high-vis giveaways for cyclists) <i>Number of items given away</i> 	Attend information / training events (e.g. via existing events like Bike Week, employer events or via member group events). <i>Attendance numbers</i> Engaging with teams at events (e.g. collecting giveaways and chatting with staff) <i>Manually gathered numbers</i> Click throughs to information sections of websites / other online content <i>Analytics data</i> Sharing messages via social media <i>Analytics data: likes, engagements; re-tweets etc</i> Response to surveys <i>Response numbers</i>	Measured stated changes in: <ul style="list-style-type: none"> • Attitude • Knowledge • Behaviour <i>Measure via surveys/focus groups</i> Recorded reductions in injuries and incidents. <i>Collected data</i>

	REACH	ENGAGEMENT	ACTION
Employers	<ul style="list-style-type: none"> • Via Facilities / HR managers • Via CEO's / Senior management <i>Establish relationships; up to date contact database</i> <i>Attendance at events</i> Direct invitations to participate <i>Information disseminated</i> Active City Network <i>Membership</i>	Events and Roadshows (bespoke or part of larger events) <i>Attendance numbers</i> Dissemination of materials to employees <i>Requests for info</i> Active City Network <i>Attendance at events; engagement in communications, e.g. surveys responses, click-through from e-updates etc</i> Events and Roadshows (bespoke or part of larger events) <i>Attendance numbers</i> <i>Active participation (e.g. case study sharing / presentation etc)</i>	Proactive action <ul style="list-style-type: none"> • Reported roll-out of info to employees • Evaluation of impact on employees • Policy change <i>Data recorded and shared by employer</i> <i>Response to surveys from RDRP</i>
Associations / Member Groups / Regulatory bodies	Direct invitations to participate <i>Information disseminated</i> Features, news articles and information to share with members <i>Information disseminated</i>	Events and Roadshows (bespoke or part of larger events) <i>Attendance numbers</i> Development of supporting materials <i>Requests for support</i> <i>Take-up of proactively offered support</i> Features, news articles and information to share with members <i>Information published / shared via member networks</i>	Proactive action <ul style="list-style-type: none"> • Reported roll-out to members / stakeholders • Evaluation of impact on members / stakeholders <i>Data recorded and shared by organisation</i> <i>Response to surveys from RDRP</i> Statement of support for RDRP principals and strategy <i>Published statement of support</i>

	REACH	ENGAGEMENT	ACTION
Media	<p>Press releases <i>Number disseminated</i></p> <p>Events / photo opps etc <i>Information disseminated</i></p> <p>Advertorials / sponsored content <i>Number placed</i></p>	<p>Planned articles and features; by-lines <i>Number agreed; content reflecting our goals</i></p> <p>Relationships with journalists <i>Up to date contact database</i> <i>Number of contact meetings</i></p> <p>Events / photo opps etc <i>Attendance numbers</i></p> <p>Spokes people <i>Number of interviews</i></p>	<p>Placement of content <i>To be measured by:</i></p> <ul style="list-style-type: none"> • Relevance • Positive story • Accurate quotes / info • Use of spokes people • Use of approved images / film etc • Length of story • Prominence of story <p><i>Literal column inches are not a recommended measure of success</i></p> <p>Proactive contacts/ requests for relevant info from journalists <i>Number of contacts</i></p> <p>Better deals for advertorials / sponsored content <i>£ saved</i></p>
Members, Councillors, Executives	<ul style="list-style-type: none"> • Updates of activity • Invitations to events <p><i>Information disseminated</i></p>	<p>Responses to information <i>Attendance at events</i></p>	<p>Accurate dissemination of messages at ward level <i>Messages recorded in ward communications / info</i></p> <p>Active participation in events <i>Presentations, speeches etc</i></p>
Residents	<p>Neighbourhood Partnerships</p> <ul style="list-style-type: none"> • <i>Direct invitation to participate</i> • <i>Information disseminated</i> <p>City Resident magazine / ward-level comms <i>Information disseminated</i> <i>Pieces placed</i></p> <p>London City events <i>Attendance by RDRP teams</i></p>	<p>Neighbourhood Partnerships</p> <ul style="list-style-type: none"> • <i>Relationships established</i> • <i>Contact database</i> • <i>Participation in residents meetings</i> <p>London City events</p> <ul style="list-style-type: none"> • <i>Prominent position available for RDRP / involvement in event organisation</i> • <i>Direct contact with residents</i> 	<p>Measured stated changes in:</p> <ul style="list-style-type: none"> • Attitude • Knowledge • Behaviour <p><i>Measure via surveys / focus groups</i></p> <p>Recorded reductions in injuries and incidents. <i>Collected data</i></p>

5

Communicating with target audiences

4.1 Delivery of campaigns and activities to improve road safety

Different communications methods will be used to reach different groups. In each case, campaigns should consider what it wants its target audiences to **think, feel and do**.

The table below considers 'think, feel and do' for each audience groups, along with suggested channels and tactics that could be used to communicate with these audiences.

Table 6: Road user audiences

Audience group	Think...	Feel...	Do...	Channels and tactics
Internal CoLC teams	<p>The RDR strategy is a priority to deliver.</p> <p>I clearly understand the aims of the strategy and my role on delivering on them.</p>	<p>Passionate about keeping all roads users in the city safe.</p> <p>Confident that all road users and other stakeholders can change their behavior and take action to reduce road danger.</p> <p>Confident that the strategic approach will have an impact on RDR.</p>	<p>Consider opportunities to include RDRP in planned activities.</p> <p>Use the strategy to plan any activity for RDR (use the specific models for planning and evaluation provided).</p> <p>Use the brand approach outlined, to ensure consistency of message.</p> <p>Include RDR Partners in activity for consultation, delivery support and evaluation, as appropriate.</p>	<p>New Steering group to be established with reps from across all RDR delivery and comms to share information, updates and ideas.</p> <p>Core data and information will be available on shared servers where possible.</p> <p>Furthermore campaigns and events can be shared via City of London Intranet, notice boards and events held at guildhall.</p>
RDRP delivery teams	<p>The RDR strategy is a priority to deliver.</p> <p>I clearly understand the aims of the strategy and my role on delivering on them.</p>	<p>Passionate about keeping all roads users in the city safe.</p> <p>Confident that all road users and other stakeholders can change their behavior and take action to reduce road danger.</p> <p>Confident that the strategic approach will have an impact on RDR.</p>	<p>Be proactive in contributing ideas, feedback and resources to CoL team to help deliver the strategy.</p> <p>Use the strategy to plan any activity for RDR (use the specific models for planning and evaluation provided).</p> <p>Use the brand approach outlined, to ensure consistency of message.</p>	<p>New Steering group to be established with reps from across all RDR delivery and comms to share information, updates and ideas.</p> <p>Core data and information will be available on shared servers where possible.</p>

Audience group	Think...	Feel...	Do...	Channels and tactics
All road users	<p>I am responsible for my own safety and that of other road users.</p> <p>Roads are a shared space between all road users – no one has more or less right to use the road than another group.</p> <p>City roads are busy. I need to be fully aware of my surroundings and of other road users to stay safe.</p> <p>The laws of the road (e.g. keeping to speed limits, stopping at lights, respecting designated sections, such as bus and cycle lanes) are there to keep me and other road users safe.</p> <p>Respecting road etiquette (e.g. looking and making eye contact before I cross the road, make a turn) will help to keep me and other road users safe.</p>	<p>Safe when I am using the road in the city.</p> <p>Respectful of other road users – they have as much right to use the road as me.</p> <p>Confident that I understand road law and how it applies to my mode of transport.</p> <p>Calm when roads are busy and traffic is congested. I understand that the City is a busy place and I need to be patient / allow more time for my journey at busy time.</p>	<p>Avoid aggressive behavior and stay calm.</p> <p>Always be aware what's going on around me; looking carefully and making eye contact.</p>	<p>OOH materials: Bus stops. Bus dressing ads. Police / traffic officers on roadside. Giveaways – appropriate for mode of transport (e.g. umbrellas for pedestrians, bag covers for cyclists, car stickers for taxis). These act as reminders for the owner and as branded advertising for other road users. PR via London media. Social media. Employers (see below employer section).</p>
Pedestrians			<p>Looking carefully and making eye contact when crossing the road.</p> <p>Avoid using my phone / other devices that distract my vision and hearing when crossing the road.</p> <p>Use pedestrian and zebra crossings where possible.</p> <p>Avoid crossing between stationary or slow moving traffic.</p>	<p>'All road users' channels plus: Pedestrian groups, e.g. Living Streets. Free print media available at train / tube stations (PR and ad opportunities). Station and inside transport advertising (bus/train/tube). Info hubs / giveaways outside stations.</p>

Audience group	Think...	Feel...	Do...	Channels and tactics
Cyclists			<p>Looking carefully and making eye contact when changing lanes, turning, using junctions.</p> <p>Always signal clearly when manoeuvring.</p> <p>Slow down when approaching crossings or moving through slow-moving traffic.</p> <p>Adhere to road law (e.g. stopping at red lights and giving way).</p>	<p>'All road users' channels plus:</p> <p>Cycling groups (LCC, British Cycling, Cycling UK).</p> <p>Bus sides and backs.</p> <p>In-vehicle stickers (viewing not using).</p> <p>Cycling kit giveaways with key messages (high-vis vests, bag covers etc).</p>
Civilian motorists	<p>Pedestrians and cyclists are more vulnerable than me and more likely to be killed or seriously injured if there is a collision, so should take extra care to look out for them, even when I am keeping to the laws of the road.</p>		<p>Looking carefully and making eye contact when changing lanes, turning, using junctions.</p> <p>Slow down when approaching crossings.</p> <p>Adhere to road law (e.g. do not use cycle / bus lanes, enter box junctions).</p>	<p>Bus sides and backs.</p> <p>In-vehicle stickers.</p>
Motor-cyclists			<p>Looking carefully and making eye contact when changing lanes, turning, using junctions.</p> <p>Always signal clearly when manoeuvring.</p> <p>Slow down when approaching crossings or moving through slow-moving traffic.</p> <p>Adhere to road law (e.g. do not use cycle lanes / boxes).</p>	<p>Motorcycling groups</p> <p>Bus sides and backs</p> <p>MC kit giveaways (high-vis vests, bag covers etc)</p>

Audience group	Think...	Feel...	Do...	Channels and tactics
Black cabs			<p>Looking carefully and making eye contact when changing lanes, turning, using junctions.</p> <p>Slow down when approaching crossings.</p> <p>Adhere to road law (e.g. do not use cycle/ bus lanes, enter box junctions).</p>	<p>LTDA, LTCC and associated magazines; messages to new drivers through tests (examiners are message conduit).</p> <p>Bus sides and backs.</p> <p>In-vehicle stickers.</p>
Private hire taxis /delivery drivers				<p>Employers (e.g. training, info packs etc provided).</p> <p>Clients (noted some companies will have safety in their contractual agreements with private hire companies).</p> <p>Messages to new drivers through tests/ assessments for employment / inductions.</p> <p>Bus sides and backs.</p> <p>In-vehicle stickers.</p>
Bus drivers			<p>Looking carefully and making eye contact when changing lanes, turning, using junctions.</p> <p>Be conscious of cyclists / motorcyclists.</p> <p>Always signal clearly when manoeuvring.</p>	<p>Employers (e.g. training, info packs etc provided) – TfL, bus operators.</p> <p>At-station / depot posters (i.e. before you start your shift messaging).</p> <p>Bus sides and backs.</p> <p>In-vehicle stickers.</p>

Audience group	Think...	Feel...	Do...	Channels and tactics
HGV / Fleet drivers			<p>Looking carefully and making eye contact when changing lanes, turning, using junctions.</p> <p>Be conscious of cyclists / motorcyclists.</p> <p>Slow down when approaching crossings.</p> <p>Adhere to road law (e.g. do not use cycle / bus lanes, enter box junctions).</p>	<p>Employers (e.g. training, info packs etc provided).</p> <p>CLOCS and FORS, partnership with TfL and Secbe.</p> <p>At-depot posters (i.e. before you start your shift messaging).</p> <p>Bus sides and backs.</p> <p>In-vehicle stickers.</p> <p>City Mark pilot to be reviewed and action considered.</p>
Employers	<p>Communicating RDR campaigns to my employees is a priority.</p> <p>RDR campaigns align with my company's policies and help me run a safe and efficient business.</p> <p>It is my responsibility to make my employees aware of the RDR messages.</p>	<p>Confident about the role my company and employees play in the RDR strategy.</p> <p>Responsible for the behavior of my employees.</p> <p>Supported by the RDR to implement ideas and communicate messages to my employees – I have all the info and materials I need to do this.</p>	<p>Take up training programmes / attend events offered by the RDR.</p> <p>Disseminate employee-facing info and materials provided by the RDR.</p> <p>Implement a clear plan for ensuring all employees are aware, capable and motivated to behave safely.</p> <p>Make clear to employees that safety is sacrosanct (above productivity / margin etc).</p>	<p>Key to build relationships: Facilities Managers are a tried and tested audience; CEOs / Directors to be targeted via members/ Senior RDRP Partners.</p> <p>Events and Roadshows (either bespoke for larger orgs or in groups).</p> <p>Direct invitations to participate.</p> <p>Development of employee-facing supporting materials (Facilities Managers tried and tested point of contact).</p> <p>Review and refinement of Active City Network activity.</p>

Audience group	Think...	Feel...	Do...	Channels and tactics
Associations / member groups	<p>The RDRP wants to protect our members and respects their right to use the road safely.</p> <p>The RDRP wants to work with us and respects our view and that of our members.</p> <p>Communicating RDR campaigns will help keep our members safe.</p> <p>RDR campaigns align with our aims and we can achieve more by working together.</p>	<p>Confident about the role our organisation plays in the RDR strategy.</p> <p>Positive about the aims of the strategy and working with the RDR to achieve them.</p> <p>Supported by the RDR to implement ideas and communicate messages to our members.</p>	<p>Consult with the RDR to help develop communications for our members and other road users.</p> <p>Take up training programmes / attend events offered by the RDRP.</p> <p>Disseminate info and materials provided by the RDRP to members.</p>	<p>Key to positive, reciprocal build relationships.</p> <p>Events (transport mode specific or mixed with shared topic).</p> <p>Direct invitations to participate.</p> <p>Development of supporting materials.</p> <p>'Ready to go' news, articles and information to support PR.</p>
Regulatory bodies	<p>Communicating RDR campaigns to our stakeholders is a priority.</p> <p>RDR campaigns align with our strategy and help us meet our own goals.</p> <p>We benefit from partnership and collaboration with RDRP.</p>	<p>Confident about the role we play in the RDR strategy.</p> <p>Supported by the RDR to implement ideas and communicate messages to our stakeholders. I have all the info and materials I need to do this.</p>	<p>Attend events offered by the RDRP.</p> <p>Consult and collaborate on strategy development and activity.</p> <p>Disseminate info and materials provided by the RDRP.</p> <p>Build a positive relationship with the RDRP sharing information and best practice.</p>	<p>Key to positive, reciprocal build relationships.</p> <p>Events.</p> <p>Direct invitations to collaborate.</p> <p>Development of supporting materials.</p> <p>Regular sharing of information, evaluations and best practice.</p>

Audience group	Think...	Feel...	Do...	Channels and tactics
<p>Developers (63 major development sites)</p>	<p>My development affects safety on the road around the site.</p> <p>Communicating RDR campaigns to my employees and suppliers is a priority.</p> <p>RDR campaigns align with my company's policies and help me run a safe and efficient business.</p> <p>It is my responsibility to make all employees and suppliers aware of the RDR messages.</p> <p>It is my responsibility to take measures to protect public safety at my site.</p>	<p>Confident about the role my company and employees play in the RDR strategy.</p> <p>Responsible for the behavior of my employees and suppliers.</p> <p>Supported by the RDR to implement ideas and communicate messages to my employees and suppliers – I have all the info and materials I need to do this.</p>	<p>Take up training programmes / attend events offered by the RDRP.</p> <p>Disseminate employee and supplier facing info and materials provided by the RDRP.</p> <p>Implement a clear plan for ensuring all employees are aware, capable and motivated to behave safely.</p> <p>Make clear to employees that safety is sacrosanct (above productivity / margin etc).</p>	<p>Direct invitations to participate through Considerate Contractors Scheme (City Mark targets developer sites and working with the Considerate Contractors Scheme will have its own communications strategy, which will feed into the Road Danger Reduction Communications Plan.</p> <p>Events.</p> <p>Development supporting material / training.</p>
<p>Media</p>	<p>The RDRP is running positive campaigns and activities to make road users safe.</p>	<p>I want to cover positive stories about RDRP campaign, as these are good news for my audience.</p> <p>I have a positive relationship with RDR comms team and know I can rely on them to make statements and provide information for my story. I know who the key spokespeople are.</p> <p>I am confident I have the right contacts for all the RDRP Partner organisations for quotes / statements etc.</p>	<p>Cover positive stories about RDRP campaigns.</p> <p>Attend events and opportunities, such as campaign launches.</p> <p>Maintain positive relationships with the RDR Comms team and contact them for statements and info when preparing a story (especially in the case of a road collision / accident).</p>	<p>Press releases.</p> <p>Media friendly events (launches / photocalls etc).</p> <p>Building positive relationships with individual journalists.</p> <p>Features and by-lines.</p> <p>Advertising / sponsorship.</p>

Table 7: Stakeholder audiences

Audience group	Think...	Feel...	Do...	Channels
Media	<p>The City of London Corporation takes the safety of all road users extremely seriously and is prioritising reducing deaths and injuries on the road.</p> <p>The RDRP has a clear strategy in place to improve safety on roads in the Square Mile.</p> <p>The RDRP is working collaboratively together, and with other stakeholders to be effective.</p> <p>The number of serious injuries and deaths has not increased significantly since 2013, but we are aiming for zero.</p> <p>The RDRP is fully aware of how major developments and road infrastructure can affect safety and is prepared.</p> <p>The RDRP takes learnings from best practice from around the world to develop its strategy.</p>	<p>The RDRP have a clear safety strategy and this is positive story for London residents, workers and businesses.</p> <p>I have a positive relationship with RDR Comms team and know I can rely on them to make statements and provide information for my story. I know who the key spokespeople are.</p> <p>I am confident I have the right contacts for all the RDRP Partner organisations for quotes / statements etc.</p>	<p>Cover positive stories about RDRP campaigns.</p> <p>Attend events and opportunities, such as campaign launches.</p> <p>Maintain positive relationships with the RDR Comms team and contact them for statements and info when preparing a story (especially in the case of a road collision / accident).</p>	<p>Press briefings around launch of strategy and individual campaigns.</p> <p>Events / photo opps etc.</p> <p>Regular personal contacts with journalists to build relationships.</p> <p>Press releases and statements.</p> <p>Provide interesting content: Film, images, stats and info etc.</p> <p>Consider ad spend / opportunities for advertorials.</p> <p>Feature pieces / editorial / bylines – think beyond news.</p> <p>Develop and regularly update core media resources: latest facts and stats, info on key initiatives taking place, evidence of success, case studies, media trained spokespeople matrix.</p>

Audience group	Think...	Feel...	Do...	Channels
<p>City of London (internal) Members Councillors Executives</p>	<p>Road Danger Reduction is a priority for The City of London Corporation.</p> <p>The RDRP has a clear strategy in place to improve safety on roads in the Square Mile.</p> <p>The RDRP takes learnings from best practice from around the world to develop its strategy.</p> <p>The RDRP is working collaboratively together, and with other stakeholders to be effective.</p> <p>The RDRP has a clear crisis comms process to deal with incidents (such as a KSI).</p>	<p>Confident that the RDRP strategy is answering the needs and concerns of key city stakeholders.</p> <p>Proud of the initiatives delivered by the RDRP and happy to publicly support them.</p> <p>Confident that spokespeople for RDR are media trained and resources are available to support them as needed.</p> <p>Confident that initiatives are being evaluated effectively, so that I can trust the results and understand the ongoing decision-making process.</p>	<p>Support the RDRP strategy by raising awareness of the work being done to protect the City Community, raise awareness of the risks and how to minimise these with all road users.</p>	<p>Internal RDRP Comms Steering Group will be developed to share activity.</p> <p>Regular updates to members / invitations to events – can cascade info down at ward level.</p>
<p>Residents</p>	<p>RDRP taking positive action to keep the streets where I live safe – my safety is their priority.</p> <p>RDRP is aware of how changes in infrastructure could effect me and provide information about this.</p> <p>RDRP is working in partnership with other local stakeholders to make RDRP activities effective</p>	<p>RDRP cares about my experience and my view as a resident.</p> <p>I know where to go for information.</p> <p>I feel confident that when there are infrastructure changes, there will be safe measures in place.</p>	<p>Engage with information disseminated.</p> <p>Share experiences / provide feedback about street safety concerns via surveys events.</p>	<p>Work with local neighbourhood partnerships (e.g. currency working with low emissions neighbourhood).</p> <p>City Resident magazine and ward-level comms.</p> <p>Development companies' neighbourhood comms around infrastructure changes – partner to disseminate street safety info.</p> <p>Amplify our presence at key London an City events, e.g. Sky Ride, Ride London etc.</p>

Audience group	Think...	Feel...	Do...	Channels
<p>City Business Leaders</p>	<p>By supporting and collaborating with RDR I am showing leadership and best practice around employee engagement.</p> <p>RDR campaigns align with my company's policies and help me run a safe and efficient business.</p> <p>It is my responsibility to make my employees aware of the RDR messages.</p>	<p>Confident about the role my company can play in the RDR strategy.</p> <p>Responsible for the behavior of my employees and the reputation of my business through other factors, such as supply chain / contractors.</p> <p>Supported by the RDR to implement ideas and communicate messages to my employees – I have all the info and materials I need to do this.</p>	<p>Attend events offered by the RDR.</p> <p>Support RDRP activities by appointing champions within my company.</p> <p>Implement a clear plan for ensuring all employees are aware, capable and motivated to behave safely.</p> <p>Make clear to employees that safety is sacrosanct (above productivity / margin etc).</p>	<p>Cheapside Business Alliance, Active City Network and City Matters are all effective networks for companies that want to take part.</p> <p>Mobilise our members to communicate with Executives – clear and specific ask.</p> <p>Note: Current outreach work so far has seemed effective however there needs to be data present to challenge misconceptions.</p>

6

Appendix

This page is intentionally left blank

Committee(s): Streets and Walkways Sub- Committee.	Date: May 2017
Subject: Quarterly summary of City of London Police targeted roads policing activity.	Public
Report of: Insp. Sarah Smallwood	For Information
Report author: Insp. Sarah Smallwood Transport and Highways Operations Group City of London Police Uniform Policing	

Summary

This report contains details of recent and forthcoming planned criminal enforcement and educational activity carried out by the City of London Police Transport and Highways Operations Group (THOG) in support of the City of London Road Danger Reduction Plan, National Police enforcement campaigns, and public safety.

Additional Traffic enforcement and educational activity is carried out by other sections of the City of London Police that are not reported here, such as the remote enforcement of speeding offences in Upper and Lower Thames Street, and on Tower Bridge.

Recommendation(s)

Members are asked to note the report.

Main Report

Background

1. In January 2017 we continued an education campaign launched in December 2016 on obscured vision with the support of TfL as the attachment of mobile phones, Satellite Navigation, and other devices, to the interior of vehicle windscreens has been identified as a safety issue.

Operation Regina looked at Taxi and Private Hire vehicles and was carried out during the day and at night, with some supported by Public Carriage Office and Department for Work and Pensions Office enforcement Officers.

A National Police Chief Council (NPCC) Mobile phone campaign was also carried out.

All officers were deployed for the taxi demonstrations at Bank Junction for a week in January.

Cycle security marking in conjunction with the Thames Tideway site was also carried out as part of a Cyclist education initiative with them.

2. In February, we carried out pedal cycle enforcement and held an Exchanging Places roadshow.

Participation in the NPCC 'Operation Truck and Bus' focused on enforcement of those vehicle types.

Operation Regina focused on Taxi and Private Hire enforcement.

Another operation planned to enforce the carriage of dangerous goods regulations had to be cancelled for safety reasons due to weather conditions.

3. In March we participated in the NPCC mobile phone and seatbelt enforcement campaigns and Operation Regina Taxi and Private Hire enforcement.

Other planned activities were cancelled or rescheduled to divert resources to other policing priorities.

4. In the quarter April to June 2017, we have planned NPCC campaigns on mobile phone use, Carriage of Dangerous Goods, seatbelts, motorcycles, and speeding.

We have additional operations scheduled in conjunction with Public Carriage Office on Taxi and Private Hire vehicles.

Further operations will be undertaken on drink and drug driving and TISPOL Operation Trivium, targeting foreign national offenders.

Current Position

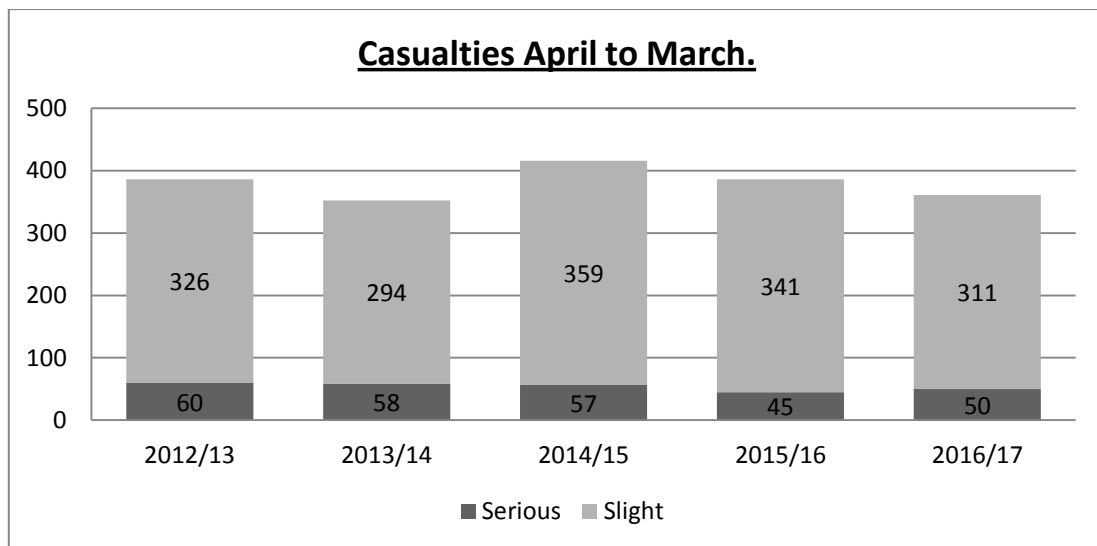
5. Collisions (by category of injury)

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
FATAL	0	0	0	0	0	0	1	1	0	0	0	0
SERIOUS	4	2	4	6	4	2	6	5	1	4	5	4
SLIGHT	30	21	24	23	24	24	22	43	29	14	11	14

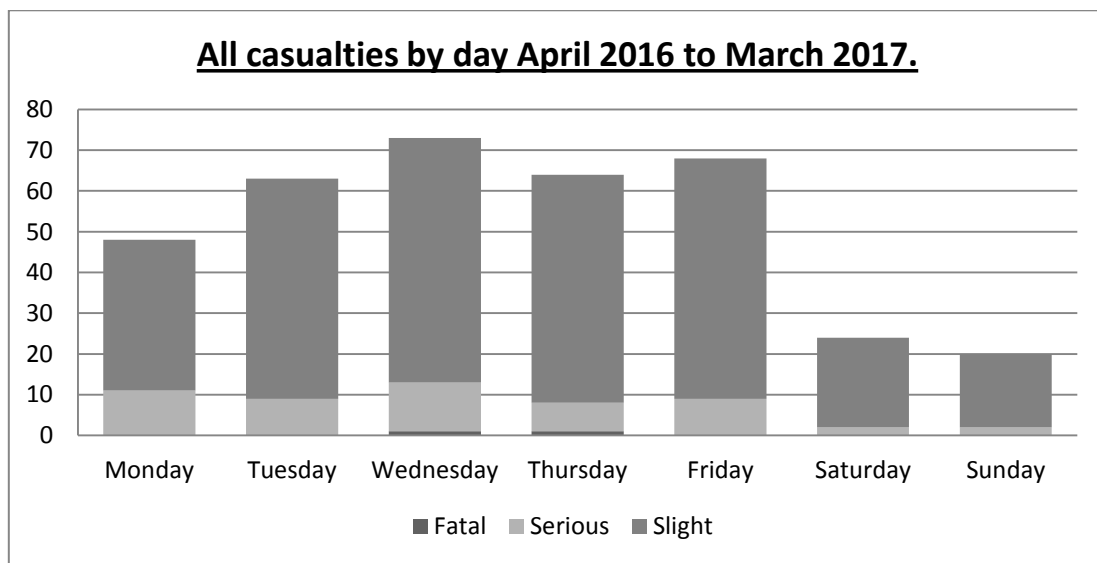
Casualty severity definition can be found at Appendix 1

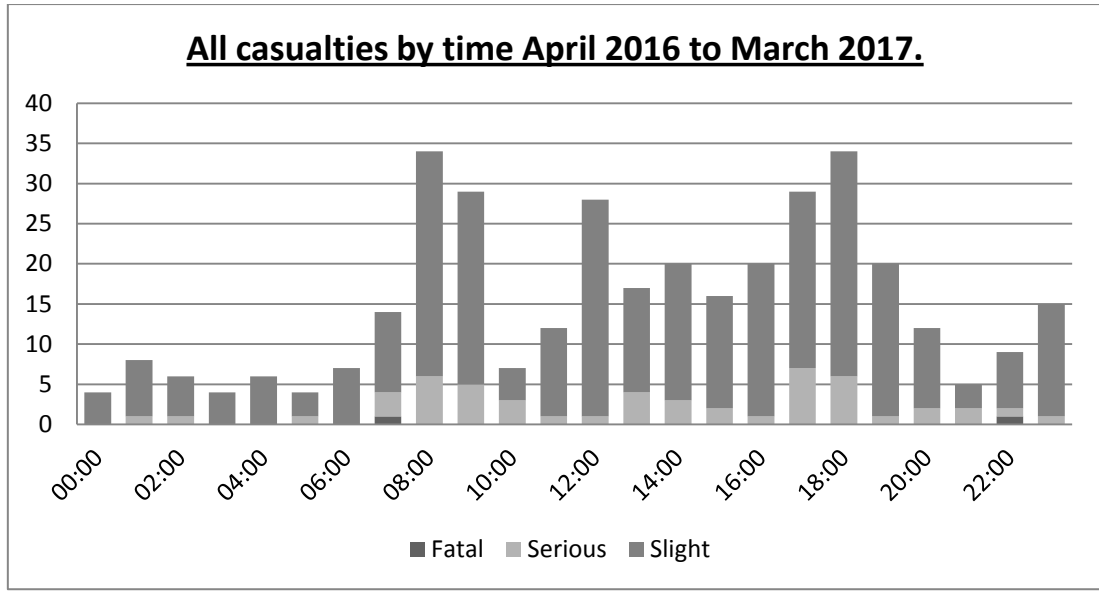
The number of reported personal injury collisions and casualties in the last 3 months has been lower than those in previous years, and this has reduced the overall number for the 2016/17 Financial Year as can be seen in the table below.

Casualties for months of:												
	April 16 to March 17				April 15 to March 16				April 14 to March 15			
CLASSIFICATION	FATAL	SER.	SLIGHT	TOTAL	FATAL	SER.	SLIGHT	TOTAL	FATAL	SER.	SLIGHT	TOTAL
PEDESTRIANS	1	21	77	99		25	86	111	1	21	101	123
PEDAL CYCLES		15	123	136	1	10	123	134	3	18	127	148
POWERED 2 WHEEL	1	8	60	69		7	49	56		7	69	76
CAR OR TAXI		1	34	35			48	48		3	34	37
P.S.V.		3	14	17		2	20	22		3	21	24
GOODS			3	3			11	11		1	6	7
OTHER				0			4	4			1	1
Total Casualties	2	48	311	361	1	44	341	386	4	53	359	416
PI Collisions	2	47	279	328	1	44	302	347	4	52	317	373

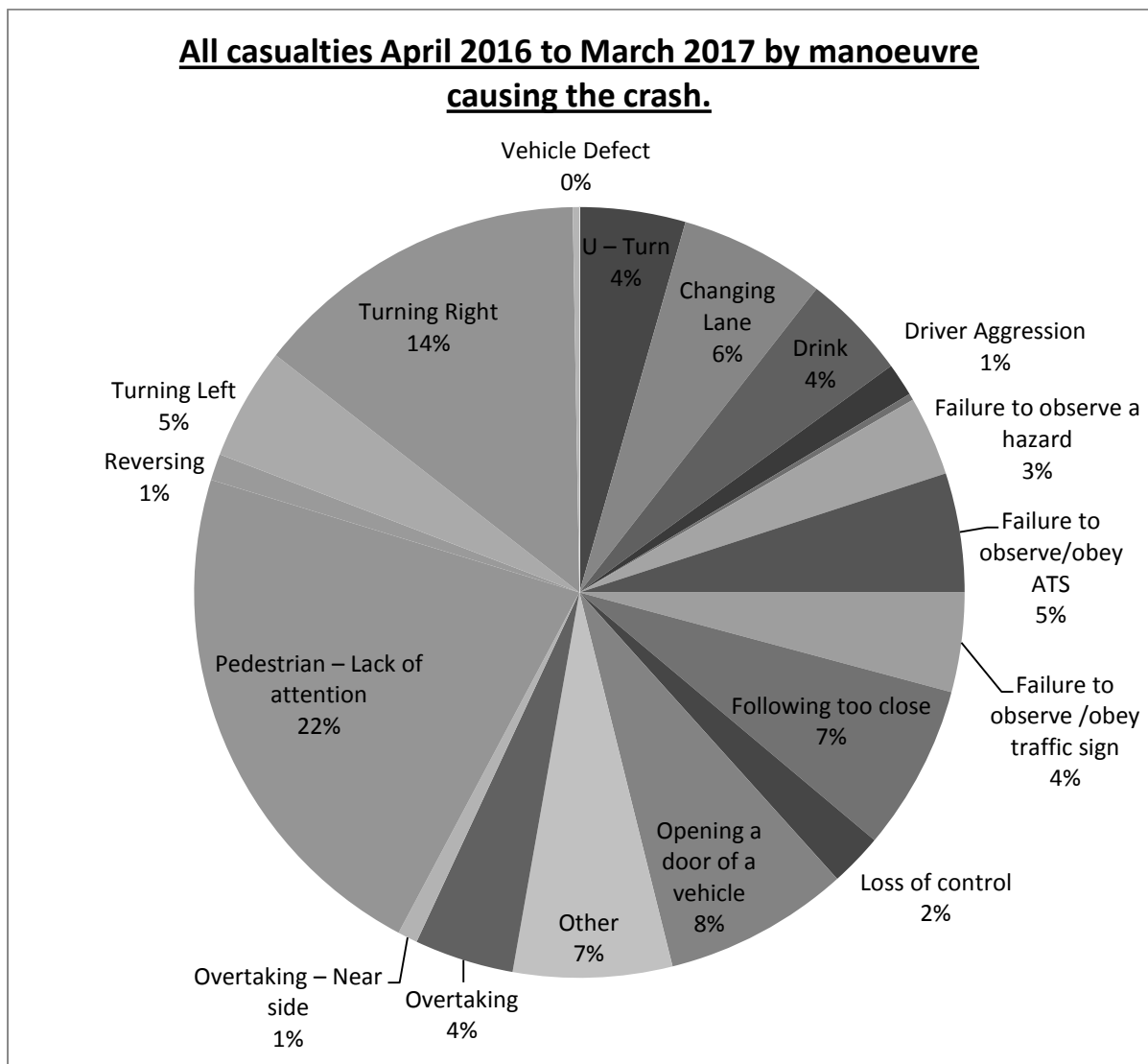


6. Casualties (by Time and Day)

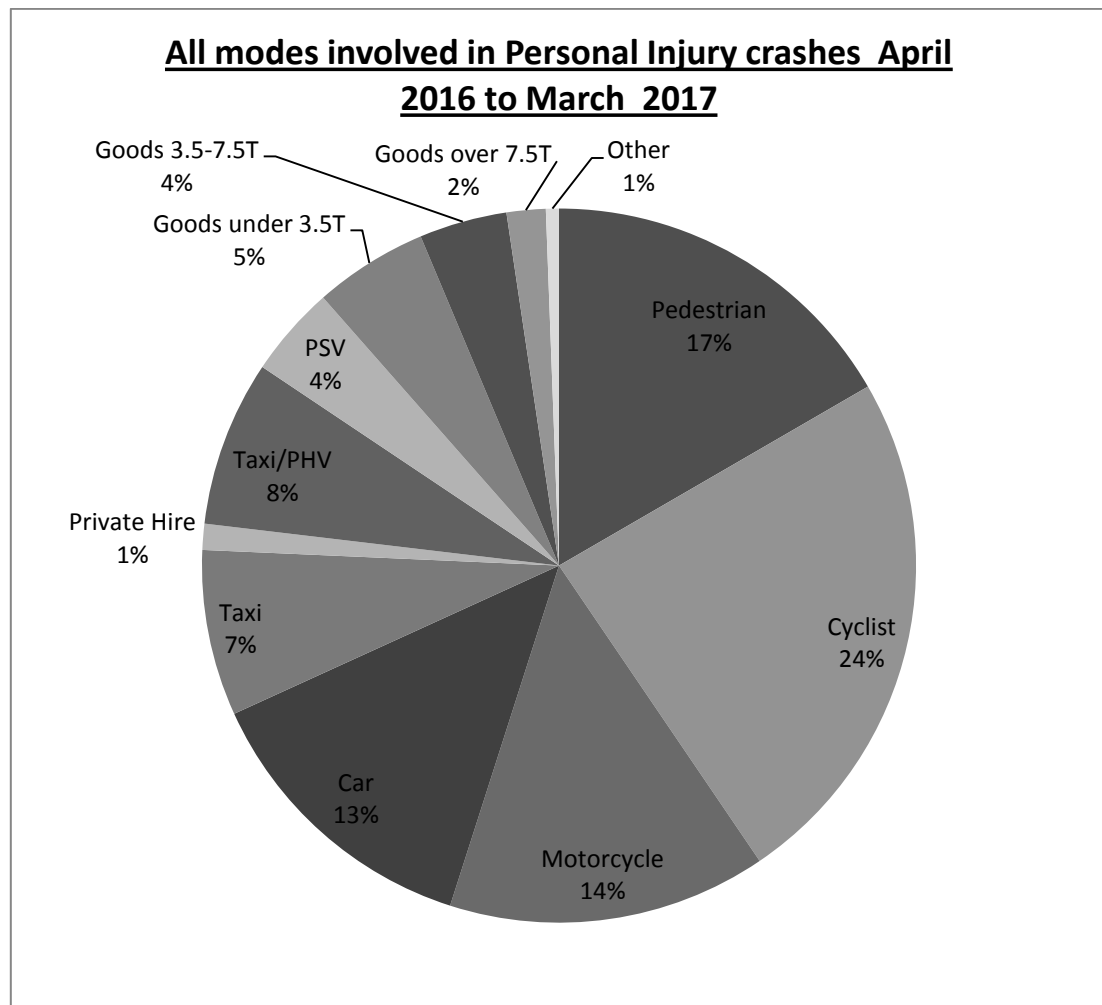




7. Manoeuvres resulting in collisions

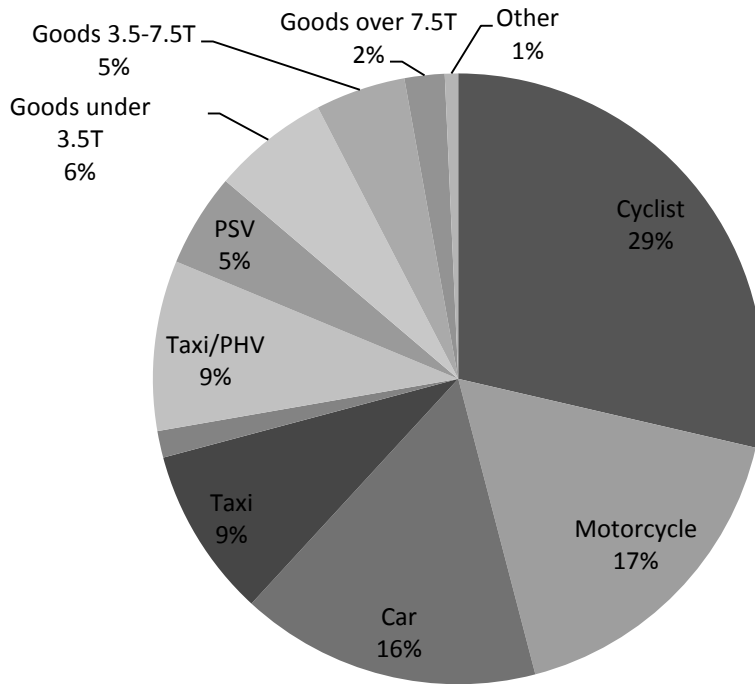


8. Modes involved by percentage

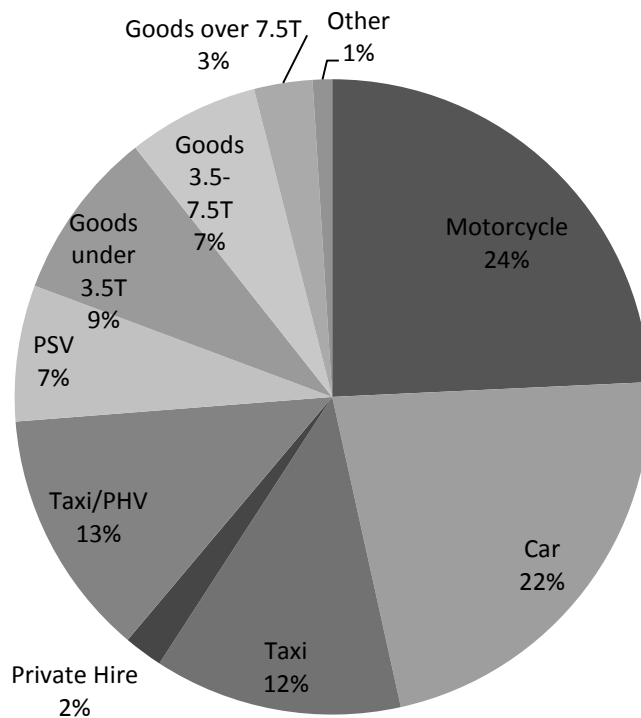


Some vehicles are classed as Taxi/Private Hire in the following chart as it is not possible from the information available to identify which they are, whilst some are definitely Taxis.

All vehicles involved in Personal Injury crashes April 2016 to March 2017



All motor vehicles involved in Personal Injury crashes April 2016 to March 2017



9. Enforcement activity

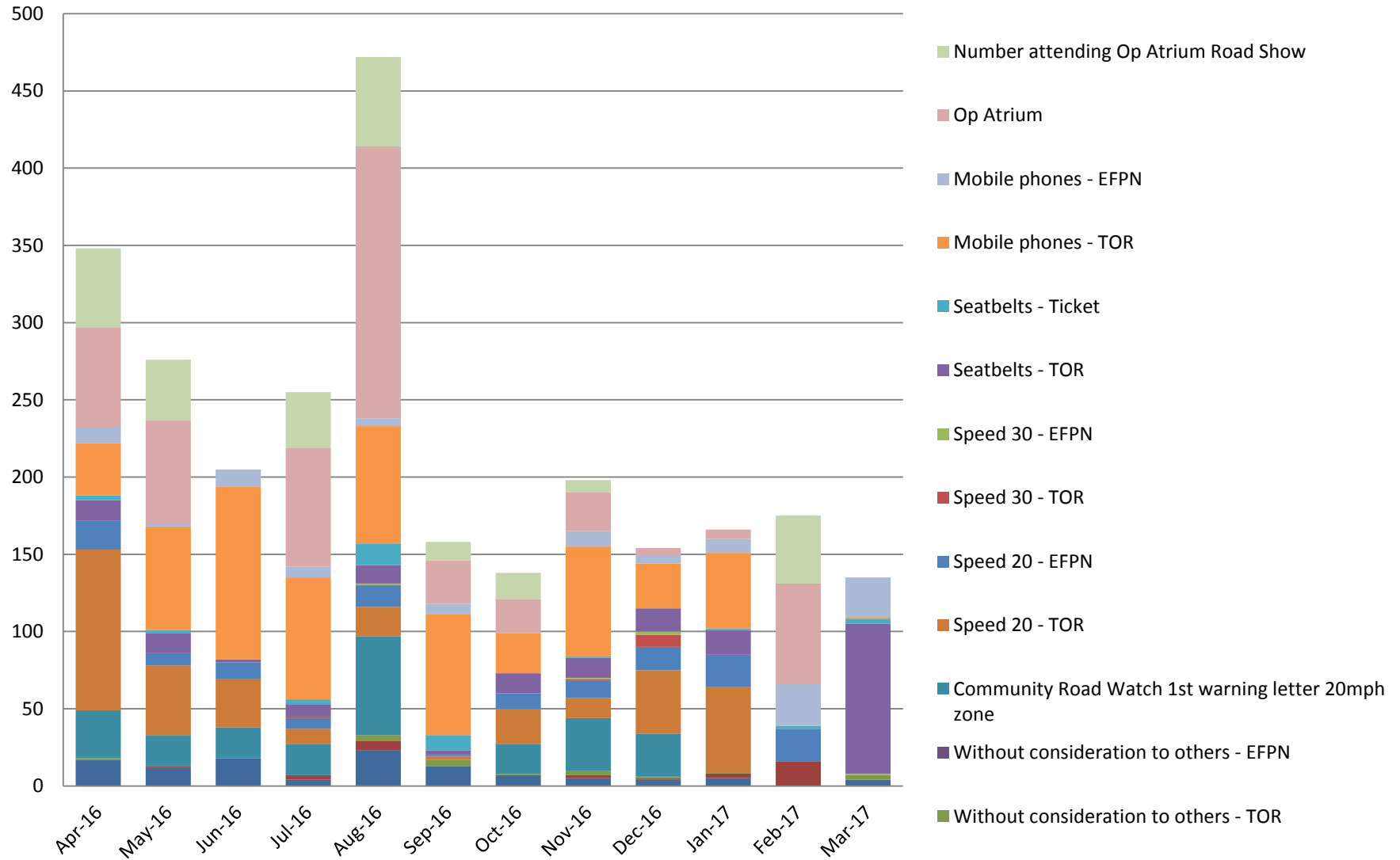
	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	TOTAL
Without due care and attention - TOR	17	12	18	4	23	13	7	5	4	5	0	4	112
Without due care and attention - EFPN	0	1	0	3	6	0	0	2	1	3	16	0	32
Without consideration to others - TOR	1	0	0	0	4	4	1	3	1	1	0	3	18
Without consideration to others - EFPN	0	0	0	0	0	0	0	0	0	0	0	0	0
Community Road Watch 1st warning letter 20mph zone	31	20	20	20	64	0	19	34	28	0	0	0	236
Speed 20 - TOR	104	45	31	10	19	2	23	13	41	55	0	0	343
Speed 20 - EFPN	19	8	11	7	14	1	10	11	15	21	21	0	138
Speed 30 - TOR	0	0	0	1	0	0	0	1	8	0	0	0	10
Speed 30 - EFPN	0	0	0	0	1	0	0	1	2	0	0	1	5
Seatbelts - TOR	13	13	2	8	12	3	13	13	15	16	0	97	205
Seatbelts - Ticket	3	2	0	3	14	10	0	1	0	1	2	3	39
Mobile phones - TOR	34	67	112	79	76	78	26	71	29	49	0	1	622
Mobile phones - EFPN	10	2	11	7	5	7	0	10	5	9	27	26	119
Op Atrium	65	67	0	77	176	28	22	25	5	6	65	0	536
Number attending Op Atrium Road Show	51	39	0	36	58	12	17	8	0	0	44	0	265
Total enforcement activity for month	348	276	205	255	472	158	138	198	154	166	175	135	2680

TOR – Traffic Offence Report

EFPN – Endorsable Fixed Penalty Ticket

Operation Atrium – Cycle enforcement activity

City Police Roads Policing Enforcement activity April 2016 to March 2017.



Appendices

Appendix 1

Definitions used in recording of collision data.

Inspector Sarah Smallwood

City of London Police

T: 020 7601 2177

E: sarah.smallwood@cityoflondon.pnn.police.uk

Appendix 1

Accident: Involves personal injury occurring on the public highway (including footways) in which at least one road *vehicle* or a *vehicle* in collision with a *pedestrian* is involved and which becomes known to the police within 30 days of its occurrence. One accident may give rise to several *casualties*.

Casualty: A person *killed* or *injured* in an *accident*. Casualties are sub-divided into *killed*, *seriously injured* and *slightly injured*.

Fatal accident: An accident in which at least one person is *killed*.

Killed: Human casualties who sustained injuries which caused death less than 30 days after the *accident*. Confirmed suicides are excluded.

KSI: *Killed* or *seriously injured*.

Serious injury: An injury for which a person is detained in hospital as an “in-patient”, or any of the following injuries whether or not they are detained in hospital: fractures, concussion, internal injuries, crushings, burns (excluding friction burns), severe cuts, severe general shock requiring medical treatment and injuries causing death 30 or more days after the *accident*. An injured *casualty* is recorded as *seriously* or *slightly injured* by the police on the basis of information available within a short time of the *accident*. This generally will not reflect the results of a medical examination, but may be influenced according to whether the casualty is hospitalised or not

Slight injury: An injury of a minor character such as a sprain (including neck whiplash injury), bruise or cut which are not judged to be severe, or slight shock requiring roadside attention. This definition includes injuries not requiring medical treatment.

In 2015 the DfT started to record Serious casualties as either Less Serious, Moderately Serious, and Very Serious based on the following injuries, but are not currently publishing the results.

LESS SERIOUS

OTHER HEAD INJURY

DEEP CUTS/LACERATIONS

FRACTURED ARM/COLLARBONE/HAND

FRACTURED LOWER LEG/ANKLE/FOOT

MODERATELY SERIOUS

MULTIPLE SEVERE INJURIES, CONSCIOUS

DEEP PENETRATING WOUND

OTHER CHEST INJURY, NOT BRUISING

FRACTURED PELVIS OR UPPER LEG

LOSS OF ARM OR LEG (OR PART)

VERY SERIOUS

MULTIPLE SEVERE INJURIES, UNCONSCIOUS

INTERNAL INJURIES

SEVERE CHEST INJURY, ANY DIFFICULTY BREATHING

SEVERE HEAD INJURY, UNCONCIOUS
BROKEN NECK OR BACK
FATAL
DECEASED

This page is intentionally left blank

STREETS AND WALKWAYS SUB (PLANNING AND TRANSPORTATION) COMMITTEE

TUESDAY, 14 FEBRUARY 2017

NOT FOR PUBLICATION

By virtue of paragraph 3 of Part I of Schedule 12A of the Local Government Act 1972.

10. **SKATEBOARDING - ST. PAUL'S CHURCHYARD**

The Sub-Committee received a report of the Director of the Built Environment updating on the findings of the trial to provide furniture in St Paul's Churchyard with aim of reducing opportunities for skateboarding, and presenting a number of permanent options available.

During the trial four items were installed in the area, including planters, a platform/ table, a plinth, and an alcove. All of the designs combined two features: new and interactive additions to the area for visitors to use; and a reduction in the opportunities for skateboarding. The designs were unique, made specifically for their context; being an example of the City Corporation leading the way on this issue.

The Sub-Committee was advised that feedback had been very positive, and user surveys were undertaken to evaluate their impact, with a high proportion of the 166 users surveyed stating that they would like to see them installed permanently.

Members welcomed the report and suggested that thought be given to extending into the area surrounding the seating area which was also used by skateboarders.

RESOLVED – To

- a) Approve Option 1, the installation of permanent street furniture in the Diamond Jubilee Garden and Festival Garden; as detailed in section 3 of this report;
- b) Authorise funding of £60,000 for fees and staff costs to complete the work; and
- c) Authorise Officers to obtain any approvals (e.g. planning permission) that may be necessary to install the new furniture.

11. FINSBURY CIRCUS REINSTATEMENT

The Sub-Committee considered and approved a report of the Director of Open Spaces which proposed a Project for the reinstatement of Finsbury Circus following the completion of the Crossrail works.

12. NON-PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB COMMITTEE

There were no non-public questions

13. ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT AND WHICH THE SUB COMMITTEE AGREES SHOULD BE CONSIDERED WHILST THE PUBLIC ARE EXCLUDED

There were no non-public items of urgent business

The meeting ended at 12.40 pm

Chairman

**Contact Officer: Amanda Thompson
tel. no.: 020 7332 3414
amanda.thompson@cityoflondon.gov.uk**

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

This page is intentionally left blank