



ROAD DANGER REDUCTION AND ACTIVE TRAVEL PLAN ENGAGEMENT REPORT

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City of London Corporation
Department of Built Environment

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Summary and key findings

This Draft Road Danger Reduction and Active Travel plan (Draft Plan) looks forward five years from 2018 – 2023 and seeks to achieve a genuine reduction in danger for all. To make our streets safer and improve the quality of life for everyone in the City.

This report provides an overview of the results from the engagement activities over the consultation period. This engagement sought the views of the public and organisations with an interest in commenting on the Draft Plan. Engagement activities included an online survey, a series of on street engagement sessions and several drop-in sessions across the City. These activities took place from 5 June to the 5 August 2018. In total, 511 people accessed the survey of which, 506 continued the survey to completion. 497 were from residents, workers and visitors, while 12 of these were on behalf of an organisation.

The Draft Plan identified that the City of London is adopting Vision Zero with the ambition that nobody is Killed or Seriously Injured (KSI) on the City's Streets. To achieve this, it suggests adopting the Mayor of London's targets to reduce KSI by 70% against 2010-2014 levels by 2030 and eliminate all KSI by 2041.

Over 77% of people surveyed agreed with the trajectory of the targets set out in the Draft Plan. In addition, 70.3% of those who did not agree with the targets, felt the targets were not ambitious enough.

Ten steps in five years towards a safer City

The Draft Plan identifies 'ten steps in five years' towards a Safer City. These steps aim to ensure the safety and comfort of vulnerable road users as a number one priority, while making active travel modes both safer and more appealing.

These ten steps, integrated with the three high level themes, demonstrate how the Draft Plan will meet the challenges and work towards Vision Zero over the strategy period 2018 – 2023.

The three themes: Theme 1. Engagement & Behaviour Change; Theme 2. Road Danger Reduction and Vision Zero; and Theme 3. Active Travel and Healthy Streets. All the themes and their respective steps received good support with at least 86% of respondents supporting or generally supporting these steps.

Those who "generally support the steps but wanted to see changes" and those that felt they "could not support the steps but would with changes" were asked to comment on why they did not outright support them. These changes requested under each key theme are summarised below:

Theme 1: Engagement & Behaviour Change

There was strong support from respondents to reduce traffic levels, develop engineering for safer street designs and priorities active travel, and to restructure the Draft Plan.

Theme 2: Road Danger Reduction and Vision Zero

There was strong support from respondents for more enforcement and for road users to be encouraged to have more responsibility for their own actions. There was also significant support to restructure the Draft Plan and for this theme to be listed before other themes.

Theme 3: Active Travel and Healthy Streets

There was strong support from respondents to reduce traffic levels, develop engineering for safer street designs and priorities and reallocate space to active modes of travel such as walking and cycling.

Only 4.5%, 2.8% and 7.5% of respondents saying they could not support the steps, respectively for each theme. Some respondents believed that behaviour change alone would not be effective without the support of engineering and police enforcement. Others felt the targets were either too ambitious or not ambitious enough and a minority felt that some steps, especially in Theme 3 would create congestion, which in turn could harm business.

Steps not covered in the Draft Plan

Around 62% of respondents felt that the Draft Plan encompassed the right steps. Those who felt this was not the case were asked to leave a response. The 172 responses raised questions and requested more information to be included on the following topics: Engineering, Reducing Motor Traffic, Segregation of Traffic, Safer Cycling Infrastructure, Permeant Street Closures and Active Travel Mode Prioritisation.

Conclusion

Generally, the Draft Plans ambition to meet Vision Zero was well received with majority of respondents agreed with the trajectory of the targets and steps set out in the plan. Response text analysis, categorising the open-ended statements around the theme into detailed sub-topics recognised several key findings and recommendations:

1. Plan does not go far enough

20% of respondents did not agree with the targets and around 70% of these individuals felt the targets were not ambitious enough. This was reflected in their

comments that suggested more could be done to reduce motor traffic and be more ambitious with road closures.

2. Draft Plan structure refinement

Numerous comments related to the order of priority between the three themes, language and structure of the Draft Plan. The Draft Plan did not intend to give indication that one theme should be prioritised over another. It is recommended that the Final Plan clarifies this and reconsiders its structure and simplifies its language.

3. Engineering

Engineering was the second most discussed topic of Theme 1. Comments related to Safer Street Design, Segregation of Traffic, Cycling Infrastructure and Segregated Cycle Lanes, and Pedestrian Prioritisation topics. It was clear that there was strong support for more information around plans for safer engineering and active mode prioritisation in the City to be covered in the Final Plan.

4. Enforcement

Enforcement was the second most discussed topic under the Theme 2 and fourth overall. Respondents made comments on current enforcement and targeting of specific unlawful conduct. There was support for more enforcement of traffic regulations, unlawful behaviour by cyclists and enforcement of the City wide 20mph.

5. Traffic levels

Reducing traffic level was the topic most commented upon under Theme 1 and Theme 3. Respondents suggested that current efforts to reduce traffic levels weren't drastic enough. Some respondents advocated for a more ambitious approach to street closures and the segregation of traffic – asking for more “permeant closures”. The sub-topic “increased congestion” also featured with several comments suggesting these measures might add to congestion. The Final Plan should provide more information on the measures to be taken by the City Corporation to proactively reduce traffic levels within the City.

6. Space allocation

Respondents were supportive of prioritising space for people walking and cycling, while discouraging the use of vehicles. Some felt that to meet Vision Zero the Final Plan must pedestrianize streets to reduce KSIs. Some comments referred to previous objections that the Draft Plan targets were not ambitious enough.

7. Behaviour change

Comments relating to behaviour were fifth most common. The sub-topic “personal responsibility” ranked highly, reflecting a desire for people to take the initiative and

be in control of their own safety. Linked to this, pedestrian behaviour was the target of several responses which commented on their attitudes and actions. The Final Plan should consider addressing these issues, for example under infrastructural change or enforcement. Several comments suggested there was support for more education and awareness campaigns for pedestrians to take more responsibility.

Introduction

The success of the UK economy requires the City of London to remain efficient and competitive as it grows, ensuring the City remains a great place to live, work, learn and visit. It is imperative, therefore, that the City of London Corporation (City Corporation) Road Danger Reduction and Active Travel plan (Draft Plan) is based on the goal of eliminating death and injury on the City's streets.

The Draft Plan looks forward five years from 2018 – 2023 and seeks to achieve a genuine reduction in danger for all, to make our streets safer and improve the quality of life for everyone in the City of London.

It seeks to be consistent with the 'Vision Zero' approach taken by the Mayor of London, with road danger targeted at its source, working towards the elimination of the number of people killed or seriously injured (KSI) on London's roads. In addition to delivering the Healthy Streets Approach to enable more walking and cycling, helping to reduce levels of physical inactivity and associated health impacts.

The Vision Zero approach is based on five key principles:

- **Ethics:** human life and health have the highest priority.
- **Safety:** people make mistakes, and this should not result in death or serious injuries. Action should be taken to reduce opportunities for error and the extent of harm.
- **Responsibility:** those who design and manage road systems share responsibility with road users. Road Danger Reduction targets the vehicles bringing most danger, as they are most able to cause harm.
- **Mechanisms for change:** all those responsible for safety (including road users and stakeholders) should be ready to achieve safety, just as they would in the workplace.
- **Active healthy travel** - because death and illness from inactivity are a financially and socially costly impact of unsafe environments that discourage walking and cycling.

The long-term road danger reduction approach to achieving safer streets seeks to reduce danger at source. This calls for a recognition of the fact that the principal

source of danger on the road is motor vehicles and that the key to making streets safer is the reduction of the speed, volume and dominance of motor vehicles.

Survey and consultation

This consultation survey sought the views of the public and organisations with an interest in commenting on the Draft Plan. The survey opened on 5 June and was closed on the 5 August 2018.

Respondents could fill in the survey online, in person at several on street engagement sessions and several drop-in sessions across the City, or by mail-in paper copy.

The survey was structured as follows:

- The first section provided an overview of the survey respondent demographic profile and travel behaviours;
- The second section visualised the support for the targets within the Draft Plan and its ambitions;
- The third section detailed respondents support for the “Ten steps in five years towards a safer City” and analysed the open response results of the survey’s questions.
- The final section covered respondent’s suggestions to incorporate extra steps not currently covered in the Draft Plan.

Please note: The Active Travel and Healthy streets theme, survey question had an error in its logic and repeated Theme 3 question. For this report, only the respondents first answers were analysed.

Data protection

The City Corporation is a registered data controller in respect of processing personal data under the relevant data protection legislation. This includes the Data Protection Act 1998, Data protection Act 2018 and the General Data Protection Regulation (GDPR). Further relevant details are presented below.

Any personal data provided by respondents, for the purposes of the survey, has been done so in accordance with the requirements of the EUU.S. Privacy Shield. The personal data processed by the City, and by the processor, for the purposes of this Survey, has been done so on the legal basis of respondents’ consent.

Any respondent who took part in this survey has the right to request a copy of their data, ask us to make changes to ensure that their data is up to date, ask that the City deletes their information or object to the way we use their data.

To do this please write to Data Protection Officer, City of London, PO Box 270, Guildhall, London, EC2P 2EJ or email information.officer@cityoflondon.gov.uk.

Section 1. Demographic profile and travel behaviour

In total, 511 people accessed the survey of which, 506 continued the survey to completion.

The survey respondent demographic profile and travel behaviour are presented in the two figures below. For Figure 1 and Figure 2 it is important to note that percentages do not add up to 100% as respondents could select multiple options for each related question.

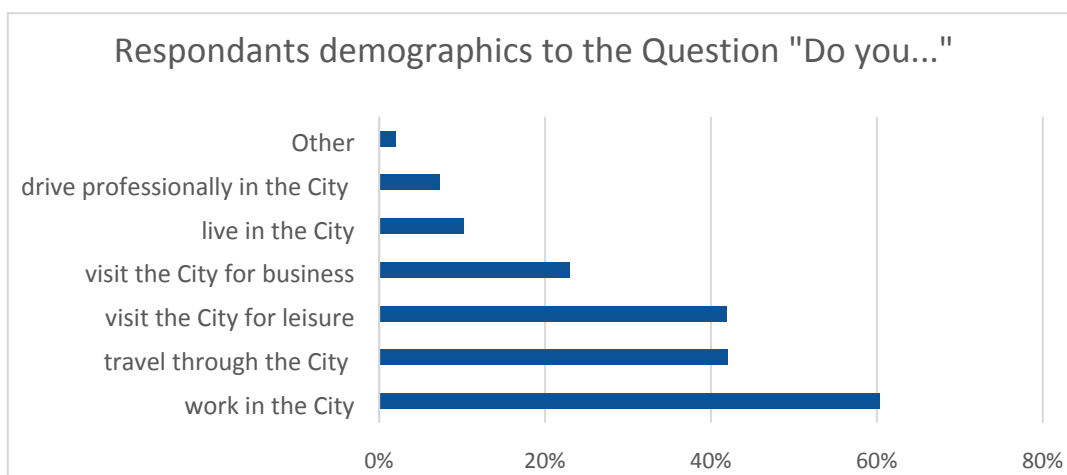


Figure 1: Multi-select responses to understand the respondent's demographics

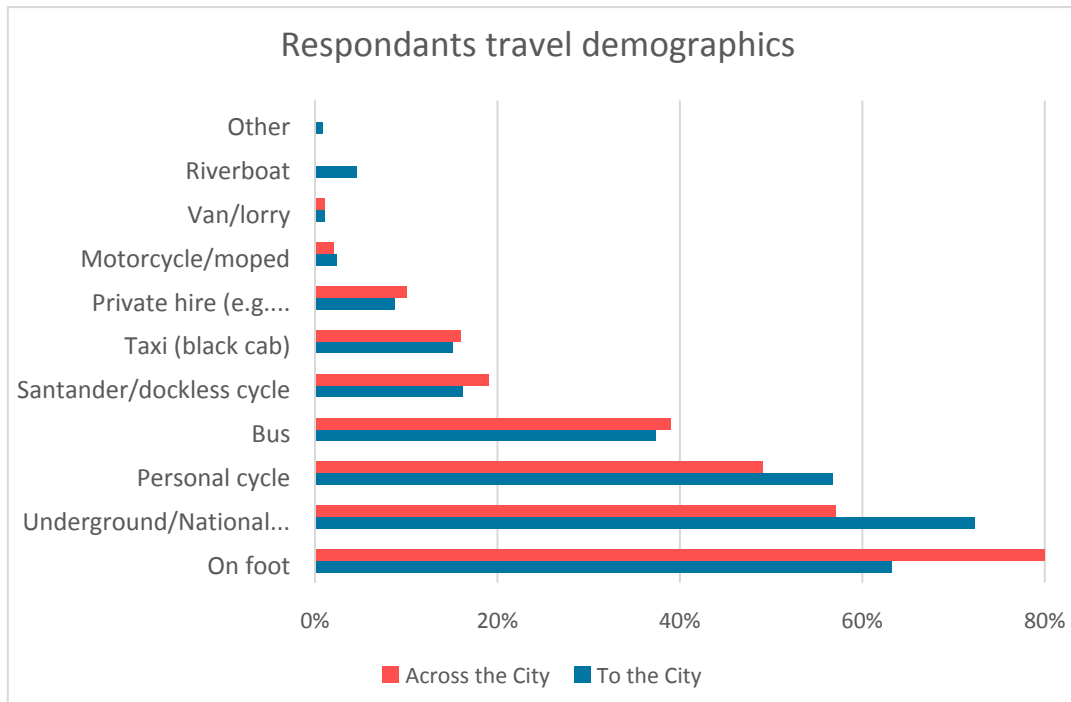


Figure 2: Comparison of multi-select responses to modes used to commute to/from and around the City.

The overall male/female breakdown was approximately 65/30 (with 5% choosing other options), which broadly aligns with the gender split of the [City's working population](#) (City of London Corporation, 2017).

12 organisations submitted a response to the consultation, with one organisation sending a separate comprehensive response.

Section 2. Draft Plan targets and ambition

The Draft Plan identified that the City of London is adopting Vision Zero with the ambition that nobody is KSI on the City's Streets. To achieve this, it suggested adopting the Mayor of London's targets to reduce KSI by 70% against 2010-2014 levels by 2030 and eliminate all KSI by 2041.

Targets for this strategy

- By 2022 – no more than 35 KSI
- By 2023 – no more than 33 KSI.
- By 2030 – no more than 16 KSI.

The first question asked if respondents supported the trajectory of these targets.

There were 77.6% respondents who agreed with the trajectory of the targets and 22.4% who did not agree with the trajectory of the targets set out in the Draft Plan.

Of the 22.4% respondents that did not agree with these targets, over 70% of them felt the targets were not ambitious enough, while 29.7% felt they were too ambitious

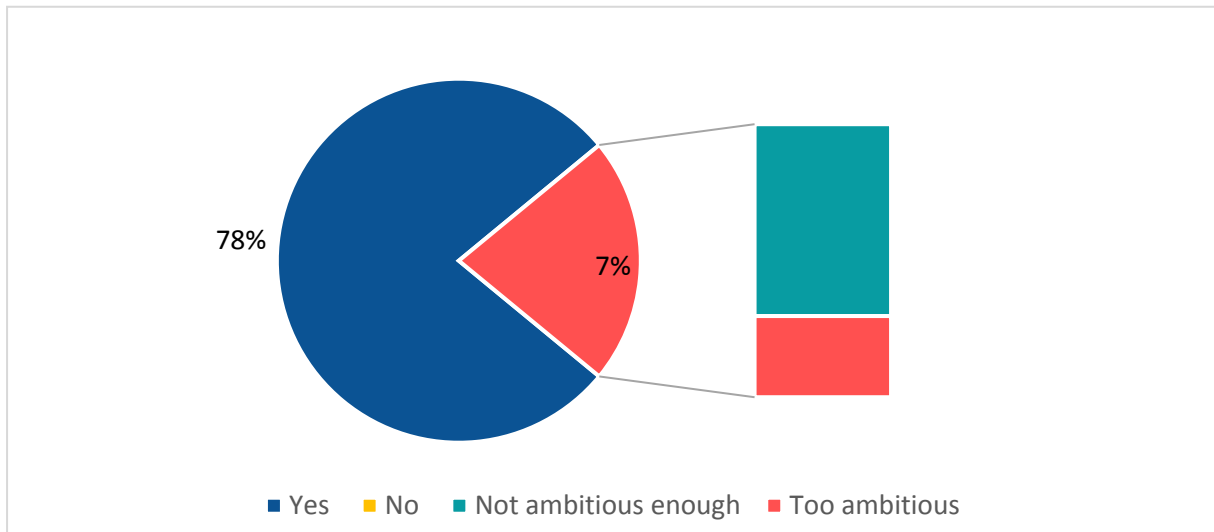


Figure 3: Support for the Trajectory of the Draft Plans targets

Section 3. Ten steps in five years towards a safer City

The Draft Plan identified a 'ten steps in five years' plan, which summarised current, and programmed projects and introduced a programme of new activities to be developed and implemented over the five-year lifespan of the Draft Plan. Many of these steps aim to ensure the safety and comfort of our most vulnerable road users is a priority, while making active travel modes both safer and more appealing.

Theme 1: Engagement & Behaviour Change

This theme focused on working in partnership to develop a series of campaigns, programmes and events to influence the attitudes of road users. *(Referring to page 32 - 40 in the Draft Plan. Step one - Behaviour change and attitudes to travel; Step two - Causational factors programme; Step three - Stakeholder engagement and the Active City Network; Step four - Road Danger Reduction Partnership.)*

Theme 2: Road Danger Reduction and Vision Zero

This theme focused on working in partnership to address the root cause of Killed or Serious Injuries, focusing on higher risk vehicles, and target criminality and offending on our streets. *(Referring to page 41 - 47 in the Draft Plan. Step five. Targeted enforcement; Step six. Safer freight operations; Step seven. Safer riders; Step eight. Safer drivers).*

Theme 3: Active Travel and Healthy Streets

This theme focused researching opportunities for timed closures, street closures to certain classes of traffic, and tactical urbanism. (*Referring to page 48 - 50 in the Draft Plan. Step 9. Temporary timed street closures at casualty hot-spots; Step 10. Tactical urbanism active travel priority zones*).

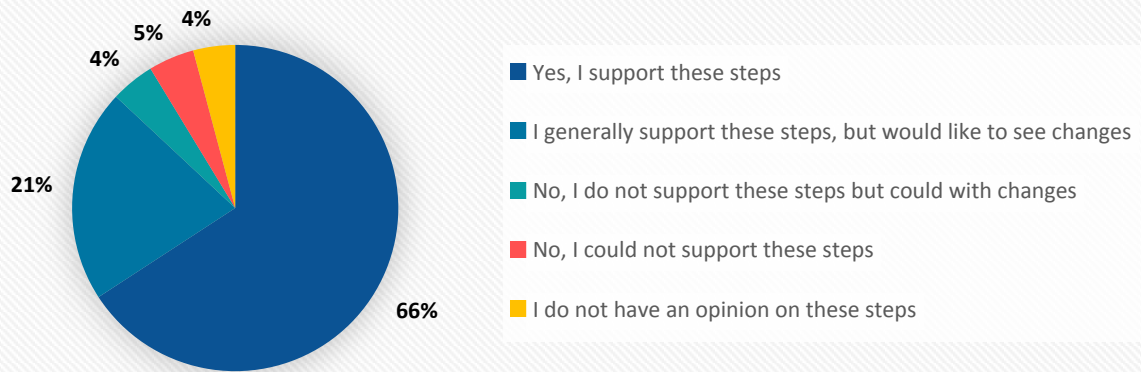
These ten steps, integrated with the three high level themes, demonstrated how the Draft Plan will meet the challenges and work towards Vision Zero over the strategy period 2018 – 2023. The survey asked respondents to reflect on each of the three themes and asked if they supported these steps, with the following five options:

- A. Yes, I support these steps
- B. I generally support these steps, but would like to see changes
- C. No, I could not support these steps
- D. No, I do not support these steps but could with changes
- E. I do not have an opinion on these steps

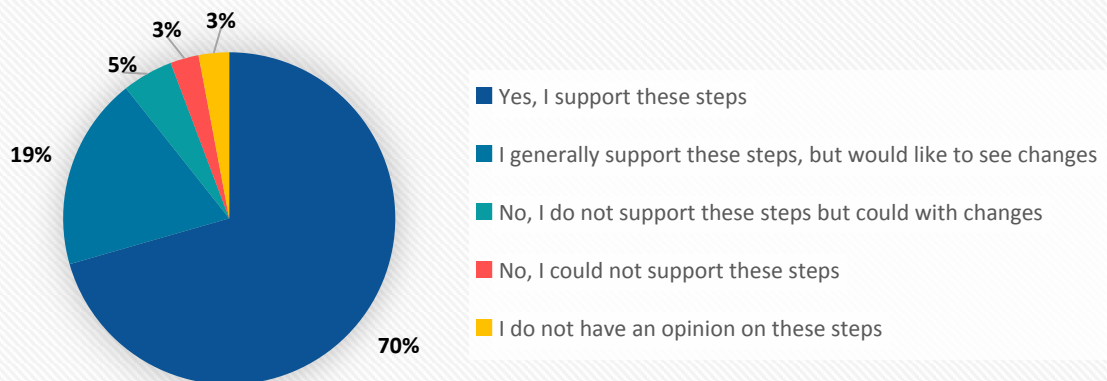
All the themes received good support for these steps, with only 4.5%, 2.8% and 7.5% of respondents indicating they could not the support these steps, respectively for each theme shown in [Figure 4](#).

For answers B, C, and D respondents were asked to expand on their answers. The question was optional and left 'open' for respondents to fill in themselves. A significant variety of responses were received.

Theme 1: Engagement and Behaviour Change



Theme 2: Road Danger Reduction & Vision Zero



Theme 3: Active Travel & Healthy Streets

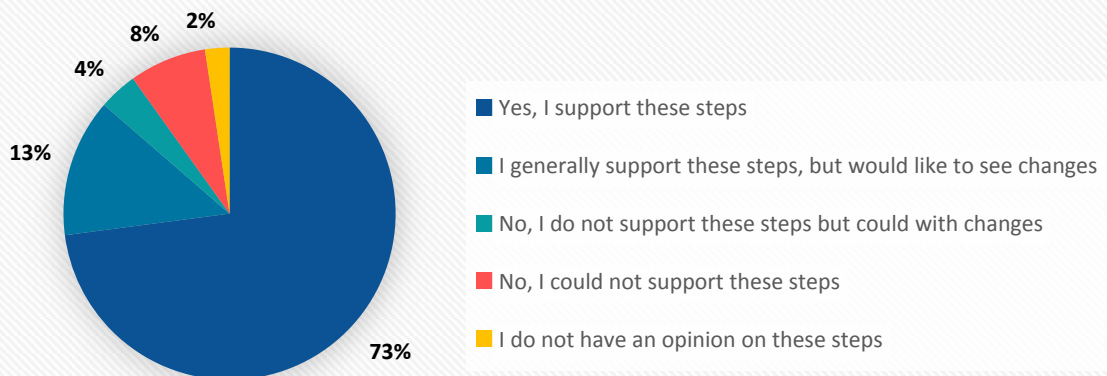


Figure 4: Level of support for the ten steps, outlines in the three high level themes

Open ended responses from questions B, C, and D were reviewed and analysed by categorising the subject of each comment into 'subtopics'.

Some respondents provided more than one change/proposal and/or expressed a concern or support for a specific subject, location or scheme. Only the first three changes or issues a respondent mentioned were reviewed and categorised into sub-topics to prevent those respondents who provided significantly longer responses from skewing analysis results. As such, there are more changes/proposals than the number of respondents who answered the question. Other comments concerns and support that did not directly answer the question were also reviewed and noted when relevant.

Response text analysis began by categorising each statement into a topic and up to three more detailed sub-topics. The sub-topics were created by taking a sample of approximately 400 responses and identifying the most common changes that were proposed. Additional sub-topics were then created where necessary as analysis continued. Finally, a full review at the end of the categorisation was undertaken to ensure all comments fitted in to the most appropriate sub-topic.

The sentiment of the sub-topic was also noted (i.e. whether the respondent was in support of or against the sub-topic). Once all comments were categorised, sub-topics were then grouped into similar 'Topics'.

A Topic consisted of a higher-level categorisation of related sub-topics. A sample of comments and their associated sub-topic and theme are shown in Figure 5

Comment: "Better cycling infrastructure"	
Topic: Engineering	Sub-topic: Cycling Infrastructure

Comment: "I would like cars out of the City, completely"	
Topic: Traffic levels	Sub-topic: Reduce motor traffic

Figure 5: A Sample of comments and associated Topic and Sub-Topic

Topics and Subtopics

The topics of the proposals were ranked in order of the most to least mentioned. It is important to note that percentages may not add up to 100% as responses from each respondent could contain up to three themes.

14 distinct topics and 52 subtopics were identified. The topics that ranked the highest included: Traffic levels; Strategy refinement, Ineffective Action; Enforcement;

Behaviour; Space allocation and Engineering (**Error! Reference source not found.**).

Topics	Q1	Q2	Q3	Total
Traffic Levels	17%	14%	28%	20%
Ineffective action	10%	8%	27%	15%
Strategy Refinement	15%	20%	10%	15%
Enforcement	11%	19%	1%	10%
Behaviour	13%	16%	2%	10%
Space allocation	5%	6%	17%	9%
Engineering	16%	7%	2%	9%
Education	4%	4%	1%	3%
Compliance	4%	3%	1%	2%
Congestion	1%	1%	5%	2%
Misc	3%	1%	2%	2%
Accessibility	1%	1%	1%	1%
Pollution	1%	1%	2%	1%
Partnerships	1%	0%	1%	0%

Theme 1: Engagement & Behaviour Change Key Findings

There was very good support for this step with 86.9% of respondents supporting or generally supporting these steps (Figure 1Figure 4). Those who generally supported the steps but wanted to see changes and those that felt they could not support the steps but would with changes were asked to comment.

For the respondents that wanted to see changes the key findings were:

- Traffic levels was the most discussed topic in this theme making up 20% of responses. There was strong support for reducing motor traffic and having active mode prioritisation, “street closures” (including permanent street closures) and “motor vehicle bans”. There was also strong support for more information around plans for reducing motor traffic to be covered in the Final Plan.
- Engineering was the second most discussed topic, with the following sub topics: “safer street design”, “cycling infrastructure”, “segregation of traffic”, “segregated cycle lanes”, and “pedestrian prioritisation”. There was also strong support for more information around plans for safer engineering and active mode prioritisation in the City to be covered in the Final Plan.
- Strategy Refinement was the third most discussed topic. The subtopics which dominated within this topic were “order of priority” and “targets not ambitious enough”. Respondents felt that this theme’s steps could not have the impact intended without the support of Engineering and Enforcement.

Only 5% of respondents saying they could not support these steps.

- Those who could not support these steps felt that the steps under this theme were ineffective. The subtopic “belief” ranked highly indicating that respondents did not believe behaviour change would work. Other sub topics included “targets were too ambitious”, or “targets were not ambitious enough”, “increased congestion” and that people need to take more “personal responsibility”.

Theme 2: Road Danger Reduction and Vision Zero Key Findings

There was excellent support for this theme with 89.4% of respondents supporting or generally supporting these steps (Figure 1Figure 4). Those who generally supported the steps but wanted to see changes and those that felt they could not support the steps but would with changes were asked to comment.

For the respondents that wanted to see changes the key findings were:

- Strategy refinement dominated in this category with 20% of respondents leaving a comment, scoring the highest of any other Theme. The subtopics which dominated were “order of priority”, “reporting” and “bias”. Respondents felt that this theme’s steps should be the priority of all three themes and that it should feature first in the Draft Plan. Respondent’s wanted to see more information regarding reporting and supported reducing bias towards pedestrians.
- The Enforcement topic was the second most discussed topic with 19% of respondents leaving comments that fit into this topic. There was support for more enforcement. Subtopics which were most frequently discussed included support for: “more road enforcement”, “cycling enforcement”, “enforcement to support behaviour change” and “cycle cops.”
- The third highest ranking topic was behaviour with 16%. The discussions in this topic were around people taking personal responsibility for their actions, campaigning and education for safer pedestrians, safer riders and drivers.

Only 2.5% of people saying they could not support these steps.

- Those who could not support these steps felt that actions were ineffective because: targets were too ambitious, or targets were not ambitious enough, lead to more congestion and that the Draft Plan was biased towards people who do not drive.

Theme 3: Active Travel and Healthy Streets Key Findings

There was good support for this theme with 86.3% of respondents supporting or generally supporting these steps (Figure 4). Those who generally supported the steps but wanted to see changes and those that felt they could not support the steps but would with changes were asked to comment.

For the respondents that wanted to see changes the key findings were:

- Traffic Levels received a lot of attention with 28% of respondents leaving a comment. There was broad support for general reductions in traffic levels within the City. Popular subtopics include “reducing traffic”, “street closures” and “active modes prioritisation”.
- Ineffective action was also cited as a concern, with 27% of responses mentioning the issue. Respondents expressed doubts that the Draft Plan would be effective, fearing that the proposals would harm business and exacerbate congestion. Other subtopics mentioned were “bias” and “street closures”.
- There was support for changes in space allocation. Most responses addressed the relationship between pedestrians, cyclists and motor vehicles. Subtopics mentioned included “segregation of traffic”, “cycling infrastructure”, pedestrian and “active modes prioritisation”.

Only 7.5% of people saying they could not support these steps.

- Those who could not support these steps had reservations because: “targets were too ambitious”, or “targets were not ambitious enough”, that the steps would lead to more congestion, harm business and was bias towards people who do not drive.

Section 4: Steps not covered in the Draft Plan

The survey asked respondents *“Do you think there are any steps that are not covered in the Draft Plan?”*.

Results showed that over 62% of respondents felt that there were no steps missing. The remaining respondents that felt there were some steps that were not covered were asked to explain. The question was optional and left ‘open’ for respondents to fill in themselves. 172 participants left a response. These comments were analysed using the same topic and subtopic methodology as in Section 3.

52 topics were identified from the participants comments. The most mentioned topics were: Engineering, Reducing Motor Traffic, Segregation of Traffic, Safer Cycling Infrastructure, Permeant Street Closures and Active Travel Mode Prioritisation.

Further analysis of the comments identified the comments under three categories - “Steps not covered in the plan”, “Steps in the plan – Do more” and “Comments”. These were split approximately 50% / 30% / 20% respectively.

The key findings were:

- Respondents felt safer design and engineering of streets were not covered appropriately in the Draft Plan, this included safer cycling infrastructure and segregation of traffic.
- “Active travel modes priority” and “reduce motor traffic” were topics that dominated discussion. Sub topics included safer cycling infrastructure, pedestrian prioritisation and priority of pedestrian signal timings. Many respondents felt this should be discussed in more detail in the Final Plan.
- Respondents felt the Draft Plan did not explain plans to reduce and manage motor traffic in enough detail – permeant street closures, vehicle restrictions/ bans and timed street closures.
- More pedestrian education and engagement was highlighted as lacking in the Draft Plan, with several comments calling for more campaigns and education for people walking.
- There was support for stronger and more frequent road enforcement, including cycling enforcement, traffic management and fines.
- Suggestions included exploring the use of Intelligent Speed Assistance, automated technology, lobbying to increase the congestion charge, lobbying to reduce TAXI & PHV and lobbying to licence people cycling.

Conclusion and recommendations

The Draft Plan’s ambition to meet Vision Zero was well received with over 77% of the respondents agreed with the trajectory of the targets set out in the plan. Of the respondents that did not agree with the targets, 70% of them felt the Draft Plan was not ambitious enough.

The ten steps, integrated with the three high level themes, demonstrated how the Draft Plan will meet challenges and work towards Vision Zero over the strategy period 2018 – 2023. All the themes received good support, with Only 4.5%, 2.8% and 7.5% of respondents of respondents saying they could not the support the steps, respectively for each theme.

Response text analysis, categorising the open-ended statements around the theme into detailed sub-topics identified several key findings and recommendations:

1. Plan does not go far enough

The results above demonstrate that of the 22.4% respondents that did not agree with the targets stated. Over 70% of them felt the targets were not ambitious enough. This was reflected in their comments that suggested more could be done to reduce motor traffic and be more ambitious with road closures.

2. Draft Plan structure refinement

Numerous comments related to the order of priority between the three themes, language and structure of the Draft Plan. Many felt that Theme 2 should have featured first in the plan. The Draft Plan did not intend to give indication that one step should be prioritised over another. However, from the comments it seems that issues such as engineering and enforcement sections need to be enhanced, and therefore it is proposed the plans themes will be reversed, so that the behaviour change and engagement sections appears later in the plan.

3. Engineering

Engineering was the second most discussed topic of the Theme 1. Comments involved the following sub topics: Safer Street Design, Segregation of Traffic, Cycling Infrastructure and Segregated Cycle Lanes, and Pedestrian Prioritisation. It was clear that there was strong support for more information around plans for safer engineering and active mode prioritisation in the City to be covered in the Final Plan.

4. Enforcement

Several respondents raised concerns regarding the issue of enforcement. It was the second most discussed topic under the Theme 2 and fourth overall. Comments mentioned both general enforcement of traffic regulations and the targeting of specific unlawful conduct. Dangerous behaviour by cyclists received particular consideration, for example claiming that enforcement should inhibit the jumping of red lights or use of excessive speeds. Enforcement of the City wide 20mph limit was also raised as a concern, with members of the public citing flagrant abuses of the limit and demanded a better enforcement response. While there was clear support for the proposals, the Final Plan should be careful to address how the City Corporation will work with the City of London Police to educate, engage and enforce.

5. Traffic Levels

Traffic level was the topic commented upon most under both Theme 1 and Theme 3. Many comments fall under the sub-topic "reduce traffic levels," calling for a general reduction across the City. Respondents suggested that current efforts to reduce traffic levels weren't drastic enough to reduce the number of KSIs. Many advocated a more ambitious approach to road closures and the segregation of traffic with specific mentions made to the dangers posed to cyclists. Popular among responses

was the idea of “Street closures,” with particular emphasis on these being made permanent, and bans of motor vehicles or “segregation of traffic”. The sub-topic “increased congestion” also featured with several comments suggesting that traffic is currently stifled to ‘standards that are unacceptable’. These respondents expressed fears that further efforts to slow traffic would exacerbate congestion. The Final Plan should provide more information on the measures to be taken by the City Corporation to proactively reduce traffic levels within the City.

6. Space Allocation

There were several comments relating to space allocation, with it constituting the third most mentioned topic in the Theme 3. Commenters were particularly interested in altering space allocated to prioritise pedestrians and cyclists. A specific measure recurrently mentioned was the widening of pavements to allow for more space and to incentivise walking while discouraging the use of vehicles. Others went beyond this and noted that the way to prevent KSIs is to further pedestrianize streets. The comments often pertained to the previous objections that the plan didn’t go far enough, with some respondents advocating a more ambitious approach to road closures beyond the peak times suggested in Step 9. There remains broad support for the proposals, but the Final Plan could diffuse the above objections with increased discussion of infrastructural change.

7. Behaviour

Comments relating to behaviour were fifth most common. The sub-topic “personal responsibility” ranked highly, reflecting a desire for people to take the initiative and be in control of their own safety. Linked to this, pedestrian behaviour was the target of several responses which commented on their attitudes and actions.

Several comments suggested there was some bias towards pedestrians within the draft. Approximately 5% of respondents showed support for pedestrians to take more responsibility for their own safety. There was support for more education and awareness campaigns to combat this. The Final Plan needs to clarify the road danger reduction aims with regards to people walking.

Respondents cited a tendency for pedestrians to be distracted by their mobile phones when crossing streets or to just be generally unaware of their surroundings. Almost as popular however were calls for increased pedestrian prioritisation to prevent KSIs.

The Final Plan should consider addressing all the issues highlighted in this report.

References

City of London Corporation. (2017). Retrieved from City of London Corporation:
<https://www.cityoflondon.gov.uk/business/economic-research-and-information/Pages/economic-statistics.aspx>