



Road Danger Reduction and Active Travel Plan 2018 - 2023



**Department of the Built Environment
City Transportation**

Foreword



Chairman of Planning and Transportation Committee, Christopher Hayward CC.

As the Chairman of Planning and Transportation, I am pleased to present our approach to reducing road danger and promoting active travel on our streets. The ambition of this plan is to create a safer, healthier and more habitable City for everyone, whether resident, employee or visitor.

I am committed to reducing casualties on our street and aiming towards a vision of zero deaths and serious injuries. In recent years we have adopted

several engineering measures such as redesigning Holborn Circus and the removal of the Aldgate gyratory thereby delivering safer streets and creating a new public square.

We have completed the radical and potentially transformative Bank on Safety experiment at Bank Junction. Welcomed the new Cycle Superhighways and introduced the first cycling Quietway routes in the City of London.

The City is growing. The arrival of Crossrail and increased Tube line capacity will result in considerable increases in people walking, in particular on key routes and junctions. This Plan outlines ambitious actions to safely accommodate the rising numbers of those wanting to walk and cycle in this City.

We have made great progress in reducing the number of cyclist casualties on our streets even with the year on year increase in cyclist numbers. However, the same does not apply to pedestrians, where the growth in pedestrian numbers has resulted in an increase in pedestrian casualties. More radical action is clearly needed, and this document sets out our approach to delivering Vision Zero, a major component of the Healthy Streets Agenda.

The success of the UK economy requires the City of London to remain efficient and competitive as it grows. We want companies to continue investing in the City as one of the world's premier business locations because they can attract and retain the very best talent. We want to attract new visitors to enjoy the world-class destinations in the Culture Mile. It is imperative, therefore, that we base our strategy on the goal of eliminating death and injury on our streets and improving the experience of walking and cycling.

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Executive Summary

Introduction and Context

This is the City of London Corporation's second Road Danger Reduction Plan following the first five-year plan in 2013. This Road Danger Reduction and Active Travel Plan (RDR Plan) 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.

This plan 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 on London's roads. The Mayor is committed to delivering the Healthy Streets Approach to enable more walking and cycling, helping to reduce levels of physical inactivity and associated health impacts.

The City is home to approximately 9,000 residents. Over 513,000 people work in the City and the majority travel to the Square Mile for work every day, reflecting the City's status as the pre-eminent global finance district. All of these journeys involve some walking. The City working population is predicted to rise further due to growing employment and new transport infrastructure such as Crossrail. The number of visitors to the Square Mile is also set to increase with initiatives such as the Culture Mile.

The City Corporation will be publishing a long term Transport Strategy in the spring of 2019, this RDR Plan will be updated immediately afterwards to take account of the proposals.

Targets

The City Corporation is adopting Vision Zero with the ambition that nobody is killed or seriously injured (KSI) on the City's streets. To achieve this ambition, we will adopt the Mayor of London's targets to reduce KSI by 70% against 2010-14 levels by 2030, and eliminate all KSIs by 2041.

Targets for this plan:

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

Safe System - Towards a Safer City

Our programme of action takes a Safe System Approach¹, an internationally recognised approach to road danger reduction, based on the principle that our life and health should not be compromised by our need to travel.

Theme 1: Safer Streets

Step 1. Safer Street Design:

The implementation of physical changes to street design, reducing the opportunity for the manoeuvres and behaviours that lead to collisions that cause injury. All new street design changes will be promoted to the local community.

Step 2. Timed Closures:

The City Corporation will research opportunities for timed closures to certain classes of traffic. Areas with the highest density of active travellers, and road collision hotspots, will be prioritised.

Theme 2: Safer Speeds

Step 3. Reducing Speed:

The greater the speed the more severe the injury when a vehicle collides with a person. Stopping distances increase with speed and reaction times reduce, thus reducing speed is at the heart of road danger reduction. Due to the high numbers of active travellers we will seek to lower the current 20mph speed limit to 15mph.

Step 4. Trials and Temporary Project:

Temporary, low cost interventions, such as paint and planters, will be trialled to change the look and feel of the streets to prioritise active travel.

Theme 3: Safer Vehicles

Step 5. Safer Freight Operation:

The City Corporation will continue to work with construction sites and freight operators in the City to ensure that safer Heavy Goods Vehicles and better trained drivers operate in the Square Mile.

¹ Source: www.pacts.org.uk/safe-system/

Step 6: Traffic Reduction:

Making space for safer active travel (people walking and cycling) will require a reduction in the motor vehicle traffic in the City.

Theme 4: Safer Behaviours

Step 7. Behaviour Change: Attitudes to Travel programme:

Develop a series of campaigns, programmes and events to influence the attitudes of road users. Empathy towards other road users and understanding of their behaviours reduces conflict and collisions.

Step 8. Safer Riders:

Engage with motorcycle and pedal cyclists through forums to better understand the issues and research opportunities to make riding safer.

Step 9. Safer Drivers:

The City Corporation will work with its partners and City businesses to raise awareness and encourage enhanced driver training for all drivers.

Theme 5: Awareness and Engagement

Step 10. Stakeholder Engagement:

Continue to engage with businesses, construction, industry professionals and the local community. Through various channels, such as the Active City Network (ACN) and the Road Danger Reduction Partnership (RDRP).

Conclusion

This plan is about people. People look to the City Corporation to lead by example and demonstrate progress. The entire UK economy is reliant on our investment in the City as a campus for companies that want to locate here because they can attract and retain the very best talent.

The ability to move safely is therefore a priority. If we want to reduce danger and deliver Vision Zero, we need to work in partnership to change attitudes and raise awareness about road danger.

Section 1

Introduction, Context and Baseline

Introduction

This Road Danger Reduction and Active Travel Plan (RDR Plan) has been developed with the ambition of the City of London Corporation (City Corporation) supporting Healthy Streets and meeting the Vision Zero objectives outlined in the Mayor's Transport Strategy. It aims to work towards reducing the annual number of people killed and seriously injured in traffic incidents to zero before 2041, while continuing to support increased levels of walking and cycling on the City streets.

The way people travel in the City is changing, with a substantial increase in the number of people choosing to cycle. Coupled with this, the daytime population of the City has been increasing and is predicted to continue to rise. As much as 90% of trips are made on foot within the Square Mile, making providing a safe environment for pedestrians a priority. Consequently, the RDR Plan establishes momentum for delivering a safe environment for active travel to achieve absolute casualty reduction figures and the wider objective of accommodating rising active travel demand.

The City Corporation, as a local highway authority, has a legal duty under Section 39 of the Road Traffic Act 1988 to investigate, promote and implement road safety measures. Through this RDR Plan we are seeking to achieve our ultimate vision of zero collision fatalities, a reduction in the severity of collisions, as well as improved health and quality of life for those living, working and spending leisure time in the City of London.

To meet this challenging target, this plan proposes following the Safe Systems Approach that supports safer travel by active modes, such as walking and cycling through reducing road risks at their source. A mixture of behaviour change, engineering interventions and vehicle design changes are needed to enable all road users to take care of their own and others' safety, although the primary responsibility lies with those who present the greatest risks to the most vulnerable road users. This will involve ensuring street environments incorporate safe speeds, safe people, safe design and safe vehicles.

This document has been drafted by the City of London Road Danger Reduction team in partnership with the City Road Danger Reduction Partnership (RDRP), a working group of public sector organisations that have a mutual interest in reducing danger on the City's streets by addressing risks at source.

Context

Mayor's Vision Zero for London

Each road death is an unacceptable and a potentially preventable tragedy, and many serious injuries are life-changing, some of which require lifetime care. It is not only the victims of incidents who are affected; so too are their families, friends and loved ones.

Vision Zero supports that people do not purposefully go out of their way to cause injury. Instead, each is a consequence of one or more contributory factors including simple coincidence, inattention, mistakes made by one or more parties, incorrect judgement and perception of risks, inappropriate behaviours, distraction and simply the speed of events unfolding combined with the human inability to focus in all directions at the same time.

Vision Zero is about protecting people and preventing injury. The responsibility for safety is shared by all, including those who have a role in designing, building, operating and managing our transport network as well as everyone that uses it. Together we can eradicate deaths and serious injuries from our roads and make London a safer, healthier and greener place.

Safe System Approach to Achieve Vision Zero

- Safe speeds: Encouraging speeds appropriate to the streets of a busy City.
- Safe streets: Designing an environment that is forgiving of mistakes.
- Safe vehicles: Reducing risk posed by the most dangerous vehicles.
- Safe behaviours: Reducing the likelihood of road users making mistakes or behaving in a way that is risky for themselves and other people¹.

Road Danger Reduction (RDR) – a modified approach to road safety

RDR targets the vehicles bringing the most danger as they hold the most responsibility. RDR aims to reduce both the number of people injured and the intimidation of vulnerable road users by motor vehicles, decreasing the potential for them to make mistakes.

The key to making roads safer is the reduction of the speed, volume and dominance of motor vehicles. The desired outcomes of RDR are safer streets, which are good for the environment, and for personal and public health.

¹ Vision Zero Action Plan – TfL July 2018

Definitions

The City of London Police (CoLP) classify injury severity as follows:

Injury	Detailed Severity	Severity Classification
Deceased	Killed	Killed
Broken neck or back	Very Serious	Serious
Severe head injury	Very Serious	Serious
Severe chest injury, any difficulty breathing	Very Serious	Serious
Internal injuries	Very Serious	Serious
Multiple severe injuries, unconscious	Very Serious	Serious
Loss of arm or leg (or part)	Moderately Serious	Serious
Fractured Pelvis or upper leg	Moderately Serious	Serious
Other chest injury (not bruising)	Moderately Serious	Serious
Deep penetrating wound	Moderately Serious	Serious
Multiple severe injuries, conscious	Moderately Serious	Serious
Fractured lower leg/ankle/foot	Less Serious	Serious
Fractured arm/collarbone/hand	Less Serious	Serious
Deep cuts/lacerations	Less Serious	Serious
Other head injury	Less serious	Serious
Whiplash or neck pain	Slight	Slight
Shallow cuts/lacerations/abrasions	Slight	Slight
Sprains and strains	Slight	Slight
Bruising	Slight	Slight
Shock	Slight	Slight

Healthy Streets

The healthy streets approach is the Mayor of London's long-term plan for improving Londoners' and visitors' experiences of our streets.

"The Healthy Streets Approach puts people, and their health, at the heart of decision making. This results in a healthier, more inclusive city where people choose to walk, cycle and use public transport".¹

It focuses on 10 Healthy Street Indicators^(Fig.1.) creating streets that are pleasant, safe and attractive, where noise, air pollution, accessibility and lack of seating and shelter are not barriers that prevent people - particularly our most vulnerable people - from getting out and about.

Reducing the danger and intimidation to people who choose to walk and cycle is essential to delivering the Healthy Streets Approach.



Fig.1 Lucy Saunders, The Indicators of the Healthy Street.

City of London Corporation Policy

This RDR Plan will deliver against a number of other key policy objectives.

1. City of London Draft Transport Strategy

The draft Transport Strategy sets out how we will manage transport and streets to ensure the Square Mile remains a great place to live, work, learn and visit. The Transport Strategy will be published in Spring 2019.

This Road Danger Reduction Plan addresses the following strategy outcomes:

- People using our streets and public spaces are safe and feel safe.
- Everyone will feel safe when travelling around the Square Mile.
- We will continually strive to reduce road danger and eliminate traffic related death and serious injury (Vision Zero).

2. City of London Local Implementation Plan 2017-21

The 2013 Road Danger Reduction plan forms part of the Local Implementation Plan (LIP). A statutory document setting out how the City Corporation, as a local highway authority, will implement the Mayor's Transport Strategy and utilise TFL funding to meet regional goals and objectives.

3. City of London Local Plan January 2015

The Local Plan is the City Corporation's vision, aims and objectives for planning policy in the City. A core strategic priority of the Local Plan is to ensure that transport systems are designed to reduce conflict between the high volumes of pedestrians and other road users. The City Corporation seeks to achieve this by considering safety within the design of transport schemes and by creating more traffic-free and traffic-calmed areas for pedestrians and cyclists.

Note: The new Local Plan will set out the City Corporation's vision, strategy and objectives for planning for the next 20 years. The Draft City Plan 2036 will be published in November 2018.

4. City of London Air Quality Action Plan 2015-20

An Air Quality Action Plan has been implemented to address poor air quality and, in general, the efficiency of public transport in relation to limited road space. The Air Quality Action Plan 2015-2020 states that the City has some of the poorest air quality in England. The Road Danger Reduction and Active Travel Plan aims to reduce traffic and shift to non-motorised modes.

5. Mayor's Transport Strategy – Healthy Streets & Vision Zero

The Mayor's Transport Strategy marks a shift towards the road danger reduction approach and the adoption of Vision Zero. Targeting road danger at its source by ensuring street environments incorporate safe speeds, safe people, safe design and safe vehicles. With Vision Zero, the road danger reduction approach is integral to the delivery of all schemes on the City's streets. The Mayor's aim is for all deaths and serious injuries from road collisions to be eliminated by 2041.

Baseline

The City is the historic centre of London and is also home to the leading financial centre in the world. There are fewer private cars than in other parts of London, and a higher density of pedestrians and cyclists, particularly at peak times, than anywhere in the country.

Population and Growth

The City has a resident population of approximately 9,000 people and a very substantial population of workers commuting into the Square Mile every day.

There has been significant recent growth from 356,600 workers in 2010 rising to 513,000 by 2017, a 44% increase over the period. New office developments and increased public transport capacity is bringing more pedestrian travel demand, placing extra pressure on existing pedestrian facilities. Recent casualty trends show that an increase in pedestrian casualties closely mirrors the increase in employment numbers. With predicted further increases, reducing risk of injury to pedestrians is the priority for this plan.

This growth in City commuter population will likely continue after the opening of new transport infrastructure such as Crossrail, Bank Station and Northern Line upgrade.

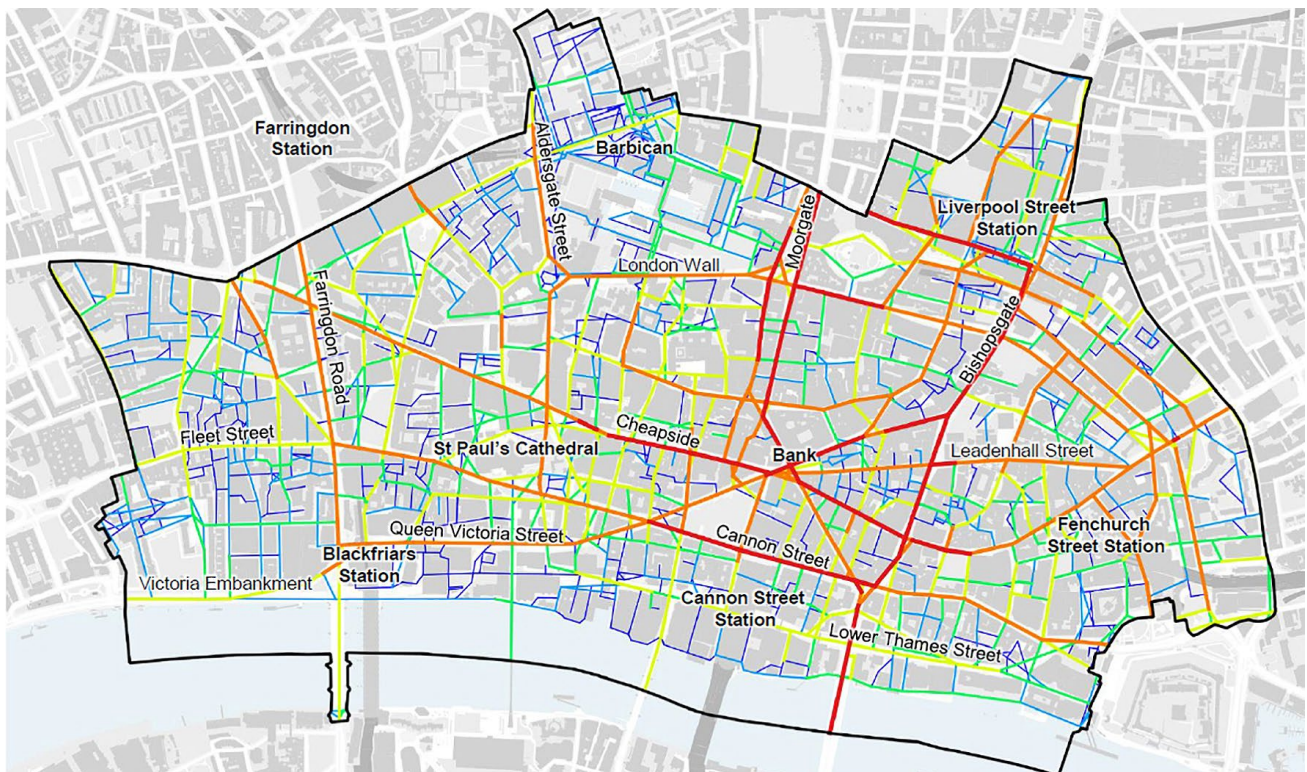


Fig.2. Space Syntax pedestrian demand modelling: 2026 projected. Red = highest flows.

The predicted increase in demand is illustrated by a recent Space Syntax report^(Fig.2.) (2016), which shows the strongest demand, present and future, in areas surrounding the new Crossrail station entrances, Bank Station, London Bridge and on Bishopsgate.

Existing footways are unlikely to be able to absorb this demand, and therefore it seems inevitable that there will be additional overspill onto the carriageway, resulting in further conflict with motor vehicles and cycles.

Changes in Travel in The City

Over the past ten years the number of all motor vehicles on the City streets has reduced. The most significant change is the almost three-fold increase in cycling, which in 2016 overtook cars to become the most common vehicle type on City streets^(Fig.3.).

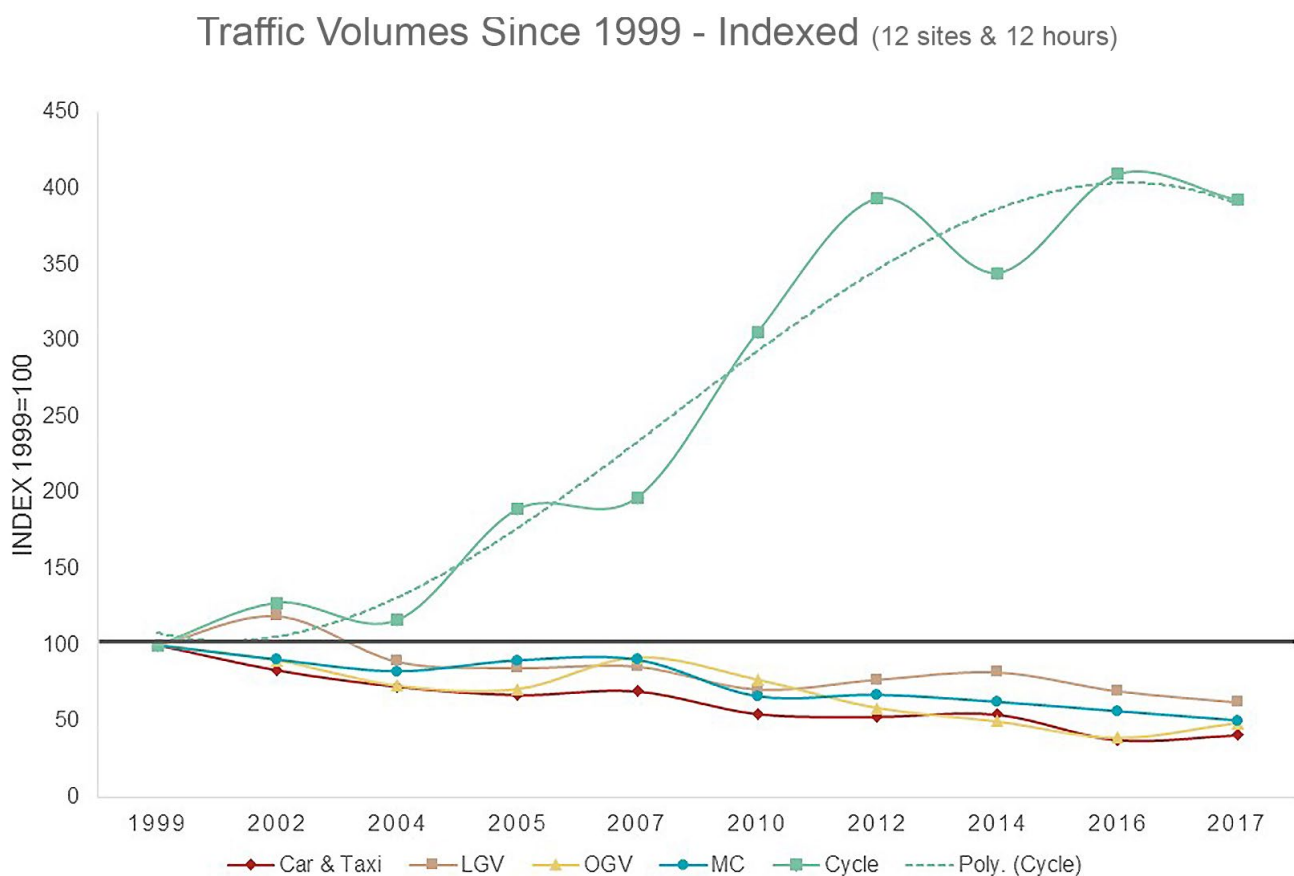


Fig 3. Screenline counts since 1999. The numbers of cars and taxis have approximately halved during the period, whilst cycling has tripled. CoL Screenline Counts total flow 0700-1900.

Heavy and medium weight goods vehicles together make up only 5% of the traffic mix passing through the City screen-lines. Light goods vehicles (LGV) account for 18% of traffic. Despite their relatively low number, goods vehicles are a significant contributor to collisions which cause death or serious injury to cyclists and pedestrians.

Changes to The Profile of Killed or Seriously Injured Casualties

Since 2005 the total number of people killed or seriously injured in the City of London has not changed substantially. However, there have been shifts in the types of collision.

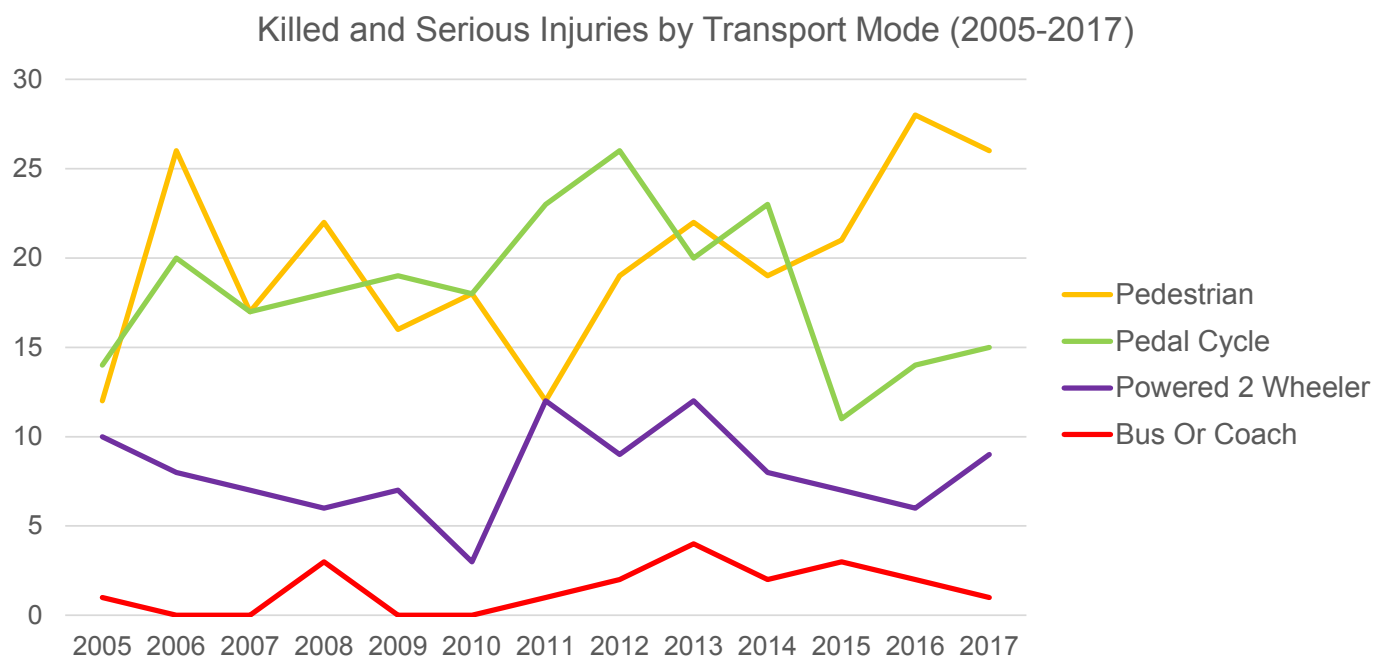


Fig.4. Trends - Killed or Seriously Injured collisions by mode CoL 2005- 2017.

The number of journeys by pedal cycle has continued to increase, but the numbers of people riding bicycles being seriously injured shows a declining trend, and there were no fatalities in 2016 or 2017. The number of people walking in the City has been rising, and an increasing trend to the numbers of people being seriously injured on foot. Three of the four fatalities on City streets in 2016 and 2017 were pedestrians.

There has been a 35% increase in the City worker population since 2010, whilst in previous years the number of pedestrian fatalities or serious injuries were aligned to this increase, more recently the number has not continued to mirror this trend^(Fig.4.).

Section 2

Targets

Vision Zero Targets

The City Corporation's current position is to pursue the Mayor's objective of Vision Zero and eliminate all KSI by 2041.

We will adopt the 2030 target of reduction of 70% of KSI against 2010-14 levels. This would give us a target of reducing the number of KSI to 16 by 2030. We will set annual targets to be assessed on a three-year rolling average to meet the 2030 target with linear reductions.

We will aim to publish an annual Road Danger Reduction Partnership report that will set out our progress towards the delivery of these targets and set targets for the year ahead.

Based on the figures below^(Fig.5.), our first target for 2019 will be 47 KSI which is a 7.5% reduction from 2014 – 2016 average.

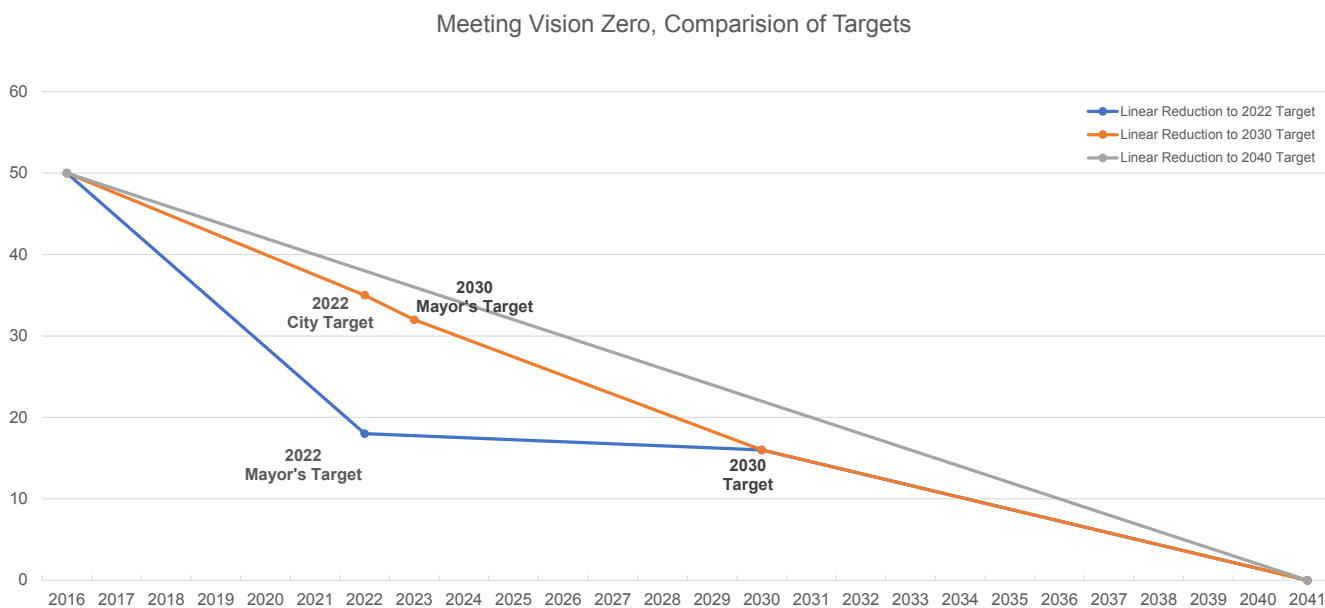


Fig.5. Trends - Meeting Vision Zero, Comparison of Targets

Vision Zero is about protecting people and preventing injury. It is based on organising transport systems that reduce the opportunity and likelihood for harm, rather than statistics. Having achievable targets are, however, important to monitor progress. Therefore, the City Corporation will adopt the 2030 interim target and aim to meet the Mayor's 2041 vision.

Note: The way that Police record road injuries together with the introduction of online injury reporting, has led to an increase in Serious Injuries since end 2017. Targets may therefore need to be adjusted going forward.

The need for an ambitious approach

We estimate as many as 10 million road crossing are made by pedestrians in the City each day and human error is part of the Vision Zero equation, hence a focus on slowing down traffic. The persistent increase in pedestrian killed and serious injury numbers may be linked to drivers, powered two-wheeler riders and cyclists failing to anticipate pedestrian behaviours and movements by slowing down, being courteous and taking due care combined with:

- Increased crowding of footways, leading to pedestrians spilling out onto the carriageway.
- Long wait times at pedestrian crossings, leading to chance-taking.
- Pedestrians obscured when crossing from between parked and queuing vehicles with motorists failing to see/anticipate a crossing pedestrian.
- Pedestrian/cyclist conflicts caused by pedestrians moving through congestion and failing to anticipate filtering cyclists and powered-two-wheelers and vice-versa.

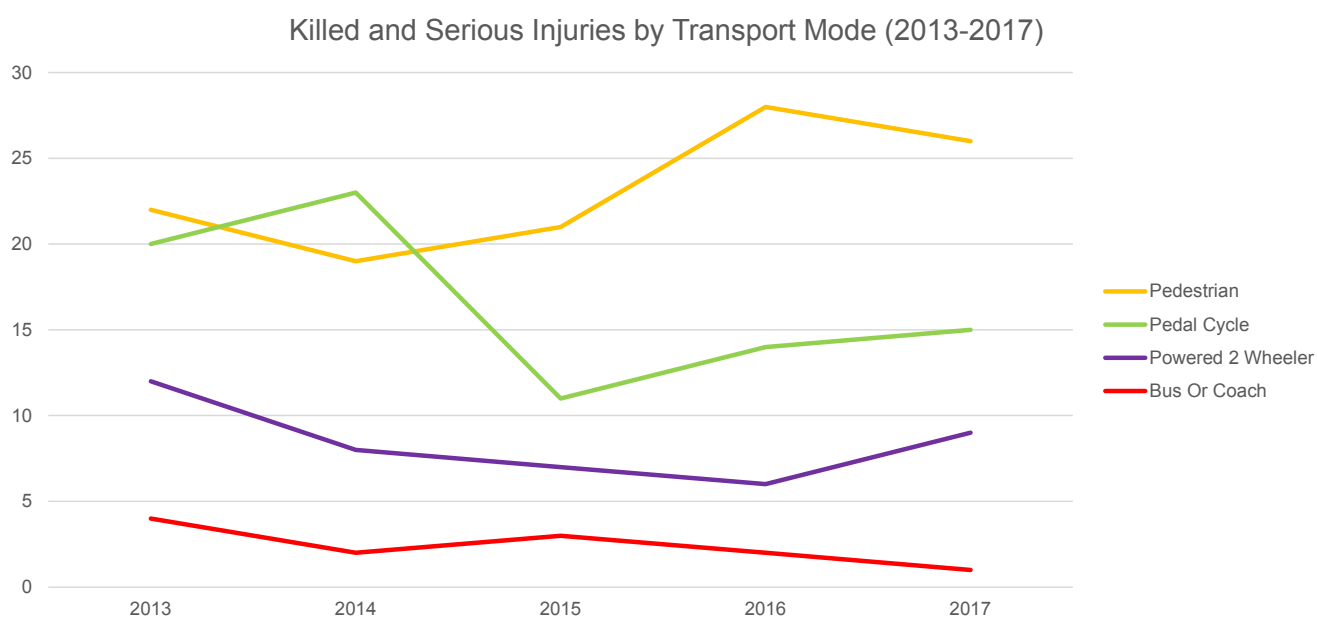


Fig.6. Killed and Serious Injuries by Transport Mode (2013-2017)

While there has been a reduction in the numbers of killed and serious injuries to people cycling^(Fig.6.), six of the nine fatal injuries in the period between 2010 – 2016 were to cyclists, further reducing cycling fatalities and serious injuries will therefore remain a core focus of our work.

In aggregate, motor traffic inflicts the most injuries on vulnerable road users, with taxis, cars and goods vehicles causing the most harm^(Fig.7.). Harm done by cars has been falling, but this is broadly consistent with the drop-in number of cars crossing the City screen-lines since 1999.

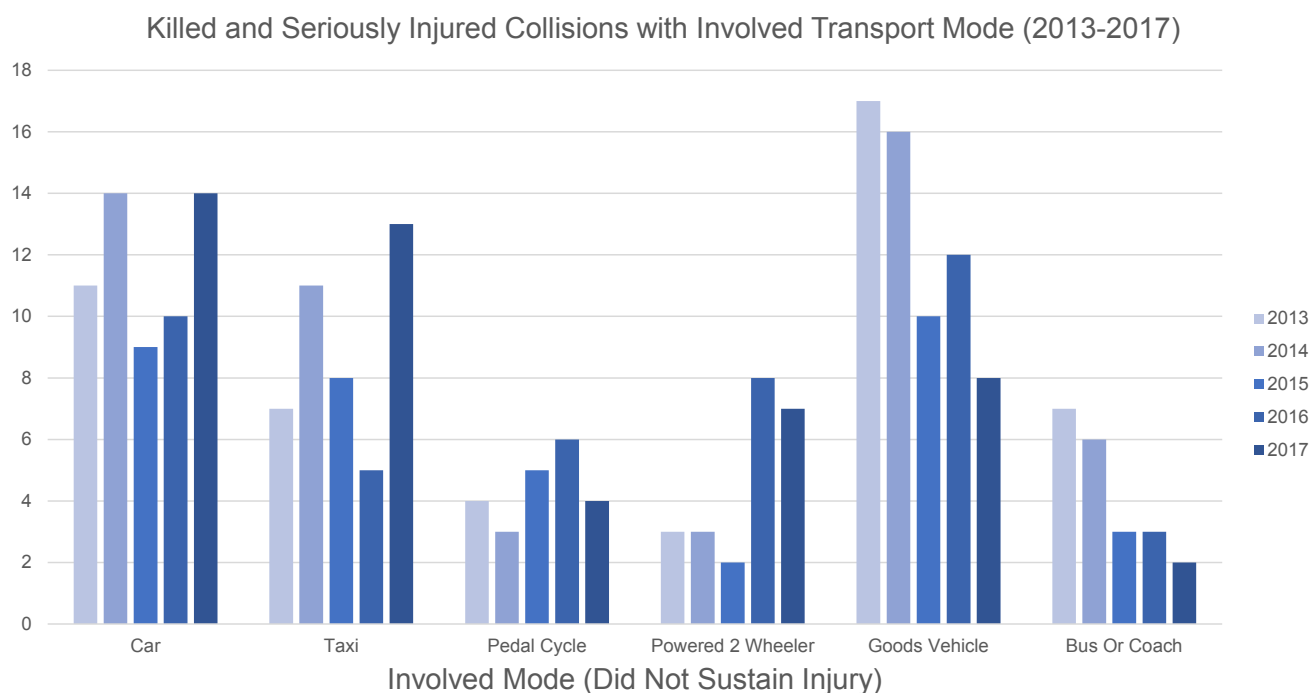


Fig.7. Killed and Seriously Injured Collisions with Involved Transport Mode (2013-2017)

The introduction of stricter standards for driver training and Fleet Operators (FORS) certification as a condition of contract and planning permission for new developments may have influenced a sharp drop in harm caused by goods vehicles.

Harm caused by motorcycles and taxis has fluctuated but remained relatively constant. Harm caused by cyclists has remained constant on average even with increasing ridership.

Where are people being hurt?

The main clusters of injuries (2011 – 2016 report) in the City are at:

- West Smithfield/Farringdon Junction (cyclist/motorcyclists involvement).
- Fleet Street/Farringdon Street (cyclists).
- Temple Avenue/Victoria Embankment (motorcyclists).
- London Wall/Moorgate (motorcyclists and pedestrians).
- Bishopsgate (pedestrians).
- Bank Junction (cyclists).
- Cannon Street/King William Street/Monument junction (cyclists).
- Fenchurch Street/Gracechurch Street (pedestrians and motorcyclists).

These recorded clusters do not take into account the recent implementation of Cycling Superhighways (north-south, at Blackfriars; and east-west along Lower Thames Street). The success, or otherwise, of these schemes will be judged at least three years following their completion in 2016, with the northerly extension of the north-south route programmed to start in Autumn 2017.

The evidence presented underlines issues that the road danger reduction approach needs to address, including:

- An increasing weight of demand for walking and cycling.
- Ongoing increases in the number of pedestrians killed and seriously injured and slightly injured in road collisions – in line with increase in number of pedestrian trips.
- An ongoing reduction in the number of motor vehicles, with cyclists now surpassing the number of private cars crossing the screen-lines from 2016 and providing opportunities to expand public spaces for people.

Section 3

Implementation Plan

In this ambitious five-year plan, we will deliver ten steps grouped by the Safe System Approach to achieve reduction in KSIs.

Ten Steps in 5 Years

In this Section we summarise our current and programmed projects and introduce a strategic programme of activities to be developed and implemented over the lifespan of this RDR Plan.

Theme 1: Safer Streets

Step 1. Safer Street Design

City Corporation will continue to work with the City of London Police (CoLP) to monitor trends in collision data to identify the locations and causes of collisions.

Observational studies at collision hotspots guide the implementation of physical changes to street design, reducing the opportunity for the manoeuvres and behaviours that lead to collisions that cause injury. All new street design changes will be promoted to the local community.

Planned Projects

Planned projects that are being designed to cater for the rapidly rising numbers of people walking and cycling. The priority locations for change by 2030, using analysis of data from 2012 – provisional 2017/18 data, are:

- Bank Junction - permanent scheme.
- Eastern Cluster public realm improvement.
- Moorgate (London Wall to Eldon Street)
- High Holborn (Holborn Circus to Warwick Lane)
- Cannon Street (Mansion House Station to New Change)

- St Paul's Gyratory
- Aldersgate Street/Beech Street
- Fleet Street/New Fetter Lane Junction
- Lombard Street – Fenchurch Street Corridor
- Quietways Phase 2.

In addition, we will work with Transport for London (TfL) to deliver changes at the following priority locations on the Transport for London Road Network (TLRN):

- Extension of north-south Cycle Superhighway (Farringdon Road).
- Bishopsgate and Liverpool Street Area
- Monument Junction
- Embankment (Temple Avenue to Puddle Dock)
- Mansell Street
- Southwark Bridge/Lower Thames Street
- Upper Thames Street (London Bridge to Eastcheap)

Monitoring Collision Data

Monitoring collision data provides the foundation of all road safety education, promotion and engineering. It tells us where collisions are taking place, what behaviours and manoeuvres are contributing to these collisions and which modes of transport are involved.

In the Square Mile, the absolute numbers and percentages of people travelling on foot, bicycle and motorcycle are very high. These people are also the most vulnerable and can be very seriously injured or killed when involved in a collision with a motor-vehicle, especially if it is travelling at speed. The CoLP officers are one of the first responders to collisions that cause injury in the Square Mile. They report the location of the collision, the vehicles involved, the vehicle manoeuvres and other contributory factors that led to the collision. The statistics gathered from these roadside reports relating to personal injury accidents on public roads are recorded using the STATS19 accident reporting form.

These roadside reports include details such as make and model of vehicles or pedestrian involvement, level of injury sustained, time of day, weather conditions and behavioural factors that the attending officer concludes are related to the collision. These factors

are then analysed to identify trends, locations and road conditions. These factors are mapped in the Appendices.

After identifying where the collisions are taking place, an observational study of the area is performed to propose new street design solutions. Observations are undertaken on foot, bicycle or motorcycle so that a full understanding of the factors at play can be established. Measures proposed would depend on the situation, but can include pedestrian refuge, crossings, traffic signals, raised crossings, reducing carriageway width.

Working with TfL on the TLRN

Several streets in the City are controlled by TfL. The main trunk roads are controlled by TfL. 45% of the collisions which cause injury in the City take place TLRN 'red routes'. We will work through forums such as the RDRP to develop collaborative schemes to work towards making these routes safer.

Road Danger Reduction Engineering Programme

While engineering major junctions and corridors can take many years from inception to completion, The City Corporation will deliver a Road Danger Reduction Engineering Programme of minor works to improve the safety of the City's streets.

The proposed programme of works for Road Danger Reduction Engineering either under way or planned for commencement 2018-20 (subject to change, correct at time of writing):

- Aldersgate St/Beech St - Lining scheme to mark out stopping positions for right turning vehicles is identified.
- London Wall/Wormwood St/Old Broad St - Possible co-ordination with Quietways Phase 2.
- Gt. Swan Alley/Moorgate - Scheme to introduce a pedestrian refuge island on Moorgate (just north of junction with Great Swan Alley) has been identified.
- Fenchurch St/Lloyds Ave - A potential scheme to introduce a raised junction table on Lloyds Avenue.
- Bouverie St/Fleet St - Part of the Fleet Street/Fetter Lane to Ludgate Hill/St Pauls Churchyard Link.
- Angel St/St. Martin's Le Grand - Possible co-ordination with Quietways Phase 2.
- Old Broad St/Threadneedle St - Possible co-ordination with Quietways Phase 2.

Case Study – Snow Hill/Holborn Viaduct

An example of what the Road Danger Reduction Engineering programme would deliver.

Collision Analysis

Snow Hill / Holborn Viaduct was the sixth most dangerous junction on the City's highway network. In the three years to October 2016, there were 12 collisions which resulted in 13 casualties. Of these casualties, two were serious and 11 slight.

Collisions involving	Casualty	Severity
Cyclist/Taxi	Cyclist	Slight
Cyclists/LGV	Cyclist	Slight
Cyclists/Motorcyclist/LGV*	Cyclist & Motorcyclist	Serious & Serious
Cyclists/Bus	Cyclist	Slight
Taxi/Car	Taxi driver	Slight
Motorcyclist/LGV	Motorcyclist	Slight
Cyclists/LGV	Cyclist	Slight
Cyclists/Car	Cyclist	Slight
Cyclists/Car	Cyclist	Slight
Taxi/Car	Taxi driver	Slight
Cyclists/LGV	Cyclist	Slight
Cyclists/Taxi	Cyclist	Slight

* one collision resulted in two casualties

10 out of the 12 collisions involved a right turning movement.

Design Solution

The design solution was to introduce a dedicated lane for vehicles turning right into Snow Hill, footway build-outs, a raised carriageway in Snow Hill to reduce turning speeds and the removal of the taxi rank to improve inter-visibility^(Fig.8.)

The dedicated right turn lane formalised the road space to provide a “refuge” where drivers/riders can position themselves without holding up traffic. They can take more time and attention to complete the turn without feeling pressurised.

Raised carriageway

Footway build-outs



Fig.8. Snow Hill/Holborn Viaduct junction 2018

Dedicated right turn lane

Keep left bollard to protect right turning two wheeled riders

The estimated return (to the community) on the collision saving is £69,300 per annum or a first-year rate of return of 116%.

Education and Promotion at Collision Hotspots

In addition to Road Danger Reduction engineering, targeted campaigns will be developed at casualty hotspots.

Video monitoring of Queen Street, an area of shared space where people on foot complained that people cycling were travelling too fast, showed that the presence of Traffic Marshalls in high visibility clothing, together with signs and road markings had a measurable impact on the speed and behaviour of people riding bicycles.

Common behavioural collision factors:

- Failed to look properly.
- Careless/Reckless or in a hurry.
- Crossing between stationary vehicles.
- Failed to judge another vehicle's speed.
- Pedestrian impaired by alcohol.
- Pedestrian inattention.
- Passenger opening a door in front of a cyclist.
- Right turn across a cyclist's path.
- Left turn across a cyclist's path.

This type of intervention, where possible delivered with the support of City Police, will be applied to reduce the common behaviours that lead to collisions in the City.

All physical change on the street will be accompanied by a local promotional campaign both in advance of works and immediately after completion. The objective is to inform the community of the works that have been completed to keep them safe, to deflect any criticism should any road user be negatively affected and enhance the effectiveness of new street layouts.

Step 2. Timed Closures: Making space for active travel

The City Corporation will research opportunities for timed closures to certain classes of traffic. Areas with the highest density of active travellers, in particular those locations which are already road collision hotspots, will be prioritised. The objective is to make streets both safer and more comfortable for people walking and cycling.

Walking and cycling are the most popular modes of travel in the Square Mile, the requirement for space will increase with the opening of Crossrail in 2019 and

Underground/National Rail capacity enhancements. Prohibiting all motor traffic except buses at Bank Junction^(Fig.9.) under a temporary traffic order has demonstrated that the closure of a high-profile junction can be delivered on a temporary basis, and, further to this, the success of the scheme has lead to its permanent implementation.



Fig.9. Addressing congestion at junctions

All proposals will include a significant element of stakeholder engagement, with support from the community, businesses, RDRP and other key stakeholders. Projects will research potential negative and positive impacts in advance of any trial and be ready to remove trial measures at short notice if they are proving either ineffective or due to public or stakeholder demands.

Initiatives to be Progressed in Period of Action Plan

Lunchtime streets

These are pilot timed street closures to motor traffic on a busy pedestrian environment during the lunchtime peak from 11:30am – 2:30pm. Evidence suggests that up to 30% of pedestrian injuries occur during this period, and public feedback shows there is a desire in several City areas area for a less trafficked environment.

The project will remove non-essential traffic from an area for the lunch period, allowing the closure of a section of a street to create extra space for the local community to enjoy a range of on-street activities during their lunch break. The aim is to engage with the public, re-envision how public space can be used, while also trialling methods of retiming freight and serving traffic.

We aim to deliver at least one pilot in 2019 and identify further with an objective of a rolling programme of at least three 'Lunchtime Streets' areas and events by the summer months of 2022.

Car free weekends

The City Corporation will investigate and aim to organise a weekend free from motor traffic on some City streets to allow the local community to envision a car free area, whilst also seeking to attract visitors to the City. The City Corporation will work towards coordination of a car free weekend for International Car Free Day in September.

This usually coincides with Open House weekend, where many of the buildings in the Square Mile are open to the public. This attracts a large number of visitors to the City; thus traffic free streets will provide additional comfort and safety for the public.

Supporting residents and third parties to use City Streets

We will use our engagement with City communities to seek to work with them to facilitate events on the City streets that support the promotion of safe walking and cycling.

Supporting and facilitating closures by third parties and residents

We will continue to support activities such as Ride London – FreeCycle

We will seek to work with event organisers such as Nocturne to use the traffic free circuit before the racing begins as space for safe family cycling, inviting residents and City workers to participate.

Examples from overseas

Summer Streets, New York: Started by Mayor Bloomberg in 2008, this event continues to attract mainstream sponsorship and huge crowds to enjoy Central New York without motor traffic (Fig.10.).



Fig.10. Summer Streets - New York. Source: <https://www.nyc-arts.org/events>

Summer Streets, Regent Street, London: Initially trialled in 2016, this is now an annual event with the length of Regent Street beoming pedestrianised every Sunday in July, allowing Londoners and visitors enjoy a range of exhibitions, games, talks, pop-ups and shows on offer throughout the street (Fig.11.).



Fig.11. Summer Streets, Regent Street. Source: www.regentstreetonline.com

Theme 2: Safer Speeds

Step 3. Reducing Traffic Speed

The greater the speed the more severe the injury when a vehicle collides with a person. Stopping distances increase with speed and reaction times reduce, thus reducing speed is at the heart of road danger reduction.

15mph limit

The Draft Transport Strategy proposes that due to the high numbers of active travellers the City Corporation will seek to lower the current 20mph speed limit to 15mph within the City. Speed awareness, education and engagement with all road users is therefore a core component of this plan.

Speed Awareness - Education and Engagement

Evidence from camera studies at Queen Street shows that these campaigns can be successful in slowing the speed of traffic. They also effectively engage the local community, encouraging vigilance at areas where collisions cause injury.

Community Road Watch

We will work with the CoLP to appeal to City workers and residents to participate in Community Road Watch. This is where members of the public use speed guns to measure the speed of vehicles outside their workplace, or place of residence. Police Officers are in attendance for guidance and support. Speed offenders detected by this action are sent a warning letter.

Speed Awareness Campaign

A visible on street presence at key areas of danger is an effective way to influence traffic speed and the behaviour of road users. A variety of techniques can be deployed, the simplest being people dressed in highly visible clothing. Others include signage and engagement events.

Road User Engagement

We will work with the CoLP to engage with stakeholders in the freight, construction, taxi, private hire, cycle and motor cycle industry and groups as well as businesses to encourage slower speeds.

Vehicle Activated Signage

We will investigate opportunities for installation of vehicle activated signage.

Enforcement

The CoLP will continue to enforce the 20mph limit.

Technology

Speed Cameras

The City has an average speed camera in use on Tower Bridge. We will investigate the opportunity for further use of enforcement technologies during the period of this plan.

Intelligent Speed Adaptation

We will investigate the opportunity of 'Intelligent Speed Adaptation'¹ to automatically control vehicle speeds on City Corporation vehicles and work with TfL to encourage the adoption on buses.

Step 4. Trials and Temporary Projects

Temporary, low cost interventions, such as paint and planters, will be installed to change the look and feel of the streets to prioritize active travel. While traffic will not be physically limited, the aim of these interventions is to influence riders and drivers to travel at lower speeds and travel with care in areas where large numbers of people walk or cycle. These measures will be monitored, and if appropriate made permanent.

We will seek opportunities to use materials such as paint, planters and temporary seating, to change how a street looks and feels. The aim is to indicate walking and cycling priority zones.

Examples of this approach include the colourful crossings recently installed at the Beech Street and Aldersgate Street junction^(Fig.12.).

All these experimental schemes will be monitored to assess positive and negative impacts. If the scheme is popular and it works without causing disruption it could be made permanent. If not, it can be removed.

- We will look at using colour to indicate to drivers and riders that they are entering an area where the road space is for people, not only for movement of vehicles.

¹ Intelligent speed adaptation (ISA) is an in-vehicle system which uses GPS and a database of speed restrictions to limit vehicle speeds.



Fig.12. Beech Street/Aldersgate Junction 2018

- We will investigate the use of a temporary artwork, engaging the local community in redesigning their streets.
- We will approach our partners at TfL to propose the trial of colours and designs on the main streets.
- We will investigate 'gateway' treatments at key entry points to the City, to support slower speeds, and make all those who enter appreciate that the City is different.
- We will seek to add to the green space within the City, particularly for the summer months. Where possible suspending parking and loading bays and installing parklets, making space for the community to enjoy lunch and meetings in the public realm. These pop-up parks are popular in many London Boroughs.

We will aim to use these activities to make the local streets 'Active Travel Priority Zones', to support the proposed 15mph speed limit in the Draft Transport Strategy.

Theme 3: Safer Vehicles

Step 5. Safer Freight Operation

Fleet Operator Recognition Scheme

The Fleet Operator Recognition Scheme (FORS) is a voluntary accreditation scheme for fleet operators. The scheme aims to raise the level of quality within fleet operations, and to demonstrate which operators are achieving best practice in safety, efficiency, and environmental protection.

The City Corporation will continue to work with every construction site in the City to ensure the safest Heavy Goods Vehicles and best trained drivers operate in the Square Mile. We will work to encourage City businesses to promote safer vehicles, driving standards and training, for their supply chains.

Safer Freight

We will improve the safety of motor vehicles which use City's streets by using the FORS to integrate safety into fleets. We will support the continued inspection of over 1000 vehicles each year with the CoLP Commercial Vehicles Unit.

City Mark

We will continue the CityMark accreditation programme at construction sites in the Square Mile to ensure vehicles meet FORS standards and will encourage the inclusion of CityMark in Construction Logistic Plans (CLP).

FORS ensures that drivers were trained through the Safer Urban Driver Scheme to drive safely in urban areas and that the lorries are fitted with the latest safety equipment to reduce blind spots.



Fig.13. Recognising and celebrating professional excellence and attentiveness towards vulnerable road users.

Construction contractors in the City are encouraged to sign up to Construction Logistics and Community Safety Scheme (CLOCS) to monitor the safety of the vehicles and drivers entering their sites.

CityMark rewards sites that provide evidence of their processes to monitor vehicle safety with a City Mark sign. The scheme is managed through the Considerate Constructors Scheme.

The largest category of vehicle, at over 7.5 tonnes, makes up less than 1% of the traffic but have been involved in 30% of the road fatalities in the City. The design of these vehicles leaves blind spots for the drivers and is a cause of deaths to cyclists and pedestrians in the City and across London. (2012 – 2017)

Direct Vision Standard

Low Entry Cab lorries puts drivers in a lower position with bigger windows. This design reduces blind spots and enhances the safety of people walking and cycling. We will work with our partners at fleet operators and construction sites to promote the uptake of this design of vehicle.

City Mark for Vans

We will work with stakeholders with the ambition to develop a scheme that encourages better trained drivers and safer vans in the City. We will establish a steering group of key organisations such as the Institute for Couriers, delivery firms and their customers to lead the project, which will promote accreditation such as FORS for vans, 'Vansmart'.

Safer Powered Two Wheelers

Supporting TfL with developing a motorcycle FORS standard for couriers and delivery riders, which will include improved safety training.

We will work with industry, sector associations and motorcycle riders to identify and understand levers for motorcyclists to choose lighter, less powered vehicles when riding to and around the City.

Step 6. Traffic Reduction

Making space for safer active travel will require a reduction in the motor vehicle traffic in the City. We will work to support the aims of the Draft Transport Strategy through engagement and promotion to reduce non-essential traffic from the City's streets, with an emphasis on reducing traffic at peak times when most people on foot or bicycle are travelling.

Reducing motor traffic is key to improving air quality and delivering Vision Zero. We will work on engagement and educational initiatives through forums such as the Active City Network (ACN) to support the traffic reduction aims of the Draft Transport Strategy.

We will engage with City businesses to promote freight consolidation, and the reduction in personal deliveries made to offices. We will seek to promote active travel alternatives for non-essential private hire or taxi trips for business travel.

We will seek to pilot initiatives that can achieve these outcomes throughout the period of this plan.

Measures and initiatives to reduce motor traffic in the Square Mile will include:

- Supporting TfL's efforts to reduce the number of Private Hire Vehicles operating in central London. We will also work with TfL and large operators to reduce circulation and empty running and promote ridesharing.
- Working with the taxi industry to reduce empty running of taxis within the Square Mile, including a City-wide review of taxi ranks and promotion of ride hailing apps.
- Working with businesses to reduce the use of private cars, private hire vehicles and taxis for commuting and for trips within the Square Mile and central London.

Theme 4: Safer Behaviours

Step 7. Behaviour Change: Attitudes to travel programme

We will develop a series of campaigns, programmes and events to influence the attitudes of road users. To achieve real reductions in fatal or serious injuries a change of culture is required. Empathy towards other road users and understanding of their behaviours reduces conflict and collisions. Attitudinal surveys will be taken annually to measure the impact over time.



Fig.13. Being safe is up to all of us working together, with emphasis on those road users and behaviours that pose the greatest risk to others.

An important step towards safer streets is to influence attitudes to increase empathy between different road users.

Does it Work?

Evidence shows that people who regularly use a vulnerable mode in the City (walking, cycling or motor cycling) are more considerate towards them when driving. It is this finding upon which the Safer Urban Driver Training is based, whereby lorry drivers spend time learning to cycle a bicycle.

Within the City, collision data shows that people who drive black taxis are half as likely to collide with people on powered two wheelers than the average driver but collide with people on bicycles proportionally the same as the average driver.

An attitudinal study from 2017¹ showed that cabbies also have high levels of empathy towards Powered Two-Wheeler riders. The Knowledge is something all taxi drivers must do to learn London's streets, usually over several years done on a powered two-wheeler, which may explain this.

Therefore, to achieve real reductions in road injuries, not only do we need to change the streets, we also need to change the 'culture'.

What We Want to Achieve

Aggressive riding or driving must become socially unacceptable. A 'social norms' campaign will require many years of repeating the key messages to drive or ride slowly and safely.

Be Brake Ready Campaign

We must encourage all our drivers and riders to recognise that there are almost 513,000 City workers, alongside thousands of visitors to the Square Mile. Almost all these people walk at some point during the day. This means there are millions street crossings every day. The chance of someone making a mistake and crossing in front of a moving vehicle is high.

People make mistakes, so our transport system needs to accommodate human error and unpredictability (TfL Vision Zero).

The Be Brake Ready campaign, aims to remind riders and drivers to ride or drive at a pace where collisions will not result in serious injury.

¹Source: www.activecitynetwork.com

When arriving in the City of London, we want all our road users (delivery drivers, motorcyclists, cyclists and taxi drivers) to behave courteously to each other. Being courteous and polite is a hallmark of British culture, which is renowned worldwide, and people's behaviour is influenced by the perception of how their peers think. We, therefore, alongside Be Brake Ready propose the development and promotion of The City Etiquette Guide for all street users, delivering high profile promotions to raise awareness of behaviours which lead to collisions and promote the City Etiquette principles:

Be Brake Ready

- Be Aware.
- Be considerate.
- Look Around.
- Less Haste.

Different platforms and approaches will be used for engagement: video, web, events and marketing throughout a five-year period as we develop this campaign. The quantifiable outputs will include awareness and change of attitudes, measured through surveys and media coverage.

The ACN will be central to the engagement of drivers, riders and pedestrians to this programme. Most cyclists and pedestrians are employees of City businesses, while most motorists are professionals servicing employers. Changing behaviour is a long-term process, and attitudes to the travel programme will run for several years. Continual monitoring will provide lessons, which will be applied to hone the effectiveness of the messages and delivery.

Events in the Public Realm – Re-envisioning the streets

We will hold events in the public realm to promote safer travel messages.

The objective of events is to allow the community to envision a public space focussed on people rather than traffic. Public events help show that streets are not just for traffic, but also great places for people to meet and chat, helping to promote active modes of travel, generate positive publicity for the City of London and allow consultations on big issues such as the safety of pedestrians.

Cities around the world have used similar events to engage their communities towards transforming their streets to be safer and more welcoming for active travellers. In 2019 we will aim to launch two public events in the City which are detailed above in Step Two – Timed Closures.

1. Lunchtime Streets where selected streets will be reserved for people for lunchtime
2. Car Free Day – Where sections of the City are closed to traffic for the weekend

Step 8. Safer Riders

We will develop rider forums to engage with motor and pedal cyclists to better understand the issues and research opportunities to make riding safer. We will also promote cycle and powered two-wheeler (P2W) training, maintenance, and issue advice on safer routes, behaviours and vehicles.

Improving the Safety of People Riding Powered Two-Wheelers (P2W)

Motorcycles and scooters are a major area of concern since they are involved in 25% of all collisions that cause fatal or serious injuries in the City of London. Most injuries are to P2W riders, usually in conflict with other motor vehicles, but P2Ws are also involved in collisions with pedestrians.



Fig.14. Speed and the ability to slide through traffic also increase the chances of an accident.

On average annually, 3.2 pedestrians and 1.2 cyclists are seriously injured when in collision with a P2W. Throughout the period of this plan, we will work with the representative groups for powered two-wheeler riders, to research potential mitigation interventions.

We will work with established industry and user associations and groups, to engage with riders in the Square Mile. We will use these connections to the rider community to

better understand the issues and research opportunities to make riding safer. We will also promote rider training, maintenance of bikes, and issue advice on safer riding.

The most common collision type is when a someone steps out between stationary vehicles into the path of an on-coming P2W, which is filtering through stationary traffic. The 'Be Brake Ready' campaign will focus on this collision type. Usually the bike rider and the person walking are both injured when a collision occurs.

We will also therefore seek to promote messages to people walking to 'Look out before Stepping Out.'

We will also target behaviour change campaigns at both commuter and professional riders and offer training at free or reduced costs to all.

Delivery companies employ P2W riders to deliver small items, and fast food delivery companies often employ relatively inexperienced riders on 50 – 125cc bikes. To ride this type of vehicle currently requires only one day of training if they carry L-plates. We will work with TfL to promote better training for all delivery riders.

We will work with Industry and advocacy groups to encourage riders in the City to choose lighter weight, lower emission more easily controlled bikes to travel in the Square Mile.

We will join London wide initiatives to promote safer riding of powered two-wheelers and better understand the opportunities for making travel on a P2W safer for all.

Safer Cycling

We will work to encourage good safe cycling, while discouraging aggressive anti-social cycling in the City of London.

Cycling in the City of London has grown in popularity and in 2016 pedal cyclists represented almost 26% of vehicles. The safety for cyclists has improved, but 15 people who were cycling were seriously injured, so there is still more work to be done.

As the popularity of cycling grows, there has also been an increase in numbers of people on bicycles involved in collisions with pedestrians. This collision type often leads to injury of both the rider and the person on foot. Surveys show that the City of London population considers the behaviour of cyclists to be very concerning.

In 2017 there were 19 collisions between people walking and cycling, causing 25 personal injuries.

- 5 x Serious injuries: 4 people on foot and 1 person riding a bicycle.
- 20 x Slight injuries: 15 to pedestrians and 5 to people riding a bicycle.

Pedal Cyclist & Pedestrian Collision pair 2017 Contributory Factors

Pedestrian

Failed to look properly: 9

Wrong Use of Pedestrian Crossing Facility: 5

Failed to judge vehicle's path or speed: 3

Careless/Reckless/In a Hurry: 1

Wearing Dark Clothes at Night: 1

Crossed Road Masked by Stationary or Parked Vehicle: 1

Pedal Cycle

Travelling Too Fast For Conditions: 2

Disobeyed Pedestrian Crossing Facility: 1

Disobeyed Automatic Traffic Signal: 1

Although most of the contributory factors were attributed to pedestrians, they also suffered most injuries. With such large numbers of people walking in the City it can be expected that people will make mistakes.

We will therefore promote the need for people riding a bicycle to be aware of a high



Fig.15. Changing our urban context requires shared knowledge of behaviours and the built environment.

risk of collision with people suddenly stepping out in front of them. We will also work to promote the need of people walking to look out for people cycling.

We will work to reduce the speed of people on bicycles which will reduce the severity and number of these collisions. Camera studies show that campaigns at key junctions can slow average cycling speeds. We will work with the City Police to target people who contravene red signals on bicycles, while also supporting TfL in implementing Cycle Scoot, to smooth the flow of people cycling.

We will continue to offer free cycle checks (Dr Bike) at employer sites through the ACN and in the public realm, to help ensure bicycles are well maintained and the brakes work efficiently.

We will encourage the take-up of cycle training and provide cycle repair workshops, which we offer free of charge.

The level of cycle and goods vehicle conflict is high. This collision pair led to 22 fatalities or serious injury in the period 2011 - 2016. We will continue to work to raise awareness with riders of lorry blind spots and promote Safer Urban Driver training for goods vehicle drivers. We will also work on campaigns in the winter months to encourage people cycling to have working lights on their bicycles.

Breaking the law, jumping red lights and riding on the pavement, not only creates a hazard, but also increases the negative perception of people riding bikes. We will work with the City of London Police to reduce the incidence of this illegal behaviour.

We will work with established cycling groups such as the Bicycle Association and London Cycling Campaign, to engage with pedal cyclists to better understand the issues and research opportunities to make cycling safer in the City of London.

Step 9. Safer Drivers

The City Corporation will work with its partners and City businesses to raise awareness and encourage enhanced driver training for all drivers. We will also look to promote the specific behaviours that reduce collisions, for example the 'Dutch Reach' approach for taxi passengers, using the far hand when opening taxi doors.

Driver Training

Our key activities will be engagement with and education of all drivers in the City. We want to encourage as many drivers as possible to take Safer Urban Driver Training, as this includes half a day cycling.

We will also seek to organise walks and rides around the City for people who usually drive, so they can experience the City from a different perspective. The walking experience in the City is very different from other less busy areas of London, and it should

not be assumed that regular drivers have experienced it. The objective is to create an understanding and empathy towards vulnerable road users.

Safer Driver Campaigns

We will work with contacts in the courier, taxi, private hire, facility management and fleet operator sectors on targeted campaigns to promote road safety messages at the drivers who regularly drive in the City. Examples could include:

Dutch Reach - work with organisations representing taxi and private hire drivers to implement a campaign for their passengers to look behind them before opening their door. To avoid collisions where a cyclists or motorcyclists are hit by an opening door^(Fig.116.).

Be Brake Ready – a campaign to encourage drivers to travel more slowly and carefully in the City. We aim to make drivers aware that with such high numbers of people on foot and cycle, mistakes will happen, and they need to be ready to stop. With so many junctions in the Square Mile, extra speed will not improve journey times, but will add to risk.



Fig.16. Dutch Reach. Source: dutchreach.org

Safer Buses

The Mayor's Transport Strategy has a focus on the safety of buses, with the following targets:

- 2022 – reduce the number of people who are killed or seriously injured in, or by, London buses by 70% against 2005-09 levels;
- 2030 – reduce the number of people killed in, or by, London buses to zero.

In the Square Mile there is an annual average of 12.4 injuries to pedestrians and 7.6 to cyclists, of which 2.8 and 1.6 are serious or fatal (2011 – 2015) involving buses or coaches. Of the injuries to pedestrians, most injuries are due to passengers falling over while the bus brakes or swerves suddenly.



Fig.17. The shift towards healthy streets provides long-term benefits to the quality of our life.

Working with bus operators, and through the RDRP and TfL we will support and encourage enhanced driver training for bus and coach drivers to look out for cyclists when pulling in or out of bus stops. We will also work with the bus depot managers to ensure that bus drivers are briefed not to accelerate quickly in the City.

We will also look at developing messages with TfL to encourage passengers to be aware of the danger.

Theme 5: Awareness and Engagement

Step 10. Stakeholder Engagement

The Active City Network (ACN)

The ACN has been established with the aim of getting more people walking and cycling more safely. We will grow the network, engaging with businesses, residents and visitor destinations to promote safer behaviours and projects to achieve these aims.



Fig.18. London Bridge sees a large number of commuters during peak periods

The ACN is an engagement tool for communicating with businesses, residents, visitors and students, to plan and deliver road danger reduction and active travel promotional activities, such as those outlined above.

The objective is to have the City of London communities work to produce a sense of common ownership of the issues of danger and injury to active travellers. There are an estimated 513,000 employees working in the City of London, and over 85% of commuters

travel by active modes, walking or cycling the last mile to their workplace. Employers also generate most of the motor traffic. Taxis, motor and pedal cycle couriers, vans making deliveries, and servicing vehicles are also involved in the collisions with active travellers who work in the buildings. Working with the supply chains of the employers, we will promote good driver behaviour through campaigns such as: Be Brake Ready.

We will offer employers a range of free services to support the safety of their staff in getting to and from work, and business travel such as: cycle training for staff, cycle repair workshops, and promotion of City walking routes.

The ACN provides a platform to communicate key messages to all employees to help avoid injury.

The ACN is currently managed as with a board chaired by Alderman Alison Gowman.

Activities will include:

- Business Conferences.
- Major public events – Lunchtime Streets.
- Dark Nights get lights for your bikes.
- Road Shows – in the workplace and outside.
- Best Practice Publications.
- Videos and materials for employee induction packs.
- Newsletters.
- Consultation on changes to deliveries.
- Other activities as agreed by the board.

Road Danger Reduction Partnership (RDRP)

This established partnership, which is for the sharing of information at officer level between the CoLP, the City Corporation, TfL, London Fire Brigade, and the Greater London Authority (GLA) will be continued. Two annual RDRP meetings will be chaired by the Chairman of Planning and Transportation to monitor progress and agree actions towards meeting targets.

Since 45% of KSI collisions in the City of London occur on TfL controlled main streets, it is essential that we work closely with the GLA and TfL to develop solutions.

In an environment of cost savings and efficiencies, bringing together key stakeholders to plan, coordinate and collaborate efforts is vital.



Senior officer meetings will review the Road Danger Reduction Work Programme and set targets for the year ahead. To award this subject the gravitas it deserves and to engage at a higher level at the GLA and TfL, these meetings will be chaired by the Chairman of Planning and Transportation or assigned deputy.

The objective is to work at a senior level with TfL and the GLA to collaborate on proposals to address road danger on the City of London sections of the main trunk road network.

At policy level, the RDRP of senior officers includes the Director of City Transportation and Public Realm, the Chief Superintendent of the CoLP and other officers as appropriate.

The RDRP will meet twice a year to sign off the annual Road Danger Reduction Work Programme, which outlines what is being done in road danger reduction, setting targets and projects for the year ahead.

A second meeting will be arranged mid-year as an opportunity to discuss what each party is doing and how effective it is being.

At officer level, an established Operational Delivery Group provides a platform to share information and coordinate projects. This group will continue to meet quarterly.

We will invite officers from neighbouring Boroughs, which face similar challenges over large numbers of pedestrians and cyclists and high commuter flows, so that we can better coordinate programmes, and work together on cross-boundary issues. Officers from TfL will continue to be invited as the highway authority for the TfL controlled main trunk routes.

Project Delivery Timeline

The major projects and programmes that will be delivered by the RDR Plan are summarised below. Delivery timelines and progress against targets will be revisited and updated annually for the lifetime of this plan, and, additionally, updated to take account of the Transport Strategy in spring of 2019.

Development Delivery Ongoing

Steps	Projects	2019/20	2020/21	2021/22	2022/23	2023/24
Safer Street Design	Road Danger Reduction Engineering Programme					
Timed Closures	Lunchtime Streets					
	Car Free Day					
	Supporting third party events					
Reducing Speed	Community Road Watch					
	Speed Awareness					
	Technology - Speed / ISA					
	Stakeholder Engagment (see below)					
Trials & Temporary Projects	Junction and Street low cost trial					
	Parklet					
Safer Freight Operation	City Mark					
	City Mark for Vans					
	Safer P2W					

Traffic Reduction	Stakeholder Engagement (see below)					
Behaviour Change	Campaign - Be Brake Ready					
Safer Riders	Riders Engagement					
	Rider Training					
	Education and Engagement (ACN below)					
Safer Drivers	Safer Urban Driver Training					
	Safer Driving campaigns - e.g. Dutch Reach, Hold on					
Stakeholder Engagement	Active City Network					
	Road Dange Reduction Partnership					

Conclusion

Conclusion

This plan is about people. It sets out a path to engage with all stakeholders to deliver road danger reduction and active travel in an exciting and engaging way.

As the central business district for the capital city, what we do as the City of London has influence nationwide. People look to us to lead by example and demonstrate progress. The entire UK economy is reliant on our investment in the City as a campus for companies that want to locate here because they can attract and retain the very best talent. The ability to move safely is therefore a priority.

At the same time, the City has an immense portfolio of heritage and architectural interest that will attract weekend and evening visitors. The success of Culture Mile being established around the Barbican, where creativity is the most valuable currency, will depend on visitors arriving on foot, cycle and public transport. It is therefore imperative that we base our strategy on the goal of enabling people to walk and cycle safely to their points of arrival.

Coordination with other initiatives such as the Culture Mile will be essential to reduce danger to our active travellers.

To reduce danger and deliver Vision Zero we need to work in partnership:

- All stakeholders will be asked to consider and work towards Vision Zero as our ultimate goal by 2041.
- Vision Zero and Road Danger Reduction will permeate all of our transport related activities.
- We seek to change attitudes and awareness in a non-confrontational way backed by enforcement.
- We will create a new language for our streets which welcomes people.
- With successful partnerships we can work with neighbouring boroughs to realise Vision Zero in central London.

We need to do this together!