

<b>Committee(s)</b> Streets and Walkways Committee – For Information Planning and Transportation Committee – For Decision	<b>Dated:</b> 27 February 2018 9 April 2018
<b>Subject:</b> Road Danger Reduction and Active Travel Plan 2018 - 2023	<b>Public</b>
<b>Report of:</b> Director of the Department of Built Environment	<b>For Decision</b>

### Summary

This 5-year Road Danger Reduction and Active Travel (RDR & AT) Plan has been developed with the ambition of getting the City on target for meeting the Vision Zero objectives outlined in the draft Mayor's Transport Strategy, whereby the annual number of people killed or seriously injured (KSI) in traffic incidents is zero before 2041. To meet this challenging target the plan proposes a number of behaviour change, enforcement, engagement and engineering initiatives that support safer travel by active modes (walking and cycling), whilst reducing road risks at source.

The 2018/19 RDR Work Programme is broadly based on the assumptions set out in this document, details can be seen in Appendix 5.

Measures implemented from the 2013 Road Danger Reduction Plan include:

- City-wide 20mph zone – all streets except some TfL controlled streets;
- Bank junction – timed closure to motor traffic;
- Implementation of engineering measures, including: removal of Aldgate Gyratory, 2-way cycling, courtesy crossings
- Behaviour change programme – engaging schools, employers & the City Police
- Reducing goods vehicle and cyclist collisions – delivery of CLOCS and FORS, exchanging places

New transport infrastructure such as Crossrail and associated office developments are bringing about a changing environment in the City and its daytime demographic. Commuter numbers are increasing and predicted to continue to rise, while more people are choosing to walk or cycle their last mile to work.

Work on engineering, education, enforcement, training and promotion have seen a reduction in the rate of collisions. However over the past five years absolute casualty numbers have remained roughly constant. Therefore, the 2013 RDR Plan's target of a 50% reduction in killed or serious injury (25 KSI) by 2020 is unlikely to be met.

The draft Mayor's Transport Strategy proposes the adoption of Vision Zero, setting the City a target of 18 KSI by 2022 and 16 KSI by 2030. The 2022 reduction is unrealistic and the 2030 target would be very challenging requiring the City to undertake even more radical measures.

This 5-year RDR & AT Plan focuses on three themes:

1. Engagement and behaviour change.
  2. Danger reduction through enforcement and targeted road user interventions and
  3. The trialling of innovative temporary engineering measures.
- All work will be data led including: collision data analysis, collision hot-spot investigations, and extensive monitoring and evaluation of all physical and behavioural interventions.

## Recommendation(s)

Members are asked to endorse the Road Danger Reduction and Active Travel Plan 2018 - 2023 for public consultation. (Appendix 1).

Members are also asked to approve the 2018/19 Work Programme (Appendix 5 and Appendix 6).

## Main Report

### Background:

1. The City's success is reflected in its continuing growth as a commuter destination. There has been significant recent growth from 356,600 employees in 2010, rising to 454,700 by 2015, a 22% increase. There has also been an increase in walking and cycling within the City, which is in line with the Healthy Streets Approach in the draft Mayor's Transport Strategy. During the past 5 years, killed or seriously injured casualties (KSI) have remained fairly constant, averaging 50 KSIs each year. This is lower total than any London borough, but is not in line with the 2020 target of 25 KSI set in the *2013 Road Danger Reduction Plan*.

### Current Position:

2. Cyclist KSI numbers are down. The 2014-16 average of 16 KSI compares to the 2011-13 average of 23 KSI. This is roughly a 30% reduction, despite an approximate 25% increase in cyclist numbers. However cyclists accounted for 6 of the 11 fatalities in the City between 2012 – 2016.
3. The number of pedestrians killed or seriously injured in road collisions has risen. The 2014 -16 average of 22.6 KSI, compares to the 2011 – 13 average of 17.6 KSI; approximately a 22% increase. This increase is roughly in-line with the 22% increase of the City worker population.
4. The delivery plan therefore proposes a focus on the safety of active travel with an emphasis on pedestrian safety, focusing on reducing danger at source.
5. The casualty analysis (Appendix 7) maps who, what, where, when and why collisions occur within the Square Mile and provides the background evidence for the RDR and AT Plan.

### Proposals:

#### 6. **Theme 1: Engagement and Behaviour Change**

##### • **Behaviour change: attitudes to travel programme**

Almost all collisions involve behavioural factors, it is therefore imperative to change the attitudes of road users. Social norms campaigns and best practice guides will be aimed at encouraging safer road behaviour over the long term.

##### • **Causational factors programme**

Analysis of Police roadside collision reports (Stats19) together with road safety audits of collision hotspots will inform this programme. Targeted campaigns by user behaviour and location will seek to address behaviours. Small engineering improvements to the highway will be proposed where required to support safer road user behaviour.

- **Stakeholder engagement: Active City Network (ACN)**

The ACN is a means of distributing road danger reduction and active travel promotions and messages to businesses, residents, visitors and students throughout the City of London. It will also act as a forum for feedback on proposed measures, encouraging a sense of ownership over road danger issues from the whole community.

- **RDR partnership**

The Partnership of the City Police and City Corporation is dedicated to making a healthier and safer City. It is proposed that to monitor progress towards Vision Zero, the partnership is chaired by the Chairman of Planning and Transportation. An officer level Operational Delivery Group would meet quarterly and membership would be expanded to neighbouring Boroughs to allow cross boundary working.

## 7. **Theme 2: Danger reduction and vision zero**

- **Targeted enforcement and street monitoring**

The City Corporation Road Danger Reduction team works in close partnership with the City of London Police to analyse the data from injury collisions to allow an 'intelligence led' intervention approach.

The City of London Police have a Roads Policing strategy will ensure that higher risk road user behaviour and criminality on the roads is addressed through criminal prosecution or educational alternatives and support road safety campaigns and events delivered by the City of London Corporation and Transport for London

- **Safer freight operation**

HGVs make up less than 1% of the traffic but have been involved in 30% of the road fatalities in the City over the past 5 years. The *City Mark* programme works with all construction sites improving compliance for large freight vehicles and their drivers. This work will continue and be embedded within CCS.

The City Corporation adopted Fleet Operator Recognition Scheme as a procurement requirement to ensure safer vehicles and drivers for deliveries. Adoption of similar schemes by City employers will be promoted through the *Active City Network*.

- **Safer riders – pedal and motor cycle**

Powered two wheelers are involved in 25% of all KSIs in the City. Pedal cyclist injuries have fallen but collisions between cyclists & pedestrians have risen. We will focus on engagement through establishing forums, rider etiquette campaigns to change behaviours and rider training to reduce collisions involving riders.

- **Safer drivers**

Driver training will be promoted to groups such as private hire and van drivers. Methods for ensuring safer buses, taxis and private hire cars will be developed through the *Road Danger Reduction Partnership* and TfL, encouraging enhanced driver training.

## 8. **Theme 3: Active travel and Healthy Streets**

- **Temporary timed closures of casualty hotspots – lunchtime streets**

The rising demand for active travel puts pressure on the current facilities at peak times. We will therefore research the opportunity for trialing timed closures for some vehicle types at high footfall casualty hotspots. The City experiences three peaks in pedestrian demand, morning, lunch and evening. The proposed initial focus will be trialing traffic free streets in high demand areas at lunchtime. This is the least disruptive time for a trial, and will provide ability to assess impacts.

- **Tactical urbanism: Active travel priority zones**

Experimental road designs will be trialled on low budgets with temporary materials to study their impacts, preceding permanent road alterations.

**Targets:**

9. The Draft Mayors Transport Strategy Vision Zero approach sets challenging interim targets for London authorities based on the 2005-9 and 2009 – 14 baselines. Unlike other authorities, the City has not seen absolute drops over this period.

The 2022 target set by the Mayor of a 65% reduction from the 2005 – 9 baseline would require a reduction from 51KSI in 2016 to below 18KSI in 2022. It is not realistic to adopt this target. However, a linear reduction towards the 2030 target of 16KSI would be more appropriate, which results in a target for the City of 33 KSI in 2023.

**RDR and AT Work Programme 2018/19**

10. Appendices 3,5 & 6 outline detailed delivery and spending plan for the year ahead.

**Budget:**

11. The 2018/19 annual RDR & AT Work Programme is fully funded through TfL Local Implementation Plan. Future years programmes will be subject to agreed funding and reporting process to members.
12. It is recognised that an increased RDR budget is required over the following years if the City is to meet the challenging targets. Section 55 of the Road Traffic Regulation Act states that on-street parking surplus, including fines from Bank, can be spent on the implementation of the London Transport Strategy.

**Conclusions:**

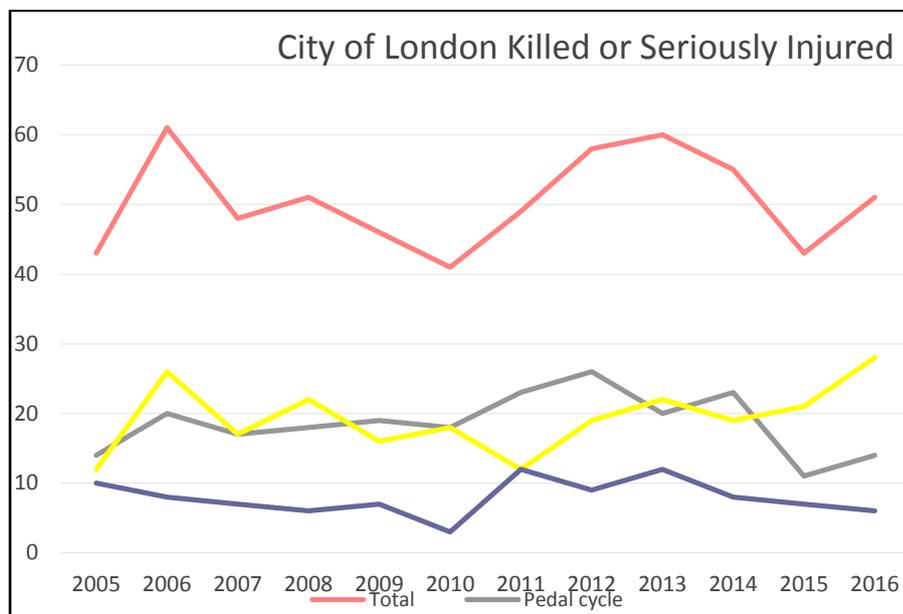
13. Measures adopted over the last five years for road danger reduction have been successful in delivering an improvement in the casualty rate in the City. However absolute casualty numbers have remained constant due to the rise in the number vulnerable road users. More significant reductions in KSI numbers will require the adoption of new and more radical measures that prioritise active travel and support Healthy Streets.
14. The existing major engineering projects and programmes such as Bank on Safety, will continue to deliver casualty reductions, but due to time-frame major new projects are beyond the scope of this 5-year plan
15. The 2018 – 2023 Plan focuses on what we can do in the short term. Longer term reduction in casualties will rely heavily on the adoption of a radical Transport Strategy for the City.

## Appendices

### Appendix 1 Road Danger Reduction & Active Travel Plan 2018 -2023

PDF (Attached as a separate document)

### Appendix 2 Road Injury statistics for the City of London 2011 – 2016



### Appendix 3: Proposed RDR and AT Team 2017/18 Budget with Targets

Project	Estimated KSI reduction	Required Full Time Equivalent staff	Annual cost - £000s
Behaviour change: attitudes to travel	0.5	1	40
Causational factors analytics and highways monitoring	0 (provides evidence base)	1	10
Community Engagement	0	1	35
Joint Campaign - Enforcement	0.5	0.5	10
Safer Freight	0.5	0.5	10
Safer Riders	0.5	0.5	10
Safer drivers	0.25	0.5	5
<b>Engineering / Temporary Pilot</b>			
Timed closures	0.25	0.5	10
Active Travel Zones	0	0.5	0
Network Performance	0.5	1	124
<b>Totals:</b>	<b>3</b>	<b>6</b>	<b>254</b>
The requested £254,000 budget is to be funded from the LIP allocation 2018/19			
<b>Outcomes from programme</b>	<b>Annual KSI Reduction</b>		
Reduction in KSI	3		
Current KSI (3-year average)	50		
<b>Target KSI for 2018</b>	<b>47</b>		

Annual Value a serious injury (per incident - DfT 2016) = £237,527.00  
 Bank has not been included in the projected casualty savings

## Appendix 4: City of London Casualty Analysis and Mapping 2012 - 2016 City Etiquette Guide

(Attached as a separate document)

## Appendix 5: Road Danger Reduction and Behaviour Change - Monthly Work Programme

Month	Category	Action	Objective
Apr-18	Behaviour Change Campaign	Easter Active Travel Campaign	To encourage people who are getting back on their bikes to consider training
Apr-18	Behaviour Change Campaign	City Etiquette Campaign - videos	Engage commuters through YouTube and social media
Apr-18	Collision data and hotspot monitoring	Highway Monitoring	To monitor streets for future safety initiatives, with a highlight report
Apr-18	Community and Business Engagement	ACN Business Roadshow	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
Apr-18	Community and Business Engagement	Aldgate Area - School Pedestrian Training	To ensure all pupils at Sir John Cass are aware of the changes to the Aldgate Area project
Apr-18	Community and Business Engagement	ACN Event: Vision Zero Workshop	Find opportunities for collaboration with TfL and neighbouring boroughs
Apr-18	Driver and Rider Training	Driver Assessments	To ensure all CoL drivers are assessment to a good standard
Apr-18	Safer Freight	City Mark	To engage with CCS major construction sites
May-18	Behaviour Change Campaign	Walk the City - Walking Maps Campaign	Engage with business - promote safer walking routes
May-18	Behaviour Change Campaign	Business Healthy Challenge	Supporting CoL initiative, engage with business, promote active travel, offer training for safer cycling, safer walking routes etc.
May-18	Behaviour Change Campaign	National Walking Month	To engage with vulnerable road users and encourage active travel
May-18	Collision data and hotspot monitoring	Highway Monitoring	To monitor streets for future safety initiatives, with a highlight report
May-18	Community and Business Engagement	ACN Business Roadshow	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
May-18	Community and Business Engagement	Pop Up Roadshows - (Location TBC)	To promote healthy sustainable travel

<b>Month</b>	<b>Category</b>	<b>Action</b>	<b>Objective</b>
May-18	Community and Business Engagement	Aldgate Area - School Pedestrian Training	To ensure all pupils at Sir John Cass are aware of the changes to the Aldgate Area project
May-18	Driver and Rider Training	Driver Assessments	To ensure all CoL drivers are assessment to a good standard
May-18	Safer Freight	City Mark	To engage with CCS major construction sites
Jun-18	Behaviour Change Campaign	National Bike Week - Exchanging Places Campaign	To promote work related road safety as part of national bike week
Jun-18	Behaviour Change Campaign	City Etiquette Campaign - Less Haste	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
Jun-18	Collision data and hotspot monitoring	Highway Monitoring	To monitor streets for future safety initiatives, with a highlight report
Jun-18	Community and Business Engagement	ACN Event: 200 Year of the Bike History Conference	CoL Partner support & encourage safer & healthy travel
Jun-18	Community and Business Engagement	Tactical Urbanism: Lunchtime Streets Pilot	Trial lunch-time street closures to monitor impacts - engage with businesses, improve pedestrian facilities
Jun-18	Community and Business Engagement	ACN Business Roadshow	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
Jun-18	Community and Business Engagement	Pop Up Roadshow - Golden Lane Community Day	CoL partner support & encourage safer & healthy travel
Jun-18	Community and Business Engagement	Pop Up Roadshows - (Location TBC)	To promote healthy sustainable travel
Jun-18	Community and Business Engagement	Aldgate Area - School Road Safety Day	To ensure all pupils at Sir John Cass are aware of the changes to the Aldgate Area project
Jun-18	Driver and Rider Training	Driver Assessments	To ensure all CoL drivers are assessment to a good standard
Jun-18	Driver and Rider training	Cyclist and motorcyclist's forum	Liaise with forums to engage, feedback and advise rider groups on demands for City safety
Jun-18	Rider Training / Behaviour Change	E Bike Tours	To engage with businesses to promote safer & healthy travel
Jun-18	Safer Freight	City Mark	To engage with CCS major construction sites
Jun-18	Safer Freight / Safer Riders	Construction site hoarding safety campaign	To promote work related road safety as part of national bike week
Jul-18	Collision data	Highway Monitoring	To monitor streets for future

Month	Category	Action	Objective
	and hotspot monitoring		safety initiatives, with a highlight report
Jul-18	Community and Business Engagement	ACN Business Roadshow	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
Jul-18	Community and Business Engagement	Cart Marking	To promote HGV & vulnerable road user safety
Jul-18	Community and Business Engagement	Pop Up Roadshows - (Location TBC)	To promote healthy sustainable travel
Jul-18	Driver and Rider Training	Driver Assessments	To ensure all CoL drivers are assessment to a good standard
Jul-18	Safer Freight	City Mark	To engage with CCS major construction sites
Aug-18	Community and Business Engagement	ACN Business Roadshow	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
Aug-18	Driver and Rider Training	Driver Assessments	To ensure all CoL drivers are assessment to a good standard
Aug-18	Rider Training / Behaviour Change	E Bike Tours	To engage with businesses to promote safer & healthy travel
Aug-18	Safer Freight	City Mark	To engage with CCS major construction sites
Sep-18	Behaviour Change Campaign	Healthy Safe Travel	European Mobility Week
Sep-18	Collision data and hotspot monitoring	Highway Monitoring	To monitor streets for future safety initiatives, with a highlight report
Sep-18	Community and Business Engagement	ACN Business Roadshow	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
Sep-18	Community and Business Engagement	Pop Up Roadshows - (Location TBC)	To promote healthy sustainable travel
Sep-18	Driver and Rider Training	Driver Assessments	To ensure all CoL drivers are assessment to a good standard
Sep-18	Safer Freight	City Mark	To engage with CCS major construction sites
Oct-18	Behaviour Change Campaign	Light Angels Campaign	To promote safer cycling during the darker months - hand out lights to cyclists when clocks go back, who don't have lights
Oct-18	Collision data and hotspot monitoring	Highway Monitoring	To monitor streets for future safety initiatives, with a highlight report

<b>Month</b>	<b>Category</b>	<b>Action</b>	<b>Objective</b>
Oct-18	Community and Business Engagement	ACN Business Roadshow	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
Oct-18	Driver and Rider Training	Driver Assessments	To ensure all Cool drivers are assessment to a good standard
Oct-18	Safer Freight	City Mark	To engage with CCS major construction sites
Nov-18	Collision data and hotspot monitoring	Highway Monitoring	To monitor streets for future safety initiatives, with a highlight report
Nov-18	Community and Business Engagement	ACN Business Roadshow	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
Nov-18	Driver and Rider Training	Driver Assessments	To ensure all CoL drivers are assessment to a good standard
Nov-18	Safer Freight	City Mark	To engage with CCS major construction sites
Dec-18	Behaviour Change Campaign	Christmas Safer Commuting Campaign	To ensure all City commuters stay safe during the festive period
Dec-18	Collision data and hotspot monitoring	Highway Monitoring	To monitor streets for future safety initiatives, with a highlight report
Dec-18	Community and Business Engagement	ACN Business Roadshow	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
Dec-18	Driver and Rider Training	Driver Assessments	To ensure all CoL drivers are assessment to a good standard
Dec-18	Safer Freight	City Mark	To engage with CCS major construction sites
Jan-19	Collision data and hotspot monitoring	Highway Monitoring	To monitor streets for future safety initiatives, with a highlight report
Jan-19	Community and Business Engagement	ACN Business Roadshow	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
Jan-19	Community and Business Engagement	School Pedestrian Training	To engage with CoL school children of all ages, safer routes to school
Jan-19	Driver and Rider Training	Driver Assessments	To ensure all CoL drivers are assessment to a good standard
Jan-19	Safer Freight	City Mark	To engage with CCS major construction sites
Feb-19	Behaviour Change Campaign	London Bike Show	To engage with motorcyclists, promote safer riding and provide free training
Feb-19	Collision data	Highway Monitoring	To monitor streets for future

<b>Month</b>	<b>Category</b>	<b>Action</b>	<b>Objective</b>
	and hotspot monitoring		safety initiatives, with a highlight report
Feb-19	Community and Business Engagement	ACN Business Roadshow	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
Feb-19	Community and Business Engagement	School Pedestrian Training	To engage with CoL school children of all ages, safer routes to school
Feb-19	Driver and Rider Training	Driver Assessments	To ensure all CoL drivers are assessment to a good standard
Feb-19	Safer Freight	City Mark	To engage with CCS major construction sites
Mar-19	Collision data and hotspot monitoring	Highway Monitoring	To monitor streets for future safety initiatives, with a highlight report
Mar-19	Community and Business Engagement	ACN Business Roadshow	To engage with City businesses, promote safer riding & driving initiatives and consult with employers.
Mar-19	Community and Business Engagement	School Pedestrian Training	To engage with CoL school children of all ages, safer routes to school
Mar-19	Driver and Rider Training	Driver Assessments	To ensure all CoL drivers are assessment to a good standard
Mar-19	Safer Freight	City Mark	To engage with CCS major construction sites
Mar-19	Safer Freight	CLOCS Conference	To keep up to date with best practice, networking and promoting City of London initiatives

## Appendix 6: RDR and AT Engineering Proposals 2018/19

Scheme location & description	Expected output	Anticipated delivery date
<p>City-wide collision hotspot analysis. A continuation of the City-wide analysis in 2017/18, focusing on locations with the greatest collisions and identifying potential engineering measures to improve road safety.</p>	<p>Potential engineering measures identified, and a programme of measures evaluated for implementation from 2019/20.</p> <p>Potential sites to investigate include Fleet Street, Ludgate Hill, Fetter Lane, Gresham Street and others which become apparent during 2018.</p>	<p>Mar-19</p>
<p>Puddle Dock link - Blackfriars Pier to Queen Victoria Street. This scheme provides facilities to enable pedestrians to access this part of the City more safely. It potentially includes a pedestrian crossing over Upper Thames Street, a pedestrian footway on the western side of Puddle Dock and the re-design of the Puddle Dock/Queen Victoria Street junction to reduce collisions</p>	<p>Prepare a business case for the project &amp; if approved, measures evaluated for approval.</p> <p>Delivery in 2020.</p>	<p>Mar-19</p>
<p>Deliver a programme of RDR engineering measures evaluated in 2017/18.</p>	<p>Deliver the following low-cost schemes:</p> <ol style="list-style-type: none"> <li>1. Fenchurch Street/Lloyd's Avenue – protected right turning lane and raised side road entry treatment. Expected collision saving 0.4 per year.</li> <li>2. Fenchurch Street/Mincing Lane – protected right turning &amp; side road entry treatment. Expected collision saving 0.7 per year.</li> <li>3. Aldersgate Street/Beech Street/Long Lane – road markings to improve turning positioning guidance. Expected collision saving 0.5 per year.</li> <li>4. Cheapside/New Change – minor amendment to traffic signal phasing and road markings to improve lane positioning guidance. Expected collision saving 1 per year</li> <li>5. Moorgate/Great Swan Alley – introduce pedestrian crossing refuge to cater for pedestrian desire line and consider upgrading the existing n/b cycle lane. Expected collision saving 1.5 per year</li> </ol>	<p>Mar-19</p>
<p>Cycle Quietways Phase 2</p>	<p>Routes identified &amp; outline options evaluated and approved.</p> <p>Delivery 2020.</p>	<p>Mar-19</p>
<p>Other cycling improvement measures.</p>	<p>Improvement measures identified &amp; a programme of measures evaluated for implementation. Potential proposals could include: -</p> <ol style="list-style-type: none"> <li>1. Advanced cycle stop lines to meet cycle</li> </ol>	<p>Mar-19</p>

	<ul style="list-style-type: none"> <li>capacity</li> <li>2. Cycle parking</li> <li>3. Low level cycle lights at traffic signals</li> <li>4. Early cycle release at traffic signals</li> <li>5. Improved cycle lanes to meet cycle capacity where possible</li> </ul>	
<i>Leadenhall Street/St Mary Axe. A signalised junction scheme evaluated several years ago but deferred due to nearby construction activity</i>	<i>Subject to funding, the scheme will be re-evaluated, detailed design completed and the delivered</i>	<i>Mar-19</i>