



Hackney Transport Strategy 2014-2024

Walking Plan
Summer 2014

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1. Introduction

Walking remains the most basic and commonly used form of transportation. The vast majority of all journeys start with and end with a walk regardless of the modes used in between.

This Walking Plan outlines Hackney Council's commitment towards walking and sets out a set of policies and proposals for the period 2014 to 2024 to make walking a normal, safe and attractive choice for travel and recreation for our residents and those that work, visit and pass through the borough.

This Plan presents a vision for walking in Hackney in 2024 encompassing health, carbon reduction and improved air quality, cohesive communities, economic prosperity, quality of life and equality of opportunity. It supports the objectives set out by the Mayor of London's Transport Strategy as well as local priorities set out by the Hackney's Sustainable Community Strategy, its emerging Local Plan and the Mayor of Hackney's 2010 Manifesto transport pledges. The Walking Plan identifies the reasons for the Council's commitment to walking and continual improvement of the public realm through its strategic vision for walking and the actions and levels of investment required to achieving this vision. Many of the actions and investment outlined will not just benefit walking, but will contribute to a wider take up of sustainable travel, local economic prosperity and an improved safe and vibrant public realm.

1.1 Hackney's Transport Strategy Vision

The vision for Hackney's Transport Strategy is as follows;

"(By 2024) Hackney transport system will be an exemplar for sustainable urban living in London, fair, equitable, safe and responsive to the needs of its residents and facilitating the highest quality of life standards for a borough in the Capital and leading London in its approach to tackling its urban transport challenges of the 21st Century."

Following on from this, the proposed vision for the Walking and Public Realm Plan is as follows;

“A borough where all people of all ages and all abilities - local and visitor alike - walk more conveniently, more safely and more often”

1.2 Walking Plan Objectives

The Walking Plan is one of six daughter documents that will contribute to the over-arching Transport Strategy and its vision. The Council considers that the Walking Plan has a key role in helping to achieve most, if not all, the commitments outlined to provide a fair, equitable and sustainable transport system in the borough. The objectives of the Walking Plan are as follows;

- To **increase walking levels** in Hackney for journey's to work, recreation and education and our town centres by promoting modal shift from private vehicles and buses.
- To provide a high quality and fully accessible environment for walking by continuing to **develop a safe, convenient, legible and attractive public realm**
- To tackle the **safety issues and barriers** that prevents our residents and visitors from walking more in Hackney
- To promote walking's role in promoting **linked trips and strengthening Hackney's visitor economy**
- To develop and promote walking as a key **public health** initiative benefiting resident's health and well-being.

1.3 Supporting the Transport Strategy and other plans

The Walking Plan is expected to assist the over-arching Transport Strategy and daughter documents through;

- Contributing to the continuing decline of car use by our residents in the borough
- Reducing the amount of pedestrian injuries (Road Safety Plan)
- As a means of promoting linked trips with public transport
- Its importance in promoting better health in the borough as a form of physical exercise
- Contributing to better air quality

- Its role in strengthening our town centres and local economy

1.4 Link to Hackney's Sustainable Community Strategy 2008-2018 and other documents

The Walking Plan is expected to contribute to the following policy objectives and priorities in Hackney Council's Sustainable Community Strategy:

- Outcome 12: Use excellent, sustainable urban design across the borough in our streets, on our estates, in our town centres and in other public spaces and local amenities; design which encourages and enables people to walk, cycle, play and spend time together safely in the community.
- SCS Outcome 16. To achieve a reduction in CO2 emissions from the local area in line with national and internationally set standards from domestic, commercial, industrial and transport emissions.
- SCS priority 6. Be a sustainable community, where all citizens take pride in and take care of Hackney and its environment, for future generations.

Mayor's Transport Strategy 1: Support sustainable population and employment growth

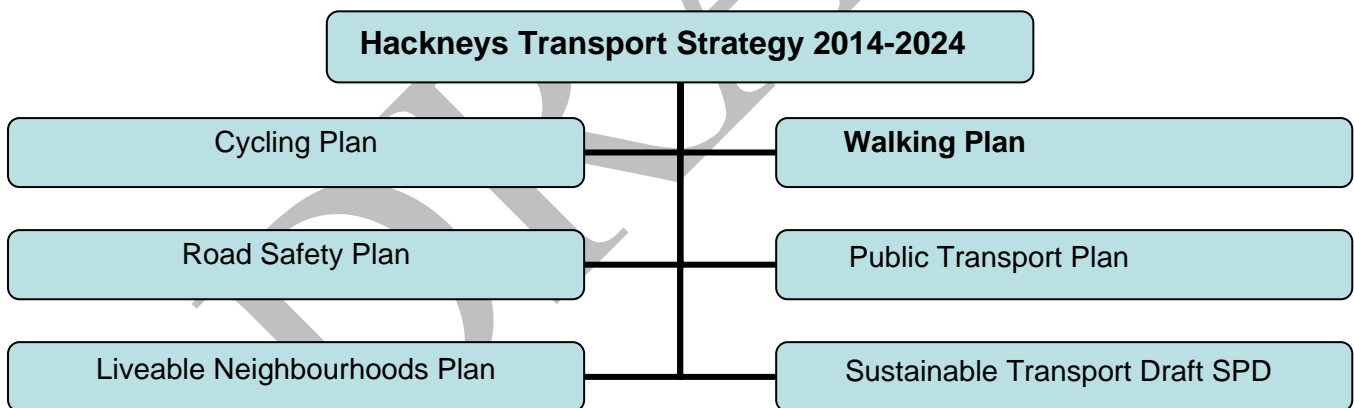
2. Daughter Documents

2.1 Introduction

This Walking and Public Realm Plan is part of a portfolio of transport documents that will eventually form Hackney's Transport Strategy suite of documents. This suite of documents will include strategies or plans covering a range of transport themes and also detailed geographic strategies or plans for the borough's main growth areas and important transport corridors.

Thematic strategies are being developed as daughter documents to the overall Hackney Transport Strategy, of which this Walking Plan document is one. Other daughter documents cover the following areas:

Fig 1: Format of Hackney Transport Strategy 2014-2024



3. Why the need for a Walking Plan?

The Transport Strategy background document details the reasons why we need to plan and promote sustainable transport measures for Hackney- the majority of which are equally relevant for this Walking Plan. The following sets out the key reasons in précis.

3.1 Addressing population growth and demand for travel

According to Census 2011, London's population is estimated to now stand at 8.2 million with most conservative estimates expecting this to reach the 9 million mark by the end of the decade. The GLA forecast that the East London sub-region alone will accommodate almost half of the expected population in London and nearly a quarter of employment growth. As a result, the sub-region is expected to see a 25% increase in the total trips by 2031 (TfL, 2013).

Hackney alone saw the 4th highest population increase of any Local Authority area in England and Wales (after the neighbouring boroughs of Tower Hamlets and Newham and also Manchester) – an increase of almost 19% or 40,000 people between the 2001 and 2011 Censuses. Accommodating this population growth and growth in demand for travel will need to be done in as a sustainable fashion as possible requiring greater levels of walking and cycling than at present.

3.2 Promoting social inclusion

Compared to the costs of owning and operating a car, walking is a low cost form of transport. The latest Census 2011 showed that a substantial majority of households living in Hackney do not own their own car, and instead rely on higher levels of walking, cycling and public transport to access jobs, services and facilities than their counterparts in other boroughs. Support for these modes therefore represents a fairer and more equitable approach to transport provision in the borough than pursuing a car oriented one

3.3 Addressing key stakeholder concerns

Despite much investment in upgrading the quality of our public realm and improving accessibility in recent years, the Council is aware that there are number of areas where improvement is required. As part of the consultation for this document, the Council's

Streetscene officers engaged with key stakeholder groups including Living Streets, Age UK Hackney, Disability Back Up in Hackney and the Council's Sensory Team to gain an understanding of the key barriers to walking and accessibility in the borough. These issues are outlined in Chapter 6 of this report.

3.4 Promoting better health

Reducing car dependency and promoting active travel as a means of improving health and well-being for all is a key commitment of both the LIP2 and Sustainable Community Strategy. Inactivity is a major factor in ill health, particularly for heart disease, diabetes, high blood pressure and strokes, both of which kill more commonly than any other disease. Active travel such as walking can also benefit mental health by reducing levels of depression and stress, improving mood and raising self-esteem.

3.5 Tackling the borough's high obesity levels

Tackling childhood and adult obesity levels is a significant issue nationally and in Hackney. Locally, findings from 2010/11 demonstrated high levels of overweight and obesity in both age groups; significantly higher than regional and national averages. Hackney Council has set up a Children and Young People Scrutiny Commission to look specifically at co-ordinated measures to address this issue. One of the key recommendations of the Panel is to promote active travel and increase the use of the urban environment of which the Walking and Public Realm Strategy will help to facilitate over the coming years.

3.6 Direct Economic Benefits

There are a number of studies showing that providing pedestrian -friendly infrastructure has more tangible economic benefits than many other forms of transport. This is particularly relevant in an era of uncertain levels of government funding and lower revenue intakes. Independent research undertaken by Sustrans using the government's methods of assessing the economic benefits of transport schemes has shown that investment in walking routes can have a benefit to cost ratio of 20:1 as opposed to the typical ratio of just 3:1 for rail and road schemes (Sustrans, 2007).

3.7 Improving air quality

The Greater London Authority (GLA) estimated that in 2008 there were 4,267 deaths attributable to long-term exposure to small particles including NO₂ and PM₁₀s, which are found near busy roads and junctions in London (GLA, 2010). Hackney was declared an Air Quality Management Area in 2006 and the Council is in the process of updating its air quality action plan that will outline measures to improve air quality in the borough. A key objective of the Transport Strategy is to facilitate a modal shift from private car use to walking, cycling and public transport. This Walking Plan will contribute to this modal shift through the encouragement of walking as the primary mode for short trips (less than 2km).

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4. Policy Frameworks

There are a number of relevant background policy documents concerned with the importance of increasing walking levels and the improvement of the public realm. Many of these documents are detailed in the background document of Hackney's Transport Strategy. The following list contains some of the more relevant which have proved useful in the preparation of this document.

4.1 National Guidance

Manual for Streets (2007) and;
Manual for Streets 2 (2010)
Department for Transport (2000) *Framework for a local walking strategy*
Traffic Advisory Leaflet 06/02 – Inclusive Mobility (DfT, 2002)
Walking and Cycling – An Action Plan (DfT, 2004)
Towards a Sustainable Transport System (DfT, 2007)
Delivering a Sustainable Transport System (DfT, 2009)
Low Carbon Transport: A Greener Future (DfT, 2009)
Active Travel Strategy (DfT, 2010)
Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (DfT, 2011)
Strategic Framework for Road Safety (DfT, 2011)
Healthy Weight, Healthy Lives (DoH, 2008)
Be Active, Be Healthy (DoH, 2009)
National Planning Policy Framework (DCLG, 2012)

4.2 Regional Guidance and Policy

London Assembly (2010) *Walk this Way – Making walking easier and safer in London*
Mayors Transport Strategy (2010)
Transport for London (2004) – Walking Plan 2004
Transport for London (2012) – Sub-regional Transport Plans
Transport for London (2008) – Walking in London report
<http://www.tfl.gov.uk/assets/downloads/Walking-in-London-report-May-2008.pdf>

4.3 Local Influences

Disability BackUp in Hackney – '*Getting there*' document
Hackney Local Implementation Plan 2011-2014
Hackney Council Public Realm SPD
Hackney Sustainable Community Transport 2008-2018

5. Walking in Hackney – current trends and targets

5.1 Introduction

Measuring levels of consistent walking in London is notoriously difficult given difficulties in measuring ‘whole trip’ walking and taking into account variations in levels as a result of seasonal and weather variations. Given the obvious limitations of measuring walking as a transport node in its own right, the Council will take a holistic view of walking in the borough with the focus on the following;

- facilitating short walking trips within the borough (less than 2km) by improving the attractiveness and accessibility of our town centres and key walking routes and destinations;
- working with TfL and neighbouring boroughs and other partners to deliver pedestrian improvements to key destinations outside the borough such as Central London and the Olympic Park;
- facilitating linked trips to public transport;
- promoting walking in its own right for leisure and health purposes.

Nonetheless, the intention of this section is to outline recent trends in walking and to highlight the importance of walking as a mode of transport within the borough- either for its own purposes or as part of linked trips. Much of the following data is derived from recent Census 2011 releases and from Transport for London through its annual ‘Travel in London’ reports and LIP Performance Indicators.

5.2 Walking as the main mode of transport over 7 day period

In contrast to national trends but in common with London trends, walking levels in Hackney have generally been increasing in recent years. The London Travel Demand Survey (LTDS) which covered the period between 2006/07 and 2008/2009 estimated that 36.8% of all trips originating in Hackney were made by walking. The following LTDS which measured the walking trips between the years of 2007/08 and 2009/10 estimated that this had increased to 40%.

The most up-to-date statistics indicated that walking as a percentage of all trips over a 7 day period currently stands at 39% for the three year period from 2009/10 to 2011/12 (TfL, 2013) a slight fall that coincided with an increase in the level of cycling and the opening of the Overground extension in 2010. This figure is slightly above the Inner London average of 38% (the Greater London average is 32%) but below the levels in neighbouring inner London boroughs such as Tower Hamlets (43%), Camden (42%), and Islington (41%).

The Council's adopted second Local Implementation Plan (LIP2) set a target of 40% of all trips in the short term to 2013/14 and maintaining this level as a long term target to 2030/31. Maintaining a 40% target was seen as challenging in recognition of a number of local characteristics and trends including rapid population growth locally (meaning a higher number of trips), fast growing cycling levels and a traditionally high levels of bus usage. Other factors that could mitigate against increasing the overall percentage of walking trips include;

- the fact that London's designated employment growth areas are located in areas that may be too prohibitive to walk to from some parts of the borough (e.g. to the Upper and Lower Lea Valley Opportunity Areas);
- on-going improvements to the public transport and cycling infrastructure and network meaning more pedestrians switch from walking to these modes;
- the fact that the borough has an ever-decreasing level of car ownership meaning that targeting modal shift from private car use is unlikely to yield significant further increases in walking levels.

These factors are not necessarily negative and are countered by other factors including;

- planning policies adopted in our Local Development Framework/Local Plan that result in more people living within easy walking distances to employment, retail, leisure opportunities and essential services;
- a planned increase in local jobs density/employment opportunities within walking distance in Shoreditch/Old Street, Hackney Wick and Dalston (a London Plan intensification area);
- policies adopted by the Council that continue to restrain growth in car use;
- potential high cost of public transport in the future;

- On-going improvements to our walking network, including planned public realm and town centre improvements.

In consideration of these factors, the Council considers that retaining the 40% target of all trips over the lifetime of the Strategy is a realistic and challenging ambition. Therefore, this Plan does not propose to change this target at present but will keep an open mind with a view to revising the target upwards subject to new evidence emerging.

W1 Maintain the overall walking mode share at 40% of all journeys made by Hackney residents 7 days a week

5.3 Walking to work

According to Census 2011, 12.5% of Hackney's commuters travelled to work on foot. The previous Census in 2001 showed a figure of 10.8% meaning an approximate 16% increase in the percentage of residents walking to work over the ten year period. The figure of 12.5% also means that more Hackney commuters now walk to work than drive (11.9%) – a trend that is also emerging with cycling (15.4%). Table 1 shows the changing relationship between walking and driving to work from Census 1991 to 2011.

Table 1: Hackney Walking to Work comparison table

Census Year	Walking to Work mode share (% of commuters)	Car journeys to work mode share (% of commuters)
2011	12.5	11.9
2001	10.8	22.2
1991	12.2	12.8

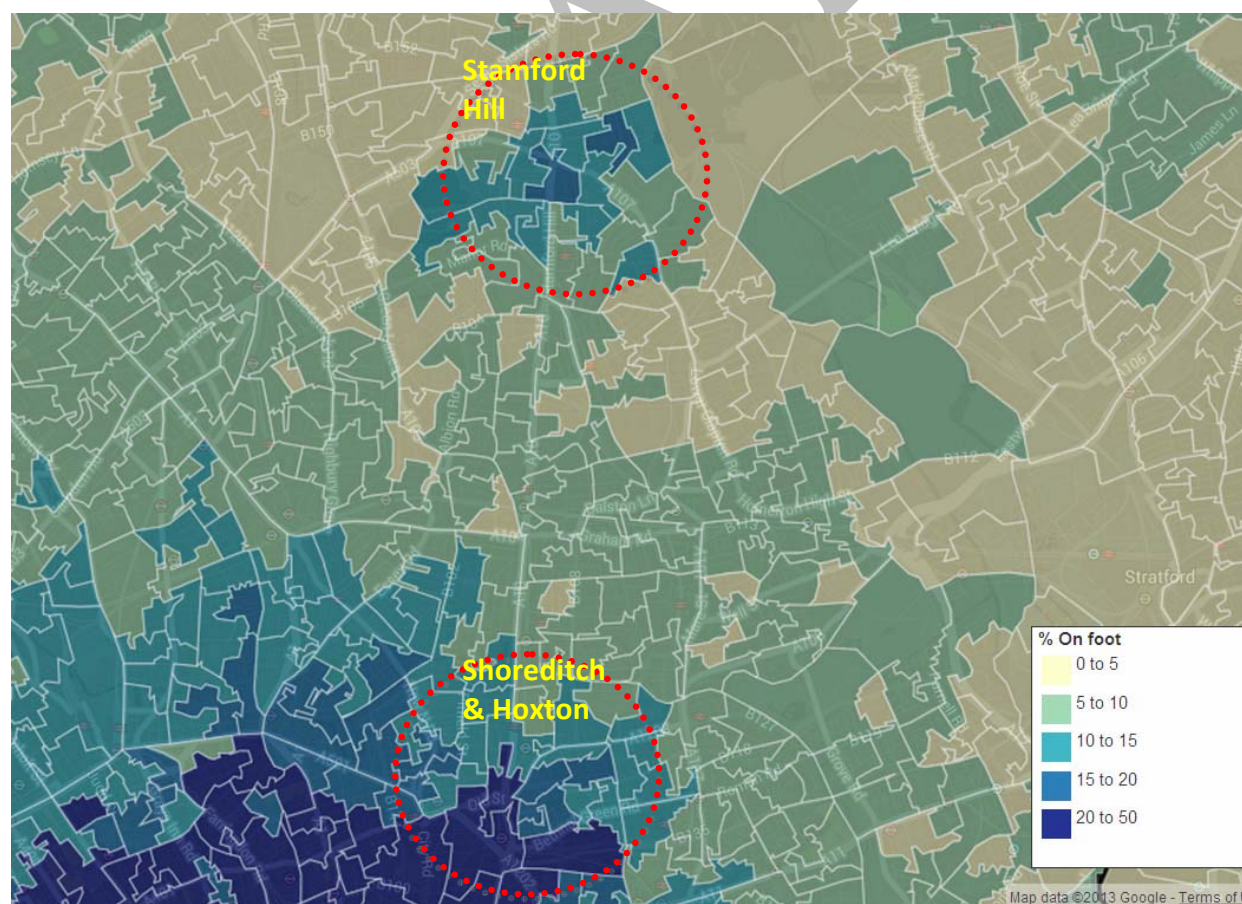
Given the borough's relatively high figure of 40% walking mode share for all trips over a 7 day period, the figure of 12.5% of commuting share may be considered to be surprisingly low until the borough's relatively high unemployment rate and low jobs density are taken into account.

Table 1 highlights in pictorial format the areas within Hackney that have the highest and lowest levels of walking to work with the darker areas indicating higher levels.

Walking commuter trips within Hackney are generally highest in the south of the borough near Central London at Shoreditch, Hoxton and Hackney Road but are also substantially higher than the average in the Stamford Hill town centre area perhaps reflecting the relatively self-sufficient transport needs of the local Charedi community.

The lowest levels of commuter walking trips (less than 5%) are generally found in the east of the borough around Lower Clapton, Lea Bridge and Hackney Wick potentially reflecting lower employment opportunities in these areas (requiring residents to travel to their place of work) but may also reflect the generally poorer pedestrian environment in these areas. Similarly low levels are found in the northwest of the borough which has a lower population density but where access to the London Underground is available at Manor House and Finsbury Park. As a point of interest, these areas also correspond to areas where adult obesity rates and GP referral rates are amongst the highest in the borough (see Transport Strategy background paper).

Figure 1: Census 2011 walking to work levels in Hackney



Source: The Guardian datablog, February 2013

Note: Darker colours represent high walking to work levels in output areas

The Council has revised the walking mode share upwards from 12.5% to 15% over the lifetime of the Plan given the likelihood of more people living near to their place of work as mixed use development opportunities in Dalston, Hackney and Shoreditch are realised. The projected increase is also in recognition of the Council's on-going Workplace Travel Planning programme which is targeting some of the larger employers in the borough including Homerton hospital and the Council itself as well as clusters of SME's near Hackney Central and Shoreditch (see Chapter 8).

W2 To increase the modal share of Hackney residents walking to work for their commute to 15% of all journeys by 2024

5.4 Walking to school

Hackney Council has been very successful in recent years in promoting a modal shift from car journeys to school to more sustainable means to an extent that over 65% of our children now walk to school. The Council's Sustainable Transport and Engagement (STE) team is proactive in working with schools and pupils through its comprehensive School Travel Planning programme which covers the vast majority of the schools in Hackney (approx 94%). Recent figures recorded by the STE team has highlighted a 7.5% increase in the amount of schoolchildren aged 5-15 walking to school from a baseline year of 2007/08. This increase in walking was primarily achieved through a drop in private car use which fell approximately 9% over the same period. Table 2 highlights the changes in how school children travel to school over the period from 2007/08 to 2012/13.

Table 2: Travel to school mode share in Hackney 2007/08- 2012/13

Year	Car	Car Share	Public Transport	Bicycle	Foot
Baseline	18.5%	1.4%	19.9%	2.0%	57.9%
2008/09	16.5%	2.5%	19.9%	2.7%	58.1%
2009/10	13.8%	2.3%	23.1%	3.2%	57.3%
2010/11	10%	2%	21.5%	1.70%	64.5%
2011/12	9.3%	2.1%	21.2%	2.0%	65.1%
2012/13	9%	2%	20.9%	2.31%	65.47%

Source LBH 2013.

The Council will continue to promote walking to school as an alternative to travelling by car. Table 2 highlights the potential to target some of the shorter public transport school journeys (which are made predominately by bus) to encourage modal shift to more active travel. A target of 70% walking to school has been set by the Walking Plan.

W3 To increase the mode share for Hackney children walking to school to 70% by 2024

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6. Challenges and barriers to walking in Hackney

6.1 Introduction

A key aim of the Strategy is for our residents and visitors to the borough to walk more and more safely in Hackney. This section examines the reasons that prevent people from doing this.

6.2 London-wide barriers to walking

TfL's 'Attitudes to Walking' 2007 -2011 annual studies have identified some of the following issues that prevent people from walking more in London indicated by Table 3.

Table 3: Barriers to walking

Barrier to walking	Key messages
Concerns about personal safety	<ul style="list-style-type: none">• 72% of Londoners would walk more if there was better lighting or safer crossings (2011, p10)• 20% of people don't feel safe walking alone in their local area (TfL, 2008)
Traffic and congestion	<ul style="list-style-type: none">• 51% of Londoners think traffic congestion is a serious problem for pedestrians• 66% of Londoners feel that traffic fumes are a deterrent to walking (2008, p8)• 64% would walk more if pedestrians were given greater priority by reducing motor traffic (p19, 2008)
Unpleasant walking environment	<ul style="list-style-type: none">• Over 50% of children don't walk to school regularly (TfL, 2008,• 41% of school-run parents that currently go by car say that they would walk if the route was more pleasant (TfL, 2011, p16)
Wayfinding and Awareness	<ul style="list-style-type: none">• 63% of Londoners say they would walk more if there was better information finding their way around/ on walks and places of interest in their area (TfL, 2011, p27)

6.3 Barriers to walking and getting around in Hackney

As part of the initial consultation process for the Transport Strategy, Council officers engaged key stakeholder groups to identify some of the key issues that prevent our residents and school children from walking more and getting around in the borough;

- Hackney Living Streets;
- London Cycle Campaign in Hackney;
- Age UK;
- Disability Back Up (DBU);
- Hackney One Team, Learning Disability Service (LDS);
- The Council's Sensory Team which provides services for children and adults who are hard of hearing or deaf, or who are partially sighted or blind;
- Hackney Headteachers Forum (HHF) to gain an insight into some of the issues that prevent schoolchildren from walking and cycling more;
- Hackney Councillors (HC).

In addition to this, Council officers also took into consideration previous submissions to the LIP2 document and other useful documents such as the Disability Backup Report 'Getting there' (2012) and the Council's own 'Sustainable Modes of Travel Strategy' (2009) which identified issues preventing children from walking and cycling to school more often. Table 4 provides a synopsis of some of the key issues raised.

Table 4: Stakeholder issues raised

Issue	Raised by	Specific Locations raised
Parking on pavement obstructing pedestrians, wheelchair users and those pushing prams/buggies	Living Streets DBU SMTS	Lee Conservancy Road Generally in locations north of the borough
Parked cars blocking pedestrian sight lines and crossing opportunities	LDS HC SMTS	Hoxton Street
Winter maintenance programme to grit icy pavements	Living Streets DBU	Boroughwide
High traffic speeds and volumes	SMTS HHF HC	Green Lanes Queensbridge Road Albion Road/Church Street, Stoke-Newington Albion Road/ Carysfoot Road/ Clissold Crescent
Need for more 20mph speed zones, inconsistent application of zones	HHF Living Streets	Green Lanes and other locations on the TLRN network
Need for speed cameras/ enforcement	HHF	Green Lanes and other locations on the TLRN network
Zebra Crossings; Need for more zebra crossings; Need for raised zebra crossings to footway level;	SMTS HFF DBU	Northwold Road, Queensbridge Road Shacklewell Lane boroughwide
Uneven/broken pavements	LDS DBU SMTS	Mare Street Hoxton
Dangerous and/or complex crossings at junctions	DBU LDS Living Streets AgeUK HHF ST	Old Street, Clapton Pond Morning Lane near Tesco Victoria Park Road/Mare St Mare St/Well St, Pembury Circus, Stamford Hill Broadway Albion Road/ Carysfoot Road/ Clissold Crescent. Shacklewell Lane/Amhurst Road Queensbridge Rd Northwold Rd

Lack of controlled crossing points where roads are wide or near bus stops	LDS DBU	Wick Road & A12 Powerscroft Road Lower Clapton Road Side roads off Upper Clapton Rd Lea Bridge Road Broadway Market
Insufficient Crossing Times (1.2m/second) at lights	Living Streets DBU Age UK	Homerton High Street Dalston Junction/Kingsland High St. Graham Rd/Mare St Outside Princess May school Lea Bridge Road
Traffic Islands not wide enough to fit specialist wheelchairs	LDS	Boroughwide
Issues with existing crossings; Lack of pedestrian crossing Inaudible beeps Inappropriately located crossings that are not near bus stops Lack of tactile pavement to alert visually impaired persons to crossing points	DBU Sensory Team	Tesco Morning Lane, access road General issue Lea Bridge Road Morning Lane
Lack of street seating	Living Streets DBU	Boroughwide
Localised flooding near some dropped kerbs where drainage is poor	LDS	Wick Road Eastway
Inappropriately located advertising boards and other street clutter	Living Streets DBU	Kingsland High Street/ Shacklewell Lane Bradbury Street
Cycling on the pavement/canal/ parks and other shared surfaces	DBU C&RT LCCiH	Areas in the vicinity of Clissold Park and Victoria Park also Stoke-Newington, Well Street,
Cycle parking on the footway causing obstruction	DBU LCCiH	Hackney Town Hall boroughwide
Potential conflict between pedestrians and cyclists at toucan crossings.	DBU	boroughwide

The above issues can be summarised as follows;

- High speeds and volumes of cars creating sense of danger for pedestrians particularly at junctions where car movements have been given priority
- Poor air quality from a vehicular emissions acting as a deterrent to walking

- Parked cars obstructing movement for pedestrians and visibility of pedestrians of others for users
- Some areas of cyclist/pedestrian conflict points particularly on one-way streets, shared spaces and narrow toucan crossings
- Engineering/ maintenance issues relating to crossing facilities, location and design of tactile paving and dropped kerbs and poor condition of footpaths

Addressing many of these issues will require on-going partnership working between a wide range of stakeholders including the Council and its stakeholders, TfL, and the DfT. The Council also recognises that there may be conflicting and competing interests between some of the issues raised – for example in providing toucan crossings which allows pedestrian and cyclist to cross together. Regular consultation will also be needed between the Council's Streetscene Service and key stakeholders to identify priority locations in cases where funding may be limited. The following chapters set out the Council's proposed policies and targeted approaches and initiatives to help address some of the issues raised.

7 Proposed Actions, Policies and Proposals

7.1 Introduction

The previous section outlined many of the barriers to walking in Hackney. In addition to targeted measures to address these issues, walking and ease of movement will be promoted through the following borough-wide policies and actions. These issues will be addressed through a series of wider strategies with objectives that support walking and pedestrian movement and are referenced below where appropriate.

The pedestrian environment of Hackney will continue to be improved through the policies, plans and work programmes of Council departments such as Streetscene, Parking, Parks and Green Spaces, Hackney Homes, Regeneration and Planning. Specific measures, actions and proposals will be outlined in the delivery section of this report.

W4 The Council will ensure that the consideration of pedestrian needs and those with mobility difficulties are given priority over the needs of motorised users within its corporate strategies and transport schemes

7.2 Related strategies and plans

- The Council's emerging Local Plan contains a number of policies and proposals to improve the pedestrian environment and to reduce the need to travel by car in Hackney. The Core Strategy and Development Management Policies document (DM45 - Movement Hierarchy) refer to the need to prioritise pedestrian needs while Area Action Plans for Hackney Central, South Shoreditch, Hackney Wick and Dalston contain proposals for enhanced pedestrian links in our town centres and major growth areas. The Council's Sustainable Transport SPD also outlines key considerations to maximise pedestrian permeability and movement when considering the design and layout of new development.
- The Council's Road Safety Plan aims to reduce speed and improve road safety education in order to increase pedestrian activity. A key element of this will be the expansion of 20mph zones.

- Principle 1 of Hackney's adopted **Public Realm SPD** outlines a hierarchy to consider the needs of pedestrians first, then cyclists and public transport users before vehicles when considering the function and capacity of streets. This principle is in recognition of the social and place status of Hackney's streets rather than as a route for motorised traffic.

High traffic speeds and volumes have been identified as a deterrent to walking more in the TfL surveys. Issues of speeding and the lack of consistency of the approach to 20mph limits across the borough (where residential roads meet TfL-controlled roads) were also identified by headteachers of Hackney's schools as a safety issue preventing more school children from walking.

W5 The Council will improve road safety for pedestrians by implementing measures that will reduce traffic speeds and traffic volumes across the entire road network in Hackney

Actions:

- Review the effectiveness of our existing 20mph network on an annual basis and extend the limit until we have achieved 20mph limits on all roads in the borough including the SRN and TLRN routes as outlined in the Transport Strategy (excluding the A12).
- Work with TfL and private developers to implement road carriageway narrowing at Seven Sisters Road as part of the Woodberry Downs development.
- Continue to roll out further filtered permeability schemes as outlined in the Cycling Plan to eliminate rat-running in our residential streets.
- Continue to lobby TfL to progress the removal of the gyratory at Stoke Newington.
- Progress the removal of one-way systems in the East of the borough.
- Continue to roll out key engineering interventions as part of public realm and safety schemes including tighter junction radii; raised side entry road treatments; and carriageway narrowing to reduce vehicle speeds.

W6 The Council will ensure that our town centres, growth areas and retail parades, and key pedestrian routes from residential areas, stations, and interchanges offer high quality provision for pedestrians, particularly taking into account the needs of those with mobility difficulties

Actions:

- i. Continue to progress planned high quality public realm schemes and interchange programmes in Hackney Central, Dalston town centre and Hackney Wick.
- ii. Continue to progress public realm improvements in the Shoreditch area through the Shoreditch Space and Place Shaping Plan and through the Central London Cycling Grid proposals.
- iii. Continue to work with LB Islington, TfL, private developers and other partners to improve the walking and cycling environment at Old Street roundabout.
- iv. Continue to progress the case to TfL for the removal of the Stoke-Newington Gyratory and undertake improvements to the town centre itself and within the immediate vicinity of Stoke-Newington.
- v. Continue to progress public realm schemes at neighbourhood centres, markets and local retail parades including Well Street, Chatsworth Road, Homerton, Hoxton Street, Upper Clapton and Lower Clapton Roads.
- vi. Undertake a feasibility study for improved walking routes to and from the Morning Lane Fashion Hub including the Victoria Park Village area.
- vii. Implement additional street seating on key walking routes in consultation with key stakeholders.
- viii. Ensure active frontages to shops and houses along walking routes as outlined in the sustainable transport SPD.
- ix. Ensure all routes have dropped kerbs and are accessible for those using wheelchair and or pushing child buggies.

W7 The Council will work with TfL, neighbouring boroughs, developers and other key stakeholders within the borough to identify areas of substandard pedestrian crossing facilities and to implement incremental improvements to key junctions over the lifetime of the Transport Strategy

The majority of our more complex crossing points and areas of high pedestrian casualties take place on, and near junctions on the Transport for London Road Network (TLRN) and Strategic Road Network (SRN) necessitating partnership working with Transport for London to resolve outstanding issues.

Actions:

- i. Undertake a design review of all junctions with accident history in the borough.
- ii. Work with TfL to implement better crossing facilities on the TLRN, particularly the A10 at Stamford Hill Broadway, A107 Clapton Common and Upper Clapton Road, and the A102 Homerton High Street and Wick Road.
- iii. Continue to progress improved crossing facilities at key areas around Hackney town centre including Pembury Circus and Lower Clapton Road/Mare Street.
- iv. Continue to progress improved crossing facilities at key junctions along Mare Street including at Well Road, Kind Edward Road and Victoria Park Road junctions.
- v. Secure funding to upgrade signalised junctions to provide pedestrian phase.
- vi. Work with TfL to introduce pedestrian countdown at all major junctions.
- vii. Undertake a review of crossing times, audible beeps and tactile paving at junctions, identifying the more problematic locations and prioritising according to available funding.
- viii. To implement additional zebra crossings and/or signalised crossings where there is a justified need.

W8 The Council will seek to phase out footway and on-street parking in close proximity to junctions over the lifetime of the Plan prioritising the areas where it is most detrimental to pedestrian safety and convenience.

Footway parking was banned across London under the London Local Authorities Act 2000. There are very limited exemptions across the Borough, where designated footway parking is clearly shown by roadside signs and covered by published Traffic Management Orders (TMOs).

Pavement parking has been identified by a number of disability groups, Living Streets and other key stakeholders as being a notable obstruction to those with mobility issues, wheelchair users and other pedestrians including those pushing prams. Footway parking also represents a safety hazard for pedestrians by restricting their movement and forcing them to divert their path onto the road and into the path of moving traffic. The weight of vehicles on the footway can also result in high maintenance costs for the Council.

Actions:

- i. To improve the street environment the Council will phase out footway parking throughout the Borough, permitting it only in exceptional circumstances e.g. disabled parking. Existing footway parking inside parking zones will be retained where there is an absolute need and there is no disproportionate impact on pedestrians.
- ii. To undertake a review of all existing TMO's which currently permit pavement parking within the first 3 years of this Plan.
- iii. Ensure a minimum clearway of 5 metres from every junction in Hackney through the use of double yellow lines or other measures that restrict parking.
- iv. Undertake further public realm improvements to follow the expansion of parking controls

W9 The Council will continue to reduce the amount of street clutter on its streets and footways.

Street clutter has negatively affected the accessibility of spaces and their visual quality and removing clutter can contribute positively to the public realm and remove obstacles to pedestrian movement. Hackney has been a leading borough with regards to the decluttering of streets and the removal of street furniture having pioneered a new way of assessing the removal of pedestrian guardrail. Despite significant amounts of street clutter and pedestrian guard railing being removed across the borough there is still more work to be done and there is a need to ensure the footways do not become cluttered again with objects such as advertising boards or telecommunications cabinets.

Actions:

- i. Advertising boards will not be permitted anywhere on the public highway on borough controlled roads and the Council will take enforcement action where necessary.
- ii. Continue the on-going guardrail removal programme subject to safety reviews.
- iii. Liaise with enforcement officers to improve methods of communicating and reporting obstructions on the public highway.

W10 The Council will ensure that the condition of the footway is maintained to a high level throughout the lifetime of the strategy

Consultation with key stakeholders identified localised issues of uneven footpaths, poorly designed dropped kerbs and localised flooding.

Actions:

- i. Undertake a review of all primary and secondary walking routes in the borough.
- ii. Upgrade footways in our key pedestrian routes as part of on-going public realm schemes.
- iii. Establish a Pedestrian Accessibility Programme involving Living Streets, Disability BackUp, the Sensory Team and other key stakeholders to identify specific areas of concern and prioritise interventions.
- iv. Continue our winter maintenance and footway gritting programme to ensure it is responsive to the needs of pedestrians and vulnerable residents.

W11 Reduce instances of pedestrian/ cyclist conflict on our footways, in our parks and our canal towpaths by encouraging considerate cycling, providing on-carriageway cycle parking and working with the Police to address problem areas

The Council is keen to increase levels of cycling in our borough as part of our commitment towards sustainable travel. However, the Council is aware that there are instances of cycling on footways causing issues for pedestrians, particularly vulnerable groups. In some cases, this is as a result of poor conditions for inexperienced cyclists, for example on some of the one-way systems that are predominantly found in the east of the borough.

The Council does not support cycling on the footway (unless a part of the footway has been designated as a cycle track or shared space) and will work with the police and other stakeholders to address areas where footway cycling offences regularly take place.

Other identified causes of conflict include instances of inconsiderate cycling by a minority of cyclists on some of our shared spaces including the borough's parks and towpaths. In these areas, pedestrians will have priority over cyclists at all times in accordance with the Council's adopted movement hierarchy and we will work with residents, park users, the Canal and River Trust and groups representing vulnerable people and the Police to identify and address these issues. The location of some cycling parking facilities has also been questioned particularly where it has reduced the space of the footway for pedestrians. In recognition of these issues the Council will take the following position.

Actions:

- I. We will provide on-carriageway cycling parking rather than on the footway wherever this is possible.
- II. We will work to progressively improve on-highway cycling conditions and maintain our current levels of funding for cycle training programmes for adults and schoolchildren to promote responsible cycling.
- III. We will work with the LCC, Living Streets, the Canal and River Trust and other stakeholders to promote awareness of the Towpath Code for Cyclists – 'Share the Space, Drop your Pace' campaign.
- IV. Develop a Pedestrian Priority and Considerate Cyclist awareness/behaviour change campaign to make cyclists fully aware that pedestrians have priority over cyclists in all shared space locations and that cyclists are guests in these areas and need to behave accordingly.
- V. Work with the Mayor's Cycling Commissioner, TfL and neighbouring boroughs of to create a Regents Canal parallel relief route for cyclists to ease pressure on the towpath as outlined in the Cycling Plan.

- VI. Review existing shared spaces and paths in our parks and identify appropriate interventions where necessary.

W12 Hackney will actively promote walking for linked trips, and for leisure and health purposes

Lack of information about local walks and places of interest in their local area is a key reason why people do not walk more according to the TfL attitudinal surveys. Consequently, we will promote more information about walking to a variety of targeted audiences including school children, commuters, for leisure and as part of health initiatives.

Actions

- i) The Council will promote and facilitate the on-going roll-out of the Legible London wayfinding scheme across the borough.
- ii) The Council will continue to promote walking for short trips through its School and Workplace Travel Programmes.
- iii) Promote walking for leisure purposes at our parks and Greenways including the Lea Valley Regional Park and New River walkway.
- iv) Maximise funding opportunities to provide connections to parks through additional Greenways, the Capital ring network and new walking routes such as the New River near Woodberry Downs.
- v) Work with TfL, Network Rail, the DfT and private developers to improve accessibility in and around our stations including better pavements, lighting and DDA-compliant access to platforms.
- vi) The Council will work with GPs and healthcare professionals to more pro-actively promote walking on referral.

8. Action Plan for Walking

8.1 Introduction

A deciding factor that will influence the success of this strategy is the level that our interventions can make to influence people to walk rather than take other forms of motorised transport. This decision process is influenced by physical interventions that the Council can facilitate (in terms of improving the walking environment) but also to the degree that we can encourage our residents and workplaces to consider walking as a key component of their travel (Smarter Travel initiatives). The following section outlines some of the key programmes, actions and initiatives that the Council intends to undertake over the lifetime of the Plan.

8.2 Public Realm Improvements

The Council is proposing to undertake a number of public realm interventions over the lifetime of the Transport Strategy to improve the vitality and vibrancy of some of our key town centres, growth areas and local retail parades. This work will follow on from some successful public realm schemes at Broadway Market and Dalston Town Centre. The following outlines some of the more significant of these.

8.3 Major Schemes

- **Space & Place Shaping Plan for Shoreditch (SPSPS)**

Shoreditch is now a globally recognised centre for the arts and creative industries and is the borough's main centre of employment supporting over 30,000 jobs. The expansion of the City's financial district has created major opportunities around Shoreditch for offices, residential and potentially retail development. The distinctive combination of arts, creative industries and the thriving night-time economy in South Shoreditch Triangle has seen the area become a model for inner city development. Despite this success, parts of Shoreditch presently suffer from a poor public realm and are severed by main streets carrying fast flowing through traffic and heavy, polluting vehicles. Despite recent improvement in the area, there are still remnants of the areas former gyratory

systems with parts of Pitfield Street, Holywell Lane, Curtain Road and Hoxton Street remaining one-way.

The Space & Place Shaping Plan for Shoreditch (SPSPS) is a non-statutory document that aims to create a framework for better connectivity, greater legibility and increased place making in this part of Hackney. The document intends to guide development in Shoreditch and which proposes area wide improvements on an incremental basis for the public realm in Shoreditch over the lifetime of the Strategy.

Initial proposals under consideration at present that will benefit the walking the walking environment include;

- Introduction of a shared space at Leonard's Circus to slow traffic and create a more pedestrian friendly environment
- Part-pedestrianisation of Riverton Street
- Further street planting and street seating within the Shoreditch Triangle area

Improvements to the public realm in Shoreditch will primarily be funded through development contributions raised through the Community Infrastructure Levy and Section 106 agreements. Additional funding may be provided through the Council's LIP allocation and potentially, through proposed walking and cycling improvements agreed as part of the Central London Grid cycling proposals

W13 The Council will continue to progress and implement the proposals outlined in the Space and Place Shaping Plan for Shoreditch (SPSPS)

- **Old Street public realm improvement scheme**

Immediately adjacent to the Shoreditch area is the traffic dominated Old Street roundabout which has in recent years become referred to as 'Tech City' or 'Silicon Roundabout' due to the increasing amount of technology, media and creative companies choosing to locate themselves here. The majority of the Old Street roundabout comprises of TfL-controlled road, the majority of which lies within LB Islington. The Council will work with TfL, and LB Islington to proactively seek improvements to the public realm around this area including an

at-grade station entrance, wider footways and improvements to the junctions with Pitfield Road and Great Eastern Road where crossing facilities for both pedestrians and cyclists are over-crowded. Other public realm objectives for the area include; the removal of the roundabout, the removal of the New Road and East Road one-way systems and; a significant reduction in pedestrian casualties in the general Old Street/Great Eastern Road area.

- **Hackney Central Town Centre**

Hackney Central is the second largest economic centre in the borough with just under 7,500 employees. The public sector is by far the primary employer with retail, real estate and

W14 The Council will work with partners to ensure the public realm at Old Street roundabout is fundamentally improved with at grade station entrances and road crossings created through the removal of the roundabout layout.

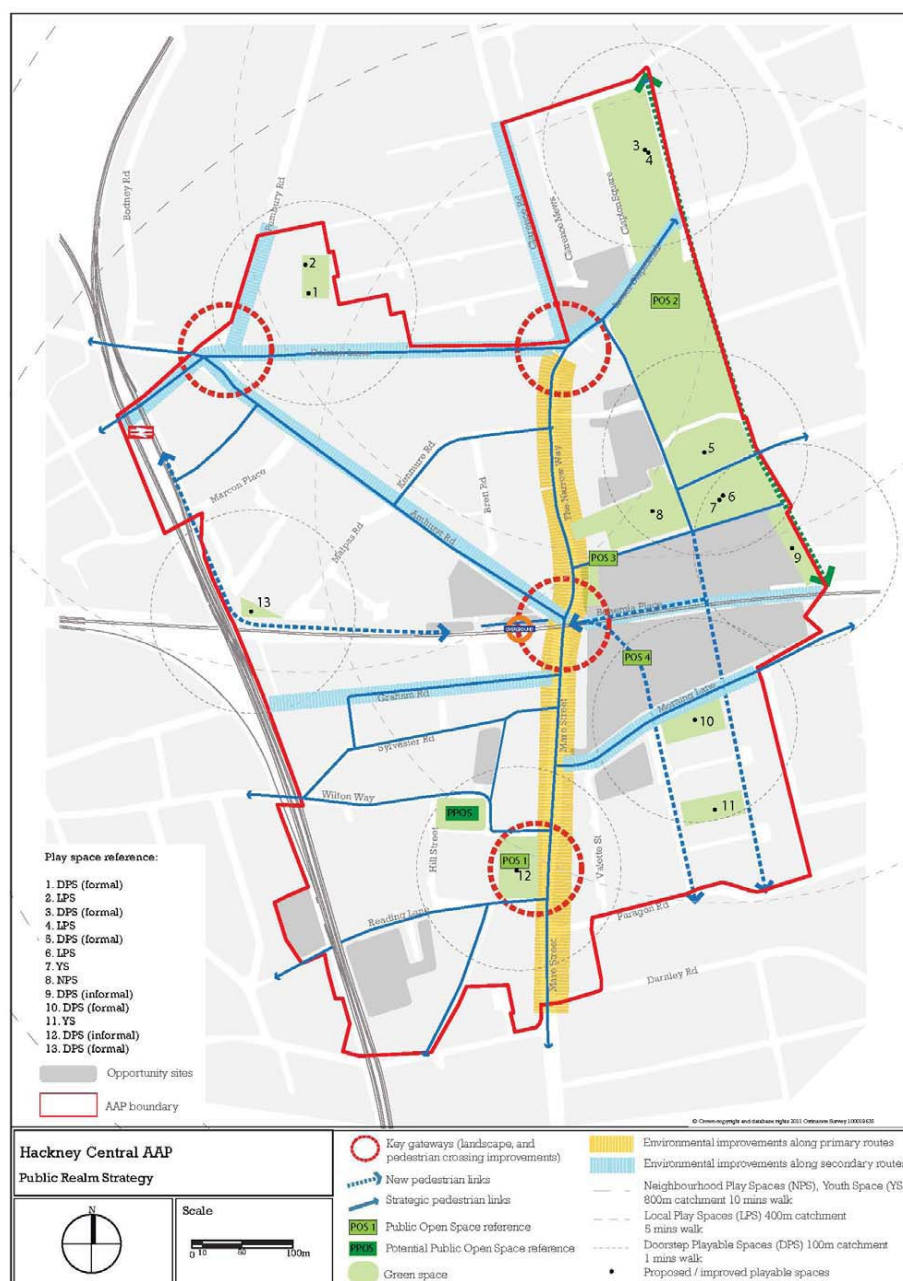
education the next highest employers. In addition to this, the Council has ambitious plans to support the emerging Fashion Hub at Morning Lane and to increase pedestrian footfall on the Narrow Way in the town centre.

The Council's adopted Area Action Plan (AAP) for Hackney Central outlined a number of proposed improvements in the vicinity of town centre- some of which went forward in a subsequent bid for Major Scheme funding from TfL. Some of the more significant of these include;

- The trialling of the removal of buses from the Narrow Way (2013/14). This trial is supported by Living Streets and aims to provide a high quality pedestrian environment and increase movements along the Narrow Way to add to the vitality and vibrancy of local businesses. The trial will be reviewed in early 2014.
- The Hackney Interchange Project (2014/15) will reduce the walking distance between Hackney Central and Downs through the provision of a direct pedestrian bridge. As a next stage, the provision of a lift to enhance accessibility to the platform is expected to follow.

- Improvement to pedestrian crossings at Pembury Circus and the Clarence Road/ Mare St/ Dalston Lane junction as well at the junction of Mare St/Narrow Way/Amhurst Road.

Figure 2: Hackney Central AAP proposed public realm interventions



- New and enhanced pedestrian links from Morning Lane to the Narrow Way and from St John's courtyard to the Narrow Way and Bohemia Place and from Morning Lane to Paragon Road.

- Fashion Hub proposals include pedestrianisation of Chatham Place at the Morning Lane junction – look for improved crossing facility over Morning Lane
- Further footway widening and environmental improvements along Mare Street, Amhurst Road, Morning Lane and Graham Road
- Localised improvements to pedestrian crossings at Mare Street, Morning Lane and Graham Road

Funding for these majority of these improvements is likely to come from TfL LIP funding, section 106 and the Community Infrastructure Levy and the Mayor's Regeneration fund over the course of the Transport Strategy. The Council is presently examining proposals to improve the pedestrian environment at the local retail parade at the southside of Morning Lane to address some of the issues raised by stakeholders relating to dropped kerb alignment, street clutter and difficulties arising from the slope of the pavement. Further pedestrian and public realm improvements are expected as part the Fashion Hub development.

W15 The Council will continue to progress the public realm improvements outlined in the Hackney Central AAP including the part-pedestrianisation of the Narrowway, new interchange between stations, Pembury Circus junction realignment, Mare Street and Lower Clapton Road junction improvements and the Fashion Hub proposals in and around Morning Lane and Chatham Place.

- **Stoke-Newington Town Centre**

Stoke Newington is the 4th largest economic centre in the borough with a growing reputation as a vibrant local and commercial and community hub and employment base made up primarily of pubs, restaurants and retail. The high street is the 2nd largest in the borough but the existing gyratory system in the town centre creates severance for pedestrians from its surrounding residential areas. The town centre also suffers from congestion, a relatively poor quality public realm and cluttered, narrow pavements.

The Council has a long-standing aspiration to remove the gyratory system (see Transport Strategy paper) and subsequently implement public realm improvements to the town

centre and surrounding residential streets within the gyratory system. The Council is currently undertaking a review of options for its removal and assessing impacts with TfL over the period 2013-15. Implementing pedestrian improvements including examining the case for the gyratory removal is included within Mayor's Roads Task Force Plan programme over the period 2016-2021/22 (TfL, 2013, p81).

W16 The Council, working jointly with TfL will continue to seek the removal of the Stoke Newington gyratory and regeneration of the town centre through public

- **Narrowing of Seven Sisters Road**

The narrowing of Seven Sisters Road from the existing six lanes of traffic to four lanes is a committed transport scheme of the Woodberry Downs Masterplan. At present, this stretch of Seven Sisters Road is the only six lane section of the road and has resulted in high traffic speeds, poor crossing facilities and community severance. The carriageway narrowing will retain the bus lane but should have the impact in lowering vehicular speeds and reducing crossing widths and helping to address high accident rates at this location. The scheme is expected to be funded through Woodberry Downs development contributions.

W17 The Council will continue to work with TFL and the Woodberry Down developers to progress the narrowing of Seven Sisters Road from six to four lanes in order to improve road safety and conditions for pedestrians and other vulnerable road users.

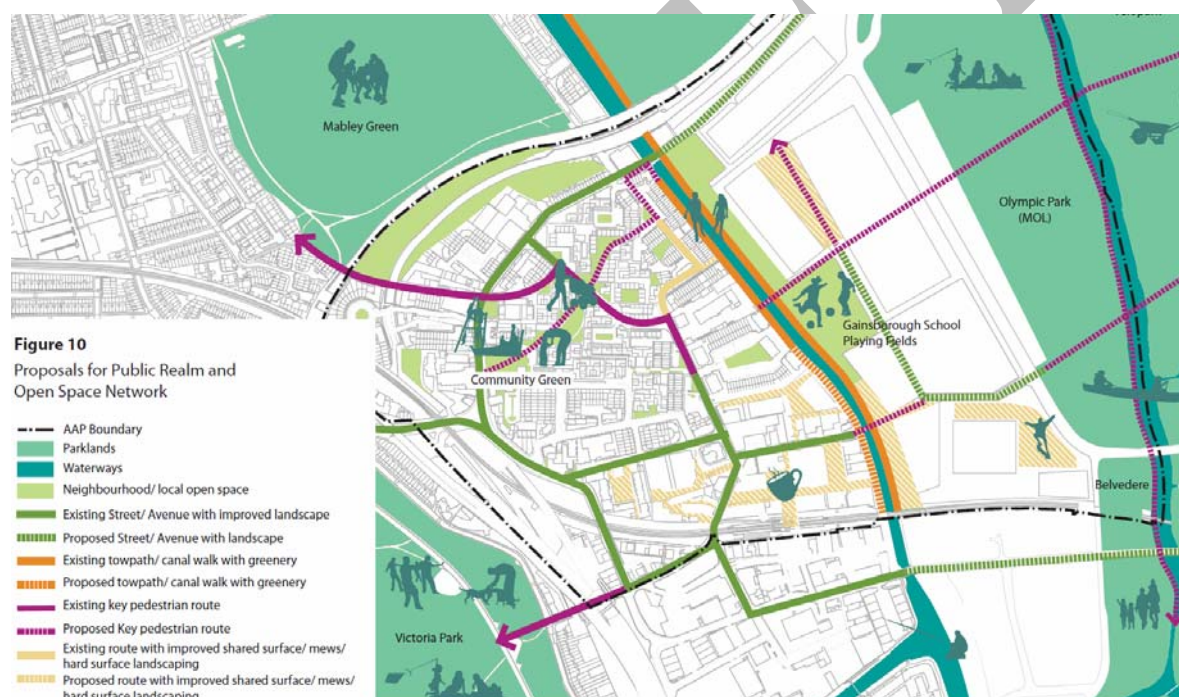
- **Hackney Wick public realm improvements**

Hackney Wick is one of the borough's designated growth areas with an expected 1600 extra homes and an emerging creative and technology employment base. Upgrading the existing pedestrian environment will be a critical element in supporting this growth. The Council's adopted AAP promotes general improvements to public realm through an enhanced network of spaces (streets and pocket squares) to complement and connect the primary public realm elements of Mabley Green, Olympic Park and Victoria Park. This will include improved public space at the remodelled Overground station (see Public Transport Plan)

which will be the focus for activity as well as acting as a base from which connections radiate to all the major public realm elements around the AAP area.

A planned new pedestrian link through the railway embankment would allow passengers to directly head north and south from both the east and westbound platforms, which would result in direct walking connections to key attractions, including the Press and Broadcast Centres, Multi Use Arena, Queen Elizabeth Olympic Park and Olympic Stadium. Average journey times to each of these destinations would be reduced to a 5-10 minute walk. Future improvements will take place in a phased basis over the lifetime of the Transport Strategy and will primarily be funded by funding through s106 and CIL developer contributions gathered by the Council and the London Legacy Development Corporation.

Figure 3: Hackney Wick AAP proposed public realm and open space improvements



Source: LBH Hackney Wick AAP 2012

W18 The Council will continue to implement the public realm and walking improvements outline in the Hackney Wick AAP.

8.4 Improvements to Parks and Greenways

- **Regents Canal adjacent public spaces (potentially 2015/16)**

The Council is currently examining the possibility of providing a traffic-free route parallel to the Regents Canal between Kingsland Road and Broadway Market. The work would be undertaken in partnership with the Canal and River Trust and is envisaged to remove pressure on the towpath by offering an alternative route. As a medium to longer term objective, the Council are examining proposals to create a linear park along this route at using some redundant carriageway space at Denne Terrace and Dunston Road.

W19 The Council will seek to progress a traffic free pedestrian and cycle only route parallel to the Regents Canal between Kingsland Road and Broadway Market in order to relieve congestion and conflict on the canal towpath.

- **Woodberry Wetlands /New River walkway Improvements**

The Council is working in partnership with the London Wildlife Trust, Thames Water and Berkeley Homes under the Woodberry Wetlands project to open up Stoke Newington Reservoirs (the East and West Reservoirs) to local people as part of the Woodberry Down regeneration scheme in Manor House. These Victorian reservoirs have been largely inaccessible since they were created but the project includes a number of proposals that will encourage leisure walking including;

- A new bridge over the New River and possibly a floating boardwalk into East Reservoir
- An accessible path around East Reservoir to enhance the visitor experience
- High quality wayfinding signage

The project would provide additional leisure walking routes for the communities' around Manor House, Stamford Hill, Stoke Newington and Finsbury Park as well as increase local walking trips from residents within the development itself. Funding for the project will come from a number of sources including the Heritage Lottery Fund, Thames Water, and the Council and housing developers Berkeley Homes. The Council will also explore additional funding opportunities to remove existing obstacles and improve the accessibility of the path around the perimeter of the West Reservoir and access from Green Lanes.

W20 The Council will seek to improve and upgrade the New River Path and open up a new wildlife trail around the East Reservoir ensuring all routes are fully accessible for wheelchair users.

- **Fully Accessible Lea Valley Path between Tottenham Hale and Queen Elizabeth Park**

The Council submitted a proposal to the Mayor's Cycling Commissioner for a potential north-south Greenway from Tottenham Hale running alongside the Lea River and Lea Navigation to the Olympic Park. Whilst much of this route is already walkable some localised improvements to bridge crossings and surfacing, signage and lighting are needed to make it fully accessible.

W21 The Council will work with the North London Strategic Transport Alliance, the Lee Valley Regional Park and the neighbouring boroughs of Haringey and Waltham Forest to create a fully accessible route along the Lea Valley Path between Tottenham Hale and Queen Elizabeth Olympic Park.

- **Pocket Parks and Spaces**

As part of the Council's public realm improvement programme we will look to create ten new pocket parks or public spaces through the reallocation of roadspace to pedestrians by 2024.

W22 Hackney will aim to create 10 new public spaces and pocket parks through road space reallocation by 2024.

- **Neighbourhood Centres, Markets and Local Retail parade**

Hackney's neighbourhood centres, retail parades and street markets are an intrinsic part of the borough's character and local economy. The Council will continue to support these areas by creating pedestrian-priority streets and spaces that consider the needs for cyclists,

services and deliveries through appropriate design treatments. Potential locations (subject to additional consultation) over the lifetime of this Plan include:

- Chatsworth Road
- Lauriston Road/Victoria Park Village
- Clapton Ponds
- Well Street
- Other locations as identified through future planning and consultation

W23 Hackney will continue to improve and support our local shopping centres and street markets through public realm improvements and pedestrian priority interventions.

8.5 Accessibility and pedestrian crossing Improvements

The following section outlines some of the proposed improvements to the local pedestrian environment in Hackney. These schemes are intended to address pedestrian safety concerns and improve accessibility areas of poor public realm. It is not intended to be a definitive or comprehensive list and may change subject to funding constraints or changing priorities.

- **Pedestrian Accessibility Improvement Programme**

This programme of works intends to respond to some of the site-specific concerns and issues raised by disability and pedestrian groups in the borough. These issues may include; dropped kerbs, non-compliant crossings, raised entry treatments etc. Annual prioritise will be developed with Living Streets and Disability BackUp. Specific Elements of the programme are likely to include the following:

- **Footway parking removal**

This is a proposed rolling programme to deal with the removal of footway parking which obstruct pedestrians, wheelchair users and prams in the remaining parts of the borough where this practice exists.

- **Pedestrian Countdown**

From 2014/15, Hackney Council intends to commence the roll-out of pedestrian countdown on all major junctions in the borough.

- **Pedestrian signal improvements**

This will be an annual programme of upgrading pedestrian signal crossings (on borough controlled roads) throughout the borough.

W24 The Council will implement a continuing programme of pedestrian accessibility improvements in response to stakeholder concerns and known problem locations and will include the rollout of pedestrian countdown at major junctions, upgrade of non-compliant pedestrian signal crossings and footway

8.6 Junction Improvement schemes

A number of potential junction improvement schemes on borough controlled roads have been identified through stakeholder consultation and accident analysis and include:

- Mare Street/Well St
- Portland Avenue
- Median Road/Churchill Walk
- Dalston Lane/Queensbridge Road

8.7 Pedestrian crossings

In addition to those indicated as part of the major schemes earlier the following will be prioritised in the short to medium term;

- New North Road /Eagle Wharf
- Lea Bridge Road by the Prince of Wales pub and at the junction with Chatsworth Road

More will be added to the list and prioritised based on the forthcoming Road Safety Plan and issues raised by the School Travel Planning programme.

W25 The Council will look to progress junction improvement schemes and new crossing facilities to improve pedestrian safety at a number of locations identified through stakeholder consultation and accident clusters.

8.8 Smarter Travel / Encouragement Measures

Smarter Travel is the term for initiatives designed to achieve more sustainable travel by encouraging people to change their behaviour through travel planning, information and publicity. Providing information about available travel choices and support to change old habits can lead to people embracing new modes and routes, more suited to their current lifestyle. Smarter Travel includes workplace, school and residential travel planning, travel awareness marketing, walking and cycling promotions and personal travel planning.

Smarter travel techniques tend to fall into two categories: those that target particular journeys and destinations, and those that target particular types of people. Destination, hospital, school, workplace and faith centre travel plans all fall within the first category. Personal travel planning and car club promotion fall into the latter. As well as specific smarter travel techniques, many smarter travel programmes are supported by social marketing campaigns to raise awareness of travel issues among target populations. The greatest effect from smarter travel results from a mix of techniques so that a broad spread of people, journeys and destinations are included in the campaign. Effective smarter travel requires accurate market segmentation, testing of key messages and creative design and careful selection of channels of communication.

Smarter Travel initiatives have a proven track record of increases in sustainable travel. A 2010 DfT Report into Smarter Travel town pilots established that personal travel plan programmes (PTP) generally yields an 8% decrease in car use. This section outlines some of the proposals that Hackney Council intends to carry out to encourage our residents, schoolchildren and workplaces to continue to reduce car use and to walk more.

- **Legible London**

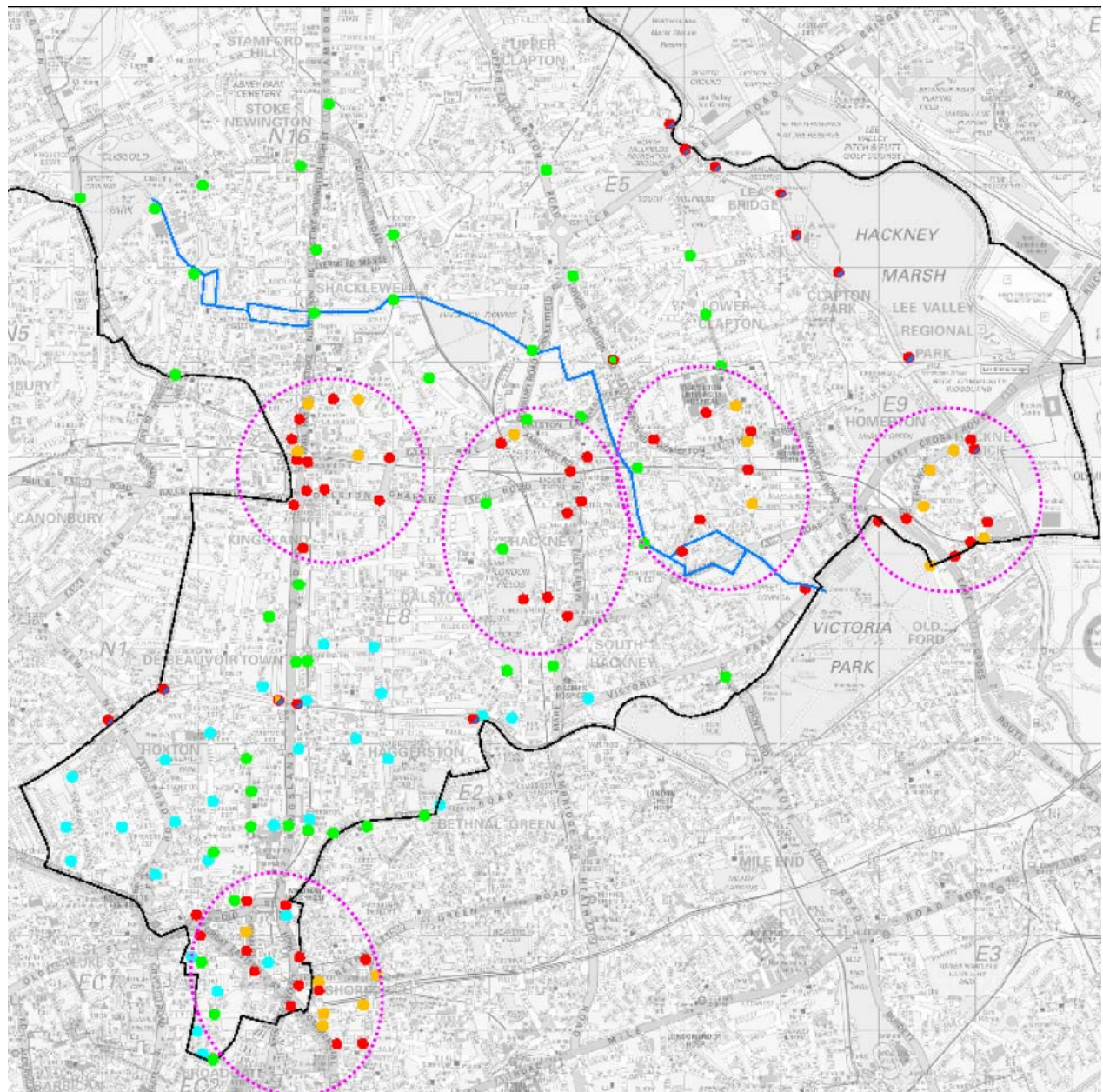
Lack of awareness of walking routes was identified as a key reason why people do not walk more. Legible London (LL) is a standardised pedestrian wayfinding and signage system developed and promoted by TfL and currently used by the majority of boroughs in London. It is a map-based system which gives users a good understanding of the surrounding area and encourages to choose their own walking route to their destination. The wayfinding

system is also consistent with that used in the maps in the docking stations of the Cycle Hire Scheme.

To date, the existing scheme has been implemented within the borough initially from the southern end at Shoreditch primarily by TfL and incrementally northwards by the Council in the town centres of Dalston, Hackney Central, Homerton and Hackney Wick. The Canal and River Trust also have a number of Legible London products at various points along Regents Canal and the Lea Valley Walk. There are also a number of other wayfinding directional signs in other parts of the borough including along the Olympic Greenway Route running from Clissold Park to Victoria Park. There is no LL signage as yet in the north of the borough (see Figure 2). The LL signage is primarily funded through s106 contributions which limits the spread of the signage as funding can only be spent within the vicinity of the site. Another limiting factor is that for signage to be effective it needs to be located within reasonable proximity of existing signage, public transport stations and visitor attractions. There are also gaps in the present provision with an identified need for additional signage at Hoxton station, Hoxton Market, Haggerston station and the north side of London Fields to link the existing Dalston and Hackney Central schemes. Fig 8.2 shows an overview of all existing Legible London products in the Borough (yellow/red) and the potential short-term Legible London sites (light green). It also shows all Cycle Hire sites including this year's installations, as the docking stations provide similar maps and some guidance to a certain degree (light blue).

The Council's intends to extend the scheme gradually across the borough, with short term locations identified in Stoke-Newington, Stoke-Newington Church Street, Clapton Station and further intensification of the scheme in Hackney Central at the top of the Narrow Way and near Pembury Circus. Wayfinding signage is also planned at Chatsworth Road to connect the area with Homerton station and Millfields Park as part of an overall public realm scheme. In the medium to long term, the Council will prioritise locations further north at Woodberry Downs as the development becomes occupied, Clapton and Stamford Hill.

W26 The Council will continue to implement Legible London wayfinding signage at key locations across the borough and fill in gaps in existing provision ensuring that all our district and town centre areas are covered by Legible London by 2024.

Figure 4: Legible London - Existing and proposed short term extension of LL signage

Source LBH 2013.

Key

Red/Yellow – Existing LL Signage

Blue - Existing Cycle Hire stations

Green – Potential LL Signage

Red/Blue – Canal and River Trust Signage

8.9 Travel Planning

Hackney has a dedicated Sustainable Transport Engagement (STE) team that engages with schools and workplaces across the borough to reduce car use and promote active travel. The Council will continue to support travel planning through its LIP allocation and s106 agreements. The following outlines some of the Council's intentions over the lifetime of the Transport Strategy.

W27 The Council will continue to encourage and promote walking trips through travel plan engagement work with businesses, workplaces, schools, new residential developments and existing social housing estates.

- **School Travel Planning (STP)**

Hackney Council has had considerable success with the promotion of its school travel planning programmes in recent years which has proved effective in addressing a number of the transport strategy aims including reducing congestion, targeting childhood obesity and reducing emissions. The vast majority of schools within the borough are now covered by the Council's STP which has helped to achieve a 25% decrease in car use for pupils' journeys to school based on a sample of over 25,000 pupils (LBH, 2012). Walking is high amongst school age children, with 50% of all school trips taken by foot.

Hackney's STP programme covers 29,550 pupils and 3,887 staff across the 92 (93% of all schools and 100% of LEA schools) schools that now have a STP. At each school, we support a STP Champion who represents additional and valuable capacity. The guidance, training and advice offered by the School Travel Advisor sustain this additional workforce and the programme of reviewing STPs gives us solid evidence that the programme is achieving modal shift and allows us to share best practice.

Our flagship walking initiative is the Walk Once a Week (WoW) campaign. Participating schools record how pupils travel to school every day and pupils earn a different monthly badge by walking, cycling or walking at least 800 metres (park and stride) to school at least once a week. The badges are very popular and are designed by pupils in a national design competition. Walk to school week and walk to school month promotions serve to raise the profile of walking further, and help us to sign up new schools to WoW.

The STP process is also particularly effective in identifying barriers to walking and cycling to school and safety issues for example; a need for zebra crossings, traffic calming measures, school crossing patrol officers etc. Where safety issues have been identified the Council will look to address these through localised improvements in its Road Safety budget as part of a LIP funded public realm scheme. The Council will also seek to fund safety improvements outside schools through bidding for the Mayor's Cycle to School Partnership pilots. The Council will continue to support educational establishments in Hackney with monitoring and implementing school travel plans and working toward our objective for reducing car use for the school run and promoting more active travel.

Air Quality and Schools project

This project looks to deliver enhanced walking to school initiatives at 5 schools targeted based on their high car use and proximity to areas of poor local air quality. The pilot project builds on existing school travel plan initiatives such as WoW and increases pupil's awareness of air quality issues through the installation of diffusion tubes to measure variations in levels of emissions. The project is part funded by DEFRA and the Council through its LIP allocation and will continue subject to the availability of match funding in the future.

- **Workplace Travel Planning**

Hackney has a dedicated Sustainable Transport Engagement (STE) team which engages with many of the major employers in the borough such as Homerton Hospital, the Council itself and a number of businesses in the Shoreditch and London Fields areas to develop work place travel plans and supports workplaces to promote active travel. The Council are working with six workplaces with an active travel plan and three are currently undertaking travel surveys, this includes the two largest employers in the borough: LBH and Homerton Hospital.

Travel plan co-ordinators consult with their staff to design initiatives and find solutions to barriers to active travel, such as: providing secure cycle parking, cycle training, events and promotions such as walk to work week and workplace with a travel plan can apply for a grant to implement these measures. The Council organised four led walks during walk to work week in 2012.

Travel surveys have recorded the below mode shift in workplace with travel plans:

Table 5: Impacts of Workplace Travel Plans

Travel Plan	Decrease in car use	Increase in Walking	Increase in cycling
Hackney Council TP (2004-2011)	57%	103%	140%
Other Workplace TP's (aggregate)	55%	46%	78%

The effectiveness of the workplace travel programme in reducing car use within Hackney and increasing active modes of travel is evident in Table 8.1. The Council will therefore continue to promote workplace travel plans as an integral part of its objectives to reduce vehicular traffic and emissions within the borough and to promote sustainable transport over the lifetime of the Transport Strategy.

Shoreditch ZEN Project (2013/14-2016)

Hackney Council along with LB Islington and LB Tower Hamlets have been successful in receiving grant funding from DEFRA and the Mayor's Air Quality Fund for a Zero Emissions Network in Shoreditch and the City Fringe area. The ZEN project will run for three years and will produce a tailored business workplace travel plan for a number of small and medium businesses in the Shoreditch area to reduce emissions. Promoting zero/ low emissions travel for staff, clients and visitors through increased walking and cycling is a key part.

- **Residential Travel planning - Smarter Travel Estates**

The Council will continue to support the Smarter Travel Estates programme which looks to improve uptake of active travel modes amongst residents in estates. More information about this programme is contained in the Cycling Plan.

The Council also works with developers of new residential estates to develop residential travel plans so that when the occupiers move into their new homes they are encouraged to travel around their area in a sustainable manner.

8.10 Supporting walking as a health initiative

The Council is now responsible for Public Health as of April 2013. To help address issues of obesity, inactivity and mental health issues in the borough the Council will work with local GPs and other health professionals to promote walking.

- **Walking Together Programme**

The "Walking Together" programme is jointly funded by the LBH Sport and Leisure and Sustainable Transport teams and offers weekly led walks that are open to the public in different locations around the borough. Seven weekly walks are hosted by trained walking leaders with a further four offered by partners who specialise in specific health walks: diabetes and agewell. The walks are free to join and take place in parks borough-wide, no booking is required. These walks are aimed to encourage walking with a focus more on healthy living. "Walking Together" walks are promoted jointly with walks funded by Homerton Hospital, Agewell and MIND and these are promoted at several GP offices. The Walking Together programme also delivers volunteer walk leader training for those interested in leading walks.

Monthly historic walks take place combining education with health which are frequently fully booked within 24 hours of registration opening.

- **Walking on referral**

Walking information is routinely available at GP surgeries and as part of the physical activity advice given by health professionals in Hackney. Public Health strategists and Council transport officers are currently working to develop similar advice toolkits and publicity material in order to increase awareness of existing opportunities for walking in the borough.

W28 The Council will work in partnership with the NHS, GPs and other health professionals to promote walking amongst residents to help address issues of obesity, inactivity and mental health issues.

9. Delivery Plan – Funding and Priorities

9.1 Introduction

The previous chapter described the proposals and initiatives that the Council is presently considering to improve the pedestrian experience in Hackney and to increase walking levels in the borough. This chapter sets out in tabular format the list of proposals including estimated costs, lead partners, priority level and anticipated delivery dates of the project. The Delivery Plan will be reviewed annually and fully revised every three years in line with the LIP funding programme.

9.2 Implementatation Phasing

The projects and initiatives listed below have been phased to roughly align with Transport for London's LIP implementation process which requires London borough's to outline their broad transport spending programme for the following three years. The implementation periods are as follows;

- Short term - 2014/15 to 2017/2018
- Medium term - 2018/19 to 2021/2022
- Long term - 2022/23 to 2025/26

The Walking Plan is projected to run until 2024, however the LIP 5 period has been included here as a long term since some overlap of the implementation period occurs. It should be noted that the phasing periods are indicative only and may shift in line with Council priorities, changes in funding levels, re-priorisation of projects in line with safety concerns etc.

9.3 Funding Sources and prioritisation of projects

The primary sources of funding are as follows.

- LIP allocation funding from TfL (reviewed every three years)
- Council Capital/Revenue Funding
- S106 Developer Contributions
- Community Infrastructure Levy (CIL)

- Olympic Park Transport & Environment Management Strategy (OPTEMS)

Other sources of funding tend to come from match funding opportunities e.g the Mayor's Air Quality Fund, lottery funding, DEFRA grants, Mayor's Regeneration Fund, Mayor's Cycling Vision (MCV), EU grants etc. This funding by its nature, is difficult to predict since it often depends on a competitive bidding process. Therefore, while this Plan predominantly relies on predominantly 'known' funding streams it also includes additional projects that the Council wishes to undertake should additional funding may be forthcoming e.g. from a higher than expected level of development contributions or a successful Major Scheme bid.

9.4 Prioritisation process

The following table outlines a simple prioristation process –High or Medium. High priority projects are determined through Council priorities and consultation feedback from our stakeholders. Medium priority projects are also important but may depend upon factors largey outside of the Council's control e.g differing neighbouring boroughs or TfL priorities, funding constraints etc

Table 6: Public Realm Major Schemes

Project	Implementation Phasing			Lead Partner(s)	Likely funding sources	Priority Level
	Short Term	Medium term	Long term			
Space & Place Shaping Plan Shoreditch <ul style="list-style-type: none"> - Leonard Circus - Localised public realm improvements - Central London Grid improvements 	0 0 0	0 0	0	LB Hackney, LB Tower Hamlets LB Islington, TfL	CIL/s106, some LIP funding	High
Hackney Central <ul style="list-style-type: none"> - Narrow way trial - Hackney Interchange - Pembury Circus - Fashion Hub area - Other junctions 	0 0 0 0 0	0 0 0 0 0	0 0	LB Hackney, TfL, Network Rail	CIL/s106, Mayor's Regen Fund Network Rail	High
Hackney Wick Improvements <ul style="list-style-type: none"> - station upgrade - pedestrian links 	0	0 0	0	LB Hackney, LB Tower Hamlets, LLDC	LLDC LBH, CIL and s106	High
Old Street - 'Tech City' improvements	0	0	0	LB Islington GLA, TfL, LB Hackney	TfL, s106, CIL	High
Stoke-Newington Town Centre <ul style="list-style-type: none"> - Decluttering works - Gyratory Removal - Adjacent streets 	0 0	0 0 0	0 0	LB Hackney, TfL	TfL, LIP CIL	High
Seven Sisters Road Carriageway Narrowing	0	0	0	LBH, TfL	S106	High
Regents Canal adjacent public spaces	0			LBH, TfL	S106, Mayor's Cycling Fund	High

Public Realm and Greenway schemes (cont)

Project	Implementation Phasing			Lead Partner (s)	Likely funding sources	Priority Level
	Short Term	Medium Term	Long Term			
Woodberry Wetlands /New River walkway Improvements	0	0		LBH, Thames Water, London Wildlife Trust, Berkeley Homes, Natural England	S106, Heritage Lottery funding	High
Tottenham Hale to Queen Elizabeth Park Greenway	0	0		LB Haringey LBH, Sustrans		Medium
Fashion Hub to Victoria Park Village walking routes	0	0	0	LBH	CIL/ S106, Capital	Medium

Table 7: Local Improvement Schemes

Project	Implementation Phasing			Lead Partner(s)	Likely funding source	Priority Level
	Short term	Medium term	Long term			
Annual Programmes - Pedestrian Accessibility Programme - Footway Parking Removal - Pedestrian countdown rollout - Pedestrian signal improvements - 20mph review and implementation - Local/ School site specific safety schemes	0	0	0	LB Hackney, TfL	s106, LIP funding, Mayor's Cycle funding, Capital	High
	0	0	0			
	0	0	0			
	0	0	0			
	0	0	0			
	0	0	0			
Pocket Parks and Spaces	0	0	0	LB Hackney	CIL, s106, LIP	High
Potential Area Based Traffic Schemes - Middleton Road - Rectory Road/ Hackney Downs - South Hackney To be agreed with Members	?	?		LB Hackney,	s106, LIP funding,	Medium
	?	?				
	?	?				
	0	0				

Potential				LB Hackney		
Neighbourhood						
schemes:						
- Chatsworth Road	?					
- Clapton Ponds		?				
- Well Street			?			
- Lauriston Village			?			
More to be determined through Member engagement and consultation	0	0	0			

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Table 8: Smarter Travel/ Encouragement Measures

Project	Implementation Phasing			Lead Partner (s)	Likely funding source	Priority Level
	Short term	Medium term	Long term			
Legible London signage roll-out	0	0	0	LB Hackney , TfL	s106/CIL , LIP funding,	High
School Travel Planning - monitoring of Travel plans, ST initiatives	0	0	0	LB Hackney	s106, LIP, Mayor's Cycle Fund	High
- STARS Programme	0	?	?	LB Hackney , EU	DEFRA, LIP, Mayor's Cycling Fund	Medium
- Air Quality and Schools project	0	?	?			
Workplace Travel Planning - Council WTP	0	0	0	LB Hackney , local business es	s106, LIP funding, Capital Revenue DEFRA/ MAQ	High
- existing workplace programme	0	0	0			
- Shoreditch Zen	0	?	?			
Residential Travel Planning	0	0	0	LB Hackney	LIP, Capital	High
Smarter Travel Estates	0	0	0		s106,	Medium
Education Programme - Road safety campaigns	0	0	0	LB Hackney	LIP, s106, MCV	High
- Considerate Cyclist campaign	0	0	0			
- Walking on referral	0	0	0			
- Leisure walks	0	0	0			

10. Monitoring

In addition to on-going investment in Hackney's public realm and initiatives to support walking, the outcome of these will be monitored by its impact on other key targets and indicators.

10.1 Borough wide walking levels

London and borough wide walking levels are measured by Transport for London through its Travel in London Report and LIP performance indicators, which are released to borough's on an annual basis.

10.2 Town Centres

Recent investment in our public realm and public transport network in addition to Council policies guiding high density mixed use development to the borough's key centres, has sought to increase the vitality and viability of our town centres. The Council's Regeneration team regularly undertake pedestrian footfall surveys as part of town centre health checks. At present, the Council is monitoring footfall levels as part of the Narrow Way pedestrian priority trial in Hackney town centre to enable us to gauge the success of the scheme. Further monitoring will take place in other town centres as public realm schemes progress.

10.3 School and Workplace Travel Plan monitoring

The Council's STE team undertakes regular monitoring of walking, cycling and car use levels through the school and workplace travel plan process. Where the Council has introduced public realm, safety or encouragement measures we will distribute community-wide questionnaires will include questions about whether or not the new infrastructure changed individual's behaviour post-intervention.

10.4 Other monitoring

Casualty data is monitored on annual basis by TfL and the boroughs while the Road Safety Plan is expected to incorporate a strategic approach to reducing pedestrian collision rates. The Walking Plan targets will need to be reviewed every three years to coincide with the LIP process in light of available funding and progress toward the following targets.

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