WALTHAM FOREST

Implementing Dutch Inspired Infrastructure:

The Enjoy Waltham Forest Programme – Creating a 'Mini-Holland' in London

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LB Waltham Forest

Waltham Forest

What is Enjoy Waltham Forest all about…?



WALK CYCLE ENJOY

Waltham Forest

Enjoy Waltham Forest objectives…

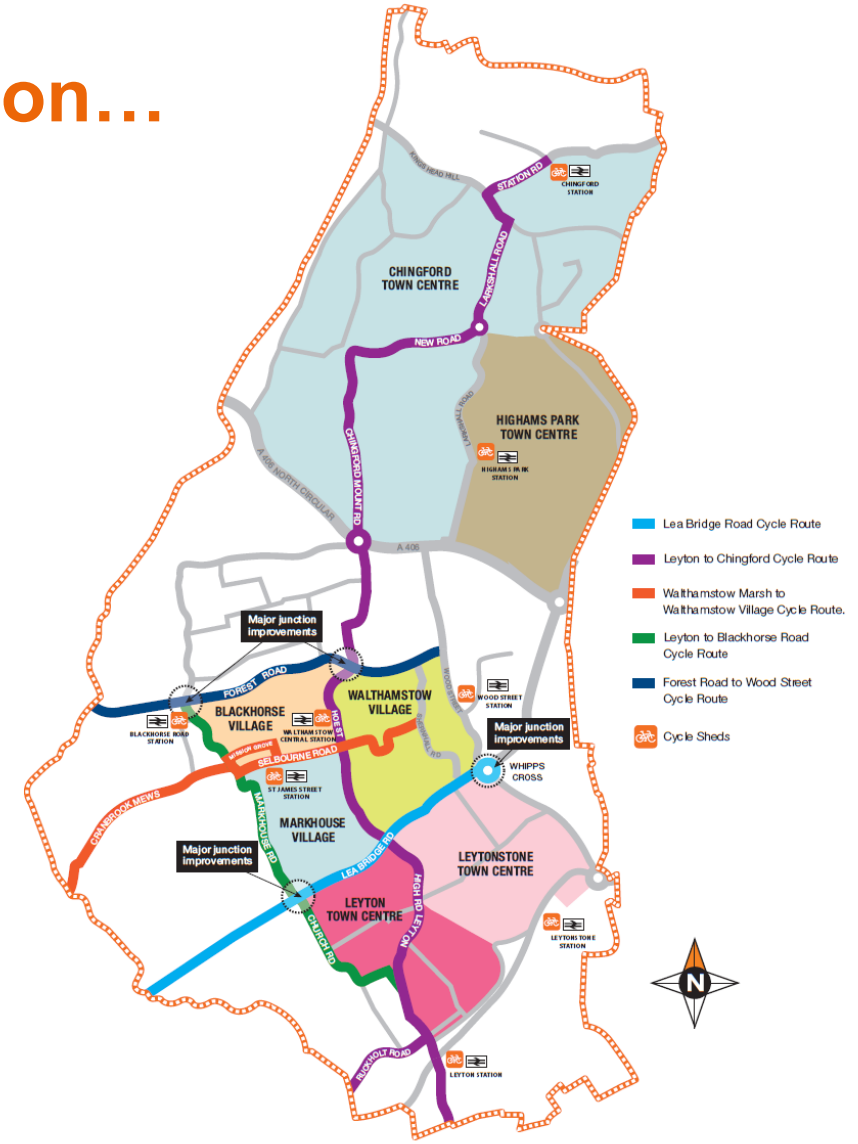
1. A network of direct joined up cycle routes
2. Safer streets for the bike
3. More people travelling by bike
4. Better places for everyone
5. Better balance between movement and place
6. International best practice
7. Attract growth
8. Supporting other corporate objectives





Enjoy Waltham Forest vision…

- Lea Bridge Road – *a street for everyone*
- Walthamstow Village schemes
- Town Centre schemes
- A network of excellent cycle routes
- Complementary measures
- Cycle hubs



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Case Study: Lea Bridge Road

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Lea Bridge Road

- Key corridor with 30,000 vehicles per day in some sections. Up to 4,000 cyclists per day at peak times
- 118 cyclists and 60 pedestrians injured (2009-13) including 20 serious and 1 fatality (4 pedestrian fatalities in the last 2 years)
- 452 businesses along the varied route from green areas (Lee Valley Park/Epping Forest) to urban high streets
- Latest DfT statistics show between 2000 and 2016 cycle journeys rose by 763%. Between 2015 and 2016 the increase in journeys cycled alone was 97%!
- Car journeys declined by 16% between 2000 and 2016, but increased by 1% between 2015 and 2016.



Greening walking and cycling routes

Lea Bridge Road (Lee Valley Park)



Greening streets is a key part of the proposals throughout Waltham Forest. Many people want to see more trees in their area, and by increasing planting we can help tackle poor air quality and make our routes more attractive for people walking and cycling.

By making more attractive- we encourage and increase the numbers choosing to walk and cycle.



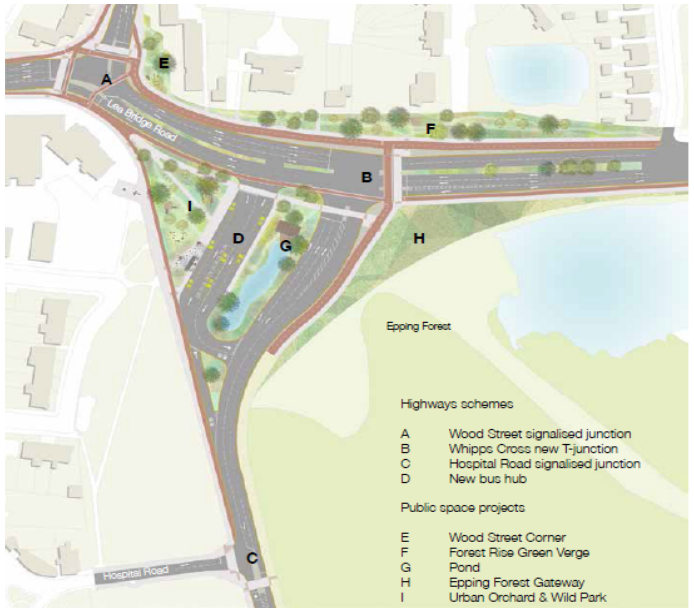
Creating new parks and green spaces

Whipps Cross roundabout, Lea Bridge Road

The redesign of Whipps Cross roundabout will turn the roundabout ‘inside-out’ creating new usable green spaces on its edges, rather than locking land in the centre of the roundabout. The new bus hub will benefit from the attractive space created.







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Case Study: Orford Road

Improving local high streets

Before - Walthamstow Village (Orford Road)



WALK CYCLE ENJOY

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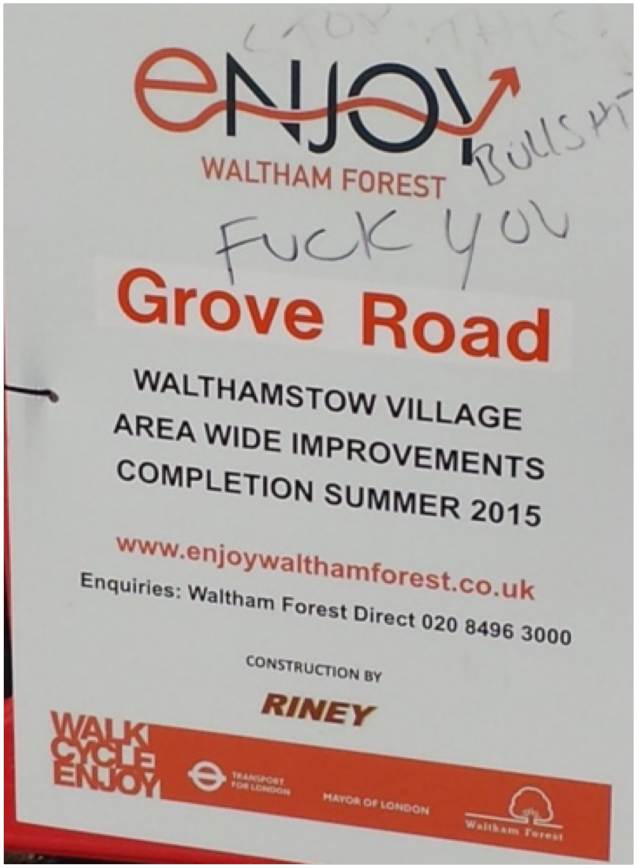
Improving local high streets

During - Walthamstow Village (Orford Road)





Improving local high streets

After - Walthamstow Village (Orford Road)





*"There was a buzz on Orford Road yesterday and **it was so nice to see people of all ages enjoying time outside, socialising and making the most of the extra space**. In the past we have been shocked by how fast cars drive down Orford Road and the pavements can be really cramped with people and buggies! **It was just great to see people of all ages sitting outside** and it seemed like the local shops were doing a swift trade."*

Walthamstow Village

Impacts of scheme

Road	Before the trial	After the trial	Difference before and after the trial	Percentage change
Addison Road	2894	2261	-633	-22%
Beulah Road	363	459	96	26%
Grosvenor Park Rd	1445	952	-493	-34%
Grove Road	3118	729	-2389	-77%
Orford Road	2525	579	-1946	-77%
Pembroke Road	2618	1444	-1174	-45%
Shernhall Street	4444	1340	-3104	-70%
Wingfield Road	996	232	-764	-77%
Copeland Road	2625	69	-2556	-97%
Eden Road	648	52	-596	-92%
East Avenue	2079	2912	833	40%
West Avenue	1951	161	-1790	-92%

What have we done so far?



Before and after: Lea Bridge Road







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Before and after: Francis Road, Leyton









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Before and after: Markhouse Road, Walthamstow









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Before and after: Gainsborough Road, Leytonstone





Working with people and behaviour change



Involving people

Working continually with local communities







Working with businesses

Cargo bike hire and zero emissions courier scheme







Complementary measures

Cycle training











Complementary measures

Cycle training

Year	Number trained	Gender	Age	Ethnicity
2014/15	437	M: 27% F: 73%	Primary school: 19% Secondary school: 11% Adult: 70%	Asian/Asian British: 5% Black/Black British: 6% White British/Other: 9% Mixed Ethnic background/Other: 4%
2015/16	1037	M: 35% F: 65%	Primary school: 14% Secondary school: 10% Adult: 77%	Asian/Asian British: 18% Black/Black British: 16% White British/Other: 27% Mixed Ethnic background/Other: 16%
2016/17	923	M: 37% F: 63%	Primary school: 38% Secondary school: 7% Adult: 55%	Asian/Asian British: 17% Black/Black British: 13% White British/Other: 31% Mixed Ethnic background/Other: 7%
2017/18	682	M: 35% F: 65%	Primary school: 50% Secondary school: 2% Adult: 48%	Asian/Asian British: 13% Black/Black British: 10% White British/Other: 38% Mixed Ethnic background/Other: 12%

Complementary measures

School travel plans

- **2014/15** – 3 schools engaged (BRONZE)
- **2015/16** – 2 SILVER and 15 BRONZE
- **2016/17** – 6 GOLD, 8 SILVER and 25 BRONZE
- **2017/18 target -** 6 GOLD, 10 SILVER and 25 BRONZE







Complementary measures

Cycle parking

- 5,000+ hangar spaces requested
- 172 hangars installed (1032 spaces), with a further 78 to be consulted upon in 2018
- 472 secure cycle spaces across 7 cycle hubs





Culture

- The Party- too many in positions of responsibility and policy influencers and owners are still in awe of trains and buses and of course roads- big budget stuff- ‘Boys and their toys’ mentality.
    - This agenda is cheap and easy to deliver in the grand scheme of things and needs a prominent place in the transport and health policy setting.
- Council Highways Engineers/ Officers- too many have played the motorists tune for too long. Too many traffic calming schemes have become car enabling/ car supporting schemes.
    - To be bolder and be enthused they need strong political steers and leadership. They need to know that you will stand by them when the ‘shit hits the fan’!
    - Weave into a narrative that works across a number of agendas eg health, economy, air quality, regen., growth etc etc
- The Public- have to invest in considerable amounts of quality engagement and consultation. All about ‘hearts and minds’. All about creating community advocates and ambassadors. What’s good for those on a bike is good for those walking. The car is the challenge to both those modes.

Behaviours

- Media- demonising/ dividing
- Comrades- lack of leadership/ unwilling to change behaviours
- Residents- unpicking years and years of the ‘car is king’ indoctrination even though they can see the benefits
  - Resistance to the bitter end
  - Irrational behaviour
  - Conspiracy theories
  - Emotive language
  - The ‘Neutrals’ or ‘Undecideds’
- Policy Makers and legislators- massively stacked in favour of the car and the car driver
- Legislation
- Businesses
- Health Practitioners
- Education Practitioners

Thanks!

Any questions?

www.enjoywalthamforest.co.uk